



National Tracking Poll #2111042
November 05-07, 2021

Crosstabulation Results

Methodology:

This poll was conducted between November 5-November 7, 2021 among a sample of 2199 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 MCSPI_1: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(858)	19%	(416)	10%	(227)	21%	(462)	11%	(235)	2199
Gender: Male	42%	(446)	19%	(197)	10%	(109)	21%	(218)	9%	(91)	1061
Gender: Female	36%	(412)	19%	(220)	10%	(118)	21%	(244)	13%	(144)	1138
Age: 18-34	31%	(203)	23%	(151)	13%	(88)	19%	(125)	13%	(87)	655
Age: 35-44	35%	(124)	18%	(64)	9%	(32)	27%	(95)	12%	(43)	357
Age: 45-64	41%	(309)	16%	(121)	9%	(64)	24%	(182)	10%	(75)	751
Age: 65+	51%	(222)	18%	(80)	10%	(43)	14%	(60)	7%	(31)	436
GenZers: 1997-2012	22%	(45)	23%	(46)	19%	(39)	17%	(34)	20%	(40)	205
Millennials: 1981-1996	36%	(237)	21%	(138)	10%	(66)	22%	(146)	10%	(68)	655
GenXers: 1965-1980	36%	(209)	17%	(100)	9%	(50)	25%	(146)	13%	(73)	577
Baby Boomers: 1946-1964	48%	(328)	17%	(116)	10%	(66)	19%	(129)	7%	(47)	686
PID: Dem (no lean)	56%	(477)	24%	(204)	7%	(61)	6%	(52)	6%	(55)	850
PID: Ind (no lean)	32%	(215)	16%	(111)	12%	(83)	24%	(163)	16%	(110)	683
PID: Rep (no lean)	25%	(165)	15%	(101)	12%	(82)	37%	(247)	11%	(71)	667
PID/Gender: Dem Men	58%	(251)	25%	(105)	7%	(28)	4%	(17)	7%	(28)	429
PID/Gender: Dem Women	54%	(227)	24%	(99)	8%	(33)	8%	(36)	6%	(27)	420
PID/Gender: Ind Men	36%	(105)	16%	(47)	13%	(38)	25%	(73)	11%	(32)	296
PID/Gender: Ind Women	29%	(110)	16%	(64)	12%	(45)	23%	(90)	20%	(78)	387
PID/Gender: Rep Men	27%	(90)	13%	(44)	12%	(42)	38%	(129)	9%	(31)	336
PID/Gender: Rep Women	23%	(75)	17%	(57)	12%	(41)	36%	(119)	12%	(39)	330
Ideo: Liberal (1-3)	58%	(364)	24%	(153)	6%	(40)	5%	(32)	6%	(38)	627
Ideo: Moderate (4)	43%	(278)	21%	(137)	10%	(66)	13%	(87)	13%	(83)	650
Ideo: Conservative (5-7)	23%	(169)	14%	(102)	13%	(93)	41%	(292)	9%	(63)	719
Educ: < College	37%	(553)	16%	(243)	11%	(165)	23%	(350)	13%	(201)	1511
Educ: Bachelors degree	42%	(186)	27%	(119)	10%	(44)	17%	(76)	4%	(19)	444
Educ: Post-grad	49%	(120)	22%	(54)	7%	(18)	15%	(36)	7%	(16)	244

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Table MCSP1_1: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(858)	19%	(416)	10%	(227)	21%	(462)	11%	(235)	2199
Income: Under 50k	37%	(463)	18%	(225)	10%	(123)	21%	(255)	14%	(171)	1237
Income: 50k-100k	38%	(252)	20%	(135)	10%	(69)	24%	(156)	7%	(49)	661
Income: 100k+	47%	(142)	19%	(57)	12%	(35)	17%	(51)	5%	(15)	301
Ethnicity: White	39%	(670)	19%	(327)	10%	(168)	22%	(382)	10%	(173)	1721
Ethnicity: Hispanic	35%	(123)	23%	(79)	13%	(47)	19%	(66)	10%	(34)	349
Ethnicity: Black	39%	(108)	18%	(49)	15%	(42)	13%	(37)	14%	(39)	274
Ethnicity: Other	39%	(80)	20%	(40)	8%	(17)	21%	(43)	11%	(23)	204
All Christian	40%	(387)	20%	(192)	11%	(103)	20%	(193)	10%	(93)	968
All Non-Christian	56%	(58)	18%	(19)	7%	(8)	11%	(12)	8%	(8)	104
Atheist	53%	(68)	19%	(24)	9%	(12)	12%	(15)	7%	(9)	128
Agnostic/Nothing in particular	37%	(233)	19%	(118)	9%	(59)	22%	(140)	13%	(85)	636
Something Else	31%	(113)	17%	(63)	12%	(45)	28%	(102)	11%	(40)	364
Religious Non-Protestant/Catholic	51%	(68)	15%	(20)	10%	(13)	13%	(18)	10%	(13)	133
Evangelical	32%	(167)	20%	(106)	10%	(54)	29%	(148)	8%	(43)	517
Non-Evangelical	41%	(318)	19%	(145)	11%	(89)	18%	(140)	11%	(83)	775
Community: Urban	46%	(288)	20%	(127)	9%	(60)	15%	(94)	10%	(63)	632
Community: Suburban	38%	(383)	20%	(201)	11%	(109)	21%	(212)	9%	(94)	999
Community: Rural	33%	(187)	16%	(89)	10%	(58)	27%	(156)	14%	(78)	568
Employ: Private Sector	38%	(271)	22%	(155)	11%	(79)	22%	(156)	7%	(52)	713
Employ: Government	38%	(45)	15%	(18)	10%	(12)	22%	(26)	16%	(20)	121
Employ: Self-Employed	34%	(71)	24%	(50)	11%	(23)	25%	(53)	6%	(12)	209
Employ: Homemaker	32%	(47)	14%	(20)	13%	(19)	24%	(35)	16%	(24)	145
Employ: Student	32%	(29)	28%	(26)	9%	(8)	19%	(17)	12%	(11)	91
Employ: Retired	48%	(247)	17%	(88)	9%	(45)	19%	(95)	8%	(39)	514
Employ: Unemployed	37%	(100)	14%	(39)	12%	(33)	14%	(37)	23%	(62)	271
Employ: Other	35%	(47)	16%	(22)	6%	(7)	31%	(42)	12%	(16)	135
Military HH: Yes	36%	(127)	18%	(64)	10%	(35)	26%	(90)	10%	(35)	352
Military HH: No	40%	(731)	19%	(353)	10%	(192)	20%	(372)	11%	(200)	1847
RD/WT: Right Direction	56%	(466)	24%	(197)	6%	(50)	4%	(33)	10%	(84)	830
RD/WT: Wrong Track	29%	(392)	16%	(220)	13%	(177)	31%	(429)	11%	(152)	1369

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Table MCSPI_1: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(858)	19%	(416)	10%	(227)	21%	(462)	11%	(235)	2199
Biden Job Approve	58%	(584)	24%	(242)	7%	(69)	3%	(31)	8%	(77)	1003
Biden Job Disapprove	23%	(245)	15%	(163)	14%	(148)	39%	(419)	10%	(109)	1084
Biden Job Strongly Approve	70%	(303)	19%	(80)	4%	(16)	2%	(9)	6%	(26)	434
Biden Job Somewhat Approve	49%	(281)	28%	(161)	9%	(53)	4%	(22)	9%	(51)	569
Biden Job Somewhat Disapprove	31%	(90)	24%	(71)	15%	(43)	18%	(51)	12%	(36)	291
Biden Job Strongly Disapprove	19%	(155)	12%	(92)	13%	(105)	46%	(368)	9%	(73)	793
Favorable of Biden	57%	(573)	24%	(238)	7%	(74)	4%	(37)	9%	(87)	1010
Unfavorable of Biden	23%	(252)	15%	(168)	13%	(145)	38%	(415)	10%	(106)	1086
Very Favorable of Biden	68%	(320)	19%	(88)	4%	(21)	3%	(13)	7%	(32)	473
Somewhat Favorable of Biden	47%	(254)	28%	(150)	10%	(53)	5%	(24)	10%	(55)	537
Somewhat Unfavorable of Biden	32%	(88)	27%	(72)	13%	(36)	16%	(42)	12%	(33)	270
Very Unfavorable of Biden	20%	(164)	12%	(96)	13%	(109)	46%	(373)	9%	(73)	816
#1 Issue: Economy	33%	(271)	21%	(174)	12%	(99)	24%	(197)	10%	(82)	822
#1 Issue: Security	27%	(87)	8%	(28)	11%	(36)	44%	(144)	10%	(34)	329
#1 Issue: Health Care	48%	(131)	21%	(57)	8%	(21)	9%	(23)	14%	(38)	270
#1 Issue: Medicare / Social Security	54%	(138)	18%	(46)	12%	(30)	9%	(23)	7%	(19)	255
#1 Issue: Women's Issues	50%	(70)	21%	(29)	11%	(15)	9%	(13)	9%	(13)	139
#1 Issue: Education	33%	(33)	30%	(30)	5%	(5)	13%	(13)	18%	(17)	98
#1 Issue: Energy	47%	(67)	21%	(29)	9%	(13)	12%	(17)	11%	(15)	141
#1 Issue: Other	42%	(61)	17%	(24)	6%	(9)	22%	(32)	12%	(17)	143
2020 Vote: Joe Biden	58%	(567)	23%	(223)	7%	(70)	5%	(50)	7%	(71)	982
2020 Vote: Donald Trump	22%	(154)	15%	(103)	12%	(84)	41%	(291)	10%	(72)	704
2020 Vote: Other	29%	(21)	15%	(11)	14%	(10)	34%	(24)	7%	(5)	70
2020 Vote: Didn't Vote	26%	(116)	18%	(80)	14%	(63)	22%	(97)	19%	(86)	442
2018 House Vote: Democrat	60%	(452)	21%	(159)	7%	(50)	6%	(43)	6%	(48)	752
2018 House Vote: Republican	25%	(153)	15%	(91)	12%	(71)	38%	(233)	10%	(61)	610
2018 House Vote: Someone else	38%	(26)	22%	(15)	9%	(6)	23%	(16)	9%	(6)	69

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Table MCSP1_1: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(858)	19%	(416)	10%	(227)	21%	(462)	11%	(235)	2199
2016 Vote: Hillary Clinton	58%	(424)	24%	(174)	5%	(39)	7%	(51)	5%	(39)	728
2016 Vote: Donald Trump	27%	(180)	16%	(103)	10%	(68)	36%	(239)	10%	(65)	656
2016 Vote: Other	45%	(49)	15%	(17)	16%	(18)	15%	(16)	9%	(10)	109
2016 Vote: Didn't Vote	29%	(203)	17%	(121)	14%	(102)	22%	(156)	17%	(121)	704
Voted in 2014: Yes	46%	(562)	18%	(223)	8%	(94)	20%	(251)	8%	(95)	1225
Voted in 2014: No	30%	(296)	20%	(193)	14%	(133)	22%	(212)	14%	(140)	974
4-Region: Northeast	40%	(156)	23%	(89)	8%	(31)	17%	(65)	13%	(52)	393
4-Region: Midwest	38%	(177)	17%	(80)	11%	(53)	23%	(108)	10%	(45)	462
4-Region: South	36%	(295)	19%	(154)	11%	(87)	24%	(195)	11%	(92)	824
4-Region: West	44%	(230)	18%	(93)	11%	(56)	18%	(95)	9%	(46)	520
Sports Fans	41%	(631)	21%	(327)	11%	(165)	18%	(285)	9%	(133)	1541
Avid Sports Fans	45%	(234)	22%	(115)	9%	(48)	16%	(83)	7%	(34)	514
Casual Sports Fans	39%	(397)	21%	(212)	11%	(117)	20%	(202)	10%	(98)	1027
NFL Fans	42%	(584)	21%	(296)	10%	(139)	17%	(239)	10%	(132)	1389
Avid NFL Fans	47%	(268)	21%	(118)	9%	(50)	15%	(87)	8%	(44)	566
Casual NFL Fans	38%	(316)	22%	(178)	11%	(89)	18%	(152)	11%	(88)	823
State Farm Customers	42%	(221)	21%	(108)	9%	(47)	20%	(102)	8%	(44)	522
Vaccinated Adults	50%	(772)	22%	(335)	9%	(135)	11%	(162)	9%	(133)	1537
Unvaccinated Adults	13%	(86)	12%	(82)	14%	(92)	45%	(300)	15%	(102)	662

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

Table MCSP1_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Entertainers, such as musicians and actors*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	33%	(715)	21%	(466)	12%	(272)	22%	(474)	12%	(271)	2199
Gender: Male	34%	(358)	22%	(232)	11%	(119)	23%	(239)	11%	(114)	1061
Gender: Female	31%	(357)	21%	(235)	13%	(153)	21%	(235)	14%	(157)	1138
Age: 18-34	29%	(188)	24%	(160)	14%	(92)	20%	(130)	13%	(85)	655
Age: 35-44	33%	(117)	19%	(70)	11%	(40)	24%	(86)	12%	(45)	357
Age: 45-64	33%	(245)	18%	(138)	11%	(83)	26%	(192)	12%	(92)	751
Age: 65+	38%	(165)	23%	(98)	13%	(58)	15%	(65)	11%	(50)	436
GenZers: 1997-2012	24%	(48)	22%	(45)	17%	(35)	19%	(38)	19%	(38)	205
Millennials: 1981-1996	33%	(214)	24%	(155)	12%	(76)	22%	(141)	10%	(69)	655
GenXers: 1965-1980	30%	(175)	18%	(103)	12%	(69)	25%	(145)	15%	(85)	577
Baby Boomers: 1946-1964	36%	(248)	22%	(150)	12%	(80)	21%	(142)	10%	(66)	686
PID: Dem (no lean)	47%	(401)	28%	(241)	10%	(83)	7%	(57)	8%	(68)	850
PID: Ind (no lean)	28%	(188)	18%	(121)	13%	(91)	24%	(162)	18%	(120)	683
PID: Rep (no lean)	19%	(126)	16%	(105)	15%	(98)	38%	(255)	13%	(84)	667
PID/Gender: Dem Men	47%	(203)	31%	(131)	8%	(34)	6%	(27)	8%	(34)	429
PID/Gender: Dem Women	47%	(198)	26%	(109)	12%	(49)	7%	(30)	8%	(34)	420
PID/Gender: Ind Men	29%	(87)	17%	(50)	15%	(43)	26%	(77)	13%	(39)	296
PID/Gender: Ind Women	26%	(102)	18%	(71)	12%	(48)	22%	(85)	21%	(80)	387
PID/Gender: Rep Men	20%	(69)	15%	(50)	12%	(42)	40%	(135)	12%	(40)	336
PID/Gender: Rep Women	17%	(57)	16%	(54)	17%	(56)	36%	(120)	13%	(43)	330
Ideo: Liberal (1-3)	49%	(308)	28%	(174)	11%	(67)	4%	(28)	8%	(49)	627
Ideo: Moderate (4)	36%	(232)	23%	(150)	12%	(76)	15%	(97)	15%	(95)	650
Ideo: Conservative (5-7)	18%	(129)	15%	(111)	15%	(108)	41%	(298)	10%	(73)	719
Educ: < College	32%	(483)	19%	(281)	12%	(183)	23%	(352)	14%	(213)	1511
Educ: Bachelors degree	32%	(144)	27%	(120)	13%	(59)	19%	(86)	8%	(35)	444
Educ: Post-grad	36%	(89)	26%	(65)	13%	(31)	15%	(36)	10%	(24)	244
Income: Under 50k	32%	(396)	21%	(255)	12%	(146)	21%	(256)	15%	(183)	1237
Income: 50k-100k	30%	(201)	22%	(147)	13%	(86)	25%	(163)	10%	(65)	661
Income: 100k+	39%	(118)	21%	(64)	13%	(40)	18%	(55)	8%	(24)	301
Ethnicity: White	32%	(548)	21%	(365)	12%	(209)	23%	(396)	12%	(202)	1721
Ethnicity: Hispanic	33%	(114)	23%	(80)	15%	(53)	19%	(66)	10%	(36)	349

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Table MCSP1_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Entertainers, such as musicians and actors*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	33%	(715)	21%	(466)	12%	(272)	22%	(474)	12%	(271)	2199
Ethnicity: Black	33%	(91)	25%	(70)	12%	(34)	13%	(35)	16%	(45)	274
Ethnicity: Other	37%	(75)	15%	(31)	15%	(30)	21%	(43)	12%	(25)	204
All Christian	31%	(300)	22%	(215)	14%	(137)	21%	(206)	11%	(109)	968
All Non-Christian	42%	(43)	25%	(26)	15%	(15)	12%	(12)	7%	(8)	104
Atheist	47%	(59)	23%	(29)	12%	(15)	9%	(12)	9%	(12)	128
Agnostic/Nothing in particular	32%	(205)	21%	(132)	9%	(59)	23%	(145)	15%	(95)	636
Something Else	29%	(107)	18%	(65)	12%	(45)	27%	(99)	13%	(48)	364
Religious Non-Protestant/Catholic	36%	(48)	24%	(32)	14%	(18)	15%	(20)	11%	(15)	133
Evangelical	29%	(151)	20%	(104)	11%	(57)	29%	(149)	11%	(57)	517
Non-Evangelical	32%	(247)	22%	(168)	16%	(121)	19%	(146)	12%	(92)	775
Community: Urban	39%	(249)	20%	(126)	13%	(82)	15%	(97)	13%	(79)	632
Community: Suburban	31%	(312)	24%	(240)	12%	(118)	22%	(222)	11%	(108)	999
Community: Rural	27%	(155)	18%	(101)	13%	(73)	27%	(155)	15%	(84)	568
Employ: Private Sector	32%	(227)	22%	(160)	14%	(99)	23%	(164)	9%	(63)	713
Employ: Government	27%	(33)	29%	(34)	10%	(12)	19%	(23)	15%	(19)	121
Employ: Self-Employed	28%	(59)	24%	(49)	16%	(33)	24%	(50)	9%	(18)	209
Employ: Homemaker	30%	(43)	14%	(21)	13%	(19)	27%	(39)	16%	(23)	145
Employ: Student	35%	(31)	16%	(14)	14%	(12)	21%	(19)	15%	(14)	91
Employ: Retired	37%	(190)	22%	(111)	11%	(57)	20%	(101)	11%	(55)	514
Employ: Unemployed	34%	(93)	19%	(50)	9%	(26)	15%	(41)	22%	(61)	271
Employ: Other	28%	(38)	19%	(26)	10%	(14)	28%	(37)	15%	(20)	135
Military HH: Yes	32%	(113)	19%	(66)	11%	(39)	26%	(91)	12%	(42)	352
Military HH: No	33%	(602)	22%	(400)	13%	(233)	21%	(383)	12%	(229)	1847
RD/WT: Right Direction	47%	(394)	28%	(229)	9%	(75)	5%	(39)	11%	(93)	830
RD/WT: Wrong Track	23%	(321)	17%	(238)	14%	(197)	32%	(435)	13%	(178)	1369
Biden Job Approve	49%	(487)	28%	(280)	10%	(104)	4%	(39)	9%	(94)	1003
Biden Job Disapprove	19%	(203)	16%	(170)	15%	(161)	39%	(425)	12%	(126)	1084

Continued on next page

Table MCSP1_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Entertainers, such as musicians and actors*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	33%	(715)	21%	(466)	12%	(272)	22%	(474)	12%	(271)	2199
Biden Job Strongly Approve	58%	(254)	23%	(98)	9%	(39)	3%	(14)	7%	(29)	434
Biden Job Somewhat Approve	41%	(233)	32%	(182)	11%	(65)	4%	(25)	11%	(65)	569
Biden Job Somewhat Disapprove	26%	(76)	27%	(80)	16%	(46)	17%	(49)	14%	(41)	291
Biden Job Strongly Disapprove	16%	(128)	11%	(90)	14%	(115)	47%	(376)	11%	(85)	793
Favorable of Biden	47%	(478)	28%	(278)	10%	(103)	4%	(42)	11%	(108)	1010
Unfavorable of Biden	19%	(203)	16%	(178)	15%	(160)	39%	(421)	11%	(123)	1086
Very Favorable of Biden	59%	(277)	22%	(103)	7%	(35)	4%	(18)	8%	(40)	473
Somewhat Favorable of Biden	37%	(201)	33%	(175)	13%	(68)	5%	(24)	13%	(69)	537
Somewhat Unfavorable of Biden	27%	(72)	29%	(78)	17%	(47)	14%	(39)	13%	(35)	270
Very Unfavorable of Biden	16%	(131)	12%	(100)	14%	(114)	47%	(382)	11%	(89)	816
#1 Issue: Economy	28%	(229)	21%	(174)	14%	(115)	25%	(206)	12%	(98)	822
#1 Issue: Security	20%	(66)	15%	(49)	11%	(36)	44%	(144)	10%	(34)	329
#1 Issue: Health Care	42%	(114)	25%	(67)	9%	(25)	7%	(20)	16%	(44)	270
#1 Issue: Medicare / Social Security	42%	(108)	21%	(54)	14%	(35)	10%	(26)	13%	(32)	255
#1 Issue: Women's Issues	46%	(64)	21%	(29)	14%	(19)	12%	(17)	7%	(10)	139
#1 Issue: Education	38%	(37)	21%	(21)	10%	(10)	13%	(13)	17%	(17)	98
#1 Issue: Energy	37%	(52)	24%	(34)	14%	(20)	14%	(20)	11%	(15)	141
#1 Issue: Other	31%	(44)	26%	(37)	8%	(11)	20%	(29)	15%	(22)	143
2020 Vote: Joe Biden	46%	(456)	27%	(265)	11%	(103)	6%	(61)	10%	(96)	982
2020 Vote: Donald Trump	16%	(116)	15%	(105)	14%	(102)	42%	(295)	12%	(87)	704
2020 Vote: Other	19%	(13)	19%	(13)	17%	(12)	34%	(24)	12%	(8)	70
2020 Vote: Didn't Vote	29%	(129)	19%	(83)	13%	(55)	21%	(95)	18%	(80)	442
2018 House Vote: Democrat	49%	(368)	27%	(206)	9%	(68)	7%	(53)	8%	(58)	752
2018 House Vote: Republican	19%	(113)	15%	(93)	15%	(91)	38%	(233)	13%	(80)	610
2018 House Vote: Someone else	24%	(17)	20%	(13)	17%	(12)	22%	(15)	17%	(12)	69
2016 Vote: Hillary Clinton	49%	(353)	29%	(209)	8%	(59)	8%	(55)	7%	(52)	728
2016 Vote: Donald Trump	21%	(138)	15%	(98)	14%	(95)	36%	(238)	13%	(87)	656
2016 Vote: Other	36%	(39)	20%	(22)	16%	(17)	15%	(17)	13%	(15)	109
2016 Vote: Didn't Vote	26%	(184)	20%	(137)	14%	(101)	23%	(164)	17%	(118)	704

Continued on next page

Table MCSP1_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Entertainers, such as musicians and actors*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	33%	(715)	21%	(466)	12%	(272)	22%	(474)	12%	(271)	2199
Voted in 2014: Yes	37%	(451)	21%	(258)	11%	(134)	21%	(254)	10%	(128)	1225
Voted in 2014: No	27%	(264)	21%	(208)	14%	(139)	23%	(220)	15%	(144)	974
4-Region: Northeast	33%	(128)	23%	(92)	12%	(47)	17%	(68)	15%	(58)	393
4-Region: Midwest	29%	(135)	22%	(101)	13%	(62)	24%	(110)	12%	(55)	462
4-Region: South	32%	(264)	20%	(163)	12%	(98)	23%	(192)	13%	(107)	824
4-Region: West	36%	(188)	21%	(111)	13%	(66)	20%	(104)	10%	(51)	520
Sports Fans	33%	(509)	24%	(367)	13%	(196)	20%	(301)	11%	(168)	1541
Avid Sports Fans	38%	(197)	23%	(117)	13%	(65)	17%	(87)	9%	(48)	514
Casual Sports Fans	30%	(312)	24%	(250)	13%	(131)	21%	(214)	12%	(120)	1027
NFL Fans	33%	(461)	25%	(346)	12%	(171)	18%	(252)	11%	(160)	1389
Avid NFL Fans	38%	(215)	22%	(124)	14%	(77)	16%	(93)	10%	(56)	566
Casual NFL Fans	30%	(246)	27%	(221)	11%	(94)	19%	(158)	13%	(103)	823
State Farm Customers	35%	(181)	24%	(126)	13%	(68)	20%	(102)	9%	(46)	522
Vaccinated Adults	41%	(632)	25%	(381)	12%	(184)	11%	(165)	11%	(174)	1537
Unvaccinated Adults	13%	(83)	13%	(85)	13%	(88)	47%	(309)	15%	(97)	662

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

Table MCSP1_3: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1032)	15%	(330)	9%	(195)	21%	(454)	9%	(187)	2199
Gender: Male	49%	(524)	15%	(162)	7%	(76)	21%	(224)	7%	(76)	1061
Gender: Female	45%	(509)	15%	(168)	10%	(119)	20%	(231)	10%	(111)	1138
Age: 18-34	39%	(258)	18%	(117)	13%	(83)	20%	(128)	10%	(69)	655
Age: 35-44	43%	(154)	15%	(52)	9%	(32)	23%	(82)	10%	(37)	357
Age: 45-64	48%	(361)	13%	(100)	6%	(44)	24%	(184)	8%	(63)	751
Age: 65+	59%	(259)	14%	(61)	8%	(36)	14%	(61)	4%	(19)	436
GenZers: 1997-2012	28%	(58)	20%	(42)	18%	(36)	19%	(40)	14%	(29)	205
Millennials: 1981-1996	45%	(294)	16%	(105)	9%	(61)	21%	(138)	9%	(58)	655
GenXers: 1965-1980	44%	(255)	15%	(84)	7%	(40)	24%	(140)	10%	(57)	577
Baby Boomers: 1946-1964	56%	(383)	12%	(85)	8%	(53)	19%	(129)	5%	(36)	686
PID: Dem (no lean)	69%	(587)	13%	(113)	6%	(54)	5%	(46)	6%	(50)	850
PID: Ind (no lean)	39%	(263)	17%	(113)	10%	(66)	23%	(160)	12%	(81)	683
PID: Rep (no lean)	27%	(183)	16%	(104)	11%	(74)	37%	(249)	8%	(56)	667
PID/Gender: Dem Men	71%	(305)	14%	(62)	4%	(18)	5%	(20)	6%	(24)	429
PID/Gender: Dem Women	67%	(282)	12%	(51)	9%	(36)	6%	(26)	6%	(25)	420
PID/Gender: Ind Men	42%	(126)	16%	(48)	8%	(23)	24%	(72)	9%	(26)	296
PID/Gender: Ind Women	36%	(137)	17%	(64)	11%	(43)	23%	(87)	14%	(55)	387
PID/Gender: Rep Men	28%	(93)	15%	(52)	10%	(35)	39%	(131)	8%	(25)	336
PID/Gender: Rep Women	27%	(89)	16%	(53)	12%	(40)	36%	(117)	9%	(31)	330
Ideo: Liberal (1-3)	71%	(446)	14%	(89)	6%	(37)	4%	(25)	5%	(30)	627
Ideo: Moderate (4)	51%	(334)	18%	(118)	9%	(56)	12%	(80)	10%	(62)	650
Ideo: Conservative (5-7)	27%	(195)	14%	(98)	11%	(77)	41%	(297)	7%	(53)	719
Educ: < College	43%	(654)	14%	(209)	10%	(145)	23%	(344)	11%	(159)	1511
Educ: Bachelors degree	54%	(239)	18%	(80)	8%	(34)	17%	(74)	4%	(17)	444
Educ: Post-grad	57%	(140)	17%	(42)	7%	(16)	15%	(36)	4%	(10)	244
Income: Under 50k	46%	(565)	15%	(180)	9%	(111)	20%	(249)	11%	(132)	1237
Income: 50k-100k	45%	(300)	17%	(111)	8%	(53)	23%	(153)	7%	(45)	661
Income: 100k+	56%	(167)	13%	(39)	10%	(31)	17%	(53)	3%	(10)	301
Ethnicity: White	47%	(807)	16%	(268)	8%	(138)	22%	(379)	8%	(130)	1721
Ethnicity: Hispanic	47%	(163)	13%	(46)	16%	(57)	18%	(64)	6%	(19)	349

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Table MCSP1_3: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1032)	15%	(330)	9%	(195)	21%	(454)	9%	(187)	2199
Ethnicity: Black	45%	(124)	13%	(36)	14%	(40)	12%	(34)	15%	(41)	274
Ethnicity: Other	50%	(102)	13%	(26)	9%	(18)	20%	(42)	8%	(16)	204
All Christian	47%	(452)	17%	(161)	9%	(91)	20%	(197)	7%	(68)	968
All Non-Christian	58%	(60)	17%	(17)	8%	(9)	10%	(10)	7%	(8)	104
Atheist	64%	(82)	15%	(19)	9%	(11)	8%	(10)	5%	(6)	128
Agnostic/Nothing in particular	47%	(297)	12%	(78)	7%	(47)	23%	(144)	11%	(71)	636
Something Else	39%	(142)	15%	(55)	10%	(37)	26%	(95)	10%	(35)	364
Religious Non-Protestant/Catholic	54%	(72)	15%	(19)	10%	(13)	13%	(17)	9%	(12)	133
Evangelical	40%	(209)	15%	(78)	9%	(48)	28%	(143)	8%	(39)	517
Non-Evangelical	48%	(369)	17%	(133)	10%	(76)	18%	(139)	8%	(58)	775
Community: Urban	53%	(337)	15%	(94)	10%	(60)	14%	(86)	9%	(54)	632
Community: Suburban	48%	(475)	16%	(158)	8%	(83)	22%	(215)	7%	(69)	999
Community: Rural	39%	(220)	14%	(79)	9%	(52)	27%	(153)	11%	(64)	568
Employ: Private Sector	48%	(340)	17%	(122)	8%	(56)	21%	(153)	6%	(43)	713
Employ: Government	44%	(53)	12%	(14)	13%	(16)	18%	(22)	13%	(15)	121
Employ: Self-Employed	38%	(80)	19%	(40)	13%	(27)	25%	(51)	5%	(10)	209
Employ: Homemaker	37%	(53)	14%	(20)	7%	(10)	28%	(40)	15%	(21)	145
Employ: Student	34%	(31)	18%	(16)	14%	(13)	20%	(18)	14%	(13)	91
Employ: Retired	56%	(288)	13%	(66)	8%	(39)	18%	(94)	5%	(27)	514
Employ: Unemployed	45%	(122)	13%	(36)	9%	(25)	15%	(41)	17%	(47)	271
Employ: Other	48%	(65)	11%	(15)	6%	(8)	26%	(35)	8%	(11)	135
Military HH: Yes	47%	(165)	13%	(45)	8%	(30)	25%	(88)	7%	(24)	352
Military HH: No	47%	(867)	15%	(285)	9%	(165)	20%	(367)	9%	(163)	1847
RD/WT: Right Direction	69%	(575)	15%	(124)	4%	(32)	5%	(38)	7%	(61)	830
RD/WT: Wrong Track	33%	(458)	15%	(206)	12%	(163)	30%	(417)	9%	(126)	1369
Biden Job Approve	71%	(709)	15%	(149)	5%	(52)	3%	(34)	6%	(60)	1003
Biden Job Disapprove	27%	(289)	15%	(163)	13%	(136)	37%	(406)	8%	(90)	1084

Continued on next page

Table MCSP1_3: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1032)	15%	(330)	9%	(195)	21%	(454)	9%	(187)	2199
Biden Job Strongly Approve	78%	(339)	11%	(49)	2%	(10)	3%	(11)	6%	(25)	434
Biden Job Somewhat Approve	65%	(370)	17%	(100)	7%	(42)	4%	(22)	6%	(35)	569
Biden Job Somewhat Disapprove	39%	(112)	24%	(68)	15%	(44)	14%	(39)	9%	(27)	291
Biden Job Strongly Disapprove	22%	(177)	12%	(94)	12%	(92)	46%	(367)	8%	(63)	793
Favorable of Biden	70%	(704)	15%	(149)	5%	(50)	3%	(35)	7%	(72)	1010
Unfavorable of Biden	27%	(296)	15%	(166)	12%	(131)	38%	(407)	8%	(85)	1086
Very Favorable of Biden	79%	(373)	10%	(48)	2%	(8)	3%	(16)	6%	(28)	473
Somewhat Favorable of Biden	62%	(332)	19%	(100)	8%	(42)	4%	(19)	8%	(44)	537
Somewhat Unfavorable of Biden	43%	(116)	22%	(60)	15%	(39)	12%	(33)	8%	(22)	270
Very Unfavorable of Biden	22%	(180)	13%	(106)	11%	(92)	46%	(374)	8%	(63)	816
#1 Issue: Economy	41%	(340)	17%	(139)	10%	(85)	23%	(190)	8%	(69)	822
#1 Issue: Security	28%	(92)	10%	(31)	9%	(29)	45%	(148)	9%	(29)	329
#1 Issue: Health Care	59%	(158)	18%	(48)	8%	(21)	6%	(17)	9%	(26)	270
#1 Issue: Medicare / Social Security	62%	(158)	13%	(34)	8%	(21)	9%	(23)	8%	(20)	255
#1 Issue: Women's Issues	55%	(77)	17%	(24)	14%	(19)	10%	(13)	4%	(6)	139
#1 Issue: Education	52%	(52)	13%	(13)	2%	(2)	18%	(17)	15%	(14)	98
#1 Issue: Energy	58%	(82)	17%	(24)	7%	(10)	11%	(16)	6%	(9)	141
#1 Issue: Other	52%	(74)	13%	(19)	5%	(7)	20%	(29)	10%	(15)	143
2020 Vote: Joe Biden	70%	(688)	14%	(141)	5%	(48)	5%	(48)	6%	(57)	982
2020 Vote: Donald Trump	24%	(169)	15%	(103)	11%	(81)	41%	(289)	9%	(62)	704
2020 Vote: Other	29%	(20)	22%	(16)	10%	(7)	29%	(20)	10%	(7)	70
2020 Vote: Didn't Vote	35%	(154)	16%	(71)	13%	(59)	22%	(97)	14%	(61)	442
2018 House Vote: Democrat	72%	(540)	13%	(99)	5%	(36)	5%	(39)	5%	(37)	752
2018 House Vote: Republican	29%	(175)	14%	(88)	11%	(66)	37%	(224)	9%	(56)	610
2018 House Vote: Someone else	38%	(26)	26%	(18)	7%	(5)	23%	(16)	6%	(4)	69
2016 Vote: Hillary Clinton	71%	(520)	13%	(96)	5%	(36)	6%	(45)	4%	(31)	728
2016 Vote: Donald Trump	30%	(199)	16%	(107)	9%	(58)	36%	(233)	9%	(59)	656
2016 Vote: Other	54%	(59)	13%	(14)	11%	(12)	14%	(15)	8%	(9)	109
2016 Vote: Didn't Vote	36%	(253)	16%	(113)	13%	(88)	23%	(161)	13%	(89)	704

Continued on next page

Table MCSP1_3: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1032)	15%	(330)	9%	(195)	21%	(454)	9%	(187)	2199
Voted in 2014: Yes	54%	(659)	14%	(170)	7%	(80)	20%	(241)	6%	(76)	1225
Voted in 2014: No	38%	(374)	17%	(161)	12%	(115)	22%	(214)	11%	(111)	974
4-Region: Northeast	47%	(185)	19%	(74)	7%	(29)	16%	(65)	10%	(41)	393
4-Region: Midwest	47%	(217)	13%	(61)	9%	(41)	23%	(105)	8%	(37)	462
4-Region: South	43%	(352)	15%	(127)	10%	(82)	23%	(187)	9%	(75)	824
4-Region: West	53%	(278)	13%	(68)	8%	(43)	19%	(97)	7%	(34)	520
Sports Fans	49%	(757)	16%	(246)	10%	(147)	18%	(279)	7%	(112)	1541
Avid Sports Fans	53%	(272)	15%	(77)	9%	(47)	16%	(83)	7%	(33)	514
Casual Sports Fans	47%	(484)	16%	(168)	10%	(100)	19%	(196)	8%	(79)	1027
NFL Fans	50%	(694)	16%	(225)	9%	(124)	17%	(233)	8%	(113)	1389
Avid NFL Fans	52%	(297)	17%	(94)	9%	(49)	16%	(91)	6%	(35)	566
Casual NFL Fans	48%	(397)	16%	(132)	9%	(75)	17%	(142)	9%	(77)	823
State Farm Customers	49%	(256)	15%	(81)	10%	(53)	19%	(97)	7%	(35)	522
Vaccinated Adults	60%	(926)	17%	(255)	7%	(101)	10%	(151)	7%	(103)	1537
Unvaccinated Adults	16%	(107)	11%	(75)	14%	(93)	46%	(303)	13%	(84)	662

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

Table MCSPI_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	55%	(1217)	13%	(295)	6%	(134)	18%	(400)	7%	(153)	2199
Gender: Male	56%	(597)	14%	(149)	6%	(62)	19%	(201)	5%	(53)	1061
Gender: Female	55%	(620)	13%	(146)	6%	(73)	17%	(198)	9%	(100)	1138
Age: 18-34	51%	(331)	17%	(112)	7%	(46)	16%	(108)	9%	(58)	655
Age: 35-44	51%	(182)	10%	(36)	9%	(31)	21%	(74)	10%	(35)	357
Age: 45-64	54%	(409)	12%	(93)	5%	(34)	22%	(162)	7%	(52)	751
Age: 65+	68%	(295)	12%	(54)	5%	(24)	13%	(56)	2%	(8)	436
GenZers: 1997-2012	47%	(97)	15%	(31)	9%	(19)	15%	(30)	13%	(28)	205
Millennials: 1981-1996	52%	(340)	15%	(101)	7%	(46)	18%	(121)	7%	(47)	655
GenXers: 1965-1980	51%	(296)	13%	(73)	5%	(31)	21%	(123)	9%	(55)	577
Baby Boomers: 1946-1964	63%	(430)	11%	(79)	5%	(36)	17%	(119)	3%	(22)	686
PID: Dem (no lean)	76%	(644)	11%	(95)	4%	(34)	4%	(37)	5%	(40)	850
PID: Ind (no lean)	49%	(333)	13%	(87)	7%	(48)	21%	(145)	10%	(70)	683
PID: Rep (no lean)	36%	(241)	17%	(113)	8%	(53)	33%	(218)	6%	(42)	667
PID/Gender: Dem Men	76%	(327)	12%	(52)	3%	(13)	5%	(20)	4%	(17)	429
PID/Gender: Dem Women	75%	(316)	10%	(43)	5%	(21)	4%	(17)	6%	(23)	420
PID/Gender: Ind Men	51%	(150)	12%	(35)	7%	(21)	24%	(70)	7%	(21)	296
PID/Gender: Ind Women	47%	(183)	13%	(52)	7%	(27)	19%	(75)	13%	(50)	387
PID/Gender: Rep Men	35%	(119)	18%	(62)	8%	(28)	33%	(112)	5%	(15)	336
PID/Gender: Rep Women	37%	(122)	15%	(51)	8%	(25)	32%	(106)	8%	(27)	330
Ideo: Liberal (1-3)	76%	(479)	12%	(76)	5%	(33)	3%	(19)	3%	(20)	627
Ideo: Moderate (4)	61%	(394)	14%	(91)	6%	(36)	11%	(74)	8%	(55)	650
Ideo: Conservative (5-7)	37%	(263)	14%	(100)	8%	(54)	36%	(261)	6%	(40)	719
Educ: < College	52%	(787)	13%	(192)	6%	(92)	20%	(309)	9%	(132)	1511
Educ: Bachelors degree	61%	(272)	16%	(70)	6%	(26)	14%	(62)	3%	(14)	444
Educ: Post-grad	65%	(158)	14%	(34)	7%	(17)	12%	(28)	3%	(7)	244
Income: Under 50k	55%	(676)	14%	(168)	5%	(66)	17%	(216)	9%	(111)	1237
Income: 50k-100k	54%	(355)	13%	(89)	7%	(48)	21%	(136)	5%	(32)	661
Income: 100k+	62%	(186)	13%	(38)	7%	(20)	16%	(48)	3%	(9)	301
Ethnicity: White	56%	(956)	13%	(229)	6%	(97)	19%	(331)	6%	(109)	1721
Ethnicity: Hispanic	56%	(197)	11%	(39)	13%	(46)	14%	(50)	5%	(17)	349

Continued on next page

Table MCSP1_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	55%	(1217)	13%	(295)	6%	(134)	18%	(400)	7%	(153)	2199
Ethnicity: Black	51%	(140)	17%	(48)	8%	(22)	12%	(33)	12%	(32)	274
Ethnicity: Other	59%	(121)	9%	(18)	8%	(16)	18%	(36)	6%	(12)	204
All Christian	55%	(534)	15%	(141)	7%	(67)	17%	(169)	6%	(56)	968
All Non-Christian	61%	(64)	20%	(20)	6%	(6)	6%	(6)	7%	(7)	104
Atheist	73%	(94)	13%	(17)	4%	(5)	5%	(7)	4%	(5)	128
Agnostic/Nothing in particular	55%	(350)	12%	(77)	4%	(25)	20%	(130)	9%	(54)	636
Something Else	48%	(176)	11%	(40)	8%	(31)	24%	(87)	8%	(30)	364
Religious Non-Protestant/Catholic	59%	(78)	16%	(21)	8%	(10)	10%	(13)	8%	(11)	133
Evangelical	47%	(243)	13%	(69)	8%	(40)	25%	(127)	7%	(38)	517
Non-Evangelical	58%	(446)	14%	(109)	7%	(53)	16%	(122)	6%	(44)	775
Community: Urban	61%	(384)	14%	(88)	6%	(37)	11%	(72)	8%	(50)	632
Community: Suburban	57%	(566)	13%	(133)	5%	(54)	19%	(192)	5%	(55)	999
Community: Rural	47%	(267)	13%	(74)	8%	(43)	24%	(136)	9%	(48)	568
Employ: Private Sector	56%	(397)	15%	(106)	6%	(40)	19%	(138)	4%	(31)	713
Employ: Government	44%	(53)	13%	(16)	13%	(15)	16%	(19)	14%	(17)	121
Employ: Self-Employed	50%	(104)	17%	(35)	9%	(19)	20%	(42)	4%	(9)	209
Employ: Homemaker	49%	(71)	13%	(19)	2%	(3)	22%	(32)	13%	(19)	145
Employ: Student	57%	(51)	10%	(9)	5%	(4)	18%	(17)	11%	(10)	91
Employ: Retired	64%	(330)	11%	(54)	6%	(30)	17%	(86)	3%	(14)	514
Employ: Unemployed	49%	(134)	15%	(41)	7%	(20)	13%	(35)	15%	(42)	271
Employ: Other	56%	(76)	11%	(15)	2%	(3)	22%	(30)	8%	(11)	135
Military HH: Yes	55%	(192)	10%	(34)	6%	(20)	24%	(84)	6%	(21)	352
Military HH: No	55%	(1025)	14%	(261)	6%	(114)	17%	(316)	7%	(131)	1847
RD/WT: Right Direction	75%	(623)	12%	(102)	3%	(28)	3%	(28)	6%	(48)	830
RD/WT: Wrong Track	43%	(594)	14%	(193)	8%	(107)	27%	(371)	8%	(105)	1369
Biden Job Approve	77%	(775)	12%	(120)	3%	(34)	3%	(25)	5%	(49)	1003
Biden Job Disapprove	36%	(388)	15%	(162)	9%	(98)	34%	(364)	7%	(71)	1084

Continued on next page

Table MCSP1_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	55%	(1217)	13%	(295)	6%	(134)	18%	(400)	7%	(153)	2199
Biden Job Strongly Approve	82%	(356)	9%	(39)	3%	(11)	2%	(10)	4%	(17)	434
Biden Job Somewhat Approve	74%	(419)	14%	(81)	4%	(22)	3%	(15)	6%	(31)	569
Biden Job Somewhat Disapprove	51%	(149)	18%	(52)	8%	(24)	14%	(42)	9%	(25)	291
Biden Job Strongly Disapprove	30%	(239)	14%	(110)	9%	(75)	41%	(323)	6%	(46)	793
Favorable of Biden	77%	(779)	12%	(116)	3%	(29)	3%	(29)	6%	(57)	1010
Unfavorable of Biden	35%	(383)	16%	(169)	9%	(103)	33%	(363)	6%	(68)	1086
Very Favorable of Biden	84%	(398)	8%	(38)	1%	(5)	2%	(11)	4%	(20)	473
Somewhat Favorable of Biden	71%	(381)	15%	(78)	4%	(24)	3%	(18)	7%	(37)	537
Somewhat Unfavorable of Biden	50%	(136)	19%	(52)	9%	(25)	13%	(36)	8%	(22)	270
Very Unfavorable of Biden	30%	(247)	14%	(118)	9%	(77)	40%	(327)	6%	(46)	816
#1 Issue: Economy	50%	(414)	15%	(126)	7%	(58)	21%	(170)	7%	(55)	822
#1 Issue: Security	34%	(111)	14%	(46)	7%	(22)	37%	(123)	8%	(27)	329
#1 Issue: Health Care	66%	(179)	12%	(33)	5%	(14)	8%	(20)	9%	(23)	270
#1 Issue: Medicare / Social Security	68%	(174)	12%	(32)	7%	(19)	8%	(22)	3%	(9)	255
#1 Issue: Women's Issues	69%	(96)	11%	(15)	7%	(9)	7%	(10)	6%	(8)	139
#1 Issue: Education	63%	(62)	12%	(12)	2%	(2)	12%	(12)	11%	(11)	98
#1 Issue: Energy	70%	(99)	9%	(13)	6%	(8)	9%	(13)	5%	(8)	141
#1 Issue: Other	57%	(82)	12%	(18)	2%	(3)	20%	(29)	9%	(12)	143
2020 Vote: Joe Biden	78%	(762)	10%	(99)	3%	(34)	4%	(43)	4%	(44)	982
2020 Vote: Donald Trump	32%	(222)	17%	(117)	8%	(59)	37%	(259)	7%	(47)	704
2020 Vote: Other	43%	(30)	22%	(15)	4%	(3)	27%	(19)	4%	(3)	70
2020 Vote: Didn't Vote	46%	(202)	15%	(64)	9%	(39)	18%	(79)	13%	(59)	442
2018 House Vote: Democrat	78%	(586)	10%	(75)	3%	(26)	5%	(36)	4%	(29)	752
2018 House Vote: Republican	36%	(217)	17%	(102)	8%	(49)	33%	(204)	6%	(37)	610
2018 House Vote: Someone else	41%	(28)	23%	(16)	12%	(8)	22%	(15)	2%	(1)	69
2016 Vote: Hillary Clinton	77%	(561)	11%	(81)	3%	(22)	6%	(42)	3%	(23)	728
2016 Vote: Donald Trump	38%	(252)	17%	(110)	7%	(48)	31%	(206)	6%	(40)	656
2016 Vote: Other	60%	(66)	11%	(12)	10%	(11)	14%	(15)	5%	(5)	109
2016 Vote: Didn't Vote	48%	(337)	13%	(92)	8%	(53)	19%	(136)	12%	(85)	704

Continued on next page

Table MCSP1_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	55%	(1217)	13%	(295)	6%	(134)	18%	(400)	7%	(153)	2199
Voted in 2014: Yes	60%	(731)	13%	(163)	5%	(60)	18%	(219)	4%	(52)	1225
Voted in 2014: No	50%	(486)	14%	(132)	8%	(74)	19%	(181)	10%	(101)	974
4-Region: Northeast	59%	(231)	15%	(58)	5%	(19)	13%	(50)	9%	(35)	393
4-Region: Midwest	51%	(238)	16%	(73)	6%	(28)	20%	(92)	7%	(31)	462
4-Region: South	52%	(430)	12%	(100)	7%	(55)	21%	(175)	8%	(65)	824
4-Region: West	61%	(318)	12%	(64)	6%	(33)	16%	(84)	4%	(21)	520
Sports Fans	57%	(877)	14%	(219)	7%	(112)	16%	(250)	5%	(83)	1541
Avid Sports Fans	61%	(312)	13%	(68)	6%	(33)	15%	(75)	5%	(25)	514
Casual Sports Fans	55%	(565)	15%	(151)	8%	(78)	17%	(175)	6%	(58)	1027
NFL Fans	58%	(806)	14%	(200)	7%	(96)	15%	(206)	6%	(81)	1389
Avid NFL Fans	62%	(352)	13%	(76)	6%	(37)	14%	(79)	4%	(23)	566
Casual NFL Fans	55%	(455)	15%	(124)	7%	(60)	15%	(128)	7%	(57)	823
State Farm Customers	55%	(286)	16%	(83)	8%	(40)	16%	(84)	6%	(30)	522
Vaccinated Adults	69%	(1058)	13%	(203)	4%	(65)	9%	(141)	5%	(70)	1537
Unvaccinated Adults	24%	(159)	14%	(92)	11%	(70)	39%	(259)	12%	(83)	662

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 MCSP1_5: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	49%	(1080)	16%	(353)	7%	(146)	20%	(439)	8%	(181)	2199
Gender: Male	51%	(542)	16%	(171)	6%	(65)	20%	(216)	6%	(68)	1061
Gender: Female	47%	(538)	16%	(183)	7%	(81)	20%	(223)	10%	(113)	1138
Age: 18-34	43%	(283)	20%	(131)	8%	(50)	18%	(120)	11%	(71)	655
Age: 35-44	43%	(154)	15%	(54)	7%	(26)	24%	(85)	11%	(38)	357
Age: 45-64	49%	(368)	15%	(113)	6%	(42)	24%	(178)	7%	(49)	751
Age: 65+	63%	(274)	13%	(55)	6%	(28)	13%	(56)	5%	(23)	436
GenZers: 1997-2012	38%	(77)	21%	(43)	9%	(18)	16%	(33)	17%	(34)	205
Millennials: 1981-1996	46%	(299)	18%	(115)	7%	(46)	21%	(139)	8%	(55)	655
GenXers: 1965-1980	45%	(259)	15%	(89)	7%	(39)	23%	(135)	10%	(56)	577
Baby Boomers: 1946-1964	58%	(394)	14%	(98)	6%	(40)	18%	(123)	4%	(31)	686
PID: Dem (no lean)	69%	(588)	17%	(143)	3%	(28)	5%	(45)	5%	(46)	850
PID: Ind (no lean)	42%	(283)	15%	(104)	8%	(53)	22%	(154)	13%	(89)	683
PID: Rep (no lean)	31%	(208)	16%	(106)	10%	(66)	36%	(240)	7%	(47)	667
PID/Gender: Dem Men	71%	(303)	17%	(73)	3%	(12)	4%	(19)	5%	(23)	429
PID/Gender: Dem Women	68%	(285)	17%	(71)	4%	(16)	6%	(26)	5%	(22)	420
PID/Gender: Ind Men	43%	(128)	15%	(45)	9%	(27)	24%	(72)	8%	(24)	296
PID/Gender: Ind Women	40%	(156)	15%	(59)	7%	(26)	21%	(82)	17%	(64)	387
PID/Gender: Rep Men	33%	(111)	16%	(53)	8%	(27)	37%	(125)	6%	(20)	336
PID/Gender: Rep Women	29%	(97)	16%	(53)	12%	(39)	35%	(115)	8%	(27)	330
Ideo: Liberal (1-3)	72%	(452)	16%	(103)	3%	(17)	4%	(25)	5%	(31)	627
Ideo: Moderate (4)	53%	(344)	17%	(112)	8%	(52)	12%	(78)	10%	(63)	650
Ideo: Conservative (5-7)	30%	(218)	15%	(109)	9%	(65)	40%	(284)	6%	(43)	719
Educ: < College	46%	(699)	15%	(222)	7%	(105)	22%	(331)	10%	(154)	1511
Educ: Bachelors degree	54%	(240)	20%	(87)	6%	(26)	17%	(76)	3%	(15)	444
Educ: Post-grad	58%	(141)	18%	(45)	6%	(15)	13%	(32)	5%	(12)	244
Income: Under 50k	48%	(590)	16%	(201)	6%	(74)	20%	(241)	11%	(131)	1237
Income: 50k-100k	49%	(324)	16%	(104)	7%	(46)	22%	(148)	6%	(38)	661
Income: 100k+	55%	(166)	16%	(48)	9%	(26)	16%	(49)	4%	(11)	301
Ethnicity: White	49%	(840)	16%	(272)	7%	(114)	21%	(364)	8%	(130)	1721
Ethnicity: Hispanic	50%	(174)	17%	(60)	9%	(33)	18%	(63)	5%	(19)	349

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Table MCSP1_5: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	49%	(1080)	16%	(353)	7%	(146)	20%	(439)	8%	(181)	2199
Ethnicity: Black	49%	(134)	19%	(52)	7%	(18)	13%	(34)	13%	(35)	274
Ethnicity: Other	52%	(105)	14%	(29)	7%	(14)	20%	(40)	8%	(16)	204
All Christian	49%	(472)	17%	(168)	8%	(73)	19%	(186)	7%	(68)	968
All Non-Christian	65%	(67)	14%	(14)	9%	(10)	8%	(8)	4%	(5)	104
Atheist	66%	(84)	17%	(22)	—	(0)	11%	(14)	6%	(7)	128
Agnostic/Nothing in particular	49%	(310)	13%	(83)	5%	(32)	21%	(136)	12%	(75)	636
Something Else	40%	(146)	18%	(67)	9%	(31)	26%	(94)	7%	(26)	364
Religious Non-Protestant/Catholic	59%	(78)	14%	(19)	9%	(12)	11%	(14)	8%	(10)	133
Evangelical	42%	(218)	17%	(90)	6%	(33)	28%	(142)	7%	(34)	517
Non-Evangelical	49%	(383)	18%	(138)	9%	(70)	17%	(130)	7%	(54)	775
Community: Urban	55%	(349)	19%	(119)	5%	(30)	13%	(83)	8%	(51)	632
Community: Suburban	50%	(499)	17%	(168)	7%	(70)	20%	(200)	6%	(62)	999
Community: Rural	41%	(232)	12%	(67)	8%	(46)	27%	(155)	12%	(67)	568
Employ: Private Sector	49%	(348)	19%	(132)	6%	(43)	21%	(151)	5%	(39)	713
Employ: Government	40%	(48)	19%	(23)	9%	(11)	20%	(24)	12%	(14)	121
Employ: Self-Employed	44%	(92)	13%	(28)	12%	(26)	24%	(50)	6%	(13)	209
Employ: Homemaker	40%	(59)	18%	(26)	4%	(6)	23%	(34)	14%	(20)	145
Employ: Student	46%	(42)	17%	(16)	5%	(4)	20%	(18)	12%	(11)	91
Employ: Retired	59%	(306)	12%	(62)	6%	(30)	17%	(89)	5%	(27)	514
Employ: Unemployed	46%	(124)	16%	(44)	8%	(21)	14%	(38)	16%	(44)	271
Employ: Other	45%	(61)	17%	(22)	3%	(4)	25%	(34)	10%	(13)	135
Military HH: Yes	49%	(174)	12%	(43)	6%	(22)	25%	(87)	7%	(26)	352
Military HH: No	49%	(906)	17%	(310)	7%	(124)	19%	(352)	8%	(155)	1847
RD/WT: Right Direction	69%	(577)	16%	(132)	3%	(25)	4%	(32)	8%	(64)	830
RD/WT: Wrong Track	37%	(503)	16%	(222)	9%	(121)	30%	(407)	9%	(117)	1369
Biden Job Approve	73%	(728)	15%	(152)	3%	(34)	3%	(28)	6%	(62)	1003
Biden Job Disapprove	29%	(312)	16%	(175)	10%	(113)	37%	(400)	8%	(84)	1084

Continued on next page

Table MCSP1_5: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	49%	(1080)	16%	(353)	7%	(146)	20%	(439)	8%	(181)	2199
Biden Job Strongly Approve	83%	(359)	9%	(39)	1%	(3)	3%	(11)	5%	(22)	434
Biden Job Somewhat Approve	65%	(369)	20%	(113)	5%	(30)	3%	(17)	7%	(40)	569
Biden Job Somewhat Disapprove	42%	(122)	25%	(72)	8%	(24)	16%	(46)	9%	(27)	291
Biden Job Strongly Disapprove	24%	(191)	13%	(103)	11%	(88)	45%	(354)	7%	(57)	793
Favorable of Biden	71%	(718)	16%	(165)	3%	(33)	3%	(30)	6%	(64)	1010
Unfavorable of Biden	29%	(319)	16%	(170)	10%	(111)	37%	(400)	8%	(85)	1086
Very Favorable of Biden	81%	(382)	11%	(50)	1%	(4)	3%	(13)	5%	(23)	473
Somewhat Favorable of Biden	62%	(336)	21%	(115)	5%	(28)	3%	(17)	8%	(41)	537
Somewhat Unfavorable of Biden	44%	(118)	23%	(62)	8%	(21)	16%	(42)	10%	(27)	270
Very Unfavorable of Biden	25%	(201)	13%	(108)	11%	(90)	44%	(358)	7%	(58)	816
#1 Issue: Economy	42%	(347)	19%	(155)	9%	(78)	23%	(187)	7%	(56)	822
#1 Issue: Security	32%	(106)	10%	(34)	7%	(23)	42%	(139)	8%	(28)	329
#1 Issue: Health Care	61%	(164)	17%	(45)	3%	(9)	8%	(22)	11%	(29)	270
#1 Issue: Medicare / Social Security	63%	(161)	16%	(41)	8%	(19)	8%	(21)	5%	(13)	255
#1 Issue: Women's Issues	62%	(86)	17%	(23)	3%	(5)	9%	(12)	9%	(12)	139
#1 Issue: Education	50%	(49)	17%	(16)	2%	(2)	13%	(13)	19%	(19)	98
#1 Issue: Energy	65%	(92)	11%	(15)	5%	(7)	11%	(16)	8%	(11)	141
#1 Issue: Other	51%	(74)	17%	(24)	2%	(3)	20%	(29)	9%	(13)	143
2020 Vote: Joe Biden	72%	(702)	15%	(151)	3%	(34)	4%	(42)	5%	(52)	982
2020 Vote: Donald Trump	27%	(190)	15%	(107)	10%	(69)	40%	(283)	8%	(55)	704
2020 Vote: Other	30%	(21)	22%	(15)	10%	(7)	29%	(21)	9%	(7)	70
2020 Vote: Didn't Vote	37%	(166)	18%	(80)	8%	(36)	21%	(93)	15%	(68)	442
2018 House Vote: Democrat	72%	(540)	15%	(115)	3%	(24)	5%	(38)	5%	(34)	752
2018 House Vote: Republican	32%	(194)	14%	(88)	10%	(59)	36%	(222)	8%	(47)	610
2018 House Vote: Someone else	42%	(29)	17%	(12)	6%	(4)	23%	(16)	13%	(9)	69
2016 Vote: Hillary Clinton	72%	(524)	15%	(109)	2%	(17)	6%	(47)	4%	(31)	728
2016 Vote: Donald Trump	34%	(222)	16%	(102)	8%	(53)	35%	(227)	8%	(52)	656
2016 Vote: Other	53%	(58)	13%	(14)	12%	(13)	14%	(15)	8%	(9)	109
2016 Vote: Didn't Vote	39%	(275)	18%	(128)	9%	(62)	21%	(150)	13%	(89)	704

Continued on next page

Table MCSP1_5: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	49%	(1080)	16%	(353)	7%	(146)	20%	(439)	8%	(181)	2199
Voted in 2014: Yes	55%	(672)	14%	(177)	5%	(63)	19%	(238)	6%	(75)	1225
Voted in 2014: No	42%	(408)	18%	(177)	9%	(83)	21%	(201)	11%	(106)	974
4-Region: Northeast	50%	(198)	17%	(68)	7%	(27)	15%	(59)	11%	(42)	393
4-Region: Midwest	46%	(214)	16%	(76)	7%	(30)	22%	(102)	9%	(40)	462
4-Region: South	46%	(377)	16%	(128)	7%	(56)	23%	(188)	9%	(74)	824
4-Region: West	56%	(290)	16%	(81)	6%	(33)	17%	(90)	5%	(25)	520
Sports Fans	51%	(785)	17%	(267)	7%	(112)	18%	(277)	6%	(100)	1541
Avid Sports Fans	54%	(279)	18%	(91)	6%	(33)	16%	(80)	6%	(31)	514
Casual Sports Fans	49%	(505)	17%	(176)	8%	(79)	19%	(197)	7%	(69)	1027
NFL Fans	52%	(727)	17%	(239)	7%	(95)	16%	(227)	7%	(100)	1389
Avid NFL Fans	56%	(318)	17%	(98)	6%	(36)	15%	(84)	5%	(31)	566
Casual NFL Fans	50%	(409)	17%	(142)	7%	(59)	17%	(144)	8%	(69)	823
State Farm Customers	49%	(258)	18%	(92)	9%	(46)	18%	(95)	6%	(31)	522
Vaccinated Adults	62%	(952)	17%	(257)	5%	(84)	10%	(152)	6%	(93)	1537
Unvaccinated Adults	19%	(128)	15%	(97)	9%	(62)	43%	(287)	13%	(88)	662

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 MCSP1_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	54%	(1178)	14%	(310)	6%	(136)	18%	(405)	8%	(169)	2199
Gender: Male	55%	(583)	14%	(145)	6%	(61)	20%	(209)	6%	(63)	1061
Gender: Female	52%	(595)	14%	(165)	7%	(75)	17%	(196)	9%	(106)	1138
Age: 18-34	48%	(312)	17%	(111)	9%	(56)	16%	(108)	10%	(68)	655
Age: 35-44	49%	(175)	14%	(49)	6%	(22)	21%	(75)	10%	(36)	357
Age: 45-64	54%	(402)	13%	(98)	4%	(30)	23%	(169)	7%	(52)	751
Age: 65+	66%	(290)	12%	(52)	7%	(29)	12%	(52)	3%	(14)	436
GenZers: 1997-2012	46%	(95)	14%	(29)	8%	(16)	16%	(33)	16%	(32)	205
Millennials: 1981-1996	49%	(319)	18%	(115)	8%	(49)	18%	(121)	8%	(52)	655
GenXers: 1965-1980	50%	(290)	13%	(72)	6%	(32)	22%	(125)	10%	(58)	577
Baby Boomers: 1946-1964	62%	(423)	12%	(82)	6%	(38)	17%	(119)	3%	(24)	686
PID: Dem (no lean)	74%	(631)	13%	(112)	3%	(28)	5%	(39)	5%	(40)	850
PID: Ind (no lean)	47%	(324)	13%	(89)	7%	(49)	20%	(140)	12%	(81)	683
PID: Rep (no lean)	34%	(224)	16%	(108)	9%	(59)	34%	(226)	7%	(49)	667
PID/Gender: Dem Men	75%	(323)	14%	(61)	2%	(10)	4%	(19)	4%	(16)	429
PID/Gender: Dem Women	73%	(308)	12%	(51)	4%	(18)	5%	(20)	6%	(23)	420
PID/Gender: Ind Men	48%	(141)	12%	(35)	7%	(20)	24%	(71)	10%	(29)	296
PID/Gender: Ind Women	47%	(182)	14%	(54)	8%	(29)	18%	(69)	13%	(52)	387
PID/Gender: Rep Men	35%	(119)	15%	(49)	9%	(31)	35%	(119)	5%	(18)	336
PID/Gender: Rep Women	32%	(105)	18%	(59)	8%	(28)	33%	(108)	9%	(31)	330
Ideo: Liberal (1-3)	76%	(477)	13%	(84)	4%	(22)	3%	(21)	4%	(23)	627
Ideo: Moderate (4)	58%	(377)	16%	(107)	6%	(38)	11%	(72)	9%	(56)	650
Ideo: Conservative (5-7)	34%	(242)	14%	(103)	9%	(63)	37%	(268)	6%	(44)	719
Educ: < College	50%	(758)	13%	(197)	7%	(105)	20%	(306)	10%	(145)	1511
Educ: Bachelors degree	59%	(260)	18%	(79)	5%	(20)	16%	(70)	4%	(16)	444
Educ: Post-grad	66%	(161)	14%	(34)	5%	(11)	12%	(29)	4%	(9)	244
Income: Under 50k	53%	(658)	14%	(173)	6%	(73)	17%	(213)	10%	(120)	1237
Income: 50k-100k	52%	(343)	14%	(94)	6%	(42)	22%	(145)	6%	(37)	661
Income: 100k+	59%	(178)	14%	(43)	7%	(21)	15%	(46)	4%	(12)	301
Ethnicity: White	54%	(925)	14%	(234)	6%	(102)	20%	(342)	7%	(119)	1721
Ethnicity: Hispanic	57%	(198)	10%	(36)	12%	(43)	15%	(52)	6%	(20)	349

Continued on next page

Table MCSP1_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	54%	(1178)	14%	(310)	6%	(136)	18%	(405)	8%	(169)	2199
Ethnicity: Black	54%	(148)	18%	(48)	7%	(18)	10%	(27)	12%	(33)	274
Ethnicity: Other	52%	(106)	14%	(28)	8%	(17)	17%	(36)	8%	(17)	204
All Christian	53%	(516)	15%	(142)	7%	(70)	18%	(175)	7%	(65)	968
All Non-Christian	60%	(62)	22%	(23)	4%	(4)	8%	(8)	7%	(7)	104
Atheist	72%	(91)	15%	(19)	3%	(4)	6%	(8)	4%	(5)	128
Agnostic/Nothing in particular	54%	(342)	12%	(74)	5%	(34)	19%	(123)	10%	(63)	636
Something Else	46%	(167)	14%	(53)	6%	(23)	25%	(91)	8%	(30)	364
Religious Non-Protestant/Catholic	56%	(75)	21%	(28)	4%	(5)	11%	(14)	8%	(11)	133
Evangelical	47%	(243)	13%	(67)	6%	(34)	26%	(135)	7%	(39)	517
Non-Evangelical	54%	(422)	16%	(121)	7%	(57)	16%	(124)	7%	(51)	775
Community: Urban	59%	(373)	17%	(105)	5%	(32)	12%	(73)	8%	(49)	632
Community: Suburban	55%	(546)	14%	(139)	6%	(59)	19%	(193)	6%	(63)	999
Community: Rural	46%	(260)	12%	(66)	8%	(46)	24%	(139)	10%	(57)	568
Employ: Private Sector	54%	(384)	15%	(110)	6%	(42)	19%	(139)	5%	(38)	713
Employ: Government	46%	(55)	20%	(24)	6%	(7)	17%	(21)	11%	(14)	121
Employ: Self-Employed	46%	(97)	19%	(39)	10%	(20)	22%	(46)	3%	(6)	209
Employ: Homemaker	47%	(69)	15%	(22)	4%	(6)	21%	(30)	13%	(19)	145
Employ: Student	53%	(48)	5%	(4)	4%	(4)	20%	(18)	19%	(17)	91
Employ: Retired	63%	(323)	10%	(53)	7%	(36)	16%	(84)	3%	(17)	514
Employ: Unemployed	47%	(129)	15%	(41)	6%	(17)	14%	(37)	18%	(48)	271
Employ: Other	54%	(73)	13%	(18)	3%	(3)	22%	(30)	8%	(10)	135
Military HH: Yes	55%	(192)	9%	(33)	6%	(21)	24%	(85)	6%	(20)	352
Military HH: No	53%	(986)	15%	(277)	6%	(115)	17%	(320)	8%	(149)	1847
RD/WT: Right Direction	73%	(608)	14%	(115)	2%	(19)	4%	(31)	7%	(57)	830
RD/WT: Wrong Track	42%	(570)	14%	(195)	9%	(117)	27%	(374)	8%	(113)	1369
Biden Job Approve	76%	(765)	13%	(127)	3%	(30)	3%	(27)	5%	(54)	1003
Biden Job Disapprove	34%	(364)	16%	(169)	9%	(101)	34%	(371)	7%	(80)	1084

Continued on next page

Table MCSP1_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	54%	(1178)	14%	(310)	6%	(136)	18%	(405)	8%	(169)	2199
Biden Job Strongly Approve	82%	(356)	9%	(40)	1%	(4)	2%	(10)	6%	(24)	434
Biden Job Somewhat Approve	72%	(409)	15%	(87)	5%	(26)	3%	(18)	5%	(29)	569
Biden Job Somewhat Disapprove	49%	(143)	23%	(66)	7%	(19)	12%	(36)	9%	(26)	291
Biden Job Strongly Disapprove	28%	(221)	13%	(103)	10%	(81)	42%	(335)	7%	(53)	793
Favorable of Biden	76%	(767)	12%	(126)	2%	(24)	3%	(29)	6%	(65)	1010
Unfavorable of Biden	33%	(361)	16%	(173)	10%	(111)	34%	(368)	7%	(73)	1086
Very Favorable of Biden	84%	(395)	8%	(37)	1%	(3)	2%	(11)	5%	(26)	473
Somewhat Favorable of Biden	69%	(371)	17%	(89)	4%	(20)	3%	(18)	7%	(39)	537
Somewhat Unfavorable of Biden	49%	(133)	23%	(62)	9%	(26)	11%	(30)	7%	(20)	270
Very Unfavorable of Biden	28%	(228)	14%	(111)	10%	(85)	41%	(338)	7%	(53)	816
#1 Issue: Economy	48%	(395)	15%	(125)	9%	(71)	20%	(166)	8%	(65)	822
#1 Issue: Security	34%	(113)	12%	(39)	6%	(20)	40%	(131)	8%	(26)	329
#1 Issue: Health Care	64%	(172)	17%	(45)	4%	(10)	7%	(19)	9%	(24)	270
#1 Issue: Medicare / Social Security	68%	(173)	14%	(35)	6%	(17)	8%	(20)	4%	(11)	255
#1 Issue: Women's Issues	68%	(94)	15%	(21)	3%	(5)	9%	(12)	5%	(6)	139
#1 Issue: Education	60%	(59)	13%	(13)	3%	(3)	12%	(12)	12%	(12)	98
#1 Issue: Energy	68%	(96)	8%	(12)	5%	(8)	11%	(15)	7%	(11)	141
#1 Issue: Other	53%	(76)	14%	(20)	3%	(4)	20%	(29)	10%	(14)	143
2020 Vote: Joe Biden	75%	(738)	12%	(121)	4%	(35)	4%	(36)	5%	(50)	982
2020 Vote: Donald Trump	31%	(215)	14%	(100)	9%	(64)	38%	(270)	8%	(55)	704
2020 Vote: Other	39%	(27)	23%	(16)	9%	(7)	26%	(18)	2%	(2)	70
2020 Vote: Didn't Vote	44%	(197)	16%	(72)	7%	(31)	18%	(81)	14%	(62)	442
2018 House Vote: Democrat	75%	(567)	13%	(95)	3%	(25)	4%	(32)	4%	(34)	752
2018 House Vote: Republican	35%	(213)	15%	(92)	9%	(54)	34%	(206)	7%	(45)	610
2018 House Vote: Someone else	45%	(31)	23%	(16)	8%	(5)	20%	(14)	4%	(3)	69
2016 Vote: Hillary Clinton	75%	(550)	12%	(91)	3%	(23)	5%	(38)	4%	(27)	728
2016 Vote: Donald Trump	36%	(239)	16%	(103)	7%	(49)	33%	(216)	7%	(49)	656
2016 Vote: Other	60%	(65)	12%	(13)	11%	(12)	13%	(14)	5%	(5)	109
2016 Vote: Didn't Vote	46%	(324)	15%	(103)	7%	(51)	19%	(137)	13%	(88)	704

Continued on next page

Table MCSP1_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	54%	(1178)	14%	(310)	6%	(136)	18%	(405)	8%	(169)	2199
Voted in 2014: Yes	58%	(711)	14%	(168)	5%	(62)	18%	(219)	5%	(65)	1225
Voted in 2014: No	48%	(467)	15%	(143)	8%	(74)	19%	(186)	11%	(104)	974
4-Region: Northeast	56%	(221)	16%	(63)	5%	(20)	14%	(55)	9%	(34)	393
4-Region: Midwest	51%	(234)	17%	(77)	6%	(30)	19%	(89)	7%	(33)	462
4-Region: South	50%	(413)	14%	(114)	6%	(50)	21%	(176)	9%	(71)	824
4-Region: West	60%	(310)	11%	(57)	7%	(36)	16%	(85)	6%	(31)	520
Sports Fans	55%	(852)	15%	(238)	7%	(105)	16%	(250)	6%	(96)	1541
Avid Sports Fans	60%	(310)	13%	(65)	7%	(36)	15%	(76)	5%	(26)	514
Casual Sports Fans	53%	(542)	17%	(173)	7%	(69)	17%	(173)	7%	(70)	1027
NFL Fans	56%	(784)	16%	(215)	6%	(86)	15%	(211)	7%	(93)	1389
Avid NFL Fans	62%	(350)	13%	(75)	6%	(34)	15%	(83)	4%	(25)	566
Casual NFL Fans	53%	(434)	17%	(141)	6%	(52)	16%	(128)	8%	(68)	823
State Farm Customers	54%	(284)	17%	(87)	6%	(31)	17%	(87)	6%	(32)	522
Vaccinated Adults	67%	(1030)	14%	(219)	4%	(66)	9%	(133)	6%	(89)	1537
Unvaccinated Adults	22%	(148)	14%	(91)	11%	(71)	41%	(272)	12%	(80)	662

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 MCSP1_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	56%	(1234)	15%	(324)	5%	(114)	17%	(369)	7%	(157)	2199
Gender: Male	57%	(603)	15%	(160)	5%	(55)	18%	(187)	5%	(56)	1061
Gender: Female	55%	(631)	14%	(165)	5%	(59)	16%	(182)	9%	(101)	1138
Age: 18-34	52%	(341)	18%	(118)	6%	(41)	14%	(95)	9%	(61)	655
Age: 35-44	49%	(177)	14%	(50)	7%	(25)	20%	(70)	10%	(35)	357
Age: 45-64	55%	(413)	15%	(110)	3%	(24)	21%	(155)	6%	(49)	751
Age: 65+	70%	(304)	11%	(46)	6%	(24)	11%	(49)	3%	(13)	436
GenZers: 1997-2012	51%	(104)	13%	(27)	8%	(16)	13%	(26)	15%	(31)	205
Millennials: 1981-1996	52%	(338)	19%	(121)	6%	(40)	17%	(110)	7%	(46)	655
GenXers: 1965-1980	50%	(291)	16%	(94)	4%	(21)	20%	(115)	10%	(56)	577
Baby Boomers: 1946-1964	65%	(446)	10%	(71)	5%	(36)	16%	(111)	3%	(21)	686
PID: Dem (no lean)	75%	(635)	13%	(113)	3%	(21)	4%	(36)	5%	(44)	850
PID: Ind (no lean)	51%	(351)	14%	(93)	6%	(44)	19%	(126)	10%	(69)	683
PID: Rep (no lean)	37%	(249)	18%	(119)	7%	(49)	31%	(207)	7%	(44)	667
PID/Gender: Dem Men	76%	(324)	15%	(62)	1%	(6)	4%	(18)	4%	(19)	429
PID/Gender: Dem Women	74%	(311)	12%	(51)	4%	(16)	4%	(18)	6%	(25)	420
PID/Gender: Ind Men	51%	(151)	14%	(42)	7%	(20)	22%	(64)	7%	(19)	296
PID/Gender: Ind Women	52%	(200)	13%	(51)	6%	(24)	16%	(62)	13%	(50)	387
PID/Gender: Rep Men	38%	(129)	17%	(56)	9%	(29)	31%	(105)	5%	(18)	336
PID/Gender: Rep Women	36%	(120)	19%	(63)	6%	(20)	31%	(102)	8%	(26)	330
Ideo: Liberal (1-3)	77%	(483)	12%	(77)	4%	(28)	3%	(16)	4%	(23)	627
Ideo: Moderate (4)	61%	(399)	15%	(96)	5%	(32)	10%	(68)	9%	(56)	650
Ideo: Conservative (5-7)	37%	(267)	17%	(122)	7%	(47)	34%	(242)	6%	(41)	719
Educ: < College	53%	(803)	13%	(202)	6%	(89)	19%	(280)	9%	(137)	1511
Educ: Bachelors degree	61%	(272)	19%	(84)	3%	(13)	14%	(62)	3%	(12)	444
Educ: Post-grad	65%	(159)	16%	(38)	5%	(12)	11%	(28)	3%	(8)	244
Income: Under 50k	56%	(692)	14%	(176)	5%	(61)	16%	(197)	9%	(112)	1237
Income: 50k-100k	55%	(364)	15%	(100)	5%	(35)	19%	(128)	5%	(34)	661
Income: 100k+	59%	(178)	16%	(49)	6%	(19)	15%	(44)	4%	(11)	301
Ethnicity: White	55%	(951)	16%	(268)	5%	(79)	18%	(313)	6%	(109)	1721
Ethnicity: Hispanic	56%	(195)	15%	(51)	10%	(35)	14%	(48)	6%	(20)	349

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Table MCSP1_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	56%	(1234)	15%	(324)	5%	(114)	17%	(369)	7%	(157)	2199
Ethnicity: Black	60%	(163)	12%	(33)	9%	(24)	8%	(23)	11%	(30)	274
Ethnicity: Other	59%	(120)	11%	(23)	5%	(11)	16%	(33)	8%	(17)	204
All Christian	55%	(537)	17%	(160)	5%	(52)	17%	(160)	6%	(59)	968
All Non-Christian	62%	(64)	23%	(23)	5%	(6)	6%	(6)	4%	(4)	104
Atheist	73%	(93)	14%	(18)	5%	(7)	5%	(6)	4%	(5)	128
Agnostic/Nothing in particular	59%	(372)	11%	(72)	3%	(20)	17%	(110)	10%	(61)	636
Something Else	46%	(168)	14%	(51)	8%	(30)	24%	(87)	8%	(28)	364
Religious Non-Protestant/Catholic	57%	(75)	20%	(26)	6%	(8)	9%	(13)	8%	(11)	133
Evangelical	46%	(238)	17%	(88)	6%	(34)	24%	(124)	6%	(34)	517
Non-Evangelical	58%	(450)	15%	(118)	6%	(45)	15%	(116)	6%	(46)	775
Community: Urban	63%	(396)	16%	(99)	4%	(28)	10%	(63)	7%	(47)	632
Community: Suburban	57%	(568)	15%	(146)	5%	(51)	18%	(176)	6%	(59)	999
Community: Rural	48%	(271)	14%	(80)	6%	(36)	23%	(131)	9%	(51)	568
Employ: Private Sector	55%	(395)	17%	(120)	5%	(34)	18%	(128)	5%	(35)	713
Employ: Government	42%	(50)	23%	(28)	11%	(13)	15%	(18)	10%	(12)	121
Employ: Self-Employed	51%	(107)	20%	(41)	8%	(17)	18%	(37)	3%	(7)	209
Employ: Homemaker	51%	(74)	13%	(20)	1%	(1)	19%	(27)	16%	(23)	145
Employ: Student	60%	(55)	5%	(4)	5%	(5)	18%	(17)	11%	(10)	91
Employ: Retired	66%	(339)	9%	(48)	5%	(28)	16%	(82)	3%	(18)	514
Employ: Unemployed	52%	(141)	15%	(41)	6%	(15)	12%	(32)	15%	(41)	271
Employ: Other	54%	(73)	16%	(22)	1%	(1)	21%	(28)	8%	(11)	135
Military HH: Yes	56%	(196)	11%	(39)	6%	(19)	21%	(76)	6%	(22)	352
Military HH: No	56%	(1038)	15%	(285)	5%	(95)	16%	(294)	7%	(135)	1847
RD/WT: Right Direction	75%	(621)	13%	(109)	2%	(18)	3%	(27)	7%	(54)	830
RD/WT: Wrong Track	45%	(614)	16%	(215)	7%	(96)	25%	(342)	7%	(102)	1369
Biden Job Approve	78%	(781)	13%	(127)	2%	(24)	2%	(23)	5%	(48)	1003
Biden Job Disapprove	37%	(398)	17%	(185)	8%	(89)	31%	(336)	7%	(76)	1084

Continued on next page

Table MCSP1_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	56%	(1234)	15%	(324)	5%	(114)	17%	(369)	7%	(157)	2199
Biden Job Strongly Approve	84%	(365)	9%	(39)	1%	(4)	2%	(8)	4%	(19)	434
Biden Job Somewhat Approve	73%	(417)	15%	(88)	3%	(20)	3%	(15)	5%	(29)	569
Biden Job Somewhat Disapprove	51%	(150)	20%	(57)	5%	(16)	12%	(36)	11%	(32)	291
Biden Job Strongly Disapprove	31%	(249)	16%	(128)	9%	(73)	38%	(300)	6%	(44)	793
Favorable of Biden	77%	(782)	12%	(123)	2%	(16)	3%	(29)	6%	(59)	1010
Unfavorable of Biden	37%	(399)	17%	(188)	9%	(97)	31%	(333)	6%	(69)	1086
Very Favorable of Biden	83%	(394)	9%	(40)	1%	(6)	2%	(10)	5%	(23)	473
Somewhat Favorable of Biden	72%	(389)	15%	(83)	2%	(11)	4%	(19)	7%	(36)	537
Somewhat Unfavorable of Biden	52%	(140)	20%	(53)	10%	(26)	11%	(30)	8%	(21)	270
Very Unfavorable of Biden	32%	(259)	17%	(136)	9%	(71)	37%	(302)	6%	(48)	816
#1 Issue: Economy	52%	(428)	17%	(140)	6%	(46)	19%	(153)	7%	(55)	822
#1 Issue: Security	37%	(121)	15%	(50)	6%	(21)	35%	(116)	6%	(21)	329
#1 Issue: Health Care	64%	(172)	15%	(41)	5%	(13)	7%	(18)	10%	(26)	270
#1 Issue: Medicare / Social Security	70%	(178)	13%	(32)	6%	(15)	8%	(19)	5%	(12)	255
#1 Issue: Women's Issues	67%	(94)	14%	(20)	4%	(5)	7%	(10)	7%	(10)	139
#1 Issue: Education	63%	(62)	11%	(10)	5%	(5)	11%	(11)	10%	(10)	98
#1 Issue: Energy	69%	(98)	9%	(13)	5%	(7)	10%	(14)	7%	(9)	141
#1 Issue: Other	57%	(82)	12%	(17)	2%	(3)	20%	(29)	9%	(13)	143
2020 Vote: Joe Biden	78%	(764)	11%	(112)	2%	(23)	3%	(34)	5%	(49)	982
2020 Vote: Donald Trump	34%	(236)	17%	(121)	8%	(55)	34%	(242)	7%	(50)	704
2020 Vote: Other	45%	(31)	25%	(17)	4%	(3)	25%	(17)	2%	(1)	70
2020 Vote: Didn't Vote	46%	(202)	17%	(74)	7%	(33)	17%	(75)	13%	(57)	442
2018 House Vote: Democrat	78%	(584)	11%	(86)	2%	(17)	4%	(30)	5%	(34)	752
2018 House Vote: Republican	38%	(234)	16%	(100)	8%	(47)	31%	(189)	6%	(38)	610
2018 House Vote: Someone else	51%	(35)	25%	(17)	5%	(3)	17%	(12)	2%	(1)	69
2016 Vote: Hillary Clinton	78%	(566)	12%	(86)	2%	(15)	5%	(36)	3%	(25)	728
2016 Vote: Donald Trump	41%	(267)	17%	(115)	6%	(43)	29%	(192)	6%	(40)	656
2016 Vote: Other	59%	(65)	14%	(15)	9%	(10)	14%	(15)	4%	(4)	109
2016 Vote: Didn't Vote	48%	(335)	15%	(108)	7%	(47)	18%	(126)	12%	(88)	704

Continued on next page

Table MCSP1_7: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	56%	(1234)	15%	(324)	5%	(114)	17%	(369)	7%	(157)	2199
Voted in 2014: Yes	61%	(753)	14%	(168)	4%	(50)	16%	(201)	4%	(53)	1225
Voted in 2014: No	49%	(481)	16%	(156)	7%	(64)	17%	(168)	11%	(104)	974
4-Region: Northeast	58%	(226)	18%	(72)	4%	(14)	12%	(49)	8%	(32)	393
4-Region: Midwest	56%	(258)	15%	(70)	6%	(27)	16%	(73)	7%	(34)	462
4-Region: South	53%	(436)	14%	(113)	5%	(44)	20%	(165)	8%	(66)	824
4-Region: West	60%	(314)	13%	(69)	5%	(29)	16%	(82)	5%	(25)	520
Sports Fans	58%	(888)	16%	(247)	6%	(89)	15%	(224)	6%	(93)	1541
Avid Sports Fans	59%	(305)	17%	(85)	6%	(32)	13%	(65)	5%	(27)	514
Casual Sports Fans	57%	(583)	16%	(162)	6%	(58)	15%	(158)	6%	(66)	1027
NFL Fans	59%	(816)	16%	(219)	5%	(76)	14%	(188)	7%	(91)	1389
Avid NFL Fans	62%	(350)	17%	(93)	5%	(27)	13%	(71)	4%	(24)	566
Casual NFL Fans	57%	(466)	15%	(125)	6%	(49)	14%	(116)	8%	(67)	823
State Farm Customers	54%	(284)	18%	(95)	8%	(39)	15%	(79)	5%	(26)	522
Vaccinated Adults	69%	(1067)	13%	(207)	4%	(61)	8%	(126)	5%	(76)	1537
Unvaccinated Adults	25%	(167)	18%	(118)	8%	(53)	37%	(243)	12%	(81)	662

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 MCSPI_8: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1041)	17%	(365)	8%	(183)	19%	(427)	8%	(182)	2199
Gender: Male	49%	(522)	16%	(167)	8%	(86)	20%	(214)	7%	(71)	1061
Gender: Female	46%	(519)	17%	(198)	9%	(97)	19%	(213)	10%	(111)	1138
Age: 18-34	41%	(268)	20%	(133)	9%	(59)	18%	(119)	12%	(77)	655
Age: 35-44	41%	(148)	15%	(54)	11%	(38)	22%	(78)	11%	(39)	357
Age: 45-64	47%	(354)	15%	(115)	7%	(55)	24%	(177)	7%	(49)	751
Age: 65+	62%	(272)	14%	(62)	7%	(31)	12%	(53)	4%	(17)	436
GenZers: 1997-2012	38%	(77)	15%	(31)	9%	(19)	19%	(40)	19%	(38)	205
Millennials: 1981-1996	43%	(280)	21%	(136)	9%	(57)	19%	(125)	9%	(57)	655
GenXers: 1965-1980	42%	(240)	15%	(89)	10%	(55)	23%	(134)	10%	(59)	577
Baby Boomers: 1946-1964	58%	(399)	14%	(93)	7%	(49)	18%	(120)	4%	(24)	686
PID: Dem (no lean)	67%	(565)	17%	(144)	7%	(58)	4%	(38)	5%	(45)	850
PID: Ind (no lean)	41%	(279)	15%	(106)	8%	(54)	23%	(157)	13%	(87)	683
PID: Rep (no lean)	30%	(197)	17%	(116)	11%	(71)	35%	(232)	8%	(50)	667
PID/Gender: Dem Men	67%	(289)	17%	(74)	7%	(29)	4%	(18)	5%	(20)	429
PID/Gender: Dem Women	66%	(277)	17%	(70)	7%	(29)	5%	(20)	6%	(25)	420
PID/Gender: Ind Men	44%	(129)	12%	(37)	8%	(25)	25%	(74)	10%	(31)	296
PID/Gender: Ind Women	39%	(149)	18%	(69)	8%	(29)	21%	(83)	15%	(57)	387
PID/Gender: Rep Men	31%	(104)	17%	(57)	10%	(33)	36%	(122)	6%	(20)	336
PID/Gender: Rep Women	28%	(93)	18%	(59)	12%	(38)	33%	(110)	9%	(30)	330
Ideo: Liberal (1-3)	69%	(433)	16%	(101)	6%	(39)	4%	(23)	5%	(31)	627
Ideo: Moderate (4)	53%	(342)	18%	(114)	9%	(57)	12%	(75)	9%	(62)	650
Ideo: Conservative (5-7)	29%	(210)	16%	(114)	10%	(73)	38%	(277)	6%	(45)	719
Educ: < College	45%	(677)	15%	(228)	8%	(127)	21%	(324)	10%	(156)	1511
Educ: Bachelors degree	51%	(224)	22%	(96)	8%	(36)	16%	(72)	4%	(16)	444
Educ: Post-grad	58%	(141)	17%	(41)	8%	(21)	13%	(31)	4%	(10)	244
Income: Under 50k	47%	(579)	16%	(200)	8%	(98)	19%	(232)	10%	(129)	1237
Income: 50k-100k	46%	(304)	17%	(115)	8%	(54)	22%	(148)	6%	(39)	661
Income: 100k+	53%	(159)	17%	(50)	10%	(31)	15%	(46)	5%	(14)	301
Ethnicity: White	48%	(820)	17%	(287)	8%	(141)	21%	(353)	7%	(120)	1721
Ethnicity: Hispanic	52%	(182)	11%	(39)	14%	(47)	17%	(58)	7%	(23)	349

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Table MCSP1_8: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1041)	17%	(365)	8%	(183)	19%	(427)	8%	(182)	2199
Ethnicity: Black	42%	(116)	18%	(50)	12%	(33)	11%	(31)	16%	(44)	274
Ethnicity: Other	52%	(106)	14%	(29)	4%	(9)	21%	(42)	9%	(19)	204
All Christian	48%	(464)	17%	(166)	10%	(97)	18%	(174)	7%	(67)	968
All Non-Christian	54%	(56)	25%	(26)	8%	(9)	8%	(8)	5%	(5)	104
Atheist	64%	(82)	17%	(21)	7%	(9)	6%	(8)	5%	(7)	128
Agnostic/Nothing in particular	47%	(300)	14%	(90)	6%	(37)	22%	(140)	11%	(69)	636
Something Else	38%	(140)	17%	(62)	8%	(31)	27%	(97)	9%	(34)	364
Religious Non-Protestant/Catholic	50%	(66)	23%	(30)	9%	(12)	11%	(14)	8%	(11)	133
Evangelical	40%	(206)	18%	(92)	8%	(43)	26%	(135)	8%	(42)	517
Non-Evangelical	49%	(383)	17%	(129)	10%	(81)	17%	(128)	7%	(54)	775
Community: Urban	52%	(329)	20%	(125)	8%	(48)	12%	(73)	9%	(56)	632
Community: Suburban	48%	(483)	16%	(157)	9%	(87)	20%	(204)	7%	(67)	999
Community: Rural	40%	(229)	15%	(82)	8%	(47)	26%	(150)	10%	(59)	568
Employ: Private Sector	45%	(320)	20%	(143)	9%	(66)	20%	(142)	6%	(42)	713
Employ: Government	38%	(46)	16%	(19)	14%	(17)	16%	(19)	16%	(19)	121
Employ: Self-Employed	38%	(80)	20%	(43)	12%	(26)	24%	(49)	5%	(11)	209
Employ: Homemaker	45%	(65)	13%	(19)	5%	(8)	23%	(33)	14%	(21)	145
Employ: Student	47%	(43)	15%	(14)	6%	(5)	18%	(17)	13%	(12)	91
Employ: Retired	60%	(310)	12%	(60)	7%	(34)	18%	(90)	4%	(21)	514
Employ: Unemployed	43%	(117)	18%	(49)	7%	(19)	15%	(41)	17%	(46)	271
Employ: Other	45%	(61)	14%	(19)	6%	(8)	26%	(35)	8%	(11)	135
Military HH: Yes	46%	(163)	15%	(54)	7%	(26)	24%	(85)	7%	(25)	352
Military HH: No	48%	(878)	17%	(312)	9%	(158)	19%	(342)	9%	(158)	1847
RD/WT: Right Direction	67%	(553)	17%	(143)	5%	(40)	4%	(32)	7%	(62)	830
RD/WT: Wrong Track	36%	(488)	16%	(223)	10%	(143)	29%	(395)	9%	(120)	1369
Biden Job Approve	69%	(690)	17%	(167)	6%	(57)	3%	(29)	6%	(60)	1003
Biden Job Disapprove	29%	(311)	17%	(181)	12%	(125)	36%	(385)	8%	(83)	1084

Continued on next page

Table MCSP1_8: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1041)	17%	(365)	8%	(183)	19%	(427)	8%	(182)	2199
Biden Job Strongly Approve	78%	(338)	12%	(53)	2%	(10)	3%	(12)	5%	(21)	434
Biden Job Somewhat Approve	62%	(352)	20%	(113)	8%	(47)	3%	(17)	7%	(40)	569
Biden Job Somewhat Disapprove	41%	(118)	25%	(72)	11%	(32)	14%	(40)	10%	(28)	291
Biden Job Strongly Disapprove	24%	(192)	14%	(109)	12%	(92)	44%	(345)	7%	(55)	793
Favorable of Biden	69%	(693)	16%	(162)	5%	(52)	3%	(32)	7%	(72)	1010
Unfavorable of Biden	28%	(305)	17%	(184)	12%	(128)	35%	(385)	8%	(84)	1086
Very Favorable of Biden	79%	(371)	12%	(58)	2%	(7)	3%	(16)	4%	(20)	473
Somewhat Favorable of Biden	60%	(321)	19%	(104)	8%	(44)	3%	(15)	10%	(52)	537
Somewhat Unfavorable of Biden	42%	(114)	22%	(58)	13%	(36)	13%	(35)	10%	(27)	270
Very Unfavorable of Biden	23%	(190)	15%	(126)	11%	(92)	43%	(350)	7%	(57)	816
#1 Issue: Economy	41%	(334)	18%	(150)	11%	(94)	22%	(177)	8%	(67)	822
#1 Issue: Security	29%	(96)	13%	(42)	8%	(26)	42%	(137)	9%	(29)	329
#1 Issue: Health Care	58%	(156)	18%	(49)	8%	(21)	6%	(17)	10%	(27)	270
#1 Issue: Medicare / Social Security	63%	(161)	17%	(42)	7%	(18)	9%	(23)	4%	(11)	255
#1 Issue: Women's Issues	60%	(83)	17%	(24)	8%	(12)	8%	(11)	7%	(9)	139
#1 Issue: Education	54%	(53)	15%	(15)	2%	(1)	14%	(14)	15%	(15)	98
#1 Issue: Energy	61%	(86)	15%	(21)	5%	(7)	12%	(18)	7%	(9)	141
#1 Issue: Other	51%	(73)	16%	(22)	2%	(3)	21%	(30)	10%	(14)	143
2020 Vote: Joe Biden	68%	(670)	16%	(156)	6%	(58)	4%	(44)	6%	(54)	982
2020 Vote: Donald Trump	25%	(178)	16%	(113)	12%	(84)	39%	(271)	8%	(58)	704
2020 Vote: Other	33%	(23)	23%	(17)	7%	(5)	30%	(21)	6%	(4)	70
2020 Vote: Didn't Vote	38%	(169)	18%	(80)	8%	(37)	21%	(91)	15%	(66)	442
2018 House Vote: Democrat	68%	(515)	15%	(116)	7%	(50)	5%	(35)	5%	(37)	752
2018 House Vote: Republican	30%	(186)	16%	(95)	11%	(70)	35%	(215)	7%	(44)	610
2018 House Vote: Someone else	42%	(29)	25%	(17)	6%	(4)	22%	(15)	5%	(4)	69
2016 Vote: Hillary Clinton	68%	(498)	16%	(115)	6%	(46)	6%	(41)	4%	(28)	728
2016 Vote: Donald Trump	32%	(210)	17%	(113)	10%	(64)	34%	(223)	7%	(46)	656
2016 Vote: Other	55%	(60)	14%	(16)	12%	(13)	14%	(15)	5%	(6)	109
2016 Vote: Didn't Vote	39%	(273)	17%	(120)	9%	(60)	21%	(148)	15%	(102)	704

Continued on next page

Table MCSP1_8: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to their employers?*
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	47%	(1041)	17%	(365)	8%	(183)	19%	(427)	8%	(182)	2199
Voted in 2014: Yes	53%	(644)	16%	(192)	8%	(99)	18%	(225)	5%	(64)	1225
Voted in 2014: No	41%	(397)	18%	(173)	9%	(84)	21%	(202)	12%	(119)	974
4-Region: Northeast	48%	(188)	18%	(71)	10%	(40)	14%	(53)	10%	(41)	393
4-Region: Midwest	44%	(203)	17%	(78)	8%	(39)	22%	(101)	9%	(40)	462
4-Region: South	45%	(367)	16%	(135)	8%	(69)	22%	(181)	9%	(72)	824
4-Region: West	54%	(282)	16%	(81)	7%	(36)	18%	(91)	6%	(29)	520
Sports Fans	49%	(750)	18%	(280)	9%	(141)	17%	(263)	7%	(107)	1541
Avid Sports Fans	51%	(260)	18%	(93)	10%	(49)	16%	(80)	6%	(31)	514
Casual Sports Fans	48%	(489)	18%	(187)	9%	(91)	18%	(183)	7%	(77)	1027
NFL Fans	50%	(691)	18%	(255)	9%	(127)	15%	(210)	8%	(106)	1389
Avid NFL Fans	52%	(293)	17%	(99)	10%	(56)	15%	(85)	6%	(34)	566
Casual NFL Fans	48%	(398)	19%	(157)	9%	(72)	15%	(125)	9%	(72)	823
State Farm Customers	48%	(252)	18%	(94)	11%	(58)	17%	(87)	6%	(31)	522
Vaccinated Adults	60%	(927)	18%	(273)	6%	(99)	9%	(143)	6%	(95)	1537
Unvaccinated Adults	17%	(114)	14%	(92)	13%	(84)	43%	(284)	13%	(88)	662

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 MCSP2_1: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	29%	(629)	16%	(348)	17%	(376)	27%	(584)	12%	(263)	2199
Gender: Male	32%	(337)	17%	(175)	17%	(180)	26%	(272)	9%	(97)	1061
Gender: Female	26%	(292)	15%	(172)	17%	(196)	27%	(312)	15%	(166)	1138
Age: 18-34	24%	(160)	16%	(107)	17%	(112)	28%	(184)	14%	(92)	655
Age: 35-44	25%	(91)	15%	(53)	17%	(62)	29%	(103)	13%	(48)	357
Age: 45-64	30%	(224)	15%	(113)	16%	(119)	29%	(216)	11%	(79)	751
Age: 65+	35%	(154)	17%	(75)	19%	(82)	19%	(81)	10%	(44)	436
GenZers: 1997-2012	17%	(34)	18%	(37)	17%	(36)	28%	(57)	20%	(41)	205
Millennials: 1981-1996	28%	(181)	15%	(101)	17%	(110)	29%	(187)	12%	(76)	655
GenXers: 1965-1980	28%	(163)	13%	(74)	16%	(95)	30%	(171)	13%	(75)	577
Baby Boomers: 1946-1964	33%	(226)	18%	(122)	17%	(120)	23%	(160)	8%	(58)	686
PID: Dem (no lean)	40%	(338)	22%	(185)	17%	(143)	12%	(101)	10%	(82)	850
PID: Ind (no lean)	24%	(164)	13%	(87)	18%	(120)	31%	(209)	15%	(103)	683
PID: Rep (no lean)	19%	(126)	11%	(76)	17%	(113)	41%	(275)	12%	(77)	667
PID/Gender: Dem Men	43%	(186)	22%	(96)	15%	(65)	11%	(47)	8%	(35)	429
PID/Gender: Dem Women	36%	(152)	21%	(89)	18%	(78)	13%	(54)	11%	(47)	420
PID/Gender: Ind Men	27%	(80)	13%	(40)	20%	(59)	30%	(90)	9%	(28)	296
PID/Gender: Ind Women	22%	(85)	12%	(47)	16%	(61)	31%	(119)	20%	(76)	387
PID/Gender: Rep Men	21%	(71)	12%	(40)	17%	(56)	40%	(135)	10%	(35)	336
PID/Gender: Rep Women	17%	(55)	11%	(36)	17%	(57)	42%	(140)	13%	(43)	330
Ideo: Liberal (1-3)	40%	(252)	21%	(134)	18%	(113)	12%	(72)	9%	(55)	627
Ideo: Moderate (4)	32%	(210)	18%	(116)	17%	(114)	19%	(122)	14%	(89)	650
Ideo: Conservative (5-7)	18%	(127)	11%	(82)	17%	(123)	45%	(321)	9%	(67)	719
Educ: < College	28%	(419)	13%	(202)	16%	(248)	28%	(425)	14%	(217)	1511
Educ: Bachelors degree	30%	(132)	22%	(96)	18%	(80)	24%	(108)	6%	(28)	444
Educ: Post-grad	32%	(77)	21%	(50)	20%	(48)	21%	(51)	7%	(18)	244
Income: Under 50k	28%	(341)	15%	(183)	17%	(210)	25%	(312)	15%	(191)	1237
Income: 50k-100k	28%	(182)	17%	(112)	17%	(115)	30%	(196)	8%	(56)	661
Income: 100k+	35%	(105)	18%	(53)	17%	(50)	25%	(76)	5%	(16)	301
Ethnicity: White	28%	(482)	16%	(273)	17%	(292)	28%	(478)	11%	(196)	1721
Ethnicity: Hispanic	27%	(96)	16%	(55)	19%	(65)	29%	(100)	10%	(34)	349

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Table MCSP2_1: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	29%	(629)	16%	(348)	17%	(376)	27%	(584)	12%	(263)	2199
Ethnicity: Black	31%	(84)	14%	(38)	19%	(51)	19%	(52)	18%	(48)	274
Ethnicity: Other	30%	(62)	18%	(37)	16%	(32)	26%	(54)	9%	(19)	204
All Christian	28%	(269)	17%	(169)	18%	(172)	26%	(249)	11%	(109)	968
All Non-Christian	38%	(39)	23%	(24)	15%	(15)	12%	(12)	12%	(13)	104
Atheist	31%	(40)	16%	(20)	28%	(36)	16%	(20)	9%	(12)	128
Agnostic/Nothing in particular	29%	(182)	15%	(94)	13%	(86)	28%	(180)	15%	(94)	636
Something Else	27%	(98)	11%	(41)	18%	(67)	34%	(122)	10%	(35)	364
Religious Non-Protestant/Catholic	33%	(44)	22%	(29)	17%	(23)	14%	(18)	14%	(18)	133
Evangelical	27%	(140)	14%	(75)	17%	(87)	33%	(171)	9%	(45)	517
Non-Evangelical	28%	(219)	17%	(128)	18%	(143)	25%	(192)	12%	(93)	775
Community: Urban	36%	(226)	16%	(98)	18%	(111)	20%	(126)	11%	(70)	632
Community: Suburban	28%	(275)	17%	(168)	17%	(167)	28%	(277)	11%	(111)	999
Community: Rural	22%	(127)	14%	(81)	17%	(97)	32%	(181)	14%	(81)	568
Employ: Private Sector	29%	(209)	17%	(123)	15%	(107)	31%	(218)	8%	(57)	713
Employ: Government	29%	(35)	15%	(18)	18%	(22)	21%	(26)	16%	(20)	121
Employ: Self-Employed	24%	(51)	13%	(28)	26%	(55)	31%	(66)	5%	(10)	209
Employ: Homemaker	21%	(30)	10%	(14)	17%	(24)	33%	(48)	20%	(28)	145
Employ: Student	21%	(19)	18%	(17)	24%	(22)	26%	(24)	11%	(10)	91
Employ: Retired	33%	(171)	18%	(90)	17%	(88)	23%	(116)	9%	(48)	514
Employ: Unemployed	27%	(72)	15%	(42)	14%	(38)	17%	(46)	27%	(73)	271
Employ: Other	30%	(41)	12%	(16)	15%	(20)	30%	(41)	13%	(17)	135
Military HH: Yes	25%	(87)	16%	(55)	17%	(61)	31%	(110)	11%	(38)	352
Military HH: No	29%	(541)	16%	(293)	17%	(314)	26%	(474)	12%	(225)	1847
RD/WT: Right Direction	42%	(345)	22%	(183)	14%	(120)	9%	(75)	13%	(106)	830
RD/WT: Wrong Track	21%	(283)	12%	(164)	19%	(256)	37%	(509)	11%	(157)	1369
Biden Job Approve	42%	(425)	22%	(226)	16%	(156)	9%	(87)	11%	(109)	1003
Biden Job Disapprove	17%	(185)	10%	(107)	19%	(206)	44%	(476)	10%	(110)	1084

Continued on next page

Table MCSP2_1: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	29%	(629)	16%	(348)	17%	(376)	27%	(584)	12%	(263)	2199
Biden Job Strongly Approve	53%	(230)	20%	(86)	12%	(52)	6%	(28)	9%	(38)	434
Biden Job Somewhat Approve	34%	(196)	24%	(139)	18%	(104)	10%	(59)	12%	(71)	569
Biden Job Somewhat Disapprove	25%	(73)	16%	(46)	22%	(63)	24%	(69)	13%	(39)	291
Biden Job Strongly Disapprove	14%	(112)	8%	(61)	18%	(143)	51%	(407)	9%	(71)	793
Favorable of Biden	41%	(417)	22%	(219)	16%	(163)	9%	(95)	11%	(116)	1010
Unfavorable of Biden	17%	(186)	11%	(116)	18%	(200)	44%	(474)	10%	(110)	1086
Very Favorable of Biden	51%	(241)	19%	(91)	15%	(71)	5%	(26)	9%	(44)	473
Somewhat Favorable of Biden	33%	(176)	24%	(128)	17%	(92)	13%	(69)	13%	(72)	537
Somewhat Unfavorable of Biden	26%	(69)	17%	(46)	24%	(66)	20%	(55)	13%	(34)	270
Very Unfavorable of Biden	14%	(116)	9%	(70)	16%	(134)	51%	(419)	9%	(76)	816
#1 Issue: Economy	25%	(203)	15%	(122)	18%	(146)	32%	(263)	11%	(88)	822
#1 Issue: Security	17%	(57)	8%	(28)	16%	(52)	47%	(154)	12%	(39)	329
#1 Issue: Health Care	36%	(96)	25%	(68)	14%	(37)	10%	(26)	16%	(42)	270
#1 Issue: Medicare / Social Security	39%	(99)	18%	(46)	19%	(47)	12%	(31)	12%	(31)	255
#1 Issue: Women's Issues	34%	(47)	15%	(22)	24%	(33)	16%	(22)	11%	(15)	139
#1 Issue: Education	37%	(36)	11%	(11)	12%	(12)	25%	(24)	15%	(15)	98
#1 Issue: Energy	34%	(48)	23%	(32)	18%	(26)	15%	(21)	10%	(14)	141
#1 Issue: Other	28%	(40)	13%	(19)	16%	(22)	29%	(42)	13%	(19)	143
2020 Vote: Joe Biden	40%	(393)	22%	(216)	16%	(161)	12%	(116)	10%	(96)	982
2020 Vote: Donald Trump	16%	(111)	11%	(75)	17%	(116)	46%	(326)	11%	(75)	704
2020 Vote: Other	19%	(13)	5%	(4)	23%	(16)	42%	(29)	12%	(8)	70
2020 Vote: Didn't Vote	25%	(110)	12%	(53)	19%	(82)	26%	(113)	19%	(84)	442
2018 House Vote: Democrat	41%	(306)	22%	(167)	15%	(113)	12%	(94)	10%	(73)	752
2018 House Vote: Republican	19%	(115)	10%	(60)	18%	(110)	42%	(256)	11%	(69)	610
2018 House Vote: Someone else	36%	(25)	12%	(9)	12%	(8)	29%	(20)	10%	(7)	69
2016 Vote: Hillary Clinton	41%	(300)	22%	(162)	15%	(110)	13%	(92)	9%	(65)	728
2016 Vote: Donald Trump	20%	(133)	12%	(80)	16%	(104)	41%	(270)	10%	(68)	656
2016 Vote: Other	33%	(36)	8%	(9)	24%	(27)	24%	(27)	10%	(11)	109
2016 Vote: Didn't Vote	23%	(159)	14%	(97)	19%	(134)	28%	(195)	17%	(119)	704

Continued on next page

Table MCSP2_1: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Professional athletes

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	29%	(629)	16%	(348)	17%	(376)	27%	(584)	12%	(263)	2199
Voted in 2014: Yes	32%	(395)	17%	(204)	16%	(195)	25%	(311)	10%	(120)	1225
Voted in 2014: No	24%	(234)	15%	(143)	19%	(181)	28%	(273)	15%	(143)	974
4-Region: Northeast	32%	(125)	21%	(82)	13%	(51)	21%	(81)	14%	(54)	393
4-Region: Midwest	28%	(128)	15%	(71)	18%	(81)	27%	(126)	12%	(55)	462
4-Region: South	27%	(219)	15%	(123)	17%	(139)	29%	(239)	13%	(103)	824
4-Region: West	30%	(156)	14%	(71)	20%	(104)	27%	(138)	10%	(50)	520
Sports Fans	30%	(461)	18%	(279)	18%	(278)	24%	(371)	10%	(152)	1541
Avid Sports Fans	37%	(191)	19%	(99)	15%	(79)	20%	(102)	8%	(43)	514
Casual Sports Fans	26%	(269)	18%	(180)	19%	(200)	26%	(270)	11%	(109)	1027
NFL Fans	31%	(426)	18%	(257)	18%	(247)	23%	(314)	10%	(144)	1389
Avid NFL Fans	36%	(203)	19%	(110)	16%	(90)	20%	(115)	9%	(49)	566
Casual NFL Fans	27%	(223)	18%	(147)	19%	(157)	24%	(199)	12%	(96)	823
State Farm Customers	33%	(174)	17%	(90)	17%	(91)	21%	(110)	11%	(57)	522
Vaccinated Adults	36%	(556)	18%	(283)	18%	(284)	16%	(253)	10%	(160)	1537
Unvaccinated Adults	11%	(73)	10%	(64)	14%	(91)	50%	(331)	15%	(103)	662

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

Table MCSP2_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Entertainers, such as musicians and actors

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	26%	(581)	17%	(370)	17%	(377)	27%	(592)	13%	(279)	2199
Gender: Male	29%	(307)	18%	(186)	16%	(171)	27%	(282)	11%	(116)	1061
Gender: Female	24%	(274)	16%	(184)	18%	(206)	27%	(310)	14%	(163)	1138
Age: 18-34	25%	(163)	17%	(111)	16%	(105)	27%	(179)	15%	(97)	655
Age: 35-44	25%	(90)	15%	(55)	16%	(59)	29%	(105)	14%	(48)	357
Age: 45-64	26%	(194)	16%	(119)	17%	(128)	30%	(225)	11%	(85)	751
Age: 65+	31%	(134)	20%	(85)	20%	(86)	19%	(83)	11%	(49)	436
GenZers: 1997-2012	20%	(41)	15%	(30)	18%	(36)	29%	(60)	19%	(38)	205
Millennials: 1981-1996	27%	(177)	17%	(113)	16%	(102)	27%	(177)	13%	(85)	655
GenXers: 1965-1980	25%	(147)	14%	(82)	16%	(91)	31%	(180)	13%	(78)	577
Baby Boomers: 1946-1964	28%	(190)	20%	(134)	19%	(132)	24%	(167)	9%	(62)	686
PID: Dem (no lean)	37%	(313)	24%	(201)	17%	(145)	11%	(96)	11%	(96)	850
PID: Ind (no lean)	23%	(156)	14%	(93)	17%	(117)	31%	(211)	15%	(105)	683
PID: Rep (no lean)	17%	(112)	11%	(76)	17%	(116)	43%	(285)	12%	(77)	667
PID/Gender: Dem Men	39%	(167)	26%	(112)	15%	(62)	10%	(41)	11%	(46)	429
PID/Gender: Dem Women	35%	(146)	21%	(88)	20%	(82)	13%	(55)	12%	(50)	420
PID/Gender: Ind Men	25%	(73)	14%	(41)	17%	(51)	33%	(97)	11%	(33)	296
PID/Gender: Ind Women	22%	(83)	13%	(52)	17%	(66)	29%	(114)	19%	(72)	387
PID/Gender: Rep Men	20%	(67)	10%	(32)	17%	(58)	43%	(143)	11%	(36)	336
PID/Gender: Rep Women	14%	(45)	13%	(44)	18%	(58)	43%	(142)	12%	(41)	330
Ideo: Liberal (1-3)	36%	(229)	24%	(148)	18%	(116)	12%	(74)	10%	(60)	627
Ideo: Moderate (4)	30%	(197)	18%	(119)	17%	(113)	19%	(123)	15%	(97)	650
Ideo: Conservative (5-7)	16%	(114)	12%	(87)	17%	(124)	45%	(323)	10%	(70)	719
Educ: < College	26%	(386)	15%	(230)	16%	(238)	28%	(430)	15%	(228)	1511
Educ: Bachelors degree	28%	(123)	20%	(90)	20%	(90)	25%	(109)	7%	(31)	444
Educ: Post-grad	29%	(72)	21%	(50)	20%	(49)	22%	(53)	8%	(20)	244
Income: Under 50k	26%	(326)	16%	(195)	17%	(205)	26%	(319)	16%	(193)	1237
Income: 50k-100k	25%	(167)	18%	(116)	18%	(116)	30%	(199)	9%	(62)	661
Income: 100k+	29%	(88)	20%	(59)	19%	(56)	24%	(73)	8%	(24)	301
Ethnicity: White	26%	(442)	17%	(291)	17%	(297)	28%	(486)	12%	(205)	1721
Ethnicity: Hispanic	29%	(103)	14%	(49)	17%	(61)	28%	(99)	11%	(37)	349

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Table MCSP2_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Entertainers, such as musicians and actors

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	26%	(581)	17%	(370)	17%	(377)	27%	(592)	13%	(279)	2199
Ethnicity: Black	30%	(81)	19%	(52)	14%	(40)	19%	(51)	18%	(50)	274
Ethnicity: Other	28%	(58)	13%	(27)	20%	(40)	27%	(55)	12%	(24)	204
All Christian	25%	(241)	18%	(177)	19%	(182)	26%	(255)	12%	(113)	968
All Non-Christian	39%	(40)	20%	(21)	14%	(15)	13%	(13)	15%	(15)	104
Atheist	27%	(34)	21%	(26)	26%	(34)	17%	(21)	10%	(12)	128
Agnostic/Nothing in particular	27%	(174)	16%	(102)	13%	(81)	28%	(181)	15%	(97)	636
Something Else	25%	(92)	12%	(44)	18%	(65)	34%	(122)	11%	(41)	364
Religious Non-Protestant/Catholic	37%	(49)	19%	(25)	14%	(19)	15%	(20)	15%	(20)	133
Evangelical	25%	(127)	16%	(83)	17%	(85)	33%	(170)	10%	(51)	517
Non-Evangelical	25%	(193)	17%	(130)	20%	(157)	26%	(198)	13%	(97)	775
Community: Urban	33%	(208)	17%	(105)	17%	(106)	20%	(128)	14%	(85)	632
Community: Suburban	25%	(248)	19%	(187)	18%	(175)	28%	(281)	11%	(108)	999
Community: Rural	22%	(125)	14%	(79)	17%	(96)	32%	(183)	15%	(85)	568
Employ: Private Sector	28%	(198)	17%	(118)	17%	(118)	31%	(220)	8%	(59)	713
Employ: Government	26%	(31)	22%	(26)	13%	(16)	23%	(28)	17%	(20)	121
Employ: Self-Employed	24%	(50)	17%	(37)	21%	(44)	30%	(63)	8%	(17)	209
Employ: Homemaker	20%	(29)	14%	(20)	16%	(23)	32%	(47)	18%	(26)	145
Employ: Student	18%	(17)	13%	(12)	25%	(23)	28%	(26)	15%	(14)	91
Employ: Retired	29%	(148)	20%	(101)	19%	(95)	23%	(117)	10%	(53)	514
Employ: Unemployed	26%	(71)	17%	(45)	14%	(39)	19%	(51)	24%	(65)	271
Employ: Other	27%	(36)	9%	(12)	15%	(20)	31%	(42)	18%	(24)	135
Military HH: Yes	24%	(83)	16%	(56)	18%	(65)	30%	(105)	12%	(43)	352
Military HH: No	27%	(498)	17%	(314)	17%	(312)	26%	(487)	13%	(235)	1847
RD/WT: Right Direction	40%	(335)	22%	(180)	16%	(130)	8%	(69)	14%	(116)	830
RD/WT: Wrong Track	18%	(246)	14%	(190)	18%	(247)	38%	(523)	12%	(162)	1369
Biden Job Approve	39%	(394)	24%	(238)	17%	(167)	9%	(88)	11%	(115)	1003
Biden Job Disapprove	15%	(164)	11%	(117)	18%	(200)	45%	(483)	11%	(119)	1084

Continued on next page

Table MCSP2_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Entertainers, such as musicians and actors

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	26%	(581)	17%	(370)	17%	(377)	27%	(592)	13%	(279)	2199
Biden Job Strongly Approve	49%	(214)	20%	(88)	14%	(63)	5%	(22)	11%	(47)	434
Biden Job Somewhat Approve	32%	(180)	26%	(151)	18%	(104)	12%	(66)	12%	(68)	569
Biden Job Somewhat Disapprove	24%	(70)	16%	(47)	20%	(57)	25%	(73)	15%	(44)	291
Biden Job Strongly Disapprove	12%	(95)	9%	(71)	18%	(143)	52%	(411)	9%	(75)	793
Favorable of Biden	38%	(384)	22%	(225)	18%	(177)	10%	(98)	12%	(126)	1010
Unfavorable of Biden	15%	(165)	12%	(132)	18%	(193)	44%	(480)	11%	(116)	1086
Very Favorable of Biden	47%	(223)	20%	(97)	16%	(74)	6%	(26)	11%	(53)	473
Somewhat Favorable of Biden	30%	(161)	24%	(128)	19%	(103)	13%	(72)	14%	(73)	537
Somewhat Unfavorable of Biden	23%	(63)	21%	(57)	19%	(52)	22%	(60)	14%	(38)	270
Very Unfavorable of Biden	12%	(102)	9%	(74)	17%	(141)	52%	(420)	10%	(78)	816
#1 Issue: Economy	23%	(190)	15%	(123)	18%	(146)	32%	(266)	12%	(98)	822
#1 Issue: Security	16%	(52)	11%	(36)	16%	(54)	45%	(149)	12%	(39)	329
#1 Issue: Health Care	31%	(84)	27%	(73)	14%	(39)	11%	(29)	17%	(46)	270
#1 Issue: Medicare / Social Security	35%	(88)	19%	(49)	22%	(55)	13%	(33)	12%	(30)	255
#1 Issue: Women's Issues	37%	(52)	18%	(25)	20%	(28)	15%	(20)	10%	(14)	139
#1 Issue: Education	42%	(41)	14%	(14)	9%	(9)	24%	(24)	11%	(11)	98
#1 Issue: Energy	30%	(42)	21%	(29)	17%	(24)	19%	(27)	14%	(20)	141
#1 Issue: Other	23%	(32)	15%	(21)	16%	(23)	31%	(45)	15%	(21)	143
2020 Vote: Joe Biden	37%	(364)	22%	(219)	18%	(175)	11%	(110)	12%	(114)	982
2020 Vote: Donald Trump	13%	(90)	13%	(89)	17%	(118)	47%	(328)	11%	(79)	704
2020 Vote: Other	20%	(14)	7%	(5)	19%	(13)	46%	(32)	10%	(7)	70
2020 Vote: Didn't Vote	26%	(113)	13%	(57)	16%	(71)	28%	(123)	18%	(79)	442
2018 House Vote: Democrat	37%	(281)	24%	(180)	16%	(120)	13%	(95)	10%	(77)	752
2018 House Vote: Republican	16%	(96)	12%	(73)	18%	(107)	43%	(260)	12%	(73)	610
2018 House Vote: Someone else	34%	(23)	11%	(7)	16%	(11)	28%	(19)	12%	(8)	69
2016 Vote: Hillary Clinton	37%	(268)	25%	(180)	17%	(121)	12%	(88)	10%	(71)	728
2016 Vote: Donald Trump	18%	(115)	13%	(84)	17%	(110)	41%	(272)	12%	(76)	656
2016 Vote: Other	32%	(34)	12%	(14)	21%	(23)	27%	(29)	9%	(9)	109
2016 Vote: Didn't Vote	23%	(162)	13%	(92)	18%	(124)	29%	(203)	17%	(122)	704

Continued on next page

Table MCSP2_2: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Entertainers, such as musicians and actors*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	26%	(581)	17%	(370)	17%	(377)	27%	(592)	13%	(279)	2199
Voted in 2014: Yes	29%	(353)	18%	(223)	17%	(205)	25%	(310)	11%	(135)	1225
Voted in 2014: No	23%	(229)	15%	(147)	18%	(173)	29%	(282)	15%	(144)	974
4-Region: Northeast	29%	(114)	21%	(81)	14%	(56)	20%	(79)	16%	(63)	393
4-Region: Midwest	24%	(113)	19%	(86)	16%	(76)	28%	(132)	12%	(56)	462
4-Region: South	26%	(213)	14%	(114)	18%	(150)	29%	(239)	13%	(108)	824
4-Region: West	27%	(142)	17%	(89)	18%	(95)	27%	(142)	10%	(51)	520
Sports Fans	28%	(430)	19%	(287)	18%	(281)	24%	(377)	11%	(166)	1541
Avid Sports Fans	36%	(183)	18%	(92)	17%	(86)	20%	(102)	10%	(51)	514
Casual Sports Fans	24%	(248)	19%	(195)	19%	(195)	27%	(275)	11%	(115)	1027
NFL Fans	28%	(393)	20%	(273)	18%	(248)	23%	(315)	12%	(160)	1389
Avid NFL Fans	33%	(187)	19%	(105)	17%	(97)	21%	(119)	10%	(59)	566
Casual NFL Fans	25%	(206)	20%	(168)	18%	(151)	24%	(197)	12%	(101)	823
State Farm Customers	29%	(153)	20%	(105)	19%	(97)	22%	(113)	10%	(55)	522
Vaccinated Adults	32%	(495)	20%	(301)	19%	(294)	17%	(266)	12%	(181)	1537
Unvaccinated Adults	13%	(86)	10%	(69)	13%	(83)	49%	(326)	15%	(97)	662

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 MCSP2_3: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(852)	14%	(312)	12%	(264)	25%	(548)	10%	(224)	2199
Gender: Male	42%	(444)	15%	(158)	11%	(115)	24%	(257)	8%	(88)	1061
Gender: Female	36%	(408)	14%	(154)	13%	(149)	26%	(291)	12%	(135)	1138
Age: 18-34	34%	(220)	16%	(106)	12%	(77)	25%	(163)	14%	(89)	655
Age: 35-44	34%	(122)	14%	(49)	14%	(51)	27%	(98)	10%	(38)	357
Age: 45-64	40%	(302)	12%	(90)	11%	(84)	28%	(210)	9%	(66)	751
Age: 65+	48%	(209)	15%	(67)	12%	(51)	18%	(77)	7%	(31)	436
GenZers: 1997-2012	28%	(58)	14%	(29)	12%	(25)	24%	(50)	21%	(42)	205
Millennials: 1981-1996	36%	(235)	16%	(102)	13%	(85)	25%	(166)	10%	(66)	655
GenXers: 1965-1980	37%	(211)	12%	(72)	11%	(64)	29%	(165)	11%	(65)	577
Baby Boomers: 1946-1964	46%	(313)	14%	(96)	12%	(79)	23%	(158)	6%	(40)	686
PID: Dem (no lean)	55%	(470)	19%	(159)	9%	(75)	10%	(81)	8%	(64)	850
PID: Ind (no lean)	32%	(219)	12%	(83)	13%	(88)	28%	(193)	15%	(101)	683
PID: Rep (no lean)	25%	(164)	10%	(70)	15%	(101)	41%	(274)	9%	(59)	667
PID/Gender: Dem Men	58%	(247)	21%	(91)	7%	(29)	8%	(34)	7%	(28)	429
PID/Gender: Dem Women	53%	(223)	16%	(68)	11%	(47)	11%	(47)	9%	(36)	420
PID/Gender: Ind Men	36%	(106)	12%	(35)	13%	(39)	28%	(84)	11%	(32)	296
PID/Gender: Ind Women	29%	(113)	12%	(47)	13%	(48)	28%	(109)	18%	(69)	387
PID/Gender: Rep Men	27%	(91)	9%	(31)	14%	(46)	41%	(139)	8%	(29)	336
PID/Gender: Rep Women	22%	(72)	12%	(38)	16%	(54)	41%	(135)	9%	(30)	330
Ideo: Liberal (1-3)	59%	(368)	19%	(116)	9%	(57)	8%	(48)	6%	(37)	627
Ideo: Moderate (4)	42%	(276)	14%	(92)	13%	(86)	18%	(116)	12%	(81)	650
Ideo: Conservative (5-7)	23%	(165)	11%	(81)	14%	(100)	44%	(316)	8%	(58)	719
Educ: < College	36%	(544)	13%	(197)	12%	(180)	27%	(403)	12%	(188)	1511
Educ: Bachelors degree	44%	(193)	16%	(73)	12%	(53)	22%	(98)	6%	(26)	444
Educ: Post-grad	47%	(115)	17%	(42)	13%	(31)	19%	(47)	4%	(9)	244
Income: Under 50k	37%	(463)	14%	(174)	12%	(152)	24%	(295)	12%	(154)	1237
Income: 50k-100k	39%	(261)	13%	(87)	12%	(76)	28%	(182)	8%	(55)	661
Income: 100k+	43%	(129)	17%	(50)	12%	(36)	24%	(71)	5%	(15)	301
Ethnicity: White	39%	(664)	14%	(245)	12%	(204)	26%	(451)	9%	(157)	1721
Ethnicity: Hispanic	41%	(144)	12%	(40)	14%	(50)	23%	(79)	10%	(35)	349

Continued on next page

Table MCSP2_3: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(852)	14%	(312)	12%	(264)	25%	(548)	10%	(224)	2199
Ethnicity: Black	36%	(98)	16%	(43)	13%	(36)	18%	(50)	17%	(47)	274
Ethnicity: Other	44%	(90)	11%	(23)	12%	(24)	23%	(47)	10%	(20)	204
All Christian	38%	(365)	15%	(146)	13%	(126)	25%	(240)	9%	(92)	968
All Non-Christian	50%	(51)	22%	(23)	7%	(7)	12%	(12)	9%	(10)	104
Atheist	52%	(66)	17%	(22)	16%	(20)	9%	(12)	6%	(8)	128
Agnostic/Nothing in particular	39%	(251)	13%	(83)	9%	(56)	26%	(168)	12%	(78)	636
Something Else	33%	(119)	10%	(38)	15%	(55)	32%	(116)	10%	(36)	364
Religious Non-Protestant/Catholic	47%	(62)	17%	(23)	8%	(11)	17%	(23)	10%	(14)	133
Evangelical	33%	(168)	15%	(80)	12%	(64)	31%	(158)	9%	(47)	517
Non-Evangelical	39%	(300)	13%	(102)	15%	(112)	24%	(185)	10%	(75)	775
Community: Urban	45%	(287)	16%	(98)	11%	(70)	17%	(107)	11%	(71)	632
Community: Suburban	39%	(391)	14%	(135)	13%	(127)	26%	(260)	9%	(86)	999
Community: Rural	31%	(175)	14%	(79)	12%	(67)	32%	(181)	12%	(67)	568
Employ: Private Sector	39%	(278)	16%	(112)	12%	(84)	27%	(194)	6%	(45)	713
Employ: Government	36%	(43)	13%	(16)	15%	(18)	21%	(25)	15%	(18)	121
Employ: Self-Employed	37%	(76)	14%	(30)	14%	(29)	30%	(63)	5%	(11)	209
Employ: Homemaker	27%	(39)	12%	(17)	11%	(16)	31%	(45)	19%	(28)	145
Employ: Student	33%	(30)	13%	(12)	15%	(13)	24%	(22)	15%	(14)	91
Employ: Retired	45%	(233)	15%	(78)	11%	(57)	22%	(112)	7%	(35)	514
Employ: Unemployed	37%	(101)	11%	(30)	13%	(36)	18%	(49)	21%	(56)	271
Employ: Other	38%	(52)	13%	(17)	8%	(10)	30%	(40)	12%	(16)	135
Military HH: Yes	38%	(132)	14%	(50)	11%	(40)	28%	(100)	8%	(30)	352
Military HH: No	39%	(720)	14%	(262)	12%	(224)	24%	(448)	10%	(194)	1847
RD/WT: Right Direction	57%	(472)	17%	(141)	8%	(64)	7%	(61)	11%	(92)	830
RD/WT: Wrong Track	28%	(380)	12%	(170)	15%	(200)	36%	(487)	10%	(132)	1369
Biden Job Approve	58%	(580)	18%	(181)	9%	(88)	7%	(70)	8%	(85)	1003
Biden Job Disapprove	23%	(245)	11%	(115)	15%	(166)	43%	(463)	9%	(95)	1084

Continued on next page

Table MCSP2_3: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(852)	14%	(312)	12%	(264)	25%	(548)	10%	(224)	2199
Biden Job Strongly Approve	67%	(290)	15%	(63)	6%	(27)	5%	(22)	7%	(33)	434
Biden Job Somewhat Approve	51%	(290)	21%	(118)	11%	(62)	8%	(48)	9%	(52)	569
Biden Job Somewhat Disapprove	36%	(105)	14%	(41)	16%	(47)	22%	(64)	12%	(34)	291
Biden Job Strongly Disapprove	18%	(140)	9%	(75)	15%	(118)	50%	(399)	8%	(62)	793
Favorable of Biden	56%	(569)	17%	(177)	10%	(96)	7%	(73)	9%	(95)	1010
Unfavorable of Biden	23%	(252)	11%	(121)	15%	(159)	42%	(461)	9%	(93)	1086
Very Favorable of Biden	66%	(312)	14%	(66)	8%	(40)	4%	(21)	7%	(34)	473
Somewhat Favorable of Biden	48%	(257)	21%	(111)	10%	(56)	10%	(53)	11%	(61)	537
Somewhat Unfavorable of Biden	39%	(106)	17%	(46)	15%	(41)	19%	(51)	10%	(26)	270
Very Unfavorable of Biden	18%	(146)	9%	(75)	14%	(118)	50%	(411)	8%	(67)	816
#1 Issue: Economy	34%	(278)	13%	(109)	13%	(106)	30%	(250)	10%	(79)	822
#1 Issue: Security	21%	(70)	11%	(35)	14%	(46)	45%	(148)	9%	(30)	329
#1 Issue: Health Care	54%	(145)	19%	(50)	6%	(16)	9%	(24)	13%	(35)	270
#1 Issue: Medicare / Social Security	48%	(123)	18%	(47)	14%	(35)	11%	(29)	8%	(21)	255
#1 Issue: Women's Issues	49%	(68)	15%	(21)	12%	(17)	16%	(22)	9%	(12)	139
#1 Issue: Education	42%	(42)	10%	(10)	12%	(12)	21%	(21)	14%	(14)	98
#1 Issue: Energy	50%	(71)	14%	(19)	13%	(19)	12%	(17)	11%	(15)	141
#1 Issue: Other	39%	(55)	14%	(20)	9%	(13)	26%	(37)	12%	(17)	143
2020 Vote: Joe Biden	56%	(552)	17%	(164)	10%	(102)	9%	(86)	8%	(78)	982
2020 Vote: Donald Trump	20%	(140)	11%	(76)	15%	(103)	46%	(321)	9%	(63)	704
2020 Vote: Other	24%	(17)	13%	(9)	15%	(10)	38%	(27)	10%	(7)	70
2020 Vote: Didn't Vote	32%	(142)	14%	(63)	11%	(48)	26%	(114)	17%	(76)	442
2018 House Vote: Democrat	58%	(434)	17%	(129)	8%	(61)	10%	(73)	7%	(55)	752
2018 House Vote: Republican	25%	(151)	10%	(61)	15%	(94)	41%	(249)	9%	(54)	610
2018 House Vote: Someone else	39%	(27)	14%	(10)	14%	(9)	25%	(17)	7%	(5)	69
2016 Vote: Hillary Clinton	57%	(414)	18%	(130)	10%	(71)	10%	(69)	6%	(44)	728
2016 Vote: Donald Trump	26%	(168)	12%	(78)	14%	(89)	40%	(262)	9%	(58)	656
2016 Vote: Other	43%	(47)	10%	(11)	15%	(17)	23%	(25)	8%	(9)	109
2016 Vote: Didn't Vote	31%	(221)	13%	(93)	12%	(86)	27%	(191)	16%	(112)	704

Continued on next page

Table MCSP2_3: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Police officers and firefighters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(852)	14%	(312)	12%	(264)	25%	(548)	10%	(224)	2199
Voted in 2014: Yes	44%	(535)	14%	(175)	11%	(139)	23%	(283)	8%	(92)	1225
Voted in 2014: No	33%	(317)	14%	(137)	13%	(124)	27%	(264)	13%	(131)	974
4-Region: Northeast	40%	(158)	18%	(70)	10%	(38)	20%	(78)	13%	(50)	393
4-Region: Midwest	39%	(178)	13%	(62)	12%	(57)	26%	(119)	10%	(47)	462
4-Region: South	36%	(294)	14%	(113)	12%	(101)	28%	(228)	11%	(88)	824
4-Region: West	43%	(222)	13%	(67)	13%	(69)	24%	(124)	7%	(38)	520
Sports Fans	40%	(622)	16%	(244)	13%	(195)	22%	(344)	9%	(135)	1541
Avid Sports Fans	47%	(240)	17%	(88)	10%	(52)	18%	(92)	8%	(42)	514
Casual Sports Fans	37%	(382)	15%	(157)	14%	(143)	25%	(252)	9%	(93)	1027
NFL Fans	41%	(570)	16%	(228)	13%	(175)	21%	(290)	9%	(127)	1389
Avid NFL Fans	46%	(263)	17%	(94)	11%	(60)	18%	(104)	8%	(45)	566
Casual NFL Fans	37%	(307)	16%	(134)	14%	(115)	23%	(186)	10%	(82)	823
State Farm Customers	43%	(224)	15%	(80)	13%	(69)	20%	(103)	9%	(46)	522
Vaccinated Adults	49%	(759)	15%	(237)	12%	(190)	15%	(225)	8%	(126)	1537
Unvaccinated Adults	14%	(93)	11%	(74)	11%	(74)	49%	(323)	15%	(98)	662

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 MCSP2_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	45%	(983)	14%	(306)	9%	(193)	24%	(519)	9%	(197)	2199
Gender: Male	48%	(511)	14%	(153)	8%	(88)	22%	(237)	7%	(73)	1061
Gender: Female	42%	(472)	13%	(153)	9%	(105)	25%	(283)	11%	(125)	1138
Age: 18-34	40%	(265)	17%	(110)	7%	(48)	24%	(156)	12%	(76)	655
Age: 35-44	38%	(135)	12%	(41)	14%	(50)	26%	(95)	10%	(36)	357
Age: 45-64	46%	(344)	12%	(89)	8%	(59)	26%	(197)	8%	(63)	751
Age: 65+	55%	(239)	15%	(66)	8%	(37)	16%	(72)	5%	(23)	436
GenZers: 1997-2012	36%	(74)	17%	(34)	4%	(8)	25%	(50)	18%	(38)	205
Millennials: 1981-1996	41%	(267)	15%	(101)	10%	(69)	25%	(163)	9%	(56)	655
GenXers: 1965-1980	41%	(235)	12%	(69)	10%	(58)	26%	(151)	11%	(63)	577
Baby Boomers: 1946-1964	53%	(367)	13%	(86)	8%	(53)	21%	(147)	5%	(32)	686
PID: Dem (no lean)	61%	(520)	15%	(131)	7%	(62)	9%	(78)	7%	(58)	850
PID: Ind (no lean)	40%	(272)	12%	(85)	7%	(49)	28%	(190)	12%	(85)	683
PID: Rep (no lean)	29%	(191)	13%	(90)	12%	(82)	38%	(251)	8%	(53)	667
PID/Gender: Dem Men	64%	(276)	17%	(71)	7%	(29)	7%	(30)	5%	(23)	429
PID/Gender: Dem Women	58%	(243)	14%	(60)	8%	(33)	11%	(48)	9%	(36)	420
PID/Gender: Ind Men	44%	(130)	13%	(38)	6%	(16)	28%	(83)	9%	(28)	296
PID/Gender: Ind Women	37%	(142)	12%	(47)	9%	(33)	28%	(107)	15%	(58)	387
PID/Gender: Rep Men	31%	(104)	13%	(44)	13%	(43)	37%	(124)	7%	(22)	336
PID/Gender: Rep Women	26%	(87)	14%	(46)	12%	(39)	39%	(127)	9%	(31)	330
Ideo: Liberal (1-3)	63%	(396)	17%	(104)	7%	(42)	8%	(51)	5%	(34)	627
Ideo: Moderate (4)	49%	(316)	15%	(96)	10%	(65)	16%	(102)	11%	(72)	650
Ideo: Conservative (5-7)	29%	(208)	13%	(91)	11%	(76)	42%	(300)	6%	(44)	719
Educ: < College	42%	(634)	13%	(195)	8%	(125)	26%	(389)	11%	(169)	1511
Educ: Bachelors degree	48%	(215)	17%	(77)	9%	(42)	20%	(89)	5%	(21)	444
Educ: Post-grad	55%	(134)	14%	(34)	11%	(26)	17%	(41)	3%	(8)	244
Income: Under 50k	44%	(540)	14%	(174)	8%	(99)	23%	(281)	11%	(142)	1237
Income: 50k-100k	45%	(299)	13%	(87)	9%	(61)	26%	(172)	6%	(42)	661
Income: 100k+	48%	(144)	15%	(45)	11%	(33)	22%	(66)	4%	(13)	301
Ethnicity: White	45%	(767)	14%	(239)	9%	(150)	25%	(424)	8%	(142)	1721
Ethnicity: Hispanic	48%	(168)	13%	(44)	9%	(32)	24%	(83)	7%	(23)	349

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Table MCSP2_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	45%	(983)	14%	(306)	9%	(193)	24%	(519)	9%	(197)	2199
Ethnicity: Black	41%	(112)	16%	(44)	9%	(25)	18%	(49)	16%	(44)	274
Ethnicity: Other	51%	(104)	11%	(22)	9%	(19)	23%	(47)	6%	(12)	204
All Christian	44%	(430)	15%	(142)	10%	(95)	23%	(222)	8%	(79)	968
All Non-Christian	56%	(58)	15%	(15)	7%	(7)	11%	(11)	12%	(13)	104
Atheist	64%	(81)	15%	(19)	7%	(9)	11%	(13)	4%	(5)	128
Agnostic/Nothing in particular	44%	(279)	13%	(85)	6%	(40)	26%	(165)	11%	(67)	636
Something Else	37%	(134)	13%	(45)	12%	(42)	30%	(109)	9%	(33)	364
Religious Non-Protestant/Catholic	51%	(68)	14%	(18)	7%	(9)	14%	(19)	14%	(19)	133
Evangelical	37%	(191)	15%	(78)	11%	(57)	29%	(150)	8%	(42)	517
Non-Evangelical	46%	(357)	14%	(106)	10%	(77)	22%	(172)	8%	(63)	775
Community: Urban	51%	(325)	15%	(93)	8%	(51)	17%	(106)	9%	(56)	632
Community: Suburban	44%	(440)	15%	(148)	9%	(89)	24%	(242)	8%	(80)	999
Community: Rural	38%	(218)	11%	(65)	9%	(53)	30%	(172)	11%	(61)	568
Employ: Private Sector	45%	(320)	15%	(106)	9%	(67)	25%	(179)	6%	(42)	713
Employ: Government	34%	(41)	16%	(19)	11%	(13)	25%	(30)	15%	(18)	121
Employ: Self-Employed	42%	(88)	20%	(42)	7%	(15)	27%	(56)	4%	(8)	209
Employ: Homemaker	40%	(58)	7%	(10)	10%	(15)	29%	(41)	14%	(21)	145
Employ: Student	38%	(34)	10%	(9)	11%	(10)	27%	(24)	15%	(14)	91
Employ: Retired	53%	(271)	13%	(69)	8%	(40)	21%	(107)	5%	(27)	514
Employ: Unemployed	40%	(107)	15%	(42)	9%	(25)	16%	(44)	20%	(53)	271
Employ: Other	47%	(63)	8%	(11)	6%	(9)	28%	(38)	10%	(14)	135
Military HH: Yes	43%	(150)	13%	(47)	9%	(31)	28%	(99)	7%	(25)	352
Military HH: No	45%	(833)	14%	(259)	9%	(162)	23%	(420)	9%	(172)	1847
RD/WT: Right Direction	63%	(521)	16%	(133)	6%	(49)	6%	(53)	9%	(74)	830
RD/WT: Wrong Track	34%	(462)	13%	(173)	11%	(145)	34%	(466)	9%	(123)	1369
Biden Job Approve	64%	(639)	17%	(166)	6%	(63)	6%	(63)	7%	(72)	1003
Biden Job Disapprove	28%	(301)	12%	(130)	12%	(125)	41%	(442)	8%	(87)	1084

Continued on next page

Table MCSP2_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	45%	(983)	14%	(306)	9%	(193)	24%	(519)	9%	(197)	2199
Biden Job Strongly Approve	71%	(310)	12%	(53)	5%	(21)	5%	(20)	7%	(31)	434
Biden Job Somewhat Approve	58%	(330)	20%	(112)	7%	(43)	8%	(43)	7%	(42)	569
Biden Job Somewhat Disapprove	40%	(117)	17%	(48)	10%	(29)	22%	(64)	11%	(32)	291
Biden Job Strongly Disapprove	23%	(183)	10%	(82)	12%	(96)	48%	(378)	7%	(55)	793
Favorable of Biden	63%	(641)	15%	(154)	6%	(64)	7%	(68)	8%	(82)	1010
Unfavorable of Biden	27%	(295)	13%	(145)	11%	(124)	40%	(439)	8%	(83)	1086
Very Favorable of Biden	71%	(337)	13%	(61)	5%	(24)	4%	(18)	7%	(33)	473
Somewhat Favorable of Biden	57%	(304)	17%	(94)	7%	(40)	9%	(50)	9%	(50)	537
Somewhat Unfavorable of Biden	39%	(104)	23%	(63)	10%	(28)	19%	(50)	9%	(25)	270
Very Unfavorable of Biden	23%	(191)	10%	(82)	12%	(96)	48%	(389)	7%	(58)	816
#1 Issue: Economy	39%	(318)	13%	(107)	11%	(88)	29%	(241)	8%	(68)	822
#1 Issue: Security	27%	(90)	12%	(39)	10%	(33)	42%	(138)	9%	(29)	329
#1 Issue: Health Care	57%	(153)	20%	(53)	3%	(7)	10%	(26)	12%	(31)	270
#1 Issue: Medicare / Social Security	60%	(152)	15%	(38)	8%	(21)	10%	(25)	8%	(19)	255
#1 Issue: Women's Issues	54%	(76)	15%	(20)	7%	(10)	14%	(19)	10%	(13)	139
#1 Issue: Education	53%	(52)	12%	(11)	7%	(7)	20%	(20)	9%	(9)	98
#1 Issue: Energy	60%	(84)	11%	(16)	10%	(14)	11%	(16)	8%	(12)	141
#1 Issue: Other	40%	(57)	15%	(22)	10%	(14)	24%	(34)	11%	(16)	143
2020 Vote: Joe Biden	63%	(617)	15%	(146)	8%	(74)	8%	(78)	7%	(65)	982
2020 Vote: Donald Trump	26%	(180)	12%	(86)	12%	(85)	42%	(295)	8%	(57)	704
2020 Vote: Other	26%	(19)	18%	(13)	10%	(7)	38%	(27)	8%	(6)	70
2020 Vote: Didn't Vote	37%	(166)	14%	(61)	6%	(27)	27%	(120)	16%	(69)	442
2018 House Vote: Democrat	63%	(476)	15%	(110)	7%	(52)	9%	(67)	6%	(48)	752
2018 House Vote: Republican	29%	(177)	13%	(76)	11%	(69)	39%	(235)	8%	(52)	610
2018 House Vote: Someone else	50%	(35)	13%	(9)	7%	(5)	26%	(18)	4%	(3)	69
2016 Vote: Hillary Clinton	63%	(457)	15%	(108)	7%	(54)	9%	(68)	6%	(41)	728
2016 Vote: Donald Trump	31%	(205)	13%	(83)	11%	(71)	38%	(247)	8%	(50)	656
2016 Vote: Other	48%	(52)	15%	(16)	9%	(10)	22%	(24)	7%	(7)	109
2016 Vote: Didn't Vote	38%	(268)	14%	(98)	8%	(58)	26%	(181)	14%	(99)	704

Continued on next page

Table MCSP2_4: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Healthcare workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	45%	(983)	14%	(306)	9%	(193)	24%	(519)	9%	(197)	2199
Voted in 2014: Yes	49%	(603)	13%	(160)	9%	(110)	22%	(270)	7%	(81)	1225
Voted in 2014: No	39%	(379)	15%	(146)	9%	(83)	26%	(249)	12%	(116)	974
4-Region: Northeast	48%	(188)	16%	(65)	8%	(32)	17%	(66)	11%	(43)	393
4-Region: Midwest	43%	(198)	15%	(67)	8%	(37)	26%	(118)	9%	(41)	462
4-Region: South	42%	(345)	13%	(111)	8%	(68)	26%	(218)	10%	(81)	824
4-Region: West	48%	(251)	12%	(64)	11%	(56)	23%	(118)	6%	(31)	520
Sports Fans	47%	(718)	15%	(231)	10%	(155)	21%	(323)	7%	(114)	1541
Avid Sports Fans	53%	(270)	16%	(80)	9%	(44)	16%	(83)	7%	(37)	514
Casual Sports Fans	44%	(448)	15%	(152)	11%	(110)	23%	(240)	8%	(77)	1027
NFL Fans	47%	(659)	15%	(215)	10%	(133)	20%	(275)	8%	(107)	1389
Avid NFL Fans	54%	(308)	15%	(84)	8%	(46)	17%	(99)	5%	(30)	566
Casual NFL Fans	43%	(351)	16%	(131)	11%	(87)	21%	(176)	9%	(77)	823
State Farm Customers	48%	(252)	15%	(77)	10%	(55)	19%	(99)	7%	(38)	522
Vaccinated Adults	56%	(864)	14%	(221)	9%	(132)	14%	(212)	7%	(109)	1537
Unvaccinated Adults	18%	(119)	13%	(85)	9%	(61)	46%	(308)	13%	(89)	662

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 MCSP2_5: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?

Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(855)	16%	(343)	11%	(240)	25%	(551)	10%	(210)	2199
Gender: Male	42%	(442)	16%	(172)	9%	(98)	25%	(262)	8%	(87)	1061
Gender: Female	36%	(413)	15%	(171)	13%	(142)	25%	(289)	11%	(123)	1138
Age: 18-34	32%	(211)	18%	(116)	11%	(75)	26%	(170)	13%	(83)	655
Age: 35-44	35%	(126)	15%	(55)	12%	(44)	27%	(96)	10%	(37)	357
Age: 45-64	41%	(305)	14%	(102)	10%	(73)	28%	(208)	8%	(63)	751
Age: 65+	49%	(214)	16%	(70)	11%	(49)	18%	(77)	6%	(26)	436
GenZers: 1997-2012	24%	(49)	18%	(37)	12%	(25)	28%	(56)	18%	(36)	205
Millennials: 1981-1996	36%	(233)	17%	(114)	11%	(75)	25%	(166)	10%	(67)	655
GenXers: 1965-1980	38%	(218)	12%	(70)	11%	(64)	28%	(162)	11%	(63)	577
Baby Boomers: 1946-1964	46%	(317)	15%	(105)	10%	(69)	23%	(159)	5%	(36)	686
PID: Dem (no lean)	55%	(466)	20%	(173)	8%	(66)	9%	(77)	8%	(67)	850
PID: Ind (no lean)	33%	(226)	12%	(82)	12%	(81)	30%	(207)	13%	(87)	683
PID: Rep (no lean)	24%	(163)	13%	(88)	14%	(93)	40%	(266)	8%	(56)	667
PID/Gender: Dem Men	57%	(244)	23%	(99)	5%	(21)	9%	(37)	7%	(28)	429
PID/Gender: Dem Women	53%	(222)	18%	(74)	11%	(45)	10%	(40)	9%	(39)	420
PID/Gender: Ind Men	37%	(110)	11%	(31)	11%	(32)	31%	(91)	11%	(32)	296
PID/Gender: Ind Women	30%	(116)	13%	(50)	13%	(49)	30%	(117)	14%	(54)	387
PID/Gender: Rep Men	26%	(88)	12%	(42)	14%	(45)	40%	(135)	8%	(26)	336
PID/Gender: Rep Women	23%	(75)	14%	(47)	14%	(47)	40%	(132)	9%	(30)	330
Ideo: Liberal (1-3)	56%	(350)	21%	(132)	9%	(55)	8%	(51)	6%	(38)	627
Ideo: Moderate (4)	43%	(282)	16%	(102)	12%	(76)	18%	(117)	11%	(74)	650
Ideo: Conservative (5-7)	24%	(172)	13%	(91)	13%	(90)	44%	(318)	7%	(48)	719
Educ: < College	36%	(544)	15%	(223)	11%	(161)	27%	(405)	12%	(179)	1511
Educ: Bachelors degree	44%	(194)	18%	(80)	11%	(49)	23%	(101)	5%	(20)	444
Educ: Post-grad	48%	(117)	17%	(41)	12%	(30)	19%	(46)	4%	(11)	244
Income: Under 50k	37%	(455)	16%	(200)	11%	(140)	24%	(295)	12%	(149)	1237
Income: 50k-100k	40%	(262)	16%	(103)	10%	(65)	28%	(184)	7%	(46)	661
Income: 100k+	46%	(138)	13%	(40)	12%	(35)	24%	(72)	5%	(15)	301
Ethnicity: White	39%	(663)	16%	(267)	11%	(189)	26%	(455)	9%	(147)	1721
Ethnicity: Hispanic	40%	(139)	19%	(66)	11%	(38)	24%	(84)	6%	(22)	349

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Table MCSP2_5: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(855)	16%	(343)	11%	(240)	25%	(551)	10%	(210)	2199
Ethnicity: Black	40%	(109)	16%	(44)	10%	(26)	17%	(46)	17%	(48)	274
Ethnicity: Other	41%	(83)	15%	(32)	12%	(25)	24%	(50)	8%	(15)	204
All Christian	38%	(367)	18%	(170)	12%	(115)	24%	(237)	8%	(80)	968
All Non-Christian	56%	(58)	14%	(14)	8%	(8)	12%	(12)	11%	(11)	104
Atheist	54%	(69)	19%	(25)	10%	(13)	9%	(12)	7%	(10)	128
Agnostic/Nothing in particular	39%	(246)	13%	(80)	9%	(58)	27%	(173)	12%	(79)	636
Something Else	32%	(115)	15%	(55)	13%	(47)	32%	(117)	8%	(30)	364
Religious Non-Protestant/Catholic	52%	(69)	13%	(18)	8%	(10)	14%	(19)	12%	(16)	133
Evangelical	35%	(179)	16%	(82)	12%	(61)	30%	(157)	7%	(39)	517
Non-Evangelical	37%	(286)	18%	(136)	13%	(98)	24%	(189)	8%	(66)	775
Community: Urban	46%	(291)	15%	(92)	12%	(75)	18%	(111)	10%	(63)	632
Community: Suburban	39%	(387)	17%	(171)	10%	(99)	26%	(260)	8%	(83)	999
Community: Rural	31%	(177)	14%	(80)	12%	(67)	32%	(181)	11%	(64)	568
Employ: Private Sector	40%	(288)	17%	(118)	11%	(75)	26%	(188)	6%	(44)	713
Employ: Government	33%	(39)	18%	(22)	11%	(13)	22%	(27)	16%	(19)	121
Employ: Self-Employed	37%	(78)	15%	(31)	13%	(27)	31%	(66)	4%	(7)	209
Employ: Homemaker	32%	(46)	11%	(16)	14%	(20)	29%	(43)	15%	(21)	145
Employ: Student	25%	(23)	12%	(11)	19%	(17)	28%	(26)	16%	(14)	91
Employ: Retired	46%	(239)	16%	(82)	10%	(51)	22%	(112)	6%	(30)	514
Employ: Unemployed	34%	(92)	17%	(45)	11%	(29)	17%	(47)	21%	(57)	271
Employ: Other	36%	(49)	14%	(18)	6%	(8)	32%	(43)	12%	(16)	135
Military HH: Yes	36%	(128)	15%	(53)	11%	(40)	29%	(101)	9%	(30)	352
Military HH: No	39%	(727)	16%	(290)	11%	(201)	24%	(450)	10%	(180)	1847
RD/WT: Right Direction	57%	(476)	18%	(149)	8%	(70)	7%	(57)	9%	(77)	830
RD/WT: Wrong Track	28%	(378)	14%	(194)	12%	(170)	36%	(494)	10%	(133)	1369
Biden Job Approve	58%	(580)	19%	(192)	8%	(84)	6%	(65)	8%	(82)	1003
Biden Job Disapprove	23%	(247)	12%	(135)	14%	(149)	43%	(468)	8%	(86)	1084

Continued on next page

Table MCSP2_5: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?

Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(855)	16%	(343)	11%	(240)	25%	(551)	10%	(210)	2199
Biden Job Strongly Approve	69%	(302)	13%	(56)	6%	(27)	5%	(20)	7%	(29)	434
Biden Job Somewhat Approve	49%	(278)	24%	(136)	10%	(57)	8%	(45)	9%	(53)	569
Biden Job Somewhat Disapprove	34%	(100)	19%	(55)	14%	(42)	22%	(65)	10%	(30)	291
Biden Job Strongly Disapprove	19%	(147)	10%	(80)	13%	(107)	51%	(403)	7%	(57)	793
Favorable of Biden	57%	(574)	19%	(190)	8%	(84)	7%	(70)	9%	(91)	1010
Unfavorable of Biden	22%	(244)	13%	(139)	14%	(148)	43%	(469)	8%	(85)	1086
Very Favorable of Biden	68%	(323)	14%	(68)	6%	(28)	4%	(21)	7%	(33)	473
Somewhat Favorable of Biden	47%	(252)	23%	(123)	10%	(56)	9%	(49)	11%	(58)	537
Somewhat Unfavorable of Biden	33%	(89)	23%	(62)	14%	(37)	20%	(53)	11%	(29)	270
Very Unfavorable of Biden	19%	(155)	10%	(78)	14%	(111)	51%	(416)	7%	(56)	816
#1 Issue: Economy	33%	(275)	14%	(118)	13%	(103)	30%	(249)	9%	(77)	822
#1 Issue: Security	25%	(83)	11%	(35)	10%	(33)	46%	(150)	9%	(29)	329
#1 Issue: Health Care	50%	(134)	23%	(63)	8%	(21)	10%	(26)	10%	(26)	270
#1 Issue: Medicare / Social Security	51%	(131)	18%	(47)	11%	(28)	11%	(29)	8%	(21)	255
#1 Issue: Women's Issues	50%	(69)	15%	(21)	13%	(18)	13%	(18)	9%	(13)	139
#1 Issue: Education	41%	(41)	15%	(15)	9%	(9)	24%	(24)	11%	(11)	98
#1 Issue: Energy	53%	(74)	9%	(13)	15%	(21)	14%	(19)	10%	(14)	141
#1 Issue: Other	34%	(49)	22%	(31)	6%	(8)	25%	(36)	14%	(19)	143
2020 Vote: Joe Biden	56%	(551)	18%	(176)	9%	(84)	10%	(96)	8%	(74)	982
2020 Vote: Donald Trump	21%	(151)	12%	(85)	13%	(93)	45%	(316)	8%	(59)	704
2020 Vote: Other	21%	(15)	9%	(6)	17%	(12)	43%	(30)	11%	(7)	70
2020 Vote: Didn't Vote	31%	(137)	17%	(75)	12%	(51)	25%	(109)	16%	(70)	442
2018 House Vote: Democrat	58%	(439)	16%	(124)	8%	(62)	10%	(74)	7%	(54)	752
2018 House Vote: Republican	25%	(151)	13%	(78)	13%	(78)	41%	(248)	9%	(54)	610
2018 House Vote: Someone else	41%	(28)	15%	(10)	14%	(10)	25%	(17)	5%	(4)	69
2016 Vote: Hillary Clinton	57%	(418)	19%	(141)	8%	(56)	10%	(71)	6%	(42)	728
2016 Vote: Donald Trump	28%	(181)	12%	(79)	12%	(80)	40%	(262)	8%	(54)	656
2016 Vote: Other	43%	(47)	11%	(12)	14%	(15)	24%	(26)	8%	(9)	109
2016 Vote: Didn't Vote	30%	(208)	16%	(110)	13%	(89)	27%	(193)	15%	(104)	704

Continued on next page

Table MCSP2_5: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
Airline workers

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	39%	(855)	16%	(343)	11%	(240)	25%	(551)	10%	(210)	2199
Voted in 2014: Yes	45%	(547)	15%	(182)	10%	(122)	23%	(287)	7%	(87)	1225
Voted in 2014: No	32%	(308)	17%	(161)	12%	(118)	27%	(264)	13%	(123)	974
4-Region: Northeast	40%	(159)	19%	(75)	9%	(36)	20%	(77)	12%	(47)	393
4-Region: Midwest	39%	(181)	15%	(70)	11%	(51)	25%	(117)	9%	(43)	462
4-Region: South	37%	(301)	14%	(114)	11%	(94)	28%	(232)	10%	(82)	824
4-Region: West	41%	(214)	16%	(84)	11%	(59)	24%	(125)	7%	(38)	520
Sports Fans	41%	(627)	17%	(259)	12%	(182)	23%	(348)	8%	(125)	1541
Avid Sports Fans	48%	(244)	16%	(85)	11%	(57)	18%	(93)	7%	(36)	514
Casual Sports Fans	37%	(383)	17%	(174)	12%	(125)	25%	(256)	9%	(90)	1027
NFL Fans	42%	(577)	18%	(246)	11%	(156)	21%	(295)	8%	(114)	1389
Avid NFL Fans	46%	(261)	19%	(109)	10%	(58)	19%	(107)	5%	(31)	566
Casual NFL Fans	38%	(316)	17%	(137)	12%	(99)	23%	(188)	10%	(84)	823
State Farm Customers	43%	(222)	17%	(88)	12%	(63)	21%	(111)	7%	(38)	522
Vaccinated Adults	49%	(755)	17%	(261)	11%	(168)	15%	(230)	8%	(123)	1537
Unvaccinated Adults	15%	(100)	12%	(82)	11%	(73)	48%	(321)	13%	(87)	662

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 MCSP2_6: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(964)	15%	(324)	9%	(195)	24%	(519)	9%	(197)	2199
Gender: Male	47%	(499)	16%	(168)	7%	(77)	23%	(244)	7%	(74)	1061
Gender: Female	41%	(465)	14%	(157)	10%	(118)	24%	(275)	11%	(123)	1138
Age: 18-34	39%	(252)	17%	(114)	9%	(56)	24%	(159)	11%	(73)	655
Age: 35-44	38%	(137)	14%	(50)	11%	(41)	26%	(93)	10%	(37)	357
Age: 45-64	46%	(344)	12%	(88)	8%	(57)	26%	(197)	8%	(64)	751
Age: 65+	53%	(230)	16%	(71)	9%	(41)	16%	(70)	5%	(24)	436
GenZers: 1997-2012	34%	(70)	18%	(36)	10%	(20)	25%	(51)	13%	(27)	205
Millennials: 1981-1996	40%	(260)	17%	(111)	9%	(58)	25%	(160)	10%	(65)	655
GenXers: 1965-1980	41%	(238)	12%	(69)	9%	(54)	27%	(153)	11%	(63)	577
Baby Boomers: 1946-1964	53%	(361)	13%	(89)	8%	(56)	21%	(147)	5%	(33)	686
PID: Dem (no lean)	61%	(518)	17%	(148)	6%	(52)	8%	(70)	7%	(61)	850
PID: Ind (no lean)	39%	(264)	12%	(84)	9%	(63)	28%	(189)	12%	(82)	683
PID: Rep (no lean)	27%	(182)	14%	(91)	12%	(80)	39%	(260)	8%	(53)	667
PID/Gender: Dem Men	63%	(269)	21%	(89)	4%	(16)	7%	(31)	6%	(25)	429
PID/Gender: Dem Women	59%	(249)	14%	(59)	9%	(36)	9%	(39)	9%	(36)	420
PID/Gender: Ind Men	44%	(131)	10%	(30)	9%	(27)	28%	(84)	8%	(25)	296
PID/Gender: Ind Women	35%	(134)	14%	(54)	9%	(36)	27%	(105)	15%	(58)	387
PID/Gender: Rep Men	30%	(100)	14%	(49)	10%	(34)	39%	(130)	7%	(24)	336
PID/Gender: Rep Women	25%	(82)	13%	(43)	14%	(46)	40%	(131)	9%	(29)	330
Ideo: Liberal (1-3)	62%	(386)	19%	(121)	6%	(35)	7%	(47)	6%	(38)	627
Ideo: Moderate (4)	49%	(319)	14%	(88)	11%	(70)	16%	(104)	11%	(70)	650
Ideo: Conservative (5-7)	27%	(196)	14%	(100)	10%	(71)	42%	(305)	6%	(47)	719
Educ: < College	42%	(630)	14%	(205)	9%	(129)	25%	(383)	11%	(165)	1511
Educ: Bachelors degree	47%	(208)	18%	(82)	9%	(38)	21%	(94)	5%	(22)	444
Educ: Post-grad	52%	(126)	15%	(37)	12%	(28)	17%	(42)	4%	(10)	244
Income: Under 50k	44%	(540)	15%	(183)	8%	(100)	22%	(273)	12%	(142)	1237
Income: 50k-100k	42%	(277)	15%	(97)	10%	(66)	28%	(182)	6%	(40)	661
Income: 100k+	49%	(147)	15%	(44)	10%	(30)	21%	(65)	5%	(15)	301
Ethnicity: White	43%	(748)	14%	(241)	9%	(158)	25%	(428)	8%	(146)	1721
Ethnicity: Hispanic	44%	(153)	19%	(65)	8%	(27)	23%	(82)	6%	(23)	349

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Table MCSP2_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(964)	15%	(324)	9%	(195)	24%	(519)	9%	(197)	2199
Ethnicity: Black	43%	(118)	19%	(52)	10%	(26)	15%	(42)	13%	(37)	274
Ethnicity: Other	48%	(98)	15%	(31)	5%	(11)	24%	(50)	7%	(14)	204
All Christian	43%	(414)	15%	(141)	11%	(106)	24%	(230)	8%	(77)	968
All Non-Christian	56%	(58)	16%	(17)	7%	(7)	10%	(11)	11%	(11)	104
Atheist	58%	(74)	21%	(26)	6%	(8)	10%	(13)	5%	(6)	128
Agnostic/Nothing in particular	45%	(283)	13%	(86)	6%	(40)	25%	(161)	10%	(66)	636
Something Else	37%	(135)	15%	(54)	9%	(34)	29%	(105)	10%	(35)	364
Religious Non-Protestant/Catholic	50%	(66)	14%	(19)	10%	(13)	14%	(18)	12%	(15)	133
Evangelical	36%	(188)	16%	(82)	10%	(52)	29%	(152)	8%	(44)	517
Non-Evangelical	45%	(345)	14%	(110)	11%	(82)	22%	(174)	8%	(64)	775
Community: Urban	50%	(314)	17%	(105)	8%	(54)	16%	(102)	9%	(58)	632
Community: Suburban	45%	(449)	14%	(145)	9%	(90)	24%	(242)	7%	(74)	999
Community: Rural	36%	(202)	13%	(75)	9%	(51)	31%	(175)	11%	(65)	568
Employ: Private Sector	43%	(304)	16%	(113)	9%	(64)	26%	(187)	6%	(45)	713
Employ: Government	39%	(47)	16%	(19)	10%	(12)	21%	(25)	14%	(17)	121
Employ: Self-Employed	41%	(86)	18%	(38)	9%	(18)	26%	(54)	6%	(12)	209
Employ: Homemaker	39%	(57)	7%	(11)	9%	(13)	30%	(44)	14%	(20)	145
Employ: Student	37%	(34)	14%	(13)	14%	(13)	26%	(23)	9%	(8)	91
Employ: Retired	51%	(265)	14%	(72)	9%	(45)	21%	(106)	5%	(27)	514
Employ: Unemployed	40%	(109)	17%	(47)	8%	(21)	16%	(44)	19%	(51)	271
Employ: Other	46%	(62)	8%	(11)	7%	(10)	27%	(36)	11%	(15)	135
Military HH: Yes	41%	(146)	13%	(47)	10%	(36)	27%	(96)	7%	(26)	352
Military HH: No	44%	(818)	15%	(277)	9%	(159)	23%	(423)	9%	(171)	1847
RD/WT: Right Direction	61%	(510)	17%	(143)	6%	(49)	6%	(52)	9%	(75)	830
RD/WT: Wrong Track	33%	(454)	13%	(181)	11%	(146)	34%	(467)	9%	(122)	1369
Biden Job Approve	63%	(634)	17%	(169)	6%	(64)	6%	(58)	8%	(78)	1003
Biden Job Disapprove	27%	(292)	13%	(142)	11%	(120)	41%	(444)	8%	(86)	1084

Continued on next page

Table MCSP2_6: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(964)	15%	(324)	9%	(195)	24%	(519)	9%	(197)	2199
Biden Job Strongly Approve	71%	(307)	14%	(59)	3%	(15)	5%	(20)	8%	(33)	434
Biden Job Somewhat Approve	57%	(326)	19%	(110)	9%	(49)	7%	(38)	8%	(46)	569
Biden Job Somewhat Disapprove	40%	(117)	20%	(59)	11%	(32)	18%	(52)	10%	(30)	291
Biden Job Strongly Disapprove	22%	(175)	11%	(83)	11%	(88)	49%	(391)	7%	(56)	793
Favorable of Biden	62%	(623)	17%	(170)	6%	(65)	7%	(66)	9%	(86)	1010
Unfavorable of Biden	27%	(294)	13%	(145)	11%	(123)	41%	(442)	8%	(82)	1086
Very Favorable of Biden	70%	(331)	14%	(65)	5%	(24)	4%	(19)	7%	(33)	473
Somewhat Favorable of Biden	54%	(292)	20%	(105)	8%	(41)	9%	(47)	10%	(52)	537
Somewhat Unfavorable of Biden	41%	(110)	23%	(62)	11%	(31)	17%	(47)	8%	(21)	270
Very Unfavorable of Biden	23%	(184)	10%	(83)	11%	(93)	48%	(395)	7%	(61)	816
#1 Issue: Economy	39%	(321)	13%	(108)	11%	(91)	29%	(235)	8%	(68)	822
#1 Issue: Security	26%	(85)	12%	(40)	9%	(30)	44%	(145)	9%	(30)	329
#1 Issue: Health Care	56%	(152)	22%	(59)	3%	(8)	7%	(20)	11%	(31)	270
#1 Issue: Medicare / Social Security	57%	(147)	16%	(42)	10%	(25)	10%	(26)	7%	(17)	255
#1 Issue: Women's Issues	54%	(75)	14%	(20)	11%	(16)	12%	(17)	8%	(11)	139
#1 Issue: Education	52%	(51)	9%	(9)	6%	(6)	22%	(21)	11%	(11)	98
#1 Issue: Energy	53%	(76)	15%	(21)	8%	(11)	15%	(21)	9%	(13)	141
#1 Issue: Other	40%	(58)	18%	(25)	6%	(8)	25%	(35)	11%	(16)	143
2020 Vote: Joe Biden	61%	(602)	17%	(166)	7%	(73)	8%	(75)	7%	(65)	982
2020 Vote: Donald Trump	24%	(167)	12%	(87)	11%	(79)	44%	(311)	9%	(60)	704
2020 Vote: Other	29%	(20)	9%	(6)	16%	(11)	39%	(27)	8%	(6)	70
2020 Vote: Didn't Vote	39%	(174)	15%	(64)	7%	(32)	24%	(106)	15%	(66)	442
2018 House Vote: Democrat	63%	(474)	16%	(119)	6%	(46)	8%	(63)	7%	(50)	752
2018 House Vote: Republican	27%	(167)	13%	(80)	11%	(68)	40%	(244)	8%	(51)	610
2018 House Vote: Someone else	44%	(30)	12%	(8)	12%	(8)	28%	(19)	4%	(3)	69
2016 Vote: Hillary Clinton	61%	(447)	18%	(129)	6%	(46)	8%	(61)	6%	(45)	728
2016 Vote: Donald Trump	30%	(197)	12%	(82)	11%	(71)	39%	(253)	8%	(53)	656
2016 Vote: Other	50%	(55)	6%	(7)	13%	(14)	24%	(26)	7%	(7)	109
2016 Vote: Didn't Vote	37%	(263)	15%	(106)	9%	(64)	25%	(179)	13%	(91)	704

Continued on next page

Table MCSP2_6: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
People who work with children

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(964)	15%	(324)	9%	(195)	24%	(519)	9%	(197)	2199
Voted in 2014: Yes	48%	(592)	15%	(180)	8%	(98)	22%	(271)	7%	(83)	1225
Voted in 2014: No	38%	(372)	15%	(144)	10%	(97)	25%	(248)	12%	(114)	974
4-Region: Northeast	46%	(180)	16%	(65)	9%	(34)	18%	(70)	11%	(44)	393
4-Region: Midwest	42%	(196)	15%	(68)	9%	(41)	26%	(118)	8%	(39)	462
4-Region: South	41%	(339)	14%	(112)	9%	(75)	26%	(214)	10%	(84)	824
4-Region: West	48%	(249)	15%	(79)	9%	(45)	22%	(117)	6%	(30)	520
Sports Fans	46%	(704)	16%	(250)	10%	(152)	21%	(322)	7%	(114)	1541
Avid Sports Fans	52%	(269)	16%	(80)	8%	(40)	17%	(88)	7%	(37)	514
Casual Sports Fans	42%	(435)	17%	(170)	11%	(112)	23%	(234)	8%	(77)	1027
NFL Fans	47%	(654)	16%	(224)	9%	(131)	20%	(276)	8%	(105)	1389
Avid NFL Fans	52%	(297)	16%	(91)	8%	(46)	17%	(97)	6%	(35)	566
Casual NFL Fans	43%	(357)	16%	(132)	10%	(84)	22%	(180)	8%	(70)	823
State Farm Customers	46%	(241)	17%	(91)	10%	(50)	20%	(104)	7%	(37)	522
Vaccinated Adults	55%	(840)	16%	(240)	9%	(135)	14%	(214)	7%	(108)	1537
Unvaccinated Adults	19%	(124)	13%	(84)	9%	(60)	46%	(305)	13%	(89)	662

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

Table MCSP2_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(974)	15%	(320)	9%	(204)	23%	(504)	9%	(197)	2199
Gender: Male	48%	(509)	15%	(163)	8%	(87)	22%	(233)	7%	(69)	1061
Gender: Female	41%	(465)	14%	(157)	10%	(117)	24%	(271)	11%	(128)	1138
Age: 18-34	38%	(248)	19%	(127)	8%	(55)	23%	(153)	11%	(72)	655
Age: 35-44	38%	(134)	12%	(44)	14%	(50)	26%	(92)	10%	(37)	357
Age: 45-64	47%	(351)	12%	(91)	8%	(60)	25%	(188)	8%	(61)	751
Age: 65+	55%	(242)	13%	(58)	9%	(39)	16%	(71)	6%	(26)	436
GenZers: 1997-2012	34%	(71)	15%	(32)	10%	(20)	23%	(47)	17%	(35)	205
Millennials: 1981-1996	38%	(252)	19%	(123)	10%	(65)	24%	(159)	8%	(55)	655
GenXers: 1965-1980	42%	(243)	13%	(76)	9%	(52)	25%	(147)	10%	(60)	577
Baby Boomers: 1946-1964	54%	(369)	11%	(75)	9%	(62)	21%	(142)	5%	(36)	686
PID: Dem (no lean)	60%	(511)	17%	(144)	7%	(59)	9%	(77)	7%	(59)	850
PID: Ind (no lean)	39%	(267)	13%	(86)	10%	(65)	26%	(178)	13%	(86)	683
PID: Rep (no lean)	29%	(196)	14%	(90)	12%	(79)	37%	(249)	8%	(52)	667
PID/Gender: Dem Men	63%	(271)	19%	(82)	6%	(26)	7%	(30)	5%	(21)	429
PID/Gender: Dem Women	57%	(240)	15%	(62)	8%	(33)	11%	(47)	9%	(38)	420
PID/Gender: Ind Men	45%	(134)	11%	(34)	8%	(24)	27%	(79)	9%	(26)	296
PID/Gender: Ind Women	35%	(134)	14%	(52)	11%	(42)	26%	(99)	16%	(60)	387
PID/Gender: Rep Men	31%	(105)	14%	(48)	11%	(37)	37%	(124)	7%	(22)	336
PID/Gender: Rep Women	28%	(92)	13%	(43)	13%	(42)	38%	(125)	9%	(29)	330
Ideo: Liberal (1-3)	61%	(379)	18%	(113)	8%	(51)	8%	(49)	6%	(35)	627
Ideo: Moderate (4)	49%	(321)	15%	(97)	10%	(64)	15%	(98)	11%	(70)	650
Ideo: Conservative (5-7)	30%	(212)	13%	(92)	10%	(72)	41%	(294)	7%	(49)	719
Educ: < College	41%	(623)	14%	(213)	9%	(134)	25%	(374)	11%	(167)	1511
Educ: Bachelors degree	50%	(223)	16%	(70)	9%	(41)	20%	(88)	5%	(22)	444
Educ: Post-grad	52%	(128)	15%	(37)	12%	(29)	17%	(42)	3%	(8)	244
Income: Under 50k	43%	(535)	15%	(185)	9%	(112)	22%	(270)	11%	(136)	1237
Income: 50k-100k	44%	(291)	14%	(92)	9%	(63)	26%	(169)	7%	(46)	661
Income: 100k+	50%	(149)	14%	(44)	10%	(29)	22%	(65)	5%	(15)	301
Ethnicity: White	45%	(768)	14%	(242)	9%	(153)	24%	(413)	8%	(144)	1721
Ethnicity: Hispanic	44%	(152)	16%	(54)	11%	(39)	22%	(77)	8%	(26)	349

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Table MCSP2_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(974)	15%	(320)	9%	(204)	23%	(504)	9%	(197)	2199
Ethnicity: Black	41%	(113)	17%	(46)	12%	(33)	17%	(45)	14%	(38)	274
Ethnicity: Other	46%	(94)	16%	(32)	9%	(18)	22%	(45)	7%	(15)	204
All Christian	44%	(421)	16%	(155)	10%	(96)	22%	(216)	8%	(80)	968
All Non-Christian	55%	(57)	19%	(20)	7%	(8)	10%	(10)	9%	(9)	104
Atheist	60%	(76)	15%	(19)	8%	(10)	12%	(15)	6%	(7)	128
Agnostic/Nothing in particular	44%	(278)	14%	(88)	8%	(48)	24%	(156)	10%	(67)	636
Something Else	39%	(142)	10%	(38)	12%	(43)	29%	(107)	9%	(34)	364
Religious Non-Protestant/Catholic	49%	(65)	18%	(23)	10%	(13)	13%	(17)	11%	(14)	133
Evangelical	38%	(198)	14%	(74)	11%	(56)	29%	(150)	8%	(39)	517
Non-Evangelical	45%	(351)	15%	(114)	10%	(77)	21%	(164)	9%	(68)	775
Community: Urban	49%	(309)	17%	(106)	9%	(55)	16%	(103)	9%	(59)	632
Community: Suburban	45%	(454)	14%	(137)	10%	(96)	24%	(236)	8%	(76)	999
Community: Rural	37%	(212)	14%	(77)	9%	(53)	29%	(164)	11%	(62)	568
Employ: Private Sector	45%	(317)	16%	(114)	9%	(66)	25%	(176)	6%	(40)	713
Employ: Government	36%	(43)	14%	(17)	11%	(14)	26%	(31)	14%	(16)	121
Employ: Self-Employed	43%	(90)	22%	(45)	8%	(17)	24%	(50)	4%	(8)	209
Employ: Homemaker	39%	(56)	9%	(13)	9%	(13)	28%	(40)	16%	(23)	145
Employ: Student	30%	(28)	16%	(15)	16%	(14)	25%	(23)	13%	(12)	91
Employ: Retired	53%	(274)	12%	(60)	9%	(46)	20%	(104)	6%	(30)	514
Employ: Unemployed	38%	(102)	16%	(43)	9%	(25)	17%	(46)	20%	(56)	271
Employ: Other	48%	(64)	10%	(13)	7%	(9)	26%	(35)	10%	(14)	135
Military HH: Yes	44%	(153)	12%	(44)	10%	(37)	26%	(93)	7%	(26)	352
Military HH: No	44%	(821)	15%	(277)	9%	(167)	22%	(411)	9%	(171)	1847
RD/WT: Right Direction	61%	(506)	17%	(139)	7%	(56)	6%	(53)	9%	(76)	830
RD/WT: Wrong Track	34%	(468)	13%	(181)	11%	(148)	33%	(451)	9%	(121)	1369
Biden Job Approve	62%	(624)	17%	(168)	8%	(80)	6%	(57)	7%	(74)	1003
Biden Job Disapprove	29%	(315)	13%	(138)	11%	(115)	40%	(430)	8%	(86)	1084

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Table MCSP2_7: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(974)	15%	(320)	9%	(204)	23%	(504)	9%	(197)	2199
Biden Job Strongly Approve	70%	(303)	15%	(65)	5%	(23)	4%	(17)	6%	(27)	434
Biden Job Somewhat Approve	56%	(321)	18%	(104)	10%	(57)	7%	(41)	8%	(47)	569
Biden Job Somewhat Disapprove	43%	(124)	15%	(44)	9%	(27)	22%	(63)	12%	(34)	291
Biden Job Strongly Disapprove	24%	(191)	12%	(94)	11%	(88)	46%	(367)	7%	(53)	793
Favorable of Biden	62%	(623)	16%	(163)	8%	(78)	6%	(63)	8%	(82)	1010
Unfavorable of Biden	28%	(308)	13%	(143)	11%	(121)	39%	(427)	8%	(86)	1086
Very Favorable of Biden	70%	(331)	14%	(64)	7%	(32)	4%	(18)	6%	(28)	473
Somewhat Favorable of Biden	54%	(292)	18%	(99)	9%	(46)	8%	(45)	10%	(55)	537
Somewhat Unfavorable of Biden	41%	(110)	17%	(46)	11%	(30)	20%	(55)	11%	(29)	270
Very Unfavorable of Biden	24%	(198)	12%	(98)	11%	(91)	46%	(372)	7%	(56)	816
#1 Issue: Economy	40%	(327)	14%	(119)	10%	(85)	27%	(226)	8%	(66)	822
#1 Issue: Security	28%	(93)	13%	(41)	9%	(30)	41%	(136)	9%	(29)	329
#1 Issue: Health Care	52%	(142)	20%	(55)	5%	(13)	9%	(25)	13%	(36)	270
#1 Issue: Medicare / Social Security	59%	(151)	13%	(33)	11%	(29)	10%	(25)	7%	(18)	255
#1 Issue: Women's Issues	50%	(70)	18%	(25)	11%	(15)	13%	(18)	8%	(11)	139
#1 Issue: Education	51%	(51)	13%	(12)	4%	(4)	23%	(22)	9%	(9)	98
#1 Issue: Energy	60%	(84)	11%	(16)	11%	(16)	11%	(16)	7%	(10)	141
#1 Issue: Other	40%	(57)	13%	(19)	8%	(12)	25%	(36)	13%	(19)	143
2020 Vote: Joe Biden	61%	(601)	16%	(154)	8%	(83)	8%	(75)	7%	(68)	982
2020 Vote: Donald Trump	26%	(183)	13%	(92)	11%	(79)	42%	(293)	8%	(57)	704
2020 Vote: Other	32%	(22)	17%	(12)	10%	(7)	34%	(24)	8%	(6)	70
2020 Vote: Didn't Vote	38%	(167)	14%	(62)	8%	(35)	25%	(112)	15%	(67)	442
2018 House Vote: Democrat	62%	(466)	16%	(121)	7%	(56)	8%	(60)	6%	(48)	752
2018 House Vote: Republican	30%	(184)	12%	(72)	11%	(70)	39%	(235)	8%	(48)	610
2018 House Vote: Someone else	43%	(29)	18%	(12)	10%	(7)	24%	(16)	6%	(4)	69
2016 Vote: Hillary Clinton	62%	(452)	16%	(119)	8%	(57)	9%	(63)	5%	(37)	728
2016 Vote: Donald Trump	32%	(211)	13%	(87)	10%	(66)	37%	(244)	7%	(49)	656
2016 Vote: Other	48%	(53)	8%	(9)	14%	(16)	22%	(24)	7%	(8)	109
2016 Vote: Didn't Vote	37%	(258)	15%	(106)	9%	(65)	24%	(172)	15%	(103)	704

Continued on next page

Table MCSP2_7: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
People who work with the elderly

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	44%	(974)	15%	(320)	9%	(204)	23%	(504)	9%	(197)	2199
Voted in 2014: Yes	48%	(593)	14%	(171)	9%	(114)	22%	(266)	7%	(81)	1225
Voted in 2014: No	39%	(382)	15%	(149)	9%	(90)	24%	(238)	12%	(116)	974
4-Region: Northeast	48%	(188)	16%	(64)	8%	(30)	17%	(67)	11%	(45)	393
4-Region: Midwest	43%	(200)	15%	(69)	9%	(42)	24%	(111)	9%	(40)	462
4-Region: South	42%	(344)	12%	(101)	10%	(79)	26%	(213)	10%	(86)	824
4-Region: West	47%	(242)	17%	(86)	10%	(53)	22%	(113)	5%	(26)	520
Sports Fans	46%	(706)	16%	(246)	10%	(154)	21%	(318)	8%	(118)	1541
Avid Sports Fans	53%	(271)	17%	(86)	8%	(40)	16%	(81)	7%	(36)	514
Casual Sports Fans	42%	(434)	16%	(160)	11%	(114)	23%	(237)	8%	(82)	1027
NFL Fans	47%	(653)	16%	(228)	9%	(131)	20%	(271)	8%	(106)	1389
Avid NFL Fans	55%	(309)	14%	(81)	8%	(43)	17%	(99)	6%	(34)	566
Casual NFL Fans	42%	(344)	18%	(147)	11%	(87)	21%	(173)	9%	(72)	823
State Farm Customers	47%	(248)	16%	(85)	10%	(54)	19%	(98)	7%	(37)	522
Vaccinated Adults	55%	(851)	15%	(223)	9%	(141)	14%	(210)	7%	(112)	1537
Unvaccinated Adults	19%	(124)	15%	(97)	9%	(63)	44%	(294)	13%	(85)	662

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

Table MCSP2_8: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	40%	(871)	16%	(347)	10%	(228)	24%	(538)	10%	(215)	2199
Gender: Male	42%	(444)	18%	(187)	9%	(94)	24%	(251)	8%	(84)	1061
Gender: Female	37%	(426)	14%	(160)	12%	(134)	25%	(287)	11%	(131)	1138
Age: 18-34	36%	(235)	16%	(102)	10%	(68)	25%	(167)	13%	(83)	655
Age: 35-44	32%	(114)	18%	(65)	13%	(47)	27%	(95)	10%	(37)	357
Age: 45-64	41%	(309)	14%	(103)	9%	(71)	27%	(200)	9%	(68)	751
Age: 65+	49%	(213)	18%	(77)	10%	(42)	18%	(77)	6%	(27)	436
GenZers: 1997-2012	31%	(64)	17%	(35)	8%	(16)	27%	(56)	16%	(33)	205
Millennials: 1981-1996	36%	(237)	16%	(106)	12%	(79)	25%	(164)	11%	(69)	655
GenXers: 1965-1980	36%	(209)	14%	(83)	12%	(68)	27%	(153)	11%	(63)	577
Baby Boomers: 1946-1964	47%	(324)	16%	(107)	8%	(58)	23%	(156)	6%	(40)	686
PID: Dem (no lean)	56%	(472)	20%	(170)	8%	(66)	9%	(75)	8%	(66)	850
PID: Ind (no lean)	34%	(235)	13%	(86)	11%	(75)	29%	(195)	13%	(91)	683
PID: Rep (no lean)	24%	(163)	14%	(91)	13%	(87)	40%	(268)	9%	(57)	667
PID/Gender: Dem Men	57%	(244)	25%	(106)	4%	(19)	7%	(32)	7%	(29)	429
PID/Gender: Dem Women	54%	(228)	15%	(64)	11%	(48)	10%	(43)	9%	(37)	420
PID/Gender: Ind Men	39%	(115)	12%	(35)	11%	(33)	28%	(83)	10%	(30)	296
PID/Gender: Ind Women	31%	(120)	13%	(51)	11%	(42)	29%	(112)	16%	(61)	387
PID/Gender: Rep Men	25%	(86)	14%	(46)	13%	(43)	40%	(136)	7%	(25)	336
PID/Gender: Rep Women	23%	(77)	13%	(45)	13%	(44)	40%	(132)	10%	(32)	330
Ideo: Liberal (1-3)	58%	(366)	19%	(120)	8%	(49)	8%	(50)	7%	(42)	627
Ideo: Moderate (4)	43%	(283)	18%	(117)	11%	(74)	16%	(104)	11%	(73)	650
Ideo: Conservative (5-7)	24%	(172)	13%	(92)	12%	(85)	44%	(317)	7%	(53)	719
Educ: < College	37%	(559)	15%	(222)	10%	(151)	26%	(396)	12%	(184)	1511
Educ: Bachelors degree	45%	(198)	18%	(82)	10%	(46)	22%	(97)	5%	(20)	444
Educ: Post-grad	46%	(113)	18%	(43)	13%	(31)	19%	(46)	4%	(11)	244
Income: Under 50k	39%	(484)	16%	(195)	10%	(126)	23%	(284)	12%	(150)	1237
Income: 50k-100k	39%	(255)	15%	(101)	11%	(70)	28%	(184)	8%	(51)	661
Income: 100k+	44%	(132)	17%	(52)	11%	(33)	23%	(70)	5%	(14)	301
Ethnicity: White	39%	(672)	16%	(272)	11%	(183)	26%	(440)	9%	(154)	1721
Ethnicity: Hispanic	41%	(143)	17%	(58)	12%	(43)	23%	(80)	7%	(25)	349

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Table MCSP2_8: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	40%	(871)	16%	(347)	10%	(228)	24%	(538)	10%	(215)	2199
Ethnicity: Black	38%	(104)	18%	(50)	10%	(27)	18%	(48)	16%	(45)	274
Ethnicity: Other	46%	(94)	13%	(26)	9%	(18)	25%	(50)	8%	(16)	204
All Christian	38%	(372)	17%	(166)	12%	(113)	24%	(235)	8%	(82)	968
All Non-Christian	54%	(57)	16%	(17)	7%	(8)	11%	(11)	12%	(12)	104
Atheist	55%	(70)	18%	(23)	14%	(17)	9%	(12)	5%	(6)	128
Agnostic/Nothing in particular	39%	(251)	14%	(92)	7%	(43)	27%	(169)	13%	(82)	636
Something Else	33%	(121)	13%	(49)	13%	(48)	31%	(112)	9%	(34)	364
Religious Non-Protestant/Catholic	47%	(63)	16%	(21)	10%	(13)	15%	(19)	13%	(17)	133
Evangelical	33%	(172)	17%	(90)	11%	(57)	30%	(155)	8%	(42)	517
Non-Evangelical	40%	(309)	15%	(119)	13%	(98)	23%	(181)	9%	(67)	775
Community: Urban	46%	(293)	16%	(103)	10%	(64)	17%	(108)	10%	(64)	632
Community: Suburban	39%	(392)	17%	(171)	11%	(105)	25%	(252)	8%	(80)	999
Community: Rural	33%	(186)	13%	(73)	10%	(59)	31%	(178)	13%	(71)	568
Employ: Private Sector	38%	(273)	18%	(127)	11%	(76)	26%	(188)	7%	(49)	713
Employ: Government	31%	(37)	14%	(16)	17%	(20)	21%	(26)	17%	(21)	121
Employ: Self-Employed	40%	(83)	19%	(39)	8%	(18)	30%	(62)	3%	(7)	209
Employ: Homemaker	36%	(52)	8%	(11)	11%	(17)	30%	(44)	15%	(22)	145
Employ: Student	35%	(31)	10%	(9)	13%	(12)	26%	(23)	17%	(15)	91
Employ: Retired	47%	(242)	17%	(86)	8%	(43)	21%	(110)	7%	(34)	514
Employ: Unemployed	38%	(102)	15%	(41)	12%	(33)	16%	(44)	19%	(52)	271
Employ: Other	37%	(49)	14%	(18)	8%	(11)	31%	(41)	11%	(15)	135
Military HH: Yes	37%	(129)	16%	(57)	11%	(37)	28%	(99)	8%	(30)	352
Military HH: No	40%	(741)	16%	(290)	10%	(191)	24%	(440)	10%	(185)	1847
RD/WT: Right Direction	56%	(469)	20%	(165)	8%	(63)	7%	(54)	9%	(78)	830
RD/WT: Wrong Track	29%	(402)	13%	(182)	12%	(165)	35%	(484)	10%	(136)	1369
Biden Job Approve	58%	(579)	19%	(191)	8%	(81)	7%	(66)	9%	(86)	1003
Biden Job Disapprove	24%	(257)	14%	(147)	13%	(138)	42%	(453)	8%	(89)	1084

Continued on next page

Table MCSP2_8: Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	40%	(871)	16%	(347)	10%	(228)	24%	(538)	10%	(215)	2199
Biden Job Strongly Approve	68%	(295)	14%	(61)	6%	(25)	5%	(21)	7%	(32)	434
Biden Job Somewhat Approve	50%	(284)	23%	(130)	10%	(55)	8%	(45)	9%	(54)	569
Biden Job Somewhat Disapprove	36%	(105)	21%	(61)	13%	(37)	20%	(60)	10%	(28)	291
Biden Job Strongly Disapprove	19%	(152)	11%	(85)	13%	(101)	50%	(393)	8%	(61)	793
Favorable of Biden	57%	(578)	18%	(182)	8%	(83)	7%	(72)	9%	(95)	1010
Unfavorable of Biden	23%	(254)	14%	(151)	13%	(140)	42%	(452)	8%	(88)	1086
Very Favorable of Biden	68%	(322)	14%	(65)	7%	(32)	5%	(22)	7%	(31)	473
Somewhat Favorable of Biden	48%	(256)	22%	(117)	10%	(51)	9%	(50)	12%	(64)	537
Somewhat Unfavorable of Biden	35%	(94)	22%	(58)	15%	(42)	17%	(47)	11%	(29)	270
Very Unfavorable of Biden	20%	(160)	11%	(93)	12%	(98)	50%	(405)	7%	(59)	816
#1 Issue: Economy	34%	(278)	15%	(121)	12%	(102)	30%	(245)	9%	(76)	822
#1 Issue: Security	23%	(75)	11%	(38)	11%	(36)	45%	(147)	10%	(34)	329
#1 Issue: Health Care	54%	(145)	22%	(59)	6%	(17)	8%	(23)	10%	(26)	270
#1 Issue: Medicare / Social Security	53%	(136)	19%	(48)	10%	(24)	11%	(28)	8%	(19)	255
#1 Issue: Women's Issues	50%	(70)	19%	(27)	11%	(15)	12%	(17)	7%	(10)	139
#1 Issue: Education	44%	(44)	12%	(12)	7%	(7)	23%	(23)	14%	(14)	98
#1 Issue: Energy	50%	(71)	14%	(20)	12%	(16)	13%	(18)	11%	(16)	141
#1 Issue: Other	36%	(52)	17%	(24)	8%	(11)	26%	(37)	14%	(19)	143
2020 Vote: Joe Biden	56%	(549)	19%	(182)	9%	(92)	8%	(83)	8%	(75)	982
2020 Vote: Donald Trump	22%	(152)	13%	(94)	12%	(83)	45%	(315)	9%	(60)	704
2020 Vote: Other	23%	(16)	13%	(9)	12%	(8)	42%	(29)	10%	(7)	70
2020 Vote: Didn't Vote	35%	(153)	14%	(62)	10%	(45)	25%	(111)	16%	(72)	442
2018 House Vote: Democrat	58%	(435)	18%	(137)	8%	(58)	10%	(72)	7%	(50)	752
2018 House Vote: Republican	25%	(149)	13%	(80)	13%	(78)	40%	(246)	9%	(56)	610
2018 House Vote: Someone else	38%	(26)	14%	(10)	13%	(9)	25%	(17)	8%	(6)	69
2016 Vote: Hillary Clinton	57%	(413)	19%	(138)	9%	(64)	9%	(66)	6%	(47)	728
2016 Vote: Donald Trump	27%	(176)	14%	(91)	11%	(74)	39%	(258)	9%	(57)	656
2016 Vote: Other	42%	(46)	9%	(10)	16%	(17)	25%	(27)	8%	(9)	109
2016 Vote: Didn't Vote	33%	(235)	15%	(107)	10%	(73)	27%	(188)	14%	(101)	704

Continued on next page

Table MCSP2_8: *Should the following professionals and workers be required to reveal their COVID-19 vaccination status to the public?*
People who work with the public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	40%	(871)	16%	(347)	10%	(228)	24%	(538)	10%	(215)	2199
Voted in 2014: Yes	44%	(534)	16%	(196)	10%	(121)	23%	(280)	8%	(94)	1225
Voted in 2014: No	35%	(336)	16%	(151)	11%	(108)	27%	(259)	12%	(120)	974
4-Region: Northeast	42%	(164)	19%	(73)	10%	(38)	19%	(73)	12%	(46)	393
4-Region: Midwest	38%	(178)	17%	(77)	11%	(49)	26%	(118)	9%	(40)	462
4-Region: South	37%	(304)	15%	(122)	10%	(82)	28%	(227)	11%	(88)	824
4-Region: West	43%	(225)	14%	(75)	11%	(60)	23%	(120)	8%	(40)	520
Sports Fans	41%	(630)	17%	(265)	12%	(180)	22%	(335)	9%	(131)	1541
Avid Sports Fans	47%	(243)	18%	(91)	10%	(54)	18%	(90)	7%	(36)	514
Casual Sports Fans	38%	(387)	17%	(174)	12%	(126)	24%	(245)	9%	(95)	1027
NFL Fans	42%	(581)	18%	(248)	11%	(154)	20%	(284)	9%	(121)	1389
Avid NFL Fans	47%	(266)	18%	(99)	11%	(61)	18%	(103)	7%	(38)	566
Casual NFL Fans	38%	(316)	18%	(149)	11%	(94)	22%	(181)	10%	(83)	823
State Farm Customers	44%	(231)	16%	(85)	12%	(65)	20%	(102)	7%	(39)	522
Vaccinated Adults	51%	(778)	17%	(255)	10%	(158)	14%	(221)	8%	(125)	1537
Unvaccinated Adults	14%	(93)	14%	(92)	11%	(70)	48%	(317)	14%	(90)	662

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

Table MCSP3: Do you approve or disapprove of a public figure choosing to conceal or lie about their COVID-19 vaccination status to avoid public scrutiny?

Demographic	Strongly approve		Somewhat approve		Neither approve nor disapprove		Somewhat disapprove		Strongly disapprove		Total N
Adults	8%	(184)	8%	(166)	28%	(625)	13%	(285)	43%	(940)	2199
Gender: Male	10%	(107)	8%	(86)	27%	(288)	14%	(148)	41%	(431)	1061
Gender: Female	7%	(76)	7%	(80)	30%	(337)	12%	(137)	45%	(508)	1138
Age: 18-34	12%	(77)	11%	(73)	33%	(216)	11%	(73)	33%	(216)	655
Age: 35-44	12%	(44)	11%	(40)	29%	(103)	13%	(47)	35%	(123)	357
Age: 45-64	6%	(47)	6%	(42)	28%	(208)	13%	(95)	48%	(359)	751
Age: 65+	3%	(15)	2%	(11)	23%	(99)	16%	(71)	55%	(240)	436
GenZers: 1997-2012	15%	(31)	10%	(21)	36%	(73)	11%	(22)	28%	(57)	205
Millennials: 1981-1996	12%	(78)	11%	(72)	30%	(194)	12%	(80)	35%	(232)	655
GenXers: 1965-1980	6%	(37)	8%	(44)	31%	(178)	12%	(69)	43%	(249)	577
Baby Boomers: 1946-1964	5%	(37)	4%	(29)	24%	(161)	15%	(100)	52%	(359)	686
PID: Dem (no lean)	6%	(48)	7%	(62)	20%	(166)	13%	(110)	55%	(464)	850
PID: Ind (no lean)	7%	(49)	6%	(41)	34%	(231)	12%	(80)	41%	(282)	683
PID: Rep (no lean)	13%	(87)	9%	(63)	34%	(228)	14%	(95)	29%	(194)	667
PID/Gender: Dem Men	8%	(35)	9%	(38)	19%	(82)	13%	(57)	51%	(219)	429
PID/Gender: Dem Women	3%	(13)	6%	(25)	20%	(85)	13%	(54)	58%	(245)	420
PID/Gender: Ind Men	8%	(22)	5%	(15)	31%	(93)	14%	(42)	42%	(124)	296
PID/Gender: Ind Women	7%	(26)	7%	(26)	36%	(138)	10%	(38)	41%	(158)	387
PID/Gender: Rep Men	15%	(50)	10%	(33)	34%	(114)	15%	(50)	27%	(89)	336
PID/Gender: Rep Women	11%	(37)	9%	(30)	34%	(114)	14%	(45)	32%	(105)	330
Ideo: Liberal (1-3)	5%	(33)	8%	(52)	15%	(94)	13%	(83)	58%	(365)	627
Ideo: Moderate (4)	6%	(37)	7%	(44)	28%	(181)	14%	(93)	46%	(296)	650
Ideo: Conservative (5-7)	14%	(102)	9%	(63)	34%	(247)	13%	(93)	30%	(214)	719
Educ: < College	8%	(128)	8%	(114)	31%	(467)	12%	(179)	41%	(624)	1511
Educ: Bachelors degree	7%	(32)	7%	(30)	24%	(107)	16%	(71)	46%	(203)	444
Educ: Post-grad	10%	(24)	9%	(21)	21%	(51)	15%	(35)	46%	(113)	244
Income: Under 50k	7%	(91)	7%	(90)	29%	(364)	13%	(164)	43%	(529)	1237
Income: 50k-100k	8%	(53)	8%	(50)	29%	(193)	13%	(87)	42%	(277)	661
Income: 100k+	13%	(40)	9%	(26)	23%	(68)	11%	(34)	44%	(133)	301
Ethnicity: White	8%	(141)	7%	(114)	27%	(473)	13%	(229)	44%	(764)	1721

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Table MCSP3: Do you approve or disapprove of a public figure choosing to conceal or lie about their COVID-19 vaccination status to avoid public scrutiny?

Demographic	Strongly approve		Somewhat approve		Neither approve nor disapprove		Somewhat disapprove		Strongly disapprove		Total N
Adults	8%	(184)	8%	(166)	28%	(625)	13%	(285)	43%	(940)	2199
Ethnicity: Hispanic	12%	(41)	12%	(41)	27%	(94)	12%	(42)	38%	(131)	349
Ethnicity: Black	10%	(28)	14%	(37)	30%	(81)	11%	(32)	35%	(96)	274
Ethnicity: Other	7%	(15)	7%	(14)	35%	(71)	12%	(25)	39%	(79)	204
All Christian	9%	(86)	7%	(71)	26%	(253)	15%	(146)	43%	(412)	968
All Non-Christian	12%	(13)	13%	(14)	18%	(19)	13%	(13)	43%	(45)	104
Atheist	3%	(4)	4%	(5)	17%	(22)	10%	(13)	66%	(84)	128
Agnostic/Nothing in particular	8%	(49)	7%	(43)	33%	(209)	12%	(75)	41%	(259)	636
Something Else	9%	(32)	9%	(33)	33%	(122)	10%	(38)	38%	(140)	364
Religious Non-Protestant/Catholic	13%	(17)	12%	(16)	23%	(30)	13%	(17)	39%	(52)	133
Evangelical	12%	(60)	10%	(51)	29%	(148)	13%	(67)	37%	(192)	517
Non-Evangelical	7%	(52)	6%	(49)	27%	(213)	14%	(111)	45%	(350)	775
Community: Urban	8%	(53)	11%	(70)	23%	(146)	14%	(85)	44%	(277)	632
Community: Suburban	9%	(85)	6%	(63)	29%	(286)	13%	(129)	44%	(435)	999
Community: Rural	8%	(45)	6%	(32)	34%	(193)	12%	(70)	40%	(227)	568
Employ: Private Sector	9%	(61)	9%	(67)	29%	(205)	14%	(103)	39%	(277)	713
Employ: Government	13%	(16)	10%	(12)	28%	(34)	11%	(13)	38%	(46)	121
Employ: Self-Employed	10%	(20)	12%	(24)	35%	(73)	11%	(23)	33%	(68)	209
Employ: Homemaker	10%	(14)	3%	(5)	32%	(47)	9%	(13)	45%	(66)	145
Employ: Student	23%	(21)	8%	(8)	24%	(22)	14%	(13)	31%	(28)	91
Employ: Retired	5%	(24)	5%	(24)	22%	(111)	15%	(78)	54%	(277)	514
Employ: Unemployed	7%	(18)	7%	(20)	33%	(89)	8%	(21)	45%	(123)	271
Employ: Other	7%	(9)	4%	(5)	33%	(44)	16%	(21)	41%	(55)	135
Military HH: Yes	8%	(28)	7%	(25)	26%	(93)	15%	(52)	44%	(154)	352
Military HH: No	8%	(156)	8%	(140)	29%	(532)	13%	(233)	43%	(786)	1847
RD/WT: Right Direction	8%	(64)	8%	(65)	18%	(151)	14%	(113)	53%	(436)	830
RD/WT: Wrong Track	9%	(119)	7%	(101)	35%	(474)	13%	(172)	37%	(503)	1369
Biden Job Approve	6%	(64)	8%	(82)	17%	(172)	13%	(129)	55%	(556)	1003
Biden Job Disapprove	10%	(110)	7%	(80)	36%	(394)	14%	(147)	33%	(353)	1084

Continued on next page

Table MCSP3: Do you approve or disapprove of a public figure choosing to conceal or lie about their COVID-19 vaccination status to avoid public scrutiny?

Demographic	Strongly approve		Somewhat approve		Neither approve nor disapprove		Somewhat disapprove		Strongly disapprove		Total N
Adults	8%	(184)	8%	(166)	28%	(625)	13%	(285)	43%	(940)	2199
Biden Job Strongly Approve	12%	(51)	7%	(31)	12%	(54)	7%	(31)	62%	(267)	434
Biden Job Somewhat Approve	2%	(13)	9%	(51)	21%	(118)	17%	(98)	51%	(289)	569
Biden Job Somewhat Disapprove	3%	(9)	6%	(18)	30%	(88)	19%	(55)	41%	(121)	291
Biden Job Strongly Disapprove	13%	(101)	8%	(61)	39%	(307)	12%	(92)	29%	(232)	793
Favorable of Biden	7%	(67)	8%	(76)	18%	(178)	13%	(132)	55%	(557)	1010
Unfavorable of Biden	10%	(110)	8%	(87)	36%	(395)	13%	(145)	32%	(350)	1086
Very Favorable of Biden	9%	(45)	6%	(29)	14%	(65)	8%	(38)	63%	(296)	473
Somewhat Favorable of Biden	4%	(22)	9%	(47)	21%	(113)	17%	(94)	49%	(261)	537
Somewhat Unfavorable of Biden	3%	(8)	9%	(24)	32%	(87)	15%	(41)	40%	(109)	270
Very Unfavorable of Biden	12%	(101)	8%	(63)	38%	(307)	13%	(103)	29%	(241)	816
#1 Issue: Economy	9%	(71)	9%	(74)	32%	(260)	13%	(107)	38%	(309)	822
#1 Issue: Security	14%	(45)	9%	(29)	39%	(129)	11%	(36)	28%	(91)	329
#1 Issue: Health Care	6%	(17)	7%	(20)	16%	(43)	19%	(52)	52%	(139)	270
#1 Issue: Medicare / Social Security	1%	(3)	3%	(9)	23%	(58)	12%	(30)	61%	(156)	255
#1 Issue: Women's Issues	8%	(11)	6%	(8)	20%	(28)	11%	(16)	54%	(75)	139
#1 Issue: Education	13%	(13)	9%	(9)	32%	(32)	11%	(11)	34%	(34)	98
#1 Issue: Energy	10%	(14)	9%	(12)	22%	(31)	10%	(15)	49%	(70)	141
#1 Issue: Other	6%	(9)	3%	(5)	31%	(45)	13%	(18)	46%	(66)	143
2020 Vote: Joe Biden	5%	(50)	7%	(69)	18%	(175)	13%	(124)	57%	(564)	982
2020 Vote: Donald Trump	13%	(93)	9%	(62)	37%	(260)	15%	(104)	26%	(185)	704
2020 Vote: Other	7%	(5)	8%	(5)	33%	(23)	20%	(14)	33%	(23)	70
2020 Vote: Didn't Vote	8%	(36)	6%	(28)	38%	(168)	10%	(43)	38%	(168)	442
2018 House Vote: Democrat	6%	(41)	6%	(46)	17%	(127)	13%	(100)	58%	(437)	752
2018 House Vote: Republican	12%	(72)	8%	(52)	34%	(209)	15%	(94)	30%	(183)	610
2018 House Vote: Someone else	6%	(4)	11%	(7)	34%	(23)	14%	(10)	35%	(24)	69
2016 Vote: Hillary Clinton	5%	(36)	7%	(51)	16%	(114)	13%	(92)	60%	(435)	728
2016 Vote: Donald Trump	12%	(78)	9%	(57)	34%	(224)	14%	(91)	31%	(206)	656
2016 Vote: Other	5%	(5)	6%	(6)	31%	(34)	17%	(18)	42%	(46)	109
2016 Vote: Didn't Vote	9%	(65)	7%	(51)	36%	(253)	12%	(83)	36%	(252)	704

Continued on next page

Table MCSP3: Do you approve or disapprove of a public figure choosing to conceal or lie about their COVID-19 vaccination status to avoid public scrutiny?

Demographic	Strongly approve		Somewhat approve		Neither approve nor disapprove		Somewhat disapprove		Strongly disapprove		Total N
Adults	8%	(184)	8%	(166)	28%	(625)	13%	(285)	43%	(940)	2199
Voted in 2014: Yes	8%	(102)	7%	(81)	24%	(294)	14%	(176)	47%	(572)	1225
Voted in 2014: No	8%	(82)	9%	(85)	34%	(331)	11%	(109)	38%	(367)	974
4-Region: Northeast	7%	(29)	8%	(32)	25%	(98)	16%	(62)	44%	(172)	393
4-Region: Midwest	9%	(44)	6%	(30)	28%	(127)	11%	(51)	46%	(210)	462
4-Region: South	9%	(76)	8%	(64)	30%	(245)	12%	(102)	41%	(337)	824
4-Region: West	7%	(35)	8%	(40)	30%	(154)	13%	(70)	42%	(220)	520
Sports Fans	9%	(131)	9%	(135)	27%	(416)	15%	(227)	41%	(633)	1541
Avid Sports Fans	13%	(65)	10%	(51)	23%	(118)	14%	(73)	40%	(208)	514
Casual Sports Fans	6%	(66)	8%	(84)	29%	(298)	15%	(154)	41%	(425)	1027
NFL Fans	8%	(113)	9%	(129)	27%	(378)	14%	(196)	41%	(573)	1389
Avid NFL Fans	11%	(62)	11%	(63)	21%	(118)	14%	(81)	43%	(242)	566
Casual NFL Fans	6%	(51)	8%	(66)	32%	(260)	14%	(115)	40%	(331)	823
State Farm Customers	13%	(68)	10%	(54)	25%	(131)	14%	(72)	38%	(197)	522
Vaccinated Adults	6%	(89)	5%	(79)	22%	(339)	15%	(225)	52%	(805)	1537
Unvaccinated Adults	14%	(95)	13%	(87)	43%	(286)	9%	(61)	20%	(135)	662

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

Table MCSP4_1: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers testing positive for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	25%	(557)	28%	(620)	14%	(304)	33%	(719)	2199
Gender: Male	33%	(345)	29%	(305)	14%	(153)	24%	(258)	1061
Gender: Female	19%	(212)	28%	(315)	13%	(150)	40%	(461)	1138
Age: 18-34	20%	(128)	25%	(166)	15%	(101)	40%	(259)	655
Age: 35-44	22%	(80)	32%	(115)	13%	(46)	33%	(117)	357
Age: 45-64	27%	(202)	27%	(203)	14%	(107)	32%	(239)	751
Age: 65+	34%	(147)	31%	(135)	11%	(50)	24%	(104)	436
GenZers: 1997-2012	10%	(20)	25%	(51)	16%	(32)	50%	(102)	205
Millennials: 1981-1996	23%	(153)	29%	(188)	14%	(90)	34%	(223)	655
GenXers: 1965-1980	25%	(145)	28%	(164)	13%	(75)	33%	(192)	577
Baby Boomers: 1946-1964	32%	(220)	27%	(183)	14%	(96)	27%	(187)	686
PID: Dem (no lean)	31%	(263)	29%	(248)	15%	(124)	25%	(215)	850
PID: Ind (no lean)	21%	(144)	27%	(185)	13%	(91)	39%	(263)	683
PID: Rep (no lean)	23%	(150)	28%	(187)	13%	(89)	36%	(241)	667
PID/Gender: Dem Men	39%	(166)	26%	(113)	15%	(66)	20%	(85)	429
PID/Gender: Dem Women	23%	(97)	32%	(135)	14%	(58)	31%	(130)	420
PID/Gender: Ind Men	30%	(87)	29%	(87)	13%	(40)	28%	(82)	296
PID/Gender: Ind Women	15%	(56)	25%	(98)	13%	(51)	47%	(182)	387
PID/Gender: Rep Men	27%	(92)	31%	(105)	14%	(48)	27%	(92)	336
PID/Gender: Rep Women	18%	(58)	25%	(82)	13%	(41)	45%	(149)	330
Ideo: Liberal (1-3)	34%	(214)	29%	(182)	13%	(84)	23%	(146)	627
Ideo: Moderate (4)	23%	(146)	29%	(186)	15%	(95)	34%	(223)	650
Ideo: Conservative (5-7)	24%	(175)	29%	(206)	13%	(94)	34%	(244)	719
Educ: < College	20%	(310)	27%	(413)	14%	(216)	38%	(573)	1511
Educ: Bachelors degree	36%	(158)	31%	(135)	12%	(54)	22%	(97)	444
Educ: Post-grad	37%	(90)	29%	(71)	14%	(34)	20%	(49)	244
Income: Under 50k	20%	(241)	26%	(317)	15%	(191)	39%	(488)	1237
Income: 50k-100k	31%	(206)	32%	(211)	11%	(72)	26%	(172)	661
Income: 100k+	36%	(110)	31%	(92)	14%	(41)	19%	(59)	301
Ethnicity: White	26%	(446)	28%	(474)	13%	(228)	33%	(573)	1721
Ethnicity: Hispanic	17%	(59)	29%	(102)	14%	(50)	40%	(138)	349
Ethnicity: Black	25%	(68)	34%	(92)	16%	(45)	25%	(70)	274

Continued on next page

Table MCSP4_1: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers testing positive for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	25%	(557)	28%	(620)	14%	(304)	33%	(719)	2199
Ethnicity: Other	21%	(43)	26%	(53)	15%	(31)	38%	(77)	204
All Christian	27%	(259)	32%	(308)	13%	(124)	29%	(278)	968
All Non-Christian	39%	(40)	25%	(26)	18%	(19)	18%	(19)	104
Atheist	33%	(42)	25%	(32)	14%	(18)	28%	(36)	128
Agnostic/Nothing in particular	24%	(151)	25%	(157)	13%	(82)	39%	(246)	636
Something Else	18%	(66)	26%	(96)	17%	(61)	39%	(141)	364
Religious Non-Protestant/Catholic	34%	(46)	28%	(38)	17%	(22)	21%	(27)	133
Evangelical	20%	(102)	30%	(155)	15%	(79)	35%	(182)	517
Non-Evangelical	28%	(215)	30%	(233)	13%	(101)	29%	(226)	775
Community: Urban	27%	(168)	29%	(186)	14%	(90)	30%	(188)	632
Community: Suburban	27%	(271)	29%	(292)	15%	(145)	29%	(292)	999
Community: Rural	21%	(119)	25%	(142)	12%	(68)	42%	(239)	568
Employ: Private Sector	27%	(191)	30%	(216)	13%	(94)	30%	(212)	713
Employ: Government	32%	(38)	31%	(37)	15%	(18)	22%	(26)	121
Employ: Self-Employed	22%	(46)	26%	(55)	21%	(44)	31%	(65)	209
Employ: Homemaker	9%	(13)	27%	(40)	11%	(17)	52%	(76)	145
Employ: Student	13%	(11)	25%	(23)	16%	(14)	47%	(43)	91
Employ: Retired	34%	(173)	30%	(155)	11%	(59)	25%	(127)	514
Employ: Unemployed	22%	(59)	21%	(57)	15%	(40)	42%	(114)	271
Employ: Other	19%	(25)	27%	(36)	13%	(17)	42%	(56)	135
Military HH: Yes	27%	(95)	30%	(106)	12%	(42)	31%	(109)	352
Military HH: No	25%	(462)	28%	(514)	14%	(262)	33%	(610)	1847
RD/WT: Right Direction	32%	(265)	29%	(243)	14%	(115)	25%	(207)	830
RD/WT: Wrong Track	21%	(292)	28%	(377)	14%	(188)	37%	(512)	1369
Biden Job Approve	32%	(325)	29%	(288)	13%	(134)	25%	(256)	1003
Biden Job Disapprove	20%	(221)	29%	(313)	15%	(160)	36%	(390)	1084
Biden Job Strongly Approve	39%	(171)	28%	(121)	10%	(42)	23%	(101)	434
Biden Job Somewhat Approve	27%	(155)	29%	(167)	16%	(93)	27%	(155)	569
Biden Job Somewhat Disapprove	19%	(55)	35%	(101)	13%	(39)	33%	(97)	291
Biden Job Strongly Disapprove	21%	(167)	27%	(213)	15%	(121)	37%	(293)	793

Continued on next page

Table MCSP4_1: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers testing positive for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	25%	(557)	28%	(620)	14%	(304)	33%	(719)	2199
Favorable of Biden	32%	(328)	28%	(286)	13%	(129)	26%	(267)	1010
Unfavorable of Biden	21%	(223)	29%	(310)	15%	(165)	36%	(388)	1086
Very Favorable of Biden	39%	(183)	27%	(126)	11%	(53)	23%	(111)	473
Somewhat Favorable of Biden	27%	(145)	30%	(160)	14%	(76)	29%	(156)	537
Somewhat Unfavorable of Biden	18%	(49)	35%	(95)	16%	(44)	30%	(82)	270
Very Unfavorable of Biden	21%	(174)	26%	(214)	15%	(122)	38%	(306)	816
#1 Issue: Economy	26%	(215)	27%	(223)	12%	(101)	34%	(283)	822
#1 Issue: Security	21%	(69)	29%	(95)	15%	(49)	36%	(117)	329
#1 Issue: Health Care	25%	(66)	34%	(92)	13%	(36)	28%	(75)	270
#1 Issue: Medicare / Social Security	28%	(71)	31%	(78)	15%	(37)	27%	(69)	255
#1 Issue: Women's Issues	24%	(33)	24%	(33)	18%	(25)	34%	(48)	139
#1 Issue: Education	20%	(20)	26%	(26)	20%	(20)	34%	(34)	98
#1 Issue: Energy	29%	(41)	31%	(43)	13%	(18)	28%	(39)	141
#1 Issue: Other	30%	(42)	21%	(30)	12%	(18)	37%	(53)	143
2020 Vote: Joe Biden	33%	(328)	29%	(285)	14%	(135)	24%	(234)	982
2020 Vote: Donald Trump	24%	(167)	29%	(205)	14%	(98)	33%	(234)	704
2020 Vote: Other	23%	(16)	37%	(26)	7%	(5)	33%	(23)	70
2020 Vote: Didn't Vote	11%	(47)	23%	(103)	15%	(66)	51%	(227)	442
2018 House Vote: Democrat	35%	(261)	31%	(235)	13%	(94)	22%	(162)	752
2018 House Vote: Republican	27%	(167)	30%	(180)	13%	(79)	30%	(183)	610
2018 House Vote: Someone else	22%	(15)	28%	(19)	19%	(13)	30%	(21)	69
2016 Vote: Hillary Clinton	35%	(258)	32%	(234)	12%	(86)	21%	(149)	728
2016 Vote: Donald Trump	27%	(180)	28%	(183)	14%	(94)	30%	(200)	656
2016 Vote: Other	24%	(26)	31%	(34)	10%	(10)	36%	(39)	109
2016 Vote: Didn't Vote	13%	(93)	24%	(168)	16%	(113)	47%	(330)	704
Voted in 2014: Yes	33%	(399)	31%	(380)	13%	(157)	24%	(288)	1225
Voted in 2014: No	16%	(158)	25%	(240)	15%	(146)	44%	(431)	974
4-Region: Northeast	30%	(116)	27%	(105)	18%	(73)	25%	(99)	393
4-Region: Midwest	29%	(135)	26%	(122)	14%	(64)	30%	(141)	462
4-Region: South	23%	(186)	27%	(223)	13%	(106)	38%	(309)	824
4-Region: West	23%	(119)	33%	(170)	12%	(61)	33%	(170)	520

Continued on next page

Table MCSP4_1: *How much have you seen, read, or heard about the following?*
Quarterback Aaron Rodgers testing positive for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	25%	(557)	28%	(620)	14%	(304)	33%	(719)	2199
Sports Fans	31%	(481)	33%	(502)	14%	(219)	22%	(338)	1541
Avid Sports Fans	48%	(248)	25%	(131)	14%	(71)	13%	(64)	514
Casual Sports Fans	23%	(233)	36%	(372)	14%	(148)	27%	(274)	1027
NFL Fans	33%	(458)	33%	(463)	15%	(204)	19%	(264)	1389
Avid NFL Fans	49%	(278)	29%	(164)	11%	(61)	11%	(64)	566
Casual NFL Fans	22%	(181)	36%	(300)	17%	(143)	24%	(200)	823
State Farm Customers	30%	(154)	29%	(150)	14%	(71)	28%	(147)	522
Vaccinated Adults	29%	(450)	30%	(461)	14%	(208)	27%	(418)	1537
Unvaccinated Adults	16%	(107)	24%	(159)	14%	(96)	45%	(301)	662

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

Table MCSP4_2: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers concealing that he had not been vaccinated for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	24%	(528)	28%	(607)	14%	(306)	34%	(758)	2199
Gender: Male	30%	(318)	29%	(310)	14%	(147)	27%	(286)	1061
Gender: Female	18%	(210)	26%	(297)	14%	(159)	41%	(472)	1138
Age: 18-34	19%	(122)	22%	(145)	17%	(114)	42%	(273)	655
Age: 35-44	22%	(79)	29%	(104)	14%	(50)	35%	(125)	357
Age: 45-64	26%	(193)	27%	(206)	13%	(97)	34%	(255)	751
Age: 65+	31%	(134)	35%	(151)	10%	(45)	24%	(105)	436
GenZers: 1997-2012	11%	(22)	18%	(38)	19%	(39)	52%	(106)	205
Millennials: 1981-1996	22%	(146)	25%	(165)	16%	(104)	37%	(240)	655
GenXers: 1965-1980	24%	(139)	27%	(155)	14%	(79)	35%	(203)	577
Baby Boomers: 1946-1964	30%	(204)	31%	(212)	11%	(75)	28%	(194)	686
PID: Dem (no lean)	30%	(255)	30%	(255)	14%	(116)	26%	(224)	850
PID: Ind (no lean)	20%	(135)	25%	(172)	15%	(106)	40%	(270)	683
PID: Rep (no lean)	21%	(138)	27%	(180)	13%	(85)	40%	(264)	667
PID/Gender: Dem Men	36%	(155)	29%	(126)	13%	(57)	21%	(91)	429
PID/Gender: Dem Women	24%	(100)	31%	(129)	14%	(58)	32%	(133)	420
PID/Gender: Ind Men	27%	(80)	27%	(81)	17%	(52)	28%	(83)	296
PID/Gender: Ind Women	14%	(55)	24%	(91)	14%	(54)	48%	(186)	387
PID/Gender: Rep Men	25%	(83)	31%	(103)	11%	(39)	33%	(112)	336
PID/Gender: Rep Women	16%	(54)	23%	(77)	14%	(47)	46%	(152)	330
Ideo: Liberal (1-3)	34%	(210)	29%	(183)	13%	(80)	25%	(154)	627
Ideo: Moderate (4)	23%	(146)	28%	(181)	14%	(92)	35%	(230)	650
Ideo: Conservative (5-7)	21%	(149)	29%	(206)	15%	(105)	36%	(259)	719
Educ: < College	19%	(292)	26%	(398)	15%	(223)	40%	(598)	1511
Educ: Bachelors degree	35%	(154)	30%	(131)	13%	(56)	23%	(103)	444
Educ: Post-grad	34%	(82)	31%	(77)	11%	(27)	24%	(58)	244
Income: Under 50k	18%	(229)	25%	(310)	15%	(187)	41%	(512)	1237
Income: 50k-100k	29%	(195)	30%	(199)	12%	(80)	28%	(187)	661
Income: 100k+	35%	(104)	32%	(97)	13%	(40)	20%	(60)	301
Ethnicity: White	25%	(430)	27%	(467)	13%	(224)	35%	(600)	1721
Ethnicity: Hispanic	15%	(53)	31%	(107)	13%	(44)	42%	(145)	349
Ethnicity: Black	23%	(63)	27%	(74)	20%	(54)	30%	(83)	274

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Table MCSP4_2: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers concealing that he had not been vaccinated for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	24%	(528)	28%	(607)	14%	(306)	34%	(758)	2199
Ethnicity: Other	17%	(34)	32%	(66)	14%	(28)	37%	(76)	204
All Christian	26%	(250)	33%	(321)	11%	(104)	30%	(292)	968
All Non-Christian	37%	(38)	25%	(26)	17%	(18)	21%	(22)	104
Atheist	29%	(38)	24%	(31)	15%	(19)	31%	(40)	128
Agnostic/Nothing in particular	22%	(140)	22%	(140)	16%	(103)	40%	(253)	636
Something Else	17%	(62)	24%	(88)	17%	(62)	42%	(152)	364
Religious Non-Protestant/Catholic	32%	(42)	27%	(36)	15%	(20)	26%	(35)	133
Evangelical	20%	(103)	28%	(144)	15%	(79)	37%	(191)	517
Non-Evangelical	26%	(203)	32%	(250)	11%	(84)	31%	(237)	775
Community: Urban	23%	(143)	30%	(192)	15%	(93)	32%	(204)	632
Community: Suburban	28%	(276)	27%	(270)	14%	(145)	31%	(309)	999
Community: Rural	19%	(109)	25%	(145)	12%	(69)	43%	(245)	568
Employ: Private Sector	25%	(180)	29%	(207)	13%	(94)	33%	(232)	713
Employ: Government	28%	(34)	28%	(34)	13%	(16)	31%	(37)	121
Employ: Self-Employed	20%	(42)	27%	(56)	21%	(43)	33%	(68)	209
Employ: Homemaker	15%	(21)	20%	(29)	15%	(21)	51%	(73)	145
Employ: Student	15%	(14)	19%	(17)	19%	(17)	47%	(43)	91
Employ: Retired	31%	(160)	33%	(171)	11%	(55)	25%	(129)	514
Employ: Unemployed	19%	(51)	22%	(59)	15%	(41)	44%	(121)	271
Employ: Other	20%	(26)	26%	(35)	14%	(18)	41%	(55)	135
Military HH: Yes	25%	(90)	30%	(106)	13%	(46)	31%	(111)	352
Military HH: No	24%	(439)	27%	(501)	14%	(260)	35%	(647)	1847
RD/WT: Right Direction	31%	(258)	31%	(258)	14%	(113)	24%	(201)	830
RD/WT: Wrong Track	20%	(270)	25%	(349)	14%	(193)	41%	(557)	1369
Biden Job Approve	31%	(308)	31%	(308)	13%	(133)	25%	(254)	1003
Biden Job Disapprove	19%	(206)	26%	(285)	15%	(163)	40%	(430)	1084
Biden Job Strongly Approve	39%	(167)	28%	(123)	11%	(50)	22%	(95)	434
Biden Job Somewhat Approve	25%	(141)	33%	(186)	15%	(84)	28%	(159)	569
Biden Job Somewhat Disapprove	19%	(55)	30%	(88)	15%	(44)	36%	(104)	291
Biden Job Strongly Disapprove	19%	(150)	25%	(197)	15%	(119)	41%	(327)	793

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Table MCSP4_2: How much have you seen, read, or heard about the following?
Quarterback Aaron Rodgers concealing that he had not been vaccinated for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	24%	(528)	28%	(607)	14%	(306)	34%	(758)	2199
Favorable of Biden	31%	(309)	30%	(306)	13%	(129)	26%	(266)	1010
Unfavorable of Biden	19%	(211)	26%	(278)	16%	(171)	39%	(427)	1086
Very Favorable of Biden	39%	(182)	27%	(127)	12%	(58)	22%	(105)	473
Somewhat Favorable of Biden	24%	(127)	33%	(178)	13%	(71)	30%	(161)	537
Somewhat Unfavorable of Biden	19%	(52)	30%	(80)	19%	(51)	32%	(87)	270
Very Unfavorable of Biden	19%	(159)	24%	(197)	15%	(120)	42%	(340)	816
#1 Issue: Economy	24%	(197)	27%	(223)	14%	(117)	35%	(285)	822
#1 Issue: Security	20%	(66)	23%	(76)	15%	(50)	42%	(138)	329
#1 Issue: Health Care	25%	(67)	31%	(84)	13%	(36)	31%	(83)	270
#1 Issue: Medicare / Social Security	26%	(67)	36%	(93)	11%	(29)	26%	(67)	255
#1 Issue: Women's Issues	25%	(34)	23%	(31)	12%	(17)	41%	(56)	139
#1 Issue: Education	16%	(16)	34%	(34)	20%	(19)	30%	(29)	98
#1 Issue: Energy	29%	(40)	26%	(37)	14%	(20)	31%	(44)	141
#1 Issue: Other	28%	(40)	20%	(29)	13%	(18)	39%	(56)	143
2020 Vote: Joe Biden	32%	(318)	30%	(297)	14%	(133)	24%	(233)	982
2020 Vote: Donald Trump	21%	(151)	27%	(194)	14%	(98)	37%	(261)	704
2020 Vote: Other	17%	(12)	40%	(28)	11%	(8)	32%	(23)	70
2020 Vote: Didn't Vote	11%	(47)	20%	(87)	15%	(66)	55%	(242)	442
2018 House Vote: Democrat	35%	(261)	32%	(240)	12%	(92)	21%	(159)	752
2018 House Vote: Republican	25%	(150)	28%	(173)	13%	(80)	34%	(206)	610
2018 House Vote: Someone else	11%	(7)	40%	(27)	14%	(9)	36%	(25)	69
2016 Vote: Hillary Clinton	35%	(253)	32%	(231)	12%	(90)	21%	(154)	728
2016 Vote: Donald Trump	23%	(150)	29%	(193)	14%	(89)	34%	(223)	656
2016 Vote: Other	24%	(26)	31%	(33)	8%	(9)	37%	(41)	109
2016 Vote: Didn't Vote	14%	(99)	21%	(148)	17%	(118)	48%	(339)	704
Voted in 2014: Yes	31%	(378)	31%	(383)	12%	(149)	26%	(315)	1225
Voted in 2014: No	15%	(150)	23%	(224)	16%	(157)	46%	(443)	974
4-Region: Northeast	27%	(108)	28%	(108)	18%	(69)	27%	(107)	393
4-Region: Midwest	26%	(121)	26%	(121)	13%	(61)	34%	(159)	462
4-Region: South	21%	(173)	28%	(228)	13%	(108)	38%	(316)	824
4-Region: West	24%	(127)	29%	(149)	13%	(68)	34%	(176)	520

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Table MCSP4_2: *How much have you seen, read, or heard about the following?*
Quarterback Aaron Rodgers concealing that he had not been vaccinated for COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	24%	(528)	28%	(607)	14%	(306)	34%	(758)	2199
Sports Fans	29%	(452)	32%	(497)	14%	(220)	24%	(372)	1541
Avid Sports Fans	45%	(229)	27%	(141)	14%	(73)	14%	(71)	514
Casual Sports Fans	22%	(223)	35%	(356)	14%	(147)	29%	(301)	1027
NFL Fans	31%	(429)	33%	(455)	15%	(209)	21%	(296)	1389
Avid NFL Fans	43%	(244)	33%	(187)	12%	(67)	12%	(68)	566
Casual NFL Fans	22%	(184)	33%	(268)	17%	(143)	28%	(228)	823
State Farm Customers	28%	(146)	30%	(155)	12%	(61)	31%	(161)	522
Vaccinated Adults	28%	(430)	29%	(452)	13%	(203)	29%	(452)	1537
Unvaccinated Adults	15%	(98)	23%	(154)	16%	(103)	46%	(307)	662

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

Table MCSP4_3: How much have you seen, read, or heard about the following?
Basketball player Kyrie Irving deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(348)	20%	(441)	18%	(389)	46%	(1021)	2199
Gender: Male	23%	(240)	24%	(253)	17%	(176)	37%	(392)	1061
Gender: Female	10%	(108)	17%	(188)	19%	(213)	55%	(629)	1138
Age: 18-34	17%	(111)	19%	(122)	19%	(124)	45%	(297)	655
Age: 35-44	20%	(70)	25%	(88)	17%	(61)	39%	(138)	357
Age: 45-64	14%	(107)	19%	(141)	17%	(127)	50%	(376)	751
Age: 65+	14%	(60)	21%	(91)	17%	(76)	48%	(209)	436
GenZers: 1997-2012	15%	(31)	17%	(35)	18%	(37)	50%	(102)	205
Millennials: 1981-1996	18%	(120)	22%	(145)	19%	(125)	41%	(266)	655
GenXers: 1965-1980	17%	(97)	18%	(106)	15%	(87)	50%	(287)	577
Baby Boomers: 1946-1964	14%	(95)	20%	(135)	18%	(126)	48%	(329)	686
PID: Dem (no lean)	20%	(172)	23%	(194)	20%	(169)	37%	(315)	850
PID: Ind (no lean)	15%	(102)	19%	(130)	16%	(106)	51%	(345)	683
PID: Rep (no lean)	11%	(75)	18%	(117)	17%	(114)	54%	(361)	667
PID/Gender: Dem Men	28%	(120)	27%	(117)	17%	(72)	28%	(119)	429
PID/Gender: Dem Women	12%	(51)	18%	(77)	23%	(96)	47%	(196)	420
PID/Gender: Ind Men	21%	(63)	22%	(66)	17%	(50)	39%	(116)	296
PID/Gender: Ind Women	10%	(39)	16%	(64)	14%	(55)	59%	(229)	387
PID/Gender: Rep Men	17%	(56)	21%	(70)	16%	(53)	47%	(157)	336
PID/Gender: Rep Women	6%	(18)	14%	(47)	18%	(61)	62%	(204)	330
Ideo: Liberal (1-3)	21%	(130)	24%	(150)	19%	(121)	36%	(226)	627
Ideo: Moderate (4)	16%	(106)	20%	(131)	18%	(116)	46%	(298)	650
Ideo: Conservative (5-7)	13%	(96)	20%	(143)	16%	(117)	50%	(363)	719
Educ: < College	13%	(197)	18%	(274)	17%	(252)	52%	(790)	1511
Educ: Bachelors degree	22%	(97)	24%	(105)	20%	(90)	34%	(151)	444
Educ: Post-grad	22%	(54)	25%	(62)	19%	(47)	33%	(81)	244
Income: Under 50k	13%	(157)	16%	(202)	16%	(201)	55%	(677)	1237
Income: 50k-100k	19%	(125)	24%	(160)	17%	(116)	39%	(260)	661
Income: 100k+	22%	(67)	26%	(79)	24%	(72)	28%	(84)	301
Ethnicity: White	13%	(221)	19%	(319)	18%	(311)	51%	(870)	1721
Ethnicity: Hispanic	17%	(60)	20%	(68)	19%	(65)	45%	(156)	349
Ethnicity: Black	29%	(79)	28%	(77)	16%	(45)	27%	(74)	274

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Table MCSP4_3: *How much have you seen, read, or heard about the following?*
Basketball player Kyrie Irving deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(348)	20%	(441)	18%	(389)	46%	(1021)	2199
Ethnicity: Other	24%	(49)	22%	(45)	16%	(33)	38%	(77)	204
All Christian	15%	(144)	22%	(209)	18%	(175)	46%	(441)	968
All Non-Christian	24%	(24)	30%	(31)	19%	(20)	27%	(28)	104
Atheist	28%	(35)	13%	(16)	21%	(27)	39%	(49)	128
Agnostic/Nothing in particular	15%	(98)	18%	(114)	15%	(96)	52%	(328)	636
Something Else	13%	(47)	19%	(71)	20%	(71)	48%	(175)	364
Religious Non-Protestant/Catholic	19%	(25)	28%	(37)	19%	(25)	34%	(45)	133
Evangelical	14%	(73)	18%	(93)	20%	(103)	48%	(248)	517
Non-Evangelical	15%	(115)	23%	(177)	17%	(134)	45%	(348)	775
Community: Urban	17%	(109)	22%	(141)	17%	(108)	44%	(275)	632
Community: Suburban	16%	(162)	19%	(194)	19%	(189)	45%	(455)	999
Community: Rural	14%	(78)	19%	(107)	16%	(92)	51%	(292)	568
Employ: Private Sector	18%	(125)	23%	(164)	17%	(121)	42%	(303)	713
Employ: Government	20%	(25)	29%	(35)	15%	(18)	36%	(43)	121
Employ: Self-Employed	19%	(39)	16%	(34)	23%	(49)	42%	(87)	209
Employ: Homemaker	5%	(7)	16%	(24)	18%	(26)	61%	(88)	145
Employ: Student	19%	(17)	22%	(20)	17%	(15)	43%	(39)	91
Employ: Retired	14%	(74)	19%	(96)	18%	(92)	49%	(253)	514
Employ: Unemployed	17%	(47)	17%	(46)	16%	(42)	50%	(135)	271
Employ: Other	11%	(14)	16%	(22)	19%	(25)	54%	(73)	135
Military HH: Yes	14%	(48)	18%	(63)	20%	(72)	48%	(169)	352
Military HH: No	16%	(300)	20%	(377)	17%	(317)	46%	(853)	1847
RD/WT: Right Direction	20%	(167)	23%	(193)	19%	(162)	37%	(308)	830
RD/WT: Wrong Track	13%	(181)	18%	(248)	17%	(227)	52%	(714)	1369
Biden Job Approve	21%	(207)	23%	(234)	20%	(200)	36%	(363)	1003
Biden Job Disapprove	12%	(127)	18%	(200)	16%	(178)	53%	(579)	1084
Biden Job Strongly Approve	25%	(110)	27%	(116)	17%	(75)	31%	(133)	434
Biden Job Somewhat Approve	17%	(97)	21%	(118)	22%	(125)	40%	(229)	569
Biden Job Somewhat Disapprove	14%	(41)	19%	(56)	18%	(54)	48%	(140)	291
Biden Job Strongly Disapprove	11%	(86)	18%	(144)	16%	(125)	55%	(438)	793

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Table MCSP4_3: How much have you seen, read, or heard about the following?
Basketball player Kyrie Irving deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(348)	20%	(441)	18%	(389)	46%	(1021)	2199
Favorable of Biden	20%	(200)	23%	(234)	20%	(201)	37%	(375)	1010
Unfavorable of Biden	13%	(139)	18%	(197)	16%	(178)	53%	(571)	1086
Very Favorable of Biden	24%	(112)	24%	(113)	20%	(97)	32%	(151)	473
Somewhat Favorable of Biden	16%	(88)	23%	(121)	19%	(104)	42%	(224)	537
Somewhat Unfavorable of Biden	18%	(49)	18%	(49)	19%	(52)	45%	(120)	270
Very Unfavorable of Biden	11%	(90)	18%	(148)	16%	(126)	55%	(451)	816
#1 Issue: Economy	18%	(150)	20%	(167)	16%	(133)	45%	(373)	822
#1 Issue: Security	12%	(39)	19%	(62)	18%	(58)	52%	(170)	329
#1 Issue: Health Care	16%	(44)	22%	(60)	19%	(51)	43%	(116)	270
#1 Issue: Medicare / Social Security	10%	(26)	16%	(40)	23%	(58)	52%	(132)	255
#1 Issue: Women's Issues	18%	(25)	16%	(22)	19%	(27)	47%	(65)	139
#1 Issue: Education	16%	(16)	26%	(25)	14%	(14)	44%	(43)	98
#1 Issue: Energy	14%	(20)	25%	(35)	19%	(27)	42%	(59)	141
#1 Issue: Other	20%	(29)	21%	(29)	16%	(22)	44%	(63)	143
2020 Vote: Joe Biden	21%	(205)	24%	(240)	19%	(188)	36%	(349)	982
2020 Vote: Donald Trump	13%	(89)	20%	(139)	17%	(119)	51%	(357)	704
2020 Vote: Other	13%	(9)	21%	(15)	14%	(10)	52%	(37)	70
2020 Vote: Didn't Vote	10%	(45)	10%	(46)	16%	(72)	63%	(279)	442
2018 House Vote: Democrat	22%	(167)	25%	(187)	19%	(141)	34%	(257)	752
2018 House Vote: Republican	12%	(75)	19%	(113)	18%	(113)	51%	(308)	610
2018 House Vote: Someone else	11%	(8)	35%	(24)	12%	(8)	42%	(29)	69
2016 Vote: Hillary Clinton	21%	(154)	26%	(192)	19%	(138)	34%	(244)	728
2016 Vote: Donald Trump	14%	(90)	20%	(131)	16%	(105)	50%	(329)	656
2016 Vote: Other	18%	(20)	17%	(18)	18%	(19)	48%	(52)	109
2016 Vote: Didn't Vote	12%	(84)	14%	(98)	18%	(126)	56%	(396)	704
Voted in 2014: Yes	18%	(216)	24%	(289)	19%	(232)	40%	(487)	1225
Voted in 2014: No	14%	(132)	16%	(152)	16%	(156)	55%	(534)	974
4-Region: Northeast	21%	(83)	25%	(98)	18%	(72)	36%	(140)	393
4-Region: Midwest	15%	(69)	19%	(90)	17%	(80)	48%	(223)	462
4-Region: South	15%	(121)	20%	(161)	16%	(128)	50%	(413)	824
4-Region: West	14%	(75)	18%	(91)	21%	(108)	47%	(245)	520

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Table MCSP4_3: *How much have you seen, read, or heard about the following?*
Basketball player Kyrie Irving deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(348)	20%	(441)	18%	(389)	46%	(1021)	2199
Sports Fans	20%	(306)	24%	(371)	19%	(288)	37%	(575)	1541
Avid Sports Fans	38%	(197)	23%	(116)	16%	(83)	23%	(118)	514
Casual Sports Fans	11%	(109)	25%	(255)	20%	(205)	45%	(457)	1027
NFL Fans	20%	(277)	24%	(337)	20%	(275)	36%	(500)	1389
Avid NFL Fans	31%	(176)	25%	(143)	15%	(87)	28%	(161)	566
Casual NFL Fans	12%	(102)	24%	(194)	23%	(188)	41%	(339)	823
State Farm Customers	21%	(108)	21%	(109)	17%	(89)	41%	(216)	522
Vaccinated Adults	17%	(262)	21%	(320)	18%	(277)	44%	(678)	1537
Unvaccinated Adults	13%	(86)	18%	(121)	17%	(111)	52%	(343)	662

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

Table MCSP4_4: *How much have you seen, read, or heard about the following?*
Basketball player James Harden breaking the NBA's COVID-19 protocols in 2020

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(148)	17%	(375)	22%	(480)	54%	(1196)	2199
Gender: Male	9%	(99)	20%	(217)	23%	(247)	47%	(498)	1061
Gender: Female	4%	(48)	14%	(159)	20%	(233)	61%	(697)	1138
Age: 18-34	10%	(65)	18%	(121)	22%	(145)	49%	(324)	655
Age: 35-44	9%	(33)	21%	(76)	20%	(70)	50%	(179)	357
Age: 45-64	5%	(39)	15%	(111)	22%	(167)	58%	(433)	751
Age: 65+	2%	(11)	15%	(67)	22%	(98)	60%	(260)	436
GenZers: 1997-2012	6%	(12)	21%	(42)	20%	(41)	54%	(110)	205
Millennials: 1981-1996	11%	(75)	19%	(127)	21%	(138)	48%	(315)	655
GenXers: 1965-1980	6%	(33)	16%	(92)	22%	(127)	56%	(325)	577
Baby Boomers: 1946-1964	4%	(27)	16%	(108)	23%	(156)	58%	(394)	686
PID: Dem (no lean)	10%	(85)	19%	(163)	24%	(200)	47%	(402)	850
PID: Ind (no lean)	5%	(36)	18%	(125)	20%	(137)	56%	(385)	683
PID: Rep (no lean)	4%	(27)	13%	(88)	21%	(143)	61%	(409)	667
PID/Gender: Dem Men	15%	(64)	22%	(93)	24%	(103)	40%	(170)	429
PID/Gender: Dem Women	5%	(21)	17%	(70)	23%	(97)	55%	(232)	420
PID/Gender: Ind Men	6%	(17)	24%	(72)	22%	(66)	48%	(141)	296
PID/Gender: Ind Women	5%	(19)	14%	(52)	18%	(71)	63%	(244)	387
PID/Gender: Rep Men	6%	(19)	15%	(51)	23%	(78)	56%	(188)	336
PID/Gender: Rep Women	2%	(8)	11%	(37)	20%	(65)	67%	(221)	330
Ideo: Liberal (1-3)	12%	(72)	21%	(129)	22%	(138)	46%	(287)	627
Ideo: Moderate (4)	5%	(34)	18%	(115)	23%	(151)	54%	(349)	650
Ideo: Conservative (5-7)	4%	(30)	14%	(101)	22%	(157)	60%	(431)	719
Educ: < College	6%	(84)	15%	(232)	20%	(308)	59%	(888)	1511
Educ: Bachelors degree	8%	(36)	19%	(85)	27%	(118)	46%	(204)	444
Educ: Post-grad	11%	(28)	24%	(59)	22%	(54)	42%	(103)	244
Income: Under 50k	5%	(66)	13%	(165)	21%	(255)	61%	(751)	1237
Income: 50k-100k	7%	(48)	21%	(140)	23%	(152)	49%	(321)	661
Income: 100k+	11%	(34)	23%	(70)	25%	(74)	41%	(123)	301
Ethnicity: White	6%	(98)	14%	(247)	22%	(381)	58%	(995)	1721
Ethnicity: Hispanic	10%	(35)	14%	(50)	25%	(86)	51%	(179)	349
Ethnicity: Black	12%	(33)	33%	(90)	19%	(53)	36%	(98)	274

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Table MCSP4_4: How much have you seen, read, or heard about the following?
Basketball player James Harden breaking the NBA's COVID-19 protocols in 2020

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(148)	17%	(375)	22%	(480)	54%	(1196)	2199
Ethnicity: Other	8%	(17)	19%	(39)	23%	(46)	50%	(102)	204
All Christian	6%	(61)	17%	(169)	22%	(212)	54%	(526)	968
All Non-Christian	16%	(17)	25%	(26)	23%	(24)	35%	(36)	104
Atheist	13%	(17)	15%	(19)	18%	(23)	54%	(69)	128
Agnostic/Nothing in particular	6%	(39)	17%	(109)	19%	(124)	57%	(364)	636
Something Else	4%	(14)	14%	(51)	27%	(97)	55%	(200)	364
Religious Non-Protestant/Catholic	15%	(20)	25%	(34)	20%	(27)	40%	(52)	133
Evangelical	8%	(40)	15%	(80)	23%	(120)	54%	(278)	517
Non-Evangelical	4%	(31)	17%	(130)	24%	(184)	55%	(430)	775
Community: Urban	10%	(63)	20%	(123)	21%	(132)	50%	(314)	632
Community: Suburban	6%	(58)	17%	(169)	23%	(229)	54%	(544)	999
Community: Rural	5%	(28)	15%	(83)	21%	(119)	60%	(338)	568
Employ: Private Sector	9%	(63)	20%	(143)	22%	(158)	49%	(349)	713
Employ: Government	16%	(20)	25%	(30)	18%	(22)	41%	(49)	121
Employ: Self-Employed	6%	(12)	19%	(39)	26%	(53)	50%	(105)	209
Employ: Homemaker	3%	(4)	10%	(15)	20%	(29)	68%	(98)	145
Employ: Student	7%	(6)	23%	(21)	22%	(20)	48%	(44)	91
Employ: Retired	4%	(21)	14%	(72)	21%	(109)	61%	(313)	514
Employ: Unemployed	7%	(18)	14%	(37)	24%	(65)	56%	(151)	271
Employ: Other	4%	(5)	14%	(19)	19%	(25)	64%	(86)	135
Military HH: Yes	5%	(17)	12%	(41)	23%	(81)	61%	(213)	352
Military HH: No	7%	(131)	18%	(334)	22%	(399)	53%	(982)	1847
RD/WT: Right Direction	10%	(84)	22%	(183)	23%	(193)	45%	(370)	830
RD/WT: Wrong Track	5%	(64)	14%	(192)	21%	(287)	60%	(826)	1369
Biden Job Approve	10%	(97)	21%	(206)	25%	(246)	45%	(454)	1003
Biden Job Disapprove	4%	(43)	14%	(157)	21%	(228)	61%	(657)	1084
Biden Job Strongly Approve	12%	(54)	23%	(99)	23%	(102)	41%	(180)	434
Biden Job Somewhat Approve	8%	(43)	19%	(107)	25%	(144)	48%	(274)	569
Biden Job Somewhat Disapprove	5%	(15)	21%	(60)	19%	(56)	55%	(160)	291
Biden Job Strongly Disapprove	4%	(28)	12%	(96)	22%	(172)	63%	(497)	793

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Table MCSP4_4: *How much have you seen, read, or heard about the following?
Basketball player James Harden breaking the NBA's COVID-19 protocols in 2020*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(148)	17%	(375)	22%	(480)	54%	(1196)	2199
Favorable of Biden	9%	(94)	20%	(200)	24%	(240)	47%	(477)	1010
Unfavorable of Biden	5%	(51)	15%	(163)	21%	(226)	60%	(646)	1086
Very Favorable of Biden	13%	(62)	19%	(92)	25%	(117)	43%	(202)	473
Somewhat Favorable of Biden	6%	(32)	20%	(108)	23%	(123)	51%	(275)	537
Somewhat Unfavorable of Biden	8%	(23)	20%	(54)	23%	(62)	48%	(131)	270
Very Unfavorable of Biden	3%	(28)	13%	(109)	20%	(164)	63%	(515)	816
#1 Issue: Economy	7%	(58)	19%	(157)	21%	(172)	53%	(435)	822
#1 Issue: Security	4%	(14)	13%	(43)	22%	(71)	61%	(202)	329
#1 Issue: Health Care	12%	(32)	15%	(41)	21%	(57)	52%	(141)	270
#1 Issue: Medicare / Social Security	2%	(6)	14%	(37)	24%	(61)	59%	(152)	255
#1 Issue: Women's Issues	5%	(7)	19%	(27)	23%	(32)	53%	(73)	139
#1 Issue: Education	7%	(6)	31%	(31)	15%	(15)	47%	(46)	98
#1 Issue: Energy	10%	(15)	16%	(22)	29%	(41)	45%	(63)	141
#1 Issue: Other	7%	(10)	13%	(18)	22%	(31)	59%	(84)	143
2020 Vote: Joe Biden	9%	(87)	20%	(201)	24%	(240)	46%	(454)	982
2020 Vote: Donald Trump	4%	(27)	14%	(96)	23%	(159)	60%	(421)	704
2020 Vote: Other	4%	(3)	19%	(13)	18%	(13)	59%	(41)	70
2020 Vote: Didn't Vote	7%	(30)	15%	(65)	15%	(68)	63%	(279)	442
2018 House Vote: Democrat	9%	(70)	21%	(157)	24%	(184)	45%	(341)	752
2018 House Vote: Republican	5%	(32)	12%	(74)	23%	(140)	60%	(363)	610
2018 House Vote: Someone else	1%	(1)	26%	(18)	22%	(15)	51%	(35)	69
2016 Vote: Hillary Clinton	10%	(76)	22%	(162)	24%	(175)	43%	(314)	728
2016 Vote: Donald Trump	3%	(23)	13%	(85)	24%	(158)	59%	(390)	656
2016 Vote: Other	6%	(6)	16%	(17)	16%	(17)	63%	(69)	109
2016 Vote: Didn't Vote	6%	(42)	16%	(111)	19%	(130)	60%	(421)	704
Voted in 2014: Yes	8%	(94)	18%	(218)	24%	(296)	50%	(617)	1225
Voted in 2014: No	5%	(53)	16%	(158)	19%	(185)	59%	(578)	974
4-Region: Northeast	7%	(26)	23%	(89)	23%	(91)	47%	(186)	393
4-Region: Midwest	6%	(26)	17%	(78)	22%	(99)	56%	(259)	462
4-Region: South	6%	(53)	16%	(135)	20%	(165)	57%	(470)	824
4-Region: West	8%	(43)	14%	(73)	24%	(124)	54%	(280)	520

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Table MCSP4_4: *How much have you seen, read, or heard about the following?
Basketball player James Harden breaking the NBA's COVID-19 protocols in 2020*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(148)	17%	(375)	22%	(480)	54%	(1196)	2199
Sports Fans	8%	(130)	21%	(326)	25%	(386)	45%	(698)	1541
Avid Sports Fans	17%	(87)	27%	(137)	24%	(124)	32%	(166)	514
Casual Sports Fans	4%	(44)	18%	(189)	25%	(262)	52%	(532)	1027
NFL Fans	8%	(117)	21%	(292)	27%	(372)	44%	(609)	1389
Avid NFL Fans	13%	(74)	25%	(142)	26%	(149)	36%	(202)	566
Casual NFL Fans	5%	(43)	18%	(150)	27%	(223)	49%	(407)	823
State Farm Customers	12%	(61)	19%	(99)	21%	(111)	48%	(251)	522
Vaccinated Adults	7%	(107)	18%	(272)	23%	(349)	53%	(810)	1537
Unvaccinated Adults	6%	(41)	16%	(104)	20%	(132)	58%	(386)	662

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

Table MCSP4_5: How much have you seen, read, or heard about the following?
Basketball player LeBron James breaking the NBA's COVID-19 protocols

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(177)	19%	(426)	23%	(511)	49%	(1085)	2199
Gender: Male	10%	(106)	22%	(235)	25%	(267)	43%	(454)	1061
Gender: Female	6%	(72)	17%	(190)	21%	(244)	56%	(631)	1138
Age: 18-34	11%	(75)	20%	(133)	22%	(146)	46%	(302)	655
Age: 35-44	10%	(36)	21%	(74)	22%	(80)	47%	(167)	357
Age: 45-64	7%	(49)	19%	(139)	23%	(171)	52%	(391)	751
Age: 65+	4%	(16)	18%	(80)	26%	(115)	52%	(225)	436
GenZers: 1997-2012	10%	(20)	21%	(43)	21%	(43)	49%	(99)	205
Millennials: 1981-1996	12%	(81)	21%	(136)	22%	(142)	45%	(296)	655
GenXers: 1965-1980	7%	(40)	18%	(106)	21%	(122)	54%	(309)	577
Baby Boomers: 1946-1964	5%	(36)	18%	(125)	26%	(177)	51%	(347)	686
PID: Dem (no lean)	12%	(100)	22%	(187)	24%	(200)	43%	(363)	850
PID: Ind (no lean)	5%	(37)	20%	(135)	22%	(152)	53%	(359)	683
PID: Rep (no lean)	6%	(40)	16%	(104)	24%	(159)	54%	(363)	667
PID/Gender: Dem Men	16%	(68)	23%	(101)	25%	(106)	36%	(155)	429
PID/Gender: Dem Women	8%	(32)	21%	(86)	22%	(93)	50%	(208)	420
PID/Gender: Ind Men	6%	(17)	26%	(76)	24%	(71)	45%	(132)	296
PID/Gender: Ind Women	5%	(20)	15%	(59)	21%	(80)	59%	(228)	387
PID/Gender: Rep Men	6%	(21)	18%	(59)	27%	(89)	50%	(167)	336
PID/Gender: Rep Women	6%	(19)	14%	(45)	21%	(70)	59%	(196)	330
Ideo: Liberal (1-3)	12%	(74)	26%	(166)	22%	(136)	40%	(251)	627
Ideo: Moderate (4)	6%	(41)	18%	(116)	24%	(158)	52%	(336)	650
Ideo: Conservative (5-7)	7%	(51)	17%	(120)	23%	(169)	53%	(379)	719
Educ: < College	6%	(96)	17%	(262)	22%	(339)	54%	(814)	1511
Educ: Bachelors degree	11%	(50)	23%	(102)	26%	(113)	40%	(178)	444
Educ: Post-grad	13%	(31)	25%	(62)	24%	(59)	38%	(93)	244
Income: Under 50k	6%	(69)	16%	(204)	23%	(286)	55%	(679)	1237
Income: 50k-100k	11%	(71)	21%	(138)	23%	(153)	45%	(299)	661
Income: 100k+	12%	(37)	28%	(84)	24%	(72)	36%	(108)	301
Ethnicity: White	6%	(108)	18%	(309)	23%	(394)	53%	(910)	1721
Ethnicity: Hispanic	10%	(34)	20%	(71)	25%	(87)	45%	(157)	349
Ethnicity: Black	17%	(47)	28%	(78)	21%	(58)	33%	(91)	274

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Table MCSP4_5: How much have you seen, read, or heard about the following?
Basketball player LeBron James breaking the NBA's COVID-19 protocols

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(177)	19%	(426)	23%	(511)	49%	(1085)	2199
Ethnicity: Other	11%	(23)	19%	(38)	28%	(58)	42%	(85)	204
All Christian	8%	(80)	20%	(193)	24%	(233)	48%	(463)	968
All Non-Christian	19%	(20)	27%	(28)	21%	(22)	33%	(35)	104
Atheist	9%	(12)	18%	(23)	24%	(30)	49%	(63)	128
Agnostic/Nothing in particular	7%	(47)	19%	(120)	22%	(139)	52%	(330)	636
Something Else	5%	(19)	17%	(62)	24%	(87)	54%	(196)	364
Religious Non-Protestant/Catholic	18%	(24)	24%	(31)	23%	(30)	36%	(47)	133
Evangelical	9%	(45)	17%	(90)	23%	(120)	51%	(262)	517
Non-Evangelical	6%	(50)	20%	(156)	25%	(191)	49%	(378)	775
Community: Urban	12%	(74)	24%	(149)	21%	(135)	43%	(275)	632
Community: Suburban	7%	(66)	18%	(178)	26%	(257)	50%	(499)	999
Community: Rural	7%	(38)	17%	(99)	21%	(119)	55%	(312)	568
Employ: Private Sector	12%	(83)	22%	(157)	22%	(158)	44%	(315)	713
Employ: Government	14%	(17)	23%	(28)	20%	(25)	43%	(52)	121
Employ: Self-Employed	7%	(16)	21%	(44)	27%	(56)	45%	(94)	209
Employ: Homemaker	2%	(3)	15%	(22)	19%	(27)	65%	(94)	145
Employ: Student	10%	(9)	24%	(22)	23%	(21)	43%	(39)	91
Employ: Retired	6%	(32)	16%	(80)	24%	(126)	54%	(277)	514
Employ: Unemployed	6%	(16)	16%	(42)	28%	(75)	51%	(139)	271
Employ: Other	2%	(2)	23%	(31)	17%	(23)	58%	(78)	135
Military HH: Yes	6%	(22)	16%	(57)	27%	(94)	51%	(179)	352
Military HH: No	8%	(155)	20%	(369)	23%	(417)	49%	(906)	1847
RD/WT: Right Direction	12%	(100)	24%	(197)	24%	(199)	40%	(334)	830
RD/WT: Wrong Track	6%	(77)	17%	(229)	23%	(312)	55%	(751)	1369
Biden Job Approve	12%	(120)	23%	(235)	24%	(241)	41%	(407)	1003
Biden Job Disapprove	5%	(50)	16%	(174)	24%	(256)	56%	(603)	1084
Biden Job Strongly Approve	16%	(72)	26%	(114)	21%	(92)	36%	(156)	434
Biden Job Somewhat Approve	8%	(48)	21%	(121)	26%	(149)	44%	(251)	569
Biden Job Somewhat Disapprove	5%	(13)	20%	(58)	24%	(69)	52%	(151)	291
Biden Job Strongly Disapprove	5%	(37)	15%	(117)	24%	(187)	57%	(452)	793

Continued on next page

Table MCSP4_5: How much have you seen, read, or heard about the following?
Basketball player LeBron James breaking the NBA's COVID-19 protocols

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(177)	19%	(426)	23%	(511)	49%	(1085)	2199
Favorable of Biden	11%	(114)	24%	(240)	23%	(229)	42%	(426)	1010
Unfavorable of Biden	5%	(58)	16%	(171)	25%	(270)	54%	(587)	1086
Very Favorable of Biden	16%	(78)	25%	(118)	22%	(102)	37%	(174)	473
Somewhat Favorable of Biden	7%	(36)	23%	(122)	24%	(127)	47%	(252)	537
Somewhat Unfavorable of Biden	6%	(17)	20%	(54)	30%	(82)	43%	(117)	270
Very Unfavorable of Biden	5%	(41)	14%	(117)	23%	(189)	58%	(469)	816
#1 Issue: Economy	10%	(82)	19%	(155)	21%	(170)	51%	(415)	822
#1 Issue: Security	5%	(17)	17%	(55)	25%	(81)	53%	(175)	329
#1 Issue: Health Care	8%	(20)	21%	(56)	26%	(70)	46%	(124)	270
#1 Issue: Medicare / Social Security	5%	(12)	14%	(36)	32%	(82)	49%	(126)	255
#1 Issue: Women's Issues	11%	(16)	21%	(29)	15%	(20)	53%	(73)	139
#1 Issue: Education	7%	(6)	32%	(31)	22%	(22)	39%	(39)	98
#1 Issue: Energy	9%	(12)	24%	(33)	25%	(36)	42%	(60)	141
#1 Issue: Other	8%	(12)	20%	(29)	20%	(29)	51%	(73)	143
2020 Vote: Joe Biden	12%	(114)	24%	(233)	24%	(231)	41%	(403)	982
2020 Vote: Donald Trump	5%	(38)	16%	(115)	25%	(174)	54%	(377)	704
2020 Vote: Other	5%	(3)	19%	(13)	23%	(16)	54%	(38)	70
2020 Vote: Didn't Vote	5%	(22)	14%	(63)	20%	(90)	60%	(267)	442
2018 House Vote: Democrat	12%	(94)	25%	(187)	23%	(173)	40%	(298)	752
2018 House Vote: Republican	7%	(42)	17%	(102)	24%	(148)	52%	(318)	610
2018 House Vote: Someone else	5%	(3)	25%	(18)	20%	(14)	50%	(34)	69
2016 Vote: Hillary Clinton	13%	(93)	27%	(193)	22%	(162)	38%	(279)	728
2016 Vote: Donald Trump	5%	(35)	17%	(110)	26%	(168)	52%	(344)	656
2016 Vote: Other	12%	(13)	15%	(17)	17%	(18)	56%	(62)	109
2016 Vote: Didn't Vote	5%	(37)	15%	(106)	23%	(162)	57%	(399)	704
Voted in 2014: Yes	10%	(122)	22%	(269)	24%	(288)	45%	(546)	1225
Voted in 2014: No	6%	(56)	16%	(157)	23%	(222)	55%	(539)	974
4-Region: Northeast	12%	(46)	20%	(80)	26%	(104)	41%	(163)	393
4-Region: Midwest	6%	(30)	19%	(86)	23%	(105)	52%	(241)	462
4-Region: South	7%	(59)	18%	(151)	22%	(179)	53%	(434)	824
4-Region: West	8%	(43)	21%	(108)	24%	(122)	48%	(248)	520

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Table MCSP4_5: *How much have you seen, read, or heard about the following?*
Basketball player LeBron James breaking the NBA's COVID-19 protocols

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(177)	19%	(426)	23%	(511)	49%	(1085)	2199
Sports Fans	10%	(147)	24%	(367)	25%	(392)	41%	(635)	1541
Avid Sports Fans	19%	(97)	25%	(131)	24%	(124)	32%	(163)	514
Casual Sports Fans	5%	(50)	23%	(236)	26%	(269)	46%	(472)	1027
NFL Fans	10%	(135)	24%	(333)	26%	(366)	40%	(555)	1389
Avid NFL Fans	16%	(91)	26%	(145)	25%	(139)	34%	(192)	566
Casual NFL Fans	5%	(44)	23%	(188)	28%	(228)	44%	(363)	823
State Farm Customers	11%	(58)	22%	(114)	23%	(119)	44%	(232)	522
Vaccinated Adults	8%	(129)	20%	(311)	24%	(376)	47%	(721)	1537
Unvaccinated Adults	7%	(48)	17%	(115)	20%	(134)	55%	(365)	662

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

Table MCSP4_6: *How much have you seen, read, or heard about the following?*
Wide receiver Cole Beasley deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(144)	17%	(380)	21%	(457)	55%	(1218)	2199
Gender: Male	10%	(107)	22%	(228)	21%	(227)	47%	(498)	1061
Gender: Female	3%	(37)	13%	(152)	20%	(229)	63%	(720)	1138
Age: 18-34	7%	(49)	14%	(91)	25%	(165)	53%	(349)	655
Age: 35-44	9%	(34)	22%	(77)	19%	(69)	50%	(178)	357
Age: 45-64	6%	(47)	17%	(131)	18%	(139)	58%	(434)	751
Age: 65+	3%	(15)	18%	(81)	19%	(83)	59%	(257)	436
GenZers: 1997-2012	6%	(12)	15%	(30)	27%	(55)	52%	(107)	205
Millennials: 1981-1996	9%	(56)	17%	(112)	22%	(146)	52%	(341)	655
GenXers: 1965-1980	7%	(41)	18%	(101)	17%	(97)	58%	(337)	577
Baby Boomers: 1946-1964	5%	(34)	18%	(122)	21%	(145)	56%	(384)	686
PID: Dem (no lean)	9%	(77)	17%	(144)	23%	(199)	51%	(430)	850
PID: Ind (no lean)	5%	(37)	18%	(125)	20%	(136)	56%	(385)	683
PID: Rep (no lean)	5%	(30)	17%	(111)	18%	(122)	60%	(403)	667
PID/Gender: Dem Men	15%	(64)	20%	(86)	22%	(96)	43%	(184)	429
PID/Gender: Dem Women	3%	(14)	14%	(58)	25%	(103)	58%	(246)	420
PID/Gender: Ind Men	7%	(19)	24%	(71)	24%	(70)	46%	(135)	296
PID/Gender: Ind Women	4%	(17)	14%	(53)	17%	(66)	65%	(250)	387
PID/Gender: Rep Men	7%	(24)	21%	(71)	18%	(61)	53%	(179)	336
PID/Gender: Rep Women	2%	(6)	12%	(40)	18%	(60)	68%	(224)	330
Ideo: Liberal (1-3)	10%	(62)	19%	(116)	23%	(143)	49%	(306)	627
Ideo: Moderate (4)	7%	(45)	17%	(109)	21%	(137)	55%	(359)	650
Ideo: Conservative (5-7)	4%	(30)	20%	(143)	19%	(140)	57%	(407)	719
Educ: < College	5%	(82)	15%	(233)	20%	(300)	59%	(895)	1511
Educ: Bachelors degree	8%	(36)	20%	(89)	26%	(114)	46%	(204)	444
Educ: Post-grad	11%	(26)	23%	(57)	17%	(42)	49%	(118)	244
Income: Under 50k	5%	(64)	15%	(191)	19%	(230)	61%	(753)	1237
Income: 50k-100k	7%	(44)	19%	(128)	22%	(148)	52%	(341)	661
Income: 100k+	12%	(37)	20%	(61)	26%	(79)	41%	(124)	301
Ethnicity: White	6%	(101)	17%	(294)	19%	(327)	58%	(1000)	1721
Ethnicity: Hispanic	6%	(20)	14%	(49)	26%	(90)	54%	(190)	349
Ethnicity: Black	9%	(24)	22%	(61)	30%	(83)	39%	(106)	274

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Table MCSP4_6: How much have you seen, read, or heard about the following?
Wide receiver Cole Beasley deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(144)	17%	(380)	21%	(457)	55%	(1218)	2199
Ethnicity: Other	10%	(20)	12%	(25)	23%	(47)	55%	(112)	204
All Christian	6%	(56)	22%	(211)	19%	(182)	54%	(519)	968
All Non-Christian	15%	(16)	21%	(22)	28%	(29)	36%	(37)	104
Atheist	11%	(14)	11%	(14)	23%	(29)	55%	(70)	128
Agnostic/Nothing in particular	7%	(42)	13%	(81)	20%	(127)	61%	(385)	636
Something Else	5%	(17)	14%	(51)	25%	(89)	57%	(206)	364
Religious Non-Protestant/Catholic	12%	(16)	22%	(29)	25%	(34)	40%	(53)	133
Evangelical	5%	(26)	21%	(108)	21%	(110)	53%	(273)	517
Non-Evangelical	6%	(46)	18%	(143)	20%	(154)	56%	(432)	775
Community: Urban	10%	(62)	18%	(115)	21%	(135)	51%	(320)	632
Community: Suburban	6%	(58)	17%	(169)	22%	(216)	56%	(557)	999
Community: Rural	4%	(25)	17%	(97)	18%	(105)	60%	(342)	568
Employ: Private Sector	8%	(55)	18%	(129)	22%	(158)	52%	(371)	713
Employ: Government	16%	(20)	22%	(27)	20%	(24)	42%	(51)	121
Employ: Self-Employed	6%	(13)	16%	(34)	30%	(62)	48%	(100)	209
Employ: Homemaker	3%	(4)	17%	(25)	15%	(22)	65%	(94)	145
Employ: Student	2%	(2)	18%	(16)	24%	(22)	56%	(51)	91
Employ: Retired	6%	(29)	16%	(85)	18%	(93)	60%	(308)	514
Employ: Unemployed	7%	(18)	15%	(41)	20%	(54)	58%	(158)	271
Employ: Other	3%	(4)	17%	(23)	17%	(22)	63%	(85)	135
Military HH: Yes	6%	(21)	18%	(64)	21%	(73)	55%	(194)	352
Military HH: No	7%	(123)	17%	(317)	21%	(383)	55%	(1025)	1847
RD/WT: Right Direction	9%	(79)	20%	(169)	23%	(193)	47%	(389)	830
RD/WT: Wrong Track	5%	(66)	15%	(212)	19%	(263)	61%	(829)	1369
Biden Job Approve	9%	(87)	20%	(201)	22%	(221)	49%	(493)	1003
Biden Job Disapprove	4%	(49)	16%	(172)	20%	(220)	59%	(643)	1084
Biden Job Strongly Approve	11%	(48)	22%	(96)	22%	(96)	45%	(195)	434
Biden Job Somewhat Approve	7%	(40)	18%	(105)	22%	(126)	53%	(299)	569
Biden Job Somewhat Disapprove	6%	(17)	15%	(43)	26%	(75)	53%	(155)	291
Biden Job Strongly Disapprove	4%	(31)	16%	(129)	18%	(145)	61%	(488)	793

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Table MCSP4_6: How much have you seen, read, or heard about the following?
Wide receiver Cole Beasley deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(144)	17%	(380)	21%	(457)	55%	(1218)	2199
Favorable of Biden	8%	(84)	18%	(185)	22%	(224)	51%	(517)	1010
Unfavorable of Biden	5%	(59)	17%	(186)	20%	(217)	57%	(624)	1086
Very Favorable of Biden	12%	(57)	21%	(99)	22%	(103)	45%	(213)	473
Somewhat Favorable of Biden	5%	(26)	16%	(85)	22%	(121)	57%	(305)	537
Somewhat Unfavorable of Biden	10%	(27)	17%	(45)	28%	(75)	46%	(123)	270
Very Unfavorable of Biden	4%	(32)	17%	(141)	17%	(142)	61%	(501)	816
#1 Issue: Economy	7%	(55)	17%	(143)	21%	(173)	55%	(452)	822
#1 Issue: Security	5%	(17)	16%	(51)	20%	(67)	59%	(194)	329
#1 Issue: Health Care	10%	(27)	16%	(43)	22%	(60)	51%	(139)	270
#1 Issue: Medicare / Social Security	4%	(10)	20%	(51)	21%	(53)	55%	(141)	255
#1 Issue: Women's Issues	7%	(10)	12%	(17)	21%	(29)	60%	(83)	139
#1 Issue: Education	7%	(7)	24%	(24)	21%	(20)	49%	(48)	98
#1 Issue: Energy	6%	(8)	19%	(27)	22%	(31)	53%	(75)	141
#1 Issue: Other	7%	(10)	16%	(23)	17%	(24)	60%	(86)	143
2020 Vote: Joe Biden	9%	(88)	20%	(200)	22%	(214)	49%	(479)	982
2020 Vote: Donald Trump	5%	(32)	18%	(125)	20%	(139)	58%	(407)	704
2020 Vote: Other	5%	(3)	21%	(15)	20%	(14)	54%	(38)	70
2020 Vote: Didn't Vote	5%	(20)	9%	(39)	20%	(89)	66%	(294)	442
2018 House Vote: Democrat	9%	(70)	20%	(148)	23%	(173)	48%	(361)	752
2018 House Vote: Republican	5%	(31)	18%	(111)	19%	(113)	58%	(354)	610
2018 House Vote: Someone else	6%	(4)	23%	(16)	25%	(17)	45%	(31)	69
2016 Vote: Hillary Clinton	10%	(72)	21%	(154)	22%	(162)	47%	(340)	728
2016 Vote: Donald Trump	5%	(34)	18%	(120)	19%	(125)	57%	(377)	656
2016 Vote: Other	9%	(10)	19%	(21)	19%	(20)	53%	(58)	109
2016 Vote: Didn't Vote	4%	(29)	12%	(85)	21%	(148)	63%	(441)	704
Voted in 2014: Yes	8%	(94)	20%	(247)	22%	(267)	50%	(617)	1225
Voted in 2014: No	5%	(50)	14%	(133)	20%	(190)	62%	(601)	974
4-Region: Northeast	9%	(35)	22%	(88)	20%	(78)	49%	(193)	393
4-Region: Midwest	5%	(24)	16%	(75)	22%	(103)	56%	(259)	462
4-Region: South	6%	(47)	16%	(133)	20%	(162)	58%	(482)	824
4-Region: West	7%	(39)	16%	(84)	22%	(113)	55%	(284)	520

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Table MCSP4_6: *How much have you seen, read, or heard about the following?*
Wide receiver Cole Beasley deciding not to be vaccinated against COVID-19

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	7%	(144)	17%	(380)	21%	(457)	55%	(1218)	2199
Sports Fans	8%	(128)	21%	(328)	23%	(357)	47%	(728)	1541
Avid Sports Fans	15%	(79)	26%	(133)	23%	(119)	36%	(183)	514
Casual Sports Fans	5%	(48)	19%	(195)	23%	(238)	53%	(546)	1027
NFL Fans	9%	(121)	22%	(304)	24%	(333)	45%	(631)	1389
Avid NFL Fans	15%	(86)	28%	(161)	20%	(115)	36%	(205)	566
Casual NFL Fans	4%	(36)	17%	(143)	27%	(218)	52%	(426)	823
State Farm Customers	10%	(52)	20%	(107)	21%	(108)	49%	(255)	522
Vaccinated Adults	7%	(109)	18%	(272)	21%	(321)	54%	(836)	1537
Unvaccinated Adults	5%	(36)	16%	(108)	21%	(136)	58%	(382)	662

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

Table MCSP5_1: Do you have a favorable or unfavorable opinion of the following people and brands?

Aaron Rodgers

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	17%	(365)	14%	(300)	13%	(288)	25%	(540)	19%	(415)	2199
Gender: Male	18%	(191)	22%	(238)	14%	(148)	15%	(158)	20%	(212)	11%	(114)	1061
Gender: Female	9%	(100)	11%	(127)	13%	(152)	11%	(130)	29%	(328)	26%	(301)	1138
Age: 18-34	16%	(107)	16%	(104)	10%	(63)	8%	(50)	26%	(168)	25%	(163)	655
Age: 35-44	18%	(64)	20%	(72)	11%	(39)	10%	(34)	28%	(101)	13%	(47)	357
Age: 45-64	10%	(75)	15%	(115)	16%	(123)	14%	(105)	23%	(174)	21%	(158)	751
Age: 65+	10%	(45)	17%	(74)	17%	(75)	23%	(98)	22%	(98)	11%	(47)	436
GenZers: 1997-2012	15%	(31)	10%	(21)	8%	(17)	7%	(14)	23%	(46)	37%	(75)	205
Millennials: 1981-1996	19%	(122)	18%	(121)	11%	(70)	8%	(53)	27%	(177)	17%	(112)	655
GenXers: 1965-1980	9%	(55)	17%	(98)	15%	(85)	14%	(80)	26%	(153)	18%	(106)	577
Baby Boomers: 1946-1964	11%	(76)	16%	(113)	16%	(111)	19%	(128)	20%	(140)	17%	(119)	686
PID: Dem (no lean)	13%	(107)	16%	(136)	16%	(138)	18%	(155)	22%	(185)	15%	(129)	850
PID: Ind (no lean)	9%	(64)	13%	(91)	13%	(91)	11%	(72)	27%	(182)	27%	(182)	683
PID: Rep (no lean)	18%	(120)	21%	(138)	11%	(71)	9%	(61)	26%	(173)	16%	(103)	667
PID/Gender: Dem Men	18%	(75)	22%	(93)	16%	(71)	19%	(81)	18%	(77)	7%	(32)	429
PID/Gender: Dem Women	8%	(32)	10%	(43)	16%	(67)	18%	(74)	26%	(108)	23%	(97)	420
PID/Gender: Ind Men	13%	(37)	20%	(59)	15%	(45)	15%	(43)	20%	(60)	17%	(51)	296
PID/Gender: Ind Women	7%	(27)	8%	(32)	12%	(45)	8%	(29)	31%	(122)	34%	(131)	387
PID/Gender: Rep Men	23%	(79)	26%	(86)	10%	(32)	10%	(34)	22%	(75)	9%	(31)	336
PID/Gender: Rep Women	12%	(41)	16%	(52)	12%	(39)	8%	(27)	30%	(99)	22%	(73)	330
Ideo: Liberal (1-3)	11%	(68)	14%	(87)	18%	(114)	21%	(133)	22%	(137)	14%	(89)	627
Ideo: Moderate (4)	11%	(74)	14%	(92)	16%	(101)	12%	(77)	25%	(165)	22%	(142)	650
Ideo: Conservative (5-7)	18%	(130)	23%	(165)	10%	(74)	9%	(66)	25%	(179)	15%	(106)	719
Educ: < College	13%	(198)	15%	(223)	12%	(176)	11%	(173)	27%	(407)	22%	(335)	1511
Educ: Bachelors degree	11%	(49)	21%	(94)	19%	(86)	17%	(75)	19%	(84)	13%	(56)	444
Educ: Post-grad	18%	(44)	20%	(48)	16%	(38)	17%	(40)	20%	(49)	10%	(24)	244
Income: Under 50k	12%	(152)	14%	(177)	12%	(146)	11%	(137)	27%	(329)	24%	(297)	1237
Income: 50k-100k	14%	(90)	18%	(120)	15%	(99)	15%	(99)	25%	(162)	14%	(90)	661
Income: 100k+	16%	(49)	23%	(68)	18%	(54)	18%	(53)	16%	(49)	9%	(28)	301
Ethnicity: White	12%	(210)	17%	(287)	14%	(237)	14%	(244)	25%	(432)	18%	(312)	1721
Ethnicity: Hispanic	13%	(44)	18%	(62)	12%	(41)	10%	(36)	21%	(74)	26%	(92)	349

Continued on next page

Table MCSP5_1: Do you have a favorable or unfavorable opinion of the following people and brands?

Aaron Rodgers

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	17%	(365)	14%	(300)	13%	(288)	25%	(540)	19%	(415)	2199
Ethnicity: Black	20%	(55)	16%	(44)	12%	(33)	8%	(21)	23%	(64)	21%	(58)	274
Ethnicity: Other	13%	(27)	17%	(34)	15%	(30)	11%	(23)	22%	(45)	22%	(45)	204
All Christian	14%	(136)	20%	(190)	14%	(140)	14%	(132)	24%	(237)	14%	(135)	968
All Non-Christian	22%	(23)	15%	(16)	14%	(15)	16%	(17)	15%	(15)	18%	(18)	104
Atheist	6%	(8)	9%	(12)	15%	(19)	30%	(38)	24%	(30)	16%	(21)	128
Agnostic/Nothing in particular	11%	(68)	15%	(94)	13%	(85)	11%	(69)	27%	(170)	24%	(150)	636
Something Else	16%	(56)	15%	(54)	11%	(41)	9%	(33)	24%	(88)	25%	(91)	364
Religious Non-Protestant/Catholic	20%	(26)	18%	(24)	13%	(18)	15%	(20)	17%	(22)	17%	(23)	133
Evangelical	18%	(91)	21%	(109)	11%	(57)	8%	(41)	23%	(120)	19%	(100)	517
Non-Evangelical	12%	(95)	16%	(122)	16%	(121)	15%	(119)	25%	(196)	16%	(121)	775
Community: Urban	18%	(113)	17%	(106)	12%	(73)	13%	(82)	20%	(124)	21%	(134)	632
Community: Suburban	11%	(108)	18%	(184)	16%	(156)	15%	(148)	25%	(247)	16%	(156)	999
Community: Rural	12%	(71)	13%	(75)	12%	(70)	10%	(58)	30%	(170)	22%	(125)	568
Employ: Private Sector	16%	(111)	21%	(149)	14%	(102)	12%	(88)	23%	(164)	14%	(100)	713
Employ: Government	19%	(23)	14%	(17)	14%	(16)	9%	(11)	23%	(28)	21%	(26)	121
Employ: Self-Employed	19%	(39)	17%	(35)	16%	(34)	5%	(11)	22%	(46)	21%	(44)	209
Employ: Homemaker	10%	(14)	9%	(14)	8%	(12)	8%	(12)	29%	(43)	35%	(51)	145
Employ: Student	10%	(9)	17%	(15)	10%	(9)	9%	(8)	26%	(24)	27%	(25)	91
Employ: Retired	11%	(57)	16%	(83)	16%	(84)	22%	(114)	22%	(112)	12%	(64)	514
Employ: Unemployed	10%	(27)	15%	(40)	10%	(27)	12%	(33)	28%	(75)	25%	(69)	271
Employ: Other	9%	(12)	9%	(12)	10%	(14)	8%	(10)	37%	(50)	28%	(37)	135
Military HH: Yes	15%	(52)	17%	(61)	12%	(44)	15%	(54)	23%	(80)	17%	(60)	352
Military HH: No	13%	(239)	16%	(304)	14%	(256)	13%	(234)	25%	(460)	19%	(355)	1847
RD/WT: Right Direction	12%	(102)	18%	(147)	18%	(147)	17%	(142)	20%	(163)	16%	(129)	830
RD/WT: Wrong Track	14%	(190)	16%	(219)	11%	(152)	11%	(146)	28%	(377)	21%	(286)	1369
Biden Job Approve	11%	(113)	16%	(164)	18%	(184)	19%	(192)	20%	(205)	14%	(145)	1003
Biden Job Disapprove	16%	(177)	18%	(191)	10%	(111)	9%	(95)	27%	(298)	20%	(212)	1084

Continued on next page

Table MCSP5_1: Do you have a favorable or unfavorable opinion of the following people and brands?

Aaron Rodgers

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	17%	(365)	14%	(300)	13%	(288)	25%	(540)	19%	(415)	2199
Biden Job Strongly Approve	15%	(65)	15%	(65)	16%	(72)	24%	(105)	16%	(72)	13%	(55)	434
Biden Job Somewhat Approve	8%	(47)	17%	(98)	20%	(113)	15%	(87)	23%	(133)	16%	(90)	569
Biden Job Somewhat Disapprove	11%	(33)	17%	(48)	11%	(33)	8%	(25)	30%	(88)	22%	(63)	291
Biden Job Strongly Disapprove	18%	(144)	18%	(143)	10%	(77)	9%	(70)	26%	(210)	19%	(149)	793
Favorable of Biden	11%	(108)	15%	(155)	18%	(185)	19%	(188)	22%	(221)	15%	(153)	1010
Unfavorable of Biden	16%	(179)	19%	(202)	10%	(108)	9%	(95)	27%	(289)	20%	(212)	1086
Very Favorable of Biden	13%	(60)	15%	(70)	16%	(75)	25%	(117)	18%	(84)	14%	(65)	473
Somewhat Favorable of Biden	9%	(48)	16%	(84)	20%	(110)	13%	(71)	26%	(137)	16%	(87)	537
Somewhat Unfavorable of Biden	11%	(29)	22%	(59)	11%	(30)	9%	(24)	27%	(74)	20%	(54)	270
Very Unfavorable of Biden	18%	(150)	17%	(143)	10%	(78)	9%	(71)	26%	(215)	19%	(159)	816
#1 Issue: Economy	15%	(120)	18%	(152)	12%	(100)	9%	(78)	28%	(233)	17%	(140)	822
#1 Issue: Security	19%	(63)	16%	(51)	12%	(39)	12%	(38)	23%	(75)	19%	(62)	329
#1 Issue: Health Care	12%	(33)	18%	(50)	15%	(39)	17%	(46)	19%	(51)	19%	(51)	270
#1 Issue: Medicare / Social Security	7%	(17)	17%	(44)	16%	(41)	22%	(57)	19%	(50)	18%	(47)	255
#1 Issue: Women's Issues	12%	(17)	9%	(13)	14%	(19)	17%	(24)	24%	(34)	23%	(31)	139
#1 Issue: Education	6%	(6)	19%	(18)	16%	(15)	3%	(3)	31%	(31)	25%	(24)	98
#1 Issue: Energy	8%	(12)	18%	(25)	19%	(27)	12%	(17)	24%	(34)	19%	(26)	141
#1 Issue: Other	16%	(23)	9%	(12)	13%	(19)	17%	(25)	23%	(33)	22%	(31)	143
2020 Vote: Joe Biden	10%	(96)	15%	(143)	19%	(188)	20%	(199)	22%	(215)	14%	(140)	982
2020 Vote: Donald Trump	21%	(145)	21%	(147)	11%	(74)	8%	(55)	25%	(173)	15%	(109)	704
2020 Vote: Other	13%	(9)	29%	(21)	12%	(9)	8%	(6)	25%	(17)	13%	(9)	70
2020 Vote: Didn't Vote	9%	(41)	12%	(55)	7%	(29)	6%	(28)	30%	(133)	35%	(157)	442
2018 House Vote: Democrat	12%	(89)	15%	(113)	20%	(148)	22%	(163)	20%	(147)	12%	(92)	752
2018 House Vote: Republican	18%	(112)	20%	(125)	11%	(67)	10%	(59)	25%	(149)	16%	(98)	610
2018 House Vote: Someone else	6%	(4)	26%	(18)	7%	(5)	9%	(6)	36%	(25)	16%	(11)	69
2016 Vote: Hillary Clinton	11%	(81)	14%	(104)	20%	(143)	21%	(153)	21%	(154)	13%	(94)	728
2016 Vote: Donald Trump	19%	(124)	20%	(134)	11%	(74)	10%	(67)	25%	(163)	14%	(94)	656
2016 Vote: Other	8%	(9)	14%	(15)	17%	(19)	17%	(18)	27%	(29)	17%	(19)	109
2016 Vote: Didn't Vote	11%	(78)	16%	(111)	9%	(64)	7%	(50)	27%	(193)	30%	(208)	704

Continued on next page

Table MCSP5_1: Do you have a favorable or unfavorable opinion of the following people and brands?

Aaron Rodgers

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	17%	(365)	14%	(300)	13%	(288)	25%	(540)	19%	(415)	2199
Voted in 2014: Yes	15%	(182)	18%	(214)	16%	(194)	17%	(212)	22%	(269)	13%	(155)	1225
Voted in 2014: No	11%	(110)	15%	(151)	11%	(106)	8%	(76)	28%	(271)	27%	(260)	974
4-Region: Northeast	14%	(54)	16%	(64)	17%	(66)	16%	(62)	22%	(85)	16%	(62)	393
4-Region: Midwest	16%	(74)	16%	(72)	14%	(63)	12%	(56)	22%	(100)	21%	(97)	462
4-Region: South	13%	(109)	17%	(142)	11%	(93)	12%	(100)	26%	(214)	20%	(167)	824
4-Region: West	11%	(55)	17%	(87)	15%	(78)	13%	(70)	27%	(141)	17%	(90)	520
Sports Fans	17%	(255)	21%	(327)	16%	(246)	14%	(222)	22%	(332)	10%	(160)	1541
Avid Sports Fans	26%	(132)	22%	(114)	17%	(87)	16%	(80)	14%	(71)	6%	(31)	514
Casual Sports Fans	12%	(123)	21%	(213)	15%	(159)	14%	(142)	25%	(262)	13%	(129)	1027
NFL Fans	17%	(237)	23%	(313)	17%	(239)	15%	(202)	20%	(277)	9%	(122)	1389
Avid NFL Fans	24%	(138)	26%	(149)	17%	(95)	16%	(93)	12%	(66)	4%	(25)	566
Casual NFL Fans	12%	(98)	20%	(164)	17%	(144)	13%	(109)	26%	(211)	12%	(97)	823
State Farm Customers	18%	(97)	20%	(105)	13%	(66)	13%	(67)	20%	(104)	16%	(83)	522
Vaccinated Adults	11%	(166)	17%	(255)	17%	(266)	17%	(255)	23%	(350)	16%	(245)	1537
Unvaccinated Adults	19%	(126)	17%	(110)	5%	(33)	5%	(33)	29%	(190)	26%	(170)	662

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

Table MCSP5_2: Do you have a favorable or unfavorable opinion of the following people and brands?

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(206)	14%	(307)	9%	(198)	6%	(121)	29%	(641)	33%	(726)	2199
Gender: Male	12%	(130)	17%	(184)	13%	(135)	7%	(79)	26%	(279)	24%	(254)	1061
Gender: Female	7%	(76)	11%	(122)	6%	(63)	4%	(42)	32%	(362)	41%	(472)	1138
Age: 18-34	16%	(104)	17%	(111)	9%	(56)	4%	(23)	23%	(152)	32%	(209)	655
Age: 35-44	15%	(52)	19%	(67)	7%	(26)	4%	(14)	29%	(104)	26%	(95)	357
Age: 45-64	5%	(37)	12%	(91)	8%	(61)	7%	(55)	32%	(238)	36%	(269)	751
Age: 65+	3%	(14)	9%	(38)	12%	(54)	7%	(29)	34%	(147)	35%	(154)	436
GenZers: 1997-2012	18%	(36)	11%	(23)	9%	(18)	2%	(4)	23%	(47)	38%	(77)	205
Millennials: 1981-1996	15%	(98)	20%	(132)	8%	(54)	4%	(24)	25%	(167)	28%	(180)	655
GenXers: 1965-1980	8%	(44)	13%	(75)	8%	(49)	7%	(41)	30%	(171)	34%	(197)	577
Baby Boomers: 1946-1964	4%	(28)	10%	(70)	11%	(74)	7%	(47)	32%	(222)	36%	(244)	686
PID: Dem (no lean)	14%	(122)	16%	(139)	9%	(77)	6%	(53)	27%	(227)	27%	(231)	850
PID: Ind (no lean)	6%	(39)	12%	(83)	10%	(65)	4%	(28)	31%	(212)	37%	(256)	683
PID: Rep (no lean)	7%	(45)	13%	(84)	8%	(55)	6%	(40)	30%	(202)	36%	(239)	667
PID/Gender: Dem Men	19%	(81)	19%	(80)	13%	(55)	8%	(33)	23%	(97)	19%	(84)	429
PID/Gender: Dem Women	10%	(41)	14%	(59)	5%	(22)	5%	(20)	31%	(130)	35%	(148)	420
PID/Gender: Ind Men	7%	(21)	17%	(52)	13%	(37)	6%	(18)	28%	(82)	29%	(86)	296
PID/Gender: Ind Women	5%	(18)	8%	(31)	7%	(28)	3%	(10)	34%	(130)	44%	(170)	387
PID/Gender: Rep Men	9%	(29)	16%	(52)	13%	(43)	8%	(28)	30%	(100)	25%	(84)	336
PID/Gender: Rep Women	5%	(17)	10%	(32)	4%	(13)	4%	(12)	31%	(102)	47%	(154)	330
Ideo: Liberal (1-3)	11%	(70)	16%	(100)	11%	(72)	6%	(39)	26%	(163)	29%	(183)	627
Ideo: Moderate (4)	10%	(66)	13%	(87)	9%	(56)	6%	(37)	31%	(204)	31%	(201)	650
Ideo: Conservative (5-7)	8%	(59)	14%	(98)	8%	(61)	6%	(40)	31%	(221)	34%	(241)	719
Educ: < College	10%	(149)	12%	(177)	8%	(115)	5%	(74)	29%	(445)	36%	(551)	1511
Educ: Bachelors degree	7%	(32)	18%	(81)	14%	(63)	6%	(29)	28%	(124)	26%	(115)	444
Educ: Post-grad	10%	(25)	20%	(49)	8%	(20)	7%	(18)	29%	(72)	25%	(60)	244
Income: Under 50k	10%	(121)	10%	(127)	8%	(95)	4%	(53)	29%	(362)	39%	(479)	1237
Income: 50k-100k	8%	(55)	17%	(111)	10%	(67)	7%	(44)	31%	(207)	27%	(178)	661
Income: 100k+	10%	(31)	23%	(69)	12%	(36)	8%	(24)	24%	(73)	23%	(69)	301
Ethnicity: White	6%	(100)	13%	(220)	9%	(157)	6%	(102)	30%	(522)	36%	(620)	1721
Ethnicity: Hispanic	18%	(62)	15%	(53)	9%	(31)	6%	(19)	18%	(64)	34%	(120)	349

Continued on next page

Table MCSP5_2: Do you have a favorable or unfavorable opinion of the following people and brands?

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(206)	14%	(307)	9%	(198)	6%	(121)	29%	(641)	33%	(726)	2199
Ethnicity: Black	28%	(75)	20%	(55)	6%	(15)	4%	(12)	27%	(74)	15%	(42)	274
Ethnicity: Other	15%	(31)	16%	(32)	12%	(25)	4%	(7)	22%	(45)	31%	(64)	204
All Christian	7%	(72)	14%	(136)	10%	(100)	6%	(62)	32%	(305)	30%	(293)	968
All Non-Christian	16%	(17)	25%	(26)	9%	(9)	5%	(5)	20%	(20)	25%	(26)	104
Atheist	2%	(2)	14%	(18)	13%	(16)	10%	(12)	23%	(30)	39%	(49)	128
Agnostic/Nothing in particular	11%	(68)	12%	(78)	8%	(54)	4%	(26)	30%	(193)	34%	(217)	636
Something Else	13%	(47)	13%	(48)	5%	(18)	4%	(16)	26%	(93)	39%	(141)	364
Religious Non-Protestant/Catholic	13%	(18)	21%	(27)	9%	(12)	6%	(8)	21%	(27)	30%	(40)	133
Evangelical	12%	(61)	16%	(83)	6%	(33)	5%	(28)	27%	(141)	33%	(172)	517
Non-Evangelical	7%	(54)	12%	(97)	11%	(83)	6%	(46)	32%	(248)	32%	(247)	775
Community: Urban	15%	(96)	18%	(117)	9%	(57)	5%	(34)	24%	(150)	28%	(179)	632
Community: Suburban	7%	(68)	14%	(136)	10%	(102)	6%	(60)	31%	(310)	32%	(324)	999
Community: Rural	8%	(43)	10%	(54)	7%	(38)	5%	(28)	32%	(182)	39%	(223)	568
Employ: Private Sector	12%	(83)	17%	(123)	10%	(70)	7%	(51)	25%	(177)	29%	(209)	713
Employ: Government	12%	(15)	23%	(28)	8%	(10)	3%	(4)	27%	(32)	27%	(32)	121
Employ: Self-Employed	13%	(28)	18%	(38)	6%	(13)	5%	(11)	27%	(57)	29%	(61)	209
Employ: Homemaker	7%	(10)	6%	(8)	5%	(7)	3%	(5)	34%	(49)	46%	(66)	145
Employ: Student	12%	(11)	13%	(11)	12%	(11)	1%	(1)	33%	(30)	29%	(27)	91
Employ: Retired	4%	(23)	10%	(51)	12%	(60)	7%	(35)	32%	(165)	35%	(181)	514
Employ: Unemployed	8%	(23)	11%	(31)	8%	(21)	3%	(9)	32%	(87)	37%	(101)	271
Employ: Other	10%	(14)	12%	(16)	5%	(7)	3%	(4)	33%	(44)	36%	(49)	135
Military HH: Yes	8%	(28)	9%	(31)	10%	(37)	7%	(24)	33%	(116)	33%	(116)	352
Military HH: No	10%	(179)	15%	(276)	9%	(161)	5%	(97)	28%	(525)	33%	(610)	1847
RD/WT: Right Direction	13%	(107)	18%	(148)	9%	(78)	6%	(49)	27%	(224)	27%	(225)	830
RD/WT: Wrong Track	7%	(99)	12%	(159)	9%	(120)	5%	(72)	31%	(418)	37%	(501)	1369
Biden Job Approve	13%	(126)	18%	(176)	11%	(108)	6%	(61)	27%	(266)	26%	(265)	1003
Biden Job Disapprove	7%	(78)	11%	(120)	8%	(89)	6%	(60)	31%	(337)	37%	(401)	1084

Continued on next page

Table MCSP5_2: Do you have a favorable or unfavorable opinion of the following people and brands?

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(206)	14%	(307)	9%	(198)	6%	(121)	29%	(641)	33%	(726)	2199
Biden Job Strongly Approve	15%	(65)	20%	(89)	9%	(39)	7%	(29)	26%	(111)	23%	(102)	434
Biden Job Somewhat Approve	11%	(61)	15%	(88)	12%	(70)	6%	(32)	27%	(155)	29%	(164)	569
Biden Job Somewhat Disapprove	10%	(29)	11%	(32)	10%	(28)	4%	(13)	32%	(93)	33%	(96)	291
Biden Job Strongly Disapprove	6%	(49)	11%	(88)	8%	(61)	6%	(47)	31%	(243)	38%	(305)	793
Favorable of Biden	12%	(119)	18%	(177)	10%	(103)	6%	(61)	27%	(270)	28%	(279)	1010
Unfavorable of Biden	8%	(84)	11%	(125)	8%	(89)	5%	(57)	31%	(332)	37%	(398)	1086
Very Favorable of Biden	14%	(66)	20%	(96)	9%	(42)	7%	(31)	25%	(117)	26%	(121)	473
Somewhat Favorable of Biden	10%	(52)	15%	(81)	11%	(61)	6%	(31)	29%	(153)	30%	(159)	537
Somewhat Unfavorable of Biden	12%	(32)	13%	(35)	9%	(23)	4%	(11)	30%	(80)	33%	(89)	270
Very Unfavorable of Biden	6%	(53)	11%	(89)	8%	(66)	6%	(46)	31%	(252)	38%	(309)	816
#1 Issue: Economy	12%	(98)	15%	(127)	8%	(64)	4%	(34)	30%	(243)	31%	(256)	822
#1 Issue: Security	7%	(23)	12%	(40)	6%	(19)	6%	(20)	31%	(101)	38%	(126)	329
#1 Issue: Health Care	11%	(29)	15%	(40)	10%	(27)	6%	(16)	30%	(82)	28%	(77)	270
#1 Issue: Medicare / Social Security	4%	(10)	8%	(20)	13%	(33)	9%	(22)	30%	(77)	36%	(93)	255
#1 Issue: Women's Issues	8%	(11)	19%	(26)	7%	(9)	6%	(8)	25%	(35)	36%	(50)	139
#1 Issue: Education	14%	(14)	18%	(18)	7%	(7)	2%	(2)	33%	(32)	27%	(26)	98
#1 Issue: Energy	7%	(9)	18%	(26)	13%	(19)	4%	(6)	28%	(40)	29%	(42)	141
#1 Issue: Other	9%	(13)	7%	(9)	14%	(19)	9%	(12)	22%	(32)	39%	(56)	143
2020 Vote: Joe Biden	11%	(108)	17%	(170)	11%	(107)	7%	(65)	27%	(263)	27%	(268)	982
2020 Vote: Donald Trump	7%	(51)	12%	(83)	9%	(61)	6%	(44)	33%	(229)	34%	(236)	704
2020 Vote: Other	9%	(6)	16%	(11)	11%	(7)	7%	(5)	32%	(23)	26%	(18)	70
2020 Vote: Didn't Vote	9%	(41)	9%	(42)	5%	(22)	2%	(7)	29%	(126)	46%	(204)	442
2018 House Vote: Democrat	12%	(88)	18%	(134)	11%	(83)	6%	(44)	28%	(212)	25%	(191)	752
2018 House Vote: Republican	6%	(35)	12%	(74)	9%	(52)	7%	(40)	33%	(202)	34%	(207)	610
2018 House Vote: Someone else	10%	(7)	17%	(11)	7%	(5)	8%	(5)	36%	(25)	23%	(16)	69
2016 Vote: Hillary Clinton	12%	(88)	17%	(125)	12%	(87)	6%	(47)	28%	(203)	25%	(180)	728
2016 Vote: Donald Trump	7%	(46)	13%	(86)	8%	(55)	6%	(41)	33%	(219)	32%	(209)	656
2016 Vote: Other	6%	(6)	10%	(11)	10%	(11)	11%	(12)	29%	(32)	34%	(37)	109
2016 Vote: Didn't Vote	9%	(65)	12%	(85)	7%	(46)	3%	(20)	27%	(187)	43%	(300)	704

Continued on next page

Table MCSP5_2: Do you have a favorable or unfavorable opinion of the following people and brands?

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(206)	14%	(307)	9%	(198)	6%	(121)	29%	(641)	33%	(726)	2199
Voted in 2014: Yes	9%	(106)	15%	(190)	10%	(126)	7%	(84)	31%	(379)	28%	(341)	1225
Voted in 2014: No	10%	(100)	12%	(117)	7%	(72)	4%	(38)	27%	(262)	40%	(385)	974
4-Region: Northeast	11%	(44)	15%	(59)	10%	(40)	7%	(27)	24%	(96)	33%	(128)	393
4-Region: Midwest	8%	(35)	12%	(55)	7%	(32)	5%	(23)	30%	(136)	39%	(181)	462
4-Region: South	11%	(92)	14%	(116)	9%	(72)	5%	(44)	30%	(247)	31%	(254)	824
4-Region: West	7%	(36)	15%	(77)	11%	(55)	5%	(27)	31%	(162)	31%	(163)	520
Sports Fans	12%	(180)	18%	(282)	12%	(184)	6%	(95)	30%	(455)	22%	(345)	1541
Avid Sports Fans	18%	(93)	25%	(130)	14%	(71)	8%	(42)	22%	(114)	12%	(63)	514
Casual Sports Fans	8%	(86)	15%	(152)	11%	(112)	5%	(53)	33%	(342)	27%	(282)	1027
NFL Fans	12%	(167)	19%	(260)	12%	(171)	6%	(87)	29%	(409)	21%	(294)	1389
Avid NFL Fans	17%	(95)	24%	(136)	13%	(74)	8%	(48)	25%	(142)	13%	(71)	566
Casual NFL Fans	9%	(71)	15%	(124)	12%	(97)	5%	(39)	33%	(268)	27%	(223)	823
State Farm Customers	12%	(61)	19%	(99)	9%	(48)	8%	(40)	24%	(128)	28%	(147)	522
Vaccinated Adults	8%	(120)	14%	(214)	11%	(166)	7%	(104)	30%	(462)	31%	(471)	1537
Unvaccinated Adults	13%	(86)	14%	(93)	5%	(32)	3%	(17)	27%	(179)	39%	(255)	662

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 MCSP5_3: Do you have a favorable or unfavorable opinion of the following people and brands?

Kyrie Irving

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (209)	13% (275)	9% (197)	9% (193)	29% (645)	31% (679)	2199
Gender: Male	13% (139)	16% (165)	12% (123)	14% (145)	26% (281)	20% (208)	1061
Gender: Female	6% (70)	10% (110)	6% (74)	4% (48)	32% (365)	41% (471)	1138
Age: 18-34	15% (101)	17% (110)	7% (44)	5% (35)	26% (170)	30% (195)	655
Age: 35-44	13% (45)	18% (64)	9% (33)	8% (27)	30% (106)	23% (83)	357
Age: 45-64	6% (47)	9% (66)	10% (74)	9% (67)	32% (241)	34% (255)	751
Age: 65+	4% (16)	8% (35)	11% (47)	15% (64)	29% (128)	33% (146)	436
GenZers: 1997-2012	16% (33)	15% (31)	7% (14)	2% (5)	24% (49)	35% (73)	205
Millennials: 1981-1996	14% (94)	18% (120)	8% (54)	6% (41)	28% (181)	25% (164)	655
GenXers: 1965-1980	8% (49)	10% (56)	9% (54)	10% (56)	30% (176)	32% (187)	577
Baby Boomers: 1946-1964	5% (32)	9% (59)	10% (70)	12% (81)	31% (210)	34% (233)	686
PID: Dem (no lean)	13% (115)	12% (101)	12% (99)	10% (88)	27% (228)	26% (219)	850
PID: Ind (no lean)	6% (43)	13% (86)	8% (58)	7% (49)	29% (198)	36% (249)	683
PID: Rep (no lean)	8% (51)	13% (88)	6% (41)	9% (57)	33% (219)	32% (211)	667
PID/Gender: Dem Men	18% (78)	15% (64)	14% (59)	14% (60)	24% (102)	15% (66)	429
PID/Gender: Dem Women	9% (37)	9% (37)	10% (40)	7% (28)	30% (125)	36% (153)	420
PID/Gender: Ind Men	10% (28)	16% (47)	11% (32)	13% (37)	26% (78)	25% (73)	296
PID/Gender: Ind Women	4% (15)	10% (39)	7% (25)	3% (11)	31% (120)	45% (176)	387
PID/Gender: Rep Men	10% (33)	16% (55)	10% (33)	14% (48)	30% (100)	20% (69)	336
PID/Gender: Rep Women	6% (18)	10% (33)	2% (8)	3% (9)	36% (119)	43% (143)	330
Ideo: Liberal (1-3)	8% (53)	11% (71)	15% (92)	11% (67)	29% (182)	26% (162)	627
Ideo: Moderate (4)	11% (73)	12% (76)	9% (58)	7% (47)	30% (193)	31% (203)	650
Ideo: Conservative (5-7)	9% (67)	15% (106)	6% (42)	10% (70)	31% (221)	30% (213)	719
Educ: < College	10% (152)	11% (173)	7% (107)	7% (110)	30% (459)	34% (510)	1511
Educ: Bachelors degree	7% (32)	14% (63)	13% (59)	12% (54)	27% (122)	26% (113)	444
Educ: Post-grad	10% (25)	16% (39)	13% (31)	12% (29)	26% (64)	23% (56)	244
Income: Under 50k	9% (115)	11% (137)	7% (91)	7% (83)	29% (357)	37% (454)	1237
Income: 50k-100k	9% (61)	13% (88)	10% (67)	11% (70)	32% (212)	25% (163)	661
Income: 100k+	11% (33)	16% (50)	13% (39)	14% (41)	25% (76)	21% (63)	301
Ethnicity: White	7% (112)	10% (175)	9% (158)	9% (153)	32% (545)	34% (578)	1721
Ethnicity: Hispanic	15% (53)	11% (38)	11% (37)	9% (30)	21% (73)	34% (119)	349

Continued on next page

Table MCSP5_3: Do you have a favorable or unfavorable opinion of the following people and brands?

Kyrie Irving

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(209)	13%	(275)	9%	(197)	9%	(193)	29%	(645)	31%	(679)	2199
Ethnicity: Black	26%	(70)	24%	(66)	8%	(21)	7%	(19)	20%	(55)	15%	(42)	274
Ethnicity: Other	13%	(26)	17%	(35)	9%	(18)	11%	(21)	22%	(45)	29%	(59)	204
All Christian	8%	(80)	13%	(130)	9%	(85)	10%	(101)	31%	(298)	28%	(275)	968
All Non-Christian	17%	(17)	18%	(19)	9%	(9)	9%	(10)	20%	(20)	28%	(29)	104
Atheist	3%	(4)	6%	(7)	14%	(17)	15%	(19)	35%	(44)	28%	(36)	128
Agnostic/Nothing in particular	10%	(62)	12%	(74)	9%	(57)	8%	(50)	29%	(184)	33%	(208)	636
Something Else	13%	(46)	12%	(45)	8%	(29)	4%	(13)	27%	(99)	36%	(132)	364
Religious Non-Protestant/Catholic	14%	(18)	19%	(25)	9%	(12)	11%	(15)	20%	(27)	27%	(36)	133
Evangelical	13%	(65)	15%	(76)	7%	(37)	6%	(29)	29%	(148)	31%	(162)	517
Non-Evangelical	7%	(55)	12%	(92)	10%	(74)	10%	(79)	31%	(240)	30%	(235)	775
Community: Urban	14%	(89)	16%	(99)	9%	(56)	9%	(57)	24%	(152)	28%	(179)	632
Community: Suburban	8%	(75)	12%	(116)	10%	(102)	10%	(100)	31%	(307)	30%	(300)	999
Community: Rural	8%	(44)	11%	(61)	7%	(39)	6%	(36)	33%	(187)	35%	(200)	568
Employ: Private Sector	12%	(89)	14%	(98)	12%	(82)	10%	(72)	26%	(188)	26%	(184)	713
Employ: Government	10%	(12)	20%	(24)	8%	(10)	6%	(8)	28%	(33)	28%	(34)	121
Employ: Self-Employed	12%	(25)	17%	(36)	8%	(17)	8%	(16)	25%	(51)	30%	(63)	209
Employ: Homemaker	9%	(13)	9%	(13)	5%	(7)	2%	(3)	31%	(45)	44%	(64)	145
Employ: Student	13%	(11)	20%	(18)	8%	(7)	2%	(1)	28%	(25)	30%	(28)	91
Employ: Retired	5%	(25)	7%	(38)	9%	(47)	13%	(68)	32%	(164)	34%	(173)	514
Employ: Unemployed	8%	(22)	13%	(35)	7%	(20)	6%	(17)	36%	(98)	30%	(81)	271
Employ: Other	9%	(12)	10%	(14)	5%	(7)	6%	(9)	30%	(40)	39%	(53)	135
Military HH: Yes	8%	(29)	11%	(39)	9%	(33)	9%	(32)	30%	(104)	33%	(115)	352
Military HH: No	10%	(180)	13%	(236)	9%	(164)	9%	(162)	29%	(541)	31%	(564)	1847
RD/WT: Right Direction	11%	(95)	13%	(110)	12%	(102)	10%	(85)	26%	(220)	26%	(218)	830
RD/WT: Wrong Track	8%	(114)	12%	(166)	7%	(95)	8%	(108)	31%	(425)	34%	(461)	1369
Biden Job Approve	11%	(115)	13%	(135)	13%	(128)	10%	(104)	27%	(275)	25%	(247)	1003
Biden Job Disapprove	8%	(91)	12%	(128)	6%	(69)	8%	(87)	31%	(339)	34%	(371)	1084

Continued on next page

Table MCSP5_3: Do you have a favorable or unfavorable opinion of the following people and brands?

Kyrie Irving

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(209)	13%	(275)	9%	(197)	9%	(193)	29%	(645)	31%	(679)	2199
Biden Job Strongly Approve	14%	(62)	13%	(58)	10%	(44)	15%	(67)	24%	(104)	23%	(99)	434
Biden Job Somewhat Approve	9%	(52)	14%	(77)	15%	(83)	6%	(37)	30%	(171)	26%	(148)	569
Biden Job Somewhat Disapprove	7%	(21)	9%	(26)	10%	(28)	9%	(25)	30%	(88)	35%	(102)	291
Biden Job Strongly Disapprove	9%	(69)	13%	(102)	5%	(40)	8%	(62)	32%	(251)	34%	(269)	793
Favorable of Biden	10%	(105)	13%	(134)	13%	(130)	11%	(107)	26%	(266)	26%	(266)	1010
Unfavorable of Biden	9%	(97)	13%	(136)	6%	(65)	7%	(81)	32%	(344)	33%	(362)	1086
Very Favorable of Biden	13%	(63)	14%	(65)	11%	(50)	15%	(73)	24%	(112)	23%	(110)	473
Somewhat Favorable of Biden	8%	(42)	13%	(69)	15%	(80)	6%	(35)	29%	(154)	29%	(156)	537
Somewhat Unfavorable of Biden	9%	(26)	12%	(33)	7%	(18)	7%	(20)	33%	(88)	32%	(86)	270
Very Unfavorable of Biden	9%	(72)	13%	(104)	6%	(47)	8%	(62)	31%	(256)	34%	(275)	816
#1 Issue: Economy	11%	(93)	14%	(116)	8%	(66)	8%	(63)	31%	(256)	28%	(229)	822
#1 Issue: Security	12%	(38)	12%	(40)	6%	(20)	7%	(24)	27%	(90)	35%	(116)	329
#1 Issue: Health Care	9%	(23)	12%	(32)	11%	(29)	9%	(25)	29%	(77)	31%	(84)	270
#1 Issue: Medicare / Social Security	3%	(9)	7%	(17)	10%	(27)	15%	(39)	28%	(71)	37%	(94)	255
#1 Issue: Women's Issues	6%	(9)	11%	(16)	8%	(11)	11%	(15)	32%	(44)	32%	(45)	139
#1 Issue: Education	12%	(11)	17%	(17)	8%	(8)	1%	(1)	29%	(28)	33%	(33)	98
#1 Issue: Energy	4%	(5)	17%	(25)	12%	(17)	8%	(11)	33%	(47)	26%	(37)	141
#1 Issue: Other	14%	(20)	9%	(13)	14%	(20)	11%	(16)	22%	(32)	30%	(42)	143
2020 Vote: Joe Biden	10%	(96)	12%	(120)	14%	(136)	12%	(120)	27%	(260)	25%	(249)	982
2020 Vote: Donald Trump	9%	(66)	13%	(94)	5%	(38)	7%	(53)	33%	(234)	31%	(219)	704
2020 Vote: Other	10%	(7)	14%	(10)	12%	(9)	12%	(8)	23%	(16)	30%	(21)	70
2020 Vote: Didn't Vote	9%	(40)	12%	(52)	3%	(15)	3%	(12)	30%	(134)	43%	(190)	442
2018 House Vote: Democrat	11%	(86)	12%	(92)	15%	(115)	12%	(90)	25%	(191)	24%	(178)	752
2018 House Vote: Republican	8%	(47)	12%	(74)	6%	(39)	8%	(52)	34%	(208)	31%	(190)	610
2018 House Vote: Someone else	10%	(7)	21%	(14)	6%	(4)	8%	(5)	32%	(22)	24%	(16)	69
2016 Vote: Hillary Clinton	11%	(80)	12%	(88)	15%	(112)	12%	(89)	26%	(187)	24%	(172)	728
2016 Vote: Donald Trump	8%	(54)	13%	(87)	7%	(43)	9%	(58)	34%	(224)	29%	(191)	656
2016 Vote: Other	9%	(10)	8%	(9)	10%	(10)	16%	(18)	24%	(27)	32%	(35)	109
2016 Vote: Didn't Vote	9%	(65)	13%	(91)	5%	(32)	4%	(28)	29%	(207)	40%	(281)	704

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Table MCSP5_3: Do you have a favorable or unfavorable opinion of the following people and brands?

Kyrie Irving

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (209)	13% (275)	9% (197)	9% (193)	29% (645)	31% (679)	2199
Voted in 2014: Yes	10% (118)	13% (154)	11% (138)	11% (132)	30% (362)	26% (320)	1225
Voted in 2014: No	9% (90)	12% (121)	6% (59)	6% (61)	29% (283)	37% (359)	974
4-Region: Northeast	11% (44)	11% (45)	11% (42)	12% (46)	26% (102)	29% (114)	393
4-Region: Midwest	7% (33)	14% (64)	7% (33)	7% (32)	30% (139)	35% (161)	462
4-Region: South	11% (93)	13% (109)	9% (74)	8% (62)	27% (225)	32% (261)	824
4-Region: West	7% (39)	11% (57)	9% (47)	10% (53)	35% (180)	28% (144)	520
Sports Fans	11% (177)	16% (244)	11% (163)	10% (159)	31% (477)	21% (322)	1541
Avid Sports Fans	21% (106)	19% (98)	13% (66)	15% (76)	22% (113)	11% (55)	514
Casual Sports Fans	7% (71)	14% (146)	9% (97)	8% (82)	35% (364)	26% (267)	1027
NFL Fans	12% (164)	16% (228)	12% (162)	10% (144)	30% (413)	20% (278)	1389
Avid NFL Fans	16% (89)	17% (99)	14% (80)	14% (81)	26% (145)	13% (73)	566
Casual NFL Fans	9% (75)	16% (129)	10% (82)	8% (63)	33% (268)	25% (205)	823
State Farm Customers	13% (70)	15% (76)	9% (48)	9% (46)	26% (135)	28% (148)	522
Vaccinated Adults	7% (105)	12% (178)	11% (173)	11% (165)	29% (448)	30% (468)	1537
Unvaccinated Adults	16% (104)	15% (97)	4% (24)	4% (28)	30% (197)	32% (211)	662

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 MCSP5_4: Do you have a favorable or unfavorable opinion of the following people and brands?

Lebron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(348)	24%	(531)	12%	(261)	15%	(330)	28%	(612)	5%	(118)	2199
Gender: Male	19%	(201)	23%	(246)	14%	(153)	21%	(223)	18%	(188)	5%	(50)	1061
Gender: Female	13%	(147)	25%	(285)	9%	(107)	9%	(107)	37%	(424)	6%	(68)	1138
Age: 18-34	24%	(155)	29%	(190)	10%	(63)	8%	(50)	25%	(163)	5%	(34)	655
Age: 35-44	23%	(81)	25%	(88)	11%	(39)	15%	(55)	23%	(81)	4%	(15)	357
Age: 45-64	11%	(85)	21%	(155)	12%	(92)	19%	(140)	29%	(221)	8%	(57)	751
Age: 65+	6%	(27)	22%	(98)	15%	(67)	20%	(85)	34%	(147)	3%	(12)	436
GenZers: 1997-2012	25%	(51)	24%	(50)	8%	(16)	5%	(10)	31%	(62)	8%	(16)	205
Millennials: 1981-1996	24%	(154)	32%	(207)	11%	(69)	10%	(64)	22%	(141)	3%	(21)	655
GenXers: 1965-1980	14%	(83)	20%	(115)	13%	(75)	18%	(106)	27%	(154)	8%	(44)	577
Baby Boomers: 1946-1964	8%	(54)	21%	(147)	13%	(89)	20%	(137)	33%	(224)	5%	(35)	686
PID: Dem (no lean)	23%	(193)	31%	(263)	11%	(98)	8%	(68)	22%	(189)	5%	(40)	850
PID: Ind (no lean)	14%	(93)	24%	(161)	10%	(70)	13%	(86)	34%	(230)	6%	(42)	683
PID: Rep (no lean)	9%	(62)	16%	(106)	14%	(93)	26%	(176)	29%	(193)	5%	(36)	667
PID/Gender: Dem Men	30%	(129)	29%	(123)	13%	(57)	11%	(49)	13%	(56)	4%	(17)	429
PID/Gender: Dem Women	15%	(64)	33%	(141)	10%	(41)	4%	(19)	32%	(133)	5%	(23)	420
PID/Gender: Ind Men	14%	(40)	24%	(72)	14%	(42)	20%	(60)	22%	(66)	5%	(15)	296
PID/Gender: Ind Women	14%	(53)	23%	(89)	7%	(28)	7%	(26)	42%	(164)	7%	(26)	387
PID/Gender: Rep Men	10%	(32)	15%	(51)	16%	(55)	34%	(114)	20%	(66)	5%	(17)	336
PID/Gender: Rep Women	9%	(30)	17%	(55)	11%	(38)	19%	(62)	38%	(126)	6%	(19)	330
Ideo: Liberal (1-3)	19%	(119)	35%	(220)	13%	(84)	6%	(39)	23%	(144)	3%	(21)	627
Ideo: Moderate (4)	18%	(114)	25%	(161)	10%	(67)	12%	(79)	30%	(193)	6%	(37)	650
Ideo: Conservative (5-7)	11%	(77)	15%	(111)	14%	(101)	29%	(205)	27%	(193)	4%	(32)	719
Educ: < College	17%	(254)	22%	(328)	10%	(152)	15%	(225)	30%	(456)	6%	(95)	1511
Educ: Bachelors degree	12%	(55)	28%	(126)	17%	(77)	16%	(70)	22%	(99)	4%	(16)	444
Educ: Post-grad	16%	(38)	31%	(76)	13%	(31)	15%	(35)	23%	(57)	3%	(6)	244
Income: Under 50k	17%	(213)	22%	(275)	9%	(113)	13%	(162)	31%	(383)	7%	(91)	1237
Income: 50k-100k	13%	(88)	26%	(172)	15%	(101)	16%	(109)	25%	(166)	4%	(24)	661
Income: 100k+	16%	(47)	28%	(83)	15%	(46)	20%	(59)	21%	(62)	1%	(3)	301
Ethnicity: White	12%	(200)	24%	(405)	13%	(222)	16%	(277)	30%	(524)	5%	(94)	1721
Ethnicity: Hispanic	22%	(78)	27%	(94)	9%	(30)	13%	(46)	21%	(74)	8%	(27)	349

Continued on next page

Table MCSP5_4: Do you have a favorable or unfavorable opinion of the following people and brands?
Lebron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(348)	24%	(531)	12%	(261)	15%	(330)	28%	(612)	5%	(118)	2199
Ethnicity: Black	38%	(105)	25%	(68)	7%	(19)	11%	(31)	16%	(45)	2%	(6)	274
Ethnicity: Other	21%	(43)	28%	(58)	10%	(19)	11%	(23)	21%	(42)	9%	(18)	204
All Christian	13%	(128)	22%	(210)	14%	(135)	18%	(172)	29%	(279)	4%	(43)	968
All Non-Christian	21%	(22)	24%	(25)	19%	(19)	8%	(8)	21%	(22)	7%	(8)	104
Atheist	13%	(16)	29%	(37)	12%	(15)	13%	(17)	30%	(38)	3%	(4)	128
Agnostic/Nothing in particular	18%	(113)	25%	(160)	10%	(61)	12%	(78)	29%	(185)	6%	(39)	636
Something Else	19%	(69)	27%	(99)	8%	(29)	15%	(55)	24%	(88)	6%	(23)	364
Religious Non-Protestant/Catholic	19%	(25)	23%	(31)	20%	(27)	9%	(12)	21%	(28)	8%	(10)	133
Evangelical	18%	(93)	21%	(106)	10%	(51)	20%	(101)	25%	(132)	6%	(33)	517
Non-Evangelical	13%	(97)	25%	(191)	14%	(106)	16%	(122)	29%	(228)	4%	(31)	775
Community: Urban	22%	(138)	26%	(161)	10%	(61)	13%	(84)	22%	(142)	7%	(44)	632
Community: Suburban	13%	(129)	24%	(239)	15%	(147)	17%	(166)	28%	(281)	4%	(38)	999
Community: Rural	14%	(81)	23%	(130)	9%	(53)	14%	(80)	33%	(188)	6%	(36)	568
Employ: Private Sector	19%	(137)	25%	(180)	14%	(98)	18%	(129)	21%	(148)	3%	(21)	713
Employ: Government	20%	(24)	27%	(33)	12%	(15)	13%	(16)	22%	(26)	6%	(7)	121
Employ: Self-Employed	20%	(41)	27%	(57)	15%	(31)	12%	(25)	21%	(45)	5%	(10)	209
Employ: Homemaker	12%	(17)	23%	(33)	8%	(12)	10%	(15)	41%	(59)	6%	(9)	145
Employ: Student	22%	(20)	20%	(18)	7%	(6)	5%	(4)	46%	(42)	—	(0)	91
Employ: Retired	8%	(41)	21%	(109)	14%	(74)	20%	(101)	32%	(167)	5%	(24)	514
Employ: Unemployed	19%	(51)	24%	(66)	6%	(17)	10%	(26)	30%	(80)	12%	(31)	271
Employ: Other	13%	(17)	25%	(34)	6%	(8)	11%	(15)	33%	(45)	12%	(16)	135
Military HH: Yes	15%	(53)	18%	(62)	17%	(60)	16%	(58)	28%	(99)	5%	(19)	352
Military HH: No	16%	(295)	25%	(468)	11%	(200)	15%	(273)	28%	(512)	5%	(99)	1847
RD/WT: Right Direction	23%	(192)	30%	(248)	11%	(91)	7%	(54)	24%	(199)	5%	(45)	830
RD/WT: Wrong Track	11%	(156)	21%	(283)	12%	(170)	20%	(276)	30%	(412)	5%	(73)	1369
Biden Job Approve	22%	(216)	31%	(315)	12%	(125)	8%	(77)	22%	(220)	5%	(51)	1003
Biden Job Disapprove	10%	(112)	18%	(193)	12%	(132)	23%	(251)	31%	(337)	5%	(58)	1084

Continued on next page

Table MCSP5_4: Do you have a favorable or unfavorable opinion of the following people and brands?

Lebron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(348)	24%	(531)	12%	(261)	15%	(330)	28%	(612)	5%	(118)	2199
Biden Job Strongly Approve	28%	(121)	27%	(118)	12%	(51)	8%	(37)	20%	(85)	5%	(22)	434
Biden Job Somewhat Approve	17%	(94)	35%	(197)	13%	(73)	7%	(41)	24%	(135)	5%	(29)	569
Biden Job Somewhat Disapprove	18%	(52)	28%	(81)	8%	(23)	8%	(22)	32%	(94)	7%	(19)	291
Biden Job Strongly Disapprove	8%	(61)	14%	(113)	14%	(109)	29%	(229)	31%	(243)	5%	(39)	793
Favorable of Biden	21%	(212)	32%	(324)	12%	(120)	8%	(78)	23%	(228)	5%	(48)	1010
Unfavorable of Biden	11%	(121)	18%	(191)	13%	(137)	23%	(246)	30%	(330)	6%	(60)	1086
Very Favorable of Biden	26%	(122)	29%	(136)	11%	(52)	10%	(47)	20%	(94)	5%	(22)	473
Somewhat Favorable of Biden	17%	(90)	35%	(188)	13%	(68)	6%	(31)	25%	(134)	5%	(26)	537
Somewhat Unfavorable of Biden	18%	(49)	27%	(73)	11%	(31)	8%	(21)	28%	(75)	8%	(21)	270
Very Unfavorable of Biden	9%	(72)	14%	(118)	13%	(106)	28%	(225)	31%	(255)	5%	(40)	816
#1 Issue: Economy	20%	(165)	24%	(194)	12%	(97)	13%	(105)	27%	(224)	5%	(39)	822
#1 Issue: Security	11%	(37)	12%	(40)	13%	(43)	30%	(100)	27%	(88)	6%	(21)	329
#1 Issue: Health Care	15%	(40)	31%	(84)	10%	(27)	11%	(29)	28%	(74)	6%	(16)	270
#1 Issue: Medicare / Social Security	7%	(18)	25%	(63)	13%	(34)	19%	(48)	30%	(76)	6%	(15)	255
#1 Issue: Women's Issues	21%	(29)	30%	(42)	9%	(13)	3%	(5)	30%	(42)	6%	(9)	139
#1 Issue: Education	18%	(18)	26%	(26)	12%	(12)	7%	(7)	30%	(29)	7%	(6)	98
#1 Issue: Energy	12%	(17)	37%	(52)	13%	(19)	6%	(9)	26%	(37)	6%	(8)	141
#1 Issue: Other	17%	(24)	21%	(31)	11%	(15)	20%	(28)	29%	(41)	3%	(4)	143
2020 Vote: Joe Biden	19%	(191)	32%	(312)	13%	(130)	8%	(81)	23%	(227)	4%	(41)	982
2020 Vote: Donald Trump	9%	(60)	15%	(104)	15%	(103)	29%	(206)	28%	(200)	4%	(31)	704
2020 Vote: Other	14%	(10)	21%	(15)	9%	(6)	22%	(16)	30%	(21)	3%	(2)	70
2020 Vote: Didn't Vote	19%	(86)	23%	(100)	5%	(22)	6%	(28)	37%	(164)	10%	(43)	442
2018 House Vote: Democrat	22%	(162)	32%	(242)	13%	(97)	8%	(60)	22%	(168)	3%	(22)	752
2018 House Vote: Republican	7%	(42)	16%	(99)	16%	(99)	28%	(173)	28%	(172)	4%	(26)	610
2018 House Vote: Someone else	12%	(8)	24%	(17)	9%	(6)	18%	(12)	35%	(24)	2%	(2)	69
2016 Vote: Hillary Clinton	20%	(144)	33%	(240)	14%	(104)	9%	(68)	21%	(152)	3%	(20)	728
2016 Vote: Donald Trump	8%	(55)	15%	(102)	15%	(96)	28%	(186)	28%	(186)	5%	(32)	656
2016 Vote: Other	11%	(11)	29%	(32)	11%	(12)	20%	(22)	25%	(27)	5%	(5)	109
2016 Vote: Didn't Vote	20%	(138)	22%	(157)	7%	(48)	8%	(55)	35%	(245)	9%	(61)	704

Continued on next page

Table MCSP5_4: Do you have a favorable or unfavorable opinion of the following people and brands?

Lebron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (348)	24% (531)	12% (261)	15% (330)	28% (612)	5% (118)	2199
Voted in 2014: Yes	15% (179)	25% (309)	14% (175)	18% (214)	25% (308)	3% (40)	1225
Voted in 2014: No	17% (170)	23% (221)	9% (86)	12% (116)	31% (304)	8% (78)	974
4-Region: Northeast	13% (52)	25% (100)	13% (51)	15% (58)	27% (106)	7% (27)	393
4-Region: Midwest	14% (66)	24% (110)	13% (60)	17% (79)	28% (128)	4% (19)	462
4-Region: South	18% (146)	23% (186)	11% (87)	15% (125)	29% (239)	5% (40)	824
4-Region: West	16% (83)	26% (136)	12% (62)	13% (69)	27% (139)	6% (31)	520
Sports Fans	19% (292)	27% (417)	14% (213)	17% (257)	21% (331)	2% (31)	1541
Avid Sports Fans	29% (149)	27% (136)	14% (73)	17% (87)	12% (64)	1% (5)	514
Casual Sports Fans	14% (144)	27% (280)	14% (141)	17% (170)	26% (267)	3% (26)	1027
NFL Fans	20% (271)	28% (390)	14% (199)	15% (208)	21% (295)	2% (25)	1389
Avid NFL Fans	26% (145)	27% (153)	13% (75)	17% (97)	15% (87)	2% (9)	566
Casual NFL Fans	15% (127)	29% (237)	15% (125)	13% (110)	25% (208)	2% (16)	823
State Farm Customers	17% (87)	26% (135)	10% (54)	18% (94)	26% (134)	4% (19)	522
Vaccinated Adults	14% (218)	26% (403)	14% (213)	15% (224)	27% (416)	4% (63)	1537
Unvaccinated Adults	20% (130)	19% (128)	7% (47)	16% (107)	30% (196)	8% (55)	662

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 MCSP5_5: Do you have a favorable or unfavorable opinion of the following people and brands?

Cole Beasley

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(147)	11%	(234)	7%	(157)	6%	(134)	27%	(592)	43%	(935)	2199
Gender: Male	9%	(94)	16%	(173)	8%	(88)	9%	(98)	24%	(254)	33%	(354)	1061
Gender: Female	5%	(53)	5%	(61)	6%	(69)	3%	(36)	30%	(338)	51%	(581)	1138
Age: 18-34	7%	(47)	12%	(80)	8%	(50)	6%	(38)	26%	(167)	42%	(273)	655
Age: 35-44	12%	(43)	18%	(63)	3%	(10)	5%	(19)	28%	(100)	34%	(123)	357
Age: 45-64	6%	(43)	7%	(53)	7%	(56)	7%	(49)	26%	(197)	47%	(352)	751
Age: 65+	3%	(14)	9%	(38)	9%	(40)	6%	(28)	29%	(128)	43%	(188)	436
GenZers: 1997-2012	6%	(13)	8%	(16)	7%	(15)	4%	(9)	28%	(57)	47%	(95)	205
Millennials: 1981-1996	10%	(64)	15%	(100)	7%	(43)	6%	(37)	26%	(170)	37%	(240)	655
GenXers: 1965-1980	7%	(39)	9%	(53)	6%	(35)	8%	(45)	25%	(142)	46%	(264)	577
Baby Boomers: 1946-1964	4%	(31)	9%	(59)	9%	(59)	6%	(38)	29%	(196)	44%	(302)	686
PID: Dem (no lean)	8%	(65)	11%	(94)	9%	(75)	8%	(72)	25%	(213)	39%	(331)	850
PID: Ind (no lean)	6%	(41)	7%	(50)	7%	(48)	5%	(35)	27%	(184)	47%	(323)	683
PID: Rep (no lean)	6%	(40)	13%	(90)	5%	(34)	4%	(27)	29%	(194)	42%	(281)	667
PID/Gender: Dem Men	11%	(46)	15%	(66)	11%	(48)	11%	(49)	24%	(103)	27%	(117)	429
PID/Gender: Dem Women	5%	(19)	7%	(28)	6%	(27)	5%	(23)	26%	(110)	51%	(213)	420
PID/Gender: Ind Men	7%	(21)	14%	(41)	7%	(21)	9%	(26)	22%	(67)	41%	(120)	296
PID/Gender: Ind Women	5%	(20)	2%	(9)	7%	(27)	2%	(9)	30%	(118)	52%	(203)	387
PID/Gender: Rep Men	8%	(26)	20%	(66)	6%	(20)	7%	(23)	25%	(85)	34%	(116)	336
PID/Gender: Rep Women	4%	(14)	7%	(23)	4%	(14)	1%	(4)	33%	(110)	50%	(165)	330
Ideo: Liberal (1-3)	7%	(46)	10%	(62)	9%	(56)	9%	(59)	25%	(159)	39%	(245)	627
Ideo: Moderate (4)	6%	(42)	11%	(71)	7%	(47)	4%	(28)	27%	(178)	44%	(284)	650
Ideo: Conservative (5-7)	7%	(47)	13%	(93)	7%	(47)	6%	(40)	28%	(204)	40%	(288)	719
Educ: < College	7%	(100)	9%	(136)	6%	(89)	6%	(91)	27%	(405)	46%	(691)	1511
Educ: Bachelors degree	5%	(24)	14%	(62)	12%	(51)	6%	(26)	26%	(113)	38%	(168)	444
Educ: Post-grad	10%	(23)	15%	(36)	7%	(17)	7%	(17)	30%	(74)	31%	(77)	244
Income: Under 50k	6%	(80)	9%	(107)	6%	(72)	6%	(71)	26%	(326)	47%	(581)	1237
Income: 50k-100k	5%	(36)	13%	(85)	8%	(51)	7%	(43)	29%	(189)	39%	(257)	661
Income: 100k+	11%	(32)	14%	(41)	11%	(33)	7%	(21)	26%	(77)	32%	(97)	301
Ethnicity: White	6%	(99)	10%	(176)	7%	(121)	6%	(96)	27%	(467)	44%	(762)	1721
Ethnicity: Hispanic	7%	(25)	12%	(42)	10%	(33)	7%	(23)	21%	(72)	44%	(154)	349

Continued on next page

Table MCSP5_5: Do you have a favorable or unfavorable opinion of the following people and brands?

Cole Beasley

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(147)	11%	(234)	7%	(157)	6%	(134)	27%	(592)	43%	(935)	2199
Ethnicity: Black	11%	(31)	13%	(35)	6%	(17)	9%	(26)	29%	(80)	31%	(85)	274
Ethnicity: Other	9%	(17)	11%	(22)	9%	(19)	6%	(12)	22%	(45)	43%	(89)	204
All Christian	7%	(66)	13%	(124)	9%	(84)	5%	(47)	29%	(277)	38%	(370)	968
All Non-Christian	11%	(12)	21%	(22)	10%	(11)	5%	(6)	23%	(24)	28%	(29)	104
Atheist	1%	(1)	6%	(7)	8%	(10)	11%	(14)	22%	(28)	52%	(66)	128
Agnostic/Nothing in particular	7%	(42)	7%	(44)	5%	(34)	8%	(51)	27%	(173)	46%	(291)	636
Something Else	7%	(26)	10%	(36)	5%	(18)	4%	(16)	25%	(89)	49%	(178)	364
Religious Non-Protestant/Catholic	10%	(14)	18%	(24)	9%	(12)	5%	(6)	23%	(30)	35%	(46)	133
Evangelical	8%	(43)	15%	(78)	7%	(38)	3%	(18)	25%	(131)	41%	(209)	517
Non-Evangelical	6%	(44)	10%	(77)	8%	(63)	6%	(44)	29%	(226)	41%	(321)	775
Community: Urban	12%	(73)	11%	(69)	9%	(54)	7%	(42)	24%	(152)	38%	(242)	632
Community: Suburban	5%	(54)	11%	(112)	7%	(73)	6%	(58)	29%	(285)	42%	(417)	999
Community: Rural	3%	(20)	9%	(54)	5%	(29)	6%	(34)	27%	(155)	49%	(276)	568
Employ: Private Sector	8%	(56)	14%	(100)	8%	(54)	7%	(53)	26%	(184)	37%	(267)	713
Employ: Government	13%	(15)	14%	(16)	7%	(8)	5%	(6)	24%	(29)	38%	(46)	121
Employ: Self-Employed	6%	(12)	16%	(33)	7%	(15)	5%	(11)	24%	(49)	42%	(89)	209
Employ: Homemaker	3%	(5)	4%	(6)	4%	(5)	4%	(6)	31%	(45)	54%	(78)	145
Employ: Student	4%	(4)	9%	(8)	6%	(5)	1%	(1)	34%	(31)	45%	(41)	91
Employ: Retired	6%	(29)	8%	(42)	9%	(46)	6%	(32)	29%	(149)	42%	(217)	514
Employ: Unemployed	8%	(20)	6%	(17)	6%	(17)	6%	(17)	25%	(68)	49%	(132)	271
Employ: Other	4%	(5)	9%	(12)	5%	(6)	7%	(9)	27%	(37)	49%	(66)	135
Military HH: Yes	9%	(30)	10%	(35)	7%	(25)	6%	(23)	25%	(87)	43%	(151)	352
Military HH: No	6%	(117)	11%	(198)	7%	(132)	6%	(111)	27%	(504)	42%	(784)	1847
RD/WT: Right Direction	9%	(73)	12%	(103)	9%	(79)	9%	(72)	23%	(192)	38%	(312)	830
RD/WT: Wrong Track	5%	(74)	10%	(131)	6%	(78)	5%	(63)	29%	(400)	46%	(623)	1369
Biden Job Approve	7%	(68)	12%	(120)	10%	(97)	9%	(89)	25%	(248)	38%	(382)	1003
Biden Job Disapprove	7%	(72)	10%	(109)	6%	(60)	4%	(45)	29%	(315)	45%	(483)	1084

Continued on next page

Table MCSP5_5: Do you have a favorable or unfavorable opinion of the following people and brands?

Cole Beasley

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(147)	11%	(234)	7%	(157)	6%	(134)	27%	(592)	43%	(935)	2199
Biden Job Strongly Approve	8%	(37)	12%	(52)	10%	(44)	12%	(52)	22%	(96)	35%	(153)	434
Biden Job Somewhat Approve	5%	(31)	12%	(68)	9%	(53)	7%	(38)	27%	(151)	40%	(228)	569
Biden Job Somewhat Disapprove	10%	(28)	6%	(17)	6%	(17)	4%	(10)	28%	(82)	47%	(136)	291
Biden Job Strongly Disapprove	5%	(44)	12%	(92)	5%	(43)	4%	(34)	29%	(233)	44%	(348)	793
Favorable of Biden	6%	(63)	11%	(111)	10%	(96)	9%	(86)	25%	(256)	39%	(397)	1010
Unfavorable of Biden	7%	(79)	11%	(119)	6%	(60)	4%	(43)	28%	(299)	45%	(486)	1086
Very Favorable of Biden	8%	(37)	10%	(50)	10%	(48)	12%	(59)	23%	(110)	36%	(170)	473
Somewhat Favorable of Biden	5%	(26)	11%	(61)	9%	(49)	5%	(28)	27%	(147)	42%	(227)	537
Somewhat Unfavorable of Biden	10%	(27)	11%	(28)	7%	(19)	5%	(13)	22%	(58)	46%	(125)	270
Very Unfavorable of Biden	6%	(52)	11%	(90)	5%	(41)	4%	(30)	30%	(241)	44%	(362)	816
#1 Issue: Economy	6%	(46)	14%	(116)	5%	(43)	5%	(44)	27%	(220)	43%	(354)	822
#1 Issue: Security	10%	(33)	9%	(30)	6%	(18)	6%	(20)	25%	(83)	44%	(145)	329
#1 Issue: Health Care	10%	(28)	7%	(18)	11%	(28)	7%	(18)	29%	(78)	37%	(100)	270
#1 Issue: Medicare / Social Security	3%	(9)	10%	(26)	10%	(26)	6%	(17)	30%	(76)	40%	(103)	255
#1 Issue: Women's Issues	6%	(8)	6%	(9)	4%	(6)	8%	(11)	25%	(35)	50%	(70)	139
#1 Issue: Education	4%	(4)	14%	(14)	10%	(10)	4%	(4)	35%	(34)	33%	(33)	98
#1 Issue: Energy	4%	(5)	13%	(18)	10%	(14)	5%	(8)	27%	(37)	42%	(59)	141
#1 Issue: Other	10%	(15)	2%	(4)	9%	(12)	8%	(12)	20%	(29)	50%	(71)	143
2020 Vote: Joe Biden	6%	(61)	10%	(96)	10%	(99)	9%	(87)	26%	(258)	39%	(381)	982
2020 Vote: Donald Trump	7%	(52)	14%	(96)	5%	(35)	4%	(27)	30%	(208)	41%	(286)	704
2020 Vote: Other	12%	(9)	15%	(11)	10%	(7)	5%	(3)	22%	(16)	36%	(25)	70
2020 Vote: Didn't Vote	6%	(26)	7%	(31)	4%	(16)	4%	(17)	25%	(110)	55%	(243)	442
2018 House Vote: Democrat	7%	(54)	10%	(77)	10%	(76)	9%	(69)	26%	(194)	37%	(281)	752
2018 House Vote: Republican	6%	(37)	13%	(79)	6%	(34)	4%	(26)	30%	(180)	41%	(253)	610
2018 House Vote: Someone else	9%	(6)	13%	(9)	13%	(9)	4%	(3)	27%	(18)	35%	(24)	69
2016 Vote: Hillary Clinton	7%	(51)	11%	(80)	11%	(80)	10%	(72)	25%	(181)	36%	(264)	728
2016 Vote: Donald Trump	8%	(52)	12%	(81)	6%	(40)	4%	(24)	30%	(195)	40%	(264)	656
2016 Vote: Other	4%	(5)	10%	(11)	7%	(8)	9%	(10)	23%	(25)	47%	(51)	109
2016 Vote: Didn't Vote	6%	(40)	9%	(61)	4%	(28)	4%	(28)	27%	(192)	50%	(355)	704

Continued on next page

Table MCSP5_5: Do you have a favorable or unfavorable opinion of the following people and brands?

Cole Beasley

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(147)	11%	(234)	7%	(157)	6%	(134)	27%	(592)	43%	(935)	2199
Voted in 2014: Yes	7%	(83)	12%	(144)	9%	(106)	7%	(91)	27%	(330)	38%	(471)	1225
Voted in 2014: No	7%	(64)	9%	(89)	5%	(51)	4%	(43)	27%	(262)	48%	(464)	974
4-Region: Northeast	7%	(27)	14%	(56)	9%	(37)	6%	(25)	27%	(108)	36%	(140)	393
4-Region: Midwest	5%	(24)	10%	(44)	6%	(26)	5%	(23)	26%	(121)	49%	(224)	462
4-Region: South	7%	(57)	11%	(90)	7%	(55)	5%	(40)	28%	(230)	43%	(352)	824
4-Region: West	7%	(39)	8%	(44)	8%	(39)	9%	(45)	26%	(134)	42%	(219)	520
Sports Fans	8%	(129)	14%	(223)	9%	(137)	7%	(101)	29%	(441)	33%	(511)	1541
Avid Sports Fans	15%	(75)	19%	(100)	12%	(60)	10%	(52)	24%	(122)	21%	(105)	514
Casual Sports Fans	5%	(54)	12%	(123)	8%	(78)	5%	(48)	31%	(319)	40%	(406)	1027
NFL Fans	9%	(120)	16%	(217)	10%	(133)	7%	(97)	28%	(394)	31%	(427)	1389
Avid NFL Fans	15%	(83)	21%	(118)	11%	(65)	10%	(58)	24%	(135)	19%	(107)	566
Casual NFL Fans	4%	(37)	12%	(99)	8%	(69)	5%	(39)	32%	(259)	39%	(320)	823
State Farm Customers	11%	(56)	14%	(74)	10%	(50)	5%	(26)	24%	(128)	36%	(188)	522
Vaccinated Adults	6%	(87)	10%	(157)	9%	(131)	7%	(109)	27%	(419)	41%	(633)	1537
Unvaccinated Adults	9%	(60)	12%	(77)	4%	(26)	4%	(25)	26%	(173)	46%	(302)	662

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

Table MCSP5_6: Do you have a favorable or unfavorable opinion of the following people and brands?

State Farm

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(526)	32%	(704)	7%	(154)	6%	(126)	29%	(641)	2%	(49)	2199
Gender: Male	26%	(281)	32%	(344)	8%	(81)	7%	(79)	24%	(251)	2%	(25)	1061
Gender: Female	22%	(245)	32%	(360)	6%	(73)	4%	(46)	34%	(390)	2%	(24)	1138
Age: 18-34	22%	(142)	26%	(170)	7%	(49)	5%	(30)	37%	(239)	4%	(25)	655
Age: 35-44	28%	(100)	31%	(112)	7%	(24)	4%	(13)	28%	(100)	2%	(8)	357
Age: 45-64	24%	(183)	32%	(241)	7%	(49)	7%	(56)	28%	(212)	1%	(10)	751
Age: 65+	23%	(100)	41%	(181)	7%	(32)	6%	(27)	21%	(90)	1%	(6)	436
GenZers: 1997-2012	14%	(30)	21%	(42)	6%	(13)	6%	(13)	47%	(97)	5%	(10)	205
Millennials: 1981-1996	27%	(179)	29%	(191)	7%	(49)	3%	(22)	30%	(194)	3%	(19)	655
GenXers: 1965-1980	21%	(123)	33%	(193)	7%	(38)	7%	(41)	30%	(173)	2%	(9)	577
Baby Boomers: 1946-1964	26%	(177)	35%	(241)	8%	(53)	7%	(45)	24%	(162)	1%	(7)	686
PID: Dem (no lean)	28%	(239)	34%	(286)	5%	(42)	5%	(38)	27%	(229)	2%	(15)	850
PID: Ind (no lean)	18%	(120)	30%	(202)	8%	(55)	6%	(41)	36%	(244)	3%	(20)	683
PID: Rep (no lean)	25%	(166)	32%	(215)	9%	(57)	7%	(47)	25%	(168)	2%	(13)	667
PID/Gender: Dem Men	31%	(133)	32%	(139)	5%	(20)	6%	(27)	24%	(102)	2%	(9)	429
PID/Gender: Dem Women	25%	(106)	35%	(147)	5%	(22)	3%	(12)	30%	(126)	2%	(7)	420
PID/Gender: Ind Men	20%	(59)	33%	(99)	9%	(28)	8%	(23)	27%	(80)	2%	(7)	296
PID/Gender: Ind Women	16%	(61)	27%	(104)	7%	(27)	5%	(18)	42%	(164)	3%	(13)	387
PID/Gender: Rep Men	26%	(88)	31%	(106)	10%	(34)	9%	(30)	20%	(68)	3%	(9)	336
PID/Gender: Rep Women	24%	(78)	33%	(109)	7%	(23)	5%	(17)	30%	(100)	1%	(4)	330
Ideo: Liberal (1-3)	24%	(148)	36%	(226)	7%	(43)	4%	(26)	28%	(175)	1%	(9)	627
Ideo: Moderate (4)	28%	(180)	32%	(207)	6%	(40)	4%	(28)	28%	(183)	2%	(12)	650
Ideo: Conservative (5-7)	22%	(157)	33%	(237)	9%	(62)	8%	(61)	26%	(188)	2%	(14)	719
Educ: < College	24%	(360)	30%	(455)	7%	(100)	6%	(90)	32%	(476)	2%	(30)	1511
Educ: Bachelors degree	23%	(101)	38%	(167)	8%	(36)	5%	(24)	23%	(101)	3%	(14)	444
Educ: Post-grad	27%	(65)	33%	(81)	8%	(18)	5%	(12)	26%	(63)	2%	(4)	244
Income: Under 50k	24%	(301)	30%	(368)	6%	(79)	6%	(75)	31%	(383)	3%	(32)	1237
Income: 50k-100k	21%	(140)	35%	(231)	8%	(55)	6%	(41)	27%	(182)	2%	(13)	661
Income: 100k+	28%	(85)	35%	(105)	7%	(21)	3%	(9)	26%	(77)	1%	(4)	301
Ethnicity: White	24%	(417)	33%	(570)	7%	(123)	6%	(98)	28%	(482)	2%	(31)	1721
Ethnicity: Hispanic	26%	(92)	29%	(100)	4%	(12)	5%	(16)	34%	(118)	3%	(11)	349

Continued on next page

Table MCSP5_6: Do you have a favorable or unfavorable opinion of the following people and brands?

State Farm

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(526)	32%	(704)	7%	(154)	6%	(126)	29%	(641)	2%	(49)	2199
Ethnicity: Black	23%	(64)	28%	(76)	8%	(21)	8%	(22)	31%	(84)	3%	(7)	274
Ethnicity: Other	22%	(44)	28%	(57)	5%	(11)	3%	(6)	37%	(75)	5%	(11)	204
All Christian	27%	(257)	36%	(347)	8%	(75)	6%	(59)	23%	(222)	1%	(7)	968
All Non-Christian	21%	(22)	35%	(37)	7%	(7)	8%	(9)	19%	(19)	10%	(10)	104
Atheist	22%	(28)	31%	(40)	5%	(7)	4%	(6)	35%	(44)	2%	(3)	128
Agnostic/Nothing in particular	20%	(126)	29%	(184)	7%	(43)	4%	(23)	38%	(244)	2%	(15)	636
Something Else	25%	(92)	26%	(96)	6%	(22)	8%	(29)	31%	(111)	4%	(13)	364
Religious Non-Protestant/Catholic	23%	(30)	37%	(49)	5%	(7)	9%	(11)	19%	(25)	8%	(10)	133
Evangelical	30%	(156)	32%	(165)	6%	(29)	7%	(39)	23%	(121)	1%	(7)	517
Non-Evangelical	23%	(180)	34%	(261)	9%	(68)	6%	(46)	27%	(206)	2%	(14)	775
Community: Urban	30%	(187)	28%	(176)	7%	(43)	6%	(36)	28%	(174)	3%	(16)	632
Community: Suburban	23%	(226)	35%	(354)	7%	(69)	5%	(55)	28%	(282)	1%	(14)	999
Community: Rural	20%	(113)	30%	(173)	8%	(43)	6%	(35)	33%	(185)	3%	(19)	568
Employ: Private Sector	27%	(190)	34%	(244)	6%	(45)	5%	(36)	26%	(185)	2%	(12)	713
Employ: Government	24%	(29)	34%	(40)	10%	(12)	3%	(3)	26%	(31)	4%	(4)	121
Employ: Self-Employed	30%	(63)	27%	(57)	9%	(18)	8%	(16)	23%	(47)	4%	(8)	209
Employ: Homemaker	24%	(35)	25%	(37)	6%	(8)	5%	(7)	36%	(53)	4%	(6)	145
Employ: Student	10%	(9)	27%	(24)	5%	(5)	2%	(2)	53%	(48)	3%	(3)	91
Employ: Retired	25%	(126)	36%	(187)	7%	(38)	8%	(41)	23%	(118)	1%	(5)	514
Employ: Unemployed	20%	(54)	28%	(75)	7%	(20)	5%	(14)	38%	(102)	3%	(7)	271
Employ: Other	14%	(19)	30%	(40)	6%	(8)	5%	(6)	43%	(58)	2%	(3)	135
Military HH: Yes	26%	(92)	33%	(115)	6%	(21)	6%	(21)	25%	(89)	4%	(14)	352
Military HH: No	23%	(434)	32%	(589)	7%	(133)	6%	(105)	30%	(553)	2%	(34)	1847
RD/WT: Right Direction	29%	(238)	33%	(277)	5%	(42)	6%	(46)	26%	(213)	2%	(13)	830
RD/WT: Wrong Track	21%	(287)	31%	(427)	8%	(112)	6%	(80)	31%	(428)	3%	(35)	1369
Biden Job Approve	27%	(268)	34%	(346)	6%	(57)	5%	(47)	26%	(265)	2%	(20)	1003
Biden Job Disapprove	23%	(245)	31%	(339)	9%	(94)	7%	(72)	29%	(311)	2%	(23)	1084

Continued on next page

Table MCSP5_6: Do you have a favorable or unfavorable opinion of the following people and brands?

State Farm

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(526)	32%	(704)	7%	(154)	6%	(126)	29%	(641)	2%	(49)	2199
Biden Job Strongly Approve	37%	(160)	28%	(123)	4%	(16)	7%	(29)	23%	(101)	1%	(6)	434
Biden Job Somewhat Approve	19%	(108)	39%	(223)	7%	(41)	3%	(18)	29%	(164)	2%	(14)	569
Biden Job Somewhat Disapprove	23%	(66)	37%	(106)	6%	(17)	4%	(11)	28%	(81)	3%	(8)	291
Biden Job Strongly Disapprove	22%	(178)	29%	(232)	10%	(77)	8%	(61)	29%	(230)	2%	(15)	793
Favorable of Biden	27%	(271)	35%	(350)	5%	(51)	5%	(46)	27%	(274)	2%	(18)	1010
Unfavorable of Biden	22%	(240)	31%	(340)	9%	(99)	7%	(71)	29%	(312)	2%	(23)	1086
Very Favorable of Biden	35%	(167)	30%	(144)	4%	(19)	6%	(29)	22%	(106)	2%	(9)	473
Somewhat Favorable of Biden	19%	(104)	38%	(206)	6%	(33)	3%	(17)	31%	(168)	2%	(9)	537
Somewhat Unfavorable of Biden	22%	(59)	37%	(100)	8%	(22)	5%	(13)	25%	(68)	3%	(7)	270
Very Unfavorable of Biden	22%	(181)	29%	(240)	9%	(77)	7%	(59)	30%	(244)	2%	(16)	816
#1 Issue: Economy	27%	(220)	30%	(251)	7%	(60)	4%	(34)	30%	(249)	1%	(9)	822
#1 Issue: Security	23%	(76)	30%	(100)	6%	(21)	9%	(31)	28%	(93)	2%	(8)	329
#1 Issue: Health Care	22%	(59)	35%	(95)	6%	(16)	5%	(13)	29%	(78)	3%	(9)	270
#1 Issue: Medicare / Social Security	25%	(63)	33%	(85)	9%	(23)	7%	(18)	23%	(60)	2%	(6)	255
#1 Issue: Women's Issues	25%	(35)	34%	(47)	4%	(5)	6%	(8)	27%	(38)	4%	(6)	139
#1 Issue: Education	18%	(18)	21%	(21)	10%	(10)	5%	(5)	40%	(40)	5%	(5)	98
#1 Issue: Energy	20%	(29)	37%	(52)	8%	(11)	4%	(5)	27%	(39)	4%	(6)	141
#1 Issue: Other	18%	(26)	37%	(53)	6%	(9)	8%	(11)	31%	(45)	—	(0)	143
2020 Vote: Joe Biden	26%	(258)	33%	(325)	6%	(59)	5%	(47)	28%	(272)	2%	(19)	982
2020 Vote: Donald Trump	24%	(170)	33%	(229)	10%	(69)	7%	(49)	25%	(177)	1%	(10)	704
2020 Vote: Other	17%	(12)	30%	(21)	3%	(2)	13%	(9)	36%	(25)	1%	(1)	70
2020 Vote: Didn't Vote	19%	(85)	29%	(128)	5%	(23)	5%	(20)	38%	(167)	4%	(19)	442
2018 House Vote: Democrat	25%	(187)	36%	(269)	6%	(45)	5%	(39)	27%	(200)	2%	(12)	752
2018 House Vote: Republican	24%	(148)	35%	(210)	9%	(56)	6%	(40)	24%	(145)	2%	(11)	610
2018 House Vote: Someone else	14%	(10)	29%	(20)	5%	(3)	12%	(8)	40%	(27)	—	(0)	69
2016 Vote: Hillary Clinton	26%	(190)	37%	(267)	6%	(45)	4%	(31)	25%	(184)	2%	(11)	728
2016 Vote: Donald Trump	25%	(164)	34%	(224)	9%	(62)	7%	(44)	23%	(153)	1%	(10)	656
2016 Vote: Other	18%	(20)	34%	(37)	4%	(4)	11%	(12)	32%	(34)	1%	(2)	109
2016 Vote: Didn't Vote	21%	(150)	25%	(175)	6%	(43)	5%	(38)	38%	(271)	4%	(26)	704

Continued on next page

Table MCSP5_6: Do you have a favorable or unfavorable opinion of the following people and brands?

State Farm

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (526)	32% (704)	7% (154)	6% (126)	29% (641)	2% (49)	2199
Voted in 2014: Yes	25% (307)	36% (440)	7% (91)	6% (73)	24% (295)	2% (19)	1225
Voted in 2014: No	22% (218)	27% (263)	7% (64)	5% (52)	36% (346)	3% (30)	974
4-Region: Northeast	25% (98)	35% (137)	4% (17)	4% (18)	27% (107)	4% (18)	393
4-Region: Midwest	20% (94)	31% (144)	10% (46)	8% (35)	30% (140)	1% (3)	462
4-Region: South	24% (196)	32% (266)	7% (62)	5% (40)	29% (241)	2% (19)	824
4-Region: West	26% (138)	30% (156)	6% (30)	6% (33)	30% (154)	2% (9)	520
Sports Fans	27% (412)	34% (521)	7% (112)	5% (81)	26% (394)	1% (21)	1541
Avid Sports Fans	34% (177)	29% (150)	7% (35)	6% (32)	22% (113)	1% (7)	514
Casual Sports Fans	23% (235)	36% (372)	7% (76)	5% (49)	27% (281)	1% (14)	1027
NFL Fans	27% (375)	33% (460)	7% (102)	6% (76)	26% (359)	1% (16)	1389
Avid NFL Fans	36% (202)	30% (167)	7% (39)	6% (35)	21% (120)	1% (4)	566
Casual NFL Fans	21% (174)	36% (293)	8% (63)	5% (42)	29% (239)	1% (12)	823
State Farm Customers	55% (287)	30% (159)	3% (18)	3% (17)	7% (35)	1% (6)	522
Vaccinated Adults	25% (382)	35% (531)	7% (108)	5% (80)	27% (411)	2% (25)	1537
Unvaccinated Adults	22% (143)	26% (173)	7% (47)	7% (45)	35% (230)	4% (24)	662

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

Table MCSP5_7: Do you have a favorable or unfavorable opinion of the following people and brands?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	36% (802)	6% (132)	4% (91)	20% (433)	2% (37)	2199
Gender: Male	32% (341)	36% (379)	7% (78)	5% (50)	18% (195)	2% (17)	1061
Gender: Female	32% (363)	37% (422)	5% (54)	4% (41)	21% (238)	2% (20)	1138
Age: 18-34	41% (268)	31% (206)	5% (30)	5% (30)	16% (102)	3% (19)	655
Age: 35-44	40% (141)	38% (134)	5% (17)	2% (7)	16% (56)	1% (2)	357
Age: 45-64	29% (215)	38% (282)	7% (49)	4% (27)	22% (168)	1% (9)	751
Age: 65+	18% (79)	41% (179)	8% (37)	6% (27)	25% (107)	1% (6)	436
GenZers: 1997-2012	42% (86)	27% (54)	6% (12)	6% (12)	15% (30)	5% (10)	205
Millennials: 1981-1996	42% (272)	34% (223)	4% (27)	3% (21)	15% (101)	2% (11)	655
GenXers: 1965-1980	33% (190)	39% (222)	5% (31)	3% (18)	19% (109)	1% (6)	577
Baby Boomers: 1946-1964	21% (147)	39% (265)	8% (53)	5% (37)	26% (177)	1% (7)	686
PID: Dem (no lean)	38% (320)	39% (332)	3% (26)	2% (18)	17% (146)	1% (8)	850
PID: Ind (no lean)	29% (195)	34% (232)	7% (50)	4% (30)	23% (158)	2% (17)	683
PID: Rep (no lean)	28% (189)	36% (238)	8% (56)	6% (43)	19% (129)	2% (12)	667
PID/Gender: Dem Men	42% (179)	37% (160)	3% (12)	2% (7)	15% (66)	1% (5)	429
PID/Gender: Dem Women	33% (141)	41% (172)	3% (13)	3% (11)	19% (80)	1% (3)	420
PID/Gender: Ind Men	24% (70)	37% (110)	11% (31)	5% (14)	22% (66)	1% (4)	296
PID/Gender: Ind Women	32% (125)	32% (122)	5% (19)	4% (16)	24% (93)	3% (13)	387
PID/Gender: Rep Men	27% (91)	33% (110)	10% (34)	9% (29)	19% (63)	3% (9)	336
PID/Gender: Rep Women	30% (98)	39% (128)	7% (22)	4% (14)	20% (65)	1% (4)	330
Ideo: Liberal (1-3)	35% (216)	42% (266)	3% (20)	3% (20)	16% (99)	1% (6)	627
Ideo: Moderate (4)	36% (234)	35% (224)	5% (33)	2% (13)	21% (134)	2% (12)	650
Ideo: Conservative (5-7)	26% (190)	35% (253)	10% (72)	7% (50)	20% (144)	1% (10)	719
Educ: < College	33% (499)	33% (506)	6% (96)	4% (67)	21% (316)	2% (27)	1511
Educ: Bachelors degree	31% (138)	43% (189)	5% (21)	3% (11)	17% (77)	2% (8)	444
Educ: Post-grad	28% (67)	44% (107)	6% (15)	5% (12)	17% (41)	1% (2)	244
Income: Under 50k	32% (390)	36% (440)	6% (68)	4% (55)	21% (258)	2% (26)	1237
Income: 50k-100k	34% (224)	35% (232)	7% (43)	4% (24)	20% (129)	1% (9)	661
Income: 100k+	30% (91)	43% (130)	7% (21)	4% (12)	15% (46)	1% (2)	301
Ethnicity: White	29% (498)	38% (658)	6% (103)	4% (67)	22% (370)	1% (25)	1721
Ethnicity: Hispanic	43% (150)	29% (101)	3% (12)	6% (19)	16% (57)	3% (10)	349

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Table MCSP5_7: Do you have a favorable or unfavorable opinion of the following people and brands?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	36% (802)	6% (132)	4% (91)	20% (433)	2% (37)	2199
Ethnicity: Black	44% (121)	29% (81)	7% (19)	5% (14)	12% (32)	2% (7)	274
Ethnicity: Other	42% (85)	31% (63)	5% (10)	5% (10)	15% (31)	3% (6)	204
All Christian	30% (292)	37% (356)	7% (65)	5% (46)	21% (202)	1% (7)	968
All Non-Christian	33% (34)	36% (37)	5% (5)	5% (5)	18% (19)	3% (3)	104
Atheist	33% (42)	42% (54)	3% (4)	3% (4)	18% (23)	1% (2)	128
Agnostic/Nothing in particular	31% (197)	38% (238)	5% (34)	2% (13)	22% (138)	2% (15)	636
Something Else	38% (138)	32% (116)	7% (24)	6% (23)	14% (52)	3% (10)	364
Religious Non-Protestant/Catholic	33% (43)	36% (47)	6% (8)	6% (8)	17% (23)	2% (3)	133
Evangelical	37% (193)	34% (177)	5% (28)	5% (27)	16% (85)	1% (7)	517
Non-Evangelical	29% (221)	36% (283)	7% (58)	5% (40)	21% (164)	1% (10)	775
Community: Urban	41% (257)	29% (184)	5% (30)	5% (29)	19% (122)	1% (9)	632
Community: Suburban	28% (282)	41% (410)	6% (61)	4% (42)	19% (189)	2% (16)	999
Community: Rural	29% (165)	37% (208)	7% (40)	4% (20)	22% (122)	2% (12)	568
Employ: Private Sector	37% (261)	38% (270)	5% (36)	4% (29)	16% (111)	1% (6)	713
Employ: Government	34% (41)	35% (42)	5% (6)	9% (11)	15% (18)	1% (2)	121
Employ: Self-Employed	40% (83)	34% (72)	7% (15)	5% (10)	12% (25)	2% (4)	209
Employ: Homemaker	41% (60)	28% (41)	8% (12)	3% (4)	16% (23)	4% (6)	145
Employ: Student	37% (33)	28% (25)	5% (4)	5% (5)	20% (18)	5% (5)	91
Employ: Retired	21% (109)	39% (202)	8% (39)	5% (24)	26% (132)	2% (8)	514
Employ: Unemployed	29% (79)	38% (103)	3% (9)	2% (6)	26% (70)	1% (4)	271
Employ: Other	28% (37)	34% (46)	7% (10)	2% (3)	26% (36)	2% (3)	135
Military HH: Yes	27% (93)	36% (125)	6% (21)	5% (18)	23% (82)	4% (13)	352
Military HH: No	33% (611)	37% (677)	6% (111)	4% (73)	19% (351)	1% (25)	1847
RD/WT: Right Direction	39% (324)	38% (316)	3% (27)	2% (15)	16% (135)	1% (12)	830
RD/WT: Wrong Track	28% (380)	35% (485)	8% (105)	6% (76)	22% (298)	2% (25)	1369
Biden Job Approve	37% (367)	40% (406)	3% (33)	2% (21)	16% (164)	1% (12)	1003
Biden Job Disapprove	29% (310)	33% (363)	9% (93)	6% (67)	22% (236)	1% (16)	1084

Continued on next page

Table MCSP5_7: Do you have a favorable or unfavorable opinion of the following people and brands?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	36% (802)	6% (132)	4% (91)	20% (433)	2% (37)	2199
Biden Job Strongly Approve	44% (189)	33% (141)	2% (9)	3% (13)	18% (76)	1% (6)	434
Biden Job Somewhat Approve	31% (177)	47% (265)	4% (24)	1% (8)	15% (88)	1% (6)	569
Biden Job Somewhat Disapprove	34% (100)	36% (104)	3% (10)	2% (6)	23% (66)	2% (6)	291
Biden Job Strongly Disapprove	26% (210)	33% (259)	10% (83)	8% (61)	21% (170)	1% (11)	793
Favorable of Biden	36% (366)	40% (401)	4% (37)	2% (22)	17% (168)	2% (16)	1010
Unfavorable of Biden	28% (309)	35% (378)	8% (90)	6% (65)	21% (227)	1% (16)	1086
Very Favorable of Biden	42% (201)	34% (159)	2% (10)	3% (13)	18% (87)	1% (3)	473
Somewhat Favorable of Biden	31% (166)	45% (243)	5% (27)	2% (9)	15% (81)	2% (12)	537
Somewhat Unfavorable of Biden	34% (91)	40% (109)	3% (8)	1% (2)	20% (55)	1% (4)	270
Very Unfavorable of Biden	27% (218)	33% (269)	10% (82)	8% (62)	21% (172)	2% (12)	816
#1 Issue: Economy	35% (291)	38% (312)	6% (52)	3% (23)	17% (137)	1% (6)	822
#1 Issue: Security	31% (103)	29% (94)	9% (29)	8% (28)	20% (66)	3% (9)	329
#1 Issue: Health Care	36% (96)	35% (93)	2% (6)	3% (8)	23% (62)	2% (5)	270
#1 Issue: Medicare / Social Security	24% (62)	38% (98)	7% (18)	4% (9)	24% (63)	2% (6)	255
#1 Issue: Women's Issues	30% (42)	44% (61)	4% (5)	2% (3)	20% (27)	— (1)	139
#1 Issue: Education	32% (32)	33% (32)	4% (4)	2% (2)	24% (24)	5% (5)	98
#1 Issue: Energy	34% (48)	39% (55)	3% (4)	6% (8)	15% (21)	4% (5)	141
#1 Issue: Other	21% (30)	40% (57)	9% (13)	7% (10)	23% (33)	— (0)	143
2020 Vote: Joe Biden	35% (340)	41% (403)	4% (37)	2% (16)	18% (172)	1% (13)	982
2020 Vote: Donald Trump	26% (183)	36% (255)	10% (70)	7% (49)	19% (134)	2% (12)	704
2020 Vote: Other	24% (17)	36% (25)	9% (6)	8% (6)	24% (17)	— (0)	70
2020 Vote: Didn't Vote	37% (164)	27% (119)	4% (18)	4% (19)	25% (110)	3% (12)	442
2018 House Vote: Democrat	33% (252)	42% (316)	3% (24)	2% (13)	18% (139)	1% (9)	752
2018 House Vote: Republican	26% (160)	35% (214)	10% (61)	7% (44)	20% (121)	2% (10)	610
2018 House Vote: Someone else	23% (16)	33% (22)	4% (3)	12% (9)	28% (19)	— (0)	69
2016 Vote: Hillary Clinton	35% (255)	41% (296)	4% (26)	1% (10)	19% (136)	1% (5)	728
2016 Vote: Donald Trump	27% (174)	35% (232)	9% (62)	6% (42)	21% (135)	2% (10)	656
2016 Vote: Other	17% (18)	46% (50)	9% (10)	11% (12)	17% (18)	1% (1)	109
2016 Vote: Didn't Vote	36% (256)	32% (223)	5% (34)	4% (27)	20% (144)	3% (21)	704

Continued on next page

Table MCSP5_7: Do you have a favorable or unfavorable opinion of the following people and brands?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	36% (802)	6% (132)	4% (91)	20% (433)	2% (37)	2199
Voted in 2014: Yes	29% (355)	39% (478)	6% (79)	5% (56)	20% (240)	1% (16)	1225
Voted in 2014: No	36% (349)	33% (324)	5% (52)	4% (35)	20% (193)	2% (21)	974
4-Region: Northeast	32% (128)	41% (161)	5% (19)	3% (13)	15% (60)	3% (13)	393
4-Region: Midwest	29% (134)	36% (168)	7% (32)	5% (24)	21% (99)	1% (5)	462
4-Region: South	33% (271)	35% (288)	6% (49)	4% (32)	21% (170)	2% (14)	824
4-Region: West	33% (171)	35% (184)	6% (32)	4% (23)	20% (105)	1% (5)	520
Sports Fans	36% (562)	37% (574)	5% (82)	4% (55)	17% (256)	1% (13)	1541
Avid Sports Fans	46% (236)	32% (167)	4% (20)	4% (22)	12% (62)	1% (6)	514
Casual Sports Fans	32% (325)	40% (407)	6% (62)	3% (33)	19% (193)	1% (7)	1027
NFL Fans	37% (511)	37% (520)	5% (66)	3% (48)	17% (233)	1% (10)	1389
Avid NFL Fans	43% (246)	36% (202)	4% (22)	3% (16)	14% (78)	— (3)	566
Casual NFL Fans	32% (266)	39% (318)	5% (44)	4% (33)	19% (155)	1% (7)	823
State Farm Customers	39% (201)	36% (190)	7% (34)	5% (26)	12% (64)	1% (7)	522
Vaccinated Adults	31% (477)	39% (605)	6% (90)	3% (52)	19% (293)	1% (20)	1537
Unvaccinated Adults	34% (227)	30% (196)	6% (42)	6% (39)	21% (140)	3% (17)	662

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 MCSP5_8: Do you have a favorable or unfavorable opinion of the following people and brands?

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (786)	30% (659)	7% (153)	12% (254)	14% (307)	2% (40)	2199
Gender: Male	34% (358)	29% (311)	9% (90)	14% (154)	12% (130)	2% (18)	1061
Gender: Female	38% (428)	31% (348)	6% (63)	9% (100)	16% (177)	2% (21)	1138
Age: 18-34	47% (309)	27% (179)	4% (27)	7% (43)	12% (77)	3% (20)	655
Age: 35-44	43% (152)	32% (113)	3% (12)	10% (35)	11% (38)	2% (7)	357
Age: 45-64	31% (235)	30% (224)	9% (71)	12% (90)	16% (123)	1% (7)	751
Age: 65+	21% (90)	33% (143)	10% (43)	20% (85)	16% (70)	1% (5)	436
GenZers: 1997-2012	51% (104)	19% (40)	4% (9)	7% (15)	12% (25)	6% (12)	205
Millennials: 1981-1996	45% (293)	32% (209)	4% (27)	6% (40)	11% (75)	2% (11)	655
GenXers: 1965-1980	38% (221)	30% (172)	6% (36)	13% (73)	11% (65)	2% (10)	577
Baby Boomers: 1946-1964	22% (152)	31% (212)	11% (77)	16% (111)	19% (129)	1% (5)	686
PID: Dem (no lean)	44% (370)	36% (305)	4% (30)	3% (27)	12% (106)	1% (12)	850
PID: Ind (no lean)	34% (235)	28% (188)	9% (64)	10% (65)	17% (113)	2% (16)	683
PID: Rep (no lean)	27% (181)	25% (166)	9% (58)	24% (161)	13% (88)	2% (12)	667
PID/Gender: Dem Men	47% (202)	33% (142)	4% (19)	3% (13)	11% (47)	2% (7)	429
PID/Gender: Dem Women	40% (168)	39% (163)	3% (11)	3% (14)	14% (59)	1% (5)	420
PID/Gender: Ind Men	28% (82)	28% (82)	14% (40)	15% (44)	15% (44)	1% (3)	296
PID/Gender: Ind Women	40% (153)	27% (106)	6% (24)	6% (21)	18% (69)	3% (13)	387
PID/Gender: Rep Men	22% (74)	26% (87)	9% (31)	29% (97)	12% (39)	2% (8)	336
PID/Gender: Rep Women	32% (107)	24% (79)	8% (28)	19% (64)	15% (48)	1% (4)	330
Ideo: Liberal (1-3)	37% (235)	40% (249)	5% (32)	3% (20)	13% (81)	2% (10)	627
Ideo: Moderate (4)	40% (263)	31% (199)	8% (49)	5% (34)	14% (92)	2% (13)	650
Ideo: Conservative (5-7)	26% (188)	25% (179)	9% (65)	26% (190)	13% (90)	1% (8)	719
Educ: < College	37% (555)	27% (412)	7% (106)	12% (177)	15% (231)	2% (31)	1511
Educ: Bachelors degree	33% (147)	37% (165)	7% (30)	11% (47)	11% (48)	1% (6)	444
Educ: Post-grad	35% (85)	33% (82)	7% (17)	13% (31)	11% (27)	1% (3)	244
Income: Under 50k	37% (462)	29% (354)	6% (74)	10% (127)	16% (195)	2% (26)	1237
Income: 50k-100k	34% (223)	30% (199)	9% (60)	13% (83)	13% (85)	2% (12)	661
Income: 100k+	34% (101)	35% (107)	6% (19)	15% (44)	9% (28)	1% (2)	301
Ethnicity: White	32% (542)	31% (530)	8% (136)	13% (224)	15% (266)	1% (23)	1721
Ethnicity: Hispanic	47% (163)	24% (83)	5% (16)	9% (32)	12% (41)	4% (14)	349

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Table MCSP5_8: Do you have a favorable or unfavorable opinion of the following people and brands?

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (786)	30% (659)	7% (153)	12% (254)	14% (307)	2% (40)	2199
Ethnicity: Black	55% (151)	25% (68)	3% (8)	6% (17)	7% (18)	4% (12)	274
Ethnicity: Other	46% (93)	30% (61)	4% (9)	6% (13)	11% (22)	3% (5)	204
All Christian	33% (317)	30% (288)	9% (83)	15% (142)	14% (132)	1% (6)	968
All Non-Christian	36% (37)	37% (39)	6% (6)	6% (6)	13% (13)	3% (3)	104
Atheist	29% (36)	40% (52)	5% (6)	10% (13)	15% (19)	1% (2)	128
Agnostic/Nothing in particular	38% (242)	29% (187)	7% (41)	7% (44)	16% (101)	3% (20)	636
Something Else	42% (153)	26% (93)	5% (17)	14% (50)	11% (41)	3% (10)	364
Religious Non-Protestant/Catholic	36% (47)	37% (49)	6% (7)	7% (9)	12% (16)	2% (3)	133
Evangelical	41% (214)	25% (128)	5% (26)	16% (81)	12% (60)	2% (9)	517
Non-Evangelical	31% (237)	31% (242)	9% (72)	14% (107)	14% (111)	1% (6)	775
Community: Urban	44% (281)	29% (185)	6% (38)	7% (42)	12% (74)	2% (12)	632
Community: Suburban	33% (329)	31% (309)	8% (76)	13% (129)	14% (140)	2% (16)	999
Community: Rural	31% (177)	29% (165)	7% (39)	15% (83)	16% (92)	2% (11)	568
Employ: Private Sector	40% (283)	31% (223)	6% (42)	12% (87)	10% (73)	1% (6)	713
Employ: Government	36% (44)	36% (44)	7% (9)	10% (12)	9% (10)	2% (3)	121
Employ: Self-Employed	42% (88)	29% (61)	8% (16)	10% (21)	8% (16)	3% (6)	209
Employ: Homemaker	44% (63)	26% (37)	4% (6)	9% (14)	12% (17)	6% (8)	145
Employ: Student	36% (32)	24% (22)	7% (7)	10% (9)	17% (15)	6% (6)	91
Employ: Retired	23% (119)	31% (159)	10% (53)	17% (89)	17% (87)	2% (8)	514
Employ: Unemployed	40% (108)	29% (80)	4% (12)	5% (14)	21% (56)	1% (2)	271
Employ: Other	36% (49)	25% (34)	7% (9)	6% (9)	24% (32)	1% (2)	135
Military HH: Yes	28% (98)	26% (92)	10% (37)	17% (58)	16% (57)	3% (10)	352
Military HH: No	37% (689)	31% (567)	6% (116)	11% (195)	14% (250)	2% (29)	1847
RD/WT: Right Direction	44% (368)	33% (274)	5% (38)	3% (28)	13% (110)	1% (12)	830
RD/WT: Wrong Track	31% (418)	28% (385)	8% (115)	17% (226)	14% (197)	2% (28)	1369
Biden Job Approve	43% (432)	36% (357)	5% (46)	3% (32)	12% (122)	1% (14)	1003
Biden Job Disapprove	28% (308)	25% (276)	9% (103)	20% (219)	15% (162)	2% (16)	1084

Continued on next page

Table MCSP5_8: Do you have a favorable or unfavorable opinion of the following people and brands?

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (786)	30% (659)	7% (153)	12% (254)	14% (307)	2% (40)	2199
Biden Job Strongly Approve	49% (213)	29% (126)	4% (16)	4% (19)	12% (54)	1% (6)	434
Biden Job Somewhat Approve	38% (219)	41% (231)	5% (30)	2% (13)	12% (68)	2% (9)	569
Biden Job Somewhat Disapprove	36% (105)	33% (95)	7% (22)	5% (14)	18% (51)	1% (4)	291
Biden Job Strongly Disapprove	26% (204)	23% (181)	10% (81)	26% (205)	14% (111)	2% (12)	793
Favorable of Biden	43% (432)	35% (354)	5% (46)	4% (36)	13% (127)	1% (15)	1010
Unfavorable of Biden	29% (317)	26% (280)	10% (103)	20% (215)	14% (151)	2% (20)	1086
Very Favorable of Biden	48% (229)	30% (141)	3% (15)	4% (20)	13% (63)	1% (4)	473
Somewhat Favorable of Biden	38% (203)	40% (213)	6% (31)	3% (16)	12% (63)	2% (11)	537
Somewhat Unfavorable of Biden	37% (100)	35% (93)	9% (24)	4% (11)	13% (35)	2% (6)	270
Very Unfavorable of Biden	27% (217)	23% (187)	10% (79)	25% (203)	14% (116)	2% (14)	816
#1 Issue: Economy	41% (340)	30% (245)	6% (52)	10% (80)	12% (102)	— (4)	822
#1 Issue: Security	28% (91)	19% (62)	9% (31)	30% (97)	11% (37)	3% (10)	329
#1 Issue: Health Care	37% (99)	33% (90)	6% (15)	5% (15)	16% (42)	3% (9)	270
#1 Issue: Medicare / Social Security	32% (81)	30% (78)	9% (22)	10% (26)	17% (43)	2% (6)	255
#1 Issue: Women's Issues	36% (50)	37% (51)	4% (6)	4% (5)	18% (25)	1% (2)	139
#1 Issue: Education	43% (42)	24% (24)	7% (7)	5% (5)	17% (17)	4% (4)	98
#1 Issue: Energy	36% (51)	41% (59)	2% (3)	4% (6)	13% (18)	3% (5)	141
#1 Issue: Other	23% (32)	36% (51)	12% (17)	14% (20)	16% (23)	— (0)	143
2020 Vote: Joe Biden	40% (397)	36% (358)	5% (52)	3% (30)	13% (129)	2% (15)	982
2020 Vote: Donald Trump	25% (174)	23% (165)	11% (75)	26% (185)	14% (95)	1% (10)	704
2020 Vote: Other	25% (17)	40% (28)	7% (5)	17% (12)	11% (8)	— (0)	70
2020 Vote: Didn't Vote	45% (197)	24% (108)	5% (21)	6% (27)	17% (74)	3% (14)	442
2018 House Vote: Democrat	40% (303)	37% (275)	5% (35)	3% (21)	14% (107)	1% (11)	752
2018 House Vote: Republican	24% (146)	25% (155)	11% (66)	26% (156)	13% (79)	1% (7)	610
2018 House Vote: Someone else	24% (17)	29% (20)	7% (5)	23% (16)	16% (11)	— (0)	69
2016 Vote: Hillary Clinton	39% (286)	39% (284)	5% (37)	2% (17)	13% (97)	1% (7)	728
2016 Vote: Donald Trump	27% (176)	22% (146)	10% (67)	26% (169)	14% (89)	1% (8)	656
2016 Vote: Other	26% (28)	31% (33)	9% (10)	20% (22)	14% (15)	1% (1)	109
2016 Vote: Didn't Vote	42% (296)	28% (195)	6% (39)	7% (46)	15% (105)	3% (23)	704

Continued on next page

Table MCSP5_8: Do you have a favorable or unfavorable opinion of the following people and brands?

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (786)	30% (659)	7% (153)	12% (254)	14% (307)	2% (40)	2199
Voted in 2014: Yes	32% (388)	32% (390)	8% (92)	14% (174)	14% (166)	1% (14)	1225
Voted in 2014: No	41% (399)	28% (269)	6% (61)	8% (80)	14% (141)	3% (26)	974
4-Region: Northeast	36% (143)	36% (142)	5% (19)	9% (37)	10% (41)	3% (11)	393
4-Region: Midwest	32% (147)	32% (147)	7% (32)	12% (56)	16% (73)	1% (7)	462
4-Region: South	37% (305)	25% (204)	7% (56)	14% (112)	16% (131)	2% (16)	824
4-Region: West	37% (191)	32% (166)	9% (46)	9% (49)	12% (62)	1% (6)	520
Sports Fans	40% (614)	30% (459)	7% (112)	11% (171)	11% (172)	1% (13)	1541
Avid Sports Fans	47% (244)	30% (152)	5% (24)	10% (51)	7% (38)	1% (5)	514
Casual Sports Fans	36% (370)	30% (307)	9% (88)	12% (120)	13% (134)	1% (8)	1027
NFL Fans	41% (574)	30% (424)	7% (94)	9% (126)	11% (159)	1% (12)	1389
Avid NFL Fans	48% (269)	27% (154)	6% (36)	10% (56)	9% (49)	— (3)	566
Casual NFL Fans	37% (304)	33% (270)	7% (58)	8% (70)	13% (110)	1% (10)	823
State Farm Customers	40% (206)	29% (153)	8% (41)	14% (72)	8% (44)	1% (6)	522
Vaccinated Adults	35% (537)	33% (508)	7% (111)	10% (149)	14% (213)	1% (18)	1537
Unvaccinated Adults	38% (249)	23% (151)	6% (42)	16% (105)	14% (94)	3% (22)	662

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

Table MCSP5_9: Do you have a favorable or unfavorable opinion of the following people and brands?

Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (782)	32% (697)	10% (213)	8% (181)	14% (300)	1% (26)	2199
Gender: Male	37% (396)	31% (331)	10% (102)	8% (85)	13% (136)	1% (11)	1061
Gender: Female	34% (386)	32% (366)	10% (110)	8% (96)	14% (164)	1% (15)	1138
Age: 18-34	37% (243)	31% (205)	9% (57)	8% (52)	12% (80)	3% (18)	655
Age: 35-44	44% (158)	23% (81)	13% (45)	6% (22)	14% (51)	— (1)	357
Age: 45-64	36% (269)	32% (238)	8% (57)	9% (70)	15% (112)	1% (5)	751
Age: 65+	26% (112)	40% (173)	12% (53)	9% (37)	13% (58)	1% (2)	436
GenZers: 1997-2012	36% (73)	35% (71)	7% (15)	10% (21)	9% (19)	3% (6)	205
Millennials: 1981-1996	41% (270)	28% (184)	10% (67)	6% (38)	13% (82)	2% (13)	655
GenXers: 1965-1980	37% (214)	27% (158)	10% (58)	9% (52)	16% (91)	1% (3)	577
Baby Boomers: 1946-1964	30% (203)	37% (253)	10% (66)	9% (60)	15% (100)	— (3)	686
PID: Dem (no lean)	39% (329)	33% (277)	9% (75)	7% (62)	11% (95)	1% (11)	850
PID: Ind (no lean)	33% (226)	30% (204)	10% (70)	8% (55)	17% (119)	1% (8)	683
PID: Rep (no lean)	34% (227)	32% (216)	10% (67)	10% (64)	13% (86)	1% (6)	667
PID/Gender: Dem Men	41% (174)	32% (139)	9% (39)	6% (25)	11% (48)	1% (4)	429
PID/Gender: Dem Women	37% (155)	33% (138)	9% (36)	9% (38)	11% (47)	2% (7)	420
PID/Gender: Ind Men	34% (100)	31% (93)	10% (28)	8% (23)	17% (49)	1% (2)	296
PID/Gender: Ind Women	33% (126)	29% (112)	11% (42)	8% (32)	18% (70)	2% (6)	387
PID/Gender: Rep Men	36% (122)	29% (99)	10% (35)	11% (37)	11% (39)	1% (4)	336
PID/Gender: Rep Women	32% (105)	35% (117)	10% (32)	8% (27)	14% (48)	1% (2)	330
Ideo: Liberal (1-3)	34% (212)	35% (219)	11% (72)	8% (52)	11% (68)	1% (4)	627
Ideo: Moderate (4)	40% (259)	29% (192)	8% (50)	6% (41)	16% (102)	1% (7)	650
Ideo: Conservative (5-7)	33% (235)	32% (229)	10% (75)	10% (72)	14% (102)	1% (6)	719
Educ: < College	38% (569)	30% (457)	9% (136)	9% (137)	13% (196)	1% (17)	1511
Educ: Bachelors degree	30% (133)	35% (155)	12% (52)	6% (27)	16% (70)	2% (7)	444
Educ: Post-grad	33% (79)	35% (86)	10% (25)	7% (18)	14% (35)	1% (1)	244
Income: Under 50k	37% (457)	31% (385)	8% (103)	9% (116)	13% (162)	1% (14)	1237
Income: 50k-100k	34% (227)	33% (219)	11% (70)	7% (45)	14% (91)	1% (8)	661
Income: 100k+	32% (97)	31% (93)	13% (40)	7% (20)	16% (47)	1% (3)	301
Ethnicity: White	35% (603)	32% (557)	10% (168)	8% (135)	14% (246)	1% (13)	1721
Ethnicity: Hispanic	36% (127)	33% (114)	10% (35)	7% (24)	12% (41)	2% (8)	349

Continued on next page

Table MCSP5_9: Do you have a favorable or unfavorable opinion of the following people and brands?
Pepsi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(782)	32%	(697)	10%	(213)	8%	(181)	14%	(300)	1%	(26)	2199
Ethnicity: Black	41%	(111)	28%	(76)	9%	(24)	11%	(31)	10%	(28)	2%	(4)	274
Ethnicity: Other	33%	(67)	32%	(65)	10%	(21)	8%	(16)	13%	(26)	4%	(9)	204
All Christian	37%	(363)	32%	(311)	10%	(93)	8%	(78)	12%	(120)	—	(4)	968
All Non-Christian	22%	(23)	36%	(38)	13%	(14)	5%	(5)	17%	(17)	7%	(7)	104
Atheist	34%	(43)	38%	(49)	6%	(8)	6%	(8)	14%	(18)	1%	(2)	128
Agnostic/Nothing in particular	35%	(221)	30%	(189)	11%	(70)	7%	(46)	16%	(102)	1%	(8)	636
Something Else	36%	(132)	30%	(110)	8%	(29)	12%	(44)	12%	(42)	2%	(6)	364
Religious Non-Protestant/Catholic	25%	(33)	34%	(45)	15%	(20)	5%	(7)	16%	(21)	5%	(7)	133
Evangelical	40%	(209)	28%	(147)	9%	(48)	9%	(47)	12%	(61)	1%	(5)	517
Non-Evangelical	35%	(270)	34%	(263)	9%	(68)	9%	(73)	13%	(97)	1%	(4)	775
Community: Urban	40%	(250)	30%	(188)	9%	(59)	9%	(56)	11%	(69)	2%	(9)	632
Community: Suburban	32%	(321)	35%	(345)	10%	(100)	7%	(73)	15%	(152)	1%	(10)	999
Community: Rural	37%	(211)	29%	(165)	10%	(54)	9%	(53)	14%	(79)	1%	(7)	568
Employ: Private Sector	38%	(268)	30%	(213)	12%	(83)	7%	(49)	13%	(94)	1%	(6)	713
Employ: Government	33%	(39)	32%	(39)	12%	(15)	6%	(7)	13%	(16)	3%	(4)	121
Employ: Self-Employed	35%	(74)	38%	(80)	9%	(19)	7%	(15)	10%	(20)	—	(1)	209
Employ: Homemaker	40%	(58)	23%	(34)	8%	(12)	10%	(15)	14%	(21)	4%	(6)	145
Employ: Student	24%	(22)	43%	(39)	7%	(6)	10%	(9)	14%	(13)	3%	(2)	91
Employ: Retired	31%	(158)	36%	(184)	9%	(48)	11%	(54)	13%	(67)	1%	(3)	514
Employ: Unemployed	41%	(112)	27%	(73)	7%	(20)	8%	(23)	16%	(42)	1%	(2)	271
Employ: Other	37%	(49)	27%	(36)	7%	(10)	7%	(10)	20%	(27)	2%	(2)	135
Military HH: Yes	34%	(120)	31%	(109)	11%	(39)	8%	(29)	13%	(45)	3%	(9)	352
Military HH: No	36%	(662)	32%	(588)	9%	(174)	8%	(152)	14%	(255)	1%	(17)	1847
RD/WT: Right Direction	40%	(331)	32%	(264)	8%	(64)	7%	(58)	13%	(104)	1%	(9)	830
RD/WT: Wrong Track	33%	(451)	32%	(434)	11%	(149)	9%	(123)	14%	(196)	1%	(17)	1369
Biden Job Approve	38%	(384)	32%	(325)	9%	(93)	7%	(68)	12%	(121)	1%	(12)	1003
Biden Job Disapprove	34%	(371)	31%	(336)	10%	(113)	9%	(99)	14%	(156)	1%	(10)	1084

Continued on next page

Table MCSP5_9: Do you have a favorable or unfavorable opinion of the following people and brands?
Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (782)	32% (697)	10% (213)	8% (181)	14% (300)	1% (26)	2199
Biden Job Strongly Approve	46% (201)	27% (117)	5% (23)	8% (34)	13% (55)	1% (4)	434
Biden Job Somewhat Approve	32% (183)	37% (208)	12% (70)	6% (34)	12% (66)	1% (8)	569
Biden Job Somewhat Disapprove	41% (118)	27% (79)	7% (20)	8% (22)	16% (46)	2% (5)	291
Biden Job Strongly Disapprove	32% (252)	32% (257)	12% (93)	10% (76)	14% (110)	1% (5)	793
Favorable of Biden	38% (385)	33% (336)	8% (84)	8% (77)	12% (116)	1% (11)	1010
Unfavorable of Biden	34% (369)	31% (339)	11% (119)	9% (93)	14% (156)	1% (10)	1086
Very Favorable of Biden	46% (215)	28% (134)	5% (24)	9% (40)	12% (55)	1% (4)	473
Somewhat Favorable of Biden	32% (170)	38% (203)	11% (60)	7% (37)	11% (61)	1% (7)	537
Somewhat Unfavorable of Biden	39% (106)	29% (79)	9% (24)	6% (15)	15% (42)	1% (3)	270
Very Unfavorable of Biden	32% (263)	32% (260)	12% (95)	9% (77)	14% (114)	1% (7)	816
#1 Issue: Economy	38% (313)	33% (272)	10% (79)	7% (59)	12% (98)	— (2)	822
#1 Issue: Security	32% (107)	31% (101)	10% (34)	11% (38)	15% (49)	1% (2)	329
#1 Issue: Health Care	38% (102)	30% (81)	7% (19)	8% (21)	15% (42)	2% (5)	270
#1 Issue: Medicare / Social Security	32% (83)	35% (88)	8% (20)	9% (22)	14% (35)	3% (7)	255
#1 Issue: Women's Issues	40% (55)	26% (37)	10% (14)	7% (9)	14% (20)	3% (4)	139
#1 Issue: Education	37% (36)	25% (24)	7% (6)	8% (8)	21% (20)	3% (2)	98
#1 Issue: Energy	34% (48)	31% (44)	14% (19)	8% (11)	11% (15)	2% (3)	141
#1 Issue: Other	27% (39)	35% (50)	14% (21)	9% (12)	14% (20)	— (1)	143
2020 Vote: Joe Biden	36% (350)	33% (321)	10% (95)	7% (73)	13% (130)	1% (13)	982
2020 Vote: Donald Trump	33% (229)	34% (236)	11% (76)	9% (63)	13% (94)	1% (6)	704
2020 Vote: Other	29% (20)	24% (17)	25% (17)	6% (4)	17% (12)	— (0)	70
2020 Vote: Didn't Vote	41% (182)	28% (124)	6% (25)	9% (41)	14% (63)	2% (8)	442
2018 House Vote: Democrat	35% (267)	32% (240)	10% (79)	7% (56)	14% (103)	1% (8)	752
2018 House Vote: Republican	33% (198)	32% (198)	12% (72)	8% (52)	14% (84)	1% (6)	610
2018 House Vote: Someone else	24% (17)	33% (23)	15% (10)	2% (2)	25% (17)	— (0)	69
2016 Vote: Hillary Clinton	35% (255)	33% (239)	9% (69)	9% (62)	13% (98)	1% (4)	728
2016 Vote: Donald Trump	34% (222)	33% (215)	11% (70)	8% (50)	14% (93)	1% (6)	656
2016 Vote: Other	30% (33)	28% (30)	13% (14)	10% (11)	18% (20)	1% (1)	109
2016 Vote: Didn't Vote	39% (272)	30% (212)	9% (60)	8% (57)	13% (89)	2% (14)	704

Continued on next page

Table MCSP5_9: Do you have a favorable or unfavorable opinion of the following people and brands?
Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (782)	32% (697)	10% (213)	8% (181)	14% (300)	1% (26)	2199
Voted in 2014: Yes	33% (401)	33% (405)	11% (130)	8% (104)	14% (175)	1% (10)	1225
Voted in 2014: No	39% (381)	30% (293)	8% (83)	8% (77)	13% (125)	2% (16)	974
4-Region: Northeast	36% (141)	37% (145)	8% (30)	7% (28)	11% (42)	2% (6)	393
4-Region: Midwest	42% (194)	32% (149)	9% (42)	6% (26)	10% (48)	1% (3)	462
4-Region: South	31% (253)	31% (259)	10% (84)	9% (75)	17% (144)	1% (9)	824
4-Region: West	37% (194)	28% (144)	11% (57)	10% (52)	13% (66)	1% (7)	520
Sports Fans	38% (589)	32% (499)	10% (147)	8% (116)	12% (180)	1% (9)	1541
Avid Sports Fans	45% (231)	26% (133)	9% (48)	9% (47)	9% (49)	1% (5)	514
Casual Sports Fans	35% (358)	36% (366)	10% (99)	7% (68)	13% (131)	— (4)	1027
NFL Fans	39% (537)	33% (464)	9% (123)	7% (91)	12% (168)	— (6)	1389
Avid NFL Fans	45% (254)	29% (163)	9% (48)	7% (42)	10% (58)	— (1)	566
Casual NFL Fans	35% (284)	37% (301)	9% (75)	6% (49)	13% (110)	1% (4)	823
State Farm Customers	37% (193)	32% (170)	12% (63)	9% (45)	9% (49)	— (2)	522
Vaccinated Adults	34% (526)	33% (510)	10% (152)	8% (117)	14% (219)	1% (14)	1537
Unvaccinated Adults	39% (256)	28% (187)	9% (61)	10% (64)	12% (82)	2% (12)	662

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

Table MCSP6_1: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(68)	3%	(75)	26%	(574)	20%	(436)	48%	(1046)	2199
Gender: Male	4%	(41)	4%	(46)	25%	(268)	19%	(202)	47%	(504)	1061
Gender: Female	2%	(27)	2%	(28)	27%	(306)	21%	(234)	48%	(542)	1138
Age: 18-34	5%	(33)	5%	(35)	35%	(228)	17%	(113)	37%	(245)	655
Age: 35-44	4%	(13)	6%	(21)	29%	(103)	21%	(75)	41%	(145)	357
Age: 45-64	2%	(13)	2%	(13)	23%	(170)	22%	(167)	52%	(388)	751
Age: 65+	2%	(8)	1%	(5)	17%	(74)	19%	(81)	61%	(268)	436
GenZers: 1997-2012	5%	(10)	4%	(7)	43%	(87)	15%	(31)	34%	(69)	205
Millennials: 1981-1996	5%	(33)	6%	(41)	29%	(193)	19%	(127)	40%	(260)	655
GenXers: 1965-1980	2%	(13)	2%	(14)	27%	(154)	20%	(114)	49%	(281)	577
Baby Boomers: 1946-1964	1%	(10)	2%	(11)	19%	(129)	22%	(148)	57%	(387)	686
PID: Dem (no lean)	4%	(35)	5%	(42)	15%	(131)	16%	(136)	60%	(506)	850
PID: Ind (no lean)	3%	(19)	2%	(16)	30%	(204)	21%	(141)	44%	(302)	683
PID: Rep (no lean)	2%	(14)	3%	(17)	36%	(239)	24%	(159)	36%	(238)	667
PID/Gender: Dem Men	5%	(21)	6%	(24)	16%	(69)	16%	(70)	57%	(244)	429
PID/Gender: Dem Women	3%	(13)	4%	(17)	15%	(62)	16%	(66)	62%	(262)	420
PID/Gender: Ind Men	3%	(9)	4%	(11)	27%	(80)	22%	(66)	44%	(131)	296
PID/Gender: Ind Women	3%	(11)	1%	(5)	32%	(124)	20%	(76)	44%	(171)	387
PID/Gender: Rep Men	3%	(11)	3%	(11)	35%	(119)	20%	(66)	38%	(129)	336
PID/Gender: Rep Women	1%	(3)	2%	(6)	36%	(120)	28%	(93)	33%	(109)	330
Ideo: Liberal (1-3)	3%	(19)	4%	(27)	13%	(80)	14%	(88)	66%	(413)	627
Ideo: Moderate (4)	4%	(25)	4%	(27)	24%	(154)	21%	(139)	47%	(305)	650
Ideo: Conservative (5-7)	2%	(17)	2%	(15)	35%	(252)	24%	(176)	36%	(259)	719
Educ: < College	3%	(43)	3%	(50)	31%	(466)	19%	(293)	44%	(660)	1511
Educ: Bachelors degree	3%	(14)	3%	(13)	17%	(77)	23%	(101)	54%	(239)	444
Educ: Post-grad	5%	(11)	5%	(11)	13%	(31)	18%	(43)	61%	(148)	244

Continued on next page

Table MCSP6_1: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(68)	3%	(75)	26%	(574)	20%	(436)	48%	(1046)	2199
Income: Under 50k	3%	(36)	3%	(42)	29%	(357)	20%	(252)	45%	(551)	1237
Income: 50k-100k	2%	(16)	3%	(23)	24%	(160)	20%	(131)	50%	(331)	661
Income: 100k+	5%	(15)	3%	(9)	19%	(58)	18%	(54)	55%	(164)	301
Ethnicity: White	2%	(40)	3%	(50)	26%	(448)	20%	(352)	48%	(832)	1721
Ethnicity: Hispanic	5%	(16)	4%	(15)	28%	(96)	21%	(75)	42%	(147)	349
Ethnicity: Black	7%	(20)	7%	(19)	28%	(78)	18%	(50)	39%	(108)	274
Ethnicity: Other	4%	(8)	3%	(5)	24%	(49)	17%	(35)	52%	(107)	204
All Christian	3%	(30)	4%	(37)	25%	(244)	21%	(202)	47%	(455)	968
All Non-Christian	10%	(11)	6%	(7)	21%	(22)	12%	(13)	50%	(51)	104
Atheist	2%	(2)	2%	(2)	13%	(16)	17%	(22)	67%	(85)	128
Agnostic/Nothing in particular	3%	(16)	3%	(18)	29%	(182)	18%	(116)	48%	(303)	636
Something Else	3%	(9)	3%	(11)	30%	(109)	23%	(84)	41%	(151)	364
Religious Non-Protestant/Catholic	8%	(11)	6%	(8)	25%	(33)	14%	(19)	47%	(62)	133
Evangelical	5%	(26)	6%	(29)	28%	(146)	24%	(122)	38%	(195)	517
Non-Evangelical	2%	(12)	2%	(17)	25%	(193)	20%	(157)	51%	(395)	775
Community: Urban	6%	(40)	5%	(29)	22%	(140)	20%	(124)	47%	(299)	632
Community: Suburban	2%	(18)	3%	(27)	26%	(256)	19%	(186)	51%	(513)	999
Community: Rural	2%	(11)	3%	(19)	31%	(178)	22%	(126)	41%	(234)	568
Employ: Private Sector	4%	(27)	3%	(23)	24%	(173)	22%	(155)	47%	(335)	713
Employ: Government	13%	(16)	8%	(10)	27%	(32)	14%	(17)	38%	(46)	121
Employ: Self-Employed	2%	(4)	7%	(14)	28%	(59)	22%	(46)	41%	(86)	209
Employ: Homemaker	3%	(4)	3%	(4)	37%	(54)	14%	(20)	43%	(63)	145
Employ: Student	—	(0)	6%	(6)	35%	(32)	15%	(14)	44%	(40)	91
Employ: Retired	2%	(9)	2%	(8)	19%	(95)	21%	(107)	57%	(294)	514
Employ: Unemployed	1%	(4)	4%	(10)	34%	(91)	17%	(45)	45%	(122)	271
Employ: Other	3%	(4)	—	(0)	28%	(37)	24%	(33)	45%	(61)	135

Continued on next page

Table MCSP6_1: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(68)	3%	(75)	26%	(574)	20%	(436)	48%	(1046)	2199
Military HH: Yes	3%	(12)	2%	(8)	29%	(103)	15%	(53)	50%	(176)	352
Military HH: No	3%	(56)	4%	(67)	26%	(471)	21%	(383)	47%	(870)	1847
RD/WT: Right Direction	5%	(43)	5%	(44)	18%	(145)	15%	(128)	56%	(469)	830
RD/WT: Wrong Track	2%	(25)	2%	(31)	31%	(429)	23%	(308)	42%	(577)	1369
Biden Job Approve	4%	(41)	5%	(50)	14%	(141)	16%	(160)	61%	(611)	1003
Biden Job Disapprove	2%	(26)	2%	(21)	36%	(386)	24%	(256)	36%	(395)	1084
Biden Job Strongly Approve	7%	(31)	5%	(21)	12%	(53)	13%	(57)	63%	(272)	434
Biden Job Somewhat Approve	2%	(10)	5%	(29)	16%	(89)	18%	(103)	59%	(338)	569
Biden Job Somewhat Disapprove	3%	(10)	2%	(5)	27%	(80)	26%	(77)	41%	(120)	291
Biden Job Strongly Disapprove	2%	(16)	2%	(17)	39%	(306)	23%	(179)	35%	(276)	793
Favorable of Biden	4%	(38)	4%	(45)	14%	(145)	17%	(170)	61%	(611)	1010
Unfavorable of Biden	2%	(25)	2%	(25)	35%	(385)	23%	(249)	37%	(402)	1086
Very Favorable of Biden	6%	(30)	6%	(26)	11%	(54)	13%	(62)	63%	(299)	473
Somewhat Favorable of Biden	1%	(7)	3%	(19)	17%	(91)	20%	(108)	58%	(312)	537
Somewhat Unfavorable of Biden	4%	(10)	3%	(9)	27%	(72)	24%	(64)	42%	(115)	270
Very Unfavorable of Biden	2%	(15)	2%	(16)	38%	(313)	23%	(185)	35%	(287)	816
#1 Issue: Economy	3%	(26)	3%	(26)	27%	(223)	24%	(194)	43%	(353)	822
#1 Issue: Security	3%	(11)	1%	(5)	39%	(128)	20%	(67)	36%	(118)	329
#1 Issue: Health Care	4%	(11)	8%	(20)	18%	(49)	15%	(40)	55%	(150)	270
#1 Issue: Medicare / Social Security	2%	(5)	2%	(5)	18%	(47)	24%	(61)	54%	(137)	255
#1 Issue: Women's Issues	1%	(2)	2%	(3)	21%	(30)	11%	(16)	64%	(88)	139
#1 Issue: Education	4%	(4)	5%	(5)	27%	(27)	23%	(22)	42%	(41)	98
#1 Issue: Energy	4%	(6)	6%	(8)	22%	(30)	14%	(20)	54%	(76)	141
#1 Issue: Other	2%	(3)	2%	(2)	27%	(39)	11%	(15)	58%	(83)	143

Continued on next page

Table MCSP6_1: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(68)	3%	(75)	26%	(574)	20%	(436)	48%	(1046)	2199
2020 Vote: Joe Biden	4%	(39)	3%	(31)	14%	(135)	17%	(171)	62%	(606)	982
2020 Vote: Donald Trump	2%	(13)	4%	(26)	35%	(249)	24%	(169)	35%	(246)	704
2020 Vote: Other	—	(0)	2%	(2)	28%	(20)	30%	(21)	39%	(28)	70
2020 Vote: Didn't Vote	3%	(15)	4%	(16)	38%	(170)	17%	(76)	37%	(165)	442
2018 House Vote: Democrat	4%	(29)	5%	(34)	13%	(96)	16%	(117)	63%	(476)	752
2018 House Vote: Republican	1%	(8)	2%	(12)	33%	(203)	25%	(154)	38%	(231)	610
2018 House Vote: Someone else	3%	(2)	4%	(3)	18%	(12)	24%	(17)	50%	(35)	69
2016 Vote: Hillary Clinton	4%	(29)	4%	(29)	13%	(96)	15%	(112)	63%	(461)	728
2016 Vote: Donald Trump	2%	(15)	3%	(17)	31%	(202)	25%	(165)	39%	(256)	656
2016 Vote: Other	1%	(1)	3%	(3)	19%	(21)	20%	(22)	57%	(62)	109
2016 Vote: Didn't Vote	3%	(23)	3%	(24)	36%	(254)	19%	(137)	38%	(266)	704
Voted in 2014: Yes	3%	(36)	3%	(40)	21%	(261)	19%	(234)	53%	(654)	1225
Voted in 2014: No	3%	(32)	4%	(34)	32%	(314)	21%	(203)	40%	(392)	974
4-Region: Northeast	4%	(18)	5%	(19)	24%	(93)	20%	(77)	48%	(187)	393
4-Region: Midwest	2%	(10)	3%	(13)	26%	(121)	24%	(110)	45%	(208)	462
4-Region: South	4%	(30)	3%	(28)	28%	(234)	18%	(149)	46%	(383)	824
4-Region: West	2%	(10)	3%	(15)	24%	(126)	19%	(100)	52%	(268)	520
Sports Fans	4%	(58)	4%	(64)	24%	(375)	21%	(328)	47%	(717)	1541
Avid Sports Fans	7%	(33)	5%	(26)	25%	(127)	21%	(110)	42%	(218)	514
Casual Sports Fans	2%	(24)	4%	(38)	24%	(247)	21%	(218)	49%	(500)	1027
NFL Fans	4%	(50)	4%	(62)	24%	(337)	22%	(301)	46%	(639)	1389
Avid NFL Fans	6%	(35)	5%	(29)	23%	(130)	22%	(125)	44%	(247)	566
Casual NFL Fans	2%	(15)	4%	(33)	25%	(207)	21%	(176)	48%	(392)	823
State Farm Customers	6%	(30)	6%	(30)	27%	(141)	19%	(97)	43%	(224)	522
Vaccinated Adults	3%	(41)	3%	(48)	17%	(259)	20%	(304)	58%	(886)	1537
Unvaccinated Adults	4%	(27)	4%	(27)	48%	(315)	20%	(133)	24%	(160)	662

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

Table MCSP6_2: If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(64)	3%	(64)	34%	(758)	28%	(611)	32%	(702)	2199
Gender: Male	3%	(34)	3%	(32)	35%	(368)	27%	(285)	32%	(342)	1061
Gender: Female	3%	(30)	3%	(31)	34%	(390)	29%	(327)	32%	(360)	1138
Age: 18-34	5%	(30)	5%	(35)	41%	(271)	22%	(142)	27%	(177)	655
Age: 35-44	4%	(15)	4%	(14)	42%	(150)	27%	(95)	23%	(83)	357
Age: 45-64	1%	(11)	2%	(13)	32%	(242)	32%	(244)	32%	(241)	751
Age: 65+	2%	(8)	—	(1)	22%	(94)	30%	(131)	46%	(201)	436
GenZers: 1997-2012	7%	(14)	7%	(14)	45%	(92)	20%	(41)	22%	(44)	205
Millennials: 1981-1996	4%	(28)	5%	(32)	40%	(263)	24%	(160)	26%	(173)	655
GenXers: 1965-1980	2%	(10)	2%	(12)	36%	(208)	30%	(173)	30%	(175)	577
Baby Boomers: 1946-1964	1%	(10)	1%	(7)	27%	(183)	31%	(210)	40%	(276)	686
PID: Dem (no lean)	4%	(35)	3%	(29)	27%	(230)	28%	(241)	37%	(315)	850
PID: Ind (no lean)	2%	(16)	2%	(14)	38%	(262)	27%	(181)	31%	(209)	683
PID: Rep (no lean)	2%	(12)	3%	(21)	40%	(266)	28%	(190)	27%	(178)	667
PID/Gender: Dem Men	5%	(21)	4%	(16)	30%	(127)	25%	(108)	37%	(158)	429
PID/Gender: Dem Women	3%	(14)	3%	(14)	24%	(103)	32%	(133)	37%	(157)	420
PID/Gender: Ind Men	2%	(5)	2%	(6)	36%	(105)	30%	(89)	30%	(90)	296
PID/Gender: Ind Women	3%	(11)	2%	(8)	41%	(157)	24%	(92)	31%	(120)	387
PID/Gender: Rep Men	2%	(8)	3%	(11)	40%	(136)	26%	(88)	28%	(94)	336
PID/Gender: Rep Women	1%	(5)	3%	(10)	39%	(130)	31%	(102)	25%	(84)	330
Ideo: Liberal (1-3)	2%	(13)	5%	(32)	24%	(153)	31%	(192)	38%	(236)	627
Ideo: Moderate (4)	5%	(31)	2%	(12)	33%	(214)	26%	(169)	34%	(224)	650
Ideo: Conservative (5-7)	2%	(17)	3%	(19)	40%	(284)	29%	(206)	27%	(194)	719
Educ: < College	3%	(42)	3%	(43)	39%	(594)	26%	(385)	30%	(447)	1511
Educ: Bachelors degree	3%	(12)	3%	(15)	25%	(109)	34%	(151)	35%	(156)	444
Educ: Post-grad	4%	(10)	2%	(6)	23%	(55)	31%	(75)	40%	(98)	244

Continued on next page

Table MCSP6_2: *If a professional athlete did the following, how would it impact your perception of that individual?*
Lied to fans about their personal background

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(64)	3%	(64)	34%	(758)	28%	(611)	32%	(702)	2199
Income: Under 50k	3%	(36)	3%	(39)	38%	(469)	26%	(324)	30%	(369)	1237
Income: 50k-100k	2%	(13)	2%	(16)	32%	(211)	29%	(194)	34%	(227)	661
Income: 100k+	5%	(14)	3%	(9)	26%	(78)	31%	(94)	35%	(106)	301
Ethnicity: White	2%	(35)	2%	(42)	34%	(584)	29%	(501)	32%	(559)	1721
Ethnicity: Hispanic	3%	(10)	2%	(7)	41%	(141)	25%	(88)	30%	(104)	349
Ethnicity: Black	8%	(21)	7%	(19)	38%	(104)	22%	(60)	26%	(71)	274
Ethnicity: Other	4%	(8)	2%	(3)	34%	(69)	25%	(51)	36%	(73)	204
All Christian	3%	(26)	3%	(32)	31%	(303)	31%	(297)	32%	(310)	968
All Non-Christian	13%	(13)	3%	(3)	27%	(28)	22%	(23)	35%	(36)	104
Atheist	1%	(1)	1%	(2)	29%	(37)	26%	(33)	43%	(55)	128
Agnostic/Nothing in particular	2%	(13)	3%	(20)	40%	(257)	24%	(154)	30%	(192)	636
Something Else	3%	(10)	2%	(8)	37%	(133)	29%	(104)	30%	(108)	364
Religious Non-Protestant/Catholic	10%	(13)	4%	(5)	30%	(40)	25%	(33)	31%	(42)	133
Evangelical	5%	(23)	4%	(19)	33%	(169)	31%	(161)	28%	(145)	517
Non-Evangelical	2%	(13)	2%	(18)	32%	(252)	29%	(228)	34%	(264)	775
Community: Urban	6%	(37)	4%	(23)	33%	(208)	27%	(168)	31%	(196)	632
Community: Suburban	1%	(12)	2%	(24)	34%	(335)	29%	(288)	34%	(340)	999
Community: Rural	3%	(14)	3%	(16)	38%	(215)	27%	(156)	29%	(167)	568
Employ: Private Sector	3%	(25)	3%	(24)	33%	(232)	29%	(209)	31%	(223)	713
Employ: Government	12%	(15)	5%	(5)	34%	(42)	26%	(31)	23%	(27)	121
Employ: Self-Employed	3%	(5)	6%	(12)	33%	(69)	34%	(70)	25%	(53)	209
Employ: Homemaker	2%	(3)	3%	(4)	39%	(57)	22%	(32)	34%	(49)	145
Employ: Student	1%	(1)	2%	(2)	59%	(53)	17%	(16)	21%	(19)	91
Employ: Retired	2%	(9)	—	(1)	28%	(142)	28%	(144)	42%	(219)	514
Employ: Unemployed	1%	(3)	5%	(12)	43%	(116)	26%	(70)	26%	(71)	271
Employ: Other	3%	(4)	2%	(3)	36%	(48)	30%	(40)	30%	(40)	135

Continued on next page

Table MCSP6_2: If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(64)	3%	(64)	34%	(758)	28%	(611)	32%	(702)	2199
Military HH: Yes	3%	(10)	1%	(5)	35%	(124)	26%	(91)	35%	(122)	352
Military HH: No	3%	(54)	3%	(59)	34%	(633)	28%	(521)	31%	(580)	1847
RD/WT: Right Direction	5%	(44)	4%	(36)	25%	(211)	27%	(225)	38%	(314)	830
RD/WT: Wrong Track	1%	(20)	2%	(28)	40%	(547)	28%	(387)	28%	(388)	1369
Biden Job Approve	4%	(40)	4%	(41)	25%	(247)	29%	(295)	38%	(381)	1003
Biden Job Disapprove	2%	(21)	2%	(21)	42%	(451)	27%	(296)	27%	(295)	1084
Biden Job Strongly Approve	7%	(28)	5%	(22)	20%	(86)	25%	(107)	44%	(192)	434
Biden Job Somewhat Approve	2%	(11)	3%	(20)	28%	(161)	33%	(188)	33%	(189)	569
Biden Job Somewhat Disapprove	3%	(9)	2%	(6)	34%	(98)	30%	(88)	31%	(89)	291
Biden Job Strongly Disapprove	1%	(12)	2%	(15)	45%	(353)	26%	(208)	26%	(205)	793
Favorable of Biden	4%	(39)	3%	(34)	25%	(253)	30%	(298)	38%	(386)	1010
Unfavorable of Biden	2%	(20)	3%	(27)	42%	(453)	27%	(294)	27%	(291)	1086
Very Favorable of Biden	6%	(28)	5%	(23)	21%	(97)	26%	(121)	43%	(204)	473
Somewhat Favorable of Biden	2%	(11)	2%	(11)	29%	(155)	33%	(177)	34%	(183)	537
Somewhat Unfavorable of Biden	4%	(10)	4%	(10)	38%	(103)	29%	(79)	25%	(68)	270
Very Unfavorable of Biden	1%	(10)	2%	(18)	43%	(350)	26%	(214)	27%	(223)	816
#1 Issue: Economy	3%	(26)	2%	(18)	37%	(301)	30%	(246)	28%	(231)	822
#1 Issue: Security	1%	(5)	2%	(7)	45%	(148)	24%	(78)	28%	(92)	329
#1 Issue: Health Care	4%	(11)	5%	(14)	29%	(77)	28%	(75)	34%	(92)	270
#1 Issue: Medicare / Social Security	2%	(5)	1%	(2)	22%	(57)	33%	(85)	41%	(106)	255
#1 Issue: Women's Issues	3%	(4)	5%	(7)	28%	(39)	27%	(37)	38%	(52)	139
#1 Issue: Education	4%	(4)	5%	(5)	36%	(36)	24%	(24)	31%	(31)	98
#1 Issue: Energy	6%	(8)	7%	(9)	31%	(44)	25%	(35)	32%	(45)	141
#1 Issue: Other	—	(1)	1%	(1)	39%	(56)	23%	(32)	37%	(53)	143

Continued on next page

Table MCSP6_2: *If a professional athlete did the following, how would it impact your perception of that individual?*
Lied to fans about their personal background

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	3%	(64)	3%	(64)	34%	(758)	28%	(611)	32%	(702)	2199
2020 Vote: Joe Biden	4%	(35)	3%	(33)	24%	(236)	29%	(283)	40%	(394)	982
2020 Vote: Donald Trump	1%	(10)	3%	(20)	41%	(290)	29%	(202)	26%	(182)	704
2020 Vote: Other	—	(0)	2%	(1)	37%	(26)	33%	(23)	28%	(19)	70
2020 Vote: Didn't Vote	4%	(19)	2%	(9)	47%	(206)	23%	(103)	24%	(106)	442
2018 House Vote: Democrat	4%	(26)	4%	(28)	23%	(174)	30%	(222)	40%	(301)	752
2018 House Vote: Republican	1%	(8)	2%	(13)	37%	(228)	31%	(187)	28%	(174)	610
2018 House Vote: Someone else	—	(0)	—	(0)	34%	(23)	30%	(21)	36%	(25)	69
2016 Vote: Hillary Clinton	4%	(27)	3%	(22)	24%	(177)	28%	(206)	40%	(295)	728
2016 Vote: Donald Trump	2%	(11)	3%	(20)	36%	(237)	30%	(196)	29%	(193)	656
2016 Vote: Other	—	(0)	3%	(3)	31%	(34)	33%	(36)	33%	(36)	109
2016 Vote: Didn't Vote	4%	(26)	3%	(19)	44%	(309)	25%	(173)	25%	(177)	704
Voted in 2014: Yes	3%	(34)	3%	(34)	29%	(352)	29%	(359)	36%	(446)	1225
Voted in 2014: No	3%	(30)	3%	(30)	42%	(406)	26%	(253)	26%	(256)	974
4-Region: Northeast	5%	(21)	4%	(15)	29%	(116)	29%	(113)	32%	(128)	393
4-Region: Midwest	3%	(12)	4%	(17)	33%	(151)	30%	(140)	31%	(143)	462
4-Region: South	3%	(23)	3%	(24)	35%	(291)	27%	(222)	32%	(263)	824
4-Region: West	2%	(8)	1%	(7)	38%	(199)	26%	(136)	33%	(169)	520
Sports Fans	3%	(50)	3%	(48)	32%	(498)	29%	(450)	32%	(495)	1541
Avid Sports Fans	6%	(28)	4%	(22)	32%	(164)	29%	(150)	29%	(150)	514
Casual Sports Fans	2%	(22)	2%	(26)	33%	(334)	29%	(300)	34%	(346)	1027
NFL Fans	3%	(45)	4%	(50)	33%	(459)	30%	(412)	30%	(423)	1389
Avid NFL Fans	5%	(30)	5%	(27)	31%	(175)	29%	(167)	29%	(167)	566
Casual NFL Fans	2%	(15)	3%	(23)	34%	(284)	30%	(245)	31%	(256)	823
State Farm Customers	6%	(30)	6%	(30)	30%	(156)	29%	(153)	29%	(153)	522
Vaccinated Adults	3%	(41)	3%	(45)	27%	(418)	29%	(449)	38%	(584)	1537
Unvaccinated Adults	3%	(23)	3%	(19)	51%	(340)	25%	(162)	18%	(118)	662

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

Table MCSP6_3: If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(89)	4%	(84)	34%	(754)	18%	(395)	40%	(877)	2199
Gender: Male	5%	(53)	3%	(35)	35%	(369)	18%	(192)	39%	(412)	1061
Gender: Female	3%	(37)	4%	(48)	34%	(385)	18%	(203)	41%	(465)	1138
Age: 18-34	6%	(41)	6%	(37)	43%	(282)	13%	(87)	32%	(208)	655
Age: 35-44	5%	(18)	6%	(21)	35%	(126)	21%	(75)	33%	(117)	357
Age: 45-64	2%	(17)	3%	(23)	33%	(248)	20%	(150)	42%	(313)	751
Age: 65+	3%	(13)	—	(2)	23%	(98)	19%	(84)	55%	(238)	436
GenZers: 1997-2012	7%	(15)	5%	(10)	47%	(97)	13%	(27)	27%	(56)	205
Millennials: 1981-1996	6%	(42)	6%	(40)	37%	(244)	17%	(111)	33%	(217)	655
GenXers: 1965-1980	3%	(15)	4%	(25)	36%	(205)	19%	(109)	39%	(224)	577
Baby Boomers: 1946-1964	2%	(15)	1%	(9)	28%	(194)	19%	(129)	49%	(339)	686
PID: Dem (no lean)	5%	(43)	5%	(41)	20%	(173)	19%	(160)	51%	(432)	850
PID: Ind (no lean)	4%	(24)	3%	(22)	40%	(271)	17%	(115)	37%	(251)	683
PID: Rep (no lean)	3%	(22)	3%	(22)	46%	(309)	18%	(120)	29%	(194)	667
PID/Gender: Dem Men	6%	(27)	5%	(20)	23%	(99)	19%	(83)	47%	(201)	429
PID/Gender: Dem Women	4%	(16)	5%	(21)	18%	(75)	18%	(77)	55%	(231)	420
PID/Gender: Ind Men	4%	(12)	2%	(7)	38%	(112)	18%	(54)	37%	(111)	296
PID/Gender: Ind Women	3%	(13)	4%	(14)	41%	(159)	16%	(61)	36%	(140)	387
PID/Gender: Rep Men	4%	(14)	2%	(8)	47%	(158)	17%	(56)	30%	(100)	336
PID/Gender: Rep Women	2%	(8)	4%	(13)	46%	(151)	20%	(65)	28%	(94)	330
Ideo: Liberal (1-3)	4%	(23)	5%	(29)	17%	(104)	19%	(122)	56%	(350)	627
Ideo: Moderate (4)	5%	(33)	4%	(28)	30%	(196)	20%	(129)	41%	(265)	650
Ideo: Conservative (5-7)	4%	(28)	3%	(20)	47%	(340)	17%	(121)	29%	(211)	719
Educ: < College	4%	(55)	4%	(62)	39%	(589)	17%	(254)	36%	(551)	1511
Educ: Bachelors degree	4%	(19)	3%	(13)	27%	(118)	21%	(94)	45%	(200)	444
Educ: Post-grad	6%	(15)	3%	(8)	19%	(47)	20%	(48)	52%	(126)	244

Continued on next page

Table MCSP6_3: *If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about if they have been vaccinated against COVID-19*

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(89)	4%	(84)	34%	(754)	18%	(395)	40%	(877)	2199
Income: Under 50k	4%	(45)	4%	(54)	37%	(454)	18%	(220)	38%	(464)	1237
Income: 50k-100k	3%	(22)	3%	(22)	34%	(223)	19%	(123)	41%	(271)	661
Income: 100k+	8%	(23)	3%	(8)	25%	(77)	17%	(52)	47%	(142)	301
Ethnicity: White	3%	(60)	3%	(56)	34%	(587)	18%	(318)	41%	(700)	1721
Ethnicity: Hispanic	5%	(18)	5%	(16)	39%	(137)	18%	(62)	33%	(116)	349
Ethnicity: Black	7%	(20)	7%	(20)	37%	(102)	15%	(41)	33%	(90)	274
Ethnicity: Other	5%	(10)	4%	(8)	31%	(64)	18%	(36)	42%	(86)	204
All Christian	5%	(46)	3%	(32)	32%	(307)	20%	(194)	40%	(388)	968
All Non-Christian	11%	(12)	5%	(5)	26%	(27)	19%	(20)	38%	(40)	104
Atheist	4%	(5)	5%	(6)	18%	(23)	20%	(26)	53%	(68)	128
Agnostic/Nothing in particular	3%	(20)	3%	(19)	39%	(249)	16%	(102)	39%	(245)	636
Something Else	2%	(6)	6%	(21)	41%	(147)	15%	(53)	37%	(136)	364
Religious Non-Protestant/Catholic	11%	(15)	6%	(9)	30%	(40)	18%	(24)	34%	(45)	133
Evangelical	6%	(30)	5%	(27)	36%	(188)	18%	(94)	35%	(179)	517
Non-Evangelical	2%	(19)	3%	(23)	32%	(249)	19%	(148)	43%	(336)	775
Community: Urban	8%	(49)	5%	(29)	30%	(189)	17%	(105)	41%	(261)	632
Community: Suburban	3%	(26)	3%	(31)	34%	(344)	18%	(185)	41%	(414)	999
Community: Rural	3%	(15)	4%	(24)	39%	(222)	19%	(106)	36%	(202)	568
Employ: Private Sector	5%	(35)	2%	(15)	33%	(237)	20%	(143)	40%	(283)	713
Employ: Government	12%	(14)	16%	(19)	28%	(33)	15%	(18)	30%	(36)	121
Employ: Self-Employed	4%	(8)	8%	(16)	36%	(76)	20%	(41)	32%	(67)	209
Employ: Homemaker	3%	(4)	9%	(13)	39%	(57)	14%	(21)	35%	(51)	145
Employ: Student	4%	(3)	6%	(5)	45%	(41)	12%	(11)	34%	(31)	91
Employ: Retired	3%	(14)	1%	(3)	28%	(143)	20%	(101)	49%	(253)	514
Employ: Unemployed	2%	(7)	3%	(8)	41%	(112)	14%	(38)	39%	(106)	271
Employ: Other	3%	(4)	3%	(5)	40%	(54)	17%	(22)	37%	(50)	135

Continued on next page

Table MCSP6_3: If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(89)	4%	(84)	34%	(754)	18%	(395)	40%	(877)	2199
Military HH: Yes	4%	(14)	2%	(8)	37%	(131)	17%	(58)	40%	(140)	352
Military HH: No	4%	(75)	4%	(76)	34%	(623)	18%	(337)	40%	(737)	1847
RD/WT: Right Direction	7%	(56)	4%	(36)	21%	(177)	19%	(157)	49%	(405)	830
RD/WT: Wrong Track	2%	(34)	4%	(48)	42%	(577)	17%	(239)	34%	(472)	1369
Biden Job Approve	6%	(56)	4%	(39)	19%	(191)	20%	(203)	51%	(515)	1003
Biden Job Disapprove	3%	(31)	4%	(41)	47%	(505)	16%	(179)	30%	(329)	1084
Biden Job Strongly Approve	8%	(36)	4%	(16)	15%	(67)	16%	(67)	57%	(248)	434
Biden Job Somewhat Approve	3%	(19)	4%	(23)	22%	(124)	24%	(136)	47%	(267)	569
Biden Job Somewhat Disapprove	4%	(11)	6%	(16)	33%	(97)	21%	(62)	36%	(106)	291
Biden Job Strongly Disapprove	3%	(20)	3%	(25)	51%	(408)	15%	(117)	28%	(223)	793
Favorable of Biden	5%	(53)	3%	(31)	19%	(195)	20%	(204)	52%	(528)	1010
Unfavorable of Biden	3%	(30)	4%	(48)	47%	(508)	16%	(177)	30%	(322)	1086
Very Favorable of Biden	8%	(37)	4%	(19)	14%	(67)	17%	(82)	57%	(268)	473
Somewhat Favorable of Biden	3%	(16)	2%	(12)	24%	(128)	23%	(122)	48%	(260)	537
Somewhat Unfavorable of Biden	4%	(10)	7%	(19)	37%	(100)	19%	(51)	34%	(90)	270
Very Unfavorable of Biden	2%	(20)	4%	(29)	50%	(408)	15%	(126)	28%	(232)	816
#1 Issue: Economy	4%	(34)	4%	(32)	38%	(315)	20%	(167)	33%	(275)	822
#1 Issue: Security	3%	(11)	2%	(7)	53%	(176)	14%	(45)	27%	(90)	329
#1 Issue: Health Care	7%	(19)	6%	(16)	21%	(57)	16%	(42)	50%	(136)	270
#1 Issue: Medicare / Social Security	3%	(8)	2%	(6)	24%	(62)	20%	(50)	51%	(130)	255
#1 Issue: Women's Issues	1%	(1)	6%	(8)	23%	(32)	15%	(21)	56%	(77)	139
#1 Issue: Education	5%	(5)	7%	(7)	34%	(34)	15%	(15)	38%	(37)	98
#1 Issue: Energy	7%	(10)	3%	(5)	22%	(31)	23%	(33)	45%	(64)	141
#1 Issue: Other	1%	(1)	2%	(3)	33%	(48)	16%	(23)	48%	(69)	143

Continued on next page

Table MCSP6_3: *If a professional athlete did the following, how would it impact your perception of that individual?
Lied to fans about if they have been vaccinated against COVID-19*

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(89)	4%	(84)	34%	(754)	18%	(395)	40%	(877)	2199
2020 Vote: Joe Biden	5%	(46)	4%	(36)	20%	(192)	19%	(185)	53%	(523)	982
2020 Vote: Donald Trump	3%	(23)	3%	(25)	47%	(332)	19%	(130)	28%	(194)	704
2020 Vote: Other	—	(0)	3%	(2)	43%	(30)	26%	(19)	28%	(20)	70
2020 Vote: Didn't Vote	5%	(21)	5%	(21)	45%	(200)	14%	(61)	32%	(140)	442
2018 House Vote: Democrat	5%	(36)	4%	(31)	18%	(134)	20%	(150)	53%	(401)	752
2018 House Vote: Republican	3%	(16)	4%	(23)	43%	(262)	19%	(114)	32%	(195)	610
2018 House Vote: Someone else	2%	(2)	2%	(1)	42%	(29)	20%	(13)	34%	(23)	69
2016 Vote: Hillary Clinton	5%	(40)	4%	(26)	18%	(128)	20%	(146)	54%	(390)	728
2016 Vote: Donald Trump	3%	(19)	4%	(24)	43%	(283)	18%	(120)	32%	(210)	656
2016 Vote: Other	1%	(2)	3%	(3)	28%	(31)	20%	(22)	47%	(51)	109
2016 Vote: Didn't Vote	4%	(29)	4%	(31)	44%	(312)	15%	(108)	32%	(225)	704
Voted in 2014: Yes	4%	(51)	3%	(41)	29%	(350)	19%	(232)	45%	(551)	1225
Voted in 2014: No	4%	(39)	4%	(43)	41%	(404)	17%	(163)	33%	(326)	974
4-Region: Northeast	5%	(21)	5%	(19)	28%	(111)	20%	(79)	41%	(163)	393
4-Region: Midwest	4%	(17)	6%	(28)	34%	(155)	18%	(85)	38%	(176)	462
4-Region: South	4%	(34)	3%	(25)	37%	(305)	16%	(134)	40%	(325)	824
4-Region: West	3%	(17)	2%	(12)	35%	(182)	19%	(97)	41%	(212)	520
Sports Fans	5%	(76)	4%	(61)	33%	(508)	19%	(287)	39%	(608)	1541
Avid Sports Fans	7%	(34)	5%	(26)	31%	(161)	20%	(104)	37%	(189)	514
Casual Sports Fans	4%	(43)	3%	(35)	34%	(348)	18%	(183)	41%	(419)	1027
NFL Fans	4%	(59)	5%	(64)	34%	(466)	19%	(262)	39%	(538)	1389
Avid NFL Fans	7%	(37)	5%	(27)	31%	(175)	21%	(121)	36%	(206)	566
Casual NFL Fans	3%	(22)	4%	(36)	35%	(291)	17%	(141)	40%	(332)	823
State Farm Customers	7%	(36)	7%	(36)	33%	(173)	18%	(92)	35%	(185)	522
Vaccinated Adults	4%	(57)	3%	(50)	23%	(357)	20%	(312)	49%	(760)	1537
Unvaccinated Adults	5%	(33)	5%	(33)	60%	(396)	13%	(83)	18%	(117)	662

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 MCSP6_4: *If a professional athlete did the following, how would it impact your perception of that individual?*
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(103)	6%	(122)	35%	(778)	22%	(488)	32%	(708)	2199
Gender: Male	6%	(63)	7%	(75)	33%	(352)	24%	(251)	30%	(321)	1061
Gender: Female	4%	(40)	4%	(47)	37%	(426)	21%	(237)	34%	(388)	1138
Age: 18-34	5%	(36)	9%	(61)	40%	(261)	21%	(134)	25%	(163)	655
Age: 35-44	7%	(24)	8%	(27)	40%	(142)	23%	(82)	23%	(82)	357
Age: 45-64	4%	(28)	3%	(26)	36%	(270)	21%	(158)	36%	(269)	751
Age: 65+	3%	(15)	2%	(9)	24%	(105)	26%	(113)	45%	(195)	436
GenZers: 1997-2012	5%	(11)	9%	(18)	45%	(92)	19%	(40)	22%	(44)	205
Millennials: 1981-1996	6%	(40)	9%	(60)	36%	(238)	23%	(152)	25%	(164)	655
GenXers: 1965-1980	4%	(26)	5%	(26)	41%	(234)	20%	(115)	30%	(176)	577
Baby Boomers: 1946-1964	3%	(24)	3%	(18)	29%	(199)	23%	(157)	42%	(289)	686
PID: Dem (no lean)	5%	(38)	7%	(58)	23%	(191)	24%	(208)	42%	(354)	850
PID: Ind (no lean)	4%	(28)	3%	(24)	41%	(279)	21%	(144)	30%	(208)	683
PID: Rep (no lean)	5%	(37)	6%	(40)	46%	(307)	20%	(136)	22%	(146)	667
PID/Gender: Dem Men	6%	(25)	8%	(34)	23%	(99)	26%	(112)	37%	(159)	429
PID/Gender: Dem Women	3%	(13)	6%	(24)	22%	(93)	23%	(96)	46%	(195)	420
PID/Gender: Ind Men	5%	(16)	4%	(12)	37%	(108)	24%	(70)	30%	(89)	296
PID/Gender: Ind Women	3%	(12)	3%	(11)	44%	(171)	19%	(74)	31%	(119)	387
PID/Gender: Rep Men	6%	(22)	8%	(28)	43%	(145)	21%	(69)	22%	(72)	336
PID/Gender: Rep Women	5%	(15)	4%	(12)	49%	(163)	20%	(67)	22%	(74)	330
Ideo: Liberal (1-3)	3%	(18)	5%	(32)	19%	(120)	28%	(173)	45%	(283)	627
Ideo: Moderate (4)	6%	(38)	6%	(38)	31%	(202)	22%	(146)	35%	(227)	650
Ideo: Conservative (5-7)	5%	(40)	6%	(46)	48%	(343)	19%	(137)	21%	(154)	719
Educ: < College	5%	(68)	6%	(84)	40%	(607)	20%	(303)	30%	(449)	1511
Educ: Bachelors degree	4%	(17)	6%	(26)	28%	(123)	27%	(121)	35%	(157)	444
Educ: Post-grad	7%	(18)	5%	(12)	20%	(48)	26%	(63)	42%	(103)	244

Continued on next page

Table MCSP6_4: *If a professional athlete did the following, how would it impact your perception of that individual?*
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(103)	6%	(122)	35%	(778)	22%	(488)	32%	(708)	2199
Income: Under 50k	5%	(57)	6%	(75)	38%	(468)	21%	(265)	30%	(372)	1237
Income: 50k-100k	4%	(27)	5%	(30)	35%	(228)	24%	(159)	33%	(216)	661
Income: 100k+	6%	(19)	5%	(16)	27%	(82)	21%	(64)	40%	(120)	301
Ethnicity: White	4%	(76)	4%	(76)	35%	(608)	22%	(385)	33%	(576)	1721
Ethnicity: Hispanic	5%	(17)	7%	(25)	36%	(127)	22%	(77)	30%	(104)	349
Ethnicity: Black	5%	(14)	13%	(36)	39%	(106)	19%	(52)	24%	(67)	274
Ethnicity: Other	6%	(13)	5%	(11)	31%	(64)	25%	(51)	32%	(66)	204
All Christian	5%	(52)	5%	(45)	35%	(337)	23%	(223)	32%	(311)	968
All Non-Christian	10%	(10)	10%	(11)	28%	(29)	17%	(17)	34%	(36)	104
Atheist	2%	(2)	6%	(8)	14%	(18)	32%	(41)	46%	(59)	128
Agnostic/Nothing in particular	3%	(18)	6%	(40)	37%	(237)	21%	(135)	32%	(205)	636
Something Else	5%	(20)	5%	(18)	43%	(157)	20%	(72)	27%	(98)	364
Religious Non-Protestant/Catholic	9%	(12)	12%	(16)	30%	(40)	18%	(24)	30%	(40)	133
Evangelical	8%	(41)	7%	(34)	39%	(204)	21%	(110)	25%	(128)	517
Non-Evangelical	4%	(28)	3%	(24)	35%	(275)	22%	(174)	35%	(274)	775
Community: Urban	7%	(42)	7%	(45)	32%	(203)	20%	(128)	34%	(214)	632
Community: Suburban	4%	(36)	4%	(44)	34%	(337)	24%	(237)	35%	(346)	999
Community: Rural	4%	(24)	6%	(33)	42%	(239)	22%	(123)	26%	(148)	568
Employ: Private Sector	5%	(38)	6%	(44)	31%	(223)	25%	(180)	32%	(228)	713
Employ: Government	13%	(16)	15%	(18)	35%	(42)	14%	(17)	23%	(28)	121
Employ: Self-Employed	7%	(15)	9%	(18)	35%	(72)	22%	(46)	27%	(57)	209
Employ: Homemaker	3%	(4)	4%	(6)	51%	(75)	15%	(22)	27%	(39)	145
Employ: Student	1%	(1)	11%	(10)	47%	(43)	23%	(21)	18%	(17)	91
Employ: Retired	4%	(21)	2%	(10)	30%	(152)	24%	(123)	41%	(209)	514
Employ: Unemployed	2%	(5)	4%	(11)	40%	(109)	20%	(56)	33%	(91)	271
Employ: Other	2%	(3)	3%	(5)	46%	(61)	18%	(25)	30%	(41)	135

Continued on next page

Table MCSP6_4: *If a professional athlete did the following, how would it impact your perception of that individual?*
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(103)	6%	(122)	35%	(778)	22%	(488)	32%	(708)	2199
Military HH: Yes	5%	(17)	4%	(13)	37%	(131)	23%	(80)	32%	(111)	352
Military HH: No	5%	(86)	6%	(109)	35%	(647)	22%	(407)	32%	(598)	1847
RD/WT: Right Direction	6%	(52)	7%	(55)	22%	(185)	23%	(195)	41%	(342)	830
RD/WT: Wrong Track	4%	(51)	5%	(67)	43%	(593)	21%	(293)	27%	(366)	1369
Biden Job Approve	4%	(45)	6%	(61)	20%	(202)	27%	(270)	42%	(426)	1003
Biden Job Disapprove	5%	(52)	5%	(57)	48%	(516)	19%	(205)	23%	(254)	1084
Biden Job Strongly Approve	8%	(34)	6%	(27)	16%	(70)	22%	(94)	48%	(210)	434
Biden Job Somewhat Approve	2%	(11)	6%	(34)	23%	(132)	31%	(176)	38%	(216)	569
Biden Job Somewhat Disapprove	5%	(14)	5%	(15)	34%	(100)	24%	(70)	32%	(93)	291
Biden Job Strongly Disapprove	5%	(39)	5%	(42)	52%	(416)	17%	(135)	20%	(161)	793
Favorable of Biden	4%	(43)	5%	(51)	21%	(208)	27%	(274)	43%	(433)	1010
Unfavorable of Biden	5%	(51)	6%	(65)	48%	(519)	19%	(201)	23%	(250)	1086
Very Favorable of Biden	7%	(31)	6%	(30)	16%	(75)	24%	(111)	48%	(226)	473
Somewhat Favorable of Biden	2%	(12)	4%	(22)	25%	(133)	30%	(163)	39%	(207)	537
Somewhat Unfavorable of Biden	4%	(11)	9%	(23)	36%	(97)	25%	(66)	27%	(73)	270
Very Unfavorable of Biden	5%	(40)	5%	(42)	52%	(422)	17%	(135)	22%	(177)	816
#1 Issue: Economy	4%	(33)	6%	(47)	41%	(333)	22%	(180)	28%	(229)	822
#1 Issue: Security	5%	(16)	4%	(14)	52%	(172)	15%	(50)	24%	(78)	329
#1 Issue: Health Care	5%	(13)	8%	(22)	24%	(65)	22%	(59)	41%	(111)	270
#1 Issue: Medicare / Social Security	4%	(11)	2%	(6)	24%	(62)	27%	(70)	42%	(107)	255
#1 Issue: Women's Issues	2%	(3)	5%	(6)	25%	(34)	21%	(29)	48%	(66)	139
#1 Issue: Education	10%	(10)	11%	(11)	34%	(34)	23%	(23)	21%	(20)	98
#1 Issue: Energy	7%	(10)	7%	(9)	22%	(31)	31%	(43)	34%	(49)	141
#1 Issue: Other	5%	(7)	5%	(7)	33%	(47)	23%	(33)	34%	(49)	143

Continued on next page

Table MCSP6_4: *If a professional athlete did the following, how would it impact your perception of that individual?*
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(103)	6%	(122)	35%	(778)	22%	(488)	32%	(708)	2199
2020 Vote: Joe Biden	3%	(34)	6%	(55)	20%	(200)	27%	(261)	44%	(432)	982
2020 Vote: Donald Trump	6%	(39)	6%	(44)	49%	(343)	19%	(135)	20%	(142)	704
2020 Vote: Other	4%	(3)	2%	(1)	39%	(28)	31%	(22)	24%	(17)	70
2020 Vote: Didn't Vote	6%	(28)	5%	(22)	47%	(207)	16%	(70)	26%	(116)	442
2018 House Vote: Democrat	4%	(31)	6%	(48)	18%	(134)	27%	(204)	45%	(335)	752
2018 House Vote: Republican	5%	(29)	6%	(36)	45%	(274)	19%	(118)	25%	(152)	610
2018 House Vote: Someone else	3%	(2)	3%	(2)	39%	(27)	25%	(17)	30%	(20)	69
2016 Vote: Hillary Clinton	5%	(34)	6%	(47)	19%	(137)	26%	(186)	45%	(326)	728
2016 Vote: Donald Trump	5%	(32)	5%	(32)	45%	(298)	19%	(123)	26%	(170)	656
2016 Vote: Other	5%	(6)	3%	(3)	21%	(23)	37%	(40)	34%	(37)	109
2016 Vote: Didn't Vote	4%	(31)	6%	(39)	45%	(320)	20%	(139)	25%	(175)	704
Voted in 2014: Yes	5%	(56)	6%	(69)	29%	(357)	23%	(279)	38%	(463)	1225
Voted in 2014: No	5%	(46)	5%	(53)	43%	(421)	21%	(209)	25%	(246)	974
4-Region: Northeast	6%	(22)	6%	(25)	31%	(122)	26%	(102)	31%	(122)	393
4-Region: Midwest	4%	(20)	6%	(28)	34%	(157)	23%	(106)	33%	(152)	462
4-Region: South	5%	(44)	5%	(43)	40%	(328)	20%	(162)	30%	(246)	824
4-Region: West	3%	(17)	5%	(26)	33%	(171)	23%	(118)	36%	(189)	520
Sports Fans	5%	(75)	6%	(95)	34%	(520)	24%	(370)	31%	(481)	1541
Avid Sports Fans	6%	(31)	9%	(45)	33%	(168)	24%	(124)	28%	(146)	514
Casual Sports Fans	4%	(44)	5%	(50)	34%	(352)	24%	(246)	33%	(335)	1027
NFL Fans	4%	(62)	7%	(99)	33%	(465)	24%	(338)	31%	(426)	1389
Avid NFL Fans	6%	(35)	7%	(40)	32%	(179)	25%	(141)	30%	(171)	566
Casual NFL Fans	3%	(27)	7%	(59)	35%	(286)	24%	(197)	31%	(255)	823
State Farm Customers	7%	(38)	10%	(52)	34%	(177)	18%	(94)	31%	(161)	522
Vaccinated Adults	4%	(61)	4%	(63)	25%	(387)	26%	(396)	41%	(629)	1537
Unvaccinated Adults	6%	(42)	9%	(58)	59%	(391)	14%	(92)	12%	(79)	662

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 MCSP6_5: If a professional athlete did the following, how would it impact your perception of that individual?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(90)	3%	(67)	25%	(557)	20%	(449)	47%	(1035)	2199
Gender: Male	5%	(48)	4%	(39)	25%	(260)	20%	(208)	48%	(506)	1061
Gender: Female	4%	(42)	2%	(28)	26%	(297)	21%	(242)	46%	(529)	1138
Age: 18-34	7%	(45)	6%	(37)	32%	(207)	18%	(121)	37%	(245)	655
Age: 35-44	6%	(20)	4%	(13)	29%	(104)	21%	(73)	41%	(147)	357
Age: 45-64	2%	(16)	2%	(13)	23%	(175)	23%	(169)	50%	(377)	751
Age: 65+	2%	(10)	1%	(4)	16%	(71)	20%	(86)	61%	(265)	436
GenZers: 1997-2012	8%	(16)	7%	(14)	35%	(71)	16%	(33)	35%	(71)	205
Millennials: 1981-1996	7%	(43)	5%	(34)	29%	(189)	20%	(128)	40%	(260)	655
GenXers: 1965-1980	3%	(17)	2%	(12)	26%	(153)	21%	(121)	47%	(274)	577
Baby Boomers: 1946-1964	2%	(12)	1%	(7)	19%	(131)	22%	(153)	56%	(382)	686
PID: Dem (no lean)	5%	(44)	4%	(32)	17%	(140)	16%	(135)	59%	(498)	850
PID: Ind (no lean)	4%	(29)	2%	(15)	28%	(192)	21%	(142)	45%	(304)	683
PID: Rep (no lean)	3%	(17)	3%	(21)	34%	(225)	26%	(172)	35%	(232)	667
PID/Gender: Dem Men	6%	(24)	4%	(19)	17%	(72)	16%	(68)	57%	(246)	429
PID/Gender: Dem Women	5%	(20)	3%	(13)	16%	(68)	16%	(67)	60%	(252)	420
PID/Gender: Ind Men	4%	(11)	2%	(7)	27%	(80)	21%	(63)	45%	(134)	296
PID/Gender: Ind Women	5%	(18)	2%	(8)	29%	(112)	20%	(79)	44%	(170)	387
PID/Gender: Rep Men	4%	(13)	4%	(13)	32%	(108)	23%	(76)	37%	(126)	336
PID/Gender: Rep Women	1%	(4)	2%	(7)	35%	(117)	29%	(96)	32%	(106)	330
Ideo: Liberal (1-3)	4%	(27)	4%	(24)	14%	(88)	13%	(83)	65%	(406)	627
Ideo: Moderate (4)	5%	(32)	3%	(20)	24%	(159)	20%	(131)	48%	(309)	650
Ideo: Conservative (5-7)	3%	(21)	3%	(18)	32%	(233)	27%	(192)	35%	(254)	719
Educ: < College	4%	(60)	3%	(46)	30%	(447)	21%	(315)	43%	(644)	1511
Educ: Bachelors degree	3%	(15)	4%	(17)	18%	(81)	20%	(88)	55%	(243)	444
Educ: Post-grad	6%	(15)	2%	(4)	12%	(30)	19%	(46)	61%	(148)	244

Continued on next page

Table MCSP6_5: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(90)	3%	(67)	25%	(557)	20%	(449)	47%	(1035)	2199
Income: Under 50k	4%	(48)	3%	(42)	29%	(355)	21%	(257)	43%	(536)	1237
Income: 50k-100k	4%	(26)	3%	(17)	23%	(149)	22%	(144)	49%	(326)	661
Income: 100k+	6%	(17)	3%	(9)	18%	(53)	16%	(49)	57%	(173)	301
Ethnicity: White	3%	(53)	3%	(45)	25%	(429)	21%	(361)	48%	(834)	1721
Ethnicity: Hispanic	5%	(19)	3%	(9)	30%	(104)	18%	(62)	44%	(155)	349
Ethnicity: Black	10%	(28)	6%	(17)	28%	(77)	22%	(59)	34%	(93)	274
Ethnicity: Other	5%	(9)	3%	(6)	25%	(51)	14%	(30)	53%	(108)	204
All Christian	4%	(38)	3%	(29)	25%	(238)	21%	(199)	48%	(463)	968
All Non-Christian	12%	(13)	6%	(6)	21%	(22)	17%	(17)	44%	(46)	104
Atheist	2%	(3)	1%	(1)	14%	(18)	12%	(15)	71%	(91)	128
Agnostic/Nothing in particular	4%	(23)	3%	(21)	27%	(174)	18%	(118)	47%	(300)	636
Something Else	4%	(13)	3%	(11)	29%	(105)	28%	(100)	37%	(134)	364
Religious Non-Protestant/Catholic	10%	(13)	5%	(7)	27%	(35)	18%	(23)	41%	(54)	133
Evangelical	6%	(33)	5%	(26)	27%	(141)	24%	(125)	37%	(193)	517
Non-Evangelical	2%	(18)	2%	(12)	24%	(185)	22%	(168)	51%	(392)	775
Community: Urban	8%	(54)	4%	(26)	21%	(132)	20%	(123)	47%	(297)	632
Community: Suburban	2%	(21)	2%	(22)	26%	(257)	21%	(207)	49%	(492)	999
Community: Rural	3%	(15)	4%	(20)	30%	(168)	21%	(119)	43%	(245)	568
Employ: Private Sector	5%	(34)	3%	(22)	23%	(162)	22%	(157)	47%	(338)	713
Employ: Government	16%	(19)	6%	(7)	27%	(32)	9%	(11)	42%	(51)	121
Employ: Self-Employed	3%	(7)	6%	(12)	28%	(60)	23%	(48)	39%	(82)	209
Employ: Homemaker	4%	(6)	2%	(4)	35%	(51)	16%	(23)	43%	(62)	145
Employ: Student	1%	(1)	7%	(7)	39%	(36)	13%	(11)	40%	(37)	91
Employ: Retired	2%	(12)	1%	(4)	18%	(94)	22%	(111)	57%	(293)	514
Employ: Unemployed	3%	(7)	4%	(10)	32%	(87)	20%	(55)	42%	(113)	271
Employ: Other	3%	(5)	1%	(1)	27%	(36)	25%	(33)	44%	(60)	135

Continued on next page

Table MCSP6_5: If a professional athlete did the following, how would it impact your perception of that individual?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(90)	3%	(67)	25%	(557)	20%	(449)	47%	(1035)	2199
Military HH: Yes	4%	(13)	2%	(8)	29%	(101)	19%	(66)	47%	(165)	352
Military HH: No	4%	(78)	3%	(60)	25%	(457)	21%	(383)	47%	(870)	1847
RD/WT: Right Direction	7%	(61)	4%	(33)	17%	(137)	16%	(134)	56%	(464)	830
RD/WT: Wrong Track	2%	(29)	2%	(34)	31%	(420)	23%	(315)	42%	(571)	1369
Biden Job Approve	6%	(60)	4%	(39)	14%	(141)	16%	(159)	60%	(603)	1003
Biden Job Disapprove	2%	(26)	2%	(24)	35%	(376)	24%	(265)	36%	(393)	1084
Biden Job Strongly Approve	9%	(39)	4%	(16)	13%	(55)	11%	(49)	63%	(276)	434
Biden Job Somewhat Approve	4%	(21)	4%	(24)	15%	(86)	19%	(110)	58%	(328)	569
Biden Job Somewhat Disapprove	4%	(11)	2%	(6)	29%	(85)	24%	(71)	40%	(117)	291
Biden Job Strongly Disapprove	2%	(15)	2%	(18)	37%	(291)	24%	(194)	35%	(275)	793
Favorable of Biden	5%	(55)	4%	(37)	13%	(136)	17%	(175)	60%	(607)	1010
Unfavorable of Biden	3%	(27)	3%	(28)	35%	(375)	24%	(256)	37%	(399)	1086
Very Favorable of Biden	8%	(37)	5%	(23)	11%	(54)	12%	(55)	64%	(303)	473
Somewhat Favorable of Biden	3%	(17)	3%	(14)	15%	(82)	22%	(120)	57%	(304)	537
Somewhat Unfavorable of Biden	5%	(13)	3%	(7)	30%	(80)	22%	(59)	41%	(112)	270
Very Unfavorable of Biden	2%	(15)	3%	(21)	36%	(295)	24%	(197)	35%	(288)	816
#1 Issue: Economy	4%	(32)	3%	(23)	25%	(202)	26%	(217)	42%	(347)	822
#1 Issue: Security	3%	(9)	2%	(7)	39%	(130)	20%	(65)	36%	(118)	329
#1 Issue: Health Care	6%	(16)	5%	(14)	21%	(57)	13%	(34)	55%	(149)	270
#1 Issue: Medicare / Social Security	2%	(4)	2%	(5)	19%	(49)	23%	(60)	54%	(138)	255
#1 Issue: Women's Issues	3%	(4)	1%	(2)	24%	(34)	8%	(11)	63%	(87)	139
#1 Issue: Education	8%	(8)	6%	(6)	26%	(25)	21%	(21)	39%	(38)	98
#1 Issue: Energy	9%	(12)	4%	(6)	18%	(26)	16%	(22)	53%	(75)	141
#1 Issue: Other	3%	(4)	3%	(4)	25%	(35)	13%	(19)	56%	(80)	143

Continued on next page

Table MCSP6_5: *If a professional athlete did the following, how would it impact your perception of that individual?*
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	4%	(90)	3%	(67)	25%	(557)	20%	(449)	47%	(1035)	2199
2020 Vote: Joe Biden	5%	(46)	3%	(29)	14%	(137)	17%	(164)	62%	(606)	982
2020 Vote: Donald Trump	3%	(18)	4%	(25)	35%	(244)	25%	(178)	34%	(239)	704
2020 Vote: Other	—	(0)	1%	(1)	29%	(20)	32%	(23)	38%	(27)	70
2020 Vote: Didn't Vote	6%	(26)	3%	(13)	35%	(156)	19%	(85)	37%	(162)	442
2018 House Vote: Democrat	5%	(35)	3%	(26)	13%	(99)	15%	(112)	64%	(479)	752
2018 House Vote: Republican	2%	(13)	2%	(12)	35%	(210)	25%	(152)	37%	(223)	610
2018 House Vote: Someone else	2%	(2)	2%	(1)	21%	(14)	28%	(19)	47%	(32)	69
2016 Vote: Hillary Clinton	5%	(33)	3%	(24)	15%	(106)	15%	(107)	63%	(457)	728
2016 Vote: Donald Trump	3%	(21)	2%	(16)	31%	(200)	25%	(166)	39%	(253)	656
2016 Vote: Other	—	(0)	1%	(2)	21%	(23)	28%	(30)	49%	(54)	109
2016 Vote: Didn't Vote	5%	(36)	4%	(26)	32%	(227)	21%	(145)	38%	(270)	704
Voted in 2014: Yes	4%	(48)	3%	(31)	22%	(267)	19%	(235)	53%	(643)	1225
Voted in 2014: No	4%	(42)	4%	(36)	30%	(290)	22%	(214)	40%	(392)	974
4-Region: Northeast	7%	(27)	3%	(11)	22%	(87)	20%	(80)	48%	(189)	393
4-Region: Midwest	3%	(13)	4%	(20)	26%	(118)	23%	(105)	45%	(206)	462
4-Region: South	5%	(37)	3%	(24)	28%	(233)	20%	(164)	44%	(366)	824
4-Region: West	3%	(14)	2%	(13)	23%	(120)	19%	(100)	53%	(274)	520
Sports Fans	5%	(74)	3%	(53)	24%	(371)	21%	(329)	46%	(714)	1541
Avid Sports Fans	7%	(38)	5%	(26)	23%	(121)	19%	(100)	45%	(229)	514
Casual Sports Fans	3%	(36)	3%	(26)	24%	(251)	22%	(229)	47%	(485)	1027
NFL Fans	5%	(64)	4%	(52)	24%	(339)	22%	(309)	45%	(625)	1389
Avid NFL Fans	7%	(39)	5%	(27)	22%	(127)	21%	(121)	45%	(253)	566
Casual NFL Fans	3%	(26)	3%	(25)	26%	(212)	23%	(188)	45%	(371)	823
State Farm Customers	7%	(39)	5%	(26)	25%	(132)	21%	(109)	41%	(216)	522
Vaccinated Adults	3%	(52)	3%	(41)	17%	(264)	20%	(310)	57%	(870)	1537
Unvaccinated Adults	6%	(38)	4%	(26)	44%	(294)	21%	(139)	25%	(165)	662

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

Table MCSP6_6: *If a professional athlete did the following, how would it impact your perception of that individual?*
Advocated for political causes you support

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	15%	(335)	26%	(577)	47%	(1028)	5%	(112)	7%	(146)	2199
Gender: Male	15%	(162)	25%	(268)	45%	(474)	6%	(66)	9%	(91)	1061
Gender: Female	15%	(173)	27%	(308)	49%	(555)	4%	(46)	5%	(56)	1138
Age: 18-34	19%	(127)	26%	(173)	42%	(272)	6%	(39)	7%	(43)	655
Age: 35-44	19%	(66)	25%	(89)	45%	(162)	5%	(19)	6%	(21)	357
Age: 45-64	14%	(105)	27%	(203)	48%	(361)	5%	(36)	6%	(45)	751
Age: 65+	8%	(37)	26%	(111)	53%	(233)	4%	(19)	8%	(36)	436
GenZers: 1997-2012	22%	(46)	24%	(50)	40%	(83)	8%	(17)	5%	(10)	205
Millennials: 1981-1996	18%	(120)	27%	(179)	42%	(277)	6%	(36)	7%	(43)	655
GenXers: 1965-1980	16%	(90)	26%	(151)	48%	(276)	4%	(25)	6%	(35)	577
Baby Boomers: 1946-1964	10%	(72)	26%	(179)	51%	(353)	5%	(31)	7%	(51)	686
PID: Dem (no lean)	22%	(191)	30%	(259)	37%	(314)	4%	(37)	6%	(49)	850
PID: Ind (no lean)	12%	(82)	22%	(150)	54%	(370)	5%	(37)	6%	(44)	683
PID: Rep (no lean)	9%	(63)	25%	(168)	52%	(344)	6%	(39)	8%	(54)	667
PID/Gender: Dem Men	21%	(92)	31%	(135)	37%	(157)	5%	(23)	5%	(23)	429
PID/Gender: Dem Women	24%	(99)	30%	(124)	37%	(157)	3%	(14)	6%	(26)	420
PID/Gender: Ind Men	13%	(37)	21%	(63)	50%	(149)	6%	(19)	9%	(27)	296
PID/Gender: Ind Women	12%	(45)	22%	(87)	57%	(221)	5%	(18)	4%	(16)	387
PID/Gender: Rep Men	10%	(33)	21%	(71)	50%	(167)	7%	(25)	12%	(40)	336
PID/Gender: Rep Women	9%	(29)	29%	(97)	53%	(176)	4%	(14)	4%	(14)	330
Ideo: Liberal (1-3)	24%	(148)	36%	(227)	31%	(194)	5%	(29)	5%	(30)	627
Ideo: Moderate (4)	14%	(93)	22%	(140)	53%	(342)	6%	(36)	6%	(40)	650
Ideo: Conservative (5-7)	11%	(77)	25%	(183)	50%	(360)	5%	(37)	9%	(63)	719
Educ: < College	14%	(209)	23%	(355)	50%	(761)	6%	(84)	7%	(102)	1511
Educ: Bachelors degree	17%	(75)	31%	(139)	42%	(188)	4%	(17)	5%	(24)	444
Educ: Post-grad	21%	(51)	34%	(83)	32%	(79)	4%	(11)	8%	(20)	244

Continued on next page

Table MCSP6_6: *If a professional athlete did the following, how would it impact your perception of that individual?*
Advocated for political causes you support

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	15%	(335)	26%	(577)	47%	(1028)	5%	(112)	7%	(146)	2199
Income: Under 50k	13%	(167)	24%	(296)	50%	(619)	6%	(72)	7%	(84)	1237
Income: 50k-100k	14%	(95)	29%	(191)	46%	(303)	5%	(31)	6%	(41)	661
Income: 100k+	24%	(73)	30%	(90)	35%	(106)	3%	(10)	7%	(22)	301
Ethnicity: White	14%	(234)	27%	(467)	48%	(834)	5%	(84)	6%	(102)	1721
Ethnicity: Hispanic	18%	(62)	21%	(73)	49%	(170)	5%	(16)	8%	(28)	349
Ethnicity: Black	25%	(67)	22%	(62)	35%	(97)	8%	(23)	9%	(26)	274
Ethnicity: Other	17%	(34)	24%	(48)	48%	(97)	3%	(6)	9%	(18)	204
All Christian	13%	(125)	28%	(267)	49%	(470)	4%	(41)	7%	(65)	968
All Non-Christian	22%	(23)	27%	(28)	39%	(40)	7%	(7)	5%	(5)	104
Atheist	30%	(39)	32%	(40)	30%	(39)	1%	(2)	7%	(8)	128
Agnostic/Nothing in particular	14%	(91)	23%	(149)	50%	(320)	6%	(38)	6%	(39)	636
Something Else	16%	(58)	25%	(92)	44%	(159)	7%	(25)	8%	(29)	364
Religious Non-Protestant/Catholic	19%	(26)	28%	(37)	40%	(53)	8%	(11)	5%	(6)	133
Evangelical	17%	(90)	26%	(134)	45%	(230)	6%	(29)	7%	(34)	517
Non-Evangelical	12%	(90)	27%	(212)	49%	(380)	4%	(33)	8%	(59)	775
Community: Urban	20%	(127)	27%	(170)	43%	(271)	5%	(33)	5%	(31)	632
Community: Suburban	14%	(139)	26%	(264)	48%	(476)	5%	(47)	7%	(73)	999
Community: Rural	12%	(69)	25%	(142)	49%	(281)	6%	(32)	8%	(43)	568
Employ: Private Sector	17%	(123)	27%	(194)	43%	(307)	5%	(34)	8%	(56)	713
Employ: Government	20%	(25)	32%	(39)	25%	(30)	9%	(11)	13%	(16)	121
Employ: Self-Employed	21%	(43)	26%	(55)	39%	(82)	9%	(19)	5%	(10)	209
Employ: Homemaker	14%	(20)	27%	(39)	57%	(83)	1%	(1)	2%	(3)	145
Employ: Student	20%	(18)	29%	(26)	46%	(42)	4%	(4)	1%	(1)	91
Employ: Retired	8%	(41)	24%	(122)	55%	(282)	5%	(24)	9%	(45)	514
Employ: Unemployed	18%	(50)	28%	(75)	47%	(126)	6%	(17)	1%	(4)	271
Employ: Other	12%	(16)	19%	(26)	57%	(77)	2%	(2)	10%	(13)	135

Continued on next page

Table MCSP6_6: *If a professional athlete did the following, how would it impact your perception of that individual?*
Advocated for political causes you support

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	15%	(335)	26%	(577)	47%	(1028)	5%	(112)	7%	(146)	2199
Military HH: Yes	12%	(42)	26%	(90)	49%	(173)	5%	(16)	9%	(31)	352
Military HH: No	16%	(294)	26%	(487)	46%	(855)	5%	(97)	6%	(115)	1847
RD/WT: Right Direction	21%	(173)	29%	(237)	41%	(344)	5%	(37)	5%	(39)	830
RD/WT: Wrong Track	12%	(162)	25%	(340)	50%	(685)	5%	(75)	8%	(108)	1369
Biden Job Approve	21%	(213)	30%	(299)	39%	(395)	5%	(45)	5%	(50)	1003
Biden Job Disapprove	11%	(114)	24%	(264)	51%	(554)	6%	(60)	8%	(92)	1084
Biden Job Strongly Approve	27%	(119)	28%	(120)	33%	(145)	5%	(21)	7%	(30)	434
Biden Job Somewhat Approve	17%	(94)	32%	(180)	44%	(251)	4%	(24)	4%	(20)	569
Biden Job Somewhat Disapprove	16%	(46)	25%	(72)	48%	(139)	6%	(17)	6%	(17)	291
Biden Job Strongly Disapprove	9%	(68)	24%	(192)	52%	(414)	5%	(44)	9%	(75)	793
Favorable of Biden	20%	(207)	30%	(308)	40%	(402)	5%	(49)	4%	(45)	1010
Unfavorable of Biden	11%	(118)	24%	(255)	51%	(556)	5%	(59)	9%	(97)	1086
Very Favorable of Biden	27%	(126)	29%	(137)	32%	(151)	6%	(28)	7%	(31)	473
Somewhat Favorable of Biden	15%	(81)	32%	(171)	47%	(250)	4%	(21)	3%	(14)	537
Somewhat Unfavorable of Biden	17%	(46)	22%	(61)	49%	(132)	5%	(12)	7%	(19)	270
Very Unfavorable of Biden	9%	(72)	24%	(195)	52%	(424)	6%	(47)	10%	(78)	816
#1 Issue: Economy	15%	(122)	26%	(215)	49%	(405)	5%	(39)	5%	(41)	822
#1 Issue: Security	14%	(45)	19%	(63)	53%	(174)	6%	(19)	9%	(29)	329
#1 Issue: Health Care	17%	(46)	30%	(82)	43%	(116)	2%	(5)	8%	(21)	270
#1 Issue: Medicare / Social Security	7%	(17)	25%	(64)	52%	(132)	7%	(19)	9%	(23)	255
#1 Issue: Women's Issues	30%	(41)	32%	(45)	29%	(41)	5%	(7)	4%	(5)	139
#1 Issue: Education	19%	(19)	22%	(22)	40%	(40)	7%	(6)	12%	(12)	98
#1 Issue: Energy	15%	(21)	31%	(43)	43%	(61)	8%	(11)	4%	(6)	141
#1 Issue: Other	17%	(25)	30%	(42)	42%	(61)	5%	(7)	6%	(9)	143

Continued on next page

Table MCSP6_6: *If a professional athlete did the following, how would it impact your perception of that individual?*
Advocated for political causes you support

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	15%	(335)	26%	(577)	47%	(1028)	5%	(112)	7%	(146)	2199
2020 Vote: Joe Biden	21%	(208)	30%	(298)	40%	(389)	5%	(48)	4%	(40)	982
2020 Vote: Donald Trump	9%	(62)	24%	(167)	52%	(368)	6%	(40)	10%	(67)	704
2020 Vote: Other	16%	(12)	20%	(14)	53%	(37)	6%	(4)	5%	(3)	70
2020 Vote: Didn't Vote	12%	(54)	22%	(98)	53%	(235)	5%	(20)	8%	(36)	442
2018 House Vote: Democrat	24%	(177)	30%	(229)	36%	(273)	5%	(39)	5%	(35)	752
2018 House Vote: Republican	8%	(47)	26%	(156)	52%	(315)	5%	(34)	10%	(58)	610
2018 House Vote: Someone else	13%	(9)	16%	(11)	50%	(35)	8%	(6)	12%	(9)	69
2016 Vote: Hillary Clinton	22%	(157)	32%	(235)	38%	(274)	4%	(29)	4%	(33)	728
2016 Vote: Donald Trump	10%	(66)	23%	(151)	52%	(340)	6%	(37)	10%	(63)	656
2016 Vote: Other	15%	(16)	29%	(32)	39%	(43)	10%	(11)	6%	(7)	109
2016 Vote: Didn't Vote	13%	(95)	23%	(159)	53%	(370)	5%	(35)	6%	(44)	704
Voted in 2014: Yes	17%	(204)	28%	(337)	44%	(533)	5%	(61)	7%	(89)	1225
Voted in 2014: No	13%	(131)	25%	(239)	51%	(495)	5%	(51)	6%	(58)	974
4-Region: Northeast	16%	(62)	27%	(107)	45%	(176)	5%	(19)	7%	(29)	393
4-Region: Midwest	13%	(60)	30%	(137)	45%	(209)	5%	(22)	7%	(34)	462
4-Region: South	16%	(129)	23%	(194)	49%	(403)	6%	(48)	6%	(50)	824
4-Region: West	16%	(84)	27%	(139)	46%	(240)	5%	(24)	6%	(33)	520
Sports Fans	16%	(239)	28%	(439)	45%	(687)	5%	(83)	6%	(93)	1541
Avid Sports Fans	19%	(100)	31%	(157)	40%	(207)	4%	(21)	6%	(30)	514
Casual Sports Fans	14%	(140)	27%	(282)	47%	(480)	6%	(62)	6%	(63)	1027
NFL Fans	14%	(199)	29%	(404)	45%	(628)	6%	(78)	6%	(80)	1389
Avid NFL Fans	19%	(110)	29%	(165)	40%	(228)	6%	(32)	5%	(30)	566
Casual NFL Fans	11%	(89)	29%	(239)	49%	(399)	6%	(46)	6%	(50)	823
State Farm Customers	15%	(77)	30%	(154)	42%	(222)	6%	(33)	7%	(36)	522
Vaccinated Adults	16%	(239)	27%	(413)	46%	(708)	5%	(75)	7%	(102)	1537
Unvaccinated Adults	15%	(96)	25%	(164)	48%	(320)	6%	(37)	7%	(44)	662

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 MCSP6_7: If a professional athlete did the following, how would it impact your perception of that individual?
Advocated for political causes you oppose

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(99)	5%	(109)	50%	(1089)	20%	(447)	21%	(454)	2199
Gender: Male	5%	(53)	7%	(71)	45%	(480)	20%	(214)	23%	(244)	1061
Gender: Female	4%	(46)	3%	(38)	54%	(609)	20%	(233)	19%	(211)	1138
Age: 18-34	7%	(48)	7%	(48)	48%	(314)	19%	(124)	18%	(120)	655
Age: 35-44	6%	(21)	6%	(21)	54%	(194)	17%	(60)	17%	(60)	357
Age: 45-64	3%	(21)	4%	(27)	48%	(362)	23%	(176)	22%	(165)	751
Age: 65+	2%	(10)	3%	(12)	50%	(219)	20%	(87)	25%	(109)	436
GenZers: 1997-2012	9%	(19)	4%	(8)	46%	(95)	25%	(51)	16%	(32)	205
Millennials: 1981-1996	7%	(48)	9%	(58)	49%	(321)	17%	(113)	18%	(115)	655
GenXers: 1965-1980	3%	(18)	4%	(21)	50%	(287)	21%	(122)	22%	(130)	577
Baby Boomers: 1946-1964	2%	(14)	2%	(16)	51%	(351)	22%	(148)	23%	(156)	686
PID: Dem (no lean)	7%	(62)	6%	(54)	43%	(364)	23%	(193)	21%	(176)	850
PID: Ind (no lean)	4%	(27)	4%	(28)	55%	(378)	18%	(123)	19%	(126)	683
PID: Rep (no lean)	2%	(10)	4%	(26)	52%	(347)	20%	(131)	23%	(152)	667
PID/Gender: Dem Men	9%	(39)	8%	(33)	39%	(169)	22%	(95)	22%	(94)	429
PID/Gender: Dem Women	6%	(23)	5%	(22)	46%	(194)	23%	(99)	20%	(83)	420
PID/Gender: Ind Men	3%	(8)	8%	(23)	51%	(151)	19%	(55)	20%	(59)	296
PID/Gender: Ind Women	5%	(20)	1%	(5)	59%	(227)	18%	(68)	17%	(67)	387
PID/Gender: Rep Men	2%	(7)	4%	(14)	48%	(160)	19%	(64)	27%	(91)	336
PID/Gender: Rep Women	1%	(3)	4%	(12)	57%	(188)	20%	(66)	19%	(61)	330
Ideo: Liberal (1-3)	6%	(35)	7%	(42)	40%	(249)	25%	(157)	23%	(144)	627
Ideo: Moderate (4)	6%	(40)	4%	(29)	56%	(363)	18%	(115)	16%	(104)	650
Ideo: Conservative (5-7)	2%	(18)	4%	(31)	48%	(346)	20%	(145)	25%	(180)	719
Educ: < College	4%	(67)	4%	(68)	53%	(796)	18%	(280)	20%	(301)	1511
Educ: Bachelors degree	4%	(18)	6%	(28)	46%	(204)	22%	(99)	21%	(94)	444
Educ: Post-grad	6%	(15)	5%	(13)	36%	(89)	28%	(68)	24%	(59)	244

Continued on next page

Table MCSP6_7: If a professional athlete did the following, how would it impact your perception of that individual?
Advocated for political causes you oppose

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(99)	5%	(109)	50%	(1089)	20%	(447)	21%	(454)	2199
Income: Under 50k	5%	(59)	5%	(58)	52%	(646)	19%	(240)	19%	(234)	1237
Income: 50k-100k	3%	(21)	5%	(34)	49%	(324)	21%	(141)	21%	(140)	661
Income: 100k+	6%	(19)	6%	(17)	40%	(119)	22%	(66)	27%	(80)	301
Ethnicity: White	3%	(51)	4%	(74)	52%	(887)	21%	(359)	20%	(350)	1721
Ethnicity: Hispanic	5%	(18)	7%	(23)	51%	(177)	17%	(58)	21%	(73)	349
Ethnicity: Black	15%	(40)	9%	(26)	41%	(114)	15%	(41)	20%	(54)	274
Ethnicity: Other	4%	(8)	4%	(9)	43%	(89)	23%	(47)	25%	(51)	204
All Christian	4%	(39)	5%	(48)	52%	(508)	19%	(185)	20%	(189)	968
All Non-Christian	9%	(10)	10%	(10)	44%	(46)	16%	(16)	21%	(22)	104
Atheist	4%	(5)	3%	(3)	29%	(37)	33%	(42)	32%	(41)	128
Agnostic/Nothing in particular	5%	(31)	5%	(33)	49%	(309)	21%	(133)	20%	(129)	636
Something Else	4%	(15)	4%	(14)	52%	(189)	20%	(72)	20%	(73)	364
Religious Non-Protestant/Catholic	8%	(11)	9%	(12)	45%	(59)	17%	(22)	21%	(28)	133
Evangelical	6%	(32)	6%	(30)	50%	(256)	20%	(104)	18%	(95)	517
Non-Evangelical	3%	(19)	4%	(28)	54%	(422)	19%	(145)	21%	(160)	775
Community: Urban	8%	(51)	5%	(33)	44%	(279)	20%	(124)	23%	(145)	632
Community: Suburban	3%	(26)	5%	(51)	51%	(509)	22%	(223)	19%	(191)	999
Community: Rural	4%	(23)	4%	(25)	53%	(300)	18%	(101)	21%	(119)	568
Employ: Private Sector	5%	(35)	6%	(44)	46%	(327)	22%	(156)	21%	(150)	713
Employ: Government	19%	(22)	8%	(9)	38%	(46)	18%	(22)	18%	(22)	121
Employ: Self-Employed	5%	(9)	8%	(17)	51%	(107)	17%	(35)	20%	(42)	209
Employ: Homemaker	2%	(3)	2%	(3)	57%	(82)	22%	(32)	17%	(24)	145
Employ: Student	3%	(3)	3%	(3)	58%	(52)	22%	(20)	13%	(12)	91
Employ: Retired	3%	(14)	2%	(12)	51%	(261)	21%	(107)	23%	(121)	514
Employ: Unemployed	4%	(11)	5%	(13)	51%	(138)	20%	(53)	21%	(56)	271
Employ: Other	2%	(2)	5%	(7)	56%	(76)	16%	(22)	21%	(28)	135

Continued on next page

Table MCSP6_7: If a professional athlete did the following, how would it impact your perception of that individual?
Advocated for political causes you oppose

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(99)	5%	(109)	50%	(1089)	20%	(447)	21%	(454)	2199
Military HH: Yes	4%	(14)	2%	(6)	51%	(178)	23%	(82)	20%	(71)	352
Military HH: No	5%	(85)	6%	(102)	49%	(910)	20%	(365)	21%	(384)	1847
RD/WT: Right Direction	8%	(69)	7%	(58)	46%	(381)	20%	(166)	19%	(156)	830
RD/WT: Wrong Track	2%	(31)	4%	(51)	52%	(708)	21%	(282)	22%	(298)	1369
Biden Job Approve	7%	(69)	6%	(65)	44%	(446)	22%	(218)	21%	(206)	1003
Biden Job Disapprove	2%	(26)	4%	(43)	52%	(565)	20%	(215)	22%	(236)	1084
Biden Job Strongly Approve	10%	(45)	8%	(35)	37%	(161)	19%	(82)	26%	(111)	434
Biden Job Somewhat Approve	4%	(24)	5%	(30)	50%	(285)	24%	(136)	17%	(94)	569
Biden Job Somewhat Disapprove	5%	(14)	4%	(12)	56%	(163)	21%	(61)	14%	(42)	291
Biden Job Strongly Disapprove	2%	(12)	4%	(31)	51%	(403)	19%	(154)	24%	(194)	793
Favorable of Biden	6%	(63)	6%	(63)	45%	(455)	23%	(229)	20%	(201)	1010
Unfavorable of Biden	3%	(30)	4%	(43)	52%	(563)	19%	(207)	22%	(242)	1086
Very Favorable of Biden	10%	(45)	7%	(32)	38%	(178)	19%	(92)	26%	(124)	473
Somewhat Favorable of Biden	3%	(18)	6%	(30)	51%	(276)	25%	(136)	14%	(76)	537
Somewhat Unfavorable of Biden	6%	(15)	4%	(11)	56%	(151)	18%	(50)	16%	(43)	270
Very Unfavorable of Biden	2%	(15)	4%	(32)	51%	(412)	19%	(157)	24%	(200)	816
#1 Issue: Economy	4%	(31)	6%	(49)	53%	(436)	20%	(168)	17%	(139)	822
#1 Issue: Security	3%	(9)	3%	(11)	49%	(162)	17%	(57)	27%	(90)	329
#1 Issue: Health Care	8%	(21)	5%	(14)	52%	(140)	16%	(42)	19%	(52)	270
#1 Issue: Medicare / Social Security	4%	(11)	4%	(10)	50%	(128)	23%	(58)	19%	(49)	255
#1 Issue: Women's Issues	4%	(5)	5%	(7)	31%	(44)	26%	(37)	34%	(47)	139
#1 Issue: Education	8%	(8)	7%	(7)	51%	(50)	12%	(12)	21%	(21)	98
#1 Issue: Energy	8%	(11)	6%	(8)	43%	(61)	28%	(40)	15%	(22)	141
#1 Issue: Other	3%	(4)	2%	(3)	47%	(68)	24%	(34)	24%	(35)	143

Continued on next page

Table MCSP6_7: If a professional athlete did the following, how would it impact your perception of that individual?
Advocated for political causes you oppose

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	5%	(99)	5%	(109)	50%	(1089)	20%	(447)	21%	(454)	2199
2020 Vote: Joe Biden	5%	(52)	6%	(63)	46%	(450)	23%	(223)	20%	(194)	982
2020 Vote: Donald Trump	2%	(13)	4%	(25)	49%	(346)	21%	(150)	24%	(170)	704
2020 Vote: Other	3%	(2)	2%	(2)	49%	(34)	20%	(14)	26%	(18)	70
2020 Vote: Didn't Vote	7%	(32)	4%	(19)	58%	(258)	14%	(60)	16%	(73)	442
2018 House Vote: Democrat	6%	(46)	7%	(53)	42%	(315)	24%	(177)	21%	(160)	752
2018 House Vote: Republican	2%	(11)	3%	(20)	49%	(299)	22%	(133)	24%	(146)	610
2018 House Vote: Someone else	5%	(3)	2%	(1)	47%	(32)	16%	(11)	30%	(21)	69
2016 Vote: Hillary Clinton	7%	(49)	7%	(48)	42%	(308)	23%	(169)	21%	(154)	728
2016 Vote: Donald Trump	2%	(12)	3%	(21)	49%	(323)	21%	(139)	25%	(161)	656
2016 Vote: Other	2%	(3)	7%	(8)	49%	(53)	18%	(20)	23%	(25)	109
2016 Vote: Didn't Vote	5%	(35)	5%	(32)	57%	(403)	17%	(119)	16%	(114)	704
Voted in 2014: Yes	5%	(56)	5%	(60)	46%	(561)	22%	(270)	23%	(278)	1225
Voted in 2014: No	4%	(43)	5%	(49)	54%	(528)	18%	(177)	18%	(176)	974
4-Region: Northeast	6%	(24)	9%	(36)	46%	(183)	19%	(75)	19%	(76)	393
4-Region: Midwest	5%	(21)	3%	(15)	47%	(219)	22%	(102)	23%	(106)	462
4-Region: South	5%	(40)	4%	(36)	51%	(418)	20%	(166)	20%	(163)	824
4-Region: West	3%	(14)	4%	(22)	52%	(269)	20%	(104)	21%	(110)	520
Sports Fans	5%	(78)	6%	(92)	49%	(748)	22%	(340)	18%	(284)	1541
Avid Sports Fans	7%	(36)	9%	(46)	47%	(240)	20%	(102)	18%	(90)	514
Casual Sports Fans	4%	(43)	4%	(45)	49%	(508)	23%	(238)	19%	(194)	1027
NFL Fans	5%	(72)	6%	(88)	50%	(700)	21%	(291)	17%	(238)	1389
Avid NFL Fans	8%	(47)	7%	(41)	49%	(280)	19%	(109)	16%	(90)	566
Casual NFL Fans	3%	(25)	6%	(48)	51%	(420)	22%	(182)	18%	(147)	823
State Farm Customers	8%	(44)	7%	(38)	46%	(238)	21%	(109)	18%	(94)	522
Vaccinated Adults	5%	(71)	5%	(77)	49%	(746)	21%	(321)	21%	(321)	1537
Unvaccinated Adults	4%	(28)	5%	(32)	52%	(343)	19%	(126)	20%	(133)	662

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

Table MCSP6_8: *If a professional athlete did the following, how would it impact your perception of that individual?*
Encouraged others to get vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	29%	(635)	21%	(467)	37%	(824)	6%	(126)	7%	(146)	2199
Gender: Male	29%	(311)	23%	(240)	37%	(389)	5%	(56)	6%	(66)	1061
Gender: Female	29%	(324)	20%	(227)	38%	(435)	6%	(70)	7%	(81)	1138
Age: 18-34	26%	(173)	17%	(109)	43%	(279)	6%	(36)	9%	(57)	655
Age: 35-44	26%	(92)	20%	(71)	41%	(148)	8%	(27)	6%	(20)	357
Age: 45-64	29%	(215)	22%	(166)	37%	(275)	6%	(48)	6%	(46)	751
Age: 65+	36%	(155)	28%	(122)	28%	(122)	3%	(14)	5%	(23)	436
GenZers: 1997-2012	26%	(54)	11%	(23)	47%	(96)	6%	(13)	9%	(19)	205
Millennials: 1981-1996	28%	(180)	20%	(130)	39%	(257)	6%	(42)	7%	(46)	655
GenXers: 1965-1980	26%	(150)	20%	(117)	41%	(237)	6%	(36)	6%	(37)	577
Baby Boomers: 1946-1964	32%	(222)	25%	(170)	32%	(218)	5%	(33)	6%	(42)	686
PID: Dem (no lean)	44%	(378)	25%	(211)	23%	(195)	4%	(35)	4%	(32)	850
PID: Ind (no lean)	23%	(156)	20%	(135)	44%	(297)	6%	(41)	8%	(54)	683
PID: Rep (no lean)	15%	(101)	18%	(122)	50%	(332)	8%	(51)	9%	(61)	667
PID/Gender: Dem Men	43%	(186)	27%	(115)	24%	(103)	3%	(14)	3%	(11)	429
PID/Gender: Dem Women	46%	(192)	23%	(96)	22%	(91)	5%	(21)	5%	(20)	420
PID/Gender: Ind Men	24%	(70)	24%	(70)	38%	(111)	6%	(18)	9%	(27)	296
PID/Gender: Ind Women	22%	(86)	17%	(65)	48%	(186)	6%	(22)	7%	(28)	387
PID/Gender: Rep Men	16%	(55)	16%	(55)	52%	(174)	7%	(24)	8%	(28)	336
PID/Gender: Rep Women	14%	(46)	20%	(67)	48%	(158)	8%	(27)	10%	(33)	330
Ideo: Liberal (1-3)	47%	(296)	26%	(165)	19%	(121)	3%	(19)	4%	(25)	627
Ideo: Moderate (4)	31%	(203)	23%	(150)	35%	(228)	6%	(36)	5%	(33)	650
Ideo: Conservative (5-7)	14%	(101)	18%	(131)	50%	(360)	7%	(53)	10%	(75)	719
Educ: < College	25%	(371)	20%	(303)	42%	(636)	6%	(90)	7%	(112)	1511
Educ: Bachelors degree	36%	(158)	25%	(109)	29%	(130)	6%	(25)	5%	(23)	444
Educ: Post-grad	44%	(107)	23%	(55)	24%	(58)	5%	(12)	5%	(12)	244

Continued on next page

Table MCSP6_8: *If a professional athlete did the following, how would it impact your perception of that individual?*
Encouraged others to get vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	29%	(635)	21%	(467)	37%	(824)	6%	(126)	7%	(146)	2199
Income: Under 50k	25%	(315)	22%	(276)	39%	(488)	6%	(76)	7%	(82)	1237
Income: 50k-100k	30%	(198)	20%	(130)	37%	(248)	6%	(41)	7%	(45)	661
Income: 100k+	41%	(123)	20%	(61)	29%	(89)	3%	(9)	6%	(19)	301
Ethnicity: White	29%	(492)	22%	(373)	39%	(667)	5%	(85)	6%	(105)	1721
Ethnicity: Hispanic	28%	(97)	20%	(69)	41%	(144)	5%	(18)	6%	(22)	349
Ethnicity: Black	27%	(75)	19%	(53)	35%	(96)	9%	(25)	9%	(26)	274
Ethnicity: Other	33%	(68)	20%	(41)	30%	(62)	8%	(17)	8%	(16)	204
All Christian	30%	(286)	22%	(209)	37%	(359)	6%	(57)	6%	(57)	968
All Non-Christian	48%	(49)	14%	(15)	27%	(29)	5%	(5)	6%	(6)	104
Atheist	49%	(62)	28%	(35)	16%	(20)	7%	(8)	2%	(2)	128
Agnostic/Nothing in particular	25%	(160)	22%	(137)	40%	(255)	6%	(35)	8%	(48)	636
Something Else	21%	(77)	19%	(71)	45%	(162)	6%	(21)	9%	(33)	364
Religious Non-Protestant/Catholic	43%	(57)	17%	(22)	30%	(40)	4%	(6)	6%	(8)	133
Evangelical	24%	(125)	19%	(100)	41%	(212)	7%	(37)	9%	(44)	517
Non-Evangelical	30%	(229)	22%	(170)	38%	(293)	5%	(39)	6%	(44)	775
Community: Urban	36%	(228)	19%	(118)	34%	(213)	6%	(39)	5%	(33)	632
Community: Suburban	29%	(286)	22%	(222)	37%	(368)	5%	(51)	7%	(73)	999
Community: Rural	21%	(121)	22%	(127)	43%	(243)	6%	(36)	7%	(41)	568
Employ: Private Sector	30%	(214)	21%	(151)	36%	(254)	5%	(39)	8%	(55)	713
Employ: Government	33%	(40)	19%	(23)	32%	(38)	11%	(13)	5%	(6)	121
Employ: Self-Employed	22%	(46)	23%	(48)	40%	(83)	6%	(13)	9%	(18)	209
Employ: Homemaker	23%	(33)	22%	(31)	43%	(62)	5%	(7)	8%	(12)	145
Employ: Student	30%	(27)	16%	(15)	45%	(41)	4%	(4)	5%	(5)	91
Employ: Retired	32%	(166)	25%	(129)	32%	(163)	5%	(26)	6%	(30)	514
Employ: Unemployed	28%	(77)	18%	(48)	45%	(121)	7%	(19)	2%	(7)	271
Employ: Other	24%	(32)	16%	(22)	45%	(61)	4%	(6)	10%	(14)	135

Continued on next page

Table MCSP6_8: *If a professional athlete did the following, how would it impact your perception of that individual?*
Encouraged others to get vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	29%	(635)	21%	(467)	37%	(824)	6%	(126)	7%	(146)	2199
Military HH: Yes	29%	(101)	19%	(68)	41%	(145)	4%	(16)	6%	(22)	352
Military HH: No	29%	(534)	22%	(400)	37%	(679)	6%	(110)	7%	(124)	1847
RD/WT: Right Direction	45%	(376)	26%	(213)	22%	(183)	3%	(25)	4%	(34)	830
RD/WT: Wrong Track	19%	(259)	19%	(254)	47%	(641)	7%	(101)	8%	(113)	1369
Biden Job Approve	47%	(467)	27%	(269)	20%	(198)	3%	(29)	4%	(40)	1003
Biden Job Disapprove	14%	(147)	17%	(188)	51%	(558)	8%	(91)	9%	(100)	1084
Biden Job Strongly Approve	57%	(246)	21%	(90)	15%	(64)	2%	(10)	6%	(25)	434
Biden Job Somewhat Approve	39%	(221)	32%	(179)	23%	(134)	3%	(19)	3%	(16)	569
Biden Job Somewhat Disapprove	25%	(72)	24%	(70)	42%	(122)	6%	(16)	4%	(11)	291
Biden Job Strongly Disapprove	9%	(75)	15%	(118)	55%	(436)	9%	(75)	11%	(89)	793
Favorable of Biden	46%	(467)	26%	(266)	20%	(204)	4%	(35)	4%	(37)	1010
Unfavorable of Biden	13%	(145)	17%	(185)	52%	(569)	8%	(85)	9%	(102)	1086
Very Favorable of Biden	56%	(264)	22%	(106)	14%	(68)	2%	(10)	5%	(24)	473
Somewhat Favorable of Biden	38%	(203)	30%	(161)	25%	(136)	5%	(25)	2%	(13)	537
Somewhat Unfavorable of Biden	25%	(67)	21%	(56)	46%	(125)	4%	(12)	4%	(11)	270
Very Unfavorable of Biden	10%	(79)	16%	(128)	54%	(444)	9%	(73)	11%	(92)	816
#1 Issue: Economy	26%	(215)	19%	(159)	45%	(368)	5%	(43)	5%	(38)	822
#1 Issue: Security	13%	(44)	16%	(51)	51%	(166)	8%	(28)	12%	(40)	329
#1 Issue: Health Care	38%	(103)	22%	(60)	28%	(74)	6%	(17)	6%	(15)	270
#1 Issue: Medicare / Social Security	36%	(91)	27%	(69)	26%	(66)	7%	(17)	5%	(12)	255
#1 Issue: Women's Issues	45%	(63)	20%	(28)	25%	(34)	2%	(3)	8%	(11)	139
#1 Issue: Education	25%	(25)	23%	(23)	36%	(35)	11%	(11)	5%	(5)	98
#1 Issue: Energy	41%	(57)	29%	(41)	23%	(32)	2%	(3)	6%	(8)	141
#1 Issue: Other	26%	(37)	25%	(36)	34%	(48)	3%	(4)	12%	(18)	143

Continued on next page

Table MCSP6_8: *If a professional athlete did the following, how would it impact your perception of that individual?*
Encouraged others to get vaccinated against COVID-19

Demographic	I would feel much more positively toward the athlete		I would feel somewhat more positively toward the athlete		I would feel neither more positively nor more negatively toward the athlete		I would feel somewhat more negatively toward the athlete		I would feel much more negatively toward the athlete		Total N
Adults	29%	(635)	21%	(467)	37%	(824)	6%	(126)	7%	(146)	2199
2020 Vote: Joe Biden	45%	(444)	27%	(268)	21%	(206)	3%	(31)	3%	(34)	982
2020 Vote: Donald Trump	11%	(77)	18%	(125)	52%	(365)	9%	(63)	10%	(73)	704
2020 Vote: Other	18%	(13)	21%	(15)	49%	(34)	3%	(2)	9%	(6)	70
2020 Vote: Didn't Vote	23%	(100)	13%	(60)	49%	(219)	7%	(31)	7%	(33)	442
2018 House Vote: Democrat	47%	(353)	28%	(209)	18%	(133)	4%	(33)	3%	(24)	752
2018 House Vote: Republican	15%	(93)	19%	(113)	49%	(299)	9%	(52)	9%	(52)	610
2018 House Vote: Someone else	21%	(14)	18%	(12)	41%	(28)	3%	(2)	18%	(12)	69
2016 Vote: Hillary Clinton	47%	(342)	28%	(206)	18%	(133)	4%	(27)	3%	(20)	728
2016 Vote: Donald Trump	16%	(102)	19%	(122)	49%	(323)	7%	(48)	9%	(61)	656
2016 Vote: Other	29%	(32)	28%	(30)	32%	(35)	5%	(5)	7%	(7)	109
2016 Vote: Didn't Vote	22%	(158)	16%	(109)	47%	(333)	6%	(45)	8%	(59)	704
Voted in 2014: Yes	34%	(412)	23%	(286)	31%	(385)	5%	(65)	6%	(76)	1225
Voted in 2014: No	23%	(223)	19%	(181)	45%	(439)	6%	(61)	7%	(70)	974
4-Region: Northeast	33%	(130)	24%	(94)	31%	(123)	6%	(24)	6%	(22)	393
4-Region: Midwest	23%	(109)	25%	(114)	35%	(163)	7%	(35)	9%	(41)	462
4-Region: South	29%	(238)	17%	(144)	41%	(341)	6%	(49)	6%	(52)	824
4-Region: West	31%	(159)	22%	(115)	38%	(197)	3%	(18)	6%	(31)	520
Sports Fans	31%	(473)	22%	(344)	36%	(551)	6%	(91)	5%	(82)	1541
Avid Sports Fans	34%	(172)	22%	(111)	34%	(174)	6%	(33)	5%	(24)	514
Casual Sports Fans	29%	(301)	23%	(234)	37%	(377)	6%	(58)	6%	(58)	1027
NFL Fans	30%	(420)	23%	(317)	36%	(502)	6%	(84)	5%	(66)	1389
Avid NFL Fans	34%	(193)	22%	(127)	34%	(191)	6%	(36)	3%	(20)	566
Casual NFL Fans	28%	(227)	23%	(190)	38%	(311)	6%	(48)	6%	(46)	823
State Farm Customers	29%	(151)	25%	(130)	33%	(173)	6%	(33)	7%	(35)	522
Vaccinated Adults	38%	(581)	26%	(403)	29%	(450)	3%	(47)	4%	(57)	1537
Unvaccinated Adults	8%	(54)	10%	(64)	57%	(374)	12%	(79)	14%	(90)	662

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 MCSP7_1: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(58)	3%	(62)	29%	(640)	22%	(484)	43%	(955)	2199
Gender: Male	4%	(38)	3%	(34)	28%	(294)	20%	(216)	45%	(479)	1061
Gender: Female	2%	(20)	2%	(28)	30%	(346)	24%	(268)	42%	(476)	1138
Age: 18-34	4%	(29)	4%	(28)	35%	(227)	20%	(131)	36%	(238)	655
Age: 35-44	4%	(16)	6%	(21)	30%	(108)	20%	(73)	39%	(140)	357
Age: 45-64	1%	(9)	1%	(11)	28%	(211)	23%	(174)	46%	(345)	751
Age: 65+	1%	(4)	—	(1)	21%	(93)	24%	(106)	53%	(232)	436
GenZers: 1997-2012	3%	(6)	3%	(5)	40%	(83)	18%	(38)	36%	(73)	205
Millennials: 1981-1996	5%	(34)	6%	(42)	31%	(203)	20%	(133)	37%	(243)	655
GenXers: 1965-1980	2%	(10)	2%	(10)	30%	(175)	23%	(135)	43%	(247)	577
Baby Boomers: 1946-1964	1%	(8)	1%	(4)	24%	(165)	23%	(157)	51%	(351)	686
PID: Dem (no lean)	4%	(32)	4%	(31)	18%	(156)	20%	(169)	54%	(461)	850
PID: Ind (no lean)	2%	(13)	2%	(15)	33%	(228)	22%	(150)	40%	(276)	683
PID: Rep (no lean)	2%	(13)	2%	(15)	38%	(255)	25%	(165)	33%	(218)	667
PID/Gender: Dem Men	5%	(20)	4%	(16)	19%	(82)	18%	(78)	54%	(232)	429
PID/Gender: Dem Women	3%	(12)	3%	(15)	18%	(75)	21%	(90)	54%	(229)	420
PID/Gender: Ind Men	2%	(6)	3%	(10)	28%	(81)	23%	(70)	44%	(129)	296
PID/Gender: Ind Women	2%	(7)	1%	(5)	38%	(147)	21%	(81)	38%	(147)	387
PID/Gender: Rep Men	4%	(12)	2%	(7)	39%	(131)	20%	(68)	35%	(118)	336
PID/Gender: Rep Women	—	(1)	2%	(8)	38%	(124)	29%	(97)	30%	(100)	330
Ideo: Liberal (1-3)	3%	(17)	4%	(23)	18%	(114)	18%	(111)	58%	(361)	627
Ideo: Moderate (4)	3%	(17)	3%	(19)	25%	(166)	23%	(147)	46%	(301)	650
Ideo: Conservative (5-7)	2%	(15)	2%	(15)	37%	(269)	26%	(189)	32%	(232)	719
Educ: < College	2%	(37)	2%	(36)	33%	(494)	21%	(321)	41%	(623)	1511
Educ: Bachelors degree	2%	(10)	5%	(21)	23%	(100)	24%	(106)	47%	(207)	444
Educ: Post-grad	5%	(11)	2%	(5)	18%	(45)	24%	(58)	51%	(125)	244

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Table MCSP7_1: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(58)	3%	(62)	29%	(640)	22%	(484)	43%	(955)	2199
Income: Under 50k	2%	(29)	3%	(36)	31%	(380)	23%	(285)	41%	(508)	1237
Income: 50k-100k	3%	(17)	2%	(13)	29%	(190)	21%	(140)	45%	(300)	661
Income: 100k+	4%	(12)	4%	(13)	23%	(70)	20%	(60)	49%	(146)	301
Ethnicity: White	2%	(36)	2%	(40)	30%	(509)	22%	(385)	44%	(751)	1721
Ethnicity: Hispanic	3%	(10)	4%	(15)	32%	(111)	22%	(76)	39%	(138)	349
Ethnicity: Black	6%	(17)	6%	(17)	28%	(78)	23%	(63)	36%	(99)	274
Ethnicity: Other	3%	(6)	2%	(4)	26%	(53)	18%	(37)	51%	(105)	204
All Christian	3%	(26)	3%	(31)	29%	(280)	21%	(206)	44%	(425)	968
All Non-Christian	8%	(8)	8%	(8)	24%	(25)	19%	(19)	42%	(44)	104
Atheist	1%	(1)	5%	(7)	14%	(17)	17%	(22)	63%	(80)	128
Agnostic/Nothing in particular	2%	(15)	2%	(13)	31%	(195)	21%	(136)	44%	(277)	636
Something Else	2%	(8)	1%	(3)	34%	(123)	28%	(101)	36%	(129)	364
Religious Non-Protestant/Catholic	6%	(8)	6%	(8)	27%	(36)	22%	(29)	39%	(51)	133
Evangelical	5%	(23)	4%	(22)	32%	(165)	22%	(115)	37%	(192)	517
Non-Evangelical	1%	(10)	1%	(12)	29%	(223)	23%	(181)	45%	(349)	775
Community: Urban	5%	(32)	4%	(27)	25%	(159)	22%	(136)	44%	(278)	632
Community: Suburban	2%	(16)	2%	(24)	29%	(285)	22%	(216)	46%	(458)	999
Community: Rural	2%	(10)	2%	(11)	34%	(196)	23%	(132)	39%	(219)	568

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Table MCSP7_1: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(58)	3%	(62)	29%	(640)	22%	(484)	43%	(955)	2199
Employ: Private Sector	3%	(22)	3%	(24)	29%	(206)	23%	(165)	42%	(296)	713
Employ: Government	8%	(10)	10%	(12)	29%	(35)	16%	(19)	36%	(44)	121
Employ: Self-Employed	2%	(5)	4%	(8)	33%	(68)	25%	(52)	36%	(76)	209
Employ: Homemaker	4%	(6)	2%	(4)	38%	(55)	17%	(25)	39%	(56)	145
Employ: Student	1%	(1)	5%	(5)	34%	(31)	14%	(13)	46%	(42)	91
Employ: Retired	1%	(5)	—	(1)	22%	(115)	23%	(120)	53%	(273)	514
Employ: Unemployed	3%	(8)	3%	(7)	34%	(92)	21%	(57)	39%	(106)	271
Employ: Other	1%	(2)	—	(0)	28%	(38)	26%	(34)	45%	(61)	135
Military HH: Yes	3%	(11)	2%	(7)	29%	(104)	22%	(76)	44%	(155)	352
Military HH: No	3%	(48)	3%	(55)	29%	(536)	22%	(408)	43%	(800)	1847
RD/WT: Right Direction	5%	(39)	4%	(32)	20%	(168)	19%	(160)	52%	(431)	830
RD/WT: Wrong Track	1%	(20)	2%	(29)	34%	(471)	24%	(325)	38%	(524)	1369
Biden Job Approve	4%	(43)	4%	(35)	18%	(183)	20%	(198)	54%	(544)	1003
Biden Job Disapprove	1%	(14)	2%	(26)	37%	(402)	25%	(269)	34%	(372)	1084
Biden Job Strongly Approve	7%	(32)	4%	(18)	16%	(68)	16%	(68)	57%	(248)	434
Biden Job Somewhat Approve	2%	(11)	3%	(17)	20%	(114)	23%	(130)	52%	(297)	569
Biden Job Somewhat Disapprove	1%	(2)	4%	(13)	30%	(87)	22%	(65)	43%	(124)	291
Biden Job Strongly Disapprove	2%	(12)	2%	(13)	40%	(315)	26%	(204)	31%	(248)	793
Favorable of Biden	4%	(40)	3%	(33)	18%	(186)	20%	(201)	54%	(550)	1010
Unfavorable of Biden	1%	(14)	3%	(27)	37%	(398)	25%	(272)	34%	(374)	1086
Very Favorable of Biden	6%	(28)	4%	(20)	15%	(71)	17%	(80)	58%	(273)	473
Somewhat Favorable of Biden	2%	(12)	2%	(13)	21%	(115)	23%	(121)	51%	(277)	537
Somewhat Unfavorable of Biden	1%	(2)	5%	(14)	28%	(76)	23%	(63)	43%	(115)	270
Very Unfavorable of Biden	1%	(12)	2%	(13)	40%	(323)	26%	(209)	32%	(259)	816

Continued on next page

Table MCSP7_1: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(58)	3%	(62)	29%	(640)	22%	(484)	43%	(955)	2199
#1 Issue: Economy	3%	(22)	2%	(15)	33%	(270)	24%	(200)	38%	(316)	822
#1 Issue: Security	2%	(7)	2%	(7)	38%	(125)	23%	(74)	35%	(117)	329
#1 Issue: Health Care	4%	(11)	6%	(16)	21%	(56)	18%	(50)	51%	(138)	270
#1 Issue: Medicare / Social Security	1%	(2)	1%	(3)	25%	(65)	26%	(66)	47%	(120)	255
#1 Issue: Women's Issues	2%	(2)	5%	(7)	15%	(21)	16%	(23)	62%	(86)	139
#1 Issue: Education	5%	(5)	3%	(3)	32%	(32)	23%	(22)	37%	(37)	98
#1 Issue: Energy	5%	(7)	5%	(8)	22%	(32)	20%	(28)	48%	(67)	141
#1 Issue: Other	2%	(3)	2%	(2)	28%	(40)	15%	(22)	53%	(75)	143
2020 Vote: Joe Biden	4%	(39)	2%	(24)	18%	(175)	20%	(200)	55%	(544)	982
2020 Vote: Donald Trump	2%	(11)	3%	(18)	38%	(269)	26%	(186)	31%	(220)	704
2020 Vote: Other	—	(0)	—	(0)	37%	(26)	24%	(17)	39%	(28)	70
2020 Vote: Didn't Vote	2%	(8)	4%	(20)	39%	(171)	18%	(81)	37%	(163)	442
2018 House Vote: Democrat	4%	(29)	3%	(22)	16%	(120)	21%	(157)	56%	(424)	752
2018 House Vote: Republican	1%	(7)	2%	(14)	35%	(216)	26%	(160)	35%	(212)	610
2018 House Vote: Someone else	—	(0)	1%	(1)	35%	(24)	23%	(16)	41%	(28)	69
2016 Vote: Hillary Clinton	3%	(24)	4%	(26)	17%	(121)	20%	(145)	56%	(411)	728
2016 Vote: Donald Trump	2%	(14)	2%	(12)	35%	(227)	25%	(167)	36%	(237)	656
2016 Vote: Other	—	(0)	1%	(1)	22%	(24)	27%	(29)	50%	(55)	109
2016 Vote: Didn't Vote	3%	(20)	3%	(22)	38%	(267)	20%	(144)	36%	(250)	704
Voted in 2014: Yes	3%	(31)	2%	(31)	25%	(303)	22%	(270)	48%	(590)	1225
Voted in 2014: No	3%	(27)	3%	(31)	35%	(336)	22%	(215)	37%	(365)	974
4-Region: Northeast	5%	(18)	3%	(11)	25%	(98)	23%	(90)	45%	(176)	393
4-Region: Midwest	2%	(7)	3%	(16)	31%	(143)	24%	(112)	40%	(184)	462
4-Region: South	3%	(28)	2%	(16)	31%	(258)	20%	(164)	43%	(358)	824
4-Region: West	1%	(5)	4%	(19)	27%	(141)	23%	(118)	46%	(237)	520

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Table MCSP7_1: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(58)	3%	(62)	29%	(640)	22%	(484)	43%	(955)	2199
Sports Fans	3%	(48)	4%	(54)	28%	(438)	22%	(345)	43%	(656)	1541
Avid Sports Fans	5%	(25)	5%	(27)	26%	(132)	22%	(115)	42%	(214)	514
Casual Sports Fans	2%	(23)	3%	(27)	30%	(306)	22%	(230)	43%	(441)	1027
NFL Fans	3%	(41)	4%	(52)	28%	(391)	23%	(323)	42%	(582)	1389
Avid NFL Fans	5%	(26)	5%	(27)	28%	(158)	23%	(128)	40%	(227)	566
Casual NFL Fans	2%	(15)	3%	(24)	28%	(234)	24%	(196)	43%	(354)	823
State Farm Customers	4%	(22)	6%	(31)	28%	(146)	22%	(116)	40%	(207)	522
Vaccinated Adults	3%	(41)	2%	(37)	21%	(318)	22%	(343)	52%	(798)	1537
Unvaccinated Adults	3%	(18)	4%	(25)	49%	(322)	21%	(141)	24%	(157)	662

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

Table MCSP7_2: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	2%	(54)	3%	(62)	37%	(804)	24%	(517)	35%	(762)	2199
Gender: Male	3%	(32)	4%	(40)	36%	(381)	22%	(237)	35%	(372)	1061
Gender: Female	2%	(22)	2%	(22)	37%	(423)	25%	(280)	34%	(391)	1138
Age: 18-34	4%	(29)	4%	(28)	40%	(264)	22%	(141)	29%	(193)	655
Age: 35-44	4%	(13)	4%	(14)	41%	(145)	22%	(79)	30%	(106)	357
Age: 45-64	1%	(9)	2%	(15)	36%	(273)	24%	(181)	36%	(272)	751
Age: 65+	1%	(3)	1%	(5)	28%	(121)	27%	(116)	44%	(191)	436
GenZers: 1997-2012	5%	(10)	5%	(11)	41%	(84)	19%	(38)	30%	(62)	205
Millennials: 1981-1996	5%	(30)	4%	(26)	40%	(263)	23%	(152)	28%	(184)	655
GenXers: 1965-1980	2%	(9)	2%	(13)	39%	(227)	23%	(134)	33%	(193)	577
Baby Boomers: 1946-1964	1%	(5)	2%	(11)	31%	(212)	25%	(168)	42%	(289)	686
PID: Dem (no lean)	3%	(27)	3%	(27)	27%	(229)	28%	(235)	39%	(333)	850
PID: Ind (no lean)	2%	(16)	3%	(19)	41%	(279)	21%	(141)	33%	(227)	683
PID: Rep (no lean)	2%	(11)	2%	(15)	44%	(296)	21%	(142)	30%	(202)	667
PID/Gender: Dem Men	4%	(18)	5%	(22)	26%	(110)	27%	(115)	38%	(164)	429
PID/Gender: Dem Women	2%	(9)	1%	(5)	28%	(118)	28%	(119)	40%	(169)	420
PID/Gender: Ind Men	2%	(5)	3%	(9)	39%	(117)	22%	(66)	34%	(99)	296
PID/Gender: Ind Women	3%	(11)	3%	(10)	42%	(163)	19%	(75)	33%	(128)	387
PID/Gender: Rep Men	3%	(9)	3%	(9)	46%	(154)	17%	(56)	32%	(108)	336
PID/Gender: Rep Women	1%	(3)	2%	(7)	43%	(142)	26%	(86)	28%	(94)	330
Ideo: Liberal (1-3)	2%	(15)	4%	(23)	26%	(164)	30%	(189)	38%	(236)	627
Ideo: Moderate (4)	3%	(18)	4%	(24)	33%	(215)	21%	(136)	39%	(257)	650
Ideo: Conservative (5-7)	2%	(14)	2%	(12)	44%	(316)	24%	(170)	29%	(207)	719
Educ: < College	2%	(33)	3%	(43)	40%	(606)	21%	(322)	34%	(508)	1511
Educ: Bachelors degree	3%	(12)	3%	(12)	29%	(128)	31%	(137)	35%	(154)	444
Educ: Post-grad	4%	(9)	3%	(7)	28%	(69)	24%	(59)	41%	(100)	244

Continued on next page

Table MCSP7_2: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	2%	(54)	3%	(62)	37%	(804)	24%	(517)	35%	(762)	2199
Income: Under 50k	2%	(27)	3%	(36)	39%	(479)	22%	(276)	34%	(420)	1237
Income: 50k-100k	2%	(15)	3%	(20)	36%	(236)	24%	(161)	35%	(229)	661
Income: 100k+	4%	(11)	2%	(6)	30%	(89)	27%	(81)	38%	(114)	301
Ethnicity: White	2%	(34)	3%	(43)	37%	(644)	24%	(408)	34%	(592)	1721
Ethnicity: Hispanic	2%	(8)	3%	(12)	41%	(142)	21%	(74)	32%	(113)	349
Ethnicity: Black	6%	(16)	6%	(16)	34%	(93)	22%	(60)	33%	(90)	274
Ethnicity: Other	2%	(4)	1%	(3)	32%	(66)	25%	(50)	39%	(80)	204
All Christian	3%	(26)	2%	(23)	36%	(345)	24%	(234)	35%	(341)	968
All Non-Christian	8%	(8)	7%	(7)	28%	(29)	24%	(25)	33%	(34)	104
Atheist	1%	(2)	1%	(1)	31%	(40)	25%	(32)	42%	(54)	128
Agnostic/Nothing in particular	2%	(12)	3%	(17)	39%	(248)	22%	(138)	35%	(221)	636
Something Else	2%	(6)	4%	(13)	39%	(142)	25%	(89)	31%	(113)	364
Religious Non-Protestant/Catholic	7%	(9)	5%	(7)	33%	(43)	24%	(32)	31%	(41)	133
Evangelical	4%	(22)	3%	(15)	35%	(180)	25%	(130)	33%	(170)	517
Non-Evangelical	1%	(7)	3%	(20)	37%	(290)	24%	(187)	35%	(271)	775
Community: Urban	5%	(31)	4%	(25)	33%	(210)	22%	(138)	36%	(228)	632
Community: Suburban	1%	(12)	2%	(25)	36%	(364)	25%	(248)	35%	(351)	999
Community: Rural	2%	(10)	2%	(12)	41%	(230)	23%	(132)	32%	(184)	568

Continued on next page

Table MCSP7_2: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	2%	(54)	3%	(62)	37%	(804)	24%	(517)	35%	(762)	2199
Employ: Private Sector	3%	(18)	3%	(21)	38%	(271)	25%	(181)	31%	(222)	713
Employ: Government	7%	(9)	6%	(7)	35%	(42)	19%	(23)	33%	(40)	121
Employ: Self-Employed	4%	(8)	4%	(9)	38%	(79)	28%	(59)	26%	(55)	209
Employ: Homemaker	2%	(4)	4%	(7)	41%	(60)	16%	(23)	36%	(52)	145
Employ: Student	4%	(4)	8%	(7)	43%	(39)	20%	(19)	25%	(23)	91
Employ: Retired	1%	(4)	1%	(7)	29%	(151)	24%	(121)	45%	(231)	514
Employ: Unemployed	1%	(4)	2%	(5)	42%	(113)	20%	(56)	35%	(95)	271
Employ: Other	3%	(4)	—	(0)	37%	(50)	26%	(36)	33%	(45)	135
Military HH: Yes	2%	(7)	2%	(8)	35%	(125)	24%	(84)	37%	(129)	352
Military HH: No	3%	(47)	3%	(54)	37%	(679)	23%	(434)	34%	(634)	1847
RD/WT: Right Direction	4%	(33)	4%	(30)	27%	(226)	26%	(217)	39%	(324)	830
RD/WT: Wrong Track	2%	(21)	2%	(32)	42%	(578)	22%	(300)	32%	(438)	1369
Biden Job Approve	4%	(36)	3%	(32)	27%	(268)	28%	(277)	39%	(390)	1003
Biden Job Disapprove	1%	(15)	2%	(25)	44%	(481)	21%	(226)	31%	(337)	1084
Biden Job Strongly Approve	5%	(23)	5%	(20)	23%	(98)	27%	(116)	41%	(178)	434
Biden Job Somewhat Approve	2%	(13)	2%	(12)	30%	(170)	28%	(161)	37%	(212)	569
Biden Job Somewhat Disapprove	1%	(3)	3%	(9)	35%	(101)	26%	(75)	36%	(103)	291
Biden Job Strongly Disapprove	2%	(12)	2%	(17)	48%	(380)	19%	(151)	29%	(234)	793
Favorable of Biden	4%	(36)	3%	(31)	27%	(270)	28%	(278)	39%	(395)	1010
Unfavorable of Biden	1%	(13)	3%	(29)	44%	(483)	21%	(225)	31%	(335)	1086
Very Favorable of Biden	5%	(24)	3%	(17)	23%	(107)	27%	(128)	42%	(198)	473
Somewhat Favorable of Biden	2%	(13)	3%	(15)	30%	(163)	28%	(150)	37%	(197)	537
Somewhat Unfavorable of Biden	1%	(1)	4%	(11)	37%	(101)	24%	(64)	34%	(92)	270
Very Unfavorable of Biden	1%	(11)	2%	(18)	47%	(383)	20%	(161)	30%	(243)	816

Continued on next page

Table MCSP7_2: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	2%	(54)	3%	(62)	37%	(804)	24%	(517)	35%	(762)	2199
#1 Issue: Economy	2%	(17)	2%	(13)	42%	(342)	25%	(203)	30%	(247)	822
#1 Issue: Security	2%	(6)	3%	(9)	41%	(135)	23%	(77)	31%	(103)	329
#1 Issue: Health Care	4%	(11)	5%	(14)	28%	(76)	21%	(57)	41%	(111)	270
#1 Issue: Medicare / Social Security	1%	(2)	3%	(8)	28%	(71)	25%	(63)	44%	(111)	255
#1 Issue: Women's Issues	5%	(8)	3%	(4)	28%	(39)	21%	(29)	43%	(60)	139
#1 Issue: Education	4%	(4)	3%	(3)	36%	(35)	27%	(26)	31%	(30)	98
#1 Issue: Energy	5%	(7)	5%	(7)	31%	(44)	25%	(35)	34%	(48)	141
#1 Issue: Other	—	(0)	3%	(4)	43%	(61)	19%	(27)	35%	(50)	143
2020 Vote: Joe Biden	3%	(29)	3%	(33)	26%	(258)	26%	(257)	41%	(405)	982
2020 Vote: Donald Trump	2%	(13)	2%	(17)	45%	(317)	22%	(158)	28%	(199)	704
2020 Vote: Other	2%	(1)	—	(0)	39%	(28)	26%	(19)	33%	(23)	70
2020 Vote: Didn't Vote	2%	(11)	3%	(12)	46%	(202)	19%	(84)	30%	(134)	442
2018 House Vote: Democrat	4%	(27)	3%	(26)	24%	(182)	27%	(200)	42%	(317)	752
2018 House Vote: Republican	1%	(7)	2%	(10)	42%	(256)	23%	(141)	32%	(195)	610
2018 House Vote: Someone else	2%	(1)	1%	(1)	37%	(25)	21%	(15)	39%	(27)	69
2016 Vote: Hillary Clinton	3%	(22)	4%	(28)	23%	(168)	29%	(210)	41%	(300)	728
2016 Vote: Donald Trump	2%	(11)	2%	(16)	40%	(263)	23%	(153)	32%	(213)	656
2016 Vote: Other	—	(0)	—	(0)	36%	(39)	23%	(25)	41%	(45)	109
2016 Vote: Didn't Vote	3%	(21)	3%	(19)	47%	(332)	18%	(129)	29%	(204)	704
Voted in 2014: Yes	3%	(34)	3%	(31)	31%	(378)	25%	(306)	39%	(477)	1225
Voted in 2014: No	2%	(20)	3%	(31)	44%	(426)	22%	(212)	29%	(286)	974
4-Region: Northeast	4%	(14)	5%	(19)	32%	(128)	27%	(106)	32%	(127)	393
4-Region: Midwest	3%	(12)	2%	(11)	39%	(181)	21%	(99)	35%	(160)	462
4-Region: South	3%	(23)	2%	(18)	36%	(300)	23%	(189)	36%	(293)	824
4-Region: West	1%	(5)	3%	(15)	38%	(195)	24%	(124)	35%	(181)	520

Continued on next page

Table MCSP7_2: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	2%	(54)	3%	(62)	37%	(804)	24%	(517)	35%	(762)	2199
Sports Fans	3%	(46)	3%	(45)	36%	(558)	24%	(376)	33%	(516)	1541
Avid Sports Fans	5%	(27)	4%	(18)	32%	(166)	27%	(138)	32%	(165)	514
Casual Sports Fans	2%	(19)	3%	(27)	38%	(392)	23%	(238)	34%	(352)	1027
NFL Fans	3%	(45)	3%	(46)	36%	(497)	25%	(344)	33%	(457)	1389
Avid NFL Fans	5%	(29)	4%	(25)	34%	(191)	25%	(140)	32%	(182)	566
Casual NFL Fans	2%	(16)	3%	(21)	37%	(306)	25%	(204)	33%	(275)	823
State Farm Customers	4%	(23)	5%	(25)	34%	(178)	25%	(133)	31%	(164)	522
Vaccinated Adults	2%	(36)	2%	(31)	30%	(458)	26%	(396)	40%	(616)	1537
Unvaccinated Adults	3%	(18)	5%	(31)	52%	(346)	18%	(122)	22%	(146)	662

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

Table MCSP7_3: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(64)	3%	(68)	34%	(754)	21%	(469)	38%	(845)	2199
Gender: Male	4%	(38)	3%	(35)	34%	(365)	21%	(220)	38%	(404)	1061
Gender: Female	2%	(26)	3%	(33)	34%	(389)	22%	(249)	39%	(441)	1138
Age: 18-34	4%	(28)	4%	(29)	39%	(254)	19%	(127)	33%	(217)	655
Age: 35-44	5%	(16)	6%	(22)	36%	(127)	20%	(70)	34%	(122)	357
Age: 45-64	2%	(13)	2%	(13)	34%	(258)	23%	(169)	40%	(297)	751
Age: 65+	1%	(6)	1%	(4)	26%	(113)	24%	(103)	48%	(210)	436
GenZers: 1997-2012	3%	(6)	5%	(11)	40%	(83)	20%	(42)	31%	(64)	205
Millennials: 1981-1996	5%	(34)	6%	(36)	36%	(235)	20%	(129)	34%	(220)	655
GenXers: 1965-1980	2%	(13)	2%	(12)	38%	(218)	21%	(121)	37%	(213)	577
Baby Boomers: 1946-1964	2%	(10)	1%	(9)	28%	(194)	23%	(161)	46%	(312)	686
PID: Dem (no lean)	3%	(26)	4%	(31)	21%	(180)	25%	(211)	47%	(402)	850
PID: Ind (no lean)	3%	(18)	3%	(21)	39%	(267)	18%	(126)	37%	(250)	683
PID: Rep (no lean)	3%	(20)	2%	(17)	46%	(306)	20%	(132)	29%	(192)	667
PID/Gender: Dem Men	4%	(16)	4%	(19)	23%	(100)	25%	(107)	44%	(188)	429
PID/Gender: Dem Women	2%	(10)	3%	(12)	19%	(80)	25%	(104)	51%	(214)	420
PID/Gender: Ind Men	3%	(9)	2%	(7)	38%	(112)	18%	(54)	38%	(113)	296
PID/Gender: Ind Women	2%	(9)	3%	(13)	40%	(156)	19%	(72)	35%	(137)	387
PID/Gender: Rep Men	4%	(12)	3%	(9)	46%	(153)	17%	(58)	31%	(103)	336
PID/Gender: Rep Women	2%	(7)	2%	(7)	46%	(153)	22%	(74)	27%	(89)	330
Ideo: Liberal (1-3)	3%	(16)	5%	(29)	18%	(115)	25%	(154)	50%	(312)	627
Ideo: Moderate (4)	3%	(22)	3%	(17)	31%	(201)	22%	(140)	42%	(270)	650
Ideo: Conservative (5-7)	3%	(22)	2%	(17)	45%	(327)	20%	(147)	29%	(206)	719
Educ: < College	2%	(36)	3%	(44)	38%	(571)	20%	(309)	36%	(552)	1511
Educ: Bachelors degree	4%	(16)	3%	(15)	29%	(128)	24%	(105)	41%	(181)	444
Educ: Post-grad	5%	(12)	4%	(9)	22%	(55)	23%	(56)	46%	(112)	244

Continued on next page

Table MCSP7_3: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(64)	3%	(68)	34%	(754)	21%	(469)	38%	(845)	2199
Income: Under 50k	2%	(29)	3%	(39)	36%	(445)	21%	(262)	37%	(463)	1237
Income: 50k-100k	3%	(18)	3%	(23)	33%	(219)	23%	(149)	38%	(252)	661
Income: 100k+	6%	(17)	2%	(6)	30%	(90)	19%	(58)	43%	(130)	301
Ethnicity: White	3%	(43)	3%	(48)	35%	(601)	21%	(356)	39%	(673)	1721
Ethnicity: Hispanic	2%	(8)	5%	(17)	38%	(131)	18%	(63)	37%	(130)	349
Ethnicity: Black	6%	(16)	6%	(17)	33%	(90)	22%	(61)	33%	(90)	274
Ethnicity: Other	3%	(5)	1%	(3)	31%	(63)	25%	(52)	40%	(82)	204
All Christian	3%	(34)	3%	(31)	34%	(326)	20%	(196)	39%	(381)	968
All Non-Christian	9%	(9)	9%	(9)	28%	(29)	19%	(20)	34%	(36)	104
Atheist	1%	(1)	5%	(6)	19%	(24)	26%	(33)	49%	(63)	128
Agnostic/Nothing in particular	2%	(14)	3%	(18)	36%	(231)	20%	(128)	39%	(245)	636
Something Else	2%	(5)	1%	(4)	40%	(144)	25%	(92)	33%	(119)	364
Religious Non-Protestant/Catholic	8%	(11)	7%	(10)	31%	(41)	21%	(28)	32%	(42)	133
Evangelical	4%	(21)	4%	(18)	38%	(196)	21%	(110)	33%	(172)	517
Non-Evangelical	2%	(16)	2%	(15)	33%	(259)	22%	(168)	41%	(317)	775
Community: Urban	5%	(33)	4%	(23)	31%	(195)	21%	(132)	39%	(248)	632
Community: Suburban	2%	(17)	3%	(33)	33%	(326)	22%	(215)	41%	(407)	999
Community: Rural	2%	(14)	2%	(11)	41%	(232)	21%	(121)	33%	(190)	568

Continued on next page

Table MCSP7_3: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(64)	3%	(68)	34%	(754)	21%	(469)	38%	(845)	2199
Employ: Private Sector	4%	(27)	2%	(15)	35%	(252)	21%	(151)	38%	(268)	713
Employ: Government	9%	(11)	10%	(12)	28%	(34)	19%	(23)	34%	(41)	121
Employ: Self-Employed	3%	(6)	8%	(17)	33%	(69)	23%	(49)	32%	(68)	209
Employ: Homemaker	4%	(6)	2%	(3)	43%	(63)	15%	(22)	35%	(51)	145
Employ: Student	1%	(1)	8%	(7)	35%	(32)	13%	(12)	43%	(39)	91
Employ: Retired	1%	(7)	1%	(5)	29%	(149)	23%	(116)	46%	(238)	514
Employ: Unemployed	1%	(3)	3%	(9)	38%	(104)	25%	(68)	32%	(88)	271
Employ: Other	2%	(3)	—	(0)	38%	(51)	20%	(28)	39%	(53)	135
Military HH: Yes	2%	(8)	3%	(9)	36%	(126)	21%	(73)	39%	(136)	352
Military HH: No	3%	(56)	3%	(59)	34%	(628)	21%	(396)	38%	(709)	1847
RD/WT: Right Direction	4%	(35)	4%	(33)	23%	(191)	24%	(203)	44%	(368)	830
RD/WT: Wrong Track	2%	(29)	3%	(35)	41%	(563)	19%	(266)	35%	(476)	1369
Biden Job Approve	3%	(34)	4%	(36)	22%	(216)	24%	(242)	47%	(476)	1003
Biden Job Disapprove	2%	(25)	3%	(28)	45%	(485)	19%	(210)	31%	(336)	1084
Biden Job Strongly Approve	6%	(25)	5%	(20)	18%	(77)	21%	(90)	51%	(222)	434
Biden Job Somewhat Approve	2%	(9)	3%	(16)	24%	(139)	27%	(152)	45%	(253)	569
Biden Job Somewhat Disapprove	1%	(4)	3%	(9)	33%	(96)	25%	(73)	38%	(110)	291
Biden Job Strongly Disapprove	3%	(21)	2%	(19)	49%	(389)	17%	(138)	28%	(226)	793
Favorable of Biden	3%	(34)	3%	(33)	21%	(215)	25%	(248)	48%	(480)	1010
Unfavorable of Biden	2%	(23)	3%	(33)	45%	(491)	19%	(202)	31%	(337)	1086
Very Favorable of Biden	5%	(25)	4%	(20)	17%	(80)	22%	(106)	51%	(241)	473
Somewhat Favorable of Biden	2%	(9)	2%	(13)	25%	(134)	26%	(142)	44%	(239)	537
Somewhat Unfavorable of Biden	1%	(2)	5%	(14)	36%	(98)	19%	(53)	38%	(104)	270
Very Unfavorable of Biden	3%	(22)	2%	(18)	48%	(393)	18%	(149)	29%	(233)	816

Continued on next page

Table MCSP7_3: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(64)	3%	(68)	34%	(754)	21%	(469)	38%	(845)	2199
#1 Issue: Economy	3%	(21)	2%	(16)	41%	(340)	22%	(179)	33%	(268)	822
#1 Issue: Security	2%	(8)	4%	(13)	46%	(150)	19%	(62)	30%	(97)	329
#1 Issue: Health Care	5%	(14)	6%	(17)	21%	(56)	21%	(56)	47%	(127)	270
#1 Issue: Medicare / Social Security	2%	(4)	1%	(3)	27%	(69)	24%	(62)	46%	(117)	255
#1 Issue: Women's Issues	1%	(1)	5%	(8)	14%	(20)	22%	(31)	57%	(80)	139
#1 Issue: Education	2%	(2)	6%	(6)	40%	(39)	17%	(17)	35%	(35)	98
#1 Issue: Energy	7%	(10)	3%	(4)	25%	(35)	27%	(38)	39%	(55)	141
#1 Issue: Other	3%	(5)	1%	(2)	31%	(45)	18%	(25)	46%	(66)	143
2020 Vote: Joe Biden	4%	(35)	2%	(22)	22%	(214)	24%	(236)	48%	(476)	982
2020 Vote: Donald Trump	3%	(20)	3%	(21)	47%	(333)	19%	(134)	28%	(195)	704
2020 Vote: Other	—	(0)	1%	(1)	42%	(29)	22%	(16)	35%	(25)	70
2020 Vote: Didn't Vote	2%	(9)	5%	(24)	40%	(178)	19%	(83)	33%	(148)	442
2018 House Vote: Democrat	4%	(27)	2%	(18)	20%	(151)	27%	(199)	48%	(358)	752
2018 House Vote: Republican	2%	(14)	3%	(19)	44%	(266)	19%	(118)	32%	(193)	610
2018 House Vote: Someone else	3%	(2)	1%	(1)	46%	(31)	11%	(7)	39%	(27)	69
2016 Vote: Hillary Clinton	4%	(28)	3%	(21)	19%	(136)	25%	(179)	50%	(363)	728
2016 Vote: Donald Trump	3%	(17)	3%	(19)	42%	(278)	20%	(129)	32%	(213)	656
2016 Vote: Other	2%	(3)	—	(0)	34%	(37)	23%	(25)	41%	(45)	109
2016 Vote: Didn't Vote	2%	(16)	4%	(28)	43%	(301)	19%	(136)	32%	(223)	704
Voted in 2014: Yes	3%	(37)	3%	(36)	30%	(365)	22%	(272)	42%	(515)	1225
Voted in 2014: No	3%	(27)	3%	(32)	40%	(389)	20%	(197)	34%	(329)	974
4-Region: Northeast	4%	(17)	4%	(14)	29%	(113)	24%	(96)	39%	(153)	393
4-Region: Midwest	2%	(11)	4%	(19)	36%	(168)	23%	(105)	34%	(159)	462
4-Region: South	3%	(26)	3%	(21)	36%	(300)	20%	(164)	38%	(313)	824
4-Region: West	2%	(10)	3%	(14)	33%	(173)	20%	(103)	42%	(219)	520

Continued on next page

Table MCSP7_3: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(64)	3%	(68)	34%	(754)	21%	(469)	38%	(845)	2199
Sports Fans	4%	(56)	3%	(51)	34%	(519)	22%	(345)	37%	(570)	1541
Avid Sports Fans	6%	(29)	4%	(19)	30%	(153)	25%	(126)	36%	(186)	514
Casual Sports Fans	3%	(27)	3%	(32)	36%	(366)	21%	(218)	37%	(384)	1027
NFL Fans	4%	(49)	4%	(49)	34%	(469)	23%	(317)	36%	(505)	1389
Avid NFL Fans	5%	(29)	3%	(19)	32%	(183)	23%	(131)	36%	(204)	566
Casual NFL Fans	2%	(20)	4%	(29)	35%	(286)	23%	(186)	37%	(301)	823
State Farm Customers	5%	(28)	6%	(32)	30%	(157)	20%	(103)	39%	(202)	522
Vaccinated Adults	2%	(36)	2%	(35)	25%	(388)	23%	(355)	47%	(723)	1537
Unvaccinated Adults	4%	(28)	5%	(33)	55%	(365)	17%	(114)	18%	(122)	662

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

Table MCSP7_4: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	4%	(95)	3%	(63)	37%	(805)	21%	(468)	35%	(767)	2199
Gender: Male	5%	(57)	3%	(35)	36%	(383)	21%	(220)	34%	(366)	1061
Gender: Female	3%	(39)	2%	(28)	37%	(422)	22%	(247)	35%	(402)	1138
Age: 18-34	7%	(46)	4%	(25)	39%	(256)	21%	(135)	29%	(192)	655
Age: 35-44	6%	(21)	5%	(16)	40%	(142)	20%	(71)	30%	(107)	357
Age: 45-64	3%	(19)	2%	(18)	38%	(282)	21%	(154)	37%	(278)	751
Age: 65+	2%	(8)	1%	(5)	29%	(125)	25%	(108)	44%	(191)	436
GenZers: 1997-2012	7%	(14)	4%	(8)	43%	(87)	17%	(35)	29%	(60)	205
Millennials: 1981-1996	8%	(51)	4%	(24)	37%	(241)	22%	(143)	30%	(196)	655
GenXers: 1965-1980	3%	(17)	3%	(18)	40%	(229)	21%	(121)	33%	(192)	577
Baby Boomers: 1946-1964	2%	(12)	2%	(13)	33%	(230)	22%	(149)	41%	(282)	686
PID: Dem (no lean)	4%	(32)	3%	(27)	25%	(209)	24%	(206)	44%	(376)	850
PID: Ind (no lean)	4%	(29)	3%	(20)	40%	(273)	21%	(141)	32%	(220)	683
PID: Rep (no lean)	5%	(34)	3%	(17)	49%	(323)	18%	(121)	26%	(172)	667
PID/Gender: Dem Men	5%	(24)	3%	(14)	26%	(112)	23%	(99)	42%	(180)	429
PID/Gender: Dem Women	2%	(8)	3%	(13)	23%	(97)	25%	(107)	47%	(196)	420
PID/Gender: Ind Men	4%	(13)	5%	(13)	35%	(105)	23%	(67)	33%	(97)	296
PID/Gender: Ind Women	4%	(17)	2%	(6)	43%	(168)	19%	(73)	32%	(123)	387
PID/Gender: Rep Men	6%	(20)	2%	(8)	49%	(166)	16%	(54)	26%	(88)	336
PID/Gender: Rep Women	4%	(14)	3%	(9)	48%	(157)	20%	(67)	25%	(84)	330
Ideo: Liberal (1-3)	3%	(20)	3%	(20)	23%	(144)	26%	(161)	45%	(282)	627
Ideo: Moderate (4)	5%	(30)	2%	(15)	31%	(201)	23%	(152)	39%	(252)	650
Ideo: Conservative (5-7)	6%	(40)	3%	(23)	48%	(347)	18%	(130)	25%	(179)	719
Educ: < College	4%	(59)	3%	(39)	41%	(613)	19%	(294)	34%	(507)	1511
Educ: Bachelors degree	5%	(24)	2%	(11)	29%	(130)	27%	(121)	36%	(158)	444
Educ: Post-grad	5%	(13)	6%	(13)	26%	(62)	22%	(53)	42%	(102)	244

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Table MCSP7_4: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	4%	(95)	3%	(63)	37%	(805)	21%	(468)	35%	(767)	2199
Income: Under 50k	4%	(46)	3%	(37)	38%	(469)	21%	(260)	34%	(427)	1237
Income: 50k-100k	4%	(29)	2%	(12)	37%	(243)	22%	(142)	35%	(234)	661
Income: 100k+	7%	(20)	5%	(15)	31%	(93)	22%	(66)	35%	(107)	301
Ethnicity: White	4%	(63)	2%	(42)	37%	(640)	21%	(365)	36%	(611)	1721
Ethnicity: Hispanic	5%	(16)	2%	(6)	40%	(139)	19%	(66)	35%	(122)	349
Ethnicity: Black	9%	(26)	6%	(18)	37%	(100)	19%	(53)	28%	(78)	274
Ethnicity: Other	3%	(7)	2%	(4)	32%	(65)	25%	(50)	38%	(78)	204
All Christian	4%	(39)	3%	(25)	38%	(367)	21%	(200)	35%	(338)	968
All Non-Christian	12%	(12)	6%	(6)	25%	(26)	21%	(22)	36%	(37)	104
Atheist	2%	(3)	2%	(3)	25%	(31)	23%	(29)	48%	(61)	128
Agnostic/Nothing in particular	4%	(27)	3%	(20)	35%	(223)	22%	(139)	36%	(227)	636
Something Else	4%	(15)	3%	(9)	44%	(158)	21%	(77)	29%	(104)	364
Religious Non-Protestant/Catholic	10%	(13)	6%	(8)	30%	(40)	20%	(27)	34%	(45)	133
Evangelical	7%	(34)	3%	(18)	39%	(203)	21%	(108)	30%	(154)	517
Non-Evangelical	2%	(18)	2%	(14)	39%	(304)	21%	(163)	36%	(275)	775
Community: Urban	6%	(37)	4%	(25)	34%	(218)	20%	(129)	35%	(224)	632
Community: Suburban	4%	(36)	2%	(22)	35%	(345)	22%	(218)	38%	(378)	999
Community: Rural	4%	(23)	3%	(16)	43%	(243)	21%	(120)	29%	(166)	568

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Table MCSP7_4: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	4%	(95)	3%	(63)	37%	(805)	21%	(468)	35%	(767)	2199
Employ: Private Sector	5%	(33)	3%	(25)	35%	(249)	23%	(167)	34%	(239)	713
Employ: Government	11%	(14)	8%	(10)	30%	(36)	21%	(25)	30%	(36)	121
Employ: Self-Employed	7%	(16)	4%	(9)	39%	(82)	19%	(40)	30%	(63)	209
Employ: Homemaker	5%	(7)	1%	(2)	48%	(69)	13%	(18)	33%	(48)	145
Employ: Student	5%	(4)	3%	(2)	42%	(38)	18%	(16)	32%	(30)	91
Employ: Retired	2%	(10)	1%	(7)	32%	(166)	23%	(116)	42%	(216)	514
Employ: Unemployed	2%	(6)	3%	(8)	41%	(113)	21%	(57)	32%	(87)	271
Employ: Other	4%	(5)	1%	(1)	39%	(53)	21%	(28)	36%	(48)	135
Military HH: Yes	5%	(18)	2%	(6)	39%	(137)	21%	(74)	33%	(117)	352
Military HH: No	4%	(77)	3%	(58)	36%	(669)	21%	(393)	35%	(651)	1847
RD/WT: Right Direction	6%	(46)	4%	(31)	27%	(221)	22%	(185)	42%	(347)	830
RD/WT: Wrong Track	4%	(49)	2%	(32)	43%	(585)	21%	(283)	31%	(421)	1369
Biden Job Approve	5%	(49)	3%	(34)	23%	(233)	24%	(243)	44%	(444)	1003
Biden Job Disapprove	4%	(42)	3%	(28)	47%	(511)	19%	(209)	27%	(295)	1084
Biden Job Strongly Approve	7%	(32)	4%	(16)	19%	(81)	22%	(97)	48%	(209)	434
Biden Job Somewhat Approve	3%	(16)	3%	(19)	27%	(152)	26%	(146)	41%	(236)	569
Biden Job Somewhat Disapprove	2%	(5)	2%	(4)	37%	(108)	26%	(76)	33%	(96)	291
Biden Job Strongly Disapprove	5%	(36)	3%	(24)	51%	(402)	17%	(133)	25%	(198)	793
Favorable of Biden	4%	(45)	3%	(27)	24%	(244)	25%	(254)	44%	(439)	1010
Unfavorable of Biden	4%	(45)	3%	(32)	47%	(508)	18%	(199)	28%	(301)	1086
Very Favorable of Biden	7%	(32)	3%	(16)	19%	(92)	23%	(108)	48%	(225)	473
Somewhat Favorable of Biden	2%	(13)	2%	(11)	28%	(152)	27%	(147)	40%	(215)	537
Somewhat Unfavorable of Biden	3%	(8)	3%	(9)	36%	(98)	24%	(66)	33%	(90)	270
Very Unfavorable of Biden	5%	(38)	3%	(23)	50%	(410)	16%	(134)	26%	(211)	816

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Table MCSP7_4: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	4%	(95)	3%	(63)	37%	(805)	21%	(468)	35%	(767)	2199
#1 Issue: Economy	4%	(29)	3%	(24)	42%	(345)	22%	(182)	30%	(243)	822
#1 Issue: Security	6%	(19)	3%	(9)	47%	(155)	15%	(50)	29%	(97)	329
#1 Issue: Health Care	5%	(15)	5%	(12)	25%	(69)	22%	(60)	42%	(114)	270
#1 Issue: Medicare / Social Security	1%	(4)	—	(1)	30%	(75)	26%	(67)	42%	(108)	255
#1 Issue: Women's Issues	4%	(6)	2%	(2)	19%	(27)	19%	(27)	56%	(77)	139
#1 Issue: Education	8%	(8)	5%	(4)	38%	(37)	23%	(22)	27%	(26)	98
#1 Issue: Energy	6%	(9)	4%	(6)	29%	(41)	30%	(43)	31%	(43)	141
#1 Issue: Other	4%	(6)	4%	(6)	40%	(57)	11%	(16)	41%	(58)	143
2020 Vote: Joe Biden	4%	(35)	3%	(29)	24%	(231)	24%	(240)	46%	(447)	982
2020 Vote: Donald Trump	5%	(39)	3%	(21)	49%	(342)	18%	(128)	25%	(174)	704
2020 Vote: Other	2%	(2)	3%	(2)	40%	(28)	26%	(19)	28%	(20)	70
2020 Vote: Didn't Vote	5%	(20)	3%	(11)	46%	(204)	18%	(80)	29%	(127)	442
2018 House Vote: Democrat	4%	(28)	4%	(28)	22%	(163)	25%	(190)	46%	(342)	752
2018 House Vote: Republican	5%	(28)	3%	(16)	45%	(271)	20%	(122)	28%	(172)	610
2018 House Vote: Someone else	2%	(2)	—	(0)	39%	(27)	25%	(17)	34%	(24)	69
2016 Vote: Hillary Clinton	4%	(30)	3%	(25)	20%	(147)	26%	(187)	47%	(339)	728
2016 Vote: Donald Trump	5%	(30)	3%	(19)	45%	(295)	19%	(125)	28%	(187)	656
2016 Vote: Other	2%	(2)	4%	(4)	30%	(33)	24%	(27)	40%	(44)	109
2016 Vote: Didn't Vote	5%	(34)	2%	(15)	47%	(330)	18%	(129)	28%	(196)	704
Voted in 2014: Yes	4%	(49)	3%	(40)	31%	(377)	22%	(267)	40%	(493)	1225
Voted in 2014: No	5%	(47)	2%	(23)	44%	(428)	21%	(201)	28%	(275)	974
4-Region: Northeast	4%	(17)	4%	(14)	33%	(128)	25%	(97)	35%	(137)	393
4-Region: Midwest	6%	(26)	2%	(8)	39%	(180)	22%	(102)	32%	(147)	462
4-Region: South	4%	(33)	4%	(31)	39%	(325)	20%	(161)	33%	(273)	824
4-Region: West	4%	(20)	2%	(10)	33%	(172)	21%	(108)	40%	(210)	520

Continued on next page

Table MCSP7_4: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	4%	(95)	3%	(63)	37%	(805)	21%	(468)	35%	(767)	2199
Sports Fans	5%	(76)	3%	(48)	35%	(539)	23%	(361)	34%	(517)	1541
Avid Sports Fans	9%	(45)	3%	(16)	33%	(169)	23%	(117)	32%	(167)	514
Casual Sports Fans	3%	(30)	3%	(32)	36%	(370)	24%	(245)	34%	(350)	1027
NFL Fans	4%	(61)	3%	(47)	35%	(486)	24%	(338)	33%	(457)	1389
Avid NFL Fans	7%	(41)	3%	(17)	35%	(196)	24%	(135)	31%	(177)	566
Casual NFL Fans	2%	(20)	4%	(31)	35%	(290)	25%	(203)	34%	(280)	823
State Farm Customers	8%	(40)	5%	(27)	34%	(180)	18%	(96)	34%	(180)	522
Vaccinated Adults	3%	(51)	2%	(36)	28%	(430)	24%	(364)	43%	(656)	1537
Unvaccinated Adults	7%	(44)	4%	(27)	57%	(376)	16%	(104)	17%	(111)	662

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

Table MCSP7_5: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(62)	3%	(61)	30%	(661)	21%	(470)	43%	(946)	2199
Gender: Male	4%	(40)	2%	(26)	29%	(312)	20%	(215)	44%	(469)	1061
Gender: Female	2%	(22)	3%	(35)	31%	(349)	22%	(255)	42%	(477)	1138
Age: 18-34	5%	(35)	4%	(26)	37%	(241)	18%	(117)	36%	(236)	655
Age: 35-44	5%	(17)	4%	(15)	31%	(111)	23%	(82)	37%	(132)	357
Age: 45-64	1%	(6)	2%	(15)	29%	(216)	22%	(167)	46%	(347)	751
Age: 65+	1%	(4)	1%	(4)	21%	(92)	24%	(104)	53%	(232)	436
GenZers: 1997-2012	5%	(11)	2%	(5)	40%	(82)	16%	(34)	36%	(74)	205
Millennials: 1981-1996	6%	(37)	5%	(35)	33%	(217)	20%	(132)	36%	(235)	655
GenXers: 1965-1980	2%	(9)	2%	(12)	32%	(183)	23%	(131)	42%	(242)	577
Baby Boomers: 1946-1964	1%	(5)	1%	(8)	24%	(163)	23%	(157)	51%	(353)	686
PID: Dem (no lean)	3%	(27)	4%	(33)	19%	(161)	21%	(179)	53%	(450)	850
PID: Ind (no lean)	3%	(21)	2%	(16)	33%	(228)	20%	(138)	41%	(280)	683
PID: Rep (no lean)	2%	(13)	2%	(12)	41%	(272)	23%	(153)	32%	(216)	667
PID/Gender: Dem Men	5%	(20)	2%	(10)	20%	(87)	20%	(88)	52%	(225)	429
PID/Gender: Dem Women	2%	(8)	5%	(23)	18%	(74)	22%	(91)	54%	(225)	420
PID/Gender: Ind Men	3%	(10)	3%	(9)	29%	(86)	22%	(64)	43%	(128)	296
PID/Gender: Ind Women	3%	(12)	2%	(7)	37%	(142)	19%	(74)	39%	(152)	387
PID/Gender: Rep Men	3%	(11)	2%	(7)	42%	(140)	19%	(63)	35%	(116)	336
PID/Gender: Rep Women	1%	(2)	2%	(5)	40%	(133)	27%	(91)	30%	(100)	330
Ideo: Liberal (1-3)	2%	(15)	4%	(27)	18%	(115)	19%	(120)	56%	(348)	627
Ideo: Moderate (4)	3%	(16)	2%	(14)	27%	(176)	22%	(141)	47%	(303)	650
Ideo: Conservative (5-7)	3%	(21)	2%	(14)	39%	(283)	24%	(170)	32%	(233)	719
Educ: < College	2%	(33)	3%	(42)	34%	(509)	20%	(308)	41%	(619)	1511
Educ: Bachelors degree	3%	(14)	3%	(13)	24%	(108)	25%	(109)	45%	(199)	444
Educ: Post-grad	6%	(14)	2%	(6)	18%	(44)	21%	(52)	52%	(127)	244

Continued on next page

Table MCSP7_5: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?

Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(62)	3%	(61)	30%	(661)	21%	(470)	43%	(946)	2199
Income: Under 50k	2%	(28)	3%	(32)	32%	(399)	22%	(273)	41%	(506)	1237
Income: 50k-100k	3%	(17)	3%	(22)	28%	(182)	21%	(140)	45%	(300)	661
Income: 100k+	6%	(17)	2%	(7)	27%	(80)	19%	(57)	47%	(140)	301
Ethnicity: White	3%	(44)	2%	(33)	30%	(522)	22%	(373)	44%	(749)	1721
Ethnicity: Hispanic	3%	(12)	4%	(13)	36%	(125)	18%	(63)	39%	(136)	349
Ethnicity: Black	5%	(15)	8%	(21)	30%	(81)	23%	(62)	35%	(95)	274
Ethnicity: Other	1%	(3)	3%	(7)	28%	(57)	17%	(35)	50%	(102)	204
All Christian	3%	(26)	3%	(26)	29%	(282)	22%	(213)	44%	(421)	968
All Non-Christian	10%	(11)	5%	(6)	26%	(27)	14%	(14)	45%	(46)	104
Atheist	2%	(2)	5%	(6)	15%	(19)	14%	(17)	65%	(83)	128
Agnostic/Nothing in particular	3%	(18)	2%	(11)	31%	(200)	22%	(138)	42%	(270)	636
Something Else	2%	(5)	3%	(12)	37%	(133)	24%	(88)	35%	(126)	364
Religious Non-Protestant/Catholic	9%	(12)	5%	(6)	29%	(39)	15%	(20)	41%	(55)	133
Evangelical	4%	(19)	5%	(26)	32%	(166)	24%	(123)	35%	(183)	517
Non-Evangelical	1%	(9)	1%	(11)	30%	(233)	22%	(170)	45%	(351)	775
Community: Urban	6%	(37)	5%	(29)	27%	(171)	20%	(126)	43%	(269)	632
Community: Suburban	1%	(14)	2%	(19)	30%	(295)	21%	(213)	46%	(459)	999
Community: Rural	2%	(11)	2%	(13)	34%	(194)	23%	(132)	38%	(218)	568

Continued on next page

Table MCSP7_5: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(62)	3%	(61)	30%	(661)	21%	(470)	43%	(946)	2199
Employ: Private Sector	4%	(25)	3%	(24)	30%	(215)	23%	(164)	40%	(285)	713
Employ: Government	8%	(9)	11%	(13)	29%	(35)	15%	(18)	37%	(45)	121
Employ: Self-Employed	3%	(6)	5%	(10)	34%	(71)	18%	(38)	40%	(85)	209
Employ: Homemaker	3%	(5)	3%	(5)	39%	(56)	17%	(24)	38%	(55)	145
Employ: Student	1%	(1)	2%	(2)	40%	(36)	12%	(10)	46%	(42)	91
Employ: Retired	1%	(5)	1%	(3)	22%	(114)	24%	(122)	53%	(271)	514
Employ: Unemployed	3%	(8)	1%	(2)	36%	(98)	23%	(62)	37%	(101)	271
Employ: Other	2%	(3)	2%	(2)	26%	(35)	23%	(31)	47%	(63)	135
Military HH: Yes	3%	(11)	2%	(7)	31%	(109)	19%	(68)	45%	(158)	352
Military HH: No	3%	(51)	3%	(54)	30%	(552)	22%	(402)	43%	(788)	1847
RD/WT: Right Direction	5%	(43)	4%	(29)	20%	(168)	20%	(169)	51%	(421)	830
RD/WT: Wrong Track	1%	(19)	2%	(32)	36%	(493)	22%	(301)	38%	(525)	1369
Biden Job Approve	4%	(43)	4%	(36)	18%	(185)	21%	(214)	52%	(526)	1003
Biden Job Disapprove	1%	(15)	2%	(23)	39%	(421)	22%	(243)	35%	(381)	1084
Biden Job Strongly Approve	7%	(32)	3%	(14)	15%	(67)	17%	(74)	57%	(247)	434
Biden Job Somewhat Approve	2%	(11)	4%	(22)	21%	(118)	24%	(139)	49%	(279)	569
Biden Job Somewhat Disapprove	—	(1)	4%	(10)	29%	(86)	23%	(67)	43%	(126)	291
Biden Job Strongly Disapprove	2%	(14)	2%	(13)	42%	(335)	22%	(176)	32%	(255)	793
Favorable of Biden	4%	(41)	3%	(35)	19%	(192)	21%	(215)	52%	(527)	1010
Unfavorable of Biden	1%	(16)	2%	(24)	38%	(418)	22%	(244)	35%	(385)	1086
Very Favorable of Biden	7%	(32)	3%	(13)	14%	(65)	19%	(88)	58%	(274)	473
Somewhat Favorable of Biden	2%	(9)	4%	(21)	24%	(127)	24%	(127)	47%	(253)	537
Somewhat Unfavorable of Biden	—	(1)	4%	(10)	30%	(80)	22%	(60)	44%	(118)	270
Very Unfavorable of Biden	2%	(14)	2%	(13)	41%	(337)	23%	(184)	33%	(267)	816

Continued on next page

Table MCSP7_5: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(62)	3%	(61)	30%	(661)	21%	(470)	43%	(946)	2199
#1 Issue: Economy	3%	(21)	2%	(19)	34%	(279)	23%	(193)	38%	(311)	822
#1 Issue: Security	2%	(6)	2%	(8)	40%	(131)	22%	(71)	34%	(113)	329
#1 Issue: Health Care	4%	(11)	6%	(17)	21%	(56)	18%	(48)	51%	(138)	270
#1 Issue: Medicare / Social Security	1%	(3)	1%	(2)	24%	(62)	27%	(68)	47%	(120)	255
#1 Issue: Women's Issues	3%	(4)	2%	(2)	18%	(26)	16%	(22)	62%	(86)	139
#1 Issue: Education	5%	(5)	7%	(7)	34%	(33)	16%	(16)	38%	(37)	98
#1 Issue: Energy	7%	(10)	3%	(4)	22%	(32)	18%	(25)	50%	(71)	141
#1 Issue: Other	1%	(2)	1%	(2)	30%	(43)	19%	(27)	49%	(70)	143
2020 Vote: Joe Biden	4%	(35)	3%	(29)	18%	(175)	21%	(202)	55%	(541)	982
2020 Vote: Donald Trump	2%	(13)	2%	(17)	40%	(280)	25%	(173)	31%	(221)	704
2020 Vote: Other	1%	(1)	1%	(1)	40%	(28)	17%	(12)	40%	(28)	70
2020 Vote: Didn't Vote	3%	(13)	3%	(14)	40%	(178)	19%	(83)	35%	(155)	442
2018 House Vote: Democrat	3%	(24)	3%	(24)	16%	(124)	22%	(164)	55%	(417)	752
2018 House Vote: Republican	1%	(8)	2%	(15)	38%	(230)	23%	(141)	35%	(216)	610
2018 House Vote: Someone else	3%	(2)	4%	(3)	33%	(22)	19%	(13)	41%	(28)	69
2016 Vote: Hillary Clinton	3%	(24)	4%	(27)	16%	(119)	21%	(152)	56%	(406)	728
2016 Vote: Donald Trump	2%	(13)	2%	(14)	36%	(238)	24%	(155)	36%	(236)	656
2016 Vote: Other	1%	(2)	3%	(3)	24%	(26)	23%	(25)	48%	(53)	109
2016 Vote: Didn't Vote	3%	(23)	2%	(16)	39%	(276)	20%	(138)	36%	(251)	704
Voted in 2014: Yes	2%	(30)	3%	(31)	26%	(314)	22%	(266)	48%	(585)	1225
Voted in 2014: No	3%	(32)	3%	(30)	36%	(347)	21%	(204)	37%	(361)	974
4-Region: Northeast	4%	(17)	4%	(17)	27%	(105)	21%	(85)	43%	(170)	393
4-Region: Midwest	2%	(9)	3%	(14)	34%	(155)	23%	(105)	39%	(178)	462
4-Region: South	3%	(26)	2%	(19)	31%	(256)	20%	(164)	44%	(359)	824
4-Region: West	2%	(9)	2%	(11)	28%	(145)	22%	(116)	46%	(238)	520

Continued on next page

Table MCSP7_5: How would your perception of a brand or company be impacted if a celebrity spokesperson associated with that brand did each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	3%	(62)	3%	(61)	30%	(661)	21%	(470)	43%	(946)	2199
Sports Fans	3%	(54)	3%	(46)	30%	(467)	21%	(319)	43%	(655)	1541
Avid Sports Fans	6%	(30)	3%	(18)	30%	(155)	20%	(105)	40%	(206)	514
Casual Sports Fans	2%	(23)	3%	(28)	30%	(312)	21%	(214)	44%	(450)	1027
NFL Fans	3%	(45)	4%	(50)	30%	(414)	22%	(303)	41%	(576)	1389
Avid NFL Fans	6%	(33)	3%	(15)	31%	(177)	21%	(121)	39%	(219)	566
Casual NFL Fans	1%	(12)	4%	(35)	29%	(237)	22%	(182)	43%	(357)	823
State Farm Customers	6%	(32)	5%	(26)	29%	(149)	21%	(107)	40%	(208)	522
Vaccinated Adults	3%	(39)	2%	(37)	22%	(334)	21%	(329)	52%	(797)	1537
Unvaccinated Adults	3%	(22)	4%	(23)	49%	(327)	21%	(141)	23%	(149)	662

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

Table MCSP8_1: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	16%	(357)	16%	(342)	30%	(662)	15%	(321)	24%	(517)	2199
Gender: Male	18%	(188)	15%	(160)	28%	(298)	16%	(171)	23%	(244)	1061
Gender: Female	15%	(168)	16%	(182)	32%	(364)	13%	(150)	24%	(273)	1138
Age: 18-34	13%	(83)	14%	(94)	36%	(236)	14%	(94)	23%	(148)	655
Age: 35-44	16%	(57)	13%	(46)	34%	(120)	15%	(54)	22%	(80)	357
Age: 45-64	18%	(134)	15%	(111)	28%	(211)	16%	(116)	24%	(178)	751
Age: 65+	19%	(82)	21%	(92)	22%	(95)	13%	(57)	25%	(110)	436
GenZers: 1997-2012	8%	(17)	16%	(32)	38%	(78)	8%	(16)	30%	(62)	205
Millennials: 1981-1996	15%	(101)	14%	(91)	34%	(226)	16%	(108)	20%	(130)	655
GenXers: 1965-1980	16%	(90)	15%	(86)	31%	(177)	15%	(85)	24%	(140)	577
Baby Boomers: 1946-1964	20%	(134)	16%	(112)	24%	(168)	15%	(102)	25%	(169)	686
PID: Dem (no lean)	22%	(189)	16%	(135)	21%	(182)	12%	(101)	29%	(243)	850
PID: Ind (no lean)	13%	(88)	17%	(118)	33%	(226)	14%	(95)	23%	(156)	683
PID: Rep (no lean)	12%	(81)	13%	(89)	38%	(254)	19%	(125)	18%	(118)	667
PID/Gender: Dem Men	22%	(96)	15%	(65)	21%	(89)	13%	(55)	29%	(124)	429
PID/Gender: Dem Women	22%	(92)	17%	(70)	22%	(93)	11%	(46)	28%	(119)	420
PID/Gender: Ind Men	16%	(48)	17%	(49)	29%	(85)	18%	(52)	21%	(63)	296
PID/Gender: Ind Women	10%	(40)	18%	(68)	37%	(141)	11%	(43)	24%	(94)	387
PID/Gender: Rep Men	13%	(44)	14%	(46)	37%	(125)	19%	(64)	17%	(57)	336
PID/Gender: Rep Women	11%	(36)	13%	(44)	39%	(129)	19%	(62)	18%	(60)	330
Ideo: Liberal (1-3)	27%	(169)	19%	(116)	18%	(112)	11%	(70)	25%	(159)	627
Ideo: Moderate (4)	14%	(89)	15%	(97)	29%	(191)	14%	(88)	28%	(185)	650
Ideo: Conservative (5-7)	12%	(84)	14%	(103)	37%	(265)	20%	(141)	18%	(126)	719
Educ: < College	13%	(191)	13%	(204)	35%	(522)	15%	(230)	24%	(364)	1511
Educ: Bachelors degree	22%	(99)	20%	(87)	22%	(100)	15%	(65)	21%	(93)	444
Educ: Post-grad	27%	(67)	21%	(51)	16%	(40)	11%	(26)	25%	(61)	244

Continued on next page

Table MCSP8_1: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	16%	(357)	16%	(342)	30%	(662)	15%	(321)	24%	(517)	2199
Income: Under 50k	14%	(168)	15%	(189)	31%	(383)	16%	(204)	24%	(294)	1237
Income: 50k-100k	17%	(115)	17%	(110)	29%	(194)	13%	(89)	23%	(154)	661
Income: 100k+	24%	(73)	15%	(44)	28%	(86)	10%	(29)	23%	(69)	301
Ethnicity: White	17%	(299)	17%	(291)	30%	(520)	14%	(244)	21%	(366)	1721
Ethnicity: Hispanic	14%	(49)	14%	(50)	34%	(119)	11%	(38)	27%	(93)	349
Ethnicity: Black	11%	(31)	13%	(34)	31%	(86)	18%	(48)	27%	(74)	274
Ethnicity: Other	13%	(27)	8%	(16)	27%	(55)	14%	(29)	38%	(77)	204
All Christian	18%	(176)	16%	(153)	30%	(292)	13%	(125)	23%	(221)	968
All Non-Christian	28%	(29)	16%	(16)	21%	(22)	13%	(14)	23%	(23)	104
Atheist	21%	(27)	18%	(22)	18%	(23)	9%	(11)	35%	(44)	128
Agnostic/Nothing in particular	13%	(84)	16%	(100)	32%	(205)	16%	(99)	23%	(147)	636
Something Else	11%	(41)	14%	(50)	33%	(119)	20%	(72)	22%	(81)	364
Religious Non-Protestant/Catholic	26%	(35)	14%	(19)	23%	(30)	13%	(18)	23%	(31)	133
Evangelical	12%	(63)	16%	(81)	31%	(161)	19%	(98)	22%	(115)	517
Non-Evangelical	19%	(146)	15%	(120)	31%	(239)	12%	(93)	23%	(177)	775
Community: Urban	19%	(117)	16%	(100)	28%	(176)	15%	(92)	23%	(147)	632
Community: Suburban	16%	(163)	16%	(159)	29%	(292)	14%	(144)	24%	(242)	999
Community: Rural	14%	(77)	15%	(84)	34%	(194)	15%	(85)	23%	(128)	568

Continued on next page

Table MCSP8_1: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	16%	(357)	16%	(342)	30%	(662)	15%	(321)	24%	(517)	2199
Employ: Private Sector	18%	(125)	16%	(114)	27%	(191)	17%	(123)	22%	(160)	713
Employ: Government	21%	(25)	16%	(19)	30%	(36)	15%	(18)	19%	(23)	121
Employ: Self-Employed	14%	(29)	12%	(26)	36%	(75)	13%	(28)	25%	(52)	209
Employ: Homemaker	13%	(18)	13%	(19)	44%	(63)	11%	(16)	19%	(28)	145
Employ: Student	9%	(8)	15%	(14)	31%	(28)	7%	(6)	38%	(35)	91
Employ: Retired	19%	(100)	17%	(88)	24%	(124)	15%	(76)	25%	(127)	514
Employ: Unemployed	13%	(36)	16%	(44)	35%	(94)	14%	(39)	22%	(59)	271
Employ: Other	12%	(16)	14%	(19)	37%	(50)	12%	(16)	26%	(35)	135
Military HH: Yes	17%	(59)	18%	(64)	30%	(107)	14%	(51)	20%	(71)	352
Military HH: No	16%	(298)	15%	(278)	30%	(555)	15%	(271)	24%	(446)	1847
RD/WT: Right Direction	22%	(186)	18%	(149)	21%	(171)	13%	(104)	26%	(219)	830
RD/WT: Wrong Track	12%	(170)	14%	(193)	36%	(490)	16%	(217)	22%	(298)	1369
Biden Job Approve	23%	(233)	18%	(183)	19%	(195)	13%	(128)	26%	(264)	1003
Biden Job Disapprove	10%	(114)	13%	(143)	39%	(421)	17%	(185)	20%	(222)	1084
Biden Job Strongly Approve	28%	(122)	15%	(64)	16%	(70)	10%	(41)	32%	(137)	434
Biden Job Somewhat Approve	20%	(111)	21%	(119)	22%	(125)	15%	(87)	22%	(127)	569
Biden Job Somewhat Disapprove	15%	(43)	19%	(54)	32%	(93)	12%	(36)	22%	(65)	291
Biden Job Strongly Disapprove	9%	(70)	11%	(89)	41%	(328)	19%	(149)	20%	(157)	793
Favorable of Biden	23%	(234)	19%	(191)	20%	(205)	12%	(124)	25%	(256)	1010
Unfavorable of Biden	11%	(114)	13%	(139)	38%	(410)	17%	(188)	22%	(234)	1086
Very Favorable of Biden	27%	(129)	14%	(68)	15%	(72)	11%	(52)	32%	(151)	473
Somewhat Favorable of Biden	19%	(105)	23%	(123)	25%	(133)	13%	(72)	19%	(105)	537
Somewhat Unfavorable of Biden	14%	(37)	15%	(40)	31%	(83)	14%	(39)	26%	(71)	270
Very Unfavorable of Biden	9%	(77)	12%	(99)	40%	(327)	18%	(150)	20%	(162)	816

Continued on next page

Table MCSP8_1: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	16%	(357)	16%	(342)	30%	(662)	15%	(321)	24%	(517)	2199
#1 Issue: Economy	15%	(122)	15%	(124)	33%	(269)	17%	(137)	21%	(171)	822
#1 Issue: Security	12%	(38)	11%	(36)	41%	(134)	17%	(57)	19%	(64)	329
#1 Issue: Health Care	16%	(42)	23%	(61)	22%	(60)	11%	(29)	29%	(78)	270
#1 Issue: Medicare / Social Security	18%	(46)	19%	(48)	25%	(63)	15%	(37)	24%	(62)	255
#1 Issue: Women's Issues	26%	(37)	13%	(18)	22%	(31)	6%	(9)	32%	(45)	139
#1 Issue: Education	11%	(11)	15%	(15)	35%	(34)	17%	(17)	22%	(22)	98
#1 Issue: Energy	22%	(31)	15%	(21)	24%	(33)	14%	(19)	26%	(36)	141
#1 Issue: Other	20%	(29)	15%	(21)	27%	(38)	11%	(15)	28%	(40)	143
2020 Vote: Joe Biden	23%	(228)	18%	(179)	19%	(190)	11%	(112)	28%	(273)	982
2020 Vote: Donald Trump	11%	(75)	13%	(89)	38%	(271)	19%	(136)	19%	(134)	704
2020 Vote: Other	11%	(8)	16%	(11)	38%	(27)	18%	(13)	18%	(12)	70
2020 Vote: Didn't Vote	11%	(47)	14%	(64)	39%	(174)	14%	(61)	22%	(97)	442
2018 House Vote: Democrat	26%	(193)	18%	(133)	17%	(128)	12%	(91)	28%	(208)	752
2018 House Vote: Republican	13%	(78)	12%	(73)	37%	(227)	19%	(116)	19%	(117)	610
2018 House Vote: Someone else	8%	(6)	22%	(15)	34%	(24)	13%	(9)	22%	(15)	69
2016 Vote: Hillary Clinton	26%	(188)	19%	(137)	18%	(133)	11%	(77)	26%	(192)	728
2016 Vote: Donald Trump	12%	(81)	14%	(90)	36%	(235)	19%	(122)	19%	(128)	656
2016 Vote: Other	15%	(16)	15%	(16)	24%	(27)	19%	(20)	27%	(30)	109
2016 Vote: Didn't Vote	10%	(72)	14%	(98)	38%	(266)	14%	(102)	24%	(166)	704
Voted in 2014: Yes	20%	(246)	15%	(188)	25%	(307)	15%	(180)	25%	(304)	1225
Voted in 2014: No	11%	(111)	16%	(154)	36%	(355)	14%	(141)	22%	(213)	974
4-Region: Northeast	17%	(67)	14%	(56)	31%	(121)	14%	(55)	24%	(94)	393
4-Region: Midwest	16%	(76)	18%	(85)	32%	(149)	13%	(61)	20%	(92)	462
4-Region: South	16%	(130)	16%	(129)	31%	(254)	15%	(126)	23%	(186)	824
4-Region: West	16%	(85)	14%	(73)	27%	(138)	15%	(80)	28%	(144)	520

Continued on next page

Table MCSP8_1: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	16%	(357)	16%	(342)	30%	(662)	15%	(321)	24%	(517)	2199
Sports Fans	18%	(272)	15%	(238)	28%	(436)	16%	(248)	23%	(347)	1541
Avid Sports Fans	21%	(106)	14%	(71)	26%	(133)	16%	(81)	24%	(123)	514
Casual Sports Fans	16%	(165)	16%	(168)	30%	(303)	16%	(167)	22%	(223)	1027
NFL Fans	17%	(230)	16%	(217)	29%	(406)	16%	(229)	22%	(307)	1389
Avid NFL Fans	21%	(119)	15%	(84)	28%	(161)	15%	(83)	21%	(120)	566
Casual NFL Fans	13%	(111)	16%	(133)	30%	(245)	18%	(146)	23%	(187)	823
State Farm Customers	17%	(88)	14%	(72)	31%	(163)	17%	(89)	21%	(111)	522
Vaccinated Adults	20%	(313)	18%	(271)	22%	(343)	13%	(206)	26%	(404)	1537
Unvaccinated Adults	7%	(44)	11%	(71)	48%	(318)	17%	(116)	17%	(113)	662

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

Table MCSP8_2: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	12%	(269)	15%	(337)	37%	(821)	14%	(318)	21%	(454)	2199
Gender: Male	13%	(140)	15%	(160)	35%	(370)	15%	(161)	22%	(229)	1061
Gender: Female	11%	(129)	16%	(177)	40%	(450)	14%	(157)	20%	(225)	1138
Age: 18-34	11%	(73)	12%	(81)	44%	(288)	14%	(93)	18%	(119)	655
Age: 35-44	12%	(44)	13%	(47)	39%	(139)	16%	(59)	19%	(70)	357
Age: 45-64	12%	(91)	15%	(114)	36%	(270)	15%	(112)	22%	(164)	751
Age: 65+	14%	(60)	22%	(95)	28%	(124)	13%	(55)	23%	(102)	436
GenZers: 1997-2012	7%	(15)	9%	(19)	54%	(111)	9%	(19)	20%	(41)	205
Millennials: 1981-1996	13%	(87)	13%	(88)	39%	(253)	17%	(109)	18%	(117)	655
GenXers: 1965-1980	11%	(61)	16%	(90)	39%	(223)	15%	(86)	20%	(118)	577
Baby Boomers: 1946-1964	14%	(95)	17%	(120)	31%	(214)	14%	(93)	24%	(164)	686
PID: Dem (no lean)	17%	(140)	17%	(146)	27%	(233)	15%	(128)	24%	(202)	850
PID: Ind (no lean)	9%	(61)	15%	(103)	45%	(305)	12%	(80)	20%	(134)	683
PID: Rep (no lean)	10%	(68)	13%	(88)	42%	(283)	16%	(110)	18%	(119)	667
PID/Gender: Dem Men	17%	(72)	16%	(69)	27%	(117)	15%	(62)	25%	(109)	429
PID/Gender: Dem Women	16%	(69)	18%	(77)	28%	(116)	16%	(66)	22%	(93)	420
PID/Gender: Ind Men	11%	(33)	16%	(48)	40%	(118)	14%	(41)	19%	(57)	296
PID/Gender: Ind Women	7%	(28)	14%	(56)	48%	(187)	10%	(39)	20%	(77)	387
PID/Gender: Rep Men	11%	(36)	13%	(44)	40%	(135)	17%	(58)	19%	(64)	336
PID/Gender: Rep Women	10%	(32)	13%	(44)	45%	(148)	16%	(52)	17%	(55)	330
Ideo: Liberal (1-3)	19%	(116)	19%	(122)	27%	(171)	14%	(86)	21%	(131)	627
Ideo: Moderate (4)	11%	(73)	15%	(94)	36%	(235)	14%	(89)	24%	(159)	650
Ideo: Conservative (5-7)	9%	(62)	14%	(104)	43%	(307)	16%	(118)	18%	(128)	719
Educ: < College	10%	(149)	13%	(200)	41%	(621)	15%	(228)	21%	(313)	1511
Educ: Bachelors degree	17%	(74)	20%	(88)	31%	(136)	14%	(63)	19%	(83)	444
Educ: Post-grad	19%	(46)	20%	(49)	26%	(64)	11%	(26)	24%	(59)	244

Continued on next page

Table MCSP8_2: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	12%	(269)	15%	(337)	37%	(821)	14%	(318)	21%	(454)	2199
Income: Under 50k	10%	(125)	14%	(177)	40%	(492)	15%	(187)	21%	(257)	1237
Income: 50k-100k	13%	(85)	16%	(109)	36%	(238)	15%	(101)	19%	(128)	661
Income: 100k+	20%	(59)	17%	(51)	30%	(91)	10%	(30)	23%	(69)	301
Ethnicity: White	13%	(226)	16%	(281)	37%	(644)	14%	(237)	19%	(333)	1721
Ethnicity: Hispanic	11%	(39)	13%	(45)	40%	(139)	17%	(58)	20%	(69)	349
Ethnicity: Black	8%	(21)	16%	(43)	37%	(102)	13%	(34)	27%	(73)	274
Ethnicity: Other	10%	(21)	6%	(13)	37%	(75)	23%	(47)	24%	(49)	204
All Christian	13%	(130)	17%	(165)	36%	(353)	13%	(122)	20%	(198)	968
All Non-Christian	22%	(23)	15%	(16)	28%	(29)	18%	(19)	16%	(17)	104
Atheist	15%	(19)	22%	(28)	28%	(36)	13%	(17)	22%	(28)	128
Agnostic/Nothing in particular	10%	(65)	13%	(83)	41%	(262)	15%	(96)	20%	(129)	636
Something Else	9%	(31)	12%	(45)	39%	(141)	18%	(64)	22%	(82)	364
Religious Non-Protestant/Catholic	21%	(28)	16%	(21)	30%	(40)	17%	(22)	16%	(22)	133
Evangelical	11%	(54)	16%	(80)	34%	(176)	17%	(86)	23%	(120)	517
Non-Evangelical	13%	(101)	16%	(123)	39%	(304)	12%	(95)	20%	(152)	775
Community: Urban	14%	(91)	17%	(106)	32%	(203)	15%	(95)	22%	(137)	632
Community: Suburban	12%	(117)	14%	(140)	38%	(383)	14%	(144)	22%	(215)	999
Community: Rural	11%	(60)	16%	(91)	41%	(235)	14%	(80)	18%	(102)	568

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Table MCSP8_2: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	12%	(269)	15%	(337)	37%	(821)	14%	(318)	21%	(454)	2199
Employ: Private Sector	14%	(99)	16%	(117)	33%	(239)	16%	(111)	21%	(146)	713
Employ: Government	13%	(16)	21%	(26)	32%	(38)	14%	(16)	20%	(24)	121
Employ: Self-Employed	7%	(15)	13%	(27)	38%	(80)	21%	(44)	21%	(43)	209
Employ: Homemaker	10%	(15)	10%	(14)	50%	(73)	12%	(18)	18%	(26)	145
Employ: Student	4%	(4)	8%	(8)	61%	(56)	9%	(8)	17%	(16)	91
Employ: Retired	15%	(75)	18%	(95)	31%	(160)	14%	(73)	22%	(112)	514
Employ: Unemployed	13%	(35)	13%	(35)	43%	(116)	11%	(31)	20%	(54)	271
Employ: Other	8%	(10)	11%	(15)	43%	(58)	12%	(17)	25%	(34)	135
Military HH: Yes	12%	(41)	19%	(68)	36%	(127)	13%	(44)	20%	(71)	352
Military HH: No	12%	(227)	15%	(269)	38%	(693)	15%	(274)	21%	(384)	1847
RD/WT: Right Direction	16%	(136)	19%	(158)	29%	(243)	12%	(104)	23%	(189)	830
RD/WT: Wrong Track	10%	(133)	13%	(179)	42%	(578)	16%	(215)	19%	(265)	1369
Biden Job Approve	16%	(165)	19%	(191)	28%	(283)	14%	(138)	23%	(226)	1003
Biden Job Disapprove	9%	(93)	13%	(136)	44%	(479)	16%	(170)	19%	(206)	1084
Biden Job Strongly Approve	21%	(91)	19%	(81)	21%	(93)	12%	(53)	27%	(116)	434
Biden Job Somewhat Approve	13%	(74)	19%	(110)	33%	(190)	15%	(86)	19%	(110)	569
Biden Job Somewhat Disapprove	12%	(34)	15%	(45)	39%	(114)	15%	(42)	19%	(56)	291
Biden Job Strongly Disapprove	7%	(59)	12%	(91)	46%	(365)	16%	(128)	19%	(150)	793
Favorable of Biden	17%	(167)	19%	(192)	28%	(285)	14%	(142)	22%	(224)	1010
Unfavorable of Biden	9%	(93)	13%	(137)	44%	(481)	15%	(167)	19%	(208)	1086
Very Favorable of Biden	20%	(93)	19%	(88)	22%	(103)	13%	(61)	27%	(128)	473
Somewhat Favorable of Biden	14%	(74)	19%	(104)	34%	(182)	15%	(81)	18%	(96)	537
Somewhat Unfavorable of Biden	11%	(28)	14%	(37)	40%	(107)	15%	(41)	21%	(57)	270
Very Unfavorable of Biden	8%	(65)	12%	(99)	46%	(374)	15%	(126)	19%	(151)	816

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Table MCSP8_2: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	12%	(269)	15%	(337)	37%	(821)	14%	(318)	21%	(454)	2199
#1 Issue: Economy	11%	(92)	14%	(117)	40%	(329)	17%	(136)	18%	(149)	822
#1 Issue: Security	9%	(29)	11%	(36)	47%	(155)	14%	(47)	19%	(63)	329
#1 Issue: Health Care	15%	(40)	22%	(58)	30%	(82)	9%	(24)	24%	(65)	270
#1 Issue: Medicare / Social Security	14%	(36)	19%	(48)	29%	(74)	15%	(38)	23%	(58)	255
#1 Issue: Women's Issues	21%	(29)	15%	(20)	34%	(47)	8%	(11)	22%	(31)	139
#1 Issue: Education	5%	(5)	15%	(15)	40%	(39)	18%	(18)	22%	(21)	98
#1 Issue: Energy	15%	(21)	18%	(26)	29%	(42)	16%	(23)	21%	(30)	141
#1 Issue: Other	11%	(16)	11%	(16)	37%	(53)	15%	(22)	25%	(36)	143
2020 Vote: Joe Biden	17%	(163)	19%	(186)	28%	(272)	13%	(130)	23%	(229)	982
2020 Vote: Donald Trump	9%	(60)	13%	(89)	44%	(309)	17%	(120)	18%	(126)	704
2020 Vote: Other	6%	(4)	17%	(12)	39%	(28)	16%	(11)	21%	(15)	70
2020 Vote: Didn't Vote	9%	(41)	11%	(50)	48%	(212)	13%	(57)	19%	(83)	442
2018 House Vote: Democrat	18%	(138)	19%	(141)	26%	(194)	14%	(105)	23%	(174)	752
2018 House Vote: Republican	10%	(62)	14%	(82)	41%	(248)	16%	(99)	19%	(117)	610
2018 House Vote: Someone else	6%	(4)	16%	(11)	35%	(24)	22%	(15)	20%	(14)	69
2016 Vote: Hillary Clinton	19%	(135)	21%	(155)	26%	(186)	12%	(87)	23%	(165)	728
2016 Vote: Donald Trump	10%	(65)	14%	(90)	41%	(268)	16%	(103)	20%	(130)	656
2016 Vote: Other	9%	(10)	15%	(17)	36%	(39)	16%	(18)	23%	(26)	109
2016 Vote: Didn't Vote	8%	(59)	11%	(74)	46%	(327)	16%	(110)	19%	(132)	704
Voted in 2014: Yes	15%	(185)	17%	(203)	32%	(392)	14%	(173)	22%	(271)	1225
Voted in 2014: No	9%	(83)	14%	(134)	44%	(429)	15%	(145)	19%	(183)	974
4-Region: Northeast	12%	(46)	18%	(69)	35%	(138)	14%	(56)	22%	(85)	393
4-Region: Midwest	10%	(46)	19%	(87)	39%	(179)	14%	(65)	18%	(84)	462
4-Region: South	12%	(101)	15%	(125)	38%	(317)	13%	(109)	21%	(172)	824
4-Region: West	15%	(76)	11%	(56)	36%	(187)	17%	(88)	22%	(114)	520

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Table MCSP8_2: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about their personal background

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	12%	(269)	15%	(337)	37%	(821)	14%	(318)	21%	(454)	2199
Sports Fans	13%	(202)	16%	(243)	36%	(552)	15%	(232)	20%	(312)	1541
Avid Sports Fans	15%	(75)	17%	(85)	30%	(154)	17%	(87)	22%	(113)	514
Casual Sports Fans	12%	(127)	15%	(158)	39%	(397)	14%	(146)	19%	(199)	1027
NFL Fans	12%	(167)	16%	(221)	36%	(506)	16%	(220)	20%	(275)	1389
Avid NFL Fans	13%	(76)	18%	(101)	34%	(190)	15%	(84)	20%	(115)	566
Casual NFL Fans	11%	(91)	15%	(120)	38%	(316)	17%	(137)	19%	(160)	823
State Farm Customers	12%	(64)	17%	(89)	34%	(178)	18%	(93)	19%	(98)	522
Vaccinated Adults	15%	(228)	18%	(281)	30%	(465)	14%	(215)	23%	(348)	1537
Unvaccinated Adults	6%	(40)	9%	(56)	54%	(356)	16%	(104)	16%	(106)	662

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

Table MCSP8_3: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(316)	15%	(340)	33%	(732)	15%	(324)	22%	(487)	2199
Gender: Male	15%	(155)	16%	(167)	33%	(347)	15%	(155)	22%	(238)	1061
Gender: Female	14%	(161)	15%	(173)	34%	(386)	15%	(169)	22%	(249)	1138
Age: 18-34	12%	(81)	13%	(87)	36%	(238)	17%	(108)	22%	(141)	655
Age: 35-44	13%	(48)	12%	(42)	39%	(138)	12%	(44)	24%	(86)	357
Age: 45-64	16%	(118)	15%	(109)	33%	(247)	15%	(116)	21%	(161)	751
Age: 65+	16%	(70)	23%	(102)	25%	(109)	13%	(56)	23%	(99)	436
GenZers: 1997-2012	7%	(14)	10%	(20)	42%	(86)	15%	(31)	26%	(54)	205
Millennials: 1981-1996	15%	(96)	14%	(91)	35%	(227)	16%	(105)	21%	(136)	655
GenXers: 1965-1980	13%	(77)	15%	(85)	36%	(208)	14%	(82)	22%	(124)	577
Baby Boomers: 1946-1964	17%	(116)	18%	(124)	28%	(191)	14%	(96)	23%	(159)	686
PID: Dem (no lean)	19%	(163)	18%	(156)	23%	(193)	13%	(113)	26%	(225)	850
PID: Ind (no lean)	11%	(77)	16%	(109)	38%	(261)	15%	(99)	20%	(137)	683
PID: Rep (no lean)	11%	(76)	11%	(75)	42%	(279)	17%	(112)	19%	(125)	667
PID/Gender: Dem Men	19%	(80)	19%	(80)	23%	(101)	13%	(54)	27%	(114)	429
PID/Gender: Dem Women	20%	(83)	18%	(76)	22%	(92)	14%	(59)	26%	(111)	420
PID/Gender: Ind Men	13%	(38)	17%	(49)	35%	(104)	16%	(49)	19%	(55)	296
PID/Gender: Ind Women	10%	(38)	16%	(60)	40%	(156)	13%	(51)	21%	(81)	387
PID/Gender: Rep Men	11%	(36)	11%	(38)	42%	(142)	16%	(53)	20%	(68)	336
PID/Gender: Rep Women	12%	(40)	11%	(37)	41%	(137)	18%	(59)	17%	(57)	330
Ideo: Liberal (1-3)	24%	(150)	21%	(129)	19%	(116)	14%	(91)	22%	(141)	627
Ideo: Moderate (4)	12%	(77)	16%	(102)	33%	(215)	13%	(87)	26%	(170)	650
Ideo: Conservative (5-7)	11%	(76)	12%	(90)	41%	(295)	17%	(124)	19%	(135)	719
Educ: < College	12%	(175)	13%	(202)	37%	(563)	16%	(235)	22%	(337)	1511
Educ: Bachelors degree	20%	(90)	19%	(85)	27%	(119)	13%	(59)	20%	(91)	444
Educ: Post-grad	21%	(51)	22%	(53)	21%	(51)	12%	(30)	24%	(59)	244

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Table MCSP8_3: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(316)	15%	(340)	33%	(732)	15%	(324)	22%	(487)	2199
Income: Under 50k	12%	(153)	14%	(178)	36%	(441)	15%	(191)	22%	(274)	1237
Income: 50k-100k	15%	(98)	17%	(110)	32%	(211)	15%	(98)	22%	(144)	661
Income: 100k+	22%	(66)	17%	(52)	27%	(80)	12%	(35)	23%	(69)	301
Ethnicity: White	16%	(268)	17%	(287)	34%	(587)	13%	(232)	20%	(346)	1721
Ethnicity: Hispanic	13%	(44)	11%	(39)	36%	(125)	17%	(58)	24%	(83)	349
Ethnicity: Black	10%	(27)	12%	(34)	32%	(87)	19%	(52)	27%	(75)	274
Ethnicity: Other	10%	(21)	10%	(20)	29%	(58)	20%	(40)	32%	(65)	204
All Christian	16%	(151)	17%	(166)	33%	(324)	13%	(121)	21%	(206)	968
All Non-Christian	26%	(27)	14%	(14)	25%	(26)	15%	(16)	19%	(20)	104
Atheist	16%	(20)	19%	(25)	20%	(26)	19%	(24)	26%	(33)	128
Agnostic/Nothing in particular	12%	(74)	15%	(96)	34%	(219)	16%	(101)	23%	(146)	636
Something Else	12%	(43)	11%	(40)	38%	(138)	17%	(63)	22%	(81)	364
Religious Non-Protestant/Catholic	24%	(32)	13%	(17)	29%	(39)	16%	(21)	18%	(23)	133
Evangelical	13%	(67)	14%	(71)	34%	(177)	16%	(81)	24%	(122)	517
Non-Evangelical	16%	(122)	17%	(130)	35%	(269)	12%	(94)	21%	(160)	775
Community: Urban	17%	(109)	14%	(90)	29%	(186)	15%	(97)	24%	(150)	632
Community: Suburban	14%	(135)	17%	(166)	33%	(325)	15%	(152)	22%	(222)	999
Community: Rural	13%	(71)	15%	(84)	39%	(222)	13%	(75)	20%	(115)	568

Continued on next page

Table MCSP8_3: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(316)	15%	(340)	33%	(732)	15%	(324)	22%	(487)	2199
Employ: Private Sector	15%	(109)	15%	(109)	30%	(217)	17%	(122)	22%	(156)	713
Employ: Government	19%	(23)	16%	(19)	33%	(40)	15%	(18)	17%	(20)	121
Employ: Self-Employed	14%	(28)	12%	(26)	35%	(73)	18%	(38)	21%	(44)	209
Employ: Homemaker	10%	(14)	11%	(16)	45%	(66)	12%	(17)	22%	(32)	145
Employ: Student	7%	(6)	15%	(13)	34%	(31)	11%	(10)	33%	(30)	91
Employ: Retired	17%	(86)	20%	(102)	28%	(144)	13%	(68)	22%	(114)	514
Employ: Unemployed	11%	(31)	15%	(42)	41%	(112)	12%	(33)	20%	(54)	271
Employ: Other	13%	(18)	11%	(14)	37%	(50)	12%	(17)	26%	(36)	135
Military HH: Yes	13%	(47)	19%	(67)	34%	(120)	13%	(45)	21%	(73)	352
Military HH: No	15%	(268)	15%	(273)	33%	(613)	15%	(280)	22%	(413)	1847
RD/WT: Right Direction	20%	(162)	20%	(164)	23%	(190)	15%	(120)	23%	(193)	830
RD/WT: Wrong Track	11%	(153)	13%	(176)	40%	(543)	15%	(204)	21%	(294)	1369
Biden Job Approve	20%	(203)	20%	(202)	21%	(214)	14%	(143)	24%	(242)	1003
Biden Job Disapprove	10%	(103)	12%	(128)	43%	(462)	16%	(171)	20%	(220)	1084
Biden Job Strongly Approve	24%	(104)	19%	(82)	15%	(67)	13%	(56)	29%	(125)	434
Biden Job Somewhat Approve	17%	(99)	21%	(120)	26%	(147)	15%	(86)	20%	(116)	569
Biden Job Somewhat Disapprove	14%	(41)	16%	(46)	36%	(103)	14%	(41)	21%	(61)	291
Biden Job Strongly Disapprove	8%	(63)	10%	(82)	45%	(359)	16%	(130)	20%	(159)	793
Favorable of Biden	20%	(204)	20%	(202)	21%	(217)	14%	(146)	24%	(240)	1010
Unfavorable of Biden	9%	(102)	12%	(130)	43%	(462)	16%	(169)	21%	(223)	1086
Very Favorable of Biden	24%	(114)	18%	(86)	15%	(73)	14%	(65)	29%	(135)	473
Somewhat Favorable of Biden	17%	(91)	22%	(116)	27%	(144)	15%	(81)	20%	(105)	537
Somewhat Unfavorable of Biden	11%	(31)	15%	(41)	37%	(100)	14%	(38)	22%	(61)	270
Very Unfavorable of Biden	9%	(71)	11%	(89)	44%	(363)	16%	(131)	20%	(163)	816

Continued on next page

Table MCSP8_3: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(316)	15%	(340)	33%	(732)	15%	(324)	22%	(487)	2199
#1 Issue: Economy	12%	(99)	17%	(136)	35%	(290)	17%	(140)	19%	(157)	822
#1 Issue: Security	11%	(36)	9%	(30)	44%	(146)	15%	(48)	21%	(69)	329
#1 Issue: Health Care	16%	(43)	20%	(55)	28%	(76)	11%	(29)	25%	(68)	270
#1 Issue: Medicare / Social Security	18%	(46)	17%	(44)	28%	(71)	14%	(37)	23%	(58)	255
#1 Issue: Women's Issues	26%	(36)	13%	(19)	24%	(33)	10%	(14)	27%	(37)	139
#1 Issue: Education	8%	(8)	12%	(12)	38%	(38)	16%	(16)	26%	(25)	98
#1 Issue: Energy	17%	(24)	18%	(25)	25%	(35)	18%	(25)	22%	(32)	141
#1 Issue: Other	16%	(22)	13%	(19)	30%	(43)	12%	(17)	29%	(42)	143
2020 Vote: Joe Biden	20%	(200)	19%	(185)	22%	(212)	13%	(131)	26%	(253)	982
2020 Vote: Donald Trump	9%	(65)	12%	(84)	42%	(298)	18%	(125)	19%	(131)	704
2020 Vote: Other	8%	(6)	19%	(14)	35%	(24)	18%	(12)	20%	(14)	70
2020 Vote: Didn't Vote	10%	(44)	13%	(58)	45%	(198)	12%	(55)	20%	(87)	442
2018 House Vote: Democrat	22%	(168)	19%	(145)	20%	(147)	13%	(99)	26%	(193)	752
2018 House Vote: Republican	10%	(63)	12%	(73)	40%	(246)	18%	(108)	20%	(119)	610
2018 House Vote: Someone else	10%	(7)	16%	(11)	29%	(20)	23%	(16)	22%	(15)	69
2016 Vote: Hillary Clinton	23%	(168)	19%	(142)	21%	(152)	11%	(84)	25%	(184)	728
2016 Vote: Donald Trump	11%	(70)	12%	(81)	40%	(263)	18%	(117)	19%	(125)	656
2016 Vote: Other	12%	(13)	18%	(19)	21%	(23)	23%	(25)	27%	(29)	109
2016 Vote: Didn't Vote	9%	(65)	14%	(98)	42%	(295)	14%	(98)	21%	(148)	704
Voted in 2014: Yes	18%	(215)	16%	(198)	28%	(341)	15%	(180)	24%	(291)	1225
Voted in 2014: No	10%	(100)	15%	(142)	40%	(392)	15%	(144)	20%	(196)	974
4-Region: Northeast	15%	(58)	17%	(65)	31%	(123)	14%	(56)	23%	(91)	393
4-Region: Midwest	13%	(59)	19%	(90)	37%	(170)	13%	(61)	18%	(81)	462
4-Region: South	14%	(115)	15%	(122)	34%	(283)	15%	(120)	22%	(184)	824
4-Region: West	16%	(83)	12%	(63)	30%	(157)	17%	(86)	25%	(130)	520

Continued on next page

Table MCSP8_3: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Lied to fans about if they have been vaccinated against COVID-19

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(316)	15%	(340)	33%	(732)	15%	(324)	22%	(487)	2199
Sports Fans	16%	(242)	16%	(241)	32%	(491)	16%	(242)	21%	(325)	1541
Avid Sports Fans	18%	(90)	16%	(80)	29%	(150)	16%	(80)	22%	(113)	514
Casual Sports Fans	15%	(151)	16%	(161)	33%	(341)	16%	(162)	21%	(212)	1027
NFL Fans	15%	(201)	16%	(222)	33%	(452)	16%	(225)	21%	(289)	1389
Avid NFL Fans	17%	(99)	16%	(91)	30%	(169)	16%	(91)	20%	(116)	566
Casual NFL Fans	12%	(102)	16%	(131)	34%	(283)	16%	(134)	21%	(173)	823
State Farm Customers	15%	(79)	16%	(82)	33%	(170)	18%	(92)	19%	(99)	522
Vaccinated Adults	18%	(274)	18%	(274)	26%	(400)	14%	(211)	25%	(379)	1537
Unvaccinated Adults	6%	(42)	10%	(67)	50%	(332)	17%	(114)	16%	(108)	662

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

Table MCSP8_4: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(307)	16%	(345)	35%	(771)	14%	(307)	21%	(470)	2199
Gender: Male	14%	(152)	15%	(159)	35%	(366)	15%	(159)	21%	(225)	1061
Gender: Female	14%	(155)	16%	(186)	36%	(404)	13%	(148)	22%	(245)	1138
Age: 18-34	12%	(79)	16%	(104)	39%	(257)	13%	(85)	20%	(131)	655
Age: 35-44	13%	(45)	12%	(44)	40%	(142)	12%	(43)	23%	(83)	357
Age: 45-64	15%	(115)	13%	(98)	34%	(257)	16%	(121)	21%	(159)	751
Age: 65+	16%	(68)	23%	(99)	26%	(115)	13%	(58)	22%	(96)	436
GenZers: 1997-2012	9%	(19)	16%	(32)	44%	(90)	9%	(17)	22%	(46)	205
Millennials: 1981-1996	14%	(90)	15%	(100)	36%	(237)	14%	(94)	20%	(134)	655
GenXers: 1965-1980	13%	(72)	13%	(74)	38%	(220)	14%	(83)	22%	(127)	577
Baby Boomers: 1946-1964	16%	(110)	17%	(115)	31%	(209)	15%	(102)	22%	(149)	686
PID: Dem (no lean)	19%	(161)	18%	(153)	24%	(207)	14%	(121)	24%	(208)	850
PID: Ind (no lean)	11%	(73)	15%	(105)	41%	(281)	12%	(80)	21%	(143)	683
PID: Rep (no lean)	11%	(72)	13%	(87)	42%	(283)	16%	(106)	18%	(119)	667
PID/Gender: Dem Men	19%	(81)	16%	(69)	26%	(112)	14%	(61)	25%	(106)	429
PID/Gender: Dem Women	19%	(81)	20%	(84)	22%	(94)	14%	(60)	24%	(101)	420
PID/Gender: Ind Men	13%	(37)	15%	(44)	37%	(110)	16%	(48)	19%	(56)	296
PID/Gender: Ind Women	9%	(35)	16%	(61)	44%	(171)	8%	(32)	23%	(87)	387
PID/Gender: Rep Men	10%	(34)	14%	(46)	43%	(144)	15%	(50)	19%	(63)	336
PID/Gender: Rep Women	12%	(38)	12%	(41)	42%	(139)	17%	(56)	17%	(56)	330
Ideo: Liberal (1-3)	22%	(141)	21%	(130)	22%	(141)	11%	(70)	23%	(145)	627
Ideo: Moderate (4)	12%	(78)	14%	(92)	34%	(219)	15%	(99)	25%	(161)	650
Ideo: Conservative (5-7)	10%	(72)	14%	(99)	42%	(302)	17%	(120)	17%	(125)	719
Educ: < College	12%	(175)	13%	(201)	39%	(594)	14%	(212)	22%	(330)	1511
Educ: Bachelors degree	19%	(86)	20%	(90)	28%	(123)	13%	(59)	19%	(86)	444
Educ: Post-grad	19%	(46)	22%	(54)	22%	(53)	15%	(37)	22%	(54)	244

Continued on next page

Table MCSP8_4: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(307)	16%	(345)	35%	(771)	14%	(307)	21%	(470)	2199
Income: Under 50k	12%	(152)	15%	(191)	37%	(455)	14%	(173)	22%	(267)	1237
Income: 50k-100k	14%	(95)	15%	(99)	35%	(233)	14%	(95)	21%	(139)	661
Income: 100k+	20%	(60)	18%	(55)	27%	(82)	13%	(39)	21%	(64)	301
Ethnicity: White	15%	(256)	16%	(282)	35%	(604)	14%	(241)	20%	(338)	1721
Ethnicity: Hispanic	11%	(40)	14%	(49)	40%	(139)	11%	(40)	23%	(82)	349
Ethnicity: Black	10%	(27)	15%	(41)	37%	(100)	13%	(37)	25%	(70)	274
Ethnicity: Other	11%	(23)	11%	(22)	33%	(66)	14%	(29)	31%	(63)	204
All Christian	15%	(149)	16%	(152)	37%	(354)	13%	(130)	19%	(182)	968
All Non-Christian	24%	(25)	17%	(18)	22%	(23)	16%	(17)	21%	(21)	104
Atheist	15%	(20)	19%	(24)	25%	(31)	11%	(14)	30%	(39)	128
Agnostic/Nothing in particular	12%	(76)	16%	(104)	36%	(226)	14%	(90)	22%	(140)	636
Something Else	10%	(37)	13%	(46)	38%	(137)	15%	(56)	24%	(88)	364
Religious Non-Protestant/Catholic	22%	(30)	17%	(22)	24%	(32)	17%	(22)	20%	(27)	133
Evangelical	13%	(65)	15%	(78)	36%	(189)	13%	(68)	23%	(117)	517
Non-Evangelical	15%	(115)	15%	(116)	37%	(290)	14%	(110)	19%	(145)	775
Community: Urban	17%	(109)	14%	(91)	33%	(207)	15%	(96)	20%	(128)	632
Community: Suburban	13%	(131)	17%	(173)	33%	(330)	13%	(132)	23%	(233)	999
Community: Rural	12%	(66)	14%	(80)	41%	(233)	14%	(79)	19%	(109)	568

Continued on next page

Table MCSP8_4: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(307)	16%	(345)	35%	(771)	14%	(307)	21%	(470)	2199
Employ: Private Sector	15%	(110)	16%	(112)	31%	(221)	16%	(116)	22%	(154)	713
Employ: Government	18%	(21)	18%	(22)	37%	(45)	11%	(14)	16%	(19)	121
Employ: Self-Employed	10%	(22)	15%	(32)	37%	(77)	15%	(31)	23%	(47)	209
Employ: Homemaker	10%	(15)	12%	(17)	43%	(62)	14%	(20)	22%	(31)	145
Employ: Student	8%	(7)	12%	(11)	43%	(39)	10%	(9)	27%	(25)	91
Employ: Retired	16%	(85)	18%	(92)	31%	(158)	14%	(74)	20%	(105)	514
Employ: Unemployed	12%	(33)	16%	(42)	42%	(114)	9%	(25)	21%	(57)	271
Employ: Other	10%	(14)	13%	(17)	40%	(54)	13%	(18)	23%	(31)	135
Military HH: Yes	12%	(44)	19%	(67)	35%	(124)	15%	(52)	19%	(66)	352
Military HH: No	14%	(263)	15%	(278)	35%	(646)	14%	(255)	22%	(404)	1847
RD/WT: Right Direction	20%	(166)	18%	(153)	25%	(210)	13%	(108)	23%	(192)	830
RD/WT: Wrong Track	10%	(141)	14%	(192)	41%	(560)	15%	(199)	20%	(278)	1369
Biden Job Approve	20%	(197)	20%	(205)	23%	(235)	13%	(133)	23%	(234)	1003
Biden Job Disapprove	9%	(100)	12%	(127)	44%	(481)	15%	(167)	19%	(209)	1084
Biden Job Strongly Approve	25%	(109)	16%	(72)	20%	(86)	12%	(51)	27%	(118)	434
Biden Job Somewhat Approve	16%	(88)	23%	(133)	26%	(149)	14%	(82)	20%	(116)	569
Biden Job Somewhat Disapprove	13%	(38)	16%	(45)	39%	(115)	14%	(41)	18%	(52)	291
Biden Job Strongly Disapprove	8%	(63)	10%	(82)	46%	(366)	16%	(125)	20%	(157)	793
Favorable of Biden	20%	(200)	21%	(209)	23%	(236)	13%	(134)	23%	(231)	1010
Unfavorable of Biden	9%	(98)	12%	(125)	45%	(487)	15%	(162)	20%	(214)	1086
Very Favorable of Biden	24%	(114)	18%	(83)	19%	(88)	13%	(61)	27%	(127)	473
Somewhat Favorable of Biden	16%	(86)	24%	(127)	28%	(149)	14%	(73)	19%	(104)	537
Somewhat Unfavorable of Biden	11%	(30)	14%	(37)	41%	(112)	14%	(37)	20%	(54)	270
Very Unfavorable of Biden	8%	(68)	11%	(88)	46%	(375)	15%	(125)	20%	(160)	816

Continued on next page

Table MCSP8_4: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(307)	16%	(345)	35%	(771)	14%	(307)	21%	(470)	2199
#1 Issue: Economy	11%	(92)	15%	(126)	39%	(325)	16%	(131)	18%	(149)	822
#1 Issue: Security	10%	(34)	12%	(39)	42%	(139)	13%	(43)	23%	(75)	329
#1 Issue: Health Care	15%	(42)	19%	(51)	31%	(83)	12%	(32)	23%	(62)	270
#1 Issue: Medicare / Social Security	17%	(44)	21%	(54)	27%	(70)	14%	(35)	20%	(52)	255
#1 Issue: Women's Issues	25%	(35)	14%	(19)	24%	(33)	6%	(8)	31%	(43)	139
#1 Issue: Education	8%	(8)	15%	(15)	37%	(36)	19%	(19)	21%	(21)	98
#1 Issue: Energy	18%	(25)	15%	(21)	28%	(40)	16%	(23)	23%	(32)	141
#1 Issue: Other	19%	(27)	15%	(21)	31%	(44)	11%	(16)	25%	(36)	143
2020 Vote: Joe Biden	20%	(192)	19%	(183)	24%	(231)	13%	(131)	25%	(245)	982
2020 Vote: Donald Trump	9%	(63)	13%	(90)	44%	(307)	16%	(112)	19%	(131)	704
2020 Vote: Other	8%	(6)	18%	(13)	41%	(29)	16%	(11)	18%	(12)	70
2020 Vote: Didn't Vote	10%	(46)	13%	(60)	46%	(204)	12%	(53)	18%	(81)	442
2018 House Vote: Democrat	21%	(161)	18%	(136)	22%	(162)	14%	(108)	25%	(185)	752
2018 House Vote: Republican	10%	(61)	13%	(78)	41%	(250)	17%	(104)	19%	(117)	610
2018 House Vote: Someone else	6%	(4)	18%	(12)	40%	(28)	13%	(9)	24%	(16)	69
2016 Vote: Hillary Clinton	22%	(161)	20%	(145)	22%	(157)	11%	(82)	25%	(182)	728
2016 Vote: Donald Trump	10%	(63)	14%	(90)	41%	(270)	17%	(113)	18%	(119)	656
2016 Vote: Other	12%	(13)	17%	(18)	26%	(28)	20%	(21)	26%	(29)	109
2016 Vote: Didn't Vote	10%	(69)	13%	(91)	45%	(315)	13%	(90)	20%	(139)	704
Voted in 2014: Yes	17%	(208)	16%	(196)	29%	(358)	14%	(175)	24%	(288)	1225
Voted in 2014: No	10%	(99)	15%	(149)	42%	(412)	14%	(132)	19%	(182)	974
4-Region: Northeast	14%	(56)	16%	(62)	33%	(129)	16%	(64)	21%	(83)	393
4-Region: Midwest	14%	(63)	18%	(85)	38%	(174)	13%	(62)	17%	(78)	462
4-Region: South	13%	(106)	15%	(127)	38%	(310)	13%	(107)	21%	(175)	824
4-Region: West	16%	(82)	14%	(72)	30%	(157)	14%	(74)	26%	(135)	520

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Table MCSP8_4: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Violated league-issued COVID-19 safety protocols

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	14%	(307)	16%	(345)	35%	(771)	14%	(307)	21%	(470)	2199
Sports Fans	15%	(224)	16%	(242)	33%	(510)	15%	(234)	21%	(331)	1541
Avid Sports Fans	17%	(88)	14%	(74)	31%	(157)	15%	(79)	23%	(116)	514
Casual Sports Fans	13%	(136)	16%	(168)	34%	(352)	15%	(156)	21%	(216)	1027
NFL Fans	14%	(190)	16%	(220)	34%	(468)	16%	(222)	21%	(288)	1389
Avid NFL Fans	16%	(91)	16%	(91)	33%	(185)	14%	(81)	21%	(119)	566
Casual NFL Fans	12%	(99)	16%	(130)	34%	(283)	17%	(142)	21%	(169)	823
State Farm Customers	13%	(70)	16%	(82)	38%	(196)	14%	(74)	19%	(99)	522
Vaccinated Adults	17%	(265)	19%	(288)	27%	(413)	14%	(209)	24%	(362)	1537
Unvaccinated Adults	6%	(42)	9%	(57)	54%	(357)	15%	(98)	16%	(108)	662

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

Table MCSP8_5: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	17%	(367)	15%	(340)	30%	(662)	14%	(312)	24%	(518)	2199
Gender: Male	18%	(190)	15%	(154)	29%	(309)	16%	(166)	23%	(242)	1061
Gender: Female	16%	(177)	16%	(186)	31%	(353)	13%	(146)	24%	(276)	1138
Age: 18-34	13%	(88)	15%	(95)	34%	(224)	15%	(98)	23%	(149)	655
Age: 35-44	16%	(58)	15%	(54)	32%	(115)	13%	(48)	23%	(82)	357
Age: 45-64	19%	(139)	13%	(97)	30%	(224)	15%	(113)	24%	(177)	751
Age: 65+	19%	(82)	22%	(94)	23%	(98)	12%	(53)	25%	(109)	436
GenZers: 1997-2012	8%	(17)	15%	(31)	39%	(80)	7%	(15)	30%	(62)	205
Millennials: 1981-1996	17%	(109)	15%	(98)	32%	(208)	16%	(107)	20%	(133)	655
GenXers: 1965-1980	16%	(91)	14%	(79)	32%	(183)	15%	(84)	24%	(140)	577
Baby Boomers: 1946-1964	20%	(138)	16%	(108)	26%	(176)	14%	(96)	24%	(168)	686
PID: Dem (no lean)	22%	(190)	17%	(147)	19%	(163)	13%	(114)	28%	(236)	850
PID: Ind (no lean)	14%	(93)	17%	(113)	34%	(234)	12%	(82)	24%	(161)	683
PID: Rep (no lean)	13%	(84)	12%	(81)	40%	(265)	17%	(116)	18%	(120)	667
PID/Gender: Dem Men	22%	(94)	16%	(70)	20%	(86)	15%	(62)	27%	(117)	429
PID/Gender: Dem Women	23%	(96)	18%	(77)	18%	(77)	12%	(51)	28%	(119)	420
PID/Gender: Ind Men	18%	(52)	15%	(45)	30%	(88)	16%	(46)	22%	(66)	296
PID/Gender: Ind Women	11%	(41)	18%	(68)	38%	(146)	9%	(36)	25%	(96)	387
PID/Gender: Rep Men	13%	(44)	12%	(40)	40%	(135)	17%	(58)	18%	(60)	336
PID/Gender: Rep Women	12%	(40)	12%	(41)	39%	(130)	18%	(58)	18%	(61)	330
Ideo: Liberal (1-3)	27%	(169)	20%	(123)	17%	(105)	10%	(63)	26%	(166)	627
Ideo: Moderate (4)	14%	(94)	14%	(93)	29%	(189)	15%	(95)	28%	(179)	650
Ideo: Conservative (5-7)	12%	(87)	13%	(96)	39%	(281)	18%	(130)	17%	(125)	719
Educ: < College	13%	(204)	13%	(202)	34%	(517)	15%	(222)	24%	(367)	1511
Educ: Bachelors degree	23%	(102)	20%	(89)	22%	(99)	14%	(61)	21%	(93)	444
Educ: Post-grad	25%	(61)	20%	(49)	19%	(46)	12%	(28)	24%	(58)	244

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Table MCSP8_5: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	17%	(367)	15%	(340)	30%	(662)	14%	(312)	24%	(518)	2199
Income: Under 50k	15%	(182)	15%	(184)	32%	(392)	15%	(183)	24%	(297)	1237
Income: 50k-100k	18%	(116)	17%	(110)	28%	(186)	14%	(92)	24%	(157)	661
Income: 100k+	23%	(69)	15%	(47)	28%	(84)	12%	(36)	21%	(65)	301
Ethnicity: White	18%	(310)	16%	(281)	31%	(528)	14%	(236)	21%	(366)	1721
Ethnicity: Hispanic	14%	(51)	16%	(56)	33%	(114)	11%	(37)	26%	(91)	349
Ethnicity: Black	11%	(32)	15%	(40)	29%	(80)	17%	(45)	28%	(77)	274
Ethnicity: Other	13%	(26)	9%	(19)	27%	(54)	15%	(30)	37%	(74)	204
All Christian	18%	(179)	16%	(160)	31%	(296)	13%	(123)	22%	(211)	968
All Non-Christian	25%	(26)	17%	(18)	24%	(25)	13%	(13)	21%	(22)	104
Atheist	25%	(31)	18%	(23)	14%	(18)	10%	(13)	33%	(42)	128
Agnostic/Nothing in particular	14%	(87)	16%	(103)	30%	(189)	16%	(103)	24%	(153)	636
Something Else	12%	(43)	10%	(37)	37%	(134)	17%	(60)	25%	(90)	364
Religious Non-Protestant/Catholic	24%	(32)	16%	(21)	27%	(36)	16%	(21)	17%	(23)	133
Evangelical	13%	(68)	15%	(76)	34%	(175)	16%	(82)	22%	(116)	517
Non-Evangelical	19%	(146)	15%	(118)	31%	(240)	12%	(91)	23%	(181)	775
Community: Urban	19%	(121)	16%	(103)	26%	(164)	16%	(98)	23%	(146)	632
Community: Suburban	17%	(170)	15%	(155)	29%	(291)	14%	(141)	24%	(242)	999
Community: Rural	14%	(77)	15%	(82)	36%	(207)	13%	(72)	23%	(129)	568

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Table MCSP8_5: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?
Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	17%	(367)	15%	(340)	30%	(662)	14%	(312)	24%	(518)	2199
Employ: Private Sector	18%	(131)	15%	(104)	28%	(196)	18%	(126)	22%	(156)	713
Employ: Government	22%	(27)	18%	(22)	27%	(32)	15%	(18)	18%	(22)	121
Employ: Self-Employed	13%	(26)	15%	(31)	37%	(77)	12%	(25)	24%	(50)	209
Employ: Homemaker	13%	(18)	12%	(18)	42%	(61)	13%	(19)	20%	(29)	145
Employ: Student	7%	(6)	16%	(15)	27%	(25)	9%	(8)	40%	(37)	91
Employ: Retired	19%	(100)	19%	(96)	25%	(127)	14%	(70)	24%	(123)	514
Employ: Unemployed	16%	(43)	13%	(37)	36%	(98)	11%	(31)	23%	(63)	271
Employ: Other	12%	(16)	14%	(19)	34%	(45)	12%	(16)	29%	(39)	135
Military HH: Yes	16%	(55)	20%	(69)	30%	(104)	14%	(47)	22%	(76)	352
Military HH: No	17%	(312)	15%	(271)	30%	(558)	14%	(264)	24%	(442)	1847
RD/WT: Right Direction	23%	(193)	18%	(149)	20%	(168)	13%	(105)	26%	(215)	830
RD/WT: Wrong Track	13%	(175)	14%	(191)	36%	(494)	15%	(207)	22%	(302)	1369
Biden Job Approve	24%	(239)	18%	(185)	19%	(186)	12%	(125)	27%	(267)	1003
Biden Job Disapprove	11%	(115)	13%	(141)	40%	(430)	16%	(177)	20%	(221)	1084
Biden Job Strongly Approve	29%	(127)	14%	(62)	14%	(61)	12%	(51)	31%	(134)	434
Biden Job Somewhat Approve	20%	(113)	22%	(123)	22%	(125)	13%	(74)	23%	(133)	569
Biden Job Somewhat Disapprove	16%	(46)	17%	(50)	30%	(87)	16%	(47)	21%	(61)	291
Biden Job Strongly Disapprove	9%	(69)	11%	(91)	43%	(343)	16%	(130)	20%	(160)	793
Favorable of Biden	24%	(243)	18%	(181)	19%	(191)	13%	(136)	26%	(260)	1010
Unfavorable of Biden	11%	(115)	14%	(147)	39%	(424)	15%	(164)	22%	(235)	1086
Very Favorable of Biden	29%	(138)	13%	(62)	15%	(73)	11%	(51)	32%	(149)	473
Somewhat Favorable of Biden	20%	(105)	22%	(118)	22%	(118)	16%	(85)	21%	(111)	537
Somewhat Unfavorable of Biden	15%	(41)	18%	(48)	28%	(77)	12%	(33)	26%	(71)	270
Very Unfavorable of Biden	9%	(74)	12%	(99)	43%	(348)	16%	(131)	20%	(164)	816

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Table MCSP8_5: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	17%	(367)	15%	(340)	30%	(662)	14%	(312)	24%	(518)	2199
#1 Issue: Economy	15%	(121)	14%	(119)	33%	(270)	17%	(142)	21%	(170)	822
#1 Issue: Security	11%	(36)	11%	(37)	42%	(138)	15%	(50)	21%	(68)	329
#1 Issue: Health Care	19%	(51)	21%	(57)	21%	(57)	12%	(32)	27%	(74)	270
#1 Issue: Medicare / Social Security	19%	(48)	19%	(49)	27%	(70)	12%	(32)	22%	(57)	255
#1 Issue: Women's Issues	27%	(37)	16%	(22)	19%	(27)	7%	(10)	31%	(43)	139
#1 Issue: Education	11%	(11)	18%	(18)	26%	(25)	19%	(19)	26%	(26)	98
#1 Issue: Energy	22%	(31)	15%	(22)	25%	(35)	9%	(13)	28%	(40)	141
#1 Issue: Other	23%	(32)	12%	(17)	27%	(39)	10%	(14)	28%	(40)	143
2020 Vote: Joe Biden	24%	(234)	18%	(175)	18%	(180)	13%	(123)	28%	(270)	982
2020 Vote: Donald Trump	10%	(72)	13%	(93)	40%	(278)	19%	(133)	18%	(128)	704
2020 Vote: Other	10%	(7)	18%	(13)	36%	(25)	16%	(12)	20%	(14)	70
2020 Vote: Didn't Vote	12%	(54)	14%	(60)	40%	(178)	10%	(44)	24%	(106)	442
2018 House Vote: Democrat	26%	(198)	17%	(130)	15%	(116)	14%	(102)	27%	(205)	752
2018 House Vote: Republican	14%	(82)	12%	(74)	36%	(220)	20%	(120)	19%	(113)	610
2018 House Vote: Someone else	5%	(4)	25%	(17)	28%	(20)	20%	(14)	22%	(15)	69
2016 Vote: Hillary Clinton	27%	(196)	19%	(137)	17%	(122)	11%	(77)	27%	(195)	728
2016 Vote: Donald Trump	12%	(80)	14%	(93)	35%	(231)	19%	(126)	19%	(127)	656
2016 Vote: Other	16%	(17)	17%	(19)	24%	(26)	18%	(20)	25%	(27)	109
2016 Vote: Didn't Vote	11%	(74)	13%	(91)	40%	(281)	13%	(89)	24%	(168)	704
Voted in 2014: Yes	20%	(250)	16%	(199)	24%	(294)	15%	(179)	25%	(303)	1225
Voted in 2014: No	12%	(117)	15%	(142)	38%	(368)	14%	(133)	22%	(215)	974
4-Region: Northeast	17%	(66)	16%	(63)	29%	(115)	14%	(55)	24%	(94)	393
4-Region: Midwest	17%	(77)	19%	(87)	32%	(149)	12%	(57)	20%	(92)	462
4-Region: South	16%	(134)	15%	(124)	30%	(251)	15%	(121)	23%	(193)	824
4-Region: West	17%	(89)	13%	(66)	28%	(148)	15%	(78)	27%	(138)	520

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Table MCSP8_5: How would your perception of a brand or company be impacted if it cut ties with a celebrity spokesperson for doing each of the following actions?

Spread misinformation about vaccines

Demographic	I would feel much more positively toward the brand		I would feel somewhat more positively toward the brand		I would feel neither more positively nor more negatively toward the brand		I would feel somewhat more negatively toward the brand		I would feel much more negatively toward the brand		Total N
Adults	17%	(367)	15%	(340)	30%	(662)	14%	(312)	24%	(518)	2199
Sports Fans	18%	(279)	15%	(238)	28%	(439)	16%	(241)	22%	(344)	1541
Avid Sports Fans	20%	(102)	13%	(69)	26%	(135)	18%	(91)	23%	(117)	514
Casual Sports Fans	17%	(177)	16%	(169)	30%	(304)	15%	(150)	22%	(227)	1027
NFL Fans	17%	(233)	16%	(218)	29%	(405)	17%	(232)	22%	(302)	1389
Avid NFL Fans	20%	(115)	15%	(83)	28%	(158)	16%	(88)	22%	(123)	566
Casual NFL Fans	14%	(118)	16%	(135)	30%	(247)	17%	(143)	22%	(179)	823
State Farm Customers	18%	(93)	15%	(79)	29%	(153)	16%	(83)	22%	(113)	522
Vaccinated Adults	21%	(319)	17%	(269)	23%	(354)	12%	(192)	26%	(403)	1537
Unvaccinated Adults	7%	(48)	11%	(72)	47%	(308)	18%	(120)	17%	(114)	662

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 MCSP9_1: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Fine the player

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	38%	(835)	22%	(490)	10%	(222)	15%	(334)	14%	(318)	2199
Gender: Male	41%	(433)	21%	(226)	10%	(106)	16%	(171)	12%	(125)	1061
Gender: Female	35%	(402)	23%	(264)	10%	(116)	14%	(163)	17%	(193)	1138
Age: 18-34	30%	(199)	24%	(155)	12%	(79)	16%	(106)	18%	(116)	655
Age: 35-44	33%	(117)	24%	(86)	10%	(36)	18%	(63)	16%	(56)	357
Age: 45-64	40%	(303)	20%	(149)	10%	(75)	16%	(122)	14%	(102)	751
Age: 65+	50%	(216)	23%	(100)	7%	(32)	10%	(44)	10%	(44)	436
GenZers: 1997-2012	23%	(48)	23%	(48)	16%	(33)	20%	(40)	18%	(36)	205
Millennials: 1981-1996	34%	(224)	24%	(158)	10%	(65)	16%	(102)	16%	(105)	655
GenXers: 1965-1980	36%	(206)	21%	(119)	10%	(59)	16%	(92)	18%	(102)	577
Baby Boomers: 1946-1964	47%	(322)	21%	(144)	9%	(61)	14%	(94)	9%	(64)	686
PID: Dem (no lean)	53%	(448)	26%	(219)	7%	(59)	5%	(44)	9%	(80)	850
PID: Ind (no lean)	32%	(216)	21%	(143)	11%	(73)	16%	(111)	20%	(139)	683
PID: Rep (no lean)	26%	(171)	19%	(128)	13%	(89)	27%	(179)	15%	(99)	667
PID/Gender: Dem Men	54%	(233)	25%	(107)	9%	(37)	5%	(20)	7%	(32)	429
PID/Gender: Dem Women	51%	(214)	26%	(111)	5%	(23)	6%	(24)	12%	(48)	420
PID/Gender: Ind Men	35%	(105)	20%	(58)	10%	(29)	18%	(52)	18%	(53)	296
PID/Gender: Ind Women	29%	(112)	22%	(85)	12%	(45)	15%	(59)	22%	(87)	387
PID/Gender: Rep Men	28%	(95)	18%	(60)	12%	(41)	29%	(99)	12%	(41)	336
PID/Gender: Rep Women	23%	(76)	20%	(68)	15%	(49)	24%	(80)	18%	(58)	330
Ideo: Liberal (1-3)	58%	(361)	23%	(142)	6%	(40)	6%	(36)	8%	(47)	627
Ideo: Moderate (4)	38%	(248)	27%	(178)	9%	(61)	9%	(58)	16%	(105)	650
Ideo: Conservative (5-7)	26%	(189)	18%	(132)	13%	(92)	29%	(208)	14%	(98)	719
Educ: < College	34%	(507)	21%	(322)	11%	(165)	17%	(262)	17%	(256)	1511
Educ: Bachelors degree	48%	(213)	24%	(106)	9%	(40)	10%	(46)	9%	(38)	444
Educ: Post-grad	47%	(115)	25%	(62)	7%	(17)	11%	(26)	10%	(24)	244
Income: Under 50k	35%	(435)	22%	(278)	10%	(120)	15%	(186)	18%	(218)	1237
Income: 50k-100k	39%	(260)	24%	(162)	8%	(55)	16%	(106)	12%	(78)	661
Income: 100k+	47%	(141)	17%	(50)	15%	(46)	14%	(41)	8%	(23)	301
Ethnicity: White	38%	(658)	23%	(389)	10%	(176)	15%	(253)	14%	(246)	1721
Ethnicity: Hispanic	30%	(106)	26%	(92)	12%	(43)	16%	(54)	16%	(54)	349

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Table MCSP9_1: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Fine the player

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	38%	(835)	22%	(490)	10%	(222)	15%	(334)	14%	(318)	2199
Ethnicity: Black	38%	(105)	24%	(67)	9%	(26)	15%	(40)	13%	(36)	274
Ethnicity: Other	35%	(72)	16%	(34)	10%	(21)	20%	(41)	18%	(36)	204
All Christian	39%	(377)	24%	(232)	10%	(101)	14%	(133)	13%	(126)	968
All Non-Christian	43%	(45)	24%	(24)	10%	(11)	10%	(10)	13%	(14)	104
Atheist	58%	(74)	18%	(24)	7%	(9)	10%	(13)	7%	(9)	128
Agnostic/Nothing in particular	37%	(232)	21%	(134)	10%	(63)	16%	(99)	17%	(108)	636
Something Else	30%	(108)	21%	(76)	11%	(39)	22%	(78)	17%	(63)	364
Religious Non-Protestant/Catholic	40%	(54)	25%	(33)	11%	(15)	11%	(14)	13%	(17)	133
Evangelical	33%	(170)	23%	(121)	11%	(55)	20%	(102)	14%	(70)	517
Non-Evangelical	39%	(303)	23%	(175)	10%	(80)	13%	(104)	15%	(113)	775
Community: Urban	42%	(268)	22%	(136)	12%	(74)	11%	(70)	13%	(84)	632
Community: Suburban	39%	(385)	24%	(237)	10%	(96)	16%	(161)	12%	(120)	999
Community: Rural	32%	(182)	20%	(116)	9%	(52)	18%	(103)	20%	(114)	568
Employ: Private Sector	39%	(277)	24%	(173)	11%	(78)	14%	(103)	12%	(82)	713
Employ: Government	40%	(49)	18%	(22)	5%	(6)	21%	(26)	15%	(18)	121
Employ: Self-Employed	31%	(65)	21%	(44)	13%	(28)	22%	(46)	13%	(26)	209
Employ: Homemaker	28%	(41)	23%	(33)	11%	(16)	17%	(25)	21%	(30)	145
Employ: Student	27%	(25)	23%	(21)	11%	(10)	17%	(16)	22%	(20)	91
Employ: Retired	46%	(239)	21%	(109)	8%	(43)	14%	(72)	10%	(52)	514
Employ: Unemployed	36%	(97)	21%	(56)	10%	(27)	10%	(26)	24%	(65)	271
Employ: Other	32%	(43)	24%	(32)	10%	(13)	16%	(21)	19%	(26)	135
Military HH: Yes	37%	(130)	23%	(79)	10%	(34)	16%	(56)	15%	(53)	352
Military HH: No	38%	(706)	22%	(410)	10%	(188)	15%	(278)	14%	(265)	1847
RD/WT: Right Direction	53%	(441)	25%	(211)	6%	(51)	5%	(39)	11%	(88)	830
RD/WT: Wrong Track	29%	(395)	20%	(279)	12%	(171)	22%	(295)	17%	(230)	1369
Biden Job Approve	56%	(559)	25%	(253)	6%	(65)	4%	(37)	9%	(89)	1003
Biden Job Disapprove	24%	(258)	19%	(203)	14%	(154)	26%	(283)	17%	(186)	1084

Continued on next page

Table MCSP9_1: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?

Fine the player

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	38%	(835)	22%	(490)	10%	(222)	15%	(334)	14%	(318)	2199
Biden Job Strongly Approve	63%	(274)	19%	(83)	6%	(26)	4%	(17)	8%	(34)	434
Biden Job Somewhat Approve	50%	(284)	30%	(170)	7%	(39)	4%	(20)	10%	(55)	569
Biden Job Somewhat Disapprove	34%	(98)	27%	(78)	14%	(41)	12%	(34)	14%	(40)	291
Biden Job Strongly Disapprove	20%	(160)	16%	(125)	14%	(114)	31%	(249)	18%	(146)	793
Favorable of Biden	55%	(555)	26%	(260)	6%	(59)	4%	(40)	9%	(96)	1010
Unfavorable of Biden	24%	(260)	18%	(199)	14%	(157)	26%	(283)	17%	(186)	1086
Very Favorable of Biden	64%	(301)	20%	(93)	5%	(22)	4%	(17)	8%	(39)	473
Somewhat Favorable of Biden	47%	(254)	31%	(167)	7%	(36)	4%	(23)	11%	(57)	537
Somewhat Unfavorable of Biden	32%	(87)	25%	(68)	13%	(36)	13%	(36)	16%	(43)	270
Very Unfavorable of Biden	21%	(174)	16%	(130)	15%	(121)	30%	(247)	18%	(143)	816
#1 Issue: Economy	31%	(257)	25%	(204)	12%	(95)	16%	(135)	16%	(131)	822
#1 Issue: Security	26%	(86)	14%	(46)	11%	(37)	32%	(106)	16%	(54)	329
#1 Issue: Health Care	50%	(134)	19%	(52)	11%	(30)	9%	(24)	11%	(30)	270
#1 Issue: Medicare / Social Security	50%	(128)	27%	(69)	8%	(20)	8%	(21)	7%	(18)	255
#1 Issue: Women's Issues	52%	(73)	23%	(32)	5%	(6)	7%	(10)	13%	(18)	139
#1 Issue: Education	35%	(35)	27%	(27)	9%	(8)	10%	(10)	19%	(19)	98
#1 Issue: Energy	44%	(62)	23%	(32)	10%	(14)	9%	(13)	14%	(20)	141
#1 Issue: Other	43%	(61)	19%	(28)	8%	(12)	10%	(14)	20%	(29)	143
2020 Vote: Joe Biden	55%	(537)	25%	(246)	7%	(65)	4%	(35)	10%	(100)	982
2020 Vote: Donald Trump	23%	(164)	17%	(121)	14%	(98)	30%	(214)	15%	(107)	704
2020 Vote: Other	33%	(23)	25%	(17)	15%	(10)	20%	(14)	8%	(6)	70
2020 Vote: Didn't Vote	25%	(112)	24%	(105)	11%	(49)	16%	(71)	24%	(105)	442
2018 House Vote: Democrat	57%	(429)	25%	(189)	6%	(44)	4%	(27)	8%	(63)	752
2018 House Vote: Republican	27%	(163)	17%	(105)	14%	(84)	28%	(170)	14%	(87)	610
2018 House Vote: Someone else	29%	(20)	20%	(14)	11%	(8)	22%	(15)	17%	(12)	69
2016 Vote: Hillary Clinton	56%	(409)	24%	(176)	6%	(44)	5%	(35)	9%	(64)	728
2016 Vote: Donald Trump	29%	(193)	19%	(124)	12%	(79)	26%	(172)	13%	(88)	656
2016 Vote: Other	46%	(50)	22%	(24)	8%	(8)	12%	(14)	13%	(14)	109
2016 Vote: Didn't Vote	26%	(182)	24%	(166)	13%	(91)	16%	(113)	22%	(152)	704

Continued on next page

Table MCSP9_1: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Fine the player

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	38%	(835)	22%	(490)	10%	(222)	15%	(334)	14%	(318)	2199
Voted in 2014: Yes	45%	(556)	21%	(252)	9%	(111)	15%	(180)	10%	(127)	1225
Voted in 2014: No	29%	(280)	24%	(238)	11%	(111)	16%	(154)	20%	(191)	974
4-Region: Northeast	42%	(166)	25%	(99)	10%	(38)	8%	(33)	15%	(58)	393
4-Region: Midwest	36%	(168)	20%	(93)	11%	(50)	18%	(83)	15%	(67)	462
4-Region: South	36%	(292)	23%	(186)	10%	(84)	16%	(129)	16%	(132)	824
4-Region: West	40%	(208)	21%	(111)	10%	(50)	17%	(89)	12%	(62)	520
Sports Fans	40%	(612)	24%	(368)	11%	(174)	14%	(210)	11%	(177)	1541
Avid Sports Fans	44%	(227)	25%	(126)	11%	(59)	11%	(58)	8%	(43)	514
Casual Sports Fans	37%	(384)	23%	(241)	11%	(115)	15%	(152)	13%	(134)	1027
NFL Fans	40%	(553)	25%	(345)	11%	(148)	13%	(184)	12%	(160)	1389
Avid NFL Fans	44%	(250)	26%	(145)	10%	(57)	12%	(68)	8%	(46)	566
Casual NFL Fans	37%	(303)	24%	(200)	11%	(90)	14%	(116)	14%	(113)	823
State Farm Customers	38%	(197)	22%	(114)	13%	(69)	13%	(66)	15%	(76)	522
Vaccinated Adults	48%	(744)	24%	(366)	9%	(132)	7%	(113)	12%	(182)	1537
Unvaccinated Adults	14%	(91)	19%	(123)	14%	(90)	33%	(221)	21%	(136)	662

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

Table MCSP9_2: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Fine the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(454)	19%	(416)	20%	(446)	24%	(520)	17%	(363)	2199
Gender: Male	25%	(262)	20%	(213)	20%	(211)	23%	(243)	13%	(133)	1061
Gender: Female	17%	(192)	18%	(203)	21%	(235)	24%	(278)	20%	(230)	1138
Age: 18-34	19%	(122)	19%	(123)	18%	(116)	26%	(171)	19%	(122)	655
Age: 35-44	18%	(64)	19%	(68)	23%	(82)	25%	(91)	15%	(53)	357
Age: 45-64	21%	(157)	19%	(139)	20%	(148)	24%	(184)	16%	(123)	751
Age: 65+	26%	(112)	20%	(85)	23%	(99)	17%	(75)	15%	(65)	436
GenZers: 1997-2012	13%	(26)	17%	(36)	19%	(39)	33%	(68)	17%	(36)	205
Millennials: 1981-1996	20%	(134)	20%	(131)	19%	(123)	24%	(155)	17%	(113)	655
GenXers: 1965-1980	21%	(123)	17%	(99)	19%	(108)	23%	(135)	20%	(113)	577
Baby Boomers: 1946-1964	22%	(153)	20%	(136)	23%	(157)	22%	(152)	13%	(88)	686
PID: Dem (no lean)	32%	(270)	23%	(196)	18%	(156)	14%	(116)	13%	(112)	850
PID: Ind (no lean)	15%	(104)	19%	(130)	21%	(140)	24%	(161)	22%	(149)	683
PID: Rep (no lean)	12%	(81)	13%	(89)	22%	(150)	37%	(244)	15%	(103)	667
PID/Gender: Dem Men	35%	(151)	25%	(105)	19%	(81)	11%	(49)	10%	(42)	429
PID/Gender: Dem Women	28%	(118)	22%	(91)	18%	(75)	16%	(66)	17%	(70)	420
PID/Gender: Ind Men	19%	(57)	21%	(61)	23%	(68)	21%	(62)	16%	(47)	296
PID/Gender: Ind Women	12%	(46)	18%	(69)	18%	(72)	25%	(99)	26%	(101)	387
PID/Gender: Rep Men	16%	(53)	14%	(47)	18%	(61)	39%	(131)	13%	(44)	336
PID/Gender: Rep Women	8%	(28)	13%	(43)	27%	(89)	34%	(113)	18%	(59)	330
Ideo: Liberal (1-3)	33%	(207)	25%	(157)	15%	(93)	15%	(97)	12%	(74)	627
Ideo: Moderate (4)	22%	(140)	21%	(134)	23%	(150)	17%	(110)	18%	(115)	650
Ideo: Conservative (5-7)	13%	(94)	14%	(100)	22%	(156)	37%	(267)	14%	(102)	719
Educ: < College	17%	(255)	17%	(259)	20%	(301)	27%	(410)	19%	(286)	1511
Educ: Bachelors degree	29%	(130)	21%	(94)	22%	(98)	16%	(73)	11%	(49)	444
Educ: Post-grad	28%	(69)	26%	(63)	19%	(47)	16%	(38)	11%	(27)	244
Income: Under 50k	17%	(205)	19%	(235)	20%	(252)	24%	(301)	20%	(245)	1237
Income: 50k-100k	22%	(145)	20%	(129)	21%	(139)	23%	(154)	14%	(93)	661
Income: 100k+	35%	(104)	17%	(51)	18%	(55)	22%	(66)	8%	(25)	301
Ethnicity: White	20%	(337)	20%	(337)	21%	(363)	23%	(400)	17%	(284)	1721
Ethnicity: Hispanic	20%	(71)	19%	(66)	18%	(61)	27%	(96)	16%	(55)	349

Continued on next page

Table MCSP9_2: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Fine the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(454)	19%	(416)	20%	(446)	24%	(520)	17%	(363)	2199
Ethnicity: Black	24%	(65)	18%	(50)	18%	(48)	25%	(68)	16%	(43)	274
Ethnicity: Other	26%	(52)	14%	(29)	17%	(34)	26%	(53)	18%	(36)	204
All Christian	21%	(202)	22%	(209)	21%	(203)	22%	(215)	14%	(139)	968
All Non-Christian	25%	(26)	27%	(28)	18%	(18)	14%	(15)	17%	(17)	104
Atheist	33%	(42)	18%	(22)	18%	(23)	21%	(27)	11%	(14)	128
Agnostic/Nothing in particular	21%	(130)	15%	(96)	21%	(131)	24%	(154)	19%	(124)	636
Something Else	15%	(54)	17%	(60)	19%	(70)	30%	(110)	19%	(69)	364
Religious Non-Protestant/Catholic	21%	(28)	27%	(35)	20%	(27)	17%	(22)	15%	(20)	133
Evangelical	19%	(100)	18%	(91)	19%	(100)	29%	(148)	15%	(78)	517
Non-Evangelical	20%	(152)	22%	(167)	21%	(164)	22%	(167)	16%	(125)	775
Community: Urban	25%	(161)	19%	(117)	19%	(120)	21%	(132)	16%	(103)	632
Community: Suburban	21%	(206)	20%	(204)	21%	(213)	24%	(244)	13%	(133)	999
Community: Rural	15%	(87)	17%	(94)	20%	(114)	25%	(145)	23%	(128)	568
Employ: Private Sector	22%	(154)	22%	(154)	22%	(153)	23%	(162)	12%	(89)	713
Employ: Government	25%	(30)	23%	(27)	13%	(16)	25%	(30)	14%	(17)	121
Employ: Self-Employed	18%	(38)	17%	(36)	21%	(44)	29%	(60)	15%	(32)	209
Employ: Homemaker	15%	(22)	22%	(32)	11%	(16)	28%	(41)	23%	(34)	145
Employ: Student	11%	(10)	15%	(14)	25%	(23)	28%	(26)	21%	(19)	91
Employ: Retired	23%	(117)	18%	(91)	25%	(127)	21%	(106)	14%	(74)	514
Employ: Unemployed	21%	(57)	15%	(42)	16%	(42)	20%	(55)	28%	(76)	271
Employ: Other	19%	(26)	15%	(21)	18%	(25)	30%	(40)	17%	(23)	135
Military HH: Yes	19%	(69)	16%	(57)	22%	(78)	23%	(82)	19%	(66)	352
Military HH: No	21%	(385)	19%	(359)	20%	(368)	24%	(438)	16%	(297)	1847
RD/WT: Right Direction	31%	(259)	28%	(231)	14%	(120)	13%	(106)	14%	(114)	830
RD/WT: Wrong Track	14%	(195)	13%	(184)	24%	(326)	30%	(415)	18%	(249)	1369
Biden Job Approve	33%	(327)	26%	(263)	17%	(176)	12%	(117)	12%	(121)	1003
Biden Job Disapprove	11%	(117)	13%	(137)	24%	(255)	35%	(378)	18%	(198)	1084

Continued on next page

Table MCSP9_2: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Fine the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(454)	19%	(416)	20%	(446)	24%	(520)	17%	(363)	2199
Biden Job Strongly Approve	42%	(182)	21%	(91)	13%	(56)	12%	(54)	12%	(51)	434
Biden Job Somewhat Approve	25%	(145)	30%	(172)	21%	(119)	11%	(63)	12%	(70)	569
Biden Job Somewhat Disapprove	14%	(42)	17%	(50)	29%	(85)	22%	(64)	17%	(50)	291
Biden Job Strongly Disapprove	9%	(75)	11%	(86)	21%	(170)	40%	(313)	19%	(148)	793
Favorable of Biden	33%	(329)	25%	(252)	18%	(182)	12%	(122)	13%	(126)	1010
Unfavorable of Biden	11%	(115)	14%	(150)	23%	(251)	35%	(380)	17%	(189)	1086
Very Favorable of Biden	43%	(204)	20%	(93)	13%	(60)	12%	(58)	12%	(58)	473
Somewhat Favorable of Biden	23%	(125)	29%	(158)	23%	(122)	12%	(63)	13%	(69)	537
Somewhat Unfavorable of Biden	12%	(34)	20%	(55)	28%	(76)	24%	(64)	16%	(42)	270
Very Unfavorable of Biden	10%	(81)	12%	(96)	22%	(175)	39%	(316)	18%	(147)	816
#1 Issue: Economy	15%	(125)	19%	(157)	22%	(177)	26%	(213)	18%	(151)	822
#1 Issue: Security	15%	(51)	11%	(35)	18%	(58)	40%	(131)	17%	(55)	329
#1 Issue: Health Care	30%	(80)	25%	(66)	15%	(39)	16%	(44)	15%	(41)	270
#1 Issue: Medicare / Social Security	25%	(64)	19%	(49)	29%	(73)	18%	(47)	9%	(23)	255
#1 Issue: Women's Issues	31%	(43)	26%	(37)	17%	(24)	11%	(15)	15%	(21)	139
#1 Issue: Education	19%	(19)	25%	(25)	25%	(25)	12%	(12)	18%	(18)	98
#1 Issue: Energy	28%	(39)	20%	(28)	16%	(22)	20%	(28)	17%	(25)	141
#1 Issue: Other	24%	(34)	14%	(20)	20%	(29)	22%	(31)	21%	(30)	143
2020 Vote: Joe Biden	32%	(312)	25%	(241)	18%	(178)	11%	(112)	14%	(139)	982
2020 Vote: Donald Trump	11%	(77)	12%	(84)	23%	(160)	38%	(270)	16%	(112)	704
2020 Vote: Other	17%	(12)	18%	(13)	23%	(16)	31%	(22)	11%	(7)	70
2020 Vote: Didn't Vote	12%	(53)	17%	(77)	21%	(91)	26%	(116)	24%	(104)	442
2018 House Vote: Democrat	33%	(250)	24%	(183)	18%	(137)	11%	(81)	13%	(100)	752
2018 House Vote: Republican	14%	(84)	13%	(77)	22%	(135)	36%	(222)	15%	(91)	610
2018 House Vote: Someone else	18%	(13)	16%	(11)	19%	(13)	30%	(21)	17%	(12)	69
2016 Vote: Hillary Clinton	33%	(243)	24%	(177)	17%	(126)	13%	(91)	12%	(91)	728
2016 Vote: Donald Trump	14%	(93)	14%	(95)	22%	(147)	33%	(219)	16%	(102)	656
2016 Vote: Other	22%	(24)	17%	(18)	21%	(23)	26%	(28)	15%	(17)	109
2016 Vote: Didn't Vote	13%	(93)	18%	(126)	21%	(150)	26%	(182)	22%	(152)	704

Continued on next page

Table MCSP9_2: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Fine the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(454)	19%	(416)	20%	(446)	24%	(520)	17%	(363)	2199
Voted in 2014: Yes	25%	(312)	19%	(234)	20%	(241)	23%	(277)	13%	(161)	1225
Voted in 2014: No	15%	(142)	19%	(182)	21%	(205)	25%	(243)	21%	(202)	974
4-Region: Northeast	23%	(92)	22%	(86)	23%	(90)	14%	(57)	17%	(69)	393
4-Region: Midwest	19%	(88)	17%	(76)	22%	(100)	27%	(123)	16%	(75)	462
4-Region: South	18%	(151)	18%	(151)	20%	(162)	25%	(203)	19%	(156)	824
4-Region: West	24%	(123)	20%	(103)	18%	(94)	26%	(137)	12%	(63)	520
Sports Fans	22%	(343)	21%	(320)	22%	(337)	22%	(345)	13%	(196)	1541
Avid Sports Fans	29%	(148)	19%	(99)	22%	(112)	21%	(106)	9%	(48)	514
Casual Sports Fans	19%	(195)	22%	(221)	22%	(225)	23%	(239)	14%	(147)	1027
NFL Fans	22%	(304)	22%	(305)	21%	(298)	21%	(294)	14%	(189)	1389
Avid NFL Fans	28%	(156)	21%	(119)	22%	(124)	20%	(111)	10%	(55)	566
Casual NFL Fans	18%	(147)	23%	(185)	21%	(174)	22%	(182)	16%	(133)	823
State Farm Customers	25%	(131)	22%	(114)	18%	(94)	19%	(101)	16%	(82)	522
Vaccinated Adults	26%	(403)	22%	(332)	21%	(330)	16%	(239)	15%	(232)	1537
Unvaccinated Adults	8%	(51)	13%	(84)	17%	(116)	42%	(281)	20%	(131)	662

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

Table MCSP9_3: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Suspend the player from one or more games

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	36%	(794)	24%	(524)	10%	(211)	16%	(349)	15%	(322)	2199
Gender: Male	38%	(404)	23%	(249)	11%	(112)	17%	(179)	11%	(117)	1061
Gender: Female	34%	(389)	24%	(274)	9%	(99)	15%	(170)	18%	(205)	1138
Age: 18-34	29%	(190)	24%	(157)	13%	(83)	17%	(113)	17%	(111)	655
Age: 35-44	31%	(111)	27%	(95)	11%	(40)	16%	(59)	15%	(53)	357
Age: 45-64	37%	(281)	22%	(165)	8%	(58)	17%	(129)	16%	(117)	751
Age: 65+	48%	(211)	24%	(105)	7%	(30)	11%	(48)	9%	(41)	436
GenZers: 1997-2012	20%	(40)	26%	(54)	16%	(34)	20%	(42)	17%	(35)	205
Millennials: 1981-1996	33%	(218)	25%	(163)	10%	(68)	16%	(104)	16%	(103)	655
GenXers: 1965-1980	33%	(192)	22%	(126)	9%	(53)	17%	(100)	18%	(106)	577
Baby Boomers: 1946-1964	45%	(306)	23%	(161)	8%	(53)	14%	(97)	10%	(69)	686
PID: Dem (no lean)	52%	(440)	28%	(235)	6%	(50)	5%	(46)	9%	(80)	850
PID: Ind (no lean)	30%	(207)	22%	(152)	10%	(70)	16%	(106)	22%	(148)	683
PID: Rep (no lean)	22%	(146)	21%	(137)	14%	(91)	30%	(197)	14%	(95)	667
PID/Gender: Dem Men	52%	(224)	29%	(123)	7%	(31)	5%	(21)	7%	(31)	429
PID/Gender: Dem Women	51%	(216)	27%	(112)	5%	(19)	6%	(25)	12%	(49)	420
PID/Gender: Ind Men	36%	(105)	20%	(60)	10%	(31)	17%	(52)	16%	(48)	296
PID/Gender: Ind Women	26%	(102)	24%	(92)	10%	(39)	14%	(55)	26%	(99)	387
PID/Gender: Rep Men	22%	(75)	20%	(67)	15%	(50)	32%	(106)	11%	(38)	336
PID/Gender: Rep Women	22%	(72)	21%	(71)	12%	(41)	27%	(91)	17%	(56)	330
Ideo: Liberal (1-3)	55%	(342)	27%	(169)	4%	(26)	6%	(40)	8%	(49)	627
Ideo: Moderate (4)	38%	(248)	28%	(181)	9%	(57)	9%	(58)	17%	(108)	650
Ideo: Conservative (5-7)	24%	(170)	19%	(138)	13%	(95)	31%	(221)	13%	(96)	719
Educ: < College	31%	(476)	23%	(343)	10%	(156)	18%	(269)	18%	(268)	1511
Educ: Bachelors degree	46%	(205)	26%	(116)	8%	(37)	12%	(52)	8%	(34)	444
Educ: Post-grad	46%	(113)	26%	(64)	7%	(18)	11%	(28)	8%	(20)	244
Income: Under 50k	32%	(396)	25%	(314)	9%	(114)	16%	(194)	18%	(218)	1237
Income: 50k-100k	38%	(253)	23%	(150)	9%	(59)	18%	(117)	12%	(82)	661
Income: 100k+	48%	(145)	20%	(60)	12%	(37)	13%	(38)	7%	(22)	301
Ethnicity: White	37%	(631)	24%	(411)	9%	(159)	15%	(266)	15%	(254)	1721
Ethnicity: Hispanic	34%	(119)	24%	(85)	10%	(35)	17%	(60)	15%	(51)	349

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Table MCSP9_3: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Suspend the player from one or more games

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	36%	(794)	24%	(524)	10%	(211)	16%	(349)	15%	(322)	2199
Ethnicity: Black	32%	(89)	27%	(73)	14%	(40)	14%	(39)	12%	(34)	274
Ethnicity: Other	37%	(75)	19%	(39)	6%	(12)	22%	(44)	17%	(34)	204
All Christian	38%	(369)	24%	(235)	10%	(100)	14%	(138)	13%	(126)	968
All Non-Christian	40%	(42)	27%	(28)	7%	(7)	11%	(12)	14%	(15)	104
Atheist	54%	(69)	26%	(33)	3%	(4)	9%	(12)	7%	(9)	128
Agnostic/Nothing in particular	33%	(210)	22%	(137)	11%	(69)	17%	(107)	18%	(113)	636
Something Else	29%	(104)	25%	(90)	8%	(30)	22%	(80)	16%	(60)	364
Religious Non-Protestant/Catholic	38%	(50)	27%	(36)	10%	(13)	12%	(16)	14%	(18)	133
Evangelical	33%	(171)	25%	(129)	8%	(42)	21%	(110)	13%	(65)	517
Non-Evangelical	37%	(289)	24%	(187)	10%	(80)	13%	(103)	15%	(115)	775
Community: Urban	40%	(251)	25%	(156)	9%	(59)	12%	(73)	15%	(93)	632
Community: Suburban	37%	(370)	25%	(246)	10%	(98)	17%	(169)	12%	(116)	999
Community: Rural	30%	(172)	21%	(121)	10%	(54)	19%	(107)	20%	(113)	568
Employ: Private Sector	39%	(276)	24%	(174)	11%	(76)	15%	(110)	11%	(76)	713
Employ: Government	32%	(39)	31%	(38)	7%	(9)	17%	(20)	13%	(15)	121
Employ: Self-Employed	28%	(58)	24%	(51)	13%	(28)	21%	(44)	14%	(28)	209
Employ: Homemaker	32%	(47)	19%	(27)	5%	(7)	20%	(29)	24%	(35)	145
Employ: Student	22%	(20)	24%	(22)	13%	(12)	19%	(17)	22%	(20)	91
Employ: Retired	44%	(225)	24%	(121)	9%	(45)	14%	(74)	10%	(50)	514
Employ: Unemployed	31%	(84)	23%	(63)	9%	(25)	9%	(25)	27%	(74)	271
Employ: Other	33%	(44)	21%	(28)	7%	(10)	22%	(29)	18%	(24)	135
Military HH: Yes	34%	(121)	21%	(75)	11%	(38)	17%	(60)	17%	(58)	352
Military HH: No	36%	(673)	24%	(449)	9%	(173)	16%	(289)	14%	(264)	1847
RD/WT: Right Direction	51%	(425)	28%	(234)	4%	(36)	5%	(45)	11%	(90)	830
RD/WT: Wrong Track	27%	(369)	21%	(290)	13%	(175)	22%	(304)	17%	(232)	1369
Biden Job Approve	53%	(536)	28%	(285)	5%	(50)	5%	(47)	8%	(85)	1003
Biden Job Disapprove	22%	(240)	20%	(214)	14%	(147)	27%	(288)	18%	(195)	1084

Continued on next page

Table MCSP9_3: Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Suspend the player from one or more games

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	36%	(794)	24%	(524)	10%	(211)	16%	(349)	15%	(322)	2199
Biden Job Strongly Approve	61%	(266)	23%	(102)	2%	(11)	5%	(21)	8%	(35)	434
Biden Job Somewhat Approve	47%	(270)	32%	(183)	7%	(40)	5%	(27)	9%	(50)	569
Biden Job Somewhat Disapprove	35%	(102)	26%	(75)	14%	(40)	8%	(23)	18%	(51)	291
Biden Job Strongly Disapprove	17%	(138)	17%	(139)	14%	(107)	33%	(265)	18%	(145)	793
Favorable of Biden	53%	(535)	28%	(282)	5%	(52)	5%	(48)	9%	(93)	1010
Unfavorable of Biden	22%	(237)	20%	(222)	14%	(148)	27%	(291)	17%	(188)	1086
Very Favorable of Biden	61%	(288)	24%	(113)	3%	(14)	4%	(20)	8%	(38)	473
Somewhat Favorable of Biden	46%	(247)	32%	(169)	7%	(37)	5%	(28)	10%	(55)	537
Somewhat Unfavorable of Biden	31%	(84)	28%	(75)	13%	(35)	11%	(30)	17%	(45)	270
Very Unfavorable of Biden	19%	(153)	18%	(146)	14%	(113)	32%	(260)	18%	(144)	816
#1 Issue: Economy	30%	(243)	25%	(205)	12%	(99)	17%	(141)	16%	(135)	822
#1 Issue: Security	23%	(77)	15%	(49)	12%	(39)	34%	(112)	16%	(53)	329
#1 Issue: Health Care	50%	(135)	23%	(63)	8%	(21)	6%	(17)	13%	(35)	270
#1 Issue: Medicare / Social Security	46%	(117)	29%	(74)	9%	(24)	9%	(24)	6%	(16)	255
#1 Issue: Women's Issues	49%	(68)	27%	(37)	4%	(5)	6%	(9)	14%	(20)	139
#1 Issue: Education	35%	(35)	29%	(29)	8%	(8)	14%	(14)	14%	(13)	98
#1 Issue: Energy	41%	(59)	28%	(40)	4%	(5)	12%	(16)	15%	(21)	141
#1 Issue: Other	43%	(62)	19%	(27)	7%	(11)	11%	(15)	20%	(29)	143
2020 Vote: Joe Biden	54%	(533)	26%	(258)	5%	(46)	4%	(39)	11%	(106)	982
2020 Vote: Donald Trump	19%	(137)	19%	(132)	14%	(101)	32%	(225)	16%	(110)	704
2020 Vote: Other	26%	(18)	30%	(21)	14%	(10)	20%	(14)	10%	(7)	70
2020 Vote: Didn't Vote	24%	(105)	25%	(113)	12%	(54)	16%	(71)	22%	(99)	442
2018 House Vote: Democrat	55%	(416)	27%	(202)	5%	(36)	4%	(27)	9%	(71)	752
2018 House Vote: Republican	24%	(145)	19%	(118)	14%	(83)	29%	(178)	14%	(86)	610
2018 House Vote: Someone else	28%	(19)	25%	(17)	10%	(7)	22%	(15)	16%	(11)	69
2016 Vote: Hillary Clinton	55%	(402)	27%	(199)	4%	(30)	5%	(38)	8%	(57)	728
2016 Vote: Donald Trump	26%	(170)	20%	(128)	13%	(86)	27%	(177)	14%	(94)	656
2016 Vote: Other	41%	(45)	27%	(30)	6%	(6)	12%	(13)	13%	(15)	109
2016 Vote: Didn't Vote	25%	(174)	24%	(166)	13%	(88)	17%	(120)	22%	(155)	704

Continued on next page

Table MCSP9_3: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Suspend the player from one or more games

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	36%	(794)	24%	(524)	10%	(211)	16%	(349)	15%	(322)	2199
Voted in 2014: Yes	42%	(521)	24%	(290)	8%	(100)	15%	(183)	11%	(131)	1225
Voted in 2014: No	28%	(273)	24%	(234)	11%	(111)	17%	(166)	20%	(191)	974
4-Region: Northeast	42%	(165)	23%	(91)	11%	(43)	9%	(36)	15%	(58)	393
4-Region: Midwest	34%	(156)	24%	(111)	9%	(42)	18%	(85)	15%	(68)	462
4-Region: South	32%	(265)	24%	(201)	11%	(87)	16%	(132)	17%	(138)	824
4-Region: West	40%	(207)	23%	(120)	8%	(39)	18%	(95)	11%	(58)	520
Sports Fans	37%	(578)	25%	(391)	11%	(173)	14%	(223)	11%	(176)	1541
Avid Sports Fans	39%	(201)	29%	(147)	11%	(57)	13%	(67)	8%	(41)	514
Casual Sports Fans	37%	(376)	24%	(244)	11%	(117)	15%	(155)	13%	(135)	1027
NFL Fans	37%	(518)	27%	(369)	11%	(148)	14%	(192)	12%	(163)	1389
Avid NFL Fans	38%	(216)	29%	(166)	10%	(58)	13%	(75)	9%	(51)	566
Casual NFL Fans	37%	(301)	25%	(202)	11%	(91)	14%	(116)	14%	(112)	823
State Farm Customers	34%	(176)	28%	(147)	9%	(49)	14%	(72)	15%	(79)	522
Vaccinated Adults	47%	(715)	26%	(396)	8%	(124)	8%	(118)	12%	(182)	1537
Unvaccinated Adults	12%	(78)	19%	(127)	13%	(87)	35%	(230)	21%	(140)	662

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

Table MCSP9_4: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Take one or more draft picks away from the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	17%	(363)	14%	(306)	21%	(454)	25%	(558)	24%	(518)	2199
Gender: Male	19%	(200)	15%	(163)	20%	(213)	28%	(300)	17%	(185)	1061
Gender: Female	14%	(163)	13%	(143)	21%	(241)	23%	(257)	29%	(333)	1138
Age: 18-34	18%	(116)	14%	(91)	20%	(129)	25%	(162)	24%	(156)	655
Age: 35-44	15%	(52)	15%	(53)	22%	(78)	28%	(102)	20%	(72)	357
Age: 45-64	16%	(118)	14%	(102)	20%	(148)	27%	(201)	24%	(183)	751
Age: 65+	18%	(77)	14%	(60)	23%	(99)	21%	(93)	25%	(107)	436
GenZers: 1997-2012	14%	(28)	11%	(23)	27%	(55)	23%	(47)	25%	(51)	205
Millennials: 1981-1996	19%	(122)	15%	(101)	18%	(117)	27%	(174)	21%	(140)	655
GenXers: 1965-1980	14%	(83)	14%	(81)	19%	(107)	26%	(150)	27%	(157)	577
Baby Boomers: 1946-1964	17%	(115)	14%	(93)	23%	(154)	25%	(171)	22%	(152)	686
PID: Dem (no lean)	26%	(222)	18%	(152)	21%	(183)	14%	(117)	21%	(176)	850
PID: Ind (no lean)	11%	(76)	13%	(90)	20%	(134)	25%	(171)	31%	(212)	683
PID: Rep (no lean)	10%	(65)	10%	(64)	21%	(138)	40%	(269)	20%	(130)	667
PID/Gender: Dem Men	29%	(123)	19%	(81)	24%	(102)	14%	(61)	15%	(62)	429
PID/Gender: Dem Women	23%	(98)	17%	(72)	19%	(81)	13%	(56)	27%	(114)	420
PID/Gender: Ind Men	12%	(36)	16%	(48)	19%	(57)	29%	(85)	24%	(70)	296
PID/Gender: Ind Women	10%	(40)	11%	(41)	20%	(77)	22%	(86)	37%	(142)	387
PID/Gender: Rep Men	12%	(41)	10%	(34)	16%	(55)	46%	(154)	16%	(52)	336
PID/Gender: Rep Women	7%	(24)	9%	(30)	25%	(83)	35%	(115)	23%	(78)	330
Ideo: Liberal (1-3)	25%	(158)	18%	(112)	21%	(134)	15%	(91)	21%	(131)	627
Ideo: Moderate (4)	17%	(114)	16%	(106)	22%	(145)	19%	(126)	25%	(160)	650
Ideo: Conservative (5-7)	11%	(78)	9%	(67)	19%	(138)	42%	(300)	19%	(135)	719
Educ: < College	14%	(207)	13%	(190)	20%	(307)	27%	(413)	26%	(395)	1511
Educ: Bachelors degree	21%	(94)	17%	(75)	22%	(96)	22%	(99)	18%	(81)	444
Educ: Post-grad	26%	(62)	17%	(41)	21%	(52)	19%	(46)	17%	(42)	244
Income: Under 50k	15%	(185)	14%	(174)	19%	(240)	25%	(312)	26%	(327)	1237
Income: 50k-100k	17%	(110)	13%	(87)	22%	(143)	26%	(174)	22%	(147)	661
Income: 100k+	23%	(69)	15%	(45)	24%	(71)	24%	(72)	14%	(43)	301
Ethnicity: White	15%	(265)	13%	(232)	22%	(371)	26%	(441)	24%	(412)	1721
Ethnicity: Hispanic	16%	(56)	11%	(38)	25%	(87)	25%	(87)	23%	(82)	349

Continued on next page

Table MCSP9_4: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Take one or more draft picks away from the player's team*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	17%	(363)	14%	(306)	21%	(454)	25%	(558)	24%	(518)	2199
Ethnicity: Black	19%	(51)	19%	(52)	19%	(53)	22%	(62)	21%	(57)	274
Ethnicity: Other	23%	(47)	11%	(23)	15%	(31)	27%	(55)	24%	(49)	204
All Christian	16%	(158)	14%	(139)	23%	(221)	25%	(239)	22%	(212)	968
All Non-Christian	26%	(27)	16%	(17)	17%	(17)	13%	(14)	28%	(29)	104
Atheist	26%	(33)	18%	(24)	18%	(23)	19%	(24)	19%	(24)	128
Agnostic/Nothing in particular	15%	(94)	14%	(89)	20%	(125)	26%	(167)	25%	(161)	636
Something Else	14%	(51)	10%	(38)	19%	(69)	31%	(113)	25%	(92)	364
Religious Non-Protestant/Catholic	23%	(30)	21%	(28)	16%	(21)	16%	(21)	24%	(32)	133
Evangelical	17%	(89)	12%	(61)	20%	(103)	30%	(156)	21%	(109)	517
Non-Evangelical	15%	(116)	13%	(101)	23%	(181)	24%	(187)	24%	(190)	775
Community: Urban	22%	(141)	15%	(95)	20%	(128)	19%	(122)	23%	(146)	632
Community: Suburban	15%	(151)	14%	(142)	22%	(220)	27%	(268)	22%	(218)	999
Community: Rural	12%	(71)	12%	(69)	19%	(107)	30%	(168)	27%	(153)	568
Employ: Private Sector	17%	(123)	17%	(122)	22%	(155)	25%	(181)	18%	(132)	713
Employ: Government	20%	(24)	19%	(23)	20%	(24)	21%	(26)	19%	(23)	121
Employ: Self-Employed	13%	(27)	14%	(28)	18%	(38)	32%	(67)	23%	(48)	209
Employ: Homemaker	14%	(21)	9%	(13)	16%	(23)	28%	(41)	33%	(48)	145
Employ: Student	16%	(14)	11%	(10)	27%	(24)	19%	(18)	27%	(25)	91
Employ: Retired	17%	(87)	13%	(69)	23%	(116)	24%	(123)	23%	(118)	514
Employ: Unemployed	16%	(44)	10%	(28)	19%	(50)	22%	(61)	32%	(88)	271
Employ: Other	16%	(22)	9%	(12)	18%	(24)	30%	(41)	26%	(35)	135
Military HH: Yes	16%	(55)	11%	(39)	20%	(70)	28%	(99)	25%	(88)	352
Military HH: No	17%	(308)	14%	(267)	21%	(384)	25%	(459)	23%	(430)	1847
RD/WT: Right Direction	26%	(216)	20%	(165)	21%	(171)	12%	(100)	21%	(177)	830
RD/WT: Wrong Track	11%	(147)	10%	(140)	21%	(283)	33%	(458)	25%	(341)	1369
Biden Job Approve	27%	(270)	19%	(189)	22%	(221)	12%	(117)	21%	(206)	1003
Biden Job Disapprove	8%	(85)	10%	(107)	20%	(218)	39%	(418)	24%	(256)	1084

Continued on next page

Table MCSP9_4: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?*
Take one or more draft picks away from the player's team

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	17%	(363)	14%	(306)	21%	(454)	25%	(558)	24%	(518)	2199
Biden Job Strongly Approve	35%	(150)	18%	(79)	17%	(75)	12%	(51)	18%	(79)	434
Biden Job Somewhat Approve	21%	(120)	19%	(110)	26%	(146)	12%	(66)	22%	(127)	569
Biden Job Somewhat Disapprove	11%	(32)	15%	(44)	24%	(70)	26%	(76)	23%	(68)	291
Biden Job Strongly Disapprove	7%	(53)	8%	(62)	19%	(148)	43%	(341)	24%	(188)	793
Favorable of Biden	26%	(268)	18%	(179)	22%	(220)	12%	(123)	22%	(221)	1010
Unfavorable of Biden	8%	(87)	11%	(114)	21%	(226)	38%	(413)	23%	(246)	1086
Very Favorable of Biden	35%	(164)	18%	(83)	17%	(82)	11%	(50)	20%	(94)	473
Somewhat Favorable of Biden	19%	(104)	18%	(96)	26%	(138)	14%	(73)	24%	(127)	537
Somewhat Unfavorable of Biden	12%	(33)	15%	(41)	26%	(71)	26%	(70)	20%	(54)	270
Very Unfavorable of Biden	7%	(54)	9%	(73)	19%	(155)	42%	(343)	23%	(192)	816
#1 Issue: Economy	13%	(108)	12%	(98)	22%	(180)	28%	(233)	25%	(203)	822
#1 Issue: Security	11%	(36)	8%	(27)	17%	(55)	42%	(138)	22%	(74)	329
#1 Issue: Health Care	25%	(68)	22%	(60)	16%	(43)	12%	(33)	24%	(66)	270
#1 Issue: Medicare / Social Security	20%	(52)	15%	(39)	27%	(68)	21%	(53)	17%	(44)	255
#1 Issue: Women's Issues	26%	(35)	20%	(28)	13%	(18)	13%	(18)	28%	(39)	139
#1 Issue: Education	15%	(15)	10%	(10)	25%	(24)	25%	(24)	25%	(25)	98
#1 Issue: Energy	20%	(28)	18%	(25)	21%	(30)	22%	(31)	19%	(27)	141
#1 Issue: Other	15%	(21)	13%	(19)	25%	(35)	19%	(28)	28%	(40)	143
2020 Vote: Joe Biden	26%	(251)	17%	(166)	21%	(205)	15%	(143)	22%	(217)	982
2020 Vote: Donald Trump	8%	(57)	8%	(60)	20%	(140)	43%	(302)	21%	(146)	704
2020 Vote: Other	15%	(11)	14%	(10)	18%	(12)	30%	(21)	24%	(17)	70
2020 Vote: Didn't Vote	10%	(45)	16%	(70)	22%	(97)	21%	(92)	31%	(138)	442
2018 House Vote: Democrat	26%	(194)	18%	(132)	21%	(158)	15%	(113)	21%	(155)	752
2018 House Vote: Republican	10%	(60)	9%	(56)	20%	(124)	39%	(241)	21%	(130)	610
2018 House Vote: Someone else	15%	(10)	18%	(12)	13%	(9)	28%	(19)	26%	(18)	69
2016 Vote: Hillary Clinton	25%	(182)	18%	(130)	22%	(159)	15%	(112)	20%	(144)	728
2016 Vote: Donald Trump	11%	(69)	9%	(62)	20%	(132)	39%	(257)	21%	(136)	656
2016 Vote: Other	16%	(18)	20%	(21)	14%	(16)	24%	(26)	26%	(28)	109
2016 Vote: Didn't Vote	13%	(93)	13%	(92)	21%	(148)	23%	(163)	30%	(208)	704

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Table MCSP9_4: *Should professional sports leagues do the following if players do not follow the league's COVID-19 protocols?
Take one or more draft picks away from the player's team*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	17%	(363)	14%	(306)	21%	(454)	25%	(558)	24%	(518)	2199
Voted in 2014: Yes	19%	(232)	14%	(177)	21%	(255)	26%	(319)	20%	(243)	1225
Voted in 2014: No	14%	(132)	13%	(129)	20%	(199)	25%	(239)	28%	(275)	974
4-Region: Northeast	19%	(75)	14%	(56)	23%	(92)	20%	(78)	24%	(93)	393
4-Region: Midwest	16%	(73)	15%	(68)	21%	(98)	25%	(113)	24%	(109)	462
4-Region: South	14%	(119)	14%	(117)	20%	(165)	26%	(214)	25%	(209)	824
4-Region: West	19%	(96)	12%	(65)	19%	(99)	29%	(153)	21%	(107)	520
Sports Fans	18%	(270)	15%	(226)	22%	(344)	26%	(404)	19%	(297)	1541
Avid Sports Fans	22%	(115)	13%	(66)	24%	(121)	29%	(149)	12%	(63)	514
Casual Sports Fans	15%	(156)	16%	(161)	22%	(222)	25%	(256)	23%	(233)	1027
NFL Fans	18%	(249)	15%	(209)	22%	(303)	25%	(352)	20%	(275)	1389
Avid NFL Fans	22%	(122)	13%	(73)	23%	(132)	28%	(160)	14%	(79)	566
Casual NFL Fans	15%	(126)	17%	(136)	21%	(171)	23%	(192)	24%	(197)	823
State Farm Customers	20%	(103)	20%	(105)	18%	(92)	21%	(108)	22%	(115)	522
Vaccinated Adults	21%	(319)	15%	(234)	22%	(345)	18%	(274)	24%	(364)	1537
Unvaccinated Adults	7%	(44)	11%	(72)	17%	(109)	43%	(283)	23%	(154)	662

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

Table MCSPdem1_1: How often do you watch or stream the following?
TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1023)	26% (562)	8% (185)	5% (114)	3% (64)	5% (104)	7% (147)	2199
Gender: Male	44% (470)	27% (284)	10% (102)	5% (57)	4% (39)	5% (52)	5% (57)	1061
Gender: Female	49% (553)	24% (278)	7% (82)	5% (57)	2% (25)	5% (52)	8% (89)	1138
Age: 18-34	43% (283)	25% (165)	10% (67)	7% (44)	3% (17)	6% (39)	6% (39)	655
Age: 35-44	40% (144)	31% (109)	10% (35)	6% (20)	4% (16)	4% (13)	6% (20)	357
Age: 45-64	46% (348)	27% (200)	8% (59)	4% (32)	3% (22)	6% (42)	6% (47)	751
Age: 65+	57% (247)	20% (88)	5% (23)	4% (17)	2% (9)	2% (10)	9% (41)	436
GenZers: 1997-2012	40% (82)	21% (43)	13% (26)	6% (13)	4% (9)	6% (12)	9% (19)	205
Millennials: 1981-1996	43% (284)	28% (183)	9% (60)	7% (46)	2% (15)	6% (39)	4% (28)	655
GenXers: 1965-1980	43% (250)	29% (168)	8% (46)	5% (26)	4% (22)	4% (25)	7% (39)	577
Baby Boomers: 1946-1964	53% (363)	22% (154)	7% (49)	4% (25)	2% (16)	4% (26)	8% (53)	686
PID: Dem (no lean)	52% (438)	26% (219)	7% (62)	5% (44)	2% (15)	4% (31)	5% (41)	850
PID: Ind (no lean)	45% (306)	25% (169)	10% (66)	4% (30)	3% (19)	6% (42)	7% (51)	683
PID: Rep (no lean)	42% (280)	26% (174)	9% (57)	6% (39)	5% (30)	5% (31)	8% (55)	667
PID/Gender: Dem Men	49% (210)	28% (120)	8% (35)	6% (26)	3% (11)	3% (14)	3% (14)	429
PID/Gender: Dem Women	54% (228)	24% (99)	6% (27)	4% (19)	1% (4)	4% (17)	6% (27)	420
PID/Gender: Ind Men	42% (123)	24% (72)	13% (37)	5% (14)	3% (10)	7% (20)	7% (20)	296
PID/Gender: Ind Women	47% (183)	25% (97)	7% (28)	4% (17)	2% (9)	6% (22)	8% (31)	387
PID/Gender: Rep Men	41% (137)	27% (92)	9% (30)	5% (17)	5% (18)	5% (18)	7% (23)	336
PID/Gender: Rep Women	43% (142)	25% (83)	8% (27)	7% (22)	4% (12)	4% (13)	10% (32)	330
Ideo: Liberal (1-3)	50% (312)	27% (172)	6% (41)	5% (34)	1% (9)	6% (37)	3% (21)	627
Ideo: Moderate (4)	47% (303)	26% (169)	10% (66)	4% (28)	3% (21)	3% (19)	7% (44)	650
Ideo: Conservative (5-7)	44% (319)	26% (188)	8% (56)	6% (41)	4% (27)	4% (30)	8% (58)	719
Educ: < College	47% (710)	24% (360)	9% (132)	5% (75)	3% (48)	5% (78)	7% (109)	1511
Educ: Bachelors degree	45% (200)	30% (131)	7% (33)	6% (25)	2% (11)	4% (16)	6% (28)	444
Educ: Post-grad	47% (114)	29% (71)	8% (20)	6% (14)	2% (5)	4% (10)	4% (10)	244
Income: Under 50k	46% (571)	22% (274)	9% (111)	6% (71)	3% (38)	6% (71)	8% (101)	1237
Income: 50k-100k	46% (307)	30% (196)	9% (57)	3% (20)	3% (22)	3% (23)	5% (35)	661
Income: 100k+	48% (145)	30% (92)	6% (17)	7% (22)	1% (4)	3% (10)	4% (11)	301
Ethnicity: White	48% (831)	26% (453)	8% (129)	5% (87)	2% (40)	4% (72)	6% (110)	1721

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Table MCSPdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1023)	26% (562)	8% (185)	5% (114)	3% (64)	5% (104)	7% (147)	2199
Ethnicity: Hispanic	39% (137)	22% (77)	11% (39)	7% (26)	5% (17)	8% (27)	7% (26)	349
Ethnicity: Black	43% (119)	25% (70)	12% (33)	7% (19)	3% (9)	5% (13)	4% (11)	274
Ethnicity: Other	36% (74)	19% (40)	11% (23)	4% (7)	8% (16)	10% (20)	12% (25)	204
All Christian	51% (492)	25% (245)	7% (67)	6% (54)	2% (17)	4% (37)	6% (57)	968
All Non-Christian	44% (45)	24% (25)	12% (12)	9% (9)	1% (1)	4% (5)	7% (7)	104
Atheist	42% (53)	25% (32)	10% (13)	5% (7)	3% (4)	10% (13)	5% (6)	128
Agnostic/Nothing in particular	46% (290)	24% (154)	10% (66)	4% (28)	3% (19)	4% (28)	8% (52)	636
Something Else	39% (143)	29% (107)	7% (27)	5% (16)	6% (23)	6% (22)	7% (26)	364
Religious Non-Protestant/Catholic	42% (56)	22% (29)	14% (18)	10% (13)	1% (1)	5% (6)	7% (9)	133
Evangelical	44% (226)	25% (130)	5% (28)	8% (42)	5% (23)	5% (27)	8% (41)	517
Non-Evangelical	51% (394)	28% (214)	8% (58)	3% (24)	2% (17)	4% (29)	5% (39)	775
Community: Urban	46% (290)	25% (155)	10% (64)	6% (36)	2% (10)	5% (34)	7% (42)	632
Community: Suburban	48% (477)	26% (258)	8% (81)	5% (53)	3% (30)	5% (47)	5% (53)	999
Community: Rural	45% (257)	26% (149)	7% (39)	4% (24)	4% (24)	4% (23)	9% (51)	568
Employ: Private Sector	48% (340)	27% (194)	9% (63)	5% (36)	3% (20)	4% (28)	5% (33)	713
Employ: Government	41% (50)	28% (34)	8% (10)	4% (4)	3% (3)	8% (10)	9% (10)	121
Employ: Self-Employed	34% (72)	33% (69)	9% (20)	8% (17)	3% (5)	6% (13)	6% (14)	209
Employ: Homemaker	45% (66)	28% (41)	4% (7)	9% (12)	5% (7)	2% (3)	6% (9)	145
Employ: Student	45% (40)	24% (21)	21% (19)	3% (2)	2% (1)	1% (1)	5% (4)	91
Employ: Retired	56% (289)	21% (108)	6% (29)	4% (20)	2% (10)	4% (21)	7% (37)	514
Employ: Unemployed	41% (110)	25% (69)	10% (26)	6% (15)	3% (8)	8% (22)	7% (20)	271
Employ: Other	42% (57)	20% (27)	8% (11)	5% (6)	7% (10)	4% (5)	14% (19)	135
Military HH: Yes	48% (170)	22% (78)	7% (23)	4% (16)	3% (12)	5% (17)	10% (36)	352
Military HH: No	46% (853)	26% (484)	9% (162)	5% (98)	3% (52)	5% (87)	6% (111)	1847
RD/WT: Right Direction	49% (403)	27% (222)	8% (65)	6% (46)	3% (28)	4% (30)	4% (36)	830
RD/WT: Wrong Track	45% (621)	25% (340)	9% (119)	5% (67)	3% (37)	5% (74)	8% (111)	1369
Biden Job Approve	50% (504)	26% (266)	8% (83)	5% (48)	2% (23)	4% (38)	4% (42)	1003
Biden Job Disapprove	44% (476)	25% (267)	8% (91)	6% (61)	3% (37)	5% (59)	9% (94)	1084

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Table MCSPdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1023)	26% (562)	8% (185)	5% (114)	3% (64)	5% (104)	7% (147)	2199
Biden Job Strongly Approve	53% (229)	25% (111)	7% (31)	7% (29)	2% (7)	2% (10)	4% (17)	434
Biden Job Somewhat Approve	48% (275)	27% (155)	9% (52)	3% (19)	3% (16)	5% (28)	4% (24)	569
Biden Job Somewhat Disapprove	43% (124)	25% (73)	10% (30)	5% (15)	3% (8)	6% (17)	8% (23)	291
Biden Job Strongly Disapprove	44% (352)	24% (194)	8% (61)	6% (46)	4% (28)	5% (42)	9% (71)	793
Favorable of Biden	51% (514)	27% (274)	8% (79)	5% (49)	2% (23)	3% (34)	4% (37)	1010
Unfavorable of Biden	43% (462)	25% (268)	9% (93)	5% (59)	4% (39)	6% (64)	9% (101)	1086
Very Favorable of Biden	52% (246)	27% (128)	6% (27)	7% (31)	2% (11)	3% (13)	4% (18)	473
Somewhat Favorable of Biden	50% (268)	27% (146)	10% (52)	3% (18)	2% (12)	4% (21)	4% (19)	537
Somewhat Unfavorable of Biden	39% (105)	24% (65)	12% (33)	6% (15)	4% (11)	6% (17)	9% (23)	270
Very Unfavorable of Biden	44% (356)	25% (203)	7% (60)	5% (44)	3% (28)	6% (47)	9% (77)	816
#1 Issue: Economy	45% (368)	29% (237)	10% (78)	5% (40)	3% (24)	4% (37)	5% (38)	822
#1 Issue: Security	41% (136)	27% (90)	8% (28)	4% (13)	4% (13)	3% (8)	13% (42)	329
#1 Issue: Health Care	46% (124)	23% (62)	10% (28)	6% (16)	2% (7)	6% (17)	6% (16)	270
#1 Issue: Medicare / Social Security	59% (152)	16% (41)	3% (8)	6% (16)	3% (7)	6% (15)	7% (17)	255
#1 Issue: Women's Issues	53% (74)	28% (39)	10% (13)	3% (4)	— (1)	5% (7)	1% (2)	139
#1 Issue: Education	39% (38)	27% (27)	5% (5)	6% (5)	8% (8)	4% (3)	12% (11)	98
#1 Issue: Energy	44% (62)	31% (44)	7% (11)	7% (10)	— (0)	6% (9)	4% (6)	141
#1 Issue: Other	49% (70)	16% (23)	10% (14)	6% (9)	3% (5)	5% (7)	11% (15)	143
2020 Vote: Joe Biden	50% (495)	28% (273)	8% (76)	5% (47)	2% (16)	3% (32)	4% (43)	982
2020 Vote: Donald Trump	44% (311)	26% (182)	9% (66)	6% (39)	2% (17)	5% (33)	8% (56)	704
2020 Vote: Other	53% (37)	20% (14)	8% (6)	8% (5)	5% (4)	2% (1)	4% (3)	70
2020 Vote: Didn't Vote	41% (181)	21% (92)	8% (37)	5% (23)	6% (27)	9% (38)	10% (45)	442
2018 House Vote: Democrat	51% (383)	27% (202)	9% (65)	5% (35)	2% (14)	2% (18)	4% (33)	752
2018 House Vote: Republican	48% (296)	24% (146)	8% (47)	4% (27)	2% (13)	6% (34)	8% (47)	610
2018 House Vote: Someone else	40% (28)	28% (19)	10% (7)	8% (6)	6% (4)	3% (2)	5% (4)	69
2016 Vote: Hillary Clinton	51% (368)	29% (210)	8% (56)	4% (29)	2% (14)	3% (24)	4% (28)	728
2016 Vote: Donald Trump	48% (314)	25% (161)	7% (45)	5% (32)	2% (15)	5% (30)	9% (58)	656
2016 Vote: Other	49% (54)	21% (23)	10% (11)	6% (6)	8% (9)	4% (5)	2% (3)	109
2016 Vote: Didn't Vote	41% (285)	24% (168)	10% (73)	7% (47)	4% (26)	7% (46)	8% (58)	704

Continued on next page

Table MCSPdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1023)	26% (562)	8% (185)	5% (114)	3% (64)	5% (104)	7% (147)	2199
Voted in 2014: Yes	50% (613)	26% (321)	7% (89)	5% (55)	2% (30)	4% (45)	6% (71)	1225
Voted in 2014: No	42% (410)	25% (241)	10% (96)	6% (59)	4% (35)	6% (59)	8% (75)	974
4-Region: Northeast	51% (202)	26% (101)	8% (32)	2% (8)	2% (9)	3% (12)	8% (30)	393
4-Region: Midwest	44% (204)	26% (120)	7% (34)	8% (35)	2% (11)	7% (30)	6% (28)	462
4-Region: South	47% (386)	27% (222)	8% (68)	5% (38)	2% (18)	4% (33)	7% (59)	824
4-Region: West	45% (231)	23% (120)	10% (50)	6% (33)	5% (26)	6% (29)	6% (30)	520
Sports Fans	49% (749)	26% (401)	10% (147)	4% (68)	3% (42)	4% (62)	5% (73)	1541
Avid Sports Fans	54% (277)	26% (133)	9% (46)	3% (17)	2% (9)	3% (15)	3% (16)	514
Casual Sports Fans	46% (472)	26% (268)	10% (100)	5% (52)	3% (32)	5% (47)	6% (57)	1027
NFL Fans	50% (691)	26% (355)	9% (122)	5% (66)	3% (38)	4% (58)	4% (58)	1389
Avid NFL Fans	57% (323)	25% (143)	7% (41)	3% (19)	1% (6)	2% (11)	4% (23)	566
Casual NFL Fans	45% (368)	26% (212)	10% (81)	6% (48)	4% (32)	6% (48)	4% (35)	823
State Farm Customers	46% (239)	26% (138)	11% (56)	4% (22)	2% (12)	6% (30)	5% (26)	522
Vaccinated Adults	49% (755)	25% (389)	8% (119)	5% (81)	2% (33)	4% (69)	6% (92)	1537
Unvaccinated Adults	41% (269)	26% (173)	10% (66)	5% (33)	5% (32)	5% (35)	8% (55)	662

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

Table MCSPdem1_2: How often do you watch or stream the following?
Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (440)	27% (604)	17% (374)	12% (272)	8% (183)	8% (186)	6% (139)	2199
Gender: Male	20% (208)	31% (328)	16% (171)	13% (135)	8% (80)	8% (83)	5% (56)	1061
Gender: Female	20% (232)	24% (276)	18% (203)	12% (137)	9% (103)	9% (103)	7% (83)	1138
Age: 18-34	23% (150)	29% (190)	17% (113)	14% (95)	7% (45)	5% (36)	4% (26)	655
Age: 35-44	24% (87)	28% (100)	18% (64)	12% (44)	5% (20)	8% (27)	4% (15)	357
Age: 45-64	20% (153)	27% (205)	17% (129)	11% (84)	9% (66)	10% (73)	5% (41)	751
Age: 65+	11% (50)	25% (109)	16% (68)	11% (50)	12% (52)	11% (50)	13% (57)	436
GenZers: 1997-2012	26% (52)	26% (54)	19% (39)	18% (37)	3% (7)	4% (8)	4% (8)	205
Millennials: 1981-1996	23% (149)	30% (195)	17% (110)	13% (83)	8% (51)	6% (41)	4% (25)	655
GenXers: 1965-1980	23% (134)	28% (163)	18% (102)	11% (62)	6% (36)	9% (51)	5% (29)	577
Baby Boomers: 1946-1964	14% (97)	26% (178)	17% (114)	12% (81)	11% (77)	11% (76)	9% (63)	686
PID: Dem (no lean)	21% (177)	31% (265)	17% (147)	12% (102)	8% (64)	6% (54)	5% (40)	850
PID: Ind (no lean)	23% (157)	26% (174)	16% (110)	12% (83)	9% (59)	9% (58)	6% (41)	683
PID: Rep (no lean)	16% (106)	25% (164)	17% (117)	13% (88)	9% (60)	11% (74)	9% (58)	667
PID/Gender: Dem Men	24% (101)	33% (143)	15% (66)	13% (56)	7% (29)	4% (19)	4% (16)	429
PID/Gender: Dem Women	18% (76)	29% (123)	19% (82)	11% (45)	8% (35)	8% (35)	6% (24)	420
PID/Gender: Ind Men	20% (58)	29% (85)	16% (48)	13% (39)	9% (26)	9% (27)	4% (11)	296
PID/Gender: Ind Women	26% (99)	23% (89)	16% (63)	11% (43)	8% (33)	8% (31)	8% (29)	387
PID/Gender: Rep Men	15% (49)	30% (100)	17% (58)	12% (39)	7% (25)	11% (37)	9% (29)	336
PID/Gender: Rep Women	17% (57)	19% (64)	18% (59)	15% (49)	11% (35)	11% (37)	9% (30)	330
Ideo: Liberal (1-3)	21% (131)	32% (199)	17% (110)	12% (77)	7% (44)	7% (44)	4% (22)	627
Ideo: Moderate (4)	21% (135)	28% (181)	18% (120)	12% (76)	10% (65)	7% (45)	4% (29)	650
Ideo: Conservative (5-7)	16% (116)	25% (181)	17% (120)	12% (89)	9% (66)	11% (77)	10% (69)	719
Educ: < College	22% (336)	27% (401)	16% (235)	12% (176)	8% (121)	9% (138)	7% (106)	1511
Educ: Bachelors degree	14% (63)	28% (123)	22% (95)	15% (68)	9% (40)	7% (32)	5% (22)	444
Educ: Post-grad	17% (42)	33% (80)	18% (44)	11% (28)	9% (23)	7% (16)	4% (11)	244
Income: Under 50k	23% (282)	24% (300)	15% (185)	12% (154)	8% (103)	9% (116)	8% (97)	1237
Income: 50k-100k	15% (99)	32% (210)	20% (131)	12% (80)	9% (59)	7% (47)	5% (34)	661
Income: 100k+	20% (59)	31% (94)	19% (58)	13% (38)	7% (21)	8% (23)	3% (8)	301
Ethnicity: White	19% (320)	27% (471)	17% (288)	12% (210)	9% (154)	9% (162)	7% (116)	1721

Continued on next page

Table MCSPdem1_2: How often do you watch or stream the following?
Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (440)	27% (604)	17% (374)	12% (272)	8% (183)	8% (186)	6% (139)	2199
Ethnicity: Hispanic	23% (81)	31% (107)	15% (51)	13% (46)	7% (24)	8% (27)	3% (11)	349
Ethnicity: Black	29% (80)	28% (78)	15% (41)	14% (38)	6% (15)	5% (13)	4% (10)	274
Ethnicity: Other	20% (40)	27% (56)	22% (45)	12% (24)	7% (14)	5% (11)	7% (13)	204
All Christian	19% (182)	27% (265)	17% (169)	11% (107)	9% (89)	10% (94)	6% (63)	968
All Non-Christian	18% (19)	21% (21)	23% (24)	15% (15)	11% (11)	5% (5)	7% (7)	104
Atheist	14% (18)	32% (41)	18% (23)	16% (21)	7% (9)	9% (12)	3% (4)	128
Agnostic/Nothing in particular	23% (143)	28% (181)	15% (98)	15% (92)	6% (39)	7% (42)	6% (41)	636
Something Else	21% (78)	26% (96)	17% (61)	10% (36)	10% (35)	9% (33)	7% (24)	364
Religious Non-Protestant/Catholic	20% (26)	23% (30)	20% (26)	13% (17)	11% (15)	6% (8)	8% (10)	133
Evangelical	21% (110)	26% (136)	16% (84)	10% (53)	9% (49)	9% (48)	7% (37)	517
Non-Evangelical	18% (141)	27% (211)	18% (142)	11% (89)	9% (70)	10% (75)	6% (47)	775
Community: Urban	28% (174)	25% (160)	14% (88)	13% (79)	9% (54)	8% (49)	4% (28)	632
Community: Suburban	15% (151)	30% (302)	19% (193)	13% (127)	8% (82)	8% (84)	6% (60)	999
Community: Rural	20% (115)	25% (142)	16% (93)	12% (66)	8% (47)	9% (53)	9% (51)	568
Employ: Private Sector	19% (138)	32% (231)	20% (144)	11% (79)	7% (48)	8% (57)	2% (16)	713
Employ: Government	25% (31)	24% (28)	17% (21)	9% (11)	10% (12)	9% (11)	5% (6)	121
Employ: Self-Employed	21% (45)	24% (51)	17% (35)	16% (33)	9% (18)	7% (15)	6% (13)	209
Employ: Homemaker	26% (38)	26% (37)	16% (23)	9% (14)	9% (12)	7% (10)	7% (11)	145
Employ: Student	26% (23)	34% (31)	21% (19)	13% (11)	3% (3)	1% (1)	4% (4)	91
Employ: Retired	16% (81)	24% (124)	15% (77)	14% (73)	11% (55)	11% (57)	9% (48)	514
Employ: Unemployed	22% (59)	27% (74)	11% (31)	14% (37)	9% (24)	8% (22)	9% (25)	271
Employ: Other	19% (26)	21% (28)	19% (25)	11% (14)	8% (11)	10% (14)	13% (17)	135
Military HH: Yes	22% (78)	25% (89)	16% (58)	10% (34)	9% (33)	8% (28)	9% (31)	352
Military HH: No	20% (362)	28% (515)	17% (316)	13% (237)	8% (150)	9% (158)	6% (108)	1847
RD/WT: Right Direction	22% (179)	29% (240)	18% (149)	13% (108)	8% (64)	7% (54)	4% (36)	830
RD/WT: Wrong Track	19% (261)	27% (364)	16% (225)	12% (164)	9% (120)	10% (132)	8% (103)	1369
Biden Job Approve	22% (216)	31% (314)	17% (170)	12% (124)	7% (73)	6% (61)	4% (44)	1003
Biden Job Disapprove	18% (197)	24% (259)	18% (193)	12% (133)	9% (103)	11% (116)	8% (84)	1084

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Table MCSPd1_2: How often do you watch or stream the following?
Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (440)	27% (604)	17% (374)	12% (272)	8% (183)	8% (186)	6% (139)	2199
Biden Job Strongly Approve	26% (114)	28% (121)	14% (63)	12% (54)	9% (40)	5% (21)	5% (23)	434
Biden Job Somewhat Approve	18% (103)	34% (194)	19% (107)	12% (70)	6% (33)	7% (40)	4% (22)	569
Biden Job Somewhat Disapprove	18% (53)	22% (65)	20% (57)	13% (37)	11% (32)	10% (30)	6% (17)	291
Biden Job Strongly Disapprove	18% (144)	25% (195)	17% (136)	12% (96)	9% (71)	11% (85)	8% (67)	793
Favorable of Biden	21% (213)	31% (316)	16% (163)	13% (130)	7% (74)	7% (70)	4% (43)	1010
Unfavorable of Biden	18% (194)	25% (267)	18% (197)	12% (131)	9% (100)	10% (110)	8% (87)	1086
Very Favorable of Biden	25% (117)	29% (137)	15% (71)	12% (56)	9% (41)	6% (28)	5% (24)	473
Somewhat Favorable of Biden	18% (96)	33% (179)	17% (92)	14% (74)	6% (34)	8% (42)	4% (20)	537
Somewhat Unfavorable of Biden	18% (48)	24% (63)	22% (60)	14% (37)	8% (20)	8% (23)	7% (19)	270
Very Unfavorable of Biden	18% (147)	25% (203)	17% (137)	12% (94)	10% (80)	11% (87)	8% (68)	816
#1 Issue: Economy	22% (181)	30% (243)	16% (135)	12% (97)	8% (66)	8% (63)	4% (37)	822
#1 Issue: Security	17% (55)	25% (81)	17% (57)	14% (45)	7% (23)	11% (35)	10% (34)	329
#1 Issue: Health Care	22% (58)	25% (66)	18% (48)	13% (34)	8% (22)	8% (22)	7% (20)	270
#1 Issue: Medicare / Social Security	19% (49)	22% (57)	15% (39)	11% (29)	10% (24)	11% (28)	11% (28)	255
#1 Issue: Women's Issues	23% (32)	32% (44)	20% (27)	11% (16)	7% (10)	4% (6)	2% (3)	139
#1 Issue: Education	21% (21)	28% (27)	17% (17)	11% (11)	11% (11)	6% (6)	6% (6)	98
#1 Issue: Energy	19% (28)	28% (40)	24% (34)	11% (16)	7% (10)	6% (9)	3% (5)	141
#1 Issue: Other	11% (16)	31% (45)	11% (16)	16% (23)	12% (18)	12% (18)	5% (7)	143
2020 Vote: Joe Biden	21% (206)	31% (302)	17% (170)	11% (112)	8% (81)	6% (63)	5% (47)	982
2020 Vote: Donald Trump	14% (99)	25% (178)	19% (136)	13% (93)	9% (65)	11% (78)	8% (55)	704
2020 Vote: Other	17% (12)	34% (24)	13% (9)	16% (12)	6% (4)	7% (5)	6% (4)	70
2020 Vote: Didn't Vote	28% (123)	22% (99)	13% (59)	12% (55)	8% (33)	9% (39)	8% (34)	442
2018 House Vote: Democrat	19% (144)	33% (250)	17% (130)	12% (90)	8% (59)	6% (43)	5% (36)	752
2018 House Vote: Republican	15% (92)	24% (145)	20% (120)	13% (79)	8% (50)	12% (72)	8% (52)	610
2018 House Vote: Someone else	18% (12)	31% (21)	11% (8)	14% (9)	9% (6)	11% (7)	7% (5)	69
2016 Vote: Hillary Clinton	19% (137)	30% (221)	19% (139)	12% (89)	9% (62)	6% (46)	5% (34)	728
2016 Vote: Donald Trump	15% (98)	25% (167)	19% (123)	12% (80)	8% (55)	11% (70)	10% (63)	656
2016 Vote: Other	25% (27)	28% (30)	15% (16)	11% (12)	10% (11)	7% (8)	5% (5)	109
2016 Vote: Didn't Vote	25% (178)	26% (184)	14% (97)	13% (90)	8% (56)	9% (63)	5% (37)	704

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Table MCSPdem1_2: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (440)	27% (604)	17% (374)	12% (272)	8% (183)	8% (186)	6% (139)	2199
Voted in 2014: Yes	17% (207)	29% (356)	18% (217)	13% (154)	8% (102)	8% (102)	7% (87)	1225
Voted in 2014: No	24% (234)	25% (248)	16% (157)	12% (118)	8% (81)	9% (84)	5% (52)	974
4-Region: Northeast	20% (80)	24% (95)	20% (80)	12% (47)	7% (26)	8% (30)	9% (35)	393
4-Region: Midwest	16% (75)	26% (122)	16% (74)	13% (59)	11% (52)	11% (50)	6% (30)	462
4-Region: South	20% (162)	29% (237)	18% (150)	12% (99)	8% (66)	7% (61)	6% (49)	824
4-Region: West	24% (123)	29% (150)	13% (69)	13% (67)	8% (40)	9% (45)	5% (25)	520
Sports Fans	21% (318)	29% (447)	18% (272)	12% (192)	9% (132)	7% (109)	5% (71)	1541
Avid Sports Fans	25% (130)	30% (154)	19% (97)	10% (53)	8% (41)	4% (19)	4% (21)	514
Casual Sports Fans	18% (188)	29% (293)	17% (175)	14% (139)	9% (91)	9% (91)	5% (50)	1027
NFL Fans	21% (288)	30% (422)	17% (232)	12% (173)	9% (118)	7% (95)	4% (61)	1389
Avid NFL Fans	25% (140)	32% (182)	18% (100)	7% (42)	9% (48)	4% (23)	5% (31)	566
Casual NFL Fans	18% (148)	29% (240)	16% (132)	16% (131)	8% (70)	9% (72)	4% (30)	823
State Farm Customers	20% (104)	31% (161)	19% (101)	12% (63)	7% (35)	7% (34)	5% (25)	522
Vaccinated Adults	19% (291)	28% (430)	17% (265)	12% (181)	9% (143)	9% (134)	6% (93)	1537
Unvaccinated Adults	23% (150)	26% (175)	17% (109)	14% (90)	6% (40)	8% (52)	7% (46)	662

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

Table MCSPdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (139)	18% (404)	16% (362)	8% (178)	5% (109)	13% (282)	33% (725)	2199
Gender: Male	10% (111)	26% (274)	18% (186)	8% (89)	4% (45)	12% (122)	22% (234)	1061
Gender: Female	3% (29)	11% (130)	15% (176)	8% (89)	6% (64)	14% (160)	43% (491)	1138
Age: 18-34	7% (45)	16% (108)	17% (112)	8% (54)	6% (40)	11% (75)	34% (222)	655
Age: 35-44	8% (29)	22% (79)	15% (55)	9% (33)	5% (18)	14% (50)	26% (93)	357
Age: 45-64	6% (42)	17% (129)	16% (118)	7% (55)	5% (36)	14% (108)	35% (262)	751
Age: 65+	5% (23)	20% (88)	18% (77)	8% (35)	4% (15)	11% (49)	34% (148)	436
GenZers: 1997-2012	4% (7)	11% (23)	15% (31)	9% (18)	5% (10)	12% (25)	44% (89)	205
Millennials: 1981-1996	9% (57)	20% (134)	16% (108)	8% (55)	6% (39)	12% (79)	28% (183)	655
GenXers: 1965-1980	6% (35)	18% (102)	16% (95)	8% (49)	5% (31)	14% (84)	31% (182)	577
Baby Boomers: 1946-1964	5% (35)	19% (133)	16% (113)	7% (45)	4% (25)	13% (90)	36% (245)	686
PID: Dem (no lean)	8% (70)	21% (175)	18% (151)	8% (69)	6% (51)	11% (97)	28% (235)	850
PID: Ind (no lean)	5% (33)	16% (111)	13% (90)	8% (54)	4% (26)	15% (102)	39% (266)	683
PID: Rep (no lean)	5% (36)	18% (117)	18% (120)	8% (55)	5% (32)	12% (82)	34% (224)	667
PID/Gender: Dem Men	14% (59)	29% (125)	16% (68)	8% (32)	5% (23)	8% (35)	20% (87)	429
PID/Gender: Dem Women	3% (11)	12% (50)	20% (83)	9% (37)	7% (28)	15% (62)	35% (149)	420
PID/Gender: Ind Men	8% (24)	23% (69)	14% (43)	8% (22)	5% (14)	18% (54)	23% (69)	296
PID/Gender: Ind Women	2% (9)	11% (42)	12% (48)	8% (32)	3% (12)	12% (48)	51% (197)	387
PID/Gender: Rep Men	8% (27)	24% (79)	22% (75)	10% (34)	2% (8)	10% (33)	23% (79)	336
PID/Gender: Rep Women	2% (8)	11% (38)	14% (45)	6% (21)	7% (24)	15% (49)	44% (146)	330
Ideo: Liberal (1-3)	6% (40)	20% (126)	16% (103)	10% (61)	5% (31)	13% (83)	29% (182)	627
Ideo: Moderate (4)	6% (40)	21% (136)	17% (109)	8% (55)	5% (32)	14% (92)	29% (187)	650
Ideo: Conservative (5-7)	6% (44)	18% (133)	17% (122)	7% (50)	5% (36)	12% (83)	35% (252)	719
Educ: < College	5% (77)	16% (242)	16% (243)	7% (113)	5% (70)	12% (188)	38% (579)	1511
Educ: Bachelors degree	8% (37)	22% (98)	18% (82)	11% (47)	6% (24)	13% (58)	22% (97)	444
Educ: Post-grad	10% (24)	26% (64)	15% (37)	7% (18)	6% (15)	15% (36)	20% (50)	244
Income: Under 50k	5% (61)	15% (190)	15% (186)	7% (90)	5% (61)	12% (152)	40% (497)	1237
Income: 50k-100k	7% (46)	20% (132)	17% (114)	9% (59)	5% (36)	15% (96)	27% (176)	661
Income: 100k+	11% (32)	27% (81)	20% (62)	10% (29)	4% (12)	11% (34)	17% (52)	301
Ethnicity: White	5% (92)	19% (320)	17% (288)	8% (140)	5% (81)	13% (222)	34% (579)	1721

Continued on next page

Table MCSPdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (139)	18% (404)	16% (362)	8% (178)	5% (109)	13% (282)	33% (725)	2199
Ethnicity: Hispanic	4% (16)	20% (71)	13% (46)	12% (41)	5% (18)	15% (53)	30% (105)	349
Ethnicity: Black	12% (33)	18% (49)	18% (49)	9% (23)	5% (15)	10% (28)	28% (77)	274
Ethnicity: Other	7% (14)	17% (35)	12% (25)	7% (15)	6% (13)	16% (33)	34% (69)	204
All Christian	6% (62)	23% (218)	18% (172)	8% (75)	5% (46)	12% (112)	29% (282)	968
All Non-Christian	16% (17)	18% (19)	17% (18)	11% (12)	3% (3)	8% (9)	25% (26)	104
Atheist	6% (8)	16% (20)	11% (14)	9% (12)	2% (3)	14% (19)	40% (52)	128
Agnostic/Nothing in particular	7% (45)	15% (94)	15% (97)	7% (46)	6% (38)	11% (69)	39% (247)	636
Something Else	2% (7)	14% (53)	17% (60)	9% (33)	5% (18)	20% (74)	32% (118)	364
Religious Non-Protestant/Catholic	13% (18)	18% (24)	17% (22)	10% (13)	3% (3)	12% (16)	27% (36)	133
Evangelical	6% (29)	20% (102)	16% (83)	8% (39)	6% (29)	16% (81)	30% (154)	517
Non-Evangelical	5% (35)	21% (164)	19% (144)	9% (68)	4% (35)	12% (94)	30% (235)	775
Community: Urban	9% (54)	19% (120)	18% (111)	10% (64)	6% (37)	11% (70)	28% (176)	632
Community: Suburban	6% (59)	20% (196)	17% (168)	7% (72)	5% (53)	13% (131)	32% (320)	999
Community: Rural	5% (26)	15% (88)	15% (83)	7% (42)	3% (19)	14% (81)	40% (230)	568
Employ: Private Sector	9% (63)	21% (151)	19% (138)	8% (54)	6% (44)	13% (91)	24% (172)	713
Employ: Government	14% (16)	19% (22)	16% (20)	16% (19)	3% (4)	11% (14)	21% (25)	121
Employ: Self-Employed	4% (9)	18% (38)	14% (29)	10% (20)	5% (11)	20% (41)	29% (61)	209
Employ: Homemaker	— (0)	10% (14)	13% (18)	10% (15)	2% (4)	14% (20)	51% (74)	145
Employ: Student	8% (7)	12% (11)	12% (11)	10% (9)	8% (7)	15% (13)	36% (33)	91
Employ: Retired	5% (24)	22% (112)	16% (82)	8% (41)	4% (23)	10% (49)	35% (182)	514
Employ: Unemployed	5% (12)	13% (34)	17% (45)	5% (13)	5% (14)	14% (37)	43% (116)	271
Employ: Other	5% (7)	16% (21)	14% (19)	5% (7)	2% (3)	12% (16)	46% (62)	135
Military HH: Yes	7% (24)	19% (67)	16% (56)	10% (36)	4% (13)	12% (43)	32% (113)	352
Military HH: No	6% (115)	18% (337)	17% (306)	8% (142)	5% (96)	13% (239)	33% (612)	1847
RD/WT: Right Direction	8% (69)	22% (182)	19% (154)	7% (61)	5% (42)	12% (101)	26% (219)	830
RD/WT: Wrong Track	5% (70)	16% (222)	15% (208)	9% (116)	5% (67)	13% (181)	37% (506)	1369
Biden Job Approve	8% (78)	21% (212)	18% (181)	9% (87)	5% (51)	13% (126)	27% (269)	1003
Biden Job Disapprove	5% (56)	17% (187)	15% (168)	8% (81)	5% (55)	13% (144)	36% (394)	1084

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Table MCSPdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (139)	18% (404)	16% (362)	8% (178)	5% (109)	13% (282)	33% (725)	2199
Biden Job Strongly Approve	11% (49)	21% (91)	17% (74)	8% (33)	6% (26)	12% (53)	25% (110)	434
Biden Job Somewhat Approve	5% (29)	21% (121)	19% (107)	9% (54)	4% (25)	13% (73)	28% (159)	569
Biden Job Somewhat Disapprove	8% (23)	14% (41)	15% (45)	9% (25)	8% (24)	13% (37)	33% (96)	291
Biden Job Strongly Disapprove	4% (33)	18% (146)	15% (123)	7% (57)	4% (30)	13% (107)	38% (298)	793
Favorable of Biden	8% (79)	21% (208)	18% (184)	8% (78)	5% (50)	13% (132)	28% (279)	1010
Unfavorable of Biden	5% (54)	17% (190)	15% (162)	9% (92)	5% (58)	13% (139)	36% (390)	1086
Very Favorable of Biden	10% (48)	20% (95)	18% (84)	6% (26)	5% (24)	12% (59)	29% (138)	473
Somewhat Favorable of Biden	6% (31)	21% (114)	19% (100)	10% (52)	5% (26)	14% (73)	26% (141)	537
Somewhat Unfavorable of Biden	8% (21)	16% (44)	13% (35)	11% (30)	9% (24)	10% (28)	33% (88)	270
Very Unfavorable of Biden	4% (34)	18% (146)	16% (127)	8% (63)	4% (33)	14% (111)	37% (301)	816
#1 Issue: Economy	7% (55)	21% (174)	17% (140)	7% (56)	4% (36)	14% (114)	30% (246)	822
#1 Issue: Security	6% (19)	15% (51)	18% (58)	10% (33)	4% (12)	11% (38)	36% (119)	329
#1 Issue: Health Care	12% (32)	17% (46)	15% (40)	11% (31)	6% (15)	9% (24)	31% (82)	270
#1 Issue: Medicare / Social Security	5% (12)	21% (55)	18% (45)	5% (12)	6% (16)	9% (23)	36% (92)	255
#1 Issue: Women's Issues	2% (2)	12% (17)	12% (17)	13% (18)	8% (11)	16% (22)	37% (52)	139
#1 Issue: Education	7% (7)	19% (19)	16% (16)	7% (7)	5% (5)	7% (7)	38% (38)	98
#1 Issue: Energy	4% (6)	19% (27)	20% (28)	7% (9)	2% (3)	22% (32)	25% (36)	141
#1 Issue: Other	4% (5)	11% (16)	11% (16)	8% (12)	8% (11)	15% (22)	42% (61)	143
2020 Vote: Joe Biden	8% (77)	21% (210)	18% (173)	8% (82)	6% (59)	13% (126)	26% (254)	982
2020 Vote: Donald Trump	5% (38)	20% (140)	17% (118)	8% (58)	4% (30)	13% (90)	33% (230)	704
2020 Vote: Other	9% (7)	13% (9)	16% (11)	7% (5)	2% (1)	15% (10)	38% (27)	70
2020 Vote: Didn't Vote	4% (17)	10% (44)	13% (59)	8% (33)	4% (18)	13% (56)	49% (215)	442
2018 House Vote: Democrat	8% (63)	22% (165)	18% (132)	7% (54)	6% (48)	11% (84)	27% (206)	752
2018 House Vote: Republican	5% (33)	21% (127)	18% (108)	8% (49)	5% (29)	12% (76)	31% (188)	610
2018 House Vote: Someone else	6% (4)	11% (7)	14% (9)	12% (9)	9% (6)	15% (11)	33% (23)	69
2016 Vote: Hillary Clinton	8% (60)	22% (160)	17% (125)	8% (58)	6% (42)	12% (84)	27% (200)	728
2016 Vote: Donald Trump	6% (41)	20% (129)	17% (114)	9% (59)	5% (33)	12% (76)	31% (205)	656
2016 Vote: Other	5% (5)	22% (24)	14% (15)	3% (3)	6% (7)	17% (19)	33% (36)	109
2016 Vote: Didn't Vote	5% (33)	13% (90)	15% (108)	8% (59)	4% (27)	15% (104)	40% (282)	704

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Table MCSPdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (139)	18% (404)	16% (362)	8% (178)	5% (109)	13% (282)	33% (725)	2199
Voted in 2014: Yes	8% (95)	22% (264)	17% (213)	8% (97)	5% (64)	12% (147)	28% (346)	1225
Voted in 2014: No	5% (44)	14% (140)	15% (149)	8% (81)	5% (45)	14% (135)	39% (379)	974
4-Region: Northeast	9% (35)	23% (90)	16% (64)	7% (28)	6% (23)	8% (31)	31% (121)	393
4-Region: Midwest	6% (30)	15% (71)	14% (64)	10% (44)	5% (22)	13% (59)	37% (172)	462
4-Region: South	6% (48)	18% (146)	18% (145)	7% (58)	4% (35)	15% (121)	33% (272)	824
4-Region: West	5% (26)	19% (97)	17% (90)	9% (48)	5% (28)	13% (70)	31% (161)	520
Sports Fans	9% (137)	26% (400)	22% (342)	11% (169)	6% (92)	14% (213)	12% (188)	1541
Avid Sports Fans	23% (117)	44% (225)	19% (96)	5% (24)	1% (6)	3% (17)	6% (29)	514
Casual Sports Fans	2% (20)	17% (175)	24% (246)	14% (146)	8% (86)	19% (195)	16% (159)	1027
NFL Fans	9% (127)	27% (376)	23% (321)	11% (154)	6% (81)	12% (162)	12% (169)	1389
Avid NFL Fans	19% (106)	44% (251)	21% (116)	7% (39)	1% (8)	2% (11)	6% (35)	566
Casual NFL Fans	3% (21)	15% (124)	25% (205)	14% (115)	9% (73)	18% (151)	16% (134)	823
State Farm Customers	10% (54)	20% (103)	17% (91)	10% (53)	5% (26)	13% (70)	24% (125)	522
Vaccinated Adults	7% (108)	21% (319)	18% (270)	8% (121)	5% (74)	13% (204)	29% (441)	1537
Unvaccinated Adults	5% (31)	13% (85)	14% (92)	9% (57)	5% (35)	12% (78)	43% (285)	662

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

Table MCSPdem2_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(514)	47%	(1027)	30%	(658)	2199
Gender: Male	34%	(363)	45%	(481)	20%	(217)	1061
Gender: Female	13%	(151)	48%	(546)	39%	(441)	1138
Age: 18-34	27%	(178)	44%	(288)	29%	(189)	655
Age: 35-44	30%	(108)	45%	(162)	24%	(87)	357
Age: 45-64	21%	(157)	48%	(358)	31%	(235)	751
Age: 65+	16%	(70)	50%	(219)	34%	(146)	436
GenZers: 1997-2012	21%	(43)	40%	(81)	40%	(81)	205
Millennials: 1981-1996	30%	(199)	46%	(299)	24%	(157)	655
GenXers: 1965-1980	24%	(141)	49%	(280)	27%	(156)	577
Baby Boomers: 1946-1964	18%	(121)	47%	(323)	35%	(242)	686
PID: Dem (no lean)	28%	(238)	45%	(386)	27%	(226)	850
PID: Ind (no lean)	18%	(122)	45%	(309)	37%	(251)	683
PID: Rep (no lean)	23%	(154)	50%	(332)	27%	(181)	667
PID/Gender: Dem Men	40%	(172)	41%	(177)	19%	(80)	429
PID/Gender: Dem Women	16%	(66)	50%	(209)	35%	(146)	420
PID/Gender: Ind Men	26%	(76)	49%	(144)	26%	(76)	296
PID/Gender: Ind Women	12%	(46)	43%	(165)	45%	(176)	387
PID/Gender: Rep Men	34%	(115)	48%	(160)	18%	(61)	336
PID/Gender: Rep Women	12%	(39)	52%	(172)	36%	(119)	330
Ideo: Liberal (1-3)	25%	(158)	47%	(294)	28%	(175)	627
Ideo: Moderate (4)	23%	(148)	50%	(322)	28%	(180)	650
Ideo: Conservative (5-7)	24%	(174)	46%	(334)	29%	(211)	719
Educ: < College	20%	(305)	45%	(678)	35%	(529)	1511
Educ: Bachelors degree	30%	(134)	51%	(228)	18%	(81)	444
Educ: Post-grad	31%	(75)	50%	(121)	20%	(48)	244
Income: Under 50k	18%	(229)	46%	(566)	36%	(442)	1237
Income: 50k-100k	27%	(180)	47%	(312)	25%	(168)	661
Income: 100k+	35%	(105)	49%	(148)	16%	(47)	301
Ethnicity: White	21%	(363)	48%	(818)	31%	(541)	1721
Ethnicity: Hispanic	22%	(78)	56%	(194)	22%	(77)	349
Ethnicity: Black	35%	(97)	43%	(117)	22%	(60)	274

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Table MCSPdem2_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(514)	47%	(1027)	30%	(658)	2199
Ethnicity: Other	27%	(54)	45%	(92)	28%	(57)	204
All Christian	26%	(251)	48%	(466)	26%	(251)	968
All Non-Christian	36%	(37)	40%	(41)	24%	(25)	104
Atheist	17%	(21)	43%	(55)	40%	(51)	128
Agnostic/Nothing in particular	20%	(126)	45%	(288)	35%	(222)	636
Something Else	22%	(78)	49%	(178)	30%	(108)	364
Religious Non-Protestant/Catholic	34%	(45)	42%	(55)	25%	(33)	133
Evangelical	26%	(133)	49%	(252)	26%	(132)	517
Non-Evangelical	24%	(183)	48%	(374)	28%	(217)	775
Community: Urban	27%	(171)	48%	(305)	25%	(156)	632
Community: Suburban	23%	(231)	48%	(479)	29%	(289)	999
Community: Rural	20%	(112)	43%	(243)	37%	(212)	568
Employ: Private Sector	30%	(212)	48%	(343)	22%	(159)	713
Employ: Government	37%	(44)	43%	(52)	20%	(24)	121
Employ: Self-Employed	24%	(50)	46%	(97)	30%	(63)	209
Employ: Homemaker	6%	(8)	49%	(71)	46%	(66)	145
Employ: Student	22%	(20)	49%	(45)	29%	(26)	91
Employ: Retired	17%	(87)	48%	(247)	35%	(181)	514
Employ: Unemployed	24%	(64)	42%	(115)	34%	(93)	271
Employ: Other	22%	(29)	44%	(59)	34%	(46)	135
Military HH: Yes	21%	(73)	52%	(181)	28%	(98)	352
Military HH: No	24%	(441)	46%	(846)	30%	(560)	1847
RD/WT: Right Direction	29%	(238)	46%	(379)	26%	(213)	830
RD/WT: Wrong Track	20%	(276)	47%	(648)	33%	(445)	1369
Biden Job Approve	26%	(264)	48%	(484)	26%	(256)	1003
Biden Job Disapprove	21%	(233)	47%	(507)	32%	(344)	1084
Biden Job Strongly Approve	31%	(134)	45%	(196)	24%	(104)	434
Biden Job Somewhat Approve	23%	(130)	50%	(287)	27%	(152)	569
Biden Job Somewhat Disapprove	23%	(68)	46%	(135)	30%	(88)	291
Biden Job Strongly Disapprove	21%	(165)	47%	(372)	32%	(256)	793

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Table MCSPdem2_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(514)	47%	(1027)	30%	(658)	2199
Favorable of Biden	26%	(259)	47%	(478)	27%	(274)	1010
Unfavorable of Biden	21%	(232)	48%	(518)	31%	(335)	1086
Very Favorable of Biden	29%	(139)	44%	(206)	27%	(128)	473
Somewhat Favorable of Biden	22%	(120)	51%	(272)	27%	(146)	537
Somewhat Unfavorable of Biden	22%	(60)	49%	(131)	29%	(79)	270
Very Unfavorable of Biden	21%	(172)	47%	(387)	31%	(256)	816
#1 Issue: Economy	27%	(222)	47%	(383)	26%	(217)	822
#1 Issue: Security	20%	(65)	48%	(158)	32%	(105)	329
#1 Issue: Health Care	26%	(70)	47%	(127)	27%	(72)	270
#1 Issue: Medicare / Social Security	20%	(51)	48%	(122)	32%	(82)	255
#1 Issue: Women's Issues	15%	(21)	50%	(70)	35%	(48)	139
#1 Issue: Education	24%	(23)	38%	(38)	38%	(37)	98
#1 Issue: Energy	24%	(34)	51%	(72)	25%	(35)	141
#1 Issue: Other	18%	(26)	40%	(57)	42%	(61)	143
2020 Vote: Joe Biden	26%	(253)	49%	(484)	25%	(244)	982
2020 Vote: Donald Trump	23%	(165)	48%	(340)	28%	(199)	704
2020 Vote: Other	27%	(19)	37%	(26)	36%	(25)	70
2020 Vote: Didn't Vote	17%	(77)	40%	(177)	43%	(189)	442
2018 House Vote: Democrat	28%	(207)	47%	(354)	25%	(190)	752
2018 House Vote: Republican	24%	(145)	50%	(307)	26%	(157)	610
2018 House Vote: Someone else	11%	(8)	55%	(38)	34%	(23)	69
2016 Vote: Hillary Clinton	27%	(199)	47%	(343)	25%	(185)	728
2016 Vote: Donald Trump	24%	(155)	51%	(333)	26%	(168)	656
2016 Vote: Other	16%	(18)	51%	(56)	33%	(36)	109
2016 Vote: Didn't Vote	20%	(142)	42%	(295)	38%	(267)	704
Voted in 2014: Yes	26%	(319)	49%	(601)	25%	(305)	1225
Voted in 2014: No	20%	(195)	44%	(426)	36%	(353)	974
4-Region: Northeast	31%	(121)	41%	(161)	28%	(111)	393
4-Region: Midwest	22%	(101)	44%	(205)	34%	(156)	462
4-Region: South	23%	(188)	48%	(392)	30%	(244)	824
4-Region: West	20%	(104)	52%	(270)	28%	(147)	520

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Table MCSPdem2_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(514)	47%	(1027)	30%	(658)	2199
Sports Fans	33%	(514)	67%	(1027)	—	(0)	1541
Avid Sports Fans	100%	(514)	—	(0)	—	(0)	514
Casual Sports Fans	—	(0)	100%	(1027)	—	(0)	1027
NFL Fans	34%	(477)	60%	(827)	6%	(84)	1389
Avid NFL Fans	67%	(379)	33%	(184)	1%	(3)	566
Casual NFL Fans	12%	(99)	78%	(643)	10%	(81)	823
State Farm Customers	33%	(170)	45%	(237)	22%	(116)	522
Vaccinated Adults	24%	(372)	49%	(755)	27%	(410)	1537
Unvaccinated Adults	21%	(142)	41%	(272)	37%	(248)	662

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

Table MCSPdem2_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(566)	37%	(823)	37%	(810)	2199
Gender: Male	36%	(384)	37%	(391)	27%	(286)	1061
Gender: Female	16%	(182)	38%	(431)	46%	(524)	1138
Age: 18-34	25%	(163)	38%	(251)	37%	(240)	655
Age: 35-44	30%	(109)	39%	(139)	31%	(110)	357
Age: 45-64	25%	(188)	36%	(269)	39%	(294)	751
Age: 65+	24%	(107)	38%	(164)	38%	(166)	436
GenZers: 1997-2012	13%	(26)	39%	(80)	48%	(99)	205
Millennials: 1981-1996	31%	(203)	38%	(249)	31%	(203)	655
GenXers: 1965-1980	26%	(149)	38%	(217)	37%	(211)	577
Baby Boomers: 1946-1964	25%	(171)	36%	(246)	39%	(269)	686
PID: Dem (no lean)	30%	(252)	39%	(333)	31%	(265)	850
PID: Ind (no lean)	21%	(144)	36%	(243)	43%	(296)	683
PID: Rep (no lean)	26%	(170)	37%	(247)	37%	(249)	667
PID/Gender: Dem Men	41%	(175)	38%	(162)	22%	(92)	429
PID/Gender: Dem Women	18%	(77)	41%	(171)	41%	(172)	420
PID/Gender: Ind Men	31%	(92)	36%	(106)	33%	(97)	296
PID/Gender: Ind Women	13%	(52)	35%	(136)	51%	(199)	387
PID/Gender: Rep Men	35%	(117)	37%	(123)	29%	(96)	336
PID/Gender: Rep Women	16%	(53)	38%	(124)	46%	(153)	330
Ideo: Liberal (1-3)	29%	(179)	36%	(227)	35%	(221)	627
Ideo: Moderate (4)	25%	(165)	43%	(283)	31%	(203)	650
Ideo: Conservative (5-7)	26%	(189)	34%	(247)	39%	(284)	719
Educ: < College	23%	(349)	37%	(552)	40%	(611)	1511
Educ: Bachelors degree	30%	(133)	42%	(185)	29%	(126)	444
Educ: Post-grad	35%	(85)	35%	(86)	30%	(72)	244
Income: Under 50k	22%	(275)	37%	(458)	41%	(504)	1237
Income: 50k-100k	29%	(191)	38%	(250)	33%	(220)	661
Income: 100k+	33%	(101)	38%	(114)	29%	(86)	301
Ethnicity: White	25%	(422)	37%	(640)	38%	(658)	1721
Ethnicity: Hispanic	22%	(77)	42%	(146)	36%	(127)	349
Ethnicity: Black	34%	(95)	40%	(109)	26%	(71)	274

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Table MCSPdem2_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(566)	37%	(823)	37%	(810)	2199
Ethnicity: Other	24%	(49)	36%	(74)	40%	(81)	204
All Christian	30%	(291)	37%	(360)	33%	(317)	968
All Non-Christian	32%	(34)	41%	(43)	26%	(27)	104
Atheist	17%	(22)	27%	(35)	56%	(71)	128
Agnostic/Nothing in particular	21%	(136)	37%	(234)	42%	(265)	636
Something Else	23%	(83)	42%	(151)	36%	(129)	364
Religious Non-Protestant/Catholic	29%	(39)	42%	(56)	28%	(37)	133
Evangelical	28%	(144)	39%	(201)	33%	(172)	517
Non-Evangelical	28%	(219)	38%	(295)	34%	(262)	775
Community: Urban	31%	(193)	39%	(248)	30%	(191)	632
Community: Suburban	26%	(255)	38%	(381)	36%	(363)	999
Community: Rural	21%	(118)	34%	(193)	45%	(256)	568
Employ: Private Sector	31%	(220)	38%	(271)	31%	(221)	713
Employ: Government	36%	(43)	38%	(45)	26%	(32)	121
Employ: Self-Employed	22%	(47)	40%	(83)	38%	(79)	209
Employ: Homemaker	7%	(10)	45%	(66)	47%	(69)	145
Employ: Student	17%	(15)	41%	(37)	42%	(38)	91
Employ: Retired	25%	(129)	37%	(189)	38%	(196)	514
Employ: Unemployed	27%	(72)	34%	(92)	40%	(107)	271
Employ: Other	22%	(30)	29%	(39)	49%	(66)	135
Military HH: Yes	25%	(89)	39%	(136)	36%	(127)	352
Military HH: No	26%	(477)	37%	(687)	37%	(683)	1847
RD/WT: Right Direction	32%	(263)	38%	(317)	30%	(250)	830
RD/WT: Wrong Track	22%	(303)	37%	(505)	41%	(560)	1369
Biden Job Approve	29%	(295)	38%	(382)	33%	(327)	1003
Biden Job Disapprove	23%	(254)	38%	(411)	39%	(419)	1084
Biden Job Strongly Approve	36%	(154)	34%	(146)	31%	(134)	434
Biden Job Somewhat Approve	25%	(140)	41%	(236)	34%	(193)	569
Biden Job Somewhat Disapprove	27%	(78)	37%	(108)	36%	(105)	291
Biden Job Strongly Disapprove	22%	(176)	38%	(302)	40%	(315)	793

Continued on next page

Table MCSPdem2_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(566)	37%	(823)	37%	(810)	2199
Favorable of Biden	29%	(296)	37%	(378)	33%	(336)	1010
Unfavorable of Biden	24%	(255)	37%	(406)	39%	(424)	1086
Very Favorable of Biden	33%	(155)	33%	(156)	34%	(161)	473
Somewhat Favorable of Biden	26%	(141)	41%	(221)	33%	(175)	537
Somewhat Unfavorable of Biden	24%	(66)	40%	(109)	35%	(96)	270
Very Unfavorable of Biden	23%	(190)	36%	(298)	40%	(328)	816
#1 Issue: Economy	29%	(242)	39%	(320)	32%	(261)	822
#1 Issue: Security	24%	(78)	34%	(113)	42%	(138)	329
#1 Issue: Health Care	30%	(80)	37%	(100)	33%	(90)	270
#1 Issue: Medicare / Social Security	28%	(71)	40%	(102)	32%	(83)	255
#1 Issue: Women's Issues	12%	(17)	33%	(46)	55%	(76)	139
#1 Issue: Education	17%	(17)	40%	(39)	43%	(42)	98
#1 Issue: Energy	28%	(40)	41%	(58)	31%	(43)	141
#1 Issue: Other	15%	(22)	31%	(45)	54%	(77)	143
2020 Vote: Joe Biden	29%	(285)	40%	(396)	31%	(301)	982
2020 Vote: Donald Trump	26%	(185)	37%	(260)	37%	(259)	704
2020 Vote: Other	30%	(21)	32%	(22)	38%	(27)	70
2020 Vote: Didn't Vote	17%	(75)	32%	(144)	51%	(224)	442
2018 House Vote: Democrat	30%	(229)	40%	(302)	29%	(220)	752
2018 House Vote: Republican	29%	(175)	35%	(211)	37%	(224)	610
2018 House Vote: Someone else	18%	(13)	40%	(28)	41%	(29)	69
2016 Vote: Hillary Clinton	30%	(221)	39%	(285)	31%	(222)	728
2016 Vote: Donald Trump	30%	(195)	36%	(233)	35%	(228)	656
2016 Vote: Other	21%	(23)	36%	(40)	43%	(47)	109
2016 Vote: Didn't Vote	18%	(128)	38%	(265)	44%	(311)	704
Voted in 2014: Yes	30%	(373)	37%	(459)	32%	(393)	1225
Voted in 2014: No	20%	(194)	37%	(364)	43%	(417)	974
4-Region: Northeast	34%	(132)	32%	(126)	34%	(135)	393
4-Region: Midwest	23%	(108)	36%	(167)	40%	(187)	462
4-Region: South	25%	(204)	39%	(320)	36%	(301)	824
4-Region: West	24%	(122)	40%	(210)	36%	(188)	520

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Table MCSPdem2_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(566)	37%	(823)	37%	(810)	2199
Sports Fans	37%	(563)	48%	(742)	15%	(236)	1541
Avid Sports Fans	74%	(379)	19%	(99)	7%	(36)	514
Casual Sports Fans	18%	(184)	63%	(643)	19%	(200)	1027
NFL Fans	41%	(566)	59%	(823)	—	(0)	1389
Avid NFL Fans	100%	(566)	—	(0)	—	(0)	566
Casual NFL Fans	—	(0)	100%	(823)	—	(0)	823
State Farm Customers	33%	(173)	38%	(198)	29%	(151)	522
Vaccinated Adults	28%	(427)	39%	(592)	34%	(518)	1537
Unvaccinated Adults	21%	(139)	35%	(231)	44%	(292)	662

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

Table MCSPdem3_1: Do you typically purchase from or are you a customer of the following?

Adidas

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1164)	2199
Gender: Male	47%	(495)	53%	(567)	1061
Gender: Female	48%	(541)	52%	(597)	1138
Age: 18-34	67%	(436)	33%	(219)	655
Age: 35-44	59%	(211)	41%	(147)	357
Age: 45-64	36%	(272)	64%	(478)	751
Age: 65+	27%	(116)	73%	(320)	436
GenZers: 1997-2012	71%	(144)	29%	(60)	205
Millennials: 1981-1996	63%	(413)	37%	(242)	655
GenXers: 1965-1980	47%	(270)	53%	(307)	577
Baby Boomers: 1946-1964	27%	(188)	73%	(498)	686
PID: Dem (no lean)	52%	(438)	48%	(412)	850
PID: Ind (no lean)	49%	(333)	51%	(349)	683
PID: Rep (no lean)	40%	(264)	60%	(403)	667
PID/Gender: Dem Men	52%	(223)	48%	(206)	429
PID/Gender: Dem Women	51%	(215)	49%	(205)	420
PID/Gender: Ind Men	49%	(145)	51%	(151)	296
PID/Gender: Ind Women	49%	(189)	51%	(198)	387
PID/Gender: Rep Men	38%	(127)	62%	(209)	336
PID/Gender: Rep Women	41%	(137)	59%	(194)	330
Ideo: Liberal (1-3)	51%	(317)	49%	(310)	627
Ideo: Moderate (4)	51%	(329)	49%	(321)	650
Ideo: Conservative (5-7)	41%	(297)	59%	(422)	719
Educ: < College	47%	(711)	53%	(800)	1511
Educ: Bachelors degree	48%	(213)	52%	(230)	444
Educ: Post-grad	45%	(111)	55%	(133)	244
Income: Under 50k	45%	(552)	55%	(685)	1237
Income: 50k-100k	49%	(324)	51%	(337)	661
Income: 100k+	53%	(159)	47%	(142)	301
Ethnicity: White	43%	(733)	57%	(988)	1721
Ethnicity: Hispanic	60%	(210)	40%	(139)	349
Ethnicity: Black	64%	(176)	36%	(98)	274

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Table MCSPdem3_1: Do you typically purchase from or are you a customer of the following?
Adidas

Demographic	Yes	No	Total N
Adults	47% (1035)	53% (1164)	2199
Ethnicity: Other	62% (127)	38% (77)	204
All Christian	43% (415)	57% (553)	968
All Non-Christian	54% (56)	46% (48)	104
Atheist	44% (56)	56% (71)	128
Agnostic/Nothing in particular	50% (319)	50% (317)	636
Something Else	52% (189)	48% (174)	364
Religious Non-Protestant/Catholic	51% (68)	49% (65)	133
Evangelical	50% (258)	50% (259)	517
Non-Evangelical	42% (327)	58% (448)	775
Community: Urban	56% (352)	44% (280)	632
Community: Suburban	44% (445)	56% (555)	999
Community: Rural	42% (238)	58% (329)	568
Employ: Private Sector	55% (392)	45% (321)	713
Employ: Government	57% (68)	43% (52)	121
Employ: Self-Employed	58% (120)	42% (89)	209
Employ: Homemaker	50% (73)	50% (72)	145
Employ: Student	71% (64)	29% (27)	91
Employ: Retired	29% (150)	71% (364)	514
Employ: Unemployed	41% (113)	59% (159)	271
Employ: Other	40% (54)	60% (80)	135
Military HH: Yes	38% (135)	62% (217)	352
Military HH: No	49% (901)	51% (946)	1847
RD/WT: Right Direction	52% (428)	48% (402)	830
RD/WT: Wrong Track	44% (607)	56% (762)	1369
Biden Job Approve	50% (505)	50% (498)	1003
Biden Job Disapprove	44% (478)	56% (606)	1084
Biden Job Strongly Approve	50% (219)	50% (216)	434
Biden Job Somewhat Approve	50% (286)	50% (283)	569
Biden Job Somewhat Disapprove	52% (152)	48% (139)	291
Biden Job Strongly Disapprove	41% (326)	59% (467)	793

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Table MCSPdem3_1: Do you typically purchase from or are you a customer of the following?

Adidas

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1164)	2199
Favorable of Biden	49%	(499)	51%	(511)	1010
Unfavorable of Biden	45%	(489)	55%	(597)	1086
Very Favorable of Biden	48%	(227)	52%	(246)	473
Somewhat Favorable of Biden	51%	(272)	49%	(265)	537
Somewhat Unfavorable of Biden	54%	(145)	46%	(125)	270
Very Unfavorable of Biden	42%	(344)	58%	(471)	816
#1 Issue: Economy	56%	(461)	44%	(362)	822
#1 Issue: Security	39%	(128)	61%	(201)	329
#1 Issue: Health Care	52%	(139)	48%	(131)	270
#1 Issue: Medicare / Social Security	28%	(71)	72%	(185)	255
#1 Issue: Women's Issues	49%	(68)	51%	(71)	139
#1 Issue: Education	54%	(53)	46%	(46)	98
#1 Issue: Energy	52%	(74)	48%	(67)	141
#1 Issue: Other	29%	(41)	71%	(102)	143
2020 Vote: Joe Biden	50%	(490)	50%	(491)	982
2020 Vote: Donald Trump	40%	(282)	60%	(422)	704
2020 Vote: Other	48%	(34)	52%	(36)	70
2020 Vote: Didn't Vote	52%	(228)	48%	(214)	442
2018 House Vote: Democrat	50%	(372)	50%	(380)	752
2018 House Vote: Republican	40%	(242)	60%	(368)	610
2018 House Vote: Someone else	52%	(36)	48%	(33)	69
2016 Vote: Hillary Clinton	49%	(359)	51%	(369)	728
2016 Vote: Donald Trump	40%	(260)	60%	(396)	656
2016 Vote: Other	48%	(53)	52%	(56)	109
2016 Vote: Didn't Vote	52%	(362)	48%	(341)	704
Voted in 2014: Yes	44%	(539)	56%	(686)	1225
Voted in 2014: No	51%	(497)	49%	(478)	974
4-Region: Northeast	49%	(194)	51%	(199)	393
4-Region: Midwest	44%	(204)	56%	(258)	462
4-Region: South	46%	(377)	54%	(447)	824
4-Region: West	50%	(260)	50%	(259)	520

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Table MCSPdem3_1: Do you typically purchase from or are you a customer of the following?
 Adidas

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1164)	2199
Sports Fans	52%	(808)	48%	(733)	1541
Avid Sports Fans	62%	(321)	38%	(193)	514
Casual Sports Fans	47%	(487)	53%	(540)	1027
NFL Fans	53%	(735)	47%	(654)	1389
Avid NFL Fans	57%	(324)	43%	(242)	566
Casual NFL Fans	50%	(411)	50%	(411)	823
State Farm Customers	54%	(281)	46%	(241)	522
Vaccinated Adults	45%	(694)	55%	(842)	1537
Unvaccinated Adults	51%	(341)	49%	(321)	662

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

Table MCSPdem3_2: Do you typically purchase from or are you a customer of the following?
Pepsi

Demographic	Yes		No		Total N
Adults	57%	(1261)	43%	(938)	2199
Gender: Male	62%	(655)	38%	(406)	1061
Gender: Female	53%	(607)	47%	(531)	1138
Age: 18-34	66%	(434)	34%	(221)	655
Age: 35-44	64%	(230)	36%	(128)	357
Age: 45-64	53%	(396)	47%	(354)	751
Age: 65+	46%	(201)	54%	(235)	436
GenZers: 1997-2012	63%	(129)	37%	(76)	205
Millennials: 1981-1996	67%	(440)	33%	(215)	655
GenXers: 1965-1980	56%	(324)	44%	(253)	577
Baby Boomers: 1946-1964	49%	(333)	51%	(353)	686
PID: Dem (no lean)	61%	(515)	39%	(335)	850
PID: Ind (no lean)	55%	(379)	45%	(304)	683
PID: Rep (no lean)	55%	(368)	45%	(299)	667
PID/Gender: Dem Men	65%	(280)	35%	(149)	429
PID/Gender: Dem Women	56%	(235)	44%	(186)	420
PID/Gender: Ind Men	60%	(178)	40%	(118)	296
PID/Gender: Ind Women	52%	(201)	48%	(186)	387
PID/Gender: Rep Men	59%	(197)	41%	(139)	336
PID/Gender: Rep Women	52%	(171)	48%	(159)	330
Ideo: Liberal (1-3)	56%	(352)	44%	(275)	627
Ideo: Moderate (4)	61%	(398)	39%	(252)	650
Ideo: Conservative (5-7)	55%	(397)	45%	(322)	719
Educ: < College	59%	(887)	41%	(624)	1511
Educ: Bachelors degree	54%	(239)	46%	(205)	444
Educ: Post-grad	55%	(135)	45%	(109)	244
Income: Under 50k	58%	(713)	42%	(524)	1237
Income: 50k-100k	57%	(377)	43%	(284)	661
Income: 100k+	57%	(172)	43%	(129)	301
Ethnicity: White	56%	(960)	44%	(761)	1721
Ethnicity: Hispanic	64%	(225)	36%	(124)	349
Ethnicity: Black	64%	(176)	36%	(99)	274

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Table MCSPdem3_2: Do you typically purchase from or are you a customer of the following?
Pepsi

Demographic	Yes		No		Total N
Adults	57%	(1261)	43%	(938)	2199
Ethnicity: Other	62%	(126)	38%	(78)	204
All Christian	58%	(557)	42%	(411)	968
All Non-Christian	49%	(51)	51%	(53)	104
Atheist	55%	(71)	45%	(57)	128
Agnostic/Nothing in particular	60%	(382)	40%	(253)	636
Something Else	55%	(201)	45%	(163)	364
Religious Non-Protestant/Catholic	51%	(67)	49%	(66)	133
Evangelical	60%	(310)	40%	(207)	517
Non-Evangelical	55%	(423)	45%	(351)	775
Community: Urban	59%	(374)	41%	(258)	632
Community: Suburban	56%	(561)	44%	(438)	999
Community: Rural	57%	(326)	43%	(242)	568
Employ: Private Sector	60%	(429)	40%	(284)	713
Employ: Government	64%	(77)	36%	(44)	121
Employ: Self-Employed	60%	(125)	40%	(84)	209
Employ: Homemaker	57%	(82)	43%	(63)	145
Employ: Student	67%	(61)	33%	(30)	91
Employ: Retired	48%	(249)	52%	(266)	514
Employ: Unemployed	58%	(159)	42%	(113)	271
Employ: Other	60%	(81)	40%	(54)	135
Military HH: Yes	56%	(197)	44%	(154)	352
Military HH: No	58%	(1064)	42%	(783)	1847
RD/WT: Right Direction	59%	(489)	41%	(341)	830
RD/WT: Wrong Track	56%	(773)	44%	(596)	1369
Biden Job Approve	59%	(591)	41%	(412)	1003
Biden Job Disapprove	57%	(615)	43%	(470)	1084
Biden Job Strongly Approve	58%	(253)	42%	(182)	434
Biden Job Somewhat Approve	59%	(339)	41%	(231)	569
Biden Job Somewhat Disapprove	63%	(184)	37%	(106)	291
Biden Job Strongly Disapprove	54%	(430)	46%	(363)	793

Continued on next page

Table MCSPdem3_2: Do you typically purchase from or are you a customer of the following?
Pepsi

Demographic	Yes		No		Total N
Adults	57%	(1261)	43%	(938)	2199
Favorable of Biden	59%	(598)	41%	(412)	1010
Unfavorable of Biden	57%	(614)	43%	(472)	1086
Very Favorable of Biden	59%	(279)	41%	(193)	473
Somewhat Favorable of Biden	59%	(318)	41%	(219)	537
Somewhat Unfavorable of Biden	63%	(171)	37%	(99)	270
Very Unfavorable of Biden	54%	(443)	46%	(373)	816
#1 Issue: Economy	62%	(514)	38%	(309)	822
#1 Issue: Security	52%	(171)	48%	(159)	329
#1 Issue: Health Care	59%	(161)	41%	(110)	270
#1 Issue: Medicare / Social Security	50%	(127)	50%	(128)	255
#1 Issue: Women's Issues	57%	(79)	43%	(60)	139
#1 Issue: Education	51%	(50)	49%	(49)	98
#1 Issue: Energy	64%	(90)	36%	(51)	141
#1 Issue: Other	49%	(70)	51%	(73)	143
2020 Vote: Joe Biden	56%	(554)	44%	(428)	982
2020 Vote: Donald Trump	56%	(393)	44%	(310)	704
2020 Vote: Other	54%	(38)	46%	(33)	70
2020 Vote: Didn't Vote	62%	(276)	38%	(167)	442
2018 House Vote: Democrat	56%	(424)	44%	(328)	752
2018 House Vote: Republican	55%	(334)	45%	(276)	610
2018 House Vote: Someone else	53%	(36)	47%	(32)	69
2016 Vote: Hillary Clinton	55%	(401)	45%	(327)	728
2016 Vote: Donald Trump	56%	(368)	44%	(288)	656
2016 Vote: Other	55%	(60)	45%	(49)	109
2016 Vote: Didn't Vote	61%	(432)	39%	(271)	704
Voted in 2014: Yes	54%	(667)	46%	(557)	1225
Voted in 2014: No	61%	(594)	39%	(380)	974
4-Region: Northeast	62%	(242)	38%	(151)	393
4-Region: Midwest	63%	(291)	37%	(171)	462
4-Region: South	52%	(431)	48%	(393)	824
4-Region: West	57%	(298)	43%	(222)	520

Continued on next page

Table MCSPdem3_2: Do you typically purchase from or are you a customer of the following?
 Pepsi

Demographic	Yes		No		Total N
Adults	57%	(1261)	43%	(938)	2199
Sports Fans	61%	(936)	39%	(605)	1541
Avid Sports Fans	67%	(343)	33%	(171)	514
Casual Sports Fans	58%	(593)	42%	(434)	1027
NFL Fans	63%	(874)	37%	(515)	1389
Avid NFL Fans	65%	(370)	35%	(196)	566
Casual NFL Fans	61%	(504)	39%	(319)	823
State Farm Customers	58%	(302)	42%	(221)	522
Vaccinated Adults	55%	(846)	45%	(691)	1537
Unvaccinated Adults	63%	(416)	37%	(247)	662

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

Table MCSPdem3_3: Do you typically purchase from or are you a customer of the following?
Nike

Demographic	Yes	No	Total N
Adults	55% (1212)	45% (987)	2199
Gender: Male	54% (574)	46% (487)	1061
Gender: Female	56% (638)	44% (499)	1138
Age: 18-34	73% (477)	27% (178)	655
Age: 35-44	69% (247)	31% (111)	357
Age: 45-64	48% (358)	52% (392)	751
Age: 65+	30% (130)	70% (306)	436
GenZers: 1997-2012	80% (163)	20% (41)	205
Millennials: 1981-1996	70% (457)	30% (197)	655
GenXers: 1965-1980	59% (338)	41% (239)	577
Baby Boomers: 1946-1964	34% (233)	66% (453)	686
PID: Dem (no lean)	64% (543)	36% (307)	850
PID: Ind (no lean)	55% (378)	45% (305)	683
PID: Rep (no lean)	44% (291)	56% (375)	667
PID/Gender: Dem Men	65% (279)	35% (150)	429
PID/Gender: Dem Women	63% (264)	37% (156)	420
PID/Gender: Ind Men	51% (150)	49% (146)	296
PID/Gender: Ind Women	59% (228)	41% (158)	387
PID/Gender: Rep Men	43% (145)	57% (191)	336
PID/Gender: Rep Women	44% (146)	56% (185)	330
Ideo: Liberal (1-3)	60% (375)	40% (252)	627
Ideo: Moderate (4)	61% (399)	39% (251)	650
Ideo: Conservative (5-7)	44% (319)	56% (401)	719
Educ: < College	54% (810)	46% (701)	1511
Educ: Bachelors degree	61% (270)	39% (173)	444
Educ: Post-grad	54% (132)	46% (112)	244
Income: Under 50k	53% (654)	47% (583)	1237
Income: 50k-100k	55% (362)	45% (299)	661
Income: 100k+	65% (196)	35% (105)	301
Ethnicity: White	49% (837)	51% (884)	1721
Ethnicity: Hispanic	66% (229)	34% (120)	349
Ethnicity: Black	83% (228)	17% (47)	274

Continued on next page

Table MCSPdem3_3: Do you typically purchase from or are you a customer of the following?

Nike

Demographic	Yes		No		Total N
Adults	55%	(1212)	45%	(987)	2199
Ethnicity: Other	72%	(148)	28%	(56)	204
All Christian	50%	(486)	50%	(482)	968
All Non-Christian	65%	(67)	35%	(37)	104
Atheist	44%	(57)	56%	(71)	128
Agnostic/Nothing in particular	60%	(381)	40%	(255)	636
Something Else	61%	(221)	39%	(142)	364
Religious Non-Protestant/Catholic	64%	(85)	36%	(48)	133
Evangelical	56%	(288)	44%	(229)	517
Non-Evangelical	51%	(391)	49%	(383)	775
Community: Urban	65%	(411)	35%	(220)	632
Community: Suburban	54%	(538)	46%	(462)	999
Community: Rural	46%	(263)	54%	(304)	568
Employ: Private Sector	63%	(450)	37%	(263)	713
Employ: Government	69%	(84)	31%	(37)	121
Employ: Self-Employed	65%	(135)	35%	(74)	209
Employ: Homemaker	56%	(82)	44%	(64)	145
Employ: Student	80%	(72)	20%	(18)	91
Employ: Retired	32%	(167)	68%	(348)	514
Employ: Unemployed	54%	(148)	46%	(124)	271
Employ: Other	56%	(75)	44%	(60)	135
Military HH: Yes	40%	(142)	60%	(210)	352
Military HH: No	58%	(1070)	42%	(777)	1847
RD/WT: Right Direction	62%	(511)	38%	(319)	830
RD/WT: Wrong Track	51%	(702)	49%	(667)	1369
Biden Job Approve	61%	(613)	39%	(391)	1003
Biden Job Disapprove	49%	(527)	51%	(557)	1084
Biden Job Strongly Approve	60%	(261)	40%	(173)	434
Biden Job Somewhat Approve	62%	(351)	38%	(218)	569
Biden Job Somewhat Disapprove	64%	(186)	36%	(105)	291
Biden Job Strongly Disapprove	43%	(341)	57%	(452)	793

Continued on next page

Table MCSPdem3_3: Do you typically purchase from or are you a customer of the following?
Nike

Demographic	Yes		No		Total N
Adults	55%	(1212)	45%	(987)	2199
Favorable of Biden	61%	(620)	39%	(390)	1010
Unfavorable of Biden	49%	(530)	51%	(556)	1086
Very Favorable of Biden	60%	(284)	40%	(189)	473
Somewhat Favorable of Biden	63%	(336)	37%	(201)	537
Somewhat Unfavorable of Biden	63%	(169)	37%	(101)	270
Very Unfavorable of Biden	44%	(360)	56%	(455)	816
#1 Issue: Economy	63%	(522)	37%	(300)	822
#1 Issue: Security	42%	(137)	58%	(192)	329
#1 Issue: Health Care	61%	(164)	39%	(106)	270
#1 Issue: Medicare / Social Security	39%	(100)	61%	(155)	255
#1 Issue: Women's Issues	57%	(80)	43%	(59)	139
#1 Issue: Education	62%	(61)	38%	(37)	98
#1 Issue: Energy	65%	(92)	35%	(49)	141
#1 Issue: Other	39%	(55)	61%	(88)	143
2020 Vote: Joe Biden	61%	(600)	39%	(382)	982
2020 Vote: Donald Trump	42%	(297)	58%	(407)	704
2020 Vote: Other	59%	(42)	41%	(29)	70
2020 Vote: Didn't Vote	62%	(273)	38%	(169)	442
2018 House Vote: Democrat	61%	(460)	39%	(292)	752
2018 House Vote: Republican	42%	(254)	58%	(356)	610
2018 House Vote: Someone else	43%	(30)	57%	(39)	69
2016 Vote: Hillary Clinton	60%	(436)	40%	(292)	728
2016 Vote: Donald Trump	43%	(281)	57%	(375)	656
2016 Vote: Other	49%	(53)	51%	(56)	109
2016 Vote: Didn't Vote	63%	(440)	37%	(263)	704
Voted in 2014: Yes	50%	(611)	50%	(613)	1225
Voted in 2014: No	62%	(601)	38%	(373)	974
4-Region: Northeast	60%	(237)	40%	(156)	393
4-Region: Midwest	51%	(234)	49%	(228)	462
4-Region: South	53%	(439)	47%	(385)	824
4-Region: West	58%	(303)	42%	(217)	520

Continued on next page

Table MCSPdem3_3: Do you typically purchase from or are you a customer of the following?
Nike

Demographic	Yes		No		Total N
Adults	55%	(1212)	45%	(987)	2199
Sports Fans	61%	(934)	39%	(607)	1541
Avid Sports Fans	72%	(370)	28%	(144)	514
Casual Sports Fans	55%	(564)	45%	(463)	1027
NFL Fans	63%	(869)	37%	(520)	1389
Avid NFL Fans	67%	(380)	33%	(186)	566
Casual NFL Fans	59%	(489)	41%	(333)	823
State Farm Customers	57%	(298)	43%	(224)	522
Vaccinated Adults	53%	(819)	47%	(718)	1537
Unvaccinated Adults	59%	(393)	41%	(269)	662

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

Table MCSPdem3_4: Do you typically purchase from or are you a customer of the following?

State Farm Insurance

Demographic	Yes		No		Total N
Adults	24%	(522)	76%	(1677)	2199
Gender: Male	26%	(271)	74%	(791)	1061
Gender: Female	22%	(252)	78%	(886)	1138
Age: 18-34	22%	(142)	78%	(513)	655
Age: 35-44	24%	(87)	76%	(270)	357
Age: 45-64	25%	(186)	75%	(565)	751
Age: 65+	24%	(107)	76%	(329)	436
GenZers: 1997-2012	16%	(33)	84%	(171)	205
Millennials: 1981-1996	24%	(160)	76%	(495)	655
GenXers: 1965-1980	25%	(142)	75%	(435)	577
Baby Boomers: 1946-1964	25%	(171)	75%	(514)	686
PID: Dem (no lean)	23%	(198)	77%	(652)	850
PID: Ind (no lean)	20%	(138)	80%	(545)	683
PID: Rep (no lean)	28%	(186)	72%	(480)	667
PID/Gender: Dem Men	25%	(109)	75%	(320)	429
PID/Gender: Dem Women	21%	(89)	79%	(332)	420
PID/Gender: Ind Men	21%	(61)	79%	(235)	296
PID/Gender: Ind Women	20%	(77)	80%	(310)	387
PID/Gender: Rep Men	30%	(100)	70%	(236)	336
PID/Gender: Rep Women	26%	(86)	74%	(244)	330
Ideo: Liberal (1-3)	19%	(120)	81%	(507)	627
Ideo: Moderate (4)	27%	(174)	73%	(477)	650
Ideo: Conservative (5-7)	26%	(189)	74%	(530)	719
Educ: < College	23%	(344)	77%	(1168)	1511
Educ: Bachelors degree	26%	(117)	74%	(327)	444
Educ: Post-grad	25%	(62)	75%	(182)	244
Income: Under 50k	23%	(280)	77%	(957)	1237
Income: 50k-100k	23%	(150)	77%	(511)	661
Income: 100k+	31%	(92)	69%	(209)	301
Ethnicity: White	25%	(432)	75%	(1289)	1721
Ethnicity: Hispanic	26%	(91)	74%	(258)	349
Ethnicity: Black	19%	(52)	81%	(222)	274

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Table MCSPdem3_4: Do you typically purchase from or are you a customer of the following?
State Farm Insurance

Demographic	Yes	No	Total N
Adults	24% (522)	76% (1677)	2199
Ethnicity: Other	19% (39)	81% (165)	204
All Christian	27% (265)	73% (703)	968
All Non-Christian	28% (29)	72% (75)	104
Atheist	23% (29)	77% (99)	128
Agnostic/Nothing in particular	17% (108)	83% (528)	636
Something Else	25% (91)	75% (273)	364
Religious Non-Protestant/Catholic	28% (37)	72% (96)	133
Evangelical	28% (147)	72% (370)	517
Non-Evangelical	25% (196)	75% (578)	775
Community: Urban	24% (152)	76% (480)	632
Community: Suburban	23% (228)	77% (771)	999
Community: Rural	25% (142)	75% (426)	568
Employ: Private Sector	27% (195)	73% (518)	713
Employ: Government	40% (49)	60% (72)	121
Employ: Self-Employed	25% (52)	75% (157)	209
Employ: Homemaker	25% (37)	75% (108)	145
Employ: Student	16% (15)	84% (76)	91
Employ: Retired	25% (129)	75% (385)	514
Employ: Unemployed	12% (33)	88% (238)	271
Employ: Other	9% (13)	91% (122)	135
Military HH: Yes	24% (84)	76% (268)	352
Military HH: No	24% (439)	76% (1409)	1847
RD/WT: Right Direction	25% (208)	75% (622)	830
RD/WT: Wrong Track	23% (315)	77% (1055)	1369
Biden Job Approve	23% (229)	77% (774)	1003
Biden Job Disapprove	25% (270)	75% (815)	1084
Biden Job Strongly Approve	27% (116)	73% (318)	434
Biden Job Somewhat Approve	20% (113)	80% (456)	569
Biden Job Somewhat Disapprove	24% (69)	76% (222)	291
Biden Job Strongly Disapprove	25% (201)	75% (592)	793

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Table MCSPdem3_4: Do you typically purchase from or are you a customer of the following?
State Farm Insurance

Demographic	Yes	No	Total N
Adults	24% (522)	76% (1677)	2199
Favorable of Biden	23% (228)	77% (782)	1010
Unfavorable of Biden	25% (273)	75% (812)	1086
Very Favorable of Biden	25% (119)	75% (353)	473
Somewhat Favorable of Biden	20% (108)	80% (429)	537
Somewhat Unfavorable of Biden	24% (66)	76% (204)	270
Very Unfavorable of Biden	25% (207)	75% (608)	816
#1 Issue: Economy	22% (183)	78% (639)	822
#1 Issue: Security	22% (73)	78% (257)	329
#1 Issue: Health Care	29% (79)	71% (191)	270
#1 Issue: Medicare / Social Security	27% (68)	73% (187)	255
#1 Issue: Women's Issues	22% (30)	78% (109)	139
#1 Issue: Education	18% (18)	82% (80)	98
#1 Issue: Energy	28% (40)	72% (101)	141
#1 Issue: Other	22% (31)	78% (112)	143
2020 Vote: Joe Biden	23% (225)	77% (757)	982
2020 Vote: Donald Trump	27% (190)	73% (513)	704
2020 Vote: Other	20% (14)	80% (56)	70
2020 Vote: Didn't Vote	21% (93)	79% (350)	442
2018 House Vote: Democrat	22% (167)	78% (585)	752
2018 House Vote: Republican	28% (171)	72% (438)	610
2018 House Vote: Someone else	20% (14)	80% (55)	69
2016 Vote: Hillary Clinton	22% (163)	78% (565)	728
2016 Vote: Donald Trump	28% (183)	72% (473)	656
2016 Vote: Other	26% (29)	74% (81)	109
2016 Vote: Didn't Vote	21% (146)	79% (557)	704
Voted in 2014: Yes	26% (321)	74% (904)	1225
Voted in 2014: No	21% (201)	79% (773)	974
4-Region: Northeast	24% (96)	76% (297)	393
4-Region: Midwest	23% (108)	77% (354)	462
4-Region: South	25% (209)	75% (615)	824
4-Region: West	21% (110)	79% (410)	520

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Table MCSPdem3_4: Do you typically purchase from or are you a customer of the following?
State Farm Insurance

Demographic	Yes		No		Total N
Adults	24%	(522)	76%	(1677)	2199
Sports Fans	26%	(407)	74%	(1134)	1541
Avid Sports Fans	33%	(170)	67%	(344)	514
Casual Sports Fans	23%	(237)	77%	(790)	1027
NFL Fans	27%	(371)	73%	(1018)	1389
Avid NFL Fans	31%	(173)	69%	(393)	566
Casual NFL Fans	24%	(198)	76%	(624)	823
State Farm Customers	100%	(522)	—	(0)	522
Vaccinated Adults	24%	(364)	76%	(1173)	1537
Unvaccinated Adults	24%	(158)	76%	(504)	662

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2199	100%
xdemGender	Gender: Male	1061	48%
	Gender: Female	1138	52%
	N	2199	
age	Age: 18-34	655	30%
	Age: 35-44	357	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2199	
demAgeGeneration	GenZers: 1997-2012	205	9%
	Millennials: 1981-1996	655	30%
	GenXers: 1965-1980	577	26%
	Baby Boomers: 1946-1964	686	31%
	N	2122	
xpid3	PID: Dem (no lean)	850	39%
	PID: Ind (no lean)	683	31%
	PID: Rep (no lean)	667	30%
	N	2199	
xpidGender	PID/Gender: Dem Men	429	20%
	PID/Gender: Dem Women	420	19%
	PID/Gender: Ind Men	296	13%
	PID/Gender: Ind Women	387	18%
	PID/Gender: Rep Men	336	15%
	PID/Gender: Rep Women	330	15%
	N	2199	
xdemIdeo3	Ideo: Liberal (1-3)	627	29%
	Ideo: Moderate (4)	650	30%
	Ideo: Conservative (5-7)	719	33%
	N	1996	
xeduc3	Educ: < College	1511	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2199	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1237	56%
	Income: 50k-100k	661	30%
	Income: 100k+	301	14%
	N	2199	
xdemWhite	Ethnicity: White	1721	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	968	44%
	All Non-Christian	104	5%
	Atheist	128	6%
	Agnostic/Nothing in particular	636	29%
	Something Else	364	17%
	N	2199	
xdemReligOther	Religious Non-Protestant/Catholic	133	6%
xdemEvang	Evangelical	517	24%
	Non-Evangelical	775	35%
	N	1292	
xdemUsr	Community: Urban	632	29%
	Community: Suburban	999	45%
	Community: Rural	568	26%
	N	2199	
xdemEmploy	Employ: Private Sector	713	32%
	Employ: Government	121	5%
	Employ: Self-Employed	209	10%
	Employ: Homemaker	145	7%
	Employ: Student	91	4%
	Employ: Retired	514	23%
	Employ: Unemployed	271	12%
	Employ: Other	135	6%
	N	2199	
xdemMilHH1	Military HH: Yes	352	16%
	Military HH: No	1847	84%
	N	2199	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	830	38%
	RD/WT: Wrong Track	1369	62%
	N	2199	
xdemBidenApprove	Biden Job Approve	1003	46%
	Biden Job Disapprove	1084	49%
	N	2087	
xdemBidenApprove2	Biden Job Strongly Approve	434	20%
	Biden Job Somewhat Approve	569	26%
	Biden Job Somewhat Disapprove	291	13%
	Biden Job Strongly Disapprove	793	36%
	N	2087	
xdemBidenFav	Favorable of Biden	1010	46%
	Unfavorable of Biden	1086	49%
	N	2096	
xdemBidenFavFull	Very Favorable of Biden	473	21%
	Somewhat Favorable of Biden	537	24%
	Somewhat Unfavorable of Biden	270	12%
	Very Unfavorable of Biden	816	37%
	N	2096	
xnr3	#1 Issue: Economy	822	37%
	#1 Issue: Security	329	15%
	#1 Issue: Health Care	270	12%
	#1 Issue: Medicare / Social Security	255	12%
	#1 Issue: Women's Issues	139	6%
	#1 Issue: Education	98	4%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	143	7%
	N	2199	
xsubVote20O	2020 Vote: Joe Biden	982	45%
	2020 Vote: Donald Trump	704	32%
	2020 Vote: Other	70	3%
	2020 Vote: Didn't Vote	442	20%
	N	2198	
xsubVote18O	2018 House Vote: Democrat	752	34%
	2018 House Vote: Republican	610	28%
	2018 House Vote: Someone else	69	3%
	N	1430	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	728	33%
	2016 Vote: Donald Trump	656	30%
	2016 Vote: Other	109	5%
	2016 Vote: Didn't Vote	704	32%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1225	56%
	Voted in 2014: No	974	44%
	N	2199	
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2199	
MCSPxdem1	Sports Fans	1541	70%
MCSPxdem2	Avid Sports Fans	514	23%
	Casual Sports Fans	1027	47%
	N	1541	
MCSPxdem3	NFL Fans	1389	63%
MCSPxdem4	Avid NFL Fans	566	26%
	Casual NFL Fans	823	37%
	N	1389	
MCSPxdem5	State Farm Customers	522	24%
MCSPxdem6	Vaccinated Adults	1537	70%
	Unvaccinated Adults	662	30%
	N	2199	

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

