



National Tracking Poll #2110195
October 29 - November 01, 2021

Crosstabulation Results

Methodology:

This poll was conducted between October 29-November 1, 2021 among a sample of 549 Black Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Black Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 4 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCFII_1: Do you have a favorable or unfavorable opinion of the following?

Dave Ramsey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	10%	(56)	17%	(94)	4%	(24)	3%	(18)	18%	(101)	47%	(256)	549
Gender: Male	12%	(27)	22%	(52)	4%	(9)	5%	(12)	18%	(42)	39%	(91)	232
Gender: Female	9%	(29)	13%	(42)	5%	(15)	2%	(5)	19%	(59)	52%	(165)	316
Age: 18-34	10%	(22)	15%	(32)	5%	(10)	5%	(11)	17%	(37)	49%	(107)	219
Age: 35-44	16%	(17)	17%	(18)	7%	(7)	1%	(1)	15%	(15)	44%	(45)	103
Age: 45-64	10%	(17)	18%	(30)	3%	(4)	3%	(4)	20%	(32)	47%	(76)	162
Age: 65+	1%	(1)	23%	(15)	3%	(2)	3%	(2)	26%	(17)	44%	(28)	65
GenZers: 1997-2012	12%	(14)	18%	(19)	8%	(9)	5%	(6)	16%	(18)	41%	(45)	111
Millennials: 1981-1996	12%	(19)	12%	(21)	3%	(6)	4%	(6)	17%	(29)	52%	(87)	168
GenXers: 1965-1980	11%	(16)	18%	(25)	3%	(4)	2%	(3)	24%	(34)	42%	(60)	143
Baby Boomers: 1946-1964	5%	(7)	23%	(28)	4%	(5)	2%	(3)	15%	(19)	50%	(61)	122
PID: Dem (no lean)	8%	(31)	18%	(66)	4%	(15)	4%	(14)	18%	(65)	47%	(172)	363
PID: Ind (no lean)	13%	(22)	14%	(24)	2%	(3)	2%	(4)	20%	(33)	48%	(78)	164
PID/Gender: Dem Men	10%	(15)	21%	(31)	4%	(6)	7%	(10)	22%	(31)	36%	(52)	146
PID/Gender: Dem Women	7%	(16)	16%	(35)	4%	(8)	2%	(3)	16%	(34)	55%	(120)	216
PID/Gender: Ind Men	12%	(9)	25%	(19)	—	(0)	2%	(2)	12%	(9)	48%	(36)	75
PID/Gender: Ind Women	14%	(13)	5%	(5)	4%	(3)	2%	(2)	27%	(24)	47%	(42)	89
Ideo: Liberal (1-3)	7%	(11)	18%	(29)	6%	(9)	2%	(4)	22%	(36)	45%	(72)	162
Ideo: Moderate (4)	13%	(27)	18%	(39)	4%	(10)	3%	(6)	20%	(43)	42%	(89)	214
Ideo: Conservative (5-7)	17%	(13)	23%	(17)	2%	(2)	9%	(7)	12%	(9)	36%	(27)	74
Educ: < College	9%	(39)	16%	(65)	4%	(15)	3%	(11)	18%	(75)	50%	(208)	413
Educ: Bachelors degree	8%	(7)	21%	(18)	5%	(4)	6%	(5)	21%	(18)	39%	(33)	85
Educ: Post-grad	21%	(11)	23%	(12)	8%	(4)	4%	(2)	16%	(8)	28%	(14)	51
Income: Under 50k	10%	(35)	13%	(47)	4%	(15)	2%	(9)	20%	(72)	51%	(187)	364
Income: 50k-100k	10%	(13)	26%	(35)	5%	(7)	3%	(4)	18%	(25)	38%	(51)	136
Ethnicity: Black	10%	(56)	17%	(94)	4%	(24)	3%	(18)	18%	(101)	47%	(256)	549

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Table MCF11_1: Do you have a favorable or unfavorable opinion of the following?

Dave Ramsey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	10%	(56)	17%	(94)	4%	(24)	3%	(18)	18%	(101)	47%	(256)	549
All Christian	16%	(27)	22%	(37)	5%	(8)	3%	(5)	18%	(31)	36%	(61)	170
Agnostic/Nothing in particular	11%	(19)	7%	(13)	3%	(6)	3%	(6)	22%	(38)	53%	(94)	175
Something Else	5%	(9)	17%	(29)	5%	(9)	3%	(4)	17%	(29)	52%	(88)	168
Evangelical	8%	(17)	25%	(50)	5%	(10)	4%	(8)	18%	(36)	40%	(81)	201
Non-Evangelical	15%	(20)	12%	(16)	5%	(7)	1%	(1)	18%	(25)	49%	(66)	135
Community: Urban	6%	(15)	14%	(34)	3%	(8)	4%	(10)	19%	(48)	53%	(129)	244
Community: Suburban	12%	(25)	23%	(51)	6%	(12)	2%	(4)	18%	(38)	40%	(87)	218
Community: Rural	18%	(16)	11%	(10)	4%	(3)	4%	(4)	17%	(15)	46%	(40)	87
Employ: Private Sector	13%	(20)	25%	(37)	5%	(7)	2%	(3)	17%	(25)	38%	(58)	150
Employ: Self-Employed	10%	(6)	18%	(12)	7%	(4)	11%	(7)	16%	(11)	38%	(24)	64
Employ: Retired	2%	(2)	19%	(15)	3%	(2)	3%	(3)	17%	(13)	55%	(43)	78
Employ: Unemployed	8%	(7)	12%	(10)	8%	(7)	—	(0)	19%	(15)	53%	(42)	80
Employ: Other	6%	(4)	13%	(9)	1%	(1)	—	(0)	21%	(14)	59%	(39)	66
Military HH: Yes	10%	(9)	24%	(20)	4%	(4)	3%	(3)	14%	(12)	45%	(38)	86
Military HH: No	10%	(47)	16%	(74)	4%	(20)	3%	(15)	19%	(89)	47%	(217)	462
RD/WT: Right Direction	9%	(25)	19%	(54)	3%	(8)	4%	(10)	17%	(49)	48%	(135)	282
RD/WT: Wrong Track	12%	(31)	15%	(40)	6%	(16)	3%	(7)	19%	(51)	45%	(121)	267
Biden Job Approve	10%	(35)	20%	(75)	3%	(12)	2%	(9)	17%	(62)	47%	(172)	366
Biden Job Disapprove	14%	(18)	13%	(16)	9%	(12)	6%	(8)	19%	(26)	39%	(52)	131
Biden Job Strongly Approve	13%	(23)	13%	(24)	3%	(6)	4%	(8)	21%	(38)	45%	(80)	177
Biden Job Somewhat Approve	7%	(13)	27%	(51)	3%	(7)	1%	(1)	13%	(25)	49%	(93)	189
Biden Job Somewhat Disapprove	13%	(10)	9%	(6)	11%	(8)	7%	(5)	24%	(17)	37%	(27)	73
Biden Job Strongly Disapprove	15%	(9)	17%	(10)	7%	(4)	5%	(3)	14%	(8)	42%	(24)	58
Favorable of Biden	10%	(40)	19%	(75)	4%	(17)	3%	(11)	17%	(66)	47%	(187)	396
Unfavorable of Biden	14%	(16)	16%	(18)	4%	(4)	5%	(5)	23%	(26)	39%	(44)	114
Very Favorable of Biden	14%	(27)	18%	(36)	4%	(8)	5%	(9)	19%	(38)	41%	(82)	201
Somewhat Favorable of Biden	6%	(13)	20%	(39)	5%	(9)	1%	(2)	14%	(28)	54%	(105)	195
Somewhat Unfavorable of Biden	13%	(8)	10%	(6)	4%	(2)	3%	(2)	28%	(17)	41%	(25)	61
Very Unfavorable of Biden	15%	(8)	23%	(12)	3%	(2)	7%	(4)	16%	(8)	36%	(19)	52

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Table MCFI1_1: Do you have a favorable or unfavorable opinion of the following?

Dave Ramsey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	10%	(56)	17%	(94)	4%	(24)	3%	(18)	18%	(101)	47%	(256)	549
#1 Issue: Economy	10%	(23)	21%	(48)	5%	(12)	3%	(7)	14%	(32)	45%	(101)	223
#1 Issue: Health Care	8%	(5)	17%	(11)	—	(0)	2%	(1)	17%	(11)	56%	(36)	64
#1 Issue: Medicare / Social Security	1%	(1)	25%	(18)	2%	(1)	2%	(2)	32%	(23)	38%	(27)	71
#1 Issue: Women's Issues	14%	(11)	1%	(1)	7%	(6)	1%	(1)	21%	(16)	55%	(43)	77
2020 Vote: Joe Biden	11%	(37)	21%	(74)	4%	(15)	3%	(12)	17%	(58)	43%	(150)	346
2020 Vote: Didn't Vote	7%	(11)	10%	(14)	5%	(7)	3%	(4)	23%	(32)	53%	(76)	143
2018 House Vote: Democrat	8%	(23)	17%	(49)	6%	(18)	5%	(15)	19%	(56)	46%	(135)	296
2016 Vote: Hillary Clinton	8%	(24)	17%	(52)	6%	(18)	4%	(12)	18%	(55)	47%	(140)	301
2016 Vote: Didn't Vote	11%	(22)	17%	(34)	3%	(5)	3%	(5)	21%	(42)	47%	(96)	204
Voted in 2014: Yes	10%	(29)	18%	(54)	5%	(13)	5%	(14)	18%	(52)	44%	(130)	293
Voted in 2014: No	10%	(27)	16%	(40)	4%	(11)	2%	(4)	19%	(48)	49%	(125)	255
4-Region: Northeast	14%	(12)	27%	(23)	1%	(1)	—	(0)	15%	(13)	42%	(35)	84
4-Region: Midwest	8%	(7)	11%	(9)	9%	(8)	6%	(5)	20%	(16)	45%	(37)	81
4-Region: South	12%	(37)	14%	(45)	4%	(12)	3%	(10)	17%	(54)	50%	(157)	314
4-Region: West	2%	(1)	25%	(17)	5%	(3)	4%	(3)	26%	(18)	38%	(26)	69
2110194	10%	(28)	17%	(47)	5%	(14)	4%	(10)	18%	(49)	46%	(126)	274
2110195	10%	(28)	17%	(48)	3%	(10)	3%	(8)	19%	(51)	47%	(130)	274

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

Table MCFI1_2: Do you have a favorable or unfavorable opinion of the following?

Barry Ritholtz

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(21)	5%	(25)	3%	(18)	3%	(18)	12%	(65)	73%	(401)	549
Gender: Male	6%	(15)	5%	(12)	3%	(8)	5%	(11)	13%	(30)	67%	(156)	232
Gender: Female	2%	(6)	4%	(13)	3%	(10)	2%	(7)	11%	(35)	77%	(245)	316
Age: 18-34	6%	(14)	7%	(16)	5%	(12)	5%	(11)	11%	(25)	65%	(142)	219
Age: 35-44	6%	(6)	5%	(5)	2%	(2)	2%	(2)	15%	(15)	71%	(73)	103
Age: 45-64	1%	(1)	2%	(4)	2%	(3)	3%	(5)	12%	(20)	80%	(130)	162
Age: 65+	1%	(1)	—	(0)	2%	(1)	2%	(1)	8%	(5)	86%	(56)	65
GenZers: 1997-2012	11%	(13)	12%	(14)	5%	(6)	3%	(3)	10%	(11)	58%	(64)	111
Millennials: 1981-1996	3%	(5)	3%	(5)	4%	(6)	5%	(8)	13%	(23)	72%	(121)	168
GenXers: 1965-1980	2%	(2)	3%	(5)	3%	(5)	4%	(6)	14%	(20)	74%	(106)	143
Baby Boomers: 1946-1964	1%	(1)	2%	(2)	1%	(1)	1%	(1)	9%	(11)	87%	(106)	122
PID: Dem (no lean)	4%	(15)	3%	(10)	4%	(13)	5%	(17)	15%	(55)	70%	(253)	363
PID: Ind (no lean)	3%	(5)	6%	(9)	3%	(5)	1%	(1)	5%	(9)	82%	(134)	164
PID/Gender: Dem Men	9%	(13)	3%	(5)	4%	(5)	7%	(10)	19%	(27)	58%	(85)	146
PID/Gender: Dem Women	1%	(2)	2%	(5)	4%	(8)	3%	(7)	13%	(27)	78%	(168)	216
PID/Gender: Ind Men	1%	(1)	6%	(5)	3%	(3)	2%	(1)	4%	(3)	84%	(63)	75
PID/Gender: Ind Women	5%	(5)	5%	(5)	3%	(3)	—	(0)	7%	(6)	80%	(71)	89
Ideo: Liberal (1-3)	7%	(11)	4%	(7)	5%	(8)	3%	(5)	11%	(17)	71%	(114)	162
Ideo: Moderate (4)	4%	(9)	6%	(13)	2%	(4)	1%	(2)	16%	(33)	71%	(152)	214
Ideo: Conservative (5-7)	1%	(1)	5%	(4)	4%	(3)	14%	(10)	10%	(7)	67%	(49)	74
Educ: < College	4%	(16)	4%	(19)	3%	(11)	4%	(16)	11%	(45)	74%	(307)	413
Educ: Bachelors degree	2%	(2)	1%	(1)	6%	(5)	3%	(2)	17%	(15)	70%	(60)	85
Educ: Post-grad	6%	(3)	10%	(5)	5%	(2)	—	(0)	11%	(6)	68%	(34)	51
Income: Under 50k	2%	(7)	4%	(15)	3%	(10)	3%	(10)	13%	(46)	76%	(276)	364
Income: 50k-100k	8%	(10)	5%	(7)	4%	(6)	5%	(6)	10%	(13)	69%	(94)	136
Ethnicity: Black	4%	(21)	5%	(25)	3%	(18)	3%	(18)	12%	(65)	73%	(401)	549
All Christian	4%	(7)	3%	(5)	3%	(5)	5%	(9)	15%	(26)	69%	(117)	170
Agnostic/Nothing in particular	3%	(5)	3%	(6)	3%	(5)	2%	(4)	9%	(15)	81%	(141)	175
Something Else	1%	(2)	5%	(9)	4%	(7)	1%	(2)	14%	(24)	74%	(124)	168
Evangelical	2%	(3)	3%	(7)	3%	(7)	6%	(12)	16%	(33)	70%	(140)	201
Non-Evangelical	4%	(6)	6%	(8)	4%	(5)	—	(0)	13%	(17)	74%	(99)	135

Continued on next page

Table MCFI1_2: Do you have a favorable or unfavorable opinion of the following?

Barry Ritholtz

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(21)	5%	(25)	3%	(18)	3%	(18)	12%	(65)	73%	(401)	549
Community: Urban	1%	(3)	5%	(11)	2%	(4)	5%	(12)	14%	(35)	73%	(178)	244
Community: Suburban	6%	(13)	5%	(10)	5%	(11)	1%	(2)	12%	(27)	71%	(155)	218
Community: Rural	5%	(5)	4%	(3)	4%	(3)	4%	(4)	4%	(3)	79%	(68)	87
Employ: Private Sector	9%	(13)	5%	(7)	2%	(3)	4%	(6)	13%	(19)	68%	(101)	150
Employ: Self-Employed	8%	(5)	10%	(6)	7%	(5)	5%	(3)	10%	(6)	60%	(39)	64
Employ: Retired	—	(0)	—	(0)	2%	(1)	3%	(2)	6%	(5)	90%	(70)	78
Employ: Unemployed	—	(0)	5%	(4)	2%	(2)	—	(0)	15%	(12)	78%	(62)	80
Employ: Other	—	(0)	—	(0)	—	(0)	5%	(3)	14%	(9)	81%	(54)	66
Military HH: Yes	1%	(1)	5%	(4)	2%	(2)	3%	(2)	10%	(9)	79%	(68)	86
Military HH: No	4%	(20)	4%	(21)	4%	(16)	4%	(16)	12%	(56)	72%	(333)	462
RD/WT: Right Direction	5%	(13)	4%	(11)	4%	(13)	3%	(9)	12%	(35)	71%	(200)	282
RD/WT: Wrong Track	3%	(8)	5%	(14)	2%	(6)	3%	(9)	11%	(30)	75%	(201)	267
Biden Job Approve	4%	(13)	5%	(20)	4%	(15)	3%	(10)	12%	(43)	72%	(264)	366
Biden Job Disapprove	6%	(8)	3%	(4)	2%	(3)	6%	(8)	11%	(15)	71%	(93)	131
Biden Job Strongly Approve	6%	(11)	5%	(8)	5%	(9)	5%	(8)	14%	(25)	66%	(116)	177
Biden Job Somewhat Approve	1%	(2)	6%	(11)	4%	(7)	1%	(2)	10%	(19)	78%	(148)	189
Biden Job Somewhat Disapprove	6%	(5)	6%	(4)	4%	(3)	3%	(2)	19%	(14)	62%	(46)	73
Biden Job Strongly Disapprove	6%	(3)	—	(0)	—	(0)	11%	(6)	2%	(1)	82%	(48)	58
Favorable of Biden	3%	(13)	5%	(19)	4%	(18)	3%	(11)	12%	(48)	72%	(287)	396
Unfavorable of Biden	7%	(8)	3%	(3)	1%	(1)	6%	(7)	11%	(13)	72%	(82)	114
Very Favorable of Biden	6%	(11)	4%	(9)	6%	(11)	4%	(8)	13%	(26)	67%	(135)	201
Somewhat Favorable of Biden	1%	(2)	5%	(10)	3%	(6)	2%	(3)	11%	(22)	78%	(152)	195
Somewhat Unfavorable of Biden	7%	(5)	3%	(2)	1%	(1)	—	(0)	21%	(13)	67%	(41)	61
Very Unfavorable of Biden	6%	(3)	2%	(1)	—	(0)	14%	(7)	—	(0)	78%	(41)	52
#1 Issue: Economy	5%	(11)	5%	(11)	1%	(3)	5%	(10)	14%	(32)	70%	(156)	223
#1 Issue: Health Care	7%	(4)	6%	(4)	3%	(2)	4%	(3)	9%	(6)	71%	(45)	64
#1 Issue: Medicare / Social Security	—	(0)	2%	(1)	2%	(1)	—	(0)	14%	(10)	82%	(59)	71
#1 Issue: Women's Issues	6%	(5)	5%	(4)	11%	(8)	—	(0)	5%	(4)	73%	(56)	77
2020 Vote: Joe Biden	4%	(15)	5%	(16)	5%	(16)	4%	(14)	12%	(43)	70%	(242)	346
2020 Vote: Didn't Vote	3%	(5)	3%	(4)	1%	(2)	2%	(3)	12%	(16)	79%	(113)	143

Continued on next page

Table MCFI1_2: Do you have a favorable or unfavorable opinion of the following?

Barry Ritholtz

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(21)	5%	(25)	3%	(18)	3%	(18)	12%	(65)	73%	(401)	549
2018 House Vote: Democrat	2%	(7)	4%	(12)	4%	(13)	5%	(15)	14%	(42)	70%	(207)	296
2016 Vote: Hillary Clinton	3%	(8)	4%	(11)	4%	(13)	5%	(15)	13%	(40)	71%	(214)	301
2016 Vote: Didn't Vote	6%	(13)	6%	(12)	2%	(4)	1%	(2)	11%	(22)	74%	(151)	204
Voted in 2014: Yes	3%	(8)	4%	(13)	4%	(10)	5%	(16)	13%	(39)	71%	(208)	293
Voted in 2014: No	5%	(13)	5%	(12)	3%	(8)	1%	(3)	10%	(26)	75%	(193)	255
4-Region: Northeast	13%	(11)	10%	(8)	5%	(4)	—	(0)	11%	(9)	62%	(52)	84
4-Region: Midwest	1%	(1)	8%	(6)	4%	(3)	6%	(5)	8%	(6)	74%	(60)	81
4-Region: South	3%	(10)	3%	(10)	3%	(11)	2%	(5)	13%	(42)	76%	(238)	314
4-Region: West	—	(0)	1%	(1)	—	(0)	13%	(9)	12%	(8)	74%	(51)	69
2110194	6%	(17)	3%	(9)	4%	(11)	4%	(11)	14%	(38)	69%	(189)	274
2110195	2%	(4)	6%	(16)	3%	(7)	3%	(8)	10%	(27)	77%	(212)	274

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

Table MCFI1_3: Do you have a favorable or unfavorable opinion of the following?*Tiffany Aliche (@thebudgetnista)*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	6%	(35)	7%	(37)	2%	(11)	3%	(15)	12%	(63)	71%	(388)	549
Gender: Male	6%	(13)	10%	(24)	1%	(3)	5%	(12)	11%	(26)	66%	(154)	232
Gender: Female	7%	(22)	4%	(13)	2%	(8)	1%	(3)	12%	(37)	74%	(234)	316
Age: 18-34	11%	(23)	7%	(16)	4%	(10)	2%	(5)	10%	(22)	65%	(143)	219
Age: 35-44	7%	(7)	11%	(12)	—	(0)	2%	(2)	11%	(12)	69%	(71)	103
Age: 45-64	3%	(5)	5%	(8)	1%	(1)	3%	(5)	12%	(19)	76%	(124)	162
Age: 65+	—	(0)	1%	(1)	—	(0)	5%	(4)	15%	(10)	78%	(50)	65
GenZers: 1997-2012	12%	(14)	9%	(10)	8%	(9)	1%	(1)	8%	(9)	61%	(68)	111
Millennials: 1981-1996	9%	(15)	8%	(14)	1%	(1)	3%	(6)	11%	(19)	68%	(114)	168
GenXers: 1965-1980	3%	(4)	6%	(9)	1%	(1)	3%	(5)	15%	(21)	72%	(103)	143
Baby Boomers: 1946-1964	2%	(2)	3%	(3)	—	(0)	3%	(4)	10%	(13)	82%	(101)	122
PID: Dem (no lean)	7%	(26)	7%	(26)	2%	(6)	4%	(15)	12%	(44)	68%	(247)	363
PID: Ind (no lean)	5%	(9)	4%	(6)	2%	(3)	—	(0)	9%	(14)	80%	(131)	164
PID/Gender: Dem Men	8%	(12)	11%	(16)	1%	(2)	8%	(12)	14%	(21)	57%	(83)	146
PID/Gender: Dem Women	7%	(14)	5%	(10)	2%	(4)	1%	(2)	10%	(23)	76%	(164)	216
PID/Gender: Ind Men	1%	(1)	6%	(5)	2%	(1)	—	(0)	2%	(2)	89%	(67)	75
PID/Gender: Ind Women	9%	(8)	2%	(2)	2%	(2)	—	(0)	14%	(13)	72%	(64)	89
Ideo: Liberal (1-3)	11%	(18)	9%	(15)	2%	(4)	1%	(2)	7%	(12)	69%	(112)	162
Ideo: Moderate (4)	5%	(10)	9%	(18)	1%	(3)	1%	(3)	17%	(36)	67%	(144)	214
Ideo: Conservative (5-7)	5%	(3)	5%	(3)	4%	(3)	13%	(9)	11%	(8)	63%	(46)	74
Educ: < College	5%	(22)	5%	(21)	2%	(10)	3%	(11)	12%	(49)	73%	(301)	413
Educ: Bachelors degree	10%	(8)	7%	(6)	—	(0)	4%	(4)	8%	(7)	70%	(59)	85
Educ: Post-grad	10%	(5)	19%	(10)	2%	(1)	2%	(1)	14%	(7)	53%	(27)	51
Income: Under 50k	4%	(16)	4%	(16)	2%	(6)	2%	(9)	14%	(52)	73%	(266)	364
Income: 50k-100k	7%	(10)	13%	(18)	2%	(3)	4%	(5)	6%	(7)	68%	(93)	136
Ethnicity: Black	6%	(35)	7%	(37)	2%	(11)	3%	(15)	12%	(63)	71%	(388)	549
All Christian	7%	(12)	7%	(13)	2%	(3)	5%	(8)	15%	(25)	64%	(108)	170
Agnostic/Nothing in particular	4%	(7)	4%	(6)	2%	(3)	2%	(3)	12%	(21)	77%	(136)	175
Something Else	7%	(11)	7%	(11)	2%	(3)	1%	(2)	9%	(14)	75%	(126)	168
Evangelical	7%	(15)	7%	(14)	1%	(3)	4%	(9)	12%	(24)	68%	(137)	201
Non-Evangelical	6%	(9)	7%	(10)	3%	(4)	1%	(1)	11%	(15)	71%	(96)	135

Continued on next page

Table MCFI1_3: Do you have a favorable or unfavorable opinion of the following?
Tiffany Aliche (@thebudgetnista)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	6%	(35)	7%	(37)	2%	(11)	3%	(15)	12%	(63)	71%	(388)	549
Community: Urban	6%	(16)	6%	(15)	1%	(2)	2%	(5)	13%	(32)	72%	(175)	244
Community: Suburban	6%	(12)	10%	(22)	2%	(5)	2%	(5)	11%	(24)	69%	(150)	218
Community: Rural	8%	(7)	—	(0)	5%	(4)	6%	(5)	9%	(8)	72%	(63)	87
Employ: Private Sector	8%	(12)	12%	(18)	1%	(2)	4%	(6)	6%	(10)	68%	(102)	150
Employ: Self-Employed	13%	(8)	8%	(5)	2%	(1)	8%	(5)	13%	(8)	56%	(36)	64
Employ: Retired	—	(0)	2%	(2)	—	(0)	5%	(4)	13%	(10)	81%	(63)	78
Employ: Unemployed	4%	(3)	4%	(3)	2%	(2)	—	(0)	15%	(12)	75%	(60)	80
Employ: Other	4%	(3)	2%	(1)	—	(0)	—	(0)	9%	(6)	84%	(56)	66
Military HH: Yes	4%	(4)	6%	(6)	2%	(2)	3%	(2)	12%	(10)	73%	(62)	86
Military HH: No	7%	(31)	7%	(31)	2%	(9)	3%	(13)	11%	(53)	70%	(325)	462
RD/WT: Right Direction	6%	(17)	9%	(25)	2%	(5)	3%	(10)	11%	(30)	69%	(194)	282
RD/WT: Wrong Track	7%	(18)	4%	(12)	2%	(6)	2%	(6)	12%	(33)	72%	(193)	267
Biden Job Approve	6%	(20)	9%	(32)	2%	(9)	3%	(9)	12%	(43)	69%	(253)	366
Biden Job Disapprove	9%	(12)	3%	(3)	1%	(2)	5%	(6)	13%	(17)	69%	(91)	131
Biden Job Strongly Approve	6%	(10)	10%	(18)	3%	(5)	5%	(9)	16%	(28)	60%	(107)	177
Biden Job Somewhat Approve	5%	(10)	7%	(14)	2%	(4)	—	(1)	8%	(15)	77%	(146)	189
Biden Job Somewhat Disapprove	9%	(6)	5%	(3)	2%	(2)	3%	(2)	13%	(9)	68%	(50)	73
Biden Job Strongly Disapprove	10%	(6)	—	(0)	—	(0)	7%	(4)	13%	(8)	70%	(41)	58
Favorable of Biden	6%	(22)	9%	(35)	2%	(7)	3%	(11)	12%	(46)	70%	(275)	396
Unfavorable of Biden	11%	(12)	1%	(1)	2%	(2)	3%	(4)	13%	(15)	70%	(80)	114
Very Favorable of Biden	9%	(17)	10%	(19)	2%	(5)	4%	(9)	15%	(30)	60%	(121)	201
Somewhat Favorable of Biden	3%	(5)	8%	(16)	1%	(2)	1%	(3)	8%	(16)	79%	(154)	195
Somewhat Unfavorable of Biden	10%	(6)	2%	(1)	2%	(1)	—	(0)	15%	(9)	71%	(44)	61
Very Unfavorable of Biden	11%	(6)	—	(0)	2%	(1)	7%	(4)	10%	(5)	70%	(36)	52
#1 Issue: Economy	7%	(16)	10%	(21)	1%	(3)	4%	(9)	14%	(32)	64%	(142)	223
#1 Issue: Health Care	6%	(4)	8%	(5)	—	(0)	—	(0)	8%	(5)	78%	(50)	64
#1 Issue: Medicare / Social Security	—	(0)	1%	(1)	2%	(1)	3%	(2)	14%	(10)	80%	(57)	71
#1 Issue: Women's Issues	11%	(8)	3%	(3)	7%	(6)	—	(0)	7%	(5)	72%	(55)	77
2020 Vote: Joe Biden	7%	(25)	9%	(30)	2%	(8)	4%	(15)	11%	(40)	66%	(229)	346
2020 Vote: Didn't Vote	7%	(10)	3%	(4)	1%	(1)	—	(0)	11%	(16)	78%	(112)	143

Continued on next page

**Table MCFI1_3: Do you have a favorable or unfavorable opinion of the following?
 Tiffany Aliche (@thebudgetnista)**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	6%	(35)	7%	(37)	2%	(11)	3%	(15)	12%	(63)	71%	(388)	549
2018 House Vote: Democrat	8%	(23)	7%	(20)	2%	(6)	5%	(15)	13%	(40)	65%	(193)	296
2016 Vote: Hillary Clinton	7%	(20)	6%	(18)	3%	(8)	5%	(15)	13%	(39)	67%	(202)	301
2016 Vote: Didn't Vote	7%	(14)	8%	(15)	1%	(3)	—	(1)	9%	(18)	75%	(154)	204
Voted in 2014: Yes	8%	(22)	6%	(19)	2%	(6)	5%	(14)	14%	(41)	65%	(191)	293
Voted in 2014: No	5%	(13)	7%	(18)	2%	(4)	—	(1)	9%	(22)	77%	(197)	255
4-Region: Northeast	8%	(6)	17%	(14)	1%	(1)	—	(0)	7%	(6)	67%	(56)	84
4-Region: Midwest	5%	(4)	1%	(1)	3%	(3)	5%	(4)	12%	(10)	72%	(59)	81
4-Region: South	7%	(22)	6%	(20)	2%	(7)	2%	(5)	12%	(39)	71%	(222)	314
4-Region: West	3%	(2)	3%	(2)	—	(0)	9%	(6)	13%	(9)	72%	(50)	69
2110194	8%	(23)	5%	(14)	3%	(7)	1%	(4)	11%	(31)	71%	(195)	274
2110195	4%	(12)	8%	(22)	1%	(3)	4%	(11)	12%	(32)	70%	(193)	274

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

Table MCFI1_4: Do you have a favorable or unfavorable opinion of the following?
Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(23)	7%	(39)	4%	(20)	3%	(15)	12%	(66)	70%	(385)	549
Gender: Male	3%	(8)	10%	(24)	4%	(9)	6%	(14)	12%	(27)	65%	(150)	232
Gender: Female	5%	(15)	5%	(15)	4%	(11)	1%	(2)	12%	(38)	74%	(235)	316
Age: 18-34	4%	(10)	8%	(16)	9%	(19)	3%	(7)	12%	(25)	64%	(141)	219
Age: 35-44	8%	(8)	12%	(12)	1%	(1)	1%	(1)	13%	(13)	66%	(67)	103
Age: 45-64	1%	(2)	5%	(9)	—	(0)	3%	(5)	14%	(23)	76%	(124)	162
Age: 65+	6%	(4)	3%	(2)	—	(0)	3%	(2)	6%	(4)	81%	(52)	65
GenZers: 1997-2012	3%	(3)	8%	(9)	17%	(19)	1%	(1)	12%	(13)	59%	(66)	111
Millennials: 1981-1996	7%	(12)	8%	(14)	1%	(1)	5%	(8)	14%	(23)	66%	(110)	168
GenXers: 1965-1980	3%	(4)	7%	(9)	—	(0)	3%	(5)	13%	(19)	74%	(106)	143
Baby Boomers: 1946-1964	3%	(4)	5%	(6)	—	(0)	2%	(2)	7%	(8)	83%	(101)	122
PID: Dem (no lean)	6%	(22)	8%	(28)	3%	(11)	4%	(13)	13%	(46)	67%	(244)	363
PID: Ind (no lean)	1%	(2)	5%	(8)	5%	(8)	2%	(3)	9%	(15)	78%	(128)	164
PID/Gender: Dem Men	4%	(6)	12%	(17)	5%	(8)	8%	(11)	17%	(26)	54%	(78)	146
PID/Gender: Dem Women	7%	(15)	5%	(11)	1%	(3)	1%	(2)	9%	(20)	76%	(165)	216
PID/Gender: Ind Men	2%	(2)	5%	(4)	2%	(1)	3%	(3)	2%	(2)	86%	(64)	75
PID/Gender: Ind Women	—	(0)	5%	(4)	8%	(7)	—	(0)	15%	(14)	72%	(64)	89
Ideo: Liberal (1-3)	7%	(12)	9%	(14)	5%	(8)	4%	(6)	11%	(18)	64%	(104)	162
Ideo: Moderate (4)	4%	(8)	8%	(16)	4%	(7)	—	(0)	18%	(39)	67%	(144)	214
Ideo: Conservative (5-7)	2%	(1)	8%	(6)	5%	(4)	12%	(9)	4%	(3)	70%	(51)	74
Educ: < College	4%	(16)	6%	(23)	4%	(18)	2%	(9)	11%	(45)	73%	(302)	413
Educ: Bachelors degree	5%	(4)	9%	(8)	1%	(1)	7%	(6)	15%	(13)	62%	(53)	85
Educ: Post-grad	5%	(3)	17%	(9)	2%	(1)	1%	(1)	15%	(8)	59%	(30)	51
Income: Under 50k	3%	(13)	5%	(18)	2%	(9)	2%	(8)	13%	(46)	74%	(271)	364
Income: 50k-100k	6%	(8)	9%	(12)	8%	(10)	5%	(7)	10%	(14)	62%	(85)	136
Ethnicity: Black	4%	(23)	7%	(39)	4%	(20)	3%	(15)	12%	(66)	70%	(385)	549
All Christian	6%	(11)	11%	(19)	—	(0)	4%	(7)	13%	(21)	66%	(112)	170
Agnostic/Nothing in particular	—	(1)	4%	(7)	4%	(8)	3%	(6)	12%	(20)	76%	(134)	175
Something Else	3%	(6)	7%	(12)	3%	(5)	1%	(2)	14%	(24)	71%	(119)	168
Evangelical	5%	(11)	8%	(16)	1%	(2)	3%	(7)	14%	(28)	69%	(138)	201
Non-Evangelical	4%	(6)	11%	(15)	2%	(3)	2%	(2)	13%	(17)	68%	(92)	135

Continued on next page

Table MCFI1_4: Do you have a favorable or unfavorable opinion of the following?
 Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(23)	7%	(39)	4%	(20)	3%	(15)	12%	(66)	70%	(385)	549
Community: Urban	4%	(10)	7%	(17)	2%	(4)	3%	(8)	11%	(27)	73%	(179)	244
Community: Suburban	5%	(11)	9%	(19)	4%	(9)	2%	(4)	17%	(36)	64%	(139)	218
Community: Rural	2%	(2)	3%	(3)	9%	(8)	4%	(4)	3%	(3)	78%	(67)	87
Employ: Private Sector	5%	(7)	13%	(20)	4%	(7)	4%	(6)	11%	(16)	63%	(95)	150
Employ: Self-Employed	2%	(1)	11%	(7)	12%	(7)	9%	(6)	7%	(5)	60%	(39)	64
Employ: Retired	4%	(3)	2%	(2)	—	(0)	4%	(3)	6%	(5)	83%	(65)	78
Employ: Unemployed	1%	(1)	7%	(5)	—	(0)	—	(0)	14%	(11)	78%	(62)	80
Employ: Other	4%	(3)	—	(0)	—	(0)	—	(0)	18%	(12)	77%	(51)	66
Military HH: Yes	5%	(5)	7%	(6)	2%	(2)	1%	(1)	14%	(12)	71%	(61)	86
Military HH: No	4%	(19)	7%	(33)	4%	(19)	3%	(15)	12%	(54)	70%	(324)	462
RD/WT: Right Direction	6%	(16)	7%	(19)	4%	(12)	4%	(11)	10%	(29)	69%	(195)	282
RD/WT: Wrong Track	3%	(7)	7%	(20)	3%	(9)	2%	(5)	14%	(37)	71%	(190)	267
Biden Job Approve	5%	(17)	7%	(27)	4%	(15)	3%	(11)	11%	(42)	70%	(256)	366
Biden Job Disapprove	4%	(6)	8%	(10)	4%	(6)	4%	(5)	13%	(18)	66%	(87)	131
Biden Job Strongly Approve	5%	(10)	9%	(17)	6%	(11)	6%	(11)	11%	(20)	62%	(110)	177
Biden Job Somewhat Approve	4%	(7)	5%	(10)	2%	(4)	—	(0)	12%	(22)	77%	(146)	189
Biden Job Somewhat Disapprove	4%	(3)	9%	(7)	8%	(6)	1%	(1)	21%	(16)	57%	(42)	73
Biden Job Strongly Disapprove	5%	(3)	6%	(4)	—	(0)	7%	(4)	4%	(2)	78%	(45)	58
Favorable of Biden	5%	(19)	8%	(33)	4%	(15)	3%	(12)	11%	(44)	69%	(273)	396
Unfavorable of Biden	4%	(4)	4%	(5)	5%	(6)	3%	(4)	14%	(16)	70%	(80)	114
Very Favorable of Biden	8%	(15)	10%	(20)	6%	(12)	4%	(8)	11%	(22)	61%	(123)	201
Somewhat Favorable of Biden	2%	(4)	7%	(13)	2%	(3)	2%	(4)	11%	(22)	77%	(150)	195
Somewhat Unfavorable of Biden	2%	(1)	2%	(1)	9%	(6)	—	(0)	23%	(14)	64%	(39)	61
Very Unfavorable of Biden	6%	(3)	7%	(4)	—	(0)	7%	(4)	2%	(1)	78%	(40)	52
#1 Issue: Economy	6%	(13)	9%	(19)	4%	(8)	4%	(8)	9%	(21)	69%	(155)	223
#1 Issue: Health Care	8%	(5)	12%	(8)	3%	(2)	—	(0)	8%	(5)	69%	(44)	64
#1 Issue: Medicare / Social Security	—	(0)	2%	(2)	2%	(1)	3%	(2)	12%	(9)	81%	(58)	71
#1 Issue: Women's Issues	2%	(2)	6%	(5)	10%	(8)	3%	(3)	11%	(9)	67%	(52)	77
2020 Vote: Joe Biden	6%	(19)	9%	(32)	4%	(15)	4%	(15)	10%	(35)	66%	(229)	346
2020 Vote: Didn't Vote	2%	(2)	4%	(6)	4%	(6)	—	(0)	15%	(21)	75%	(108)	143

Continued on next page

Table MCFI1_4: Do you have a favorable or unfavorable opinion of the following?
Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(23)	7%	(39)	4%	(20)	3%	(15)	12%	(66)	70%	(385)	549
2018 House Vote: Democrat	6%	(18)	9%	(27)	2%	(7)	5%	(15)	11%	(34)	66%	(194)	296
2016 Vote: Hillary Clinton	6%	(18)	9%	(27)	2%	(7)	5%	(15)	12%	(36)	66%	(198)	301
2016 Vote: Didn't Vote	2%	(5)	6%	(11)	7%	(13)	—	(1)	13%	(26)	73%	(148)	204
Voted in 2014: Yes	6%	(19)	7%	(22)	2%	(5)	5%	(15)	13%	(39)	66%	(195)	293
Voted in 2014: No	2%	(5)	7%	(17)	6%	(15)	—	(1)	11%	(27)	75%	(190)	255
4-Region: Northeast	4%	(3)	13%	(11)	10%	(9)	3%	(3)	8%	(7)	63%	(52)	84
4-Region: Midwest	2%	(2)	7%	(6)	2%	(2)	5%	(4)	9%	(7)	74%	(60)	81
4-Region: South	5%	(15)	6%	(20)	3%	(9)	1%	(5)	13%	(41)	71%	(224)	314
4-Region: West	5%	(4)	3%	(2)	1%	(1)	6%	(4)	16%	(11)	69%	(48)	69
2110194	3%	(9)	6%	(17)	6%	(17)	3%	(8)	12%	(32)	70%	(192)	274
2110195	5%	(15)	8%	(22)	1%	(3)	3%	(7)	12%	(34)	70%	(193)	274

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

Table MCFI1_5: Do you have a favorable or unfavorable opinion of the following?
 Tonya Rapley (@MyFabFinance)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	5%	(25)	6%	(30)	2%	(11)	4%	(20)	10%	(57)	74%	(405)	549
Gender: Male	4%	(8)	6%	(14)	3%	(6)	7%	(17)	12%	(27)	69%	(160)	232
Gender: Female	5%	(17)	5%	(17)	1%	(5)	1%	(3)	9%	(30)	77%	(245)	316
Age: 18-34	6%	(14)	10%	(22)	3%	(6)	3%	(7)	8%	(18)	70%	(152)	219
Age: 35-44	7%	(8)	5%	(5)	4%	(4)	6%	(7)	11%	(11)	66%	(68)	103
Age: 45-64	2%	(2)	2%	(4)	—	(0)	4%	(6)	13%	(20)	80%	(130)	162
Age: 65+	2%	(1)	—	(0)	—	(0)	2%	(1)	11%	(7)	85%	(55)	65
GenZers: 1997-2012	10%	(11)	11%	(12)	6%	(6)	5%	(6)	6%	(7)	63%	(69)	111
Millennials: 1981-1996	6%	(9)	6%	(10)	3%	(4)	4%	(7)	10%	(17)	72%	(120)	168
GenXers: 1965-1980	2%	(3)	5%	(7)	—	(0)	4%	(6)	13%	(19)	75%	(108)	143
Baby Boomers: 1946-1964	2%	(2)	1%	(1)	—	(0)	1%	(1)	12%	(14)	85%	(104)	122
PID: Dem (no lean)	4%	(13)	6%	(22)	2%	(6)	5%	(19)	13%	(47)	70%	(254)	363
PID: Ind (no lean)	6%	(10)	3%	(5)	—	(0)	—	(0)	6%	(10)	85%	(139)	164
PID/Gender: Dem Men	5%	(7)	7%	(10)	2%	(4)	12%	(17)	17%	(25)	57%	(84)	146
PID/Gender: Dem Women	3%	(6)	6%	(13)	1%	(3)	1%	(2)	10%	(22)	79%	(170)	216
PID/Gender: Ind Men	1%	(1)	3%	(2)	—	(0)	—	(0)	2%	(2)	93%	(70)	75
PID/Gender: Ind Women	11%	(9)	3%	(2)	—	(0)	—	(0)	9%	(8)	78%	(69)	89
Ideo: Liberal (1-3)	5%	(9)	8%	(13)	1%	(1)	5%	(8)	10%	(16)	71%	(116)	162
Ideo: Moderate (4)	4%	(8)	6%	(14)	2%	(5)	2%	(4)	13%	(29)	72%	(155)	214
Ideo: Conservative (5-7)	11%	(8)	2%	(2)	2%	(2)	10%	(7)	12%	(9)	62%	(46)	74
Educ: < College	5%	(19)	5%	(21)	3%	(11)	4%	(18)	10%	(42)	73%	(303)	413
Educ: Bachelors degree	4%	(4)	6%	(5)	—	(0)	3%	(2)	12%	(10)	76%	(64)	85
Educ: Post-grad	6%	(3)	10%	(5)	—	(0)	—	(0)	10%	(5)	74%	(37)	51
Income: Under 50k	5%	(19)	4%	(14)	2%	(8)	2%	(7)	12%	(42)	75%	(274)	364
Income: 50k-100k	2%	(3)	7%	(9)	2%	(3)	8%	(11)	5%	(7)	76%	(103)	136
Ethnicity: Black	5%	(25)	6%	(30)	2%	(11)	4%	(20)	10%	(57)	74%	(405)	549
All Christian	4%	(8)	9%	(16)	—	(0)	5%	(8)	14%	(24)	67%	(114)	170
Agnostic/Nothing in particular	4%	(8)	1%	(2)	2%	(4)	—	(1)	8%	(13)	84%	(148)	175
Something Else	3%	(5)	6%	(10)	3%	(5)	3%	(5)	10%	(18)	75%	(125)	168
Evangelical	4%	(8)	8%	(16)	2%	(4)	4%	(9)	13%	(27)	68%	(136)	201
Non-Evangelical	3%	(4)	7%	(10)	1%	(1)	3%	(4)	11%	(15)	75%	(102)	135

Continued on next page

Table MCFI1_5: Do you have a favorable or unfavorable opinion of the following?
Tonya Rapley (@MyFabFinance)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	5%	(25)	6%	(30)	2%	(11)	4%	(20)	10%	(57)	74%	(405)	549
Community: Urban	4%	(9)	5%	(11)	1%	(3)	2%	(4)	13%	(33)	75%	(184)	244
Community: Suburban	4%	(8)	8%	(16)	2%	(4)	5%	(12)	9%	(19)	73%	(158)	218
Community: Rural	11%	(9)	3%	(3)	3%	(3)	4%	(4)	5%	(5)	73%	(63)	87
Employ: Private Sector	3%	(5)	9%	(14)	1%	(2)	8%	(12)	9%	(14)	68%	(102)	150
Employ: Self-Employed	11%	(7)	10%	(7)	8%	(5)	1%	(1)	7%	(4)	62%	(40)	64
Employ: Retired	2%	(1)	—	(0)	—	(0)	3%	(2)	11%	(8)	85%	(66)	78
Employ: Unemployed	4%	(3)	4%	(3)	3%	(2)	2%	(2)	14%	(11)	73%	(58)	80
Employ: Other	4%	(3)	1%	(1)	—	(0)	4%	(2)	11%	(7)	80%	(53)	66
Military HH: Yes	3%	(3)	9%	(8)	2%	(2)	1%	(1)	5%	(4)	80%	(68)	86
Military HH: No	5%	(23)	5%	(23)	2%	(9)	4%	(19)	11%	(53)	73%	(337)	462
RD/WT: Right Direction	5%	(13)	6%	(17)	1%	(3)	4%	(11)	13%	(38)	71%	(200)	282
RD/WT: Wrong Track	5%	(13)	5%	(14)	3%	(8)	3%	(9)	7%	(19)	77%	(205)	267
Biden Job Approve	4%	(15)	7%	(24)	1%	(3)	3%	(13)	11%	(39)	74%	(272)	366
Biden Job Disapprove	6%	(8)	5%	(6)	6%	(8)	6%	(7)	10%	(13)	68%	(89)	131
Biden Job Strongly Approve	7%	(12)	5%	(9)	—	(0)	5%	(10)	16%	(28)	67%	(119)	177
Biden Job Somewhat Approve	2%	(3)	8%	(16)	2%	(3)	2%	(3)	6%	(11)	81%	(153)	189
Biden Job Somewhat Disapprove	6%	(5)	5%	(4)	11%	(8)	5%	(3)	14%	(10)	60%	(44)	73
Biden Job Strongly Disapprove	5%	(3)	4%	(2)	—	(0)	7%	(4)	6%	(3)	78%	(45)	58
Favorable of Biden	4%	(17)	6%	(23)	2%	(9)	4%	(16)	11%	(42)	73%	(288)	396
Unfavorable of Biden	7%	(8)	5%	(5)	1%	(1)	3%	(4)	11%	(12)	73%	(83)	114
Very Favorable of Biden	7%	(14)	7%	(15)	2%	(4)	5%	(10)	14%	(27)	65%	(131)	201
Somewhat Favorable of Biden	1%	(3)	5%	(9)	3%	(6)	3%	(6)	7%	(15)	80%	(157)	195
Somewhat Unfavorable of Biden	7%	(5)	3%	(2)	2%	(1)	—	(0)	19%	(11)	69%	(43)	61
Very Unfavorable of Biden	6%	(3)	6%	(3)	—	(0)	7%	(4)	2%	(1)	78%	(41)	52
#1 Issue: Economy	3%	(6)	7%	(15)	2%	(4)	6%	(13)	13%	(30)	70%	(156)	223
#1 Issue: Health Care	8%	(5)	6%	(4)	3%	(2)	1%	(1)	4%	(3)	78%	(50)	64
#1 Issue: Medicare / Social Security	—	(0)	2%	(1)	2%	(1)	5%	(4)	15%	(11)	76%	(55)	71
#1 Issue: Women's Issues	14%	(11)	7%	(5)	1%	(1)	—	(0)	4%	(3)	74%	(57)	77
2020 Vote: Joe Biden	4%	(15)	7%	(25)	2%	(6)	5%	(18)	12%	(42)	69%	(240)	346
2020 Vote: Didn't Vote	5%	(8)	3%	(4)	3%	(5)	2%	(2)	8%	(12)	78%	(112)	143

Continued on next page

Table MCFI1_5: Do you have a favorable or unfavorable opinion of the following?

Tonya Rapley (@MyFabFinance)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	5%	(25)	6%	(30)	2%	(11)	4%	(20)	10%	(57)	74%	(405)	549
2018 House Vote: Democrat	4%	(12)	7%	(20)	3%	(8)	3%	(10)	14%	(40)	70%	(206)	296
2016 Vote: Hillary Clinton	5%	(15)	6%	(17)	2%	(7)	4%	(11)	13%	(40)	70%	(210)	301
2016 Vote: Didn't Vote	4%	(9)	6%	(12)	2%	(3)	4%	(9)	8%	(16)	76%	(155)	204
Voted in 2014: Yes	5%	(14)	7%	(20)	2%	(5)	3%	(10)	12%	(36)	71%	(209)	293
Voted in 2014: No	5%	(12)	4%	(11)	2%	(6)	4%	(10)	8%	(21)	77%	(196)	255
4-Region: Northeast	7%	(6)	5%	(4)	3%	(3)	7%	(6)	7%	(6)	71%	(59)	84
4-Region: Midwest	4%	(3)	6%	(5)	1%	(1)	2%	(2)	14%	(11)	73%	(60)	81
4-Region: South	4%	(13)	7%	(22)	2%	(7)	3%	(9)	10%	(33)	74%	(232)	314
4-Region: West	5%	(4)	—	(0)	—	(0)	6%	(4)	10%	(7)	79%	(55)	69
2110194	6%	(17)	5%	(15)	2%	(5)	3%	(7)	11%	(31)	73%	(199)	274
2110195	3%	(9)	6%	(16)	2%	(5)	5%	(13)	9%	(26)	75%	(206)	274

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

Table MCFI1_6: Do you have a favorable or unfavorable opinion of the following?
Anthony O'Neal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	8%	(43)	9%	(47)	5%	(27)	2%	(12)	18%	(96)	59%	(323)	549
Gender: Male	11%	(26)	9%	(20)	7%	(15)	4%	(9)	16%	(37)	54%	(125)	232
Gender: Female	5%	(17)	9%	(27)	4%	(11)	1%	(2)	19%	(60)	63%	(199)	316
Age: 18-34	10%	(22)	8%	(18)	8%	(18)	2%	(5)	14%	(31)	57%	(124)	219
Age: 35-44	12%	(12)	11%	(11)	6%	(6)	2%	(2)	22%	(23)	47%	(49)	103
Age: 45-64	4%	(6)	9%	(15)	1%	(1)	3%	(5)	20%	(33)	63%	(102)	162
Age: 65+	5%	(3)	4%	(3)	2%	(1)	—	(0)	14%	(9)	75%	(48)	65
GenZers: 1997-2012	11%	(12)	12%	(13)	15%	(17)	1%	(1)	9%	(10)	53%	(58)	111
Millennials: 1981-1996	10%	(17)	6%	(9)	4%	(6)	3%	(5)	22%	(36)	56%	(95)	168
GenXers: 1965-1980	4%	(6)	11%	(16)	2%	(3)	4%	(6)	24%	(34)	55%	(79)	143
Baby Boomers: 1946-1964	7%	(9)	7%	(9)	1%	(1)	—	(0)	12%	(14)	73%	(89)	122
PID: Dem (no lean)	9%	(33)	7%	(24)	6%	(20)	2%	(9)	20%	(74)	56%	(203)	363
PID: Ind (no lean)	4%	(6)	13%	(21)	2%	(3)	2%	(3)	13%	(21)	67%	(109)	164
PID/Gender: Dem Men	15%	(22)	7%	(10)	8%	(12)	5%	(7)	20%	(29)	45%	(66)	146
PID/Gender: Dem Women	5%	(11)	6%	(14)	4%	(8)	1%	(2)	21%	(44)	63%	(137)	216
PID/Gender: Ind Men	2%	(2)	13%	(10)	1%	(1)	3%	(3)	10%	(7)	70%	(52)	75
PID/Gender: Ind Women	5%	(5)	13%	(12)	2%	(2)	—	(0)	15%	(14)	64%	(57)	89
Ideo: Liberal (1-3)	8%	(14)	10%	(16)	8%	(13)	2%	(4)	16%	(26)	56%	(90)	162
Ideo: Moderate (4)	8%	(17)	10%	(22)	3%	(6)	—	(0)	23%	(49)	56%	(120)	214
Ideo: Conservative (5-7)	14%	(11)	7%	(5)	4%	(3)	9%	(6)	4%	(3)	62%	(45)	74
Educ: < College	8%	(31)	9%	(36)	5%	(22)	2%	(6)	18%	(73)	59%	(245)	413
Educ: Bachelors degree	9%	(8)	8%	(6)	2%	(1)	4%	(4)	20%	(17)	57%	(49)	85
Educ: Post-grad	8%	(4)	9%	(5)	7%	(4)	3%	(1)	13%	(6)	59%	(30)	51
Income: Under 50k	6%	(23)	9%	(32)	5%	(16)	1%	(5)	19%	(71)	59%	(217)	364
Income: 50k-100k	10%	(14)	7%	(10)	6%	(7)	4%	(6)	11%	(15)	62%	(84)	136
Ethnicity: Black	8%	(43)	9%	(47)	5%	(27)	2%	(12)	18%	(96)	59%	(323)	549
All Christian	15%	(25)	5%	(9)	3%	(5)	3%	(6)	18%	(31)	56%	(94)	170
Agnostic/Nothing in particular	5%	(10)	5%	(9)	4%	(6)	2%	(3)	19%	(33)	65%	(114)	175
Something Else	5%	(8)	13%	(22)	5%	(9)	—	(1)	17%	(29)	59%	(99)	168
Evangelical	7%	(13)	10%	(19)	5%	(11)	3%	(7)	22%	(45)	53%	(106)	201
Non-Evangelical	14%	(20)	8%	(11)	2%	(3)	—	(0)	11%	(15)	63%	(86)	135

Continued on next page

Table MCFI1_6: Do you have a favorable or unfavorable opinion of the following?
 Anthony O'Neal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	8%	(43)	9%	(47)	5%	(27)	2%	(12)	18%	(96)	59%	(323)	549
Community: Urban	8%	(19)	10%	(25)	3%	(8)	2%	(5)	15%	(37)	61%	(149)	244
Community: Suburban	9%	(19)	7%	(15)	6%	(14)	1%	(2)	18%	(39)	59%	(128)	218
Community: Rural	7%	(6)	8%	(7)	6%	(5)	4%	(4)	23%	(20)	52%	(45)	87
Employ: Private Sector	11%	(16)	12%	(18)	7%	(10)	4%	(6)	12%	(18)	54%	(81)	150
Employ: Self-Employed	15%	(9)	7%	(4)	7%	(4)	5%	(3)	26%	(17)	40%	(26)	64
Employ: Retired	8%	(6)	3%	(2)	2%	(1)	1%	(1)	9%	(7)	77%	(60)	78
Employ: Unemployed	2%	(2)	11%	(9)	6%	(5)	—	(0)	26%	(20)	54%	(43)	80
Employ: Other	—	(0)	8%	(5)	—	(0)	—	(0)	24%	(16)	68%	(45)	66
Military HH: Yes	9%	(8)	11%	(9)	2%	(2)	1%	(1)	16%	(14)	61%	(52)	86
Military HH: No	8%	(35)	8%	(38)	5%	(25)	2%	(11)	18%	(83)	59%	(271)	462
RD/WT: Right Direction	11%	(31)	9%	(25)	3%	(10)	2%	(5)	21%	(58)	54%	(153)	282
RD/WT: Wrong Track	5%	(12)	9%	(23)	6%	(17)	2%	(6)	14%	(38)	64%	(170)	267
Biden Job Approve	9%	(34)	9%	(34)	4%	(14)	2%	(6)	22%	(79)	54%	(199)	366
Biden Job Disapprove	7%	(9)	8%	(11)	9%	(11)	4%	(6)	10%	(13)	63%	(82)	131
Biden Job Strongly Approve	13%	(23)	6%	(10)	7%	(12)	3%	(6)	22%	(39)	49%	(86)	177
Biden Job Somewhat Approve	6%	(10)	13%	(24)	1%	(3)	—	(0)	21%	(39)	60%	(113)	189
Biden Job Somewhat Disapprove	6%	(5)	7%	(5)	15%	(11)	1%	(1)	16%	(12)	54%	(40)	73
Biden Job Strongly Disapprove	7%	(4)	10%	(6)	—	(0)	8%	(5)	2%	(1)	73%	(42)	58
Favorable of Biden	8%	(32)	9%	(34)	5%	(21)	2%	(7)	21%	(81)	56%	(220)	396
Unfavorable of Biden	9%	(10)	10%	(11)	4%	(4)	4%	(5)	9%	(10)	65%	(73)	114
Very Favorable of Biden	14%	(28)	9%	(18)	7%	(15)	2%	(3)	21%	(42)	48%	(95)	201
Somewhat Favorable of Biden	2%	(4)	9%	(17)	3%	(7)	2%	(4)	20%	(40)	64%	(125)	195
Somewhat Unfavorable of Biden	9%	(6)	13%	(8)	6%	(4)	—	(0)	14%	(9)	57%	(35)	61
Very Unfavorable of Biden	8%	(4)	6%	(3)	2%	(1)	9%	(5)	2%	(1)	73%	(38)	52
#1 Issue: Economy	9%	(20)	9%	(21)	5%	(12)	2%	(6)	20%	(44)	54%	(121)	223
#1 Issue: Health Care	10%	(6)	8%	(5)	3%	(2)	1%	(1)	16%	(10)	62%	(40)	64
#1 Issue: Medicare / Social Security	4%	(3)	10%	(7)	2%	(1)	—	(0)	19%	(13)	66%	(47)	71
#1 Issue: Women's Issues	11%	(9)	8%	(6)	8%	(6)	3%	(3)	13%	(10)	57%	(44)	77
2020 Vote: Joe Biden	10%	(34)	10%	(35)	5%	(16)	3%	(12)	21%	(71)	51%	(178)	346
2020 Vote: Didn't Vote	3%	(5)	7%	(10)	7%	(11)	—	(0)	14%	(20)	69%	(98)	143

Continued on next page

Table MCFI1_6: Do you have a favorable or unfavorable opinion of the following?
Anthony O’Neal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	8%	(43)	9%	(47)	5%	(27)	2%	(12)	18%	(96)	59%	(323)	549
2018 House Vote: Democrat	9%	(26)	9%	(28)	5%	(14)	4%	(11)	20%	(59)	54%	(158)	296
2016 Vote: Hillary Clinton	9%	(28)	9%	(26)	4%	(12)	3%	(10)	22%	(65)	53%	(160)	301
2016 Vote: Didn’t Vote	6%	(11)	10%	(20)	7%	(14)	1%	(1)	14%	(29)	63%	(129)	204
Voted in 2014: Yes	10%	(30)	8%	(23)	3%	(9)	3%	(9)	18%	(54)	57%	(168)	293
Voted in 2014: No	5%	(13)	10%	(24)	7%	(18)	1%	(2)	17%	(42)	61%	(156)	255
4-Region: Northeast	9%	(7)	16%	(14)	10%	(8)	3%	(3)	5%	(4)	57%	(48)	84
4-Region: Midwest	13%	(10)	9%	(7)	5%	(4)	1%	(1)	21%	(17)	51%	(42)	81
4-Region: South	7%	(23)	6%	(20)	5%	(14)	1%	(5)	21%	(66)	59%	(186)	314
4-Region: West	3%	(2)	8%	(6)	—	(0)	6%	(4)	14%	(10)	69%	(48)	69
2110194	8%	(21)	8%	(21)	6%	(17)	2%	(5)	18%	(49)	59%	(161)	274
2110195	8%	(22)	10%	(26)	3%	(9)	2%	(7)	17%	(48)	59%	(163)	274

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

Table MCFI1_7: Do you have a favorable or unfavorable opinion of the following?
 Charli and Dixie D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	3%	(19)	9%	(48)	5%	(25)	11%	(58)	16%	(87)	57%	(311)	549
Gender: Male	4%	(10)	9%	(20)	5%	(12)	11%	(26)	15%	(36)	56%	(129)	232
Gender: Female	3%	(9)	9%	(28)	4%	(14)	10%	(32)	16%	(51)	58%	(182)	316
Age: 18-34	6%	(14)	10%	(22)	9%	(19)	20%	(43)	17%	(37)	38%	(84)	219
Age: 35-44	4%	(5)	15%	(15)	3%	(4)	6%	(6)	23%	(23)	48%	(50)	103
Age: 45-64	1%	(1)	6%	(10)	1%	(1)	5%	(8)	12%	(20)	75%	(122)	162
Age: 65+	—	(0)	1%	(1)	2%	(1)	2%	(1)	9%	(6)	86%	(56)	65
GenZers: 1997-2012	9%	(10)	12%	(13)	17%	(19)	29%	(32)	19%	(21)	15%	(16)	111
Millennials: 1981-1996	4%	(7)	11%	(18)	3%	(4)	8%	(14)	18%	(31)	56%	(94)	168
GenXers: 1965-1980	2%	(3)	7%	(10)	1%	(1)	8%	(11)	17%	(24)	66%	(94)	143
Baby Boomers: 1946-1964	—	(0)	5%	(6)	1%	(1)	1%	(1)	8%	(10)	85%	(104)	122
PID: Dem (no lean)	4%	(13)	9%	(33)	3%	(10)	10%	(37)	17%	(63)	57%	(207)	363
PID: Ind (no lean)	3%	(6)	7%	(12)	8%	(12)	12%	(20)	12%	(20)	57%	(93)	164
PID/Gender: Dem Men	4%	(7)	11%	(17)	5%	(7)	13%	(20)	21%	(31)	45%	(65)	146
PID/Gender: Dem Women	3%	(6)	8%	(17)	2%	(3)	8%	(17)	15%	(32)	65%	(141)	216
PID/Gender: Ind Men	4%	(3)	4%	(3)	3%	(2)	8%	(6)	6%	(4)	75%	(56)	75
PID/Gender: Ind Women	3%	(3)	10%	(9)	12%	(10)	15%	(14)	18%	(16)	42%	(37)	89
Ideo: Liberal (1-3)	6%	(10)	6%	(10)	4%	(7)	13%	(21)	14%	(22)	56%	(91)	162
Ideo: Moderate (4)	3%	(6)	14%	(29)	2%	(5)	6%	(13)	20%	(43)	55%	(117)	214
Ideo: Conservative (5-7)	4%	(3)	7%	(5)	1%	(1)	11%	(8)	11%	(8)	65%	(48)	74
Educ: < College	3%	(11)	9%	(39)	5%	(21)	11%	(46)	17%	(69)	55%	(228)	413
Educ: Bachelors degree	7%	(6)	5%	(4)	3%	(2)	7%	(6)	12%	(10)	66%	(56)	85
Educ: Post-grad	5%	(2)	11%	(5)	3%	(2)	12%	(6)	15%	(7)	54%	(28)	51
Income: Under 50k	2%	(8)	7%	(25)	6%	(20)	10%	(37)	19%	(68)	57%	(207)	364
Income: 50k-100k	4%	(6)	11%	(15)	4%	(5)	13%	(18)	10%	(13)	58%	(79)	136
Ethnicity: Black	3%	(19)	9%	(48)	5%	(25)	11%	(58)	16%	(87)	57%	(311)	549
All Christian	3%	(5)	10%	(16)	1%	(2)	8%	(13)	17%	(30)	61%	(103)	170
Agnostic/Nothing in particular	2%	(3)	5%	(8)	6%	(10)	12%	(21)	16%	(28)	60%	(105)	175
Something Else	3%	(5)	11%	(19)	7%	(11)	9%	(14)	13%	(21)	58%	(97)	168
Evangelical	2%	(5)	10%	(19)	5%	(10)	10%	(19)	12%	(24)	61%	(123)	201
Non-Evangelical	4%	(6)	11%	(15)	2%	(3)	6%	(8)	20%	(27)	57%	(76)	135

Continued on next page

Table MCFI1_7: Do you have a favorable or unfavorable opinion of the following?

Charli and Dixie D’Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	3%	(19)	9%	(48)	5%	(25)	11%	(58)	16%	(87)	57%	(311)	549
Community: Urban	3%	(7)	7%	(17)	3%	(7)	8%	(19)	18%	(44)	61%	(150)	244
Community: Suburban	5%	(10)	11%	(25)	6%	(14)	12%	(26)	14%	(31)	52%	(112)	218
Community: Rural	2%	(2)	7%	(6)	5%	(5)	15%	(13)	13%	(11)	57%	(49)	87
Employ: Private Sector	6%	(8)	12%	(18)	2%	(4)	15%	(22)	13%	(19)	53%	(79)	150
Employ: Self-Employed	3%	(2)	15%	(9)	8%	(5)	8%	(5)	14%	(9)	52%	(33)	64
Employ: Retired	—	(0)	4%	(3)	2%	(1)	3%	(2)	9%	(7)	83%	(65)	78
Employ: Unemployed	1%	(1)	4%	(3)	6%	(5)	7%	(6)	25%	(20)	56%	(45)	80
Employ: Other	1%	(1)	3%	(2)	1%	(1)	9%	(6)	20%	(13)	66%	(44)	66
Military HH: Yes	3%	(3)	13%	(11)	—	(0)	7%	(6)	11%	(10)	66%	(57)	86
Military HH: No	4%	(17)	8%	(37)	5%	(25)	11%	(52)	17%	(77)	55%	(255)	462
RD/WT: Right Direction	3%	(8)	10%	(28)	3%	(9)	7%	(19)	17%	(47)	61%	(171)	282
RD/WT: Wrong Track	4%	(11)	7%	(20)	6%	(16)	15%	(40)	15%	(40)	53%	(140)	267
Biden Job Approve	4%	(14)	10%	(37)	4%	(14)	8%	(28)	15%	(55)	60%	(219)	366
Biden Job Disapprove	4%	(6)	6%	(8)	6%	(8)	15%	(19)	17%	(22)	52%	(69)	131
Biden Job Strongly Approve	4%	(7)	10%	(17)	3%	(6)	8%	(15)	15%	(27)	59%	(105)	177
Biden Job Somewhat Approve	3%	(7)	10%	(20)	4%	(8)	7%	(13)	15%	(28)	60%	(113)	189
Biden Job Somewhat Disapprove	—	(0)	7%	(5)	10%	(8)	21%	(15)	27%	(20)	34%	(25)	73
Biden Job Strongly Disapprove	10%	(6)	5%	(3)	1%	(1)	7%	(4)	3%	(2)	75%	(43)	58
Favorable of Biden	3%	(14)	10%	(40)	5%	(20)	9%	(34)	15%	(61)	57%	(227)	396
Unfavorable of Biden	5%	(6)	6%	(7)	5%	(5)	14%	(16)	16%	(18)	54%	(62)	114
Very Favorable of Biden	5%	(9)	12%	(25)	1%	(2)	10%	(20)	13%	(26)	59%	(117)	201
Somewhat Favorable of Biden	2%	(4)	8%	(15)	9%	(17)	7%	(14)	18%	(35)	56%	(110)	195
Somewhat Unfavorable of Biden	—	(0)	7%	(4)	7%	(5)	18%	(11)	26%	(16)	42%	(26)	61
Very Unfavorable of Biden	11%	(6)	5%	(3)	1%	(1)	10%	(5)	4%	(2)	70%	(36)	52
#1 Issue: Economy	5%	(11)	11%	(24)	4%	(8)	9%	(21)	14%	(32)	57%	(127)	223
#1 Issue: Health Care	3%	(2)	13%	(8)	5%	(3)	9%	(6)	13%	(8)	57%	(37)	64
#1 Issue: Medicare / Social Security	—	(0)	4%	(3)	3%	(2)	—	(0)	16%	(11)	77%	(55)	71
#1 Issue: Women’s Issues	4%	(3)	6%	(5)	7%	(6)	19%	(15)	25%	(19)	38%	(29)	77
2020 Vote: Joe Biden	4%	(14)	11%	(38)	3%	(11)	9%	(30)	14%	(50)	59%	(203)	346
2020 Vote: Didn’t Vote	3%	(4)	5%	(7)	9%	(13)	17%	(24)	21%	(30)	45%	(65)	143

Continued on next page

Table MCFI1_7: Do you have a favorable or unfavorable opinion of the following?*Charli and Dixie D'Amelio*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	3%	(19)	9%	(48)	5%	(25)	11%	(58)	16%	(87)	57%	(311)	549
2018 House Vote: Democrat	3%	(9)	11%	(34)	3%	(9)	9%	(26)	15%	(44)	59%	(175)	296
2016 Vote: Hillary Clinton	3%	(10)	10%	(31)	3%	(8)	6%	(19)	15%	(44)	63%	(188)	301
2016 Vote: Didn't Vote	3%	(6)	7%	(15)	8%	(17)	18%	(37)	19%	(38)	44%	(90)	204
Voted in 2014: Yes	3%	(10)	10%	(29)	2%	(5)	6%	(19)	13%	(39)	65%	(191)	293
Voted in 2014: No	4%	(9)	7%	(19)	8%	(20)	15%	(39)	19%	(48)	47%	(120)	255
4-Region: Northeast	2%	(2)	13%	(11)	5%	(4)	18%	(15)	11%	(9)	51%	(43)	84
4-Region: Midwest	3%	(2)	12%	(10)	5%	(4)	12%	(10)	14%	(12)	54%	(44)	81
4-Region: South	4%	(13)	8%	(26)	5%	(17)	7%	(23)	19%	(60)	56%	(176)	314
4-Region: West	3%	(2)	2%	(1)	1%	(1)	15%	(11)	9%	(6)	69%	(48)	69
2110194	6%	(16)	7%	(18)	4%	(10)	13%	(35)	18%	(50)	53%	(146)	274
2110195	1%	(3)	11%	(30)	6%	(15)	9%	(24)	13%	(37)	60%	(165)	274

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

Table MCF11_8: Do you have a favorable or unfavorable opinion of the following?

Kim Kardashian West

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(106)	25%	(139)	14%	(75)	15%	(84)	23%	(125)	4%	(19)	549
Gender: Male	24%	(56)	28%	(65)	14%	(32)	14%	(33)	18%	(42)	2%	(4)	232
Gender: Female	16%	(50)	23%	(74)	14%	(43)	16%	(51)	26%	(84)	5%	(15)	316
Age: 18-34	21%	(47)	22%	(48)	17%	(37)	15%	(32)	21%	(45)	4%	(10)	219
Age: 35-44	24%	(25)	18%	(18)	12%	(12)	16%	(16)	26%	(26)	5%	(5)	103
Age: 45-64	18%	(30)	34%	(56)	8%	(13)	18%	(29)	20%	(32)	2%	(3)	162
Age: 65+	7%	(5)	26%	(17)	20%	(13)	11%	(7)	33%	(21)	2%	(1)	65
GenZers: 1997-2012	15%	(16)	25%	(27)	22%	(24)	16%	(18)	19%	(21)	4%	(4)	111
Millennials: 1981-1996	27%	(45)	21%	(35)	12%	(21)	15%	(26)	22%	(37)	3%	(6)	168
GenXers: 1965-1980	20%	(29)	23%	(33)	10%	(14)	20%	(28)	22%	(32)	4%	(6)	143
Baby Boomers: 1946-1964	13%	(15)	35%	(42)	11%	(14)	10%	(13)	28%	(35)	3%	(3)	122
PID: Dem (no lean)	20%	(74)	28%	(100)	13%	(48)	14%	(50)	20%	(74)	4%	(16)	363
PID: Ind (no lean)	15%	(25)	23%	(37)	13%	(21)	19%	(31)	28%	(46)	2%	(3)	164
PID/Gender: Dem Men	27%	(39)	28%	(41)	15%	(23)	15%	(22)	13%	(19)	1%	(2)	146
PID/Gender: Dem Women	16%	(35)	27%	(59)	12%	(26)	13%	(28)	26%	(55)	6%	(14)	216
PID/Gender: Ind Men	17%	(13)	29%	(22)	8%	(6)	13%	(10)	29%	(22)	3%	(2)	75
PID/Gender: Ind Women	13%	(12)	17%	(15)	17%	(15)	24%	(21)	27%	(24)	1%	(1)	89
Ideo: Liberal (1-3)	16%	(26)	23%	(37)	23%	(38)	17%	(27)	20%	(32)	2%	(3)	162
Ideo: Moderate (4)	20%	(42)	30%	(64)	12%	(26)	13%	(29)	23%	(49)	2%	(4)	214
Ideo: Conservative (5-7)	27%	(20)	24%	(18)	8%	(6)	15%	(11)	21%	(15)	4%	(3)	74
Educ: < College	22%	(92)	22%	(93)	13%	(55)	15%	(62)	23%	(94)	4%	(18)	413
Educ: Bachelors degree	12%	(10)	35%	(30)	11%	(9)	16%	(14)	24%	(20)	1%	(1)	85
Educ: Post-grad	7%	(3)	33%	(16)	20%	(10)	18%	(9)	22%	(11)	1%	(1)	51
Income: Under 50k	20%	(74)	24%	(89)	13%	(46)	15%	(54)	23%	(84)	5%	(18)	364
Income: 50k-100k	17%	(23)	25%	(35)	16%	(22)	18%	(25)	23%	(31)	—	(1)	136
Ethnicity: Black	19%	(106)	25%	(139)	14%	(75)	15%	(84)	23%	(125)	4%	(19)	549
All Christian	27%	(45)	26%	(44)	10%	(18)	11%	(18)	25%	(42)	1%	(2)	170
Agnostic/Nothing in particular	17%	(29)	21%	(36)	17%	(30)	15%	(27)	26%	(46)	4%	(7)	175
Something Else	14%	(23)	31%	(53)	11%	(18)	19%	(32)	20%	(34)	5%	(8)	168
Evangelical	17%	(33)	29%	(58)	10%	(20)	18%	(37)	22%	(45)	4%	(8)	201
Non-Evangelical	26%	(35)	28%	(38)	11%	(15)	10%	(13)	23%	(31)	2%	(3)	135

Continued on next page

Table MCFI1_8: Do you have a favorable or unfavorable opinion of the following?
 Kim Kardashian West

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(106)	25%	(139)	14%	(75)	15%	(84)	23%	(125)	4%	(19)	549
Community: Urban	21%	(52)	27%	(67)	12%	(30)	12%	(30)	25%	(61)	2%	(5)	244
Community: Suburban	15%	(32)	24%	(53)	19%	(41)	15%	(33)	22%	(47)	5%	(12)	218
Community: Rural	26%	(22)	23%	(20)	4%	(3)	24%	(21)	20%	(17)	4%	(3)	87
Employ: Private Sector	16%	(24)	35%	(53)	14%	(21)	13%	(20)	21%	(31)	—	(1)	150
Employ: Self-Employed	21%	(14)	31%	(20)	12%	(8)	15%	(9)	17%	(11)	5%	(3)	64
Employ: Retired	18%	(14)	22%	(18)	16%	(13)	11%	(9)	30%	(23)	2%	(1)	78
Employ: Unemployed	23%	(18)	17%	(14)	9%	(8)	18%	(14)	20%	(16)	13%	(10)	80
Employ: Other	11%	(7)	27%	(18)	12%	(8)	18%	(12)	28%	(19)	3%	(2)	66
Military HH: Yes	24%	(21)	27%	(23)	12%	(10)	12%	(10)	21%	(18)	4%	(3)	86
Military HH: No	18%	(85)	25%	(116)	14%	(64)	16%	(74)	23%	(107)	4%	(16)	462
RD/WT: Right Direction	23%	(65)	31%	(88)	10%	(29)	10%	(28)	23%	(66)	2%	(5)	282
RD/WT: Wrong Track	15%	(40)	19%	(51)	17%	(46)	21%	(56)	22%	(60)	5%	(14)	267
Biden Job Approve	24%	(86)	28%	(103)	13%	(47)	11%	(41)	21%	(78)	3%	(11)	366
Biden Job Disapprove	11%	(15)	24%	(32)	17%	(22)	23%	(30)	22%	(29)	3%	(3)	131
Biden Job Strongly Approve	30%	(53)	28%	(50)	10%	(17)	10%	(18)	19%	(34)	2%	(4)	177
Biden Job Somewhat Approve	18%	(33)	28%	(53)	16%	(29)	12%	(23)	23%	(44)	4%	(7)	189
Biden Job Somewhat Disapprove	4%	(3)	25%	(18)	24%	(18)	26%	(19)	19%	(14)	1%	(1)	73
Biden Job Strongly Disapprove	21%	(12)	24%	(14)	8%	(5)	18%	(10)	26%	(15)	4%	(2)	58
Favorable of Biden	23%	(93)	27%	(108)	13%	(53)	13%	(53)	20%	(80)	2%	(10)	396
Unfavorable of Biden	11%	(12)	27%	(31)	18%	(20)	21%	(23)	22%	(25)	1%	(2)	114
Very Favorable of Biden	30%	(61)	28%	(55)	10%	(20)	8%	(17)	21%	(42)	3%	(5)	201
Somewhat Favorable of Biden	16%	(32)	27%	(52)	17%	(33)	18%	(36)	20%	(39)	2%	(4)	195
Somewhat Unfavorable of Biden	—	(0)	32%	(20)	24%	(15)	21%	(13)	21%	(13)	1%	(1)	61
Very Unfavorable of Biden	23%	(12)	21%	(11)	11%	(5)	20%	(10)	24%	(12)	1%	(1)	52
#1 Issue: Economy	20%	(44)	30%	(66)	12%	(28)	14%	(31)	22%	(49)	2%	(5)	223
#1 Issue: Health Care	27%	(17)	22%	(14)	10%	(6)	9%	(6)	29%	(18)	3%	(2)	64
#1 Issue: Medicare / Social Security	16%	(12)	28%	(20)	15%	(10)	16%	(11)	20%	(15)	5%	(3)	71
#1 Issue: Women's Issues	15%	(12)	20%	(15)	14%	(11)	23%	(18)	18%	(14)	9%	(7)	77
2020 Vote: Joe Biden	22%	(75)	28%	(96)	13%	(45)	13%	(46)	23%	(79)	1%	(4)	346
2020 Vote: Didn't Vote	14%	(21)	23%	(33)	17%	(25)	16%	(23)	24%	(35)	5%	(6)	143

Continued on next page

Table MCFI1_8: Do you have a favorable or unfavorable opinion of the following?

Kim Kardashian West

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(106)	25%	(139)	14%	(75)	15%	(84)	23%	(125)	4%	(19)	549
2018 House Vote: Democrat	19%	(57)	26%	(77)	11%	(31)	17%	(51)	25%	(73)	2%	(6)	296
2016 Vote: Hillary Clinton	19%	(56)	26%	(79)	11%	(32)	17%	(51)	25%	(74)	3%	(8)	301
2016 Vote: Didn't Vote	19%	(38)	26%	(54)	18%	(36)	14%	(29)	21%	(43)	2%	(4)	204
Voted in 2014: Yes	21%	(62)	23%	(67)	11%	(33)	17%	(49)	24%	(72)	3%	(10)	293
Voted in 2014: No	17%	(43)	28%	(72)	16%	(41)	14%	(35)	21%	(54)	4%	(10)	255
4-Region: Northeast	23%	(19)	22%	(18)	12%	(10)	20%	(17)	16%	(13)	7%	(6)	84
4-Region: Midwest	22%	(18)	28%	(23)	14%	(12)	13%	(11)	20%	(16)	3%	(2)	81
4-Region: South	19%	(60)	26%	(80)	13%	(40)	13%	(39)	26%	(83)	4%	(11)	314
4-Region: West	12%	(9)	26%	(18)	18%	(13)	25%	(17)	19%	(13)	—	(0)	69
2110194	16%	(44)	23%	(62)	15%	(41)	16%	(45)	26%	(72)	4%	(10)	274
2110195	22%	(62)	28%	(77)	12%	(34)	14%	(39)	19%	(53)	3%	(9)	274

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

Table MCFI1_9: Do you have a favorable or unfavorable opinion of the following?
 Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	21%	(116)	9%	(51)	7%	(40)	24%	(134)	20%	(109)	549
Gender: Male	24%	(56)	28%	(65)	9%	(22)	9%	(20)	20%	(47)	10%	(22)	232
Gender: Female	14%	(44)	16%	(51)	9%	(29)	6%	(19)	27%	(86)	27%	(86)	316
Age: 18-34	22%	(49)	15%	(33)	9%	(20)	10%	(23)	21%	(45)	23%	(50)	219
Age: 35-44	21%	(22)	19%	(19)	11%	(12)	5%	(6)	23%	(24)	20%	(21)	103
Age: 45-64	14%	(23)	25%	(41)	9%	(15)	5%	(9)	27%	(44)	18%	(30)	162
Age: 65+	10%	(7)	35%	(23)	6%	(4)	4%	(2)	32%	(21)	13%	(8)	65
GenZers: 1997-2012	25%	(28)	15%	(17)	9%	(10)	4%	(5)	19%	(22)	26%	(29)	111
Millennials: 1981-1996	21%	(35)	16%	(27)	11%	(19)	13%	(22)	22%	(37)	17%	(29)	168
GenXers: 1965-1980	12%	(17)	24%	(34)	9%	(14)	6%	(9)	26%	(38)	22%	(31)	143
Baby Boomers: 1946-1964	16%	(19)	29%	(36)	7%	(8)	2%	(2)	30%	(37)	16%	(19)	122
PID: Dem (no lean)	18%	(64)	21%	(78)	10%	(35)	7%	(27)	27%	(97)	17%	(63)	363
PID: Ind (no lean)	18%	(30)	18%	(30)	8%	(13)	8%	(13)	21%	(35)	27%	(43)	164
PID/Gender: Dem Men	25%	(37)	26%	(39)	12%	(18)	8%	(12)	21%	(30)	7%	(11)	146
PID/Gender: Dem Women	13%	(27)	18%	(39)	8%	(17)	7%	(15)	31%	(66)	24%	(52)	216
PID/Gender: Ind Men	22%	(16)	28%	(21)	1%	(1)	11%	(8)	23%	(17)	15%	(11)	75
PID/Gender: Ind Women	16%	(14)	10%	(9)	13%	(12)	5%	(4)	20%	(18)	36%	(32)	89
Ideo: Liberal (1-3)	20%	(32)	20%	(33)	17%	(28)	13%	(21)	16%	(26)	13%	(22)	162
Ideo: Moderate (4)	20%	(43)	21%	(44)	8%	(18)	2%	(5)	33%	(71)	15%	(32)	214
Ideo: Conservative (5-7)	14%	(11)	26%	(19)	3%	(2)	12%	(9)	22%	(16)	23%	(17)	74
Educ: < College	19%	(80)	17%	(71)	9%	(38)	7%	(30)	24%	(101)	23%	(94)	413
Educ: Bachelors degree	14%	(11)	31%	(27)	11%	(10)	7%	(6)	26%	(22)	11%	(9)	85
Educ: Post-grad	18%	(9)	37%	(19)	7%	(4)	7%	(4)	21%	(11)	11%	(6)	51
Income: Under 50k	16%	(60)	18%	(66)	8%	(31)	7%	(26)	28%	(103)	21%	(78)	364
Income: 50k-100k	23%	(31)	23%	(32)	14%	(19)	8%	(11)	16%	(21)	16%	(22)	136
Ethnicity: Black	18%	(100)	21%	(116)	9%	(51)	7%	(40)	24%	(134)	20%	(109)	549
All Christian	23%	(38)	26%	(45)	10%	(16)	4%	(7)	29%	(49)	9%	(15)	170
Agnostic/Nothing in particular	12%	(21)	15%	(25)	11%	(19)	12%	(21)	27%	(47)	24%	(42)	175
Something Else	15%	(26)	23%	(38)	9%	(15)	5%	(8)	22%	(36)	27%	(45)	168
Evangelical	18%	(35)	24%	(49)	8%	(17)	4%	(7)	25%	(51)	21%	(42)	201
Non-Evangelical	21%	(29)	25%	(34)	10%	(14)	6%	(8)	25%	(33)	13%	(17)	135

Continued on next page

Table MCFI1_9: Do you have a favorable or unfavorable opinion of the following?

Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	21%	(116)	9%	(51)	7%	(40)	24%	(134)	20%	(109)	549
Community: Urban	14%	(35)	21%	(51)	10%	(24)	10%	(23)	27%	(66)	18%	(45)	244
Community: Suburban	19%	(42)	25%	(55)	10%	(22)	6%	(12)	24%	(51)	16%	(34)	218
Community: Rural	27%	(23)	11%	(9)	5%	(4)	4%	(4)	19%	(17)	34%	(29)	87
Employ: Private Sector	26%	(39)	29%	(43)	10%	(15)	6%	(9)	22%	(32)	8%	(13)	150
Employ: Self-Employed	22%	(14)	16%	(10)	2%	(1)	13%	(8)	28%	(18)	20%	(13)	64
Employ: Retired	11%	(9)	30%	(24)	7%	(5)	3%	(2)	33%	(26)	15%	(12)	78
Employ: Unemployed	3%	(3)	9%	(7)	13%	(10)	4%	(3)	27%	(21)	44%	(35)	80
Employ: Other	20%	(14)	14%	(10)	11%	(7)	16%	(10)	23%	(15)	16%	(11)	66
Military HH: Yes	23%	(20)	28%	(24)	7%	(6)	4%	(3)	22%	(19)	15%	(13)	86
Military HH: No	17%	(80)	20%	(91)	10%	(45)	8%	(36)	25%	(114)	21%	(96)	462
RD/WT: Right Direction	20%	(58)	24%	(68)	8%	(24)	6%	(17)	25%	(70)	16%	(46)	282
RD/WT: Wrong Track	16%	(43)	18%	(48)	10%	(27)	8%	(22)	24%	(64)	24%	(63)	267
Biden Job Approve	18%	(67)	22%	(82)	9%	(34)	6%	(22)	26%	(94)	19%	(68)	366
Biden Job Disapprove	23%	(31)	20%	(26)	10%	(14)	12%	(15)	21%	(28)	14%	(18)	131
Biden Job Strongly Approve	24%	(42)	27%	(47)	4%	(7)	7%	(13)	25%	(45)	13%	(24)	177
Biden Job Somewhat Approve	13%	(25)	19%	(35)	14%	(27)	5%	(9)	26%	(49)	23%	(44)	189
Biden Job Somewhat Disapprove	14%	(10)	14%	(10)	19%	(14)	14%	(10)	28%	(21)	12%	(9)	73
Biden Job Strongly Disapprove	35%	(21)	28%	(16)	—	(0)	8%	(5)	13%	(7)	16%	(9)	58
Favorable of Biden	18%	(70)	22%	(86)	10%	(38)	7%	(27)	26%	(101)	19%	(73)	396
Unfavorable of Biden	25%	(29)	22%	(25)	9%	(10)	10%	(11)	22%	(25)	12%	(13)	114
Very Favorable of Biden	24%	(48)	26%	(52)	5%	(10)	5%	(11)	22%	(45)	17%	(34)	201
Somewhat Favorable of Biden	11%	(21)	18%	(34)	14%	(28)	8%	(16)	29%	(56)	20%	(40)	195
Somewhat Unfavorable of Biden	13%	(8)	15%	(9)	17%	(10)	11%	(7)	30%	(18)	14%	(8)	61
Very Unfavorable of Biden	40%	(21)	31%	(16)	—	(0)	8%	(4)	12%	(6)	9%	(5)	52
#1 Issue: Economy	25%	(55)	22%	(48)	7%	(15)	9%	(21)	23%	(51)	15%	(33)	223
#1 Issue: Health Care	15%	(9)	14%	(9)	9%	(6)	1%	(1)	33%	(21)	28%	(18)	64
#1 Issue: Medicare / Social Security	15%	(10)	23%	(16)	4%	(3)	3%	(2)	33%	(24)	22%	(16)	71
#1 Issue: Women's Issues	14%	(10)	16%	(12)	8%	(6)	11%	(9)	22%	(17)	29%	(22)	77
2020 Vote: Joe Biden	20%	(69)	23%	(78)	10%	(36)	9%	(30)	25%	(87)	13%	(47)	346
2020 Vote: Didn't Vote	12%	(17)	17%	(25)	8%	(11)	2%	(3)	28%	(40)	33%	(47)	143

Continued on next page

Table MCFI1_9: Do you have a favorable or unfavorable opinion of the following?*Elon Musk*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	21%	(116)	9%	(51)	7%	(40)	24%	(134)	20%	(109)	549
2018 House Vote: Democrat	17%	(51)	24%	(70)	9%	(26)	9%	(27)	25%	(74)	16%	(47)	296
2016 Vote: Hillary Clinton	15%	(45)	23%	(70)	9%	(28)	9%	(28)	28%	(83)	15%	(46)	301
2016 Vote: Didn't Vote	20%	(40)	19%	(38)	11%	(22)	5%	(10)	20%	(41)	26%	(53)	204
Voted in 2014: Yes	20%	(59)	24%	(70)	7%	(22)	8%	(24)	24%	(70)	17%	(50)	293
Voted in 2014: No	16%	(41)	18%	(46)	11%	(29)	6%	(16)	25%	(64)	23%	(59)	255
4-Region: Northeast	25%	(21)	15%	(13)	12%	(10)	8%	(7)	11%	(10)	28%	(24)	84
4-Region: Midwest	13%	(10)	39%	(32)	7%	(6)	9%	(7)	25%	(21)	7%	(6)	81
4-Region: South	17%	(52)	19%	(59)	8%	(25)	5%	(17)	29%	(92)	22%	(69)	314
4-Region: West	24%	(17)	18%	(13)	15%	(10)	12%	(8)	16%	(11)	15%	(10)	69
2110194	20%	(56)	18%	(48)	9%	(25)	8%	(21)	25%	(68)	20%	(56)	274
2110195	16%	(44)	25%	(68)	9%	(25)	7%	(18)	24%	(66)	19%	(53)	274

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

Table MCFII_10: Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	24%	(129)	28%	(154)	9%	(50)	9%	(49)	25%	(135)	6%	(31)	549
Gender: Male	35%	(81)	31%	(72)	10%	(24)	9%	(20)	11%	(26)	4%	(9)	232
Gender: Female	15%	(48)	26%	(82)	8%	(26)	9%	(29)	35%	(110)	7%	(22)	316
Age: 18-34	23%	(51)	21%	(46)	8%	(18)	10%	(23)	29%	(63)	8%	(18)	219
Age: 35-44	21%	(21)	40%	(41)	5%	(5)	6%	(7)	23%	(24)	4%	(5)	103
Age: 45-64	27%	(44)	30%	(49)	11%	(17)	9%	(14)	19%	(31)	4%	(7)	162
Age: 65+	19%	(12)	29%	(19)	15%	(10)	7%	(5)	28%	(18)	2%	(1)	65
GenZers: 1997-2012	22%	(24)	23%	(25)	9%	(10)	6%	(6)	32%	(36)	9%	(10)	111
Millennials: 1981-1996	25%	(41)	25%	(43)	6%	(10)	14%	(23)	25%	(43)	5%	(8)	168
GenXers: 1965-1980	22%	(31)	35%	(50)	11%	(16)	8%	(11)	18%	(26)	6%	(8)	143
Baby Boomers: 1946-1964	25%	(31)	30%	(36)	11%	(13)	7%	(8)	24%	(30)	4%	(4)	122
PID: Dem (no lean)	22%	(81)	30%	(109)	9%	(33)	9%	(34)	24%	(86)	5%	(20)	363
PID: Ind (no lean)	26%	(42)	23%	(38)	9%	(15)	7%	(11)	28%	(46)	6%	(10)	164
PID/Gender: Dem Men	34%	(50)	33%	(49)	10%	(15)	10%	(14)	11%	(16)	1%	(2)	146
PID/Gender: Dem Women	14%	(31)	28%	(60)	8%	(18)	9%	(20)	32%	(70)	8%	(18)	216
PID/Gender: Ind Men	34%	(25)	27%	(20)	12%	(9)	6%	(4)	13%	(10)	9%	(7)	75
PID/Gender: Ind Women	19%	(17)	20%	(18)	8%	(7)	8%	(7)	41%	(36)	4%	(4)	89
Ideo: Liberal (1-3)	24%	(39)	25%	(40)	12%	(19)	11%	(17)	23%	(37)	5%	(9)	162
Ideo: Moderate (4)	21%	(45)	38%	(82)	8%	(16)	6%	(14)	23%	(50)	3%	(7)	214
Ideo: Conservative (5-7)	33%	(24)	17%	(12)	12%	(9)	17%	(12)	18%	(13)	4%	(3)	74
Educ: < College	23%	(97)	30%	(122)	7%	(30)	8%	(34)	25%	(102)	7%	(30)	413
Educ: Bachelors degree	22%	(18)	22%	(19)	13%	(11)	13%	(11)	30%	(26)	—	(0)	85
Educ: Post-grad	28%	(14)	27%	(14)	18%	(9)	8%	(4)	16%	(8)	3%	(1)	51
Income: Under 50k	20%	(74)	31%	(111)	8%	(28)	7%	(24)	27%	(98)	8%	(29)	364
Income: 50k-100k	30%	(41)	25%	(34)	14%	(19)	14%	(19)	16%	(22)	1%	(2)	136
Ethnicity: Black	24%	(129)	28%	(154)	9%	(50)	9%	(49)	25%	(135)	6%	(31)	549
All Christian	36%	(60)	29%	(49)	9%	(15)	9%	(16)	17%	(29)	1%	(1)	170
Agnostic/Nothing in particular	15%	(27)	25%	(43)	8%	(14)	12%	(21)	31%	(54)	9%	(17)	175
Something Else	21%	(35)	31%	(52)	10%	(17)	5%	(8)	26%	(43)	8%	(13)	168
Evangelical	26%	(52)	33%	(65)	9%	(18)	5%	(10)	22%	(45)	5%	(10)	201
Non-Evangelical	32%	(44)	26%	(35)	10%	(13)	9%	(12)	20%	(26)	3%	(4)	135

Continued on next page

Table MCFI1_10: Do you have a favorable or unfavorable opinion of the following?
 Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	24%	(129)	28%	(154)	9%	(50)	9%	(49)	25%	(135)	6%	(31)	549
Community: Urban	25%	(61)	33%	(81)	6%	(14)	9%	(22)	22%	(54)	5%	(13)	244
Community: Suburban	21%	(45)	27%	(59)	12%	(27)	9%	(20)	24%	(52)	7%	(15)	218
Community: Rural	28%	(24)	18%	(15)	11%	(10)	7%	(6)	33%	(29)	3%	(3)	87
Employ: Private Sector	26%	(38)	32%	(48)	11%	(17)	9%	(13)	22%	(33)	1%	(1)	150
Employ: Self-Employed	19%	(12)	31%	(20)	10%	(6)	9%	(6)	27%	(17)	5%	(3)	64
Employ: Retired	23%	(18)	29%	(23)	11%	(9)	6%	(5)	27%	(21)	3%	(2)	78
Employ: Unemployed	18%	(14)	33%	(27)	2%	(2)	9%	(7)	19%	(15)	20%	(16)	80
Employ: Other	25%	(16)	19%	(13)	11%	(7)	11%	(7)	27%	(18)	8%	(5)	66
Military HH: Yes	32%	(27)	29%	(25)	12%	(10)	8%	(7)	18%	(15)	3%	(2)	86
Military HH: No	22%	(102)	28%	(130)	9%	(40)	9%	(42)	26%	(120)	6%	(29)	462
RD/WT: Right Direction	24%	(69)	33%	(94)	9%	(25)	9%	(26)	22%	(61)	2%	(7)	282
RD/WT: Wrong Track	23%	(60)	23%	(60)	9%	(25)	8%	(23)	28%	(75)	9%	(24)	267
Biden Job Approve	25%	(92)	33%	(119)	10%	(36)	8%	(30)	21%	(77)	3%	(11)	366
Biden Job Disapprove	26%	(34)	21%	(28)	10%	(13)	9%	(12)	28%	(36)	6%	(8)	131
Biden Job Strongly Approve	25%	(45)	35%	(62)	6%	(11)	12%	(21)	18%	(32)	4%	(7)	177
Biden Job Somewhat Approve	25%	(47)	30%	(57)	13%	(25)	5%	(10)	24%	(44)	2%	(5)	189
Biden Job Somewhat Disapprove	12%	(9)	26%	(19)	15%	(11)	8%	(6)	34%	(25)	5%	(4)	73
Biden Job Strongly Disapprove	44%	(26)	15%	(9)	4%	(3)	10%	(6)	19%	(11)	7%	(4)	58
Favorable of Biden	24%	(96)	32%	(127)	10%	(41)	9%	(35)	22%	(87)	3%	(10)	396
Unfavorable of Biden	28%	(31)	20%	(22)	7%	(8)	9%	(11)	30%	(34)	6%	(7)	114
Very Favorable of Biden	26%	(52)	30%	(60)	6%	(13)	12%	(23)	22%	(45)	4%	(8)	201
Somewhat Favorable of Biden	22%	(44)	34%	(67)	14%	(28)	6%	(11)	22%	(42)	1%	(2)	195
Somewhat Unfavorable of Biden	12%	(8)	24%	(15)	9%	(6)	8%	(5)	39%	(24)	8%	(5)	61
Very Unfavorable of Biden	46%	(24)	14%	(7)	5%	(3)	11%	(6)	19%	(10)	5%	(2)	52
#1 Issue: Economy	27%	(60)	31%	(68)	8%	(18)	6%	(13)	24%	(53)	5%	(11)	223
#1 Issue: Health Care	26%	(17)	32%	(21)	4%	(2)	7%	(5)	25%	(16)	5%	(3)	64
#1 Issue: Medicare / Social Security	24%	(17)	28%	(20)	12%	(9)	13%	(9)	18%	(13)	5%	(4)	71
#1 Issue: Women's Issues	15%	(11)	17%	(13)	11%	(8)	10%	(8)	34%	(26)	13%	(10)	77
2020 Vote: Joe Biden	24%	(83)	30%	(103)	12%	(41)	10%	(34)	21%	(74)	3%	(10)	346
2020 Vote: Didn't Vote	19%	(27)	28%	(40)	3%	(5)	4%	(6)	36%	(52)	10%	(15)	143

Continued on next page

Table MCFI1_10: Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	24%	(129)	28%	(154)	9%	(50)	9%	(49)	25%	(135)	6%	(31)	549
2018 House Vote: Democrat	22%	(65)	29%	(87)	10%	(30)	11%	(32)	24%	(71)	4%	(12)	296
2016 Vote: Hillary Clinton	20%	(60)	29%	(88)	11%	(32)	11%	(33)	24%	(72)	5%	(15)	301
2016 Vote: Didn't Vote	24%	(48)	30%	(62)	8%	(16)	6%	(13)	27%	(55)	5%	(10)	204
Voted in 2014: Yes	26%	(75)	28%	(82)	9%	(28)	11%	(31)	22%	(64)	4%	(13)	293
Voted in 2014: No	21%	(54)	28%	(72)	9%	(22)	7%	(17)	28%	(72)	7%	(18)	255
4-Region: Northeast	25%	(21)	29%	(24)	11%	(9)	10%	(8)	18%	(15)	8%	(6)	84
4-Region: Midwest	28%	(23)	22%	(18)	7%	(6)	12%	(10)	23%	(19)	8%	(6)	81
4-Region: South	22%	(69)	28%	(89)	8%	(24)	7%	(23)	29%	(90)	6%	(18)	314
4-Region: West	24%	(16)	33%	(23)	15%	(11)	11%	(8)	17%	(12)	—	(0)	69
2110194	24%	(66)	27%	(75)	7%	(19)	8%	(22)	28%	(76)	6%	(16)	274
2110195	23%	(64)	29%	(79)	11%	(31)	10%	(26)	22%	(59)	6%	(15)	274

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

Table MCFII_11: Do you have a favorable or unfavorable opinion of the following?
 Gisele Bündchen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	9%	(49)	15%	(84)	4%	(20)	4%	(24)	21%	(116)	47%	(257)	549
Gender: Male	9%	(22)	18%	(41)	4%	(9)	6%	(15)	19%	(45)	43%	(100)	232
Gender: Female	9%	(27)	13%	(42)	3%	(11)	3%	(9)	22%	(70)	50%	(157)	316
Age: 18-34	10%	(22)	10%	(21)	5%	(10)	5%	(12)	14%	(31)	56%	(123)	219
Age: 35-44	11%	(11)	20%	(21)	6%	(7)	2%	(3)	24%	(25)	36%	(37)	103
Age: 45-64	7%	(11)	21%	(35)	2%	(3)	4%	(7)	28%	(46)	38%	(61)	162
Age: 65+	7%	(4)	11%	(7)	—	(0)	4%	(3)	22%	(15)	56%	(36)	65
GenZers: 1997-2012	9%	(10)	8%	(9)	9%	(9)	7%	(8)	8%	(9)	60%	(67)	111
Millennials: 1981-1996	12%	(21)	17%	(29)	2%	(4)	3%	(6)	21%	(35)	44%	(74)	168
GenXers: 1965-1980	8%	(11)	16%	(22)	4%	(6)	4%	(6)	32%	(46)	36%	(52)	143
Baby Boomers: 1946-1964	7%	(8)	20%	(24)	—	(0)	3%	(4)	21%	(25)	50%	(61)	122
PID: Dem (no lean)	10%	(36)	16%	(58)	3%	(12)	5%	(20)	22%	(80)	44%	(158)	363
PID: Ind (no lean)	7%	(12)	14%	(23)	1%	(2)	2%	(4)	21%	(34)	54%	(89)	164
PID/Gender: Dem Men	10%	(15)	16%	(23)	4%	(5)	9%	(14)	21%	(31)	40%	(59)	146
PID/Gender: Dem Women	10%	(21)	16%	(35)	3%	(7)	3%	(6)	22%	(49)	46%	(99)	216
PID/Gender: Ind Men	7%	(6)	23%	(17)	2%	(1)	1%	(1)	19%	(14)	47%	(36)	75
PID/Gender: Ind Women	7%	(6)	6%	(6)	1%	(1)	3%	(3)	23%	(20)	60%	(53)	89
Ideo: Liberal (1-3)	10%	(16)	19%	(30)	3%	(6)	7%	(11)	23%	(37)	38%	(62)	162
Ideo: Moderate (4)	10%	(21)	17%	(36)	4%	(9)	1%	(2)	26%	(55)	42%	(91)	214
Ideo: Conservative (5-7)	10%	(7)	16%	(12)	3%	(3)	13%	(9)	16%	(12)	41%	(31)	74
Educ: < College	8%	(33)	15%	(60)	4%	(16)	4%	(17)	21%	(86)	49%	(200)	413
Educ: Bachelors degree	13%	(11)	14%	(11)	—	(0)	7%	(6)	27%	(23)	40%	(34)	85
Educ: Post-grad	10%	(5)	24%	(12)	7%	(4)	2%	(1)	12%	(6)	45%	(23)	51
Income: Under 50k	6%	(22)	14%	(49)	3%	(12)	4%	(14)	23%	(83)	50%	(183)	364
Income: 50k-100k	15%	(20)	17%	(23)	6%	(8)	6%	(9)	18%	(24)	38%	(52)	136
Ethnicity: Black	9%	(49)	15%	(84)	4%	(20)	4%	(24)	21%	(116)	47%	(257)	549
All Christian	8%	(14)	21%	(35)	2%	(4)	5%	(8)	22%	(37)	42%	(72)	170
Agnostic/Nothing in particular	8%	(14)	7%	(13)	3%	(5)	5%	(8)	25%	(44)	52%	(91)	175
Something Else	9%	(15)	19%	(31)	5%	(9)	—	(1)	19%	(31)	48%	(81)	168
Evangelical	11%	(22)	16%	(33)	4%	(7)	2%	(5)	21%	(43)	45%	(91)	201
Non-Evangelical	5%	(7)	25%	(33)	4%	(6)	3%	(4)	19%	(25)	44%	(59)	135

Continued on next page

Table MCFII_11: Do you have a favorable or unfavorable opinion of the following?

Gisele Bündchen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	9%	(49)	15%	(84)	4%	(20)	4%	(24)	21%	(116)	47%	(257)	549
Community: Urban	9%	(21)	16%	(38)	3%	(9)	4%	(9)	23%	(57)	46%	(111)	244
Community: Suburban	7%	(15)	16%	(35)	5%	(10)	6%	(13)	23%	(50)	43%	(94)	218
Community: Rural	15%	(13)	13%	(11)	1%	(1)	2%	(2)	10%	(8)	59%	(51)	87
Employ: Private Sector	10%	(15)	25%	(38)	3%	(4)	6%	(10)	20%	(29)	36%	(54)	150
Employ: Self-Employed	18%	(12)	10%	(6)	7%	(4)	5%	(3)	22%	(14)	39%	(25)	64
Employ: Retired	6%	(4)	14%	(11)	—	(0)	6%	(4)	24%	(19)	51%	(40)	78
Employ: Unemployed	6%	(5)	9%	(7)	7%	(5)	2%	(2)	28%	(22)	49%	(39)	80
Employ: Other	4%	(2)	19%	(12)	1%	(1)	2%	(2)	16%	(11)	58%	(39)	66
Military HH: Yes	8%	(7)	15%	(13)	4%	(3)	4%	(3)	21%	(18)	48%	(41)	86
Military HH: No	9%	(42)	15%	(70)	4%	(16)	4%	(21)	21%	(98)	47%	(215)	462
RD/WT: Right Direction	7%	(21)	19%	(54)	3%	(8)	6%	(16)	21%	(60)	44%	(123)	282
RD/WT: Wrong Track	11%	(29)	11%	(30)	4%	(12)	3%	(7)	21%	(56)	50%	(134)	267
Biden Job Approve	9%	(32)	17%	(64)	3%	(11)	5%	(19)	23%	(83)	43%	(157)	366
Biden Job Disapprove	11%	(14)	12%	(16)	6%	(8)	3%	(4)	19%	(25)	49%	(64)	131
Biden Job Strongly Approve	8%	(14)	18%	(32)	1%	(2)	10%	(18)	24%	(43)	38%	(68)	177
Biden Job Somewhat Approve	10%	(19)	17%	(31)	4%	(8)	1%	(1)	22%	(41)	47%	(89)	189
Biden Job Somewhat Disapprove	9%	(6)	16%	(12)	9%	(7)	6%	(4)	25%	(19)	35%	(26)	73
Biden Job Strongly Disapprove	13%	(8)	8%	(4)	1%	(1)	—	(0)	12%	(7)	66%	(38)	58
Favorable of Biden	8%	(32)	17%	(69)	4%	(16)	5%	(20)	23%	(90)	43%	(169)	396
Unfavorable of Biden	14%	(16)	11%	(12)	1%	(1)	3%	(3)	19%	(22)	52%	(59)	114
Very Favorable of Biden	10%	(21)	19%	(38)	2%	(5)	9%	(18)	21%	(43)	38%	(76)	201
Somewhat Favorable of Biden	6%	(11)	16%	(31)	6%	(11)	1%	(2)	24%	(47)	47%	(93)	195
Somewhat Unfavorable of Biden	12%	(8)	12%	(8)	1%	(1)	5%	(3)	24%	(15)	45%	(27)	61
Very Unfavorable of Biden	17%	(9)	9%	(5)	1%	(1)	—	(0)	13%	(7)	60%	(31)	52
#1 Issue: Economy	9%	(21)	15%	(34)	3%	(6)	5%	(11)	21%	(46)	47%	(105)	223
#1 Issue: Health Care	4%	(2)	22%	(14)	5%	(3)	1%	(1)	29%	(19)	39%	(25)	64
#1 Issue: Medicare / Social Security	7%	(5)	22%	(16)	—	(0)	2%	(1)	28%	(20)	41%	(30)	71
#1 Issue: Women's Issues	14%	(11)	6%	(5)	5%	(4)	5%	(4)	16%	(12)	54%	(42)	77
2020 Vote: Joe Biden	10%	(34)	19%	(67)	4%	(13)	7%	(23)	21%	(74)	39%	(136)	346
2020 Vote: Didn't Vote	9%	(14)	6%	(9)	3%	(5)	—	(0)	19%	(28)	62%	(88)	143

Continued on next page

Table MCFI1_11: Do you have a favorable or unfavorable opinion of the following?*Gisele Bündchen*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	9%	(49)	15%	(84)	4%	(20)	4%	(24)	21%	(116)	47%	(257)	549
2018 House Vote: Democrat	11%	(34)	17%	(50)	4%	(13)	5%	(15)	21%	(61)	42%	(123)	296
2016 Vote: Hillary Clinton	10%	(30)	17%	(51)	4%	(11)	5%	(16)	21%	(64)	43%	(128)	301
2016 Vote: Didn't Vote	8%	(15)	14%	(28)	4%	(9)	3%	(6)	19%	(39)	52%	(107)	204
Voted in 2014: Yes	12%	(35)	18%	(51)	3%	(9)	5%	(13)	21%	(61)	42%	(124)	293
Voted in 2014: No	6%	(14)	13%	(32)	4%	(11)	4%	(10)	21%	(54)	52%	(133)	255
4-Region: Northeast	8%	(7)	26%	(22)	4%	(4)	9%	(7)	10%	(8)	44%	(36)	84
4-Region: Midwest	5%	(4)	23%	(19)	2%	(2)	8%	(7)	26%	(21)	35%	(29)	81
4-Region: South	9%	(29)	12%	(38)	4%	(12)	3%	(8)	20%	(63)	52%	(164)	314
4-Region: West	14%	(10)	8%	(5)	3%	(2)	2%	(1)	33%	(23)	40%	(28)	69
2110194	9%	(25)	13%	(36)	4%	(11)	6%	(15)	22%	(61)	46%	(126)	274
2110195	9%	(25)	17%	(47)	3%	(9)	3%	(9)	20%	(55)	47%	(130)	274

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

Table MCFI1_12: Do you have a favorable or unfavorable opinion of the following?

Ashton Kutcher

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	25%	(136)	31%	(169)	4%	(24)	6%	(33)	20%	(112)	14%	(74)	549
Gender: Male	29%	(68)	32%	(75)	3%	(7)	9%	(21)	15%	(34)	12%	(27)	232
Gender: Female	22%	(69)	29%	(93)	5%	(17)	4%	(12)	25%	(78)	15%	(47)	316
Age: 18-34	26%	(56)	24%	(53)	4%	(9)	9%	(19)	17%	(38)	20%	(44)	219
Age: 35-44	29%	(29)	32%	(33)	4%	(4)	1%	(1)	25%	(26)	10%	(10)	103
Age: 45-64	26%	(42)	37%	(61)	4%	(7)	6%	(9)	20%	(33)	6%	(10)	162
Age: 65+	14%	(9)	34%	(22)	7%	(4)	7%	(4)	24%	(15)	15%	(10)	65
GenZers: 1997-2012	21%	(23)	23%	(26)	5%	(6)	8%	(9)	12%	(13)	30%	(34)	111
Millennials: 1981-1996	31%	(51)	27%	(45)	3%	(5)	6%	(11)	24%	(41)	9%	(15)	168
GenXers: 1965-1980	25%	(36)	32%	(46)	5%	(8)	5%	(8)	26%	(37)	6%	(8)	143
Baby Boomers: 1946-1964	20%	(24)	41%	(50)	4%	(5)	4%	(5)	17%	(20)	14%	(17)	122
PID: Dem (no lean)	27%	(98)	31%	(114)	5%	(18)	6%	(23)	17%	(62)	13%	(48)	363
PID: Ind (no lean)	20%	(32)	30%	(50)	2%	(4)	6%	(9)	28%	(46)	13%	(22)	164
PID/Gender: Dem Men	34%	(49)	31%	(45)	2%	(4)	10%	(15)	13%	(19)	10%	(14)	146
PID/Gender: Dem Women	22%	(49)	32%	(69)	6%	(14)	4%	(8)	20%	(43)	16%	(34)	216
PID/Gender: Ind Men	21%	(16)	35%	(26)	3%	(2)	8%	(6)	20%	(15)	12%	(9)	75
PID/Gender: Ind Women	18%	(16)	27%	(24)	2%	(2)	4%	(3)	35%	(31)	14%	(12)	89
Ideo: Liberal (1-3)	30%	(49)	31%	(50)	2%	(4)	12%	(19)	17%	(27)	8%	(13)	162
Ideo: Moderate (4)	23%	(49)	34%	(73)	4%	(8)	4%	(8)	26%	(56)	10%	(21)	214
Ideo: Conservative (5-7)	26%	(19)	29%	(21)	7%	(5)	5%	(3)	19%	(14)	15%	(11)	74
Educ: < College	26%	(109)	30%	(123)	4%	(15)	5%	(21)	20%	(84)	15%	(61)	413
Educ: Bachelors degree	23%	(19)	31%	(27)	5%	(4)	12%	(10)	23%	(19)	6%	(6)	85
Educ: Post-grad	15%	(8)	37%	(19)	9%	(5)	4%	(2)	19%	(10)	15%	(8)	51
Income: Under 50k	25%	(91)	31%	(112)	3%	(12)	4%	(16)	21%	(76)	15%	(56)	364
Income: 50k-100k	23%	(31)	33%	(45)	7%	(9)	11%	(14)	17%	(22)	10%	(14)	136
Ethnicity: Black	25%	(136)	31%	(169)	4%	(24)	6%	(33)	20%	(112)	14%	(74)	549
All Christian	28%	(48)	33%	(56)	5%	(9)	7%	(12)	18%	(31)	8%	(14)	170
Agnostic/Nothing in particular	20%	(35)	32%	(56)	3%	(5)	5%	(8)	24%	(41)	16%	(29)	175
Something Else	27%	(45)	29%	(49)	4%	(7)	3%	(5)	21%	(34)	16%	(27)	168
Evangelical	26%	(53)	31%	(62)	4%	(7)	5%	(9)	21%	(42)	14%	(28)	201
Non-Evangelical	30%	(40)	32%	(43)	6%	(8)	6%	(8)	17%	(23)	9%	(12)	135

Continued on next page

Table MCFI1_12: Do you have a favorable or unfavorable opinion of the following?
 Ashton Kutcher

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	25%	(136)	31%	(169)	4%	(24)	6%	(33)	20%	(112)	14%	(74)	549
Community: Urban	23%	(56)	37%	(90)	4%	(9)	5%	(13)	22%	(53)	10%	(24)	244
Community: Suburban	24%	(53)	26%	(57)	6%	(14)	7%	(15)	21%	(46)	15%	(33)	218
Community: Rural	32%	(28)	25%	(22)	1%	(1)	6%	(5)	16%	(13)	21%	(18)	87
Employ: Private Sector	30%	(45)	37%	(55)	4%	(6)	6%	(9)	17%	(26)	7%	(10)	150
Employ: Self-Employed	33%	(21)	19%	(12)	—	(0)	7%	(5)	20%	(13)	21%	(14)	64
Employ: Retired	16%	(13)	41%	(32)	1%	(1)	7%	(5)	25%	(19)	11%	(8)	78
Employ: Unemployed	17%	(14)	19%	(15)	2%	(2)	8%	(7)	29%	(23)	24%	(19)	80
Employ: Other	15%	(10)	36%	(24)	6%	(4)	5%	(3)	28%	(18)	11%	(7)	66
Military HH: Yes	25%	(22)	29%	(25)	5%	(4)	7%	(6)	20%	(18)	13%	(11)	86
Military HH: No	25%	(115)	31%	(144)	4%	(20)	6%	(27)	21%	(95)	14%	(63)	462
RD/WT: Right Direction	29%	(82)	31%	(86)	3%	(9)	7%	(20)	19%	(53)	11%	(32)	282
RD/WT: Wrong Track	20%	(54)	31%	(83)	6%	(15)	5%	(13)	22%	(60)	16%	(42)	267
Biden Job Approve	27%	(99)	32%	(118)	4%	(15)	6%	(23)	18%	(67)	12%	(45)	366
Biden Job Disapprove	24%	(32)	27%	(36)	7%	(9)	5%	(7)	25%	(33)	11%	(15)	131
Biden Job Strongly Approve	37%	(65)	23%	(40)	4%	(7)	9%	(16)	19%	(33)	9%	(15)	177
Biden Job Somewhat Approve	18%	(34)	41%	(78)	4%	(8)	3%	(6)	18%	(33)	15%	(29)	189
Biden Job Somewhat Disapprove	23%	(17)	30%	(22)	5%	(3)	5%	(4)	29%	(21)	9%	(6)	73
Biden Job Strongly Disapprove	26%	(15)	24%	(14)	9%	(5)	6%	(4)	21%	(12)	14%	(8)	58
Favorable of Biden	28%	(111)	32%	(128)	5%	(19)	6%	(25)	19%	(75)	10%	(38)	396
Unfavorable of Biden	22%	(25)	30%	(34)	4%	(5)	5%	(5)	24%	(27)	15%	(17)	114
Very Favorable of Biden	36%	(71)	26%	(51)	4%	(9)	8%	(15)	18%	(36)	9%	(18)	201
Somewhat Favorable of Biden	20%	(40)	39%	(76)	5%	(10)	5%	(10)	20%	(39)	10%	(20)	195
Somewhat Unfavorable of Biden	20%	(12)	33%	(21)	3%	(2)	3%	(2)	24%	(15)	17%	(10)	61
Very Unfavorable of Biden	25%	(13)	27%	(14)	6%	(3)	7%	(4)	24%	(12)	12%	(6)	52
#1 Issue: Economy	28%	(64)	31%	(69)	4%	(8)	6%	(13)	22%	(48)	9%	(21)	223
#1 Issue: Health Care	28%	(18)	35%	(23)	4%	(3)	3%	(2)	23%	(15)	7%	(4)	64
#1 Issue: Medicare / Social Security	19%	(14)	35%	(25)	1%	(1)	6%	(4)	23%	(17)	15%	(10)	71
#1 Issue: Women's Issues	16%	(12)	25%	(19)	8%	(6)	7%	(5)	19%	(15)	25%	(19)	77
2020 Vote: Joe Biden	29%	(101)	32%	(112)	4%	(13)	8%	(26)	21%	(72)	6%	(22)	346
2020 Vote: Didn't Vote	18%	(26)	28%	(40)	4%	(5)	3%	(4)	21%	(30)	25%	(36)	143

Continued on next page

Table MCFI1_12: Do you have a favorable or unfavorable opinion of the following?

Ashton Kutcher

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	25%	(136)	31%	(169)	4%	(24)	6%	(33)	20%	(112)	14%	(74)	549
2018 House Vote: Democrat	29%	(86)	30%	(88)	5%	(14)	8%	(23)	20%	(60)	9%	(26)	296
2016 Vote: Hillary Clinton	27%	(83)	33%	(100)	4%	(11)	8%	(23)	22%	(66)	6%	(18)	301
2016 Vote: Didn't Vote	21%	(44)	28%	(58)	6%	(11)	5%	(11)	21%	(42)	19%	(39)	204
Voted in 2014: Yes	29%	(84)	31%	(90)	4%	(12)	8%	(23)	18%	(53)	11%	(31)	293
Voted in 2014: No	20%	(52)	31%	(79)	4%	(11)	4%	(11)	23%	(59)	17%	(43)	255
4-Region: Northeast	19%	(16)	36%	(30)	5%	(5)	17%	(14)	14%	(12)	8%	(7)	84
4-Region: Midwest	25%	(20)	35%	(28)	6%	(5)	5%	(4)	23%	(18)	7%	(6)	81
4-Region: South	25%	(79)	27%	(86)	4%	(11)	4%	(11)	23%	(72)	18%	(56)	314
4-Region: West	30%	(21)	36%	(25)	5%	(3)	5%	(4)	15%	(10)	9%	(6)	69
2110194	22%	(60)	30%	(83)	4%	(10)	7%	(19)	22%	(59)	16%	(43)	274
2110195	28%	(76)	31%	(85)	5%	(14)	5%	(14)	19%	(53)	11%	(31)	274

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

Table MCFI1_13: Do you have a favorable or unfavorable opinion of the following?
 Mila Kunis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	23%	(128)	5%	(25)	2%	(12)	19%	(102)	33%	(180)	549
Gender: Male	22%	(52)	23%	(53)	4%	(9)	4%	(10)	13%	(31)	33%	(78)	232
Gender: Female	15%	(48)	24%	(75)	5%	(16)	1%	(2)	23%	(72)	32%	(103)	316
Age: 18-34	22%	(48)	18%	(39)	7%	(14)	4%	(8)	20%	(44)	30%	(65)	219
Age: 35-44	24%	(24)	25%	(26)	6%	(6)	1%	(1)	18%	(18)	27%	(27)	103
Age: 45-64	14%	(23)	29%	(47)	3%	(5)	1%	(2)	16%	(27)	36%	(58)	162
Age: 65+	7%	(5)	25%	(16)	—	(0)	2%	(1)	20%	(13)	46%	(29)	65
GenZers: 1997-2012	17%	(19)	15%	(17)	9%	(10)	6%	(6)	18%	(20)	36%	(39)	111
Millennials: 1981-1996	25%	(43)	23%	(38)	6%	(9)	2%	(3)	21%	(35)	24%	(40)	168
GenXers: 1965-1980	15%	(21)	29%	(42)	4%	(5)	1%	(2)	21%	(31)	30%	(43)	143
Baby Boomers: 1946-1964	14%	(17)	25%	(30)	1%	(1)	1%	(1)	14%	(17)	45%	(55)	122
PID: Dem (no lean)	19%	(68)	26%	(94)	3%	(11)	3%	(11)	17%	(62)	32%	(116)	363
PID: Ind (no lean)	18%	(30)	19%	(30)	4%	(7)	—	(0)	23%	(38)	35%	(58)	164
PID/Gender: Dem Men	23%	(34)	22%	(32)	3%	(4)	7%	(10)	15%	(22)	30%	(44)	146
PID/Gender: Dem Women	16%	(34)	28%	(61)	3%	(7)	1%	(1)	18%	(40)	34%	(73)	216
PID/Gender: Ind Men	23%	(17)	23%	(17)	3%	(2)	—	(0)	12%	(9)	40%	(30)	75
PID/Gender: Ind Women	15%	(13)	15%	(13)	5%	(5)	—	(0)	33%	(29)	32%	(28)	89
Ideo: Liberal (1-3)	19%	(30)	33%	(53)	5%	(8)	5%	(9)	15%	(25)	23%	(37)	162
Ideo: Moderate (4)	21%	(44)	19%	(41)	5%	(12)	—	(0)	25%	(53)	30%	(64)	214
Ideo: Conservative (5-7)	15%	(11)	23%	(17)	7%	(5)	3%	(2)	17%	(13)	36%	(27)	74
Educ: < College	19%	(77)	22%	(91)	4%	(18)	2%	(8)	19%	(78)	34%	(141)	413
Educ: Bachelors degree	18%	(15)	30%	(26)	6%	(5)	4%	(3)	18%	(15)	24%	(20)	85
Educ: Post-grad	16%	(8)	24%	(12)	4%	(2)	1%	(1)	18%	(9)	37%	(19)	51
Income: Under 50k	18%	(64)	21%	(77)	4%	(16)	1%	(5)	19%	(69)	37%	(134)	364
Income: 50k-100k	20%	(28)	25%	(34)	6%	(8)	5%	(7)	19%	(25)	25%	(35)	136
Ethnicity: Black	18%	(100)	23%	(128)	5%	(25)	2%	(12)	19%	(102)	33%	(180)	549
All Christian	22%	(37)	26%	(44)	4%	(7)	2%	(3)	20%	(34)	26%	(44)	170
Agnostic/Nothing in particular	20%	(36)	19%	(34)	3%	(5)	—	(1)	25%	(44)	32%	(56)	175
Something Else	13%	(22)	27%	(45)	5%	(8)	1%	(1)	10%	(17)	44%	(74)	168
Evangelical	14%	(28)	27%	(55)	3%	(7)	1%	(3)	13%	(26)	41%	(83)	201
Non-Evangelical	24%	(32)	26%	(35)	6%	(8)	1%	(1)	18%	(24)	26%	(35)	135

Continued on next page

Table MCFII_13: Do you have a favorable or unfavorable opinion of the following?

Mila Kunis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	23%	(128)	5%	(25)	2%	(12)	19%	(102)	33%	(180)	549
Community: Urban	20%	(48)	22%	(54)	4%	(9)	1%	(3)	23%	(56)	30%	(74)	244
Community: Suburban	17%	(38)	26%	(56)	6%	(13)	4%	(9)	15%	(33)	32%	(70)	218
Community: Rural	16%	(14)	21%	(18)	4%	(3)	1%	(1)	15%	(13)	43%	(37)	87
Employ: Private Sector	23%	(35)	34%	(51)	4%	(6)	5%	(8)	11%	(16)	23%	(34)	150
Employ: Self-Employed	25%	(16)	15%	(10)	8%	(5)	1%	(1)	27%	(17)	24%	(15)	64
Employ: Retired	10%	(8)	25%	(20)	1%	(1)	3%	(2)	20%	(15)	41%	(32)	78
Employ: Unemployed	12%	(9)	19%	(15)	6%	(5)	—	(0)	19%	(15)	44%	(35)	80
Employ: Other	15%	(10)	24%	(16)	1%	(1)	1%	(1)	24%	(16)	35%	(23)	66
Military HH: Yes	13%	(11)	26%	(23)	8%	(7)	1%	(1)	17%	(15)	35%	(30)	86
Military HH: No	19%	(89)	23%	(106)	4%	(18)	2%	(11)	19%	(87)	33%	(150)	462
RD/WT: Right Direction	20%	(56)	26%	(74)	2%	(7)	3%	(9)	16%	(46)	32%	(91)	282
RD/WT: Wrong Track	17%	(44)	20%	(54)	7%	(18)	1%	(3)	21%	(57)	34%	(90)	267
Biden Job Approve	18%	(65)	25%	(91)	4%	(16)	2%	(9)	17%	(64)	33%	(121)	366
Biden Job Disapprove	24%	(31)	21%	(28)	6%	(8)	3%	(3)	20%	(26)	26%	(34)	131
Biden Job Strongly Approve	24%	(43)	22%	(38)	3%	(5)	5%	(9)	19%	(33)	28%	(49)	177
Biden Job Somewhat Approve	12%	(22)	28%	(53)	6%	(11)	—	(0)	16%	(31)	38%	(72)	189
Biden Job Somewhat Disapprove	18%	(13)	25%	(19)	9%	(6)	4%	(3)	25%	(18)	19%	(14)	73
Biden Job Strongly Disapprove	31%	(18)	16%	(9)	4%	(2)	1%	(1)	14%	(8)	34%	(20)	58
Favorable of Biden	19%	(77)	25%	(98)	5%	(20)	3%	(11)	17%	(67)	31%	(124)	396
Unfavorable of Biden	21%	(24)	24%	(27)	3%	(3)	1%	(1)	24%	(27)	28%	(31)	114
Very Favorable of Biden	23%	(47)	22%	(44)	3%	(6)	4%	(9)	16%	(33)	31%	(62)	201
Somewhat Favorable of Biden	15%	(30)	28%	(55)	7%	(13)	1%	(2)	17%	(34)	32%	(62)	195
Somewhat Unfavorable of Biden	14%	(9)	29%	(18)	1%	(1)	1%	(1)	31%	(19)	23%	(14)	61
Very Unfavorable of Biden	29%	(15)	18%	(9)	4%	(2)	1%	(1)	15%	(8)	33%	(17)	52
#1 Issue: Economy	24%	(53)	27%	(60)	2%	(5)	4%	(8)	20%	(44)	24%	(53)	223
#1 Issue: Health Care	25%	(16)	22%	(14)	6%	(4)	—	(0)	18%	(12)	29%	(19)	64
#1 Issue: Medicare / Social Security	1%	(1)	24%	(17)	—	(0)	2%	(1)	20%	(15)	53%	(38)	71
#1 Issue: Women's Issues	19%	(14)	19%	(15)	11%	(8)	—	(0)	12%	(9)	40%	(30)	77
2020 Vote: Joe Biden	20%	(68)	26%	(90)	5%	(17)	3%	(11)	19%	(66)	27%	(93)	346
2020 Vote: Didn't Vote	11%	(16)	22%	(31)	3%	(4)	1%	(1)	19%	(28)	44%	(63)	143

Continued on next page

Table MCFI1_13: Do you have a favorable or unfavorable opinion of the following?
 Mila Kunis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	18%	(100)	23%	(128)	5%	(25)	2%	(12)	19%	(102)	33%	(180)	549
2018 House Vote: Democrat	20%	(60)	25%	(75)	5%	(15)	2%	(5)	20%	(58)	28%	(82)	296
2016 Vote: Hillary Clinton	20%	(59)	28%	(84)	6%	(17)	2%	(5)	18%	(53)	27%	(82)	301
2016 Vote: Didn't Vote	14%	(30)	19%	(39)	4%	(8)	4%	(7)	23%	(46)	36%	(75)	204
Voted in 2014: Yes	20%	(60)	26%	(77)	4%	(12)	2%	(5)	16%	(48)	31%	(92)	293
Voted in 2014: No	16%	(40)	20%	(51)	5%	(13)	3%	(7)	21%	(55)	35%	(89)	255
4-Region: Northeast	18%	(15)	19%	(16)	4%	(4)	8%	(6)	16%	(13)	35%	(29)	84
4-Region: Midwest	17%	(14)	37%	(30)	6%	(5)	2%	(1)	18%	(14)	21%	(17)	81
4-Region: South	17%	(52)	20%	(64)	4%	(13)	2%	(5)	20%	(61)	38%	(119)	314
4-Region: West	27%	(19)	27%	(19)	5%	(3)	—	(0)	20%	(14)	22%	(15)	69
2110194	20%	(54)	18%	(48)	6%	(17)	3%	(8)	24%	(65)	30%	(82)	274
2110195	17%	(46)	29%	(80)	3%	(8)	1%	(4)	14%	(37)	36%	(99)	274

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

Table MCFII_14: Do you have a favorable or unfavorable opinion of the following?

Gwyneth Paltrow

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(103)	22%	(120)	8%	(45)	5%	(28)	24%	(129)	23%	(124)	549
Gender: Male	23%	(53)	24%	(55)	10%	(24)	5%	(12)	18%	(43)	20%	(46)	232
Gender: Female	16%	(50)	21%	(65)	7%	(21)	5%	(16)	27%	(87)	25%	(78)	316
Age: 18-34	15%	(33)	11%	(24)	9%	(19)	6%	(12)	21%	(46)	38%	(84)	219
Age: 35-44	25%	(26)	28%	(29)	5%	(5)	8%	(8)	21%	(22)	13%	(13)	103
Age: 45-64	23%	(38)	29%	(47)	10%	(17)	3%	(5)	23%	(38)	10%	(17)	162
Age: 65+	9%	(6)	30%	(19)	5%	(3)	3%	(2)	38%	(24)	15%	(10)	65
GenZers: 1997-2012	12%	(13)	12%	(14)	12%	(13)	3%	(3)	11%	(13)	49%	(55)	111
Millennials: 1981-1996	21%	(36)	16%	(27)	5%	(9)	9%	(14)	26%	(44)	22%	(38)	168
GenXers: 1965-1980	18%	(26)	30%	(43)	8%	(11)	5%	(7)	29%	(41)	11%	(16)	143
Baby Boomers: 1946-1964	23%	(28)	27%	(33)	9%	(12)	3%	(4)	25%	(31)	13%	(15)	122
PID: Dem (no lean)	20%	(71)	24%	(86)	9%	(33)	7%	(24)	22%	(80)	19%	(69)	363
PID: Ind (no lean)	16%	(27)	17%	(29)	6%	(9)	3%	(5)	26%	(43)	31%	(51)	164
PID/Gender: Dem Men	24%	(35)	24%	(35)	12%	(17)	8%	(12)	15%	(23)	17%	(24)	146
PID/Gender: Dem Women	17%	(36)	24%	(51)	7%	(16)	5%	(12)	27%	(57)	21%	(45)	216
PID/Gender: Ind Men	20%	(15)	21%	(15)	8%	(6)	—	(0)	24%	(18)	28%	(21)	75
PID/Gender: Ind Women	13%	(12)	15%	(13)	4%	(3)	5%	(5)	29%	(26)	34%	(30)	89
Ideo: Liberal (1-3)	23%	(37)	22%	(36)	10%	(17)	7%	(12)	20%	(32)	17%	(28)	162
Ideo: Moderate (4)	20%	(43)	25%	(53)	7%	(15)	4%	(8)	30%	(63)	15%	(33)	214
Ideo: Conservative (5-7)	20%	(15)	21%	(15)	13%	(10)	6%	(5)	25%	(19)	14%	(11)	74
Educ: < College	19%	(78)	20%	(82)	8%	(32)	6%	(23)	23%	(94)	25%	(105)	413
Educ: Bachelors degree	19%	(16)	27%	(23)	10%	(8)	7%	(6)	29%	(25)	9%	(8)	85
Educ: Post-grad	18%	(9)	30%	(15)	9%	(5)	—	(0)	21%	(11)	22%	(11)	51
Income: Under 50k	18%	(64)	24%	(87)	5%	(17)	6%	(23)	22%	(80)	26%	(94)	364
Income: 50k-100k	19%	(26)	17%	(24)	17%	(23)	4%	(5)	25%	(34)	18%	(25)	136
Ethnicity: Black	19%	(103)	22%	(120)	8%	(45)	5%	(28)	24%	(129)	23%	(124)	549
All Christian	25%	(42)	25%	(42)	10%	(17)	3%	(6)	24%	(40)	14%	(24)	170
Agnostic/Nothing in particular	14%	(24)	18%	(32)	4%	(8)	7%	(13)	26%	(46)	30%	(52)	175
Something Else	18%	(30)	27%	(45)	5%	(8)	5%	(9)	23%	(38)	23%	(39)	168
Evangelical	18%	(37)	27%	(53)	6%	(13)	5%	(10)	25%	(49)	19%	(38)	201
Non-Evangelical	25%	(34)	25%	(33)	8%	(11)	3%	(5)	21%	(29)	17%	(23)	135

Continued on next page

Table MCFI1_14: Do you have a favorable or unfavorable opinion of the following?
 Gwyneth Paltrow

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(103)	22%	(120)	8%	(45)	5%	(28)	24%	(129)	23%	(124)	549
Community: Urban	22%	(53)	25%	(62)	3%	(8)	7%	(17)	23%	(55)	20%	(49)	244
Community: Suburban	16%	(36)	19%	(41)	13%	(27)	5%	(11)	25%	(55)	21%	(47)	218
Community: Rural	16%	(14)	19%	(17)	11%	(10)	—	(0)	22%	(19)	32%	(28)	87
Employ: Private Sector	22%	(32)	28%	(42)	13%	(20)	4%	(5)	15%	(22)	18%	(28)	150
Employ: Self-Employed	23%	(15)	11%	(7)	12%	(8)	9%	(6)	22%	(14)	24%	(15)	64
Employ: Retired	19%	(15)	27%	(21)	6%	(4)	5%	(4)	29%	(23)	13%	(10)	78
Employ: Unemployed	12%	(10)	21%	(17)	3%	(3)	5%	(4)	24%	(19)	34%	(27)	80
Employ: Other	12%	(8)	23%	(16)	6%	(4)	8%	(5)	35%	(23)	16%	(11)	66
Military HH: Yes	24%	(20)	19%	(16)	10%	(9)	5%	(4)	25%	(21)	17%	(15)	86
Military HH: No	18%	(82)	22%	(103)	8%	(36)	5%	(24)	23%	(108)	24%	(109)	462
RD/WT: Right Direction	26%	(73)	23%	(65)	8%	(23)	3%	(10)	24%	(67)	16%	(44)	282
RD/WT: Wrong Track	11%	(30)	21%	(55)	8%	(22)	7%	(19)	23%	(62)	30%	(79)	267
Biden Job Approve	23%	(84)	24%	(89)	7%	(25)	4%	(14)	25%	(91)	17%	(64)	366
Biden Job Disapprove	13%	(17)	17%	(23)	13%	(17)	11%	(14)	24%	(31)	22%	(29)	131
Biden Job Strongly Approve	29%	(52)	22%	(38)	9%	(15)	4%	(8)	25%	(44)	11%	(20)	177
Biden Job Somewhat Approve	17%	(32)	27%	(51)	5%	(9)	3%	(6)	25%	(47)	23%	(44)	189
Biden Job Somewhat Disapprove	13%	(10)	20%	(15)	10%	(7)	18%	(13)	26%	(19)	12%	(9)	73
Biden Job Strongly Disapprove	13%	(7)	14%	(8)	16%	(9)	2%	(1)	20%	(12)	36%	(21)	58
Favorable of Biden	23%	(90)	23%	(92)	7%	(29)	5%	(20)	24%	(96)	17%	(68)	396
Unfavorable of Biden	11%	(12)	22%	(25)	12%	(14)	7%	(8)	22%	(26)	25%	(29)	114
Very Favorable of Biden	31%	(62)	22%	(44)	10%	(21)	4%	(8)	21%	(42)	12%	(23)	201
Somewhat Favorable of Biden	14%	(28)	25%	(48)	4%	(9)	6%	(12)	28%	(54)	23%	(44)	195
Somewhat Unfavorable of Biden	13%	(8)	29%	(18)	5%	(3)	12%	(7)	21%	(13)	20%	(12)	61
Very Unfavorable of Biden	9%	(5)	13%	(7)	20%	(10)	2%	(1)	24%	(12)	32%	(17)	52
#1 Issue: Economy	18%	(40)	26%	(58)	10%	(22)	5%	(11)	25%	(57)	16%	(36)	223
#1 Issue: Health Care	23%	(15)	20%	(13)	8%	(5)	4%	(3)	23%	(14)	21%	(13)	64
#1 Issue: Medicare / Social Security	16%	(12)	24%	(17)	1%	(1)	5%	(4)	30%	(22)	23%	(17)	71
#1 Issue: Women's Issues	21%	(16)	10%	(8)	8%	(6)	10%	(7)	15%	(11)	37%	(28)	77
2020 Vote: Joe Biden	23%	(79)	23%	(79)	10%	(35)	5%	(17)	27%	(93)	12%	(42)	346
2020 Vote: Didn't Vote	11%	(16)	21%	(30)	2%	(4)	6%	(9)	16%	(23)	43%	(61)	143

Continued on next page

Table MCFII_14: Do you have a favorable or unfavorable opinion of the following?
Gwyneth Paltrow

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	19%	(103)	22%	(120)	8%	(45)	5%	(28)	24%	(129)	23%	(124)	549
2018 House Vote: Democrat	21%	(63)	23%	(69)	9%	(27)	7%	(21)	25%	(74)	14%	(41)	296
2016 Vote: Hillary Clinton	21%	(65)	25%	(76)	8%	(25)	7%	(22)	26%	(78)	12%	(35)	301
2016 Vote: Didn't Vote	15%	(30)	20%	(40)	9%	(17)	3%	(6)	19%	(38)	36%	(73)	204
Voted in 2014: Yes	21%	(63)	25%	(72)	9%	(25)	5%	(16)	25%	(75)	14%	(42)	293
Voted in 2014: No	16%	(40)	19%	(47)	8%	(20)	5%	(12)	21%	(55)	32%	(81)	255
4-Region: Northeast	28%	(24)	20%	(17)	14%	(12)	4%	(3)	14%	(11)	19%	(16)	84
4-Region: Midwest	18%	(15)	30%	(24)	7%	(6)	9%	(8)	22%	(18)	14%	(12)	81
4-Region: South	18%	(57)	19%	(61)	4%	(13)	4%	(14)	27%	(85)	27%	(84)	314
4-Region: West	11%	(8)	25%	(17)	20%	(14)	5%	(4)	21%	(15)	17%	(12)	69
2110194	15%	(40)	19%	(53)	10%	(27)	5%	(13)	29%	(78)	23%	(62)	274
2110195	23%	(62)	24%	(66)	7%	(18)	5%	(15)	19%	(51)	22%	(62)	274

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

Table MCFI1_15: Do you have a favorable or unfavorable opinion of the following?
 Spike Lee

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	42%	(231)	26%	(142)	5%	(27)	5%	(26)	14%	(76)	9%	(47)	549
Gender: Male	48%	(112)	27%	(62)	6%	(13)	5%	(11)	9%	(22)	5%	(12)	232
Gender: Female	38%	(119)	25%	(80)	4%	(14)	5%	(15)	17%	(54)	11%	(35)	316
Age: 18-34	36%	(78)	21%	(46)	6%	(12)	5%	(10)	15%	(34)	18%	(39)	219
Age: 35-44	40%	(41)	32%	(33)	4%	(4)	2%	(2)	16%	(17)	7%	(7)	103
Age: 45-64	50%	(81)	27%	(43)	5%	(8)	8%	(14)	9%	(15)	1%	(1)	162
Age: 65+	48%	(31)	31%	(20)	5%	(3)	—	(0)	16%	(10)	—	(0)	65
GenZers: 1997-2012	27%	(29)	21%	(23)	8%	(9)	7%	(7)	16%	(18)	23%	(25)	111
Millennials: 1981-1996	44%	(75)	24%	(40)	3%	(6)	2%	(4)	15%	(26)	11%	(19)	168
GenXers: 1965-1980	41%	(59)	31%	(44)	7%	(9)	8%	(11)	11%	(16)	2%	(2)	143
Baby Boomers: 1946-1964	54%	(66)	28%	(35)	3%	(3)	2%	(3)	12%	(14)	1%	(1)	122
PID: Dem (no lean)	45%	(162)	27%	(98)	4%	(13)	6%	(20)	12%	(44)	7%	(24)	363
PID: Ind (no lean)	39%	(64)	24%	(39)	7%	(12)	—	(1)	17%	(28)	12%	(19)	164
PID/Gender: Dem Men	51%	(74)	28%	(40)	5%	(7)	6%	(9)	8%	(12)	3%	(4)	146
PID/Gender: Dem Women	41%	(88)	27%	(58)	3%	(6)	5%	(12)	15%	(33)	9%	(20)	216
PID/Gender: Ind Men	46%	(34)	25%	(18)	9%	(6)	—	(0)	14%	(10)	7%	(6)	75
PID/Gender: Ind Women	34%	(30)	23%	(20)	6%	(6)	1%	(1)	21%	(18)	15%	(14)	89
Ideo: Liberal (1-3)	45%	(74)	30%	(49)	5%	(7)	4%	(7)	13%	(21)	3%	(5)	162
Ideo: Moderate (4)	41%	(88)	32%	(69)	4%	(10)	2%	(4)	14%	(30)	7%	(15)	214
Ideo: Conservative (5-7)	33%	(24)	22%	(16)	8%	(6)	15%	(11)	18%	(13)	3%	(3)	74
Educ: < College	43%	(178)	24%	(98)	4%	(16)	5%	(19)	14%	(59)	10%	(43)	413
Educ: Bachelors degree	37%	(32)	37%	(32)	7%	(6)	4%	(3)	15%	(12)	—	(0)	85
Educ: Post-grad	43%	(22)	25%	(13)	8%	(4)	6%	(3)	9%	(5)	8%	(4)	51
Income: Under 50k	40%	(147)	26%	(95)	4%	(15)	3%	(13)	15%	(56)	10%	(38)	364
Income: 50k-100k	47%	(64)	29%	(39)	5%	(7)	6%	(9)	8%	(11)	5%	(6)	136
Ethnicity: Black	42%	(231)	26%	(142)	5%	(27)	5%	(26)	14%	(76)	9%	(47)	549
All Christian	54%	(91)	20%	(34)	7%	(12)	6%	(11)	10%	(17)	3%	(5)	170
Agnostic/Nothing in particular	37%	(65)	27%	(47)	4%	(8)	3%	(5)	15%	(26)	14%	(25)	175
Something Else	42%	(71)	28%	(47)	3%	(6)	2%	(3)	16%	(27)	8%	(14)	168
Evangelical	42%	(85)	25%	(51)	8%	(16)	5%	(11)	12%	(25)	7%	(14)	201
Non-Evangelical	56%	(76)	22%	(30)	2%	(2)	2%	(3)	15%	(20)	3%	(4)	135

Continued on next page

Table MCFI1_15: Do you have a favorable or unfavorable opinion of the following?

Spike Lee

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	42%	(231)	26%	(142)	5%	(27)	5%	(26)	14%	(76)	9%	(47)	549
Community: Urban	43%	(106)	27%	(65)	5%	(11)	5%	(13)	16%	(40)	4%	(10)	244
Community: Suburban	42%	(92)	28%	(61)	5%	(11)	4%	(9)	11%	(24)	9%	(21)	218
Community: Rural	39%	(33)	19%	(16)	5%	(5)	4%	(4)	14%	(12)	20%	(17)	87
Employ: Private Sector	39%	(59)	39%	(58)	2%	(4)	7%	(10)	10%	(15)	3%	(5)	150
Employ: Self-Employed	43%	(27)	20%	(13)	6%	(4)	9%	(6)	14%	(9)	8%	(5)	64
Employ: Retired	46%	(36)	33%	(26)	2%	(2)	5%	(4)	14%	(11)	—	(0)	78
Employ: Unemployed	29%	(23)	19%	(15)	9%	(7)	1%	(1)	21%	(16)	22%	(17)	80
Employ: Other	58%	(38)	12%	(8)	4%	(3)	—	(0)	12%	(8)	14%	(9)	66
Military HH: Yes	44%	(38)	28%	(24)	5%	(5)	8%	(7)	8%	(7)	6%	(6)	86
Military HH: No	42%	(193)	25%	(118)	5%	(22)	4%	(19)	15%	(69)	9%	(41)	462
RD/WT: Right Direction	49%	(138)	27%	(75)	3%	(8)	3%	(8)	13%	(38)	5%	(15)	282
RD/WT: Wrong Track	35%	(93)	25%	(67)	7%	(19)	7%	(18)	14%	(38)	12%	(32)	267
Biden Job Approve	48%	(174)	28%	(103)	4%	(16)	3%	(11)	11%	(41)	6%	(21)	366
Biden Job Disapprove	35%	(46)	23%	(30)	7%	(9)	11%	(14)	15%	(20)	10%	(13)	131
Biden Job Strongly Approve	55%	(97)	22%	(39)	5%	(8)	3%	(6)	12%	(20)	4%	(7)	177
Biden Job Somewhat Approve	41%	(77)	34%	(64)	4%	(8)	3%	(5)	11%	(20)	7%	(14)	189
Biden Job Somewhat Disapprove	39%	(28)	28%	(21)	7%	(5)	6%	(4)	17%	(13)	3%	(2)	73
Biden Job Strongly Disapprove	31%	(18)	15%	(9)	7%	(4)	17%	(10)	12%	(7)	18%	(10)	58
Favorable of Biden	48%	(190)	30%	(117)	3%	(13)	3%	(12)	11%	(44)	5%	(19)	396
Unfavorable of Biden	33%	(38)	18%	(20)	7%	(8)	12%	(14)	18%	(20)	12%	(14)	114
Very Favorable of Biden	53%	(106)	23%	(45)	3%	(5)	4%	(8)	15%	(31)	3%	(6)	201
Somewhat Favorable of Biden	43%	(84)	37%	(72)	4%	(8)	2%	(4)	7%	(14)	7%	(14)	195
Somewhat Unfavorable of Biden	37%	(23)	24%	(15)	5%	(3)	6%	(4)	19%	(12)	9%	(5)	61
Very Unfavorable of Biden	29%	(15)	11%	(5)	10%	(5)	19%	(10)	16%	(8)	16%	(8)	52
#1 Issue: Economy	47%	(105)	24%	(54)	3%	(7)	6%	(14)	10%	(21)	10%	(21)	223
#1 Issue: Health Care	45%	(29)	30%	(19)	3%	(2)	3%	(2)	16%	(10)	3%	(2)	64
#1 Issue: Medicare / Social Security	44%	(31)	27%	(19)	7%	(5)	3%	(2)	14%	(10)	5%	(3)	71
#1 Issue: Women's Issues	30%	(23)	19%	(14)	7%	(6)	3%	(2)	21%	(16)	20%	(15)	77
2020 Vote: Joe Biden	50%	(172)	29%	(101)	2%	(8)	5%	(17)	11%	(37)	3%	(11)	346
2020 Vote: Didn't Vote	30%	(43)	20%	(29)	8%	(11)	4%	(5)	22%	(32)	16%	(23)	143

Continued on next page

Table MCFI1_15: Do you have a favorable or unfavorable opinion of the following?
Spike Lee

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	42%	(231)	26%	(142)	5%	(27)	5%	(26)	14%	(76)	9%	(47)	549
2018 House Vote: Democrat	48%	(141)	30%	(88)	3%	(8)	6%	(17)	12%	(36)	2%	(5)	296
2016 Vote: Hillary Clinton	48%	(144)	31%	(92)	3%	(10)	6%	(17)	11%	(34)	1%	(3)	301
2016 Vote: Didn't Vote	35%	(71)	21%	(44)	7%	(14)	3%	(7)	18%	(36)	16%	(33)	204
Voted in 2014: Yes	49%	(143)	25%	(73)	4%	(12)	6%	(18)	12%	(36)	4%	(11)	293
Voted in 2014: No	35%	(88)	27%	(69)	6%	(15)	3%	(7)	16%	(40)	14%	(36)	255
4-Region: Northeast	40%	(34)	33%	(27)	5%	(4)	4%	(3)	11%	(9)	7%	(6)	84
4-Region: Midwest	52%	(42)	27%	(22)	3%	(2)	4%	(3)	11%	(9)	4%	(3)	81
4-Region: South	42%	(132)	23%	(71)	4%	(12)	4%	(13)	17%	(53)	11%	(35)	314
4-Region: West	34%	(24)	31%	(21)	12%	(8)	9%	(6)	8%	(6)	6%	(4)	69
2110194	41%	(113)	25%	(67)	5%	(15)	4%	(12)	13%	(37)	11%	(31)	274
2110195	43%	(118)	27%	(75)	4%	(12)	5%	(14)	14%	(40)	6%	(16)	274

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

Table MCFI2_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	24%	(133)	34%	(186)	22%	(123)	19%	(106)	549
Gender: Male	35%	(82)	35%	(82)	17%	(39)	13%	(29)	232
Gender: Female	16%	(51)	33%	(104)	26%	(84)	24%	(77)	316
Age: 18-34	30%	(66)	26%	(56)	19%	(41)	25%	(56)	219
Age: 35-44	20%	(21)	45%	(46)	21%	(21)	14%	(15)	103
Age: 45-64	20%	(33)	41%	(67)	24%	(39)	14%	(23)	162
Age: 65+	21%	(13)	26%	(17)	34%	(22)	20%	(13)	65
GenZers: 1997-2012	27%	(30)	32%	(36)	15%	(16)	26%	(29)	111
Millennials: 1981-1996	29%	(49)	30%	(50)	22%	(37)	19%	(32)	168
GenXers: 1965-1980	20%	(29)	41%	(59)	24%	(34)	15%	(21)	143
Baby Boomers: 1946-1964	19%	(24)	33%	(40)	30%	(36)	18%	(23)	122
PID: Dem (no lean)	24%	(87)	34%	(122)	24%	(87)	18%	(67)	363
PID: Ind (no lean)	25%	(40)	33%	(54)	19%	(32)	23%	(38)	164
PID/Gender: Dem Men	41%	(60)	36%	(52)	13%	(19)	11%	(15)	146
PID/Gender: Dem Women	13%	(28)	32%	(70)	31%	(68)	24%	(51)	216
PID/Gender: Ind Men	23%	(18)	34%	(25)	24%	(18)	18%	(14)	75
PID/Gender: Ind Women	25%	(23)	32%	(29)	15%	(13)	27%	(24)	89
Ideo: Liberal (1-3)	27%	(44)	33%	(54)	25%	(41)	14%	(23)	162
Ideo: Moderate (4)	23%	(49)	36%	(76)	23%	(49)	19%	(40)	214
Ideo: Conservative (5-7)	32%	(23)	33%	(24)	20%	(15)	16%	(12)	74
Educ: < College	21%	(88)	33%	(135)	23%	(95)	23%	(95)	413
Educ: Bachelors degree	28%	(24)	35%	(30)	26%	(22)	10%	(9)	85
Educ: Post-grad	42%	(21)	42%	(21)	10%	(5)	6%	(3)	51
Income: Under 50k	17%	(63)	35%	(127)	26%	(96)	22%	(79)	364
Income: 50k-100k	37%	(51)	32%	(43)	17%	(23)	14%	(19)	136
Ethnicity: Black	24%	(133)	34%	(186)	22%	(123)	19%	(106)	549
All Christian	34%	(58)	31%	(53)	22%	(37)	13%	(22)	170
Agnostic/Nothing in particular	16%	(27)	37%	(66)	25%	(44)	22%	(39)	175
Something Else	18%	(31)	37%	(61)	23%	(39)	22%	(37)	168
Evangelical	18%	(37)	39%	(78)	20%	(40)	23%	(47)	201
Non-Evangelical	38%	(52)	26%	(35)	27%	(36)	9%	(12)	135

Continued on next page

Table MCFI2_1: How familiar are you with the following kinds of investments?**Stocks**

Demographic			Somewhat familiar		Not too familiar		Not familiar at all		Total N
	Very familiar		familiar						
Black Adults	24%	(133)	34%	(186)	22%	(123)	19%	(106)	549
Community: Urban	25%	(62)	34%	(84)	21%	(52)	19%	(46)	244
Community: Suburban	26%	(57)	33%	(72)	23%	(51)	18%	(39)	218
Community: Rural	16%	(14)	35%	(30)	24%	(21)	25%	(22)	87
Employ: Private Sector	33%	(49)	36%	(54)	19%	(28)	12%	(18)	150
Employ: Self-Employed	36%	(23)	41%	(27)	15%	(9)	8%	(5)	64
Employ: Retired	18%	(14)	38%	(29)	29%	(22)	16%	(12)	78
Employ: Unemployed	14%	(12)	34%	(27)	26%	(20)	26%	(20)	80
Employ: Other	12%	(8)	24%	(16)	25%	(17)	39%	(26)	66
Military HH: Yes	34%	(30)	33%	(28)	14%	(12)	19%	(16)	86
Military HH: No	22%	(103)	34%	(158)	24%	(111)	19%	(90)	462
RD/WT: Right Direction	31%	(89)	30%	(86)	20%	(55)	19%	(52)	282
RD/WT: Wrong Track	17%	(44)	38%	(100)	25%	(68)	20%	(54)	267
Biden Job Approve	29%	(104)	30%	(110)	23%	(85)	18%	(66)	366
Biden Job Disapprove	16%	(22)	47%	(61)	19%	(25)	18%	(24)	131
Biden Job Strongly Approve	38%	(67)	25%	(44)	24%	(43)	13%	(23)	177
Biden Job Somewhat Approve	20%	(37)	35%	(66)	22%	(42)	23%	(44)	189
Biden Job Somewhat Disapprove	11%	(8)	46%	(33)	21%	(16)	22%	(16)	73
Biden Job Strongly Disapprove	23%	(13)	48%	(28)	16%	(9)	13%	(8)	58
Favorable of Biden	27%	(109)	32%	(127)	23%	(90)	18%	(70)	396
Unfavorable of Biden	16%	(18)	46%	(53)	20%	(22)	18%	(20)	114
Very Favorable of Biden	35%	(70)	29%	(57)	25%	(49)	12%	(24)	201
Somewhat Favorable of Biden	20%	(38)	36%	(70)	21%	(41)	24%	(46)	195
Somewhat Unfavorable of Biden	11%	(7)	47%	(29)	21%	(13)	20%	(12)	61
Very Unfavorable of Biden	22%	(11)	45%	(24)	17%	(9)	15%	(8)	52
#1 Issue: Economy	26%	(58)	35%	(78)	24%	(54)	14%	(32)	223
#1 Issue: Health Care	20%	(13)	40%	(26)	22%	(14)	18%	(12)	64
#1 Issue: Medicare / Social Security	17%	(13)	30%	(21)	30%	(21)	23%	(16)	71
#1 Issue: Women's Issues	26%	(20)	26%	(20)	25%	(19)	23%	(18)	77
2020 Vote: Joe Biden	26%	(90)	33%	(113)	23%	(80)	18%	(62)	346
2020 Vote: Didn't Vote	20%	(28)	34%	(49)	24%	(34)	22%	(32)	143

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Table MCFI2_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	24%	(133)	34%	(186)	22%	(123)	19%	(106)	549
2018 House Vote: Democrat	25%	(74)	33%	(98)	23%	(69)	19%	(55)	296
2016 Vote: Hillary Clinton	22%	(65)	35%	(106)	25%	(75)	18%	(54)	301
2016 Vote: Didn't Vote	24%	(50)	32%	(65)	20%	(41)	24%	(49)	204
Voted in 2014: Yes	26%	(75)	35%	(104)	23%	(68)	16%	(47)	293
Voted in 2014: No	23%	(58)	32%	(83)	22%	(56)	23%	(59)	255
4-Region: Northeast	24%	(20)	26%	(22)	31%	(26)	19%	(16)	84
4-Region: Midwest	31%	(25)	20%	(16)	22%	(18)	27%	(22)	81
4-Region: South	24%	(74)	38%	(121)	20%	(64)	18%	(56)	314
4-Region: West	20%	(14)	39%	(27)	23%	(16)	18%	(13)	69
2110194	24%	(66)	37%	(101)	23%	(62)	17%	(46)	274
2110195	24%	(67)	31%	(86)	22%	(61)	22%	(61)	274

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

Table MCFI2_2: How familiar are you with the following kinds of investments?*Mutual funds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	17%	(93)	28%	(154)	27%	(147)	28%	(154)	549
Gender: Male	29%	(66)	32%	(75)	18%	(41)	21%	(50)	232
Gender: Female	9%	(27)	25%	(79)	33%	(105)	33%	(105)	316
Age: 18-34	18%	(39)	21%	(46)	27%	(58)	35%	(76)	219
Age: 35-44	17%	(17)	33%	(34)	28%	(29)	22%	(22)	103
Age: 45-64	16%	(26)	36%	(58)	25%	(41)	23%	(37)	162
Age: 65+	17%	(11)	24%	(16)	28%	(18)	30%	(20)	65
GenZers: 1997-2012	16%	(17)	21%	(24)	31%	(34)	32%	(36)	111
Millennials: 1981-1996	20%	(34)	23%	(38)	26%	(43)	31%	(53)	168
GenXers: 1965-1980	15%	(21)	42%	(61)	24%	(35)	19%	(27)	143
Baby Boomers: 1946-1964	16%	(19)	25%	(30)	29%	(35)	31%	(37)	122
PID: Dem (no lean)	18%	(66)	29%	(105)	25%	(92)	27%	(100)	363
PID: Ind (no lean)	12%	(20)	28%	(45)	28%	(46)	32%	(52)	164
PID/Gender: Dem Men	34%	(50)	33%	(48)	17%	(25)	16%	(23)	146
PID/Gender: Dem Women	7%	(16)	27%	(58)	31%	(67)	35%	(76)	216
PID/Gender: Ind Men	14%	(10)	34%	(25)	18%	(14)	34%	(25)	75
PID/Gender: Ind Women	11%	(10)	23%	(20)	36%	(32)	30%	(27)	89
Ideo: Liberal (1-3)	24%	(38)	28%	(46)	27%	(44)	21%	(35)	162
Ideo: Moderate (4)	14%	(29)	29%	(61)	28%	(61)	29%	(63)	214
Ideo: Conservative (5-7)	29%	(22)	33%	(24)	22%	(16)	16%	(12)	74
Educ: < College	13%	(55)	26%	(106)	28%	(117)	33%	(134)	413
Educ: Bachelors degree	16%	(14)	35%	(29)	29%	(24)	20%	(17)	85
Educ: Post-grad	49%	(25)	36%	(18)	9%	(5)	6%	(3)	51
Income: Under 50k	11%	(40)	25%	(90)	31%	(112)	34%	(123)	364
Income: 50k-100k	27%	(37)	35%	(47)	20%	(28)	18%	(24)	136
Ethnicity: Black	17%	(93)	28%	(154)	27%	(147)	28%	(154)	549
All Christian	26%	(44)	33%	(57)	22%	(37)	19%	(33)	170
Agnostic/Nothing in particular	12%	(21)	23%	(41)	29%	(51)	36%	(63)	175
Something Else	10%	(17)	30%	(50)	31%	(53)	29%	(48)	168
Evangelical	16%	(33)	30%	(60)	28%	(57)	26%	(51)	201
Non-Evangelical	21%	(28)	34%	(46)	24%	(32)	21%	(29)	135

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Table MCFI2_2: How familiar are you with the following kinds of investments?

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	17%	(93)	28%	(154)	27%	(147)	28%	(154)	549
Community: Urban	17%	(41)	30%	(73)	25%	(62)	28%	(69)	244
Community: Suburban	19%	(41)	26%	(57)	29%	(63)	26%	(57)	218
Community: Rural	13%	(12)	28%	(24)	25%	(22)	34%	(29)	87
Employ: Private Sector	23%	(34)	33%	(49)	27%	(41)	17%	(26)	150
Employ: Self-Employed	26%	(17)	25%	(16)	25%	(16)	24%	(15)	64
Employ: Retired	16%	(13)	29%	(23)	24%	(19)	31%	(24)	78
Employ: Unemployed	6%	(5)	37%	(29)	26%	(21)	31%	(25)	80
Employ: Other	5%	(3)	15%	(10)	27%	(18)	52%	(35)	66
Military HH: Yes	27%	(23)	28%	(24)	22%	(19)	23%	(20)	86
Military HH: No	15%	(70)	28%	(130)	28%	(128)	29%	(135)	462
RD/WT: Right Direction	22%	(63)	25%	(72)	27%	(77)	25%	(71)	282
RD/WT: Wrong Track	12%	(31)	31%	(83)	26%	(70)	31%	(84)	267
Biden Job Approve	19%	(71)	29%	(107)	26%	(95)	25%	(93)	366
Biden Job Disapprove	16%	(21)	26%	(34)	30%	(40)	28%	(37)	131
Biden Job Strongly Approve	26%	(47)	25%	(45)	25%	(45)	23%	(41)	177
Biden Job Somewhat Approve	13%	(25)	33%	(62)	27%	(50)	27%	(52)	189
Biden Job Somewhat Disapprove	12%	(9)	23%	(17)	34%	(25)	31%	(23)	73
Biden Job Strongly Disapprove	20%	(12)	31%	(18)	25%	(15)	24%	(14)	58
Favorable of Biden	18%	(71)	30%	(119)	25%	(97)	27%	(108)	396
Unfavorable of Biden	16%	(18)	27%	(31)	36%	(41)	21%	(23)	114
Very Favorable of Biden	27%	(54)	31%	(61)	23%	(46)	20%	(39)	201
Somewhat Favorable of Biden	9%	(17)	30%	(58)	26%	(51)	35%	(69)	195
Somewhat Unfavorable of Biden	10%	(6)	26%	(16)	47%	(29)	18%	(11)	61
Very Unfavorable of Biden	23%	(12)	29%	(15)	24%	(13)	24%	(12)	52
#1 Issue: Economy	20%	(44)	29%	(64)	25%	(57)	26%	(58)	223
#1 Issue: Health Care	8%	(5)	38%	(24)	32%	(21)	22%	(14)	64
#1 Issue: Medicare / Social Security	18%	(13)	23%	(16)	21%	(15)	38%	(27)	71
#1 Issue: Women's Issues	11%	(9)	27%	(21)	31%	(24)	31%	(24)	77
2020 Vote: Joe Biden	20%	(68)	30%	(105)	27%	(95)	23%	(79)	346
2020 Vote: Didn't Vote	7%	(10)	27%	(39)	26%	(37)	40%	(57)	143

Continued on next page

Table MCFI2_2: How familiar are you with the following kinds of investments?*Mutual funds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	17%	(93)	28%	(154)	27%	(147)	28%	(154)	549
2018 House Vote: Democrat	21%	(61)	28%	(83)	29%	(85)	22%	(66)	296
2016 Vote: Hillary Clinton	17%	(52)	29%	(87)	30%	(89)	24%	(72)	301
2016 Vote: Didn't Vote	11%	(23)	28%	(57)	26%	(53)	35%	(71)	204
Voted in 2014: Yes	23%	(68)	28%	(82)	25%	(74)	24%	(69)	293
Voted in 2014: No	10%	(26)	28%	(72)	28%	(73)	33%	(85)	255
4-Region: Northeast	23%	(19)	26%	(22)	22%	(18)	29%	(25)	84
4-Region: Midwest	22%	(18)	16%	(13)	26%	(21)	36%	(29)	81
4-Region: South	14%	(44)	32%	(101)	28%	(87)	27%	(83)	314
4-Region: West	18%	(13)	26%	(18)	30%	(21)	25%	(17)	69
2110194	16%	(43)	31%	(85)	25%	(68)	28%	(78)	274
2110195	18%	(50)	25%	(70)	29%	(78)	28%	(76)	274

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

Table MCFI2_3: How familiar are you with the following kinds of investments?
Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	9%	(50)	19%	(104)	29%	(158)	43%	(236)	549
Gender: Male	16%	(36)	21%	(49)	30%	(69)	33%	(78)	232
Gender: Female	4%	(13)	18%	(55)	28%	(89)	50%	(158)	316
Age: 18-34	14%	(32)	18%	(40)	19%	(42)	48%	(105)	219
Age: 35-44	10%	(10)	15%	(16)	35%	(36)	40%	(41)	103
Age: 45-64	5%	(8)	20%	(33)	42%	(68)	33%	(53)	162
Age: 65+	—	(0)	24%	(15)	18%	(12)	58%	(37)	65
GenZers: 1997-2012	17%	(18)	24%	(26)	19%	(21)	41%	(45)	111
Millennials: 1981-1996	12%	(21)	14%	(24)	23%	(38)	50%	(85)	168
GenXers: 1965-1980	5%	(8)	22%	(31)	43%	(62)	30%	(43)	143
Baby Boomers: 1946-1964	2%	(3)	18%	(22)	30%	(37)	50%	(61)	122
PID: Dem (no lean)	9%	(34)	19%	(69)	30%	(109)	42%	(151)	363
PID: Ind (no lean)	7%	(11)	17%	(28)	27%	(43)	50%	(81)	164
PID/Gender: Dem Men	18%	(26)	22%	(33)	31%	(45)	29%	(42)	146
PID/Gender: Dem Women	3%	(7)	16%	(36)	30%	(64)	50%	(109)	216
PID/Gender: Ind Men	7%	(5)	17%	(13)	28%	(21)	48%	(36)	75
PID/Gender: Ind Women	6%	(5)	17%	(15)	26%	(23)	51%	(46)	89
Ideo: Liberal (1-3)	13%	(21)	24%	(38)	29%	(47)	35%	(57)	162
Ideo: Moderate (4)	5%	(11)	22%	(46)	34%	(73)	39%	(84)	214
Ideo: Conservative (5-7)	15%	(11)	22%	(16)	22%	(16)	42%	(31)	74
Educ: < College	7%	(31)	15%	(62)	29%	(121)	48%	(200)	413
Educ: Bachelors degree	10%	(9)	28%	(23)	31%	(26)	31%	(26)	85
Educ: Post-grad	21%	(10)	38%	(19)	22%	(11)	19%	(10)	51
Income: Under 50k	5%	(20)	18%	(64)	30%	(108)	47%	(172)	364
Income: 50k-100k	15%	(20)	21%	(28)	27%	(37)	37%	(51)	136
Ethnicity: Black	9%	(50)	19%	(104)	29%	(158)	43%	(236)	549
All Christian	10%	(18)	25%	(43)	34%	(58)	30%	(51)	170
Agnostic/Nothing in particular	6%	(11)	16%	(28)	25%	(43)	53%	(93)	175
Something Else	6%	(10)	16%	(28)	29%	(49)	48%	(80)	168
Evangelical	9%	(17)	21%	(41)	34%	(68)	37%	(75)	201
Non-Evangelical	8%	(11)	21%	(29)	29%	(39)	42%	(56)	135

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Table MCFI2_3: How familiar are you with the following kinds of investments?*Private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	9%	(50)	19%	(104)	29%	(158)	43%	(236)	549
Community: Urban	9%	(22)	17%	(42)	31%	(75)	43%	(105)	244
Community: Suburban	9%	(19)	23%	(51)	24%	(53)	43%	(94)	218
Community: Rural	10%	(8)	13%	(12)	35%	(30)	42%	(36)	87
Employ: Private Sector	13%	(20)	21%	(32)	35%	(52)	31%	(46)	150
Employ: Self-Employed	12%	(8)	23%	(15)	26%	(17)	39%	(25)	64
Employ: Retired	4%	(3)	22%	(17)	17%	(14)	57%	(45)	78
Employ: Unemployed	3%	(2)	11%	(9)	40%	(32)	46%	(37)	80
Employ: Other	5%	(3)	8%	(6)	25%	(16)	62%	(41)	66
Military HH: Yes	9%	(8)	22%	(19)	31%	(26)	37%	(32)	86
Military HH: No	9%	(42)	18%	(85)	29%	(132)	44%	(204)	462
RD/WT: Right Direction	11%	(31)	17%	(49)	29%	(83)	42%	(119)	282
RD/WT: Wrong Track	7%	(19)	21%	(55)	28%	(76)	44%	(117)	267
Biden Job Approve	10%	(36)	19%	(71)	30%	(112)	40%	(147)	366
Biden Job Disapprove	10%	(13)	20%	(27)	28%	(37)	41%	(54)	131
Biden Job Strongly Approve	14%	(24)	17%	(30)	29%	(51)	40%	(71)	177
Biden Job Somewhat Approve	7%	(12)	22%	(41)	32%	(60)	40%	(76)	189
Biden Job Somewhat Disapprove	11%	(8)	25%	(18)	27%	(20)	37%	(27)	73
Biden Job Strongly Disapprove	9%	(5)	14%	(8)	30%	(17)	47%	(27)	58
Favorable of Biden	9%	(37)	19%	(74)	29%	(115)	43%	(170)	396
Unfavorable of Biden	8%	(9)	24%	(27)	32%	(36)	36%	(41)	114
Very Favorable of Biden	14%	(28)	20%	(40)	26%	(53)	40%	(79)	201
Somewhat Favorable of Biden	5%	(9)	17%	(34)	32%	(62)	47%	(91)	195
Somewhat Unfavorable of Biden	7%	(4)	30%	(19)	34%	(21)	29%	(18)	61
Very Unfavorable of Biden	10%	(5)	16%	(8)	30%	(16)	44%	(23)	52
#1 Issue: Economy	12%	(26)	19%	(43)	35%	(79)	34%	(75)	223
#1 Issue: Health Care	3%	(2)	11%	(7)	29%	(19)	57%	(36)	64
#1 Issue: Medicare / Social Security	5%	(4)	13%	(9)	18%	(13)	64%	(46)	71
#1 Issue: Women's Issues	8%	(7)	19%	(15)	28%	(21)	44%	(34)	77
2020 Vote: Joe Biden	10%	(35)	21%	(71)	31%	(108)	38%	(132)	346
2020 Vote: Didn't Vote	5%	(8)	12%	(18)	29%	(42)	53%	(75)	143

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Table MCFI2_3: How familiar are you with the following kinds of investments?
Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	9%	(50)	19%	(104)	29%	(158)	43%	(236)	549
2018 House Vote: Democrat	10%	(29)	20%	(58)	32%	(94)	39%	(115)	296
2016 Vote: Hillary Clinton	7%	(22)	19%	(58)	31%	(94)	42%	(126)	301
2016 Vote: Didn't Vote	8%	(17)	18%	(36)	29%	(59)	45%	(93)	204
Voted in 2014: Yes	10%	(28)	21%	(62)	30%	(88)	39%	(115)	293
Voted in 2014: No	9%	(22)	17%	(43)	27%	(70)	47%	(121)	255
4-Region: Northeast	14%	(12)	23%	(19)	18%	(15)	45%	(38)	84
4-Region: Midwest	9%	(7)	12%	(9)	26%	(21)	54%	(44)	81
4-Region: South	9%	(28)	18%	(56)	32%	(101)	41%	(129)	314
4-Region: West	4%	(3)	28%	(20)	30%	(21)	37%	(26)	69
2110194	10%	(28)	19%	(53)	26%	(72)	44%	(120)	274
2110195	8%	(22)	19%	(51)	31%	(86)	42%	(116)	274

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

**Table MCFI2_4: How familiar are you with the following kinds of investments?
Cryptocurrencies (such as Bitcoin, Ethereum, Litecoin, and Peercoin)**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	18%	(100)	23%	(126)	24%	(130)	35%	(192)	549
Gender: Male	30%	(70)	23%	(54)	20%	(47)	26%	(61)	232
Gender: Female	10%	(30)	23%	(72)	26%	(83)	42%	(132)	316
Age: 18-34	27%	(58)	18%	(39)	24%	(53)	32%	(69)	219
Age: 35-44	22%	(22)	42%	(44)	16%	(17)	20%	(21)	103
Age: 45-64	10%	(17)	20%	(33)	29%	(47)	40%	(65)	162
Age: 65+	5%	(3)	16%	(10)	21%	(14)	58%	(37)	65
GenZers: 1997-2012	26%	(29)	21%	(23)	25%	(27)	29%	(32)	111
Millennials: 1981-1996	25%	(42)	29%	(48)	20%	(34)	26%	(44)	168
GenXers: 1965-1980	13%	(19)	25%	(36)	27%	(39)	35%	(50)	143
Baby Boomers: 1946-1964	9%	(11)	14%	(18)	24%	(30)	53%	(64)	122
PID: Dem (no lean)	20%	(74)	21%	(78)	24%	(85)	35%	(126)	363
PID: Ind (no lean)	10%	(16)	25%	(41)	25%	(41)	40%	(65)	164
PID/Gender: Dem Men	38%	(56)	22%	(32)	18%	(26)	22%	(33)	146
PID/Gender: Dem Women	9%	(18)	21%	(45)	28%	(60)	43%	(93)	216
PID/Gender: Ind Men	13%	(10)	24%	(18)	26%	(20)	37%	(28)	75
PID/Gender: Ind Women	7%	(6)	27%	(24)	24%	(22)	42%	(37)	89
Ideo: Liberal (1-3)	22%	(35)	26%	(42)	23%	(37)	30%	(48)	162
Ideo: Moderate (4)	16%	(35)	21%	(45)	31%	(65)	32%	(68)	214
Ideo: Conservative (5-7)	25%	(19)	30%	(22)	18%	(13)	27%	(20)	74
Educ: < College	17%	(70)	23%	(96)	22%	(91)	38%	(157)	413
Educ: Bachelors degree	17%	(14)	21%	(18)	30%	(26)	31%	(27)	85
Educ: Post-grad	33%	(17)	23%	(11)	27%	(14)	18%	(9)	51
Income: Under 50k	13%	(48)	23%	(86)	26%	(94)	38%	(137)	364
Income: 50k-100k	30%	(41)	21%	(28)	20%	(27)	30%	(40)	136
Ethnicity: Black	18%	(100)	23%	(126)	24%	(130)	35%	(192)	549
All Christian	27%	(46)	17%	(29)	25%	(42)	31%	(53)	170
Agnostic/Nothing in particular	12%	(21)	26%	(45)	25%	(44)	37%	(65)	175
Something Else	8%	(13)	27%	(46)	24%	(40)	41%	(69)	168
Evangelical	11%	(23)	26%	(52)	24%	(48)	39%	(78)	201
Non-Evangelical	27%	(37)	17%	(23)	24%	(33)	31%	(42)	135

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**Table MCFI2_4: How familiar are you with the following kinds of investments?
Cryptocurrencies (such as Bitcoin, Ethereum, Litecoin, and Peercoin)**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	18%	(100)	23%	(126)	24%	(130)	35%	(192)	549
Community: Urban	22%	(53)	24%	(59)	23%	(56)	32%	(77)	244
Community: Suburban	17%	(38)	23%	(51)	24%	(53)	35%	(76)	218
Community: Rural	11%	(10)	18%	(16)	25%	(21)	46%	(40)	87
Employ: Private Sector	28%	(42)	24%	(36)	26%	(39)	22%	(33)	150
Employ: Self-Employed	29%	(19)	17%	(11)	32%	(21)	22%	(14)	64
Employ: Retired	12%	(10)	17%	(13)	16%	(12)	55%	(43)	78
Employ: Unemployed	5%	(4)	27%	(22)	19%	(15)	50%	(40)	80
Employ: Other	14%	(9)	20%	(13)	15%	(10)	51%	(34)	66
Military HH: Yes	24%	(20)	21%	(18)	22%	(19)	33%	(29)	86
Military HH: No	17%	(80)	23%	(108)	24%	(111)	35%	(163)	462
RD/WT: Right Direction	23%	(65)	19%	(53)	26%	(74)	32%	(90)	282
RD/WT: Wrong Track	13%	(35)	27%	(73)	21%	(56)	38%	(103)	267
Biden Job Approve	20%	(74)	20%	(75)	24%	(89)	35%	(128)	366
Biden Job Disapprove	18%	(23)	31%	(40)	23%	(30)	29%	(38)	131
Biden Job Strongly Approve	24%	(43)	17%	(31)	24%	(42)	35%	(61)	177
Biden Job Somewhat Approve	16%	(31)	23%	(44)	25%	(47)	36%	(67)	189
Biden Job Somewhat Disapprove	11%	(8)	36%	(27)	29%	(21)	24%	(18)	73
Biden Job Strongly Disapprove	26%	(15)	23%	(13)	16%	(10)	34%	(20)	58
Favorable of Biden	19%	(77)	23%	(91)	23%	(90)	35%	(138)	396
Unfavorable of Biden	18%	(20)	28%	(32)	27%	(31)	26%	(30)	114
Very Favorable of Biden	24%	(48)	20%	(41)	22%	(44)	33%	(67)	201
Somewhat Favorable of Biden	15%	(28)	26%	(50)	24%	(46)	36%	(71)	195
Somewhat Unfavorable of Biden	13%	(8)	29%	(18)	35%	(21)	23%	(14)	61
Very Unfavorable of Biden	24%	(12)	27%	(14)	18%	(10)	30%	(16)	52
#1 Issue: Economy	23%	(51)	21%	(46)	27%	(61)	29%	(65)	223
#1 Issue: Health Care	13%	(8)	24%	(15)	28%	(18)	36%	(23)	64
#1 Issue: Medicare / Social Security	11%	(8)	17%	(12)	12%	(8)	61%	(44)	71
#1 Issue: Women's Issues	14%	(11)	26%	(20)	25%	(19)	35%	(27)	77
2020 Vote: Joe Biden	21%	(71)	21%	(72)	28%	(98)	30%	(105)	346
2020 Vote: Didn't Vote	10%	(15)	27%	(38)	17%	(25)	46%	(65)	143

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Table MCFI2_4: How familiar are you with the following kinds of investments?*Cryptocurrencies (such as Bitcoin, Ethereum, Litecoin, and Peercoin)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	18%	(100)	23%	(126)	24%	(130)	35%	(192)	549
2018 House Vote: Democrat	19%	(57)	21%	(61)	28%	(81)	33%	(97)	296
2016 Vote: Hillary Clinton	15%	(46)	22%	(67)	28%	(83)	35%	(105)	301
2016 Vote: Didn't Vote	20%	(40)	24%	(50)	20%	(40)	37%	(75)	204
Voted in 2014: Yes	18%	(54)	22%	(64)	25%	(74)	35%	(102)	293
Voted in 2014: No	18%	(46)	24%	(62)	22%	(57)	35%	(90)	255
4-Region: Northeast	29%	(24)	22%	(18)	16%	(13)	33%	(27)	84
4-Region: Midwest	17%	(14)	16%	(13)	28%	(23)	40%	(33)	81
4-Region: South	19%	(60)	23%	(72)	25%	(77)	33%	(105)	314
4-Region: West	3%	(2)	33%	(23)	25%	(17)	39%	(27)	69
2110194	21%	(58)	20%	(55)	27%	(73)	32%	(88)	274
2110195	15%	(42)	26%	(71)	21%	(57)	38%	(104)	274

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

Table MCFI2_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Black Adults	12% (64)	21% (116)	29% (157)	39% (212)	549
Gender: Male	19% (43)	27% (62)	29% (67)	26% (60)	232
Gender: Female	7% (21)	17% (54)	28% (90)	48% (152)	316
Age: 18-34	18% (39)	23% (50)	18% (38)	42% (91)	219
Age: 35-44	12% (13)	19% (20)	42% (44)	26% (27)	103
Age: 45-64	6% (10)	21% (33)	38% (61)	36% (58)	162
Age: 65+	5% (3)	18% (12)	21% (14)	56% (36)	65
GenZers: 1997-2012	18% (20)	24% (27)	18% (20)	39% (43)	111
Millennials: 1981-1996	17% (28)	22% (36)	25% (41)	37% (63)	168
GenXers: 1965-1980	7% (11)	19% (27)	45% (65)	28% (41)	143
Baby Boomers: 1946-1964	3% (4)	20% (24)	25% (30)	52% (64)	122
PID: Dem (no lean)	12% (43)	23% (82)	30% (109)	35% (128)	363
PID: Ind (no lean)	10% (16)	19% (31)	24% (39)	47% (77)	164
PID/Gender: Dem Men	23% (33)	31% (45)	28% (41)	19% (28)	146
PID/Gender: Dem Women	5% (10)	17% (38)	32% (68)	46% (100)	216
PID/Gender: Ind Men	10% (8)	22% (16)	26% (20)	41% (31)	75
PID/Gender: Ind Women	10% (8)	17% (15)	21% (19)	52% (46)	89
Ideo: Liberal (1-3)	19% (30)	24% (40)	27% (44)	30% (48)	162
Ideo: Moderate (4)	9% (20)	21% (45)	34% (73)	36% (76)	214
Ideo: Conservative (5-7)	15% (11)	24% (18)	27% (20)	34% (25)	74
Educ: < College	9% (37)	20% (82)	29% (121)	42% (174)	413
Educ: Bachelors degree	15% (13)	24% (20)	30% (26)	31% (26)	85
Educ: Post-grad	29% (15)	26% (13)	21% (11)	23% (12)	51
Income: Under 50k	8% (29)	18% (65)	32% (117)	42% (154)	364
Income: 50k-100k	15% (20)	29% (39)	24% (33)	32% (44)	136
Ethnicity: Black	12% (64)	21% (116)	29% (157)	39% (212)	549
All Christian	14% (24)	28% (48)	29% (48)	29% (49)	170
Agnostic/Nothing in particular	10% (18)	18% (32)	24% (43)	47% (82)	175
Something Else	5% (9)	17% (28)	35% (59)	43% (72)	168
Evangelical	9% (19)	19% (38)	35% (70)	37% (75)	201
Non-Evangelical	11% (14)	28% (38)	28% (37)	34% (45)	135

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Table MCFI2_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	12%	(64)	21%	(116)	29%	(157)	39%	(212)	549
Community: Urban	13%	(32)	21%	(50)	30%	(73)	36%	(88)	244
Community: Suburban	12%	(27)	23%	(50)	24%	(53)	41%	(88)	218
Community: Rural	6%	(5)	18%	(15)	36%	(31)	41%	(35)	87
Employ: Private Sector	17%	(26)	26%	(39)	29%	(44)	28%	(42)	150
Employ: Self-Employed	23%	(15)	27%	(17)	22%	(14)	27%	(18)	64
Employ: Retired	3%	(2)	23%	(18)	24%	(19)	50%	(39)	78
Employ: Unemployed	1%	(1)	14%	(11)	38%	(31)	46%	(37)	80
Employ: Other	3%	(2)	11%	(7)	30%	(20)	56%	(37)	66
Military HH: Yes	11%	(10)	25%	(21)	27%	(23)	37%	(32)	86
Military HH: No	12%	(55)	20%	(94)	29%	(134)	39%	(180)	462
RD/WT: Right Direction	16%	(44)	23%	(64)	28%	(80)	34%	(95)	282
RD/WT: Wrong Track	8%	(20)	19%	(52)	29%	(77)	44%	(117)	267
Biden Job Approve	14%	(52)	22%	(80)	28%	(103)	36%	(132)	366
Biden Job Disapprove	9%	(11)	22%	(29)	33%	(44)	36%	(48)	131
Biden Job Strongly Approve	21%	(37)	22%	(38)	24%	(42)	34%	(60)	177
Biden Job Somewhat Approve	8%	(15)	22%	(42)	32%	(60)	38%	(72)	189
Biden Job Somewhat Disapprove	10%	(7)	23%	(17)	38%	(28)	29%	(22)	73
Biden Job Strongly Disapprove	7%	(4)	20%	(12)	28%	(16)	45%	(26)	58
Favorable of Biden	13%	(52)	23%	(90)	28%	(111)	36%	(143)	396
Unfavorable of Biden	8%	(9)	22%	(25)	32%	(37)	37%	(42)	114
Very Favorable of Biden	19%	(37)	23%	(45)	24%	(48)	35%	(70)	201
Somewhat Favorable of Biden	8%	(15)	23%	(45)	32%	(63)	37%	(73)	195
Somewhat Unfavorable of Biden	7%	(4)	26%	(16)	39%	(24)	28%	(17)	61
Very Unfavorable of Biden	10%	(5)	17%	(9)	25%	(13)	49%	(25)	52
#1 Issue: Economy	12%	(28)	22%	(48)	32%	(70)	34%	(77)	223
#1 Issue: Health Care	9%	(6)	18%	(11)	35%	(22)	39%	(25)	64
#1 Issue: Medicare / Social Security	7%	(5)	22%	(16)	18%	(13)	53%	(38)	71
#1 Issue: Women's Issues	12%	(9)	21%	(16)	20%	(15)	47%	(36)	77
2020 Vote: Joe Biden	15%	(51)	22%	(78)	30%	(104)	33%	(114)	346
2020 Vote: Didn't Vote	4%	(6)	17%	(25)	31%	(45)	47%	(67)	143

Continued on next page

Table MCFI2_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	12%	(64)	21%	(116)	29%	(157)	39%	(212)	549
2018 House Vote: Democrat	15%	(44)	20%	(61)	31%	(91)	34%	(100)	296
2016 Vote: Hillary Clinton	12%	(36)	20%	(61)	32%	(97)	36%	(107)	301
2016 Vote: Didn't Vote	8%	(16)	25%	(51)	25%	(51)	42%	(86)	204
Voted in 2014: Yes	16%	(46)	19%	(56)	29%	(86)	36%	(105)	293
Voted in 2014: No	7%	(18)	23%	(60)	28%	(71)	42%	(106)	255
4-Region: Northeast	24%	(20)	14%	(12)	25%	(21)	37%	(31)	84
4-Region: Midwest	13%	(11)	13%	(10)	34%	(28)	40%	(32)	81
4-Region: South	10%	(31)	24%	(75)	28%	(90)	38%	(119)	314
4-Region: West	4%	(3)	26%	(18)	27%	(18)	44%	(30)	69
2110194	13%	(36)	22%	(60)	25%	(69)	40%	(110)	274
2110195	10%	(28)	20%	(56)	32%	(88)	37%	(102)	274

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

Table MCFI2_6: How familiar are you with the following kinds of investments?**Bonds**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	16%	(86)	34%	(186)	26%	(141)	25%	(135)	549
Gender: Male	24%	(56)	34%	(78)	22%	(51)	20%	(47)	232
Gender: Female	10%	(30)	34%	(108)	29%	(91)	28%	(88)	316
Age: 18-34	20%	(43)	24%	(52)	26%	(56)	31%	(68)	219
Age: 35-44	13%	(13)	37%	(38)	26%	(27)	24%	(25)	103
Age: 45-64	15%	(24)	41%	(67)	26%	(43)	18%	(29)	162
Age: 65+	10%	(6)	44%	(29)	24%	(16)	22%	(14)	65
GenZers: 1997-2012	15%	(16)	26%	(28)	29%	(33)	30%	(34)	111
Millennials: 1981-1996	22%	(37)	27%	(45)	22%	(38)	29%	(49)	168
GenXers: 1965-1980	12%	(17)	43%	(61)	29%	(41)	17%	(24)	143
Baby Boomers: 1946-1964	12%	(15)	41%	(50)	23%	(29)	23%	(29)	122
PID: Dem (no lean)	15%	(55)	38%	(137)	25%	(91)	22%	(80)	363
PID: Ind (no lean)	14%	(24)	27%	(45)	27%	(45)	31%	(51)	164
PID/Gender: Dem Men	28%	(41)	40%	(59)	20%	(29)	12%	(18)	146
PID/Gender: Dem Women	6%	(14)	36%	(78)	29%	(62)	29%	(63)	216
PID/Gender: Ind Men	12%	(9)	24%	(18)	25%	(19)	39%	(29)	75
PID/Gender: Ind Women	16%	(14)	30%	(27)	29%	(26)	25%	(22)	89
Ideo: Liberal (1-3)	22%	(35)	32%	(52)	26%	(42)	20%	(33)	162
Ideo: Moderate (4)	13%	(27)	38%	(81)	26%	(55)	24%	(51)	214
Ideo: Conservative (5-7)	21%	(15)	43%	(32)	17%	(13)	19%	(14)	74
Educ: < College	13%	(52)	31%	(128)	28%	(114)	29%	(120)	413
Educ: Bachelors degree	15%	(13)	46%	(39)	25%	(21)	14%	(12)	85
Educ: Post-grad	43%	(22)	38%	(19)	13%	(6)	6%	(3)	51
Income: Under 50k	10%	(37)	30%	(110)	31%	(112)	29%	(105)	364
Income: 50k-100k	24%	(33)	41%	(55)	18%	(24)	18%	(24)	136
Ethnicity: Black	16%	(86)	34%	(186)	26%	(141)	25%	(135)	549
All Christian	22%	(38)	39%	(66)	26%	(44)	13%	(22)	170
Agnostic/Nothing in particular	11%	(19)	29%	(50)	25%	(44)	35%	(62)	175
Something Else	11%	(18)	36%	(61)	25%	(43)	28%	(46)	168
Evangelical	15%	(29)	41%	(82)	22%	(43)	23%	(46)	201
Non-Evangelical	20%	(26)	33%	(44)	31%	(42)	16%	(22)	135

Continued on next page

Table MCFI2_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	16%	(86)	34%	(186)	26%	(141)	25%	(135)	549
Community: Urban	18%	(45)	33%	(79)	26%	(63)	23%	(57)	244
Community: Suburban	17%	(37)	33%	(72)	23%	(51)	26%	(57)	218
Community: Rural	5%	(4)	40%	(34)	31%	(27)	25%	(21)	87
Employ: Private Sector	21%	(32)	41%	(61)	21%	(31)	17%	(25)	150
Employ: Self-Employed	24%	(15)	31%	(20)	23%	(15)	22%	(14)	64
Employ: Retired	13%	(10)	45%	(35)	24%	(19)	18%	(14)	78
Employ: Unemployed	10%	(8)	26%	(20)	28%	(22)	36%	(29)	80
Employ: Other	10%	(6)	22%	(15)	23%	(15)	45%	(30)	66
Military HH: Yes	27%	(23)	35%	(30)	17%	(15)	20%	(17)	86
Military HH: No	14%	(63)	34%	(155)	27%	(126)	26%	(118)	462
RD/WT: Right Direction	20%	(56)	36%	(100)	24%	(67)	20%	(58)	282
RD/WT: Wrong Track	11%	(30)	32%	(86)	28%	(74)	29%	(78)	267
Biden Job Approve	19%	(68)	35%	(127)	26%	(96)	20%	(75)	366
Biden Job Disapprove	11%	(15)	38%	(50)	22%	(28)	29%	(38)	131
Biden Job Strongly Approve	23%	(42)	34%	(59)	25%	(44)	18%	(33)	177
Biden Job Somewhat Approve	14%	(27)	36%	(68)	28%	(53)	22%	(42)	189
Biden Job Somewhat Disapprove	9%	(7)	35%	(26)	26%	(19)	30%	(22)	73
Biden Job Strongly Disapprove	14%	(8)	42%	(25)	16%	(9)	28%	(16)	58
Favorable of Biden	17%	(66)	35%	(137)	28%	(111)	21%	(81)	396
Unfavorable of Biden	15%	(17)	40%	(46)	21%	(23)	25%	(28)	114
Very Favorable of Biden	23%	(47)	36%	(73)	26%	(51)	15%	(30)	201
Somewhat Favorable of Biden	10%	(19)	33%	(64)	31%	(60)	27%	(52)	195
Somewhat Unfavorable of Biden	14%	(8)	40%	(24)	24%	(15)	22%	(14)	61
Very Unfavorable of Biden	15%	(8)	40%	(21)	16%	(9)	28%	(14)	52
#1 Issue: Economy	18%	(40)	36%	(81)	28%	(62)	18%	(40)	223
#1 Issue: Health Care	10%	(6)	40%	(26)	30%	(19)	20%	(13)	64
#1 Issue: Medicare / Social Security	13%	(9)	28%	(20)	20%	(14)	39%	(28)	71
#1 Issue: Women's Issues	16%	(12)	27%	(21)	24%	(18)	33%	(25)	77
2020 Vote: Joe Biden	17%	(59)	41%	(143)	24%	(83)	18%	(61)	346
2020 Vote: Didn't Vote	10%	(14)	19%	(27)	37%	(53)	35%	(50)	143

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Table MCFI2_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	16%	(86)	34%	(186)	26%	(141)	25%	(135)	549
2018 House Vote: Democrat	19%	(55)	37%	(111)	24%	(72)	19%	(57)	296
2016 Vote: Hillary Clinton	16%	(47)	39%	(117)	24%	(73)	21%	(64)	301
2016 Vote: Didn't Vote	10%	(20)	29%	(59)	33%	(67)	28%	(58)	204
Voted in 2014: Yes	22%	(65)	36%	(104)	22%	(63)	21%	(60)	293
Voted in 2014: No	8%	(21)	32%	(82)	30%	(78)	29%	(75)	255
4-Region: Northeast	23%	(19)	23%	(20)	22%	(19)	31%	(26)	84
4-Region: Midwest	20%	(16)	19%	(16)	31%	(25)	30%	(24)	81
4-Region: South	15%	(47)	38%	(120)	26%	(83)	21%	(65)	314
4-Region: West	6%	(4)	45%	(31)	20%	(14)	29%	(20)	69
2110194	16%	(44)	34%	(92)	25%	(70)	25%	(69)	274
2110195	16%	(43)	34%	(94)	26%	(72)	24%	(66)	274

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

Table MCFI2_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	13%	(69)	23%	(126)	25%	(139)	39%	(214)	549
Gender: Male	23%	(52)	27%	(62)	23%	(52)	28%	(65)	232
Gender: Female	5%	(17)	20%	(64)	28%	(87)	47%	(148)	316
Age: 18-34	17%	(37)	20%	(44)	19%	(41)	44%	(96)	219
Age: 35-44	13%	(14)	22%	(23)	32%	(33)	33%	(34)	103
Age: 45-64	7%	(11)	27%	(45)	30%	(48)	36%	(59)	162
Age: 65+	12%	(8)	23%	(15)	28%	(18)	38%	(25)	65
GenZers: 1997-2012	19%	(21)	25%	(27)	19%	(21)	37%	(41)	111
Millennials: 1981-1996	15%	(26)	18%	(30)	22%	(37)	45%	(76)	168
GenXers: 1965-1980	8%	(11)	29%	(42)	33%	(48)	29%	(42)	143
Baby Boomers: 1946-1964	8%	(10)	22%	(26)	26%	(32)	44%	(54)	122
PID: Dem (no lean)	13%	(49)	21%	(76)	30%	(109)	35%	(129)	363
PID: Ind (no lean)	10%	(16)	24%	(39)	18%	(29)	49%	(80)	164
PID/Gender: Dem Men	26%	(38)	25%	(36)	26%	(38)	23%	(34)	146
PID/Gender: Dem Women	5%	(10)	18%	(40)	33%	(71)	44%	(95)	216
PID/Gender: Ind Men	16%	(12)	25%	(19)	18%	(13)	41%	(31)	75
PID/Gender: Ind Women	5%	(5)	22%	(20)	17%	(15)	55%	(49)	89
Ideo: Liberal (1-3)	22%	(36)	22%	(36)	27%	(43)	29%	(47)	162
Ideo: Moderate (4)	8%	(17)	29%	(61)	27%	(58)	36%	(77)	214
Ideo: Conservative (5-7)	13%	(9)	24%	(18)	21%	(16)	42%	(31)	74
Educ: < College	10%	(40)	21%	(86)	25%	(104)	44%	(183)	413
Educ: Bachelors degree	17%	(14)	26%	(22)	27%	(23)	30%	(26)	85
Educ: Post-grad	29%	(15)	36%	(18)	25%	(13)	9%	(5)	51
Income: Under 50k	10%	(37)	19%	(71)	28%	(100)	43%	(156)	364
Income: 50k-100k	16%	(22)	29%	(40)	22%	(30)	32%	(44)	136
Ethnicity: Black	13%	(69)	23%	(126)	25%	(139)	39%	(214)	549
All Christian	20%	(34)	24%	(40)	28%	(47)	28%	(48)	170
Agnostic/Nothing in particular	7%	(12)	22%	(38)	21%	(37)	50%	(88)	175
Something Else	6%	(11)	23%	(38)	30%	(50)	41%	(69)	168
Evangelical	11%	(23)	23%	(46)	34%	(68)	32%	(64)	201
Non-Evangelical	17%	(23)	24%	(32)	21%	(29)	38%	(52)	135

Continued on next page

Table MCFI2_7: How familiar are you with the following kinds of investments?
 Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	13%	(69)	23%	(126)	25%	(139)	39%	(214)	549
Community: Urban	15%	(35)	19%	(47)	24%	(59)	42%	(103)	244
Community: Suburban	13%	(29)	28%	(60)	25%	(54)	34%	(74)	218
Community: Rural	5%	(5)	22%	(19)	30%	(26)	43%	(37)	87
Employ: Private Sector	18%	(27)	23%	(34)	30%	(45)	30%	(44)	150
Employ: Self-Employed	18%	(11)	34%	(22)	14%	(9)	34%	(22)	64
Employ: Retired	13%	(10)	18%	(14)	27%	(21)	42%	(33)	78
Employ: Unemployed	8%	(7)	23%	(18)	21%	(16)	48%	(39)	80
Employ: Other	5%	(3)	18%	(12)	21%	(14)	57%	(38)	66
Military HH: Yes	11%	(10)	35%	(30)	23%	(20)	31%	(27)	86
Military HH: No	13%	(60)	21%	(96)	26%	(120)	40%	(187)	462
RD/WT: Right Direction	16%	(46)	24%	(68)	24%	(67)	36%	(101)	282
RD/WT: Wrong Track	9%	(23)	22%	(59)	27%	(73)	42%	(113)	267
Biden Job Approve	14%	(50)	23%	(84)	28%	(101)	36%	(132)	366
Biden Job Disapprove	13%	(17)	25%	(33)	24%	(32)	37%	(49)	131
Biden Job Strongly Approve	20%	(36)	22%	(38)	24%	(42)	35%	(61)	177
Biden Job Somewhat Approve	7%	(14)	24%	(45)	31%	(59)	37%	(71)	189
Biden Job Somewhat Disapprove	13%	(10)	28%	(20)	29%	(21)	31%	(23)	73
Biden Job Strongly Disapprove	13%	(7)	22%	(13)	19%	(11)	46%	(27)	58
Favorable of Biden	13%	(52)	23%	(90)	26%	(104)	38%	(150)	396
Unfavorable of Biden	10%	(12)	29%	(32)	26%	(29)	35%	(40)	114
Very Favorable of Biden	18%	(37)	23%	(47)	23%	(47)	35%	(70)	201
Somewhat Favorable of Biden	8%	(16)	22%	(43)	29%	(57)	41%	(79)	195
Somewhat Unfavorable of Biden	7%	(4)	34%	(21)	30%	(18)	29%	(18)	61
Very Unfavorable of Biden	14%	(7)	22%	(11)	21%	(11)	42%	(22)	52
#1 Issue: Economy	15%	(33)	20%	(45)	27%	(60)	38%	(85)	223
#1 Issue: Health Care	7%	(4)	28%	(18)	19%	(12)	46%	(29)	64
#1 Issue: Medicare / Social Security	10%	(7)	20%	(15)	29%	(21)	40%	(29)	71
#1 Issue: Women's Issues	9%	(7)	20%	(16)	27%	(21)	44%	(34)	77
2020 Vote: Joe Biden	15%	(50)	24%	(85)	29%	(100)	32%	(111)	346
2020 Vote: Didn't Vote	10%	(14)	17%	(24)	24%	(34)	50%	(71)	143

Continued on next page

Table MCFI2_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Black Adults	13%	(69)	23%	(126)	25%	(139)	39%	(214)	549
2018 House Vote: Democrat	15%	(44)	23%	(68)	28%	(84)	34%	(99)	296
2016 Vote: Hillary Clinton	12%	(35)	25%	(74)	29%	(89)	34%	(103)	301
2016 Vote: Didn't Vote	11%	(23)	21%	(42)	23%	(46)	45%	(92)	204
Voted in 2014: Yes	15%	(44)	25%	(73)	26%	(77)	34%	(99)	293
Voted in 2014: No	10%	(25)	21%	(53)	24%	(62)	45%	(115)	255
4-Region: Northeast	22%	(19)	24%	(20)	16%	(13)	38%	(32)	84
4-Region: Midwest	15%	(12)	7%	(5)	22%	(18)	56%	(46)	81
4-Region: South	12%	(36)	25%	(78)	29%	(92)	34%	(108)	314
4-Region: West	4%	(3)	33%	(23)	23%	(16)	40%	(28)	69
2110194	15%	(40)	24%	(66)	23%	(64)	38%	(104)	274
2110195	11%	(29)	22%	(60)	28%	(75)	40%	(109)	274

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

Table MCFI3_1: How much do you trust the following types of financial services companies to do what is right, if at all?**Banks**

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	23%	(125)	44%	(240)	13%	(70)	8%	(46)	12%	(66)	549
Gender: Male	27%	(63)	40%	(93)	16%	(38)	8%	(18)	9%	(21)	232
Gender: Female	20%	(63)	46%	(147)	10%	(33)	9%	(29)	14%	(46)	316
Age: 18-34	22%	(48)	37%	(80)	10%	(21)	13%	(28)	19%	(41)	219
Age: 35-44	30%	(31)	32%	(33)	18%	(19)	9%	(9)	10%	(11)	103
Age: 45-64	18%	(29)	54%	(87)	16%	(26)	4%	(7)	8%	(13)	162
Age: 65+	26%	(17)	62%	(40)	6%	(4)	3%	(2)	2%	(2)	65
GenZers: 1997-2012	24%	(27)	35%	(39)	11%	(12)	13%	(14)	17%	(19)	111
Millennials: 1981-1996	23%	(39)	36%	(60)	14%	(23)	13%	(21)	15%	(26)	168
GenXers: 1965-1980	18%	(26)	49%	(70)	16%	(23)	6%	(8)	11%	(16)	143
Baby Boomers: 1946-1964	25%	(30)	58%	(71)	11%	(13)	2%	(3)	4%	(5)	122
PID: Dem (no lean)	23%	(85)	46%	(165)	12%	(44)	8%	(29)	11%	(39)	363
PID: Ind (no lean)	21%	(34)	40%	(65)	14%	(23)	10%	(16)	16%	(26)	164
PID/Gender: Dem Men	29%	(43)	36%	(53)	20%	(29)	7%	(10)	8%	(11)	146
PID/Gender: Dem Women	19%	(42)	52%	(112)	7%	(14)	9%	(20)	13%	(28)	216
PID/Gender: Ind Men	20%	(15)	48%	(36)	11%	(8)	9%	(7)	11%	(8)	75
PID/Gender: Ind Women	21%	(19)	33%	(29)	17%	(15)	10%	(9)	20%	(18)	89
Ideo: Liberal (1-3)	31%	(50)	42%	(68)	15%	(24)	7%	(11)	6%	(9)	162
Ideo: Moderate (4)	19%	(41)	46%	(99)	16%	(35)	7%	(15)	11%	(24)	214
Ideo: Conservative (5-7)	16%	(12)	48%	(36)	10%	(7)	16%	(12)	9%	(7)	74
Educ: < College	21%	(88)	42%	(174)	12%	(51)	9%	(38)	15%	(61)	413
Educ: Bachelors degree	22%	(19)	51%	(43)	16%	(13)	6%	(5)	5%	(5)	85
Educ: Post-grad	36%	(18)	46%	(23)	11%	(5)	6%	(3)	1%	(1)	51
Income: Under 50k	21%	(76)	43%	(158)	13%	(46)	7%	(27)	16%	(58)	364
Income: 50k-100k	25%	(34)	45%	(61)	15%	(20)	12%	(16)	4%	(5)	136
Ethnicity: Black	23%	(125)	44%	(240)	13%	(70)	8%	(46)	12%	(66)	549
All Christian	28%	(47)	54%	(91)	9%	(16)	3%	(5)	7%	(11)	170
Agnostic/Nothing in particular	17%	(30)	36%	(62)	16%	(28)	13%	(23)	18%	(31)	175
Something Else	22%	(38)	44%	(74)	14%	(23)	8%	(13)	12%	(20)	168
Evangelical	23%	(46)	55%	(110)	9%	(19)	5%	(9)	8%	(17)	201
Non-Evangelical	28%	(38)	41%	(55)	14%	(19)	6%	(8)	10%	(14)	135

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Table MCFI3_1: How much do you trust the following types of financial services companies to do what is right, if at all?

Banks

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	23%	(125)	44%	(240)	13%	(70)	8%	(46)	12%	(66)	549
Community: Urban	23%	(56)	45%	(111)	10%	(24)	12%	(29)	10%	(25)	244
Community: Suburban	24%	(52)	43%	(95)	16%	(35)	4%	(8)	13%	(28)	218
Community: Rural	21%	(18)	40%	(35)	13%	(11)	10%	(9)	16%	(14)	87
Employ: Private Sector	25%	(38)	48%	(71)	16%	(23)	6%	(9)	6%	(8)	150
Employ: Self-Employed	28%	(18)	34%	(22)	14%	(9)	15%	(10)	8%	(5)	64
Employ: Retired	25%	(20)	61%	(48)	7%	(5)	2%	(2)	5%	(4)	78
Employ: Unemployed	16%	(13)	39%	(31)	7%	(6)	7%	(6)	31%	(25)	80
Employ: Other	24%	(16)	38%	(25)	21%	(14)	7%	(5)	10%	(7)	66
Military HH: Yes	30%	(26)	38%	(32)	13%	(11)	11%	(10)	8%	(7)	86
Military HH: No	22%	(100)	45%	(208)	13%	(59)	8%	(37)	13%	(59)	462
RD/WT: Right Direction	26%	(74)	44%	(124)	12%	(35)	7%	(19)	11%	(30)	282
RD/WT: Wrong Track	19%	(51)	44%	(116)	13%	(35)	10%	(27)	14%	(37)	267
Biden Job Approve	26%	(95)	47%	(173)	11%	(42)	6%	(23)	9%	(32)	366
Biden Job Disapprove	20%	(27)	39%	(51)	16%	(21)	16%	(21)	8%	(11)	131
Biden Job Strongly Approve	32%	(56)	40%	(71)	12%	(22)	7%	(12)	9%	(16)	177
Biden Job Somewhat Approve	21%	(39)	54%	(102)	11%	(20)	6%	(11)	9%	(16)	189
Biden Job Somewhat Disapprove	24%	(18)	39%	(29)	21%	(15)	8%	(6)	9%	(6)	73
Biden Job Strongly Disapprove	16%	(9)	38%	(22)	11%	(6)	27%	(16)	8%	(5)	58
Favorable of Biden	25%	(99)	47%	(188)	12%	(48)	6%	(25)	9%	(37)	396
Unfavorable of Biden	24%	(27)	38%	(43)	17%	(19)	15%	(17)	6%	(7)	114
Very Favorable of Biden	32%	(65)	39%	(77)	11%	(23)	6%	(12)	12%	(24)	201
Somewhat Favorable of Biden	17%	(34)	57%	(111)	13%	(25)	6%	(13)	7%	(13)	195
Somewhat Unfavorable of Biden	33%	(20)	33%	(20)	23%	(14)	4%	(2)	7%	(4)	61
Very Unfavorable of Biden	13%	(7)	43%	(22)	10%	(5)	29%	(15)	6%	(3)	52
#1 Issue: Economy	24%	(54)	41%	(92)	15%	(33)	12%	(27)	8%	(18)	223
#1 Issue: Health Care	21%	(14)	43%	(27)	5%	(3)	5%	(3)	26%	(16)	64
#1 Issue: Medicare / Social Security	29%	(21)	50%	(36)	13%	(9)	1%	(1)	6%	(5)	71
#1 Issue: Women's Issues	21%	(16)	40%	(31)	8%	(6)	9%	(7)	21%	(16)	77
2020 Vote: Joe Biden	25%	(85)	46%	(160)	13%	(45)	8%	(28)	8%	(27)	346
2020 Vote: Didn't Vote	17%	(24)	42%	(61)	13%	(19)	8%	(11)	19%	(28)	143

Continued on next page

Table MCFI3_1: How much do you trust the following types of financial services companies to do what is right, if at all?**Banks**

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	23%	(125)	44%	(240)	13%	(70)	8%	(46)	12%	(66)	549
2018 House Vote: Democrat	26%	(76)	44%	(130)	14%	(40)	7%	(22)	9%	(27)	296
2016 Vote: Hillary Clinton	25%	(75)	46%	(137)	13%	(41)	8%	(25)	8%	(23)	301
2016 Vote: Didn't Vote	17%	(34)	45%	(91)	13%	(27)	8%	(16)	17%	(36)	204
Voted in 2014: Yes	26%	(75)	45%	(131)	13%	(37)	8%	(23)	9%	(27)	293
Voted in 2014: No	20%	(50)	43%	(109)	13%	(33)	9%	(23)	15%	(39)	255
4-Region: Northeast	20%	(17)	35%	(29)	20%	(17)	5%	(4)	20%	(16)	84
4-Region: Midwest	26%	(21)	46%	(37)	8%	(6)	5%	(4)	16%	(13)	81
4-Region: South	24%	(76)	46%	(144)	11%	(34)	9%	(28)	10%	(32)	314
4-Region: West	16%	(11)	44%	(30)	18%	(13)	15%	(10)	7%	(5)	69
2110194	20%	(55)	45%	(123)	10%	(28)	10%	(28)	15%	(40)	274
2110195	26%	(70)	43%	(117)	15%	(42)	7%	(18)	10%	(26)	274

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

Table MCFI3_2: How much do you trust the following types of financial services companies to do what is right, if at all?

Credit unions

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	29%	(157)	35%	(193)	10%	(55)	9%	(47)	17%	(96)	549
Gender: Male	34%	(78)	35%	(81)	13%	(29)	8%	(19)	11%	(25)	232
Gender: Female	25%	(79)	36%	(113)	8%	(26)	9%	(28)	22%	(71)	316
Age: 18-34	21%	(47)	28%	(61)	8%	(17)	16%	(34)	27%	(60)	219
Age: 35-44	31%	(32)	28%	(29)	20%	(20)	5%	(6)	16%	(16)	103
Age: 45-64	31%	(50)	46%	(74)	10%	(15)	5%	(7)	9%	(15)	162
Age: 65+	44%	(28)	45%	(29)	4%	(2)	—	(0)	7%	(5)	65
GenZers: 1997-2012	19%	(21)	25%	(27)	10%	(11)	15%	(17)	32%	(35)	111
Millennials: 1981-1996	26%	(45)	29%	(49)	12%	(21)	12%	(21)	20%	(33)	168
GenXers: 1965-1980	30%	(44)	36%	(51)	14%	(20)	7%	(10)	13%	(19)	143
Baby Boomers: 1946-1964	38%	(46)	51%	(63)	3%	(4)	—	(0)	8%	(9)	122
PID: Dem (no lean)	31%	(113)	35%	(126)	9%	(31)	9%	(31)	17%	(61)	363
PID: Ind (no lean)	25%	(41)	32%	(52)	13%	(22)	9%	(15)	21%	(34)	164
PID/Gender: Dem Men	39%	(57)	30%	(44)	12%	(17)	11%	(16)	8%	(12)	146
PID/Gender: Dem Women	26%	(57)	38%	(82)	6%	(14)	7%	(15)	23%	(49)	216
PID/Gender: Ind Men	29%	(22)	35%	(27)	14%	(11)	5%	(4)	17%	(13)	75
PID/Gender: Ind Women	22%	(19)	29%	(26)	13%	(11)	13%	(11)	24%	(21)	89
Ideo: Liberal (1-3)	38%	(62)	32%	(52)	9%	(15)	7%	(12)	13%	(21)	162
Ideo: Moderate (4)	27%	(58)	38%	(82)	11%	(25)	9%	(19)	14%	(30)	214
Ideo: Conservative (5-7)	30%	(22)	40%	(29)	9%	(7)	9%	(6)	13%	(9)	74
Educ: < College	27%	(113)	34%	(139)	9%	(39)	9%	(38)	20%	(84)	413
Educ: Bachelors degree	26%	(22)	42%	(36)	13%	(11)	8%	(7)	10%	(9)	85
Educ: Post-grad	42%	(22)	36%	(18)	10%	(5)	5%	(3)	6%	(3)	51
Income: Under 50k	23%	(83)	33%	(121)	12%	(43)	9%	(32)	23%	(85)	364
Income: 50k-100k	40%	(55)	41%	(55)	4%	(6)	9%	(13)	5%	(7)	136
Ethnicity: Black	29%	(157)	35%	(193)	10%	(55)	9%	(47)	17%	(96)	549
All Christian	44%	(75)	34%	(57)	5%	(8)	6%	(11)	11%	(18)	170
Agnostic/Nothing in particular	20%	(35)	29%	(50)	14%	(24)	15%	(27)	22%	(39)	175
Something Else	22%	(37)	46%	(77)	12%	(20)	3%	(5)	17%	(29)	168
Evangelical	33%	(67)	45%	(90)	6%	(12)	5%	(10)	11%	(22)	201
Non-Evangelical	33%	(45)	32%	(44)	12%	(16)	5%	(6)	17%	(24)	135

Continued on next page

Table MCFI3_2: How much do you trust the following types of financial services companies to do what is right, if at all?
 Credit unions

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	29%	(157)	35%	(193)	10%	(55)	9%	(47)	17%	(96)	549
Community: Urban	27%	(66)	34%	(83)	12%	(28)	12%	(29)	15%	(38)	244
Community: Suburban	31%	(68)	37%	(79)	8%	(18)	5%	(11)	19%	(42)	218
Community: Rural	26%	(23)	36%	(31)	10%	(9)	9%	(7)	19%	(17)	87
Employ: Private Sector	31%	(47)	42%	(63)	14%	(20)	4%	(7)	8%	(13)	150
Employ: Self-Employed	28%	(18)	22%	(14)	19%	(12)	17%	(11)	13%	(9)	64
Employ: Retired	40%	(31)	47%	(37)	3%	(2)	1%	(1)	9%	(7)	78
Employ: Unemployed	23%	(19)	21%	(17)	8%	(7)	13%	(10)	34%	(27)	80
Employ: Other	24%	(16)	49%	(33)	6%	(4)	2%	(2)	18%	(12)	66
Military HH: Yes	39%	(33)	32%	(27)	13%	(12)	7%	(6)	9%	(8)	86
Military HH: No	27%	(123)	36%	(166)	9%	(44)	9%	(41)	19%	(88)	462
RD/WT: Right Direction	34%	(96)	34%	(95)	8%	(23)	8%	(23)	16%	(45)	282
RD/WT: Wrong Track	23%	(60)	37%	(98)	12%	(33)	9%	(25)	19%	(51)	267
Biden Job Approve	33%	(120)	37%	(134)	7%	(27)	9%	(33)	14%	(52)	366
Biden Job Disapprove	23%	(30)	38%	(49)	19%	(25)	9%	(12)	11%	(15)	131
Biden Job Strongly Approve	32%	(58)	34%	(60)	10%	(17)	10%	(18)	14%	(25)	177
Biden Job Somewhat Approve	33%	(63)	39%	(74)	5%	(10)	8%	(15)	15%	(28)	189
Biden Job Somewhat Disapprove	26%	(19)	41%	(30)	14%	(10)	7%	(5)	12%	(9)	73
Biden Job Strongly Disapprove	19%	(11)	34%	(20)	25%	(14)	13%	(8)	9%	(5)	58
Favorable of Biden	30%	(118)	38%	(151)	9%	(36)	8%	(32)	15%	(59)	396
Unfavorable of Biden	31%	(35)	33%	(37)	17%	(19)	8%	(9)	11%	(13)	114
Very Favorable of Biden	37%	(73)	34%	(69)	5%	(10)	7%	(14)	17%	(34)	201
Somewhat Favorable of Biden	23%	(44)	42%	(82)	13%	(26)	9%	(18)	13%	(25)	195
Somewhat Unfavorable of Biden	38%	(24)	29%	(18)	16%	(10)	3%	(2)	15%	(9)	61
Very Unfavorable of Biden	23%	(12)	38%	(20)	18%	(9)	15%	(8)	7%	(4)	52
#1 Issue: Economy	30%	(66)	35%	(79)	12%	(27)	10%	(23)	13%	(29)	223
#1 Issue: Health Care	26%	(17)	32%	(20)	8%	(5)	4%	(3)	31%	(20)	64
#1 Issue: Medicare / Social Security	29%	(21)	50%	(36)	5%	(4)	5%	(4)	11%	(8)	71
#1 Issue: Women's Issues	28%	(22)	25%	(19)	10%	(8)	13%	(10)	24%	(18)	77
2020 Vote: Joe Biden	34%	(117)	38%	(131)	7%	(26)	7%	(24)	14%	(47)	346
2020 Vote: Didn't Vote	15%	(21)	31%	(44)	15%	(21)	15%	(21)	24%	(35)	143

Continued on next page

Table MCFI3_2: How much do you trust the following types of financial services companies to do what is right, if at all?

Credit unions

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	29%	(157)	35%	(193)	10%	(55)	9%	(47)	17%	(96)	549
2018 House Vote: Democrat	34%	(102)	36%	(105)	9%	(26)	7%	(22)	14%	(41)	296
2016 Vote: Hillary Clinton	32%	(95)	39%	(116)	9%	(26)	8%	(25)	13%	(39)	301
2016 Vote: Didn't Vote	21%	(43)	31%	(63)	13%	(26)	11%	(22)	24%	(50)	204
Voted in 2014: Yes	35%	(102)	37%	(109)	8%	(24)	6%	(18)	14%	(41)	293
Voted in 2014: No	22%	(55)	33%	(84)	12%	(31)	12%	(30)	21%	(55)	255
4-Region: Northeast	29%	(25)	34%	(28)	9%	(8)	2%	(2)	25%	(21)	84
4-Region: Midwest	24%	(19)	28%	(22)	18%	(15)	7%	(5)	24%	(19)	81
4-Region: South	30%	(93)	38%	(118)	7%	(21)	10%	(33)	15%	(48)	314
4-Region: West	28%	(19)	35%	(24)	17%	(12)	10%	(7)	10%	(7)	69
2110194	26%	(70)	35%	(96)	8%	(22)	9%	(25)	22%	(61)	274
2110195	32%	(87)	35%	(97)	12%	(33)	8%	(22)	13%	(35)	274

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

Table MCFI3_3: How much do you trust the following types of financial services companies to do what is right, if at all?
Credit card companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	16%	(86)	35%	(190)	19%	(104)	13%	(74)	17%	(94)	549
Gender: Male	17%	(38)	36%	(84)	21%	(49)	12%	(28)	14%	(33)	232
Gender: Female	15%	(48)	34%	(106)	17%	(55)	14%	(46)	19%	(61)	316
Age: 18-34	16%	(35)	30%	(66)	15%	(32)	17%	(37)	22%	(49)	219
Age: 35-44	20%	(21)	31%	(32)	23%	(23)	10%	(11)	16%	(16)	103
Age: 45-64	13%	(22)	34%	(56)	25%	(40)	12%	(20)	15%	(25)	162
Age: 65+	14%	(9)	57%	(37)	13%	(9)	10%	(6)	6%	(4)	65
GenZers: 1997-2012	20%	(22)	30%	(33)	13%	(14)	15%	(17)	22%	(24)	111
Millennials: 1981-1996	16%	(27)	33%	(55)	17%	(29)	15%	(25)	19%	(31)	168
GenXers: 1965-1980	9%	(13)	32%	(46)	24%	(34)	18%	(25)	17%	(25)	143
Baby Boomers: 1946-1964	19%	(24)	43%	(52)	21%	(26)	5%	(6)	12%	(14)	122
PID: Dem (no lean)	16%	(59)	38%	(139)	17%	(63)	13%	(47)	15%	(55)	363
PID: Ind (no lean)	14%	(24)	27%	(43)	21%	(35)	15%	(24)	23%	(38)	164
PID/Gender: Dem Men	19%	(28)	37%	(54)	22%	(31)	14%	(20)	8%	(11)	146
PID/Gender: Dem Women	14%	(31)	39%	(84)	14%	(31)	12%	(26)	20%	(44)	216
PID/Gender: Ind Men	10%	(8)	33%	(24)	21%	(16)	7%	(5)	29%	(22)	75
PID/Gender: Ind Women	18%	(16)	21%	(19)	21%	(19)	21%	(18)	19%	(17)	89
Ideo: Liberal (1-3)	22%	(36)	36%	(58)	21%	(34)	11%	(18)	11%	(18)	162
Ideo: Moderate (4)	12%	(25)	40%	(86)	16%	(34)	14%	(30)	19%	(40)	214
Ideo: Conservative (5-7)	17%	(13)	22%	(16)	31%	(23)	19%	(14)	11%	(8)	74
Educ: < College	16%	(67)	31%	(130)	18%	(73)	14%	(59)	20%	(85)	413
Educ: Bachelors degree	12%	(10)	43%	(36)	25%	(21)	10%	(9)	10%	(8)	85
Educ: Post-grad	18%	(9)	47%	(24)	20%	(10)	12%	(6)	3%	(1)	51
Income: Under 50k	13%	(48)	33%	(120)	18%	(66)	12%	(44)	24%	(86)	364
Income: 50k-100k	22%	(30)	40%	(54)	16%	(22)	17%	(24)	4%	(5)	136
Ethnicity: Black	16%	(86)	35%	(190)	19%	(104)	13%	(74)	17%	(94)	549
All Christian	18%	(30)	38%	(65)	25%	(42)	10%	(16)	10%	(16)	170
Agnostic/Nothing in particular	11%	(20)	31%	(54)	16%	(28)	15%	(26)	27%	(48)	175
Something Else	14%	(24)	39%	(65)	18%	(29)	14%	(24)	15%	(25)	168
Evangelical	20%	(40)	37%	(75)	16%	(33)	14%	(28)	12%	(25)	201
Non-Evangelical	11%	(14)	40%	(55)	27%	(37)	9%	(12)	12%	(17)	135

Continued on next page

Table MCFI3_3: How much do you trust the following types of financial services companies to do what is right, if at all?
Credit card companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	16%	(86)	35%	(190)	19%	(104)	13%	(74)	17%	(94)	549
Community: Urban	13%	(32)	34%	(84)	17%	(42)	18%	(44)	17%	(42)	244
Community: Suburban	17%	(36)	37%	(80)	22%	(48)	9%	(19)	16%	(34)	218
Community: Rural	20%	(18)	30%	(26)	16%	(14)	12%	(11)	21%	(18)	87
Employ: Private Sector	19%	(29)	37%	(55)	24%	(36)	14%	(21)	6%	(9)	150
Employ: Self-Employed	22%	(14)	34%	(22)	13%	(8)	12%	(8)	19%	(12)	64
Employ: Retired	15%	(11)	49%	(38)	19%	(15)	8%	(6)	10%	(8)	78
Employ: Unemployed	14%	(11)	15%	(12)	22%	(17)	14%	(11)	35%	(28)	80
Employ: Other	15%	(10)	40%	(26)	18%	(12)	8%	(5)	19%	(13)	66
Military HH: Yes	18%	(15)	30%	(26)	20%	(18)	16%	(14)	16%	(14)	86
Military HH: No	15%	(71)	36%	(164)	19%	(87)	13%	(60)	17%	(80)	462
RD/WT: Right Direction	18%	(51)	30%	(84)	20%	(56)	14%	(39)	18%	(51)	282
RD/WT: Wrong Track	13%	(36)	40%	(106)	18%	(48)	13%	(34)	16%	(43)	267
Biden Job Approve	18%	(66)	36%	(133)	19%	(68)	11%	(40)	16%	(59)	366
Biden Job Disapprove	14%	(18)	36%	(47)	22%	(29)	18%	(23)	11%	(14)	131
Biden Job Strongly Approve	22%	(39)	32%	(56)	18%	(31)	13%	(23)	16%	(28)	177
Biden Job Somewhat Approve	14%	(27)	41%	(77)	20%	(37)	9%	(17)	16%	(31)	189
Biden Job Somewhat Disapprove	19%	(14)	43%	(32)	19%	(14)	8%	(6)	11%	(8)	73
Biden Job Strongly Disapprove	7%	(4)	27%	(15)	26%	(15)	29%	(17)	11%	(6)	58
Favorable of Biden	17%	(67)	37%	(146)	19%	(74)	11%	(45)	16%	(63)	396
Unfavorable of Biden	16%	(18)	33%	(37)	24%	(27)	19%	(22)	8%	(9)	114
Very Favorable of Biden	23%	(46)	36%	(72)	17%	(34)	8%	(15)	16%	(33)	201
Somewhat Favorable of Biden	11%	(21)	38%	(75)	20%	(40)	15%	(30)	15%	(30)	195
Somewhat Unfavorable of Biden	21%	(13)	37%	(23)	26%	(16)	8%	(5)	8%	(5)	61
Very Unfavorable of Biden	9%	(5)	28%	(15)	22%	(11)	33%	(17)	8%	(4)	52
#1 Issue: Economy	11%	(25)	39%	(88)	19%	(43)	17%	(38)	13%	(29)	223
#1 Issue: Health Care	16%	(10)	28%	(18)	19%	(12)	10%	(6)	27%	(17)	64
#1 Issue: Medicare / Social Security	23%	(16)	43%	(31)	9%	(7)	8%	(6)	17%	(12)	71
#1 Issue: Women's Issues	27%	(20)	22%	(17)	14%	(11)	15%	(12)	22%	(17)	77
2020 Vote: Joe Biden	17%	(58)	37%	(128)	19%	(67)	12%	(42)	15%	(52)	346
2020 Vote: Didn't Vote	13%	(19)	33%	(46)	14%	(21)	20%	(28)	20%	(29)	143

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Table MCFI3_3: How much do you trust the following types of financial services companies to do what is right, if at all?
 Credit card companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	16%	(86)	35%	(190)	19%	(104)	13%	(74)	17%	(94)	549
2018 House Vote: Democrat	15%	(44)	39%	(115)	19%	(56)	12%	(36)	15%	(45)	296
2016 Vote: Hillary Clinton	14%	(43)	38%	(115)	21%	(62)	13%	(38)	14%	(42)	301
2016 Vote: Didn't Vote	16%	(33)	29%	(59)	18%	(36)	16%	(32)	22%	(44)	204
Voted in 2014: Yes	17%	(50)	36%	(105)	20%	(59)	12%	(36)	15%	(43)	293
Voted in 2014: No	14%	(36)	34%	(86)	18%	(45)	15%	(37)	20%	(51)	255
4-Region: Northeast	16%	(14)	27%	(23)	22%	(18)	8%	(7)	27%	(22)	84
4-Region: Midwest	19%	(16)	32%	(26)	15%	(12)	11%	(9)	24%	(19)	81
4-Region: South	16%	(52)	39%	(124)	18%	(56)	12%	(37)	14%	(45)	314
4-Region: West	8%	(5)	25%	(18)	27%	(18)	30%	(21)	10%	(7)	69
2110194	13%	(35)	30%	(83)	22%	(61)	12%	(33)	23%	(62)	274
2110195	19%	(51)	39%	(107)	16%	(43)	15%	(41)	12%	(32)	274

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

Table MCFI3_4: How much do you trust the following types of financial services companies to do what is right, if at all?
FinTech (financial technology) companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	10%	(57)	19%	(102)	15%	(84)	14%	(76)	42%	(230)	549
Gender: Male	14%	(33)	19%	(45)	18%	(43)	16%	(37)	32%	(74)	232
Gender: Female	8%	(24)	18%	(57)	13%	(41)	12%	(38)	49%	(156)	316
Age: 18-34	14%	(30)	15%	(34)	14%	(30)	16%	(35)	41%	(90)	219
Age: 35-44	14%	(14)	23%	(24)	17%	(17)	12%	(12)	35%	(36)	103
Age: 45-64	6%	(10)	16%	(26)	19%	(31)	14%	(23)	44%	(72)	162
Age: 65+	5%	(3)	28%	(18)	8%	(5)	9%	(6)	50%	(32)	65
GenZers: 1997-2012	15%	(17)	10%	(11)	18%	(20)	15%	(17)	41%	(46)	111
Millennials: 1981-1996	12%	(21)	25%	(43)	9%	(15)	15%	(26)	38%	(64)	168
GenXers: 1965-1980	8%	(12)	15%	(22)	21%	(30)	17%	(25)	38%	(54)	143
Baby Boomers: 1946-1964	6%	(8)	21%	(26)	15%	(18)	7%	(9)	51%	(62)	122
PID: Dem (no lean)	11%	(38)	21%	(77)	15%	(56)	13%	(48)	40%	(144)	363
PID: Ind (no lean)	8%	(13)	13%	(21)	15%	(25)	16%	(25)	48%	(79)	164
PID/Gender: Dem Men	18%	(27)	20%	(29)	20%	(29)	18%	(26)	24%	(35)	146
PID/Gender: Dem Women	5%	(11)	22%	(48)	12%	(26)	10%	(22)	50%	(109)	216
PID/Gender: Ind Men	4%	(3)	19%	(14)	17%	(13)	13%	(10)	47%	(35)	75
PID/Gender: Ind Women	12%	(10)	8%	(7)	14%	(12)	18%	(16)	49%	(43)	89
Ideo: Liberal (1-3)	15%	(24)	21%	(34)	16%	(27)	13%	(21)	35%	(56)	162
Ideo: Moderate (4)	10%	(22)	20%	(44)	19%	(41)	12%	(26)	38%	(81)	214
Ideo: Conservative (5-7)	6%	(5)	18%	(13)	16%	(12)	19%	(14)	41%	(30)	74
Educ: < College	11%	(46)	16%	(65)	14%	(57)	15%	(63)	44%	(183)	413
Educ: Bachelors degree	5%	(4)	25%	(21)	18%	(15)	13%	(11)	39%	(33)	85
Educ: Post-grad	15%	(7)	32%	(16)	24%	(12)	3%	(2)	27%	(13)	51
Income: Under 50k	8%	(30)	14%	(51)	15%	(54)	14%	(51)	49%	(178)	364
Income: 50k-100k	15%	(21)	28%	(38)	14%	(19)	15%	(20)	28%	(37)	136
Ethnicity: Black	10%	(57)	19%	(102)	15%	(84)	14%	(76)	42%	(230)	549
All Christian	14%	(23)	24%	(41)	21%	(35)	9%	(15)	33%	(56)	170
Agnostic/Nothing in particular	7%	(13)	10%	(17)	16%	(28)	17%	(30)	50%	(87)	175
Something Else	8%	(13)	19%	(33)	10%	(16)	15%	(25)	48%	(81)	168
Evangelical	10%	(20)	20%	(39)	13%	(26)	13%	(27)	44%	(88)	201
Non-Evangelical	12%	(16)	25%	(34)	19%	(25)	10%	(13)	35%	(47)	135

Continued on next page

**Table MCFI3_4: How much do you trust the following types of financial services companies to do what is right, if at all?
 FinTech (financial technology) companies**

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	10%	(57)	19%	(102)	15%	(84)	14%	(76)	42%	(230)	549
Community: Urban	8%	(20)	18%	(44)	14%	(35)	18%	(43)	42%	(102)	244
Community: Suburban	13%	(27)	22%	(47)	16%	(35)	8%	(17)	42%	(91)	218
Community: Rural	11%	(10)	13%	(11)	16%	(14)	17%	(15)	43%	(37)	87
Employ: Private Sector	14%	(21)	22%	(32)	16%	(24)	14%	(20)	35%	(52)	150
Employ: Self-Employed	16%	(10)	17%	(11)	27%	(17)	12%	(8)	28%	(18)	64
Employ: Retired	8%	(6)	23%	(18)	12%	(9)	11%	(9)	46%	(36)	78
Employ: Unemployed	7%	(5)	16%	(12)	18%	(14)	14%	(11)	46%	(37)	80
Employ: Other	12%	(8)	13%	(9)	9%	(6)	8%	(5)	58%	(39)	66
Military HH: Yes	15%	(13)	22%	(19)	14%	(12)	19%	(17)	30%	(25)	86
Military HH: No	10%	(44)	18%	(83)	16%	(72)	13%	(59)	44%	(204)	462
RD/WT: Right Direction	13%	(35)	22%	(61)	17%	(48)	12%	(35)	36%	(102)	282
RD/WT: Wrong Track	8%	(22)	15%	(41)	13%	(36)	15%	(41)	48%	(127)	267
Biden Job Approve	11%	(40)	21%	(76)	16%	(57)	13%	(46)	40%	(147)	366
Biden Job Disapprove	13%	(17)	15%	(19)	19%	(25)	17%	(22)	37%	(48)	131
Biden Job Strongly Approve	17%	(29)	15%	(27)	15%	(27)	14%	(25)	39%	(69)	177
Biden Job Somewhat Approve	6%	(11)	26%	(49)	16%	(30)	11%	(21)	41%	(78)	189
Biden Job Somewhat Disapprove	19%	(14)	20%	(15)	21%	(15)	4%	(3)	37%	(27)	73
Biden Job Strongly Disapprove	6%	(3)	8%	(4)	17%	(10)	33%	(19)	37%	(22)	58
Favorable of Biden	11%	(45)	21%	(82)	16%	(62)	12%	(47)	40%	(159)	396
Unfavorable of Biden	9%	(10)	14%	(16)	19%	(21)	19%	(21)	39%	(45)	114
Very Favorable of Biden	16%	(33)	20%	(40)	13%	(25)	9%	(19)	41%	(83)	201
Somewhat Favorable of Biden	6%	(13)	21%	(42)	19%	(37)	14%	(28)	39%	(77)	195
Somewhat Unfavorable of Biden	13%	(8)	16%	(10)	24%	(15)	4%	(2)	44%	(27)	61
Very Unfavorable of Biden	5%	(2)	12%	(6)	12%	(6)	36%	(19)	34%	(18)	52
#1 Issue: Economy	12%	(26)	18%	(41)	18%	(40)	19%	(42)	33%	(74)	223
#1 Issue: Health Care	8%	(5)	14%	(9)	10%	(7)	6%	(4)	62%	(40)	64
#1 Issue: Medicare / Social Security	7%	(5)	18%	(13)	9%	(6)	18%	(13)	47%	(34)	71
#1 Issue: Women's Issues	14%	(11)	13%	(10)	14%	(11)	10%	(8)	49%	(38)	77
2020 Vote: Joe Biden	10%	(35)	21%	(74)	17%	(59)	12%	(42)	39%	(136)	346
2020 Vote: Didn't Vote	9%	(12)	13%	(19)	14%	(20)	19%	(27)	45%	(65)	143

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**Table MCFI3_4: How much do you trust the following types of financial services companies to do what is right, if at all?
FinTech (financial technology) companies**

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	10%	(57)	19%	(102)	15%	(84)	14%	(76)	42%	(230)	549
2018 House Vote: Democrat	9%	(28)	21%	(63)	16%	(48)	12%	(36)	41%	(122)	296
2016 Vote: Hillary Clinton	10%	(29)	21%	(64)	17%	(51)	11%	(34)	41%	(123)	301
2016 Vote: Didn't Vote	10%	(20)	15%	(30)	14%	(28)	18%	(38)	44%	(89)	204
Voted in 2014: Yes	11%	(32)	20%	(59)	16%	(48)	11%	(33)	41%	(122)	293
Voted in 2014: No	10%	(26)	17%	(43)	14%	(37)	17%	(43)	42%	(108)	255
4-Region: Northeast	13%	(10)	19%	(16)	19%	(16)	3%	(2)	47%	(39)	84
4-Region: Midwest	9%	(7)	21%	(17)	9%	(7)	14%	(12)	47%	(38)	81
4-Region: South	12%	(39)	20%	(62)	15%	(46)	14%	(43)	40%	(125)	314
4-Region: West	2%	(1)	10%	(7)	21%	(15)	28%	(19)	39%	(27)	69
2110194	14%	(37)	16%	(45)	18%	(49)	9%	(26)	43%	(118)	274
2110195	7%	(20)	21%	(57)	13%	(36)	18%	(50)	41%	(111)	274

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

Table MCFI3_5: How much do you trust the following types of financial services companies to do what is right, if at all?
Investment management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	10%	(55)	32%	(174)	15%	(83)	11%	(59)	32%	(178)	549
Gender: Male	11%	(27)	36%	(83)	20%	(47)	9%	(20)	24%	(55)	232
Gender: Female	9%	(28)	29%	(92)	11%	(36)	12%	(38)	39%	(123)	316
Age: 18-34	15%	(32)	23%	(49)	12%	(27)	15%	(34)	35%	(77)	219
Age: 35-44	9%	(9)	37%	(38)	12%	(12)	10%	(10)	32%	(33)	103
Age: 45-64	6%	(9)	36%	(58)	22%	(36)	7%	(11)	30%	(48)	162
Age: 65+	7%	(5)	44%	(28)	13%	(8)	6%	(4)	29%	(19)	65
GenZers: 1997-2012	18%	(20)	18%	(20)	9%	(10)	17%	(19)	38%	(42)	111
Millennials: 1981-1996	10%	(16)	31%	(53)	15%	(25)	11%	(19)	33%	(56)	168
GenXers: 1965-1980	7%	(10)	31%	(44)	23%	(33)	12%	(17)	27%	(39)	143
Baby Boomers: 1946-1964	7%	(8)	45%	(55)	12%	(15)	3%	(4)	32%	(39)	122
PID: Dem (no lean)	9%	(34)	36%	(130)	16%	(57)	9%	(34)	30%	(108)	363
PID: Ind (no lean)	9%	(14)	23%	(37)	14%	(23)	15%	(24)	40%	(66)	164
PID/Gender: Dem Men	13%	(20)	40%	(58)	23%	(33)	8%	(12)	16%	(24)	146
PID/Gender: Dem Women	7%	(14)	33%	(72)	11%	(24)	10%	(22)	39%	(84)	216
PID/Gender: Ind Men	6%	(5)	27%	(20)	16%	(12)	11%	(8)	40%	(30)	75
PID/Gender: Ind Women	11%	(10)	19%	(17)	12%	(11)	17%	(15)	41%	(36)	89
Ideo: Liberal (1-3)	17%	(27)	35%	(57)	21%	(33)	11%	(17)	17%	(27)	162
Ideo: Moderate (4)	8%	(17)	35%	(74)	16%	(34)	7%	(14)	35%	(75)	214
Ideo: Conservative (5-7)	13%	(9)	38%	(28)	13%	(9)	13%	(10)	23%	(17)	74
Educ: < College	9%	(39)	28%	(117)	13%	(54)	12%	(50)	37%	(153)	413
Educ: Bachelors degree	10%	(8)	38%	(32)	24%	(20)	8%	(7)	20%	(17)	85
Educ: Post-grad	16%	(8)	49%	(25)	17%	(9)	4%	(2)	14%	(7)	51
Income: Under 50k	6%	(24)	26%	(95)	16%	(58)	12%	(45)	39%	(143)	364
Income: 50k-100k	19%	(25)	43%	(58)	11%	(16)	9%	(12)	18%	(25)	136
Ethnicity: Black	10%	(55)	32%	(174)	15%	(83)	11%	(59)	32%	(178)	549
All Christian	13%	(22)	44%	(74)	15%	(26)	6%	(10)	22%	(38)	170
Agnostic/Nothing in particular	8%	(13)	18%	(32)	15%	(27)	16%	(28)	43%	(75)	175
Something Else	5%	(8)	36%	(60)	17%	(29)	8%	(14)	34%	(57)	168
Evangelical	8%	(16)	40%	(79)	14%	(29)	7%	(14)	31%	(62)	201
Non-Evangelical	10%	(14)	40%	(54)	19%	(25)	7%	(10)	24%	(32)	135

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Table MCFI3_5: How much do you trust the following types of financial services companies to do what is right, if at all?
Investment management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	10%	(55)	32%	(174)	15%	(83)	11%	(59)	32%	(178)	549
Community: Urban	9%	(22)	32%	(79)	12%	(30)	13%	(31)	34%	(82)	244
Community: Suburban	10%	(22)	36%	(79)	17%	(38)	8%	(16)	28%	(62)	218
Community: Rural	13%	(11)	18%	(16)	17%	(15)	13%	(11)	39%	(34)	87
Employ: Private Sector	15%	(23)	39%	(58)	18%	(28)	6%	(9)	22%	(33)	150
Employ: Self-Employed	17%	(11)	31%	(20)	15%	(10)	15%	(10)	23%	(14)	64
Employ: Retired	6%	(5)	48%	(38)	12%	(10)	6%	(5)	27%	(21)	78
Employ: Unemployed	3%	(2)	28%	(23)	8%	(6)	18%	(14)	43%	(34)	80
Employ: Other	4%	(3)	14%	(10)	17%	(11)	7%	(5)	57%	(38)	66
Military HH: Yes	8%	(7)	41%	(35)	24%	(20)	6%	(6)	21%	(18)	86
Military HH: No	10%	(48)	30%	(139)	13%	(62)	11%	(53)	34%	(160)	462
RD/WT: Right Direction	14%	(39)	35%	(99)	14%	(39)	9%	(25)	28%	(79)	282
RD/WT: Wrong Track	6%	(16)	28%	(76)	16%	(43)	13%	(34)	37%	(98)	267
Biden Job Approve	12%	(45)	35%	(128)	14%	(52)	10%	(35)	29%	(107)	366
Biden Job Disapprove	8%	(10)	32%	(42)	17%	(22)	15%	(19)	29%	(38)	131
Biden Job Strongly Approve	17%	(30)	37%	(66)	13%	(22)	9%	(17)	24%	(42)	177
Biden Job Somewhat Approve	8%	(15)	33%	(62)	15%	(29)	10%	(18)	35%	(65)	189
Biden Job Somewhat Disapprove	11%	(8)	34%	(25)	17%	(12)	9%	(7)	29%	(21)	73
Biden Job Strongly Disapprove	4%	(2)	28%	(16)	17%	(10)	22%	(12)	29%	(17)	58
Favorable of Biden	11%	(45)	35%	(137)	15%	(59)	10%	(40)	29%	(115)	396
Unfavorable of Biden	8%	(9)	29%	(33)	18%	(21)	12%	(14)	32%	(36)	114
Very Favorable of Biden	17%	(34)	37%	(74)	11%	(22)	6%	(12)	29%	(59)	201
Somewhat Favorable of Biden	5%	(10)	32%	(63)	19%	(38)	14%	(28)	29%	(56)	195
Somewhat Unfavorable of Biden	11%	(7)	29%	(18)	21%	(13)	3%	(2)	36%	(22)	61
Very Unfavorable of Biden	5%	(2)	29%	(15)	15%	(8)	24%	(12)	27%	(14)	52
#1 Issue: Economy	11%	(23)	35%	(79)	17%	(37)	13%	(28)	25%	(56)	223
#1 Issue: Health Care	14%	(9)	25%	(16)	12%	(8)	7%	(4)	42%	(27)	64
#1 Issue: Medicare / Social Security	3%	(2)	39%	(28)	15%	(11)	8%	(6)	35%	(25)	71
#1 Issue: Women's Issues	16%	(12)	22%	(17)	8%	(6)	12%	(10)	42%	(32)	77
2020 Vote: Joe Biden	12%	(41)	36%	(126)	15%	(53)	8%	(28)	29%	(99)	346
2020 Vote: Didn't Vote	5%	(7)	23%	(33)	12%	(17)	19%	(28)	41%	(58)	143

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Table MCFI3_5: How much do you trust the following types of financial services companies to do what is right, if at all?
Investment management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	10%	(55)	32%	(174)	15%	(83)	11%	(59)	32%	(178)	549
2018 House Vote: Democrat	9%	(27)	39%	(115)	15%	(44)	8%	(24)	29%	(86)	296
2016 Vote: Hillary Clinton	9%	(26)	39%	(118)	14%	(42)	9%	(27)	29%	(88)	301
2016 Vote: Didn't Vote	10%	(20)	22%	(44)	15%	(31)	15%	(31)	38%	(78)	204
Voted in 2014: Yes	10%	(29)	38%	(111)	16%	(46)	6%	(19)	30%	(88)	293
Voted in 2014: No	10%	(26)	25%	(64)	14%	(37)	16%	(40)	35%	(90)	255
4-Region: Northeast	15%	(13)	22%	(19)	15%	(13)	11%	(9)	36%	(30)	84
4-Region: Midwest	12%	(9)	33%	(27)	8%	(6)	8%	(6)	40%	(33)	81
4-Region: South	10%	(32)	33%	(105)	13%	(42)	12%	(37)	31%	(99)	314
4-Region: West	2%	(1)	36%	(25)	31%	(21)	9%	(6)	23%	(16)	69
2110194	12%	(33)	29%	(80)	15%	(41)	9%	(24)	35%	(97)	274
2110195	8%	(22)	35%	(95)	15%	(42)	13%	(35)	29%	(81)	274

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

Table MCFI3_6: How much do you trust the following types of financial services companies to do what is right, if at all?
Wealth management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(63)	25%	(136)	18%	(100)	13%	(70)	33%	(179)	549
Gender: Male	15%	(35)	30%	(69)	18%	(43)	14%	(33)	23%	(52)	232
Gender: Female	9%	(28)	21%	(67)	18%	(58)	12%	(37)	40%	(127)	316
Age: 18-34	16%	(35)	17%	(38)	18%	(39)	15%	(33)	33%	(73)	219
Age: 35-44	13%	(14)	32%	(33)	17%	(18)	9%	(9)	29%	(30)	103
Age: 45-64	6%	(9)	26%	(43)	21%	(34)	12%	(20)	34%	(56)	162
Age: 65+	7%	(4)	35%	(23)	14%	(9)	12%	(8)	32%	(21)	65
GenZers: 1997-2012	17%	(19)	16%	(18)	18%	(20)	13%	(15)	35%	(38)	111
Millennials: 1981-1996	15%	(26)	25%	(42)	16%	(27)	14%	(24)	29%	(50)	168
GenXers: 1965-1980	7%	(10)	21%	(30)	25%	(36)	16%	(23)	30%	(43)	143
Baby Boomers: 1946-1964	6%	(7)	34%	(42)	14%	(17)	6%	(8)	39%	(48)	122
PID: Dem (no lean)	10%	(35)	29%	(106)	18%	(66)	11%	(40)	32%	(115)	363
PID: Ind (no lean)	12%	(19)	15%	(24)	19%	(31)	17%	(28)	37%	(61)	164
PID/Gender: Dem Men	16%	(23)	35%	(51)	22%	(33)	11%	(16)	16%	(23)	146
PID/Gender: Dem Women	6%	(12)	25%	(55)	15%	(33)	11%	(24)	43%	(92)	216
PID/Gender: Ind Men	9%	(7)	19%	(14)	12%	(9)	21%	(16)	38%	(29)	75
PID/Gender: Ind Women	14%	(12)	11%	(10)	25%	(22)	14%	(12)	36%	(32)	89
Ideo: Liberal (1-3)	15%	(25)	28%	(45)	25%	(40)	14%	(23)	18%	(29)	162
Ideo: Moderate (4)	10%	(21)	30%	(63)	14%	(31)	13%	(28)	33%	(71)	214
Ideo: Conservative (5-7)	18%	(13)	23%	(17)	23%	(17)	8%	(6)	29%	(21)	74
Educ: < College	11%	(46)	24%	(98)	16%	(66)	13%	(54)	36%	(149)	413
Educ: Bachelors degree	12%	(10)	21%	(17)	29%	(25)	15%	(13)	24%	(20)	85
Educ: Post-grad	14%	(7)	41%	(21)	18%	(9)	7%	(4)	20%	(10)	51
Income: Under 50k	10%	(35)	21%	(76)	15%	(53)	15%	(54)	40%	(145)	364
Income: 50k-100k	14%	(19)	34%	(46)	22%	(30)	10%	(13)	20%	(27)	136
Ethnicity: Black	11%	(63)	25%	(136)	18%	(100)	13%	(70)	33%	(179)	549
All Christian	11%	(19)	42%	(71)	16%	(28)	9%	(15)	22%	(37)	170
Agnostic/Nothing in particular	10%	(18)	12%	(21)	18%	(32)	18%	(31)	42%	(73)	175
Something Else	9%	(16)	24%	(40)	22%	(36)	11%	(18)	34%	(57)	168
Evangelical	12%	(25)	26%	(52)	21%	(42)	12%	(25)	29%	(58)	201
Non-Evangelical	7%	(10)	44%	(59)	17%	(23)	7%	(9)	26%	(35)	135

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Table MCFI3_6: How much do you trust the following types of financial services companies to do what is right, if at all?
 Wealth management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(63)	25%	(136)	18%	(100)	13%	(70)	33%	(179)	549
Community: Urban	12%	(29)	25%	(61)	15%	(36)	14%	(34)	34%	(84)	244
Community: Suburban	9%	(21)	30%	(65)	23%	(49)	9%	(21)	29%	(62)	218
Community: Rural	15%	(13)	12%	(10)	17%	(15)	18%	(16)	38%	(33)	87
Employ: Private Sector	13%	(20)	34%	(51)	24%	(36)	8%	(12)	21%	(31)	150
Employ: Self-Employed	24%	(15)	20%	(13)	9%	(6)	20%	(13)	27%	(17)	64
Employ: Retired	5%	(4)	37%	(29)	16%	(12)	10%	(8)	32%	(25)	78
Employ: Unemployed	8%	(6)	14%	(11)	17%	(14)	18%	(15)	42%	(34)	80
Employ: Other	13%	(8)	19%	(13)	7%	(5)	13%	(8)	48%	(32)	66
Military HH: Yes	13%	(11)	28%	(24)	26%	(22)	11%	(9)	22%	(19)	86
Military HH: No	11%	(52)	24%	(112)	17%	(78)	13%	(61)	35%	(160)	462
RD/WT: Right Direction	14%	(38)	28%	(80)	16%	(46)	11%	(31)	31%	(86)	282
RD/WT: Wrong Track	9%	(24)	21%	(56)	20%	(55)	15%	(39)	35%	(93)	267
Biden Job Approve	12%	(45)	29%	(107)	16%	(59)	12%	(43)	31%	(113)	366
Biden Job Disapprove	12%	(16)	21%	(27)	25%	(33)	18%	(23)	24%	(32)	131
Biden Job Strongly Approve	14%	(25)	29%	(52)	14%	(24)	14%	(24)	30%	(52)	177
Biden Job Somewhat Approve	11%	(20)	29%	(55)	18%	(35)	10%	(19)	32%	(60)	189
Biden Job Somewhat Disapprove	17%	(13)	26%	(19)	29%	(22)	10%	(7)	18%	(13)	73
Biden Job Strongly Disapprove	6%	(3)	14%	(8)	20%	(12)	27%	(16)	32%	(19)	58
Favorable of Biden	12%	(47)	28%	(110)	18%	(71)	11%	(45)	31%	(124)	396
Unfavorable of Biden	14%	(16)	19%	(22)	24%	(28)	17%	(20)	25%	(28)	114
Very Favorable of Biden	17%	(34)	27%	(54)	16%	(33)	8%	(15)	32%	(64)	201
Somewhat Favorable of Biden	7%	(13)	28%	(55)	19%	(38)	15%	(30)	31%	(60)	195
Somewhat Unfavorable of Biden	22%	(13)	22%	(14)	29%	(18)	6%	(4)	21%	(13)	61
Very Unfavorable of Biden	5%	(2)	16%	(8)	19%	(10)	30%	(16)	30%	(15)	52
#1 Issue: Economy	13%	(28)	31%	(68)	17%	(37)	14%	(31)	26%	(58)	223
#1 Issue: Health Care	10%	(6)	19%	(12)	16%	(10)	6%	(4)	49%	(32)	64
#1 Issue: Medicare / Social Security	4%	(3)	30%	(21)	10%	(7)	13%	(10)	43%	(31)	71
#1 Issue: Women's Issues	19%	(15)	13%	(10)	18%	(14)	15%	(12)	34%	(26)	77
2020 Vote: Joe Biden	11%	(40)	29%	(100)	19%	(64)	10%	(33)	32%	(109)	346
2020 Vote: Didn't Vote	10%	(14)	17%	(24)	17%	(24)	21%	(30)	35%	(50)	143

Continued on next page

Table MCFI3_6: How much do you trust the following types of financial services companies to do what is right, if at all?
Wealth management firms

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(63)	25%	(136)	18%	(100)	13%	(70)	33%	(179)	549
2018 House Vote: Democrat	10%	(31)	29%	(85)	18%	(53)	13%	(37)	30%	(89)	296
2016 Vote: Hillary Clinton	10%	(31)	29%	(88)	20%	(59)	11%	(34)	29%	(88)	301
2016 Vote: Didn't Vote	10%	(20)	18%	(37)	18%	(37)	16%	(32)	38%	(78)	204
Voted in 2014: Yes	13%	(38)	28%	(83)	18%	(51)	11%	(32)	30%	(88)	293
Voted in 2014: No	10%	(25)	21%	(53)	19%	(49)	15%	(38)	36%	(91)	255
4-Region: Northeast	18%	(15)	23%	(19)	17%	(14)	9%	(8)	34%	(28)	84
4-Region: Midwest	15%	(12)	21%	(17)	18%	(15)	5%	(4)	42%	(34)	81
4-Region: South	11%	(34)	27%	(86)	15%	(49)	15%	(48)	31%	(98)	314
4-Region: West	3%	(2)	20%	(14)	33%	(23)	16%	(11)	28%	(19)	69
2110194	12%	(34)	19%	(52)	19%	(52)	11%	(30)	39%	(106)	274
2110195	10%	(29)	31%	(84)	18%	(48)	15%	(40)	27%	(73)	274

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

Table MCFI3_7: How much do you trust the following types of financial services companies to do what is right, if at all?
 Property or casualty insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	11%	(62)	31%	(172)	18%	(99)	12%	(65)	27%	(150)	549
Gender: Male	13%	(30)	30%	(71)	21%	(50)	15%	(35)	20%	(46)	232
Gender: Female	10%	(32)	32%	(101)	16%	(49)	9%	(30)	33%	(104)	316
Age: 18-34	16%	(34)	23%	(51)	10%	(22)	16%	(36)	35%	(76)	219
Age: 35-44	12%	(12)	28%	(29)	22%	(23)	12%	(12)	26%	(27)	103
Age: 45-64	6%	(10)	36%	(58)	24%	(39)	11%	(17)	23%	(37)	162
Age: 65+	9%	(6)	53%	(34)	24%	(15)	—	(0)	15%	(10)	65
GenZers: 1997-2012	18%	(20)	19%	(21)	12%	(13)	15%	(16)	36%	(40)	111
Millennials: 1981-1996	10%	(18)	31%	(51)	12%	(20)	15%	(26)	32%	(53)	168
GenXers: 1965-1980	9%	(13)	30%	(43)	23%	(32)	16%	(22)	23%	(33)	143
Baby Boomers: 1946-1964	9%	(11)	44%	(54)	27%	(33)	1%	(1)	20%	(24)	122
PID: Dem (no lean)	11%	(39)	35%	(128)	20%	(74)	11%	(39)	23%	(83)	363
PID: Ind (no lean)	10%	(17)	22%	(36)	12%	(20)	16%	(26)	40%	(65)	164
PID/Gender: Dem Men	17%	(25)	32%	(47)	26%	(38)	14%	(20)	11%	(16)	146
PID/Gender: Dem Women	7%	(14)	37%	(81)	16%	(36)	8%	(18)	31%	(67)	216
PID/Gender: Ind Men	5%	(4)	24%	(18)	10%	(8)	20%	(15)	40%	(30)	75
PID/Gender: Ind Women	15%	(13)	20%	(18)	13%	(12)	12%	(11)	40%	(35)	89
Ideo: Liberal (1-3)	16%	(27)	30%	(49)	21%	(33)	14%	(22)	19%	(31)	162
Ideo: Moderate (4)	9%	(20)	37%	(80)	18%	(39)	7%	(16)	27%	(59)	214
Ideo: Conservative (5-7)	13%	(10)	33%	(24)	26%	(19)	17%	(13)	10%	(8)	74
Educ: < College	11%	(47)	26%	(109)	17%	(68)	13%	(54)	33%	(135)	413
Educ: Bachelors degree	12%	(10)	47%	(40)	21%	(17)	9%	(7)	11%	(10)	85
Educ: Post-grad	9%	(5)	45%	(23)	26%	(13)	7%	(4)	11%	(6)	51
Income: Under 50k	8%	(30)	26%	(96)	17%	(62)	13%	(47)	36%	(130)	364
Income: 50k-100k	20%	(27)	42%	(57)	17%	(23)	12%	(16)	10%	(14)	136
Ethnicity: Black	11%	(62)	31%	(172)	18%	(99)	12%	(65)	27%	(150)	549
All Christian	16%	(27)	37%	(63)	24%	(41)	8%	(14)	15%	(25)	170
Agnostic/Nothing in particular	8%	(14)	21%	(37)	13%	(22)	18%	(32)	40%	(71)	175
Something Else	7%	(12)	38%	(63)	20%	(34)	9%	(15)	26%	(44)	168
Evangelical	12%	(24)	35%	(70)	22%	(44)	11%	(22)	20%	(41)	201
Non-Evangelical	11%	(15)	41%	(56)	22%	(29)	5%	(7)	21%	(28)	135

Continued on next page

Table MCFI3_7: How much do you trust the following types of financial services companies to do what is right, if at all?
Property or casualty insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	11%	(62)	31%	(172)	18%	(99)	12%	(65)	27%	(150)	549
Community: Urban	12%	(28)	31%	(75)	15%	(36)	13%	(31)	30%	(74)	244
Community: Suburban	13%	(27)	35%	(76)	22%	(48)	8%	(18)	22%	(49)	218
Community: Rural	8%	(7)	24%	(21)	17%	(15)	20%	(17)	31%	(27)	87
Employ: Private Sector	14%	(21)	41%	(61)	19%	(28)	10%	(15)	17%	(25)	150
Employ: Self-Employed	21%	(13)	23%	(14)	11%	(7)	21%	(14)	24%	(15)	64
Employ: Retired	10%	(8)	51%	(40)	24%	(19)	1%	(1)	14%	(11)	78
Employ: Unemployed	9%	(7)	18%	(14)	22%	(18)	16%	(13)	35%	(28)	80
Employ: Other	7%	(5)	24%	(16)	8%	(5)	9%	(6)	51%	(34)	66
Military HH: Yes	26%	(22)	26%	(22)	19%	(16)	9%	(8)	21%	(18)	86
Military HH: No	9%	(40)	32%	(150)	18%	(83)	12%	(58)	29%	(132)	462
RD/WT: Right Direction	16%	(46)	32%	(91)	19%	(53)	9%	(26)	23%	(66)	282
RD/WT: Wrong Track	6%	(16)	30%	(81)	17%	(46)	15%	(40)	32%	(84)	267
Biden Job Approve	15%	(54)	35%	(129)	17%	(62)	9%	(32)	24%	(88)	366
Biden Job Disapprove	6%	(8)	27%	(35)	23%	(30)	22%	(29)	23%	(30)	131
Biden Job Strongly Approve	18%	(32)	30%	(53)	19%	(34)	12%	(21)	21%	(37)	177
Biden Job Somewhat Approve	12%	(22)	40%	(76)	15%	(28)	6%	(12)	27%	(51)	189
Biden Job Somewhat Disapprove	8%	(6)	30%	(22)	24%	(18)	9%	(7)	28%	(21)	73
Biden Job Strongly Disapprove	3%	(2)	22%	(13)	21%	(12)	38%	(22)	15%	(9)	58
Favorable of Biden	13%	(50)	36%	(143)	18%	(73)	8%	(33)	25%	(97)	396
Unfavorable of Biden	9%	(10)	22%	(25)	23%	(26)	22%	(24)	24%	(27)	114
Very Favorable of Biden	18%	(35)	30%	(60)	22%	(45)	6%	(12)	24%	(48)	201
Somewhat Favorable of Biden	7%	(14)	42%	(83)	14%	(28)	11%	(21)	25%	(49)	195
Somewhat Unfavorable of Biden	14%	(9)	20%	(12)	29%	(18)	7%	(4)	30%	(18)	61
Very Unfavorable of Biden	3%	(2)	25%	(13)	16%	(8)	39%	(20)	17%	(9)	52
#1 Issue: Economy	10%	(23)	29%	(64)	24%	(54)	15%	(33)	22%	(49)	223
#1 Issue: Health Care	11%	(7)	32%	(21)	13%	(8)	8%	(5)	35%	(22)	64
#1 Issue: Medicare / Social Security	9%	(6)	47%	(33)	9%	(6)	9%	(7)	26%	(19)	71
#1 Issue: Women's Issues	21%	(16)	12%	(9)	16%	(12)	13%	(10)	38%	(29)	77
2020 Vote: Joe Biden	12%	(41)	37%	(128)	20%	(68)	8%	(29)	23%	(80)	346
2020 Vote: Didn't Vote	9%	(12)	18%	(25)	16%	(23)	19%	(27)	39%	(56)	143

Continued on next page

Table MCFI3_7: How much do you trust the following types of financial services companies to do what is right, if at all?
 Property or casualty insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(62)	31%	(172)	18%	(99)	12%	(65)	27%	(150)	549
2018 House Vote: Democrat	10%	(30)	37%	(109)	20%	(58)	10%	(31)	23%	(67)	296
2016 Vote: Hillary Clinton	10%	(30)	39%	(119)	18%	(53)	10%	(29)	23%	(70)	301
2016 Vote: Didn't Vote	11%	(23)	19%	(39)	18%	(37)	17%	(34)	35%	(71)	204
Voted in 2014: Yes	12%	(37)	35%	(104)	22%	(63)	9%	(27)	22%	(63)	293
Voted in 2014: No	10%	(26)	27%	(68)	14%	(36)	15%	(39)	34%	(87)	255
4-Region: Northeast	12%	(10)	30%	(25)	13%	(11)	10%	(9)	34%	(29)	84
4-Region: Midwest	12%	(10)	28%	(23)	15%	(12)	10%	(8)	34%	(28)	81
4-Region: South	12%	(39)	34%	(106)	16%	(49)	11%	(35)	27%	(85)	314
4-Region: West	5%	(3)	26%	(18)	38%	(26)	19%	(13)	13%	(9)	69
2110194	13%	(37)	29%	(80)	16%	(43)	11%	(30)	31%	(84)	274
2110195	9%	(25)	33%	(92)	20%	(56)	13%	(35)	24%	(66)	274

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

Table MCFI3_8: How much do you trust the following types of financial services companies to do what is right, if at all?
Life insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	20%	(109)	41%	(223)	13%	(69)	11%	(58)	16%	(89)	549
Gender: Male	22%	(51)	38%	(88)	15%	(35)	12%	(28)	13%	(30)	232
Gender: Female	18%	(58)	43%	(135)	11%	(35)	9%	(30)	19%	(59)	316
Age: 18-34	18%	(40)	34%	(75)	8%	(17)	16%	(35)	24%	(52)	219
Age: 35-44	21%	(21)	44%	(45)	13%	(13)	8%	(9)	14%	(14)	103
Age: 45-64	19%	(30)	42%	(68)	19%	(31)	8%	(14)	12%	(20)	162
Age: 65+	28%	(18)	54%	(35)	13%	(8)	—	(0)	5%	(3)	65
GenZers: 1997-2012	20%	(22)	35%	(39)	7%	(8)	15%	(17)	23%	(25)	111
Millennials: 1981-1996	16%	(27)	41%	(69)	9%	(15)	14%	(24)	20%	(34)	168
GenXers: 1965-1980	21%	(30)	35%	(51)	19%	(27)	12%	(17)	13%	(19)	143
Baby Boomers: 1946-1964	22%	(27)	53%	(64)	16%	(19)	—	(0)	9%	(11)	122
PID: Dem (no lean)	22%	(81)	41%	(150)	13%	(48)	9%	(33)	14%	(51)	363
PID: Ind (no lean)	15%	(25)	37%	(60)	12%	(19)	14%	(23)	22%	(36)	164
PID/Gender: Dem Men	29%	(43)	34%	(50)	17%	(25)	12%	(17)	8%	(11)	146
PID/Gender: Dem Women	18%	(39)	47%	(101)	10%	(22)	7%	(15)	18%	(39)	216
PID/Gender: Ind Men	9%	(7)	43%	(32)	10%	(7)	13%	(10)	25%	(19)	75
PID/Gender: Ind Women	21%	(18)	32%	(29)	13%	(12)	14%	(13)	20%	(18)	89
Ideo: Liberal (1-3)	26%	(42)	40%	(64)	13%	(21)	12%	(20)	9%	(15)	162
Ideo: Moderate (4)	21%	(44)	41%	(88)	13%	(28)	9%	(20)	16%	(34)	214
Ideo: Conservative (5-7)	15%	(11)	43%	(32)	24%	(17)	11%	(8)	7%	(5)	74
Educ: < College	20%	(81)	38%	(157)	12%	(50)	11%	(44)	19%	(80)	413
Educ: Bachelors degree	19%	(16)	47%	(40)	17%	(14)	10%	(9)	7%	(6)	85
Educ: Post-grad	23%	(12)	51%	(26)	12%	(6)	9%	(5)	5%	(3)	51
Income: Under 50k	17%	(61)	38%	(139)	12%	(44)	12%	(42)	21%	(78)	364
Income: 50k-100k	24%	(32)	50%	(68)	12%	(17)	8%	(11)	6%	(8)	136
Ethnicity: Black	20%	(109)	41%	(223)	13%	(69)	11%	(58)	16%	(89)	549
All Christian	29%	(49)	41%	(70)	18%	(31)	4%	(7)	8%	(14)	170
Agnostic/Nothing in particular	13%	(23)	33%	(59)	10%	(18)	17%	(29)	26%	(46)	175
Something Else	16%	(27)	50%	(83)	11%	(18)	8%	(14)	15%	(26)	168
Evangelical	18%	(36)	48%	(97)	14%	(28)	9%	(19)	11%	(22)	201
Non-Evangelical	30%	(40)	42%	(56)	14%	(19)	2%	(3)	12%	(17)	135

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Table MCFI3_8: How much do you trust the following types of financial services companies to do what is right, if at all?
 Life insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	20%	(109)	41%	(223)	13%	(69)	11%	(58)	16%	(89)	549
Community: Urban	19%	(46)	40%	(97)	11%	(27)	14%	(33)	17%	(41)	244
Community: Suburban	21%	(45)	46%	(100)	14%	(31)	6%	(13)	13%	(29)	218
Community: Rural	21%	(18)	30%	(26)	14%	(12)	13%	(12)	22%	(19)	87
Employ: Private Sector	22%	(34)	43%	(64)	20%	(29)	8%	(11)	8%	(12)	150
Employ: Self-Employed	26%	(16)	41%	(26)	5%	(3)	14%	(9)	15%	(10)	64
Employ: Retired	26%	(20)	53%	(42)	12%	(9)	1%	(1)	7%	(6)	78
Employ: Unemployed	14%	(11)	26%	(21)	12%	(9)	14%	(11)	34%	(28)	80
Employ: Other	10%	(6)	49%	(33)	13%	(8)	12%	(8)	17%	(11)	66
Military HH: Yes	27%	(23)	34%	(29)	16%	(14)	7%	(6)	16%	(14)	86
Military HH: No	19%	(86)	42%	(194)	12%	(55)	11%	(52)	16%	(75)	462
RD/WT: Right Direction	27%	(76)	39%	(110)	12%	(35)	7%	(19)	15%	(41)	282
RD/WT: Wrong Track	12%	(33)	42%	(113)	13%	(34)	14%	(39)	18%	(47)	267
Biden Job Approve	24%	(90)	40%	(146)	12%	(45)	8%	(30)	15%	(56)	366
Biden Job Disapprove	12%	(16)	48%	(63)	16%	(22)	14%	(19)	9%	(11)	131
Biden Job Strongly Approve	33%	(59)	33%	(58)	12%	(21)	8%	(15)	14%	(24)	177
Biden Job Somewhat Approve	16%	(31)	47%	(88)	12%	(23)	8%	(15)	17%	(32)	189
Biden Job Somewhat Disapprove	17%	(12)	49%	(36)	15%	(11)	9%	(7)	9%	(7)	73
Biden Job Strongly Disapprove	7%	(4)	46%	(27)	18%	(10)	21%	(12)	8%	(4)	58
Favorable of Biden	24%	(94)	42%	(165)	12%	(48)	8%	(33)	14%	(56)	396
Unfavorable of Biden	12%	(14)	45%	(51)	18%	(21)	14%	(16)	10%	(12)	114
Very Favorable of Biden	33%	(65)	35%	(70)	12%	(25)	5%	(9)	16%	(31)	201
Somewhat Favorable of Biden	15%	(29)	49%	(95)	12%	(23)	12%	(24)	13%	(25)	195
Somewhat Unfavorable of Biden	16%	(10)	50%	(30)	17%	(11)	5%	(3)	12%	(7)	61
Very Unfavorable of Biden	8%	(4)	40%	(21)	20%	(10)	24%	(12)	8%	(4)	52
#1 Issue: Economy	14%	(31)	47%	(104)	16%	(35)	10%	(23)	13%	(29)	223
#1 Issue: Health Care	16%	(10)	42%	(27)	12%	(7)	4%	(3)	27%	(17)	64
#1 Issue: Medicare / Social Security	29%	(21)	38%	(27)	5%	(4)	13%	(9)	15%	(10)	71
#1 Issue: Women's Issues	23%	(18)	27%	(20)	5%	(4)	18%	(14)	27%	(21)	77
2020 Vote: Joe Biden	22%	(77)	43%	(148)	13%	(46)	8%	(28)	13%	(46)	346
2020 Vote: Didn't Vote	18%	(25)	33%	(47)	11%	(15)	16%	(23)	22%	(32)	143

Continued on next page

Table MCFI3_8: How much do you trust the following types of financial services companies to do what is right, if at all?
Life insurance companies

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	20%	(109)	41%	(223)	13%	(69)	11%	(58)	16%	(89)	549
2018 House Vote: Democrat	20%	(61)	45%	(134)	14%	(40)	8%	(24)	13%	(38)	296
2016 Vote: Hillary Clinton	21%	(62)	45%	(135)	14%	(41)	8%	(25)	12%	(37)	301
2016 Vote: Didn't Vote	19%	(38)	34%	(70)	11%	(23)	15%	(31)	21%	(42)	204
Voted in 2014: Yes	22%	(63)	45%	(132)	14%	(41)	7%	(22)	12%	(35)	293
Voted in 2014: No	18%	(46)	36%	(92)	11%	(28)	14%	(36)	21%	(53)	255
4-Region: Northeast	22%	(19)	31%	(26)	12%	(10)	7%	(6)	27%	(22)	84
4-Region: Midwest	22%	(18)	47%	(38)	8%	(6)	8%	(7)	15%	(12)	81
4-Region: South	20%	(63)	44%	(138)	10%	(30)	12%	(38)	15%	(46)	314
4-Region: West	14%	(10)	31%	(22)	33%	(23)	10%	(7)	12%	(8)	69
2110194	18%	(49)	42%	(115)	11%	(31)	10%	(28)	19%	(51)	274
2110195	22%	(60)	40%	(109)	14%	(38)	11%	(29)	14%	(38)	274

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

Table MCFI3_9: How much do you trust the following types of financial services companies to do what is right, if at all?
 Digital banks (also known as neobanks, online-only banks, or virtual banks)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	15%	(84)	33%	(181)	16%	(89)	9%	(49)	27%	(146)	549
Gender: Male	20%	(47)	33%	(76)	21%	(48)	8%	(19)	18%	(43)	232
Gender: Female	12%	(37)	33%	(105)	13%	(41)	10%	(30)	32%	(103)	316
Age: 18-34	19%	(42)	33%	(71)	12%	(25)	11%	(25)	25%	(55)	219
Age: 35-44	15%	(15)	40%	(41)	16%	(16)	7%	(7)	23%	(24)	103
Age: 45-64	12%	(20)	31%	(50)	23%	(37)	9%	(14)	26%	(42)	162
Age: 65+	11%	(7)	30%	(19)	16%	(10)	5%	(3)	39%	(25)	65
GenZers: 1997-2012	18%	(19)	35%	(39)	13%	(14)	12%	(13)	23%	(25)	111
Millennials: 1981-1996	16%	(27)	34%	(58)	14%	(23)	10%	(17)	26%	(44)	168
GenXers: 1965-1980	16%	(22)	32%	(46)	18%	(26)	10%	(14)	25%	(35)	143
Baby Boomers: 1946-1964	12%	(15)	31%	(38)	21%	(25)	4%	(5)	32%	(39)	122
PID: Dem (no lean)	14%	(50)	35%	(125)	16%	(60)	10%	(35)	26%	(93)	363
PID: Ind (no lean)	17%	(28)	27%	(44)	17%	(27)	8%	(13)	31%	(51)	164
PID/Gender: Dem Men	21%	(31)	32%	(46)	22%	(32)	10%	(15)	15%	(22)	146
PID/Gender: Dem Women	9%	(19)	36%	(79)	13%	(27)	9%	(20)	33%	(71)	216
PID/Gender: Ind Men	18%	(13)	30%	(23)	19%	(14)	5%	(4)	28%	(21)	75
PID/Gender: Ind Women	17%	(15)	25%	(22)	15%	(13)	10%	(8)	34%	(30)	89
Ideo: Liberal (1-3)	25%	(41)	37%	(60)	15%	(24)	9%	(14)	14%	(22)	162
Ideo: Moderate (4)	10%	(21)	34%	(73)	18%	(37)	9%	(19)	29%	(63)	214
Ideo: Conservative (5-7)	15%	(11)	33%	(24)	19%	(14)	9%	(6)	25%	(19)	74
Educ: < College	15%	(62)	31%	(128)	15%	(63)	9%	(36)	30%	(125)	413
Educ: Bachelors degree	14%	(12)	39%	(33)	21%	(18)	11%	(9)	15%	(13)	85
Educ: Post-grad	19%	(10)	41%	(21)	16%	(8)	7%	(4)	16%	(8)	51
Income: Under 50k	14%	(52)	32%	(116)	16%	(60)	8%	(28)	30%	(109)	364
Income: 50k-100k	15%	(21)	36%	(48)	17%	(22)	14%	(18)	19%	(26)	136
Ethnicity: Black	15%	(84)	33%	(181)	16%	(89)	9%	(49)	27%	(146)	549
All Christian	19%	(32)	36%	(62)	12%	(21)	10%	(16)	23%	(38)	170
Agnostic/Nothing in particular	14%	(24)	30%	(52)	17%	(30)	9%	(15)	31%	(55)	175
Something Else	10%	(17)	33%	(56)	21%	(36)	8%	(13)	27%	(46)	168
Evangelical	12%	(24)	34%	(69)	16%	(33)	11%	(22)	26%	(53)	201
Non-Evangelical	19%	(25)	35%	(47)	17%	(23)	6%	(8)	23%	(31)	135

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Table MCFI3_9: How much do you trust the following types of financial services companies to do what is right, if at all?
Digital banks (also known as neobanks, online-only banks, or virtual banks)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	15%	(84)	33%	(181)	16%	(89)	9%	(49)	27%	(146)	549
Community: Urban	15%	(38)	36%	(89)	12%	(29)	12%	(29)	24%	(60)	244
Community: Suburban	15%	(33)	32%	(70)	21%	(45)	6%	(13)	26%	(57)	218
Community: Rural	15%	(13)	27%	(23)	17%	(15)	8%	(7)	33%	(29)	87
Employ: Private Sector	19%	(29)	43%	(64)	17%	(25)	6%	(9)	15%	(23)	150
Employ: Self-Employed	17%	(11)	41%	(26)	17%	(11)	8%	(5)	17%	(11)	64
Employ: Retired	12%	(9)	28%	(22)	21%	(16)	5%	(4)	35%	(27)	78
Employ: Unemployed	15%	(12)	27%	(21)	10%	(8)	13%	(10)	35%	(28)	80
Employ: Other	18%	(12)	21%	(14)	18%	(12)	5%	(3)	39%	(26)	66
Military HH: Yes	20%	(17)	29%	(25)	21%	(18)	8%	(7)	23%	(19)	86
Military HH: No	15%	(67)	34%	(157)	15%	(71)	9%	(42)	27%	(126)	462
RD/WT: Right Direction	18%	(52)	32%	(91)	16%	(45)	8%	(22)	25%	(71)	282
RD/WT: Wrong Track	12%	(32)	34%	(90)	16%	(43)	10%	(27)	28%	(74)	267
Biden Job Approve	18%	(68)	33%	(122)	16%	(59)	7%	(27)	25%	(91)	366
Biden Job Disapprove	13%	(17)	38%	(50)	18%	(24)	12%	(16)	19%	(25)	131
Biden Job Strongly Approve	26%	(46)	30%	(53)	15%	(26)	6%	(10)	23%	(42)	177
Biden Job Somewhat Approve	12%	(22)	37%	(69)	17%	(32)	9%	(16)	26%	(49)	189
Biden Job Somewhat Disapprove	16%	(12)	41%	(30)	23%	(17)	4%	(3)	16%	(12)	73
Biden Job Strongly Disapprove	8%	(5)	35%	(20)	12%	(7)	23%	(13)	22%	(13)	58
Favorable of Biden	16%	(62)	33%	(132)	18%	(70)	7%	(26)	27%	(105)	396
Unfavorable of Biden	18%	(20)	40%	(46)	14%	(16)	14%	(16)	14%	(16)	114
Very Favorable of Biden	25%	(50)	28%	(56)	16%	(32)	4%	(7)	27%	(55)	201
Somewhat Favorable of Biden	6%	(12)	39%	(76)	19%	(38)	9%	(19)	26%	(51)	195
Somewhat Unfavorable of Biden	23%	(14)	47%	(29)	13%	(8)	4%	(3)	13%	(8)	61
Very Unfavorable of Biden	11%	(6)	32%	(17)	15%	(8)	25%	(13)	16%	(8)	52
#1 Issue: Economy	16%	(36)	34%	(75)	21%	(46)	11%	(25)	18%	(41)	223
#1 Issue: Health Care	13%	(8)	40%	(25)	5%	(3)	5%	(3)	38%	(24)	64
#1 Issue: Medicare / Social Security	18%	(13)	22%	(16)	16%	(12)	8%	(6)	35%	(25)	71
#1 Issue: Women's Issues	16%	(12)	35%	(27)	4%	(3)	7%	(5)	39%	(30)	77
2020 Vote: Joe Biden	15%	(51)	34%	(118)	17%	(59)	9%	(30)	25%	(87)	346
2020 Vote: Didn't Vote	15%	(21)	34%	(48)	13%	(19)	12%	(18)	26%	(37)	143

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Table MCFI3_9: How much do you trust the following types of financial services companies to do what is right, if at all?
 Digital banks (also known as neobanks, online-only banks, or virtual banks)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	15%	(84)	33%	(181)	16%	(89)	9%	(49)	27%	(146)	549
2018 House Vote: Democrat	15%	(43)	36%	(106)	15%	(45)	9%	(27)	25%	(75)	296
2016 Vote: Hillary Clinton	15%	(46)	35%	(105)	17%	(52)	8%	(26)	24%	(72)	301
2016 Vote: Didn't Vote	14%	(28)	31%	(62)	15%	(30)	11%	(22)	30%	(62)	204
Voted in 2014: Yes	16%	(48)	32%	(93)	16%	(48)	9%	(25)	27%	(80)	293
Voted in 2014: No	14%	(36)	35%	(89)	16%	(41)	9%	(24)	26%	(66)	255
4-Region: Northeast	16%	(13)	35%	(29)	10%	(8)	4%	(3)	36%	(30)	84
4-Region: Midwest	21%	(17)	30%	(24)	15%	(12)	4%	(3)	30%	(25)	81
4-Region: South	16%	(50)	36%	(114)	15%	(47)	9%	(29)	23%	(74)	314
4-Region: West	5%	(3)	20%	(14)	32%	(22)	19%	(13)	24%	(17)	69
2110194	14%	(39)	35%	(96)	12%	(32)	8%	(21)	31%	(86)	274
2110195	16%	(45)	31%	(85)	21%	(57)	10%	(28)	22%	(60)	274

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

Table MCFI4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes	No	Total N
Black Adults	22% (122)	78% (426)	549
Gender: Male	32% (75)	68% (157)	232
Gender: Female	15% (47)	85% (269)	316
Age: 18-34	28% (61)	72% (157)	219
Age: 35-44	33% (34)	67% (69)	103
Age: 45-64	13% (22)	87% (141)	162
Age: 65+	8% (5)	92% (59)	65
GenZers: 1997-2012	25% (28)	75% (83)	111
Millennials: 1981-1996	29% (50)	71% (119)	168
GenXers: 1965-1980	21% (30)	79% (113)	143
Baby Boomers: 1946-1964	12% (15)	88% (108)	122
PID: Dem (no lean)	23% (83)	77% (280)	363
PID: Ind (no lean)	16% (27)	84% (137)	164
PID/Gender: Dem Men	36% (53)	64% (93)	146
PID/Gender: Dem Women	14% (29)	86% (187)	216
PID/Gender: Ind Men	20% (15)	80% (60)	75
PID/Gender: Ind Women	13% (12)	87% (77)	89
Ideo: Liberal (1-3)	29% (47)	71% (115)	162
Ideo: Moderate (4)	20% (44)	80% (170)	214
Ideo: Conservative (5-7)	29% (22)	71% (52)	74
Educ: < College	22% (91)	78% (323)	413
Educ: Bachelors degree	15% (13)	85% (72)	85
Educ: Post-grad	37% (19)	63% (32)	51
Income: Under 50k	18% (64)	82% (300)	364
Income: 50k-100k	31% (42)	69% (94)	136
Ethnicity: Black	22% (122)	78% (426)	549
All Christian	28% (48)	72% (122)	170
Agnostic/Nothing in particular	16% (28)	84% (148)	175
Something Else	16% (28)	84% (140)	168
Evangelical	20% (41)	80% (160)	201
Non-Evangelical	26% (35)	74% (100)	135

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Table MCFI4: Several of the following questions will refer to ‘cryptocurrency.’ Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes	No	Total N
Black Adults	22% (122)	78% (426)	549
Community: Urban	24% (60)	76% (185)	244
Community: Suburban	24% (52)	76% (165)	218
Community: Rural	12% (10)	88% (76)	87
Employ: Private Sector	32% (49)	68% (101)	150
Employ: Self-Employed	28% (18)	72% (47)	64
Employ: Retired	13% (10)	87% (68)	78
Employ: Unemployed	13% (10)	87% (69)	80
Employ: Other	21% (14)	79% (53)	66
Military HH: Yes	26% (23)	74% (63)	86
Military HH: No	22% (100)	78% (363)	462
RD/WT: Right Direction	23% (66)	77% (216)	282
RD/WT: Wrong Track	21% (56)	79% (211)	267
Biden Job Approve	22% (81)	78% (285)	366
Biden Job Disapprove	26% (34)	74% (97)	131
Biden Job Strongly Approve	22% (40)	78% (138)	177
Biden Job Somewhat Approve	22% (41)	78% (148)	189
Biden Job Somewhat Disapprove	25% (18)	75% (55)	73
Biden Job Strongly Disapprove	28% (16)	72% (42)	58
Favorable of Biden	23% (90)	77% (306)	396
Unfavorable of Biden	24% (27)	76% (86)	114
Very Favorable of Biden	23% (47)	77% (154)	201
Somewhat Favorable of Biden	22% (43)	78% (152)	195
Somewhat Unfavorable of Biden	21% (13)	79% (48)	61
Very Unfavorable of Biden	28% (14)	72% (38)	52
#1 Issue: Economy	28% (63)	72% (160)	223
#1 Issue: Health Care	17% (11)	83% (53)	64
#1 Issue: Medicare / Social Security	11% (8)	89% (64)	71
#1 Issue: Women’s Issues	18% (14)	82% (63)	77
2020 Vote: Joe Biden	24% (84)	76% (262)	346
2020 Vote: Didn’t Vote	13% (19)	87% (124)	143

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Table MCFI4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes	No	Total N
Black Adults	22% (122)	78% (426)	549
2018 House Vote: Democrat	24% (71)	76% (225)	296
2016 Vote: Hillary Clinton	21% (63)	79% (237)	301
2016 Vote: Didn't Vote	20% (40)	80% (164)	204
Voted in 2014: Yes	26% (76)	74% (218)	293
Voted in 2014: No	18% (47)	82% (208)	255
4-Region: Northeast	34% (28)	66% (55)	84
4-Region: Midwest	26% (21)	74% (60)	81
4-Region: South	21% (67)	79% (247)	314
4-Region: West	8% (6)	92% (64)	69
2110194	26% (71)	74% (203)	274
2110195	19% (51)	81% (223)	274

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

Table MCFI5_1: How much do you trust each of the following?
Cryptocurrency, generally

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	13%	(72)	25%	(138)	21%	(115)	41%	(224)	549
Gender: Male	20%	(47)	28%	(65)	26%	(59)	26%	(61)	232
Gender: Female	8%	(25)	23%	(73)	18%	(55)	51%	(163)	316
Age: 18-34	18%	(39)	24%	(52)	17%	(36)	41%	(91)	219
Age: 35-44	21%	(22)	29%	(30)	22%	(22)	28%	(29)	103
Age: 45-64	6%	(10)	24%	(39)	29%	(47)	41%	(66)	162
Age: 65+	1%	(1)	26%	(17)	14%	(9)	59%	(38)	65
GenZers: 1997-2012	17%	(19)	23%	(25)	23%	(26)	37%	(41)	111
Millennials: 1981-1996	17%	(29)	30%	(50)	14%	(24)	38%	(64)	168
GenXers: 1965-1980	13%	(19)	18%	(26)	29%	(41)	40%	(57)	143
Baby Boomers: 1946-1964	4%	(4)	30%	(37)	18%	(22)	49%	(59)	122
PID: Dem (no lean)	14%	(51)	24%	(89)	21%	(78)	40%	(145)	363
PID: Ind (no lean)	10%	(17)	26%	(43)	19%	(31)	44%	(72)	164
PID/Gender: Dem Men	25%	(36)	25%	(36)	26%	(38)	25%	(36)	146
PID/Gender: Dem Women	7%	(15)	24%	(53)	18%	(40)	50%	(109)	216
PID/Gender: Ind Men	10%	(8)	33%	(25)	24%	(18)	32%	(24)	75
PID/Gender: Ind Women	10%	(9)	21%	(18)	15%	(13)	54%	(48)	89
Ideo: Liberal (1-3)	15%	(24)	30%	(48)	23%	(38)	32%	(51)	162
Ideo: Moderate (4)	14%	(30)	27%	(58)	21%	(44)	38%	(82)	214
Ideo: Conservative (5-7)	16%	(12)	22%	(16)	20%	(15)	42%	(31)	74
Educ: < College	14%	(56)	24%	(100)	21%	(88)	41%	(169)	413
Educ: Bachelors degree	8%	(7)	30%	(25)	18%	(15)	44%	(38)	85
Educ: Post-grad	18%	(9)	25%	(13)	24%	(12)	34%	(17)	51
Income: Under 50k	11%	(40)	24%	(88)	23%	(83)	42%	(153)	364
Income: 50k-100k	16%	(22)	28%	(39)	16%	(22)	39%	(53)	136
Ethnicity: Black	13%	(72)	25%	(138)	21%	(115)	41%	(224)	549
All Christian	16%	(27)	28%	(48)	23%	(39)	33%	(56)	170
Agnostic/Nothing in particular	9%	(16)	20%	(35)	24%	(41)	47%	(83)	175
Something Else	10%	(16)	27%	(46)	19%	(32)	44%	(74)	168
Evangelical	12%	(25)	23%	(46)	20%	(41)	44%	(89)	201
Non-Evangelical	14%	(19)	35%	(47)	22%	(30)	29%	(40)	135

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Table MCFI5_1: How much do you trust each of the following?
Cryptocurrency, generally

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	13%	(72)	25%	(138)	21%	(115)	41%	(224)	549
Community: Urban	17%	(40)	22%	(53)	23%	(57)	38%	(94)	244
Community: Suburban	11%	(23)	28%	(61)	21%	(46)	40%	(88)	218
Community: Rural	10%	(8)	28%	(24)	15%	(13)	48%	(41)	87
Employ: Private Sector	20%	(29)	28%	(42)	27%	(41)	25%	(37)	150
Employ: Self-Employed	25%	(16)	23%	(15)	18%	(11)	34%	(22)	64
Employ: Retired	4%	(3)	25%	(20)	15%	(11)	57%	(44)	78
Employ: Unemployed	3%	(3)	19%	(15)	18%	(15)	60%	(48)	80
Employ: Other	16%	(11)	23%	(16)	15%	(10)	46%	(30)	66
Military HH: Yes	9%	(7)	33%	(28)	16%	(13)	43%	(37)	86
Military HH: No	14%	(64)	24%	(110)	22%	(101)	40%	(187)	462
RD/WT: Right Direction	15%	(42)	28%	(80)	20%	(55)	37%	(105)	282
RD/WT: Wrong Track	11%	(30)	22%	(59)	22%	(60)	44%	(118)	267
Biden Job Approve	13%	(49)	25%	(93)	21%	(76)	40%	(147)	366
Biden Job Disapprove	16%	(21)	25%	(33)	22%	(30)	37%	(48)	131
Biden Job Strongly Approve	16%	(29)	25%	(45)	18%	(32)	40%	(71)	177
Biden Job Somewhat Approve	11%	(20)	26%	(48)	23%	(44)	40%	(76)	189
Biden Job Somewhat Disapprove	17%	(13)	27%	(20)	25%	(19)	31%	(23)	73
Biden Job Strongly Disapprove	14%	(8)	22%	(13)	19%	(11)	44%	(26)	58
Favorable of Biden	13%	(50)	26%	(104)	21%	(83)	40%	(159)	396
Unfavorable of Biden	17%	(19)	26%	(29)	20%	(23)	38%	(43)	114
Very Favorable of Biden	17%	(34)	26%	(52)	18%	(36)	39%	(79)	201
Somewhat Favorable of Biden	8%	(16)	26%	(52)	24%	(47)	41%	(80)	195
Somewhat Unfavorable of Biden	19%	(12)	25%	(15)	23%	(14)	33%	(20)	61
Very Unfavorable of Biden	14%	(7)	26%	(14)	16%	(8)	44%	(23)	52
#1 Issue: Economy	21%	(46)	18%	(41)	26%	(58)	35%	(78)	223
#1 Issue: Health Care	6%	(4)	31%	(20)	21%	(14)	41%	(26)	64
#1 Issue: Medicare / Social Security	—	(0)	30%	(22)	16%	(11)	54%	(39)	71
#1 Issue: Women's Issues	12%	(9)	33%	(25)	8%	(6)	48%	(37)	77
2020 Vote: Joe Biden	16%	(55)	26%	(88)	19%	(67)	39%	(135)	346
2020 Vote: Didn't Vote	8%	(11)	26%	(37)	20%	(29)	46%	(65)	143
2018 House Vote: Democrat	14%	(42)	27%	(79)	19%	(55)	40%	(120)	296

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Table MCFI5_1: How much do you trust each of the following?*Cryptocurrency, generally*

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	13%	(72)	25%	(138)	21%	(115)	41%	(224)	549
2016 Vote: Hillary Clinton	13%	(40)	26%	(79)	22%	(65)	39%	(117)	301
2016 Vote: Didn't Vote	12%	(24)	23%	(47)	20%	(41)	45%	(92)	204
Voted in 2014: Yes	15%	(43)	23%	(68)	18%	(54)	44%	(128)	293
Voted in 2014: No	11%	(29)	28%	(70)	24%	(61)	37%	(95)	255
4-Region: Northeast	24%	(20)	22%	(18)	17%	(14)	37%	(31)	84
4-Region: Midwest	13%	(10)	29%	(24)	19%	(15)	39%	(32)	81
4-Region: South	13%	(41)	26%	(81)	21%	(66)	40%	(126)	314
4-Region: West	—	(0)	21%	(15)	29%	(20)	50%	(35)	69
2110194	17%	(47)	23%	(62)	22%	(60)	38%	(105)	274
2110195	9%	(25)	28%	(76)	20%	(55)	43%	(118)	274

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

Table MCFI5_2: How much do you trust each of the following?

Bitcoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	16%	(89)	29%	(157)	20%	(111)	35%	(192)	549
Gender: Male	27%	(62)	27%	(63)	22%	(51)	24%	(56)	232
Gender: Female	8%	(26)	30%	(94)	19%	(60)	43%	(136)	316
Age: 18-34	19%	(41)	30%	(66)	17%	(37)	34%	(75)	219
Age: 35-44	26%	(27)	32%	(33)	21%	(21)	21%	(22)	103
Age: 45-64	12%	(19)	23%	(37)	26%	(42)	39%	(64)	162
Age: 65+	3%	(2)	31%	(20)	18%	(11)	48%	(31)	65
GenZers: 1997-2012	19%	(21)	34%	(38)	22%	(25)	25%	(28)	111
Millennials: 1981-1996	20%	(34)	30%	(51)	15%	(25)	35%	(58)	168
GenXers: 1965-1980	17%	(25)	19%	(28)	25%	(35)	38%	(55)	143
Baby Boomers: 1946-1964	8%	(9)	33%	(40)	19%	(24)	40%	(49)	122
PID: Dem (no lean)	18%	(64)	28%	(103)	19%	(68)	35%	(128)	363
PID: Ind (no lean)	12%	(19)	26%	(43)	24%	(39)	38%	(62)	164
PID/Gender: Dem Men	31%	(45)	25%	(37)	20%	(30)	24%	(35)	146
PID/Gender: Dem Women	9%	(19)	31%	(67)	18%	(38)	43%	(93)	216
PID/Gender: Ind Men	18%	(14)	27%	(20)	26%	(19)	29%	(22)	75
PID/Gender: Ind Women	6%	(6)	26%	(23)	23%	(20)	45%	(40)	89
Ideo: Liberal (1-3)	20%	(32)	32%	(52)	19%	(30)	29%	(47)	162
Ideo: Moderate (4)	16%	(34)	32%	(68)	20%	(43)	32%	(69)	214
Ideo: Conservative (5-7)	22%	(16)	20%	(14)	24%	(17)	35%	(26)	74
Educ: < College	17%	(70)	28%	(114)	21%	(86)	35%	(143)	413
Educ: Bachelors degree	9%	(7)	33%	(28)	18%	(15)	41%	(35)	85
Educ: Post-grad	23%	(12)	28%	(14)	20%	(10)	29%	(15)	51
Income: Under 50k	13%	(49)	30%	(108)	22%	(80)	35%	(128)	364
Income: 50k-100k	22%	(30)	28%	(38)	15%	(21)	35%	(47)	136
Ethnicity: Black	16%	(89)	29%	(157)	20%	(111)	35%	(192)	549
All Christian	19%	(32)	30%	(51)	18%	(30)	33%	(57)	170
Agnostic/Nothing in particular	10%	(18)	24%	(43)	26%	(46)	39%	(68)	175
Something Else	13%	(22)	31%	(53)	18%	(31)	37%	(62)	168
Evangelical	11%	(21)	29%	(59)	21%	(43)	39%	(78)	201
Non-Evangelical	24%	(33)	33%	(45)	12%	(17)	30%	(40)	135

Continued on next page

Table MCFI5_2: How much do you trust each of the following?
 Bitcoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	16%	(89)	29%	(157)	20%	(111)	35%	(192)	549
Community: Urban	17%	(42)	26%	(63)	21%	(52)	36%	(88)	244
Community: Suburban	18%	(38)	31%	(66)	19%	(41)	33%	(72)	218
Community: Rural	10%	(9)	31%	(27)	22%	(19)	37%	(32)	87
Employ: Private Sector	22%	(33)	28%	(42)	26%	(39)	24%	(36)	150
Employ: Self-Employed	26%	(17)	33%	(21)	15%	(10)	25%	(16)	64
Employ: Retired	7%	(6)	25%	(20)	19%	(15)	49%	(38)	78
Employ: Unemployed	11%	(9)	24%	(20)	16%	(13)	48%	(39)	80
Employ: Other	17%	(11)	25%	(17)	18%	(12)	40%	(27)	66
Military HH: Yes	14%	(12)	30%	(26)	17%	(14)	39%	(33)	86
Military HH: No	16%	(76)	28%	(131)	21%	(97)	34%	(159)	462
RD/WT: Right Direction	19%	(53)	31%	(86)	16%	(46)	34%	(97)	282
RD/WT: Wrong Track	13%	(36)	27%	(71)	24%	(65)	36%	(96)	267
Biden Job Approve	18%	(65)	28%	(103)	20%	(73)	34%	(125)	366
Biden Job Disapprove	16%	(21)	32%	(42)	21%	(27)	31%	(41)	131
Biden Job Strongly Approve	22%	(38)	27%	(48)	15%	(27)	36%	(64)	177
Biden Job Somewhat Approve	14%	(26)	29%	(54)	25%	(46)	33%	(62)	189
Biden Job Somewhat Disapprove	16%	(11)	40%	(30)	19%	(14)	25%	(18)	73
Biden Job Strongly Disapprove	16%	(9)	22%	(13)	23%	(13)	39%	(23)	58
Favorable of Biden	17%	(69)	29%	(115)	19%	(74)	35%	(139)	396
Unfavorable of Biden	16%	(18)	31%	(35)	21%	(24)	32%	(36)	114
Very Favorable of Biden	22%	(44)	28%	(57)	14%	(29)	36%	(71)	201
Somewhat Favorable of Biden	13%	(25)	30%	(58)	23%	(45)	35%	(67)	195
Somewhat Unfavorable of Biden	13%	(8)	42%	(26)	21%	(13)	25%	(15)	61
Very Unfavorable of Biden	19%	(10)	18%	(9)	22%	(11)	41%	(21)	52
#1 Issue: Economy	23%	(51)	22%	(50)	22%	(49)	33%	(73)	223
#1 Issue: Health Care	8%	(5)	38%	(24)	23%	(15)	31%	(20)	64
#1 Issue: Medicare / Social Security	4%	(3)	32%	(23)	25%	(18)	39%	(28)	71
#1 Issue: Women's Issues	13%	(10)	35%	(27)	12%	(9)	40%	(31)	77
2020 Vote: Joe Biden	18%	(63)	29%	(99)	18%	(62)	35%	(121)	346
2020 Vote: Didn't Vote	11%	(16)	31%	(45)	21%	(30)	36%	(52)	143
2018 House Vote: Democrat	16%	(48)	33%	(98)	15%	(43)	36%	(107)	296

Continued on next page

Table MCFI5_2: How much do you trust each of the following?

Bitcoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	16%	(89)	29%	(157)	20%	(111)	35%	(192)	549
2016 Vote: Hillary Clinton	15%	(44)	32%	(96)	19%	(57)	34%	(104)	301
2016 Vote: Didn't Vote	17%	(35)	24%	(49)	22%	(45)	37%	(76)	204
Voted in 2014: Yes	16%	(46)	29%	(86)	16%	(46)	39%	(115)	293
Voted in 2014: No	17%	(42)	28%	(71)	25%	(65)	30%	(77)	255
4-Region: Northeast	25%	(21)	23%	(19)	21%	(18)	30%	(25)	84
4-Region: Midwest	22%	(18)	27%	(22)	13%	(10)	39%	(31)	81
4-Region: South	15%	(46)	30%	(95)	21%	(67)	34%	(106)	314
4-Region: West	5%	(3)	29%	(20)	24%	(16)	43%	(30)	69
2110194	17%	(46)	29%	(80)	19%	(53)	34%	(95)	274
2110195	15%	(42)	28%	(77)	21%	(58)	36%	(98)	274

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

Table MCFI5_3: How much do you trust each of the following?*Ethereum*

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(38)	23%	(125)	21%	(116)	49%	(269)	549
Gender: Male	12%	(28)	28%	(65)	23%	(54)	37%	(85)	232
Gender: Female	3%	(10)	19%	(60)	20%	(63)	58%	(184)	316
Age: 18-34	10%	(21)	20%	(44)	17%	(38)	53%	(115)	219
Age: 35-44	11%	(12)	30%	(31)	23%	(23)	36%	(37)	103
Age: 45-64	3%	(4)	23%	(37)	25%	(40)	50%	(81)	162
Age: 65+	2%	(1)	20%	(13)	23%	(15)	55%	(36)	65
GenZers: 1997-2012	8%	(8)	19%	(21)	22%	(24)	52%	(57)	111
Millennials: 1981-1996	10%	(17)	27%	(45)	19%	(32)	45%	(75)	168
GenXers: 1965-1980	8%	(11)	15%	(21)	25%	(36)	52%	(75)	143
Baby Boomers: 1946-1964	2%	(2)	31%	(38)	18%	(22)	49%	(60)	122
PID: Dem (no lean)	9%	(32)	23%	(85)	22%	(79)	46%	(167)	363
PID: Ind (no lean)	3%	(5)	20%	(32)	19%	(31)	58%	(96)	164
PID/Gender: Dem Men	17%	(25)	30%	(43)	21%	(31)	32%	(47)	146
PID/Gender: Dem Women	3%	(8)	19%	(41)	22%	(48)	55%	(119)	216
PID/Gender: Ind Men	5%	(4)	23%	(17)	24%	(18)	48%	(36)	75
PID/Gender: Ind Women	2%	(1)	17%	(15)	14%	(13)	67%	(60)	89
Ideo: Liberal (1-3)	11%	(17)	24%	(39)	26%	(43)	39%	(64)	162
Ideo: Moderate (4)	4%	(8)	29%	(62)	22%	(47)	46%	(97)	214
Ideo: Conservative (5-7)	10%	(8)	25%	(18)	14%	(10)	51%	(38)	74
Educ: < College	6%	(26)	21%	(88)	22%	(89)	51%	(209)	413
Educ: Bachelors degree	7%	(6)	23%	(20)	20%	(17)	49%	(42)	85
Educ: Post-grad	11%	(6)	34%	(17)	20%	(10)	35%	(18)	51
Income: Under 50k	5%	(20)	20%	(71)	23%	(85)	52%	(189)	364
Income: 50k-100k	10%	(14)	32%	(44)	16%	(22)	42%	(56)	136
Ethnicity: Black	7%	(38)	23%	(125)	21%	(116)	49%	(269)	549
All Christian	9%	(15)	32%	(54)	19%	(32)	41%	(70)	170
Agnostic/Nothing in particular	3%	(5)	12%	(21)	26%	(45)	59%	(104)	175
Something Else	5%	(8)	25%	(42)	20%	(34)	50%	(83)	168
Evangelical	7%	(13)	24%	(48)	21%	(43)	48%	(97)	201
Non-Evangelical	7%	(10)	36%	(48)	16%	(22)	41%	(55)	135

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Table MCFI5_3: How much do you trust each of the following?

Ethereum

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(38)	23%	(125)	21%	(116)	49%	(269)	549
Community: Urban	9%	(23)	21%	(51)	20%	(50)	49%	(120)	244
Community: Suburban	7%	(15)	28%	(62)	20%	(44)	45%	(97)	218
Community: Rural	1%	(1)	14%	(12)	26%	(23)	59%	(51)	87
Employ: Private Sector	13%	(19)	26%	(38)	23%	(34)	39%	(58)	150
Employ: Self-Employed	9%	(6)	30%	(19)	21%	(14)	40%	(26)	64
Employ: Retired	2%	(1)	22%	(18)	19%	(15)	57%	(45)	78
Employ: Unemployed	2%	(2)	10%	(8)	26%	(21)	62%	(49)	80
Employ: Other	1%	(1)	35%	(23)	16%	(10)	48%	(32)	66
Military HH: Yes	7%	(6)	34%	(29)	14%	(12)	45%	(39)	86
Military HH: No	7%	(32)	21%	(96)	23%	(105)	50%	(230)	462
RD/WT: Right Direction	11%	(31)	25%	(71)	19%	(55)	45%	(126)	282
RD/WT: Wrong Track	3%	(8)	20%	(54)	23%	(62)	54%	(143)	267
Biden Job Approve	9%	(31)	23%	(85)	21%	(78)	47%	(171)	366
Biden Job Disapprove	5%	(6)	27%	(36)	21%	(27)	47%	(62)	131
Biden Job Strongly Approve	13%	(23)	21%	(38)	18%	(32)	48%	(85)	177
Biden Job Somewhat Approve	4%	(8)	25%	(48)	25%	(47)	46%	(86)	189
Biden Job Somewhat Disapprove	3%	(2)	37%	(27)	24%	(18)	36%	(27)	73
Biden Job Strongly Disapprove	8%	(4)	15%	(9)	17%	(10)	61%	(35)	58
Favorable of Biden	8%	(31)	23%	(91)	22%	(86)	47%	(188)	396
Unfavorable of Biden	5%	(6)	27%	(30)	20%	(22)	48%	(55)	114
Very Favorable of Biden	13%	(25)	22%	(44)	19%	(39)	46%	(92)	201
Somewhat Favorable of Biden	3%	(5)	24%	(48)	24%	(47)	49%	(95)	195
Somewhat Unfavorable of Biden	4%	(3)	30%	(19)	20%	(13)	45%	(28)	61
Very Unfavorable of Biden	7%	(3)	23%	(12)	19%	(10)	52%	(27)	52
#1 Issue: Economy	12%	(26)	20%	(46)	23%	(51)	45%	(100)	223
#1 Issue: Health Care	1%	(1)	23%	(15)	23%	(15)	53%	(34)	64
#1 Issue: Medicare / Social Security	2%	(1)	28%	(20)	21%	(15)	48%	(35)	71
#1 Issue: Women's Issues	1%	(1)	27%	(21)	13%	(10)	59%	(45)	77
2020 Vote: Joe Biden	9%	(32)	26%	(89)	20%	(68)	45%	(157)	346
2020 Vote: Didn't Vote	3%	(4)	15%	(22)	22%	(32)	59%	(85)	143
2018 House Vote: Democrat	8%	(22)	27%	(79)	18%	(52)	48%	(142)	296

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Table MCFI5_3: How much do you trust each of the following?*Ethereum*

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(38)	23%	(125)	21%	(116)	49%	(269)	549
2016 Vote: Hillary Clinton	7%	(21)	26%	(78)	20%	(60)	47%	(142)	301
2016 Vote: Didn't Vote	7%	(15)	17%	(36)	22%	(46)	53%	(108)	204
Voted in 2014: Yes	8%	(22)	26%	(76)	17%	(49)	50%	(146)	293
Voted in 2014: No	6%	(16)	19%	(49)	27%	(68)	48%	(122)	255
4-Region: Northeast	15%	(12)	27%	(23)	20%	(16)	39%	(32)	84
4-Region: Midwest	9%	(7)	24%	(20)	16%	(13)	51%	(41)	81
4-Region: South	6%	(19)	20%	(64)	23%	(72)	51%	(160)	314
4-Region: West	—	(0)	27%	(19)	22%	(15)	51%	(35)	69
2110194	9%	(24)	20%	(55)	21%	(59)	50%	(137)	274
2110195	5%	(14)	26%	(70)	21%	(58)	48%	(132)	274

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

Table MCFI5_4: How much do you trust each of the following?

Litecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	8%	(41)	18%	(98)	24%	(131)	51%	(279)	549
Gender: Male	12%	(29)	21%	(50)	27%	(62)	39%	(91)	232
Gender: Female	4%	(12)	15%	(48)	22%	(68)	59%	(187)	316
Age: 18-34	10%	(22)	18%	(39)	19%	(41)	53%	(117)	219
Age: 35-44	8%	(8)	31%	(32)	24%	(24)	38%	(39)	103
Age: 45-64	7%	(11)	12%	(19)	28%	(45)	54%	(87)	162
Age: 65+	—	(0)	13%	(8)	32%	(21)	55%	(36)	65
GenZers: 1997-2012	11%	(12)	18%	(20)	22%	(25)	49%	(54)	111
Millennials: 1981-1996	8%	(13)	21%	(36)	20%	(34)	50%	(85)	168
GenXers: 1965-1980	7%	(10)	17%	(25)	22%	(32)	54%	(77)	143
Baby Boomers: 1946-1964	5%	(7)	14%	(17)	31%	(38)	50%	(61)	122
PID: Dem (no lean)	9%	(32)	18%	(67)	23%	(82)	50%	(182)	363
PID: Ind (no lean)	5%	(9)	15%	(24)	25%	(41)	55%	(90)	164
PID/Gender: Dem Men	15%	(22)	23%	(33)	25%	(37)	37%	(54)	146
PID/Gender: Dem Women	4%	(9)	15%	(34)	21%	(46)	59%	(128)	216
PID/Gender: Ind Men	8%	(6)	19%	(14)	26%	(20)	48%	(36)	75
PID/Gender: Ind Women	3%	(3)	12%	(10)	24%	(21)	61%	(54)	89
Ideo: Liberal (1-3)	12%	(19)	25%	(40)	23%	(37)	41%	(66)	162
Ideo: Moderate (4)	6%	(13)	19%	(40)	29%	(62)	46%	(99)	214
Ideo: Conservative (5-7)	10%	(7)	13%	(9)	20%	(15)	57%	(42)	74
Educ: < College	8%	(33)	17%	(70)	24%	(99)	51%	(211)	413
Educ: Bachelors degree	5%	(4)	24%	(20)	21%	(17)	50%	(43)	85
Educ: Post-grad	8%	(4)	15%	(8)	28%	(14)	49%	(25)	51
Income: Under 50k	6%	(21)	15%	(54)	26%	(97)	53%	(193)	364
Income: 50k-100k	12%	(17)	24%	(32)	21%	(28)	43%	(59)	136
Ethnicity: Black	8%	(41)	18%	(98)	24%	(131)	51%	(279)	549
All Christian	9%	(15)	23%	(39)	24%	(41)	44%	(75)	170
Agnostic/Nothing in particular	4%	(7)	10%	(17)	27%	(48)	59%	(103)	175
Something Else	3%	(5)	22%	(36)	23%	(39)	52%	(88)	168
Evangelical	3%	(7)	20%	(41)	25%	(50)	52%	(104)	201
Non-Evangelical	10%	(13)	25%	(34)	21%	(29)	43%	(59)	135

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Table MCFI5_4: How much do you trust each of the following?
 Litecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	8%	(41)	18%	(98)	24%	(131)	51%	(279)	549
Community: Urban	9%	(22)	15%	(37)	22%	(54)	54%	(131)	244
Community: Suburban	7%	(16)	25%	(54)	24%	(52)	44%	(96)	218
Community: Rural	4%	(3)	9%	(7)	28%	(25)	59%	(51)	87
Employ: Private Sector	11%	(17)	21%	(31)	25%	(37)	43%	(65)	150
Employ: Self-Employed	8%	(5)	26%	(17)	26%	(17)	40%	(25)	64
Employ: Retired	7%	(6)	12%	(9)	24%	(19)	57%	(45)	78
Employ: Unemployed	4%	(3)	15%	(12)	21%	(16)	61%	(48)	80
Employ: Other	5%	(3)	15%	(10)	27%	(18)	53%	(35)	66
Military HH: Yes	12%	(10)	18%	(15)	25%	(21)	45%	(39)	86
Military HH: No	7%	(31)	18%	(82)	24%	(110)	52%	(239)	462
RD/WT: Right Direction	11%	(31)	20%	(57)	23%	(64)	46%	(130)	282
RD/WT: Wrong Track	4%	(11)	15%	(41)	25%	(67)	56%	(148)	267
Biden Job Approve	10%	(36)	18%	(65)	24%	(90)	48%	(176)	366
Biden Job Disapprove	4%	(5)	22%	(29)	23%	(30)	51%	(67)	131
Biden Job Strongly Approve	13%	(22)	15%	(26)	21%	(38)	51%	(91)	177
Biden Job Somewhat Approve	7%	(13)	21%	(39)	27%	(52)	45%	(85)	189
Biden Job Somewhat Disapprove	4%	(3)	29%	(21)	26%	(19)	41%	(30)	73
Biden Job Strongly Disapprove	3%	(2)	13%	(7)	19%	(11)	65%	(38)	58
Favorable of Biden	9%	(36)	17%	(68)	24%	(96)	49%	(196)	396
Unfavorable of Biden	3%	(3)	22%	(25)	25%	(28)	50%	(57)	114
Very Favorable of Biden	11%	(21)	18%	(37)	22%	(44)	49%	(98)	201
Somewhat Favorable of Biden	8%	(15)	16%	(31)	27%	(52)	50%	(98)	195
Somewhat Unfavorable of Biden	1%	(1)	29%	(18)	28%	(17)	42%	(26)	61
Very Unfavorable of Biden	5%	(3)	14%	(7)	21%	(11)	59%	(31)	52
#1 Issue: Economy	11%	(24)	17%	(39)	23%	(51)	49%	(109)	223
#1 Issue: Health Care	6%	(4)	18%	(12)	21%	(13)	55%	(35)	64
#1 Issue: Medicare / Social Security	4%	(3)	10%	(7)	43%	(31)	43%	(31)	71
#1 Issue: Women's Issues	6%	(5)	19%	(15)	17%	(13)	58%	(45)	77
2020 Vote: Joe Biden	9%	(32)	19%	(65)	24%	(84)	48%	(166)	346
2020 Vote: Didn't Vote	4%	(6)	15%	(22)	20%	(29)	60%	(86)	143
2018 House Vote: Democrat	7%	(21)	21%	(61)	20%	(59)	52%	(154)	296

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Table MCFI5_4: How much do you trust each of the following?

Litecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	8%	(41)	18%	(98)	24%	(131)	51%	(279)	549
2016 Vote: Hillary Clinton	6%	(19)	22%	(66)	22%	(65)	50%	(151)	301
2016 Vote: Didn't Vote	8%	(17)	13%	(27)	26%	(53)	53%	(107)	204
Voted in 2014: Yes	8%	(22)	20%	(57)	20%	(58)	53%	(156)	293
Voted in 2014: No	8%	(19)	16%	(41)	29%	(73)	48%	(123)	255
4-Region: Northeast	11%	(9)	21%	(18)	26%	(21)	42%	(35)	84
4-Region: Midwest	13%	(10)	18%	(14)	16%	(13)	53%	(43)	81
4-Region: South	7%	(22)	18%	(58)	23%	(71)	52%	(163)	314
4-Region: West	—	(0)	12%	(8)	36%	(25)	53%	(36)	69
2110194	7%	(18)	18%	(49)	26%	(71)	50%	(137)	274
2110195	8%	(23)	18%	(49)	22%	(60)	52%	(141)	274

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

Table MCFI5_5: How much do you trust each of the following?
 Dogecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(41)	21%	(118)	22%	(119)	49%	(270)	549
Gender: Male	14%	(32)	24%	(55)	23%	(54)	39%	(91)	232
Gender: Female	3%	(9)	20%	(62)	21%	(66)	57%	(179)	316
Age: 18-34	10%	(21)	22%	(49)	16%	(36)	52%	(113)	219
Age: 35-44	13%	(13)	28%	(28)	22%	(22)	38%	(39)	103
Age: 45-64	4%	(6)	19%	(30)	26%	(43)	51%	(83)	162
Age: 65+	—	(0)	16%	(11)	28%	(18)	55%	(36)	65
GenZers: 1997-2012	13%	(15)	19%	(21)	22%	(24)	46%	(51)	111
Millennials: 1981-1996	7%	(12)	28%	(47)	16%	(27)	50%	(83)	168
GenXers: 1965-1980	9%	(13)	18%	(26)	24%	(34)	49%	(70)	143
Baby Boomers: 1946-1964	2%	(2)	20%	(24)	26%	(32)	52%	(64)	122
PID: Dem (no lean)	8%	(31)	24%	(85)	21%	(74)	48%	(172)	363
PID: Ind (no lean)	5%	(8)	15%	(25)	23%	(38)	57%	(93)	164
PID/Gender: Dem Men	16%	(23)	26%	(39)	23%	(33)	35%	(51)	146
PID/Gender: Dem Women	3%	(7)	22%	(47)	19%	(41)	56%	(121)	216
PID/Gender: Ind Men	11%	(8)	14%	(11)	24%	(18)	51%	(38)	75
PID/Gender: Ind Women	—	(0)	16%	(14)	23%	(20)	61%	(54)	89
Ideo: Liberal (1-3)	11%	(17)	28%	(46)	23%	(37)	38%	(62)	162
Ideo: Moderate (4)	8%	(17)	20%	(43)	26%	(56)	46%	(98)	214
Ideo: Conservative (5-7)	5%	(4)	13%	(10)	23%	(17)	59%	(43)	74
Educ: < College	7%	(31)	20%	(83)	22%	(91)	50%	(207)	413
Educ: Bachelors degree	6%	(5)	26%	(22)	19%	(16)	49%	(42)	85
Educ: Post-grad	10%	(5)	25%	(13)	23%	(12)	42%	(21)	51
Income: Under 50k	5%	(18)	19%	(71)	23%	(83)	53%	(192)	364
Income: 50k-100k	13%	(17)	28%	(38)	18%	(25)	40%	(55)	136
Ethnicity: Black	7%	(41)	21%	(118)	22%	(119)	49%	(270)	549
All Christian	10%	(17)	28%	(47)	21%	(35)	41%	(70)	170
Agnostic/Nothing in particular	2%	(4)	12%	(21)	28%	(49)	58%	(101)	175
Something Else	6%	(9)	22%	(37)	19%	(33)	53%	(89)	168
Evangelical	8%	(15)	19%	(38)	23%	(45)	51%	(103)	201
Non-Evangelical	9%	(11)	34%	(46)	16%	(22)	41%	(56)	135

Continued on next page

Table MCFI5_5: How much do you trust each of the following?

Dogecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(41)	21%	(118)	22%	(119)	49%	(270)	549
Community: Urban	9%	(22)	19%	(45)	23%	(57)	49%	(120)	244
Community: Suburban	9%	(19)	26%	(56)	19%	(42)	46%	(101)	218
Community: Rural	—	(0)	19%	(17)	24%	(21)	57%	(50)	87
Employ: Private Sector	13%	(19)	26%	(39)	25%	(38)	36%	(54)	150
Employ: Self-Employed	9%	(6)	24%	(16)	23%	(14)	44%	(29)	64
Employ: Retired	—	(0)	16%	(12)	24%	(19)	61%	(47)	78
Employ: Unemployed	6%	(5)	19%	(15)	18%	(14)	58%	(46)	80
Employ: Other	8%	(5)	23%	(15)	17%	(12)	52%	(35)	66
Military HH: Yes	10%	(9)	20%	(17)	23%	(20)	47%	(40)	86
Military HH: No	7%	(32)	22%	(101)	22%	(99)	50%	(230)	462
RD/WT: Right Direction	8%	(24)	23%	(65)	22%	(61)	47%	(131)	282
RD/WT: Wrong Track	6%	(17)	20%	(53)	22%	(58)	52%	(139)	267
Biden Job Approve	9%	(34)	21%	(77)	23%	(83)	47%	(172)	366
Biden Job Disapprove	5%	(6)	26%	(34)	22%	(28)	48%	(63)	131
Biden Job Strongly Approve	10%	(19)	20%	(36)	19%	(33)	50%	(89)	177
Biden Job Somewhat Approve	8%	(15)	22%	(41)	27%	(50)	44%	(82)	189
Biden Job Somewhat Disapprove	3%	(2)	31%	(23)	28%	(20)	39%	(28)	73
Biden Job Strongly Disapprove	7%	(4)	20%	(12)	14%	(8)	59%	(34)	58
Favorable of Biden	8%	(31)	23%	(89)	22%	(86)	48%	(189)	396
Unfavorable of Biden	6%	(7)	22%	(25)	23%	(26)	48%	(55)	114
Very Favorable of Biden	10%	(20)	22%	(44)	19%	(38)	49%	(98)	201
Somewhat Favorable of Biden	6%	(11)	23%	(45)	25%	(48)	47%	(91)	195
Somewhat Unfavorable of Biden	5%	(3)	22%	(14)	34%	(21)	40%	(24)	61
Very Unfavorable of Biden	8%	(4)	22%	(11)	11%	(6)	59%	(31)	52
#1 Issue: Economy	12%	(28)	21%	(46)	21%	(47)	46%	(102)	223
#1 Issue: Health Care	6%	(4)	18%	(12)	22%	(14)	53%	(34)	64
#1 Issue: Medicare / Social Security	1%	(1)	17%	(12)	31%	(22)	50%	(36)	71
#1 Issue: Women's Issues	3%	(2)	20%	(16)	17%	(13)	59%	(46)	77
2020 Vote: Joe Biden	9%	(32)	21%	(73)	24%	(84)	46%	(158)	346
2020 Vote: Didn't Vote	2%	(3)	24%	(34)	16%	(23)	58%	(83)	143
2018 House Vote: Democrat	7%	(21)	24%	(72)	19%	(57)	50%	(147)	296

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Table MCFI5_5: How much do you trust each of the following?
 Dogecoin

Demographic	A lot		Some		Not much		Not at all		Total N
Black Adults	7%	(41)	21%	(118)	22%	(119)	49%	(270)	549
2016 Vote: Hillary Clinton	7%	(20)	25%	(75)	22%	(65)	46%	(140)	301
2016 Vote: Didn't Vote	8%	(16)	15%	(31)	23%	(48)	54%	(110)	204
Voted in 2014: Yes	8%	(22)	23%	(68)	18%	(54)	51%	(150)	293
Voted in 2014: No	7%	(19)	20%	(50)	26%	(65)	47%	(121)	255
4-Region: Northeast	19%	(16)	19%	(16)	25%	(21)	37%	(31)	84
4-Region: Midwest	4%	(3)	23%	(19)	16%	(13)	57%	(46)	81
4-Region: South	6%	(20)	22%	(69)	21%	(65)	51%	(160)	314
4-Region: West	3%	(2)	20%	(14)	29%	(20)	48%	(33)	69
2110194	10%	(27)	18%	(50)	25%	(70)	47%	(128)	274
2110195	5%	(14)	25%	(68)	18%	(49)	52%	(143)	274

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

**Table MCFI6_1: And, how likely would you say you are to invest in or purchase each of the following?
Cryptocurrency, generally**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	19%	(102)	16%	(87)	9%	(49)	32%	(173)	25%	(137)	549
Gender: Male	29%	(68)	17%	(40)	14%	(31)	24%	(57)	16%	(36)	232
Gender: Female	11%	(34)	15%	(47)	6%	(18)	37%	(116)	32%	(101)	316
Age: 18-34	22%	(48)	17%	(37)	7%	(16)	21%	(47)	32%	(71)	219
Age: 35-44	27%	(28)	23%	(23)	9%	(9)	26%	(26)	16%	(16)	103
Age: 45-64	13%	(20)	13%	(22)	14%	(23)	34%	(55)	26%	(42)	162
Age: 65+	9%	(6)	7%	(4)	2%	(1)	70%	(45)	12%	(8)	65
GenZers: 1997-2012	20%	(22)	15%	(17)	12%	(14)	24%	(27)	28%	(32)	111
Millennials: 1981-1996	25%	(41)	21%	(35)	4%	(7)	21%	(35)	30%	(50)	168
GenXers: 1965-1980	16%	(24)	16%	(23)	10%	(15)	33%	(48)	24%	(34)	143
Baby Boomers: 1946-1964	13%	(15)	9%	(11)	11%	(14)	49%	(60)	18%	(22)	122
PID: Dem (no lean)	19%	(70)	15%	(55)	9%	(34)	35%	(126)	22%	(78)	363
PID: Ind (no lean)	14%	(23)	16%	(27)	8%	(14)	25%	(42)	35%	(58)	164
PID/Gender: Dem Men	29%	(43)	19%	(28)	15%	(22)	26%	(38)	10%	(15)	146
PID/Gender: Dem Women	12%	(27)	12%	(27)	5%	(12)	41%	(89)	29%	(63)	216
PID/Gender: Ind Men	25%	(18)	12%	(9)	12%	(9)	25%	(18)	27%	(20)	75
PID/Gender: Ind Women	6%	(5)	21%	(18)	5%	(5)	26%	(23)	42%	(38)	89
Ideo: Liberal (1-3)	24%	(39)	23%	(38)	6%	(10)	35%	(58)	11%	(17)	162
Ideo: Moderate (4)	18%	(38)	14%	(30)	13%	(28)	26%	(56)	29%	(62)	214
Ideo: Conservative (5-7)	19%	(14)	17%	(12)	8%	(6)	43%	(32)	13%	(10)	74
Educ: < College	18%	(74)	16%	(65)	9%	(38)	29%	(121)	28%	(116)	413
Educ: Bachelors degree	17%	(14)	16%	(13)	8%	(7)	40%	(34)	20%	(17)	85
Educ: Post-grad	27%	(14)	17%	(9)	8%	(4)	37%	(19)	10%	(5)	51
Income: Under 50k	13%	(47)	17%	(62)	10%	(36)	31%	(114)	29%	(106)	364
Income: 50k-100k	31%	(41)	16%	(21)	7%	(10)	30%	(40)	17%	(23)	136
Ethnicity: Black	19%	(102)	16%	(87)	9%	(49)	32%	(173)	25%	(137)	549
All Christian	27%	(45)	15%	(25)	8%	(14)	35%	(59)	15%	(26)	170
Agnostic/Nothing in particular	10%	(18)	18%	(31)	9%	(15)	22%	(39)	41%	(72)	175
Something Else	13%	(22)	17%	(28)	9%	(16)	39%	(66)	21%	(36)	168
Evangelical	17%	(33)	15%	(30)	8%	(16)	41%	(82)	20%	(40)	201
Non-Evangelical	25%	(34)	17%	(23)	11%	(15)	32%	(43)	15%	(20)	135

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**Table MCFI6_1: And, how likely would you say you are to invest in or purchase each of the following?
Cryptocurrency, generally**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	19%	(102)	16%	(87)	9%	(49)	32%	(173)	25%	(137)	549
Community: Urban	20%	(50)	16%	(39)	10%	(24)	28%	(68)	26%	(63)	244
Community: Suburban	20%	(43)	17%	(36)	9%	(20)	34%	(74)	20%	(44)	218
Community: Rural	11%	(9)	14%	(12)	6%	(5)	35%	(31)	35%	(30)	87
Employ: Private Sector	27%	(41)	17%	(26)	12%	(18)	25%	(38)	18%	(27)	150
Employ: Self-Employed	19%	(12)	28%	(18)	8%	(5)	20%	(13)	25%	(16)	64
Employ: Retired	11%	(8)	7%	(5)	2%	(1)	61%	(48)	20%	(16)	78
Employ: Unemployed	8%	(6)	18%	(14)	8%	(6)	32%	(26)	34%	(27)	80
Employ: Other	20%	(14)	11%	(7)	13%	(8)	29%	(19)	27%	(18)	66
Military HH: Yes	20%	(17)	12%	(10)	10%	(9)	34%	(30)	23%	(20)	86
Military HH: No	18%	(85)	17%	(77)	9%	(40)	31%	(143)	25%	(117)	462
RD/WT: Right Direction	21%	(60)	16%	(45)	10%	(28)	31%	(87)	22%	(61)	282
RD/WT: Wrong Track	16%	(42)	16%	(42)	8%	(21)	32%	(87)	29%	(76)	267
Biden Job Approve	19%	(71)	14%	(53)	10%	(36)	35%	(127)	22%	(79)	366
Biden Job Disapprove	19%	(25)	22%	(29)	10%	(14)	25%	(33)	24%	(31)	131
Biden Job Strongly Approve	22%	(38)	14%	(25)	7%	(13)	36%	(63)	21%	(38)	177
Biden Job Somewhat Approve	17%	(33)	15%	(28)	12%	(23)	34%	(64)	22%	(41)	189
Biden Job Somewhat Disapprove	12%	(9)	28%	(20)	15%	(11)	27%	(20)	18%	(14)	73
Biden Job Strongly Disapprove	28%	(16)	14%	(8)	4%	(2)	23%	(13)	31%	(18)	58
Favorable of Biden	19%	(75)	16%	(62)	10%	(38)	35%	(140)	20%	(81)	396
Unfavorable of Biden	22%	(25)	20%	(23)	10%	(12)	23%	(26)	25%	(28)	114
Very Favorable of Biden	22%	(44)	14%	(29)	8%	(15)	35%	(70)	21%	(42)	201
Somewhat Favorable of Biden	16%	(31)	17%	(33)	11%	(22)	36%	(70)	20%	(39)	195
Somewhat Unfavorable of Biden	15%	(9)	26%	(16)	19%	(12)	20%	(12)	20%	(12)	61
Very Unfavorable of Biden	30%	(16)	14%	(7)	—	(0)	26%	(13)	31%	(16)	52
#1 Issue: Economy	25%	(55)	16%	(36)	9%	(21)	26%	(58)	24%	(54)	223
#1 Issue: Health Care	11%	(7)	14%	(9)	10%	(6)	38%	(25)	27%	(17)	64
#1 Issue: Medicare / Social Security	8%	(6)	11%	(8)	10%	(7)	49%	(35)	22%	(15)	71
#1 Issue: Women's Issues	18%	(14)	18%	(14)	4%	(3)	26%	(20)	34%	(26)	77
2020 Vote: Joe Biden	22%	(76)	14%	(47)	11%	(39)	35%	(119)	19%	(64)	346
2020 Vote: Didn't Vote	12%	(17)	18%	(25)	7%	(10)	32%	(46)	32%	(46)	143

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**Table MCFI6_1: And, how likely would you say you are to invest in or purchase each of the following?
Cryptocurrency, generally**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	19%	(102)	16%	(87)	9%	(49)	32%	(173)	25%	(137)	549
2018 House Vote: Democrat	19%	(55)	17%	(51)	10%	(29)	33%	(98)	21%	(63)	296
2016 Vote: Hillary Clinton	16%	(48)	17%	(51)	13%	(39)	34%	(101)	20%	(61)	301
2016 Vote: Didn't Vote	19%	(38)	14%	(29)	5%	(10)	33%	(67)	29%	(60)	204
Voted in 2014: Yes	20%	(58)	14%	(41)	9%	(27)	34%	(100)	23%	(67)	293
Voted in 2014: No	17%	(44)	18%	(46)	9%	(22)	29%	(73)	28%	(70)	255
4-Region: Northeast	29%	(24)	12%	(10)	9%	(8)	28%	(23)	22%	(19)	84
4-Region: Midwest	15%	(12)	24%	(19)	9%	(7)	30%	(24)	23%	(19)	81
4-Region: South	20%	(61)	16%	(49)	8%	(26)	30%	(94)	27%	(83)	314
4-Region: West	7%	(5)	11%	(8)	12%	(8)	45%	(31)	24%	(17)	69
2110194	19%	(52)	18%	(48)	11%	(30)	28%	(78)	24%	(67)	274
2110195	18%	(50)	14%	(39)	7%	(20)	35%	(95)	26%	(71)	274

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

Table MCFI6_2: And, how likely would you say you are to invest in or purchase each of the following?
 Bitcoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	23%	(126)	18%	(100)	6%	(34)	29%	(161)	23%	(127)	549
Gender: Male	33%	(76)	21%	(48)	7%	(16)	25%	(57)	15%	(35)	232
Gender: Female	16%	(50)	16%	(52)	6%	(19)	33%	(104)	29%	(92)	316
Age: 18-34	28%	(62)	17%	(38)	6%	(13)	22%	(47)	27%	(58)	219
Age: 35-44	31%	(32)	26%	(26)	6%	(6)	19%	(19)	18%	(19)	103
Age: 45-64	15%	(25)	18%	(29)	8%	(13)	33%	(53)	26%	(43)	162
Age: 65+	11%	(7)	11%	(7)	3%	(2)	63%	(41)	11%	(7)	65
GenZers: 1997-2012	29%	(32)	20%	(22)	9%	(10)	21%	(23)	21%	(23)	111
Millennials: 1981-1996	27%	(46)	21%	(36)	2%	(4)	21%	(36)	28%	(47)	168
GenXers: 1965-1980	21%	(31)	15%	(21)	11%	(15)	30%	(43)	23%	(33)	143
Baby Boomers: 1946-1964	14%	(18)	17%	(21)	4%	(4)	45%	(55)	19%	(24)	122
PID: Dem (no lean)	23%	(85)	19%	(70)	6%	(20)	31%	(113)	20%	(74)	363
PID: Ind (no lean)	20%	(32)	16%	(26)	6%	(10)	27%	(44)	31%	(51)	164
PID/Gender: Dem Men	36%	(53)	22%	(32)	5%	(8)	26%	(39)	10%	(15)	146
PID/Gender: Dem Women	15%	(32)	18%	(38)	6%	(13)	35%	(75)	27%	(59)	216
PID/Gender: Ind Men	23%	(17)	17%	(13)	11%	(8)	23%	(17)	26%	(19)	75
PID/Gender: Ind Women	17%	(15)	14%	(13)	3%	(2)	30%	(27)	36%	(32)	89
Ideo: Liberal (1-3)	28%	(46)	21%	(35)	8%	(13)	31%	(51)	11%	(18)	162
Ideo: Moderate (4)	24%	(52)	18%	(38)	6%	(12)	26%	(56)	26%	(56)	214
Ideo: Conservative (5-7)	21%	(16)	18%	(14)	5%	(4)	40%	(29)	16%	(12)	74
Educ: < College	22%	(92)	18%	(76)	6%	(26)	28%	(115)	25%	(105)	413
Educ: Bachelors degree	21%	(18)	17%	(14)	6%	(5)	35%	(30)	22%	(18)	85
Educ: Post-grad	33%	(17)	19%	(9)	7%	(4)	33%	(16)	8%	(4)	51
Income: Under 50k	19%	(68)	21%	(77)	7%	(25)	27%	(99)	26%	(95)	364
Income: 50k-100k	31%	(42)	15%	(20)	5%	(6)	33%	(45)	17%	(23)	136
Ethnicity: Black	23%	(126)	18%	(100)	6%	(34)	29%	(161)	23%	(127)	549
All Christian	28%	(48)	20%	(34)	5%	(8)	30%	(52)	16%	(28)	170
Agnostic/Nothing in particular	18%	(31)	13%	(24)	7%	(12)	26%	(46)	35%	(62)	175
Something Else	17%	(29)	21%	(35)	7%	(12)	34%	(57)	20%	(34)	168
Evangelical	18%	(37)	19%	(38)	6%	(13)	36%	(72)	21%	(42)	201
Non-Evangelical	30%	(40)	23%	(31)	6%	(8)	27%	(36)	14%	(19)	135

Continued on next page

Table MCFI6_2: And, how likely would you say you are to invest in or purchase each of the following?

Bitcoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	23%	(126)	18%	(100)	6%	(34)	29%	(161)	23%	(127)	549
Community: Urban	24%	(59)	20%	(48)	6%	(13)	26%	(65)	24%	(59)	244
Community: Suburban	25%	(54)	16%	(36)	9%	(19)	31%	(68)	19%	(41)	218
Community: Rural	15%	(13)	19%	(16)	2%	(2)	33%	(28)	32%	(28)	87
Employ: Private Sector	32%	(48)	21%	(31)	6%	(9)	25%	(37)	17%	(25)	150
Employ: Self-Employed	39%	(25)	14%	(9)	8%	(5)	19%	(12)	20%	(13)	64
Employ: Retired	16%	(13)	7%	(6)	—	(0)	57%	(44)	20%	(15)	78
Employ: Unemployed	7%	(5)	29%	(23)	10%	(8)	21%	(17)	33%	(27)	80
Employ: Other	22%	(14)	16%	(10)	7%	(5)	29%	(19)	27%	(18)	66
Military HH: Yes	22%	(19)	21%	(18)	8%	(7)	29%	(25)	19%	(17)	86
Military HH: No	23%	(107)	18%	(82)	6%	(27)	29%	(136)	24%	(111)	462
RD/WT: Right Direction	25%	(69)	18%	(52)	5%	(15)	31%	(88)	21%	(58)	282
RD/WT: Wrong Track	21%	(57)	18%	(48)	7%	(19)	27%	(73)	26%	(69)	267
Biden Job Approve	23%	(82)	20%	(75)	5%	(20)	32%	(118)	20%	(71)	366
Biden Job Disapprove	28%	(36)	18%	(24)	10%	(13)	22%	(30)	22%	(29)	131
Biden Job Strongly Approve	26%	(45)	20%	(35)	2%	(3)	33%	(59)	19%	(35)	177
Biden Job Somewhat Approve	20%	(37)	21%	(40)	9%	(17)	31%	(58)	20%	(37)	189
Biden Job Somewhat Disapprove	25%	(18)	22%	(16)	16%	(12)	21%	(16)	16%	(12)	73
Biden Job Strongly Disapprove	31%	(18)	13%	(8)	2%	(1)	24%	(14)	31%	(18)	58
Favorable of Biden	24%	(95)	19%	(77)	5%	(21)	32%	(127)	19%	(76)	396
Unfavorable of Biden	26%	(30)	19%	(21)	8%	(9)	22%	(25)	24%	(28)	114
Very Favorable of Biden	27%	(53)	17%	(35)	4%	(8)	32%	(65)	20%	(40)	201
Somewhat Favorable of Biden	21%	(42)	22%	(42)	7%	(13)	32%	(62)	18%	(36)	195
Somewhat Unfavorable of Biden	21%	(13)	28%	(17)	14%	(8)	18%	(11)	19%	(12)	61
Very Unfavorable of Biden	33%	(17)	8%	(4)	2%	(1)	27%	(14)	31%	(16)	52
#1 Issue: Economy	27%	(61)	17%	(38)	6%	(14)	25%	(56)	24%	(53)	223
#1 Issue: Health Care	18%	(12)	12%	(7)	11%	(7)	33%	(21)	26%	(17)	64
#1 Issue: Medicare / Social Security	13%	(9)	19%	(14)	1%	(1)	45%	(32)	22%	(15)	71
#1 Issue: Women's Issues	19%	(14)	23%	(18)	6%	(5)	23%	(18)	29%	(22)	77
2020 Vote: Joe Biden	24%	(82)	18%	(61)	7%	(23)	33%	(116)	18%	(64)	346
2020 Vote: Didn't Vote	21%	(29)	21%	(30)	5%	(8)	27%	(38)	26%	(38)	143

Continued on next page

Table MCFI6_2: And, how likely would you say you are to invest in or purchase each of the following?*Bitcoin*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	23%	(126)	18%	(100)	6%	(34)	29%	(161)	23%	(127)	549
2018 House Vote: Democrat	23%	(68)	18%	(54)	6%	(17)	31%	(92)	22%	(65)	296
2016 Vote: Hillary Clinton	20%	(59)	20%	(59)	8%	(25)	31%	(93)	21%	(64)	301
2016 Vote: Didn't Vote	23%	(48)	18%	(36)	4%	(9)	31%	(63)	24%	(48)	204
Voted in 2014: Yes	22%	(66)	17%	(49)	7%	(20)	32%	(93)	23%	(66)	293
Voted in 2014: No	24%	(60)	20%	(51)	6%	(14)	27%	(68)	24%	(61)	255
4-Region: Northeast	30%	(25)	18%	(15)	9%	(8)	25%	(21)	19%	(16)	84
4-Region: Midwest	22%	(18)	18%	(14)	4%	(4)	33%	(27)	23%	(19)	81
4-Region: South	25%	(78)	18%	(56)	7%	(22)	27%	(84)	23%	(74)	314
4-Region: West	8%	(6)	21%	(14)	2%	(1)	42%	(29)	28%	(19)	69
2110194	25%	(69)	17%	(48)	7%	(19)	26%	(71)	25%	(67)	274
2110195	21%	(57)	19%	(52)	6%	(15)	33%	(90)	22%	(60)	274

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

Table MCFI6_3: And, how likely would you say you are to invest in or purchase each of the following?

Ethereum

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	12%	(65)	13%	(72)	8%	(46)	36%	(200)	30%	(165)	549
Gender: Male	19%	(43)	21%	(49)	8%	(19)	30%	(70)	22%	(51)	232
Gender: Female	7%	(22)	7%	(23)	9%	(28)	41%	(129)	36%	(114)	316
Age: 18-34	13%	(29)	12%	(26)	10%	(23)	29%	(63)	35%	(78)	219
Age: 35-44	18%	(18)	21%	(22)	9%	(10)	24%	(24)	28%	(29)	103
Age: 45-64	7%	(12)	13%	(21)	9%	(14)	41%	(66)	31%	(50)	162
Age: 65+	9%	(6)	5%	(3)	—	(0)	72%	(46)	14%	(9)	65
GenZers: 1997-2012	12%	(13)	12%	(13)	12%	(13)	36%	(40)	28%	(31)	111
Millennials: 1981-1996	15%	(26)	19%	(31)	8%	(13)	21%	(36)	37%	(62)	168
GenXers: 1965-1980	11%	(16)	8%	(12)	9%	(12)	39%	(56)	33%	(47)	143
Baby Boomers: 1946-1964	8%	(10)	13%	(16)	6%	(7)	52%	(64)	21%	(26)	122
PID: Dem (no lean)	12%	(43)	14%	(51)	8%	(31)	40%	(145)	26%	(93)	363
PID: Ind (no lean)	10%	(16)	8%	(13)	9%	(15)	30%	(49)	43%	(70)	164
PID/Gender: Dem Men	20%	(29)	22%	(32)	9%	(14)	37%	(54)	12%	(17)	146
PID/Gender: Dem Women	7%	(14)	9%	(19)	8%	(17)	42%	(91)	35%	(76)	216
PID/Gender: Ind Men	15%	(11)	14%	(11)	7%	(5)	20%	(15)	44%	(33)	75
PID/Gender: Ind Women	6%	(5)	3%	(3)	11%	(10)	38%	(34)	42%	(37)	89
Ideo: Liberal (1-3)	20%	(32)	13%	(22)	8%	(13)	39%	(64)	19%	(31)	162
Ideo: Moderate (4)	8%	(17)	17%	(37)	11%	(23)	32%	(69)	32%	(69)	214
Ideo: Conservative (5-7)	14%	(11)	11%	(8)	8%	(6)	44%	(32)	23%	(17)	74
Educ: < College	10%	(41)	14%	(57)	9%	(37)	35%	(145)	32%	(133)	413
Educ: Bachelors degree	15%	(12)	7%	(6)	7%	(6)	42%	(36)	29%	(25)	85
Educ: Post-grad	23%	(12)	19%	(9)	7%	(3)	38%	(19)	14%	(7)	51
Income: Under 50k	8%	(29)	11%	(42)	9%	(33)	37%	(133)	35%	(127)	364
Income: 50k-100k	17%	(24)	20%	(27)	6%	(9)	35%	(48)	21%	(28)	136
Ethnicity: Black	12%	(65)	13%	(72)	8%	(46)	36%	(200)	30%	(165)	549
All Christian	17%	(30)	16%	(28)	7%	(11)	38%	(64)	22%	(37)	170
Agnostic/Nothing in particular	7%	(12)	6%	(10)	11%	(19)	34%	(59)	43%	(75)	175
Something Else	7%	(11)	16%	(27)	8%	(14)	40%	(67)	29%	(48)	168
Evangelical	10%	(20)	14%	(29)	7%	(13)	42%	(85)	27%	(54)	201
Non-Evangelical	16%	(21)	19%	(26)	9%	(12)	34%	(46)	22%	(30)	135

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Table MCFI6_3: And, how likely would you say you are to invest in or purchase each of the following?
 Ethereum

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	12%	(65)	13%	(72)	8%	(46)	36%	(200)	30%	(165)	549
Community: Urban	15%	(36)	12%	(30)	6%	(15)	35%	(85)	32%	(79)	244
Community: Suburban	12%	(25)	15%	(33)	10%	(22)	38%	(82)	25%	(55)	218
Community: Rural	5%	(4)	11%	(10)	11%	(9)	38%	(33)	36%	(31)	87
Employ: Private Sector	22%	(33)	11%	(16)	7%	(11)	35%	(52)	25%	(37)	150
Employ: Self-Employed	4%	(3)	19%	(12)	15%	(10)	35%	(23)	27%	(17)	64
Employ: Retired	5%	(4)	11%	(8)	—	(0)	64%	(50)	20%	(16)	78
Employ: Unemployed	6%	(5)	15%	(12)	9%	(7)	25%	(20)	45%	(36)	80
Employ: Other	12%	(8)	18%	(12)	13%	(8)	27%	(18)	30%	(20)	66
Military HH: Yes	9%	(8)	24%	(20)	2%	(2)	39%	(33)	26%	(23)	86
Military HH: No	12%	(57)	11%	(52)	10%	(45)	36%	(166)	31%	(142)	462
RD/WT: Right Direction	15%	(42)	16%	(46)	7%	(20)	36%	(102)	25%	(72)	282
RD/WT: Wrong Track	8%	(23)	10%	(26)	10%	(27)	37%	(98)	35%	(93)	267
Biden Job Approve	12%	(45)	13%	(48)	7%	(27)	41%	(149)	27%	(98)	366
Biden Job Disapprove	13%	(17)	16%	(21)	14%	(18)	27%	(36)	30%	(39)	131
Biden Job Strongly Approve	18%	(31)	12%	(21)	7%	(12)	38%	(67)	26%	(46)	177
Biden Job Somewhat Approve	7%	(14)	14%	(27)	8%	(15)	43%	(82)	27%	(52)	189
Biden Job Somewhat Disapprove	8%	(6)	17%	(12)	21%	(16)	28%	(21)	26%	(19)	73
Biden Job Strongly Disapprove	20%	(12)	15%	(9)	4%	(2)	27%	(15)	34%	(20)	58
Favorable of Biden	12%	(47)	14%	(55)	8%	(31)	40%	(160)	26%	(103)	396
Unfavorable of Biden	15%	(18)	14%	(16)	13%	(15)	26%	(30)	31%	(35)	114
Very Favorable of Biden	16%	(32)	12%	(23)	9%	(18)	38%	(75)	26%	(52)	201
Somewhat Favorable of Biden	8%	(15)	16%	(32)	7%	(13)	43%	(85)	26%	(51)	195
Somewhat Unfavorable of Biden	11%	(7)	16%	(10)	22%	(14)	23%	(14)	28%	(17)	61
Very Unfavorable of Biden	20%	(11)	13%	(7)	2%	(1)	30%	(16)	35%	(18)	52
#1 Issue: Economy	13%	(30)	16%	(35)	11%	(25)	31%	(70)	29%	(64)	223
#1 Issue: Health Care	8%	(5)	7%	(5)	7%	(4)	36%	(23)	43%	(27)	64
#1 Issue: Medicare / Social Security	7%	(5)	17%	(12)	4%	(3)	48%	(35)	23%	(16)	71
#1 Issue: Women's Issues	8%	(6)	12%	(9)	9%	(7)	30%	(23)	40%	(31)	77
2020 Vote: Joe Biden	13%	(46)	16%	(54)	8%	(29)	38%	(130)	25%	(87)	346
2020 Vote: Didn't Vote	7%	(10)	8%	(11)	10%	(15)	42%	(60)	34%	(48)	143

Continued on next page

Table MCFI6_3: And, how likely would you say you are to invest in or purchase each of the following?

Ethereum

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	12%	(65)	13%	(72)	8%	(46)	36%	(200)	30%	(165)	549
2018 House Vote: Democrat	11%	(32)	14%	(40)	9%	(27)	37%	(111)	29%	(86)	296
2016 Vote: Hillary Clinton	11%	(32)	12%	(38)	10%	(30)	40%	(120)	27%	(82)	301
2016 Vote: Didn't Vote	11%	(23)	13%	(27)	8%	(16)	36%	(73)	32%	(65)	204
Voted in 2014: Yes	12%	(36)	13%	(38)	9%	(25)	38%	(111)	28%	(82)	293
Voted in 2014: No	11%	(29)	13%	(34)	8%	(21)	35%	(88)	32%	(83)	255
4-Region: Northeast	26%	(22)	16%	(14)	4%	(4)	27%	(23)	26%	(22)	84
4-Region: Midwest	14%	(11)	15%	(12)	4%	(3)	36%	(29)	31%	(25)	81
4-Region: South	8%	(26)	14%	(45)	10%	(32)	37%	(115)	31%	(96)	314
4-Region: West	8%	(6)	3%	(2)	11%	(7)	47%	(33)	31%	(22)	69
2110194	13%	(36)	11%	(31)	9%	(24)	33%	(91)	33%	(92)	274
2110195	11%	(29)	15%	(41)	8%	(22)	40%	(109)	27%	(73)	274

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

Table MCFI6_4: And, how likely would you say you are to invest in or purchase each of the following?

Litecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	9%	(47)	11%	(60)	10%	(57)	38%	(209)	32%	(176)	549
Gender: Male	13%	(30)	15%	(35)	12%	(29)	34%	(79)	25%	(59)	232
Gender: Female	6%	(17)	8%	(25)	9%	(28)	41%	(130)	37%	(116)	316
Age: 18-34	14%	(30)	14%	(30)	11%	(23)	26%	(57)	36%	(79)	219
Age: 35-44	9%	(10)	12%	(13)	14%	(15)	33%	(34)	31%	(32)	103
Age: 45-64	4%	(6)	9%	(14)	12%	(19)	43%	(69)	33%	(53)	162
Age: 65+	2%	(1)	5%	(3)	—	(0)	76%	(49)	17%	(11)	65
GenZers: 1997-2012	15%	(16)	16%	(18)	13%	(14)	30%	(33)	27%	(30)	111
Millennials: 1981-1996	10%	(18)	13%	(21)	9%	(15)	27%	(45)	41%	(68)	168
GenXers: 1965-1980	5%	(6)	8%	(11)	14%	(20)	40%	(57)	34%	(49)	143
Baby Boomers: 1946-1964	6%	(7)	7%	(9)	7%	(8)	57%	(69)	24%	(29)	122
PID: Dem (no lean)	9%	(33)	12%	(42)	11%	(38)	40%	(145)	29%	(104)	363
PID: Ind (no lean)	5%	(8)	8%	(12)	9%	(15)	36%	(59)	42%	(69)	164
PID/Gender: Dem Men	15%	(21)	18%	(27)	12%	(18)	38%	(56)	17%	(24)	146
PID/Gender: Dem Women	6%	(12)	7%	(15)	10%	(21)	41%	(89)	37%	(79)	216
PID/Gender: Ind Men	7%	(5)	7%	(5)	11%	(9)	30%	(23)	44%	(33)	75
PID/Gender: Ind Women	3%	(3)	8%	(7)	7%	(6)	41%	(36)	41%	(36)	89
Ideo: Liberal (1-3)	15%	(25)	14%	(22)	12%	(19)	40%	(65)	19%	(31)	162
Ideo: Moderate (4)	6%	(13)	11%	(23)	11%	(23)	36%	(78)	36%	(77)	214
Ideo: Conservative (5-7)	9%	(7)	13%	(9)	6%	(5)	48%	(35)	24%	(18)	74
Educ: < College	8%	(33)	11%	(44)	12%	(48)	35%	(146)	34%	(141)	413
Educ: Bachelors degree	11%	(9)	10%	(8)	6%	(5)	45%	(38)	28%	(24)	85
Educ: Post-grad	10%	(5)	13%	(7)	7%	(4)	50%	(25)	20%	(10)	51
Income: Under 50k	4%	(15)	9%	(34)	10%	(37)	38%	(139)	38%	(138)	364
Income: 50k-100k	17%	(23)	14%	(20)	11%	(15)	37%	(50)	21%	(28)	136
Ethnicity: Black	9%	(47)	11%	(60)	10%	(57)	38%	(209)	32%	(176)	549
All Christian	10%	(17)	14%	(25)	10%	(16)	40%	(67)	26%	(45)	170
Agnostic/Nothing in particular	5%	(8)	8%	(15)	10%	(17)	34%	(59)	43%	(76)	175
Something Else	5%	(8)	9%	(15)	10%	(17)	45%	(75)	31%	(52)	168
Evangelical	6%	(13)	12%	(25)	8%	(17)	44%	(89)	29%	(58)	201
Non-Evangelical	10%	(13)	12%	(16)	12%	(16)	39%	(53)	28%	(37)	135

Continued on next page

Table MCFI6_4: And, how likely would you say you are to invest in or purchase each of the following?

Litecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	9%	(47)	11%	(60)	10%	(57)	38%	(209)	32%	(176)	549
Community: Urban	9%	(22)	10%	(25)	10%	(23)	36%	(89)	35%	(86)	244
Community: Suburban	11%	(23)	11%	(23)	13%	(28)	40%	(86)	26%	(57)	218
Community: Rural	2%	(2)	13%	(12)	7%	(6)	39%	(34)	38%	(33)	87
Employ: Private Sector	16%	(24)	11%	(17)	10%	(15)	37%	(55)	26%	(39)	150
Employ: Self-Employed	9%	(6)	25%	(16)	10%	(6)	33%	(21)	24%	(15)	64
Employ: Retired	5%	(4)	8%	(6)	1%	(1)	66%	(52)	20%	(16)	78
Employ: Unemployed	4%	(4)	7%	(5)	16%	(13)	24%	(19)	48%	(39)	80
Employ: Other	1%	(1)	9%	(6)	16%	(11)	36%	(24)	37%	(25)	66
Military HH: Yes	16%	(14)	7%	(6)	3%	(2)	46%	(40)	28%	(24)	86
Military HH: No	7%	(33)	12%	(53)	12%	(55)	37%	(169)	33%	(152)	462
RD/WT: Right Direction	11%	(31)	12%	(34)	11%	(31)	38%	(106)	28%	(79)	282
RD/WT: Wrong Track	6%	(16)	9%	(25)	10%	(26)	39%	(103)	36%	(97)	267
Biden Job Approve	10%	(37)	10%	(37)	9%	(31)	43%	(156)	29%	(105)	366
Biden Job Disapprove	6%	(8)	16%	(20)	17%	(22)	29%	(38)	33%	(43)	131
Biden Job Strongly Approve	13%	(24)	10%	(18)	7%	(12)	42%	(74)	28%	(49)	177
Biden Job Somewhat Approve	7%	(13)	10%	(20)	10%	(19)	43%	(82)	29%	(56)	189
Biden Job Somewhat Disapprove	2%	(2)	17%	(13)	21%	(15)	30%	(22)	29%	(22)	73
Biden Job Strongly Disapprove	10%	(6)	13%	(8)	12%	(7)	28%	(16)	37%	(21)	58
Favorable of Biden	9%	(35)	10%	(41)	10%	(40)	42%	(167)	29%	(113)	396
Unfavorable of Biden	8%	(9)	16%	(19)	14%	(16)	30%	(34)	32%	(37)	114
Very Favorable of Biden	11%	(23)	10%	(20)	10%	(20)	41%	(83)	27%	(54)	201
Somewhat Favorable of Biden	6%	(12)	11%	(21)	10%	(19)	43%	(84)	30%	(59)	195
Somewhat Unfavorable of Biden	4%	(3)	19%	(12)	20%	(12)	28%	(17)	28%	(17)	61
Very Unfavorable of Biden	12%	(6)	13%	(7)	6%	(3)	31%	(16)	38%	(20)	52
#1 Issue: Economy	10%	(22)	15%	(34)	13%	(28)	32%	(70)	30%	(68)	223
#1 Issue: Health Care	4%	(3)	9%	(6)	8%	(5)	37%	(23)	42%	(27)	64
#1 Issue: Medicare / Social Security	9%	(7)	3%	(2)	2%	(1)	58%	(42)	28%	(20)	71
#1 Issue: Women's Issues	11%	(8)	13%	(10)	5%	(4)	32%	(25)	39%	(30)	77
2020 Vote: Joe Biden	10%	(34)	12%	(41)	10%	(33)	41%	(144)	27%	(94)	346
2020 Vote: Didn't Vote	4%	(6)	8%	(11)	14%	(21)	37%	(52)	37%	(53)	143

Continued on next page

Table MCFI6_4: *And, how likely would you say you are to invest in or purchase each of the following?*
 Litecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	9%	(47)	11%	(60)	10%	(57)	38%	(209)	32%	(176)	549
2018 House Vote: Democrat	7%	(21)	12%	(37)	9%	(26)	41%	(121)	31%	(91)	296
2016 Vote: Hillary Clinton	6%	(19)	12%	(36)	11%	(33)	41%	(124)	30%	(89)	301
2016 Vote: Didn't Vote	10%	(21)	9%	(19)	11%	(21)	35%	(72)	35%	(71)	204
Voted in 2014: Yes	9%	(25)	12%	(35)	9%	(27)	41%	(121)	29%	(86)	293
Voted in 2014: No	9%	(22)	10%	(25)	12%	(30)	35%	(89)	35%	(89)	255
4-Region: Northeast	12%	(10)	12%	(10)	11%	(9)	37%	(31)	29%	(24)	84
4-Region: Midwest	9%	(7)	10%	(8)	7%	(5)	45%	(36)	29%	(24)	81
4-Region: South	8%	(26)	12%	(39)	10%	(33)	35%	(109)	34%	(107)	314
4-Region: West	7%	(5)	3%	(2)	14%	(10)	47%	(33)	30%	(20)	69
2110194	9%	(25)	13%	(36)	10%	(27)	35%	(95)	33%	(91)	274
2110195	8%	(23)	9%	(23)	11%	(30)	41%	(114)	31%	(85)	274

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

Table MCFI6_5: And, how likely would you say you are to invest in or purchase each of the following?
Dogecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	11%	(60)	13%	(71)	9%	(47)	38%	(211)	29%	(160)	549
Gender: Male	17%	(39)	17%	(41)	11%	(25)	33%	(76)	22%	(51)	232
Gender: Female	7%	(21)	10%	(31)	7%	(22)	43%	(135)	34%	(109)	316
Age: 18-34	16%	(34)	14%	(31)	10%	(21)	27%	(59)	33%	(73)	219
Age: 35-44	14%	(15)	18%	(19)	8%	(8)	33%	(34)	27%	(27)	103
Age: 45-64	5%	(8)	9%	(15)	10%	(16)	45%	(72)	31%	(51)	162
Age: 65+	5%	(3)	9%	(6)	2%	(1)	70%	(45)	14%	(9)	65
GenZers: 1997-2012	17%	(19)	15%	(16)	11%	(12)	33%	(37)	24%	(26)	111
Millennials: 1981-1996	13%	(21)	18%	(31)	8%	(14)	23%	(39)	37%	(63)	168
GenXers: 1965-1980	9%	(13)	9%	(13)	8%	(11)	43%	(61)	31%	(45)	143
Baby Boomers: 1946-1964	6%	(7)	9%	(11)	8%	(9)	57%	(70)	21%	(26)	122
PID: Dem (no lean)	12%	(42)	14%	(50)	9%	(33)	40%	(145)	25%	(92)	363
PID: Ind (no lean)	9%	(14)	8%	(13)	6%	(10)	38%	(61)	40%	(65)	164
PID/Gender: Dem Men	21%	(30)	18%	(27)	12%	(17)	35%	(51)	15%	(21)	146
PID/Gender: Dem Women	5%	(12)	11%	(24)	7%	(16)	44%	(94)	33%	(71)	216
PID/Gender: Ind Men	9%	(7)	11%	(8)	8%	(6)	32%	(24)	39%	(29)	75
PID/Gender: Ind Women	8%	(7)	5%	(5)	4%	(4)	42%	(37)	40%	(36)	89
Ideo: Liberal (1-3)	14%	(22)	19%	(31)	13%	(21)	37%	(60)	17%	(27)	162
Ideo: Moderate (4)	12%	(26)	12%	(25)	7%	(15)	38%	(81)	31%	(67)	214
Ideo: Conservative (5-7)	11%	(8)	9%	(7)	6%	(5)	52%	(38)	22%	(16)	74
Educ: < College	10%	(41)	13%	(52)	9%	(35)	37%	(154)	32%	(131)	413
Educ: Bachelors degree	12%	(10)	14%	(12)	9%	(7)	41%	(35)	26%	(22)	85
Educ: Post-grad	18%	(9)	16%	(8)	8%	(4)	44%	(22)	14%	(7)	51
Income: Under 50k	7%	(25)	13%	(48)	8%	(30)	37%	(135)	35%	(127)	364
Income: 50k-100k	18%	(25)	15%	(21)	9%	(12)	41%	(56)	17%	(23)	136
Ethnicity: Black	11%	(60)	13%	(71)	9%	(47)	38%	(211)	29%	(160)	549
All Christian	14%	(24)	18%	(30)	7%	(12)	38%	(64)	23%	(39)	170
Agnostic/Nothing in particular	7%	(13)	9%	(17)	8%	(15)	35%	(62)	40%	(69)	175
Something Else	6%	(10)	10%	(17)	11%	(19)	44%	(74)	28%	(48)	168
Evangelical	9%	(19)	13%	(27)	7%	(13)	42%	(85)	29%	(57)	201
Non-Evangelical	11%	(15)	15%	(20)	13%	(17)	40%	(54)	21%	(28)	135

Continued on next page

Table MCFI6_5: And, how likely would you say you are to invest in or purchase each of the following?
 Dogecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	11%	(60)	13%	(71)	9%	(47)	38%	(211)	29%	(160)	549
Community: Urban	12%	(30)	12%	(30)	7%	(17)	38%	(93)	31%	(75)	244
Community: Suburban	11%	(23)	14%	(32)	12%	(25)	38%	(83)	25%	(54)	218
Community: Rural	7%	(6)	12%	(10)	5%	(5)	39%	(34)	36%	(31)	87
Employ: Private Sector	19%	(29)	16%	(24)	8%	(12)	34%	(51)	22%	(33)	150
Employ: Self-Employed	17%	(11)	17%	(11)	15%	(10)	26%	(17)	25%	(16)	64
Employ: Retired	2%	(2)	7%	(5)	6%	(5)	65%	(51)	20%	(16)	78
Employ: Unemployed	2%	(2)	14%	(11)	5%	(4)	33%	(26)	45%	(36)	80
Employ: Other	9%	(6)	12%	(8)	10%	(7)	35%	(23)	33%	(22)	66
Military HH: Yes	12%	(11)	11%	(9)	9%	(7)	41%	(35)	27%	(24)	86
Military HH: No	11%	(49)	13%	(62)	8%	(39)	38%	(176)	30%	(136)	462
RD/WT: Right Direction	11%	(32)	14%	(38)	10%	(27)	40%	(113)	25%	(72)	282
RD/WT: Wrong Track	10%	(28)	12%	(33)	7%	(20)	37%	(98)	33%	(88)	267
Biden Job Approve	11%	(40)	13%	(46)	9%	(32)	42%	(156)	25%	(93)	366
Biden Job Disapprove	13%	(16)	16%	(21)	11%	(14)	31%	(40)	30%	(39)	131
Biden Job Strongly Approve	13%	(23)	14%	(24)	7%	(12)	42%	(74)	25%	(44)	177
Biden Job Somewhat Approve	9%	(16)	12%	(22)	10%	(19)	43%	(81)	26%	(50)	189
Biden Job Somewhat Disapprove	8%	(6)	15%	(11)	20%	(14)	31%	(23)	27%	(19)	73
Biden Job Strongly Disapprove	18%	(10)	17%	(10)	—	(0)	31%	(18)	34%	(20)	58
Favorable of Biden	10%	(41)	12%	(48)	10%	(38)	43%	(170)	25%	(98)	396
Unfavorable of Biden	16%	(18)	16%	(19)	7%	(8)	29%	(33)	32%	(36)	114
Very Favorable of Biden	12%	(25)	12%	(25)	10%	(20)	41%	(83)	24%	(48)	201
Somewhat Favorable of Biden	8%	(16)	12%	(24)	9%	(18)	45%	(88)	26%	(50)	195
Somewhat Unfavorable of Biden	14%	(9)	16%	(10)	12%	(8)	28%	(17)	29%	(18)	61
Very Unfavorable of Biden	18%	(10)	17%	(9)	—	(0)	30%	(16)	35%	(18)	52
#1 Issue: Economy	14%	(31)	16%	(36)	10%	(22)	32%	(72)	28%	(62)	223
#1 Issue: Health Care	8%	(5)	5%	(4)	8%	(5)	39%	(25)	39%	(25)	64
#1 Issue: Medicare / Social Security	5%	(3)	8%	(6)	8%	(6)	53%	(38)	26%	(19)	71
#1 Issue: Women's Issues	11%	(8)	16%	(12)	6%	(5)	28%	(22)	39%	(30)	77
2020 Vote: Joe Biden	13%	(44)	13%	(46)	9%	(31)	42%	(147)	23%	(78)	346
2020 Vote: Didn't Vote	6%	(8)	12%	(17)	9%	(13)	38%	(54)	36%	(52)	143

Continued on next page

Table MCFI6_5: And, how likely would you say you are to invest in or purchase each of the following?
Dogecoin

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Black Adults	11%	(60)	13%	(71)	9%	(47)	38%	(211)	29%	(160)	549
2018 House Vote: Democrat	10%	(30)	14%	(41)	10%	(30)	40%	(117)	26%	(78)	296
2016 Vote: Hillary Clinton	8%	(24)	13%	(40)	12%	(35)	40%	(122)	26%	(79)	301
2016 Vote: Didn't Vote	12%	(25)	12%	(25)	5%	(10)	39%	(79)	32%	(66)	204
Voted in 2014: Yes	11%	(32)	14%	(42)	8%	(23)	39%	(116)	28%	(81)	293
Voted in 2014: No	11%	(28)	11%	(29)	9%	(24)	37%	(95)	31%	(79)	255
4-Region: Northeast	22%	(18)	8%	(7)	3%	(3)	41%	(34)	26%	(22)	84
4-Region: Midwest	5%	(4)	14%	(12)	9%	(7)	46%	(37)	27%	(22)	81
4-Region: South	10%	(32)	15%	(48)	11%	(36)	33%	(103)	30%	(95)	314
4-Region: West	8%	(6)	7%	(5)	1%	(1)	52%	(36)	31%	(22)	69
2110194	15%	(41)	13%	(35)	9%	(25)	32%	(88)	31%	(84)	274
2110195	7%	(19)	13%	(36)	8%	(22)	45%	(122)	28%	(76)	274

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

Table MCFI9_1: How much would you trust financial advice from the following?

Dave Ramsey

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	13%	(74)	11%	(61)	10%	(54)	21%	(115)	45%	(245)	549
Gender: Male	16%	(37)	11%	(25)	12%	(29)	23%	(52)	38%	(89)	232
Gender: Female	12%	(37)	11%	(36)	8%	(25)	20%	(62)	49%	(156)	316
Age: 18-34	14%	(30)	8%	(16)	7%	(15)	20%	(44)	52%	(113)	219
Age: 35-44	15%	(16)	16%	(17)	16%	(16)	15%	(16)	38%	(39)	103
Age: 45-64	14%	(23)	12%	(19)	10%	(17)	24%	(39)	39%	(64)	162
Age: 65+	8%	(5)	14%	(9)	9%	(6)	24%	(15)	46%	(30)	65
GenZers: 1997-2012	12%	(14)	10%	(11)	7%	(8)	25%	(28)	46%	(51)	111
Millennials: 1981-1996	13%	(22)	12%	(20)	11%	(18)	13%	(22)	51%	(86)	168
GenXers: 1965-1980	17%	(24)	10%	(14)	13%	(19)	25%	(36)	35%	(51)	143
Baby Boomers: 1946-1964	11%	(13)	13%	(16)	8%	(10)	22%	(26)	46%	(57)	122
PID: Dem (no lean)	13%	(49)	14%	(50)	10%	(35)	23%	(83)	40%	(146)	363
PID: Ind (no lean)	11%	(18)	6%	(9)	9%	(14)	17%	(29)	57%	(94)	164
PID/Gender: Dem Men	17%	(25)	13%	(19)	11%	(17)	30%	(44)	28%	(42)	146
PID/Gender: Dem Women	11%	(24)	14%	(31)	8%	(18)	18%	(39)	48%	(104)	216
PID/Gender: Ind Men	12%	(9)	6%	(4)	13%	(10)	11%	(8)	59%	(44)	75
PID/Gender: Ind Women	10%	(9)	6%	(5)	5%	(5)	23%	(21)	56%	(50)	89
Ideo: Liberal (1-3)	10%	(17)	12%	(20)	9%	(15)	32%	(52)	37%	(59)	162
Ideo: Moderate (4)	14%	(30)	14%	(30)	10%	(21)	19%	(40)	44%	(93)	214
Ideo: Conservative (5-7)	29%	(22)	10%	(7)	15%	(11)	12%	(9)	33%	(25)	74
Educ: < College	11%	(47)	9%	(37)	11%	(45)	21%	(87)	48%	(197)	413
Educ: Bachelors degree	16%	(13)	17%	(15)	8%	(7)	24%	(20)	35%	(30)	85
Educ: Post-grad	26%	(13)	18%	(9)	5%	(2)	14%	(7)	37%	(19)	51
Income: Under 50k	11%	(39)	8%	(28)	11%	(40)	19%	(70)	52%	(188)	364
Income: 50k-100k	17%	(23)	17%	(23)	8%	(11)	28%	(37)	31%	(42)	136
Ethnicity: Black	13%	(74)	11%	(61)	10%	(54)	21%	(115)	45%	(245)	549
All Christian	23%	(39)	16%	(27)	8%	(13)	20%	(34)	34%	(57)	170
Agnostic/Nothing in particular	7%	(13)	6%	(11)	12%	(21)	23%	(41)	52%	(90)	175
Something Else	8%	(14)	13%	(21)	11%	(18)	18%	(30)	51%	(85)	168
Evangelical	17%	(34)	13%	(26)	11%	(22)	13%	(26)	46%	(93)	201
Non-Evangelical	13%	(18)	16%	(22)	7%	(9)	28%	(38)	35%	(47)	135

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Table MCFI9_1: How much would you trust financial advice from the following?

Dave Ramsey

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	13%	(74)	11%	(61)	10%	(54)	21%	(115)	45%	(245)	549
Community: Urban	9%	(23)	11%	(26)	9%	(22)	20%	(50)	50%	(123)	244
Community: Suburban	13%	(27)	14%	(30)	10%	(21)	24%	(52)	40%	(87)	218
Community: Rural	27%	(23)	6%	(6)	12%	(10)	15%	(13)	40%	(35)	87
Employ: Private Sector	17%	(26)	16%	(24)	12%	(18)	21%	(32)	33%	(50)	150
Employ: Self-Employed	28%	(18)	7%	(4)	9%	(6)	20%	(13)	37%	(24)	64
Employ: Retired	7%	(5)	13%	(10)	9%	(7)	27%	(21)	44%	(34)	78
Employ: Unemployed	5%	(4)	9%	(7)	13%	(11)	21%	(17)	51%	(41)	80
Employ: Other	8%	(5)	7%	(5)	5%	(3)	16%	(11)	64%	(43)	66
Military HH: Yes	22%	(19)	7%	(6)	3%	(2)	19%	(17)	49%	(42)	86
Military HH: No	12%	(55)	12%	(55)	11%	(52)	21%	(98)	44%	(203)	462
RD/WT: Right Direction	12%	(34)	14%	(40)	7%	(19)	25%	(70)	43%	(120)	282
RD/WT: Wrong Track	15%	(40)	8%	(21)	13%	(35)	17%	(45)	47%	(125)	267
Biden Job Approve	13%	(47)	13%	(48)	10%	(36)	24%	(86)	41%	(149)	366
Biden Job Disapprove	19%	(25)	10%	(13)	12%	(16)	16%	(21)	43%	(56)	131
Biden Job Strongly Approve	12%	(21)	14%	(24)	9%	(15)	30%	(54)	36%	(63)	177
Biden Job Somewhat Approve	14%	(27)	12%	(23)	11%	(21)	17%	(33)	45%	(86)	189
Biden Job Somewhat Disapprove	11%	(8)	16%	(12)	16%	(12)	14%	(10)	43%	(31)	73
Biden Job Strongly Disapprove	29%	(17)	2%	(1)	7%	(4)	19%	(11)	43%	(25)	58
Favorable of Biden	12%	(49)	13%	(52)	11%	(43)	22%	(85)	42%	(167)	396
Unfavorable of Biden	22%	(25)	7%	(8)	7%	(8)	18%	(21)	46%	(52)	114
Very Favorable of Biden	14%	(28)	15%	(31)	11%	(22)	23%	(47)	37%	(73)	201
Somewhat Favorable of Biden	11%	(21)	11%	(21)	11%	(21)	20%	(39)	48%	(94)	195
Somewhat Unfavorable of Biden	12%	(7)	11%	(7)	9%	(5)	21%	(13)	46%	(29)	61
Very Unfavorable of Biden	33%	(17)	2%	(1)	4%	(2)	14%	(7)	46%	(24)	52
#1 Issue: Economy	17%	(38)	14%	(31)	10%	(22)	20%	(45)	39%	(86)	223
#1 Issue: Health Care	18%	(12)	8%	(5)	8%	(5)	10%	(6)	57%	(36)	64
#1 Issue: Medicare / Social Security	4%	(3)	11%	(8)	12%	(9)	32%	(23)	40%	(29)	71
#1 Issue: Women's Issues	10%	(8)	9%	(7)	6%	(5)	17%	(13)	57%	(44)	77
2020 Vote: Joe Biden	13%	(45)	15%	(51)	10%	(34)	23%	(78)	40%	(137)	346
2020 Vote: Didn't Vote	12%	(17)	6%	(8)	9%	(13)	20%	(29)	53%	(76)	143

Continued on next page

Table MCFI9_1: How much would you trust financial advice from the following?

Dave Ramsey

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	13%	(74)	11%	(61)	10%	(54)	21%	(115)	45%	(245)	549
2018 House Vote: Democrat	13%	(38)	14%	(41)	9%	(26)	23%	(69)	41%	(121)	296
2016 Vote: Hillary Clinton	12%	(37)	14%	(42)	11%	(33)	23%	(68)	40%	(120)	301
2016 Vote: Didn't Vote	11%	(23)	8%	(16)	9%	(19)	23%	(47)	49%	(100)	204
Voted in 2014: Yes	15%	(44)	12%	(36)	9%	(25)	21%	(62)	43%	(126)	293
Voted in 2014: No	12%	(29)	10%	(25)	11%	(29)	21%	(53)	47%	(119)	255
4-Region: Northeast	10%	(9)	5%	(4)	16%	(13)	17%	(14)	52%	(43)	84
4-Region: Midwest	8%	(7)	15%	(12)	11%	(9)	25%	(20)	42%	(34)	81
4-Region: South	15%	(48)	13%	(40)	8%	(26)	19%	(61)	44%	(140)	314
4-Region: West	15%	(10)	8%	(5)	9%	(6)	28%	(19)	41%	(28)	69
2110194	12%	(33)	10%	(27)	7%	(19)	23%	(64)	48%	(132)	274
2110195	15%	(41)	13%	(35)	13%	(35)	18%	(51)	41%	(113)	274

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

Table MCFI9_2: How much would you trust financial advice from the following?

Barry Ritholtz

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	5%	(27)	6%	(35)	6%	(33)	27%	(147)	56%	(306)	549
Gender: Male	8%	(18)	6%	(14)	5%	(11)	32%	(74)	49%	(115)	232
Gender: Female	3%	(9)	7%	(21)	7%	(22)	23%	(73)	60%	(191)	316
Age: 18-34	6%	(13)	9%	(19)	6%	(13)	21%	(46)	59%	(129)	219
Age: 35-44	8%	(9)	5%	(5)	10%	(10)	21%	(22)	55%	(57)	103
Age: 45-64	3%	(5)	6%	(9)	6%	(9)	35%	(57)	51%	(82)	162
Age: 65+	2%	(1)	2%	(2)	2%	(1)	34%	(22)	60%	(38)	65
GenZers: 1997-2012	7%	(8)	8%	(9)	6%	(7)	28%	(31)	51%	(56)	111
Millennials: 1981-1996	6%	(9)	9%	(14)	7%	(12)	14%	(24)	65%	(109)	168
GenXers: 1965-1980	6%	(9)	4%	(5)	9%	(12)	35%	(50)	47%	(67)	143
Baby Boomers: 1946-1964	1%	(1)	5%	(6)	2%	(2)	34%	(42)	58%	(71)	122
PID: Dem (no lean)	6%	(22)	7%	(25)	6%	(21)	28%	(101)	53%	(194)	363
PID: Ind (no lean)	3%	(5)	4%	(6)	4%	(6)	26%	(42)	64%	(104)	164
PID/Gender: Dem Men	12%	(17)	7%	(11)	4%	(5)	35%	(52)	42%	(61)	146
PID/Gender: Dem Women	2%	(5)	7%	(15)	7%	(16)	23%	(49)	61%	(132)	216
PID/Gender: Ind Men	—	(0)	2%	(2)	5%	(3)	27%	(20)	66%	(50)	75
PID/Gender: Ind Women	5%	(5)	5%	(5)	3%	(3)	25%	(22)	61%	(55)	89
Ideo: Liberal (1-3)	4%	(7)	11%	(18)	6%	(10)	32%	(52)	46%	(75)	162
Ideo: Moderate (4)	8%	(17)	4%	(8)	7%	(14)	25%	(53)	57%	(122)	214
Ideo: Conservative (5-7)	4%	(3)	7%	(5)	8%	(6)	32%	(24)	49%	(36)	74
Educ: < College	5%	(20)	5%	(19)	6%	(25)	27%	(110)	58%	(239)	413
Educ: Bachelors degree	7%	(6)	9%	(7)	7%	(6)	26%	(22)	51%	(44)	85
Educ: Post-grad	3%	(2)	17%	(8)	4%	(2)	28%	(14)	47%	(24)	51
Income: Under 50k	5%	(18)	4%	(13)	7%	(25)	24%	(86)	61%	(222)	364
Income: 50k-100k	4%	(5)	11%	(14)	5%	(7)	33%	(45)	47%	(64)	136
Ethnicity: Black	5%	(27)	6%	(35)	6%	(33)	27%	(147)	56%	(306)	549
All Christian	8%	(13)	11%	(18)	3%	(5)	29%	(49)	50%	(85)	170
Agnostic/Nothing in particular	4%	(7)	2%	(4)	5%	(10)	28%	(49)	60%	(106)	175
Something Else	4%	(8)	7%	(11)	8%	(14)	22%	(37)	58%	(98)	168
Evangelical	6%	(12)	10%	(20)	7%	(13)	22%	(44)	55%	(111)	201
Non-Evangelical	6%	(8)	7%	(9)	4%	(5)	31%	(42)	52%	(70)	135

Continued on next page

Table MCFI9_2: How much would you trust financial advice from the following?
 Barry Ritholtz

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	5%	(27)	6%	(35)	6%	(33)	27%	(147)	56%	(306)	549
Community: Urban	6%	(15)	6%	(15)	7%	(16)	26%	(62)	56%	(136)	244
Community: Suburban	3%	(6)	7%	(16)	5%	(11)	29%	(63)	56%	(121)	218
Community: Rural	8%	(7)	5%	(4)	6%	(6)	24%	(21)	57%	(49)	87
Employ: Private Sector	9%	(13)	9%	(14)	8%	(12)	28%	(42)	46%	(69)	150
Employ: Self-Employed	10%	(6)	7%	(5)	8%	(5)	27%	(17)	48%	(31)	64
Employ: Retired	2%	(1)	2%	(2)	2%	(2)	36%	(28)	58%	(45)	78
Employ: Unemployed	3%	(2)	2%	(2)	9%	(7)	25%	(20)	61%	(49)	80
Employ: Other	—	(0)	7%	(5)	—	(0)	17%	(11)	76%	(51)	66
Military HH: Yes	12%	(10)	5%	(4)	2%	(2)	24%	(21)	57%	(49)	86
Military HH: No	4%	(17)	7%	(30)	7%	(31)	27%	(126)	56%	(257)	462
RD/WT: Right Direction	7%	(20)	8%	(23)	4%	(12)	28%	(78)	53%	(149)	282
RD/WT: Wrong Track	3%	(8)	5%	(12)	8%	(21)	26%	(69)	59%	(157)	267
Biden Job Approve	5%	(20)	7%	(27)	5%	(20)	28%	(102)	54%	(197)	366
Biden Job Disapprove	6%	(8)	6%	(8)	10%	(13)	28%	(37)	50%	(66)	131
Biden Job Strongly Approve	8%	(15)	9%	(17)	4%	(6)	34%	(60)	45%	(80)	177
Biden Job Somewhat Approve	3%	(5)	6%	(11)	7%	(14)	22%	(42)	62%	(117)	189
Biden Job Somewhat Disapprove	6%	(5)	9%	(7)	18%	(13)	22%	(16)	45%	(33)	73
Biden Job Strongly Disapprove	6%	(3)	1%	(1)	—	(0)	36%	(21)	57%	(33)	58
Favorable of Biden	5%	(20)	6%	(26)	6%	(25)	27%	(106)	56%	(220)	396
Unfavorable of Biden	7%	(8)	6%	(7)	6%	(7)	29%	(33)	52%	(59)	114
Very Favorable of Biden	8%	(15)	10%	(20)	6%	(13)	27%	(53)	49%	(98)	201
Somewhat Favorable of Biden	2%	(4)	3%	(5)	6%	(12)	27%	(52)	62%	(122)	195
Somewhat Unfavorable of Biden	9%	(5)	10%	(6)	10%	(6)	24%	(15)	47%	(29)	61
Very Unfavorable of Biden	5%	(2)	2%	(1)	2%	(1)	35%	(18)	57%	(30)	52
#1 Issue: Economy	7%	(16)	6%	(14)	8%	(18)	27%	(61)	51%	(114)	223
#1 Issue: Health Care	3%	(2)	7%	(4)	7%	(4)	14%	(9)	70%	(45)	64
#1 Issue: Medicare / Social Security	—	(0)	6%	(4)	—	(0)	41%	(30)	53%	(38)	71
#1 Issue: Women's Issues	6%	(5)	10%	(8)	4%	(3)	16%	(12)	65%	(50)	77
2020 Vote: Joe Biden	5%	(17)	9%	(30)	7%	(24)	27%	(92)	53%	(183)	346
2020 Vote: Didn't Vote	7%	(9)	2%	(3)	4%	(5)	28%	(40)	60%	(86)	143

Continued on next page

Table MCFI9_2: How much would you trust financial advice from the following?

Barry Ritholtz

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	5%	(27)	6%	(35)	6%	(33)	27%	(147)	56%	(306)	549
2018 House Vote: Democrat	3%	(10)	9%	(26)	7%	(20)	28%	(81)	54%	(158)	296
2016 Vote: Hillary Clinton	4%	(11)	9%	(27)	5%	(17)	27%	(80)	56%	(167)	301
2016 Vote: Didn't Vote	8%	(17)	2%	(5)	6%	(13)	31%	(63)	52%	(107)	204
Voted in 2014: Yes	3%	(10)	9%	(27)	6%	(18)	26%	(76)	55%	(162)	293
Voted in 2014: No	7%	(17)	3%	(8)	6%	(16)	28%	(70)	56%	(144)	255
4-Region: Northeast	3%	(2)	5%	(4)	9%	(8)	20%	(17)	63%	(53)	84
4-Region: Midwest	1%	(1)	7%	(6)	7%	(6)	29%	(24)	55%	(45)	81
4-Region: South	6%	(19)	8%	(24)	6%	(19)	25%	(78)	56%	(175)	314
4-Region: West	7%	(5)	1%	(1)	2%	(1)	41%	(28)	49%	(34)	69
2110194	5%	(13)	8%	(21)	4%	(11)	25%	(68)	59%	(161)	274
2110195	5%	(14)	5%	(14)	8%	(22)	29%	(79)	53%	(146)	274

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

Table MCFI9_3: How much would you trust financial advice from the following?
 Tiffany Aliche (@thebudgetnista)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	7%	(37)	9%	(48)	6%	(35)	25%	(137)	53%	(292)	549
Gender: Male	7%	(16)	9%	(20)	6%	(15)	32%	(74)	46%	(107)	232
Gender: Female	7%	(21)	9%	(28)	6%	(20)	20%	(63)	58%	(185)	316
Age: 18-34	8%	(17)	10%	(22)	4%	(10)	20%	(45)	57%	(125)	219
Age: 35-44	11%	(11)	9%	(9)	13%	(13)	19%	(19)	49%	(50)	103
Age: 45-64	3%	(5)	7%	(12)	6%	(10)	35%	(56)	49%	(79)	162
Age: 65+	5%	(3)	6%	(4)	4%	(2)	25%	(16)	59%	(38)	65
GenZers: 1997-2012	10%	(11)	13%	(14)	3%	(4)	28%	(31)	46%	(51)	111
Millennials: 1981-1996	8%	(13)	9%	(15)	9%	(14)	13%	(22)	62%	(104)	168
GenXers: 1965-1980	6%	(9)	7%	(10)	10%	(14)	31%	(44)	47%	(67)	143
Baby Boomers: 1946-1964	4%	(5)	7%	(9)	2%	(2)	33%	(40)	55%	(67)	122
PID: Dem (no lean)	8%	(28)	7%	(26)	6%	(23)	26%	(95)	52%	(190)	363
PID: Ind (no lean)	4%	(6)	11%	(18)	5%	(8)	24%	(39)	56%	(92)	164
PID/Gender: Dem Men	11%	(15)	6%	(9)	3%	(4)	38%	(55)	42%	(62)	146
PID/Gender: Dem Women	6%	(13)	8%	(17)	9%	(19)	18%	(39)	59%	(128)	216
PID/Gender: Ind Men	1%	(1)	11%	(8)	10%	(7)	24%	(18)	54%	(40)	75
PID/Gender: Ind Women	6%	(5)	11%	(10)	1%	(1)	23%	(21)	59%	(52)	89
Ideo: Liberal (1-3)	11%	(18)	8%	(12)	8%	(13)	29%	(47)	44%	(72)	162
Ideo: Moderate (4)	7%	(15)	10%	(21)	6%	(13)	24%	(51)	53%	(114)	214
Ideo: Conservative (5-7)	4%	(3)	11%	(8)	5%	(3)	30%	(22)	50%	(37)	74
Educ: < College	5%	(21)	7%	(28)	6%	(27)	27%	(111)	55%	(227)	413
Educ: Bachelors degree	12%	(10)	13%	(11)	7%	(6)	21%	(18)	47%	(40)	85
Educ: Post-grad	13%	(7)	16%	(8)	5%	(3)	17%	(8)	49%	(25)	51
Income: Under 50k	5%	(19)	7%	(24)	6%	(24)	24%	(88)	58%	(210)	364
Income: 50k-100k	8%	(11)	11%	(16)	6%	(9)	28%	(38)	46%	(63)	136
Ethnicity: Black	7%	(37)	9%	(48)	6%	(35)	25%	(137)	53%	(292)	549
All Christian	11%	(19)	9%	(15)	5%	(9)	26%	(44)	49%	(83)	170
Agnostic/Nothing in particular	3%	(5)	11%	(19)	6%	(10)	24%	(43)	56%	(99)	175
Something Else	5%	(9)	7%	(11)	9%	(16)	22%	(37)	57%	(95)	168
Evangelical	8%	(16)	6%	(12)	9%	(19)	22%	(45)	54%	(109)	201
Non-Evangelical	9%	(12)	11%	(14)	4%	(6)	26%	(36)	49%	(67)	135

Continued on next page

Table MCFI9_3: How much would you trust financial advice from the following?
Tiffany Aliche (@thebudgetnista)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	7%	(37)	9%	(48)	6%	(35)	25%	(137)	53%	(292)	549
Community: Urban	8%	(21)	7%	(17)	6%	(15)	24%	(60)	54%	(132)	244
Community: Suburban	8%	(16)	8%	(18)	6%	(13)	27%	(58)	52%	(113)	218
Community: Rural	—	(0)	15%	(13)	9%	(7)	22%	(19)	54%	(47)	87
Employ: Private Sector	12%	(19)	8%	(12)	8%	(12)	26%	(39)	45%	(67)	150
Employ: Self-Employed	8%	(5)	19%	(12)	6%	(4)	27%	(17)	41%	(26)	64
Employ: Retired	4%	(3)	4%	(3)	3%	(2)	30%	(24)	58%	(45)	78
Employ: Unemployed	3%	(3)	4%	(3)	12%	(9)	18%	(15)	62%	(50)	80
Employ: Other	1%	(1)	7%	(5)	—	(0)	25%	(16)	67%	(45)	66
Military HH: Yes	13%	(11)	6%	(5)	1%	(1)	27%	(23)	53%	(46)	86
Military HH: No	6%	(26)	9%	(43)	7%	(34)	25%	(114)	53%	(246)	462
RD/WT: Right Direction	7%	(21)	9%	(27)	6%	(16)	29%	(82)	49%	(137)	282
RD/WT: Wrong Track	6%	(16)	8%	(21)	7%	(19)	21%	(55)	58%	(155)	267
Biden Job Approve	8%	(28)	9%	(34)	6%	(23)	27%	(98)	50%	(183)	366
Biden Job Disapprove	6%	(8)	10%	(14)	9%	(12)	24%	(31)	51%	(66)	131
Biden Job Strongly Approve	10%	(18)	11%	(20)	5%	(9)	30%	(53)	44%	(78)	177
Biden Job Somewhat Approve	5%	(10)	7%	(14)	8%	(14)	24%	(46)	56%	(105)	189
Biden Job Somewhat Disapprove	7%	(5)	14%	(10)	15%	(11)	19%	(14)	44%	(33)	73
Biden Job Strongly Disapprove	4%	(2)	5%	(3)	2%	(1)	30%	(18)	58%	(34)	58
Favorable of Biden	6%	(26)	9%	(35)	7%	(27)	26%	(101)	52%	(207)	396
Unfavorable of Biden	8%	(9)	10%	(12)	6%	(7)	23%	(27)	52%	(60)	114
Very Favorable of Biden	10%	(19)	11%	(22)	8%	(15)	24%	(48)	48%	(96)	201
Somewhat Favorable of Biden	3%	(6)	7%	(13)	6%	(12)	27%	(53)	57%	(111)	195
Somewhat Unfavorable of Biden	10%	(6)	11%	(6)	10%	(6)	20%	(12)	49%	(30)	61
Very Unfavorable of Biden	5%	(2)	10%	(5)	2%	(1)	27%	(14)	56%	(29)	52
#1 Issue: Economy	8%	(18)	9%	(20)	6%	(14)	26%	(58)	51%	(113)	223
#1 Issue: Health Care	6%	(4)	7%	(5)	6%	(4)	16%	(10)	65%	(41)	64
#1 Issue: Medicare / Social Security	—	(0)	6%	(4)	3%	(2)	43%	(31)	48%	(34)	71
#1 Issue: Women's Issues	10%	(8)	15%	(11)	2%	(2)	14%	(10)	60%	(46)	77
2020 Vote: Joe Biden	8%	(28)	9%	(31)	7%	(25)	27%	(92)	49%	(170)	346
2020 Vote: Didn't Vote	3%	(4)	7%	(10)	6%	(8)	23%	(34)	61%	(87)	143

Continued on next page

Table MCFI9_3: How much would you trust financial advice from the following?
 Tiffany Aliche (@thebudgetnista)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	7%	(37)	9%	(48)	6%	(35)	25%	(137)	53%	(292)	549
2018 House Vote: Democrat	8%	(24)	9%	(26)	7%	(20)	26%	(76)	51%	(150)	296
2016 Vote: Hillary Clinton	8%	(23)	9%	(27)	6%	(18)	25%	(76)	52%	(157)	301
2016 Vote: Didn't Vote	5%	(10)	6%	(13)	7%	(15)	29%	(59)	53%	(108)	204
Voted in 2014: Yes	9%	(27)	9%	(27)	7%	(20)	23%	(67)	52%	(153)	293
Voted in 2014: No	4%	(10)	8%	(21)	6%	(15)	27%	(70)	55%	(139)	255
4-Region: Northeast	7%	(6)	2%	(2)	12%	(10)	25%	(21)	54%	(45)	84
4-Region: Midwest	7%	(5)	10%	(8)	5%	(4)	27%	(22)	51%	(42)	81
4-Region: South	8%	(24)	10%	(32)	6%	(19)	22%	(69)	54%	(170)	314
4-Region: West	2%	(1)	8%	(6)	2%	(1)	37%	(26)	51%	(35)	69
2110194	6%	(16)	10%	(27)	4%	(10)	24%	(67)	56%	(154)	274
2110195	8%	(21)	7%	(20)	9%	(25)	26%	(70)	50%	(138)	274

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

Table MCFI9_4: How much would you trust financial advice from the following?
Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	7%	(39)	9%	(52)	9%	(49)	24%	(133)	50%	(276)	549
Gender: Male	7%	(16)	9%	(22)	12%	(28)	30%	(70)	42%	(98)	232
Gender: Female	7%	(23)	10%	(30)	7%	(21)	20%	(64)	56%	(178)	316
Age: 18-34	9%	(20)	10%	(22)	4%	(10)	21%	(46)	55%	(121)	219
Age: 35-44	9%	(9)	16%	(16)	16%	(16)	17%	(17)	43%	(44)	103
Age: 45-64	3%	(5)	6%	(9)	13%	(21)	32%	(52)	46%	(75)	162
Age: 65+	8%	(5)	7%	(5)	4%	(3)	27%	(18)	54%	(35)	65
GenZers: 1997-2012	9%	(10)	10%	(11)	4%	(5)	28%	(31)	49%	(54)	111
Millennials: 1981-1996	9%	(15)	10%	(18)	9%	(16)	12%	(21)	59%	(99)	168
GenXers: 1965-1980	7%	(10)	9%	(13)	13%	(19)	32%	(46)	39%	(56)	143
Baby Boomers: 1946-1964	4%	(5)	8%	(10)	7%	(8)	29%	(35)	52%	(64)	122
PID: Dem (no lean)	8%	(28)	9%	(32)	9%	(31)	26%	(95)	49%	(176)	363
PID: Ind (no lean)	5%	(8)	10%	(16)	9%	(14)	22%	(36)	55%	(90)	164
PID/Gender: Dem Men	11%	(16)	8%	(11)	9%	(13)	35%	(52)	37%	(54)	146
PID/Gender: Dem Women	6%	(12)	10%	(21)	8%	(18)	20%	(43)	56%	(122)	216
PID/Gender: Ind Men	—	(0)	10%	(8)	16%	(12)	23%	(17)	51%	(38)	75
PID/Gender: Ind Women	9%	(8)	9%	(8)	3%	(2)	21%	(18)	58%	(52)	89
Ideo: Liberal (1-3)	10%	(16)	13%	(20)	9%	(15)	31%	(51)	37%	(61)	162
Ideo: Moderate (4)	8%	(16)	11%	(23)	10%	(21)	21%	(45)	51%	(109)	214
Ideo: Conservative (5-7)	9%	(7)	11%	(8)	10%	(7)	21%	(16)	49%	(36)	74
Educ: < College	6%	(24)	7%	(31)	9%	(39)	25%	(105)	52%	(214)	413
Educ: Bachelors degree	12%	(10)	16%	(13)	6%	(5)	26%	(22)	41%	(35)	85
Educ: Post-grad	9%	(5)	16%	(8)	11%	(5)	11%	(6)	53%	(27)	51
Income: Under 50k	5%	(17)	8%	(28)	9%	(34)	24%	(89)	54%	(196)	364
Income: 50k-100k	11%	(15)	13%	(18)	7%	(10)	25%	(34)	44%	(60)	136
Ethnicity: Black	7%	(39)	9%	(52)	9%	(49)	24%	(133)	50%	(276)	549
All Christian	12%	(21)	12%	(20)	8%	(13)	25%	(43)	43%	(74)	170
Agnostic/Nothing in particular	5%	(9)	7%	(13)	6%	(10)	25%	(44)	57%	(100)	175
Something Else	3%	(5)	9%	(16)	15%	(24)	22%	(37)	51%	(85)	168
Evangelical	7%	(15)	11%	(22)	14%	(28)	20%	(40)	48%	(97)	201
Non-Evangelical	8%	(11)	10%	(13)	7%	(10)	30%	(40)	45%	(60)	135

Continued on next page

Table MCFI9_4: How much would you trust financial advice from the following?
 Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	7%	(39)	9%	(52)	9%	(49)	24%	(133)	50%	(276)	549
Community: Urban	8%	(19)	7%	(18)	9%	(22)	26%	(63)	50%	(122)	244
Community: Suburban	7%	(15)	12%	(25)	8%	(18)	24%	(53)	49%	(107)	218
Community: Rural	5%	(5)	10%	(9)	11%	(9)	20%	(17)	54%	(47)	87
Employ: Private Sector	10%	(15)	12%	(18)	11%	(16)	25%	(38)	42%	(63)	150
Employ: Self-Employed	13%	(8)	12%	(8)	11%	(7)	22%	(14)	42%	(27)	64
Employ: Retired	5%	(4)	7%	(5)	3%	(3)	34%	(27)	50%	(39)	78
Employ: Unemployed	3%	(2)	11%	(9)	6%	(5)	23%	(18)	57%	(45)	80
Employ: Other	4%	(3)	4%	(3)	14%	(9)	15%	(10)	62%	(41)	66
Military HH: Yes	11%	(10)	7%	(6)	16%	(14)	23%	(19)	42%	(36)	86
Military HH: No	6%	(29)	10%	(46)	8%	(35)	25%	(114)	52%	(239)	462
RD/WT: Right Direction	9%	(25)	11%	(30)	6%	(18)	29%	(82)	45%	(127)	282
RD/WT: Wrong Track	5%	(14)	8%	(22)	12%	(31)	19%	(51)	56%	(149)	267
Biden Job Approve	8%	(29)	10%	(37)	8%	(28)	28%	(103)	46%	(169)	366
Biden Job Disapprove	7%	(9)	10%	(14)	16%	(20)	18%	(24)	49%	(64)	131
Biden Job Strongly Approve	10%	(18)	8%	(15)	5%	(9)	36%	(64)	41%	(72)	177
Biden Job Somewhat Approve	6%	(10)	12%	(23)	11%	(20)	20%	(39)	52%	(97)	189
Biden Job Somewhat Disapprove	9%	(6)	15%	(11)	19%	(14)	15%	(11)	43%	(31)	73
Biden Job Strongly Disapprove	4%	(2)	5%	(3)	12%	(7)	23%	(13)	56%	(33)	58
Favorable of Biden	8%	(30)	9%	(35)	10%	(38)	25%	(100)	49%	(193)	396
Unfavorable of Biden	8%	(9)	12%	(13)	10%	(11)	21%	(24)	50%	(57)	114
Very Favorable of Biden	12%	(23)	9%	(18)	7%	(14)	28%	(56)	44%	(89)	201
Somewhat Favorable of Biden	3%	(7)	9%	(17)	12%	(24)	22%	(44)	53%	(104)	195
Somewhat Unfavorable of Biden	10%	(6)	14%	(8)	7%	(4)	23%	(14)	47%	(29)	61
Very Unfavorable of Biden	5%	(2)	9%	(5)	13%	(7)	19%	(10)	54%	(28)	52
#1 Issue: Economy	7%	(15)	11%	(24)	10%	(23)	24%	(55)	48%	(107)	223
#1 Issue: Health Care	12%	(8)	8%	(5)	7%	(5)	12%	(7)	61%	(39)	64
#1 Issue: Medicare / Social Security	—	(0)	9%	(6)	13%	(10)	33%	(24)	45%	(32)	71
#1 Issue: Women's Issues	10%	(8)	15%	(11)	5%	(4)	18%	(14)	52%	(40)	77
2020 Vote: Joe Biden	9%	(30)	11%	(38)	10%	(36)	25%	(85)	45%	(157)	346
2020 Vote: Didn't Vote	4%	(5)	5%	(7)	5%	(8)	27%	(38)	60%	(85)	143

Continued on next page

Table MCFI9_4: How much would you trust financial advice from the following?
Lynnette Khalfani-Cox (@TheMoneyCoach)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	7%	(39)	9%	(52)	9%	(49)	24%	(133)	50%	(276)	549
2018 House Vote: Democrat	8%	(23)	11%	(33)	9%	(25)	25%	(75)	47%	(139)	296
2016 Vote: Hillary Clinton	8%	(23)	12%	(35)	8%	(24)	24%	(73)	48%	(145)	301
2016 Vote: Didn't Vote	5%	(11)	5%	(10)	11%	(22)	28%	(57)	51%	(103)	204
Voted in 2014: Yes	10%	(28)	11%	(33)	8%	(24)	23%	(67)	48%	(141)	293
Voted in 2014: No	4%	(11)	8%	(19)	10%	(25)	26%	(66)	53%	(134)	255
4-Region: Northeast	7%	(6)	6%	(5)	15%	(13)	22%	(19)	50%	(42)	84
4-Region: Midwest	6%	(5)	10%	(8)	8%	(6)	25%	(21)	51%	(41)	81
4-Region: South	8%	(27)	10%	(32)	7%	(23)	22%	(70)	52%	(162)	314
4-Region: West	2%	(1)	10%	(7)	11%	(7)	34%	(24)	43%	(30)	69
2110194	8%	(22)	9%	(26)	8%	(22)	21%	(59)	53%	(146)	274
2110195	6%	(17)	10%	(26)	10%	(27)	27%	(74)	47%	(130)	274

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

Table MCFI9_5: How much would you trust financial advice from the following?
 Tonya Rapley (@MyFabFinance)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(49)	6%	(33)	25%	(135)	55%	(300)	549
Gender: Male	7%	(16)	11%	(25)	7%	(16)	31%	(73)	44%	(103)	232
Gender: Female	5%	(17)	8%	(24)	5%	(16)	20%	(62)	62%	(197)	316
Age: 18-34	7%	(15)	8%	(18)	5%	(11)	21%	(46)	59%	(129)	219
Age: 35-44	12%	(13)	14%	(15)	8%	(8)	21%	(22)	44%	(46)	103
Age: 45-64	2%	(3)	8%	(13)	7%	(12)	32%	(51)	51%	(83)	162
Age: 65+	2%	(1)	5%	(3)	4%	(2)	25%	(16)	64%	(42)	65
GenZers: 1997-2012	8%	(9)	8%	(9)	4%	(5)	29%	(32)	51%	(57)	111
Millennials: 1981-1996	8%	(14)	11%	(19)	5%	(9)	15%	(24)	60%	(102)	168
GenXers: 1965-1980	6%	(8)	8%	(12)	6%	(9)	32%	(46)	47%	(68)	143
Baby Boomers: 1946-1964	1%	(1)	7%	(9)	8%	(10)	27%	(33)	57%	(70)	122
PID: Dem (no lean)	7%	(25)	8%	(30)	4%	(16)	27%	(97)	54%	(196)	363
PID: Ind (no lean)	4%	(6)	11%	(18)	6%	(10)	21%	(34)	58%	(95)	164
PID/Gender: Dem Men	10%	(14)	11%	(15)	2%	(3)	39%	(57)	39%	(57)	146
PID/Gender: Dem Women	5%	(11)	7%	(14)	6%	(13)	18%	(40)	64%	(139)	216
PID/Gender: Ind Men	1%	(1)	11%	(8)	13%	(10)	20%	(15)	56%	(42)	75
PID/Gender: Ind Women	6%	(5)	11%	(10)	1%	(1)	22%	(20)	60%	(53)	89
Ideo: Liberal (1-3)	8%	(13)	11%	(18)	4%	(6)	31%	(51)	46%	(75)	162
Ideo: Moderate (4)	6%	(12)	11%	(23)	7%	(16)	21%	(44)	56%	(119)	214
Ideo: Conservative (5-7)	7%	(5)	5%	(4)	8%	(6)	34%	(25)	46%	(34)	74
Educ: < College	5%	(21)	7%	(28)	6%	(25)	26%	(108)	56%	(231)	413
Educ: Bachelors degree	9%	(8)	15%	(12)	4%	(3)	24%	(20)	49%	(42)	85
Educ: Post-grad	8%	(4)	16%	(8)	10%	(5)	13%	(7)	53%	(27)	51
Income: Under 50k	5%	(17)	8%	(28)	5%	(18)	24%	(87)	59%	(215)	364
Income: 50k-100k	6%	(9)	10%	(14)	9%	(12)	28%	(38)	47%	(64)	136
Ethnicity: Black	6%	(32)	9%	(49)	6%	(33)	25%	(135)	55%	(300)	549
All Christian	8%	(13)	11%	(19)	5%	(8)	28%	(48)	48%	(82)	170
Agnostic/Nothing in particular	4%	(7)	8%	(14)	4%	(7)	25%	(45)	58%	(102)	175
Something Else	5%	(9)	9%	(15)	8%	(14)	18%	(31)	59%	(99)	168
Evangelical	6%	(12)	10%	(20)	8%	(16)	19%	(39)	57%	(114)	201
Non-Evangelical	7%	(9)	11%	(15)	4%	(6)	29%	(40)	49%	(66)	135

Continued on next page

Table MCFI9_5: How much would you trust financial advice from the following?
Tonya Rapley (@MyFabFinance)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(49)	6%	(33)	25%	(135)	55%	(300)	549
Community: Urban	8%	(20)	7%	(18)	7%	(17)	24%	(58)	54%	(131)	244
Community: Suburban	4%	(9)	10%	(22)	6%	(13)	25%	(53)	55%	(119)	218
Community: Rural	3%	(3)	10%	(8)	2%	(2)	27%	(24)	57%	(49)	87
Employ: Private Sector	10%	(16)	11%	(16)	6%	(9)	26%	(40)	46%	(69)	150
Employ: Self-Employed	3%	(2)	21%	(14)	12%	(7)	26%	(17)	38%	(25)	64
Employ: Retired	2%	(1)	4%	(3)	1%	(1)	31%	(24)	62%	(48)	78
Employ: Unemployed	5%	(4)	7%	(5)	5%	(4)	25%	(20)	58%	(47)	80
Employ: Other	—	(0)	6%	(4)	8%	(5)	21%	(14)	66%	(44)	66
Military HH: Yes	7%	(6)	8%	(7)	11%	(9)	21%	(18)	53%	(46)	86
Military HH: No	6%	(26)	9%	(41)	5%	(23)	25%	(117)	55%	(254)	462
RD/WT: Right Direction	7%	(19)	11%	(30)	5%	(14)	25%	(69)	53%	(148)	282
RD/WT: Wrong Track	5%	(13)	7%	(18)	7%	(18)	25%	(66)	57%	(151)	267
Biden Job Approve	7%	(26)	9%	(33)	6%	(21)	25%	(91)	53%	(195)	366
Biden Job Disapprove	3%	(4)	11%	(15)	9%	(12)	29%	(38)	48%	(63)	131
Biden Job Strongly Approve	10%	(17)	9%	(16)	2%	(3)	31%	(54)	49%	(87)	177
Biden Job Somewhat Approve	5%	(9)	9%	(18)	9%	(18)	20%	(37)	57%	(108)	189
Biden Job Somewhat Disapprove	1%	(1)	16%	(11)	14%	(10)	23%	(17)	46%	(34)	73
Biden Job Strongly Disapprove	6%	(3)	5%	(3)	2%	(1)	37%	(21)	50%	(29)	58
Favorable of Biden	7%	(26)	9%	(34)	7%	(26)	25%	(97)	54%	(212)	396
Unfavorable of Biden	5%	(6)	12%	(13)	6%	(7)	25%	(28)	52%	(59)	114
Very Favorable of Biden	10%	(20)	10%	(19)	5%	(10)	25%	(50)	51%	(102)	201
Somewhat Favorable of Biden	4%	(7)	8%	(15)	8%	(16)	24%	(47)	56%	(110)	195
Somewhat Unfavorable of Biden	4%	(3)	15%	(9)	9%	(5)	20%	(12)	52%	(32)	61
Very Unfavorable of Biden	6%	(3)	8%	(4)	2%	(1)	31%	(16)	53%	(27)	52
#1 Issue: Economy	6%	(14)	12%	(27)	6%	(14)	26%	(58)	49%	(110)	223
#1 Issue: Health Care	4%	(3)	8%	(5)	7%	(4)	12%	(7)	70%	(45)	64
#1 Issue: Medicare / Social Security	2%	(1)	5%	(3)	7%	(5)	35%	(25)	51%	(36)	71
#1 Issue: Women's Issues	10%	(8)	10%	(8)	1%	(1)	16%	(12)	63%	(48)	77
2020 Vote: Joe Biden	7%	(24)	11%	(37)	7%	(24)	24%	(84)	51%	(177)	346
2020 Vote: Didn't Vote	3%	(5)	6%	(8)	3%	(4)	24%	(35)	63%	(91)	143

Continued on next page

Table MCFI9_5: How much would you trust financial advice from the following?

Tonya Rapley (@MyFabFinance)

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(49)	6%	(33)	25%	(135)	55%	(300)	549
2018 House Vote: Democrat	6%	(17)	11%	(31)	5%	(16)	26%	(76)	53%	(155)	296
2016 Vote: Hillary Clinton	6%	(18)	10%	(30)	4%	(13)	26%	(78)	53%	(161)	301
2016 Vote: Didn't Vote	5%	(10)	6%	(13)	8%	(17)	26%	(54)	54%	(110)	204
Voted in 2014: Yes	7%	(19)	10%	(30)	5%	(14)	23%	(68)	55%	(162)	293
Voted in 2014: No	5%	(13)	7%	(19)	7%	(19)	26%	(67)	54%	(137)	255
4-Region: Northeast	9%	(7)	2%	(2)	16%	(14)	23%	(19)	49%	(41)	84
4-Region: Midwest	5%	(4)	8%	(7)	5%	(4)	27%	(22)	54%	(44)	81
4-Region: South	6%	(19)	11%	(36)	4%	(11)	23%	(72)	56%	(176)	314
4-Region: West	2%	(1)	6%	(4)	5%	(3)	31%	(21)	56%	(39)	69
2110194	5%	(13)	10%	(29)	6%	(16)	26%	(71)	53%	(146)	274
2110195	7%	(20)	7%	(20)	6%	(17)	23%	(64)	56%	(154)	274

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

Table MCFI9_6: How much would you trust financial advice from the following?

Anthony O'Neal

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(51)	8%	(43)	25%	(138)	52%	(284)	549
Gender: Male	8%	(18)	7%	(17)	11%	(24)	28%	(66)	46%	(107)	232
Gender: Female	5%	(14)	11%	(34)	6%	(19)	23%	(72)	56%	(178)	316
Age: 18-34	9%	(20)	11%	(23)	7%	(15)	20%	(43)	54%	(118)	219
Age: 35-44	7%	(7)	14%	(14)	14%	(14)	17%	(18)	48%	(49)	103
Age: 45-64	2%	(4)	6%	(11)	8%	(12)	36%	(58)	48%	(78)	162
Age: 65+	3%	(2)	5%	(3)	2%	(1)	30%	(19)	61%	(39)	65
GenZers: 1997-2012	7%	(7)	11%	(12)	10%	(11)	27%	(30)	45%	(50)	111
Millennials: 1981-1996	9%	(15)	13%	(22)	9%	(15)	11%	(19)	58%	(98)	168
GenXers: 1965-1980	4%	(6)	6%	(9)	7%	(10)	35%	(51)	48%	(68)	143
Baby Boomers: 1946-1964	4%	(5)	6%	(8)	6%	(7)	31%	(38)	53%	(64)	122
PID: Dem (no lean)	7%	(27)	9%	(33)	6%	(22)	26%	(93)	52%	(187)	363
PID: Ind (no lean)	2%	(3)	9%	(15)	9%	(15)	25%	(40)	55%	(90)	164
PID/Gender: Dem Men	11%	(16)	9%	(13)	8%	(11)	31%	(45)	42%	(61)	146
PID/Gender: Dem Women	5%	(10)	10%	(21)	5%	(11)	22%	(48)	58%	(126)	216
PID/Gender: Ind Men	1%	(1)	4%	(3)	14%	(11)	27%	(20)	54%	(40)	75
PID/Gender: Ind Women	2%	(2)	14%	(13)	4%	(4)	23%	(20)	56%	(50)	89
Ideo: Liberal (1-3)	5%	(8)	11%	(18)	10%	(16)	32%	(51)	43%	(69)	162
Ideo: Moderate (4)	4%	(9)	11%	(23)	9%	(20)	23%	(50)	53%	(113)	214
Ideo: Conservative (5-7)	20%	(15)	5%	(4)	6%	(5)	26%	(19)	43%	(32)	74
Educ: < College	5%	(21)	8%	(33)	8%	(32)	25%	(102)	54%	(224)	413
Educ: Bachelors degree	7%	(6)	14%	(12)	7%	(6)	31%	(26)	41%	(35)	85
Educ: Post-grad	11%	(6)	12%	(6)	9%	(5)	19%	(10)	49%	(25)	51
Income: Under 50k	5%	(17)	8%	(28)	9%	(32)	22%	(80)	57%	(208)	364
Income: 50k-100k	7%	(9)	11%	(15)	7%	(10)	32%	(43)	43%	(59)	136
Ethnicity: Black	6%	(32)	9%	(51)	8%	(43)	25%	(138)	52%	(284)	549
All Christian	13%	(22)	8%	(14)	5%	(8)	27%	(46)	47%	(80)	170
Agnostic/Nothing in particular	4%	(7)	8%	(14)	7%	(12)	25%	(44)	56%	(98)	175
Something Else	2%	(4)	11%	(19)	9%	(15)	22%	(37)	55%	(93)	168
Evangelical	7%	(14)	10%	(21)	10%	(20)	21%	(43)	52%	(104)	201
Non-Evangelical	9%	(12)	9%	(12)	3%	(4)	29%	(39)	50%	(68)	135

Continued on next page

Table MCFI9_6: How much would you trust financial advice from the following?
 Anthony O'Neal

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(51)	8%	(43)	25%	(138)	52%	(284)	549
Community: Urban	9%	(22)	7%	(16)	7%	(18)	23%	(57)	54%	(132)	244
Community: Suburban	4%	(8)	10%	(21)	8%	(18)	26%	(57)	52%	(112)	218
Community: Rural	2%	(2)	15%	(13)	9%	(7)	27%	(24)	46%	(40)	87
Employ: Private Sector	8%	(12)	10%	(15)	6%	(9)	34%	(50)	42%	(63)	150
Employ: Self-Employed	9%	(6)	21%	(13)	12%	(7)	20%	(13)	39%	(25)	64
Employ: Retired	5%	(4)	6%	(5)	2%	(2)	32%	(25)	54%	(43)	78
Employ: Unemployed	—	(0)	9%	(7)	8%	(6)	23%	(18)	61%	(48)	80
Employ: Other	3%	(2)	1%	(1)	14%	(9)	16%	(11)	66%	(44)	66
Military HH: Yes	6%	(5)	4%	(3)	13%	(11)	21%	(18)	56%	(48)	86
Military HH: No	6%	(27)	10%	(48)	7%	(32)	26%	(120)	51%	(236)	462
RD/WT: Right Direction	9%	(24)	10%	(27)	6%	(17)	27%	(77)	49%	(137)	282
RD/WT: Wrong Track	3%	(8)	9%	(24)	10%	(26)	23%	(61)	55%	(147)	267
Biden Job Approve	8%	(28)	10%	(36)	6%	(24)	27%	(101)	49%	(178)	366
Biden Job Disapprove	3%	(4)	11%	(14)	13%	(17)	23%	(30)	50%	(66)	131
Biden Job Strongly Approve	12%	(21)	12%	(20)	3%	(6)	31%	(55)	42%	(75)	177
Biden Job Somewhat Approve	4%	(7)	8%	(16)	9%	(18)	24%	(45)	54%	(103)	189
Biden Job Somewhat Disapprove	1%	(1)	16%	(11)	24%	(17)	15%	(11)	45%	(33)	73
Biden Job Strongly Disapprove	6%	(4)	5%	(3)	—	(0)	32%	(19)	57%	(33)	58
Favorable of Biden	7%	(29)	9%	(37)	8%	(30)	25%	(99)	51%	(201)	396
Unfavorable of Biden	3%	(4)	11%	(12)	10%	(11)	27%	(30)	50%	(57)	114
Very Favorable of Biden	11%	(22)	13%	(26)	4%	(9)	25%	(50)	47%	(94)	201
Somewhat Favorable of Biden	3%	(7)	6%	(11)	11%	(22)	25%	(49)	55%	(107)	195
Somewhat Unfavorable of Biden	—	(0)	15%	(9)	18%	(11)	20%	(12)	47%	(29)	61
Very Unfavorable of Biden	7%	(4)	5%	(3)	—	(0)	35%	(18)	53%	(27)	52
#1 Issue: Economy	9%	(20)	9%	(20)	6%	(13)	25%	(56)	51%	(115)	223
#1 Issue: Health Care	6%	(4)	10%	(6)	4%	(3)	13%	(8)	67%	(43)	64
#1 Issue: Medicare / Social Security	—	(0)	7%	(5)	13%	(10)	36%	(25)	43%	(31)	71
#1 Issue: Women's Issues	4%	(3)	13%	(10)	12%	(10)	19%	(14)	52%	(40)	77
2020 Vote: Joe Biden	8%	(27)	10%	(33)	8%	(28)	26%	(90)	49%	(168)	346
2020 Vote: Didn't Vote	1%	(2)	10%	(14)	7%	(10)	23%	(33)	58%	(83)	143

Continued on next page

Table MCFI9_6: How much would you trust financial advice from the following?

Anthony O'Neal

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	9%	(51)	8%	(43)	25%	(138)	52%	(284)	549
2018 House Vote: Democrat	7%	(21)	10%	(29)	7%	(22)	23%	(68)	53%	(157)	296
2016 Vote: Hillary Clinton	7%	(21)	9%	(27)	7%	(21)	23%	(70)	54%	(161)	301
2016 Vote: Didn't Vote	4%	(8)	9%	(19)	10%	(20)	31%	(63)	47%	(95)	204
Voted in 2014: Yes	7%	(21)	10%	(29)	8%	(22)	22%	(64)	53%	(157)	293
Voted in 2014: No	4%	(11)	9%	(22)	8%	(21)	29%	(74)	50%	(127)	255
4-Region: Northeast	6%	(5)	6%	(5)	15%	(12)	20%	(17)	53%	(44)	84
4-Region: Midwest	9%	(8)	8%	(7)	9%	(7)	21%	(17)	53%	(43)	81
4-Region: South	6%	(17)	12%	(39)	7%	(21)	25%	(80)	50%	(157)	314
4-Region: West	3%	(2)	—	(0)	3%	(2)	36%	(25)	57%	(39)	69
2110194	7%	(20)	7%	(20)	9%	(24)	24%	(65)	53%	(146)	274
2110195	5%	(13)	11%	(31)	7%	(19)	27%	(73)	50%	(138)	274

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

Table MCFI9_7: How much would you trust financial advice from the following?
 Charli and Dixie D'Amelio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	4%	(23)	8%	(42)	7%	(40)	34%	(186)	47%	(258)	549
Gender: Male	5%	(12)	8%	(18)	8%	(20)	37%	(87)	41%	(96)	232
Gender: Female	3%	(11)	8%	(24)	6%	(20)	31%	(99)	51%	(162)	316
Age: 18-34	6%	(12)	10%	(22)	8%	(18)	34%	(74)	42%	(92)	219
Age: 35-44	9%	(9)	11%	(11)	11%	(11)	20%	(20)	50%	(51)	103
Age: 45-64	1%	(2)	3%	(5)	6%	(9)	43%	(70)	47%	(76)	162
Age: 65+	—	(0)	5%	(3)	2%	(1)	34%	(22)	60%	(39)	65
GenZers: 1997-2012	3%	(4)	14%	(15)	12%	(13)	45%	(49)	27%	(30)	111
Millennials: 1981-1996	9%	(14)	9%	(15)	8%	(14)	19%	(33)	55%	(93)	168
GenXers: 1965-1980	4%	(5)	4%	(6)	8%	(11)	38%	(55)	46%	(66)	143
Baby Boomers: 1946-1964	—	(0)	5%	(7)	2%	(2)	40%	(48)	53%	(65)	122
PID: Dem (no lean)	5%	(17)	8%	(27)	8%	(27)	32%	(117)	48%	(174)	363
PID: Ind (no lean)	3%	(5)	7%	(12)	6%	(10)	38%	(61)	46%	(75)	164
PID/Gender: Dem Men	6%	(9)	9%	(14)	7%	(11)	41%	(59)	36%	(53)	146
PID/Gender: Dem Women	3%	(7)	6%	(13)	8%	(17)	27%	(58)	56%	(121)	216
PID/Gender: Ind Men	4%	(3)	3%	(2)	9%	(6)	34%	(25)	51%	(38)	75
PID/Gender: Ind Women	2%	(2)	11%	(10)	4%	(4)	41%	(36)	42%	(37)	89
Ideo: Liberal (1-3)	7%	(12)	8%	(13)	6%	(10)	38%	(61)	40%	(65)	162
Ideo: Moderate (4)	4%	(8)	8%	(18)	8%	(16)	32%	(68)	48%	(103)	214
Ideo: Conservative (5-7)	4%	(3)	5%	(4)	9%	(7)	41%	(30)	41%	(30)	74
Educ: < College	4%	(16)	7%	(30)	7%	(29)	35%	(143)	47%	(195)	413
Educ: Bachelors degree	6%	(5)	8%	(7)	8%	(7)	31%	(26)	47%	(40)	85
Educ: Post-grad	5%	(2)	11%	(6)	8%	(4)	32%	(16)	44%	(22)	51
Income: Under 50k	3%	(10)	7%	(25)	7%	(25)	32%	(118)	51%	(187)	364
Income: 50k-100k	3%	(5)	9%	(13)	9%	(12)	37%	(50)	42%	(56)	136
Ethnicity: Black	4%	(23)	8%	(42)	7%	(40)	34%	(186)	47%	(258)	549
All Christian	9%	(15)	7%	(12)	5%	(9)	35%	(59)	44%	(76)	170
Agnostic/Nothing in particular	—	(0)	7%	(12)	10%	(17)	37%	(64)	47%	(82)	175
Something Else	2%	(4)	11%	(19)	6%	(10)	28%	(47)	52%	(88)	168
Evangelical	6%	(13)	9%	(18)	6%	(12)	28%	(57)	50%	(101)	201
Non-Evangelical	4%	(6)	9%	(12)	5%	(6)	36%	(49)	46%	(62)	135

Continued on next page

Table MCFI9_7: How much would you trust financial advice from the following?

Charli and Dixie D'Amelio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	4%	(23)	8%	(42)	7%	(40)	34%	(186)	47%	(258)	549
Community: Urban	6%	(14)	4%	(10)	8%	(19)	33%	(81)	49%	(120)	244
Community: Suburban	3%	(8)	10%	(22)	7%	(15)	34%	(73)	46%	(100)	218
Community: Rural	2%	(2)	12%	(10)	7%	(6)	36%	(32)	43%	(37)	87
Employ: Private Sector	7%	(11)	11%	(16)	10%	(15)	37%	(56)	35%	(52)	150
Employ: Self-Employed	2%	(1)	12%	(8)	12%	(8)	35%	(22)	39%	(25)	64
Employ: Retired	—	(0)	4%	(3)	1%	(1)	37%	(29)	58%	(45)	78
Employ: Unemployed	6%	(5)	5%	(4)	5%	(4)	24%	(19)	60%	(48)	80
Employ: Other	3%	(2)	2%	(1)	5%	(3)	37%	(24)	53%	(36)	66
Military HH: Yes	7%	(6)	3%	(3)	1%	(1)	34%	(29)	55%	(47)	86
Military HH: No	4%	(17)	8%	(39)	8%	(39)	34%	(157)	45%	(210)	462
RD/WT: Right Direction	6%	(17)	10%	(27)	3%	(7)	36%	(100)	46%	(131)	282
RD/WT: Wrong Track	2%	(6)	6%	(15)	12%	(33)	32%	(85)	48%	(127)	267
Biden Job Approve	6%	(20)	8%	(29)	6%	(23)	35%	(129)	45%	(165)	366
Biden Job Disapprove	1%	(1)	10%	(14)	12%	(16)	31%	(41)	46%	(60)	131
Biden Job Strongly Approve	7%	(12)	8%	(14)	5%	(9)	35%	(62)	45%	(80)	177
Biden Job Somewhat Approve	4%	(8)	8%	(14)	7%	(14)	35%	(67)	45%	(86)	189
Biden Job Somewhat Disapprove	—	(0)	14%	(11)	20%	(14)	28%	(21)	38%	(28)	73
Biden Job Strongly Disapprove	1%	(1)	5%	(3)	3%	(2)	35%	(20)	55%	(32)	58
Favorable of Biden	5%	(21)	7%	(29)	8%	(32)	34%	(136)	45%	(179)	396
Unfavorable of Biden	1%	(1)	11%	(13)	7%	(8)	33%	(37)	48%	(55)	114
Very Favorable of Biden	8%	(16)	10%	(20)	5%	(10)	30%	(60)	47%	(94)	201
Somewhat Favorable of Biden	3%	(5)	4%	(8)	11%	(22)	39%	(76)	43%	(84)	195
Somewhat Unfavorable of Biden	—	(0)	14%	(8)	11%	(7)	33%	(21)	42%	(26)	61
Very Unfavorable of Biden	2%	(1)	8%	(4)	2%	(1)	32%	(17)	56%	(29)	52
#1 Issue: Economy	5%	(12)	7%	(17)	10%	(23)	30%	(67)	47%	(105)	223
#1 Issue: Health Care	5%	(3)	6%	(4)	3%	(2)	24%	(16)	62%	(40)	64
#1 Issue: Medicare / Social Security	—	(0)	7%	(5)	3%	(2)	44%	(31)	45%	(32)	71
#1 Issue: Women's Issues	6%	(5)	11%	(8)	9%	(7)	31%	(24)	44%	(34)	77
2020 Vote: Joe Biden	5%	(19)	9%	(32)	7%	(25)	33%	(114)	45%	(156)	346
2020 Vote: Didn't Vote	1%	(2)	5%	(7)	8%	(12)	37%	(53)	48%	(69)	143

Continued on next page

Table MCFI9_7: How much would you trust financial advice from the following?
 Charli and Dixie D'Amelio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	4%	(23)	8%	(42)	7%	(40)	34%	(186)	47%	(258)	549
2018 House Vote: Democrat	6%	(17)	7%	(21)	7%	(20)	32%	(94)	48%	(143)	296
2016 Vote: Hillary Clinton	6%	(17)	7%	(22)	6%	(20)	30%	(90)	51%	(152)	301
2016 Vote: Didn't Vote	2%	(3)	9%	(18)	9%	(19)	44%	(89)	37%	(75)	204
Voted in 2014: Yes	7%	(20)	7%	(20)	5%	(15)	29%	(84)	53%	(155)	293
Voted in 2014: No	1%	(3)	9%	(22)	10%	(25)	40%	(102)	40%	(103)	255
4-Region: Northeast	6%	(5)	4%	(3)	10%	(8)	37%	(31)	43%	(36)	84
4-Region: Midwest	4%	(3)	5%	(4)	6%	(5)	43%	(35)	42%	(34)	81
4-Region: South	5%	(15)	10%	(32)	8%	(25)	28%	(87)	49%	(155)	314
4-Region: West	—	(0)	5%	(4)	3%	(2)	46%	(32)	45%	(32)	69
2110194	5%	(15)	7%	(18)	6%	(17)	35%	(96)	46%	(127)	274
2110195	3%	(8)	9%	(24)	8%	(23)	32%	(89)	47%	(130)	274

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

Table MCFI9_8: How much would you trust financial advice from the following?

Kim Kardashian West

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	14%	(79)	18%	(99)	12%	(65)	34%	(186)	22%	(121)	549
Gender: Male	13%	(31)	17%	(39)	15%	(35)	37%	(85)	19%	(43)	232
Gender: Female	15%	(48)	19%	(60)	10%	(30)	32%	(100)	25%	(78)	316
Age: 18-34	22%	(47)	15%	(33)	10%	(23)	26%	(58)	26%	(58)	219
Age: 35-44	18%	(18)	18%	(19)	15%	(16)	26%	(27)	23%	(24)	103
Age: 45-64	6%	(9)	21%	(34)	12%	(20)	45%	(73)	16%	(26)	162
Age: 65+	7%	(4)	19%	(12)	10%	(7)	43%	(28)	21%	(14)	65
GenZers: 1997-2012	17%	(19)	16%	(17)	9%	(10)	38%	(42)	20%	(22)	111
Millennials: 1981-1996	22%	(37)	16%	(28)	13%	(22)	18%	(30)	31%	(52)	168
GenXers: 1965-1980	10%	(14)	12%	(17)	16%	(23)	42%	(61)	19%	(27)	143
Baby Boomers: 1946-1964	7%	(8)	29%	(35)	8%	(10)	42%	(52)	15%	(18)	122
PID: Dem (no lean)	14%	(52)	19%	(70)	10%	(35)	38%	(137)	19%	(69)	363
PID: Ind (no lean)	14%	(23)	14%	(23)	12%	(20)	28%	(47)	31%	(51)	164
PID/Gender: Dem Men	13%	(19)	19%	(27)	12%	(18)	45%	(65)	12%	(17)	146
PID/Gender: Dem Women	15%	(33)	20%	(43)	8%	(17)	33%	(71)	24%	(52)	216
PID/Gender: Ind Men	14%	(10)	13%	(10)	13%	(10)	26%	(19)	34%	(26)	75
PID/Gender: Ind Women	14%	(12)	16%	(14)	12%	(10)	31%	(27)	28%	(25)	89
Ideo: Liberal (1-3)	15%	(25)	16%	(26)	12%	(20)	41%	(66)	16%	(25)	162
Ideo: Moderate (4)	14%	(29)	18%	(39)	14%	(29)	34%	(73)	20%	(43)	214
Ideo: Conservative (5-7)	17%	(13)	18%	(13)	20%	(14)	31%	(23)	14%	(10)	74
Educ: < College	15%	(64)	17%	(72)	11%	(47)	33%	(134)	23%	(96)	413
Educ: Bachelors degree	10%	(9)	20%	(17)	12%	(10)	39%	(33)	18%	(16)	85
Educ: Post-grad	13%	(7)	18%	(9)	15%	(8)	36%	(18)	18%	(9)	51
Income: Under 50k	14%	(49)	19%	(70)	12%	(43)	29%	(107)	26%	(95)	364
Income: 50k-100k	15%	(20)	14%	(19)	14%	(19)	45%	(62)	12%	(17)	136
Ethnicity: Black	14%	(79)	18%	(99)	12%	(65)	34%	(186)	22%	(121)	549
All Christian	18%	(30)	19%	(33)	15%	(25)	35%	(59)	13%	(23)	170
Agnostic/Nothing in particular	14%	(25)	13%	(23)	10%	(17)	29%	(52)	33%	(58)	175
Something Else	10%	(16)	24%	(40)	12%	(20)	33%	(55)	22%	(36)	168
Evangelical	13%	(26)	24%	(48)	15%	(31)	30%	(61)	17%	(35)	201
Non-Evangelical	14%	(19)	18%	(25)	11%	(15)	39%	(52)	18%	(24)	135

Continued on next page

Table MCFI9_8: How much would you trust financial advice from the following?
 Kim Kardashian West

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	14%	(79)	18%	(99)	12%	(65)	34%	(186)	22%	(121)	549
Community: Urban	19%	(46)	16%	(40)	11%	(26)	31%	(76)	23%	(56)	244
Community: Suburban	11%	(24)	21%	(47)	10%	(22)	37%	(80)	20%	(44)	218
Community: Rural	9%	(8)	14%	(12)	19%	(17)	34%	(30)	23%	(20)	87
Employ: Private Sector	15%	(22)	19%	(28)	11%	(16)	44%	(65)	12%	(19)	150
Employ: Self-Employed	27%	(18)	15%	(9)	12%	(7)	26%	(17)	20%	(13)	64
Employ: Retired	5%	(4)	24%	(19)	7%	(5)	42%	(33)	22%	(17)	78
Employ: Unemployed	12%	(9)	16%	(13)	16%	(12)	20%	(16)	37%	(29)	80
Employ: Other	14%	(10)	19%	(13)	10%	(7)	32%	(21)	24%	(16)	66
Military HH: Yes	14%	(12)	25%	(22)	8%	(7)	36%	(31)	17%	(14)	86
Military HH: No	14%	(67)	17%	(77)	12%	(57)	34%	(155)	23%	(106)	462
RD/WT: Right Direction	15%	(41)	21%	(60)	12%	(34)	35%	(99)	17%	(48)	282
RD/WT: Wrong Track	14%	(38)	14%	(39)	12%	(31)	32%	(87)	27%	(73)	267
Biden Job Approve	14%	(52)	21%	(78)	11%	(40)	36%	(131)	18%	(64)	366
Biden Job Disapprove	15%	(20)	14%	(18)	17%	(23)	33%	(44)	20%	(27)	131
Biden Job Strongly Approve	19%	(34)	17%	(30)	13%	(23)	37%	(65)	14%	(26)	177
Biden Job Somewhat Approve	10%	(18)	26%	(48)	9%	(18)	35%	(66)	21%	(39)	189
Biden Job Somewhat Disapprove	19%	(14)	14%	(10)	20%	(15)	32%	(23)	15%	(11)	73
Biden Job Strongly Disapprove	10%	(6)	14%	(8)	14%	(8)	35%	(21)	27%	(16)	58
Favorable of Biden	15%	(60)	20%	(81)	13%	(50)	34%	(134)	18%	(72)	396
Unfavorable of Biden	15%	(17)	15%	(17)	12%	(13)	37%	(43)	20%	(23)	114
Very Favorable of Biden	20%	(39)	23%	(46)	11%	(23)	31%	(62)	15%	(30)	201
Somewhat Favorable of Biden	10%	(20)	18%	(35)	14%	(28)	36%	(71)	21%	(41)	195
Somewhat Unfavorable of Biden	20%	(12)	17%	(10)	10%	(6)	38%	(24)	15%	(9)	61
Very Unfavorable of Biden	10%	(5)	13%	(7)	13%	(7)	37%	(19)	27%	(14)	52
#1 Issue: Economy	16%	(35)	17%	(38)	15%	(33)	33%	(74)	19%	(43)	223
#1 Issue: Health Care	12%	(8)	31%	(20)	12%	(7)	19%	(12)	27%	(17)	64
#1 Issue: Medicare / Social Security	8%	(6)	22%	(16)	10%	(7)	37%	(27)	23%	(17)	71
#1 Issue: Women's Issues	24%	(19)	12%	(9)	7%	(5)	31%	(24)	26%	(20)	77
2020 Vote: Joe Biden	14%	(50)	22%	(76)	11%	(38)	36%	(126)	16%	(56)	346
2020 Vote: Didn't Vote	15%	(22)	13%	(18)	13%	(19)	29%	(41)	31%	(44)	143

Continued on next page

Table MCFI9_8: How much would you trust financial advice from the following?

Kim Kardashian West

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	14%	(79)	18%	(99)	12%	(65)	34%	(186)	22%	(121)	549
2018 House Vote: Democrat	14%	(42)	20%	(58)	10%	(28)	37%	(110)	20%	(58)	296
2016 Vote: Hillary Clinton	14%	(42)	20%	(60)	10%	(30)	37%	(110)	20%	(60)	301
2016 Vote: Didn't Vote	13%	(27)	17%	(35)	13%	(27)	33%	(67)	23%	(47)	204
Voted in 2014: Yes	16%	(47)	17%	(51)	11%	(33)	34%	(101)	21%	(62)	293
Voted in 2014: No	13%	(32)	19%	(48)	13%	(32)	33%	(85)	23%	(59)	255
4-Region: Northeast	8%	(7)	24%	(20)	15%	(12)	27%	(23)	25%	(21)	84
4-Region: Midwest	22%	(18)	20%	(16)	7%	(6)	31%	(25)	20%	(16)	81
4-Region: South	16%	(50)	17%	(54)	12%	(39)	32%	(101)	23%	(71)	314
4-Region: West	6%	(4)	11%	(8)	12%	(8)	53%	(37)	18%	(12)	69
2110194	17%	(47)	15%	(41)	10%	(26)	34%	(94)	24%	(66)	274
2110195	12%	(32)	21%	(58)	14%	(38)	33%	(92)	20%	(54)	274

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

Table MCFI9_9: How much would you trust financial advice from the following?**Elon Musk**

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	23%	(127)	21%	(117)	9%	(47)	18%	(101)	28%	(156)	549
Gender: Male	37%	(85)	23%	(52)	8%	(18)	16%	(38)	17%	(39)	232
Gender: Female	13%	(42)	20%	(64)	9%	(29)	20%	(64)	37%	(117)	316
Age: 18-34	27%	(59)	16%	(34)	8%	(18)	15%	(34)	34%	(74)	219
Age: 35-44	29%	(30)	14%	(15)	13%	(13)	16%	(17)	27%	(28)	103
Age: 45-64	16%	(26)	29%	(48)	6%	(9)	23%	(37)	26%	(43)	162
Age: 65+	18%	(12)	31%	(20)	11%	(7)	22%	(14)	18%	(12)	65
GenZers: 1997-2012	23%	(25)	21%	(23)	9%	(10)	20%	(22)	28%	(31)	111
Millennials: 1981-1996	30%	(50)	13%	(22)	9%	(15)	12%	(20)	36%	(61)	168
GenXers: 1965-1980	17%	(25)	22%	(32)	8%	(11)	25%	(36)	27%	(39)	143
Baby Boomers: 1946-1964	21%	(26)	31%	(38)	9%	(11)	18%	(22)	20%	(25)	122
PID: Dem (no lean)	24%	(88)	23%	(84)	8%	(29)	19%	(70)	25%	(91)	363
PID: Ind (no lean)	18%	(29)	18%	(30)	6%	(10)	19%	(31)	39%	(63)	164
PID/Gender: Dem Men	37%	(54)	26%	(38)	7%	(11)	19%	(28)	10%	(15)	146
PID/Gender: Dem Women	16%	(34)	21%	(46)	9%	(19)	19%	(42)	35%	(76)	216
PID/Gender: Ind Men	34%	(25)	15%	(12)	7%	(5)	13%	(9)	31%	(24)	75
PID/Gender: Ind Women	5%	(4)	21%	(18)	6%	(5)	24%	(21)	45%	(40)	89
Ideo: Liberal (1-3)	26%	(42)	20%	(33)	11%	(18)	24%	(38)	19%	(31)	162
Ideo: Moderate (4)	22%	(47)	25%	(53)	9%	(20)	18%	(39)	26%	(56)	214
Ideo: Conservative (5-7)	25%	(19)	22%	(16)	6%	(5)	19%	(14)	28%	(21)	74
Educ: < College	24%	(99)	20%	(82)	8%	(35)	19%	(79)	29%	(119)	413
Educ: Bachelors degree	21%	(18)	25%	(21)	14%	(12)	13%	(11)	27%	(23)	85
Educ: Post-grad	21%	(11)	28%	(14)	2%	(1)	22%	(11)	28%	(14)	51
Income: Under 50k	20%	(73)	19%	(70)	9%	(34)	19%	(68)	33%	(119)	364
Income: 50k-100k	31%	(41)	25%	(33)	8%	(10)	19%	(25)	19%	(25)	136
Ethnicity: Black	23%	(127)	21%	(117)	9%	(47)	18%	(101)	28%	(156)	549
All Christian	30%	(51)	23%	(40)	7%	(12)	18%	(31)	21%	(36)	170
Agnostic/Nothing in particular	15%	(26)	21%	(37)	8%	(15)	18%	(32)	38%	(66)	175
Something Else	22%	(37)	22%	(38)	9%	(15)	19%	(32)	28%	(47)	168
Evangelical	23%	(46)	21%	(42)	9%	(19)	19%	(39)	28%	(56)	201
Non-Evangelical	31%	(42)	25%	(34)	6%	(8)	18%	(24)	20%	(26)	135

Continued on next page

Table MCFI9_9: How much would you trust financial advice from the following?

Elon Musk

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	23%	(127)	21%	(117)	9%	(47)	18%	(101)	28%	(156)	549
Community: Urban	25%	(61)	19%	(47)	7%	(17)	20%	(49)	29%	(70)	244
Community: Suburban	25%	(53)	25%	(55)	11%	(24)	17%	(36)	22%	(48)	218
Community: Rural	14%	(12)	17%	(14)	7%	(6)	19%	(16)	43%	(38)	87
Employ: Private Sector	35%	(52)	22%	(33)	9%	(14)	16%	(24)	18%	(28)	150
Employ: Self-Employed	19%	(12)	24%	(15)	11%	(7)	17%	(11)	29%	(18)	64
Employ: Retired	14%	(11)	32%	(25)	12%	(9)	21%	(17)	22%	(17)	78
Employ: Unemployed	10%	(8)	7%	(5)	12%	(10)	21%	(16)	50%	(40)	80
Employ: Other	35%	(24)	17%	(12)	—	(0)	18%	(12)	29%	(19)	66
Military HH: Yes	24%	(20)	26%	(22)	6%	(5)	17%	(15)	27%	(24)	86
Military HH: No	23%	(107)	20%	(95)	9%	(42)	19%	(87)	29%	(133)	462
RD/WT: Right Direction	27%	(77)	21%	(58)	6%	(18)	20%	(56)	26%	(73)	282
RD/WT: Wrong Track	19%	(50)	22%	(59)	11%	(30)	17%	(46)	31%	(83)	267
Biden Job Approve	22%	(81)	21%	(77)	8%	(31)	20%	(74)	28%	(103)	366
Biden Job Disapprove	30%	(39)	26%	(35)	10%	(14)	16%	(21)	17%	(23)	131
Biden Job Strongly Approve	28%	(50)	22%	(39)	6%	(10)	19%	(34)	25%	(44)	177
Biden Job Somewhat Approve	16%	(31)	20%	(39)	11%	(20)	22%	(41)	31%	(58)	189
Biden Job Somewhat Disapprove	23%	(17)	27%	(20)	17%	(13)	18%	(13)	15%	(11)	73
Biden Job Strongly Disapprove	38%	(22)	26%	(15)	2%	(1)	14%	(8)	20%	(12)	58
Favorable of Biden	23%	(90)	21%	(82)	9%	(37)	20%	(77)	28%	(110)	396
Unfavorable of Biden	32%	(36)	28%	(32)	8%	(9)	15%	(17)	17%	(20)	114
Very Favorable of Biden	28%	(55)	23%	(46)	9%	(19)	14%	(28)	26%	(52)	201
Somewhat Favorable of Biden	18%	(35)	19%	(36)	9%	(18)	25%	(49)	30%	(58)	195
Somewhat Unfavorable of Biden	22%	(14)	31%	(19)	13%	(8)	18%	(11)	16%	(10)	61
Very Unfavorable of Biden	43%	(22)	25%	(13)	2%	(1)	11%	(6)	19%	(10)	52
#1 Issue: Economy	35%	(78)	21%	(48)	7%	(15)	15%	(34)	22%	(49)	223
#1 Issue: Health Care	15%	(10)	18%	(11)	10%	(6)	8%	(5)	49%	(31)	64
#1 Issue: Medicare / Social Security	16%	(11)	23%	(17)	5%	(3)	28%	(20)	28%	(20)	71
#1 Issue: Women's Issues	11%	(8)	27%	(20)	8%	(6)	17%	(13)	39%	(30)	77
2020 Vote: Joe Biden	24%	(84)	21%	(73)	10%	(35)	19%	(67)	25%	(88)	346
2020 Vote: Didn't Vote	19%	(28)	23%	(34)	4%	(6)	20%	(28)	33%	(48)	143

Continued on next page

Table MCFI9_9: How much would you trust financial advice from the following?
 Elon Musk

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	23%	(127)	21%	(117)	9%	(47)	18%	(101)	28%	(156)	549
2018 House Vote: Democrat	20%	(58)	24%	(71)	10%	(30)	19%	(57)	27%	(80)	296
2016 Vote: Hillary Clinton	18%	(54)	25%	(75)	11%	(33)	19%	(58)	27%	(80)	301
2016 Vote: Didn't Vote	27%	(55)	17%	(36)	6%	(13)	20%	(40)	30%	(61)	204
Voted in 2014: Yes	20%	(60)	25%	(73)	9%	(27)	17%	(50)	29%	(84)	293
Voted in 2014: No	26%	(67)	17%	(44)	8%	(21)	20%	(52)	28%	(72)	255
4-Region: Northeast	31%	(26)	17%	(14)	7%	(6)	12%	(10)	34%	(28)	84
4-Region: Midwest	19%	(16)	27%	(22)	14%	(11)	13%	(10)	27%	(22)	81
4-Region: South	22%	(69)	20%	(62)	8%	(26)	21%	(65)	29%	(93)	314
4-Region: West	24%	(17)	27%	(19)	6%	(4)	24%	(17)	19%	(13)	69
2110194	28%	(76)	17%	(48)	8%	(22)	17%	(45)	30%	(83)	274
2110195	19%	(51)	25%	(69)	9%	(25)	20%	(56)	27%	(73)	274

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

Table MCFI9_10: How much would you trust financial advice from the following?

Tom Brady

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	15%	(83)	21%	(116)	10%	(57)	27%	(148)	26%	(144)	549
Gender: Male	21%	(50)	18%	(43)	11%	(26)	29%	(67)	20%	(47)	232
Gender: Female	11%	(33)	23%	(73)	10%	(31)	26%	(81)	31%	(97)	316
Age: 18-34	18%	(39)	22%	(49)	10%	(21)	22%	(49)	28%	(62)	219
Age: 35-44	23%	(24)	21%	(22)	13%	(14)	18%	(19)	24%	(25)	103
Age: 45-64	11%	(19)	16%	(27)	10%	(16)	37%	(60)	25%	(41)	162
Age: 65+	3%	(2)	29%	(19)	10%	(7)	32%	(21)	25%	(16)	65
GenZers: 1997-2012	11%	(12)	24%	(26)	15%	(16)	27%	(30)	24%	(26)	111
Millennials: 1981-1996	24%	(41)	23%	(39)	6%	(11)	17%	(28)	30%	(50)	168
GenXers: 1965-1980	14%	(20)	13%	(19)	14%	(20)	35%	(51)	23%	(33)	143
Baby Boomers: 1946-1964	8%	(9)	26%	(31)	8%	(10)	31%	(38)	28%	(34)	122
PID: Dem (no lean)	13%	(48)	22%	(81)	9%	(34)	30%	(111)	25%	(90)	363
PID: Ind (no lean)	17%	(28)	19%	(32)	10%	(16)	21%	(35)	32%	(53)	164
PID/Gender: Dem Men	20%	(29)	19%	(28)	8%	(12)	39%	(57)	14%	(20)	146
PID/Gender: Dem Women	9%	(19)	24%	(53)	10%	(21)	25%	(54)	32%	(70)	216
PID/Gender: Ind Men	22%	(17)	19%	(15)	11%	(8)	12%	(9)	36%	(27)	75
PID/Gender: Ind Women	13%	(12)	19%	(17)	9%	(8)	29%	(26)	29%	(26)	89
Ideo: Liberal (1-3)	11%	(17)	19%	(30)	15%	(24)	35%	(57)	21%	(34)	162
Ideo: Moderate (4)	17%	(36)	25%	(53)	7%	(14)	25%	(54)	27%	(57)	214
Ideo: Conservative (5-7)	27%	(20)	16%	(12)	14%	(10)	29%	(22)	13%	(10)	74
Educ: < College	16%	(66)	22%	(89)	10%	(40)	26%	(109)	26%	(109)	413
Educ: Bachelors degree	10%	(8)	19%	(16)	12%	(10)	31%	(27)	27%	(23)	85
Educ: Post-grad	16%	(8)	21%	(11)	13%	(7)	26%	(13)	24%	(12)	51
Income: Under 50k	14%	(53)	22%	(80)	10%	(38)	24%	(88)	29%	(105)	364
Income: 50k-100k	16%	(22)	20%	(28)	10%	(14)	31%	(42)	23%	(31)	136
Ethnicity: Black	15%	(83)	21%	(116)	10%	(57)	27%	(148)	26%	(144)	549
All Christian	21%	(35)	24%	(41)	10%	(17)	28%	(47)	18%	(30)	170
Agnostic/Nothing in particular	12%	(22)	15%	(26)	11%	(19)	27%	(47)	35%	(61)	175
Something Else	13%	(21)	23%	(39)	11%	(19)	24%	(41)	29%	(48)	168
Evangelical	16%	(32)	25%	(51)	10%	(21)	24%	(47)	25%	(50)	201
Non-Evangelical	18%	(24)	21%	(29)	11%	(15)	30%	(41)	20%	(27)	135

Continued on next page

Table MCFI9_10: How much would you trust financial advice from the following?
 Tom Brady

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	15%	(83)	21%	(116)	10%	(57)	27%	(148)	26%	(144)	549
Community: Urban	13%	(31)	24%	(58)	10%	(24)	28%	(68)	26%	(63)	244
Community: Suburban	12%	(27)	21%	(46)	11%	(23)	28%	(61)	28%	(60)	218
Community: Rural	28%	(24)	14%	(12)	11%	(9)	23%	(20)	24%	(21)	87
Employ: Private Sector	17%	(26)	20%	(31)	11%	(17)	33%	(49)	18%	(27)	150
Employ: Self-Employed	23%	(15)	20%	(13)	13%	(8)	20%	(13)	23%	(15)	64
Employ: Retired	6%	(5)	22%	(17)	6%	(5)	36%	(28)	30%	(23)	78
Employ: Unemployed	13%	(10)	12%	(10)	13%	(11)	22%	(17)	40%	(32)	80
Employ: Other	17%	(11)	24%	(16)	4%	(2)	21%	(14)	34%	(23)	66
Military HH: Yes	14%	(12)	28%	(24)	8%	(7)	34%	(29)	16%	(14)	86
Military HH: No	15%	(71)	20%	(92)	11%	(50)	26%	(119)	28%	(130)	462
RD/WT: Right Direction	15%	(42)	25%	(69)	7%	(20)	31%	(86)	23%	(64)	282
RD/WT: Wrong Track	15%	(41)	17%	(47)	14%	(37)	23%	(62)	30%	(80)	267
Biden Job Approve	13%	(48)	23%	(84)	10%	(36)	30%	(111)	24%	(87)	366
Biden Job Disapprove	23%	(30)	17%	(23)	14%	(18)	21%	(27)	26%	(34)	131
Biden Job Strongly Approve	17%	(31)	14%	(25)	8%	(14)	36%	(64)	24%	(43)	177
Biden Job Somewhat Approve	9%	(17)	31%	(59)	12%	(22)	25%	(46)	23%	(44)	189
Biden Job Somewhat Disapprove	17%	(12)	22%	(16)	19%	(14)	18%	(14)	24%	(18)	73
Biden Job Strongly Disapprove	31%	(18)	11%	(7)	7%	(4)	24%	(14)	27%	(16)	58
Favorable of Biden	13%	(51)	24%	(96)	11%	(43)	29%	(116)	23%	(91)	396
Unfavorable of Biden	27%	(31)	16%	(18)	12%	(13)	21%	(24)	25%	(28)	114
Very Favorable of Biden	18%	(35)	19%	(39)	10%	(20)	29%	(58)	24%	(49)	201
Somewhat Favorable of Biden	8%	(15)	29%	(57)	12%	(23)	30%	(58)	22%	(42)	195
Somewhat Unfavorable of Biden	20%	(13)	18%	(11)	15%	(9)	22%	(14)	24%	(15)	61
Very Unfavorable of Biden	35%	(18)	13%	(7)	8%	(4)	20%	(10)	25%	(13)	52
#1 Issue: Economy	21%	(46)	19%	(42)	10%	(22)	26%	(59)	24%	(53)	223
#1 Issue: Health Care	18%	(11)	17%	(11)	12%	(8)	15%	(9)	38%	(24)	64
#1 Issue: Medicare / Social Security	4%	(3)	27%	(20)	2%	(1)	40%	(29)	27%	(19)	71
#1 Issue: Women's Issues	18%	(14)	17%	(13)	8%	(6)	25%	(19)	33%	(25)	77
2020 Vote: Joe Biden	15%	(51)	23%	(81)	10%	(35)	29%	(100)	23%	(79)	346
2020 Vote: Didn't Vote	10%	(14)	19%	(28)	11%	(16)	26%	(37)	33%	(48)	143

Continued on next page

Table MCFI9_10: How much would you trust financial advice from the following?

Tom Brady

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	15%	(83)	21%	(116)	10%	(57)	27%	(148)	26%	(144)	549
2018 House Vote: Democrat	15%	(45)	21%	(61)	9%	(28)	27%	(80)	28%	(82)	296
2016 Vote: Hillary Clinton	13%	(40)	21%	(62)	10%	(31)	28%	(83)	28%	(84)	301
2016 Vote: Didn't Vote	14%	(28)	22%	(45)	11%	(23)	30%	(61)	23%	(47)	204
Voted in 2014: Yes	18%	(53)	21%	(62)	10%	(28)	26%	(77)	25%	(73)	293
Voted in 2014: No	12%	(30)	21%	(54)	11%	(29)	28%	(71)	28%	(71)	255
4-Region: Northeast	12%	(10)	19%	(16)	11%	(9)	26%	(22)	32%	(27)	84
4-Region: Midwest	18%	(14)	18%	(14)	14%	(12)	24%	(19)	27%	(22)	81
4-Region: South	16%	(51)	22%	(70)	10%	(32)	24%	(77)	27%	(84)	314
4-Region: West	11%	(7)	23%	(16)	6%	(4)	44%	(30)	16%	(11)	69
2110194	16%	(44)	22%	(61)	10%	(29)	26%	(72)	25%	(68)	274
2110195	14%	(39)	20%	(55)	10%	(28)	28%	(76)	28%	(76)	274

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

Table MCFI9_11: How much would you trust financial advice from the following?
 Gisele Bündchen

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	6%	(32)	11%	(61)	8%	(42)	27%	(147)	49%	(266)	549
Gender: Male	6%	(15)	12%	(29)	9%	(21)	33%	(77)	39%	(90)	232
Gender: Female	5%	(17)	10%	(33)	7%	(21)	22%	(70)	56%	(176)	316
Age: 18-34	8%	(18)	11%	(24)	5%	(11)	20%	(43)	56%	(123)	219
Age: 35-44	12%	(12)	13%	(14)	12%	(12)	20%	(21)	43%	(44)	103
Age: 45-64	1%	(2)	13%	(21)	9%	(14)	40%	(65)	37%	(61)	162
Age: 65+	—	(0)	5%	(3)	7%	(4)	29%	(19)	59%	(38)	65
GenZers: 1997-2012	6%	(7)	11%	(12)	6%	(6)	24%	(26)	53%	(59)	111
Millennials: 1981-1996	10%	(16)	14%	(23)	7%	(12)	15%	(25)	55%	(92)	168
GenXers: 1965-1980	6%	(9)	11%	(16)	8%	(11)	39%	(56)	36%	(52)	143
Baby Boomers: 1946-1964	—	(0)	9%	(11)	10%	(13)	32%	(39)	49%	(60)	122
PID: Dem (no lean)	6%	(20)	13%	(47)	6%	(21)	29%	(105)	46%	(169)	363
PID: Ind (no lean)	6%	(9)	5%	(8)	10%	(16)	23%	(38)	56%	(92)	164
PID/Gender: Dem Men	8%	(11)	16%	(23)	3%	(5)	38%	(56)	35%	(52)	146
PID/Gender: Dem Women	4%	(9)	11%	(24)	8%	(17)	23%	(49)	54%	(117)	216
PID/Gender: Ind Men	3%	(2)	6%	(4)	16%	(12)	26%	(19)	51%	(38)	75
PID/Gender: Ind Women	8%	(7)	5%	(4)	4%	(4)	21%	(19)	61%	(54)	89
Ideo: Liberal (1-3)	10%	(16)	11%	(18)	4%	(7)	36%	(58)	39%	(63)	162
Ideo: Moderate (4)	5%	(12)	11%	(25)	13%	(28)	24%	(50)	47%	(100)	214
Ideo: Conservative (5-7)	5%	(4)	16%	(12)	8%	(6)	34%	(25)	37%	(27)	74
Educ: < College	6%	(24)	10%	(42)	7%	(30)	25%	(104)	51%	(212)	413
Educ: Bachelors degree	7%	(6)	13%	(11)	11%	(9)	33%	(28)	37%	(31)	85
Educ: Post-grad	5%	(2)	16%	(8)	5%	(3)	29%	(15)	45%	(23)	51
Income: Under 50k	5%	(19)	8%	(31)	8%	(27)	25%	(90)	54%	(197)	364
Income: 50k-100k	3%	(4)	16%	(22)	10%	(14)	33%	(44)	38%	(52)	136
Ethnicity: Black	6%	(32)	11%	(61)	8%	(42)	27%	(147)	49%	(266)	549
All Christian	9%	(15)	13%	(23)	4%	(7)	30%	(51)	44%	(74)	170
Agnostic/Nothing in particular	4%	(6)	5%	(8)	8%	(14)	28%	(49)	56%	(98)	175
Something Else	4%	(6)	16%	(27)	11%	(18)	21%	(36)	48%	(80)	168
Evangelical	6%	(12)	16%	(31)	10%	(20)	22%	(44)	47%	(94)	201
Non-Evangelical	7%	(9)	14%	(19)	4%	(5)	32%	(43)	43%	(58)	135

Continued on next page

Table MCFI9_11: How much would you trust financial advice from the following?

Gisele Bündchen

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	6%	(32)	11%	(61)	8%	(42)	27%	(147)	49%	(266)	549
Community: Urban	7%	(18)	8%	(20)	7%	(18)	28%	(68)	49%	(120)	244
Community: Suburban	3%	(7)	13%	(29)	7%	(16)	27%	(59)	49%	(107)	218
Community: Rural	8%	(7)	14%	(12)	10%	(9)	22%	(19)	45%	(39)	87
Employ: Private Sector	8%	(12)	17%	(25)	7%	(11)	36%	(54)	31%	(47)	150
Employ: Self-Employed	7%	(5)	14%	(9)	9%	(6)	27%	(17)	44%	(28)	64
Employ: Retired	—	(0)	7%	(5)	7%	(5)	33%	(26)	54%	(42)	78
Employ: Unemployed	5%	(4)	9%	(7)	5%	(4)	26%	(21)	55%	(43)	80
Employ: Other	5%	(3)	4%	(3)	15%	(10)	15%	(10)	62%	(41)	66
Military HH: Yes	4%	(3)	14%	(12)	9%	(7)	29%	(25)	44%	(38)	86
Military HH: No	6%	(29)	11%	(49)	7%	(35)	26%	(122)	49%	(228)	462
RD/WT: Right Direction	8%	(21)	12%	(35)	4%	(12)	31%	(87)	45%	(127)	282
RD/WT: Wrong Track	4%	(11)	10%	(26)	11%	(30)	22%	(60)	52%	(139)	267
Biden Job Approve	7%	(24)	12%	(43)	7%	(26)	29%	(105)	46%	(168)	366
Biden Job Disapprove	5%	(6)	14%	(18)	12%	(16)	26%	(35)	43%	(57)	131
Biden Job Strongly Approve	10%	(17)	11%	(20)	3%	(5)	34%	(61)	42%	(75)	177
Biden Job Somewhat Approve	4%	(7)	12%	(23)	11%	(21)	23%	(44)	50%	(94)	189
Biden Job Somewhat Disapprove	7%	(5)	17%	(12)	17%	(12)	22%	(16)	37%	(27)	73
Biden Job Strongly Disapprove	1%	(1)	11%	(6)	6%	(4)	32%	(18)	50%	(29)	58
Favorable of Biden	6%	(25)	11%	(45)	8%	(33)	27%	(107)	47%	(186)	396
Unfavorable of Biden	6%	(7)	12%	(14)	8%	(9)	28%	(31)	46%	(53)	114
Very Favorable of Biden	9%	(19)	14%	(28)	4%	(9)	29%	(57)	43%	(87)	201
Somewhat Favorable of Biden	3%	(6)	9%	(17)	12%	(24)	25%	(50)	51%	(99)	195
Somewhat Unfavorable of Biden	9%	(5)	10%	(6)	9%	(5)	28%	(17)	44%	(27)	61
Very Unfavorable of Biden	3%	(2)	14%	(7)	7%	(4)	27%	(14)	49%	(26)	52
#1 Issue: Economy	7%	(15)	11%	(24)	9%	(19)	30%	(67)	44%	(97)	223
#1 Issue: Health Care	7%	(4)	12%	(8)	6%	(4)	13%	(8)	62%	(40)	64
#1 Issue: Medicare / Social Security	2%	(1)	5%	(3)	14%	(10)	32%	(23)	47%	(34)	71
#1 Issue: Women's Issues	11%	(8)	15%	(11)	4%	(3)	14%	(11)	56%	(43)	77
2020 Vote: Joe Biden	7%	(25)	13%	(46)	9%	(30)	28%	(95)	43%	(150)	346
2020 Vote: Didn't Vote	5%	(7)	6%	(9)	5%	(7)	25%	(36)	59%	(84)	143

Continued on next page

Table MCFI9_11: How much would you trust financial advice from the following?
 Gisele Bündchen

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	6%	(32)	11%	(61)	8%	(42)	27%	(147)	49%	(266)	549
2018 House Vote: Democrat	7%	(19)	15%	(45)	5%	(16)	27%	(81)	46%	(135)	296
2016 Vote: Hillary Clinton	6%	(17)	15%	(44)	6%	(17)	26%	(78)	48%	(145)	301
2016 Vote: Didn't Vote	6%	(12)	7%	(14)	10%	(21)	31%	(64)	46%	(94)	204
Voted in 2014: Yes	7%	(20)	15%	(43)	6%	(17)	25%	(73)	48%	(140)	293
Voted in 2014: No	5%	(12)	7%	(18)	10%	(25)	29%	(74)	49%	(126)	255
4-Region: Northeast	8%	(7)	7%	(6)	14%	(12)	25%	(21)	46%	(38)	84
4-Region: Midwest	8%	(7)	13%	(11)	6%	(5)	28%	(23)	45%	(36)	81
4-Region: South	6%	(18)	11%	(36)	7%	(21)	25%	(78)	52%	(162)	314
4-Region: West	—	(0)	14%	(9)	7%	(5)	37%	(26)	42%	(29)	69
2110194	7%	(19)	8%	(22)	9%	(24)	27%	(74)	50%	(136)	274
2110195	5%	(13)	14%	(39)	7%	(18)	27%	(73)	48%	(130)	274

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

Table MCFI9_12: How much would you trust financial advice from the following?

Ashton Kutcher

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(61)	20%	(107)	14%	(77)	26%	(140)	30%	(162)	549
Gender: Male	13%	(29)	14%	(32)	17%	(38)	30%	(70)	27%	(62)	232
Gender: Female	10%	(32)	24%	(75)	12%	(39)	22%	(70)	32%	(100)	316
Age: 18-34	14%	(30)	21%	(45)	12%	(27)	21%	(45)	33%	(72)	219
Age: 35-44	20%	(20)	22%	(23)	13%	(13)	15%	(16)	30%	(31)	103
Age: 45-64	5%	(9)	15%	(24)	19%	(30)	37%	(60)	24%	(39)	162
Age: 65+	4%	(2)	24%	(16)	11%	(7)	29%	(19)	32%	(21)	65
GenZers: 1997-2012	11%	(13)	17%	(19)	16%	(17)	29%	(33)	27%	(29)	111
Millennials: 1981-1996	17%	(29)	23%	(39)	10%	(16)	12%	(21)	37%	(63)	168
GenXers: 1965-1980	9%	(13)	15%	(22)	20%	(28)	33%	(48)	23%	(32)	143
Baby Boomers: 1946-1964	6%	(7)	21%	(26)	12%	(14)	31%	(38)	30%	(37)	122
PID: Dem (no lean)	11%	(40)	24%	(86)	11%	(39)	28%	(101)	27%	(97)	363
PID: Ind (no lean)	10%	(17)	11%	(18)	20%	(33)	21%	(34)	37%	(61)	164
PID/Gender: Dem Men	15%	(22)	17%	(26)	12%	(18)	34%	(50)	21%	(31)	146
PID/Gender: Dem Women	8%	(18)	28%	(61)	10%	(21)	23%	(50)	31%	(66)	216
PID/Gender: Ind Men	9%	(7)	5%	(4)	21%	(16)	26%	(19)	39%	(29)	75
PID/Gender: Ind Women	11%	(10)	16%	(14)	20%	(18)	17%	(15)	36%	(32)	89
Ideo: Liberal (1-3)	9%	(14)	21%	(34)	17%	(27)	37%	(60)	17%	(27)	162
Ideo: Moderate (4)	11%	(23)	22%	(46)	15%	(32)	23%	(49)	30%	(63)	214
Ideo: Conservative (5-7)	23%	(17)	10%	(8)	20%	(15)	20%	(15)	26%	(19)	74
Educ: < College	11%	(45)	20%	(83)	14%	(57)	25%	(102)	30%	(125)	413
Educ: Bachelors degree	15%	(13)	17%	(14)	15%	(13)	29%	(25)	23%	(20)	85
Educ: Post-grad	6%	(3)	21%	(11)	14%	(7)	25%	(13)	34%	(17)	51
Income: Under 50k	10%	(35)	19%	(70)	15%	(54)	23%	(83)	34%	(122)	364
Income: 50k-100k	12%	(17)	20%	(27)	14%	(19)	30%	(41)	23%	(32)	136
Ethnicity: Black	11%	(61)	20%	(107)	14%	(77)	26%	(140)	30%	(162)	549
All Christian	15%	(25)	21%	(36)	13%	(22)	27%	(46)	24%	(41)	170
Agnostic/Nothing in particular	8%	(14)	16%	(29)	14%	(25)	25%	(44)	36%	(64)	175
Something Else	10%	(17)	21%	(35)	17%	(29)	21%	(36)	31%	(51)	168
Evangelical	11%	(22)	23%	(46)	20%	(40)	20%	(40)	27%	(54)	201
Non-Evangelical	14%	(20)	19%	(26)	9%	(11)	31%	(42)	27%	(36)	135

Continued on next page

Table MCFI9_12: How much would you trust financial advice from the following?
 Ashton Kutcher

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(61)	20%	(107)	14%	(77)	26%	(140)	30%	(162)	549
Community: Urban	12%	(30)	21%	(52)	16%	(40)	20%	(49)	30%	(74)	244
Community: Suburban	11%	(23)	19%	(41)	11%	(25)	33%	(72)	26%	(57)	218
Community: Rural	9%	(8)	16%	(14)	15%	(13)	22%	(19)	37%	(32)	87
Employ: Private Sector	15%	(22)	16%	(24)	20%	(30)	31%	(47)	18%	(26)	150
Employ: Self-Employed	24%	(15)	15%	(10)	8%	(5)	23%	(15)	30%	(19)	64
Employ: Retired	7%	(5)	23%	(18)	7%	(6)	31%	(24)	32%	(25)	78
Employ: Unemployed	6%	(5)	19%	(16)	7%	(6)	22%	(18)	45%	(36)	80
Employ: Other	3%	(2)	21%	(14)	19%	(13)	18%	(12)	39%	(26)	66
Military HH: Yes	12%	(10)	18%	(16)	20%	(17)	28%	(24)	22%	(19)	86
Military HH: No	11%	(51)	20%	(92)	13%	(61)	25%	(116)	31%	(143)	462
RD/WT: Right Direction	13%	(36)	22%	(62)	12%	(32)	29%	(81)	25%	(71)	282
RD/WT: Wrong Track	10%	(26)	17%	(46)	17%	(45)	22%	(60)	34%	(91)	267
Biden Job Approve	11%	(40)	22%	(80)	13%	(46)	28%	(104)	26%	(96)	366
Biden Job Disapprove	14%	(19)	16%	(22)	20%	(26)	21%	(28)	28%	(37)	131
Biden Job Strongly Approve	15%	(27)	18%	(31)	10%	(18)	31%	(54)	27%	(47)	177
Biden Job Somewhat Approve	7%	(13)	26%	(49)	15%	(28)	26%	(50)	26%	(49)	189
Biden Job Somewhat Disapprove	13%	(9)	21%	(16)	20%	(15)	23%	(17)	23%	(17)	73
Biden Job Strongly Disapprove	16%	(9)	10%	(6)	20%	(11)	19%	(11)	35%	(20)	58
Favorable of Biden	12%	(46)	21%	(84)	14%	(55)	26%	(104)	27%	(106)	396
Unfavorable of Biden	13%	(15)	19%	(22)	20%	(22)	22%	(25)	27%	(30)	114
Very Favorable of Biden	18%	(36)	21%	(41)	11%	(21)	25%	(50)	26%	(52)	201
Somewhat Favorable of Biden	5%	(11)	22%	(43)	17%	(34)	28%	(54)	28%	(54)	195
Somewhat Unfavorable of Biden	10%	(6)	27%	(17)	21%	(13)	23%	(14)	19%	(12)	61
Very Unfavorable of Biden	16%	(8)	9%	(5)	18%	(9)	21%	(11)	36%	(19)	52
#1 Issue: Economy	16%	(35)	17%	(37)	17%	(37)	25%	(55)	26%	(59)	223
#1 Issue: Health Care	14%	(9)	20%	(13)	14%	(9)	9%	(6)	43%	(27)	64
#1 Issue: Medicare / Social Security	1%	(1)	16%	(12)	10%	(7)	38%	(27)	35%	(25)	71
#1 Issue: Women's Issues	10%	(7)	26%	(20)	11%	(8)	21%	(16)	32%	(25)	77
2020 Vote: Joe Biden	13%	(45)	23%	(81)	13%	(46)	27%	(92)	24%	(82)	346
2020 Vote: Didn't Vote	6%	(9)	16%	(23)	15%	(21)	23%	(33)	40%	(57)	143

Continued on next page

Table MCFI9_12: How much would you trust financial advice from the following?

Ashton Kutcher

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	11%	(61)	20%	(107)	14%	(77)	26%	(140)	30%	(162)	549
2018 House Vote: Democrat	13%	(39)	24%	(71)	11%	(34)	26%	(76)	26%	(76)	296
2016 Vote: Hillary Clinton	11%	(34)	24%	(71)	13%	(39)	26%	(79)	26%	(77)	301
2016 Vote: Didn't Vote	9%	(18)	15%	(31)	16%	(33)	28%	(58)	32%	(65)	204
Voted in 2014: Yes	14%	(40)	22%	(66)	12%	(35)	24%	(70)	28%	(82)	293
Voted in 2014: No	8%	(21)	16%	(42)	17%	(42)	27%	(70)	31%	(80)	255
4-Region: Northeast	14%	(12)	15%	(13)	15%	(12)	23%	(19)	33%	(28)	84
4-Region: Midwest	16%	(13)	20%	(16)	16%	(13)	21%	(17)	26%	(21)	81
4-Region: South	10%	(32)	20%	(62)	12%	(36)	27%	(84)	32%	(101)	314
4-Region: West	7%	(5)	24%	(17)	23%	(16)	29%	(20)	18%	(12)	69
2110194	13%	(34)	19%	(51)	13%	(35)	25%	(69)	31%	(85)	274
2110195	10%	(27)	20%	(56)	16%	(43)	26%	(72)	28%	(77)	274

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

Table MCFI9_13: How much would you trust financial advice from the following?
 Mila Kunis

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	8%	(45)	14%	(77)	11%	(61)	28%	(153)	39%	(213)	549
Gender: Male	8%	(18)	15%	(36)	12%	(27)	35%	(82)	30%	(69)	232
Gender: Female	8%	(27)	13%	(41)	11%	(34)	22%	(71)	46%	(144)	316
Age: 18-34	12%	(27)	15%	(33)	9%	(20)	22%	(47)	42%	(92)	219
Age: 35-44	13%	(13)	20%	(21)	21%	(22)	15%	(16)	30%	(31)	103
Age: 45-64	2%	(3)	11%	(18)	12%	(19)	40%	(64)	36%	(59)	162
Age: 65+	4%	(2)	9%	(6)	1%	(1)	39%	(25)	47%	(30)	65
GenZers: 1997-2012	8%	(9)	17%	(19)	10%	(11)	30%	(33)	36%	(40)	111
Millennials: 1981-1996	14%	(23)	19%	(32)	11%	(18)	14%	(24)	42%	(71)	168
GenXers: 1965-1980	7%	(10)	10%	(14)	16%	(23)	33%	(47)	34%	(49)	143
Baby Boomers: 1946-1964	2%	(2)	9%	(12)	7%	(9)	39%	(47)	43%	(52)	122
PID: Dem (no lean)	9%	(32)	15%	(53)	9%	(32)	31%	(113)	36%	(132)	363
PID: Ind (no lean)	6%	(10)	13%	(21)	14%	(24)	22%	(36)	45%	(74)	164
PID/Gender: Dem Men	10%	(14)	16%	(24)	7%	(10)	43%	(63)	24%	(36)	146
PID/Gender: Dem Women	8%	(18)	14%	(30)	10%	(22)	23%	(50)	44%	(96)	216
PID/Gender: Ind Men	5%	(4)	15%	(11)	20%	(15)	24%	(18)	37%	(27)	75
PID/Gender: Ind Women	7%	(6)	11%	(10)	10%	(9)	20%	(18)	52%	(46)	89
Ideo: Liberal (1-3)	10%	(16)	14%	(23)	12%	(20)	35%	(56)	29%	(48)	162
Ideo: Moderate (4)	8%	(18)	15%	(32)	13%	(27)	26%	(56)	38%	(81)	214
Ideo: Conservative (5-7)	9%	(7)	12%	(9)	12%	(9)	33%	(24)	34%	(25)	74
Educ: < College	7%	(30)	14%	(59)	11%	(44)	28%	(116)	40%	(164)	413
Educ: Bachelors degree	12%	(10)	14%	(12)	17%	(15)	28%	(23)	29%	(25)	85
Educ: Post-grad	10%	(5)	12%	(6)	6%	(3)	26%	(13)	47%	(24)	51
Income: Under 50k	6%	(21)	14%	(51)	11%	(42)	26%	(96)	43%	(156)	364
Income: 50k-100k	10%	(13)	12%	(17)	13%	(18)	34%	(46)	31%	(42)	136
Ethnicity: Black	8%	(45)	14%	(77)	11%	(61)	28%	(153)	39%	(213)	549
All Christian	13%	(22)	15%	(25)	7%	(12)	32%	(55)	33%	(57)	170
Agnostic/Nothing in particular	4%	(7)	14%	(25)	12%	(21)	26%	(46)	44%	(77)	175
Something Else	7%	(12)	15%	(26)	15%	(25)	23%	(39)	40%	(66)	168
Evangelical	8%	(16)	16%	(33)	14%	(27)	23%	(47)	39%	(78)	201
Non-Evangelical	13%	(18)	13%	(18)	7%	(9)	35%	(47)	32%	(44)	135

Continued on next page

Table MCFI9_13: How much would you trust financial advice from the following?

Mila Kunis

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Black Adults	8%	(45)	14%	(77)	11%	(61)	28%	(153)	39% (213)	549
Community: Urban	9%	(22)	13%	(32)	14%	(35)	25%	(60)	39% (95)	244
Community: Suburban	10%	(21)	13%	(28)	9%	(19)	33%	(72)	36% (78)	218
Community: Rural	2%	(2)	19%	(17)	9%	(8)	24%	(21)	46% (40)	87
Employ: Private Sector	11%	(17)	16%	(24)	15%	(22)	33%	(50)	25% (37)	150
Employ: Self-Employed	4%	(3)	25%	(16)	15%	(10)	20%	(13)	35% (23)	64
Employ: Retired	3%	(2)	11%	(8)	—	(0)	43%	(34)	43% (34)	78
Employ: Unemployed	6%	(5)	8%	(7)	11%	(9)	23%	(18)	52% (41)	80
Employ: Other	8%	(5)	14%	(9)	17%	(11)	19%	(13)	43% (28)	66
Military HH: Yes	10%	(8)	17%	(15)	13%	(12)	26%	(23)	33% (29)	86
Military HH: No	8%	(37)	13%	(62)	11%	(50)	28%	(130)	40% (184)	462
RD/WT: Right Direction	10%	(29)	13%	(37)	10%	(27)	32%	(89)	35% (99)	282
RD/WT: Wrong Track	6%	(16)	15%	(40)	13%	(34)	24%	(64)	43% (113)	267
Biden Job Approve	10%	(36)	12%	(43)	11%	(40)	32%	(116)	36% (131)	366
Biden Job Disapprove	6%	(8)	24%	(31)	15%	(20)	22%	(29)	34% (44)	131
Biden Job Strongly Approve	12%	(22)	10%	(18)	6%	(10)	39%	(68)	34% (60)	177
Biden Job Somewhat Approve	7%	(14)	14%	(26)	16%	(30)	25%	(48)	38% (71)	189
Biden Job Somewhat Disapprove	4%	(3)	28%	(21)	25%	(18)	19%	(14)	24% (18)	73
Biden Job Strongly Disapprove	8%	(5)	18%	(11)	3%	(1)	26%	(15)	45% (26)	58
Favorable of Biden	10%	(39)	13%	(51)	11%	(44)	30%	(120)	36% (141)	396
Unfavorable of Biden	5%	(6)	22%	(25)	13%	(14)	21%	(24)	39% (45)	114
Very Favorable of Biden	14%	(27)	12%	(24)	10%	(19)	30%	(60)	35% (71)	201
Somewhat Favorable of Biden	6%	(12)	14%	(28)	13%	(25)	31%	(60)	36% (70)	195
Somewhat Unfavorable of Biden	3%	(2)	25%	(15)	20%	(12)	18%	(11)	34% (21)	61
Very Unfavorable of Biden	8%	(4)	18%	(9)	4%	(2)	25%	(13)	45% (24)	52
#1 Issue: Economy	9%	(20)	17%	(39)	14%	(31)	26%	(58)	34% (76)	223
#1 Issue: Health Care	13%	(8)	10%	(7)	8%	(5)	16%	(10)	52% (33)	64
#1 Issue: Medicare / Social Security	—	(0)	11%	(8)	9%	(6)	42%	(30)	38% (27)	71
#1 Issue: Women's Issues	8%	(6)	21%	(17)	7%	(6)	18%	(14)	45% (34)	77
2020 Vote: Joe Biden	10%	(33)	15%	(52)	13%	(46)	29%	(99)	33% (115)	346
2020 Vote: Didn't Vote	5%	(7)	14%	(20)	6%	(8)	28%	(40)	47% (67)	143

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Table MCFI9_13: *How much would you trust financial advice from the following?*
 Mila Kunis

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	8%	(45)	14%	(77)	11%	(61)	28%	(153)	39%	(213)	549
2018 House Vote: Democrat	10%	(29)	16%	(46)	12%	(35)	27%	(81)	35%	(104)	296
2016 Vote: Hillary Clinton	9%	(28)	17%	(50)	12%	(36)	27%	(80)	35%	(106)	301
2016 Vote: Didn't Vote	6%	(12)	10%	(21)	11%	(22)	34%	(69)	39%	(80)	204
Voted in 2014: Yes	10%	(28)	16%	(46)	10%	(30)	25%	(73)	39%	(116)	293
Voted in 2014: No	7%	(17)	12%	(31)	12%	(31)	31%	(80)	38%	(97)	255
4-Region: Northeast	9%	(8)	11%	(9)	20%	(17)	24%	(20)	36%	(30)	84
4-Region: Midwest	11%	(9)	12%	(10)	11%	(9)	29%	(23)	37%	(30)	81
4-Region: South	8%	(25)	14%	(46)	11%	(34)	26%	(81)	41%	(129)	314
4-Region: West	5%	(3)	17%	(12)	3%	(2)	41%	(28)	34%	(24)	69
2110194	10%	(27)	12%	(33)	12%	(34)	28%	(76)	38%	(105)	274
2110195	7%	(19)	16%	(44)	10%	(27)	28%	(77)	39%	(107)	274

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

Table MCFI9_14: How much would you trust financial advice from the following?

Gwyneth Paltrow

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	9%	(52)	15%	(82)	11%	(58)	29%	(157)	36%	(199)	549
Gender: Male	9%	(21)	14%	(33)	11%	(25)	32%	(75)	34%	(78)	232
Gender: Female	10%	(31)	16%	(50)	10%	(33)	26%	(82)	38%	(121)	316
Age: 18-34	13%	(29)	13%	(27)	9%	(20)	23%	(50)	42%	(92)	219
Age: 35-44	11%	(11)	26%	(27)	18%	(18)	17%	(17)	28%	(29)	103
Age: 45-64	6%	(9)	12%	(19)	10%	(16)	39%	(64)	33%	(54)	162
Age: 65+	3%	(2)	15%	(9)	5%	(3)	40%	(26)	37%	(24)	65
GenZers: 1997-2012	12%	(14)	13%	(14)	9%	(10)	27%	(30)	38%	(43)	111
Millennials: 1981-1996	13%	(22)	17%	(29)	11%	(19)	17%	(29)	41%	(69)	168
GenXers: 1965-1980	5%	(7)	16%	(22)	16%	(23)	34%	(49)	29%	(42)	143
Baby Boomers: 1946-1964	7%	(9)	13%	(16)	5%	(6)	40%	(49)	36%	(44)	122
PID: Dem (no lean)	11%	(39)	15%	(56)	9%	(32)	33%	(120)	32%	(117)	363
PID: Ind (no lean)	5%	(9)	14%	(23)	13%	(21)	21%	(35)	47%	(77)	164
PID/Gender: Dem Men	12%	(17)	16%	(24)	8%	(11)	39%	(57)	26%	(38)	146
PID/Gender: Dem Women	10%	(22)	15%	(33)	9%	(21)	29%	(63)	36%	(79)	216
PID/Gender: Ind Men	4%	(3)	11%	(8)	14%	(10)	22%	(16)	50%	(37)	75
PID/Gender: Ind Women	7%	(6)	16%	(14)	12%	(10)	21%	(19)	44%	(39)	89
Ideo: Liberal (1-3)	9%	(14)	13%	(22)	13%	(21)	39%	(63)	26%	(42)	162
Ideo: Moderate (4)	8%	(18)	19%	(40)	9%	(20)	28%	(60)	35%	(76)	214
Ideo: Conservative (5-7)	14%	(10)	14%	(11)	11%	(8)	29%	(22)	31%	(23)	74
Educ: < College	10%	(43)	14%	(59)	10%	(42)	28%	(115)	37%	(154)	413
Educ: Bachelors degree	8%	(7)	19%	(16)	15%	(13)	31%	(26)	28%	(23)	85
Educ: Post-grad	5%	(3)	15%	(8)	6%	(3)	32%	(16)	42%	(21)	51
Income: Under 50k	8%	(29)	14%	(50)	10%	(38)	25%	(93)	42%	(154)	364
Income: 50k-100k	11%	(15)	15%	(21)	10%	(13)	38%	(52)	26%	(35)	136
Ethnicity: Black	9%	(52)	15%	(82)	11%	(58)	29%	(157)	36%	(199)	549
All Christian	16%	(27)	17%	(28)	7%	(11)	31%	(52)	30%	(51)	170
Agnostic/Nothing in particular	4%	(7)	12%	(21)	12%	(21)	25%	(44)	47%	(82)	175
Something Else	8%	(13)	18%	(31)	13%	(22)	27%	(46)	34%	(56)	168
Evangelical	8%	(15)	19%	(39)	14%	(28)	27%	(53)	33%	(66)	201
Non-Evangelical	18%	(25)	15%	(20)	4%	(6)	33%	(44)	29%	(40)	135

Continued on next page

Table MCFI9_14: How much would you trust financial advice from the following?
 Gwyneth Paltrow

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	9%	(52)	15%	(82)	11%	(58)	29%	(157)	36%	(199)	549
Community: Urban	11%	(26)	15%	(37)	11%	(26)	25%	(61)	38%	(93)	244
Community: Suburban	8%	(17)	15%	(32)	12%	(27)	32%	(70)	33%	(72)	218
Community: Rural	10%	(9)	15%	(13)	6%	(5)	30%	(26)	39%	(34)	87
Employ: Private Sector	10%	(16)	16%	(24)	11%	(17)	39%	(58)	24%	(36)	150
Employ: Self-Employed	4%	(2)	27%	(17)	5%	(3)	26%	(16)	39%	(25)	64
Employ: Retired	10%	(8)	11%	(9)	6%	(5)	38%	(29)	35%	(28)	78
Employ: Unemployed	6%	(5)	12%	(10)	15%	(12)	16%	(13)	52%	(41)	80
Employ: Other	1%	(1)	14%	(9)	15%	(10)	24%	(16)	46%	(30)	66
Military HH: Yes	10%	(9)	14%	(12)	8%	(7)	32%	(28)	36%	(31)	86
Military HH: No	9%	(43)	15%	(71)	11%	(51)	28%	(129)	36%	(168)	462
RD/WT: Right Direction	11%	(30)	18%	(51)	8%	(22)	31%	(88)	32%	(91)	282
RD/WT: Wrong Track	8%	(22)	12%	(32)	13%	(35)	26%	(69)	41%	(108)	267
Biden Job Approve	11%	(41)	17%	(62)	8%	(30)	32%	(118)	32%	(116)	366
Biden Job Disapprove	7%	(10)	14%	(19)	19%	(25)	24%	(32)	35%	(47)	131
Biden Job Strongly Approve	15%	(26)	12%	(21)	7%	(12)	36%	(64)	30%	(54)	177
Biden Job Somewhat Approve	8%	(15)	22%	(41)	9%	(18)	28%	(53)	33%	(62)	189
Biden Job Somewhat Disapprove	6%	(4)	19%	(14)	28%	(20)	23%	(17)	25%	(18)	73
Biden Job Strongly Disapprove	9%	(5)	8%	(5)	8%	(4)	26%	(15)	49%	(28)	58
Favorable of Biden	11%	(43)	16%	(63)	10%	(38)	31%	(121)	33%	(131)	396
Unfavorable of Biden	6%	(7)	16%	(18)	17%	(19)	25%	(28)	36%	(41)	114
Very Favorable of Biden	16%	(32)	16%	(33)	9%	(18)	31%	(61)	28%	(57)	201
Somewhat Favorable of Biden	6%	(11)	16%	(31)	10%	(20)	31%	(60)	38%	(74)	195
Somewhat Unfavorable of Biden	3%	(2)	24%	(15)	24%	(15)	22%	(13)	28%	(17)	61
Very Unfavorable of Biden	10%	(5)	7%	(4)	9%	(4)	29%	(15)	45%	(24)	52
#1 Issue: Economy	11%	(25)	14%	(32)	13%	(28)	29%	(66)	32%	(72)	223
#1 Issue: Health Care	6%	(4)	22%	(14)	4%	(3)	15%	(9)	53%	(34)	64
#1 Issue: Medicare / Social Security	6%	(4)	9%	(6)	3%	(2)	35%	(25)	47%	(33)	71
#1 Issue: Women's Issues	12%	(9)	15%	(12)	11%	(9)	25%	(19)	37%	(28)	77
2020 Vote: Joe Biden	11%	(39)	17%	(59)	9%	(32)	32%	(111)	31%	(106)	346
2020 Vote: Didn't Vote	7%	(10)	11%	(15)	13%	(18)	25%	(36)	44%	(64)	143

Continued on next page

Table MCFI9_14: How much would you trust financial advice from the following?

Gwyneth Paltrow

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	9%	(52)	15%	(82)	11%	(58)	29%	(157)	36%	(199)	549
2018 House Vote: Democrat	10%	(30)	18%	(52)	8%	(25)	32%	(96)	31%	(92)	296
2016 Vote: Hillary Clinton	11%	(34)	17%	(50)	10%	(30)	32%	(95)	30%	(91)	301
2016 Vote: Didn't Vote	7%	(14)	12%	(25)	11%	(23)	29%	(58)	41%	(84)	204
Voted in 2014: Yes	11%	(32)	19%	(56)	9%	(26)	29%	(86)	32%	(94)	293
Voted in 2014: No	8%	(20)	10%	(27)	12%	(32)	28%	(71)	41%	(105)	255
4-Region: Northeast	7%	(6)	16%	(14)	9%	(7)	28%	(23)	40%	(33)	84
4-Region: Midwest	17%	(14)	16%	(13)	7%	(6)	31%	(25)	29%	(23)	81
4-Region: South	10%	(32)	15%	(46)	12%	(37)	26%	(81)	37%	(117)	314
4-Region: West	—	(0)	14%	(9)	10%	(7)	40%	(27)	37%	(25)	69
2110194	7%	(20)	16%	(43)	10%	(27)	28%	(76)	40%	(108)	274
2110195	12%	(32)	14%	(39)	11%	(31)	30%	(82)	33%	(91)	274

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

Table MCFI9_15: How much would you trust financial advice from the following?
 Spike Lee

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	19%	(106)	23%	(128)	12%	(65)	22%	(120)	23%	(129)	549
Gender: Male	21%	(48)	21%	(48)	13%	(29)	27%	(63)	19%	(44)	232
Gender: Female	18%	(58)	25%	(80)	11%	(36)	18%	(58)	27%	(85)	316
Age: 18-34	23%	(50)	21%	(47)	10%	(23)	15%	(33)	30%	(66)	219
Age: 35-44	27%	(28)	22%	(22)	17%	(17)	17%	(17)	17%	(18)	103
Age: 45-64	14%	(22)	25%	(41)	10%	(17)	31%	(50)	20%	(32)	162
Age: 65+	10%	(6)	28%	(18)	13%	(8)	31%	(20)	19%	(12)	65
GenZers: 1997-2012	17%	(19)	19%	(21)	15%	(16)	24%	(26)	26%	(28)	111
Millennials: 1981-1996	27%	(46)	23%	(38)	11%	(19)	9%	(15)	29%	(50)	168
GenXers: 1965-1980	17%	(24)	25%	(35)	12%	(17)	31%	(44)	15%	(22)	143
Baby Boomers: 1946-1964	14%	(18)	25%	(31)	10%	(12)	27%	(33)	23%	(28)	122
PID: Dem (no lean)	20%	(73)	28%	(100)	10%	(35)	24%	(87)	18%	(67)	363
PID: Ind (no lean)	18%	(29)	14%	(23)	15%	(25)	17%	(29)	36%	(58)	164
PID/Gender: Dem Men	22%	(33)	26%	(37)	8%	(12)	33%	(49)	11%	(15)	146
PID/Gender: Dem Women	18%	(40)	29%	(63)	11%	(23)	18%	(38)	24%	(52)	216
PID/Gender: Ind Men	18%	(13)	11%	(9)	18%	(14)	16%	(12)	37%	(28)	75
PID/Gender: Ind Women	18%	(16)	16%	(14)	12%	(11)	19%	(17)	34%	(31)	89
Ideo: Liberal (1-3)	17%	(28)	24%	(39)	16%	(25)	29%	(47)	15%	(24)	162
Ideo: Moderate (4)	20%	(44)	26%	(55)	9%	(19)	21%	(46)	24%	(50)	214
Ideo: Conservative (5-7)	20%	(15)	16%	(12)	15%	(11)	29%	(21)	19%	(14)	74
Educ: < College	21%	(87)	23%	(96)	11%	(47)	21%	(86)	23%	(97)	413
Educ: Bachelors degree	10%	(9)	28%	(24)	16%	(14)	25%	(22)	20%	(17)	85
Educ: Post-grad	21%	(10)	16%	(8)	9%	(5)	25%	(13)	29%	(15)	51
Income: Under 50k	18%	(67)	25%	(93)	12%	(43)	17%	(61)	28%	(101)	364
Income: 50k-100k	19%	(26)	22%	(30)	10%	(14)	34%	(46)	14%	(20)	136
Ethnicity: Black	19%	(106)	23%	(128)	12%	(65)	22%	(120)	23%	(129)	549
All Christian	21%	(36)	25%	(43)	12%	(21)	24%	(40)	18%	(30)	170
Agnostic/Nothing in particular	19%	(34)	18%	(31)	13%	(23)	20%	(35)	30%	(53)	175
Something Else	19%	(32)	29%	(48)	10%	(17)	18%	(30)	25%	(41)	168
Evangelical	17%	(35)	30%	(60)	14%	(29)	18%	(37)	20%	(40)	201
Non-Evangelical	24%	(32)	23%	(31)	7%	(9)	24%	(33)	23%	(30)	135

Continued on next page

Table MCFI9_15: How much would you trust financial advice from the following?

Spike Lee

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N	
Black Adults	19%	(106)	23%	(128)	12%	(65)	22%	(120)	23%	(129)	549
Community: Urban	24%	(59)	26%	(62)	9%	(21)	16%	(40)	26%	(63)	244
Community: Suburban	15%	(33)	22%	(47)	14%	(30)	30%	(64)	20%	(43)	218
Community: Rural	17%	(14)	22%	(19)	17%	(14)	19%	(17)	26%	(22)	87
Employ: Private Sector	23%	(34)	19%	(29)	13%	(20)	32%	(48)	13%	(19)	150
Employ: Self-Employed	26%	(17)	14%	(9)	17%	(11)	19%	(12)	24%	(15)	64
Employ: Retired	13%	(10)	27%	(21)	6%	(5)	32%	(25)	22%	(17)	78
Employ: Unemployed	11%	(9)	24%	(19)	15%	(12)	13%	(11)	37%	(29)	80
Employ: Other	20%	(13)	29%	(19)	9%	(6)	11%	(7)	32%	(21)	66
Military HH: Yes	20%	(17)	14%	(12)	14%	(12)	26%	(23)	26%	(22)	86
Military HH: No	19%	(89)	25%	(116)	12%	(53)	21%	(98)	23%	(106)	462
RD/WT: Right Direction	21%	(60)	25%	(69)	9%	(25)	24%	(67)	21%	(59)	282
RD/WT: Wrong Track	17%	(46)	22%	(59)	15%	(40)	20%	(53)	26%	(69)	267
Biden Job Approve	19%	(71)	27%	(98)	11%	(39)	23%	(85)	20%	(73)	366
Biden Job Disapprove	21%	(27)	20%	(26)	18%	(23)	22%	(29)	20%	(26)	131
Biden Job Strongly Approve	25%	(45)	21%	(36)	11%	(19)	25%	(44)	18%	(33)	177
Biden Job Somewhat Approve	14%	(26)	33%	(62)	11%	(20)	22%	(41)	21%	(40)	189
Biden Job Somewhat Disapprove	22%	(16)	25%	(18)	25%	(18)	14%	(11)	14%	(11)	73
Biden Job Strongly Disapprove	20%	(11)	13%	(7)	9%	(5)	31%	(18)	27%	(16)	58
Favorable of Biden	20%	(79)	27%	(105)	13%	(50)	22%	(86)	19%	(76)	396
Unfavorable of Biden	24%	(27)	19%	(21)	11%	(12)	24%	(27)	23%	(26)	114
Very Favorable of Biden	25%	(51)	23%	(46)	10%	(20)	23%	(46)	19%	(38)	201
Somewhat Favorable of Biden	14%	(28)	30%	(59)	16%	(31)	20%	(39)	20%	(38)	195
Somewhat Unfavorable of Biden	28%	(17)	23%	(14)	10%	(6)	20%	(12)	20%	(12)	61
Very Unfavorable of Biden	18%	(10)	14%	(7)	12%	(6)	28%	(15)	27%	(14)	52
#1 Issue: Economy	23%	(52)	21%	(47)	12%	(26)	25%	(55)	20%	(44)	223
#1 Issue: Health Care	20%	(13)	32%	(20)	11%	(7)	9%	(6)	28%	(18)	64
#1 Issue: Medicare / Social Security	13%	(9)	24%	(17)	8%	(6)	29%	(21)	26%	(19)	71
#1 Issue: Women's Issues	21%	(16)	20%	(15)	18%	(14)	9%	(7)	33%	(25)	77
2020 Vote: Joe Biden	21%	(74)	25%	(85)	11%	(39)	24%	(82)	19%	(66)	346
2020 Vote: Didn't Vote	14%	(19)	24%	(35)	13%	(19)	19%	(27)	30%	(43)	143

Continued on next page

Table MCFI9_15: *How much would you trust financial advice from the following?*
 Spike Lee

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Black Adults	19%	(106)	23%	(128)	12%	(65)	22%	(120)	23%	(129)	549
2018 House Vote: Democrat	21%	(63)	27%	(80)	10%	(30)	23%	(68)	19%	(55)	296
2016 Vote: Hillary Clinton	22%	(65)	28%	(84)	11%	(33)	23%	(69)	17%	(50)	301
2016 Vote: Didn't Vote	15%	(32)	18%	(37)	13%	(27)	22%	(45)	31%	(64)	204
Voted in 2014: Yes	21%	(63)	25%	(73)	11%	(33)	23%	(67)	20%	(58)	293
Voted in 2014: No	17%	(43)	22%	(56)	13%	(32)	21%	(54)	28%	(71)	255
4-Region: Northeast	16%	(14)	23%	(19)	9%	(7)	21%	(18)	31%	(26)	84
4-Region: Midwest	26%	(21)	20%	(16)	18%	(15)	14%	(11)	22%	(18)	81
4-Region: South	22%	(69)	22%	(70)	10%	(33)	21%	(67)	24%	(76)	314
4-Region: West	4%	(3)	32%	(22)	15%	(11)	35%	(25)	12%	(9)	69
2110194	19%	(51)	20%	(56)	12%	(33)	23%	(63)	26%	(70)	274
2110195	20%	(55)	26%	(72)	12%	(32)	21%	(57)	21%	(58)	274

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

**Table MCFI10_1: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
Your financial adviser**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	21%	(113)	39%	(216)	10%	(55)	30%	(164)	549
Gender: Male	27%	(62)	41%	(95)	7%	(17)	25%	(58)	232
Gender: Female	16%	(51)	38%	(121)	12%	(38)	33%	(106)	316
Age: 18-34	27%	(58)	31%	(68)	11%	(24)	31%	(68)	219
Age: 35-44	25%	(26)	45%	(46)	12%	(13)	17%	(18)	103
Age: 45-64	12%	(20)	49%	(79)	3%	(5)	36%	(58)	162
Age: 65+	14%	(9)	34%	(22)	21%	(13)	32%	(20)	65
GenZers: 1997-2012	26%	(29)	32%	(35)	12%	(13)	30%	(33)	111
Millennials: 1981-1996	27%	(45)	37%	(63)	11%	(19)	25%	(41)	168
GenXers: 1965-1980	16%	(22)	44%	(63)	5%	(7)	36%	(51)	143
Baby Boomers: 1946-1964	13%	(15)	45%	(55)	13%	(16)	30%	(37)	122
PID: Dem (no lean)	22%	(79)	41%	(150)	7%	(27)	30%	(107)	363
PID: Ind (no lean)	16%	(25)	36%	(59)	15%	(24)	33%	(55)	164
PID/Gender: Dem Men	27%	(40)	45%	(67)	5%	(8)	22%	(32)	146
PID/Gender: Dem Women	18%	(40)	38%	(83)	9%	(19)	35%	(75)	216
PID/Gender: Ind Men	25%	(19)	31%	(23)	9%	(7)	35%	(26)	75
PID/Gender: Ind Women	8%	(7)	40%	(36)	20%	(18)	32%	(29)	89
Ideo: Liberal (1-3)	28%	(46)	39%	(63)	7%	(12)	25%	(41)	162
Ideo: Moderate (4)	16%	(34)	48%	(103)	11%	(25)	24%	(52)	214
Ideo: Conservative (5-7)	23%	(17)	32%	(24)	11%	(8)	34%	(25)	74
Educ: < College	20%	(82)	39%	(162)	10%	(40)	32%	(130)	413
Educ: Bachelors degree	21%	(18)	35%	(30)	15%	(13)	29%	(24)	85
Educ: Post-grad	26%	(13)	48%	(24)	7%	(3)	19%	(10)	51
Income: Under 50k	16%	(57)	40%	(144)	10%	(36)	35%	(127)	364
Income: 50k-100k	30%	(41)	40%	(55)	11%	(15)	18%	(25)	136
Ethnicity: Black	21%	(113)	39%	(216)	10%	(55)	30%	(164)	549
All Christian	26%	(44)	42%	(71)	11%	(18)	22%	(37)	170
Agnostic/Nothing in particular	15%	(27)	34%	(59)	13%	(22)	38%	(67)	175
Something Else	15%	(25)	45%	(76)	9%	(15)	31%	(52)	168
Evangelical	16%	(32)	46%	(92)	12%	(23)	27%	(54)	201
Non-Evangelical	28%	(38)	39%	(53)	7%	(9)	26%	(35)	135

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**Table MCFI10_1: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 Your financial adviser**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	21%	(113)	39%	(216)	10%	(55)	30%	(164)	549
Community: Urban	25%	(62)	37%	(89)	10%	(24)	28%	(69)	244
Community: Suburban	18%	(40)	42%	(90)	9%	(20)	31%	(67)	218
Community: Rural	13%	(11)	42%	(36)	14%	(12)	32%	(27)	87
Employ: Private Sector	32%	(47)	43%	(65)	3%	(5)	22%	(33)	150
Employ: Self-Employed	32%	(21)	37%	(24)	6%	(4)	25%	(16)	64
Employ: Retired	12%	(10)	35%	(28)	14%	(11)	39%	(30)	78
Employ: Unemployed	9%	(7)	34%	(27)	12%	(10)	45%	(36)	80
Employ: Other	6%	(4)	52%	(34)	12%	(8)	30%	(20)	66
Military HH: Yes	31%	(27)	40%	(35)	12%	(10)	17%	(15)	86
Military HH: No	19%	(86)	39%	(181)	10%	(45)	32%	(149)	462
RD/WT: Right Direction	23%	(65)	41%	(114)	7%	(21)	29%	(82)	282
RD/WT: Wrong Track	18%	(48)	38%	(102)	13%	(34)	31%	(83)	267
Biden Job Approve	21%	(78)	42%	(152)	9%	(33)	28%	(102)	366
Biden Job Disapprove	24%	(31)	40%	(53)	13%	(17)	23%	(31)	131
Biden Job Strongly Approve	26%	(46)	38%	(67)	9%	(15)	28%	(49)	177
Biden Job Somewhat Approve	17%	(32)	45%	(86)	9%	(18)	28%	(53)	189
Biden Job Somewhat Disapprove	18%	(13)	45%	(33)	13%	(10)	23%	(17)	73
Biden Job Strongly Disapprove	31%	(18)	33%	(19)	12%	(7)	24%	(14)	58
Favorable of Biden	22%	(86)	40%	(160)	10%	(38)	28%	(112)	396
Unfavorable of Biden	23%	(26)	42%	(48)	12%	(13)	23%	(26)	114
Very Favorable of Biden	28%	(56)	35%	(71)	9%	(18)	28%	(55)	201
Somewhat Favorable of Biden	15%	(30)	46%	(89)	10%	(19)	29%	(57)	195
Somewhat Unfavorable of Biden	17%	(11)	47%	(29)	13%	(8)	23%	(14)	61
Very Unfavorable of Biden	30%	(15)	37%	(19)	11%	(6)	23%	(12)	52
#1 Issue: Economy	25%	(55)	45%	(99)	9%	(20)	22%	(49)	223
#1 Issue: Health Care	17%	(11)	44%	(28)	6%	(4)	32%	(20)	64
#1 Issue: Medicare / Social Security	11%	(8)	37%	(26)	18%	(13)	34%	(24)	71
#1 Issue: Women's Issues	20%	(16)	27%	(21)	9%	(7)	44%	(34)	77
2020 Vote: Joe Biden	21%	(74)	42%	(145)	9%	(31)	28%	(97)	346
2020 Vote: Didn't Vote	18%	(26)	35%	(50)	10%	(14)	37%	(53)	143

Continued on next page

**Table MCFI10_1: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
Your financial adviser**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	21%	(113)	39%	(216)	10%	(55)	30%	(164)	549
2018 House Vote: Democrat	20%	(59)	44%	(131)	9%	(27)	27%	(79)	296
2016 Vote: Hillary Clinton	16%	(49)	46%	(138)	10%	(30)	28%	(83)	301
2016 Vote: Didn't Vote	24%	(49)	30%	(62)	11%	(22)	35%	(72)	204
Voted in 2014: Yes	20%	(59)	41%	(121)	10%	(29)	29%	(84)	293
Voted in 2014: No	21%	(53)	37%	(95)	11%	(27)	31%	(80)	255
4-Region: Northeast	31%	(26)	33%	(27)	13%	(11)	24%	(20)	84
4-Region: Midwest	14%	(11)	43%	(35)	3%	(3)	39%	(32)	81
4-Region: South	21%	(65)	41%	(128)	9%	(29)	29%	(92)	314
4-Region: West	15%	(10)	37%	(25)	19%	(13)	30%	(21)	69
2110194	23%	(63)	37%	(101)	10%	(27)	30%	(83)	274
2110195	18%	(50)	42%	(115)	10%	(28)	30%	(81)	274

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

Table MCFI10_2: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 A family member or friend

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	16%	(88)	40%	(219)	16%	(90)	28%	(151)	549
Gender: Male	18%	(42)	48%	(110)	11%	(25)	23%	(54)	232
Gender: Female	14%	(46)	34%	(109)	20%	(65)	31%	(97)	316
Age: 18-34	24%	(52)	34%	(74)	20%	(44)	22%	(49)	219
Age: 35-44	22%	(22)	46%	(47)	15%	(15)	18%	(18)	103
Age: 45-64	8%	(13)	48%	(79)	9%	(15)	34%	(56)	162
Age: 65+	1%	(1)	30%	(19)	25%	(16)	44%	(28)	65
GenZers: 1997-2012	25%	(28)	40%	(44)	18%	(20)	16%	(18)	111
Millennials: 1981-1996	22%	(37)	38%	(64)	18%	(29)	22%	(38)	168
GenXers: 1965-1980	12%	(17)	40%	(58)	13%	(19)	35%	(50)	143
Baby Boomers: 1946-1964	5%	(6)	43%	(53)	17%	(20)	36%	(43)	122
PID: Dem (no lean)	16%	(58)	42%	(151)	14%	(50)	29%	(104)	363
PID: Ind (no lean)	15%	(24)	37%	(61)	20%	(33)	28%	(46)	164
PID/Gender: Dem Men	19%	(27)	51%	(74)	6%	(9)	24%	(36)	146
PID/Gender: Dem Women	14%	(31)	35%	(76)	19%	(41)	32%	(68)	216
PID/Gender: Ind Men	15%	(11)	42%	(32)	18%	(14)	25%	(19)	75
PID/Gender: Ind Women	15%	(13)	33%	(29)	22%	(19)	30%	(27)	89
Ideo: Liberal (1-3)	17%	(28)	41%	(67)	16%	(26)	25%	(41)	162
Ideo: Moderate (4)	15%	(32)	48%	(102)	15%	(31)	23%	(48)	214
Ideo: Conservative (5-7)	15%	(11)	29%	(21)	16%	(12)	40%	(30)	74
Educ: < College	17%	(72)	41%	(171)	16%	(66)	25%	(104)	413
Educ: Bachelors degree	11%	(9)	28%	(23)	19%	(16)	42%	(36)	85
Educ: Post-grad	14%	(7)	49%	(25)	16%	(8)	22%	(11)	51
Income: Under 50k	14%	(50)	41%	(149)	16%	(58)	30%	(108)	364
Income: 50k-100k	18%	(25)	39%	(53)	19%	(26)	23%	(32)	136
Ethnicity: Black	16%	(88)	40%	(219)	16%	(90)	28%	(151)	549
All Christian	16%	(27)	45%	(76)	15%	(26)	24%	(41)	170
Agnostic/Nothing in particular	10%	(18)	41%	(71)	16%	(29)	33%	(58)	175
Something Else	15%	(25)	37%	(63)	18%	(30)	30%	(50)	168
Evangelical	13%	(27)	40%	(80)	16%	(32)	31%	(62)	201
Non-Evangelical	19%	(26)	43%	(58)	17%	(23)	21%	(29)	135

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**Table MCFI10_2: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
A family member or friend**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	16%	(88)	40%	(219)	16%	(90)	28%	(151)	549
Community: Urban	16%	(38)	40%	(98)	19%	(46)	26%	(63)	244
Community: Suburban	15%	(33)	41%	(89)	17%	(36)	27%	(60)	218
Community: Rural	19%	(17)	38%	(33)	9%	(8)	33%	(29)	87
Employ: Private Sector	23%	(35)	48%	(72)	8%	(12)	21%	(31)	150
Employ: Self-Employed	22%	(14)	41%	(26)	15%	(10)	22%	(14)	64
Employ: Retired	6%	(4)	33%	(26)	17%	(13)	44%	(35)	78
Employ: Unemployed	12%	(10)	26%	(21)	17%	(14)	45%	(36)	80
Employ: Other	11%	(7)	49%	(33)	21%	(14)	19%	(12)	66
Military HH: Yes	10%	(9)	50%	(43)	21%	(18)	18%	(16)	86
Military HH: No	17%	(79)	38%	(176)	15%	(72)	29%	(135)	462
RD/WT: Right Direction	15%	(43)	44%	(125)	15%	(42)	26%	(72)	282
RD/WT: Wrong Track	17%	(45)	35%	(95)	18%	(48)	30%	(79)	267
Biden Job Approve	14%	(53)	41%	(149)	16%	(59)	29%	(105)	366
Biden Job Disapprove	21%	(28)	42%	(56)	16%	(22)	20%	(26)	131
Biden Job Strongly Approve	18%	(32)	36%	(64)	12%	(22)	34%	(60)	177
Biden Job Somewhat Approve	11%	(21)	45%	(86)	20%	(38)	24%	(45)	189
Biden Job Somewhat Disapprove	15%	(11)	49%	(36)	18%	(14)	17%	(13)	73
Biden Job Strongly Disapprove	28%	(17)	34%	(20)	14%	(8)	24%	(14)	58
Favorable of Biden	16%	(63)	40%	(159)	17%	(66)	27%	(108)	396
Unfavorable of Biden	19%	(21)	44%	(50)	16%	(18)	21%	(24)	114
Very Favorable of Biden	21%	(42)	33%	(66)	16%	(31)	30%	(61)	201
Somewhat Favorable of Biden	10%	(20)	47%	(92)	18%	(35)	24%	(48)	195
Somewhat Unfavorable of Biden	11%	(7)	50%	(31)	20%	(12)	19%	(12)	61
Very Unfavorable of Biden	28%	(15)	38%	(20)	11%	(5)	23%	(12)	52
#1 Issue: Economy	20%	(44)	43%	(95)	15%	(34)	22%	(50)	223
#1 Issue: Health Care	13%	(8)	46%	(29)	22%	(14)	19%	(12)	64
#1 Issue: Medicare / Social Security	1%	(1)	44%	(31)	8%	(6)	47%	(34)	71
#1 Issue: Women's Issues	19%	(15)	32%	(25)	18%	(14)	31%	(24)	77
2020 Vote: Joe Biden	15%	(52)	40%	(139)	17%	(60)	27%	(95)	346
2020 Vote: Didn't Vote	20%	(29)	42%	(61)	13%	(18)	25%	(36)	143

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Table MCFI10_2: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 A family member or friend

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	16%	(88)	40%	(219)	16%	(90)	28%	(151)	549
2018 House Vote: Democrat	13%	(38)	42%	(124)	17%	(50)	28%	(83)	296
2016 Vote: Hillary Clinton	11%	(32)	42%	(128)	16%	(49)	30%	(91)	301
2016 Vote: Didn't Vote	22%	(44)	38%	(78)	18%	(36)	23%	(47)	204
Voted in 2014: Yes	11%	(33)	41%	(120)	17%	(50)	31%	(89)	293
Voted in 2014: No	21%	(55)	39%	(99)	16%	(40)	24%	(62)	255
4-Region: Northeast	24%	(20)	38%	(32)	15%	(13)	23%	(19)	84
4-Region: Midwest	16%	(13)	30%	(24)	15%	(13)	38%	(31)	81
4-Region: South	17%	(53)	40%	(126)	16%	(52)	27%	(84)	314
4-Region: West	3%	(2)	53%	(37)	19%	(13)	25%	(17)	69
2110194	16%	(45)	42%	(114)	17%	(48)	25%	(67)	274
2110195	16%	(43)	38%	(105)	15%	(42)	31%	(84)	274

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

**Table MCFI10_3: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
A celebrity or influencer**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	11%	(58)	22%	(118)	20%	(109)	48%	(264)	549
Gender: Male	15%	(34)	23%	(52)	22%	(50)	41%	(95)	232
Gender: Female	7%	(23)	21%	(66)	18%	(58)	53%	(169)	316
Age: 18-34	14%	(31)	25%	(54)	15%	(34)	46%	(100)	219
Age: 35-44	15%	(16)	32%	(33)	28%	(28)	25%	(26)	103
Age: 45-64	6%	(10)	17%	(27)	21%	(34)	56%	(91)	162
Age: 65+	2%	(1)	6%	(4)	19%	(12)	74%	(48)	65
GenZers: 1997-2012	15%	(17)	29%	(32)	14%	(15)	42%	(46)	111
Millennials: 1981-1996	13%	(21)	30%	(50)	19%	(31)	39%	(65)	168
GenXers: 1965-1980	11%	(15)	15%	(21)	20%	(28)	55%	(79)	143
Baby Boomers: 1946-1964	3%	(4)	12%	(15)	27%	(34)	57%	(70)	122
PID: Dem (no lean)	12%	(43)	22%	(78)	18%	(66)	48%	(176)	363
PID: Ind (no lean)	7%	(11)	20%	(33)	23%	(38)	49%	(81)	164
PID/Gender: Dem Men	17%	(26)	27%	(40)	19%	(28)	36%	(53)	146
PID/Gender: Dem Women	8%	(17)	18%	(38)	17%	(38)	57%	(123)	216
PID/Gender: Ind Men	9%	(6)	15%	(11)	26%	(20)	50%	(38)	75
PID/Gender: Ind Women	5%	(5)	25%	(22)	21%	(18)	49%	(43)	89
Ideo: Liberal (1-3)	18%	(29)	16%	(25)	17%	(28)	49%	(80)	162
Ideo: Moderate (4)	6%	(12)	25%	(54)	27%	(57)	42%	(91)	214
Ideo: Conservative (5-7)	18%	(13)	16%	(12)	9%	(7)	57%	(42)	74
Educ: < College	11%	(46)	21%	(89)	21%	(88)	46%	(191)	413
Educ: Bachelors degree	8%	(6)	18%	(15)	16%	(14)	58%	(50)	85
Educ: Post-grad	11%	(6)	28%	(14)	13%	(7)	47%	(24)	51
Income: Under 50k	9%	(33)	20%	(75)	20%	(73)	50%	(183)	364
Income: 50k-100k	11%	(15)	25%	(34)	21%	(28)	44%	(59)	136
Ethnicity: Black	11%	(58)	22%	(118)	20%	(109)	48%	(264)	549
All Christian	17%	(29)	25%	(43)	14%	(24)	44%	(74)	170
Agnostic/Nothing in particular	4%	(7)	19%	(34)	23%	(40)	54%	(94)	175
Something Else	6%	(9)	20%	(33)	25%	(43)	49%	(83)	168
Evangelical	10%	(19)	20%	(40)	21%	(42)	49%	(99)	201
Non-Evangelical	14%	(19)	25%	(34)	18%	(24)	43%	(58)	135

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Table MCFI10_3: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 A celebrity or influencer

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	11%	(58)	22%	(118)	20%	(109)	48%	(264)	549
Community: Urban	13%	(33)	20%	(50)	21%	(51)	45%	(111)	244
Community: Suburban	7%	(16)	20%	(44)	22%	(48)	50%	(109)	218
Community: Rural	10%	(9)	27%	(24)	12%	(10)	51%	(44)	87
Employ: Private Sector	15%	(22)	24%	(35)	22%	(33)	40%	(59)	150
Employ: Self-Employed	10%	(6)	46%	(30)	7%	(4)	37%	(24)	64
Employ: Retired	5%	(4)	8%	(7)	20%	(15)	67%	(52)	78
Employ: Unemployed	12%	(10)	16%	(13)	18%	(14)	54%	(43)	80
Employ: Other	6%	(4)	11%	(8)	24%	(16)	58%	(39)	66
Military HH: Yes	9%	(8)	20%	(18)	21%	(18)	50%	(43)	86
Military HH: No	11%	(50)	22%	(101)	20%	(91)	48%	(221)	462
RD/WT: Right Direction	13%	(37)	22%	(63)	19%	(53)	46%	(129)	282
RD/WT: Wrong Track	8%	(21)	21%	(55)	21%	(56)	51%	(135)	267
Biden Job Approve	13%	(46)	22%	(81)	20%	(75)	45%	(165)	366
Biden Job Disapprove	7%	(10)	24%	(32)	25%	(32)	44%	(58)	131
Biden Job Strongly Approve	17%	(31)	17%	(30)	16%	(28)	49%	(87)	177
Biden Job Somewhat Approve	8%	(15)	27%	(50)	24%	(46)	41%	(77)	189
Biden Job Somewhat Disapprove	5%	(4)	27%	(20)	29%	(21)	39%	(29)	73
Biden Job Strongly Disapprove	10%	(6)	21%	(12)	19%	(11)	50%	(29)	58
Favorable of Biden	12%	(48)	22%	(88)	20%	(80)	45%	(180)	396
Unfavorable of Biden	7%	(8)	24%	(27)	22%	(25)	48%	(54)	114
Very Favorable of Biden	17%	(34)	22%	(44)	17%	(33)	44%	(89)	201
Somewhat Favorable of Biden	7%	(15)	22%	(44)	24%	(47)	46%	(90)	195
Somewhat Unfavorable of Biden	7%	(5)	20%	(12)	27%	(17)	45%	(28)	61
Very Unfavorable of Biden	6%	(3)	28%	(14)	16%	(8)	50%	(26)	52
#1 Issue: Economy	14%	(31)	23%	(52)	19%	(43)	44%	(98)	223
#1 Issue: Health Care	11%	(7)	21%	(13)	25%	(16)	43%	(28)	64
#1 Issue: Medicare / Social Security	2%	(1)	11%	(8)	27%	(19)	60%	(43)	71
#1 Issue: Women's Issues	8%	(6)	32%	(24)	14%	(11)	47%	(36)	77
2020 Vote: Joe Biden	12%	(40)	22%	(75)	21%	(71)	46%	(160)	346
2020 Vote: Didn't Vote	6%	(9)	26%	(38)	17%	(25)	50%	(72)	143

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**Table MCFI10_3: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
A celebrity or influencer**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	11%	(58)	22%	(118)	20%	(109)	48%	(264)	549
2018 House Vote: Democrat	11%	(31)	21%	(63)	20%	(59)	48%	(143)	296
2016 Vote: Hillary Clinton	9%	(27)	23%	(68)	20%	(59)	48%	(146)	301
2016 Vote: Didn't Vote	10%	(21)	21%	(43)	22%	(45)	47%	(96)	204
Voted in 2014: Yes	12%	(34)	18%	(53)	19%	(56)	51%	(150)	293
Voted in 2014: No	9%	(23)	26%	(65)	20%	(52)	45%	(115)	255
4-Region: Northeast	21%	(17)	15%	(13)	24%	(20)	39%	(33)	84
4-Region: Midwest	18%	(15)	14%	(11)	10%	(8)	58%	(47)	81
4-Region: South	8%	(25)	29%	(90)	19%	(59)	45%	(140)	314
4-Region: West	2%	(1)	5%	(4)	30%	(21)	63%	(44)	69
2110194	11%	(31)	23%	(63)	18%	(49)	48%	(131)	274
2110195	10%	(26)	20%	(55)	22%	(60)	49%	(133)	274

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

Table MCFI10_4: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 A reporter from a business publication

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	8%	(42)	24%	(134)	20%	(107)	48%	(265)	549
Gender: Male	13%	(29)	26%	(59)	19%	(44)	43%	(99)	232
Gender: Female	4%	(13)	24%	(75)	20%	(63)	53%	(167)	316
Age: 18-34	11%	(25)	23%	(50)	17%	(38)	49%	(106)	219
Age: 35-44	9%	(9)	37%	(39)	24%	(24)	30%	(31)	103
Age: 45-64	4%	(7)	23%	(38)	14%	(23)	58%	(94)	162
Age: 65+	3%	(2)	11%	(7)	34%	(22)	53%	(34)	65
GenZers: 1997-2012	9%	(9)	28%	(31)	18%	(20)	46%	(51)	111
Millennials: 1981-1996	12%	(19)	28%	(48)	17%	(29)	43%	(72)	168
GenXers: 1965-1980	7%	(11)	18%	(26)	18%	(26)	56%	(81)	143
Baby Boomers: 1946-1964	2%	(2)	24%	(29)	26%	(32)	48%	(59)	122
PID: Dem (no lean)	8%	(31)	22%	(82)	21%	(75)	48%	(175)	363
PID: Ind (no lean)	5%	(8)	27%	(44)	17%	(28)	51%	(83)	164
PID/Gender: Dem Men	15%	(22)	21%	(31)	21%	(30)	43%	(63)	146
PID/Gender: Dem Women	4%	(9)	23%	(50)	21%	(45)	52%	(112)	216
PID/Gender: Ind Men	8%	(6)	34%	(25)	15%	(12)	43%	(32)	75
PID/Gender: Ind Women	3%	(3)	21%	(19)	18%	(16)	57%	(51)	89
Ideo: Liberal (1-3)	14%	(23)	24%	(39)	20%	(33)	42%	(67)	162
Ideo: Moderate (4)	5%	(10)	30%	(64)	24%	(51)	42%	(89)	214
Ideo: Conservative (5-7)	11%	(8)	21%	(15)	11%	(8)	57%	(42)	74
Educ: < College	8%	(32)	25%	(103)	19%	(78)	49%	(200)	413
Educ: Bachelors degree	7%	(6)	18%	(15)	22%	(19)	53%	(45)	85
Educ: Post-grad	9%	(5)	30%	(15)	22%	(11)	39%	(20)	51
Income: Under 50k	6%	(21)	23%	(83)	19%	(68)	53%	(192)	364
Income: 50k-100k	10%	(13)	29%	(40)	23%	(31)	38%	(52)	136
Ethnicity: Black	8%	(42)	24%	(134)	20%	(107)	48%	(265)	549
All Christian	11%	(19)	26%	(44)	22%	(37)	41%	(70)	170
Agnostic/Nothing in particular	4%	(7)	25%	(44)	18%	(32)	53%	(93)	175
Something Else	4%	(7)	22%	(37)	19%	(32)	54%	(91)	168
Evangelical	6%	(11)	24%	(48)	20%	(40)	51%	(102)	201
Non-Evangelical	11%	(15)	24%	(33)	21%	(28)	44%	(59)	135

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Table MCFI10_4: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
A reporter from a business publication

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	8%	(42)	24%	(134)	20%	(107)	48%	(265)	549
Community: Urban	11%	(26)	21%	(51)	18%	(44)	50%	(123)	244
Community: Suburban	6%	(12)	27%	(59)	23%	(49)	45%	(97)	218
Community: Rural	4%	(3)	27%	(23)	16%	(14)	53%	(46)	87
Employ: Private Sector	15%	(22)	29%	(43)	17%	(25)	40%	(60)	150
Employ: Self-Employed	8%	(5)	32%	(20)	27%	(17)	33%	(21)	64
Employ: Retired	2%	(2)	15%	(12)	24%	(19)	59%	(46)	78
Employ: Unemployed	3%	(3)	25%	(20)	18%	(15)	53%	(43)	80
Employ: Other	5%	(3)	29%	(19)	18%	(12)	48%	(32)	66
Military HH: Yes	7%	(6)	36%	(31)	17%	(15)	41%	(35)	86
Military HH: No	8%	(36)	22%	(103)	20%	(92)	50%	(230)	462
RD/WT: Right Direction	12%	(34)	24%	(69)	19%	(52)	45%	(127)	282
RD/WT: Wrong Track	3%	(8)	24%	(65)	21%	(55)	52%	(139)	267
Biden Job Approve	10%	(38)	25%	(91)	20%	(75)	45%	(163)	366
Biden Job Disapprove	3%	(4)	31%	(41)	24%	(32)	42%	(55)	131
Biden Job Strongly Approve	16%	(27)	21%	(37)	20%	(35)	44%	(78)	177
Biden Job Somewhat Approve	6%	(10)	28%	(54)	21%	(40)	45%	(85)	189
Biden Job Somewhat Disapprove	2%	(1)	34%	(25)	30%	(22)	33%	(24)	73
Biden Job Strongly Disapprove	5%	(3)	27%	(16)	16%	(9)	52%	(30)	58
Favorable of Biden	9%	(37)	24%	(94)	21%	(82)	46%	(183)	396
Unfavorable of Biden	4%	(5)	32%	(36)	20%	(22)	44%	(50)	114
Very Favorable of Biden	14%	(28)	25%	(50)	17%	(34)	44%	(88)	201
Somewhat Favorable of Biden	4%	(9)	22%	(44)	24%	(48)	49%	(95)	195
Somewhat Unfavorable of Biden	7%	(4)	31%	(19)	27%	(17)	36%	(22)	61
Very Unfavorable of Biden	2%	(1)	32%	(17)	11%	(6)	54%	(28)	52
#1 Issue: Economy	10%	(22)	26%	(58)	22%	(48)	42%	(95)	223
#1 Issue: Health Care	9%	(6)	27%	(17)	20%	(13)	44%	(28)	64
#1 Issue: Medicare / Social Security	3%	(2)	28%	(20)	17%	(12)	53%	(38)	71
#1 Issue: Women's Issues	3%	(2)	27%	(21)	17%	(13)	53%	(41)	77
2020 Vote: Joe Biden	10%	(33)	24%	(84)	22%	(76)	44%	(153)	346
2020 Vote: Didn't Vote	4%	(6)	20%	(29)	15%	(22)	60%	(86)	143

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Table MCFI10_4: How likely would you be to invest in cryptocurrency if each of the following endorsed such an investment?
 A reporter from a business publication

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	8%	(42)	24%	(134)	20%	(107)	48%	(265)	549
2018 House Vote: Democrat	7%	(22)	23%	(67)	23%	(68)	47%	(139)	296
2016 Vote: Hillary Clinton	6%	(18)	26%	(78)	21%	(63)	47%	(142)	301
2016 Vote: Didn't Vote	8%	(16)	20%	(41)	20%	(42)	52%	(105)	204
Voted in 2014: Yes	8%	(23)	25%	(72)	18%	(53)	49%	(145)	293
Voted in 2014: No	7%	(19)	24%	(62)	21%	(54)	47%	(121)	255
4-Region: Northeast	16%	(13)	33%	(27)	15%	(13)	36%	(30)	84
4-Region: Midwest	12%	(10)	10%	(8)	18%	(15)	60%	(49)	81
4-Region: South	6%	(18)	27%	(85)	21%	(65)	46%	(146)	314
4-Region: West	2%	(1)	19%	(13)	21%	(15)	58%	(40)	69
2110194	9%	(25)	25%	(70)	19%	(51)	47%	(128)	274
2110195	6%	(17)	23%	(64)	20%	(56)	50%	(137)	274

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

Table MCFI11: Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Cryptocurrency should be regulated by the federal government		Cryptocurrency should not be regulated by the federal government		Don't know / No opinion	Total N
Black Adults	26%	(141)	21%	(113)	54% (295)	549
Gender: Male	27%	(63)	32%	(74)	41% (96)	232
Gender: Female	25%	(78)	12%	(39)	63% (200)	316
Age: 18-34	25%	(55)	18%	(39)	57% (125)	219
Age: 35-44	21%	(22)	34%	(35)	44% (46)	103
Age: 45-64	25%	(41)	20%	(32)	55% (89)	162
Age: 65+	35%	(22)	10%	(6)	55% (36)	65
GenZers: 1997-2012	27%	(30)	17%	(18)	57% (63)	111
Millennials: 1981-1996	22%	(37)	25%	(42)	53% (89)	168
GenXers: 1965-1980	29%	(41)	23%	(33)	48% (69)	143
Baby Boomers: 1946-1964	24%	(30)	16%	(20)	60% (73)	122
PID: Dem (no lean)	28%	(102)	21%	(75)	51% (186)	363
PID: Ind (no lean)	18%	(29)	21%	(34)	62% (101)	164
PID/Gender: Dem Men	32%	(47)	36%	(52)	33% (48)	146
PID/Gender: Dem Women	26%	(55)	11%	(23)	64% (138)	216
PID/Gender: Ind Men	17%	(13)	26%	(20)	57% (42)	75
PID/Gender: Ind Women	18%	(16)	16%	(14)	66% (59)	89
Ideo: Liberal (1-3)	40%	(64)	19%	(30)	42% (68)	162
Ideo: Moderate (4)	23%	(49)	20%	(44)	57% (121)	214
Ideo: Conservative (5-7)	24%	(18)	38%	(28)	38% (28)	74
Educ: < College	23%	(93)	20%	(82)	58% (238)	413
Educ: Bachelors degree	33%	(28)	20%	(17)	47% (40)	85
Educ: Post-grad	38%	(19)	27%	(14)	35% (18)	51
Income: Under 50k	23%	(84)	18%	(64)	59% (216)	364
Income: 50k-100k	29%	(39)	28%	(38)	44% (59)	136
Ethnicity: Black	26%	(141)	21%	(113)	54% (295)	549
All Christian	31%	(53)	26%	(44)	43% (72)	170
Agnostic/Nothing in particular	17%	(30)	19%	(33)	64% (112)	175
Something Else	23%	(39)	17%	(29)	59% (100)	168
Evangelical	27%	(55)	17%	(35)	56% (112)	201
Non-Evangelical	28%	(38)	28%	(37)	44% (59)	135

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Table MCFI11: Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Cryptocurrency should be regulated by the federal government		Cryptocurrency should not be regulated by the federal government		Don't know / No opinion		Total N
Black Adults	26%	(141)	21%	(113)	54%	(295)	549
Community: Urban	25%	(60)	18%	(45)	57%	(139)	244
Community: Suburban	28%	(60)	22%	(49)	50%	(109)	218
Community: Rural	23%	(20)	22%	(19)	55%	(47)	87
Employ: Private Sector	34%	(51)	30%	(45)	36%	(54)	150
Employ: Self-Employed	26%	(17)	23%	(15)	51%	(32)	64
Employ: Retired	23%	(18)	17%	(13)	61%	(47)	78
Employ: Unemployed	26%	(21)	9%	(7)	65%	(52)	80
Employ: Other	10%	(7)	22%	(15)	67%	(45)	66
Military HH: Yes	32%	(28)	17%	(14)	51%	(44)	86
Military HH: No	24%	(113)	21%	(98)	54%	(252)	462
RD/WT: Right Direction	30%	(86)	19%	(53)	51%	(143)	282
RD/WT: Wrong Track	20%	(55)	23%	(60)	57%	(152)	267
Biden Job Approve	30%	(111)	17%	(63)	52%	(192)	366
Biden Job Disapprove	20%	(26)	32%	(42)	49%	(64)	131
Biden Job Strongly Approve	32%	(56)	19%	(34)	49%	(87)	177
Biden Job Somewhat Approve	29%	(55)	15%	(29)	56%	(105)	189
Biden Job Somewhat Disapprove	25%	(18)	23%	(17)	53%	(39)	73
Biden Job Strongly Disapprove	14%	(8)	43%	(25)	44%	(25)	58
Favorable of Biden	29%	(116)	19%	(74)	52%	(206)	396
Unfavorable of Biden	20%	(23)	31%	(35)	49%	(56)	114
Very Favorable of Biden	32%	(65)	20%	(40)	48%	(96)	201
Somewhat Favorable of Biden	26%	(51)	18%	(34)	56%	(110)	195
Somewhat Unfavorable of Biden	30%	(18)	17%	(11)	53%	(33)	61
Very Unfavorable of Biden	9%	(4)	48%	(25)	44%	(23)	52
#1 Issue: Economy	27%	(61)	27%	(61)	45%	(101)	223
#1 Issue: Health Care	22%	(14)	12%	(8)	66%	(42)	64
#1 Issue: Medicare / Social Security	27%	(19)	12%	(9)	61%	(44)	71
#1 Issue: Women's Issues	29%	(22)	8%	(6)	63%	(49)	77
2020 Vote: Joe Biden	30%	(103)	21%	(73)	49%	(171)	346
2020 Vote: Didn't Vote	20%	(28)	18%	(25)	63%	(89)	143

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Table MCFI11: Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Cryptocurrency should be regulated by the federal government		Cryptocurrency should not be regulated by the federal government		Don't know / No opinion	Total N
Black Adults	26%	(141)	21%	(113)	54% (295)	549
2018 House Vote: Democrat	28%	(84)	21%	(62)	51% (150)	296
2016 Vote: Hillary Clinton	29%	(86)	19%	(57)	52% (157)	301
2016 Vote: Didn't Vote	21%	(42)	23%	(47)	56% (115)	204
Voted in 2014: Yes	30%	(89)	19%	(55)	51% (149)	293
Voted in 2014: No	20%	(51)	23%	(58)	57% (146)	255
4-Region: Northeast	20%	(17)	26%	(21)	54% (46)	84
4-Region: Midwest	22%	(18)	25%	(21)	53% (43)	81
4-Region: South	25%	(80)	19%	(60)	56% (175)	314
4-Region: West	38%	(26)	16%	(11)	46% (32)	69
2110194	29%	(80)	16%	(44)	55% (150)	274
2110195	22%	(60)	25%	(68)	53% (146)	274

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

Table MCFI12: Thinking about the cryptocurrency market right now, would you say there are...

Demographic	Too many regulations on cryptocurrency		About the right amount of regulations on cryptocurrency		Not enough regulations on cryptocurrency		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	8%	(46)	19%	(102)	15%	(81)	58%	(320)	549
Gender: Male	12%	(29)	24%	(55)	18%	(41)	46%	(107)	232
Gender: Female	5%	(17)	15%	(46)	13%	(40)	67%	(213)	316
Age: 18-34	10%	(23)	25%	(55)	9%	(19)	55%	(121)	219
Age: 35-44	11%	(11)	27%	(28)	11%	(11)	52%	(53)	103
Age: 45-64	5%	(9)	9%	(14)	22%	(36)	64%	(103)	162
Age: 65+	5%	(3)	6%	(4)	24%	(15)	65%	(42)	65
GenZers: 1997-2012	14%	(16)	24%	(27)	9%	(10)	53%	(58)	111
Millennials: 1981-1996	9%	(16)	26%	(44)	9%	(15)	55%	(93)	168
GenXers: 1965-1980	7%	(10)	11%	(16)	24%	(35)	58%	(83)	143
Baby Boomers: 1946-1964	3%	(4)	12%	(15)	17%	(21)	67%	(83)	122
PID: Dem (no lean)	7%	(24)	20%	(73)	17%	(63)	56%	(203)	363
PID: Ind (no lean)	11%	(18)	11%	(18)	11%	(18)	67%	(109)	164
PID/Gender: Dem Men	13%	(18)	27%	(40)	21%	(31)	39%	(58)	146
PID/Gender: Dem Women	3%	(6)	15%	(33)	15%	(32)	67%	(146)	216
PID/Gender: Ind Men	10%	(7)	16%	(12)	14%	(11)	60%	(45)	75
PID/Gender: Ind Women	12%	(11)	7%	(6)	9%	(8)	72%	(64)	89
Ideo: Liberal (1-3)	6%	(9)	23%	(37)	20%	(33)	51%	(83)	162
Ideo: Moderate (4)	7%	(14)	21%	(45)	13%	(29)	59%	(126)	214
Ideo: Conservative (5-7)	19%	(14)	17%	(12)	13%	(10)	50%	(37)	74
Educ: < College	8%	(32)	18%	(74)	12%	(52)	62%	(255)	413
Educ: Bachelors degree	8%	(7)	16%	(13)	25%	(21)	52%	(44)	85
Educ: Post-grad	15%	(8)	28%	(14)	16%	(8)	40%	(20)	51
Income: Under 50k	9%	(32)	14%	(52)	14%	(52)	63%	(229)	364
Income: 50k-100k	9%	(12)	29%	(39)	12%	(16)	51%	(69)	136
Ethnicity: Black	8%	(46)	19%	(102)	15%	(81)	58%	(320)	549
All Christian	11%	(18)	23%	(39)	19%	(32)	48%	(81)	170
Agnostic/Nothing in particular	9%	(16)	9%	(16)	10%	(18)	71%	(125)	175
Something Else	5%	(8)	16%	(27)	14%	(24)	65%	(108)	168

Continued on next page

Table MCFI12: Thinking about the cryptocurrency market right now, would you say there are...

Demographic	Too many regulations on cryptocurrency		About the right amount of regulations on cryptocurrency		Not enough regulations on cryptocurrency		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	8%	(46)	19%	(102)	15%	(81)	58%	(320)	549
Evangelical	6%	(12)	18%	(36)	18%	(36)	59%	(118)	201
Non-Evangelical	11%	(14)	23%	(31)	15%	(20)	52%	(70)	135
Community: Urban	11%	(26)	18%	(44)	14%	(34)	57%	(140)	244
Community: Suburban	4%	(9)	24%	(52)	17%	(36)	55%	(120)	218
Community: Rural	13%	(11)	6%	(5)	13%	(11)	68%	(59)	87
Employ: Private Sector	7%	(11)	28%	(43)	19%	(28)	46%	(68)	150
Employ: Self-Employed	21%	(13)	24%	(15)	9%	(6)	47%	(30)	64
Employ: Retired	1%	(1)	14%	(11)	19%	(15)	67%	(52)	78
Employ: Unemployed	8%	(6)	7%	(6)	20%	(16)	64%	(51)	80
Employ: Other	4%	(2)	14%	(9)	6%	(4)	77%	(51)	66
Military HH: Yes	8%	(7)	21%	(18)	21%	(18)	50%	(43)	86
Military HH: No	9%	(39)	18%	(84)	14%	(63)	60%	(277)	462
RD/WT: Right Direction	6%	(17)	21%	(60)	16%	(45)	57%	(161)	282
RD/WT: Wrong Track	11%	(30)	16%	(42)	14%	(37)	59%	(159)	267
Biden Job Approve	6%	(22)	20%	(74)	18%	(65)	56%	(205)	366
Biden Job Disapprove	16%	(21)	18%	(23)	12%	(16)	54%	(71)	131
Biden Job Strongly Approve	8%	(14)	21%	(37)	16%	(28)	56%	(99)	177
Biden Job Somewhat Approve	4%	(8)	20%	(38)	20%	(37)	56%	(106)	189
Biden Job Somewhat Disapprove	16%	(12)	19%	(14)	15%	(11)	50%	(37)	73
Biden Job Strongly Disapprove	16%	(9)	16%	(9)	7%	(4)	60%	(35)	58
Favorable of Biden	8%	(30)	20%	(78)	18%	(70)	55%	(218)	396
Unfavorable of Biden	13%	(15)	18%	(20)	10%	(11)	59%	(67)	114
Very Favorable of Biden	8%	(16)	23%	(45)	14%	(27)	56%	(112)	201
Somewhat Favorable of Biden	8%	(15)	17%	(33)	22%	(42)	54%	(106)	195
Somewhat Unfavorable of Biden	12%	(7)	19%	(12)	12%	(7)	58%	(35)	61
Very Unfavorable of Biden	15%	(8)	16%	(8)	8%	(4)	61%	(32)	52

Continued on next page

Table MCFI12: Thinking about the cryptocurrency market right now, would you say there are...

Demographic	Too many regulations on cryptocurrency		About the right amount of regulations on cryptocurrency		Not enough regulations on cryptocurrency		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	8%	(46)	19%	(102)	15%	(81)	58%	(320)	549
#1 Issue: Economy	7%	(15)	24%	(54)	17%	(37)	52%	(117)	223
#1 Issue: Health Care	4%	(3)	9%	(6)	10%	(6)	77%	(49)	64
#1 Issue: Medicare / Social Security	3%	(2)	15%	(11)	20%	(14)	62%	(44)	71
#1 Issue: Women's Issues	13%	(10)	20%	(16)	9%	(7)	58%	(45)	77
2020 Vote: Joe Biden	6%	(20)	22%	(77)	16%	(54)	56%	(195)	346
2020 Vote: Didn't Vote	13%	(18)	11%	(15)	12%	(17)	65%	(93)	143
2018 House Vote: Democrat	7%	(20)	20%	(58)	17%	(50)	57%	(168)	296
2016 Vote: Hillary Clinton	6%	(19)	18%	(53)	18%	(55)	58%	(174)	301
2016 Vote: Didn't Vote	11%	(23)	17%	(36)	9%	(19)	62%	(127)	204
Voted in 2014: Yes	8%	(23)	19%	(56)	17%	(51)	56%	(164)	293
Voted in 2014: No	9%	(24)	18%	(46)	12%	(30)	61%	(156)	255
4-Region: Northeast	12%	(10)	22%	(19)	7%	(6)	59%	(49)	84
4-Region: Midwest	6%	(5)	24%	(20)	16%	(13)	53%	(43)	81
4-Region: South	8%	(26)	20%	(63)	14%	(43)	58%	(183)	314
4-Region: West	8%	(6)	—	(0)	28%	(19)	64%	(44)	69
2110194	12%	(32)	18%	(49)	14%	(39)	56%	(154)	274
2110195	5%	(14)	19%	(53)	15%	(42)	60%	(166)	274

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

Table MCFI13_1: How likely is it that you would use the following services, if at all?
Buying, selling, or storing cryptocurrency through a bank

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	15%	(83)	25%	(137)	16%	(87)	44%	(242)	549
Gender: Male	23%	(54)	28%	(64)	15%	(35)	34%	(80)	232
Gender: Female	9%	(29)	23%	(73)	16%	(52)	51%	(162)	316
Age: 18-34	15%	(32)	28%	(61)	12%	(26)	45%	(99)	219
Age: 35-44	23%	(24)	30%	(31)	25%	(25)	22%	(23)	103
Age: 45-64	15%	(24)	19%	(31)	18%	(29)	48%	(78)	162
Age: 65+	4%	(3)	20%	(13)	11%	(7)	65%	(42)	65
GenZers: 1997-2012	12%	(14)	32%	(35)	15%	(17)	41%	(45)	111
Millennials: 1981-1996	19%	(31)	29%	(49)	13%	(22)	39%	(66)	168
GenXers: 1965-1980	13%	(18)	21%	(30)	23%	(33)	44%	(63)	143
Baby Boomers: 1946-1964	16%	(19)	19%	(23)	12%	(15)	53%	(65)	122
PID: Dem (no lean)	14%	(50)	25%	(92)	17%	(63)	43%	(158)	363
PID: Ind (no lean)	15%	(24)	22%	(36)	14%	(23)	50%	(81)	164
PID/Gender: Dem Men	21%	(31)	28%	(41)	17%	(24)	34%	(50)	146
PID/Gender: Dem Women	9%	(19)	24%	(51)	18%	(38)	50%	(108)	216
PID/Gender: Ind Men	24%	(18)	23%	(17)	14%	(11)	39%	(29)	75
PID/Gender: Ind Women	7%	(6)	21%	(18)	14%	(12)	59%	(52)	89
Ideo: Liberal (1-3)	18%	(29)	35%	(57)	11%	(18)	36%	(58)	162
Ideo: Moderate (4)	18%	(39)	24%	(50)	18%	(39)	40%	(86)	214
Ideo: Conservative (5-7)	13%	(10)	23%	(17)	17%	(13)	47%	(34)	74
Educ: < College	15%	(64)	24%	(98)	16%	(65)	45%	(187)	413
Educ: Bachelors degree	11%	(10)	28%	(24)	16%	(13)	45%	(38)	85
Educ: Post-grad	18%	(9)	30%	(15)	18%	(9)	34%	(17)	51
Income: Under 50k	13%	(46)	24%	(86)	16%	(58)	48%	(174)	364
Income: 50k-100k	19%	(26)	30%	(41)	14%	(19)	37%	(50)	136
Ethnicity: Black	15%	(83)	25%	(137)	16%	(87)	44%	(242)	549
All Christian	19%	(32)	31%	(53)	17%	(29)	33%	(56)	170
Agnostic/Nothing in particular	7%	(12)	20%	(35)	17%	(29)	56%	(99)	175
Something Else	16%	(27)	22%	(36)	15%	(26)	47%	(79)	168
Evangelical	13%	(27)	26%	(53)	16%	(32)	45%	(90)	201
Non-Evangelical	24%	(32)	26%	(36)	17%	(23)	33%	(45)	135

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**Table MCFI13_1: How likely is it that you would use the following services, if at all?
Buying, selling, or storing cryptocurrency through a bank**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	15%	(83)	25%	(137)	16%	(87)	44%	(242)	549
Community: Urban	18%	(44)	21%	(52)	17%	(42)	44%	(106)	244
Community: Suburban	15%	(34)	28%	(61)	14%	(30)	43%	(93)	218
Community: Rural	6%	(5)	28%	(24)	17%	(15)	49%	(43)	87
Employ: Private Sector	26%	(39)	26%	(39)	17%	(25)	31%	(46)	150
Employ: Self-Employed	5%	(3)	26%	(17)	23%	(15)	47%	(30)	64
Employ: Retired	8%	(6)	20%	(15)	11%	(8)	62%	(48)	78
Employ: Unemployed	9%	(7)	25%	(20)	19%	(15)	47%	(37)	80
Employ: Other	17%	(12)	26%	(17)	10%	(6)	47%	(32)	66
Military HH: Yes	17%	(15)	28%	(24)	18%	(15)	36%	(31)	86
Military HH: No	15%	(68)	24%	(113)	16%	(72)	46%	(210)	462
RD/WT: Right Direction	17%	(48)	26%	(72)	18%	(50)	40%	(112)	282
RD/WT: Wrong Track	13%	(35)	24%	(65)	14%	(37)	49%	(130)	267
Biden Job Approve	16%	(58)	26%	(94)	18%	(65)	41%	(149)	366
Biden Job Disapprove	18%	(24)	24%	(31)	12%	(16)	46%	(60)	131
Biden Job Strongly Approve	22%	(40)	21%	(37)	16%	(28)	41%	(72)	177
Biden Job Somewhat Approve	10%	(18)	30%	(57)	19%	(36)	41%	(77)	189
Biden Job Somewhat Disapprove	12%	(9)	27%	(19)	14%	(10)	47%	(35)	73
Biden Job Strongly Disapprove	25%	(14)	20%	(12)	11%	(6)	44%	(26)	58
Favorable of Biden	14%	(57)	26%	(103)	17%	(68)	42%	(168)	396
Unfavorable of Biden	22%	(25)	23%	(26)	12%	(13)	43%	(48)	114
Very Favorable of Biden	21%	(42)	21%	(43)	18%	(37)	40%	(80)	201
Somewhat Favorable of Biden	8%	(16)	31%	(61)	16%	(31)	45%	(88)	195
Somewhat Unfavorable of Biden	21%	(13)	25%	(15)	16%	(10)	39%	(24)	61
Very Unfavorable of Biden	24%	(13)	21%	(11)	7%	(4)	47%	(25)	52
#1 Issue: Economy	19%	(41)	25%	(56)	16%	(36)	40%	(90)	223
#1 Issue: Health Care	7%	(4)	30%	(19)	18%	(12)	45%	(29)	64
#1 Issue: Medicare / Social Security	12%	(8)	19%	(13)	18%	(13)	51%	(37)	71
#1 Issue: Women's Issues	7%	(5)	32%	(25)	14%	(10)	47%	(36)	77
2020 Vote: Joe Biden	17%	(58)	25%	(86)	17%	(58)	42%	(144)	346
2020 Vote: Didn't Vote	8%	(11)	26%	(37)	15%	(22)	51%	(73)	143

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Table MCFI13_1: How likely is it that you would use the following services, if at all?
Buying, selling, or storing cryptocurrency through a bank

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	15%	(83)	25%	(137)	16%	(87)	44%	(242)	549
2018 House Vote: Democrat	14%	(42)	26%	(78)	18%	(53)	42%	(123)	296
2016 Vote: Hillary Clinton	12%	(37)	28%	(83)	19%	(58)	41%	(123)	301
2016 Vote: Didn't Vote	15%	(30)	21%	(43)	12%	(24)	52%	(107)	204
Voted in 2014: Yes	15%	(45)	25%	(72)	15%	(45)	45%	(131)	293
Voted in 2014: No	15%	(37)	25%	(65)	16%	(42)	43%	(111)	255
4-Region: Northeast	26%	(22)	20%	(17)	14%	(11)	40%	(33)	84
4-Region: Midwest	22%	(18)	22%	(18)	4%	(3)	52%	(43)	81
4-Region: South	10%	(32)	28%	(89)	20%	(64)	41%	(129)	314
4-Region: West	15%	(10)	19%	(13)	12%	(8)	54%	(37)	69
2110194	16%	(43)	22%	(60)	20%	(54)	42%	(116)	274
2110195	14%	(39)	28%	(77)	12%	(33)	46%	(126)	274

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

Table MCFI13_2: How likely is it that you would use the following services, if at all?
 Getting advice on cryptocurrency as an investment from financial advisers/wealth managers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	18%	(99)	26%	(143)	13%	(70)	43%	(237)	549
Gender: Male	24%	(56)	30%	(71)	12%	(28)	33%	(78)	232
Gender: Female	13%	(43)	23%	(72)	13%	(42)	50%	(159)	316
Age: 18-34	22%	(49)	21%	(47)	12%	(26)	44%	(97)	219
Age: 35-44	21%	(21)	40%	(42)	10%	(10)	29%	(30)	103
Age: 45-64	15%	(24)	24%	(40)	17%	(27)	44%	(71)	162
Age: 65+	7%	(4)	23%	(15)	9%	(6)	60%	(39)	65
GenZers: 1997-2012	16%	(18)	28%	(31)	14%	(16)	42%	(47)	111
Millennials: 1981-1996	22%	(37)	27%	(45)	11%	(18)	41%	(68)	168
GenXers: 1965-1980	17%	(24)	27%	(38)	16%	(22)	41%	(58)	143
Baby Boomers: 1946-1964	16%	(19)	24%	(29)	12%	(14)	49%	(60)	122
PID: Dem (no lean)	18%	(65)	28%	(101)	13%	(49)	41%	(148)	363
PID: Ind (no lean)	13%	(21)	25%	(40)	10%	(16)	52%	(86)	164
PID/Gender: Dem Men	24%	(35)	33%	(49)	13%	(20)	29%	(43)	146
PID/Gender: Dem Women	14%	(30)	24%	(52)	13%	(29)	48%	(105)	216
PID/Gender: Ind Men	19%	(14)	28%	(21)	7%	(5)	45%	(34)	75
PID/Gender: Ind Women	7%	(7)	22%	(19)	12%	(11)	58%	(52)	89
Ideo: Liberal (1-3)	25%	(41)	26%	(43)	12%	(20)	36%	(58)	162
Ideo: Moderate (4)	17%	(36)	31%	(67)	15%	(33)	36%	(78)	214
Ideo: Conservative (5-7)	23%	(17)	24%	(18)	9%	(6)	44%	(32)	74
Educ: < College	18%	(76)	25%	(104)	12%	(50)	44%	(183)	413
Educ: Bachelors degree	14%	(12)	28%	(24)	13%	(11)	45%	(38)	85
Educ: Post-grad	22%	(11)	30%	(15)	18%	(9)	30%	(15)	51
Income: Under 50k	16%	(57)	26%	(95)	13%	(46)	46%	(167)	364
Income: 50k-100k	22%	(29)	31%	(42)	9%	(13)	38%	(52)	136
Ethnicity: Black	18%	(99)	26%	(143)	13%	(70)	43%	(237)	549
All Christian	23%	(40)	28%	(47)	16%	(27)	33%	(56)	170
Agnostic/Nothing in particular	7%	(13)	25%	(44)	9%	(16)	58%	(103)	175
Something Else	18%	(31)	25%	(43)	15%	(25)	41%	(69)	168
Evangelical	20%	(40)	20%	(41)	18%	(35)	42%	(84)	201
Non-Evangelical	22%	(29)	35%	(48)	12%	(16)	31%	(41)	135

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Table MCFI13_2: How likely is it that you would use the following services, if at all?
Getting advice on cryptocurrency as an investment from financial advisers/wealth managers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	18%	(99)	26%	(143)	13%	(70)	43%	(237)	549
Community: Urban	22%	(53)	22%	(54)	14%	(33)	43%	(104)	244
Community: Suburban	17%	(37)	30%	(66)	11%	(24)	42%	(91)	218
Community: Rural	11%	(9)	27%	(23)	14%	(12)	48%	(42)	87
Employ: Private Sector	22%	(33)	32%	(48)	15%	(23)	30%	(46)	150
Employ: Self-Employed	27%	(17)	26%	(17)	13%	(9)	34%	(22)	64
Employ: Retired	7%	(5)	25%	(20)	9%	(7)	59%	(46)	78
Employ: Unemployed	12%	(10)	21%	(17)	15%	(12)	52%	(41)	80
Employ: Other	23%	(15)	28%	(18)	2%	(1)	48%	(32)	66
Military HH: Yes	29%	(25)	15%	(13)	22%	(19)	34%	(29)	86
Military HH: No	16%	(74)	28%	(130)	11%	(51)	45%	(208)	462
RD/WT: Right Direction	25%	(70)	22%	(62)	15%	(41)	38%	(108)	282
RD/WT: Wrong Track	11%	(29)	30%	(81)	11%	(29)	48%	(128)	267
Biden Job Approve	22%	(79)	25%	(92)	14%	(52)	39%	(144)	366
Biden Job Disapprove	14%	(19)	33%	(43)	11%	(15)	42%	(55)	131
Biden Job Strongly Approve	25%	(45)	21%	(37)	15%	(26)	40%	(70)	177
Biden Job Somewhat Approve	18%	(34)	29%	(55)	14%	(26)	39%	(74)	189
Biden Job Somewhat Disapprove	10%	(7)	35%	(25)	20%	(15)	36%	(26)	73
Biden Job Strongly Disapprove	20%	(12)	31%	(18)	—	(0)	49%	(28)	58
Favorable of Biden	20%	(78)	26%	(101)	14%	(53)	41%	(163)	396
Unfavorable of Biden	18%	(20)	33%	(37)	9%	(10)	41%	(46)	114
Very Favorable of Biden	25%	(50)	22%	(45)	15%	(30)	38%	(76)	201
Somewhat Favorable of Biden	14%	(28)	29%	(56)	12%	(23)	45%	(88)	195
Somewhat Unfavorable of Biden	15%	(9)	39%	(24)	15%	(9)	31%	(19)	61
Very Unfavorable of Biden	21%	(11)	26%	(13)	2%	(1)	52%	(27)	52
#1 Issue: Economy	25%	(56)	27%	(61)	13%	(29)	34%	(77)	223
#1 Issue: Health Care	14%	(9)	25%	(16)	11%	(7)	50%	(32)	64
#1 Issue: Medicare / Social Security	13%	(9)	24%	(17)	11%	(8)	53%	(38)	71
#1 Issue: Women's Issues	14%	(11)	23%	(18)	12%	(9)	51%	(40)	77
2020 Vote: Joe Biden	21%	(72)	27%	(93)	14%	(47)	39%	(134)	346
2020 Vote: Didn't Vote	10%	(14)	27%	(38)	12%	(17)	52%	(74)	143

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Table MCFI13_2: How likely is it that you would use the following services, if at all?
 Getting advice on cryptocurrency as an investment from financial advisers/wealth managers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	18%	(99)	26%	(143)	13%	(70)	43%	(237)	549
2018 House Vote: Democrat	18%	(55)	28%	(83)	15%	(46)	38%	(112)	296
2016 Vote: Hillary Clinton	18%	(53)	28%	(86)	15%	(46)	39%	(116)	301
2016 Vote: Didn't Vote	16%	(32)	22%	(46)	10%	(21)	52%	(105)	204
Voted in 2014: Yes	20%	(59)	22%	(65)	15%	(43)	43%	(127)	293
Voted in 2014: No	16%	(40)	31%	(78)	11%	(27)	43%	(110)	255
4-Region: Northeast	27%	(23)	24%	(20)	7%	(6)	42%	(35)	84
4-Region: Midwest	24%	(20)	20%	(16)	10%	(8)	46%	(37)	81
4-Region: South	15%	(46)	29%	(91)	16%	(50)	41%	(128)	314
4-Region: West	15%	(11)	23%	(16)	9%	(6)	53%	(37)	69
2110194	20%	(55)	24%	(64)	15%	(42)	41%	(113)	274
2110195	16%	(44)	29%	(79)	10%	(28)	45%	(123)	274

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

Table MCFI13_3: How likely is it that you would use the following services, if at all?
Sending/receiving cryptocurrency via online payment apps

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	17%	(92)	22%	(119)	16%	(89)	45%	(248)	549
Gender: Male	23%	(52)	28%	(64)	13%	(31)	36%	(84)	232
Gender: Female	13%	(40)	17%	(54)	18%	(58)	52%	(164)	316
Age: 18-34	20%	(45)	18%	(38)	18%	(39)	44%	(97)	219
Age: 35-44	28%	(28)	35%	(36)	14%	(15)	23%	(24)	103
Age: 45-64	11%	(18)	21%	(34)	17%	(27)	51%	(83)	162
Age: 65+	1%	(1)	16%	(10)	14%	(9)	69%	(44)	65
GenZers: 1997-2012	16%	(18)	23%	(26)	21%	(23)	40%	(44)	111
Millennials: 1981-1996	23%	(38)	25%	(41)	14%	(24)	38%	(65)	168
GenXers: 1965-1980	17%	(24)	20%	(28)	16%	(23)	47%	(68)	143
Baby Boomers: 1946-1964	9%	(12)	18%	(22)	16%	(20)	56%	(69)	122
PID: Dem (no lean)	16%	(57)	22%	(80)	17%	(62)	45%	(163)	363
PID: Ind (no lean)	18%	(29)	18%	(29)	15%	(24)	50%	(81)	164
PID/Gender: Dem Men	22%	(32)	31%	(45)	12%	(18)	35%	(51)	146
PID/Gender: Dem Women	11%	(25)	16%	(35)	20%	(44)	52%	(112)	216
PID/Gender: Ind Men	22%	(16)	21%	(15)	15%	(11)	43%	(32)	75
PID/Gender: Ind Women	15%	(13)	15%	(14)	15%	(13)	55%	(49)	89
Ideo: Liberal (1-3)	24%	(39)	24%	(38)	13%	(20)	40%	(65)	162
Ideo: Moderate (4)	18%	(39)	23%	(50)	17%	(36)	42%	(89)	214
Ideo: Conservative (5-7)	11%	(8)	24%	(18)	18%	(14)	46%	(34)	74
Educ: < College	17%	(71)	20%	(81)	16%	(67)	47%	(194)	413
Educ: Bachelors degree	15%	(13)	22%	(19)	16%	(13)	47%	(40)	85
Educ: Post-grad	16%	(8)	38%	(19)	17%	(9)	28%	(14)	51
Income: Under 50k	13%	(49)	21%	(76)	17%	(60)	49%	(179)	364
Income: 50k-100k	23%	(32)	24%	(33)	17%	(23)	35%	(48)	136
Ethnicity: Black	17%	(92)	22%	(119)	16%	(89)	45%	(248)	549
All Christian	18%	(30)	29%	(49)	15%	(26)	38%	(64)	170
Agnostic/Nothing in particular	12%	(22)	13%	(22)	16%	(28)	59%	(103)	175
Something Else	17%	(28)	19%	(33)	18%	(31)	45%	(76)	168
Evangelical	19%	(37)	19%	(39)	19%	(39)	43%	(86)	201
Non-Evangelical	15%	(21)	31%	(42)	14%	(18)	40%	(54)	135

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Table MCFI13_3: How likely is it that you would use the following services, if at all?
 Sending/receiving cryptocurrency via online payment apps

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	17%	(92)	22%	(119)	16%	(89)	45%	(248)	549
Community: Urban	22%	(53)	19%	(45)	17%	(40)	43%	(106)	244
Community: Suburban	15%	(34)	27%	(58)	12%	(27)	45%	(99)	218
Community: Rural	7%	(6)	17%	(15)	26%	(22)	51%	(44)	87
Employ: Private Sector	23%	(34)	29%	(43)	16%	(24)	32%	(49)	150
Employ: Self-Employed	24%	(16)	18%	(11)	19%	(12)	40%	(25)	64
Employ: Retired	6%	(4)	18%	(14)	14%	(11)	63%	(49)	78
Employ: Unemployed	11%	(9)	24%	(19)	16%	(13)	48%	(39)	80
Employ: Other	24%	(16)	19%	(12)	6%	(4)	52%	(34)	66
Military HH: Yes	25%	(21)	14%	(12)	20%	(17)	41%	(35)	86
Military HH: No	15%	(71)	23%	(106)	16%	(72)	46%	(213)	462
RD/WT: Right Direction	20%	(56)	22%	(61)	16%	(44)	43%	(120)	282
RD/WT: Wrong Track	13%	(36)	21%	(57)	17%	(46)	48%	(128)	267
Biden Job Approve	18%	(66)	22%	(82)	15%	(56)	44%	(163)	366
Biden Job Disapprove	19%	(24)	21%	(27)	22%	(29)	39%	(51)	131
Biden Job Strongly Approve	18%	(33)	22%	(39)	10%	(18)	50%	(88)	177
Biden Job Somewhat Approve	17%	(33)	23%	(43)	21%	(39)	39%	(74)	189
Biden Job Somewhat Disapprove	14%	(10)	27%	(20)	19%	(14)	41%	(30)	73
Biden Job Strongly Disapprove	25%	(14)	13%	(8)	26%	(15)	36%	(21)	58
Favorable of Biden	16%	(64)	23%	(92)	14%	(56)	46%	(184)	396
Unfavorable of Biden	22%	(25)	18%	(21)	25%	(28)	35%	(40)	114
Very Favorable of Biden	18%	(36)	22%	(44)	14%	(28)	46%	(92)	201
Somewhat Favorable of Biden	14%	(28)	24%	(47)	15%	(29)	47%	(91)	195
Somewhat Unfavorable of Biden	18%	(11)	21%	(13)	25%	(16)	36%	(22)	61
Very Unfavorable of Biden	26%	(14)	15%	(8)	24%	(13)	35%	(18)	52
#1 Issue: Economy	19%	(41)	22%	(49)	19%	(43)	40%	(89)	223
#1 Issue: Health Care	11%	(7)	32%	(20)	9%	(6)	48%	(30)	64
#1 Issue: Medicare / Social Security	16%	(11)	12%	(9)	20%	(15)	51%	(37)	71
#1 Issue: Women's Issues	13%	(10)	12%	(9)	22%	(17)	54%	(42)	77
2020 Vote: Joe Biden	17%	(59)	22%	(75)	16%	(57)	45%	(155)	346
2020 Vote: Didn't Vote	14%	(20)	21%	(30)	17%	(24)	48%	(68)	143

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Table MCFI13_3: How likely is it that you would use the following services, if at all?
Sending/receiving cryptocurrency via online payment apps

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	17%	(92)	22%	(119)	16%	(89)	45%	(248)	549
2018 House Vote: Democrat	13%	(38)	24%	(72)	18%	(54)	44%	(131)	296
2016 Vote: Hillary Clinton	12%	(35)	24%	(73)	18%	(55)	46%	(138)	301
2016 Vote: Didn't Vote	21%	(43)	17%	(35)	13%	(27)	48%	(98)	204
Voted in 2014: Yes	16%	(47)	20%	(59)	18%	(52)	46%	(136)	293
Voted in 2014: No	18%	(45)	23%	(59)	15%	(38)	44%	(113)	255
4-Region: Northeast	27%	(22)	27%	(22)	6%	(5)	41%	(34)	84
4-Region: Midwest	14%	(11)	24%	(19)	4%	(3)	59%	(48)	81
4-Region: South	17%	(53)	21%	(65)	21%	(66)	41%	(130)	314
4-Region: West	8%	(6)	17%	(12)	22%	(16)	52%	(36)	69
2110194	19%	(53)	19%	(52)	17%	(46)	45%	(123)	274
2110195	14%	(39)	24%	(67)	16%	(43)	46%	(125)	274

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

Table MCFI13_4: How likely is it that you would use the following services, if at all?
 Insuring cryptocurrency through an insurance company

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	24%	(129)	19%	(104)	45%	(246)	549
Gender: Male	18%	(42)	27%	(62)	22%	(50)	34%	(78)	232
Gender: Female	9%	(27)	21%	(68)	17%	(54)	53%	(168)	316
Age: 18-34	16%	(36)	20%	(44)	18%	(40)	45%	(98)	219
Age: 35-44	17%	(17)	30%	(31)	28%	(29)	25%	(26)	103
Age: 45-64	10%	(15)	23%	(38)	17%	(27)	50%	(82)	162
Age: 65+	2%	(1)	25%	(16)	11%	(7)	63%	(41)	65
GenZers: 1997-2012	16%	(17)	24%	(26)	19%	(21)	42%	(46)	111
Millennials: 1981-1996	16%	(27)	25%	(41)	21%	(36)	38%	(64)	168
GenXers: 1965-1980	13%	(18)	19%	(27)	21%	(30)	48%	(69)	143
Baby Boomers: 1946-1964	6%	(7)	28%	(34)	14%	(17)	52%	(64)	122
PID: Dem (no lean)	12%	(43)	26%	(93)	20%	(72)	43%	(155)	363
PID: Ind (no lean)	13%	(21)	18%	(29)	17%	(28)	52%	(86)	164
PID/Gender: Dem Men	16%	(23)	31%	(45)	23%	(33)	31%	(46)	146
PID/Gender: Dem Women	9%	(20)	23%	(49)	18%	(38)	51%	(109)	216
PID/Gender: Ind Men	22%	(16)	17%	(13)	19%	(15)	42%	(32)	75
PID/Gender: Ind Women	5%	(4)	19%	(17)	15%	(13)	61%	(54)	89
Ideo: Liberal (1-3)	21%	(35)	24%	(40)	16%	(27)	38%	(61)	162
Ideo: Moderate (4)	9%	(20)	29%	(63)	21%	(45)	40%	(86)	214
Ideo: Conservative (5-7)	15%	(11)	22%	(16)	15%	(11)	48%	(35)	74
Educ: < College	11%	(46)	23%	(97)	20%	(81)	46%	(190)	413
Educ: Bachelors degree	15%	(13)	21%	(18)	13%	(11)	51%	(43)	85
Educ: Post-grad	20%	(10)	30%	(15)	24%	(12)	26%	(13)	51
Income: Under 50k	10%	(35)	24%	(86)	17%	(62)	50%	(181)	364
Income: 50k-100k	18%	(24)	24%	(32)	23%	(31)	35%	(48)	136
Ethnicity: Black	13%	(69)	24%	(129)	19%	(104)	45%	(246)	549
All Christian	12%	(20)	32%	(54)	18%	(31)	39%	(65)	170
Agnostic/Nothing in particular	9%	(15)	22%	(38)	14%	(25)	55%	(97)	175
Something Else	13%	(22)	16%	(27)	25%	(42)	46%	(76)	168
Evangelical	13%	(27)	20%	(39)	21%	(43)	46%	(92)	201
Non-Evangelical	11%	(15)	30%	(41)	23%	(30)	37%	(49)	135

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Table MCFI13_4: How likely is it that you would use the following services, if at all?
Insuring cryptocurrency through an insurance company

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	24%	(129)	19%	(104)	45%	(246)	549
Community: Urban	15%	(36)	21%	(52)	18%	(44)	46%	(113)	244
Community: Suburban	13%	(29)	24%	(53)	21%	(47)	41%	(89)	218
Community: Rural	6%	(5)	28%	(24)	15%	(13)	51%	(45)	87
Employ: Private Sector	15%	(23)	31%	(46)	18%	(26)	37%	(55)	150
Employ: Self-Employed	13%	(8)	21%	(14)	29%	(19)	37%	(24)	64
Employ: Retired	—	(0)	28%	(22)	11%	(8)	61%	(48)	78
Employ: Unemployed	13%	(10)	22%	(17)	17%	(14)	48%	(38)	80
Employ: Other	21%	(14)	15%	(10)	16%	(11)	47%	(31)	66
Military HH: Yes	15%	(13)	17%	(14)	33%	(28)	36%	(31)	86
Military HH: No	12%	(57)	25%	(115)	16%	(76)	47%	(215)	462
RD/WT: Right Direction	14%	(39)	24%	(69)	20%	(57)	42%	(117)	282
RD/WT: Wrong Track	11%	(31)	23%	(60)	18%	(47)	48%	(129)	267
Biden Job Approve	14%	(52)	25%	(90)	19%	(71)	42%	(153)	366
Biden Job Disapprove	13%	(16)	25%	(33)	20%	(26)	42%	(55)	131
Biden Job Strongly Approve	19%	(33)	26%	(46)	12%	(21)	43%	(77)	177
Biden Job Somewhat Approve	10%	(19)	23%	(44)	26%	(50)	40%	(76)	189
Biden Job Somewhat Disapprove	13%	(9)	26%	(19)	20%	(15)	41%	(30)	73
Biden Job Strongly Disapprove	13%	(7)	25%	(14)	20%	(12)	43%	(25)	58
Favorable of Biden	13%	(51)	23%	(92)	20%	(80)	44%	(173)	396
Unfavorable of Biden	15%	(17)	27%	(31)	17%	(20)	40%	(46)	114
Very Favorable of Biden	17%	(34)	27%	(54)	15%	(31)	41%	(82)	201
Somewhat Favorable of Biden	9%	(17)	20%	(39)	25%	(49)	46%	(91)	195
Somewhat Unfavorable of Biden	18%	(11)	30%	(18)	15%	(9)	37%	(23)	61
Very Unfavorable of Biden	12%	(6)	24%	(12)	20%	(10)	44%	(23)	52
#1 Issue: Economy	13%	(28)	28%	(62)	20%	(44)	40%	(90)	223
#1 Issue: Health Care	11%	(7)	26%	(16)	10%	(7)	53%	(34)	64
#1 Issue: Medicare / Social Security	11%	(8)	14%	(10)	26%	(18)	49%	(35)	71
#1 Issue: Women's Issues	11%	(8)	19%	(15)	18%	(14)	52%	(40)	77
2020 Vote: Joe Biden	14%	(48)	24%	(82)	21%	(74)	41%	(141)	346
2020 Vote: Didn't Vote	10%	(15)	21%	(30)	15%	(21)	54%	(77)	143

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Table MCFI13_4: How likely is it that you would use the following services, if at all?
 Insuring cryptocurrency through an insurance company

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	24%	(129)	19%	(104)	45%	(246)	549
2018 House Vote: Democrat	12%	(34)	23%	(67)	24%	(71)	42%	(123)	296
2016 Vote: Hillary Clinton	12%	(35)	24%	(71)	23%	(68)	42%	(126)	301
2016 Vote: Didn't Vote	13%	(26)	25%	(51)	12%	(25)	51%	(104)	204
Voted in 2014: Yes	13%	(39)	20%	(59)	21%	(63)	45%	(133)	293
Voted in 2014: No	12%	(31)	28%	(70)	16%	(41)	44%	(113)	255
4-Region: Northeast	27%	(23)	19%	(16)	13%	(11)	40%	(34)	84
4-Region: Midwest	11%	(9)	24%	(20)	10%	(8)	55%	(44)	81
4-Region: South	9%	(29)	25%	(79)	23%	(72)	43%	(134)	314
4-Region: West	13%	(9)	20%	(14)	18%	(12)	49%	(34)	69
2110194	16%	(43)	22%	(60)	21%	(56)	42%	(116)	274
2110195	10%	(27)	25%	(70)	17%	(47)	48%	(130)	274

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

Table MCFI13_5: How likely is it that you would use the following services, if at all?
Trading cryptocurrency via a broker

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	21%	(116)	20%	(110)	46%	(254)	549
Gender: Male	19%	(44)	23%	(53)	22%	(51)	37%	(85)	232
Gender: Female	8%	(25)	20%	(63)	19%	(59)	53%	(169)	316
Age: 18-34	14%	(31)	22%	(49)	20%	(43)	44%	(96)	219
Age: 35-44	16%	(17)	31%	(31)	26%	(27)	27%	(28)	103
Age: 45-64	11%	(17)	18%	(29)	20%	(32)	52%	(84)	162
Age: 65+	6%	(4)	10%	(6)	14%	(9)	71%	(46)	65
GenZers: 1997-2012	10%	(11)	27%	(30)	23%	(26)	39%	(43)	111
Millennials: 1981-1996	15%	(26)	26%	(44)	18%	(30)	41%	(69)	168
GenXers: 1965-1980	12%	(18)	16%	(23)	23%	(33)	48%	(69)	143
Baby Boomers: 1946-1964	11%	(14)	15%	(18)	17%	(21)	57%	(69)	122
PID: Dem (no lean)	12%	(44)	23%	(83)	20%	(73)	45%	(163)	363
PID: Ind (no lean)	11%	(18)	17%	(28)	20%	(32)	52%	(85)	164
PID/Gender: Dem Men	18%	(26)	25%	(37)	22%	(32)	35%	(52)	146
PID/Gender: Dem Women	8%	(18)	21%	(46)	19%	(41)	51%	(111)	216
PID/Gender: Ind Men	17%	(12)	16%	(12)	25%	(19)	42%	(32)	75
PID/Gender: Ind Women	6%	(5)	18%	(16)	15%	(14)	61%	(54)	89
Ideo: Liberal (1-3)	16%	(26)	28%	(45)	19%	(31)	37%	(61)	162
Ideo: Moderate (4)	13%	(28)	23%	(49)	21%	(45)	43%	(92)	214
Ideo: Conservative (5-7)	17%	(12)	15%	(11)	21%	(15)	48%	(35)	74
Educ: < College	13%	(54)	19%	(80)	21%	(85)	47%	(195)	413
Educ: Bachelors degree	8%	(7)	22%	(19)	18%	(15)	52%	(44)	85
Educ: Post-grad	16%	(8)	34%	(17)	21%	(11)	30%	(15)	51
Income: Under 50k	11%	(39)	20%	(72)	20%	(71)	50%	(183)	364
Income: 50k-100k	15%	(21)	23%	(32)	22%	(30)	39%	(53)	136
Ethnicity: Black	13%	(69)	21%	(116)	20%	(110)	46%	(254)	549
All Christian	17%	(30)	22%	(37)	20%	(35)	40%	(69)	170
Agnostic/Nothing in particular	5%	(9)	18%	(32)	22%	(38)	55%	(97)	175
Something Else	11%	(19)	21%	(36)	18%	(31)	49%	(82)	168
Evangelical	13%	(27)	18%	(35)	19%	(39)	50%	(100)	201
Non-Evangelical	16%	(22)	27%	(36)	20%	(27)	37%	(50)	135

Continued on next page

Table MCFI13_5: How likely is it that you would use the following services, if at all?
 Trading cryptocurrency via a broker

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	21%	(116)	20%	(110)	46%	(254)	549
Community: Urban	17%	(41)	18%	(45)	19%	(47)	46%	(112)	244
Community: Suburban	10%	(21)	24%	(52)	21%	(46)	45%	(98)	218
Community: Rural	7%	(6)	22%	(19)	20%	(18)	51%	(44)	87
Employ: Private Sector	15%	(22)	29%	(43)	19%	(29)	38%	(57)	150
Employ: Self-Employed	10%	(7)	27%	(18)	30%	(19)	33%	(21)	64
Employ: Retired	9%	(7)	7%	(6)	18%	(14)	66%	(52)	78
Employ: Unemployed	7%	(6)	25%	(20)	19%	(15)	49%	(39)	80
Employ: Other	20%	(13)	10%	(7)	17%	(11)	53%	(35)	66
Military HH: Yes	16%	(14)	10%	(9)	32%	(28)	41%	(35)	86
Military HH: No	12%	(55)	23%	(106)	18%	(83)	47%	(219)	462
RD/WT: Right Direction	15%	(43)	23%	(64)	20%	(57)	41%	(116)	282
RD/WT: Wrong Track	9%	(25)	19%	(51)	20%	(53)	52%	(138)	267
Biden Job Approve	14%	(52)	21%	(79)	21%	(75)	44%	(160)	366
Biden Job Disapprove	12%	(16)	24%	(32)	20%	(26)	43%	(57)	131
Biden Job Strongly Approve	18%	(31)	24%	(42)	16%	(29)	42%	(75)	177
Biden Job Somewhat Approve	11%	(21)	19%	(37)	25%	(46)	45%	(85)	189
Biden Job Somewhat Disapprove	5%	(3)	30%	(22)	23%	(17)	42%	(31)	73
Biden Job Strongly Disapprove	21%	(12)	18%	(10)	16%	(9)	45%	(26)	58
Favorable of Biden	13%	(53)	20%	(81)	21%	(83)	45%	(179)	396
Unfavorable of Biden	14%	(16)	27%	(31)	20%	(23)	39%	(44)	114
Very Favorable of Biden	18%	(36)	22%	(45)	19%	(38)	41%	(82)	201
Somewhat Favorable of Biden	9%	(17)	19%	(36)	23%	(45)	50%	(97)	195
Somewhat Unfavorable of Biden	7%	(4)	35%	(21)	24%	(15)	35%	(21)	61
Very Unfavorable of Biden	22%	(12)	18%	(9)	16%	(8)	44%	(23)	52
#1 Issue: Economy	18%	(39)	22%	(49)	23%	(51)	38%	(84)	223
#1 Issue: Health Care	12%	(8)	19%	(12)	19%	(12)	49%	(31)	64
#1 Issue: Medicare / Social Security	11%	(8)	12%	(9)	20%	(14)	57%	(41)	71
#1 Issue: Women's Issues	3%	(2)	26%	(20)	15%	(12)	56%	(43)	77
2020 Vote: Joe Biden	14%	(48)	22%	(75)	21%	(73)	43%	(150)	346
2020 Vote: Didn't Vote	5%	(8)	22%	(31)	19%	(28)	54%	(77)	143

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Table MCFI13_5: How likely is it that you would use the following services, if at all?
Trading cryptocurrency via a broker

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total N
Black Adults	13%	(69)	21%	(116)	20%	(110)	46%	(254)	549
2018 House Vote: Democrat	11%	(32)	22%	(66)	25%	(73)	42%	(125)	296
2016 Vote: Hillary Clinton	10%	(31)	21%	(62)	25%	(75)	44%	(132)	301
2016 Vote: Didn't Vote	12%	(25)	22%	(44)	13%	(26)	53%	(109)	204
Voted in 2014: Yes	14%	(40)	19%	(56)	20%	(59)	47%	(138)	293
Voted in 2014: No	11%	(28)	23%	(59)	20%	(51)	46%	(116)	255
4-Region: Northeast	26%	(22)	21%	(18)	10%	(8)	43%	(36)	84
4-Region: Midwest	18%	(14)	17%	(14)	13%	(11)	52%	(42)	81
4-Region: South	9%	(29)	22%	(68)	25%	(79)	44%	(139)	314
4-Region: West	5%	(3)	22%	(15)	19%	(13)	54%	(38)	69
2110194	15%	(41)	19%	(53)	22%	(61)	44%	(119)	274
2110195	10%	(27)	23%	(63)	18%	(49)	49%	(135)	274

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

Table MCFI14_INET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 A financial adviser

Demographic	Selected		Not Selected		Total N
Black Adults	13%	(70)	87%	(479)	549
Gender: Male	14%	(32)	86%	(200)	232
Gender: Female	12%	(37)	88%	(279)	316
Age: 18-34	16%	(34)	84%	(185)	219
Age: 35-44	13%	(13)	87%	(90)	103
Age: 45-64	10%	(16)	90%	(146)	162
Age: 65+	9%	(6)	91%	(59)	65
GenZers: 1997-2012	13%	(15)	87%	(96)	111
Millennials: 1981-1996	18%	(30)	82%	(138)	168
GenXers: 1965-1980	8%	(12)	92%	(131)	143
Baby Boomers: 1946-1964	10%	(12)	90%	(110)	122
PID: Dem (no lean)	14%	(51)	86%	(312)	363
PID: Ind (no lean)	8%	(14)	92%	(150)	164
PID/Gender: Dem Men	15%	(22)	85%	(124)	146
PID/Gender: Dem Women	13%	(29)	87%	(188)	216
PID/Gender: Ind Men	11%	(8)	89%	(67)	75
PID/Gender: Ind Women	7%	(6)	93%	(83)	89
Ideo: Liberal (1-3)	14%	(22)	86%	(140)	162
Ideo: Moderate (4)	13%	(28)	87%	(186)	214
Ideo: Conservative (5-7)	16%	(12)	84%	(62)	74
Educ: < College	10%	(40)	90%	(373)	413
Educ: Bachelors degree	13%	(11)	87%	(74)	85
Educ: Post-grad	37%	(19)	63%	(32)	51
Income: Under 50k	9%	(31)	91%	(333)	364
Income: 50k-100k	19%	(26)	81%	(110)	136
Ethnicity: Black	13%	(70)	87%	(479)	549
All Christian	16%	(28)	84%	(142)	170
Agnostic/Nothing in particular	6%	(11)	94%	(164)	175
Something Else	14%	(24)	86%	(144)	168
Evangelical	14%	(28)	86%	(173)	201
Non-Evangelical	18%	(24)	82%	(111)	135

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Table MCFI14_1NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
A financial adviser

Demographic	Selected		Not Selected		Total N
Black Adults	13%	(70)	87%	(479)	549
Community: Urban	12%	(30)	88%	(214)	244
Community: Suburban	16%	(34)	84%	(184)	218
Community: Rural	6%	(5)	94%	(82)	87
Employ: Private Sector	19%	(29)	81%	(121)	150
Employ: Self-Employed	13%	(8)	87%	(56)	64
Employ: Retired	6%	(5)	94%	(73)	78
Employ: Unemployed	2%	(2)	98%	(78)	80
Employ: Other	7%	(5)	93%	(62)	66
Military HH: Yes	12%	(10)	88%	(76)	86
Military HH: No	13%	(59)	87%	(403)	462
RD/WT: Right Direction	13%	(37)	87%	(245)	282
RD/WT: Wrong Track	12%	(33)	88%	(234)	267
Biden Job Approve	13%	(47)	87%	(319)	366
Biden Job Disapprove	14%	(19)	86%	(113)	131
Biden Job Strongly Approve	12%	(22)	88%	(155)	177
Biden Job Somewhat Approve	13%	(25)	87%	(164)	189
Biden Job Somewhat Disapprove	17%	(12)	83%	(61)	73
Biden Job Strongly Disapprove	11%	(6)	89%	(52)	58
Favorable of Biden	13%	(53)	87%	(343)	396
Unfavorable of Biden	14%	(16)	86%	(98)	114
Very Favorable of Biden	14%	(28)	86%	(172)	201
Somewhat Favorable of Biden	12%	(24)	88%	(171)	195
Somewhat Unfavorable of Biden	15%	(9)	85%	(52)	61
Very Unfavorable of Biden	12%	(6)	88%	(46)	52
#1 Issue: Economy	19%	(42)	81%	(181)	223
#1 Issue: Health Care	10%	(7)	90%	(57)	64
#1 Issue: Medicare / Social Security	4%	(3)	96%	(69)	71
#1 Issue: Women's Issues	11%	(8)	89%	(69)	77
2020 Vote: Joe Biden	15%	(52)	85%	(294)	346
2020 Vote: Didn't Vote	6%	(9)	94%	(134)	143
2018 House Vote: Democrat	17%	(49)	83%	(246)	296

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Table MCFI14_1NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 A financial adviser

Demographic	Selected		Not Selected		Total N
Black Adults	13%	(70)	87%	(479)	549
2016 Vote: Hillary Clinton	14%	(41)	86%	(260)	301
2016 Vote: Didn't Vote	9%	(19)	91%	(186)	204
Voted in 2014: Yes	16%	(46)	84%	(248)	293
Voted in 2014: No	9%	(24)	91%	(232)	255
4-Region: Northeast	11%	(9)	89%	(75)	84
4-Region: Midwest	10%	(8)	90%	(73)	81
4-Region: South	15%	(47)	85%	(268)	314
4-Region: West	8%	(6)	92%	(64)	69
2110194	13%	(35)	87%	(239)	274
2110195	12%	(34)	88%	(240)	274

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

Table MCFI14_2NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
A family member or friend

Demographic	Selected		Not Selected		Total N
Black Adults	21%	(115)	79%	(433)	549
Gender: Male	24%	(55)	76%	(178)	232
Gender: Female	19%	(61)	81%	(256)	316
Age: 18-34	24%	(52)	76%	(167)	219
Age: 35-44	22%	(22)	78%	(81)	103
Age: 45-64	18%	(28)	82%	(134)	162
Age: 65+	20%	(13)	80%	(52)	65
GenZers: 1997-2012	30%	(33)	70%	(78)	111
Millennials: 1981-1996	21%	(35)	79%	(134)	168
GenXers: 1965-1980	19%	(27)	81%	(116)	143
Baby Boomers: 1946-1964	16%	(20)	84%	(102)	122
PID: Dem (no lean)	20%	(73)	80%	(290)	363
PID: Ind (no lean)	20%	(32)	80%	(132)	164
PID/Gender: Dem Men	17%	(25)	83%	(121)	146
PID/Gender: Dem Women	22%	(48)	78%	(169)	216
PID/Gender: Ind Men	29%	(21)	71%	(54)	75
PID/Gender: Ind Women	12%	(11)	88%	(78)	89
Ideo: Liberal (1-3)	22%	(36)	78%	(127)	162
Ideo: Moderate (4)	16%	(35)	84%	(179)	214
Ideo: Conservative (5-7)	27%	(20)	73%	(54)	74
Educ: < College	21%	(86)	79%	(327)	413
Educ: Bachelors degree	15%	(13)	85%	(72)	85
Educ: Post-grad	33%	(17)	67%	(34)	51
Income: Under 50k	21%	(75)	79%	(289)	364
Income: 50k-100k	24%	(33)	76%	(103)	136
Ethnicity: Black	21%	(115)	79%	(433)	549
All Christian	22%	(38)	78%	(132)	170
Agnostic/Nothing in particular	16%	(29)	84%	(147)	175
Something Else	24%	(40)	76%	(128)	168
Evangelical	21%	(42)	79%	(159)	201
Non-Evangelical	26%	(35)	74%	(100)	135

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Table MCFI14_2NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 A family member or friend

Demographic	Selected		Not Selected		Total N
Black Adults	21%	(115)	79%	(433)	549
Community: Urban	21%	(51)	79%	(194)	244
Community: Suburban	21%	(46)	79%	(172)	218
Community: Rural	22%	(19)	78%	(68)	87
Employ: Private Sector	18%	(26)	82%	(123)	150
Employ: Self-Employed	24%	(15)	76%	(49)	64
Employ: Retired	15%	(12)	85%	(66)	78
Employ: Unemployed	19%	(15)	81%	(65)	80
Employ: Other	17%	(11)	83%	(55)	66
Military HH: Yes	18%	(15)	82%	(71)	86
Military HH: No	22%	(100)	78%	(362)	462
RD/WT: Right Direction	21%	(60)	79%	(222)	282
RD/WT: Wrong Track	21%	(56)	79%	(211)	267
Biden Job Approve	19%	(69)	81%	(297)	366
Biden Job Disapprove	26%	(34)	74%	(97)	131
Biden Job Strongly Approve	19%	(34)	81%	(143)	177
Biden Job Somewhat Approve	18%	(35)	82%	(154)	189
Biden Job Somewhat Disapprove	29%	(21)	71%	(52)	73
Biden Job Strongly Disapprove	22%	(13)	78%	(45)	58
Favorable of Biden	21%	(82)	79%	(314)	396
Unfavorable of Biden	25%	(29)	75%	(85)	114
Very Favorable of Biden	20%	(40)	80%	(161)	201
Somewhat Favorable of Biden	22%	(42)	78%	(153)	195
Somewhat Unfavorable of Biden	24%	(15)	76%	(47)	61
Very Unfavorable of Biden	27%	(14)	73%	(38)	52
#1 Issue: Economy	19%	(43)	81%	(180)	223
#1 Issue: Health Care	15%	(9)	85%	(55)	64
#1 Issue: Medicare / Social Security	19%	(13)	81%	(58)	71
#1 Issue: Women's Issues	24%	(18)	76%	(59)	77
2020 Vote: Joe Biden	19%	(67)	81%	(279)	346
2020 Vote: Didn't Vote	23%	(33)	77%	(110)	143
2018 House Vote: Democrat	21%	(63)	79%	(233)	296

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Table MCFI14_2NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
A family member or friend

Demographic	Selected		Not Selected		Total N
Black Adults	21%	(115)	79%	(433)	549
2016 Vote: Hillary Clinton	20%	(59)	80%	(241)	301
2016 Vote: Didn't Vote	20%	(41)	80%	(164)	204
Voted in 2014: Yes	21%	(61)	79%	(232)	293
Voted in 2014: No	21%	(54)	79%	(201)	255
4-Region: Northeast	25%	(21)	75%	(62)	84
4-Region: Midwest	27%	(22)	73%	(60)	81
4-Region: South	20%	(63)	80%	(252)	314
4-Region: West	14%	(10)	86%	(59)	69
2110194	21%	(58)	79%	(216)	274
2110195	21%	(57)	79%	(217)	274

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

Table MCFI14_3NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 A celebrity or influencer

Demographic	Selected		Not Selected		Total N
Black Adults	8%	(46)	92%	(502)	549
Gender: Male	11%	(25)	89%	(207)	232
Gender: Female	7%	(22)	93%	(295)	316
Age: 18-34	11%	(24)	89%	(194)	219
Age: 35-44	16%	(16)	84%	(87)	103
Age: 45-64	4%	(6)	96%	(156)	162
Age: 65+	—	(0)	100%	(65)	65
GenZers: 1997-2012	11%	(12)	89%	(99)	111
Millennials: 1981-1996	14%	(23)	86%	(145)	168
GenXers: 1965-1980	7%	(10)	93%	(134)	143
Baby Boomers: 1946-1964	2%	(2)	98%	(120)	122
PID: Dem (no lean)	7%	(24)	93%	(339)	363
PID: Ind (no lean)	10%	(16)	90%	(147)	164
PID/Gender: Dem Men	8%	(11)	92%	(135)	146
PID/Gender: Dem Women	6%	(13)	94%	(203)	216
PID/Gender: Ind Men	11%	(9)	89%	(66)	75
PID/Gender: Ind Women	9%	(8)	91%	(81)	89
Ideo: Liberal (1-3)	8%	(13)	92%	(149)	162
Ideo: Moderate (4)	7%	(16)	93%	(198)	214
Ideo: Conservative (5-7)	10%	(8)	90%	(66)	74
Educ: < College	9%	(37)	91%	(376)	413
Educ: Bachelors degree	5%	(4)	95%	(81)	85
Educ: Post-grad	10%	(5)	90%	(46)	51
Income: Under 50k	9%	(34)	91%	(331)	364
Income: 50k-100k	4%	(5)	96%	(131)	136
Ethnicity: Black	8%	(46)	92%	(502)	549
All Christian	8%	(14)	92%	(156)	170
Agnostic/Nothing in particular	7%	(12)	93%	(163)	175
Something Else	11%	(18)	89%	(150)	168
Evangelical	12%	(24)	88%	(177)	201
Non-Evangelical	6%	(8)	94%	(127)	135

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Table MCFI14_3NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
A celebrity or influencer

Demographic	Selected		Not Selected		Total N
Black Adults	8%	(46)	92%	(502)	549
Community: Urban	9%	(23)	91%	(221)	244
Community: Suburban	5%	(10)	95%	(207)	218
Community: Rural	15%	(13)	85%	(74)	87
Employ: Private Sector	5%	(7)	95%	(142)	150
Employ: Self-Employed	11%	(7)	89%	(57)	64
Employ: Retired	1%	(1)	99%	(77)	78
Employ: Unemployed	12%	(10)	88%	(70)	80
Employ: Other	9%	(6)	91%	(61)	66
Military HH: Yes	4%	(4)	96%	(82)	86
Military HH: No	9%	(43)	91%	(420)	462
RD/WT: Right Direction	7%	(20)	93%	(261)	282
RD/WT: Wrong Track	10%	(26)	90%	(241)	267
Biden Job Approve	8%	(30)	92%	(336)	366
Biden Job Disapprove	10%	(13)	90%	(118)	131
Biden Job Strongly Approve	9%	(16)	91%	(162)	177
Biden Job Somewhat Approve	7%	(14)	93%	(175)	189
Biden Job Somewhat Disapprove	7%	(5)	93%	(68)	73
Biden Job Strongly Disapprove	14%	(8)	86%	(50)	58
Favorable of Biden	9%	(35)	91%	(361)	396
Unfavorable of Biden	9%	(10)	91%	(104)	114
Very Favorable of Biden	11%	(21)	89%	(179)	201
Somewhat Favorable of Biden	7%	(13)	93%	(182)	195
Somewhat Unfavorable of Biden	4%	(3)	96%	(59)	61
Very Unfavorable of Biden	14%	(7)	86%	(45)	52
#1 Issue: Economy	10%	(22)	90%	(201)	223
#1 Issue: Health Care	7%	(4)	93%	(60)	64
#1 Issue: Medicare / Social Security	1%	(1)	99%	(71)	71
#1 Issue: Women's Issues	9%	(7)	91%	(70)	77
2020 Vote: Joe Biden	8%	(26)	92%	(320)	346
2020 Vote: Didn't Vote	8%	(12)	92%	(131)	143
2018 House Vote: Democrat	7%	(21)	93%	(275)	296

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Table MCFI14_3NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 A celebrity or influencer

Demographic	Selected		Not Selected		Total N
Black Adults	8%	(46)	92%	(502)	549
2016 Vote: Hillary Clinton	7%	(21)	93%	(279)	301
2016 Vote: Didn't Vote	10%	(20)	90%	(184)	204
Voted in 2014: Yes	8%	(22)	92%	(271)	293
Voted in 2014: No	9%	(24)	91%	(231)	255
4-Region: Northeast	16%	(14)	84%	(70)	84
4-Region: Midwest	10%	(8)	90%	(73)	81
4-Region: South	7%	(22)	93%	(292)	314
4-Region: West	3%	(2)	97%	(67)	69
2110194	9%	(25)	91%	(250)	274
2110195	8%	(22)	92%	(253)	274

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

Table MCFI14_4NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
News organizations

Demographic	Selected		Not Selected		Total N
Black Adults	15%	(83)	85%	(466)	549
Gender: Male	21%	(48)	79%	(184)	232
Gender: Female	11%	(35)	89%	(281)	316
Age: 18-34	13%	(29)	87%	(190)	219
Age: 35-44	21%	(22)	79%	(81)	103
Age: 45-64	12%	(20)	88%	(142)	162
Age: 65+	19%	(12)	81%	(53)	65
GenZers: 1997-2012	9%	(9)	91%	(101)	111
Millennials: 1981-1996	23%	(38)	77%	(130)	168
GenXers: 1965-1980	10%	(14)	90%	(129)	143
Baby Boomers: 1946-1964	17%	(21)	83%	(101)	122
PID: Dem (no lean)	17%	(62)	83%	(301)	363
PID: Ind (no lean)	9%	(16)	91%	(148)	164
PID/Gender: Dem Men	23%	(34)	77%	(113)	146
PID/Gender: Dem Women	13%	(28)	87%	(189)	216
PID/Gender: Ind Men	11%	(8)	89%	(66)	75
PID/Gender: Ind Women	8%	(7)	92%	(82)	89
Ideo: Liberal (1-3)	22%	(36)	78%	(126)	162
Ideo: Moderate (4)	15%	(32)	85%	(182)	214
Ideo: Conservative (5-7)	12%	(9)	88%	(65)	74
Educ: < College	12%	(49)	88%	(364)	413
Educ: Bachelors degree	27%	(23)	73%	(62)	85
Educ: Post-grad	22%	(11)	78%	(39)	51
Income: Under 50k	15%	(53)	85%	(311)	364
Income: 50k-100k	14%	(18)	86%	(118)	136
Ethnicity: Black	15%	(83)	85%	(466)	549
All Christian	21%	(35)	79%	(134)	170
Agnostic/Nothing in particular	9%	(16)	91%	(160)	175
Something Else	16%	(26)	84%	(142)	168
Evangelical	16%	(32)	84%	(169)	201
Non-Evangelical	22%	(30)	78%	(105)	135

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Table MCFI14_4NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 News organizations

Demographic	Selected		Not Selected		Total N
Black Adults	15%	(83)	85%	(466)	549
Community: Urban	15%	(36)	85%	(209)	244
Community: Suburban	18%	(39)	82%	(179)	218
Community: Rural	10%	(8)	90%	(78)	87
Employ: Private Sector	19%	(29)	81%	(121)	150
Employ: Self-Employed	15%	(9)	85%	(55)	64
Employ: Retired	15%	(12)	85%	(66)	78
Employ: Unemployed	13%	(10)	87%	(69)	80
Employ: Other	13%	(8)	87%	(58)	66
Military HH: Yes	25%	(22)	75%	(65)	86
Military HH: No	13%	(61)	87%	(401)	462
RD/WT: Right Direction	17%	(48)	83%	(234)	282
RD/WT: Wrong Track	13%	(35)	87%	(232)	267
Biden Job Approve	17%	(61)	83%	(306)	366
Biden Job Disapprove	15%	(20)	85%	(112)	131
Biden Job Strongly Approve	17%	(30)	83%	(147)	177
Biden Job Somewhat Approve	16%	(30)	84%	(159)	189
Biden Job Somewhat Disapprove	18%	(13)	82%	(60)	73
Biden Job Strongly Disapprove	11%	(7)	89%	(51)	58
Favorable of Biden	17%	(66)	83%	(330)	396
Unfavorable of Biden	14%	(16)	86%	(98)	114
Very Favorable of Biden	18%	(36)	82%	(164)	201
Somewhat Favorable of Biden	15%	(30)	85%	(165)	195
Somewhat Unfavorable of Biden	15%	(9)	85%	(52)	61
Very Unfavorable of Biden	13%	(7)	87%	(46)	52
#1 Issue: Economy	15%	(33)	85%	(191)	223
#1 Issue: Health Care	12%	(8)	88%	(56)	64
#1 Issue: Medicare / Social Security	11%	(8)	89%	(64)	71
#1 Issue: Women's Issues	17%	(13)	83%	(64)	77
2020 Vote: Joe Biden	18%	(64)	82%	(282)	346
2020 Vote: Didn't Vote	8%	(11)	92%	(132)	143
2018 House Vote: Democrat	19%	(55)	81%	(241)	296

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Table MCFI14_4NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
News organizations

Demographic	Selected		Not Selected		Total N
Black Adults	15%	(83)	85%	(466)	549
2016 Vote: Hillary Clinton	16%	(49)	84%	(251)	301
2016 Vote: Didn't Vote	11%	(23)	89%	(181)	204
Voted in 2014: Yes	19%	(57)	81%	(237)	293
Voted in 2014: No	10%	(26)	90%	(229)	255
4-Region: Northeast	10%	(8)	90%	(75)	84
4-Region: Midwest	14%	(11)	86%	(70)	81
4-Region: South	17%	(53)	83%	(261)	314
4-Region: West	15%	(11)	85%	(59)	69
2110194	14%	(39)	86%	(236)	274
2110195	16%	(44)	84%	(230)	274

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

Table MCFI14_5NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 Social media

Demographic	Selected		Not Selected		Total N
Black Adults	30%	(167)	70%	(382)	549
Gender: Male	46%	(108)	54%	(124)	232
Gender: Female	19%	(59)	81%	(257)	316
Age: 18-34	37%	(82)	63%	(137)	219
Age: 35-44	39%	(40)	61%	(63)	103
Age: 45-64	23%	(37)	77%	(125)	162
Age: 65+	12%	(8)	88%	(57)	65
GenZers: 1997-2012	37%	(41)	63%	(70)	111
Millennials: 1981-1996	40%	(67)	60%	(102)	168
GenXers: 1965-1980	31%	(45)	69%	(99)	143
Baby Boomers: 1946-1964	12%	(15)	88%	(107)	122
PID: Dem (no lean)	29%	(107)	71%	(256)	363
PID: Ind (no lean)	29%	(47)	71%	(116)	164
PID/Gender: Dem Men	51%	(74)	49%	(72)	146
PID/Gender: Dem Women	15%	(33)	85%	(184)	216
PID/Gender: Ind Men	36%	(27)	64%	(48)	75
PID/Gender: Ind Women	23%	(21)	77%	(68)	89
Ideo: Liberal (1-3)	31%	(51)	69%	(111)	162
Ideo: Moderate (4)	32%	(68)	68%	(146)	214
Ideo: Conservative (5-7)	28%	(21)	72%	(53)	74
Educ: < College	30%	(124)	70%	(289)	413
Educ: Bachelors degree	28%	(24)	72%	(61)	85
Educ: Post-grad	37%	(19)	63%	(32)	51
Income: Under 50k	31%	(111)	69%	(253)	364
Income: 50k-100k	28%	(38)	72%	(98)	136
Ethnicity: Black	30%	(167)	70%	(382)	549
All Christian	31%	(53)	69%	(117)	170
Agnostic/Nothing in particular	27%	(47)	73%	(129)	175
Something Else	30%	(51)	70%	(117)	168
Evangelical	26%	(52)	74%	(149)	201
Non-Evangelical	38%	(51)	62%	(84)	135

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Table MCFI14_5NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
Social media

Demographic	Selected		Not Selected		Total N
Black Adults	30%	(167)	70%	(382)	549
Community: Urban	30%	(73)	70%	(171)	244
Community: Suburban	32%	(69)	68%	(148)	218
Community: Rural	28%	(24)	72%	(62)	87
Employ: Private Sector	37%	(55)	63%	(94)	150
Employ: Self-Employed	46%	(30)	54%	(35)	64
Employ: Retired	10%	(8)	90%	(71)	78
Employ: Unemployed	32%	(25)	68%	(55)	80
Employ: Other	18%	(12)	82%	(54)	66
Military HH: Yes	36%	(31)	64%	(55)	86
Military HH: No	29%	(136)	71%	(327)	462
RD/WT: Right Direction	31%	(88)	69%	(194)	282
RD/WT: Wrong Track	29%	(79)	71%	(188)	267
Biden Job Approve	30%	(109)	70%	(257)	366
Biden Job Disapprove	41%	(53)	59%	(78)	131
Biden Job Strongly Approve	31%	(55)	69%	(123)	177
Biden Job Somewhat Approve	29%	(54)	71%	(135)	189
Biden Job Somewhat Disapprove	43%	(32)	57%	(42)	73
Biden Job Strongly Disapprove	37%	(22)	63%	(36)	58
Favorable of Biden	31%	(121)	69%	(275)	396
Unfavorable of Biden	36%	(40)	64%	(73)	114
Very Favorable of Biden	30%	(60)	70%	(141)	201
Somewhat Favorable of Biden	31%	(61)	69%	(134)	195
Somewhat Unfavorable of Biden	35%	(21)	65%	(40)	61
Very Unfavorable of Biden	37%	(19)	63%	(33)	52
#1 Issue: Economy	37%	(83)	63%	(140)	223
#1 Issue: Health Care	25%	(16)	75%	(48)	64
#1 Issue: Medicare / Social Security	21%	(15)	79%	(57)	71
#1 Issue: Women's Issues	24%	(19)	76%	(58)	77
2020 Vote: Joe Biden	26%	(91)	74%	(255)	346
2020 Vote: Didn't Vote	37%	(53)	63%	(90)	143
2018 House Vote: Democrat	27%	(81)	73%	(215)	296

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Table MCFI14_5NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 Social media

Demographic	Selected		Not Selected		Total N
Black Adults	30%	(167)	70%	(382)	549
2016 Vote: Hillary Clinton	27%	(82)	73%	(219)	301
2016 Vote: Didn't Vote	34%	(70)	66%	(135)	204
Voted in 2014: Yes	25%	(73)	75%	(220)	293
Voted in 2014: No	37%	(94)	63%	(162)	255
4-Region: Northeast	38%	(31)	62%	(52)	84
4-Region: Midwest	27%	(22)	73%	(59)	81
4-Region: South	29%	(90)	71%	(224)	314
4-Region: West	33%	(23)	67%	(47)	69
2110194	32%	(89)	68%	(186)	274
2110195	28%	(78)	72%	(196)	274

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

Table MCFI14_6NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
Other news sources

Demographic	Selected		Not Selected		Total N
Black Adults	16%	(89)	84%	(460)	549
Gender: Male	28%	(64)	72%	(168)	232
Gender: Female	8%	(24)	92%	(292)	316
Age: 18-34	14%	(31)	86%	(188)	219
Age: 35-44	17%	(17)	83%	(86)	103
Age: 45-64	18%	(29)	82%	(133)	162
Age: 65+	18%	(12)	82%	(53)	65
GenZers: 1997-2012	13%	(14)	87%	(96)	111
Millennials: 1981-1996	18%	(30)	82%	(138)	168
GenXers: 1965-1980	16%	(23)	84%	(120)	143
Baby Boomers: 1946-1964	17%	(21)	83%	(101)	122
PID: Dem (no lean)	16%	(60)	84%	(303)	363
PID: Ind (no lean)	15%	(24)	85%	(139)	164
PID/Gender: Dem Men	28%	(41)	72%	(106)	146
PID/Gender: Dem Women	9%	(19)	91%	(198)	216
PID/Gender: Ind Men	26%	(20)	74%	(55)	75
PID/Gender: Ind Women	5%	(5)	95%	(84)	89
Ideo: Liberal (1-3)	26%	(42)	74%	(121)	162
Ideo: Moderate (4)	13%	(27)	87%	(187)	214
Ideo: Conservative (5-7)	16%	(12)	84%	(62)	74
Educ: < College	15%	(63)	85%	(351)	413
Educ: Bachelors degree	21%	(18)	79%	(67)	85
Educ: Post-grad	17%	(8)	83%	(42)	51
Income: Under 50k	14%	(50)	86%	(314)	364
Income: 50k-100k	23%	(31)	77%	(105)	136
Ethnicity: Black	16%	(89)	84%	(460)	549
All Christian	23%	(40)	77%	(130)	170
Agnostic/Nothing in particular	13%	(23)	87%	(152)	175
Something Else	10%	(16)	90%	(152)	168
Evangelical	11%	(23)	89%	(178)	201
Non-Evangelical	24%	(32)	76%	(103)	135

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Table MCFI14_6NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 Other news sources

Demographic	Selected		Not Selected		Total N
Black Adults	16%	(89)	84%	(460)	549
Community: Urban	15%	(37)	85%	(207)	244
Community: Suburban	19%	(41)	81%	(176)	218
Community: Rural	12%	(11)	88%	(76)	87
Employ: Private Sector	18%	(26)	82%	(123)	150
Employ: Self-Employed	20%	(13)	80%	(51)	64
Employ: Retired	19%	(15)	81%	(63)	78
Employ: Unemployed	16%	(13)	84%	(67)	80
Employ: Other	8%	(5)	92%	(61)	66
Military HH: Yes	25%	(21)	75%	(65)	86
Military HH: No	15%	(67)	85%	(395)	462
RD/WT: Right Direction	17%	(49)	83%	(233)	282
RD/WT: Wrong Track	15%	(40)	85%	(227)	267
Biden Job Approve	18%	(68)	82%	(299)	366
Biden Job Disapprove	15%	(19)	85%	(112)	131
Biden Job Strongly Approve	20%	(35)	80%	(142)	177
Biden Job Somewhat Approve	17%	(33)	83%	(156)	189
Biden Job Somewhat Disapprove	10%	(7)	90%	(66)	73
Biden Job Strongly Disapprove	21%	(12)	79%	(46)	58
Favorable of Biden	18%	(70)	82%	(326)	396
Unfavorable of Biden	16%	(19)	84%	(95)	114
Very Favorable of Biden	20%	(41)	80%	(160)	201
Somewhat Favorable of Biden	15%	(29)	85%	(166)	195
Somewhat Unfavorable of Biden	12%	(7)	88%	(54)	61
Very Unfavorable of Biden	22%	(11)	78%	(41)	52
#1 Issue: Economy	18%	(41)	82%	(182)	223
#1 Issue: Health Care	7%	(4)	93%	(60)	64
#1 Issue: Medicare / Social Security	11%	(8)	89%	(64)	71
#1 Issue: Women's Issues	12%	(9)	88%	(68)	77
2020 Vote: Joe Biden	19%	(65)	81%	(281)	346
2020 Vote: Didn't Vote	12%	(17)	88%	(126)	143
2018 House Vote: Democrat	17%	(49)	83%	(247)	296

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Table MCFI14_6NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.

Other news sources

Demographic	Selected		Not Selected		Total N
Black Adults	16%	(89)	84%	(460)	549
2016 Vote: Hillary Clinton	17%	(50)	83%	(251)	301
2016 Vote: Didn't Vote	15%	(32)	85%	(173)	204
Voted in 2014: Yes	17%	(51)	83%	(242)	293
Voted in 2014: No	15%	(38)	85%	(218)	255
4-Region: Northeast	20%	(17)	80%	(67)	84
4-Region: Midwest	16%	(13)	84%	(68)	81
4-Region: South	16%	(49)	84%	(266)	314
4-Region: West	14%	(10)	86%	(60)	69
2110194	16%	(43)	84%	(231)	274
2110195	17%	(46)	83%	(229)	274

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

Table MCFI14_7NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 Other

Demographic	Selected		Not Selected		Total N
Black Adults	3%	(18)	97%	(531)	549
Gender: Male	4%	(10)	96%	(222)	232
Gender: Female	3%	(8)	97%	(308)	316
Age: 18-34	1%	(2)	99%	(217)	219
Age: 35-44	4%	(4)	96%	(99)	103
Age: 45-64	6%	(10)	94%	(153)	162
Age: 65+	4%	(2)	96%	(62)	65
GenZers: 1997-2012	—	(0)	100%	(111)	111
Millennials: 1981-1996	2%	(3)	98%	(165)	168
GenXers: 1965-1980	5%	(7)	95%	(137)	143
Baby Boomers: 1946-1964	6%	(7)	94%	(115)	122
PID: Dem (no lean)	3%	(11)	97%	(351)	363
PID: Ind (no lean)	4%	(7)	96%	(157)	164
PID/Gender: Dem Men	3%	(5)	97%	(142)	146
PID/Gender: Dem Women	3%	(7)	97%	(210)	216
PID/Gender: Ind Men	7%	(5)	93%	(70)	75
PID/Gender: Ind Women	2%	(1)	98%	(87)	89
Ideo: Liberal (1-3)	5%	(8)	95%	(154)	162
Ideo: Moderate (4)	4%	(8)	96%	(206)	214
Ideo: Conservative (5-7)	2%	(2)	98%	(72)	74
Educ: < College	2%	(10)	98%	(403)	413
Educ: Bachelors degree	2%	(2)	98%	(83)	85
Educ: Post-grad	12%	(6)	88%	(45)	51
Income: Under 50k	3%	(12)	97%	(353)	364
Income: 50k-100k	3%	(4)	97%	(132)	136
Ethnicity: Black	3%	(18)	97%	(531)	549
All Christian	3%	(5)	97%	(165)	170
Agnostic/Nothing in particular	1%	(2)	99%	(174)	175
Something Else	7%	(11)	93%	(157)	168
Evangelical	7%	(13)	93%	(188)	201
Non-Evangelical	2%	(3)	98%	(132)	135

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Table MCFI14_7NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
Other

Demographic	Selected		Not Selected		Total N
Black Adults	3%	(18)	97%	(531)	549
Community: Urban	4%	(10)	96%	(235)	244
Community: Suburban	3%	(7)	97%	(211)	218
Community: Rural	2%	(2)	98%	(85)	87
Employ: Private Sector	2%	(3)	98%	(147)	150
Employ: Self-Employed	—	(0)	100%	(64)	64
Employ: Retired	5%	(4)	95%	(74)	78
Employ: Unemployed	4%	(3)	96%	(77)	80
Employ: Other	9%	(6)	91%	(60)	66
Military HH: Yes	10%	(8)	90%	(78)	86
Military HH: No	2%	(10)	98%	(453)	462
RD/WT: Right Direction	3%	(9)	97%	(273)	282
RD/WT: Wrong Track	4%	(9)	96%	(257)	267
Biden Job Approve	3%	(11)	97%	(356)	366
Biden Job Disapprove	5%	(6)	95%	(125)	131
Biden Job Strongly Approve	1%	(2)	99%	(175)	177
Biden Job Somewhat Approve	5%	(9)	95%	(180)	189
Biden Job Somewhat Disapprove	7%	(5)	93%	(69)	73
Biden Job Strongly Disapprove	2%	(1)	98%	(57)	58
Favorable of Biden	3%	(11)	97%	(385)	396
Unfavorable of Biden	5%	(6)	95%	(108)	114
Very Favorable of Biden	1%	(2)	99%	(199)	201
Somewhat Favorable of Biden	5%	(9)	95%	(186)	195
Somewhat Unfavorable of Biden	8%	(5)	92%	(57)	61
Very Unfavorable of Biden	2%	(1)	98%	(51)	52
#1 Issue: Economy	2%	(4)	98%	(219)	223
#1 Issue: Health Care	3%	(2)	97%	(62)	64
#1 Issue: Medicare / Social Security	9%	(6)	91%	(65)	71
#1 Issue: Women's Issues	3%	(2)	97%	(75)	77
2020 Vote: Joe Biden	4%	(13)	96%	(333)	346
2020 Vote: Didn't Vote	3%	(4)	97%	(139)	143
2018 House Vote: Democrat	3%	(8)	97%	(287)	296

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Table MCFI14_7NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 Other

Demographic	Selected		Not Selected		Total N
Black Adults	3%	(18)	97%	(531)	549
2016 Vote: Hillary Clinton	2%	(6)	98%	(294)	301
2016 Vote: Didn't Vote	5%	(10)	95%	(194)	204
Voted in 2014: Yes	3%	(7)	97%	(286)	293
Voted in 2014: No	4%	(11)	96%	(245)	255
4-Region: Northeast	8%	(7)	92%	(77)	84
4-Region: Midwest	1%	(1)	99%	(81)	81
4-Region: South	2%	(6)	98%	(309)	314
4-Region: West	7%	(5)	93%	(65)	69
2110194	5%	(13)	95%	(262)	274
2110195	2%	(5)	98%	(269)	274

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

Table MCFI14_8NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Black Adults	38%	(207)	62%	(342)	549
Gender: Male	20%	(47)	80%	(186)	232
Gender: Female	51%	(160)	49%	(156)	316
Age: 18-34	32%	(70)	68%	(148)	219
Age: 35-44	32%	(33)	68%	(70)	103
Age: 45-64	42%	(69)	58%	(94)	162
Age: 65+	53%	(34)	47%	(30)	65
GenZers: 1997-2012	31%	(35)	69%	(76)	111
Millennials: 1981-1996	32%	(54)	68%	(115)	168
GenXers: 1965-1980	40%	(57)	60%	(87)	143
Baby Boomers: 1946-1964	48%	(59)	52%	(64)	122
PID: Dem (no lean)	37%	(135)	63%	(228)	363
PID: Ind (no lean)	42%	(68)	58%	(95)	164
PID/Gender: Dem Men	17%	(25)	83%	(121)	146
PID/Gender: Dem Women	51%	(110)	49%	(107)	216
PID/Gender: Ind Men	28%	(21)	72%	(54)	75
PID/Gender: Ind Women	54%	(47)	46%	(41)	89
Ideo: Liberal (1-3)	36%	(58)	64%	(104)	162
Ideo: Moderate (4)	37%	(79)	63%	(135)	214
Ideo: Conservative (5-7)	32%	(24)	68%	(50)	74
Educ: < College	40%	(167)	60%	(246)	413
Educ: Bachelors degree	38%	(32)	62%	(53)	85
Educ: Post-grad	16%	(8)	84%	(43)	51
Income: Under 50k	41%	(149)	59%	(216)	364
Income: 50k-100k	34%	(46)	66%	(90)	136
Ethnicity: Black	38%	(207)	62%	(342)	549
All Christian	32%	(54)	68%	(116)	170
Agnostic/Nothing in particular	51%	(89)	49%	(86)	175
Something Else	34%	(57)	66%	(110)	168
Evangelical	39%	(79)	61%	(122)	201
Non-Evangelical	24%	(32)	76%	(102)	135

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Table MCFI14_8NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
 None of the above

Demographic	Selected		Not Selected		Total N
Black Adults	38%	(207)	62%	(342)	549
Community: Urban	37%	(91)	63%	(154)	244
Community: Suburban	37%	(80)	63%	(138)	218
Community: Rural	42%	(36)	58%	(50)	87
Employ: Private Sector	31%	(46)	69%	(104)	150
Employ: Self-Employed	24%	(16)	76%	(49)	64
Employ: Retired	52%	(40)	48%	(38)	78
Employ: Unemployed	44%	(35)	56%	(44)	80
Employ: Other	48%	(32)	52%	(34)	66
Military HH: Yes	17%	(15)	83%	(72)	86
Military HH: No	42%	(192)	58%	(270)	462
RD/WT: Right Direction	36%	(101)	64%	(181)	282
RD/WT: Wrong Track	40%	(106)	60%	(161)	267
Biden Job Approve	38%	(141)	62%	(225)	366
Biden Job Disapprove	28%	(37)	72%	(94)	131
Biden Job Strongly Approve	39%	(69)	61%	(108)	177
Biden Job Somewhat Approve	38%	(72)	62%	(117)	189
Biden Job Somewhat Disapprove	24%	(17)	76%	(56)	73
Biden Job Strongly Disapprove	34%	(20)	66%	(38)	58
Favorable of Biden	37%	(146)	63%	(250)	396
Unfavorable of Biden	31%	(35)	69%	(79)	114
Very Favorable of Biden	37%	(74)	63%	(126)	201
Somewhat Favorable of Biden	37%	(72)	63%	(123)	195
Somewhat Unfavorable of Biden	32%	(19)	68%	(42)	61
Very Unfavorable of Biden	30%	(15)	70%	(37)	52
#1 Issue: Economy	34%	(75)	66%	(148)	223
#1 Issue: Health Care	50%	(32)	50%	(32)	64
#1 Issue: Medicare / Social Security	43%	(31)	57%	(41)	71
#1 Issue: Women's Issues	36%	(27)	64%	(50)	77
2020 Vote: Joe Biden	39%	(135)	61%	(211)	346
2020 Vote: Didn't Vote	36%	(51)	64%	(91)	143
2018 House Vote: Democrat	37%	(110)	63%	(186)	296

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Table MCFI14_8NET: From which of the following sources do you receive information about digital currencies, if any? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Black Adults	38%	(207)	62%	(342)	549
2016 Vote: Hillary Clinton	39%	(118)	61%	(182)	301
2016 Vote: Didn't Vote	38%	(78)	62%	(126)	204
Voted in 2014: Yes	39%	(114)	61%	(179)	293
Voted in 2014: No	36%	(93)	64%	(162)	255
4-Region: Northeast	29%	(24)	71%	(59)	84
4-Region: Midwest	42%	(34)	58%	(47)	81
4-Region: South	41%	(128)	59%	(186)	314
4-Region: West	29%	(20)	71%	(49)	69
2110194	37%	(102)	63%	(172)	274
2110195	38%	(105)	62%	(170)	274

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Black Adults	549	100%
xdemGender	Gender: Male	232	42%
	Gender: Female	316	58%
	N	549	
age	Age: 18-34	219	40%
	Age: 35-44	103	19%
	Age: 45-64	162	30%
	Age: 65+	65	12%
	N	549	
demAgeGeneration	GenZers: 1997-2012	111	20%
	Millennials: 1981-1996	168	31%
	GenXers: 1965-1980	143	26%
	Baby Boomers: 1946-1964	122	22%
	N	545	
xpid3	PID: Dem (no lean)	363	66%
	PID: Ind (no lean)	164	30%
	PID: Rep (no lean)	22	4%
	N	549	
xpidGender	PID/Gender: Dem Men	146	27%
	PID/Gender: Dem Women	216	39%
	PID/Gender: Ind Men	75	14%
	PID/Gender: Ind Women	89	16%
	PID/Gender: Rep Men	11	2%
	PID/Gender: Rep Women	11	2%
	N	549	
xdemIdeo3	Ideo: Liberal (1-3)	162	30%
	Ideo: Moderate (4)	214	39%
	Ideo: Conservative (5-7)	74	13%
	N	450	
xeduc3	Educ: < College	413	75%
	Educ: Bachelors degree	85	15%
	Educ: Post-grad	51	9%
	N	549	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	364	66%
	Income: 50k-100k	136	25%
	Income: 100k+	48	9%
	N	549	
xdemHispBin	Ethnicity: Hispanic	49	9%
demBlackBin	Ethnicity: Black	549	100%
xdemReligion	All Christian	170	31%
	All Non-Christian	23	4%
	Atheist	12	2%
	Agnostic/Nothing in particular	175	32%
	Something Else	168	31%
	N	549	
xdemReligOther	Religious Non-Protestant/Catholic	24	4%
xdemEvang	Evangelical	201	37%
	Non-Evangelical	135	25%
	N	336	
xdemUsr	Community: Urban	244	45%
	Community: Suburban	218	40%
	Community: Rural	87	16%
	N	549	
xdemEmploy	Employ: Private Sector	150	27%
	Employ: Government	47	8%
	Employ: Self-Employed	64	12%
	Employ: Homemaker	19	4%
	Employ: Student	44	8%
	Employ: Retired	78	14%
	Employ: Unemployed	80	15%
	Employ: Other	66	12%
	N	549	
xdemMilHH1	Military HH: Yes	86	16%
	Military HH: No	462	84%
	N	549	
xnr1	RD/WT: Right Direction	282	51%
	RD/WT: Wrong Track	267	49%
	N	549	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBidenApprove	Biden Job Approve	366	67%
	Biden Job Disapprove	131	24%
	N	498	
xdemBidenApprove2	Biden Job Strongly Approve	177	32%
	Biden Job Somewhat Approve	189	34%
	Biden Job Somewhat Disapprove	73	13%
	Biden Job Strongly Disapprove	58	11%
	N	498	
xdemBidenFav	Favorable of Biden	396	72%
	Unfavorable of Biden	114	21%
	N	509	
xdemBidenFavFull	Very Favorable of Biden	201	37%
	Somewhat Favorable of Biden	195	36%
	Somewhat Unfavorable of Biden	61	11%
	Very Unfavorable of Biden	52	9%
	N	509	
xnr3	#1 Issue: Economy	223	41%
	#1 Issue: Security	30	5%
	#1 Issue: Health Care	64	12%
	#1 Issue: Medicare / Social Security	71	13%
	#1 Issue: Women's Issues	77	14%
	#1 Issue: Education	36	7%
	#1 Issue: Energy	19	3%
	#1 Issue: Other	28	5%
	N	549	
xsubVote20O	2020 Vote: Joe Biden	346	63%
	2020 Vote: Donald Trump	34	6%
	2020 Vote: Other	24	4%
	2020 Vote: Didn't Vote	143	26%
	N	547	
xsubVote18O	2018 House Vote: Democrat	296	54%
	2018 House Vote: Republican	31	6%
	2018 House Vote: Someone else	7	1%
	N	334	
xsubVote16O	2016 Vote: Hillary Clinton	301	55%
	2016 Vote: Donald Trump	25	5%
	2016 Vote: Other	16	3%
	2016 Vote: Didn't Vote	204	37%
	N	547	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	293	53%
	Voted in 2014: No	255	47%
	<i>N</i>	549	
xreg4	4-Region: Northeast	84	15%
	4-Region: Midwest	81	15%
	4-Region: South	314	57%
	4-Region: West	69	13%
	<i>N</i>	549	
poll	2110194	274	50%
	2110195	274	50%
	<i>N</i>	549	

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

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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