



National Tracking Poll #2112028  
December 03-06, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between December 3-December 6, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCFE1\_1:** *To what extent are the following important to you when deciding to purchase a product?  
 Products endorsed by musicians*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(162)	20%	(447)	26%	(569)	46%	(1023)	2200
Gender: Male	9%	(93)	22%	(234)	26%	(280)	43%	(454)	1062
Gender: Female	6%	(68)	19%	(213)	25%	(289)	50%	(569)	1138
Age: 18-34	14%	(90)	32%	(209)	28%	(185)	26%	(171)	655
Age: 35-44	11%	(40)	28%	(101)	23%	(82)	38%	(135)	358
Age: 45-64	4%	(27)	14%	(107)	28%	(208)	54%	(408)	751
Age: 65+	1%	(4)	7%	(30)	21%	(94)	71%	(309)	436
GenZers: 1997-2012	16%	(33)	28%	(56)	29%	(58)	27%	(55)	202
Millennials: 1981-1996	12%	(83)	33%	(222)	25%	(170)	30%	(202)	677
GenXers: 1965-1980	7%	(37)	19%	(106)	28%	(154)	46%	(254)	552
Baby Boomers: 1946-1964	1%	(7)	9%	(59)	25%	(171)	66%	(453)	690
PID: Dem (no lean)	11%	(91)	26%	(221)	23%	(199)	41%	(352)	863
PID: Ind (no lean)	4%	(31)	19%	(131)	28%	(196)	49%	(345)	702
PID: Rep (no lean)	6%	(40)	15%	(96)	27%	(174)	51%	(326)	635
PID/Gender: Dem Men	14%	(54)	32%	(123)	22%	(87)	32%	(126)	390
PID/Gender: Dem Women	8%	(38)	21%	(97)	24%	(112)	48%	(226)	473
PID/Gender: Ind Men	5%	(18)	19%	(70)	29%	(106)	47%	(175)	369
PID/Gender: Ind Women	4%	(12)	18%	(60)	27%	(90)	51%	(170)	333
PID/Gender: Rep Men	7%	(21)	13%	(41)	29%	(87)	51%	(153)	302
PID/Gender: Rep Women	6%	(18)	17%	(55)	26%	(86)	52%	(173)	332
Ideo: Liberal (1-3)	10%	(68)	22%	(146)	25%	(166)	42%	(274)	653
Ideo: Moderate (4)	8%	(53)	24%	(160)	28%	(189)	41%	(275)	677
Ideo: Conservative (5-7)	4%	(27)	15%	(104)	25%	(165)	56%	(375)	671
Educ: < College	7%	(101)	21%	(323)	27%	(402)	45%	(686)	1512
Educ: Bachelors degree	8%	(37)	19%	(85)	26%	(114)	47%	(207)	444
Educ: Post-grad	10%	(24)	16%	(38)	22%	(53)	53%	(129)	244

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**Table MCFE1\_1: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by musicians**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(162)	20%	(447)	26%	(569)	46%	(1023)	2200
Income: Under 50k	6%	(78)	23%	(277)	26%	(319)	45%	(543)	1216
Income: 50k-100k	8%	(51)	16%	(107)	28%	(192)	48%	(325)	675
Income: 100k+	11%	(33)	20%	(63)	19%	(58)	50%	(155)	308
Ethnicity: White	6%	(100)	19%	(323)	25%	(439)	50%	(860)	1722
Ethnicity: Hispanic	11%	(37)	26%	(92)	25%	(86)	38%	(134)	349
Ethnicity: Black	14%	(38)	24%	(66)	27%	(74)	35%	(97)	274
Ethnicity: Other	12%	(24)	29%	(58)	27%	(56)	32%	(66)	204
All Christian	8%	(76)	19%	(186)	25%	(248)	49%	(483)	992
All Non-Christian	12%	(13)	23%	(24)	21%	(22)	44%	(46)	104
Atheist	5%	(5)	24%	(23)	23%	(21)	48%	(45)	95
Agnostic/Nothing in particular	5%	(31)	19%	(120)	24%	(152)	51%	(317)	620
Something Else	9%	(37)	24%	(95)	32%	(126)	34%	(131)	389
Religious Non-Protestant/Catholic	11%	(13)	22%	(26)	22%	(25)	46%	(54)	118
Evangelical	10%	(58)	24%	(145)	25%	(148)	42%	(251)	602
Non-Evangelical	7%	(49)	17%	(127)	29%	(216)	47%	(350)	743
Community: Urban	14%	(86)	26%	(164)	25%	(157)	35%	(220)	627
Community: Suburban	5%	(54)	17%	(167)	26%	(265)	51%	(514)	1000
Community: Rural	4%	(22)	20%	(115)	26%	(147)	50%	(288)	572
Employ: Private Sector	10%	(77)	23%	(172)	28%	(211)	40%	(304)	764
Employ: Government	10%	(12)	28%	(32)	19%	(22)	42%	(49)	114
Employ: Self-Employed	10%	(20)	19%	(36)	28%	(52)	43%	(81)	189
Employ: Homemaker	8%	(13)	25%	(44)	22%	(38)	45%	(78)	174
Employ: Student	12%	(7)	23%	(14)	33%	(20)	32%	(20)	62
Employ: Retired	1%	(5)	8%	(38)	25%	(114)	66%	(308)	465
Employ: Unemployed	7%	(19)	27%	(75)	26%	(73)	40%	(110)	277
Employ: Other	5%	(8)	24%	(36)	24%	(38)	47%	(73)	155
Military HH: Yes	6%	(20)	15%	(49)	21%	(71)	58%	(194)	335
Military HH: No	8%	(141)	21%	(398)	27%	(498)	44%	(828)	1865
RD/WT: Right Direction	13%	(107)	26%	(213)	27%	(222)	35%	(286)	829
RD/WT: Wrong Track	4%	(54)	17%	(234)	25%	(346)	54%	(736)	1371

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**Table MCFE1\_1:** To what extent are the following important to you when deciding to purchase a product?

Products endorsed by musicians

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (162)	20% (447)	26% (569)	46% (1023)	2200
Biden Job Approve	11% (109)	24% (242)	27% (274)	39% (401)	1025
Biden Job Disapprove	5% (52)	17% (181)	25% (270)	53% (573)	1076
Biden Job Strongly Approve	17% (77)	21% (95)	24% (108)	38% (168)	449
Biden Job Somewhat Approve	5% (32)	25% (146)	29% (166)	40% (232)	576
Biden Job Somewhat Disapprove	7% (25)	22% (74)	32% (109)	39% (132)	341
Biden Job Strongly Disapprove	4% (26)	14% (106)	22% (161)	60% (441)	735
Favorable of Biden	10% (106)	24% (241)	26% (262)	40% (404)	1013
Unfavorable of Biden	5% (50)	17% (186)	25% (280)	53% (581)	1097
Very Favorable of Biden	17% (82)	22% (106)	23% (109)	38% (181)	477
Somewhat Favorable of Biden	5% (24)	25% (135)	29% (153)	42% (223)	536
Somewhat Unfavorable of Biden	7% (20)	23% (69)	33% (100)	37% (111)	300
Very Unfavorable of Biden	4% (30)	15% (117)	23% (180)	59% (470)	797
#1 Issue: Economy	6% (57)	23% (203)	27% (246)	44% (393)	899
#1 Issue: Security	6% (16)	18% (47)	23% (62)	53% (139)	263
#1 Issue: Health Care	12% (37)	24% (76)	22% (67)	42% (131)	310
#1 Issue: Medicare / Social Security	3% (7)	11% (27)	31% (80)	56% (147)	261
#1 Issue: Women's Issues	10% (13)	25% (32)	20% (26)	45% (60)	132
#1 Issue: Education	17% (15)	24% (22)	28% (26)	30% (27)	90
#1 Issue: Energy	8% (11)	19% (26)	30% (41)	43% (58)	136
#1 Issue: Other	5% (5)	13% (14)	20% (22)	62% (68)	109
2020 Vote: Joe Biden	10% (96)	22% (216)	25% (246)	43% (422)	980
2020 Vote: Donald Trump	5% (35)	14% (100)	25% (184)	56% (405)	724
2020 Vote: Other	5% (4)	19% (15)	25% (20)	51% (40)	79
2020 Vote: Didn't Vote	6% (27)	28% (116)	28% (117)	37% (155)	414
2018 House Vote: Democrat	10% (82)	22% (172)	24% (194)	44% (347)	795
2018 House Vote: Republican	5% (30)	14% (82)	26% (154)	56% (333)	599
2018 House Vote: Someone else	4% (3)	17% (13)	25% (20)	54% (41)	77

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**Table MCFE1\_1: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by musicians**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(162)	20%	(447)	26%	(569)	46%	(1023)	2200
2016 Vote: Hillary Clinton	10%	(69)	22%	(162)	26%	(185)	43%	(309)	726
2016 Vote: Donald Trump	5%	(35)	14%	(96)	25%	(172)	56%	(383)	686
2016 Vote: Other	4%	(5)	15%	(19)	24%	(30)	57%	(74)	128
2016 Vote: Didn't Vote	8%	(52)	26%	(169)	28%	(181)	39%	(256)	658
Voted in 2014: Yes	7%	(91)	17%	(215)	25%	(315)	51%	(656)	1277
Voted in 2014: No	8%	(71)	25%	(232)	27%	(253)	40%	(366)	923
4-Region: Northeast	8%	(30)	19%	(73)	25%	(99)	49%	(191)	394
4-Region: Midwest	6%	(26)	19%	(87)	29%	(133)	47%	(216)	462
4-Region: South	9%	(78)	21%	(170)	25%	(209)	45%	(367)	824
4-Region: West	5%	(27)	22%	(117)	25%	(128)	48%	(248)	520
Harry Styles Fan	14%	(98)	31%	(211)	26%	(180)	29%	(201)	691
Marvel Fans	10%	(138)	26%	(364)	27%	(385)	37%	(523)	1409

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



**Table MCFE1\_2:** To what extent are the following important to you when deciding to purchase a product?

Products endorsed by actors

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	17% (365)	27% (593)	50% (1102)	2200
Gender: Male	8% (90)	18% (191)	28% (294)	46% (487)	1062
Gender: Female	4% (49)	15% (174)	26% (299)	54% (615)	1138
Age: 18-34	11% (69)	26% (171)	31% (203)	32% (212)	655
Age: 35-44	13% (47)	23% (83)	25% (91)	38% (137)	358
Age: 45-64	3% (19)	12% (88)	28% (213)	57% (432)	751
Age: 65+	1% (4)	6% (24)	20% (86)	74% (322)	436
GenZers: 1997-2012	11% (21)	21% (43)	33% (67)	35% (71)	202
Millennials: 1981-1996	11% (78)	27% (184)	28% (188)	34% (228)	677
GenXers: 1965-1980	6% (33)	18% (100)	28% (154)	48% (265)	552
Baby Boomers: 1946-1964	1% (6)	5% (33)	25% (169)	70% (482)	690
PID: Dem (no lean)	10% (86)	22% (192)	24% (204)	44% (380)	863
PID: Ind (no lean)	3% (18)	14% (99)	30% (213)	53% (372)	702
PID: Rep (no lean)	5% (34)	12% (74)	28% (176)	55% (350)	635
PID/Gender: Dem Men	14% (54)	27% (104)	24% (94)	35% (138)	390
PID/Gender: Dem Women	7% (33)	19% (88)	23% (110)	51% (242)	473
PID/Gender: Ind Men	4% (14)	14% (50)	31% (114)	52% (191)	369
PID/Gender: Ind Women	1% (5)	15% (49)	30% (99)	54% (181)	333
PID/Gender: Rep Men	7% (23)	12% (36)	28% (86)	52% (158)	302
PID/Gender: Rep Women	4% (12)	11% (37)	27% (90)	58% (193)	332
Ideo: Liberal (1-3)	8% (55)	19% (127)	27% (177)	45% (294)	653
Ideo: Moderate (4)	6% (44)	20% (136)	28% (191)	45% (305)	677
Ideo: Conservative (5-7)	4% (28)	11% (73)	25% (170)	59% (399)	671
Educ: < College	5% (79)	17% (259)	28% (430)	49% (745)	1512
Educ: Bachelors degree	10% (44)	16% (71)	25% (109)	50% (220)	444
Educ: Post-grad	7% (17)	14% (35)	22% (55)	57% (138)	244
Income: Under 50k	5% (60)	18% (219)	29% (350)	48% (588)	1216
Income: 50k-100k	7% (48)	13% (88)	28% (188)	52% (351)	675
Income: 100k+	10% (31)	19% (59)	18% (55)	53% (163)	308
Ethnicity: White	5% (83)	15% (265)	27% (462)	53% (912)	1722
Ethnicity: Hispanic	9% (33)	20% (69)	28% (96)	43% (151)	349

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**Table MCFE1\_2: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by actors**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	17% (365)	27% (593)	50% (1102)	2200
Ethnicity: Black	16% (44)	22% (59)	24% (66)	38% (105)	274
Ethnicity: Other	6% (13)	20% (41)	32% (65)	42% (85)	204
All Christian	7% (72)	15% (153)	26% (255)	52% (513)	992
All Non-Christian	13% (14)	20% (21)	20% (21)	46% (48)	104
Atheist	4% (4)	21% (20)	19% (18)	56% (53)	95
Agnostic/Nothing in particular	4% (25)	15% (93)	26% (160)	55% (341)	620
Something Else	6% (24)	20% (78)	36% (140)	38% (147)	389
Religious Non-Protestant/Catholic	12% (14)	19% (22)	20% (24)	49% (58)	118
Evangelical	9% (54)	19% (116)	27% (164)	44% (268)	602
Non-Evangelical	5% (38)	14% (107)	30% (222)	51% (375)	743
Community: Urban	13% (80)	24% (148)	24% (154)	39% (245)	627
Community: Suburban	4% (40)	14% (139)	27% (271)	55% (551)	1000
Community: Rural	3% (18)	14% (79)	30% (169)	53% (306)	572
Employ: Private Sector	9% (71)	19% (148)	28% (213)	44% (333)	764
Employ: Government	15% (17)	24% (27)	23% (26)	38% (44)	114
Employ: Self-Employed	8% (16)	19% (36)	32% (60)	41% (78)	189
Employ: Homemaker	5% (8)	22% (38)	22% (38)	52% (90)	174
Employ: Student	10% (6)	15% (9)	41% (26)	34% (21)	62
Employ: Retired	1% (4)	6% (27)	23% (109)	70% (326)	465
Employ: Unemployed	4% (12)	20% (57)	27% (75)	48% (132)	277
Employ: Other	3% (5)	15% (24)	31% (48)	51% (79)	155
Military HH: Yes	6% (21)	11% (37)	22% (75)	60% (201)	335
Military HH: No	6% (118)	18% (328)	28% (519)	48% (901)	1865
RD/WT: Right Direction	13% (109)	22% (186)	27% (222)	38% (312)	829
RD/WT: Wrong Track	2% (30)	13% (179)	27% (371)	58% (790)	1371
Biden Job Approve	10% (103)	21% (219)	27% (275)	42% (427)	1025
Biden Job Disapprove	3% (33)	12% (129)	27% (290)	58% (623)	1076

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**Table MCFE1\_2:** To what extent are the following important to you when deciding to purchase a product?

Products endorsed by actors

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	17% (365)	27% (593)	50% (1102)	2200
Biden Job Strongly Approve	17% (76)	18% (81)	25% (113)	40% (179)	449
Biden Job Somewhat Approve	5% (28)	24% (138)	28% (162)	43% (248)	576
Biden Job Somewhat Disapprove	4% (15)	17% (58)	36% (122)	43% (145)	341
Biden Job Strongly Disapprove	3% (18)	10% (71)	23% (168)	65% (478)	735
Favorable of Biden	10% (104)	21% (213)	26% (261)	43% (436)	1013
Unfavorable of Biden	3% (29)	12% (134)	28% (305)	57% (629)	1097
Very Favorable of Biden	17% (79)	20% (94)	24% (112)	40% (192)	477
Somewhat Favorable of Biden	5% (25)	22% (118)	28% (149)	46% (244)	536
Somewhat Unfavorable of Biden	2% (6)	16% (47)	40% (120)	42% (127)	300
Very Unfavorable of Biden	3% (23)	11% (87)	23% (185)	63% (502)	797
#1 Issue: Economy	5% (48)	19% (175)	29% (260)	46% (417)	899
#1 Issue: Security	5% (13)	16% (42)	25% (67)	54% (142)	263
#1 Issue: Health Care	11% (33)	20% (63)	24% (74)	45% (140)	310
#1 Issue: Medicare / Social Security	1% (4)	9% (23)	29% (76)	61% (158)	261
#1 Issue: Women's Issues	12% (15)	17% (22)	22% (29)	49% (65)	132
#1 Issue: Education	15% (14)	16% (15)	30% (27)	39% (35)	90
#1 Issue: Energy	4% (6)	12% (16)	29% (39)	55% (75)	136
#1 Issue: Other	6% (6)	9% (9)	20% (22)	65% (71)	109
2020 Vote: Joe Biden	9% (91)	19% (184)	26% (255)	46% (450)	980
2020 Vote: Donald Trump	4% (29)	10% (72)	26% (188)	60% (434)	724
2020 Vote: Other	4% (3)	13% (10)	28% (22)	56% (44)	79
2020 Vote: Didn't Vote	4% (16)	24% (100)	30% (126)	42% (173)	414
2018 House Vote: Democrat	10% (79)	18% (147)	25% (199)	47% (371)	795
2018 House Vote: Republican	4% (25)	10% (58)	27% (161)	59% (356)	599
2018 House Vote: Someone else	4% (3)	13% (10)	24% (18)	60% (46)	77
2016 Vote: Hillary Clinton	10% (71)	18% (132)	26% (186)	46% (337)	726
2016 Vote: Donald Trump	4% (28)	10% (71)	26% (181)	59% (406)	686
2016 Vote: Other	2% (2)	12% (15)	26% (34)	60% (77)	128
2016 Vote: Didn't Vote	6% (38)	22% (147)	29% (193)	43% (281)	658

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**Table MCFE1\_2: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by actors**

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	6%	(139)	17%	(365)	27%	(593)	50%	(1102)	2200
Voted in 2014: Yes	6%	(83)	14%	(180)	25%	(320)	54%	(695)	1277
Voted in 2014: No	6%	(56)	20%	(185)	30%	(273)	44%	(407)	923
4-Region: Northeast	7%	(26)	16%	(61)	25%	(100)	52%	(206)	394
4-Region: Midwest	4%	(19)	16%	(76)	30%	(137)	50%	(230)	462
4-Region: South	8%	(66)	17%	(139)	27%	(224)	48%	(395)	824
4-Region: West	5%	(28)	17%	(89)	26%	(133)	52%	(271)	520
Harry Styles Fan	14%	(97)	26%	(178)	28%	(196)	32%	(219)	691
Marvel Fans	9%	(121)	21%	(296)	29%	(415)	41%	(576)	1409

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

**Table MCFE1\_3:** To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by reality TV stars

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (135)	14% (298)	24% (533)	56% (1234)	2200
Gender: Male	8% (81)	15% (156)	23% (245)	55% (580)	1062
Gender: Female	5% (54)	12% (142)	25% (287)	57% (654)	1138
Age: 18-34	10% (67)	21% (136)	31% (204)	38% (248)	655
Age: 35-44	12% (44)	19% (69)	22% (78)	47% (166)	358
Age: 45-64	3% (20)	9% (71)	24% (179)	64% (480)	751
Age: 65+	1% (4)	5% (22)	16% (71)	78% (339)	436
GenZers: 1997-2012	12% (25)	17% (34)	32% (64)	39% (79)	202
Millennials: 1981-1996	10% (66)	22% (149)	28% (190)	40% (273)	677
GenXers: 1965-1980	7% (38)	14% (77)	25% (137)	54% (300)	552
Baby Boomers: 1946-1964	1% (5)	5% (33)	19% (129)	76% (523)	690
PID: Dem (no lean)	10% (86)	17% (151)	22% (194)	50% (432)	863
PID: Ind (no lean)	3% (19)	11% (79)	26% (185)	60% (419)	702
PID: Rep (no lean)	5% (30)	11% (68)	24% (154)	60% (383)	635
PID/Gender: Dem Men	13% (52)	22% (84)	20% (76)	45% (177)	390
PID/Gender: Dem Women	7% (34)	14% (66)	25% (117)	54% (255)	473
PID/Gender: Ind Men	2% (9)	11% (41)	27% (100)	60% (220)	369
PID/Gender: Ind Women	3% (10)	12% (39)	26% (85)	60% (199)	333
PID/Gender: Rep Men	7% (20)	10% (31)	23% (69)	60% (182)	302
PID/Gender: Rep Women	3% (10)	11% (37)	26% (85)	60% (200)	332
Ideo: Liberal (1-3)	9% (60)	14% (90)	20% (134)	57% (370)	653
Ideo: Moderate (4)	6% (38)	17% (117)	28% (193)	49% (330)	677
Ideo: Conservative (5-7)	4% (27)	9% (62)	22% (145)	65% (436)	671
Educ: < College	5% (81)	13% (203)	27% (406)	54% (822)	1512
Educ: Bachelors degree	7% (31)	15% (68)	19% (84)	59% (261)	444
Educ: Post-grad	9% (23)	11% (27)	17% (43)	62% (151)	244
Income: Under 50k	5% (62)	14% (175)	27% (330)	53% (649)	1216
Income: 50k-100k	6% (43)	11% (76)	22% (148)	60% (408)	675
Income: 100k+	10% (31)	15% (47)	18% (54)	57% (176)	308
Ethnicity: White	4% (76)	13% (221)	23% (403)	59% (1022)	1722
Ethnicity: Hispanic	9% (30)	17% (61)	28% (98)	46% (160)	349

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**Table MCFE1\_3: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by reality TV stars**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(135)	14%	(298)	24%	(533)	56%	(1234)	2200
Ethnicity: Black	16%	(45)	15%	(40)	26%	(70)	43%	(119)	274
Ethnicity: Other	7%	(15)	18%	(37)	29%	(59)	46%	(93)	204
All Christian	6%	(59)	14%	(142)	23%	(226)	57%	(564)	992
All Non-Christian	16%	(17)	18%	(19)	11%	(11)	55%	(58)	104
Atheist	6%	(5)	12%	(11)	17%	(16)	66%	(62)	95
Agnostic/Nothing in particular	4%	(25)	12%	(77)	23%	(141)	61%	(377)	620
Something Else	7%	(29)	13%	(49)	36%	(138)	44%	(173)	389
Religious Non-Protestant/Catholic	14%	(17)	17%	(20)	12%	(14)	57%	(68)	118
Evangelical	9%	(55)	17%	(103)	25%	(151)	49%	(293)	602
Non-Evangelical	4%	(31)	11%	(82)	28%	(207)	57%	(423)	743
Community: Urban	12%	(75)	20%	(124)	23%	(146)	45%	(282)	627
Community: Suburban	4%	(39)	10%	(97)	25%	(246)	62%	(618)	1000
Community: Rural	4%	(21)	13%	(77)	25%	(141)	58%	(333)	572
Employ: Private Sector	8%	(63)	17%	(130)	24%	(181)	51%	(390)	764
Employ: Government	18%	(21)	13%	(15)	16%	(19)	52%	(60)	114
Employ: Self-Employed	9%	(16)	15%	(28)	28%	(53)	49%	(93)	189
Employ: Homemaker	6%	(10)	15%	(26)	23%	(40)	57%	(99)	174
Employ: Student	10%	(6)	12%	(7)	26%	(16)	53%	(33)	62
Employ: Retired	—	(2)	5%	(23)	21%	(97)	74%	(344)	465
Employ: Unemployed	5%	(13)	18%	(48)	29%	(79)	49%	(136)	277
Employ: Other	3%	(5)	14%	(21)	31%	(49)	52%	(80)	155
Military HH: Yes	7%	(22)	8%	(26)	21%	(70)	65%	(216)	335
Military HH: No	6%	(113)	15%	(272)	25%	(463)	55%	(1017)	1865
RD/WT: Right Direction	12%	(103)	20%	(163)	24%	(199)	44%	(364)	829
RD/WT: Wrong Track	2%	(32)	10%	(135)	24%	(334)	63%	(870)	1371
Biden Job Approve	10%	(104)	17%	(171)	24%	(244)	49%	(506)	1025
Biden Job Disapprove	3%	(29)	10%	(112)	24%	(256)	63%	(678)	1076

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**Table MCFE1\_3: To what extent are the following important to you when deciding to purchase a product?**  
*Products endorsed by reality TV stars*

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (135)	14% (298)	24% (533)	56% (1234)	2200
Biden Job Strongly Approve	16% (73)	16% (73)	20% (88)	48% (214)	449
Biden Job Somewhat Approve	5% (31)	17% (98)	27% (155)	51% (292)	576
Biden Job Somewhat Disapprove	4% (12)	14% (49)	32% (110)	50% (170)	341
Biden Job Strongly Disapprove	2% (17)	9% (64)	20% (145)	69% (509)	735
Favorable of Biden	10% (99)	17% (172)	22% (228)	51% (515)	1013
Unfavorable of Biden	3% (29)	10% (114)	25% (275)	62% (680)	1097
Very Favorable of Biden	16% (76)	17% (83)	20% (93)	47% (225)	477
Somewhat Favorable of Biden	4% (23)	17% (89)	25% (134)	54% (290)	536
Somewhat Unfavorable of Biden	2% (5)	12% (37)	39% (116)	47% (142)	300
Very Unfavorable of Biden	3% (24)	10% (76)	20% (159)	67% (538)	797
#1 Issue: Economy	5% (46)	15% (132)	27% (243)	53% (478)	899
#1 Issue: Security	5% (14)	13% (34)	24% (63)	58% (152)	263
#1 Issue: Health Care	11% (33)	16% (50)	21% (64)	53% (163)	310
#1 Issue: Medicare / Social Security	3% (9)	7% (19)	23% (61)	66% (173)	261
#1 Issue: Women's Issues	9% (11)	13% (17)	20% (26)	59% (77)	132
#1 Issue: Education	17% (15)	14% (12)	29% (26)	41% (37)	90
#1 Issue: Energy	3% (5)	17% (23)	20% (27)	60% (82)	136
#1 Issue: Other	3% (3)	10% (11)	21% (22)	66% (72)	109
2020 Vote: Joe Biden	9% (89)	15% (145)	23% (226)	53% (519)	980
2020 Vote: Donald Trump	3% (25)	8% (60)	22% (159)	66% (480)	724
2020 Vote: Other	2% (2)	10% (8)	28% (22)	60% (48)	79
2020 Vote: Didn't Vote	5% (20)	21% (86)	30% (126)	44% (183)	414
2018 House Vote: Democrat	10% (76)	13% (105)	22% (176)	55% (438)	795
2018 House Vote: Republican	4% (22)	10% (57)	21% (126)	66% (394)	599
2018 House Vote: Someone else	2% (2)	9% (7)	28% (22)	61% (47)	77
2016 Vote: Hillary Clinton	10% (72)	14% (102)	22% (158)	54% (394)	726
2016 Vote: Donald Trump	3% (24)	9% (64)	22% (152)	65% (446)	686
2016 Vote: Other	— (0)	9% (11)	19% (24)	73% (93)	128
2016 Vote: Didn't Vote	6% (39)	18% (121)	30% (198)	46% (300)	658

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**Table MCFE1\_3: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by reality TV stars**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(135)	14%	(298)	24%	(533)	56%	(1234)	2200
Voted in 2014: Yes	7%	(84)	11%	(145)	21%	(264)	61%	(785)	1277
Voted in 2014: No	6%	(52)	17%	(153)	29%	(269)	49%	(449)	923
4-Region: Northeast	7%	(29)	14%	(55)	22%	(85)	57%	(225)	394
4-Region: Midwest	4%	(17)	12%	(58)	25%	(116)	59%	(271)	462
4-Region: South	8%	(65)	13%	(110)	26%	(214)	53%	(436)	824
4-Region: West	5%	(25)	14%	(75)	23%	(118)	58%	(302)	520
Harry Styles Fan	14%	(94)	22%	(153)	27%	(187)	37%	(257)	691
Marvel Fans	8%	(119)	17%	(239)	27%	(384)	47%	(668)	1409

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



**Table MCFE1\_4:** To what extent are the following important to you when deciding to purchase a product?  
 Products endorsed by YouTube personalities

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (158)	17% (378)	24% (534)	51% (1131)	2200
Gender: Male	9% (91)	19% (200)	24% (254)	49% (518)	1062
Gender: Female	6% (67)	16% (178)	25% (280)	54% (613)	1138
Age: 18-34	13% (87)	28% (181)	28% (182)	31% (205)	655
Age: 35-44	11% (40)	21% (76)	26% (93)	42% (149)	358
Age: 45-64	4% (27)	12% (91)	25% (188)	59% (445)	751
Age: 65+	1% (4)	7% (30)	16% (71)	76% (332)	436
GenZers: 1997-2012	14% (27)	29% (58)	26% (53)	31% (63)	202
Millennials: 1981-1996	13% (87)	24% (162)	28% (187)	36% (241)	677
GenXers: 1965-1980	6% (35)	18% (99)	26% (141)	50% (278)	552
Baby Boomers: 1946-1964	1% (8)	7% (50)	20% (135)	72% (496)	690
PID: Dem (no lean)	11% (91)	20% (174)	23% (199)	46% (398)	863
PID: Ind (no lean)	5% (33)	14% (101)	25% (178)	56% (390)	702
PID: Rep (no lean)	5% (34)	16% (103)	25% (157)	54% (342)	635
PID/Gender: Dem Men	13% (52)	24% (92)	24% (92)	40% (154)	390
PID/Gender: Dem Women	8% (40)	17% (82)	23% (107)	52% (244)	473
PID/Gender: Ind Men	6% (21)	15% (54)	24% (90)	55% (204)	369
PID/Gender: Ind Women	4% (12)	14% (48)	26% (87)	56% (186)	333
PID/Gender: Rep Men	6% (18)	18% (54)	24% (71)	53% (159)	302
PID/Gender: Rep Women	5% (16)	15% (48)	26% (86)	55% (183)	332
Ideo: Liberal (1-3)	10% (64)	17% (111)	25% (164)	48% (314)	653
Ideo: Moderate (4)	7% (46)	22% (146)	25% (168)	47% (318)	677
Ideo: Conservative (5-7)	5% (35)	14% (94)	22% (145)	59% (397)	671
Educ: < College	6% (96)	18% (275)	26% (390)	50% (750)	1512
Educ: Bachelors degree	10% (45)	15% (67)	23% (103)	52% (229)	444
Educ: Post-grad	7% (17)	14% (35)	17% (41)	62% (151)	244
Income: Under 50k	7% (83)	17% (209)	26% (322)	49% (601)	1216
Income: 50k-100k	6% (44)	16% (110)	22% (151)	55% (370)	675
Income: 100k+	10% (31)	19% (58)	20% (60)	52% (159)	308
Ethnicity: White	6% (104)	16% (270)	24% (408)	55% (940)	1722
Ethnicity: Hispanic	11% (40)	21% (73)	25% (86)	43% (151)	349

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**Table MCFE1\_4: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by YouTube personalities**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(158)	17%	(378)	24%	(534)	51%	(1131)	2200
Ethnicity: Black	14%	(38)	24%	(65)	23%	(64)	39%	(108)	274
Ethnicity: Other	8%	(16)	21%	(43)	31%	(62)	40%	(82)	204
All Christian	8%	(75)	17%	(164)	22%	(219)	54%	(534)	992
All Non-Christian	15%	(16)	17%	(18)	16%	(17)	51%	(53)	104
Atheist	2%	(2)	21%	(20)	19%	(18)	58%	(55)	95
Agnostic/Nothing in particular	5%	(33)	16%	(96)	22%	(138)	57%	(352)	620
Something Else	8%	(33)	20%	(79)	36%	(142)	35%	(135)	389
Religious Non-Protestant/Catholic	14%	(16)	17%	(20)	16%	(19)	53%	(63)	118
Evangelical	11%	(69)	21%	(129)	26%	(157)	41%	(247)	602
Non-Evangelical	5%	(34)	14%	(106)	26%	(197)	55%	(405)	743
Community: Urban	12%	(73)	25%	(159)	22%	(139)	41%	(256)	627
Community: Suburban	6%	(57)	14%	(136)	25%	(251)	56%	(557)	1000
Community: Rural	5%	(28)	14%	(82)	25%	(144)	56%	(318)	572
Employ: Private Sector	11%	(81)	18%	(141)	24%	(183)	47%	(359)	764
Employ: Government	10%	(12)	26%	(30)	17%	(20)	46%	(53)	114
Employ: Self-Employed	13%	(25)	17%	(32)	26%	(50)	44%	(83)	189
Employ: Homemaker	4%	(8)	20%	(36)	25%	(43)	50%	(88)	174
Employ: Student	13%	(8)	31%	(19)	35%	(22)	21%	(13)	62
Employ: Retired	—	(2)	8%	(37)	21%	(97)	71%	(329)	465
Employ: Unemployed	5%	(15)	18%	(51)	29%	(80)	47%	(131)	277
Employ: Other	5%	(8)	21%	(33)	26%	(40)	48%	(74)	155
Military HH: Yes	6%	(21)	14%	(47)	20%	(66)	60%	(200)	335
Military HH: No	7%	(137)	18%	(331)	25%	(467)	50%	(930)	1865
RD/WT: Right Direction	12%	(97)	23%	(187)	25%	(205)	41%	(341)	829
RD/WT: Wrong Track	4%	(61)	14%	(191)	24%	(329)	58%	(790)	1371
Biden Job Approve	10%	(104)	19%	(195)	24%	(251)	46%	(475)	1025
Biden Job Disapprove	4%	(45)	16%	(167)	24%	(254)	57%	(609)	1076

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**Table MCFE1\_4: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by YouTube personalities**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (158)	17% (378)	24% (534)	51% (1131)	2200
Biden Job Strongly Approve	16% (70)	19% (85)	21% (95)	44% (199)	449
Biden Job Somewhat Approve	6% (34)	19% (110)	27% (156)	48% (276)	576
Biden Job Somewhat Disapprove	4% (15)	22% (76)	29% (98)	45% (152)	341
Biden Job Strongly Disapprove	4% (31)	12% (91)	21% (156)	62% (457)	735
Favorable of Biden	10% (102)	19% (196)	23% (236)	47% (479)	1013
Unfavorable of Biden	4% (48)	15% (166)	25% (273)	56% (610)	1097
Very Favorable of Biden	16% (74)	19% (88)	21% (99)	45% (215)	477
Somewhat Favorable of Biden	5% (28)	20% (107)	25% (137)	49% (264)	536
Somewhat Unfavorable of Biden	6% (18)	18% (53)	34% (101)	43% (129)	300
Very Unfavorable of Biden	4% (31)	14% (113)	22% (172)	60% (481)	797
#1 Issue: Economy	7% (67)	18% (162)	27% (239)	48% (432)	899
#1 Issue: Security	6% (17)	18% (47)	21% (56)	54% (143)	263
#1 Issue: Health Care	11% (35)	18% (55)	21% (66)	50% (154)	310
#1 Issue: Medicare / Social Security	2% (6)	11% (28)	24% (62)	64% (166)	261
#1 Issue: Women's Issues	7% (9)	26% (34)	14% (19)	52% (69)	132
#1 Issue: Education	12% (10)	21% (19)	35% (32)	32% (29)	90
#1 Issue: Energy	8% (10)	18% (24)	24% (32)	51% (69)	136
#1 Issue: Other	3% (4)	9% (9)	25% (28)	63% (68)	109
2020 Vote: Joe Biden	9% (91)	18% (177)	23% (224)	50% (488)	980
2020 Vote: Donald Trump	4% (31)	14% (101)	23% (169)	58% (423)	724
2020 Vote: Other	10% (8)	15% (12)	21% (17)	55% (43)	79
2020 Vote: Didn't Vote	7% (28)	21% (88)	29% (122)	42% (176)	414
2018 House Vote: Democrat	10% (79)	17% (134)	23% (184)	50% (399)	795
2018 House Vote: Republican	5% (29)	15% (92)	21% (124)	59% (355)	599
2018 House Vote: Someone else	4% (3)	8% (6)	27% (21)	61% (47)	77
2016 Vote: Hillary Clinton	9% (65)	16% (117)	24% (176)	51% (367)	726
2016 Vote: Donald Trump	6% (38)	14% (98)	22% (148)	59% (401)	686
2016 Vote: Other	4% (6)	10% (13)	21% (27)	64% (83)	128
2016 Vote: Didn't Vote	7% (49)	23% (148)	28% (182)	42% (279)	658

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**Table MCFE1\_4:** *To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by YouTube personalities*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	7%	(158)	17%	(378)	24%	(534)	51%	(1131)	2200
Voted in 2014: Yes	7%	(93)	15%	(188)	22%	(281)	56%	(716)	1277
Voted in 2014: No	7%	(65)	21%	(189)	27%	(253)	45%	(415)	923
4-Region: Northeast	7%	(26)	15%	(58)	22%	(87)	57%	(223)	394
4-Region: Midwest	5%	(23)	17%	(80)	27%	(123)	51%	(236)	462
4-Region: South	9%	(75)	18%	(145)	25%	(203)	49%	(402)	824
4-Region: West	7%	(34)	18%	(95)	23%	(121)	52%	(270)	520
Harry Styles Fan	14%	(99)	26%	(177)	26%	(179)	34%	(236)	691
Marvel Fans	10%	(141)	20%	(284)	26%	(372)	43%	(611)	1409

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

**Table MCFE1\_5:** To what extent are the following important to you when deciding to purchase a product?

Products endorsed by athletes

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (163)	19% (411)	26% (564)	48% (1062)	2200
Gender: Male	10% (103)	22% (233)	25% (269)	43% (457)	1062
Gender: Female	5% (60)	16% (178)	26% (295)	53% (606)	1138
Age: 18-34	13% (85)	28% (181)	29% (191)	30% (198)	655
Age: 35-44	12% (42)	27% (98)	23% (82)	38% (136)	358
Age: 45-64	4% (32)	13% (101)	26% (197)	56% (421)	751
Age: 65+	1% (4)	7% (31)	22% (94)	71% (308)	436
GenZers: 1997-2012	12% (24)	25% (51)	32% (66)	30% (62)	202
Millennials: 1981-1996	13% (88)	28% (192)	27% (181)	32% (217)	677
GenXers: 1965-1980	8% (43)	20% (111)	25% (137)	47% (261)	552
Baby Boomers: 1946-1964	1% (7)	7% (50)	24% (165)	68% (468)	690
PID: Dem (no lean)	12% (100)	21% (185)	24% (211)	42% (366)	863
PID: Ind (no lean)	3% (23)	18% (127)	27% (186)	52% (365)	702
PID: Rep (no lean)	6% (39)	16% (98)	26% (167)	52% (331)	635
PID/Gender: Dem Men	17% (67)	27% (104)	23% (91)	33% (129)	390
PID/Gender: Dem Women	7% (33)	17% (82)	25% (120)	50% (237)	473
PID/Gender: Ind Men	4% (14)	21% (76)	27% (99)	49% (180)	369
PID/Gender: Ind Women	3% (9)	15% (51)	26% (88)	56% (185)	333
PID/Gender: Rep Men	7% (22)	18% (53)	26% (80)	49% (147)	302
PID/Gender: Rep Women	5% (17)	14% (45)	26% (87)	55% (183)	332
Ideo: Liberal (1-3)	9% (61)	18% (120)	28% (185)	44% (287)	653
Ideo: Moderate (4)	8% (53)	23% (156)	26% (174)	43% (293)	677
Ideo: Conservative (5-7)	5% (37)	15% (102)	22% (148)	57% (384)	671
Educ: < College	7% (101)	19% (287)	27% (409)	47% (716)	1512
Educ: Bachelors degree	10% (45)	19% (82)	22% (100)	49% (217)	444
Educ: Post-grad	7% (17)	17% (42)	23% (56)	53% (129)	244
Income: Under 50k	6% (75)	20% (241)	26% (311)	48% (590)	1216
Income: 50k-100k	8% (55)	16% (110)	27% (184)	48% (327)	675
Income: 100k+	11% (33)	20% (61)	22% (69)	47% (146)	308
Ethnicity: White	6% (104)	17% (301)	24% (418)	52% (899)	1722
Ethnicity: Hispanic	11% (37)	26% (91)	28% (97)	36% (125)	349

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**Table MCFE1\_5: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by athletes**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (163)	19% (411)	26% (564)	48% (1062)	2200
Ethnicity: Black	17% (46)	20% (55)	28% (76)	35% (97)	274
Ethnicity: Other	6% (13)	27% (55)	34% (70)	33% (66)	204
All Christian	8% (83)	17% (173)	25% (249)	49% (487)	992
All Non-Christian	15% (16)	18% (18)	17% (17)	50% (53)	104
Atheist	6% (5)	19% (18)	25% (24)	50% (48)	95
Agnostic/Nothing in particular	4% (24)	19% (120)	23% (143)	54% (334)	620
Something Else	9% (35)	21% (82)	34% (131)	36% (141)	389
Religious Non-Protestant/Catholic	14% (16)	17% (20)	17% (20)	52% (62)	118
Evangelical	12% (75)	21% (127)	25% (150)	42% (250)	602
Non-Evangelical	6% (41)	16% (117)	30% (222)	49% (362)	743
Community: Urban	13% (83)	26% (164)	23% (141)	38% (239)	627
Community: Suburban	5% (51)	16% (159)	26% (265)	52% (525)	1000
Community: Rural	5% (29)	15% (87)	28% (157)	52% (298)	572
Employ: Private Sector	10% (79)	21% (164)	26% (202)	42% (319)	764
Employ: Government	17% (19)	25% (28)	18% (21)	40% (46)	114
Employ: Self-Employed	11% (20)	22% (42)	27% (52)	40% (75)	189
Employ: Homemaker	8% (13)	22% (38)	24% (42)	46% (80)	174
Employ: Student	8% (5)	25% (16)	36% (22)	31% (19)	62
Employ: Retired	1% (6)	7% (34)	24% (110)	68% (315)	465
Employ: Unemployed	5% (13)	23% (65)	25% (69)	47% (131)	277
Employ: Other	4% (7)	16% (24)	30% (47)	50% (77)	155
Military HH: Yes	7% (24)	14% (47)	20% (66)	59% (197)	335
Military HH: No	7% (138)	20% (364)	27% (497)	46% (865)	1865
RD/WT: Right Direction	13% (110)	25% (204)	25% (211)	37% (304)	829
RD/WT: Wrong Track	4% (53)	15% (207)	26% (353)	55% (758)	1371
Biden Job Approve	11% (116)	22% (227)	25% (258)	41% (424)	1025
Biden Job Disapprove	4% (42)	15% (163)	26% (282)	55% (588)	1076

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**Table MCFE1\_5:** To what extent are the following important to you when deciding to purchase a product?

Products endorsed by athletes

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (163)	19% (411)	26% (564)	48% (1062)	2200
Biden Job Strongly Approve	18% (81)	18% (80)	24% (108)	40% (180)	449
Biden Job Somewhat Approve	6% (35)	26% (147)	26% (150)	42% (244)	576
Biden Job Somewhat Disapprove	4% (15)	23% (77)	33% (114)	40% (135)	341
Biden Job Strongly Disapprove	4% (28)	12% (85)	23% (169)	62% (453)	735
Favorable of Biden	12% (117)	21% (214)	25% (250)	43% (432)	1013
Unfavorable of Biden	4% (39)	16% (177)	26% (290)	54% (591)	1097
Very Favorable of Biden	17% (83)	19% (90)	23% (107)	41% (196)	477
Somewhat Favorable of Biden	6% (34)	23% (124)	27% (143)	44% (236)	536
Somewhat Unfavorable of Biden	3% (9)	22% (67)	36% (107)	39% (117)	300
Very Unfavorable of Biden	4% (30)	14% (110)	23% (182)	60% (475)	797
#1 Issue: Economy	7% (65)	20% (179)	28% (250)	45% (405)	899
#1 Issue: Security	8% (20)	16% (42)	24% (63)	52% (138)	263
#1 Issue: Health Care	11% (34)	22% (68)	21% (66)	46% (142)	310
#1 Issue: Medicare / Social Security	3% (7)	11% (30)	29% (75)	57% (150)	261
#1 Issue: Women's Issues	8% (10)	20% (26)	22% (29)	50% (66)	132
#1 Issue: Education	13% (12)	26% (23)	29% (26)	32% (29)	90
#1 Issue: Energy	6% (8)	23% (31)	23% (31)	49% (67)	136
#1 Issue: Other	6% (6)	12% (14)	21% (23)	61% (66)	109
2020 Vote: Joe Biden	10% (96)	20% (195)	25% (248)	45% (440)	980
2020 Vote: Donald Trump	4% (32)	14% (101)	23% (170)	58% (421)	724
2020 Vote: Other	8% (6)	14% (11)	22% (18)	56% (44)	79
2020 Vote: Didn't Vote	7% (28)	25% (104)	30% (126)	38% (157)	414
2018 House Vote: Democrat	11% (87)	19% (153)	25% (195)	45% (360)	795
2018 House Vote: Republican	5% (28)	13% (79)	24% (141)	58% (350)	599
2018 House Vote: Someone else	3% (2)	13% (10)	22% (17)	62% (48)	77
2016 Vote: Hillary Clinton	11% (80)	18% (133)	27% (193)	44% (321)	726
2016 Vote: Donald Trump	5% (38)	14% (98)	23% (156)	58% (395)	686
2016 Vote: Other	1% (2)	17% (22)	19% (25)	62% (80)	128
2016 Vote: Didn't Vote	7% (43)	24% (158)	29% (190)	41% (267)	658

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**Table MCFE1\_5: To what extent are the following important to you when deciding to purchase a product?  
Products endorsed by athletes**

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	7%	(163)	19%	(411)	26%	(564)	48%	(1062)	2200
Voted in 2014: Yes	7%	(92)	16%	(211)	23%	(298)	53%	(677)	1277
Voted in 2014: No	8%	(70)	22%	(201)	29%	(266)	42%	(386)	923
4-Region: Northeast	9%	(34)	18%	(70)	24%	(96)	49%	(194)	394
4-Region: Midwest	5%	(21)	18%	(83)	29%	(134)	49%	(225)	462
4-Region: South	9%	(73)	19%	(155)	25%	(209)	47%	(387)	824
4-Region: West	7%	(34)	20%	(103)	24%	(125)	49%	(257)	520
Harry Styles Fan	15%	(101)	28%	(196)	26%	(181)	31%	(213)	691
Marvel Fans	10%	(136)	23%	(329)	28%	(388)	39%	(556)	1409

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



**Table MCFE1\_6:** To what extent are the following important to you when deciding to purchase a product?  
Products created by musicians

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	9%	(203)	21%	(453)	26%	(579)	44%	(965)	2200
Gender: Male	11%	(122)	22%	(234)	27%	(289)	39%	(418)	1062
Gender: Female	7%	(82)	19%	(219)	26%	(290)	48%	(547)	1138
Age: 18-34	16%	(106)	32%	(211)	29%	(188)	23%	(150)	655
Age: 35-44	14%	(51)	26%	(91)	25%	(89)	35%	(126)	358
Age: 45-64	5%	(36)	15%	(111)	28%	(209)	52%	(394)	751
Age: 65+	2%	(10)	9%	(39)	21%	(93)	68%	(295)	436
GenZers: 1997-2012	16%	(33)	29%	(58)	32%	(65)	23%	(47)	202
Millennials: 1981-1996	15%	(105)	32%	(215)	26%	(176)	27%	(182)	677
GenXers: 1965-1980	9%	(48)	20%	(112)	26%	(144)	45%	(247)	552
Baby Boomers: 1946-1964	2%	(14)	9%	(62)	26%	(178)	63%	(436)	690
PID: Dem (no lean)	12%	(103)	25%	(217)	25%	(217)	38%	(326)	863
PID: Ind (no lean)	7%	(48)	19%	(137)	27%	(191)	46%	(327)	702
PID: Rep (no lean)	8%	(53)	16%	(99)	27%	(171)	49%	(312)	635
PID/Gender: Dem Men	18%	(70)	28%	(108)	25%	(98)	29%	(113)	390
PID/Gender: Dem Women	7%	(32)	23%	(109)	25%	(118)	45%	(213)	473
PID/Gender: Ind Men	6%	(24)	21%	(76)	29%	(109)	44%	(161)	369
PID/Gender: Ind Women	7%	(24)	18%	(60)	25%	(83)	50%	(166)	333
PID/Gender: Rep Men	9%	(28)	16%	(49)	27%	(81)	48%	(144)	302
PID/Gender: Rep Women	7%	(25)	15%	(50)	27%	(89)	51%	(169)	332
Ideo: Liberal (1-3)	12%	(80)	25%	(161)	26%	(171)	37%	(241)	653
Ideo: Moderate (4)	9%	(59)	24%	(162)	27%	(182)	41%	(274)	677
Ideo: Conservative (5-7)	7%	(46)	15%	(103)	24%	(164)	53%	(358)	671
Educ: < College	8%	(125)	21%	(322)	27%	(413)	43%	(653)	1512
Educ: Bachelors degree	11%	(50)	20%	(88)	24%	(108)	45%	(198)	444
Educ: Post-grad	12%	(29)	18%	(43)	24%	(58)	47%	(115)	244
Income: Under 50k	8%	(101)	22%	(273)	26%	(322)	43%	(519)	1216
Income: 50k-100k	9%	(61)	17%	(112)	29%	(195)	45%	(307)	675
Income: 100k+	13%	(41)	22%	(67)	20%	(61)	45%	(139)	308
Ethnicity: White	8%	(134)	19%	(332)	26%	(443)	47%	(813)	1722
Ethnicity: Hispanic	14%	(49)	26%	(92)	25%	(86)	35%	(122)	349

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**Table MCFE1\_6: To what extent are the following important to you when deciding to purchase a product?**  
*Products created by musicians*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	9%	(203)	21%	(453)	26%	(579)	44%	(965)	2200
Ethnicity: Black	17%	(46)	21%	(59)	27%	(75)	35%	(95)	274
Ethnicity: Other	12%	(24)	31%	(63)	30%	(61)	28%	(57)	204
All Christian	9%	(88)	19%	(193)	25%	(246)	47%	(465)	992
All Non-Christian	18%	(19)	19%	(20)	21%	(22)	42%	(44)	104
Atheist	8%	(7)	25%	(24)	25%	(23)	43%	(40)	95
Agnostic/Nothing in particular	8%	(47)	21%	(131)	25%	(156)	46%	(285)	620
Something Else	11%	(42)	22%	(85)	34%	(132)	33%	(130)	389
Religious Non-Protestant/Catholic	16%	(19)	19%	(22)	21%	(25)	44%	(51)	118
Evangelical	11%	(67)	23%	(137)	25%	(150)	41%	(248)	602
Non-Evangelical	8%	(59)	18%	(132)	29%	(215)	45%	(335)	743
Community: Urban	16%	(100)	26%	(164)	25%	(155)	33%	(208)	627
Community: Suburban	8%	(76)	18%	(177)	27%	(271)	48%	(476)	1000
Community: Rural	5%	(27)	19%	(112)	27%	(153)	49%	(281)	572
Employ: Private Sector	13%	(97)	23%	(172)	27%	(207)	38%	(287)	764
Employ: Government	19%	(22)	19%	(22)	21%	(24)	41%	(47)	114
Employ: Self-Employed	15%	(28)	18%	(35)	31%	(58)	36%	(68)	189
Employ: Homemaker	5%	(9)	26%	(45)	24%	(42)	44%	(77)	174
Employ: Student	15%	(9)	39%	(24)	22%	(13)	24%	(15)	62
Employ: Retired	3%	(14)	9%	(40)	25%	(116)	63%	(295)	465
Employ: Unemployed	6%	(16)	29%	(81)	26%	(71)	39%	(108)	277
Employ: Other	5%	(7)	22%	(33)	30%	(47)	43%	(67)	155
Military HH: Yes	7%	(23)	15%	(51)	19%	(64)	59%	(197)	335
Military HH: No	10%	(180)	22%	(402)	28%	(515)	41%	(768)	1865
RD/WT: Right Direction	16%	(129)	26%	(214)	27%	(227)	31%	(259)	829
RD/WT: Wrong Track	5%	(74)	17%	(239)	26%	(352)	51%	(706)	1371
Biden Job Approve	13%	(128)	24%	(245)	27%	(280)	36%	(372)	1025
Biden Job Disapprove	7%	(72)	17%	(185)	25%	(272)	51%	(547)	1076

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**Table MCFE1\_6:** To what extent are the following important to you when deciding to purchase a product?  
Products created by musicians

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	9% (203)	21% (453)	26% (579)	44% (965)	2200
Biden Job Strongly Approve	19% (87)	21% (94)	25% (113)	35% (155)	449
Biden Job Somewhat Approve	7% (42)	26% (151)	29% (167)	38% (217)	576
Biden Job Somewhat Disapprove	10% (33)	24% (81)	32% (111)	34% (116)	341
Biden Job Strongly Disapprove	5% (39)	14% (104)	22% (161)	59% (431)	735
Favorable of Biden	12% (125)	23% (238)	27% (270)	37% (380)	1013
Unfavorable of Biden	6% (70)	18% (198)	25% (278)	50% (551)	1097
Very Favorable of Biden	19% (89)	23% (108)	24% (114)	35% (165)	477
Somewhat Favorable of Biden	7% (36)	24% (130)	29% (156)	40% (214)	536
Somewhat Unfavorable of Biden	9% (27)	25% (74)	35% (104)	32% (95)	300
Very Unfavorable of Biden	6% (44)	16% (124)	22% (174)	57% (456)	797
#1 Issue: Economy	9% (77)	22% (200)	28% (249)	42% (374)	899
#1 Issue: Security	8% (20)	18% (47)	25% (66)	49% (130)	263
#1 Issue: Health Care	14% (43)	24% (74)	21% (66)	41% (127)	310
#1 Issue: Medicare / Social Security	5% (13)	10% (27)	31% (80)	54% (141)	261
#1 Issue: Women's Issues	12% (16)	23% (31)	26% (34)	39% (52)	132
#1 Issue: Education	19% (17)	27% (24)	25% (23)	29% (26)	90
#1 Issue: Energy	8% (11)	23% (31)	32% (43)	38% (51)	136
#1 Issue: Other	5% (6)	17% (19)	18% (20)	59% (64)	109
2020 Vote: Joe Biden	12% (117)	21% (210)	27% (260)	40% (394)	980
2020 Vote: Donald Trump	6% (44)	15% (112)	24% (170)	55% (397)	724
2020 Vote: Other	11% (9)	16% (13)	22% (18)	51% (40)	79
2020 Vote: Didn't Vote	8% (34)	28% (116)	32% (131)	32% (133)	414
2018 House Vote: Democrat	13% (101)	22% (173)	26% (206)	40% (315)	795
2018 House Vote: Republican	7% (42)	14% (83)	23% (139)	56% (335)	599
2018 House Vote: Someone else	5% (4)	18% (14)	26% (20)	51% (39)	77
2016 Vote: Hillary Clinton	11% (83)	22% (162)	26% (192)	40% (289)	726
2016 Vote: Donald Trump	8% (52)	14% (98)	24% (162)	55% (374)	686
2016 Vote: Other	7% (8)	17% (22)	23% (29)	53% (68)	128
2016 Vote: Didn't Vote	9% (59)	26% (170)	30% (196)	35% (233)	658

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**Table MCFE1\_6:** To what extent are the following important to you when deciding to purchase a product?  
Products created by musicians

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	9%	(203)	21%	(453)	26%	(579)	44%	(965)	2200
Voted in 2014: Yes	9%	(117)	18%	(224)	24%	(306)	49%	(630)	1277
Voted in 2014: No	9%	(86)	25%	(229)	30%	(273)	36%	(335)	923
4-Region: Northeast	9%	(37)	21%	(81)	25%	(99)	45%	(177)	394
4-Region: Midwest	7%	(33)	21%	(98)	28%	(128)	44%	(203)	462
4-Region: South	11%	(93)	20%	(162)	27%	(220)	42%	(350)	824
4-Region: West	8%	(41)	22%	(112)	25%	(132)	45%	(235)	520
Harry Styles Fan	17%	(116)	28%	(197)	28%	(193)	27%	(185)	691
Marvel Fans	12%	(169)	25%	(353)	28%	(396)	35%	(492)	1409

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

**Table MCFE1\_7: To what extent are the following important to you when deciding to purchase a product?***Products created by actors*

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (136)	17% (371)	27% (593)	50% (1101)	2200
Gender: Male	8% (84)	18% (194)	28% (302)	45% (482)	1062
Gender: Female	5% (52)	16% (177)	26% (291)	54% (618)	1138
Age: 18-34	11% (72)	24% (158)	35% (231)	30% (194)	655
Age: 35-44	11% (40)	26% (93)	24% (85)	39% (139)	358
Age: 45-64	3% (19)	12% (91)	26% (192)	60% (449)	751
Age: 65+	1% (5)	7% (29)	19% (84)	73% (319)	436
GenZers: 1997-2012	11% (22)	23% (46)	35% (70)	32% (64)	202
Millennials: 1981-1996	12% (79)	25% (166)	32% (214)	32% (218)	677
GenXers: 1965-1980	5% (29)	20% (113)	25% (138)	49% (273)	552
Baby Boomers: 1946-1964	1% (5)	5% (38)	23% (157)	71% (489)	690
PID: Dem (no lean)	9% (82)	23% (196)	25% (217)	43% (369)	863
PID: Ind (no lean)	3% (24)	13% (94)	30% (208)	54% (376)	702
PID: Rep (no lean)	5% (30)	13% (81)	26% (168)	56% (356)	635
PID/Gender: Dem Men	13% (51)	27% (106)	26% (102)	34% (131)	390
PID/Gender: Dem Women	7% (31)	19% (90)	24% (114)	50% (238)	473
PID/Gender: Ind Men	4% (16)	12% (45)	32% (118)	52% (191)	369
PID/Gender: Ind Women	2% (8)	15% (50)	27% (90)	56% (185)	333
PID/Gender: Rep Men	6% (17)	15% (44)	27% (81)	53% (161)	302
PID/Gender: Rep Women	4% (13)	11% (37)	26% (87)	59% (195)	332
Ideo: Liberal (1-3)	9% (59)	19% (125)	28% (186)	43% (284)	653
Ideo: Moderate (4)	5% (36)	21% (140)	29% (199)	45% (301)	677
Ideo: Conservative (5-7)	4% (29)	12% (79)	22% (150)	62% (412)	671
Educ: < College	5% (79)	17% (255)	29% (437)	49% (741)	1512
Educ: Bachelors degree	9% (42)	17% (74)	24% (107)	50% (221)	444
Educ: Post-grad	6% (15)	17% (42)	20% (49)	57% (138)	244
Income: Under 50k	6% (68)	17% (205)	30% (360)	48% (584)	1216
Income: 50k-100k	6% (39)	15% (102)	26% (175)	53% (359)	675
Income: 100k+	9% (29)	21% (64)	19% (58)	51% (158)	308
Ethnicity: White	5% (85)	15% (267)	26% (445)	54% (925)	1722
Ethnicity: Hispanic	9% (31)	20% (69)	33% (117)	38% (133)	349

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**Table MCFE1\_7: To what extent are the following important to you when deciding to purchase a product?**

Products created by actors

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (136)	17% (371)	27% (593)	50% (1101)	2200
Ethnicity: Black	12% (33)	23% (64)	28% (76)	37% (102)	274
Ethnicity: Other	9% (19)	20% (41)	35% (71)	36% (73)	204
All Christian	7% (73)	17% (164)	24% (239)	52% (517)	992
All Non-Christian	10% (11)	20% (21)	20% (21)	50% (52)	104
Atheist	5% (5)	12% (12)	24% (23)	58% (55)	95
Agnostic/Nothing in particular	3% (20)	16% (97)	28% (171)	54% (332)	620
Something Else	7% (27)	20% (78)	36% (139)	37% (145)	389
Religious Non-Protestant/Catholic	9% (11)	19% (22)	20% (23)	52% (61)	118
Evangelical	9% (56)	21% (124)	27% (164)	43% (258)	602
Non-Evangelical	5% (39)	15% (114)	27% (203)	52% (387)	743
Community: Urban	12% (73)	22% (135)	27% (170)	40% (249)	627
Community: Suburban	4% (40)	15% (153)	26% (263)	54% (545)	1000
Community: Rural	4% (23)	14% (83)	28% (160)	54% (306)	572
Employ: Private Sector	9% (67)	20% (156)	26% (197)	45% (344)	764
Employ: Government	9% (11)	30% (35)	18% (21)	42% (48)	114
Employ: Self-Employed	9% (17)	19% (37)	29% (55)	43% (81)	189
Employ: Homemaker	8% (14)	18% (31)	23% (40)	52% (90)	174
Employ: Student	13% (8)	11% (7)	43% (26)	33% (20)	62
Employ: Retired	— (2)	7% (32)	23% (107)	70% (324)	465
Employ: Unemployed	5% (12)	18% (50)	33% (92)	44% (122)	277
Employ: Other	3% (5)	16% (24)	35% (54)	46% (71)	155
Military HH: Yes	5% (18)	13% (45)	20% (66)	62% (206)	335
Military HH: No	6% (118)	17% (326)	28% (527)	48% (894)	1865
RD/WT: Right Direction	12% (98)	25% (207)	28% (229)	36% (295)	829
RD/WT: Wrong Track	3% (38)	12% (164)	27% (364)	59% (806)	1371
Biden Job Approve	10% (104)	21% (219)	28% (283)	41% (418)	1025
Biden Job Disapprove	3% (31)	12% (134)	26% (275)	59% (636)	1076

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**Table MCFE1\_7: To what extent are the following important to you when deciding to purchase a product?***Products created by actors*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	6%	(136)	17%	(371)	27%	(593)	50%	(1101)	2200
Biden Job Strongly Approve	17%	(76)	20%	(92)	24%	(109)	38%	(172)	449
Biden Job Somewhat Approve	5%	(28)	22%	(128)	30%	(174)	43%	(246)	576
Biden Job Somewhat Disapprove	3%	(10)	18%	(60)	35%	(120)	44%	(150)	341
Biden Job Strongly Disapprove	3%	(20)	10%	(74)	21%	(155)	66%	(485)	735
Favorable of Biden	9%	(96)	22%	(222)	26%	(264)	43%	(431)	1013
Unfavorable of Biden	3%	(34)	12%	(133)	27%	(295)	58%	(634)	1097
Very Favorable of Biden	16%	(77)	21%	(100)	24%	(116)	38%	(183)	477
Somewhat Favorable of Biden	4%	(19)	23%	(121)	28%	(148)	46%	(248)	536
Somewhat Unfavorable of Biden	3%	(9)	14%	(42)	40%	(121)	43%	(128)	300
Very Unfavorable of Biden	3%	(25)	11%	(91)	22%	(175)	64%	(506)	797
#1 Issue: Economy	5%	(44)	18%	(162)	31%	(275)	46%	(418)	899
#1 Issue: Security	6%	(15)	16%	(42)	22%	(58)	56%	(148)	263
#1 Issue: Health Care	11%	(34)	21%	(64)	24%	(75)	44%	(137)	310
#1 Issue: Medicare / Social Security	2%	(6)	10%	(25)	27%	(69)	62%	(161)	261
#1 Issue: Women's Issues	10%	(14)	18%	(24)	23%	(30)	49%	(64)	132
#1 Issue: Education	16%	(14)	20%	(18)	32%	(29)	32%	(29)	90
#1 Issue: Energy	4%	(5)	18%	(25)	25%	(34)	53%	(72)	136
#1 Issue: Other	3%	(3)	10%	(11)	21%	(23)	66%	(72)	109
2020 Vote: Joe Biden	8%	(83)	21%	(202)	25%	(248)	46%	(447)	980
2020 Vote: Donald Trump	4%	(27)	11%	(76)	24%	(176)	61%	(444)	724
2020 Vote: Other	8%	(6)	10%	(8)	26%	(21)	56%	(45)	79
2020 Vote: Didn't Vote	5%	(20)	21%	(85)	35%	(145)	40%	(164)	414
2018 House Vote: Democrat	9%	(71)	20%	(160)	25%	(200)	46%	(364)	795
2018 House Vote: Republican	4%	(23)	10%	(60)	24%	(144)	62%	(372)	599
2018 House Vote: Someone else	2%	(2)	14%	(11)	23%	(18)	60%	(46)	77
2016 Vote: Hillary Clinton	9%	(69)	19%	(141)	27%	(192)	45%	(324)	726
2016 Vote: Donald Trump	4%	(24)	11%	(74)	24%	(165)	62%	(423)	686
2016 Vote: Other	2%	(2)	13%	(16)	23%	(30)	63%	(80)	128
2016 Vote: Didn't Vote	6%	(41)	21%	(139)	31%	(206)	41%	(273)	658

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**Table MCFE1\_7: To what extent are the following important to you when deciding to purchase a product?**  
*Products created by actors*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	6%	(136)	17%	(371)	27%	(593)	50%	(1101)	2200
Voted in 2014: Yes	7%	(84)	15%	(189)	23%	(293)	56%	(712)	1277
Voted in 2014: No	6%	(52)	20%	(182)	33%	(300)	42%	(388)	923
4-Region: Northeast	6%	(25)	16%	(62)	25%	(99)	53%	(207)	394
4-Region: Midwest	4%	(19)	19%	(87)	27%	(126)	50%	(230)	462
4-Region: South	8%	(67)	17%	(141)	26%	(217)	48%	(400)	824
4-Region: West	5%	(25)	16%	(81)	29%	(151)	51%	(264)	520
Harry Styles Fan	13%	(91)	27%	(185)	29%	(199)	31%	(216)	691
Marvel Fans	9%	(121)	21%	(294)	30%	(429)	40%	(564)	1409

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



**Table MCFE1\_8:** To what extent are the following important to you when deciding to purchase a product?  
Products created by reality TV stars

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	13% (295)	25% (541)	56% (1225)	2200
Gender: Male	7% (75)	15% (154)	25% (260)	54% (572)	1062
Gender: Female	6% (64)	12% (140)	25% (281)	57% (653)	1138
Age: 18-34	11% (74)	20% (130)	32% (208)	37% (243)	655
Age: 35-44	11% (40)	20% (72)	25% (88)	44% (158)	358
Age: 45-64	3% (24)	9% (66)	24% (178)	64% (483)	751
Age: 65+	— (1)	6% (26)	15% (67)	78% (341)	436
GenZers: 1997-2012	11% (23)	18% (37)	32% (65)	38% (78)	202
Millennials: 1981-1996	12% (79)	20% (135)	30% (200)	39% (262)	677
GenXers: 1965-1980	6% (31)	15% (80)	24% (134)	55% (306)	552
Baby Boomers: 1946-1964	1% (4)	5% (37)	18% (127)	76% (521)	690
PID: Dem (no lean)	10% (87)	17% (147)	23% (196)	50% (432)	863
PID: Ind (no lean)	3% (22)	11% (77)	26% (180)	60% (424)	702
PID: Rep (no lean)	5% (30)	11% (71)	26% (165)	58% (369)	635
PID/Gender: Dem Men	12% (46)	21% (84)	22% (85)	45% (175)	390
PID/Gender: Dem Women	9% (41)	13% (64)	24% (111)	54% (257)	473
PID/Gender: Ind Men	3% (11)	10% (37)	26% (96)	61% (226)	369
PID/Gender: Ind Women	3% (12)	12% (40)	25% (84)	60% (198)	333
PID/Gender: Rep Men	6% (18)	11% (34)	26% (79)	57% (171)	302
PID/Gender: Rep Women	3% (11)	11% (37)	26% (86)	60% (198)	332
Ideo: Liberal (1-3)	9% (60)	13% (87)	22% (141)	56% (365)	653
Ideo: Moderate (4)	6% (41)	18% (123)	29% (194)	47% (319)	677
Ideo: Conservative (5-7)	4% (27)	9% (62)	22% (148)	65% (433)	671
Educ: < College	6% (89)	13% (198)	27% (413)	54% (813)	1512
Educ: Bachelors degree	7% (32)	15% (66)	20% (90)	58% (256)	444
Educ: Post-grad	8% (18)	13% (31)	16% (39)	64% (156)	244
Income: Under 50k	5% (64)	14% (170)	28% (338)	53% (644)	1216
Income: 50k-100k	7% (44)	12% (78)	22% (146)	60% (407)	675
Income: 100k+	10% (31)	15% (46)	19% (57)	56% (174)	308
Ethnicity: White	5% (82)	12% (213)	24% (416)	59% (1011)	1722
Ethnicity: Hispanic	10% (34)	16% (57)	28% (97)	46% (162)	349

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**Table MCFE1\_8: To what extent are the following important to you when deciding to purchase a product?**  
Products created by reality TV stars

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	13% (295)	25% (541)	56% (1225)	2200
Ethnicity: Black	15% (42)	18% (49)	23% (64)	44% (119)	274
Ethnicity: Other	7% (15)	16% (33)	30% (61)	47% (95)	204
All Christian	7% (65)	14% (134)	23% (224)	57% (568)	992
All Non-Christian	11% (12)	23% (24)	12% (12)	54% (57)	104
Atheist	6% (6)	12% (11)	18% (17)	65% (61)	95
Agnostic/Nothing in particular	4% (23)	13% (82)	24% (151)	59% (363)	620
Something Else	8% (33)	11% (43)	35% (137)	45% (176)	389
Religious Non-Protestant/Catholic	10% (12)	21% (25)	12% (14)	57% (67)	118
Evangelical	11% (66)	15% (91)	26% (155)	48% (290)	602
Non-Evangelical	4% (29)	11% (82)	26% (195)	59% (436)	743
Community: Urban	13% (79)	18% (112)	24% (154)	45% (282)	627
Community: Suburban	4% (36)	11% (106)	24% (242)	62% (616)	1000
Community: Rural	4% (23)	13% (76)	25% (145)	57% (328)	572
Employ: Private Sector	9% (67)	17% (126)	23% (179)	51% (392)	764
Employ: Government	13% (15)	22% (25)	19% (22)	45% (52)	114
Employ: Self-Employed	10% (18)	16% (29)	27% (50)	48% (91)	189
Employ: Homemaker	5% (9)	16% (27)	27% (46)	53% (91)	174
Employ: Student	11% (7)	11% (7)	32% (20)	46% (28)	62
Employ: Retired	1% (4)	5% (24)	19% (87)	75% (350)	465
Employ: Unemployed	4% (12)	14% (38)	31% (86)	51% (141)	277
Employ: Other	4% (7)	12% (18)	33% (50)	51% (80)	155
Military HH: Yes	5% (17)	10% (33)	20% (67)	65% (217)	335
Military HH: No	7% (121)	14% (262)	25% (474)	54% (1008)	1865
RD/WT: Right Direction	12% (103)	20% (164)	24% (203)	43% (359)	829
RD/WT: Wrong Track	3% (36)	10% (131)	25% (338)	63% (866)	1371
Biden Job Approve	11% (108)	17% (170)	24% (242)	49% (505)	1025
Biden Job Disapprove	3% (27)	10% (108)	25% (270)	62% (671)	1076

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**Table MCFE1\_8:** To what extent are the following important to you when deciding to purchase a product?  
Products created by reality TV stars

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	6% (139)	13% (295)	25% (541)	56% (1225)	2200
Biden Job Strongly Approve	16% (72)	17% (75)	21% (93)	47% (209)	449
Biden Job Somewhat Approve	6% (36)	16% (95)	26% (149)	51% (296)	576
Biden Job Somewhat Disapprove	2% (6)	14% (49)	32% (110)	52% (176)	341
Biden Job Strongly Disapprove	3% (22)	8% (59)	22% (159)	67% (495)	735
Favorable of Biden	10% (99)	16% (166)	23% (233)	51% (515)	1013
Unfavorable of Biden	3% (32)	10% (114)	25% (279)	61% (673)	1097
Very Favorable of Biden	16% (75)	17% (81)	20% (97)	47% (223)	477
Somewhat Favorable of Biden	4% (24)	16% (84)	25% (136)	55% (292)	536
Somewhat Unfavorable of Biden	2% (6)	12% (35)	36% (108)	51% (152)	300
Very Unfavorable of Biden	3% (26)	10% (80)	21% (171)	65% (521)	797
#1 Issue: Economy	6% (55)	13% (118)	28% (254)	53% (472)	899
#1 Issue: Security	5% (13)	15% (40)	24% (62)	57% (149)	263
#1 Issue: Health Care	9% (29)	18% (55)	22% (68)	51% (157)	310
#1 Issue: Medicare / Social Security	3% (9)	8% (21)	22% (57)	67% (175)	261
#1 Issue: Women's Issues	7% (10)	13% (17)	19% (25)	60% (79)	132
#1 Issue: Education	13% (11)	18% (16)	29% (26)	40% (36)	90
#1 Issue: Energy	5% (7)	14% (19)	19% (25)	62% (84)	136
#1 Issue: Other	4% (5)	8% (9)	21% (23)	66% (72)	109
2020 Vote: Joe Biden	9% (93)	15% (148)	23% (224)	53% (515)	980
2020 Vote: Donald Trump	3% (23)	9% (66)	23% (164)	65% (471)	724
2020 Vote: Other	3% (2)	13% (10)	15% (12)	70% (55)	79
2020 Vote: Didn't Vote	5% (21)	17% (71)	34% (141)	44% (182)	414
2018 House Vote: Democrat	10% (78)	14% (110)	22% (173)	55% (434)	795
2018 House Vote: Republican	3% (20)	9% (56)	22% (135)	65% (389)	599
2018 House Vote: Someone else	2% (2)	12% (9)	18% (14)	68% (52)	77
2016 Vote: Hillary Clinton	10% (72)	13% (96)	23% (169)	54% (389)	726
2016 Vote: Donald Trump	4% (27)	10% (67)	21% (146)	65% (445)	686
2016 Vote: Other	— (1)	10% (13)	14% (18)	75% (97)	128
2016 Vote: Didn't Vote	6% (38)	18% (119)	31% (207)	45% (294)	658

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**Table MCFE1\_8:** *To what extent are the following important to you when deciding to purchase a product?  
Products created by reality TV stars*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(139)	13%	(295)	25%	(541)	56%	(1225)	2200
Voted in 2014: Yes	7%	(90)	11%	(140)	21%	(267)	61%	(781)	1277
Voted in 2014: No	5%	(49)	17%	(155)	30%	(274)	48%	(444)	923
4-Region: Northeast	8%	(33)	14%	(55)	20%	(80)	57%	(224)	394
4-Region: Midwest	5%	(22)	13%	(59)	26%	(119)	57%	(263)	462
4-Region: South	8%	(66)	14%	(111)	26%	(213)	53%	(434)	824
4-Region: West	3%	(18)	13%	(69)	25%	(129)	59%	(304)	520
Harry Styles Fan	14%	(100)	22%	(151)	26%	(177)	38%	(263)	691
Marvel Fans	9%	(123)	17%	(235)	28%	(390)	47%	(661)	1409

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

**Table MCFE1\_9:** To what extent are the following important to you when deciding to purchase a product?  
 Products created by YouTube personalities

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (157)	17% (375)	25% (550)	51% (1119)	2200
Gender: Male	9% (92)	17% (179)	27% (289)	47% (502)	1062
Gender: Female	6% (65)	17% (196)	23% (261)	54% (616)	1138
Age: 18-34	13% (86)	28% (183)	30% (199)	28% (186)	655
Age: 35-44	12% (43)	21% (75)	24% (85)	43% (154)	358
Age: 45-64	3% (23)	12% (90)	25% (186)	60% (453)	751
Age: 65+	1% (5)	6% (26)	18% (80)	75% (325)	436
GenZers: 1997-2012	13% (25)	32% (65)	29% (59)	26% (53)	202
Millennials: 1981-1996	13% (87)	24% (160)	29% (198)	34% (232)	677
GenXers: 1965-1980	7% (36)	18% (101)	24% (133)	51% (282)	552
Baby Boomers: 1946-1964	1% (7)	6% (41)	21% (145)	72% (497)	690
PID: Dem (no lean)	11% (91)	20% (174)	23% (196)	47% (401)	863
PID: Ind (no lean)	4% (28)	16% (115)	26% (181)	54% (379)	702
PID: Rep (no lean)	6% (38)	13% (85)	27% (173)	53% (338)	635
PID/Gender: Dem Men	15% (57)	20% (80)	25% (98)	40% (156)	390
PID/Gender: Dem Women	7% (34)	20% (95)	21% (98)	52% (246)	473
PID/Gender: Ind Men	4% (16)	16% (58)	28% (103)	52% (193)	369
PID/Gender: Ind Women	4% (12)	17% (57)	23% (77)	56% (186)	333
PID/Gender: Rep Men	7% (20)	14% (41)	29% (88)	51% (154)	302
PID/Gender: Rep Women	5% (18)	13% (44)	26% (86)	55% (184)	332
Ideo: Liberal (1-3)	9% (60)	19% (123)	23% (150)	49% (321)	653
Ideo: Moderate (4)	7% (49)	19% (131)	28% (186)	46% (311)	677
Ideo: Conservative (5-7)	4% (30)	14% (91)	24% (161)	58% (388)	671
Educ: < College	6% (96)	18% (276)	27% (408)	48% (732)	1512
Educ: Bachelors degree	9% (38)	16% (71)	23% (103)	52% (232)	444
Educ: Post-grad	9% (22)	11% (28)	16% (39)	63% (154)	244
Income: Under 50k	7% (79)	18% (221)	27% (330)	48% (586)	1216
Income: 50k-100k	6% (41)	15% (103)	24% (161)	55% (370)	675
Income: 100k+	12% (37)	16% (50)	19% (58)	53% (163)	308
Ethnicity: White	6% (100)	16% (270)	24% (417)	54% (935)	1722
Ethnicity: Hispanic	11% (38)	22% (77)	27% (94)	40% (140)	349

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**Table MCFE1\_9: To what extent are the following important to you when deciding to purchase a product?  
Products created by YouTube personalities**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(157)	17%	(375)	25%	(550)	51%	(1119)	2200
Ethnicity: Black	14%	(38)	21%	(58)	26%	(71)	39%	(107)	274
Ethnicity: Other	9%	(19)	23%	(47)	30%	(62)	38%	(77)	204
All Christian	7%	(68)	16%	(159)	24%	(235)	53%	(530)	992
All Non-Christian	14%	(15)	12%	(12)	19%	(20)	55%	(57)	104
Atheist	6%	(6)	17%	(16)	22%	(21)	55%	(52)	95
Agnostic/Nothing in particular	5%	(30)	18%	(114)	22%	(134)	55%	(343)	620
Something Else	10%	(39)	19%	(73)	36%	(141)	35%	(137)	389
Religious Non-Protestant/Catholic	14%	(16)	11%	(13)	19%	(22)	57%	(67)	118
Evangelical	11%	(64)	20%	(120)	28%	(168)	42%	(250)	602
Non-Evangelical	5%	(37)	14%	(105)	27%	(201)	54%	(399)	743
Community: Urban	12%	(75)	23%	(142)	26%	(161)	40%	(250)	627
Community: Suburban	5%	(53)	15%	(148)	24%	(235)	56%	(564)	1000
Community: Rural	5%	(29)	15%	(85)	27%	(153)	53%	(305)	572
Employ: Private Sector	11%	(81)	18%	(136)	24%	(185)	47%	(362)	764
Employ: Government	9%	(10)	28%	(32)	18%	(20)	46%	(52)	114
Employ: Self-Employed	13%	(24)	15%	(28)	31%	(59)	41%	(77)	189
Employ: Homemaker	7%	(12)	21%	(37)	20%	(34)	52%	(91)	174
Employ: Student	11%	(7)	35%	(22)	25%	(15)	28%	(17)	62
Employ: Retired	1%	(3)	7%	(32)	22%	(103)	70%	(328)	465
Employ: Unemployed	5%	(13)	20%	(55)	32%	(88)	43%	(120)	277
Employ: Other	4%	(7)	21%	(32)	29%	(46)	45%	(70)	155
Military HH: Yes	5%	(18)	14%	(47)	20%	(68)	60%	(202)	335
Military HH: No	7%	(139)	18%	(327)	26%	(482)	49%	(917)	1865
RD/WT: Right Direction	12%	(102)	23%	(188)	24%	(201)	41%	(338)	829
RD/WT: Wrong Track	4%	(54)	14%	(187)	25%	(349)	57%	(781)	1371
Biden Job Approve	11%	(109)	19%	(198)	25%	(253)	45%	(465)	1025
Biden Job Disapprove	4%	(42)	15%	(162)	24%	(263)	57%	(609)	1076

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**Table MCFE1\_9:** To what extent are the following important to you when deciding to purchase a product?  
Products created by YouTube personalities

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (157)	17% (375)	25% (550)	51% (1119)	2200
Biden Job Strongly Approve	16% (71)	18% (81)	20% (91)	46% (205)	449
Biden Job Somewhat Approve	6% (37)	20% (117)	28% (162)	45% (260)	576
Biden Job Somewhat Disapprove	3% (12)	24% (83)	27% (91)	45% (155)	341
Biden Job Strongly Disapprove	4% (30)	11% (78)	23% (172)	62% (454)	735
Favorable of Biden	10% (99)	20% (199)	24% (240)	47% (475)	1013
Unfavorable of Biden	5% (49)	15% (165)	25% (277)	55% (606)	1097
Very Favorable of Biden	16% (76)	19% (89)	20% (95)	46% (217)	477
Somewhat Favorable of Biden	4% (23)	21% (110)	27% (145)	48% (258)	536
Somewhat Unfavorable of Biden	5% (16)	20% (59)	32% (96)	43% (128)	300
Very Unfavorable of Biden	4% (33)	13% (106)	23% (181)	60% (478)	797
#1 Issue: Economy	7% (61)	18% (158)	28% (248)	48% (434)	899
#1 Issue: Security	7% (19)	16% (43)	24% (62)	53% (140)	263
#1 Issue: Health Care	11% (33)	19% (57)	20% (63)	51% (157)	310
#1 Issue: Medicare / Social Security	3% (8)	11% (28)	26% (68)	60% (156)	261
#1 Issue: Women's Issues	8% (11)	17% (22)	22% (30)	53% (69)	132
#1 Issue: Education	13% (12)	21% (19)	34% (31)	31% (28)	90
#1 Issue: Energy	8% (10)	25% (33)	21% (28)	47% (64)	136
#1 Issue: Other	4% (4)	13% (14)	19% (21)	65% (71)	109
2020 Vote: Joe Biden	10% (98)	18% (180)	22% (213)	50% (489)	980
2020 Vote: Donald Trump	4% (31)	12% (90)	25% (181)	58% (421)	724
2020 Vote: Other	9% (7)	14% (11)	22% (17)	55% (44)	79
2020 Vote: Didn't Vote	5% (21)	22% (93)	33% (137)	40% (164)	414
2018 House Vote: Democrat	11% (84)	17% (135)	22% (175)	50% (401)	795
2018 House Vote: Republican	5% (32)	11% (67)	25% (150)	58% (350)	599
2018 House Vote: Someone else	3% (2)	17% (13)	17% (13)	63% (48)	77
2016 Vote: Hillary Clinton	10% (75)	16% (116)	23% (165)	51% (369)	726
2016 Vote: Donald Trump	6% (39)	11% (78)	24% (165)	59% (404)	686
2016 Vote: Other	4% (5)	16% (21)	18% (23)	63% (80)	128
2016 Vote: Didn't Vote	6% (37)	24% (160)	30% (197)	40% (264)	658

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**Table MCFE1\_9:** *To what extent are the following important to you when deciding to purchase a product?  
Products created by YouTube personalities*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Total N</b>
Adults	7%	(157)	17%	(375)	25%	(550)	51%	(1119)	2200
Voted in 2014: Yes	8%	(102)	13%	(168)	22%	(286)	57%	(722)	1277
Voted in 2014: No	6%	(55)	22%	(207)	29%	(264)	43%	(397)	923
4-Region: Northeast	8%	(32)	15%	(58)	22%	(89)	55%	(215)	394
4-Region: Midwest	5%	(22)	17%	(78)	27%	(126)	51%	(237)	462
4-Region: South	9%	(75)	18%	(151)	25%	(210)	47%	(389)	824
4-Region: West	5%	(28)	17%	(88)	24%	(126)	54%	(279)	520
Harry Styles Fan	15%	(103)	25%	(174)	26%	(178)	34%	(235)	691
Marvel Fans	10%	(143)	20%	(280)	27%	(385)	43%	(601)	1409

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



**Table MCFE1\_10:** To what extent are the following important to you when deciding to purchase a product?  
 Products created by athletes

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	7% (145)	20% (448)	26% (569)	47% (1038)	2200
Gender: Male	9% (91)	22% (236)	27% (289)	42% (446)	1062
Gender: Female	5% (54)	19% (212)	25% (280)	52% (592)	1138
Age: 18-34	11% (75)	29% (188)	31% (205)	28% (186)	655
Age: 35-44	13% (45)	28% (101)	21% (75)	38% (136)	358
Age: 45-64	3% (22)	17% (127)	26% (195)	54% (408)	751
Age: 65+	1% (2)	7% (32)	22% (94)	70% (307)	436
GenZers: 1997-2012	8% (17)	30% (60)	33% (66)	29% (59)	202
Millennials: 1981-1996	13% (91)	28% (187)	28% (189)	31% (211)	677
GenXers: 1965-1980	6% (32)	25% (136)	25% (135)	45% (249)	552
Baby Boomers: 1946-1964	— (3)	9% (59)	23% (161)	67% (465)	690
PID: Dem (no lean)	10% (87)	24% (204)	23% (202)	43% (370)	863
PID: Ind (no lean)	4% (25)	19% (133)	27% (188)	51% (357)	702
PID: Rep (no lean)	5% (33)	17% (111)	28% (180)	49% (311)	635
PID/Gender: Dem Men	15% (57)	30% (117)	21% (83)	34% (133)	390
PID/Gender: Dem Women	6% (30)	19% (88)	25% (119)	50% (237)	473
PID/Gender: Ind Men	4% (14)	19% (69)	30% (111)	47% (175)	369
PID/Gender: Ind Women	3% (11)	19% (64)	23% (76)	55% (182)	333
PID/Gender: Rep Men	7% (20)	17% (50)	31% (94)	45% (137)	302
PID/Gender: Rep Women	4% (13)	18% (60)	26% (85)	52% (174)	332
Ideo: Liberal (1-3)	8% (54)	22% (141)	26% (170)	44% (289)	653
Ideo: Moderate (4)	7% (48)	24% (160)	27% (180)	43% (289)	677
Ideo: Conservative (5-7)	5% (33)	17% (114)	24% (164)	54% (360)	671
Educ: < College	6% (91)	21% (317)	26% (398)	47% (707)	1512
Educ: Bachelors degree	8% (35)	20% (90)	26% (116)	46% (203)	444
Educ: Post-grad	8% (19)	17% (41)	23% (56)	53% (128)	244
Income: Under 50k	6% (67)	21% (259)	26% (320)	47% (571)	1216
Income: 50k-100k	6% (43)	18% (121)	27% (181)	49% (330)	675
Income: 100k+	11% (35)	22% (68)	22% (68)	44% (137)	308
Ethnicity: White	5% (93)	19% (326)	25% (438)	50% (865)	1722
Ethnicity: Hispanic	10% (34)	27% (93)	25% (87)	39% (135)	349

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**Table MCFE1\_10:** To what extent are the following important to you when deciding to purchase a product?  
Products created by athletes

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(145)	20%	(448)	26%	(569)	47%	(1038)	2200
Ethnicity: Black	13%	(35)	23%	(64)	27%	(75)	37%	(100)	274
Ethnicity: Other	8%	(17)	28%	(58)	27%	(56)	36%	(73)	204
All Christian	8%	(75)	20%	(195)	24%	(242)	48%	(480)	992
All Non-Christian	10%	(11)	25%	(26)	16%	(17)	49%	(51)	104
Atheist	6%	(6)	21%	(20)	25%	(23)	48%	(45)	95
Agnostic/Nothing in particular	4%	(23)	18%	(112)	26%	(160)	53%	(326)	620
Something Else	8%	(31)	24%	(95)	33%	(127)	35%	(136)	389
Religious Non-Protestant/Catholic	9%	(11)	22%	(26)	18%	(21)	51%	(60)	118
Evangelical	10%	(62)	24%	(147)	25%	(150)	40%	(243)	602
Non-Evangelical	5%	(40)	18%	(135)	28%	(210)	48%	(358)	743
Community: Urban	11%	(72)	28%	(175)	23%	(145)	37%	(235)	627
Community: Suburban	5%	(49)	17%	(166)	28%	(278)	51%	(508)	1000
Community: Rural	4%	(24)	19%	(107)	25%	(146)	52%	(295)	572
Employ: Private Sector	9%	(71)	23%	(174)	26%	(202)	42%	(317)	764
Employ: Government	10%	(11)	36%	(41)	16%	(18)	39%	(45)	114
Employ: Self-Employed	10%	(18)	23%	(44)	31%	(59)	36%	(68)	189
Employ: Homemaker	3%	(5)	28%	(49)	24%	(43)	45%	(78)	174
Employ: Student	19%	(12)	23%	(14)	27%	(17)	31%	(19)	62
Employ: Retired	1%	(2)	8%	(39)	24%	(113)	67%	(311)	465
Employ: Unemployed	7%	(20)	21%	(58)	26%	(73)	45%	(126)	277
Employ: Other	4%	(7)	19%	(29)	29%	(44)	48%	(75)	155
Military HH: Yes	7%	(22)	16%	(55)	19%	(64)	58%	(194)	335
Military HH: No	7%	(123)	21%	(393)	27%	(505)	45%	(845)	1865
RD/WT: Right Direction	12%	(99)	26%	(216)	26%	(213)	36%	(302)	829
RD/WT: Wrong Track	3%	(46)	17%	(232)	26%	(356)	54%	(737)	1371
Biden Job Approve	11%	(108)	23%	(235)	25%	(258)	41%	(424)	1025
Biden Job Disapprove	3%	(33)	18%	(190)	27%	(288)	52%	(564)	1076

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**Table MCFE1\_10:** To what extent are the following important to you when deciding to purchase a product?  
 Products created by athletes

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(145)	20%	(448)	26%	(569)	47%	(1038)	2200
Biden Job Strongly Approve	16%	(74)	20%	(90)	22%	(100)	41%	(185)	449
Biden Job Somewhat Approve	6%	(34)	25%	(145)	28%	(159)	41%	(238)	576
Biden Job Somewhat Disapprove	3%	(9)	24%	(82)	36%	(122)	37%	(127)	341
Biden Job Strongly Disapprove	3%	(24)	15%	(108)	23%	(166)	59%	(437)	735
Favorable of Biden	10%	(103)	23%	(232)	24%	(247)	42%	(430)	1013
Unfavorable of Biden	3%	(34)	18%	(193)	27%	(298)	52%	(572)	1097
Very Favorable of Biden	16%	(76)	21%	(99)	22%	(103)	42%	(199)	477
Somewhat Favorable of Biden	5%	(26)	25%	(134)	27%	(145)	43%	(231)	536
Somewhat Unfavorable of Biden	3%	(8)	19%	(58)	39%	(118)	39%	(116)	300
Very Unfavorable of Biden	3%	(26)	17%	(135)	23%	(180)	57%	(456)	797
#1 Issue: Economy	7%	(60)	21%	(187)	30%	(268)	43%	(384)	899
#1 Issue: Security	6%	(15)	18%	(49)	26%	(67)	50%	(133)	263
#1 Issue: Health Care	9%	(28)	22%	(69)	25%	(77)	44%	(136)	310
#1 Issue: Medicare / Social Security	3%	(7)	13%	(35)	23%	(61)	61%	(159)	261
#1 Issue: Women's Issues	9%	(12)	21%	(28)	16%	(21)	54%	(70)	132
#1 Issue: Education	10%	(9)	28%	(25)	28%	(25)	34%	(31)	90
#1 Issue: Energy	6%	(8)	31%	(41)	17%	(23)	47%	(63)	136
#1 Issue: Other	6%	(6)	12%	(14)	24%	(26)	58%	(63)	109
2020 Vote: Joe Biden	9%	(84)	22%	(215)	24%	(236)	45%	(445)	980
2020 Vote: Donald Trump	4%	(27)	16%	(113)	25%	(182)	56%	(402)	724
2020 Vote: Other	7%	(5)	18%	(14)	21%	(17)	54%	(43)	79
2020 Vote: Didn't Vote	7%	(29)	26%	(106)	32%	(132)	36%	(148)	414
2018 House Vote: Democrat	9%	(73)	21%	(169)	24%	(193)	45%	(360)	795
2018 House Vote: Republican	5%	(28)	16%	(93)	24%	(145)	56%	(333)	599
2018 House Vote: Someone else	2%	(2)	20%	(16)	18%	(13)	60%	(46)	77
2016 Vote: Hillary Clinton	9%	(69)	21%	(149)	25%	(184)	45%	(324)	726
2016 Vote: Donald Trump	5%	(31)	16%	(112)	25%	(169)	54%	(373)	686
2016 Vote: Other	1%	(2)	17%	(22)	21%	(26)	61%	(78)	128
2016 Vote: Didn't Vote	6%	(42)	25%	(164)	29%	(189)	40%	(263)	658

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**Table MCFE1\_10:** *To what extent are the following important to you when deciding to purchase a product?  
Products created by athletes*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	7%	(145)	20%	(448)	26%	(569)	47%	(1038)	2200
Voted in 2014: Yes	7%	(84)	18%	(229)	24%	(301)	52%	(664)	1277
Voted in 2014: No	7%	(61)	24%	(219)	29%	(268)	41%	(375)	923
4-Region: Northeast	8%	(32)	21%	(84)	23%	(92)	47%	(186)	394
4-Region: Midwest	6%	(26)	18%	(84)	27%	(124)	49%	(228)	462
4-Region: South	8%	(67)	21%	(173)	27%	(222)	44%	(361)	824
4-Region: West	4%	(20)	21%	(107)	25%	(131)	50%	(262)	520
Harry Styles Fan	13%	(89)	30%	(207)	26%	(179)	31%	(216)	691
Marvel Fans	9%	(124)	25%	(347)	28%	(399)	38%	(538)	1409

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

**Table MCFE2\_1: How much have you seen, read or heard about the following celebrity beauty brands?***Keys Soulcare by Alicia Keys*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	9%	(206)	12%	(266)	74%	(1624)	2200
Gender: Male	6%	(64)	11%	(114)	12%	(125)	71%	(759)	1062
Gender: Female	4%	(41)	8%	(92)	12%	(141)	76%	(865)	1138
Age: 18-34	7%	(48)	14%	(89)	14%	(94)	65%	(425)	655
Age: 35-44	11%	(39)	15%	(53)	15%	(53)	59%	(213)	358
Age: 45-64	2%	(14)	6%	(45)	13%	(95)	79%	(596)	751
Age: 65+	1%	(4)	4%	(18)	6%	(24)	89%	(390)	436
GenZers: 1997-2012	4%	(8)	13%	(26)	10%	(20)	73%	(148)	202
Millennials: 1981-1996	9%	(63)	14%	(96)	16%	(109)	60%	(409)	677
GenXers: 1965-1980	5%	(27)	10%	(53)	15%	(83)	71%	(390)	552
Baby Boomers: 1946-1964	1%	(6)	4%	(26)	7%	(50)	88%	(608)	690
PID: Dem (no lean)	7%	(62)	14%	(117)	14%	(123)	65%	(562)	863
PID: Ind (no lean)	3%	(21)	5%	(37)	11%	(75)	81%	(570)	702
PID: Rep (no lean)	4%	(22)	8%	(52)	11%	(69)	77%	(492)	635
PID/Gender: Dem Men	12%	(48)	18%	(70)	13%	(52)	57%	(221)	390
PID/Gender: Dem Women	3%	(14)	10%	(47)	15%	(71)	72%	(341)	473
PID/Gender: Ind Men	2%	(7)	6%	(21)	10%	(36)	83%	(306)	369
PID/Gender: Ind Women	4%	(13)	5%	(16)	12%	(39)	79%	(264)	333
PID/Gender: Rep Men	3%	(9)	8%	(23)	12%	(38)	77%	(232)	302
PID/Gender: Rep Women	4%	(13)	9%	(29)	9%	(31)	78%	(259)	332
Ideo: Liberal (1-3)	7%	(45)	11%	(71)	13%	(82)	70%	(454)	653
Ideo: Moderate (4)	5%	(35)	11%	(73)	14%	(93)	70%	(475)	677
Ideo: Conservative (5-7)	3%	(18)	8%	(52)	10%	(69)	79%	(532)	671
Educ: < College	3%	(50)	9%	(131)	12%	(188)	76%	(1144)	1512
Educ: Bachelors degree	8%	(34)	10%	(44)	13%	(56)	70%	(310)	444
Educ: Post-grad	9%	(21)	12%	(30)	9%	(23)	70%	(170)	244
Income: Under 50k	4%	(45)	8%	(99)	13%	(159)	75%	(913)	1216
Income: 50k-100k	5%	(31)	10%	(64)	11%	(75)	75%	(505)	675
Income: 100k+	9%	(29)	14%	(42)	10%	(32)	67%	(205)	308
Ethnicity: White	4%	(71)	7%	(125)	11%	(192)	77%	(1334)	1722
Ethnicity: Hispanic	6%	(21)	17%	(59)	13%	(45)	64%	(225)	349
Ethnicity: Black	9%	(25)	16%	(43)	19%	(52)	56%	(154)	274

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**Table MCFE2\_1: How much have you seen, read or heard about the following celebrity beauty brands?**

Keys Soulcare by Alicia Keys

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	9%	(206)	12%	(266)	74%	(1624)	2200
Ethnicity: Other	4%	(8)	19%	(38)	11%	(23)	66%	(135)	204
All Christian	5%	(45)	9%	(89)	12%	(122)	74%	(736)	992
All Non-Christian	13%	(13)	16%	(17)	11%	(11)	61%	(63)	104
Atheist	4%	(3)	7%	(7)	8%	(8)	82%	(77)	95
Agnostic/Nothing in particular	3%	(16)	10%	(59)	12%	(77)	75%	(467)	620
Something Else	7%	(27)	9%	(34)	12%	(48)	72%	(280)	389
Religious Non-Protestant/Catholic	11%	(13)	15%	(18)	11%	(14)	62%	(73)	118
Evangelical	8%	(47)	12%	(72)	11%	(65)	69%	(417)	602
Non-Evangelical	3%	(22)	6%	(44)	13%	(100)	78%	(576)	743
Community: Urban	10%	(64)	13%	(79)	15%	(95)	62%	(388)	627
Community: Suburban	3%	(27)	8%	(79)	10%	(104)	79%	(791)	1000
Community: Rural	2%	(13)	8%	(48)	12%	(67)	78%	(445)	572
Employ: Private Sector	8%	(59)	13%	(96)	14%	(110)	65%	(499)	764
Employ: Government	7%	(8)	20%	(23)	15%	(17)	58%	(66)	114
Employ: Self-Employed	8%	(15)	9%	(18)	14%	(27)	69%	(130)	189
Employ: Homemaker	6%	(11)	8%	(14)	10%	(18)	75%	(131)	174
Employ: Student	5%	(3)	12%	(8)	11%	(7)	71%	(44)	62
Employ: Retired	1%	(3)	4%	(19)	7%	(32)	88%	(411)	465
Employ: Unemployed	1%	(2)	5%	(13)	15%	(41)	80%	(222)	277
Employ: Other	3%	(4)	10%	(15)	10%	(15)	78%	(120)	155
Military HH: Yes	5%	(17)	7%	(24)	7%	(23)	81%	(272)	335
Military HH: No	5%	(88)	10%	(182)	13%	(243)	72%	(1352)	1865
RD/WT: Right Direction	9%	(75)	16%	(133)	14%	(119)	61%	(503)	829
RD/WT: Wrong Track	2%	(30)	5%	(73)	11%	(148)	82%	(1121)	1371
Biden Job Approve	8%	(82)	13%	(135)	14%	(142)	65%	(666)	1025
Biden Job Disapprove	2%	(20)	6%	(65)	10%	(111)	82%	(879)	1076
Biden Job Strongly Approve	13%	(57)	15%	(69)	13%	(59)	59%	(263)	449
Biden Job Somewhat Approve	4%	(24)	11%	(66)	14%	(83)	70%	(403)	576
Biden Job Somewhat Disapprove	3%	(10)	8%	(26)	11%	(39)	78%	(266)	341
Biden Job Strongly Disapprove	1%	(10)	5%	(39)	10%	(72)	83%	(613)	735

Continued on next page

**Table MCFE2\_1:** How much have you seen, read or heard about the following celebrity beauty brands?

Keys Soulcare by Alicia Keys

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	9%	(206)	12%	(266)	74%	(1624)	2200
Favorable of Biden	8%	(80)	13%	(131)	14%	(139)	65%	(662)	1013
Unfavorable of Biden	2%	(23)	6%	(68)	10%	(109)	82%	(898)	1097
Very Favorable of Biden	13%	(61)	15%	(72)	13%	(61)	59%	(283)	477
Somewhat Favorable of Biden	4%	(19)	11%	(59)	15%	(79)	71%	(379)	536
Somewhat Unfavorable of Biden	3%	(8)	5%	(15)	11%	(33)	81%	(244)	300
Very Unfavorable of Biden	2%	(14)	7%	(54)	9%	(76)	82%	(654)	797
#1 Issue: Economy	5%	(47)	10%	(92)	13%	(114)	72%	(646)	899
#1 Issue: Security	3%	(7)	7%	(19)	14%	(36)	76%	(201)	263
#1 Issue: Health Care	9%	(27)	11%	(35)	11%	(35)	69%	(213)	310
#1 Issue: Medicare / Social Security	1%	(3)	6%	(16)	10%	(25)	83%	(216)	261
#1 Issue: Women's Issues	5%	(7)	7%	(9)	18%	(24)	69%	(91)	132
#1 Issue: Education	6%	(6)	18%	(16)	14%	(12)	62%	(56)	90
#1 Issue: Energy	6%	(8)	10%	(13)	8%	(11)	77%	(104)	136
#1 Issue: Other	—	(0)	4%	(4)	8%	(8)	89%	(97)	109
2020 Vote: Joe Biden	8%	(75)	12%	(122)	14%	(137)	66%	(646)	980
2020 Vote: Donald Trump	2%	(18)	7%	(51)	10%	(71)	81%	(584)	724
2020 Vote: Other	1%	(1)	7%	(5)	16%	(13)	77%	(61)	79
2020 Vote: Didn't Vote	3%	(11)	7%	(27)	11%	(45)	80%	(331)	414
2018 House Vote: Democrat	8%	(60)	13%	(105)	13%	(103)	66%	(528)	795
2018 House Vote: Republican	2%	(13)	8%	(46)	11%	(65)	79%	(475)	599
2018 House Vote: Someone else	5%	(4)	8%	(6)	9%	(7)	79%	(60)	77
2016 Vote: Hillary Clinton	8%	(55)	13%	(92)	15%	(106)	65%	(473)	726
2016 Vote: Donald Trump	3%	(19)	7%	(50)	10%	(67)	80%	(550)	686
2016 Vote: Other	1%	(1)	6%	(8)	5%	(6)	88%	(113)	128
2016 Vote: Didn't Vote	4%	(29)	8%	(56)	13%	(87)	74%	(486)	658
Voted in 2014: Yes	5%	(65)	9%	(113)	12%	(152)	74%	(948)	1277
Voted in 2014: No	4%	(40)	10%	(92)	12%	(115)	73%	(676)	923
4-Region: Northeast	6%	(25)	10%	(39)	11%	(43)	73%	(287)	394
4-Region: Midwest	3%	(13)	8%	(35)	14%	(64)	76%	(350)	462
4-Region: South	6%	(46)	10%	(80)	13%	(111)	71%	(587)	824
4-Region: West	4%	(21)	10%	(51)	9%	(48)	77%	(400)	520

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**Table MCFE2\_1:** How much have you seen, read or heard about the following celebrity beauty brands?  
Keys Soulcare by Alicia Keys

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	9%	(206)	12%	(266)	74%	(1624)	2200
Harry Styles Fan	11%	(78)	17%	(116)	16%	(109)	56%	(388)	691
Marvel Fans	6%	(89)	12%	(173)	14%	(195)	68%	(952)	1409

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



**Table MCFE2\_2: How much have you seen, read or heard about the following celebrity beauty brands?***R.E.M. Beauty by Ariana Grande*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	13%	(277)	13%	(296)	69%	(1512)	2200
Gender: Male	6%	(68)	11%	(118)	13%	(141)	69%	(734)	1062
Gender: Female	4%	(47)	14%	(158)	14%	(155)	68%	(778)	1138
Age: 18-34	9%	(58)	21%	(138)	15%	(98)	55%	(360)	655
Age: 35-44	11%	(40)	16%	(57)	18%	(64)	55%	(197)	358
Age: 45-64	2%	(15)	8%	(61)	13%	(101)	76%	(574)	751
Age: 65+	1%	(3)	5%	(21)	7%	(33)	87%	(380)	436
GenZers: 1997-2012	8%	(16)	16%	(33)	16%	(33)	59%	(120)	202
Millennials: 1981-1996	11%	(72)	20%	(138)	15%	(103)	54%	(364)	677
GenXers: 1965-1980	4%	(23)	12%	(68)	16%	(89)	67%	(371)	552
Baby Boomers: 1946-1964	—	(3)	5%	(35)	10%	(67)	85%	(585)	690
PID: Dem (no lean)	8%	(72)	19%	(161)	13%	(111)	60%	(518)	863
PID: Ind (no lean)	3%	(22)	8%	(54)	12%	(86)	77%	(541)	702
PID: Rep (no lean)	3%	(21)	10%	(62)	16%	(99)	71%	(453)	635
PID/Gender: Dem Men	12%	(48)	21%	(83)	13%	(51)	53%	(208)	390
PID/Gender: Dem Women	5%	(24)	17%	(78)	13%	(61)	66%	(310)	473
PID/Gender: Ind Men	2%	(8)	6%	(21)	11%	(40)	82%	(301)	369
PID/Gender: Ind Women	4%	(14)	10%	(33)	14%	(46)	72%	(239)	333
PID/Gender: Rep Men	4%	(12)	5%	(15)	17%	(50)	75%	(225)	302
PID/Gender: Rep Women	3%	(9)	14%	(47)	15%	(49)	69%	(228)	332
Ideo: Liberal (1-3)	7%	(48)	16%	(103)	13%	(83)	64%	(419)	653
Ideo: Moderate (4)	6%	(38)	15%	(101)	16%	(111)	63%	(427)	677
Ideo: Conservative (5-7)	3%	(22)	9%	(64)	12%	(78)	76%	(507)	671
Educ: < College	4%	(57)	12%	(185)	14%	(209)	70%	(1061)	1512
Educ: Bachelors degree	8%	(36)	13%	(57)	14%	(63)	65%	(287)	444
Educ: Post-grad	9%	(22)	14%	(35)	10%	(24)	67%	(164)	244
Income: Under 50k	4%	(54)	12%	(147)	14%	(171)	70%	(845)	1216
Income: 50k-100k	4%	(30)	12%	(84)	14%	(92)	70%	(470)	675
Income: 100k+	10%	(32)	15%	(46)	11%	(33)	64%	(197)	308
Ethnicity: White	5%	(85)	11%	(193)	13%	(219)	71%	(1224)	1722
Ethnicity: Hispanic	6%	(21)	20%	(69)	17%	(58)	58%	(202)	349
Ethnicity: Black	7%	(20)	17%	(47)	15%	(42)	60%	(165)	274

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**Table MCFE2\_2: How much have you seen, read or heard about the following celebrity beauty brands?**

*R.E.M. Beauty by Ariana Grande*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	13%	(277)	13%	(296)	69%	(1512)	2200
Ethnicity: Other	5%	(10)	18%	(36)	17%	(35)	60%	(123)	204
All Christian	5%	(52)	13%	(125)	13%	(125)	69%	(689)	992
All Non-Christian	15%	(15)	19%	(20)	8%	(9)	58%	(60)	104
Atheist	6%	(5)	9%	(8)	9%	(9)	77%	(73)	95
Agnostic/Nothing in particular	3%	(18)	13%	(79)	15%	(96)	69%	(427)	620
Something Else	6%	(24)	11%	(44)	15%	(58)	68%	(263)	389
Religious Non-Protestant/Catholic	13%	(15)	18%	(21)	8%	(10)	61%	(71)	118
Evangelical	7%	(44)	16%	(94)	10%	(59)	67%	(405)	602
Non-Evangelical	4%	(29)	9%	(69)	16%	(121)	71%	(524)	743
Community: Urban	10%	(60)	20%	(123)	15%	(95)	56%	(349)	627
Community: Suburban	4%	(38)	9%	(93)	12%	(120)	75%	(750)	1000
Community: Rural	3%	(17)	11%	(61)	14%	(81)	72%	(413)	572
Employ: Private Sector	7%	(55)	17%	(133)	14%	(104)	62%	(472)	764
Employ: Government	10%	(12)	17%	(19)	21%	(24)	53%	(60)	114
Employ: Self-Employed	9%	(16)	10%	(18)	15%	(29)	67%	(126)	189
Employ: Homemaker	7%	(12)	20%	(34)	14%	(24)	60%	(104)	174
Employ: Student	6%	(3)	22%	(14)	19%	(12)	54%	(33)	62
Employ: Retired	1%	(5)	4%	(17)	8%	(36)	88%	(408)	465
Employ: Unemployed	1%	(3)	9%	(25)	17%	(47)	73%	(202)	277
Employ: Other	6%	(10)	11%	(17)	13%	(21)	69%	(107)	155
Military HH: Yes	5%	(16)	11%	(35)	9%	(29)	76%	(254)	335
Military HH: No	5%	(99)	13%	(241)	14%	(267)	67%	(1258)	1865
RD/WT: Right Direction	9%	(76)	18%	(148)	15%	(125)	58%	(480)	829
RD/WT: Wrong Track	3%	(39)	9%	(129)	12%	(171)	75%	(1032)	1371
Biden Job Approve	8%	(84)	17%	(178)	14%	(144)	60%	(619)	1025
Biden Job Disapprove	3%	(28)	9%	(95)	13%	(136)	76%	(816)	1076
Biden Job Strongly Approve	13%	(59)	17%	(76)	12%	(56)	58%	(258)	449
Biden Job Somewhat Approve	4%	(25)	18%	(102)	15%	(88)	63%	(360)	576
Biden Job Somewhat Disapprove	2%	(8)	11%	(39)	16%	(55)	70%	(238)	341
Biden Job Strongly Disapprove	3%	(20)	8%	(56)	11%	(81)	79%	(578)	735

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**Table MCFE2\_2: How much have you seen, read or heard about the following celebrity beauty brands?  
 R.E.M. Beauty by Ariana Grande**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	13%	(277)	13%	(296)	69%	(1512)	2200
Favorable of Biden	8%	(85)	17%	(174)	13%	(136)	61%	(618)	1013
Unfavorable of Biden	3%	(28)	9%	(95)	13%	(142)	76%	(832)	1097
Very Favorable of Biden	12%	(59)	17%	(81)	13%	(60)	58%	(276)	477
Somewhat Favorable of Biden	5%	(26)	17%	(92)	14%	(76)	64%	(341)	536
Somewhat Unfavorable of Biden	1%	(4)	11%	(32)	16%	(47)	72%	(216)	300
Very Unfavorable of Biden	3%	(24)	8%	(63)	12%	(95)	77%	(616)	797
#1 Issue: Economy	5%	(48)	12%	(110)	16%	(144)	66%	(597)	899
#1 Issue: Security	4%	(10)	10%	(25)	10%	(27)	76%	(201)	263
#1 Issue: Health Care	10%	(30)	18%	(57)	11%	(35)	61%	(189)	310
#1 Issue: Medicare / Social Security	2%	(6)	7%	(18)	11%	(28)	80%	(209)	261
#1 Issue: Women's Issues	10%	(14)	15%	(20)	14%	(19)	60%	(79)	132
#1 Issue: Education	5%	(4)	15%	(14)	24%	(22)	56%	(50)	90
#1 Issue: Energy	3%	(4)	18%	(25)	10%	(13)	69%	(94)	136
#1 Issue: Other	—	(1)	7%	(7)	8%	(9)	85%	(92)	109
2020 Vote: Joe Biden	8%	(77)	17%	(166)	13%	(124)	63%	(613)	980
2020 Vote: Donald Trump	3%	(21)	9%	(62)	13%	(96)	75%	(545)	724
2020 Vote: Other	2%	(2)	5%	(4)	8%	(6)	85%	(67)	79
2020 Vote: Didn't Vote	4%	(15)	11%	(45)	16%	(68)	69%	(286)	414
2018 House Vote: Democrat	9%	(68)	15%	(118)	13%	(104)	64%	(505)	795
2018 House Vote: Republican	3%	(18)	8%	(51)	13%	(78)	76%	(452)	599
2018 House Vote: Someone else	2%	(2)	10%	(8)	11%	(8)	77%	(59)	77
2016 Vote: Hillary Clinton	7%	(53)	15%	(110)	14%	(100)	64%	(462)	726
2016 Vote: Donald Trump	3%	(23)	9%	(60)	13%	(89)	75%	(513)	686
2016 Vote: Other	1%	(1)	5%	(6)	7%	(9)	87%	(112)	128
2016 Vote: Didn't Vote	6%	(37)	15%	(100)	15%	(97)	64%	(423)	658
Voted in 2014: Yes	5%	(66)	11%	(145)	12%	(157)	71%	(910)	1277
Voted in 2014: No	5%	(50)	14%	(131)	15%	(139)	65%	(602)	923
4-Region: Northeast	6%	(24)	15%	(59)	13%	(49)	66%	(261)	394
4-Region: Midwest	4%	(17)	12%	(53)	15%	(68)	70%	(324)	462
4-Region: South	7%	(55)	13%	(109)	13%	(106)	67%	(555)	824
4-Region: West	4%	(20)	11%	(55)	14%	(73)	71%	(372)	520

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**Table MCFE2\_2:** How much have you seen, read or heard about the following celebrity beauty brands?  
*R.E.M. Beauty by Ariana Grande*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	13%	(277)	13%	(296)	69%	(1512)	2200
Harry Styles Fan	11%	(79)	24%	(166)	18%	(127)	46%	(318)	691
Marvel Fans	7%	(99)	15%	(217)	15%	(209)	63%	(883)	1409

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

**Table MCFE2\_3: How much have you seen, read or heard about the following celebrity beauty brands?***Blesswell by DJ Khaled*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	8%	(182)	10%	(218)	78%	(1716)	2200
Gender: Male	6%	(60)	12%	(123)	10%	(109)	73%	(770)	1062
Gender: Female	2%	(25)	5%	(59)	10%	(108)	83%	(946)	1138
Age: 18-34	7%	(45)	13%	(83)	15%	(95)	66%	(432)	655
Age: 35-44	9%	(31)	14%	(52)	12%	(42)	65%	(233)	358
Age: 45-64	1%	(8)	5%	(40)	9%	(64)	85%	(638)	751
Age: 65+	—	(1)	2%	(7)	4%	(16)	95%	(413)	436
GenZers: 1997-2012	—	(0)	10%	(20)	15%	(30)	75%	(152)	202
Millennials: 1981-1996	10%	(65)	14%	(98)	13%	(88)	63%	(427)	677
GenXers: 1965-1980	4%	(19)	9%	(51)	13%	(69)	75%	(412)	552
Baby Boomers: 1946-1964	—	(1)	2%	(12)	4%	(25)	94%	(651)	690
PID: Dem (no lean)	7%	(57)	12%	(105)	11%	(93)	71%	(608)	863
PID: Ind (no lean)	2%	(13)	5%	(35)	9%	(64)	84%	(590)	702
PID: Rep (no lean)	2%	(15)	7%	(42)	10%	(60)	81%	(517)	635
PID/Gender: Dem Men	11%	(41)	19%	(74)	10%	(38)	61%	(237)	390
PID/Gender: Dem Women	3%	(16)	6%	(31)	12%	(55)	79%	(371)	473
PID/Gender: Ind Men	2%	(7)	6%	(22)	10%	(39)	82%	(302)	369
PID/Gender: Ind Women	2%	(6)	4%	(13)	8%	(26)	87%	(288)	333
PID/Gender: Rep Men	4%	(11)	9%	(28)	11%	(33)	76%	(231)	302
PID/Gender: Rep Women	1%	(4)	4%	(15)	8%	(28)	86%	(286)	332
Ideo: Liberal (1-3)	6%	(38)	9%	(58)	11%	(74)	74%	(483)	653
Ideo: Moderate (4)	4%	(30)	11%	(76)	10%	(70)	74%	(501)	677
Ideo: Conservative (5-7)	2%	(14)	6%	(38)	8%	(52)	84%	(566)	671
Educ: < College	3%	(41)	7%	(108)	10%	(157)	80%	(1206)	1512
Educ: Bachelors degree	6%	(27)	10%	(42)	10%	(45)	74%	(330)	444
Educ: Post-grad	7%	(18)	13%	(31)	7%	(16)	73%	(179)	244
Income: Under 50k	2%	(29)	8%	(92)	11%	(132)	79%	(964)	1216
Income: 50k-100k	5%	(32)	8%	(52)	9%	(59)	79%	(533)	675
Income: 100k+	8%	(24)	12%	(38)	9%	(27)	71%	(219)	308
Ethnicity: White	3%	(60)	7%	(114)	9%	(154)	81%	(1393)	1722
Ethnicity: Hispanic	4%	(12)	16%	(54)	11%	(39)	70%	(244)	349
Ethnicity: Black	8%	(23)	18%	(48)	14%	(39)	60%	(165)	274

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**Table MCFE2\_3: How much have you seen, read or heard about the following celebrity beauty brands?**  
Blesswell by DJ Khaled

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	8%	(182)	10%	(218)	78%	(1716)	2200
Ethnicity: Other	1%	(2)	9%	(19)	12%	(25)	77%	(158)	204
All Christian	4%	(37)	8%	(78)	9%	(89)	79%	(787)	992
All Non-Christian	14%	(14)	13%	(13)	12%	(12)	62%	(65)	104
Atheist	1%	(1)	6%	(6)	10%	(9)	83%	(79)	95
Agnostic/Nothing in particular	2%	(15)	8%	(47)	10%	(65)	79%	(492)	620
Something Else	4%	(17)	10%	(37)	11%	(42)	75%	(293)	389
Religious Non-Protestant/Catholic	13%	(15)	11%	(13)	12%	(14)	64%	(76)	118
Evangelical	6%	(37)	10%	(62)	10%	(63)	73%	(441)	602
Non-Evangelical	2%	(12)	7%	(52)	8%	(60)	83%	(618)	743
Community: Urban	9%	(53)	15%	(92)	12%	(77)	64%	(405)	627
Community: Suburban	2%	(25)	7%	(68)	7%	(74)	83%	(834)	1000
Community: Rural	1%	(7)	4%	(22)	12%	(66)	83%	(477)	572
Employ: Private Sector	5%	(42)	12%	(94)	13%	(97)	70%	(531)	764
Employ: Government	11%	(12)	21%	(24)	12%	(14)	55%	(63)	114
Employ: Self-Employed	7%	(14)	7%	(14)	12%	(22)	74%	(140)	189
Employ: Homemaker	4%	(6)	5%	(9)	10%	(18)	81%	(140)	174
Employ: Student	2%	(1)	8%	(5)	11%	(7)	78%	(48)	62
Employ: Retired	—	(2)	1%	(5)	3%	(16)	95%	(443)	465
Employ: Unemployed	1%	(2)	7%	(20)	12%	(32)	80%	(223)	277
Employ: Other	4%	(6)	7%	(10)	8%	(12)	82%	(127)	155
Military HH: Yes	3%	(10)	7%	(23)	6%	(20)	84%	(281)	335
Military HH: No	4%	(75)	8%	(158)	11%	(197)	77%	(1435)	1865
RD/WT: Right Direction	8%	(68)	14%	(112)	12%	(97)	67%	(552)	829
RD/WT: Wrong Track	1%	(17)	5%	(70)	9%	(120)	85%	(1164)	1371
Biden Job Approve	7%	(70)	12%	(125)	10%	(105)	71%	(724)	1025
Biden Job Disapprove	1%	(12)	5%	(51)	9%	(98)	85%	(915)	1076
Biden Job Strongly Approve	10%	(47)	13%	(60)	10%	(45)	66%	(297)	449
Biden Job Somewhat Approve	4%	(23)	11%	(65)	10%	(60)	74%	(427)	576
Biden Job Somewhat Disapprove	—	(1)	7%	(25)	12%	(42)	80%	(272)	341
Biden Job Strongly Disapprove	1%	(11)	3%	(26)	8%	(56)	87%	(643)	735

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**Table MCFE2\_3: How much have you seen, read or heard about the following celebrity beauty brands?***Blesswell by DJ Khaled*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	8%	(182)	10%	(218)	78%	(1716)	2200
Favorable of Biden	7%	(67)	12%	(122)	10%	(99)	71%	(724)	1013
Unfavorable of Biden	1%	(16)	5%	(50)	9%	(99)	85%	(932)	1097
Very Favorable of Biden	11%	(53)	13%	(62)	10%	(46)	66%	(316)	477
Somewhat Favorable of Biden	3%	(14)	11%	(60)	10%	(54)	76%	(408)	536
Somewhat Unfavorable of Biden	1%	(4)	5%	(15)	13%	(38)	81%	(243)	300
Very Unfavorable of Biden	2%	(12)	4%	(35)	8%	(61)	86%	(689)	797
#1 Issue: Economy	4%	(37)	9%	(80)	13%	(113)	75%	(670)	899
#1 Issue: Security	3%	(8)	6%	(16)	9%	(24)	82%	(216)	263
#1 Issue: Health Care	8%	(24)	12%	(39)	6%	(19)	74%	(228)	310
#1 Issue: Medicare / Social Security	1%	(4)	5%	(13)	6%	(16)	88%	(229)	261
#1 Issue: Women's Issues	4%	(6)	7%	(9)	14%	(18)	75%	(99)	132
#1 Issue: Education	3%	(3)	15%	(13)	14%	(13)	68%	(61)	90
#1 Issue: Energy	3%	(4)	8%	(11)	6%	(8)	83%	(113)	136
#1 Issue: Other	—	(0)	2%	(2)	7%	(7)	91%	(100)	109
2020 Vote: Joe Biden	6%	(63)	10%	(102)	11%	(106)	72%	(709)	980
2020 Vote: Donald Trump	2%	(14)	7%	(49)	7%	(54)	84%	(607)	724
2020 Vote: Other	2%	(1)	5%	(4)	7%	(5)	87%	(69)	79
2020 Vote: Didn't Vote	2%	(7)	6%	(27)	12%	(52)	79%	(328)	414
2018 House Vote: Democrat	7%	(56)	12%	(92)	11%	(86)	71%	(561)	795
2018 House Vote: Republican	2%	(12)	6%	(34)	8%	(46)	85%	(508)	599
2018 House Vote: Someone else	1%	(1)	3%	(2)	7%	(6)	89%	(68)	77
2016 Vote: Hillary Clinton	7%	(48)	11%	(77)	10%	(70)	73%	(531)	726
2016 Vote: Donald Trump	3%	(18)	6%	(43)	8%	(57)	83%	(569)	686
2016 Vote: Other	—	(1)	2%	(3)	5%	(6)	92%	(119)	128
2016 Vote: Didn't Vote	3%	(19)	9%	(59)	13%	(85)	75%	(496)	658
Voted in 2014: Yes	5%	(61)	8%	(97)	9%	(110)	79%	(1010)	1277
Voted in 2014: No	3%	(24)	9%	(85)	12%	(107)	76%	(706)	923
4-Region: Northeast	4%	(16)	10%	(39)	8%	(32)	78%	(306)	394
4-Region: Midwest	3%	(14)	6%	(30)	13%	(59)	78%	(359)	462
4-Region: South	4%	(36)	8%	(70)	11%	(92)	76%	(626)	824
4-Region: West	4%	(18)	8%	(44)	7%	(34)	81%	(423)	520

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**Table MCFE2\_3:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Blesswell by DJ Khaled*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	8%	(182)	10%	(218)	78%	(1716)	2200
Harry Styles Fan	9%	(63)	16%	(110)	13%	(92)	62%	(426)	691
Marvel Fans	5%	(76)	11%	(159)	11%	(161)	72%	(1013)	1409

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



**Table MCFE2\_4: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Flower Beauty by Drew Barrymore*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	13%	(281)	15%	(334)	67%	(1482)	2200
Gender: Male	6%	(59)	10%	(111)	15%	(160)	69%	(733)	1062
Gender: Female	4%	(44)	15%	(171)	15%	(174)	66%	(749)	1138
Age: 18-34	7%	(43)	15%	(97)	17%	(115)	61%	(401)	655
Age: 35-44	11%	(38)	18%	(65)	22%	(77)	50%	(178)	358
Age: 45-64	2%	(19)	11%	(86)	14%	(104)	72%	(543)	751
Age: 65+	1%	(4)	8%	(33)	9%	(38)	83%	(361)	436
GenZers: 1997-2012	4%	(7)	9%	(18)	17%	(35)	70%	(142)	202
Millennials: 1981-1996	9%	(59)	18%	(120)	19%	(127)	55%	(371)	677
GenXers: 1965-1980	5%	(27)	15%	(82)	17%	(94)	63%	(349)	552
Baby Boomers: 1946-1964	1%	(9)	7%	(51)	11%	(73)	81%	(556)	690
PID: Dem (no lean)	7%	(64)	17%	(149)	15%	(125)	61%	(524)	863
PID: Ind (no lean)	2%	(16)	9%	(62)	15%	(104)	74%	(521)	702
PID: Rep (no lean)	4%	(23)	11%	(71)	16%	(104)	69%	(437)	635
PID/Gender: Dem Men	11%	(43)	19%	(75)	13%	(52)	56%	(219)	390
PID/Gender: Dem Women	4%	(21)	16%	(74)	15%	(73)	65%	(305)	473
PID/Gender: Ind Men	2%	(9)	4%	(16)	14%	(52)	79%	(292)	369
PID/Gender: Ind Women	2%	(7)	14%	(45)	16%	(52)	69%	(229)	333
PID/Gender: Rep Men	2%	(7)	6%	(19)	18%	(56)	73%	(221)	302
PID/Gender: Rep Women	5%	(17)	15%	(51)	15%	(49)	65%	(216)	332
Ideo: Liberal (1-3)	6%	(40)	14%	(91)	16%	(105)	64%	(417)	653
Ideo: Moderate (4)	5%	(37)	16%	(107)	16%	(105)	63%	(427)	677
Ideo: Conservative (5-7)	3%	(23)	10%	(67)	13%	(89)	73%	(492)	671
Educ: < College	3%	(51)	12%	(181)	16%	(240)	69%	(1041)	1512
Educ: Bachelors degree	7%	(29)	15%	(68)	15%	(68)	63%	(278)	444
Educ: Post-grad	9%	(23)	13%	(33)	10%	(25)	67%	(163)	244
Income: Under 50k	4%	(43)	13%	(156)	15%	(186)	68%	(831)	1216
Income: 50k-100k	5%	(33)	12%	(79)	16%	(110)	67%	(453)	675
Income: 100k+	9%	(27)	15%	(46)	12%	(38)	64%	(197)	308
Ethnicity: White	4%	(75)	13%	(222)	15%	(250)	68%	(1175)	1722
Ethnicity: Hispanic	4%	(12)	20%	(70)	20%	(69)	57%	(198)	349
Ethnicity: Black	7%	(20)	11%	(30)	18%	(49)	64%	(175)	274

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**Table MCFE2\_4: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Flower Beauty by Drew Barrymore*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	13%	(281)	15%	(334)	67%	(1482)	2200
Ethnicity: Other	4%	(8)	14%	(29)	17%	(35)	65%	(132)	204
All Christian	6%	(61)	14%	(137)	15%	(149)	65%	(646)	992
All Non-Christian	11%	(12)	22%	(23)	11%	(12)	56%	(59)	104
Atheist	1%	(1)	7%	(7)	16%	(16)	76%	(72)	95
Agnostic/Nothing in particular	2%	(15)	10%	(61)	16%	(99)	72%	(445)	620
Something Else	4%	(15)	14%	(54)	15%	(59)	67%	(261)	389
Religious Non-Protestant/Catholic	10%	(12)	20%	(24)	12%	(14)	58%	(68)	118
Evangelical	7%	(42)	17%	(99)	13%	(80)	63%	(380)	602
Non-Evangelical	4%	(28)	12%	(85)	16%	(121)	68%	(508)	743
Community: Urban	8%	(51)	18%	(114)	17%	(108)	57%	(355)	627
Community: Suburban	3%	(35)	10%	(104)	14%	(142)	72%	(720)	1000
Community: Rural	3%	(16)	11%	(64)	15%	(85)	71%	(408)	572
Employ: Private Sector	7%	(55)	17%	(131)	18%	(135)	58%	(443)	764
Employ: Government	6%	(7)	15%	(18)	22%	(25)	57%	(65)	114
Employ: Self-Employed	7%	(14)	14%	(27)	17%	(32)	62%	(117)	189
Employ: Homemaker	6%	(11)	16%	(28)	13%	(23)	64%	(111)	174
Employ: Student	3%	(2)	6%	(4)	18%	(11)	73%	(45)	62
Employ: Retired	1%	(5)	6%	(28)	9%	(44)	83%	(389)	465
Employ: Unemployed	2%	(4)	8%	(23)	17%	(47)	73%	(203)	277
Employ: Other	4%	(6)	15%	(23)	11%	(16)	71%	(110)	155
Military HH: Yes	6%	(21)	10%	(33)	11%	(36)	73%	(245)	335
Military HH: No	4%	(82)	13%	(248)	16%	(298)	66%	(1238)	1865
RD/WT: Right Direction	9%	(72)	17%	(144)	15%	(123)	59%	(491)	829
RD/WT: Wrong Track	2%	(31)	10%	(138)	15%	(211)	72%	(991)	1371
Biden Job Approve	7%	(72)	16%	(167)	15%	(157)	61%	(629)	1025
Biden Job Disapprove	3%	(29)	10%	(103)	15%	(163)	73%	(780)	1076
Biden Job Strongly Approve	11%	(49)	18%	(79)	13%	(57)	59%	(264)	449
Biden Job Somewhat Approve	4%	(23)	15%	(88)	17%	(100)	63%	(365)	576
Biden Job Somewhat Disapprove	4%	(14)	11%	(38)	18%	(61)	67%	(227)	341
Biden Job Strongly Disapprove	2%	(15)	9%	(65)	14%	(101)	75%	(553)	735

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**Table MCFE2\_4: How much have you seen, read or heard about the following celebrity beauty brands?**  
 Flower Beauty by Drew Barrymore

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	13%	(281)	15%	(334)	67%	(1482)	2200
Favorable of Biden	7%	(67)	17%	(177)	15%	(148)	61%	(621)	1013
Unfavorable of Biden	3%	(30)	9%	(98)	16%	(172)	73%	(797)	1097
Very Favorable of Biden	11%	(51)	18%	(84)	12%	(60)	59%	(282)	477
Somewhat Favorable of Biden	3%	(16)	17%	(93)	16%	(88)	63%	(338)	536
Somewhat Unfavorable of Biden	3%	(9)	11%	(32)	18%	(55)	68%	(204)	300
Very Unfavorable of Biden	3%	(22)	8%	(66)	15%	(118)	74%	(592)	797
#1 Issue: Economy	4%	(35)	14%	(122)	17%	(155)	65%	(587)	899
#1 Issue: Security	6%	(16)	12%	(31)	12%	(32)	70%	(185)	263
#1 Issue: Health Care	7%	(22)	21%	(64)	14%	(42)	59%	(182)	310
#1 Issue: Medicare / Social Security	3%	(7)	7%	(18)	10%	(27)	80%	(209)	261
#1 Issue: Women's Issues	6%	(8)	17%	(23)	16%	(21)	60%	(79)	132
#1 Issue: Education	6%	(5)	8%	(7)	22%	(20)	64%	(58)	90
#1 Issue: Energy	6%	(7)	9%	(13)	15%	(21)	70%	(95)	136
#1 Issue: Other	1%	(1)	4%	(4)	14%	(16)	81%	(88)	109
2020 Vote: Joe Biden	6%	(63)	16%	(161)	15%	(149)	62%	(607)	980
2020 Vote: Donald Trump	3%	(24)	10%	(75)	15%	(107)	72%	(518)	724
2020 Vote: Other	3%	(2)	8%	(6)	17%	(14)	72%	(57)	79
2020 Vote: Didn't Vote	3%	(13)	10%	(39)	15%	(62)	72%	(299)	414
2018 House Vote: Democrat	8%	(61)	16%	(130)	15%	(117)	61%	(487)	795
2018 House Vote: Republican	3%	(16)	10%	(60)	17%	(99)	71%	(424)	599
2018 House Vote: Someone else	4%	(3)	9%	(7)	15%	(11)	72%	(56)	77
2016 Vote: Hillary Clinton	7%	(50)	17%	(122)	15%	(111)	61%	(443)	726
2016 Vote: Donald Trump	3%	(22)	10%	(71)	15%	(104)	71%	(488)	686
2016 Vote: Other	3%	(4)	8%	(11)	11%	(14)	78%	(100)	128
2016 Vote: Didn't Vote	4%	(26)	12%	(78)	16%	(104)	68%	(451)	658
Voted in 2014: Yes	5%	(68)	14%	(173)	14%	(177)	67%	(859)	1277
Voted in 2014: No	4%	(35)	12%	(108)	17%	(156)	68%	(623)	923
4-Region: Northeast	6%	(24)	12%	(49)	14%	(56)	67%	(265)	394
4-Region: Midwest	3%	(14)	11%	(50)	18%	(84)	68%	(314)	462
4-Region: South	6%	(46)	13%	(111)	15%	(122)	66%	(546)	824
4-Region: West	4%	(19)	14%	(72)	14%	(72)	69%	(358)	520

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**Table MCFE2\_4:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Flower Beauty by Drew Barrymore*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	13%	(281)	15%	(334)	67%	(1482)	2200
Harry Styles Fan	10%	(69)	22%	(154)	19%	(129)	49%	(340)	691
Marvel Fans	6%	(78)	16%	(225)	17%	(241)	61%	(865)	1409

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

**Table MCFE2\_5: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Fenty Beauty by Rihanna*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(299)	17%	(373)	12%	(267)	57%	(1261)	2200
Gender: Male	11%	(114)	14%	(149)	13%	(134)	63%	(664)	1062
Gender: Female	16%	(185)	20%	(224)	12%	(132)	52%	(597)	1138
Age: 18-34	27%	(180)	23%	(152)	13%	(85)	36%	(239)	655
Age: 35-44	20%	(72)	26%	(93)	16%	(56)	38%	(137)	358
Age: 45-64	5%	(39)	13%	(99)	12%	(88)	70%	(525)	751
Age: 65+	2%	(8)	7%	(30)	9%	(38)	83%	(360)	436
GenZers: 1997-2012	27%	(55)	19%	(38)	13%	(27)	40%	(82)	202
Millennials: 1981-1996	25%	(171)	24%	(166)	14%	(92)	37%	(249)	677
GenXers: 1965-1980	10%	(53)	20%	(111)	16%	(86)	55%	(302)	552
Baby Boomers: 1946-1964	3%	(19)	8%	(53)	9%	(60)	81%	(558)	690
PID: Dem (no lean)	20%	(172)	23%	(200)	11%	(94)	46%	(398)	863
PID: Ind (no lean)	13%	(88)	13%	(94)	13%	(92)	61%	(428)	702
PID: Rep (no lean)	6%	(39)	13%	(80)	13%	(81)	69%	(435)	635
PID/Gender: Dem Men	18%	(70)	24%	(94)	12%	(45)	46%	(181)	390
PID/Gender: Dem Women	22%	(102)	22%	(106)	10%	(49)	46%	(217)	473
PID/Gender: Ind Men	7%	(27)	7%	(27)	14%	(51)	72%	(265)	369
PID/Gender: Ind Women	18%	(62)	20%	(67)	12%	(41)	49%	(163)	333
PID/Gender: Rep Men	6%	(17)	9%	(28)	13%	(39)	72%	(218)	302
PID/Gender: Rep Women	6%	(21)	16%	(52)	13%	(43)	65%	(217)	332
Ideo: Liberal (1-3)	18%	(120)	23%	(148)	12%	(78)	47%	(307)	653
Ideo: Moderate (4)	15%	(103)	19%	(129)	14%	(94)	52%	(352)	677
Ideo: Conservative (5-7)	6%	(43)	12%	(82)	10%	(68)	71%	(477)	671
Educ: < College	14%	(204)	16%	(237)	12%	(182)	59%	(888)	1512
Educ: Bachelors degree	14%	(64)	19%	(84)	14%	(64)	52%	(232)	444
Educ: Post-grad	13%	(31)	21%	(51)	8%	(21)	58%	(141)	244
Income: Under 50k	14%	(174)	15%	(184)	12%	(151)	58%	(707)	1216
Income: 50k-100k	12%	(80)	17%	(116)	12%	(78)	59%	(400)	675
Income: 100k+	14%	(45)	24%	(73)	12%	(37)	50%	(153)	308
Ethnicity: White	9%	(162)	16%	(270)	12%	(215)	62%	(1075)	1722
Ethnicity: Hispanic	24%	(85)	25%	(87)	11%	(38)	40%	(140)	349
Ethnicity: Black	36%	(97)	22%	(61)	11%	(31)	31%	(85)	274

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**Table MCFE2\_5: How much have you seen, read or heard about the following celebrity beauty brands?**

*Fenty Beauty by Rihanna*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(299)	17%	(373)	12%	(267)	57%	(1261)	2200
Ethnicity: Other	19%	(40)	21%	(43)	11%	(21)	49%	(100)	204
All Christian	8%	(84)	18%	(177)	11%	(114)	62%	(618)	992
All Non-Christian	23%	(24)	22%	(23)	11%	(12)	44%	(46)	104
Atheist	17%	(16)	13%	(12)	13%	(13)	56%	(53)	95
Agnostic/Nothing in particular	18%	(115)	15%	(93)	13%	(82)	53%	(331)	620
Something Else	15%	(60)	18%	(69)	12%	(47)	55%	(213)	389
Religious Non-Protestant/Catholic	20%	(24)	20%	(24)	13%	(16)	46%	(54)	118
Evangelical	13%	(76)	19%	(111)	11%	(66)	58%	(348)	602
Non-Evangelical	8%	(62)	17%	(128)	12%	(90)	62%	(463)	743
Community: Urban	23%	(147)	23%	(146)	13%	(83)	40%	(252)	627
Community: Suburban	11%	(109)	15%	(152)	11%	(113)	63%	(626)	1000
Community: Rural	7%	(42)	13%	(76)	12%	(71)	67%	(383)	572
Employ: Private Sector	15%	(118)	22%	(167)	14%	(104)	49%	(375)	764
Employ: Government	17%	(20)	18%	(21)	15%	(17)	50%	(57)	114
Employ: Self-Employed	17%	(32)	17%	(32)	14%	(26)	53%	(100)	189
Employ: Homemaker	21%	(37)	21%	(36)	10%	(17)	48%	(84)	174
Employ: Student	30%	(18)	23%	(14)	10%	(6)	37%	(23)	62
Employ: Retired	3%	(13)	7%	(32)	9%	(40)	82%	(381)	465
Employ: Unemployed	12%	(34)	18%	(51)	15%	(43)	54%	(150)	277
Employ: Other	18%	(27)	13%	(20)	10%	(16)	59%	(91)	155
Military HH: Yes	10%	(32)	12%	(40)	7%	(24)	71%	(237)	335
Military HH: No	14%	(266)	18%	(333)	13%	(243)	55%	(1023)	1865
RD/WT: Right Direction	18%	(148)	24%	(198)	13%	(105)	46%	(378)	829
RD/WT: Wrong Track	11%	(151)	13%	(175)	12%	(162)	64%	(883)	1371
Biden Job Approve	17%	(176)	23%	(239)	13%	(133)	47%	(478)	1025
Biden Job Disapprove	10%	(104)	11%	(121)	11%	(118)	68%	(733)	1076
Biden Job Strongly Approve	19%	(83)	24%	(106)	11%	(49)	47%	(211)	449
Biden Job Somewhat Approve	16%	(93)	23%	(133)	15%	(84)	46%	(267)	576
Biden Job Somewhat Disapprove	16%	(55)	15%	(52)	10%	(34)	59%	(199)	341
Biden Job Strongly Disapprove	7%	(49)	9%	(69)	11%	(85)	73%	(534)	735

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**Table MCFE2\_5: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Fenty Beauty by Rihanna*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(299)	17%	(373)	12%	(267)	57%	(1261)	2200
Favorable of Biden	18%	(187)	24%	(243)	11%	(113)	46%	(470)	1013
Unfavorable of Biden	9%	(101)	11%	(120)	12%	(137)	67%	(739)	1097
Very Favorable of Biden	21%	(100)	22%	(107)	9%	(45)	47%	(225)	477
Somewhat Favorable of Biden	16%	(86)	25%	(136)	13%	(68)	46%	(245)	536
Somewhat Unfavorable of Biden	14%	(43)	13%	(38)	14%	(43)	59%	(176)	300
Very Unfavorable of Biden	7%	(58)	10%	(82)	12%	(94)	71%	(562)	797
#1 Issue: Economy	15%	(135)	18%	(164)	13%	(121)	53%	(478)	899
#1 Issue: Security	7%	(18)	11%	(30)	11%	(29)	71%	(186)	263
#1 Issue: Health Care	17%	(54)	20%	(63)	12%	(38)	50%	(155)	310
#1 Issue: Medicare / Social Security	4%	(9)	10%	(26)	8%	(21)	78%	(204)	261
#1 Issue: Women's Issues	28%	(37)	22%	(28)	11%	(15)	39%	(51)	132
#1 Issue: Education	22%	(20)	17%	(16)	16%	(15)	44%	(40)	90
#1 Issue: Energy	14%	(20)	20%	(27)	13%	(18)	52%	(71)	136
#1 Issue: Other	5%	(5)	18%	(19)	9%	(9)	69%	(75)	109
2020 Vote: Joe Biden	18%	(179)	23%	(226)	10%	(103)	48%	(472)	980
2020 Vote: Donald Trump	6%	(45)	12%	(86)	11%	(76)	71%	(516)	724
2020 Vote: Other	18%	(14)	10%	(8)	13%	(10)	59%	(47)	79
2020 Vote: Didn't Vote	15%	(61)	13%	(53)	18%	(76)	54%	(225)	414
2018 House Vote: Democrat	17%	(139)	22%	(176)	12%	(96)	48%	(384)	795
2018 House Vote: Republican	6%	(38)	11%	(68)	11%	(65)	71%	(428)	599
2018 House Vote: Someone else	11%	(9)	12%	(10)	8%	(6)	68%	(52)	77
2016 Vote: Hillary Clinton	17%	(123)	23%	(168)	12%	(86)	48%	(349)	726
2016 Vote: Donald Trump	6%	(40)	11%	(79)	11%	(75)	72%	(491)	686
2016 Vote: Other	11%	(14)	11%	(14)	4%	(5)	74%	(95)	128
2016 Vote: Didn't Vote	18%	(121)	17%	(112)	15%	(100)	49%	(324)	658
Voted in 2014: Yes	11%	(142)	16%	(207)	11%	(145)	61%	(784)	1277
Voted in 2014: No	17%	(157)	18%	(167)	13%	(122)	52%	(477)	923
4-Region: Northeast	14%	(54)	19%	(74)	12%	(46)	55%	(218)	394
4-Region: Midwest	9%	(42)	15%	(67)	16%	(74)	60%	(278)	462
4-Region: South	16%	(130)	17%	(140)	11%	(93)	56%	(461)	824
4-Region: West	14%	(72)	18%	(92)	10%	(53)	58%	(304)	520

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**Table MCFE2\_5:** How much have you seen, read or heard about the following celebrity beauty brands?

*Fenty Beauty by Rihanna*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(299)	17%	(373)	12%	(267)	57%	(1261)	2200
Harry Styles Fan	21%	(144)	28%	(197)	15%	(107)	35%	(244)	691
Marvel Fans	16%	(225)	21%	(296)	13%	(183)	50%	(705)	1409

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



**Table MCFE2\_6:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Kind Science by Ellen DeGeneres

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	9%	(207)	13%	(289)	74%	(1617)	2200
Gender: Male	5%	(54)	9%	(101)	13%	(138)	72%	(769)	1062
Gender: Female	3%	(33)	9%	(106)	13%	(151)	75%	(848)	1138
Age: 18-34	6%	(39)	11%	(70)	16%	(104)	68%	(443)	655
Age: 35-44	9%	(32)	16%	(57)	13%	(48)	62%	(221)	358
Age: 45-64	2%	(13)	8%	(60)	13%	(95)	78%	(583)	751
Age: 65+	1%	(3)	5%	(20)	10%	(43)	85%	(370)	436
GenZers: 1997-2012	2%	(4)	8%	(16)	12%	(25)	78%	(157)	202
Millennials: 1981-1996	8%	(56)	13%	(88)	16%	(110)	62%	(423)	677
GenXers: 1965-1980	4%	(21)	12%	(65)	15%	(84)	69%	(382)	552
Baby Boomers: 1946-1964	1%	(5)	5%	(34)	9%	(64)	85%	(586)	690
PID: Dem (no lean)	7%	(61)	13%	(112)	12%	(101)	68%	(589)	863
PID: Ind (no lean)	1%	(10)	6%	(44)	14%	(97)	78%	(551)	702
PID: Rep (no lean)	2%	(16)	8%	(51)	14%	(91)	75%	(478)	635
PID/Gender: Dem Men	12%	(45)	16%	(61)	11%	(43)	62%	(240)	390
PID/Gender: Dem Women	3%	(16)	11%	(51)	12%	(58)	74%	(348)	473
PID/Gender: Ind Men	1%	(5)	3%	(13)	12%	(45)	83%	(307)	369
PID/Gender: Ind Women	2%	(5)	9%	(31)	16%	(52)	73%	(244)	333
PID/Gender: Rep Men	1%	(3)	9%	(26)	17%	(51)	73%	(222)	302
PID/Gender: Rep Women	4%	(12)	7%	(24)	12%	(40)	77%	(256)	332
Ideo: Liberal (1-3)	6%	(41)	11%	(70)	13%	(87)	70%	(456)	653
Ideo: Moderate (4)	4%	(29)	12%	(82)	13%	(91)	70%	(475)	677
Ideo: Conservative (5-7)	2%	(15)	7%	(44)	11%	(77)	80%	(535)	671
Educ: < College	3%	(38)	9%	(136)	13%	(197)	75%	(1141)	1512
Educ: Bachelors degree	6%	(28)	10%	(46)	14%	(62)	69%	(308)	444
Educ: Post-grad	8%	(21)	11%	(26)	12%	(30)	69%	(168)	244
Income: Under 50k	3%	(31)	9%	(111)	14%	(170)	74%	(904)	1216
Income: 50k-100k	4%	(28)	8%	(56)	12%	(80)	76%	(511)	675
Income: 100k+	9%	(27)	13%	(40)	13%	(39)	66%	(202)	308
Ethnicity: White	4%	(69)	9%	(154)	12%	(211)	75%	(1288)	1722
Ethnicity: Hispanic	4%	(15)	12%	(43)	15%	(52)	68%	(239)	349
Ethnicity: Black	5%	(13)	11%	(30)	16%	(45)	68%	(186)	274

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**Table MCFE2\_6: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Kind Science by Ellen DeGeneres*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	9%	(207)	13%	(289)	74%	(1617)	2200
Ethnicity: Other	2%	(5)	11%	(23)	17%	(34)	70%	(143)	204
All Christian	5%	(47)	11%	(113)	13%	(130)	71%	(702)	992
All Non-Christian	13%	(14)	16%	(16)	9%	(9)	63%	(65)	104
Atheist	—	(0)	6%	(5)	9%	(9)	85%	(81)	95
Agnostic/Nothing in particular	2%	(12)	6%	(39)	12%	(75)	79%	(493)	620
Something Else	3%	(14)	8%	(33)	17%	(66)	71%	(276)	389
Religious Non-Protestant/Catholic	12%	(14)	15%	(17)	9%	(11)	64%	(76)	118
Evangelical	7%	(43)	11%	(67)	14%	(85)	68%	(408)	602
Non-Evangelical	2%	(14)	10%	(71)	14%	(106)	74%	(551)	743
Community: Urban	8%	(50)	14%	(87)	16%	(103)	62%	(387)	627
Community: Suburban	2%	(25)	7%	(73)	11%	(114)	79%	(789)	1000
Community: Rural	2%	(11)	8%	(47)	13%	(73)	77%	(441)	572
Employ: Private Sector	6%	(49)	13%	(97)	15%	(114)	66%	(504)	764
Employ: Government	6%	(7)	18%	(21)	12%	(14)	64%	(73)	114
Employ: Self-Employed	6%	(12)	8%	(16)	15%	(29)	70%	(133)	189
Employ: Homemaker	3%	(5)	11%	(20)	12%	(20)	74%	(129)	174
Employ: Student	4%	(2)	8%	(5)	15%	(10)	73%	(45)	62
Employ: Retired	1%	(6)	5%	(24)	10%	(47)	84%	(389)	465
Employ: Unemployed	1%	(3)	7%	(19)	13%	(35)	79%	(220)	277
Employ: Other	2%	(3)	4%	(5)	14%	(21)	81%	(125)	155
Military HH: Yes	4%	(12)	8%	(28)	12%	(41)	76%	(253)	335
Military HH: No	4%	(75)	10%	(179)	13%	(248)	73%	(1364)	1865
RD/WT: Right Direction	8%	(70)	15%	(123)	13%	(109)	64%	(528)	829
RD/WT: Wrong Track	1%	(17)	6%	(84)	13%	(180)	79%	(1090)	1371
Biden Job Approve	7%	(69)	13%	(136)	13%	(137)	67%	(682)	1025
Biden Job Disapprove	1%	(14)	6%	(67)	13%	(137)	80%	(858)	1076
Biden Job Strongly Approve	12%	(54)	14%	(65)	12%	(56)	61%	(274)	449
Biden Job Somewhat Approve	3%	(16)	12%	(71)	14%	(82)	71%	(408)	576
Biden Job Somewhat Disapprove	2%	(7)	9%	(32)	16%	(53)	73%	(249)	341
Biden Job Strongly Disapprove	1%	(7)	5%	(35)	11%	(84)	83%	(609)	735

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**Table MCFE2\_6: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Kind Science by Ellen DeGeneres*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	9%	(207)	13%	(289)	74%	(1617)	2200
Favorable of Biden	7%	(69)	13%	(133)	13%	(127)	67%	(683)	1013
Unfavorable of Biden	1%	(15)	6%	(67)	13%	(144)	79%	(871)	1097
Very Favorable of Biden	12%	(57)	14%	(67)	12%	(59)	61%	(293)	477
Somewhat Favorable of Biden	2%	(12)	12%	(66)	13%	(68)	73%	(390)	536
Somewhat Unfavorable of Biden	2%	(5)	8%	(24)	17%	(50)	74%	(222)	300
Very Unfavorable of Biden	1%	(10)	5%	(43)	12%	(95)	81%	(649)	797
#1 Issue: Economy	4%	(35)	9%	(81)	14%	(130)	73%	(655)	899
#1 Issue: Security	4%	(12)	6%	(17)	14%	(36)	75%	(199)	263
#1 Issue: Health Care	9%	(27)	14%	(44)	10%	(30)	67%	(208)	310
#1 Issue: Medicare / Social Security	1%	(2)	7%	(19)	10%	(26)	82%	(213)	261
#1 Issue: Women's Issues	2%	(3)	11%	(15)	15%	(19)	72%	(95)	132
#1 Issue: Education	3%	(3)	9%	(8)	16%	(15)	72%	(65)	90
#1 Issue: Energy	4%	(5)	16%	(22)	9%	(12)	72%	(97)	136
#1 Issue: Other	—	(0)	1%	(2)	20%	(22)	79%	(86)	109
2020 Vote: Joe Biden	7%	(65)	13%	(127)	14%	(138)	66%	(650)	980
2020 Vote: Donald Trump	2%	(14)	7%	(48)	11%	(80)	80%	(582)	724
2020 Vote: Other	2%	(1)	8%	(6)	9%	(7)	81%	(65)	79
2020 Vote: Didn't Vote	1%	(6)	6%	(26)	15%	(62)	77%	(320)	414
2018 House Vote: Democrat	7%	(58)	12%	(95)	12%	(98)	68%	(544)	795
2018 House Vote: Republican	2%	(10)	8%	(49)	11%	(69)	79%	(471)	599
2018 House Vote: Someone else	4%	(3)	5%	(4)	14%	(10)	78%	(60)	77
2016 Vote: Hillary Clinton	7%	(54)	12%	(86)	12%	(87)	69%	(499)	726
2016 Vote: Donald Trump	2%	(17)	7%	(46)	10%	(71)	80%	(552)	686
2016 Vote: Other	2%	(2)	8%	(10)	13%	(16)	78%	(100)	128
2016 Vote: Didn't Vote	2%	(13)	10%	(64)	17%	(115)	71%	(465)	658
Voted in 2014: Yes	5%	(62)	10%	(127)	11%	(144)	74%	(944)	1277
Voted in 2014: No	3%	(25)	9%	(80)	16%	(145)	73%	(673)	923
4-Region: Northeast	5%	(21)	12%	(47)	13%	(50)	70%	(275)	394
4-Region: Midwest	3%	(12)	8%	(37)	15%	(68)	75%	(345)	462
4-Region: South	4%	(35)	10%	(86)	13%	(110)	72%	(593)	824
4-Region: West	3%	(18)	7%	(37)	12%	(61)	78%	(405)	520

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**Table MCFE2\_6:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Kind Science by Ellen DeGeneres*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	9%	(207)	13%	(289)	74%	(1617)	2200
Harry Styles Fan	10%	(71)	19%	(129)	16%	(111)	55%	(380)	691
Marvel Fans	5%	(77)	12%	(166)	14%	(203)	68%	(962)	1409

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

**Table MCFE2\_7: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Bad Habit by Emma Chamberlin*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(62)	7%	(149)	11%	(235)	80%	(1754)	2200
Gender: Male	4%	(41)	8%	(82)	13%	(134)	76%	(805)	1062
Gender: Female	2%	(21)	6%	(67)	9%	(101)	83%	(949)	1138
Age: 18-34	5%	(30)	11%	(73)	16%	(104)	68%	(448)	655
Age: 35-44	7%	(26)	13%	(45)	14%	(51)	66%	(237)	358
Age: 45-64	1%	(6)	4%	(26)	8%	(61)	88%	(657)	751
Age: 65+	—	(0)	1%	(5)	4%	(19)	95%	(413)	436
GenZers: 1997-2012	1%	(2)	10%	(19)	13%	(26)	76%	(154)	202
Millennials: 1981-1996	6%	(41)	12%	(84)	16%	(109)	65%	(443)	677
GenXers: 1965-1980	3%	(17)	7%	(38)	11%	(63)	78%	(433)	552
Baby Boomers: 1946-1964	—	(1)	1%	(6)	5%	(34)	94%	(649)	690
PID: Dem (no lean)	4%	(37)	11%	(91)	11%	(98)	74%	(637)	863
PID: Ind (no lean)	2%	(12)	4%	(28)	10%	(69)	85%	(594)	702
PID: Rep (no lean)	2%	(13)	5%	(30)	11%	(68)	83%	(524)	635
PID/Gender: Dem Men	7%	(28)	14%	(55)	14%	(54)	65%	(252)	390
PID/Gender: Dem Women	2%	(8)	8%	(37)	9%	(43)	81%	(384)	473
PID/Gender: Ind Men	2%	(6)	3%	(11)	10%	(39)	85%	(314)	369
PID/Gender: Ind Women	2%	(6)	5%	(17)	9%	(31)	84%	(280)	333
PID/Gender: Rep Men	2%	(7)	5%	(16)	13%	(41)	79%	(239)	302
PID/Gender: Rep Women	2%	(6)	4%	(13)	8%	(27)	86%	(285)	332
Ideo: Liberal (1-3)	5%	(36)	8%	(52)	11%	(70)	76%	(495)	653
Ideo: Moderate (4)	3%	(18)	8%	(57)	13%	(91)	76%	(511)	677
Ideo: Conservative (5-7)	1%	(7)	5%	(33)	8%	(52)	86%	(578)	671
Educ: < College	2%	(24)	6%	(92)	11%	(159)	82%	(1238)	1512
Educ: Bachelors degree	6%	(25)	7%	(33)	12%	(51)	75%	(334)	444
Educ: Post-grad	5%	(13)	10%	(24)	10%	(25)	75%	(182)	244
Income: Under 50k	2%	(21)	6%	(76)	11%	(134)	81%	(985)	1216
Income: 50k-100k	3%	(18)	6%	(39)	10%	(68)	81%	(549)	675
Income: 100k+	7%	(22)	11%	(34)	10%	(32)	71%	(220)	308
Ethnicity: White	3%	(48)	6%	(107)	9%	(156)	82%	(1411)	1722
Ethnicity: Hispanic	4%	(13)	9%	(32)	15%	(52)	72%	(252)	349
Ethnicity: Black	4%	(10)	9%	(26)	16%	(43)	71%	(195)	274

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**Table MCFE2\_7: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Bad Habit by Emma Chamberlin*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(62)	7%	(149)	11%	(235)	80%	(1754)	2200
Ethnicity: Other	2%	(4)	8%	(16)	18%	(36)	73%	(149)	204
All Christian	3%	(28)	7%	(69)	10%	(102)	80%	(793)	992
All Non-Christian	12%	(12)	10%	(10)	12%	(13)	66%	(69)	104
Atheist	1%	(1)	6%	(5)	8%	(8)	86%	(81)	95
Agnostic/Nothing in particular	2%	(11)	5%	(33)	11%	(70)	82%	(507)	620
Something Else	3%	(10)	8%	(32)	11%	(43)	78%	(304)	389
Religious Non-Protestant/Catholic	11%	(13)	9%	(10)	13%	(15)	67%	(79)	118
Evangelical	4%	(22)	10%	(58)	11%	(67)	76%	(455)	602
Non-Evangelical	2%	(13)	5%	(39)	10%	(72)	83%	(619)	743
Community: Urban	6%	(39)	11%	(69)	14%	(85)	69%	(435)	627
Community: Suburban	2%	(17)	5%	(54)	9%	(85)	84%	(844)	1000
Community: Rural	1%	(6)	4%	(25)	11%	(65)	83%	(476)	572
Employ: Private Sector	5%	(37)	11%	(80)	13%	(99)	72%	(548)	764
Employ: Government	4%	(5)	10%	(11)	20%	(23)	67%	(76)	114
Employ: Self-Employed	5%	(10)	8%	(15)	8%	(15)	79%	(150)	189
Employ: Homemaker	1%	(1)	6%	(11)	13%	(22)	80%	(139)	174
Employ: Student	6%	(3)	16%	(10)	14%	(9)	64%	(40)	62
Employ: Retired	1%	(3)	1%	(5)	4%	(16)	95%	(442)	465
Employ: Unemployed	—	(1)	4%	(11)	11%	(31)	84%	(234)	277
Employ: Other	1%	(2)	4%	(7)	13%	(20)	81%	(126)	155
Military HH: Yes	2%	(7)	6%	(21)	7%	(24)	85%	(283)	335
Military HH: No	3%	(54)	7%	(128)	11%	(211)	79%	(1472)	1865
RD/WT: Right Direction	6%	(48)	11%	(95)	13%	(107)	70%	(580)	829
RD/WT: Wrong Track	1%	(14)	4%	(54)	9%	(128)	86%	(1175)	1371
Biden Job Approve	5%	(54)	10%	(103)	12%	(124)	73%	(744)	1025
Biden Job Disapprove	1%	(8)	4%	(44)	9%	(96)	86%	(927)	1076
Biden Job Strongly Approve	8%	(36)	13%	(58)	11%	(51)	68%	(303)	449
Biden Job Somewhat Approve	3%	(17)	8%	(44)	13%	(73)	77%	(441)	576
Biden Job Somewhat Disapprove	1%	(3)	7%	(23)	8%	(26)	85%	(288)	341
Biden Job Strongly Disapprove	1%	(5)	3%	(21)	10%	(70)	87%	(639)	735

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**Table MCFE2\_7: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Bad Habit by Emma Chamberlin*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(62)	7%	(149)	11%	(235)	80%	(1754)	2200
Favorable of Biden	5%	(51)	9%	(95)	11%	(112)	75%	(755)	1013
Unfavorable of Biden	1%	(11)	4%	(44)	10%	(107)	85%	(935)	1097
Very Favorable of Biden	7%	(35)	13%	(64)	11%	(51)	69%	(327)	477
Somewhat Favorable of Biden	3%	(16)	6%	(30)	11%	(61)	80%	(428)	536
Somewhat Unfavorable of Biden	1%	(3)	5%	(15)	11%	(33)	83%	(250)	300
Very Unfavorable of Biden	1%	(8)	4%	(29)	9%	(74)	86%	(686)	797
#1 Issue: Economy	3%	(27)	7%	(64)	13%	(117)	77%	(692)	899
#1 Issue: Security	1%	(2)	6%	(17)	9%	(23)	84%	(221)	263
#1 Issue: Health Care	6%	(17)	10%	(32)	11%	(33)	73%	(227)	310
#1 Issue: Medicare / Social Security	2%	(4)	2%	(6)	6%	(15)	91%	(236)	261
#1 Issue: Women's Issues	2%	(2)	9%	(12)	17%	(22)	73%	(96)	132
#1 Issue: Education	1%	(1)	11%	(10)	11%	(10)	78%	(70)	90
#1 Issue: Energy	5%	(7)	6%	(8)	5%	(7)	84%	(114)	136
#1 Issue: Other	2%	(2)	—	(0)	8%	(8)	91%	(99)	109
2020 Vote: Joe Biden	5%	(45)	10%	(95)	12%	(115)	74%	(724)	980
2020 Vote: Donald Trump	2%	(13)	4%	(28)	8%	(60)	86%	(623)	724
2020 Vote: Other	—	(0)	2%	(2)	9%	(7)	89%	(70)	79
2020 Vote: Didn't Vote	1%	(4)	6%	(24)	13%	(52)	81%	(334)	414
2018 House Vote: Democrat	5%	(40)	10%	(76)	11%	(87)	74%	(592)	795
2018 House Vote: Republican	2%	(10)	4%	(25)	9%	(53)	86%	(512)	599
2018 House Vote: Someone else	4%	(3)	2%	(1)	7%	(5)	87%	(67)	77
2016 Vote: Hillary Clinton	5%	(34)	9%	(66)	11%	(79)	75%	(547)	726
2016 Vote: Donald Trump	2%	(15)	4%	(30)	8%	(58)	85%	(583)	686
2016 Vote: Other	—	(0)	2%	(2)	6%	(8)	92%	(118)	128
2016 Vote: Didn't Vote	2%	(12)	8%	(50)	14%	(90)	77%	(505)	658
Voted in 2014: Yes	4%	(47)	6%	(75)	9%	(112)	82%	(1044)	1277
Voted in 2014: No	2%	(15)	8%	(74)	13%	(123)	77%	(711)	923
4-Region: Northeast	3%	(13)	8%	(33)	11%	(41)	78%	(306)	394
4-Region: Midwest	1%	(7)	7%	(31)	12%	(58)	79%	(367)	462
4-Region: South	3%	(27)	8%	(64)	11%	(88)	78%	(645)	824
4-Region: West	3%	(15)	4%	(20)	9%	(48)	84%	(437)	520

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**Table MCFE2\_7: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Bad Habit by Emma Chamberlin*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(62)	7%	(149)	11%	(235)	80%	(1754)	2200
Harry Styles Fan	7%	(45)	15%	(101)	17%	(114)	62%	(431)	691
Marvel Fans	4%	(50)	9%	(133)	13%	(184)	74%	(1042)	1409

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



**Table MCFE2\_8:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Goop by Gwyneth Paltrow

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	16%	(351)	17%	(370)	61%	(1334)	2200
Gender: Male	8%	(82)	14%	(152)	18%	(188)	60%	(640)	1062
Gender: Female	6%	(63)	18%	(199)	16%	(181)	61%	(694)	1138
Age: 18-34	10%	(67)	17%	(111)	17%	(111)	56%	(367)	655
Age: 35-44	12%	(44)	21%	(73)	20%	(70)	48%	(171)	358
Age: 45-64	4%	(27)	14%	(105)	17%	(129)	65%	(490)	751
Age: 65+	2%	(7)	14%	(62)	14%	(60)	70%	(307)	436
GenZers: 1997-2012	7%	(15)	12%	(25)	16%	(32)	64%	(130)	202
Millennials: 1981-1996	12%	(78)	19%	(128)	19%	(127)	51%	(344)	677
GenXers: 1965-1980	6%	(34)	18%	(97)	19%	(102)	58%	(320)	552
Baby Boomers: 1946-1964	3%	(17)	13%	(93)	15%	(102)	69%	(477)	690
PID: Dem (no lean)	10%	(83)	21%	(182)	18%	(153)	52%	(444)	863
PID: Ind (no lean)	5%	(38)	13%	(94)	16%	(111)	65%	(459)	702
PID: Rep (no lean)	4%	(24)	12%	(76)	17%	(105)	68%	(430)	635
PID/Gender: Dem Men	14%	(55)	20%	(77)	20%	(80)	46%	(179)	390
PID/Gender: Dem Women	6%	(29)	22%	(105)	16%	(73)	56%	(266)	473
PID/Gender: Ind Men	5%	(17)	13%	(46)	16%	(58)	67%	(248)	369
PID/Gender: Ind Women	6%	(21)	14%	(48)	16%	(54)	63%	(211)	333
PID/Gender: Rep Men	3%	(10)	10%	(29)	17%	(51)	70%	(213)	302
PID/Gender: Rep Women	4%	(14)	14%	(47)	16%	(54)	65%	(218)	332
Ideo: Liberal (1-3)	12%	(80)	22%	(145)	20%	(130)	46%	(298)	653
Ideo: Moderate (4)	5%	(35)	15%	(100)	18%	(125)	62%	(417)	677
Ideo: Conservative (5-7)	3%	(23)	14%	(96)	14%	(96)	68%	(456)	671
Educ: < College	5%	(71)	13%	(198)	17%	(252)	66%	(992)	1512
Educ: Bachelors degree	11%	(47)	24%	(105)	17%	(76)	49%	(216)	444
Educ: Post-grad	11%	(28)	20%	(49)	17%	(42)	51%	(125)	244
Income: Under 50k	5%	(63)	13%	(162)	15%	(180)	67%	(812)	1216
Income: 50k-100k	7%	(45)	18%	(122)	20%	(132)	56%	(375)	675
Income: 100k+	12%	(38)	22%	(67)	19%	(57)	47%	(146)	308
Ethnicity: White	7%	(115)	16%	(283)	16%	(278)	61%	(1046)	1722
Ethnicity: Hispanic	10%	(36)	21%	(73)	15%	(51)	54%	(189)	349
Ethnicity: Black	6%	(16)	15%	(42)	19%	(52)	60%	(164)	274

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**Table MCFE2\_8: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Goop by Gwyneth Paltrow*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	16%	(351)	17%	(370)	61%	(1334)	2200
Ethnicity: Other	7%	(15)	13%	(26)	19%	(39)	61%	(124)	204
All Christian	6%	(64)	16%	(158)	17%	(173)	60%	(597)	992
All Non-Christian	11%	(12)	25%	(26)	16%	(17)	48%	(50)	104
Atheist	10%	(9)	19%	(18)	16%	(15)	55%	(52)	95
Agnostic/Nothing in particular	7%	(43)	16%	(99)	17%	(108)	60%	(369)	620
Something Else	4%	(17)	13%	(49)	15%	(57)	68%	(265)	389
Religious Non-Protestant/Catholic	11%	(13)	25%	(29)	17%	(19)	48%	(56)	118
Evangelical	6%	(39)	16%	(97)	15%	(89)	63%	(377)	602
Non-Evangelical	5%	(37)	14%	(105)	18%	(131)	63%	(471)	743
Community: Urban	12%	(73)	19%	(122)	20%	(123)	49%	(309)	627
Community: Suburban	5%	(53)	15%	(155)	17%	(165)	63%	(627)	1000
Community: Rural	3%	(19)	13%	(74)	14%	(81)	70%	(398)	572
Employ: Private Sector	9%	(69)	21%	(157)	18%	(141)	52%	(396)	764
Employ: Government	7%	(8)	18%	(21)	19%	(22)	55%	(63)	114
Employ: Self-Employed	13%	(24)	15%	(28)	13%	(25)	59%	(112)	189
Employ: Homemaker	6%	(10)	17%	(30)	18%	(31)	59%	(102)	174
Employ: Student	13%	(8)	12%	(8)	26%	(16)	48%	(30)	62
Employ: Retired	1%	(7)	14%	(63)	13%	(61)	72%	(334)	465
Employ: Unemployed	4%	(11)	10%	(29)	18%	(49)	68%	(188)	277
Employ: Other	5%	(7)	10%	(15)	15%	(24)	70%	(109)	155
Military HH: Yes	5%	(17)	13%	(44)	15%	(49)	67%	(224)	335
Military HH: No	7%	(128)	16%	(307)	17%	(320)	60%	(1110)	1865
RD/WT: Right Direction	10%	(84)	21%	(175)	19%	(155)	50%	(416)	829
RD/WT: Wrong Track	4%	(61)	13%	(177)	16%	(215)	67%	(918)	1371
Biden Job Approve	10%	(102)	21%	(213)	19%	(193)	50%	(517)	1025
Biden Job Disapprove	3%	(35)	12%	(134)	15%	(158)	70%	(748)	1076
Biden Job Strongly Approve	12%	(55)	25%	(113)	17%	(74)	46%	(207)	449
Biden Job Somewhat Approve	8%	(48)	17%	(100)	21%	(119)	54%	(310)	576
Biden Job Somewhat Disapprove	6%	(20)	14%	(47)	16%	(53)	65%	(221)	341
Biden Job Strongly Disapprove	2%	(16)	12%	(87)	14%	(105)	72%	(527)	735

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**Table MCFE2\_8:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Goop by Gwyneth Paltrow

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	16%	(351)	17%	(370)	61%	(1334)	2200
Favorable of Biden	10%	(99)	21%	(210)	18%	(181)	52%	(522)	1013
Unfavorable of Biden	4%	(41)	12%	(133)	16%	(172)	68%	(751)	1097
Very Favorable of Biden	11%	(54)	25%	(121)	15%	(74)	48%	(228)	477
Somewhat Favorable of Biden	8%	(45)	16%	(88)	20%	(108)	55%	(294)	536
Somewhat Unfavorable of Biden	6%	(19)	15%	(46)	17%	(51)	61%	(184)	300
Very Unfavorable of Biden	3%	(22)	11%	(87)	15%	(120)	71%	(567)	797
#1 Issue: Economy	7%	(62)	17%	(153)	17%	(152)	59%	(531)	899
#1 Issue: Security	3%	(7)	14%	(37)	15%	(39)	69%	(181)	263
#1 Issue: Health Care	8%	(24)	18%	(56)	19%	(57)	56%	(172)	310
#1 Issue: Medicare / Social Security	4%	(10)	8%	(21)	13%	(35)	74%	(194)	261
#1 Issue: Women's Issues	10%	(14)	27%	(35)	18%	(24)	45%	(59)	132
#1 Issue: Education	7%	(6)	15%	(13)	19%	(17)	59%	(53)	90
#1 Issue: Energy	11%	(16)	19%	(26)	19%	(26)	50%	(67)	136
#1 Issue: Other	6%	(7)	8%	(9)	16%	(18)	70%	(76)	109
2020 Vote: Joe Biden	10%	(101)	21%	(210)	19%	(189)	49%	(479)	980
2020 Vote: Donald Trump	3%	(22)	11%	(83)	15%	(109)	70%	(509)	724
2020 Vote: Other	5%	(4)	14%	(11)	20%	(16)	61%	(48)	79
2020 Vote: Didn't Vote	4%	(17)	11%	(46)	13%	(55)	71%	(296)	414
2018 House Vote: Democrat	10%	(80)	22%	(177)	20%	(157)	48%	(381)	795
2018 House Vote: Republican	3%	(18)	13%	(76)	17%	(101)	67%	(404)	599
2018 House Vote: Someone else	5%	(4)	14%	(10)	17%	(13)	65%	(50)	77
2016 Vote: Hillary Clinton	10%	(72)	22%	(161)	19%	(141)	48%	(352)	726
2016 Vote: Donald Trump	4%	(29)	11%	(78)	15%	(102)	70%	(477)	686
2016 Vote: Other	7%	(9)	16%	(20)	18%	(24)	59%	(76)	128
2016 Vote: Didn't Vote	5%	(35)	14%	(92)	16%	(103)	65%	(428)	658
Voted in 2014: Yes	7%	(91)	18%	(232)	17%	(223)	57%	(731)	1277
Voted in 2014: No	6%	(54)	13%	(119)	16%	(146)	65%	(603)	923
4-Region: Northeast	6%	(25)	18%	(72)	14%	(56)	61%	(240)	394
4-Region: Midwest	5%	(22)	16%	(73)	21%	(97)	58%	(270)	462
4-Region: South	7%	(61)	17%	(136)	14%	(119)	62%	(508)	824
4-Region: West	7%	(37)	13%	(70)	19%	(98)	61%	(315)	520

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**Table MCFE2\_8:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Goop by Gwyneth Paltrow*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	16%	(351)	17%	(370)	61%	(1334)	2200
Harry Styles Fan	13%	(92)	25%	(173)	21%	(148)	40%	(278)	691
Marvel Fans	9%	(120)	18%	(251)	18%	(249)	56%	(789)	1409

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

**Table MCFE2\_9: How much have you seen, read or heard about the following celebrity beauty brands?***Good Dye Young by Hayley Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(167)	11%	(231)	78%	(1715)	2200
Gender: Male	5%	(55)	8%	(86)	11%	(116)	76%	(805)	1062
Gender: Female	3%	(32)	7%	(80)	10%	(115)	80%	(910)	1138
Age: 18-34	8%	(54)	11%	(74)	13%	(88)	67%	(439)	655
Age: 35-44	7%	(25)	15%	(53)	13%	(48)	65%	(232)	358
Age: 45-64	1%	(6)	4%	(33)	10%	(74)	85%	(637)	751
Age: 65+	—	(2)	2%	(7)	5%	(21)	93%	(407)	436
GenZers: 1997-2012	7%	(14)	5%	(10)	10%	(21)	78%	(158)	202
Millennials: 1981-1996	9%	(58)	13%	(91)	15%	(99)	63%	(428)	677
GenXers: 1965-1980	2%	(12)	9%	(52)	12%	(64)	77%	(424)	552
Baby Boomers: 1946-1964	—	(3)	2%	(11)	6%	(41)	92%	(635)	690
PID: Dem (no lean)	7%	(58)	11%	(92)	12%	(103)	71%	(610)	863
PID: Ind (no lean)	2%	(12)	6%	(45)	9%	(61)	83%	(585)	702
PID: Rep (no lean)	3%	(17)	5%	(30)	11%	(67)	82%	(520)	635
PID/Gender: Dem Men	10%	(38)	15%	(58)	13%	(49)	63%	(245)	390
PID/Gender: Dem Women	4%	(20)	7%	(33)	11%	(54)	77%	(365)	473
PID/Gender: Ind Men	2%	(6)	4%	(14)	9%	(35)	85%	(314)	369
PID/Gender: Ind Women	2%	(6)	9%	(30)	8%	(26)	82%	(271)	333
PID/Gender: Rep Men	4%	(11)	4%	(13)	10%	(32)	82%	(247)	302
PID/Gender: Rep Women	2%	(6)	5%	(17)	11%	(36)	82%	(274)	332
Ideo: Liberal (1-3)	7%	(44)	8%	(55)	11%	(70)	74%	(485)	653
Ideo: Moderate (4)	4%	(25)	10%	(70)	12%	(83)	74%	(498)	677
Ideo: Conservative (5-7)	2%	(10)	6%	(37)	9%	(61)	84%	(562)	671
Educ: < College	3%	(42)	7%	(101)	11%	(167)	79%	(1202)	1512
Educ: Bachelors degree	6%	(27)	9%	(40)	10%	(46)	74%	(331)	444
Educ: Post-grad	7%	(17)	10%	(25)	8%	(19)	75%	(183)	244
Income: Under 50k	3%	(39)	7%	(85)	12%	(140)	78%	(952)	1216
Income: 50k-100k	4%	(24)	7%	(46)	9%	(63)	80%	(542)	675
Income: 100k+	8%	(24)	11%	(35)	9%	(28)	72%	(221)	308
Ethnicity: White	4%	(64)	8%	(131)	9%	(155)	80%	(1371)	1722
Ethnicity: Hispanic	6%	(20)	10%	(37)	15%	(52)	69%	(241)	349
Ethnicity: Black	4%	(11)	8%	(23)	17%	(46)	71%	(194)	274

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**Table MCFE2\_9: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Good Dye Young by Hayley Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(167)	11%	(231)	78%	(1715)	2200
Ethnicity: Other	6%	(12)	6%	(13)	14%	(29)	73%	(150)	204
All Christian	4%	(38)	8%	(78)	10%	(97)	79%	(780)	992
All Non-Christian	14%	(15)	13%	(14)	11%	(11)	62%	(65)	104
Atheist	7%	(7)	5%	(5)	4%	(4)	84%	(80)	95
Agnostic/Nothing in particular	3%	(18)	7%	(41)	10%	(64)	80%	(497)	620
Something Else	3%	(10)	8%	(30)	14%	(54)	76%	(294)	389
Religious Non-Protestant/Catholic	13%	(16)	12%	(14)	11%	(13)	64%	(76)	118
Evangelical	5%	(30)	9%	(54)	13%	(76)	73%	(442)	602
Non-Evangelical	2%	(14)	7%	(51)	10%	(71)	82%	(607)	743
Community: Urban	7%	(47)	13%	(80)	13%	(79)	67%	(422)	627
Community: Suburban	3%	(29)	5%	(54)	8%	(79)	84%	(839)	1000
Community: Rural	2%	(11)	6%	(33)	13%	(73)	79%	(455)	572
Employ: Private Sector	6%	(43)	12%	(95)	12%	(92)	70%	(534)	764
Employ: Government	5%	(6)	15%	(18)	13%	(15)	66%	(75)	114
Employ: Self-Employed	8%	(14)	7%	(14)	9%	(17)	76%	(145)	189
Employ: Homemaker	4%	(6)	7%	(11)	7%	(12)	83%	(145)	174
Employ: Student	6%	(4)	6%	(4)	12%	(7)	77%	(47)	62
Employ: Retired	—	(2)	2%	(9)	4%	(21)	93%	(434)	465
Employ: Unemployed	3%	(7)	3%	(9)	15%	(43)	79%	(218)	277
Employ: Other	3%	(5)	5%	(7)	17%	(26)	76%	(117)	155
Military HH: Yes	3%	(11)	6%	(18)	8%	(28)	83%	(277)	335
Military HH: No	4%	(76)	8%	(148)	11%	(203)	77%	(1438)	1865
RD/WT: Right Direction	7%	(57)	12%	(102)	13%	(104)	68%	(567)	829
RD/WT: Wrong Track	2%	(30)	5%	(65)	9%	(127)	84%	(1148)	1371
Biden Job Approve	6%	(65)	11%	(112)	11%	(114)	72%	(733)	1025
Biden Job Disapprove	2%	(18)	5%	(52)	10%	(103)	84%	(903)	1076
Biden Job Strongly Approve	10%	(45)	14%	(62)	9%	(42)	67%	(300)	449
Biden Job Somewhat Approve	4%	(21)	9%	(50)	13%	(72)	75%	(433)	576
Biden Job Somewhat Disapprove	3%	(11)	5%	(17)	12%	(39)	80%	(273)	341
Biden Job Strongly Disapprove	1%	(7)	5%	(34)	9%	(64)	86%	(630)	735

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**Table MCFE2\_9: How much have you seen, read or heard about the following celebrity beauty brands?  
 Good Dye Young by Hayley Williams**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(167)	11%	(231)	78%	(1715)	2200
Favorable of Biden	7%	(67)	10%	(105)	11%	(108)	72%	(733)	1013
Unfavorable of Biden	2%	(19)	5%	(55)	10%	(105)	84%	(918)	1097
Very Favorable of Biden	11%	(51)	12%	(56)	10%	(50)	67%	(320)	477
Somewhat Favorable of Biden	3%	(16)	9%	(48)	11%	(58)	77%	(413)	536
Somewhat Unfavorable of Biden	3%	(9)	7%	(21)	11%	(34)	79%	(236)	300
Very Unfavorable of Biden	1%	(10)	4%	(34)	9%	(72)	86%	(682)	797
#1 Issue: Economy	3%	(30)	8%	(72)	12%	(110)	76%	(688)	899
#1 Issue: Security	2%	(5)	6%	(15)	9%	(25)	83%	(219)	263
#1 Issue: Health Care	7%	(21)	12%	(38)	9%	(28)	72%	(222)	310
#1 Issue: Medicare / Social Security	1%	(4)	4%	(11)	6%	(15)	89%	(231)	261
#1 Issue: Women's Issues	9%	(12)	9%	(12)	13%	(17)	69%	(91)	132
#1 Issue: Education	6%	(5)	7%	(6)	13%	(12)	74%	(67)	90
#1 Issue: Energy	6%	(9)	8%	(11)	8%	(10)	78%	(106)	136
#1 Issue: Other	1%	(1)	2%	(2)	14%	(15)	83%	(91)	109
2020 Vote: Joe Biden	6%	(60)	11%	(103)	12%	(114)	72%	(703)	980
2020 Vote: Donald Trump	2%	(15)	5%	(36)	9%	(63)	84%	(609)	724
2020 Vote: Other	4%	(4)	4%	(3)	7%	(6)	85%	(67)	79
2020 Vote: Didn't Vote	2%	(8)	6%	(24)	12%	(48)	80%	(334)	414
2018 House Vote: Democrat	6%	(50)	10%	(83)	11%	(91)	72%	(571)	795
2018 House Vote: Republican	2%	(10)	5%	(30)	9%	(51)	85%	(508)	599
2018 House Vote: Someone else	3%	(3)	9%	(7)	11%	(9)	76%	(58)	77
2016 Vote: Hillary Clinton	5%	(39)	10%	(74)	11%	(82)	73%	(531)	726
2016 Vote: Donald Trump	2%	(14)	5%	(37)	9%	(61)	84%	(574)	686
2016 Vote: Other	5%	(6)	5%	(6)	8%	(11)	82%	(106)	128
2016 Vote: Didn't Vote	4%	(28)	7%	(49)	12%	(78)	77%	(504)	658
Voted in 2014: Yes	4%	(49)	8%	(98)	10%	(123)	79%	(1008)	1277
Voted in 2014: No	4%	(38)	7%	(69)	12%	(108)	77%	(707)	923
4-Region: Northeast	5%	(20)	10%	(38)	10%	(38)	76%	(298)	394
4-Region: Midwest	2%	(7)	7%	(34)	14%	(63)	78%	(358)	462
4-Region: South	5%	(39)	7%	(60)	11%	(93)	77%	(631)	824
4-Region: West	4%	(21)	7%	(35)	7%	(37)	82%	(427)	520

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**Table MCFE2\_9:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Good Dye Young by Hayley Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(167)	11%	(231)	78%	(1715)	2200
Harry Styles Fan	10%	(69)	16%	(109)	14%	(99)	60%	(413)	691
Marvel Fans	5%	(74)	10%	(136)	12%	(175)	73%	(1023)	1409

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



**Table MCFE2\_10:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Pleasing by Harry Styles

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	8%	(183)	11%	(250)	77%	(1692)	2200
Gender: Male	4%	(47)	10%	(105)	12%	(129)	74%	(781)	1062
Gender: Female	2%	(28)	7%	(78)	11%	(121)	80%	(911)	1138
Age: 18-34	6%	(38)	12%	(78)	15%	(101)	67%	(438)	655
Age: 35-44	8%	(27)	15%	(55)	13%	(47)	64%	(229)	358
Age: 45-64	1%	(8)	5%	(38)	10%	(77)	84%	(627)	751
Age: 65+	—	(2)	3%	(12)	6%	(25)	91%	(397)	436
GenZers: 1997-2012	3%	(7)	8%	(17)	14%	(29)	74%	(150)	202
Millennials: 1981-1996	8%	(51)	14%	(95)	15%	(102)	63%	(430)	677
GenXers: 1965-1980	3%	(15)	9%	(50)	12%	(66)	76%	(421)	552
Baby Boomers: 1946-1964	—	(3)	3%	(18)	7%	(50)	90%	(619)	690
PID: Dem (no lean)	5%	(45)	13%	(116)	12%	(106)	69%	(596)	863
PID: Ind (no lean)	1%	(10)	5%	(34)	11%	(77)	83%	(582)	702
PID: Rep (no lean)	3%	(20)	5%	(33)	11%	(68)	81%	(514)	635
PID/Gender: Dem Men	8%	(32)	19%	(74)	13%	(50)	60%	(234)	390
PID/Gender: Dem Women	3%	(13)	9%	(42)	12%	(56)	77%	(362)	473
PID/Gender: Ind Men	2%	(7)	4%	(13)	11%	(41)	84%	(309)	369
PID/Gender: Ind Women	1%	(3)	6%	(21)	11%	(36)	82%	(273)	333
PID/Gender: Rep Men	3%	(8)	6%	(18)	13%	(38)	79%	(238)	302
PID/Gender: Rep Women	4%	(12)	4%	(15)	9%	(29)	83%	(276)	332
Ideo: Liberal (1-3)	6%	(38)	11%	(71)	12%	(78)	71%	(466)	653
Ideo: Moderate (4)	3%	(23)	10%	(70)	14%	(92)	73%	(492)	677
Ideo: Conservative (5-7)	2%	(14)	5%	(35)	9%	(61)	84%	(561)	671
Educ: < College	2%	(36)	7%	(100)	12%	(177)	79%	(1198)	1512
Educ: Bachelors degree	6%	(27)	11%	(51)	11%	(50)	71%	(316)	444
Educ: Post-grad	5%	(12)	13%	(32)	10%	(23)	73%	(177)	244
Income: Under 50k	2%	(26)	7%	(88)	13%	(154)	78%	(948)	1216
Income: 50k-100k	4%	(25)	8%	(54)	10%	(65)	79%	(531)	675
Income: 100k+	8%	(24)	13%	(41)	10%	(31)	69%	(213)	308
Ethnicity: White	4%	(61)	7%	(125)	11%	(182)	79%	(1354)	1722
Ethnicity: Hispanic	3%	(10)	14%	(50)	14%	(47)	69%	(242)	349
Ethnicity: Black	4%	(12)	12%	(33)	14%	(39)	69%	(190)	274

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**Table MCFE2\_10: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Pleasing by Harry Styles*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	8%	(183)	11%	(250)	77%	(1692)	2200
Ethnicity: Other	1%	(3)	12%	(25)	14%	(29)	72%	(147)	204
All Christian	4%	(38)	8%	(77)	11%	(114)	77%	(764)	992
All Non-Christian	11%	(11)	17%	(18)	6%	(7)	66%	(68)	104
Atheist	—	(0)	7%	(7)	10%	(10)	82%	(78)	95
Agnostic/Nothing in particular	2%	(15)	8%	(47)	12%	(72)	78%	(486)	620
Something Else	3%	(11)	9%	(35)	12%	(48)	76%	(295)	389
Religious Non-Protestant/Catholic	10%	(11)	16%	(19)	7%	(8)	67%	(79)	118
Evangelical	5%	(30)	9%	(56)	11%	(68)	74%	(448)	602
Non-Evangelical	2%	(16)	7%	(51)	12%	(89)	79%	(587)	743
Community: Urban	7%	(42)	14%	(86)	13%	(82)	67%	(417)	627
Community: Suburban	2%	(24)	6%	(64)	9%	(94)	82%	(818)	1000
Community: Rural	2%	(9)	6%	(33)	13%	(74)	80%	(456)	572
Employ: Private Sector	5%	(42)	12%	(93)	12%	(95)	70%	(534)	764
Employ: Government	5%	(5)	22%	(25)	11%	(12)	63%	(72)	114
Employ: Self-Employed	8%	(14)	5%	(10)	13%	(24)	75%	(141)	189
Employ: Homemaker	3%	(5)	9%	(15)	13%	(22)	76%	(132)	174
Employ: Student	10%	(6)	3%	(2)	18%	(11)	70%	(43)	62
Employ: Retired	—	(2)	3%	(13)	7%	(30)	90%	(421)	465
Employ: Unemployed	—	(0)	4%	(12)	13%	(37)	82%	(227)	277
Employ: Other	1%	(2)	9%	(14)	12%	(18)	78%	(121)	155
Military HH: Yes	4%	(13)	7%	(24)	7%	(23)	82%	(274)	335
Military HH: No	3%	(62)	9%	(159)	12%	(227)	76%	(1418)	1865
RD/WT: Right Direction	6%	(54)	14%	(119)	14%	(115)	65%	(542)	829
RD/WT: Wrong Track	2%	(22)	5%	(64)	10%	(135)	84%	(1150)	1371
Biden Job Approve	6%	(57)	13%	(131)	14%	(144)	68%	(694)	1025
Biden Job Disapprove	2%	(19)	4%	(46)	9%	(98)	85%	(913)	1076
Biden Job Strongly Approve	9%	(39)	16%	(71)	12%	(53)	63%	(285)	449
Biden Job Somewhat Approve	3%	(18)	10%	(59)	16%	(90)	71%	(409)	576
Biden Job Somewhat Disapprove	2%	(8)	7%	(23)	10%	(32)	81%	(277)	341
Biden Job Strongly Disapprove	1%	(11)	3%	(23)	9%	(66)	86%	(635)	735

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**Table MCFE2\_10:** How much have you seen, read or heard about the following celebrity beauty brands?

Pleasing by Harry Styles

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	8%	(183)	11%	(250)	77%	(1692)	2200
Favorable of Biden	6%	(56)	13%	(127)	13%	(129)	69%	(700)	1013
Unfavorable of Biden	2%	(17)	4%	(49)	10%	(107)	84%	(924)	1097
Very Favorable of Biden	9%	(42)	15%	(71)	11%	(54)	65%	(311)	477
Somewhat Favorable of Biden	3%	(14)	11%	(56)	14%	(76)	73%	(389)	536
Somewhat Unfavorable of Biden	1%	(4)	4%	(13)	12%	(35)	82%	(247)	300
Very Unfavorable of Biden	2%	(13)	4%	(36)	9%	(71)	85%	(677)	797
#1 Issue: Economy	4%	(33)	8%	(68)	14%	(122)	75%	(676)	899
#1 Issue: Security	2%	(5)	6%	(15)	12%	(33)	80%	(211)	263
#1 Issue: Health Care	7%	(23)	12%	(37)	8%	(24)	73%	(225)	310
#1 Issue: Medicare / Social Security	1%	(4)	6%	(15)	6%	(16)	87%	(226)	261
#1 Issue: Women's Issues	4%	(5)	12%	(16)	16%	(20)	68%	(90)	132
#1 Issue: Education	2%	(2)	19%	(17)	15%	(14)	64%	(58)	90
#1 Issue: Energy	2%	(2)	10%	(14)	8%	(11)	80%	(108)	136
#1 Issue: Other	1%	(1)	1%	(1)	9%	(9)	89%	(97)	109
2020 Vote: Joe Biden	5%	(51)	12%	(120)	13%	(129)	69%	(680)	980
2020 Vote: Donald Trump	2%	(18)	5%	(38)	9%	(65)	83%	(603)	724
2020 Vote: Other	—	(0)	5%	(4)	7%	(6)	87%	(69)	79
2020 Vote: Didn't Vote	2%	(7)	5%	(21)	12%	(48)	82%	(339)	414
2018 House Vote: Democrat	5%	(43)	12%	(95)	14%	(108)	69%	(549)	795
2018 House Vote: Republican	2%	(11)	5%	(30)	10%	(60)	83%	(498)	599
2018 House Vote: Someone else	1%	(1)	8%	(6)	5%	(4)	86%	(66)	77
2016 Vote: Hillary Clinton	5%	(38)	12%	(89)	13%	(93)	70%	(506)	726
2016 Vote: Donald Trump	2%	(13)	6%	(38)	9%	(64)	83%	(571)	686
2016 Vote: Other	—	(0)	2%	(2)	8%	(10)	90%	(116)	128
2016 Vote: Didn't Vote	4%	(24)	8%	(54)	13%	(83)	75%	(497)	658
Voted in 2014: Yes	3%	(44)	8%	(108)	10%	(134)	78%	(992)	1277
Voted in 2014: No	3%	(31)	8%	(75)	13%	(116)	76%	(700)	923
4-Region: Northeast	5%	(19)	10%	(39)	11%	(44)	74%	(291)	394
4-Region: Midwest	2%	(10)	7%	(30)	14%	(67)	77%	(355)	462
4-Region: South	4%	(30)	9%	(73)	11%	(94)	76%	(628)	824
4-Region: West	3%	(17)	8%	(41)	9%	(45)	80%	(418)	520

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**Table MCFE2\_10:** How much have you seen, read or heard about the following celebrity beauty brands?  
Please by Harry Styles

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	8%	(183)	11%	(250)	77%	(1692)	2200
Harry Styles Fan	9%	(59)	20%	(135)	18%	(126)	54%	(370)	691
Marvel Fans	5%	(67)	11%	(151)	13%	(183)	72%	(1007)	1409

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

**Table MCFE2\_11:** How much have you seen, read or heard about the following celebrity beauty brands?*Sienna Naturals by Issa Rae*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(79)	7%	(152)	11%	(231)	79%	(1737)	2200
Gender: Male	5%	(51)	8%	(90)	11%	(117)	76%	(804)	1062
Gender: Female	2%	(28)	6%	(63)	10%	(114)	82%	(933)	1138
Age: 18-34	6%	(39)	10%	(67)	14%	(95)	70%	(455)	655
Age: 35-44	9%	(33)	13%	(46)	13%	(47)	65%	(232)	358
Age: 45-64	1%	(6)	4%	(31)	10%	(72)	86%	(642)	751
Age: 65+	—	(1)	2%	(9)	4%	(18)	93%	(408)	436
GenZers: 1997-2012	3%	(5)	7%	(13)	12%	(24)	79%	(160)	202
Millennials: 1981-1996	8%	(56)	12%	(78)	14%	(98)	66%	(445)	677
GenXers: 1965-1980	3%	(16)	9%	(48)	11%	(62)	77%	(426)	552
Baby Boomers: 1946-1964	—	(1)	2%	(11)	6%	(42)	92%	(636)	690
PID: Dem (no lean)	6%	(50)	12%	(99)	12%	(103)	71%	(611)	863
PID: Ind (no lean)	3%	(18)	3%	(21)	9%	(62)	86%	(602)	702
PID: Rep (no lean)	2%	(12)	5%	(32)	10%	(66)	83%	(525)	635
PID/Gender: Dem Men	10%	(37)	16%	(62)	12%	(48)	62%	(243)	390
PID/Gender: Dem Women	3%	(12)	8%	(38)	12%	(55)	78%	(368)	473
PID/Gender: Ind Men	2%	(9)	3%	(11)	8%	(30)	87%	(320)	369
PID/Gender: Ind Women	3%	(10)	3%	(10)	10%	(32)	85%	(282)	333
PID/Gender: Rep Men	2%	(6)	6%	(17)	13%	(39)	80%	(241)	302
PID/Gender: Rep Women	2%	(6)	5%	(15)	8%	(27)	85%	(284)	332
Ideo: Liberal (1-3)	6%	(37)	8%	(53)	11%	(72)	75%	(491)	653
Ideo: Moderate (4)	4%	(27)	9%	(58)	13%	(85)	75%	(506)	677
Ideo: Conservative (5-7)	2%	(11)	5%	(35)	8%	(55)	85%	(569)	671
Educ: < College	2%	(37)	5%	(82)	11%	(168)	81%	(1225)	1512
Educ: Bachelors degree	6%	(25)	10%	(43)	10%	(46)	74%	(329)	444
Educ: Post-grad	7%	(17)	11%	(27)	7%	(17)	75%	(183)	244
Income: Under 50k	2%	(30)	5%	(66)	12%	(141)	81%	(980)	1216
Income: 50k-100k	3%	(23)	8%	(52)	9%	(62)	80%	(538)	675
Income: 100k+	8%	(26)	11%	(34)	9%	(29)	71%	(219)	308
Ethnicity: White	3%	(59)	6%	(100)	9%	(152)	82%	(1410)	1722
Ethnicity: Hispanic	5%	(16)	12%	(41)	16%	(55)	68%	(238)	349
Ethnicity: Black	5%	(15)	11%	(30)	18%	(48)	66%	(182)	274

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**Table MCFE2\_11: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Sienna Naturals by Issa Rae*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(79)	7%	(152)	11%	(231)	79%	(1737)	2200
Ethnicity: Other	3%	(5)	11%	(22)	15%	(31)	71%	(145)	204
All Christian	4%	(36)	7%	(74)	10%	(97)	79%	(786)	992
All Non-Christian	12%	(12)	18%	(18)	5%	(6)	65%	(68)	104
Atheist	1%	(1)	6%	(6)	12%	(12)	81%	(77)	95
Agnostic/Nothing in particular	2%	(13)	5%	(31)	11%	(67)	82%	(509)	620
Something Else	4%	(17)	6%	(24)	13%	(50)	76%	(298)	389
Religious Non-Protestant/Catholic	11%	(13)	16%	(18)	6%	(7)	67%	(79)	118
Evangelical	6%	(35)	9%	(54)	10%	(61)	75%	(451)	602
Non-Evangelical	2%	(13)	6%	(42)	11%	(81)	82%	(608)	743
Community: Urban	9%	(56)	12%	(74)	13%	(80)	67%	(418)	627
Community: Suburban	2%	(15)	6%	(57)	8%	(84)	84%	(843)	1000
Community: Rural	1%	(8)	4%	(22)	12%	(67)	83%	(475)	572
Employ: Private Sector	5%	(41)	11%	(82)	13%	(100)	71%	(542)	764
Employ: Government	8%	(9)	15%	(17)	14%	(16)	63%	(72)	114
Employ: Self-Employed	8%	(16)	6%	(11)	10%	(18)	76%	(144)	189
Employ: Homemaker	3%	(4)	9%	(15)	7%	(12)	82%	(142)	174
Employ: Student	3%	(2)	6%	(3)	16%	(10)	76%	(47)	62
Employ: Retired	—	(2)	2%	(8)	5%	(26)	93%	(431)	465
Employ: Unemployed	1%	(3)	3%	(9)	11%	(31)	85%	(234)	277
Employ: Other	2%	(3)	5%	(7)	12%	(19)	81%	(126)	155
Military HH: Yes	5%	(16)	3%	(10)	8%	(27)	84%	(282)	335
Military HH: No	3%	(64)	8%	(143)	11%	(204)	78%	(1455)	1865
RD/WT: Right Direction	7%	(61)	13%	(104)	12%	(101)	68%	(563)	829
RD/WT: Wrong Track	1%	(18)	4%	(48)	10%	(131)	86%	(1174)	1371
Biden Job Approve	7%	(68)	11%	(112)	11%	(114)	71%	(730)	1025
Biden Job Disapprove	1%	(10)	3%	(37)	9%	(101)	86%	(928)	1076
Biden Job Strongly Approve	12%	(53)	13%	(58)	11%	(48)	65%	(290)	449
Biden Job Somewhat Approve	3%	(15)	9%	(54)	12%	(67)	76%	(440)	576
Biden Job Somewhat Disapprove	—	(2)	5%	(17)	10%	(34)	84%	(287)	341
Biden Job Strongly Disapprove	1%	(8)	3%	(20)	9%	(67)	87%	(640)	735

Continued on next page

**Table MCFE2\_11: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Sienna Naturals by Issa Rae*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(79)	7%	(152)	11%	(231)	79%	(1737)	2200
Favorable of Biden	6%	(63)	11%	(109)	11%	(111)	72%	(730)	1013
Unfavorable of Biden	1%	(14)	3%	(36)	10%	(106)	86%	(942)	1097
Very Favorable of Biden	10%	(50)	13%	(64)	9%	(45)	67%	(318)	477
Somewhat Favorable of Biden	2%	(13)	8%	(45)	12%	(66)	77%	(411)	536
Somewhat Unfavorable of Biden	1%	(4)	4%	(12)	9%	(27)	86%	(256)	300
Very Unfavorable of Biden	1%	(10)	3%	(23)	10%	(79)	86%	(685)	797
#1 Issue: Economy	4%	(33)	7%	(64)	12%	(104)	78%	(698)	899
#1 Issue: Security	2%	(5)	8%	(20)	11%	(29)	79%	(209)	263
#1 Issue: Health Care	7%	(21)	9%	(29)	10%	(31)	74%	(228)	310
#1 Issue: Medicare / Social Security	2%	(5)	2%	(6)	7%	(19)	89%	(231)	261
#1 Issue: Women's Issues	2%	(3)	9%	(12)	15%	(20)	74%	(97)	132
#1 Issue: Education	6%	(6)	8%	(7)	14%	(12)	72%	(65)	90
#1 Issue: Energy	5%	(7)	8%	(11)	6%	(8)	81%	(110)	136
#1 Issue: Other	—	(0)	3%	(3)	7%	(7)	91%	(99)	109
2020 Vote: Joe Biden	6%	(59)	10%	(102)	12%	(117)	72%	(702)	980
2020 Vote: Donald Trump	1%	(9)	4%	(31)	9%	(62)	86%	(621)	724
2020 Vote: Other	1%	(1)	3%	(2)	10%	(8)	86%	(69)	79
2020 Vote: Didn't Vote	3%	(11)	4%	(17)	11%	(45)	83%	(343)	414
2018 House Vote: Democrat	6%	(49)	10%	(83)	12%	(93)	72%	(570)	795
2018 House Vote: Republican	2%	(10)	5%	(29)	10%	(57)	84%	(503)	599
2018 House Vote: Someone else	4%	(3)	3%	(3)	6%	(5)	87%	(67)	77
2016 Vote: Hillary Clinton	6%	(47)	10%	(74)	12%	(88)	71%	(518)	726
2016 Vote: Donald Trump	2%	(11)	5%	(36)	8%	(58)	85%	(581)	686
2016 Vote: Other	—	(0)	3%	(4)	5%	(7)	92%	(118)	128
2016 Vote: Didn't Vote	3%	(21)	6%	(39)	12%	(79)	79%	(519)	658
Voted in 2014: Yes	4%	(53)	7%	(92)	10%	(123)	79%	(1010)	1277
Voted in 2014: No	3%	(26)	7%	(61)	12%	(109)	79%	(727)	923
4-Region: Northeast	5%	(19)	9%	(35)	8%	(32)	78%	(308)	394
4-Region: Midwest	2%	(8)	6%	(29)	12%	(55)	80%	(371)	462
4-Region: South	4%	(35)	8%	(66)	11%	(94)	76%	(629)	824
4-Region: West	3%	(17)	4%	(23)	10%	(51)	83%	(430)	520

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**Table MCFE2\_11:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Sienna Naturals by Issa Rae*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(79)	7%	(152)	11%	(231)	79%	(1737)	2200
Harry Styles Fan	9%	(59)	15%	(102)	14%	(98)	62%	(431)	691
Marvel Fans	5%	(71)	10%	(134)	12%	(172)	73%	(1032)	1409

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



**Table MCFE2\_12:** How much have you seen, read or heard about the following celebrity beauty brands?  
 KKW Beauty by Kim Kardashian West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(175)	16%	(350)	14%	(317)	62%	(1358)	2200
Gender: Male	8%	(83)	15%	(156)	13%	(140)	64%	(683)	1062
Gender: Female	8%	(92)	17%	(194)	16%	(177)	59%	(675)	1138
Age: 18-34	15%	(96)	23%	(153)	15%	(96)	47%	(310)	655
Age: 35-44	15%	(54)	22%	(77)	17%	(61)	46%	(165)	358
Age: 45-64	3%	(21)	11%	(82)	14%	(108)	72%	(540)	751
Age: 65+	1%	(3)	9%	(38)	12%	(52)	79%	(343)	436
GenZers: 1997-2012	10%	(19)	24%	(48)	14%	(28)	53%	(108)	202
Millennials: 1981-1996	17%	(114)	23%	(153)	16%	(106)	45%	(304)	677
GenXers: 1965-1980	7%	(36)	16%	(89)	16%	(90)	61%	(337)	552
Baby Boomers: 1946-1964	1%	(5)	7%	(48)	13%	(89)	79%	(548)	690
PID: Dem (no lean)	11%	(99)	22%	(192)	15%	(132)	51%	(440)	863
PID: Ind (no lean)	6%	(45)	12%	(81)	14%	(97)	68%	(479)	702
PID: Rep (no lean)	5%	(31)	12%	(77)	14%	(88)	69%	(439)	635
PID/Gender: Dem Men	15%	(57)	24%	(94)	11%	(45)	50%	(194)	390
PID/Gender: Dem Women	9%	(42)	21%	(97)	18%	(87)	52%	(246)	473
PID/Gender: Ind Men	3%	(11)	9%	(33)	14%	(52)	74%	(274)	369
PID/Gender: Ind Women	10%	(34)	15%	(49)	14%	(45)	61%	(204)	333
PID/Gender: Rep Men	5%	(15)	10%	(29)	14%	(44)	71%	(214)	302
PID/Gender: Rep Women	5%	(15)	15%	(48)	13%	(44)	68%	(225)	332
Ideo: Liberal (1-3)	11%	(72)	19%	(122)	15%	(97)	55%	(361)	653
Ideo: Moderate (4)	8%	(55)	19%	(126)	15%	(101)	58%	(395)	677
Ideo: Conservative (5-7)	5%	(34)	11%	(73)	13%	(90)	71%	(474)	671
Educ: < College	6%	(95)	16%	(237)	15%	(220)	63%	(960)	1512
Educ: Bachelors degree	12%	(53)	15%	(68)	16%	(71)	56%	(250)	444
Educ: Post-grad	11%	(26)	18%	(45)	10%	(25)	60%	(148)	244
Income: Under 50k	8%	(95)	15%	(180)	15%	(185)	62%	(756)	1216
Income: 50k-100k	7%	(46)	15%	(98)	14%	(98)	64%	(433)	675
Income: 100k+	11%	(34)	23%	(72)	11%	(34)	55%	(168)	308
Ethnicity: White	7%	(123)	15%	(254)	14%	(233)	65%	(1112)	1722
Ethnicity: Hispanic	12%	(43)	23%	(81)	12%	(42)	53%	(184)	349
Ethnicity: Black	13%	(36)	22%	(61)	22%	(61)	42%	(116)	274

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**Table MCFE2\_12: How much have you seen, read or heard about the following celebrity beauty brands?  
KKW Beauty by Kim Kardashian West**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(175)	16%	(350)	14%	(317)	62%	(1358)	2200
Ethnicity: Other	8%	(15)	17%	(36)	11%	(23)	64%	(130)	204
All Christian	8%	(77)	15%	(150)	14%	(136)	63%	(629)	992
All Non-Christian	17%	(18)	19%	(20)	14%	(15)	50%	(53)	104
Atheist	4%	(3)	15%	(14)	13%	(12)	69%	(65)	95
Agnostic/Nothing in particular	6%	(39)	16%	(99)	16%	(101)	62%	(382)	620
Something Else	10%	(38)	18%	(68)	14%	(53)	59%	(230)	389
Religious Non-Protestant/Catholic	16%	(19)	17%	(20)	15%	(17)	53%	(62)	118
Evangelical	9%	(57)	17%	(101)	11%	(65)	63%	(379)	602
Non-Evangelical	7%	(53)	15%	(114)	16%	(118)	62%	(457)	743
Community: Urban	13%	(84)	22%	(139)	15%	(93)	50%	(311)	627
Community: Suburban	6%	(60)	14%	(142)	14%	(139)	66%	(659)	1000
Community: Rural	5%	(30)	12%	(70)	15%	(84)	68%	(388)	572
Employ: Private Sector	11%	(87)	20%	(150)	14%	(110)	54%	(416)	764
Employ: Government	10%	(11)	21%	(24)	18%	(20)	52%	(59)	114
Employ: Self-Employed	13%	(24)	10%	(19)	21%	(39)	57%	(107)	189
Employ: Homemaker	9%	(15)	19%	(33)	15%	(26)	58%	(101)	174
Employ: Student	8%	(5)	28%	(17)	8%	(5)	56%	(34)	62
Employ: Retired	1%	(5)	9%	(42)	12%	(57)	78%	(361)	465
Employ: Unemployed	6%	(15)	17%	(47)	13%	(37)	64%	(178)	277
Employ: Other	8%	(12)	12%	(19)	14%	(21)	66%	(102)	155
Military HH: Yes	7%	(23)	10%	(32)	11%	(35)	73%	(244)	335
Military HH: No	8%	(152)	17%	(319)	15%	(281)	60%	(1114)	1865
RD/WT: Right Direction	12%	(97)	21%	(173)	16%	(130)	52%	(430)	829
RD/WT: Wrong Track	6%	(78)	13%	(178)	14%	(187)	68%	(928)	1371
Biden Job Approve	11%	(108)	21%	(220)	16%	(163)	52%	(534)	1025
Biden Job Disapprove	5%	(56)	11%	(121)	13%	(136)	71%	(762)	1076
Biden Job Strongly Approve	14%	(63)	21%	(96)	14%	(61)	51%	(229)	449
Biden Job Somewhat Approve	8%	(45)	22%	(125)	18%	(102)	53%	(305)	576
Biden Job Somewhat Disapprove	8%	(27)	16%	(53)	12%	(41)	64%	(219)	341
Biden Job Strongly Disapprove	4%	(29)	9%	(68)	13%	(95)	74%	(543)	735

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**Table MCFE2\_12:** How much have you seen, read or heard about the following celebrity beauty brands?  
 KKW Beauty by Kim Kardashian West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(175)	16%	(350)	14%	(317)	62%	(1358)	2200
Favorable of Biden	11%	(112)	21%	(214)	15%	(155)	52%	(531)	1013
Unfavorable of Biden	5%	(59)	11%	(124)	13%	(139)	71%	(774)	1097
Very Favorable of Biden	13%	(64)	22%	(105)	13%	(60)	52%	(248)	477
Somewhat Favorable of Biden	9%	(49)	20%	(109)	18%	(94)	53%	(283)	536
Somewhat Unfavorable of Biden	8%	(25)	13%	(38)	15%	(44)	64%	(192)	300
Very Unfavorable of Biden	4%	(34)	11%	(86)	12%	(95)	73%	(582)	797
#1 Issue: Economy	9%	(83)	17%	(150)	17%	(149)	58%	(518)	899
#1 Issue: Security	4%	(10)	14%	(37)	15%	(41)	67%	(176)	263
#1 Issue: Health Care	11%	(35)	19%	(58)	13%	(39)	57%	(177)	310
#1 Issue: Medicare / Social Security	2%	(5)	11%	(28)	11%	(28)	77%	(200)	261
#1 Issue: Women's Issues	11%	(14)	24%	(32)	18%	(24)	47%	(62)	132
#1 Issue: Education	8%	(7)	22%	(20)	14%	(13)	55%	(50)	90
#1 Issue: Energy	13%	(17)	14%	(19)	10%	(13)	64%	(87)	136
#1 Issue: Other	2%	(3)	7%	(7)	9%	(10)	82%	(89)	109
2020 Vote: Joe Biden	11%	(107)	20%	(200)	16%	(152)	53%	(520)	980
2020 Vote: Donald Trump	5%	(35)	11%	(81)	12%	(86)	72%	(523)	724
2020 Vote: Other	12%	(10)	8%	(6)	17%	(13)	63%	(50)	79
2020 Vote: Didn't Vote	6%	(23)	15%	(63)	15%	(64)	64%	(264)	414
2018 House Vote: Democrat	12%	(92)	18%	(142)	16%	(128)	54%	(433)	795
2018 House Vote: Republican	4%	(24)	10%	(59)	13%	(78)	73%	(437)	599
2018 House Vote: Someone else	10%	(8)	15%	(12)	11%	(8)	64%	(49)	77
2016 Vote: Hillary Clinton	11%	(78)	18%	(133)	17%	(124)	54%	(391)	726
2016 Vote: Donald Trump	6%	(40)	9%	(64)	13%	(88)	72%	(494)	686
2016 Vote: Other	7%	(8)	9%	(12)	10%	(13)	74%	(95)	128
2016 Vote: Didn't Vote	7%	(49)	21%	(141)	14%	(91)	57%	(377)	658
Voted in 2014: Yes	8%	(99)	13%	(167)	15%	(196)	64%	(816)	1277
Voted in 2014: No	8%	(76)	20%	(184)	13%	(121)	59%	(543)	923
4-Region: Northeast	9%	(37)	18%	(70)	13%	(53)	59%	(234)	394
4-Region: Midwest	6%	(30)	13%	(61)	17%	(78)	63%	(293)	462
4-Region: South	9%	(72)	16%	(129)	15%	(120)	61%	(504)	824
4-Region: West	7%	(37)	17%	(91)	13%	(66)	63%	(327)	520

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**Table MCFE2\_12:** How much have you seen, read or heard about the following celebrity beauty brands?  
KKW Beauty by Kim Kardashian West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(175)	16%	(350)	14%	(317)	62%	(1358)	2200
Harry Styles Fan	15%	(102)	26%	(182)	17%	(116)	42%	(290)	691
Marvel Fans	10%	(138)	19%	(264)	15%	(210)	57%	(797)	1409

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

**Table MCFE2\_13:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Haus Laboratories by Lady Gaga

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	11%	(237)	13%	(282)	72%	(1577)	2200
Gender: Male	6%	(64)	10%	(109)	13%	(133)	71%	(756)	1062
Gender: Female	3%	(40)	11%	(128)	13%	(149)	72%	(821)	1138
Age: 18-34	8%	(50)	15%	(101)	17%	(114)	60%	(390)	655
Age: 35-44	9%	(34)	18%	(66)	13%	(47)	59%	(211)	358
Age: 45-64	2%	(16)	7%	(51)	12%	(90)	79%	(593)	751
Age: 65+	1%	(4)	4%	(19)	7%	(30)	88%	(383)	436
GenZers: 1997-2012	6%	(12)	11%	(23)	15%	(31)	67%	(136)	202
Millennials: 1981-1996	9%	(60)	19%	(125)	15%	(105)	57%	(387)	677
GenXers: 1965-1980	5%	(25)	10%	(54)	16%	(89)	70%	(384)	552
Baby Boomers: 1946-1964	1%	(5)	4%	(30)	8%	(53)	87%	(601)	690
PID: Dem (no lean)	8%	(69)	16%	(136)	13%	(109)	64%	(549)	863
PID: Ind (no lean)	3%	(20)	6%	(45)	13%	(90)	78%	(548)	702
PID: Rep (no lean)	2%	(15)	9%	(57)	13%	(83)	76%	(480)	635
PID/Gender: Dem Men	13%	(52)	19%	(72)	12%	(46)	56%	(220)	390
PID/Gender: Dem Women	4%	(17)	13%	(64)	13%	(63)	70%	(329)	473
PID/Gender: Ind Men	2%	(6)	4%	(16)	10%	(38)	84%	(309)	369
PID/Gender: Ind Women	4%	(14)	9%	(29)	16%	(52)	72%	(238)	333
PID/Gender: Rep Men	2%	(6)	7%	(21)	16%	(49)	75%	(227)	302
PID/Gender: Rep Women	3%	(9)	11%	(36)	10%	(34)	76%	(254)	332
Ideo: Liberal (1-3)	7%	(49)	14%	(93)	12%	(81)	66%	(431)	653
Ideo: Moderate (4)	6%	(38)	12%	(79)	14%	(97)	68%	(462)	677
Ideo: Conservative (5-7)	2%	(15)	8%	(52)	11%	(71)	79%	(533)	671
Educ: < College	3%	(50)	10%	(148)	13%	(202)	74%	(1112)	1512
Educ: Bachelors degree	8%	(34)	14%	(61)	11%	(51)	67%	(297)	444
Educ: Post-grad	8%	(20)	11%	(28)	12%	(29)	68%	(167)	244
Income: Under 50k	4%	(46)	11%	(129)	13%	(163)	72%	(879)	1216
Income: 50k-100k	4%	(29)	9%	(63)	13%	(90)	73%	(494)	675
Income: 100k+	10%	(29)	15%	(46)	10%	(29)	66%	(204)	308
Ethnicity: White	4%	(74)	10%	(168)	11%	(193)	75%	(1286)	1722
Ethnicity: Hispanic	6%	(20)	19%	(66)	16%	(57)	59%	(206)	349
Ethnicity: Black	6%	(17)	11%	(31)	21%	(57)	62%	(169)	274

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**Table MCFE2\_13: How much have you seen, read or heard about the following celebrity beauty brands?  
Haus Laboratories by Lady Gaga**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	11%	(237)	13%	(282)	72%	(1577)	2200
Ethnicity: Other	6%	(12)	19%	(38)	15%	(32)	60%	(122)	204
All Christian	5%	(52)	10%	(101)	11%	(112)	73%	(727)	992
All Non-Christian	13%	(13)	18%	(19)	10%	(10)	60%	(62)	104
Atheist	1%	(1)	10%	(10)	10%	(9)	79%	(75)	95
Agnostic/Nothing in particular	4%	(23)	10%	(59)	14%	(85)	73%	(452)	620
Something Else	4%	(14)	13%	(49)	17%	(66)	67%	(260)	389
Religious Non-Protestant/Catholic	11%	(13)	17%	(20)	10%	(11)	62%	(73)	118
Evangelical	6%	(35)	14%	(86)	13%	(77)	67%	(403)	602
Non-Evangelical	4%	(27)	8%	(60)	12%	(92)	76%	(563)	743
Community: Urban	10%	(61)	15%	(95)	14%	(85)	61%	(385)	627
Community: Suburban	3%	(32)	8%	(85)	12%	(118)	77%	(766)	1000
Community: Rural	2%	(11)	10%	(57)	14%	(79)	74%	(425)	572
Employ: Private Sector	7%	(54)	15%	(114)	14%	(108)	64%	(488)	764
Employ: Government	5%	(6)	12%	(14)	21%	(24)	62%	(71)	114
Employ: Self-Employed	7%	(14)	11%	(20)	13%	(25)	69%	(130)	189
Employ: Homemaker	3%	(5)	10%	(17)	17%	(30)	70%	(122)	174
Employ: Student	7%	(4)	14%	(9)	19%	(12)	60%	(37)	62
Employ: Retired	1%	(5)	5%	(25)	6%	(29)	87%	(407)	465
Employ: Unemployed	3%	(8)	7%	(19)	13%	(36)	77%	(214)	277
Employ: Other	5%	(8)	12%	(18)	13%	(20)	70%	(109)	155
Military HH: Yes	4%	(15)	7%	(23)	10%	(34)	79%	(263)	335
Military HH: No	5%	(89)	11%	(214)	13%	(248)	70%	(1314)	1865
RD/WT: Right Direction	9%	(71)	16%	(136)	14%	(118)	61%	(504)	829
RD/WT: Wrong Track	2%	(33)	7%	(101)	12%	(164)	78%	(1073)	1371
Biden Job Approve	8%	(84)	14%	(142)	13%	(133)	65%	(665)	1025
Biden Job Disapprove	2%	(17)	8%	(86)	13%	(139)	77%	(833)	1076
Biden Job Strongly Approve	11%	(50)	19%	(85)	11%	(51)	59%	(263)	449
Biden Job Somewhat Approve	6%	(35)	10%	(57)	14%	(82)	70%	(402)	576
Biden Job Somewhat Disapprove	3%	(9)	10%	(34)	16%	(54)	71%	(243)	341
Biden Job Strongly Disapprove	1%	(7)	7%	(53)	12%	(85)	80%	(590)	735

Continued on next page

**Table MCFE2\_13:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Haus Laboratories by Lady Gaga

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	11%	(237)	13%	(282)	72%	(1577)	2200
Favorable of Biden	8%	(83)	14%	(144)	12%	(123)	65%	(663)	1013
Unfavorable of Biden	2%	(18)	8%	(88)	13%	(141)	78%	(851)	1097
Very Favorable of Biden	12%	(58)	18%	(84)	12%	(58)	58%	(277)	477
Somewhat Favorable of Biden	5%	(25)	11%	(60)	12%	(65)	72%	(386)	536
Somewhat Unfavorable of Biden	2%	(7)	12%	(35)	12%	(36)	74%	(222)	300
Very Unfavorable of Biden	1%	(10)	7%	(53)	13%	(105)	79%	(629)	797
#1 Issue: Economy	4%	(36)	12%	(108)	14%	(122)	70%	(633)	899
#1 Issue: Security	1%	(3)	9%	(23)	13%	(35)	77%	(203)	263
#1 Issue: Health Care	11%	(33)	13%	(39)	11%	(34)	66%	(204)	310
#1 Issue: Medicare / Social Security	2%	(4)	8%	(22)	10%	(26)	80%	(210)	261
#1 Issue: Women's Issues	6%	(8)	18%	(23)	14%	(19)	62%	(82)	132
#1 Issue: Education	9%	(8)	11%	(10)	20%	(18)	60%	(55)	90
#1 Issue: Energy	7%	(9)	9%	(12)	10%	(13)	75%	(101)	136
#1 Issue: Other	2%	(3)	2%	(2)	14%	(15)	82%	(89)	109
2020 Vote: Joe Biden	7%	(73)	14%	(137)	13%	(129)	65%	(641)	980
2020 Vote: Donald Trump	2%	(15)	9%	(64)	11%	(76)	78%	(567)	724
2020 Vote: Other	2%	(1)	12%	(10)	12%	(10)	74%	(59)	79
2020 Vote: Didn't Vote	3%	(14)	6%	(26)	16%	(65)	75%	(310)	414
2018 House Vote: Democrat	8%	(62)	14%	(115)	13%	(102)	65%	(517)	795
2018 House Vote: Republican	2%	(9)	9%	(52)	11%	(66)	79%	(472)	599
2018 House Vote: Someone else	9%	(7)	8%	(6)	13%	(10)	70%	(54)	77
2016 Vote: Hillary Clinton	8%	(57)	13%	(97)	13%	(94)	66%	(478)	726
2016 Vote: Donald Trump	2%	(15)	9%	(59)	11%	(77)	78%	(535)	686
2016 Vote: Other	3%	(4)	10%	(13)	10%	(13)	77%	(99)	128
2016 Vote: Didn't Vote	4%	(29)	10%	(68)	15%	(98)	70%	(463)	658
Voted in 2014: Yes	5%	(64)	11%	(141)	11%	(145)	73%	(927)	1277
Voted in 2014: No	4%	(40)	10%	(96)	15%	(137)	70%	(650)	923
4-Region: Northeast	6%	(23)	11%	(45)	14%	(56)	68%	(270)	394
4-Region: Midwest	4%	(20)	8%	(37)	14%	(66)	73%	(339)	462
4-Region: South	5%	(41)	11%	(92)	13%	(108)	71%	(582)	824
4-Region: West	4%	(19)	12%	(64)	10%	(51)	74%	(386)	520

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**Table MCFE2\_13:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Haus Laboratories by Lady Gaga*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	11%	(237)	13%	(282)	72%	(1577)	2200
Harry Styles Fan	11%	(75)	20%	(136)	18%	(124)	52%	(356)	691
Marvel Fans	6%	(86)	13%	(189)	15%	(211)	65%	(922)	1409

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



**Table MCFE2\_14:** How much have you seen, read or heard about the following celebrity beauty brands?  
 MDNA skin by Madonna

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(99)	8%	(174)	13%	(286)	75%	(1641)	2200
Gender: Male	6%	(64)	9%	(95)	13%	(138)	72%	(765)	1062
Gender: Female	3%	(35)	7%	(79)	13%	(148)	77%	(875)	1138
Age: 18-34	7%	(49)	11%	(70)	15%	(98)	67%	(438)	655
Age: 35-44	11%	(40)	13%	(45)	17%	(60)	59%	(212)	358
Age: 45-64	1%	(11)	6%	(46)	12%	(89)	81%	(605)	751
Age: 65+	—	(0)	3%	(13)	9%	(38)	88%	(385)	436
GenZers: 1997-2012	3%	(7)	5%	(10)	10%	(21)	81%	(164)	202
Millennials: 1981-1996	10%	(66)	13%	(91)	16%	(108)	61%	(412)	677
GenXers: 1965-1980	5%	(26)	8%	(44)	17%	(92)	71%	(390)	552
Baby Boomers: 1946-1964	—	(1)	4%	(25)	8%	(57)	88%	(607)	690
PID: Dem (no lean)	7%	(63)	11%	(96)	15%	(131)	66%	(572)	863
PID: Ind (no lean)	3%	(18)	4%	(29)	11%	(75)	83%	(580)	702
PID: Rep (no lean)	3%	(18)	8%	(49)	12%	(79)	77%	(489)	635
PID/Gender: Dem Men	12%	(48)	16%	(63)	15%	(57)	57%	(222)	390
PID/Gender: Dem Women	3%	(15)	7%	(33)	16%	(74)	74%	(350)	473
PID/Gender: Ind Men	2%	(9)	3%	(12)	10%	(36)	85%	(313)	369
PID/Gender: Ind Women	3%	(10)	5%	(17)	12%	(39)	80%	(267)	333
PID/Gender: Rep Men	2%	(7)	7%	(20)	15%	(45)	76%	(231)	302
PID/Gender: Rep Women	3%	(11)	9%	(29)	10%	(35)	78%	(258)	332
Ideo: Liberal (1-3)	8%	(50)	8%	(55)	15%	(100)	69%	(448)	653
Ideo: Moderate (4)	5%	(35)	10%	(66)	14%	(95)	71%	(482)	677
Ideo: Conservative (5-7)	2%	(15)	7%	(47)	10%	(67)	81%	(542)	671
Educ: < College	3%	(46)	7%	(107)	13%	(196)	77%	(1163)	1512
Educ: Bachelors degree	8%	(34)	9%	(42)	13%	(56)	70%	(312)	444
Educ: Post-grad	8%	(19)	10%	(25)	14%	(34)	68%	(166)	244
Income: Under 50k	3%	(39)	7%	(84)	15%	(179)	75%	(914)	1216
Income: 50k-100k	4%	(26)	8%	(54)	11%	(74)	77%	(521)	675
Income: 100k+	11%	(34)	12%	(36)	11%	(33)	67%	(206)	308
Ethnicity: White	5%	(79)	7%	(123)	11%	(195)	77%	(1325)	1722
Ethnicity: Hispanic	7%	(23)	9%	(30)	18%	(65)	66%	(232)	349
Ethnicity: Black	6%	(18)	10%	(27)	17%	(46)	67%	(183)	274

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**Table MCFE2\_14: How much have you seen, read or heard about the following celebrity beauty brands?**  
*MDNA skin by Madonna*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(99)	8%	(174)	13%	(286)	75%	(1641)	2200
Ethnicity: Other	2%	(3)	11%	(23)	22%	(45)	65%	(132)	204
All Christian	5%	(49)	9%	(87)	12%	(114)	75%	(741)	992
All Non-Christian	15%	(16)	14%	(15)	8%	(9)	63%	(66)	104
Atheist	2%	(2)	4%	(4)	16%	(15)	78%	(74)	95
Agnostic/Nothing in particular	3%	(18)	5%	(34)	14%	(87)	78%	(481)	620
Something Else	4%	(16)	9%	(34)	16%	(61)	72%	(278)	389
Religious Non-Protestant/Catholic	13%	(16)	13%	(16)	9%	(11)	64%	(76)	118
Evangelical	7%	(41)	10%	(63)	13%	(77)	70%	(421)	602
Non-Evangelical	3%	(19)	7%	(54)	12%	(89)	78%	(581)	743
Community: Urban	10%	(62)	11%	(69)	18%	(116)	61%	(381)	627
Community: Suburban	3%	(26)	6%	(60)	9%	(94)	82%	(820)	1000
Community: Rural	2%	(11)	8%	(45)	13%	(77)	77%	(439)	572
Employ: Private Sector	7%	(52)	12%	(91)	15%	(115)	66%	(506)	764
Employ: Government	13%	(14)	11%	(12)	14%	(16)	63%	(72)	114
Employ: Self-Employed	8%	(15)	6%	(12)	13%	(24)	73%	(138)	189
Employ: Homemaker	1%	(1)	10%	(18)	14%	(25)	75%	(130)	174
Employ: Student	5%	(3)	4%	(2)	12%	(7)	79%	(49)	62
Employ: Retired	1%	(4)	2%	(9)	10%	(45)	88%	(407)	465
Employ: Unemployed	2%	(6)	5%	(15)	13%	(35)	80%	(222)	277
Employ: Other	3%	(4)	10%	(15)	12%	(19)	76%	(117)	155
Military HH: Yes	4%	(14)	6%	(19)	6%	(20)	84%	(282)	335
Military HH: No	5%	(86)	8%	(155)	14%	(266)	73%	(1359)	1865
RD/WT: Right Direction	9%	(77)	12%	(104)	14%	(120)	64%	(529)	829
RD/WT: Wrong Track	2%	(22)	5%	(70)	12%	(166)	81%	(1112)	1371
Biden Job Approve	8%	(78)	11%	(108)	16%	(161)	66%	(677)	1025
Biden Job Disapprove	2%	(20)	6%	(60)	10%	(109)	82%	(887)	1076
Biden Job Strongly Approve	13%	(56)	12%	(53)	15%	(68)	60%	(271)	449
Biden Job Somewhat Approve	4%	(21)	10%	(55)	16%	(93)	71%	(407)	576
Biden Job Somewhat Disapprove	3%	(9)	6%	(21)	9%	(32)	82%	(278)	341
Biden Job Strongly Disapprove	1%	(10)	5%	(39)	10%	(77)	83%	(609)	735

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**Table MCFE2\_14: How much have you seen, read or heard about the following celebrity beauty brands?**  
 MDNA skin by Madonna

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(99)	8%	(174)	13%	(286)	75%	(1641)	2200
Favorable of Biden	8%	(76)	10%	(97)	16%	(158)	67%	(682)	1013
Unfavorable of Biden	2%	(21)	6%	(69)	10%	(112)	82%	(894)	1097
Very Favorable of Biden	13%	(61)	11%	(51)	15%	(73)	61%	(291)	477
Somewhat Favorable of Biden	3%	(16)	8%	(45)	16%	(84)	73%	(391)	536
Somewhat Unfavorable of Biden	3%	(8)	7%	(20)	11%	(32)	80%	(239)	300
Very Unfavorable of Biden	2%	(12)	6%	(49)	10%	(80)	82%	(656)	797
#1 Issue: Economy	5%	(43)	9%	(81)	14%	(127)	72%	(649)	899
#1 Issue: Security	3%	(7)	8%	(22)	12%	(32)	77%	(203)	263
#1 Issue: Health Care	9%	(28)	11%	(33)	10%	(32)	70%	(216)	310
#1 Issue: Medicare / Social Security	2%	(5)	3%	(9)	12%	(30)	83%	(217)	261
#1 Issue: Women's Issues	4%	(5)	6%	(7)	20%	(27)	70%	(92)	132
#1 Issue: Education	5%	(4)	10%	(9)	11%	(10)	74%	(67)	90
#1 Issue: Energy	5%	(6)	8%	(11)	11%	(15)	77%	(104)	136
#1 Issue: Other	—	(0)	2%	(2)	13%	(15)	85%	(92)	109
2020 Vote: Joe Biden	7%	(73)	9%	(92)	16%	(154)	68%	(662)	980
2020 Vote: Donald Trump	2%	(17)	7%	(52)	9%	(68)	81%	(587)	724
2020 Vote: Other	1%	(1)	2%	(2)	7%	(6)	89%	(71)	79
2020 Vote: Didn't Vote	2%	(9)	7%	(28)	14%	(56)	77%	(320)	414
2018 House Vote: Democrat	8%	(60)	9%	(75)	15%	(121)	68%	(539)	795
2018 House Vote: Republican	3%	(16)	7%	(44)	10%	(58)	80%	(481)	599
2018 House Vote: Someone else	2%	(1)	2%	(1)	7%	(6)	89%	(68)	77
2016 Vote: Hillary Clinton	7%	(54)	9%	(66)	16%	(116)	67%	(490)	726
2016 Vote: Donald Trump	3%	(20)	7%	(47)	10%	(66)	81%	(553)	686
2016 Vote: Other	1%	(1)	2%	(2)	6%	(8)	92%	(117)	128
2016 Vote: Didn't Vote	4%	(23)	9%	(59)	15%	(96)	73%	(479)	658
Voted in 2014: Yes	5%	(64)	8%	(97)	12%	(155)	75%	(962)	1277
Voted in 2014: No	4%	(36)	8%	(77)	14%	(131)	74%	(679)	923
4-Region: Northeast	8%	(33)	9%	(34)	13%	(53)	70%	(274)	394
4-Region: Midwest	3%	(15)	7%	(33)	13%	(58)	77%	(357)	462
4-Region: South	4%	(32)	9%	(71)	14%	(114)	74%	(608)	824
4-Region: West	4%	(20)	7%	(36)	12%	(61)	77%	(403)	520

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**Table MCFE2\_14:** How much have you seen, read or heard about the following celebrity beauty brands?  
MDNA skin by Madonna

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(99)	8%	(174)	13%	(286)	75%	(1641)	2200
Harry Styles Fan	12%	(82)	16%	(108)	17%	(117)	55%	(383)	691
Marvel Fans	6%	(86)	11%	(151)	15%	(204)	69%	(968)	1409

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

**Table MCFE2\_15: How much have you seen, read or heard about the following celebrity beauty brands?  
 Humanrace by Pharrell Williams**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	9%	(197)	11%	(233)	76%	(1674)	2200
Gender: Male	7%	(75)	10%	(110)	11%	(114)	72%	(762)	1062
Gender: Female	2%	(21)	8%	(87)	10%	(119)	80%	(912)	1138
Age: 18-34	7%	(44)	15%	(98)	14%	(92)	64%	(421)	655
Age: 35-44	10%	(36)	12%	(43)	12%	(42)	66%	(236)	358
Age: 45-64	2%	(13)	6%	(44)	11%	(79)	82%	(615)	751
Age: 65+	—	(2)	3%	(12)	5%	(20)	92%	(402)	436
GenZers: 1997-2012	8%	(15)	14%	(28)	10%	(20)	69%	(140)	202
Millennials: 1981-1996	8%	(54)	14%	(98)	13%	(89)	65%	(437)	677
GenXers: 1965-1980	4%	(23)	8%	(43)	14%	(77)	74%	(409)	552
Baby Boomers: 1946-1964	—	(3)	4%	(27)	7%	(45)	89%	(615)	690
PID: Dem (no lean)	7%	(58)	12%	(105)	11%	(97)	70%	(603)	863
PID: Ind (no lean)	3%	(20)	6%	(42)	10%	(69)	81%	(571)	702
PID: Rep (no lean)	3%	(17)	8%	(50)	11%	(68)	79%	(500)	635
PID/Gender: Dem Men	12%	(48)	15%	(59)	12%	(46)	61%	(238)	390
PID/Gender: Dem Women	2%	(11)	10%	(46)	11%	(51)	77%	(365)	473
PID/Gender: Ind Men	4%	(14)	7%	(26)	9%	(34)	80%	(295)	369
PID/Gender: Ind Women	2%	(6)	5%	(16)	10%	(34)	83%	(276)	333
PID/Gender: Rep Men	4%	(13)	8%	(26)	11%	(35)	76%	(230)	302
PID/Gender: Rep Women	1%	(4)	7%	(25)	10%	(33)	81%	(271)	332
Ideo: Liberal (1-3)	7%	(43)	9%	(59)	12%	(76)	73%	(475)	653
Ideo: Moderate (4)	4%	(30)	12%	(79)	12%	(84)	71%	(484)	677
Ideo: Conservative (5-7)	2%	(13)	8%	(51)	8%	(56)	82%	(550)	671
Educ: < College	4%	(54)	8%	(124)	11%	(161)	78%	(1174)	1512
Educ: Bachelors degree	6%	(26)	9%	(40)	12%	(54)	73%	(324)	444
Educ: Post-grad	6%	(16)	14%	(34)	8%	(19)	72%	(176)	244
Income: Under 50k	3%	(41)	7%	(91)	11%	(139)	78%	(946)	1216
Income: 50k-100k	4%	(28)	9%	(62)	10%	(69)	76%	(516)	675
Income: 100k+	9%	(27)	14%	(44)	8%	(26)	69%	(212)	308
Ethnicity: White	3%	(55)	7%	(127)	10%	(173)	79%	(1367)	1722
Ethnicity: Hispanic	8%	(26)	16%	(57)	11%	(39)	65%	(227)	349
Ethnicity: Black	11%	(29)	15%	(41)	16%	(43)	59%	(162)	274

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**Table MCFE2\_15: How much have you seen, read or heard about the following celebrity beauty brands?  
Humanrace by Pharrell Williams**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	9%	(197)	11%	(233)	76%	(1674)	2200
Ethnicity: Other	6%	(11)	15%	(30)	9%	(18)	71%	(145)	204
All Christian	4%	(43)	9%	(92)	10%	(103)	76%	(753)	992
All Non-Christian	13%	(13)	14%	(15)	11%	(12)	62%	(65)	104
Atheist	3%	(3)	7%	(6)	7%	(7)	83%	(79)	95
Agnostic/Nothing in particular	2%	(11)	7%	(44)	11%	(69)	80%	(496)	620
Something Else	7%	(25)	10%	(39)	11%	(43)	72%	(282)	389
Religious Non-Protestant/Catholic	12%	(14)	13%	(15)	11%	(13)	64%	(76)	118
Evangelical	7%	(44)	12%	(73)	10%	(63)	70%	(422)	602
Non-Evangelical	3%	(20)	7%	(55)	10%	(78)	79%	(590)	743
Community: Urban	10%	(64)	14%	(86)	12%	(75)	64%	(403)	627
Community: Suburban	3%	(25)	7%	(75)	9%	(90)	81%	(811)	1000
Community: Rural	1%	(7)	6%	(37)	12%	(69)	80%	(460)	572
Employ: Private Sector	6%	(48)	12%	(93)	13%	(98)	69%	(525)	764
Employ: Government	7%	(8)	20%	(23)	16%	(18)	58%	(66)	114
Employ: Self-Employed	6%	(11)	10%	(20)	10%	(18)	74%	(141)	189
Employ: Homemaker	3%	(6)	8%	(14)	10%	(17)	79%	(137)	174
Employ: Student	7%	(4)	10%	(6)	13%	(8)	70%	(43)	62
Employ: Retired	1%	(2)	2%	(11)	5%	(24)	92%	(428)	465
Employ: Unemployed	2%	(6)	6%	(17)	12%	(33)	80%	(221)	277
Employ: Other	6%	(10)	9%	(14)	11%	(17)	73%	(113)	155
Military HH: Yes	5%	(18)	8%	(28)	7%	(23)	79%	(266)	335
Military HH: No	4%	(77)	9%	(169)	11%	(211)	76%	(1409)	1865
RD/WT: Right Direction	8%	(63)	14%	(115)	12%	(96)	67%	(555)	829
RD/WT: Wrong Track	2%	(32)	6%	(82)	10%	(137)	82%	(1119)	1371
Biden Job Approve	7%	(74)	12%	(122)	11%	(108)	70%	(721)	1025
Biden Job Disapprove	1%	(10)	7%	(70)	11%	(114)	82%	(881)	1076
Biden Job Strongly Approve	11%	(51)	13%	(59)	10%	(44)	66%	(295)	449
Biden Job Somewhat Approve	4%	(23)	11%	(63)	11%	(64)	74%	(426)	576
Biden Job Somewhat Disapprove	1%	(2)	9%	(32)	14%	(46)	76%	(260)	341
Biden Job Strongly Disapprove	1%	(8)	5%	(38)	9%	(68)	84%	(621)	735

Continued on next page

**Table MCFE2\_15:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Humanrace by Pharrell Williams

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	9%	(197)	11%	(233)	76%	(1674)	2200
Favorable of Biden	7%	(73)	12%	(118)	10%	(106)	71%	(716)	1013
Unfavorable of Biden	1%	(13)	6%	(71)	10%	(115)	82%	(899)	1097
Very Favorable of Biden	11%	(52)	13%	(63)	10%	(49)	66%	(313)	477
Somewhat Favorable of Biden	4%	(21)	10%	(54)	11%	(58)	75%	(403)	536
Somewhat Unfavorable of Biden	1%	(3)	6%	(17)	15%	(44)	79%	(236)	300
Very Unfavorable of Biden	1%	(10)	7%	(54)	9%	(71)	83%	(663)	797
#1 Issue: Economy	4%	(31)	10%	(91)	14%	(126)	72%	(652)	899
#1 Issue: Security	4%	(11)	6%	(17)	9%	(23)	80%	(212)	263
#1 Issue: Health Care	7%	(22)	13%	(40)	7%	(23)	72%	(224)	310
#1 Issue: Medicare / Social Security	3%	(7)	6%	(16)	6%	(14)	85%	(223)	261
#1 Issue: Women's Issues	7%	(9)	6%	(7)	13%	(18)	74%	(97)	132
#1 Issue: Education	9%	(8)	13%	(12)	15%	(14)	63%	(57)	90
#1 Issue: Energy	4%	(6)	9%	(12)	5%	(7)	82%	(111)	136
#1 Issue: Other	—	(0)	2%	(2)	8%	(9)	90%	(98)	109
2020 Vote: Joe Biden	6%	(59)	11%	(105)	12%	(118)	71%	(698)	980
2020 Vote: Donald Trump	2%	(13)	7%	(51)	9%	(67)	82%	(594)	724
2020 Vote: Other	4%	(3)	6%	(5)	3%	(3)	87%	(69)	79
2020 Vote: Didn't Vote	5%	(21)	9%	(36)	11%	(46)	75%	(311)	414
2018 House Vote: Democrat	7%	(57)	12%	(92)	12%	(92)	70%	(555)	795
2018 House Vote: Republican	2%	(12)	7%	(43)	10%	(58)	81%	(486)	599
2018 House Vote: Someone else	4%	(3)	2%	(1)	8%	(6)	86%	(66)	77
2016 Vote: Hillary Clinton	7%	(50)	11%	(79)	12%	(84)	71%	(513)	726
2016 Vote: Donald Trump	2%	(17)	7%	(47)	10%	(67)	81%	(555)	686
2016 Vote: Other	—	(0)	3%	(4)	8%	(10)	89%	(114)	128
2016 Vote: Didn't Vote	4%	(29)	10%	(66)	11%	(73)	75%	(491)	658
Voted in 2014: Yes	5%	(60)	8%	(100)	10%	(133)	77%	(984)	1277
Voted in 2014: No	4%	(35)	10%	(97)	11%	(100)	75%	(690)	923
4-Region: Northeast	4%	(14)	10%	(39)	11%	(42)	76%	(299)	394
4-Region: Midwest	3%	(15)	7%	(34)	11%	(50)	79%	(363)	462
4-Region: South	5%	(39)	10%	(79)	11%	(94)	74%	(612)	824
4-Region: West	5%	(27)	9%	(45)	9%	(48)	77%	(400)	520

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**Table MCFE2\_15:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Humanrace by Pharrell Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	9%	(197)	11%	(233)	76%	(1674)	2200
Harry Styles Fan	9%	(61)	17%	(115)	16%	(108)	59%	(406)	691
Marvel Fans	6%	(80)	12%	(164)	13%	(177)	70%	(989)	1409

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



**Table MCFE2\_16:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Rare Beauty by Selena Gomez

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(127)	13%	(282)	14%	(310)	67%	(1481)	2200
Gender: Male	7%	(72)	11%	(120)	14%	(151)	68%	(719)	1062
Gender: Female	5%	(56)	14%	(162)	14%	(160)	67%	(762)	1138
Age: 18-34	11%	(70)	21%	(134)	17%	(111)	52%	(340)	655
Age: 35-44	12%	(41)	17%	(59)	19%	(67)	53%	(190)	358
Age: 45-64	2%	(12)	10%	(71)	13%	(100)	76%	(567)	751
Age: 65+	1%	(4)	4%	(17)	7%	(33)	88%	(383)	436
GenZers: 1997-2012	7%	(14)	19%	(38)	18%	(37)	56%	(114)	202
Millennials: 1981-1996	12%	(85)	20%	(135)	17%	(113)	51%	(345)	677
GenXers: 1965-1980	4%	(24)	12%	(69)	17%	(96)	66%	(364)	552
Baby Boomers: 1946-1964	1%	(4)	6%	(40)	8%	(57)	85%	(588)	690
PID: Dem (no lean)	9%	(81)	16%	(142)	14%	(123)	60%	(516)	863
PID: Ind (no lean)	4%	(26)	9%	(66)	13%	(92)	74%	(519)	702
PID: Rep (no lean)	3%	(20)	12%	(73)	15%	(95)	70%	(446)	635
PID/Gender: Dem Men	13%	(50)	17%	(68)	17%	(65)	53%	(208)	390
PID/Gender: Dem Women	7%	(31)	16%	(75)	12%	(58)	65%	(309)	473
PID/Gender: Ind Men	3%	(11)	7%	(25)	12%	(44)	79%	(291)	369
PID/Gender: Ind Women	5%	(15)	13%	(42)	15%	(48)	68%	(228)	333
PID/Gender: Rep Men	4%	(11)	9%	(28)	14%	(43)	73%	(221)	302
PID/Gender: Rep Women	3%	(9)	14%	(45)	16%	(53)	68%	(225)	332
Ideo: Liberal (1-3)	9%	(59)	13%	(87)	16%	(104)	62%	(403)	653
Ideo: Moderate (4)	6%	(43)	16%	(107)	13%	(88)	65%	(439)	677
Ideo: Conservative (5-7)	2%	(17)	10%	(68)	14%	(91)	74%	(495)	671
Educ: < College	4%	(65)	13%	(197)	14%	(218)	68%	(1032)	1512
Educ: Bachelors degree	9%	(38)	12%	(54)	14%	(63)	65%	(289)	444
Educ: Post-grad	10%	(24)	13%	(31)	12%	(30)	65%	(159)	244
Income: Under 50k	5%	(61)	13%	(163)	15%	(186)	66%	(806)	1216
Income: 50k-100k	5%	(33)	11%	(75)	13%	(86)	71%	(482)	675
Income: 100k+	11%	(33)	14%	(44)	13%	(39)	62%	(192)	308
Ethnicity: White	6%	(99)	11%	(194)	13%	(227)	70%	(1201)	1722
Ethnicity: Hispanic	7%	(25)	23%	(82)	16%	(57)	53%	(186)	349
Ethnicity: Black	7%	(19)	18%	(49)	16%	(44)	59%	(162)	274

Continued on next page

**Table MCFE2\_16:** How much have you seen, read or heard about the following celebrity beauty brands?  
Rare Beauty by Selena Gomez

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(127)	13%	(282)	14%	(310)	67%	(1481)	2200
Ethnicity: Other	5%	(9)	19%	(39)	19%	(39)	57%	(117)	204
All Christian	6%	(57)	12%	(123)	13%	(129)	69%	(683)	992
All Non-Christian	19%	(19)	14%	(15)	9%	(9)	58%	(61)	104
Atheist	2%	(2)	11%	(10)	14%	(13)	74%	(70)	95
Agnostic/Nothing in particular	5%	(30)	13%	(81)	15%	(94)	67%	(415)	620
Something Else	5%	(19)	14%	(53)	17%	(65)	65%	(252)	389
Religious Non-Protestant/Catholic	17%	(20)	13%	(15)	9%	(10)	61%	(71)	118
Evangelical	7%	(39)	16%	(95)	13%	(80)	64%	(388)	602
Non-Evangelical	4%	(33)	10%	(75)	15%	(110)	71%	(525)	743
Community: Urban	11%	(71)	16%	(102)	18%	(111)	55%	(344)	627
Community: Suburban	4%	(38)	12%	(120)	12%	(117)	73%	(726)	1000
Community: Rural	3%	(19)	10%	(60)	15%	(83)	72%	(410)	572
Employ: Private Sector	8%	(62)	14%	(108)	17%	(126)	61%	(467)	764
Employ: Government	11%	(13)	22%	(26)	10%	(12)	56%	(64)	114
Employ: Self-Employed	9%	(18)	9%	(17)	17%	(33)	64%	(121)	189
Employ: Homemaker	6%	(11)	19%	(34)	12%	(20)	63%	(109)	174
Employ: Student	9%	(6)	19%	(12)	19%	(12)	53%	(33)	62
Employ: Retired	1%	(5)	3%	(16)	10%	(45)	86%	(399)	465
Employ: Unemployed	2%	(6)	12%	(32)	17%	(47)	69%	(191)	277
Employ: Other	5%	(7)	24%	(37)	9%	(15)	62%	(96)	155
Military HH: Yes	7%	(22)	8%	(26)	10%	(35)	75%	(251)	335
Military HH: No	6%	(105)	14%	(256)	15%	(275)	66%	(1229)	1865
RD/WT: Right Direction	10%	(86)	18%	(145)	16%	(129)	56%	(468)	829
RD/WT: Wrong Track	3%	(41)	10%	(137)	13%	(181)	74%	(1012)	1371
Biden Job Approve	9%	(92)	16%	(165)	15%	(149)	60%	(618)	1025
Biden Job Disapprove	3%	(30)	10%	(106)	13%	(143)	74%	(797)	1076
Biden Job Strongly Approve	14%	(62)	16%	(72)	14%	(64)	56%	(251)	449
Biden Job Somewhat Approve	5%	(30)	16%	(94)	15%	(86)	64%	(366)	576
Biden Job Somewhat Disapprove	4%	(12)	13%	(46)	17%	(57)	66%	(225)	341
Biden Job Strongly Disapprove	2%	(18)	8%	(61)	12%	(85)	78%	(571)	735

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**Table MCFE2\_16:** How much have you seen, read or heard about the following celebrity beauty brands?  
 Rare Beauty by Selena Gomez

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(127)	13%	(282)	14%	(310)	67%	(1481)	2200
Favorable of Biden	9%	(92)	16%	(165)	14%	(144)	60%	(611)	1013
Unfavorable of Biden	3%	(32)	10%	(107)	14%	(149)	74%	(809)	1097
Very Favorable of Biden	12%	(58)	18%	(84)	14%	(67)	56%	(267)	477
Somewhat Favorable of Biden	6%	(34)	15%	(80)	14%	(78)	64%	(344)	536
Somewhat Unfavorable of Biden	3%	(10)	11%	(33)	18%	(53)	68%	(204)	300
Very Unfavorable of Biden	3%	(22)	9%	(74)	12%	(96)	76%	(604)	797
#1 Issue: Economy	6%	(53)	11%	(103)	17%	(150)	66%	(594)	899
#1 Issue: Security	2%	(6)	13%	(33)	14%	(37)	71%	(187)	263
#1 Issue: Health Care	10%	(30)	21%	(65)	8%	(25)	61%	(190)	310
#1 Issue: Medicare / Social Security	3%	(8)	7%	(19)	10%	(26)	80%	(209)	261
#1 Issue: Women's Issues	8%	(10)	22%	(29)	13%	(17)	57%	(75)	132
#1 Issue: Education	11%	(10)	12%	(11)	18%	(16)	59%	(53)	90
#1 Issue: Energy	7%	(10)	13%	(18)	17%	(22)	63%	(85)	136
#1 Issue: Other	—	(1)	4%	(5)	14%	(16)	81%	(88)	109
2020 Vote: Joe Biden	8%	(83)	15%	(145)	14%	(142)	62%	(610)	980
2020 Vote: Donald Trump	3%	(21)	10%	(72)	12%	(89)	75%	(542)	724
2020 Vote: Other	8%	(6)	10%	(8)	11%	(9)	71%	(56)	79
2020 Vote: Didn't Vote	4%	(17)	14%	(57)	17%	(69)	65%	(271)	414
2018 House Vote: Democrat	10%	(77)	15%	(117)	14%	(108)	62%	(493)	795
2018 House Vote: Republican	2%	(12)	11%	(68)	11%	(67)	75%	(452)	599
2018 House Vote: Someone else	2%	(1)	4%	(3)	13%	(10)	81%	(63)	77
2016 Vote: Hillary Clinton	9%	(63)	13%	(96)	15%	(106)	63%	(460)	726
2016 Vote: Donald Trump	3%	(21)	10%	(67)	12%	(82)	75%	(516)	686
2016 Vote: Other	4%	(5)	8%	(10)	4%	(5)	84%	(108)	128
2016 Vote: Didn't Vote	6%	(37)	17%	(109)	18%	(117)	60%	(395)	658
Voted in 2014: Yes	6%	(79)	11%	(139)	12%	(151)	71%	(908)	1277
Voted in 2014: No	5%	(48)	15%	(143)	17%	(159)	62%	(573)	923
4-Region: Northeast	7%	(29)	11%	(43)	14%	(53)	68%	(268)	394
4-Region: Midwest	5%	(22)	10%	(45)	18%	(84)	68%	(312)	462
4-Region: South	5%	(45)	15%	(120)	13%	(106)	67%	(553)	824
4-Region: West	6%	(31)	14%	(74)	13%	(67)	67%	(347)	520

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**Table MCFE2\_16:** How much have you seen, read or heard about the following celebrity beauty brands?  
Rare Beauty by Selena Gomez

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(127)	13%	(282)	14%	(310)	67%	(1481)	2200
Harry Styles Fan	13%	(91)	22%	(151)	18%	(126)	47%	(323)	691
Marvel Fans	8%	(108)	15%	(206)	16%	(226)	62%	(868)	1409

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

**Table MCFE2\_17: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Pattern Beauty by Tracy Ellis Ross*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(68)	9%	(190)	11%	(238)	77%	(1704)	2200
Gender: Male	4%	(46)	10%	(104)	12%	(125)	74%	(786)	1062
Gender: Female	2%	(23)	8%	(86)	10%	(112)	81%	(918)	1138
Age: 18-34	5%	(35)	12%	(77)	15%	(96)	68%	(447)	655
Age: 35-44	5%	(16)	18%	(66)	15%	(55)	62%	(221)	358
Age: 45-64	2%	(15)	5%	(39)	8%	(60)	85%	(637)	751
Age: 65+	—	(2)	2%	(8)	6%	(27)	91%	(399)	436
GenZers: 1997-2012	3%	(6)	5%	(10)	11%	(22)	81%	(164)	202
Millennials: 1981-1996	6%	(41)	16%	(106)	15%	(104)	63%	(426)	677
GenXers: 1965-1980	3%	(16)	10%	(54)	12%	(67)	75%	(415)	552
Baby Boomers: 1946-1964	1%	(4)	3%	(19)	6%	(42)	91%	(624)	690
PID: Dem (no lean)	5%	(39)	14%	(125)	13%	(112)	68%	(587)	863
PID: Ind (no lean)	2%	(14)	4%	(29)	8%	(59)	85%	(600)	702
PID: Rep (no lean)	2%	(15)	6%	(36)	11%	(67)	81%	(517)	635
PID/Gender: Dem Men	7%	(27)	20%	(79)	13%	(52)	59%	(231)	390
PID/Gender: Dem Women	2%	(12)	10%	(46)	13%	(60)	75%	(356)	473
PID/Gender: Ind Men	3%	(11)	3%	(13)	9%	(32)	85%	(314)	369
PID/Gender: Ind Women	1%	(3)	5%	(16)	8%	(27)	86%	(286)	333
PID/Gender: Rep Men	3%	(8)	4%	(12)	14%	(42)	80%	(240)	302
PID/Gender: Rep Women	2%	(7)	7%	(24)	8%	(25)	83%	(276)	332
Ideo: Liberal (1-3)	5%	(33)	10%	(67)	13%	(86)	71%	(467)	653
Ideo: Moderate (4)	3%	(21)	11%	(74)	13%	(88)	73%	(494)	677
Ideo: Conservative (5-7)	2%	(11)	7%	(44)	7%	(44)	85%	(571)	671
Educ: < College	2%	(32)	7%	(102)	11%	(170)	80%	(1208)	1512
Educ: Bachelors degree	4%	(19)	14%	(60)	10%	(46)	72%	(319)	444
Educ: Post-grad	7%	(17)	11%	(28)	9%	(22)	72%	(177)	244
Income: Under 50k	2%	(25)	8%	(101)	11%	(139)	78%	(951)	1216
Income: 50k-100k	3%	(21)	7%	(47)	11%	(72)	79%	(535)	675
Income: 100k+	7%	(22)	13%	(42)	9%	(27)	70%	(217)	308
Ethnicity: White	3%	(45)	7%	(117)	9%	(159)	81%	(1401)	1722
Ethnicity: Hispanic	3%	(9)	14%	(50)	16%	(56)	67%	(233)	349
Ethnicity: Black	6%	(17)	17%	(48)	20%	(54)	57%	(156)	274

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**Table MCFE2\_17: How much have you seen, read or heard about the following celebrity beauty brands?**  
*Pattern Beauty by Tracy Ellis Ross*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(68)	9%	(190)	11%	(238)	77%	(1704)	2200
Ethnicity: Other	3%	(7)	12%	(25)	12%	(25)	72%	(148)	204
All Christian	3%	(31)	9%	(93)	9%	(92)	78%	(775)	992
All Non-Christian	8%	(9)	18%	(19)	8%	(8)	66%	(69)	104
Atheist	5%	(5)	7%	(7)	8%	(7)	80%	(76)	95
Agnostic/Nothing in particular	2%	(10)	5%	(33)	12%	(76)	81%	(501)	620
Something Else	4%	(14)	10%	(38)	14%	(54)	73%	(283)	389
Religious Non-Protestant/Catholic	7%	(9)	17%	(20)	8%	(9)	68%	(80)	118
Evangelical	5%	(31)	11%	(67)	11%	(65)	73%	(439)	602
Non-Evangelical	2%	(12)	8%	(58)	10%	(78)	80%	(595)	743
Community: Urban	6%	(40)	16%	(99)	14%	(90)	63%	(398)	627
Community: Suburban	2%	(20)	6%	(57)	9%	(86)	84%	(837)	1000
Community: Rural	1%	(8)	6%	(34)	11%	(62)	82%	(469)	572
Employ: Private Sector	5%	(36)	14%	(107)	13%	(102)	68%	(519)	764
Employ: Government	4%	(4)	13%	(15)	22%	(25)	61%	(70)	114
Employ: Self-Employed	5%	(10)	8%	(15)	8%	(16)	78%	(148)	189
Employ: Homemaker	2%	(4)	7%	(12)	9%	(15)	82%	(143)	174
Employ: Student	3%	(2)	6%	(4)	6%	(4)	85%	(52)	62
Employ: Retired	1%	(6)	2%	(10)	5%	(24)	91%	(425)	465
Employ: Unemployed	1%	(4)	4%	(11)	12%	(34)	82%	(228)	277
Employ: Other	2%	(3)	9%	(15)	12%	(18)	77%	(120)	155
Military HH: Yes	3%	(11)	6%	(20)	7%	(23)	84%	(281)	335
Military HH: No	3%	(57)	9%	(170)	12%	(215)	76%	(1423)	1865
RD/WT: Right Direction	7%	(56)	15%	(128)	13%	(110)	65%	(535)	829
RD/WT: Wrong Track	1%	(13)	5%	(62)	9%	(127)	85%	(1169)	1371
Biden Job Approve	5%	(55)	13%	(137)	13%	(132)	68%	(700)	1025
Biden Job Disapprove	1%	(11)	4%	(47)	9%	(94)	86%	(924)	1076
Biden Job Strongly Approve	8%	(38)	17%	(77)	12%	(52)	63%	(282)	449
Biden Job Somewhat Approve	3%	(18)	10%	(60)	14%	(79)	73%	(419)	576
Biden Job Somewhat Disapprove	2%	(6)	6%	(20)	11%	(39)	81%	(275)	341
Biden Job Strongly Disapprove	1%	(5)	4%	(27)	7%	(55)	88%	(649)	735

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**Table MCFE2\_17: How much have you seen, read or heard about the following celebrity beauty brands?  
 Pattern Beauty by Tracy Ellis Ross**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(68)	9%	(190)	11%	(238)	77%	(1704)	2200
Favorable of Biden	5%	(54)	13%	(135)	12%	(122)	69%	(702)	1013
Unfavorable of Biden	1%	(13)	4%	(48)	9%	(100)	85%	(937)	1097
Very Favorable of Biden	9%	(41)	16%	(78)	11%	(53)	64%	(305)	477
Somewhat Favorable of Biden	2%	(12)	11%	(57)	13%	(69)	74%	(398)	536
Somewhat Unfavorable of Biden	1%	(4)	6%	(17)	11%	(34)	82%	(245)	300
Very Unfavorable of Biden	1%	(9)	4%	(31)	8%	(66)	87%	(692)	797
#1 Issue: Economy	3%	(28)	9%	(85)	12%	(111)	75%	(676)	899
#1 Issue: Security	3%	(8)	5%	(14)	9%	(23)	83%	(219)	263
#1 Issue: Health Care	5%	(16)	14%	(44)	10%	(30)	71%	(220)	310
#1 Issue: Medicare / Social Security	1%	(4)	3%	(7)	10%	(26)	86%	(224)	261
#1 Issue: Women's Issues	7%	(9)	8%	(11)	15%	(19)	71%	(93)	132
#1 Issue: Education	2%	(1)	13%	(12)	14%	(13)	71%	(64)	90
#1 Issue: Energy	2%	(3)	11%	(15)	6%	(9)	80%	(109)	136
#1 Issue: Other	—	(0)	3%	(3)	7%	(7)	90%	(98)	109
2020 Vote: Joe Biden	5%	(50)	14%	(134)	12%	(119)	69%	(676)	980
2020 Vote: Donald Trump	2%	(11)	5%	(38)	7%	(54)	86%	(621)	724
2020 Vote: Other	2%	(2)	3%	(2)	12%	(9)	84%	(66)	79
2020 Vote: Didn't Vote	1%	(5)	4%	(16)	13%	(55)	81%	(337)	414
2018 House Vote: Democrat	5%	(39)	13%	(105)	13%	(101)	69%	(550)	795
2018 House Vote: Republican	2%	(10)	6%	(36)	7%	(43)	85%	(510)	599
2018 House Vote: Someone else	1%	(1)	9%	(7)	6%	(5)	84%	(64)	77
2016 Vote: Hillary Clinton	5%	(33)	14%	(104)	12%	(87)	69%	(502)	726
2016 Vote: Donald Trump	2%	(11)	6%	(41)	9%	(59)	84%	(575)	686
2016 Vote: Other	2%	(2)	3%	(4)	3%	(4)	92%	(118)	128
2016 Vote: Didn't Vote	3%	(22)	6%	(40)	13%	(88)	77%	(508)	658
Voted in 2014: Yes	3%	(43)	9%	(121)	9%	(120)	78%	(995)	1277
Voted in 2014: No	3%	(26)	8%	(69)	13%	(118)	77%	(709)	923
4-Region: Northeast	3%	(11)	12%	(46)	12%	(47)	74%	(290)	394
4-Region: Midwest	3%	(14)	6%	(25)	13%	(62)	78%	(361)	462
4-Region: South	4%	(32)	9%	(75)	10%	(81)	77%	(636)	824
4-Region: West	2%	(11)	8%	(43)	9%	(48)	80%	(418)	520

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**Table MCFE2\_17:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Pattern Beauty by Tracy Ellis Ross*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(68)	9%	(190)	11%	(238)	77%	(1704)	2200
Harry Styles Fan	7%	(51)	18%	(126)	15%	(107)	59%	(408)	691
Marvel Fans	4%	(63)	12%	(168)	12%	(176)	71%	(1002)	1409

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



**Table MCFE2\_18:** How much have you seen, read or heard about the following celebrity beauty brands?  
*EleVen by Venus Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	10%	(213)	12%	(265)	75%	(1647)	2200
Gender: Male	5%	(49)	11%	(120)	12%	(125)	72%	(768)	1062
Gender: Female	2%	(26)	8%	(93)	12%	(140)	77%	(879)	1138
Age: 18-34	4%	(29)	14%	(91)	14%	(90)	68%	(445)	655
Age: 35-44	10%	(35)	16%	(58)	14%	(49)	60%	(216)	358
Age: 45-64	1%	(10)	6%	(48)	11%	(83)	81%	(610)	751
Age: 65+	—	(1)	4%	(16)	10%	(42)	86%	(377)	436
GenZers: 1997-2012	2%	(4)	7%	(14)	7%	(14)	84%	(169)	202
Millennials: 1981-1996	7%	(44)	16%	(112)	16%	(109)	61%	(413)	677
GenXers: 1965-1980	4%	(20)	10%	(56)	12%	(69)	74%	(407)	552
Baby Boomers: 1946-1964	1%	(4)	4%	(29)	10%	(68)	85%	(589)	690
PID: Dem (no lean)	6%	(49)	15%	(127)	12%	(104)	68%	(583)	863
PID: Ind (no lean)	2%	(14)	6%	(44)	12%	(84)	80%	(561)	702
PID: Rep (no lean)	2%	(12)	7%	(42)	12%	(77)	79%	(503)	635
PID/Gender: Dem Men	9%	(35)	21%	(81)	11%	(45)	59%	(229)	390
PID/Gender: Dem Women	3%	(14)	10%	(46)	12%	(59)	75%	(354)	473
PID/Gender: Ind Men	2%	(7)	5%	(18)	12%	(44)	82%	(301)	369
PID/Gender: Ind Women	2%	(7)	8%	(26)	12%	(40)	78%	(259)	333
PID/Gender: Rep Men	2%	(7)	7%	(21)	12%	(36)	79%	(238)	302
PID/Gender: Rep Women	2%	(5)	6%	(21)	12%	(41)	80%	(265)	332
Ideo: Liberal (1-3)	6%	(41)	12%	(80)	13%	(86)	68%	(447)	653
Ideo: Moderate (4)	3%	(22)	12%	(78)	14%	(96)	71%	(480)	677
Ideo: Conservative (5-7)	2%	(12)	6%	(42)	10%	(64)	82%	(552)	671
Educ: < College	2%	(32)	8%	(119)	12%	(186)	78%	(1175)	1512
Educ: Bachelors degree	6%	(26)	14%	(63)	12%	(52)	68%	(303)	444
Educ: Post-grad	7%	(16)	13%	(31)	11%	(27)	70%	(170)	244
Income: Under 50k	2%	(23)	9%	(109)	13%	(163)	76%	(921)	1216
Income: 50k-100k	4%	(25)	8%	(55)	11%	(73)	77%	(522)	675
Income: 100k+	9%	(26)	16%	(50)	9%	(28)	66%	(204)	308
Ethnicity: White	3%	(47)	8%	(145)	11%	(189)	78%	(1341)	1722
Ethnicity: Hispanic	5%	(16)	13%	(46)	16%	(55)	67%	(233)	349
Ethnicity: Black	8%	(23)	18%	(48)	14%	(38)	60%	(165)	274

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**Table MCFE2\_18:** How much have you seen, read or heard about the following celebrity beauty brands?  
*EleVen by Venus Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	10%	(213)	12%	(265)	75%	(1647)	2200
Ethnicity: Other	2%	(4)	10%	(20)	19%	(39)	69%	(141)	204
All Christian	3%	(31)	10%	(98)	12%	(119)	75%	(744)	992
All Non-Christian	11%	(12)	17%	(18)	8%	(8)	64%	(67)	104
Atheist	—	(0)	15%	(15)	7%	(6)	78%	(74)	95
Agnostic/Nothing in particular	2%	(13)	8%	(47)	13%	(83)	77%	(476)	620
Something Else	5%	(19)	9%	(35)	13%	(49)	73%	(286)	389
Religious Non-Protestant/Catholic	11%	(13)	15%	(18)	9%	(11)	65%	(77)	118
Evangelical	5%	(30)	13%	(75)	13%	(76)	70%	(420)	602
Non-Evangelical	2%	(15)	7%	(53)	12%	(87)	79%	(588)	743
Community: Urban	7%	(47)	16%	(103)	14%	(91)	62%	(386)	627
Community: Suburban	2%	(21)	7%	(74)	9%	(94)	81%	(811)	1000
Community: Rural	1%	(6)	6%	(36)	14%	(80)	79%	(451)	572
Employ: Private Sector	6%	(43)	15%	(117)	13%	(101)	66%	(503)	764
Employ: Government	7%	(8)	18%	(20)	12%	(13)	64%	(73)	114
Employ: Self-Employed	7%	(12)	11%	(21)	13%	(25)	69%	(131)	189
Employ: Homemaker	1%	(2)	9%	(16)	13%	(23)	76%	(133)	174
Employ: Student	4%	(3)	1%	(1)	13%	(8)	82%	(50)	62
Employ: Retired	1%	(3)	3%	(14)	9%	(44)	87%	(405)	465
Employ: Unemployed	—	(1)	5%	(13)	11%	(29)	84%	(233)	277
Employ: Other	2%	(3)	7%	(11)	14%	(22)	77%	(119)	155
Military HH: Yes	4%	(14)	8%	(27)	8%	(28)	80%	(266)	335
Military HH: No	3%	(61)	10%	(186)	13%	(237)	74%	(1381)	1865
RD/WT: Right Direction	7%	(61)	17%	(137)	13%	(105)	63%	(526)	829
RD/WT: Wrong Track	1%	(13)	6%	(76)	12%	(160)	82%	(1121)	1371
Biden Job Approve	6%	(63)	14%	(148)	13%	(131)	67%	(683)	1025
Biden Job Disapprove	1%	(11)	5%	(56)	11%	(120)	83%	(889)	1076
Biden Job Strongly Approve	10%	(44)	18%	(81)	10%	(43)	62%	(280)	449
Biden Job Somewhat Approve	3%	(19)	12%	(67)	15%	(87)	70%	(403)	576
Biden Job Somewhat Disapprove	2%	(5)	5%	(18)	15%	(51)	78%	(266)	341
Biden Job Strongly Disapprove	1%	(6)	5%	(38)	9%	(68)	85%	(623)	735

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**Table MCFE2\_18:** How much have you seen, read or heard about the following celebrity beauty brands?  
*Elle Ven by Venus Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	10%	(213)	12%	(265)	75%	(1647)	2200
Favorable of Biden	6%	(60)	15%	(149)	12%	(126)	67%	(677)	1013
Unfavorable of Biden	1%	(12)	5%	(59)	11%	(118)	83%	(908)	1097
Very Favorable of Biden	9%	(44)	18%	(84)	10%	(50)	63%	(299)	477
Somewhat Favorable of Biden	3%	(16)	12%	(65)	14%	(76)	71%	(378)	536
Somewhat Unfavorable of Biden	1%	(4)	7%	(21)	14%	(42)	78%	(233)	300
Very Unfavorable of Biden	1%	(9)	5%	(38)	10%	(76)	85%	(674)	797
#1 Issue: Economy	4%	(32)	10%	(94)	14%	(127)	72%	(646)	899
#1 Issue: Security	2%	(5)	7%	(19)	9%	(23)	82%	(216)	263
#1 Issue: Health Care	6%	(18)	16%	(50)	9%	(28)	69%	(214)	310
#1 Issue: Medicare / Social Security	1%	(3)	4%	(10)	12%	(31)	83%	(217)	261
#1 Issue: Women's Issues	6%	(7)	12%	(16)	14%	(18)	68%	(90)	132
#1 Issue: Education	2%	(2)	11%	(10)	14%	(13)	72%	(65)	90
#1 Issue: Energy	5%	(7)	8%	(11)	9%	(12)	78%	(105)	136
#1 Issue: Other	—	(0)	3%	(3)	11%	(12)	86%	(94)	109
2020 Vote: Joe Biden	6%	(58)	14%	(137)	14%	(133)	67%	(652)	980
2020 Vote: Donald Trump	2%	(12)	6%	(40)	10%	(75)	82%	(596)	724
2020 Vote: Other	1%	(1)	6%	(5)	8%	(6)	85%	(68)	79
2020 Vote: Didn't Vote	1%	(4)	7%	(31)	12%	(50)	80%	(330)	414
2018 House Vote: Democrat	7%	(53)	13%	(106)	14%	(114)	66%	(522)	795
2018 House Vote: Republican	1%	(7)	6%	(38)	10%	(63)	82%	(491)	599
2018 House Vote: Someone else	6%	(4)	2%	(2)	12%	(9)	81%	(62)	77
2016 Vote: Hillary Clinton	6%	(46)	13%	(94)	14%	(101)	67%	(484)	726
2016 Vote: Donald Trump	2%	(12)	6%	(44)	11%	(74)	81%	(555)	686
2016 Vote: Other	—	(1)	4%	(6)	7%	(9)	88%	(113)	128
2016 Vote: Didn't Vote	2%	(16)	10%	(68)	12%	(81)	75%	(493)	658
Voted in 2014: Yes	4%	(54)	10%	(128)	11%	(145)	74%	(951)	1277
Voted in 2014: No	2%	(20)	9%	(86)	13%	(120)	76%	(697)	923
4-Region: Northeast	5%	(19)	11%	(44)	11%	(45)	73%	(285)	394
4-Region: Midwest	2%	(8)	8%	(37)	13%	(61)	77%	(357)	462
4-Region: South	4%	(35)	11%	(90)	12%	(102)	72%	(597)	824
4-Region: West	3%	(13)	8%	(42)	11%	(57)	78%	(408)	520

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**Table MCFE2\_18:** How much have you seen, read or heard about the following celebrity beauty brands?  
*EleVen by Venus Williams*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(75)	10%	(213)	12%	(265)	75%	(1647)	2200
Harry Styles Fan	7%	(51)	19%	(134)	15%	(106)	58%	(401)	691
Marvel Fans	4%	(62)	13%	(180)	14%	(198)	69%	(969)	1409

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

**Table MCFE2\_19:** How much have you seen, read or heard about the following celebrity beauty brands?  
*JLo Beauty by Jennifer Lopez*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(169)	20%	(439)	20%	(435)	53%	(1157)	2200
Gender: Male	8%	(90)	16%	(171)	17%	(185)	58%	(617)	1062
Gender: Female	7%	(80)	24%	(268)	22%	(250)	47%	(540)	1138
Age: 18-34	12%	(80)	20%	(129)	18%	(118)	50%	(328)	655
Age: 35-44	13%	(46)	30%	(106)	18%	(66)	39%	(140)	358
Age: 45-64	4%	(28)	21%	(156)	20%	(148)	56%	(418)	751
Age: 65+	3%	(15)	11%	(48)	24%	(103)	62%	(270)	436
GenZers: 1997-2012	6%	(13)	12%	(25)	20%	(41)	61%	(124)	202
Millennials: 1981-1996	14%	(95)	24%	(166)	18%	(119)	44%	(297)	677
GenXers: 1965-1980	7%	(41)	24%	(134)	21%	(115)	47%	(261)	552
Baby Boomers: 1946-1964	2%	(15)	16%	(107)	21%	(146)	61%	(421)	690
PID: Dem (no lean)	11%	(95)	24%	(210)	20%	(176)	44%	(381)	863
PID: Ind (no lean)	5%	(35)	15%	(109)	19%	(132)	61%	(427)	702
PID: Rep (no lean)	6%	(39)	19%	(121)	20%	(127)	55%	(349)	635
PID/Gender: Dem Men	15%	(59)	22%	(86)	20%	(77)	43%	(167)	390
PID/Gender: Dem Women	8%	(36)	26%	(124)	21%	(99)	45%	(214)	473
PID/Gender: Ind Men	3%	(12)	12%	(46)	16%	(58)	69%	(254)	369
PID/Gender: Ind Women	7%	(23)	19%	(63)	22%	(74)	52%	(173)	333
PID/Gender: Rep Men	6%	(18)	13%	(39)	17%	(50)	65%	(196)	302
PID/Gender: Rep Women	6%	(21)	25%	(82)	23%	(77)	46%	(153)	332
Ideo: Liberal (1-3)	10%	(66)	21%	(140)	22%	(142)	47%	(306)	653
Ideo: Moderate (4)	9%	(61)	21%	(144)	19%	(131)	50%	(341)	677
Ideo: Conservative (5-7)	5%	(34)	19%	(129)	19%	(125)	57%	(382)	671
Educ: < College	7%	(106)	19%	(290)	20%	(295)	54%	(822)	1512
Educ: Bachelors degree	9%	(40)	21%	(95)	21%	(93)	49%	(216)	444
Educ: Post-grad	10%	(23)	22%	(54)	19%	(46)	49%	(120)	244
Income: Under 50k	7%	(88)	20%	(241)	19%	(229)	54%	(658)	1216
Income: 50k-100k	8%	(51)	18%	(123)	23%	(154)	51%	(348)	675
Income: 100k+	10%	(30)	24%	(74)	17%	(52)	49%	(152)	308
Ethnicity: White	7%	(124)	19%	(319)	20%	(338)	55%	(940)	1722
Ethnicity: Hispanic	12%	(43)	27%	(95)	20%	(69)	41%	(142)	349
Ethnicity: Black	11%	(31)	25%	(68)	21%	(56)	43%	(119)	274

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**Table MCFE2\_19:** How much have you seen, read or heard about the following celebrity beauty brands?

*JLo Beauty by Jennifer Lopez*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(169)	20%	(439)	20%	(435)	53%	(1157)	2200
Ethnicity: Other	7%	(14)	25%	(52)	20%	(40)	48%	(98)	204
All Christian	8%	(80)	21%	(212)	21%	(210)	49%	(490)	992
All Non-Christian	15%	(16)	24%	(25)	15%	(16)	46%	(48)	104
Atheist	7%	(6)	12%	(11)	14%	(13)	68%	(64)	95
Agnostic/Nothing in particular	6%	(36)	17%	(107)	17%	(107)	60%	(370)	620
Something Else	8%	(31)	22%	(84)	23%	(89)	48%	(185)	389
Religious Non-Protestant/Catholic	13%	(16)	22%	(26)	17%	(20)	48%	(56)	118
Evangelical	10%	(58)	24%	(142)	18%	(111)	48%	(291)	602
Non-Evangelical	6%	(46)	20%	(149)	24%	(178)	50%	(369)	743
Community: Urban	13%	(83)	26%	(160)	18%	(115)	43%	(268)	627
Community: Suburban	6%	(59)	16%	(164)	21%	(207)	57%	(571)	1000
Community: Rural	5%	(27)	20%	(115)	20%	(112)	56%	(318)	572
Employ: Private Sector	12%	(88)	23%	(179)	18%	(140)	47%	(357)	764
Employ: Government	9%	(11)	26%	(30)	25%	(29)	40%	(46)	114
Employ: Self-Employed	10%	(20)	15%	(28)	24%	(45)	51%	(97)	189
Employ: Homemaker	10%	(17)	24%	(43)	16%	(28)	49%	(86)	174
Employ: Student	4%	(3)	16%	(10)	22%	(13)	57%	(35)	62
Employ: Retired	4%	(16)	13%	(61)	22%	(102)	62%	(286)	465
Employ: Unemployed	3%	(8)	18%	(51)	17%	(47)	62%	(172)	277
Employ: Other	5%	(7)	25%	(39)	20%	(31)	50%	(77)	155
Military HH: Yes	7%	(23)	14%	(48)	18%	(61)	60%	(202)	335
Military HH: No	8%	(146)	21%	(391)	20%	(374)	51%	(954)	1865
RD/WT: Right Direction	13%	(104)	24%	(198)	21%	(171)	43%	(356)	829
RD/WT: Wrong Track	5%	(65)	18%	(241)	19%	(264)	58%	(801)	1371
Biden Job Approve	11%	(109)	22%	(230)	22%	(222)	45%	(464)	1025
Biden Job Disapprove	5%	(53)	18%	(192)	18%	(194)	59%	(637)	1076
Biden Job Strongly Approve	17%	(76)	21%	(92)	19%	(87)	43%	(194)	449
Biden Job Somewhat Approve	6%	(33)	24%	(138)	23%	(135)	47%	(270)	576
Biden Job Somewhat Disapprove	5%	(16)	23%	(80)	15%	(52)	57%	(193)	341
Biden Job Strongly Disapprove	5%	(36)	15%	(112)	19%	(142)	60%	(444)	735

Continued on next page

**Table MCFE2\_19:** How much have you seen, read or heard about the following celebrity beauty brands?  
*JLo Beauty by Jennifer Lopez*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(169)	20%	(439)	20%	(435)	53%	(1157)	2200
Favorable of Biden	12%	(117)	23%	(231)	20%	(208)	45%	(457)	1013
Unfavorable of Biden	4%	(49)	18%	(197)	18%	(202)	59%	(650)	1097
Very Favorable of Biden	17%	(83)	20%	(97)	19%	(92)	43%	(205)	477
Somewhat Favorable of Biden	6%	(34)	25%	(133)	22%	(116)	47%	(253)	536
Somewhat Unfavorable of Biden	3%	(10)	23%	(70)	17%	(52)	56%	(169)	300
Very Unfavorable of Biden	5%	(39)	16%	(127)	19%	(151)	60%	(481)	797
#1 Issue: Economy	9%	(81)	22%	(195)	20%	(177)	50%	(447)	899
#1 Issue: Security	6%	(16)	18%	(46)	22%	(57)	55%	(144)	263
#1 Issue: Health Care	11%	(34)	24%	(76)	14%	(42)	51%	(158)	310
#1 Issue: Medicare / Social Security	5%	(14)	15%	(39)	19%	(49)	61%	(159)	261
#1 Issue: Women's Issues	9%	(11)	20%	(27)	26%	(35)	45%	(59)	132
#1 Issue: Education	4%	(4)	25%	(23)	27%	(25)	43%	(39)	90
#1 Issue: Energy	7%	(9)	16%	(22)	16%	(22)	61%	(82)	136
#1 Issue: Other	—	(0)	11%	(12)	25%	(28)	64%	(70)	109
2020 Vote: Joe Biden	11%	(108)	23%	(225)	21%	(202)	45%	(445)	980
2020 Vote: Donald Trump	5%	(39)	17%	(122)	19%	(137)	59%	(425)	724
2020 Vote: Other	7%	(6)	19%	(15)	20%	(16)	53%	(42)	79
2020 Vote: Didn't Vote	4%	(17)	18%	(77)	19%	(77)	59%	(244)	414
2018 House Vote: Democrat	12%	(94)	21%	(164)	20%	(162)	47%	(375)	795
2018 House Vote: Republican	5%	(29)	18%	(108)	21%	(128)	56%	(334)	599
2018 House Vote: Someone else	7%	(5)	17%	(13)	18%	(14)	58%	(45)	77
2016 Vote: Hillary Clinton	11%	(81)	22%	(159)	21%	(153)	46%	(333)	726
2016 Vote: Donald Trump	6%	(43)	18%	(123)	20%	(139)	55%	(380)	686
2016 Vote: Other	3%	(4)	16%	(20)	15%	(19)	66%	(85)	128
2016 Vote: Didn't Vote	6%	(41)	21%	(136)	19%	(124)	54%	(357)	658
Voted in 2014: Yes	9%	(111)	19%	(236)	21%	(264)	52%	(666)	1277
Voted in 2014: No	6%	(58)	22%	(203)	19%	(171)	53%	(491)	923
4-Region: Northeast	8%	(30)	21%	(82)	20%	(80)	51%	(201)	394
4-Region: Midwest	7%	(31)	16%	(74)	26%	(120)	51%	(237)	462
4-Region: South	9%	(76)	22%	(185)	17%	(139)	51%	(424)	824
4-Region: West	6%	(32)	19%	(99)	18%	(95)	57%	(294)	520

Continued on next page

**Table MCFE2\_19:** How much have you seen, read or heard about the following celebrity beauty brands?  
*JLo Beauty by Jennifer Lopez*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(169)	20%	(439)	20%	(435)	53%	(1157)	2200
Harry Styles Fan	15%	(104)	30%	(208)	20%	(140)	35%	(239)	691
Marvel Fans	10%	(134)	22%	(311)	19%	(274)	49%	(689)	1409

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



**Table MCFE3: How interested are you in buying beauty brands created and promoted by celebrities?**

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(164)	19%	(422)	26%	(564)	48%	(1050)	2200
Gender: Male	8%	(82)	15%	(157)	22%	(231)	56%	(592)	1062
Gender: Female	7%	(82)	23%	(265)	29%	(333)	40%	(458)	1138
Age: 18-34	12%	(78)	29%	(193)	27%	(179)	31%	(206)	655
Age: 35-44	15%	(53)	27%	(96)	22%	(78)	37%	(131)	358
Age: 45-64	4%	(30)	15%	(110)	27%	(206)	54%	(405)	751
Age: 65+	1%	(4)	5%	(23)	23%	(102)	71%	(308)	436
GenZers: 1997-2012	6%	(12)	28%	(56)	31%	(63)	35%	(70)	202
Millennials: 1981-1996	15%	(99)	29%	(197)	24%	(164)	32%	(218)	677
GenXers: 1965-1980	9%	(47)	22%	(120)	25%	(139)	44%	(246)	552
Baby Boomers: 1946-1964	1%	(6)	6%	(41)	27%	(186)	66%	(457)	690
PID: Dem (no lean)	13%	(115)	25%	(217)	22%	(188)	40%	(342)	863
PID: Ind (no lean)	2%	(17)	17%	(117)	28%	(196)	53%	(372)	702
PID: Rep (no lean)	5%	(32)	14%	(88)	28%	(179)	53%	(336)	635
PID/Gender: Dem Men	17%	(65)	23%	(88)	19%	(74)	42%	(162)	390
PID/Gender: Dem Women	11%	(50)	27%	(128)	24%	(115)	38%	(180)	473
PID/Gender: Ind Men	1%	(5)	9%	(35)	23%	(84)	66%	(245)	369
PID/Gender: Ind Women	4%	(12)	25%	(82)	34%	(112)	38%	(127)	333
PID/Gender: Rep Men	4%	(12)	11%	(34)	24%	(73)	61%	(184)	302
PID/Gender: Rep Women	6%	(20)	16%	(55)	32%	(106)	46%	(151)	332
Ideo: Liberal (1-3)	11%	(71)	22%	(143)	25%	(164)	42%	(275)	653
Ideo: Moderate (4)	7%	(48)	23%	(155)	29%	(195)	41%	(280)	677
Ideo: Conservative (5-7)	6%	(37)	14%	(91)	22%	(147)	59%	(396)	671
Educ: < College	6%	(95)	19%	(293)	27%	(409)	47%	(716)	1512
Educ: Bachelors degree	10%	(46)	20%	(87)	21%	(93)	49%	(217)	444
Educ: Post-grad	10%	(24)	17%	(41)	25%	(62)	48%	(117)	244
Income: Under 50k	6%	(71)	21%	(259)	27%	(326)	46%	(560)	1216
Income: 50k-100k	7%	(51)	16%	(106)	26%	(173)	51%	(345)	675
Income: 100k+	14%	(43)	18%	(56)	21%	(65)	47%	(144)	308
Ethnicity: White	6%	(110)	17%	(292)	24%	(420)	52%	(899)	1722
Ethnicity: Hispanic	14%	(47)	22%	(77)	27%	(94)	38%	(131)	349
Ethnicity: Black	14%	(38)	29%	(81)	30%	(83)	27%	(73)	274

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**Table MCFE3: How interested are you in buying beauty brands created and promoted by celebrities?**

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(164)	19%	(422)	26%	(564)	48%	(1050)	2200
Ethnicity: Other	8%	(17)	24%	(48)	30%	(61)	38%	(78)	204
All Christian	8%	(76)	17%	(173)	26%	(255)	49%	(488)	992
All Non-Christian	16%	(17)	20%	(20)	17%	(17)	48%	(50)	104
Atheist	6%	(6)	20%	(19)	24%	(23)	49%	(47)	95
Agnostic/Nothing in particular	6%	(39)	17%	(103)	24%	(151)	53%	(327)	620
Something Else	7%	(27)	27%	(106)	30%	(117)	36%	(139)	389
Religious Non-Protestant/Catholic	14%	(17)	18%	(21)	17%	(20)	51%	(60)	118
Evangelical	12%	(72)	22%	(130)	25%	(148)	42%	(253)	602
Non-Evangelical	4%	(28)	19%	(139)	29%	(219)	48%	(356)	743
Community: Urban	13%	(84)	28%	(178)	22%	(137)	37%	(230)	627
Community: Suburban	6%	(57)	15%	(153)	28%	(277)	51%	(513)	1000
Community: Rural	4%	(24)	16%	(91)	26%	(150)	54%	(307)	572
Employ: Private Sector	12%	(89)	24%	(182)	23%	(177)	41%	(316)	764
Employ: Government	15%	(17)	15%	(17)	24%	(27)	46%	(53)	114
Employ: Self-Employed	10%	(19)	23%	(43)	23%	(44)	45%	(84)	189
Employ: Homemaker	10%	(17)	24%	(42)	35%	(60)	31%	(55)	174
Employ: Student	6%	(3)	23%	(14)	31%	(19)	41%	(25)	62
Employ: Retired	1%	(6)	6%	(30)	23%	(109)	69%	(321)	465
Employ: Unemployed	3%	(7)	22%	(60)	29%	(81)	46%	(128)	277
Employ: Other	4%	(6)	22%	(34)	30%	(46)	44%	(68)	155
Military HH: Yes	7%	(23)	11%	(35)	24%	(81)	58%	(195)	335
Military HH: No	8%	(142)	21%	(386)	26%	(483)	46%	(854)	1865
RD/WT: Right Direction	15%	(121)	24%	(196)	24%	(202)	37%	(310)	829
RD/WT: Wrong Track	3%	(44)	16%	(225)	26%	(363)	54%	(739)	1371
Biden Job Approve	12%	(122)	25%	(252)	24%	(250)	39%	(401)	1025
Biden Job Disapprove	3%	(34)	14%	(148)	27%	(295)	56%	(599)	1076
Biden Job Strongly Approve	21%	(94)	19%	(83)	20%	(90)	40%	(181)	449
Biden Job Somewhat Approve	5%	(28)	29%	(169)	28%	(160)	38%	(219)	576
Biden Job Somewhat Disapprove	5%	(15)	21%	(71)	35%	(119)	40%	(135)	341
Biden Job Strongly Disapprove	2%	(18)	10%	(77)	24%	(176)	63%	(464)	735

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**Table MCFE3: How interested are you in buying beauty brands created and promoted by celebrities?**

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(164)	19%	(422)	26%	(564)	48%	(1050)	2200
Favorable of Biden	13%	(130)	23%	(237)	24%	(245)	40%	(402)	1013
Unfavorable of Biden	3%	(34)	14%	(159)	27%	(296)	55%	(608)	1097
Very Favorable of Biden	20%	(94)	20%	(96)	20%	(95)	40%	(191)	477
Somewhat Favorable of Biden	7%	(36)	26%	(141)	28%	(149)	39%	(210)	536
Somewhat Unfavorable of Biden	3%	(10)	23%	(70)	34%	(101)	39%	(118)	300
Very Unfavorable of Biden	3%	(24)	11%	(89)	24%	(195)	61%	(489)	797
#1 Issue: Economy	8%	(71)	21%	(193)	26%	(233)	45%	(402)	899
#1 Issue: Security	5%	(13)	15%	(39)	24%	(63)	56%	(148)	263
#1 Issue: Health Care	13%	(39)	22%	(67)	25%	(77)	41%	(127)	310
#1 Issue: Medicare / Social Security	2%	(6)	10%	(26)	27%	(71)	61%	(158)	261
#1 Issue: Women's Issues	12%	(16)	25%	(33)	26%	(35)	36%	(47)	132
#1 Issue: Education	6%	(5)	19%	(17)	37%	(34)	38%	(35)	90
#1 Issue: Energy	8%	(11)	22%	(30)	18%	(25)	51%	(69)	136
#1 Issue: Other	2%	(3)	15%	(16)	25%	(27)	58%	(63)	109
2020 Vote: Joe Biden	12%	(117)	23%	(223)	23%	(230)	42%	(410)	980
2020 Vote: Donald Trump	3%	(24)	13%	(94)	26%	(191)	57%	(415)	724
2020 Vote: Other	10%	(8)	13%	(10)	30%	(23)	48%	(38)	79
2020 Vote: Didn't Vote	4%	(16)	23%	(95)	28%	(118)	45%	(186)	414
2018 House Vote: Democrat	13%	(100)	20%	(161)	22%	(178)	45%	(357)	795
2018 House Vote: Republican	3%	(21)	12%	(72)	27%	(164)	57%	(342)	599
2018 House Vote: Someone else	6%	(5)	15%	(11)	13%	(10)	67%	(51)	77
2016 Vote: Hillary Clinton	12%	(87)	23%	(165)	22%	(158)	43%	(316)	726
2016 Vote: Donald Trump	4%	(26)	13%	(92)	26%	(178)	57%	(390)	686
2016 Vote: Other	6%	(8)	10%	(13)	24%	(31)	59%	(76)	128
2016 Vote: Didn't Vote	6%	(42)	23%	(150)	30%	(197)	41%	(268)	658
Voted in 2014: Yes	8%	(106)	16%	(202)	24%	(310)	52%	(659)	1277
Voted in 2014: No	6%	(58)	24%	(220)	28%	(254)	42%	(391)	923
4-Region: Northeast	10%	(40)	17%	(66)	26%	(101)	48%	(187)	394
4-Region: Midwest	5%	(23)	19%	(90)	29%	(134)	46%	(214)	462
4-Region: South	8%	(70)	21%	(173)	25%	(208)	45%	(373)	824
4-Region: West	6%	(32)	18%	(92)	23%	(121)	53%	(275)	520

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**Table MCFE3:** *How interested are you in buying beauty brands created and promoted by celebrities?*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	7%	(164)	19%	(422)	26%	(564)	48%	(1050)	2200
Harry Styles Fan	18%	(124)	31%	(216)	25%	(173)	26%	(178)	691
Marvel Fans	11%	(152)	24%	(331)	26%	(366)	40%	(559)	1409

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

**Table MCFE4\_INET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I am a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	39%	(229)	61%	(357)	586
Gender: Male	41%	(97)	59%	(142)	239
Gender: Female	38%	(132)	62%	(215)	347
Age: 18-34	43%	(117)	57%	(154)	271
Age: 35-44	35%	(52)	65%	(96)	149
Age: 45-64	37%	(52)	63%	(88)	140
GenZers: 1997-2012	39%	(27)	61%	(42)	69
Millennials: 1981-1996	42%	(123)	58%	(172)	295
GenXers: 1965-1980	35%	(59)	65%	(108)	167
PID: Dem (no lean)	41%	(137)	59%	(195)	332
PID: Ind (no lean)	40%	(54)	60%	(80)	134
PID: Rep (no lean)	32%	(38)	68%	(82)	120
PID/Gender: Dem Men	44%	(67)	56%	(86)	154
PID/Gender: Dem Women	39%	(70)	61%	(109)	178
PID/Gender: Ind Women	42%	(40)	58%	(54)	94
PID/Gender: Rep Women	30%	(23)	70%	(52)	75
Ideo: Liberal (1-3)	45%	(96)	55%	(118)	214
Ideo: Moderate (4)	38%	(77)	62%	(126)	202
Ideo: Conservative (5-7)	32%	(42)	68%	(87)	128
Educ: < College	40%	(156)	60%	(232)	388
Educ: Bachelors degree	35%	(46)	65%	(87)	133
Educ: Post-grad	40%	(26)	60%	(39)	65
Income: Under 50k	41%	(135)	59%	(195)	330
Income: 50k-100k	39%	(62)	61%	(95)	157
Income: 100k+	33%	(32)	67%	(67)	99
Ethnicity: White	37%	(148)	63%	(254)	402
Ethnicity: Hispanic	52%	(65)	48%	(60)	125
Ethnicity: Black	37%	(44)	63%	(75)	118
Ethnicity: Other	57%	(37)	43%	(28)	65
All Christian	40%	(100)	60%	(149)	249
Agnostic/Nothing in particular	36%	(51)	64%	(91)	141
Something Else	40%	(54)	60%	(80)	133

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**Table MCFE4\_1NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I am a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	39%	(229)	61%	(357)	586
Evangelical	44%	(89)	56%	(112)	201
Non-Evangelical	36%	(60)	64%	(107)	167
Community: Urban	42%	(111)	58%	(150)	261
Community: Suburban	38%	(80)	62%	(130)	210
Community: Rural	33%	(38)	67%	(77)	115
Employ: Private Sector	40%	(108)	60%	(162)	271
Employ: Self-Employed	39%	(24)	61%	(37)	61
Employ: Homemaker	39%	(23)	61%	(36)	59
Employ: Unemployed	28%	(19)	72%	(48)	67
Military HH: Yes	30%	(17)	70%	(41)	58
Military HH: No	40%	(211)	60%	(317)	528
RD/WT: Right Direction	43%	(137)	57%	(180)	317
RD/WT: Wrong Track	34%	(91)	66%	(177)	269
Biden Job Approve	43%	(160)	57%	(214)	374
Biden Job Disapprove	35%	(63)	65%	(118)	181
Biden Job Strongly Approve	42%	(74)	58%	(104)	177
Biden Job Somewhat Approve	44%	(87)	56%	(110)	197
Biden Job Somewhat Disapprove	38%	(33)	62%	(53)	86
Biden Job Strongly Disapprove	32%	(30)	68%	(65)	95
Favorable of Biden	43%	(158)	57%	(209)	366
Unfavorable of Biden	33%	(63)	67%	(130)	193
Very Favorable of Biden	43%	(82)	57%	(108)	190
Somewhat Favorable of Biden	43%	(76)	57%	(101)	176
Somewhat Unfavorable of Biden	36%	(29)	64%	(51)	80
Very Unfavorable of Biden	30%	(34)	70%	(79)	113
#1 Issue: Economy	38%	(101)	62%	(163)	264
#1 Issue: Security	31%	(16)	69%	(36)	52
#1 Issue: Health Care	44%	(46)	56%	(60)	106
#1 Issue: Women's Issues	37%	(18)	63%	(32)	50

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**Table MCFE4\_1NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I am a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	39%	(229)	61%	(357)	586
2020 Vote: Joe Biden	41%	(141)	59%	(199)	340
2020 Vote: Donald Trump	28%	(33)	72%	(85)	118
2020 Vote: Didn't Vote	43%	(48)	57%	(62)	110
2018 House Vote: Democrat	42%	(110)	58%	(151)	261
2018 House Vote: Republican	32%	(29)	68%	(63)	93
2016 Vote: Hillary Clinton	44%	(111)	56%	(141)	252
2016 Vote: Donald Trump	29%	(35)	71%	(84)	118
2016 Vote: Didn't Vote	39%	(75)	61%	(117)	193
Voted in 2014: Yes	40%	(124)	60%	(184)	308
Voted in 2014: No	38%	(105)	62%	(173)	278
4-Region: Northeast	47%	(50)	53%	(56)	106
4-Region: Midwest	26%	(29)	74%	(84)	113
4-Region: South	40%	(97)	60%	(145)	243
4-Region: West	42%	(52)	58%	(72)	124
Harry Styles Fan	44%	(150)	56%	(190)	340
Marvel Fans	40%	(193)	60%	(291)	484

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

**Table MCFE4\_2NET: And why are you interested in buying celebrity beauty brands? Select all that apply.**  
I like products from celebrity beauty brands

Demographic	Selected		Not Selected		Total N
Adults	45%	(264)	55%	(322)	586
Gender: Male	47%	(112)	53%	(127)	239
Gender: Female	44%	(152)	56%	(195)	347
Age: 18-34	45%	(122)	55%	(148)	271
Age: 35-44	42%	(62)	58%	(87)	149
Age: 45-64	46%	(64)	54%	(76)	140
GenZers: 1997-2012	40%	(27)	60%	(42)	69
Millennials: 1981-1996	46%	(135)	54%	(160)	295
GenXers: 1965-1980	46%	(76)	54%	(91)	167
PID: Dem (no lean)	48%	(158)	52%	(174)	332
PID: Ind (no lean)	44%	(59)	56%	(75)	134
PID: Rep (no lean)	39%	(47)	61%	(73)	120
PID/Gender: Dem Men	50%	(77)	50%	(77)	154
PID/Gender: Dem Women	45%	(81)	55%	(97)	178
PID/Gender: Ind Women	47%	(44)	53%	(50)	94
PID/Gender: Rep Women	37%	(27)	63%	(47)	75
Ideo: Liberal (1-3)	41%	(87)	59%	(127)	214
Ideo: Moderate (4)	47%	(96)	53%	(107)	202
Ideo: Conservative (5-7)	49%	(63)	51%	(65)	128
Educ: < College	44%	(171)	56%	(217)	388
Educ: Bachelors degree	47%	(63)	53%	(70)	133
Educ: Post-grad	46%	(30)	54%	(35)	65
Income: Under 50k	44%	(146)	56%	(184)	330
Income: 50k-100k	45%	(71)	55%	(86)	157
Income: 100k+	48%	(48)	52%	(52)	99
Ethnicity: White	46%	(185)	54%	(217)	402
Ethnicity: Hispanic	38%	(47)	62%	(78)	125
Ethnicity: Black	51%	(60)	49%	(58)	118
Ethnicity: Other	28%	(19)	72%	(47)	65
All Christian	46%	(114)	54%	(134)	249
Agnostic/Nothing in particular	45%	(64)	55%	(78)	141
Something Else	41%	(54)	59%	(79)	133

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**Table MCFE4\_2NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I like products from celebrity beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	45%	(264)	55%	(322)	586
Evangelical	44%	(90)	56%	(112)	201
Non-Evangelical	43%	(73)	57%	(95)	167
Community: Urban	41%	(106)	59%	(155)	261
Community: Suburban	48%	(100)	52%	(110)	210
Community: Rural	50%	(58)	50%	(57)	115
Employ: Private Sector	47%	(126)	53%	(145)	271
Employ: Self-Employed	49%	(30)	51%	(31)	61
Employ: Homemaker	53%	(31)	47%	(28)	59
Employ: Unemployed	43%	(29)	57%	(39)	67
Military HH: Yes	48%	(28)	52%	(30)	58
Military HH: No	45%	(237)	55%	(291)	528
RD/WT: Right Direction	47%	(148)	53%	(170)	317
RD/WT: Wrong Track	43%	(117)	57%	(152)	269
Biden Job Approve	46%	(171)	54%	(203)	374
Biden Job Disapprove	41%	(75)	59%	(106)	181
Biden Job Strongly Approve	49%	(88)	51%	(90)	177
Biden Job Somewhat Approve	42%	(83)	58%	(113)	197
Biden Job Somewhat Disapprove	41%	(35)	59%	(51)	86
Biden Job Strongly Disapprove	42%	(40)	58%	(55)	95
Favorable of Biden	45%	(164)	55%	(202)	366
Unfavorable of Biden	43%	(83)	57%	(110)	193
Very Favorable of Biden	51%	(97)	49%	(93)	190
Somewhat Favorable of Biden	38%	(67)	62%	(109)	176
Somewhat Unfavorable of Biden	44%	(35)	56%	(45)	80
Very Unfavorable of Biden	42%	(48)	58%	(65)	113
#1 Issue: Economy	44%	(115)	56%	(149)	264
#1 Issue: Security	48%	(25)	52%	(27)	52
#1 Issue: Health Care	53%	(56)	47%	(50)	106
#1 Issue: Women's Issues	46%	(23)	54%	(27)	50

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**Table MCFE4\_2NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I like products from celebrity beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	45%	(264)	55%	(322)	586
2020 Vote: Joe Biden	46%	(155)	54%	(185)	340
2020 Vote: Donald Trump	42%	(50)	58%	(68)	118
2020 Vote: Didn't Vote	43%	(47)	57%	(63)	110
2018 House Vote: Democrat	48%	(126)	52%	(135)	261
2018 House Vote: Republican	43%	(40)	57%	(53)	93
2016 Vote: Hillary Clinton	46%	(116)	54%	(137)	252
2016 Vote: Donald Trump	46%	(54)	54%	(64)	118
2016 Vote: Didn't Vote	42%	(80)	58%	(112)	193
Voted in 2014: Yes	48%	(148)	52%	(160)	308
Voted in 2014: No	42%	(116)	58%	(162)	278
4-Region: Northeast	40%	(42)	60%	(64)	106
4-Region: Midwest	42%	(47)	58%	(66)	113
4-Region: South	50%	(122)	50%	(121)	243
4-Region: West	42%	(53)	58%	(72)	124
Harry Styles Fan	49%	(168)	51%	(172)	340
Marvel Fans	48%	(230)	52%	(253)	484

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

**Table MCFE4\_3NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	38%	(221)	62%	(365)	586
Gender: Male	40%	(95)	60%	(144)	239
Gender: Female	36%	(126)	64%	(221)	347
Age: 18-34	35%	(94)	65%	(177)	271
Age: 35-44	44%	(66)	56%	(83)	149
Age: 45-64	36%	(50)	64%	(90)	140
GenZers: 1997-2012	38%	(26)	62%	(43)	69
Millennials: 1981-1996	36%	(107)	64%	(188)	295
GenXers: 1965-1980	40%	(66)	60%	(101)	167
PID: Dem (no lean)	39%	(128)	61%	(204)	332
PID: Ind (no lean)	30%	(41)	70%	(93)	134
PID: Rep (no lean)	43%	(52)	57%	(68)	120
PID/Gender: Dem Men	39%	(60)	61%	(94)	154
PID/Gender: Dem Women	38%	(68)	62%	(110)	178
PID/Gender: Ind Women	24%	(23)	76%	(71)	94
PID/Gender: Rep Women	47%	(35)	53%	(40)	75
Ideo: Liberal (1-3)	38%	(81)	62%	(133)	214
Ideo: Moderate (4)	37%	(75)	63%	(127)	202
Ideo: Conservative (5-7)	44%	(57)	56%	(72)	128
Educ: < College	37%	(144)	63%	(244)	388
Educ: Bachelors degree	38%	(50)	62%	(83)	133
Educ: Post-grad	41%	(27)	59%	(38)	65
Income: Under 50k	35%	(116)	65%	(214)	330
Income: 50k-100k	41%	(64)	59%	(93)	157
Income: 100k+	42%	(41)	58%	(58)	99
Ethnicity: White	35%	(142)	65%	(260)	402
Ethnicity: Hispanic	36%	(45)	64%	(79)	125
Ethnicity: Black	49%	(58)	51%	(61)	118
Ethnicity: Other	33%	(21)	67%	(44)	65
All Christian	40%	(99)	60%	(150)	249
Agnostic/Nothing in particular	33%	(46)	67%	(95)	141
Something Else	40%	(53)	60%	(80)	133

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**Table MCFE4\_3NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	38%	(221)	62%	(365)	586
Evangelical	39%	(78)	61%	(123)	201
Non-Evangelical	42%	(70)	58%	(97)	167
Community: Urban	40%	(105)	60%	(156)	261
Community: Suburban	35%	(73)	65%	(136)	210
Community: Rural	37%	(43)	63%	(72)	115
Employ: Private Sector	39%	(104)	61%	(167)	271
Employ: Self-Employed	30%	(18)	70%	(43)	61
Employ: Homemaker	36%	(21)	64%	(37)	59
Employ: Unemployed	45%	(30)	55%	(37)	67
Military HH: Yes	37%	(21)	63%	(37)	58
Military HH: No	38%	(200)	62%	(328)	528
RD/WT: Right Direction	36%	(114)	64%	(203)	317
RD/WT: Wrong Track	40%	(107)	60%	(162)	269
Biden Job Approve	37%	(138)	63%	(237)	374
Biden Job Disapprove	43%	(77)	57%	(104)	181
Biden Job Strongly Approve	42%	(75)	58%	(102)	177
Biden Job Somewhat Approve	32%	(63)	68%	(134)	197
Biden Job Somewhat Disapprove	43%	(37)	57%	(49)	86
Biden Job Strongly Disapprove	43%	(41)	57%	(55)	95
Favorable of Biden	39%	(143)	61%	(224)	366
Unfavorable of Biden	38%	(73)	62%	(120)	193
Very Favorable of Biden	44%	(83)	56%	(107)	190
Somewhat Favorable of Biden	34%	(60)	66%	(117)	176
Somewhat Unfavorable of Biden	35%	(28)	65%	(52)	80
Very Unfavorable of Biden	40%	(45)	60%	(68)	113
#1 Issue: Economy	38%	(101)	62%	(163)	264
#1 Issue: Security	43%	(22)	57%	(30)	52
#1 Issue: Health Care	37%	(40)	63%	(67)	106
#1 Issue: Women's Issues	38%	(19)	62%	(31)	50

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**Table MCFE4\_3NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*I trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	38%	(221)	62%	(365)	586
2020 Vote: Joe Biden	38%	(131)	62%	(210)	340
2020 Vote: Donald Trump	43%	(50)	57%	(67)	118
2020 Vote: Didn't Vote	34%	(38)	66%	(72)	110
2018 House Vote: Democrat	38%	(100)	62%	(161)	261
2018 House Vote: Republican	39%	(36)	61%	(57)	93
2016 Vote: Hillary Clinton	37%	(94)	63%	(158)	252
2016 Vote: Donald Trump	38%	(45)	62%	(74)	118
2016 Vote: Didn't Vote	40%	(77)	60%	(116)	193
Voted in 2014: Yes	37%	(116)	63%	(193)	308
Voted in 2014: No	38%	(105)	62%	(172)	278
4-Region: Northeast	35%	(37)	65%	(69)	106
4-Region: Midwest	44%	(50)	56%	(63)	113
4-Region: South	40%	(96)	60%	(146)	243
4-Region: West	30%	(38)	70%	(86)	124
Harry Styles Fan	35%	(120)	65%	(220)	340
Marvel Fans	38%	(183)	62%	(300)	484

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

**Table MCFE4\_4NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	4%	(23)	96%	(563)	586
Gender: Male	1%	(3)	99%	(236)	239
Gender: Female	6%	(20)	94%	(327)	347
Age: 18-34	3%	(8)	97%	(262)	271
Age: 35-44	3%	(5)	97%	(144)	149
Age: 45-64	5%	(7)	95%	(133)	140
GenZers: 1997-2012	5%	(3)	95%	(66)	69
Millennials: 1981-1996	3%	(9)	97%	(287)	295
GenXers: 1965-1980	2%	(4)	98%	(163)	167
PID: Dem (no lean)	3%	(10)	97%	(322)	332
PID: Ind (no lean)	7%	(9)	93%	(125)	134
PID: Rep (no lean)	3%	(3)	97%	(117)	120
PID/Gender: Dem Men	1%	(1)	99%	(153)	154
PID/Gender: Dem Women	5%	(9)	95%	(169)	178
PID/Gender: Ind Women	8%	(8)	92%	(86)	94
PID/Gender: Rep Women	5%	(3)	95%	(71)	75
Ideo: Liberal (1-3)	4%	(8)	96%	(207)	214
Ideo: Moderate (4)	4%	(8)	96%	(194)	202
Ideo: Conservative (5-7)	2%	(3)	98%	(125)	128
Educ: < College	4%	(16)	96%	(372)	388
Educ: Bachelors degree	5%	(6)	95%	(127)	133
Educ: Post-grad	1%	(1)	99%	(64)	65
Income: Under 50k	4%	(13)	96%	(317)	330
Income: 50k-100k	5%	(7)	95%	(150)	157
Income: 100k+	2%	(2)	98%	(97)	99
Ethnicity: White	4%	(16)	96%	(386)	402
Ethnicity: Hispanic	4%	(5)	96%	(120)	125
Ethnicity: Black	3%	(4)	97%	(114)	118
Ethnicity: Other	4%	(2)	96%	(63)	65
All Christian	3%	(7)	97%	(242)	249
Agnostic/Nothing in particular	7%	(10)	93%	(131)	141
Something Else	3%	(4)	97%	(129)	133

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**Table MCFE4\_4NET:** *And why are you interested in buying celebrity beauty brands? Select all that apply.*  
*Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	4%	(23)	96%	(563)	586
Evangelical	4%	(8)	96%	(194)	201
Non-Evangelical	2%	(4)	98%	(164)	167
Community: Urban	3%	(7)	97%	(254)	261
Community: Suburban	4%	(8)	96%	(202)	210
Community: Rural	7%	(8)	93%	(108)	115
Employ: Private Sector	3%	(9)	97%	(262)	271
Employ: Self-Employed	3%	(2)	97%	(59)	61
Employ: Homemaker	5%	(3)	95%	(56)	59
Employ: Unemployed	3%	(2)	97%	(65)	67
Military HH: Yes	5%	(3)	95%	(55)	58
Military HH: No	4%	(19)	96%	(508)	528
RD/WT: Right Direction	2%	(7)	98%	(310)	317
RD/WT: Wrong Track	6%	(15)	94%	(254)	269
Biden Job Approve	3%	(11)	97%	(364)	374
Biden Job Disapprove	5%	(9)	95%	(172)	181
Biden Job Strongly Approve	3%	(5)	97%	(172)	177
Biden Job Somewhat Approve	3%	(5)	97%	(192)	197
Biden Job Somewhat Disapprove	2%	(2)	98%	(84)	86
Biden Job Strongly Disapprove	8%	(7)	92%	(88)	95
Favorable of Biden	3%	(11)	97%	(355)	366
Unfavorable of Biden	5%	(11)	95%	(183)	193
Very Favorable of Biden	2%	(4)	98%	(186)	190
Somewhat Favorable of Biden	4%	(7)	96%	(169)	176
Somewhat Unfavorable of Biden	4%	(3)	96%	(77)	80
Very Unfavorable of Biden	6%	(7)	94%	(106)	113
#1 Issue: Economy	3%	(9)	97%	(255)	264
#1 Issue: Security	6%	(3)	94%	(49)	52
#1 Issue: Health Care	2%	(3)	98%	(104)	106
#1 Issue: Women's Issues	9%	(4)	91%	(45)	50

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**Table MCFE4\_4NET:** And why are you interested in buying celebrity beauty brands? Select all that apply.  
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	4%	(23)	96%	(563)	586
2020 Vote: Joe Biden	3%	(10)	97%	(331)	340
2020 Vote: Donald Trump	6%	(7)	94%	(110)	118
2020 Vote: Didn't Vote	4%	(5)	96%	(106)	110
2018 House Vote: Democrat	4%	(11)	96%	(250)	261
2018 House Vote: Republican	3%	(2)	97%	(90)	93
2016 Vote: Hillary Clinton	4%	(10)	96%	(242)	252
2016 Vote: Donald Trump	4%	(5)	96%	(113)	118
2016 Vote: Didn't Vote	4%	(7)	96%	(186)	193
Voted in 2014: Yes	4%	(14)	96%	(295)	308
Voted in 2014: No	3%	(9)	97%	(269)	278
4-Region: Northeast	3%	(3)	97%	(103)	106
4-Region: Midwest	3%	(4)	97%	(109)	113
4-Region: South	4%	(10)	96%	(233)	243
4-Region: West	5%	(6)	95%	(118)	124
Harry Styles Fan	3%	(10)	97%	(330)	340
Marvel Fans	4%	(17)	96%	(466)	484

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



**Table MCFE5\_1NET: And why are you not interested in buying celebrity beauty brands?**  
*I am not a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	32%	(508)	68%	(1106)	1614
Gender: Male	30%	(246)	70%	(577)	823
Gender: Female	33%	(262)	67%	(529)	791
Age: 18-34	26%	(101)	74%	(284)	384
Age: 35-44	24%	(50)	76%	(159)	209
Age: 45-64	31%	(190)	69%	(421)	611
Age: 65+	41%	(168)	59%	(242)	410
GenZers: 1997-2012	31%	(42)	69%	(92)	133
Millennials: 1981-1996	25%	(94)	75%	(288)	382
GenXers: 1965-1980	24%	(91)	76%	(293)	385
Baby Boomers: 1946-1964	39%	(252)	61%	(391)	643
PID: Dem (no lean)	30%	(161)	70%	(370)	531
PID: Ind (no lean)	31%	(176)	69%	(392)	569
PID: Rep (no lean)	33%	(171)	67%	(344)	515
PID/Gender: Dem Men	30%	(71)	70%	(165)	236
PID/Gender: Dem Women	31%	(90)	69%	(204)	295
PID/Gender: Ind Men	28%	(92)	72%	(237)	330
PID/Gender: Ind Women	35%	(84)	65%	(155)	239
PID/Gender: Rep Men	32%	(83)	68%	(174)	257
PID/Gender: Rep Women	34%	(89)	66%	(169)	258
Ideo: Liberal (1-3)	30%	(133)	70%	(306)	439
Ideo: Moderate (4)	32%	(152)	68%	(322)	474
Ideo: Conservative (5-7)	33%	(177)	67%	(365)	542
Educ: < College	32%	(365)	68%	(760)	1124
Educ: Bachelors degree	31%	(97)	69%	(214)	311
Educ: Post-grad	26%	(47)	74%	(132)	179
Income: Under 50k	33%	(292)	67%	(595)	886
Income: 50k-100k	31%	(159)	69%	(359)	518
Income: 100k+	27%	(57)	73%	(152)	209
Ethnicity: White	32%	(424)	68%	(895)	1320
Ethnicity: Hispanic	31%	(69)	69%	(156)	225
Ethnicity: Black	21%	(33)	79%	(122)	156

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**Table MCFE5\_1NET: And why are you not interested in buying celebrity beauty brands?**  
*I am not a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	32%	(508)	68%	(1106)	1614
Ethnicity: Other	37%	(51)	63%	(88)	139
All Christian	34%	(254)	66%	(489)	743
All Non-Christian	37%	(25)	63%	(42)	67
Atheist	25%	(17)	75%	(53)	70
Agnostic/Nothing in particular	27%	(129)	73%	(349)	478
Something Else	32%	(83)	68%	(173)	256
Religious Non-Protestant/Catholic	37%	(30)	63%	(50)	80
Evangelical	34%	(135)	66%	(266)	400
Non-Evangelical	34%	(196)	66%	(380)	575
Community: Urban	28%	(101)	72%	(265)	366
Community: Suburban	34%	(270)	66%	(520)	791
Community: Rural	30%	(137)	70%	(320)	457
Employ: Private Sector	29%	(145)	71%	(348)	493
Employ: Government	27%	(22)	73%	(58)	80
Employ: Self-Employed	26%	(33)	74%	(95)	128
Employ: Homemaker	29%	(34)	71%	(81)	115
Employ: Retired	39%	(167)	61%	(263)	430
Employ: Unemployed	21%	(43)	79%	(166)	209
Employ: Other	37%	(43)	63%	(71)	114
Military HH: Yes	34%	(95)	66%	(182)	277
Military HH: No	31%	(414)	69%	(924)	1337
RD/WT: Right Direction	31%	(159)	69%	(353)	512
RD/WT: Wrong Track	32%	(349)	68%	(753)	1102
Biden Job Approve	30%	(196)	70%	(455)	650
Biden Job Disapprove	33%	(295)	67%	(599)	894
Biden Job Strongly Approve	32%	(86)	68%	(186)	271
Biden Job Somewhat Approve	29%	(110)	71%	(269)	379
Biden Job Somewhat Disapprove	31%	(78)	69%	(177)	255
Biden Job Strongly Disapprove	34%	(217)	66%	(422)	640
Favorable of Biden	31%	(197)	69%	(449)	646
Unfavorable of Biden	32%	(292)	68%	(612)	904

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**Table MCFE5\_1NET: And why are you not interested in buying celebrity beauty brands?**  
*I am not a fan of celebrities that also have beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	32%	(508)	68%	(1106)	1614
Very Favorable of Biden	31%	(90)	69%	(197)	287
Somewhat Favorable of Biden	30%	(107)	70%	(252)	359
Somewhat Unfavorable of Biden	27%	(60)	73%	(160)	220
Very Unfavorable of Biden	34%	(232)	66%	(452)	684
#1 Issue: Economy	29%	(186)	71%	(450)	636
#1 Issue: Security	39%	(82)	61%	(129)	211
#1 Issue: Health Care	26%	(53)	74%	(151)	204
#1 Issue: Medicare / Social Security	37%	(85)	63%	(144)	229
#1 Issue: Women's Issues	27%	(22)	73%	(60)	82
#1 Issue: Education	38%	(26)	62%	(42)	68
#1 Issue: Energy	26%	(25)	74%	(70)	94
#1 Issue: Other	33%	(29)	67%	(60)	90
2020 Vote: Joe Biden	32%	(205)	68%	(435)	640
2020 Vote: Donald Trump	34%	(205)	66%	(401)	606
2020 Vote: Other	27%	(17)	73%	(45)	61
2020 Vote: Didn't Vote	27%	(82)	73%	(222)	304
2018 House Vote: Democrat	32%	(169)	68%	(365)	534
2018 House Vote: Republican	34%	(173)	66%	(334)	506
2018 House Vote: Someone else	30%	(18)	70%	(43)	61
2016 Vote: Hillary Clinton	31%	(148)	69%	(326)	473
2016 Vote: Donald Trump	35%	(196)	65%	(371)	567
2016 Vote: Other	36%	(39)	64%	(68)	107
2016 Vote: Didn't Vote	27%	(125)	73%	(340)	465
Voted in 2014: Yes	33%	(321)	67%	(648)	969
Voted in 2014: No	29%	(187)	71%	(458)	645
4-Region: Northeast	32%	(93)	68%	(195)	288
4-Region: Midwest	33%	(116)	67%	(233)	349
4-Region: South	29%	(169)	71%	(413)	581
4-Region: West	33%	(131)	67%	(265)	396
Harry Styles Fan	25%	(89)	75%	(262)	351
Marvel Fans	27%	(249)	73%	(676)	925

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

**Table MCFE5\_2NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not like products from celebrity beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	23%	(364)	77%	(1250)	1614
Gender: Male	24%	(199)	76%	(624)	823
Gender: Female	21%	(165)	79%	(626)	791
Age: 18-34	29%	(110)	71%	(274)	384
Age: 35-44	29%	(60)	71%	(149)	209
Age: 45-64	21%	(127)	79%	(484)	611
Age: 65+	16%	(68)	84%	(343)	410
GenZers: 1997-2012	31%	(42)	69%	(92)	133
Millennials: 1981-1996	26%	(101)	74%	(281)	382
GenXers: 1965-1980	25%	(97)	75%	(288)	385
Baby Boomers: 1946-1964	17%	(112)	83%	(530)	643
PID: Dem (no lean)	24%	(126)	76%	(405)	531
PID: Ind (no lean)	21%	(122)	79%	(447)	569
PID: Rep (no lean)	23%	(117)	77%	(398)	515
PID/Gender: Dem Men	25%	(59)	75%	(177)	236
PID/Gender: Dem Women	23%	(67)	77%	(228)	295
PID/Gender: Ind Men	26%	(84)	74%	(245)	330
PID/Gender: Ind Women	16%	(37)	84%	(202)	239
PID/Gender: Rep Men	22%	(56)	78%	(201)	257
PID/Gender: Rep Women	24%	(61)	76%	(197)	258
Ideo: Liberal (1-3)	23%	(100)	77%	(339)	439
Ideo: Moderate (4)	25%	(119)	75%	(356)	474
Ideo: Conservative (5-7)	20%	(111)	80%	(431)	542
Educ: < College	24%	(268)	76%	(857)	1124
Educ: Bachelors degree	22%	(68)	78%	(243)	311
Educ: Post-grad	16%	(29)	84%	(150)	179
Income: Under 50k	23%	(206)	77%	(681)	886
Income: 50k-100k	23%	(120)	77%	(398)	518
Income: 100k+	18%	(39)	82%	(171)	209
Ethnicity: White	23%	(304)	77%	(1016)	1320
Ethnicity: Hispanic	28%	(64)	72%	(161)	225
Ethnicity: Black	17%	(27)	83%	(129)	156

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**Table MCFE5\_2NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not like products from celebrity beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	23%	(364)	77%	(1250)	1614
Ethnicity: Other	24%	(33)	76%	(105)	139
All Christian	23%	(174)	77%	(569)	743
All Non-Christian	27%	(18)	73%	(49)	67
Atheist	34%	(24)	66%	(46)	70
Agnostic/Nothing in particular	22%	(103)	78%	(375)	478
Something Else	17%	(45)	83%	(211)	256
Religious Non-Protestant/Catholic	27%	(22)	73%	(58)	80
Evangelical	18%	(73)	82%	(327)	400
Non-Evangelical	24%	(141)	76%	(434)	575
Community: Urban	21%	(77)	79%	(289)	366
Community: Suburban	22%	(178)	78%	(613)	791
Community: Rural	24%	(109)	76%	(348)	457
Employ: Private Sector	24%	(121)	76%	(373)	493
Employ: Government	26%	(21)	74%	(59)	80
Employ: Self-Employed	19%	(24)	81%	(104)	128
Employ: Homemaker	22%	(26)	78%	(89)	115
Employ: Retired	16%	(67)	84%	(363)	430
Employ: Unemployed	32%	(67)	68%	(142)	209
Employ: Other	25%	(28)	75%	(86)	114
Military HH: Yes	19%	(52)	81%	(225)	277
Military HH: No	23%	(312)	77%	(1025)	1337
RD/WT: Right Direction	23%	(119)	77%	(394)	512
RD/WT: Wrong Track	22%	(246)	78%	(856)	1102
Biden Job Approve	23%	(151)	77%	(499)	650
Biden Job Disapprove	21%	(189)	79%	(705)	894
Biden Job Strongly Approve	21%	(58)	79%	(213)	271
Biden Job Somewhat Approve	25%	(93)	75%	(286)	379
Biden Job Somewhat Disapprove	23%	(57)	77%	(197)	255
Biden Job Strongly Disapprove	21%	(132)	79%	(508)	640
Favorable of Biden	23%	(149)	77%	(497)	646
Unfavorable of Biden	21%	(193)	79%	(710)	904

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**Table MCFE5\_2NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not like products from celebrity beauty brands*

Demographic	Selected		Not Selected		Total N
Adults	23%	(364)	77%	(1250)	1614
Very Favorable of Biden	20%	(58)	80%	(229)	287
Somewhat Favorable of Biden	25%	(91)	75%	(268)	359
Somewhat Unfavorable of Biden	25%	(55)	75%	(164)	220
Very Unfavorable of Biden	20%	(138)	80%	(546)	684
#1 Issue: Economy	23%	(144)	77%	(491)	636
#1 Issue: Security	19%	(39)	81%	(172)	211
#1 Issue: Health Care	28%	(56)	72%	(147)	204
#1 Issue: Medicare / Social Security	22%	(51)	78%	(178)	229
#1 Issue: Women's Issues	18%	(15)	82%	(67)	82
#1 Issue: Education	25%	(17)	75%	(52)	68
#1 Issue: Energy	29%	(28)	71%	(67)	94
#1 Issue: Other	16%	(15)	84%	(75)	90
2020 Vote: Joe Biden	20%	(128)	80%	(511)	640
2020 Vote: Donald Trump	22%	(134)	78%	(472)	606
2020 Vote: Other	20%	(12)	80%	(49)	61
2020 Vote: Didn't Vote	30%	(90)	70%	(214)	304
2018 House Vote: Democrat	24%	(127)	76%	(408)	534
2018 House Vote: Republican	21%	(106)	79%	(401)	506
2018 House Vote: Someone else	15%	(9)	85%	(52)	61
2016 Vote: Hillary Clinton	21%	(101)	79%	(372)	473
2016 Vote: Donald Trump	21%	(120)	79%	(447)	567
2016 Vote: Other	23%	(24)	77%	(83)	107
2016 Vote: Didn't Vote	25%	(118)	75%	(347)	465
Voted in 2014: Yes	21%	(200)	79%	(769)	969
Voted in 2014: No	25%	(164)	75%	(481)	645
4-Region: Northeast	25%	(71)	75%	(217)	288
4-Region: Midwest	21%	(75)	79%	(274)	349
4-Region: South	20%	(115)	80%	(466)	581
4-Region: West	26%	(104)	74%	(292)	396
Harry Styles Fan	23%	(80)	77%	(271)	351
Marvel Fans	22%	(201)	78%	(725)	925

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

**Table MCFE5\_3NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	31%	(494)	69%	(1120)	1614
Gender: Male	30%	(249)	70%	(574)	823
Gender: Female	31%	(245)	69%	(546)	791
Age: 18-34	31%	(120)	69%	(264)	384
Age: 35-44	31%	(64)	69%	(145)	209
Age: 45-64	29%	(178)	71%	(432)	611
Age: 65+	32%	(132)	68%	(278)	410
GenZers: 1997-2012	29%	(39)	71%	(94)	133
Millennials: 1981-1996	33%	(125)	67%	(257)	382
GenXers: 1965-1980	28%	(109)	72%	(276)	385
Baby Boomers: 1946-1964	30%	(196)	70%	(447)	643
PID: Dem (no lean)	31%	(165)	69%	(366)	531
PID: Ind (no lean)	29%	(162)	71%	(406)	569
PID: Rep (no lean)	32%	(167)	68%	(348)	515
PID/Gender: Dem Men	33%	(77)	67%	(159)	236
PID/Gender: Dem Women	30%	(88)	70%	(207)	295
PID/Gender: Ind Men	28%	(94)	72%	(236)	330
PID/Gender: Ind Women	29%	(68)	71%	(170)	239
PID/Gender: Rep Men	30%	(78)	70%	(179)	257
PID/Gender: Rep Women	34%	(89)	66%	(169)	258
Ideo: Liberal (1-3)	35%	(153)	65%	(286)	439
Ideo: Moderate (4)	25%	(119)	75%	(356)	474
Ideo: Conservative (5-7)	34%	(183)	66%	(360)	542
Educ: < College	28%	(313)	72%	(812)	1124
Educ: Bachelors degree	37%	(114)	63%	(197)	311
Educ: Post-grad	38%	(68)	62%	(111)	179
Income: Under 50k	28%	(249)	72%	(637)	886
Income: 50k-100k	31%	(161)	69%	(357)	518
Income: 100k+	40%	(84)	60%	(125)	209
Ethnicity: White	31%	(407)	69%	(913)	1320
Ethnicity: Hispanic	30%	(67)	70%	(158)	225
Ethnicity: Black	34%	(54)	66%	(102)	156

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**Table MCFE5\_3NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	31%	(494)	69%	(1120)	1614
Ethnicity: Other	25%	(34)	75%	(105)	139
All Christian	30%	(224)	70%	(519)	743
All Non-Christian	40%	(27)	60%	(40)	67
Atheist	32%	(22)	68%	(47)	70
Agnostic/Nothing in particular	30%	(144)	70%	(335)	478
Something Else	31%	(78)	69%	(178)	256
Religious Non-Protestant/Catholic	43%	(34)	57%	(46)	80
Evangelical	33%	(131)	67%	(270)	400
Non-Evangelical	28%	(160)	72%	(415)	575
Community: Urban	33%	(119)	67%	(247)	366
Community: Suburban	31%	(242)	69%	(549)	791
Community: Rural	29%	(133)	71%	(324)	457
Employ: Private Sector	33%	(164)	67%	(329)	493
Employ: Government	25%	(20)	75%	(60)	80
Employ: Self-Employed	36%	(46)	64%	(82)	128
Employ: Homemaker	32%	(37)	68%	(78)	115
Employ: Retired	31%	(132)	69%	(298)	430
Employ: Unemployed	30%	(63)	70%	(146)	209
Employ: Other	18%	(20)	82%	(94)	114
Military HH: Yes	26%	(73)	74%	(204)	277
Military HH: No	32%	(421)	68%	(916)	1337
RD/WT: Right Direction	30%	(151)	70%	(361)	512
RD/WT: Wrong Track	31%	(343)	69%	(759)	1102
Biden Job Approve	30%	(193)	70%	(457)	650
Biden Job Disapprove	32%	(289)	68%	(606)	894
Biden Job Strongly Approve	31%	(84)	69%	(187)	271
Biden Job Somewhat Approve	29%	(109)	71%	(270)	379
Biden Job Somewhat Disapprove	28%	(71)	72%	(183)	255
Biden Job Strongly Disapprove	34%	(218)	66%	(422)	640
Favorable of Biden	30%	(192)	70%	(454)	646
Unfavorable of Biden	32%	(292)	68%	(612)	904

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**Table MCFE5\_3NET: And why are you not interested in buying celebrity beauty brands?**  
*I do not trust celebrities to have well-made beauty products*

Demographic	Selected		Not Selected		Total N
Adults	31%	(494)	69%	(1120)	1614
Very Favorable of Biden	31%	(90)	69%	(197)	287
Somewhat Favorable of Biden	28%	(102)	72%	(257)	359
Somewhat Unfavorable of Biden	31%	(67)	69%	(153)	220
Very Unfavorable of Biden	33%	(225)	67%	(459)	684
#1 Issue: Economy	31%	(194)	69%	(441)	636
#1 Issue: Security	35%	(74)	65%	(138)	211
#1 Issue: Health Care	31%	(62)	69%	(141)	204
#1 Issue: Medicare / Social Security	26%	(59)	74%	(170)	229
#1 Issue: Women's Issues	33%	(27)	67%	(55)	82
#1 Issue: Education	32%	(22)	68%	(46)	68
#1 Issue: Energy	35%	(33)	65%	(62)	94
#1 Issue: Other	27%	(24)	73%	(66)	90
2020 Vote: Joe Biden	32%	(205)	68%	(434)	640
2020 Vote: Donald Trump	32%	(195)	68%	(411)	606
2020 Vote: Other	34%	(21)	66%	(41)	61
2020 Vote: Didn't Vote	23%	(71)	77%	(233)	304
2018 House Vote: Democrat	31%	(164)	69%	(370)	534
2018 House Vote: Republican	34%	(175)	66%	(332)	506
2018 House Vote: Someone else	20%	(12)	80%	(49)	61
2016 Vote: Hillary Clinton	30%	(142)	70%	(332)	473
2016 Vote: Donald Trump	34%	(192)	66%	(375)	567
2016 Vote: Other	32%	(35)	68%	(72)	107
2016 Vote: Didn't Vote	27%	(125)	73%	(340)	465
Voted in 2014: Yes	33%	(323)	67%	(646)	969
Voted in 2014: No	27%	(171)	73%	(474)	645
4-Region: Northeast	27%	(78)	73%	(209)	288
4-Region: Midwest	30%	(104)	70%	(245)	349
4-Region: South	35%	(204)	65%	(378)	581
4-Region: West	27%	(108)	73%	(288)	396
Harry Styles Fan	29%	(101)	71%	(250)	351
Marvel Fans	29%	(270)	71%	(655)	925

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

**Table MCFE5\_4NET: And why are you not interested in buying celebrity beauty brands?**  
*Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	27%	(435)	73%	(1179)	1614
Gender: Male	28%	(233)	72%	(590)	823
Gender: Female	25%	(201)	75%	(590)	791
Age: 18-34	28%	(106)	72%	(278)	384
Age: 35-44	27%	(56)	73%	(153)	209
Age: 45-64	28%	(169)	72%	(442)	611
Age: 65+	25%	(103)	75%	(307)	410
GenZers: 1997-2012	27%	(35)	73%	(98)	133
Millennials: 1981-1996	25%	(97)	75%	(285)	382
GenXers: 1965-1980	32%	(123)	68%	(262)	385
Baby Boomers: 1946-1964	25%	(164)	75%	(479)	643
PID: Dem (no lean)	26%	(140)	74%	(391)	531
PID: Ind (no lean)	33%	(186)	67%	(383)	569
PID: Rep (no lean)	21%	(109)	79%	(406)	515
PID/Gender: Dem Men	25%	(59)	75%	(177)	236
PID/Gender: Dem Women	27%	(81)	73%	(214)	295
PID/Gender: Ind Men	33%	(108)	67%	(222)	330
PID/Gender: Ind Women	33%	(78)	67%	(160)	239
PID/Gender: Rep Men	26%	(67)	74%	(191)	257
PID/Gender: Rep Women	16%	(42)	84%	(216)	258
Ideo: Liberal (1-3)	26%	(116)	74%	(323)	439
Ideo: Moderate (4)	26%	(121)	74%	(353)	474
Ideo: Conservative (5-7)	27%	(146)	73%	(396)	542
Educ: < College	27%	(298)	73%	(826)	1124
Educ: Bachelors degree	25%	(77)	75%	(233)	311
Educ: Post-grad	33%	(59)	67%	(120)	179
Income: Under 50k	27%	(235)	73%	(651)	886
Income: 50k-100k	28%	(145)	72%	(373)	518
Income: 100k+	26%	(54)	74%	(155)	209
Ethnicity: White	26%	(345)	74%	(975)	1320
Ethnicity: Hispanic	21%	(47)	79%	(178)	225
Ethnicity: Black	34%	(52)	66%	(104)	156

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**Table MCFE5\_4NET: And why are you not interested in buying celebrity beauty brands?**  
 Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	27% (435)	73% (1179)	1614
Ethnicity: Other	27% (37)	73% (101)	139
All Christian	24% (179)	76% (565)	743
All Non-Christian	21% (14)	79% (53)	67
Atheist	30% (21)	70% (49)	70
Agnostic/Nothing in particular	31% (147)	69% (332)	478
Something Else	29% (74)	71% (182)	256
Religious Non-Protestant/Catholic	21% (17)	79% (63)	80
Evangelical	25% (100)	75% (300)	400
Non-Evangelical	25% (147)	75% (429)	575
Community: Urban	29% (108)	71% (258)	366
Community: Suburban	26% (207)	74% (584)	791
Community: Rural	26% (120)	74% (337)	457
Employ: Private Sector	23% (115)	77% (378)	493
Employ: Government	34% (27)	66% (53)	80
Employ: Self-Employed	34% (43)	66% (85)	128
Employ: Homemaker	28% (32)	72% (83)	115
Employ: Retired	27% (114)	73% (316)	430
Employ: Unemployed	28% (58)	72% (152)	209
Employ: Other	31% (36)	69% (78)	114
Military HH: Yes	31% (86)	69% (190)	277
Military HH: No	26% (348)	74% (989)	1337
RD/WT: Right Direction	25% (126)	75% (386)	512
RD/WT: Wrong Track	28% (309)	72% (793)	1102
Biden Job Approve	28% (180)	72% (470)	650
Biden Job Disapprove	26% (232)	74% (662)	894
Biden Job Strongly Approve	26% (70)	74% (201)	271
Biden Job Somewhat Approve	29% (110)	71% (269)	379
Biden Job Somewhat Disapprove	27% (69)	73% (186)	255
Biden Job Strongly Disapprove	26% (164)	74% (476)	640
Favorable of Biden	28% (180)	72% (467)	646
Unfavorable of Biden	26% (236)	74% (668)	904

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**Table MCFE5\_4NET: And why are you not interested in buying celebrity beauty brands?**

*Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	27%	(435)	73%	(1179)	1614
Very Favorable of Biden	26%	(75)	74%	(212)	287
Somewhat Favorable of Biden	29%	(104)	71%	(255)	359
Somewhat Unfavorable of Biden	27%	(59)	73%	(160)	220
Very Unfavorable of Biden	26%	(177)	74%	(507)	684
#1 Issue: Economy	28%	(178)	72%	(457)	636
#1 Issue: Security	22%	(47)	78%	(164)	211
#1 Issue: Health Care	26%	(53)	74%	(150)	204
#1 Issue: Medicare / Social Security	25%	(57)	75%	(173)	229
#1 Issue: Women's Issues	28%	(23)	72%	(59)	82
#1 Issue: Education	21%	(14)	79%	(54)	68
#1 Issue: Energy	24%	(23)	76%	(71)	94
#1 Issue: Other	44%	(39)	56%	(51)	90
2020 Vote: Joe Biden	28%	(179)	72%	(460)	640
2020 Vote: Donald Trump	23%	(142)	77%	(464)	606
2020 Vote: Other	39%	(24)	61%	(38)	61
2020 Vote: Didn't Vote	29%	(88)	71%	(216)	304
2018 House Vote: Democrat	28%	(150)	72%	(385)	534
2018 House Vote: Republican	23%	(115)	77%	(392)	506
2018 House Vote: Someone else	38%	(23)	62%	(38)	61
2016 Vote: Hillary Clinton	31%	(147)	69%	(327)	473
2016 Vote: Donald Trump	23%	(129)	77%	(439)	567
2016 Vote: Other	20%	(22)	80%	(85)	107
2016 Vote: Didn't Vote	30%	(137)	70%	(328)	465
Voted in 2014: Yes	27%	(257)	73%	(712)	969
Voted in 2014: No	27%	(177)	73%	(468)	645
4-Region: Northeast	27%	(77)	73%	(211)	288
4-Region: Midwest	29%	(100)	71%	(249)	349
4-Region: South	25%	(144)	75%	(437)	581
4-Region: West	29%	(114)	71%	(282)	396
Harry Styles Fan	31%	(108)	69%	(243)	351
Marvel Fans	31%	(289)	69%	(636)	925

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

**Table MCFE6:** Which of the following is closest to your opinion, even if neither is correct?

<b>Demographic</b>	<b>Like any other business person, celebrities should diversify their streams of income, including to beauty brands</b>		<b>Celebrities should stick to what line of work made them famous, regardless of whether they are still getting work in the field</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(856)	32%	(714)	29%	(630)	2200
Gender: Male	38%	(405)	36%	(384)	26%	(272)	1062
Gender: Female	40%	(450)	29%	(330)	31%	(358)	1138
Age: 18-34	50%	(326)	22%	(145)	28%	(184)	655
Age: 35-44	43%	(153)	30%	(107)	27%	(97)	358
Age: 45-64	35%	(263)	35%	(264)	30%	(224)	751
Age: 65+	26%	(114)	45%	(197)	29%	(125)	436
GenZers: 1997-2012	52%	(106)	15%	(30)	33%	(66)	202
Millennials: 1981-1996	46%	(309)	29%	(195)	26%	(173)	677
GenXers: 1965-1980	41%	(227)	27%	(151)	31%	(174)	552
Baby Boomers: 1946-1964	29%	(201)	42%	(293)	28%	(195)	690
PID: Dem (no lean)	44%	(381)	32%	(273)	24%	(209)	863
PID: Ind (no lean)	38%	(268)	29%	(202)	33%	(232)	702
PID: Rep (no lean)	33%	(207)	38%	(238)	30%	(190)	635
PID/Gender: Dem Men	44%	(172)	35%	(138)	20%	(80)	390
PID/Gender: Dem Women	44%	(208)	29%	(135)	27%	(129)	473
PID/Gender: Ind Men	36%	(132)	32%	(120)	32%	(118)	369
PID/Gender: Ind Women	41%	(136)	25%	(83)	34%	(114)	333
PID/Gender: Rep Men	33%	(101)	42%	(127)	25%	(75)	302
PID/Gender: Rep Women	32%	(106)	34%	(112)	35%	(115)	332
Ideo: Liberal (1-3)	48%	(312)	29%	(189)	23%	(152)	653
Ideo: Moderate (4)	39%	(265)	33%	(220)	28%	(191)	677
Ideo: Conservative (5-7)	33%	(218)	39%	(262)	28%	(190)	671
Educ: < College	38%	(568)	31%	(469)	31%	(475)	1512
Educ: Bachelors degree	40%	(177)	36%	(162)	24%	(105)	444
Educ: Post-grad	45%	(111)	34%	(84)	20%	(50)	244
Income: Under 50k	38%	(468)	30%	(366)	31%	(382)	1216
Income: 50k-100k	38%	(259)	35%	(235)	27%	(181)	675
Income: 100k+	42%	(129)	37%	(113)	22%	(67)	308

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**Table MCFE6:** Which of the following is closest to your opinion, even if neither is correct?

<b>Demographic</b>	<b>Like any other business person, celebrities should diversify their streams of income, including to beauty brands</b>		<b>Celebrities should stick to what line of work made them famous, regardless of whether they are still getting work in the field</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(856)	32%	(714)	29%	(630)	2200
Ethnicity: White	37%	(638)	35%	(604)	28%	(480)	1722
Ethnicity: Hispanic	44%	(155)	30%	(105)	25%	(89)	349
Ethnicity: Black	48%	(133)	22%	(60)	30%	(81)	274
Ethnicity: Other	41%	(85)	25%	(50)	34%	(69)	204
All Christian	38%	(378)	38%	(381)	24%	(233)	992
All Non-Christian	34%	(36)	40%	(42)	25%	(26)	104
Atheist	51%	(48)	25%	(24)	24%	(23)	95
Agnostic/Nothing in particular	40%	(247)	27%	(169)	33%	(204)	620
Something Else	38%	(146)	25%	(99)	37%	(144)	389
Religious Non-Protestant/Catholic	33%	(39)	41%	(48)	26%	(31)	118
Evangelical	38%	(231)	34%	(202)	28%	(168)	602
Non-Evangelical	37%	(276)	36%	(264)	27%	(203)	743
Community: Urban	47%	(294)	28%	(178)	25%	(155)	627
Community: Suburban	37%	(369)	36%	(355)	28%	(276)	1000
Community: Rural	34%	(192)	32%	(181)	35%	(199)	572
Employ: Private Sector	44%	(333)	35%	(270)	21%	(161)	764
Employ: Government	44%	(50)	30%	(34)	26%	(30)	114
Employ: Self-Employed	46%	(87)	29%	(55)	25%	(47)	189
Employ: Homemaker	41%	(72)	26%	(45)	33%	(57)	174
Employ: Student	45%	(28)	22%	(13)	33%	(20)	62
Employ: Retired	31%	(143)	42%	(196)	27%	(127)	465
Employ: Unemployed	37%	(103)	22%	(61)	41%	(113)	277
Employ: Other	26%	(40)	25%	(39)	49%	(76)	155
Military HH: Yes	37%	(122)	35%	(116)	29%	(97)	335
Military HH: No	39%	(733)	32%	(598)	29%	(534)	1865
RD/WT: Right Direction	45%	(375)	30%	(249)	25%	(205)	829
RD/WT: Wrong Track	35%	(481)	34%	(464)	31%	(426)	1371

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**Table MCFE6:** Which of the following is closest to your opinion, even if neither is correct?

<b>Demographic</b>	<b>Like any other business person, celebrities should diversify their streams of income, including to beauty brands</b>		<b>Celebrities should stick to what line of work made them famous, regardless of whether they are still getting work in the field</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(856)	32%	(714)	29%	(630)	2200
Biden Job Approve	45%	(461)	30%	(306)	25%	(258)	1025
Biden Job Disapprove	34%	(365)	37%	(393)	30%	(318)	1076
Biden Job Strongly Approve	45%	(204)	33%	(148)	22%	(97)	449
Biden Job Somewhat Approve	45%	(257)	27%	(158)	28%	(161)	576
Biden Job Somewhat Disapprove	43%	(145)	31%	(105)	27%	(91)	341
Biden Job Strongly Disapprove	30%	(220)	39%	(288)	31%	(227)	735
Favorable of Biden	45%	(457)	30%	(307)	25%	(249)	1013
Unfavorable of Biden	34%	(377)	35%	(389)	30%	(331)	1097
Very Favorable of Biden	46%	(219)	33%	(156)	21%	(102)	477
Somewhat Favorable of Biden	44%	(238)	28%	(151)	27%	(147)	536
Somewhat Unfavorable of Biden	40%	(121)	30%	(91)	29%	(87)	300
Very Unfavorable of Biden	32%	(256)	37%	(298)	31%	(244)	797
#1 Issue: Economy	40%	(361)	32%	(285)	28%	(253)	899
#1 Issue: Security	30%	(78)	42%	(110)	29%	(75)	263
#1 Issue: Health Care	45%	(138)	28%	(88)	27%	(83)	310
#1 Issue: Medicare / Social Security	30%	(80)	40%	(105)	29%	(76)	261
#1 Issue: Women's Issues	51%	(67)	26%	(34)	24%	(31)	132
#1 Issue: Education	42%	(38)	27%	(24)	32%	(28)	90
#1 Issue: Energy	42%	(57)	27%	(36)	32%	(43)	136
#1 Issue: Other	35%	(38)	29%	(31)	36%	(40)	109
2020 Vote: Joe Biden	45%	(440)	31%	(300)	24%	(239)	980
2020 Vote: Donald Trump	30%	(218)	41%	(294)	29%	(211)	724
2020 Vote: Other	50%	(40)	22%	(18)	28%	(22)	79
2020 Vote: Didn't Vote	38%	(157)	24%	(99)	38%	(158)	414
2018 House Vote: Democrat	44%	(346)	32%	(254)	25%	(195)	795
2018 House Vote: Republican	30%	(180)	41%	(247)	29%	(172)	599
2018 House Vote: Someone else	36%	(27)	23%	(18)	41%	(32)	77

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**Table MCFE6:** Which of the following is closest to your opinion, even if neither is correct?

<b>Demographic</b>	<b>Like any other business person, celebrities should diversify their streams of income, including to beauty brands</b>		<b>Celebrities should stick to what line of work made them famous, regardless of whether they are still getting work in the field</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(856)	32%	(714)	29%	(630)	2200
2016 Vote: Hillary Clinton	45%	(325)	30%	(217)	25%	(183)	726
2016 Vote: Donald Trump	31%	(214)	41%	(279)	28%	(193)	686
2016 Vote: Other	38%	(49)	35%	(45)	27%	(35)	128
2016 Vote: Didn't Vote	41%	(267)	26%	(171)	33%	(219)	658
Voted in 2014: Yes	37%	(475)	37%	(475)	26%	(327)	1277
Voted in 2014: No	41%	(381)	26%	(239)	33%	(303)	923
4-Region: Northeast	40%	(158)	34%	(133)	26%	(103)	394
4-Region: Midwest	37%	(169)	33%	(153)	30%	(141)	462
4-Region: South	40%	(333)	30%	(248)	29%	(243)	824
4-Region: West	38%	(196)	35%	(180)	28%	(144)	520
Harry Styles Fan	52%	(358)	25%	(174)	23%	(159)	691
Marvel Fans	44%	(622)	28%	(401)	27%	(386)	1409

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



**Table MCFE7: Which of the following is closest to your opinion, even if none are correct?**

Demographic	I'd prefer to only buy celebrity beauty products created by celebrity women		I'd prefer to only buy celebrity beauty products created by celebrity men		I'd buy celebrity beauty products created by celebrity men and/or women		I do not buy celebrity beauty products		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(139)	5%	(106)	23%	(500)	66%	(1455)	2200
Gender: Male	4%	(38)	8%	(85)	19%	(203)	69%	(736)	1062
Gender: Female	9%	(101)	2%	(20)	26%	(297)	63%	(719)	1138
Age: 18-34	8%	(55)	8%	(55)	36%	(235)	47%	(310)	655
Age: 35-44	10%	(34)	9%	(32)	29%	(104)	52%	(187)	358
Age: 45-64	5%	(36)	2%	(16)	18%	(139)	75%	(560)	751
Age: 65+	3%	(14)	1%	(2)	5%	(23)	91%	(397)	436
GenZers: 1997-2012	7%	(14)	9%	(19)	33%	(67)	50%	(102)	202
Millennials: 1981-1996	9%	(63)	8%	(53)	35%	(238)	48%	(324)	677
GenXers: 1965-1980	6%	(34)	5%	(29)	24%	(135)	64%	(354)	552
Baby Boomers: 1946-1964	4%	(26)	1%	(4)	8%	(58)	87%	(601)	690
PID: Dem (no lean)	8%	(72)	7%	(57)	27%	(236)	58%	(498)	863
PID: Ind (no lean)	4%	(29)	3%	(19)	23%	(164)	70%	(490)	702
PID: Rep (no lean)	6%	(39)	5%	(29)	16%	(100)	74%	(467)	635
PID/Gender: Dem Men	4%	(16)	12%	(46)	27%	(107)	57%	(221)	390
PID/Gender: Dem Women	12%	(56)	2%	(11)	27%	(129)	59%	(277)	473
PID/Gender: Ind Men	3%	(10)	4%	(15)	16%	(60)	77%	(284)	369
PID/Gender: Ind Women	6%	(19)	1%	(4)	31%	(105)	62%	(206)	333
PID/Gender: Rep Men	4%	(12)	8%	(24)	12%	(36)	76%	(231)	302
PID/Gender: Rep Women	8%	(27)	1%	(5)	19%	(64)	71%	(237)	332
Ideo: Liberal (1-3)	8%	(55)	6%	(42)	26%	(169)	59%	(389)	653
Ideo: Moderate (4)	7%	(45)	4%	(30)	25%	(172)	63%	(430)	677
Ideo: Conservative (5-7)	5%	(32)	4%	(27)	17%	(113)	74%	(498)	671
Educ: < College	6%	(89)	4%	(62)	22%	(336)	68%	(1024)	1512
Educ: Bachelors degree	8%	(35)	7%	(31)	22%	(100)	63%	(279)	444
Educ: Post-grad	6%	(15)	5%	(12)	26%	(64)	62%	(152)	244
Income: Under 50k	7%	(83)	4%	(46)	23%	(280)	66%	(807)	1216
Income: 50k-100k	6%	(40)	5%	(37)	20%	(136)	69%	(463)	675
Income: 100k+	5%	(16)	7%	(23)	27%	(84)	60%	(185)	308

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**Table MCFE7: Which of the following is closest to your opinion, even if none are correct?**

Demographic	I'd prefer to only buy celebrity beauty products created by celebrity women		I'd prefer to only buy celebrity beauty products created by celebrity men		I'd buy celebrity beauty products created by celebrity men and/or women		I do not buy celebrity beauty products		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(139)	5%	(106)	23%	(500)	66%	(1455)	2200
Ethnicity: White	6%	(106)	4%	(73)	21%	(357)	69%	(1186)	1722
Ethnicity: Hispanic	8%	(27)	6%	(22)	29%	(103)	57%	(198)	349
Ethnicity: Black	8%	(21)	8%	(21)	31%	(85)	54%	(148)	274
Ethnicity: Other	6%	(12)	6%	(12)	29%	(59)	59%	(121)	204
All Christian	6%	(57)	5%	(51)	22%	(216)	67%	(668)	992
All Non-Christian	6%	(6)	11%	(12)	24%	(25)	59%	(61)	104
Atheist	14%	(14)	6%	(5)	22%	(21)	58%	(55)	95
Agnostic/Nothing in particular	6%	(35)	4%	(24)	21%	(131)	69%	(430)	620
Something Else	7%	(27)	3%	(14)	28%	(108)	62%	(240)	389
Religious Non-Protestant/Catholic	5%	(6)	11%	(13)	21%	(25)	62%	(73)	118
Evangelical	6%	(34)	6%	(36)	27%	(160)	62%	(372)	602
Non-Evangelical	7%	(49)	3%	(25)	20%	(152)	70%	(517)	743
Community: Urban	7%	(43)	8%	(52)	30%	(189)	55%	(344)	627
Community: Suburban	7%	(65)	4%	(42)	20%	(198)	69%	(695)	1000
Community: Rural	5%	(31)	2%	(11)	20%	(113)	73%	(416)	572
Employ: Private Sector	7%	(52)	7%	(52)	30%	(229)	56%	(430)	764
Employ: Government	8%	(9)	8%	(9)	25%	(29)	59%	(67)	114
Employ: Self-Employed	9%	(16)	8%	(14)	21%	(40)	63%	(119)	189
Employ: Homemaker	7%	(12)	3%	(4)	33%	(58)	57%	(100)	174
Employ: Student	10%	(6)	7%	(4)	28%	(17)	55%	(34)	62
Employ: Retired	4%	(16)	1%	(2)	8%	(36)	88%	(410)	465
Employ: Unemployed	7%	(19)	5%	(15)	22%	(62)	65%	(181)	277
Employ: Other	5%	(7)	2%	(4)	19%	(29)	74%	(114)	155
Military HH: Yes	4%	(12)	5%	(15)	15%	(49)	77%	(258)	335
Military HH: No	7%	(127)	5%	(91)	24%	(451)	64%	(1196)	1865
RD/WT: Right Direction	9%	(71)	7%	(61)	28%	(229)	57%	(469)	829
RD/WT: Wrong Track	5%	(69)	3%	(45)	20%	(271)	72%	(986)	1371

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**Table MCFE7: Which of the following is closest to your opinion, even if none are correct?**

Demographic	I'd prefer to only buy celebrity beauty products created by celebrity women		I'd prefer to only buy celebrity beauty products created by celebrity men		I'd buy celebrity beauty products created by celebrity men and/or women		I do not buy celebrity beauty products		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(139)	5%	(106)	23%	(500)	66%	(1455)	2200
Biden Job Approve	8%	(80)	6%	(65)	28%	(288)	58%	(592)	1025
Biden Job Disapprove	5%	(59)	4%	(40)	16%	(177)	74%	(800)	1076
Biden Job Strongly Approve	9%	(40)	8%	(37)	27%	(121)	56%	(251)	449
Biden Job Somewhat Approve	7%	(40)	5%	(28)	29%	(167)	59%	(341)	576
Biden Job Somewhat Disapprove	7%	(23)	6%	(21)	22%	(77)	65%	(220)	341
Biden Job Strongly Disapprove	5%	(36)	3%	(19)	14%	(100)	79%	(580)	735
Favorable of Biden	8%	(77)	6%	(59)	28%	(288)	58%	(588)	1013
Unfavorable of Biden	5%	(58)	4%	(43)	17%	(188)	74%	(808)	1097
Very Favorable of Biden	9%	(42)	7%	(34)	29%	(137)	55%	(264)	477
Somewhat Favorable of Biden	6%	(35)	5%	(25)	28%	(152)	60%	(324)	536
Somewhat Unfavorable of Biden	4%	(13)	6%	(18)	26%	(78)	63%	(190)	300
Very Unfavorable of Biden	6%	(44)	3%	(25)	14%	(109)	78%	(619)	797
#1 Issue: Economy	7%	(60)	5%	(45)	25%	(222)	64%	(573)	899
#1 Issue: Security	6%	(16)	5%	(12)	16%	(43)	73%	(192)	263
#1 Issue: Health Care	6%	(19)	6%	(18)	31%	(98)	57%	(176)	310
#1 Issue: Medicare / Social Security	7%	(19)	2%	(5)	10%	(27)	80%	(209)	261
#1 Issue: Women's Issues	9%	(12)	5%	(7)	28%	(37)	57%	(75)	132
#1 Issue: Education	5%	(5)	5%	(5)	24%	(21)	66%	(59)	90
#1 Issue: Energy	4%	(5)	9%	(12)	26%	(35)	62%	(84)	136
#1 Issue: Other	4%	(4)	1%	(1)	16%	(18)	79%	(86)	109
2020 Vote: Joe Biden	7%	(69)	6%	(57)	28%	(278)	59%	(575)	980
2020 Vote: Donald Trump	5%	(38)	3%	(25)	15%	(105)	77%	(555)	724
2020 Vote: Other	9%	(7)	2%	(1)	27%	(21)	63%	(50)	79
2020 Vote: Didn't Vote	6%	(24)	5%	(22)	23%	(96)	66%	(272)	414
2018 House Vote: Democrat	7%	(55)	5%	(43)	26%	(210)	61%	(487)	795
2018 House Vote: Republican	5%	(29)	3%	(16)	15%	(89)	78%	(465)	599
2018 House Vote: Someone else	10%	(8)	—	(0)	23%	(17)	67%	(51)	77

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**Table MCFE7:** Which of the following is closest to your opinion, even if none are correct?

Demographic	I'd prefer to only buy celebrity beauty products created by celebrity women		I'd prefer to only buy celebrity beauty products created by celebrity men		I'd buy celebrity beauty products created by celebrity men and/or women		I do not buy celebrity beauty products		Total N
Adults	6%	(139)	5%	(106)	23%	(500)	66%	(1455)	2200
2016 Vote: Hillary Clinton	7%	(54)	4%	(32)	27%	(195)	61%	(444)	726
2016 Vote: Donald Trump	5%	(34)	4%	(25)	15%	(103)	76%	(524)	686
2016 Vote: Other	7%	(9)	1%	(1)	21%	(27)	71%	(91)	128
2016 Vote: Didn't Vote	6%	(41)	7%	(48)	26%	(174)	60%	(395)	658
Voted in 2014: Yes	6%	(74)	4%	(48)	21%	(264)	70%	(891)	1277
Voted in 2014: No	7%	(66)	6%	(57)	26%	(236)	61%	(564)	923
4-Region: Northeast	6%	(23)	6%	(23)	20%	(78)	68%	(269)	394
4-Region: Midwest	7%	(31)	5%	(22)	22%	(103)	66%	(306)	462
4-Region: South	7%	(60)	5%	(43)	27%	(218)	61%	(503)	824
4-Region: West	5%	(26)	3%	(17)	19%	(100)	72%	(377)	520
Harry Styles Fan	9%	(59)	8%	(58)	38%	(261)	45%	(313)	691
Marvel Fans	7%	(103)	7%	(93)	28%	(397)	58%	(815)	1409

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

**Table MCFE8:** Are you interested in seeing the Marvel movie *Eternals* knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(328)	29%	(638)	23%	(502)	33%	(731)	2200
Gender: Male	17%	(178)	30%	(320)	24%	(257)	29%	(306)	1062
Gender: Female	13%	(151)	28%	(318)	22%	(245)	37%	(425)	1138
Age: 18-34	18%	(119)	30%	(199)	26%	(171)	25%	(166)	655
Age: 35-44	23%	(83)	36%	(129)	19%	(66)	22%	(79)	358
Age: 45-64	14%	(102)	30%	(228)	23%	(170)	33%	(251)	751
Age: 65+	6%	(25)	19%	(82)	22%	(95)	54%	(235)	436
GenZers: 1997-2012	14%	(28)	21%	(43)	32%	(64)	33%	(66)	202
Millennials: 1981-1996	21%	(142)	34%	(232)	22%	(150)	23%	(154)	677
GenXers: 1965-1980	17%	(96)	35%	(192)	22%	(123)	26%	(142)	552
Baby Boomers: 1946-1964	9%	(62)	24%	(163)	22%	(150)	46%	(315)	690
PID: Dem (no lean)	21%	(178)	32%	(273)	21%	(179)	27%	(233)	863
PID: Ind (no lean)	12%	(82)	27%	(191)	24%	(171)	37%	(258)	702
PID: Rep (no lean)	11%	(68)	27%	(174)	24%	(152)	38%	(240)	635
PID/Gender: Dem Men	26%	(102)	38%	(147)	18%	(70)	18%	(71)	390
PID/Gender: Dem Women	16%	(76)	27%	(126)	23%	(108)	34%	(162)	473
PID/Gender: Ind Men	11%	(42)	27%	(100)	28%	(103)	34%	(125)	369
PID/Gender: Ind Women	12%	(41)	27%	(91)	21%	(69)	40%	(133)	333
PID/Gender: Rep Men	11%	(34)	24%	(73)	28%	(84)	37%	(111)	302
PID/Gender: Rep Women	10%	(34)	30%	(101)	21%	(68)	39%	(130)	332
Ideo: Liberal (1-3)	19%	(125)	31%	(203)	22%	(146)	27%	(180)	653
Ideo: Moderate (4)	15%	(100)	31%	(211)	23%	(156)	31%	(209)	677
Ideo: Conservative (5-7)	12%	(79)	27%	(180)	24%	(159)	38%	(253)	671
Educ: < College	14%	(209)	28%	(422)	24%	(356)	35%	(525)	1512
Educ: Bachelors degree	18%	(78)	33%	(148)	23%	(100)	26%	(117)	444
Educ: Post-grad	17%	(41)	28%	(68)	19%	(46)	37%	(89)	244
Income: Under 50k	14%	(170)	28%	(343)	24%	(288)	34%	(415)	1216
Income: 50k-100k	14%	(96)	29%	(198)	24%	(159)	33%	(222)	675
Income: 100k+	20%	(62)	32%	(97)	18%	(55)	30%	(94)	308
Ethnicity: White	14%	(243)	28%	(489)	22%	(377)	36%	(613)	1722
Ethnicity: Hispanic	18%	(61)	31%	(109)	27%	(96)	24%	(84)	349
Ethnicity: Black	19%	(52)	30%	(82)	26%	(71)	25%	(69)	274

Continued on next page

**Table MCFE8:** Are you interested in seeing the Marvel movie *Eternals* knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(638)	23%	(502)	33%	(731)	2200
Ethnicity: Other	16%	(34)	33%	(67)	27%	(54)	24%	(49)	204
All Christian	14%	(141)	31%	(311)	22%	(215)	33%	(325)	992
All Non-Christian	21%	(22)	30%	(31)	16%	(17)	33%	(34)	104
Atheist	17%	(16)	27%	(26)	23%	(22)	32%	(31)	95
Agnostic/Nothing in particular	16%	(97)	25%	(156)	24%	(147)	35%	(220)	620
Something Else	14%	(53)	29%	(114)	26%	(101)	31%	(122)	389
Religious Non-Protestant/Catholic	19%	(23)	31%	(37)	17%	(20)	32%	(38)	118
Evangelical	16%	(95)	33%	(196)	18%	(111)	33%	(200)	602
Non-Evangelical	13%	(94)	28%	(211)	27%	(198)	32%	(240)	743
Community: Urban	20%	(125)	34%	(214)	22%	(141)	23%	(147)	627
Community: Suburban	14%	(137)	25%	(254)	22%	(223)	39%	(387)	1000
Community: Rural	12%	(66)	30%	(171)	24%	(138)	34%	(197)	572
Employ: Private Sector	20%	(150)	34%	(260)	20%	(154)	26%	(200)	764
Employ: Government	18%	(21)	28%	(32)	26%	(30)	28%	(32)	114
Employ: Self-Employed	17%	(33)	30%	(56)	29%	(54)	24%	(46)	189
Employ: Homemaker	16%	(28)	25%	(44)	26%	(46)	32%	(56)	174
Employ: Student	14%	(9)	24%	(15)	30%	(18)	32%	(20)	62
Employ: Retired	8%	(38)	20%	(95)	21%	(96)	51%	(236)	465
Employ: Unemployed	12%	(34)	29%	(81)	27%	(74)	32%	(87)	277
Employ: Other	10%	(15)	36%	(56)	19%	(30)	35%	(54)	155
Military HH: Yes	13%	(43)	31%	(104)	22%	(75)	34%	(113)	335
Military HH: No	15%	(286)	29%	(534)	23%	(427)	33%	(618)	1865
RD/WT: Right Direction	22%	(180)	32%	(262)	22%	(180)	25%	(207)	829
RD/WT: Wrong Track	11%	(148)	27%	(376)	23%	(322)	38%	(525)	1371
Biden Job Approve	21%	(217)	31%	(321)	22%	(227)	25%	(260)	1025
Biden Job Disapprove	9%	(101)	27%	(286)	24%	(263)	40%	(426)	1076
Biden Job Strongly Approve	29%	(130)	25%	(111)	18%	(81)	28%	(127)	449
Biden Job Somewhat Approve	15%	(87)	36%	(210)	25%	(147)	23%	(133)	576
Biden Job Somewhat Disapprove	13%	(44)	25%	(87)	32%	(108)	30%	(102)	341
Biden Job Strongly Disapprove	8%	(57)	27%	(199)	21%	(155)	44%	(324)	735

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**Table MCFE8:** Are you interested in seeing the Marvel movie *Eternals* knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(638)	23%	(502)	33%	(731)	2200
Favorable of Biden	22%	(220)	31%	(318)	21%	(213)	26%	(262)	1013
Unfavorable of Biden	9%	(101)	27%	(295)	25%	(270)	39%	(431)	1097
Very Favorable of Biden	28%	(132)	26%	(126)	18%	(85)	28%	(134)	477
Somewhat Favorable of Biden	16%	(88)	36%	(192)	24%	(128)	24%	(128)	536
Somewhat Unfavorable of Biden	11%	(34)	28%	(83)	31%	(93)	30%	(90)	300
Very Unfavorable of Biden	8%	(67)	27%	(213)	22%	(177)	43%	(341)	797
#1 Issue: Economy	14%	(122)	33%	(296)	23%	(208)	30%	(273)	899
#1 Issue: Security	9%	(24)	27%	(72)	25%	(65)	39%	(102)	263
#1 Issue: Health Care	25%	(76)	25%	(77)	20%	(63)	30%	(93)	310
#1 Issue: Medicare / Social Security	10%	(27)	21%	(56)	23%	(60)	45%	(119)	261
#1 Issue: Women's Issues	17%	(23)	30%	(40)	24%	(32)	29%	(38)	132
#1 Issue: Education	9%	(8)	35%	(31)	24%	(22)	32%	(29)	90
#1 Issue: Energy	22%	(30)	29%	(40)	25%	(34)	24%	(32)	136
#1 Issue: Other	17%	(18)	24%	(26)	17%	(18)	42%	(46)	109
2020 Vote: Joe Biden	20%	(200)	30%	(296)	21%	(209)	28%	(275)	980
2020 Vote: Donald Trump	10%	(74)	27%	(199)	22%	(160)	40%	(291)	724
2020 Vote: Other	16%	(13)	32%	(26)	14%	(11)	38%	(30)	79
2020 Vote: Didn't Vote	10%	(42)	28%	(117)	29%	(120)	33%	(135)	414
2018 House Vote: Democrat	22%	(175)	29%	(235)	21%	(165)	28%	(221)	795
2018 House Vote: Republican	10%	(58)	28%	(169)	22%	(130)	40%	(241)	599
2018 House Vote: Someone else	9%	(7)	30%	(23)	21%	(16)	39%	(30)	77
2016 Vote: Hillary Clinton	20%	(146)	30%	(220)	22%	(159)	28%	(201)	726
2016 Vote: Donald Trump	11%	(77)	29%	(200)	21%	(145)	39%	(264)	686
2016 Vote: Other	11%	(14)	27%	(35)	24%	(31)	38%	(48)	128
2016 Vote: Didn't Vote	14%	(91)	28%	(183)	25%	(167)	33%	(217)	658
Voted in 2014: Yes	16%	(208)	29%	(368)	21%	(266)	34%	(434)	1277
Voted in 2014: No	13%	(120)	29%	(270)	26%	(236)	32%	(297)	923
4-Region: Northeast	15%	(60)	24%	(94)	22%	(85)	39%	(153)	394
4-Region: Midwest	14%	(64)	29%	(133)	21%	(99)	36%	(166)	462
4-Region: South	16%	(131)	29%	(242)	24%	(196)	31%	(255)	824
4-Region: West	14%	(73)	32%	(168)	23%	(122)	30%	(157)	520

Continued on next page

**Table MCFE8:** Are you interested in seeing the Marvel movie *Eternals* knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(638)	23%	(502)	33%	(731)	2200
Harry Styles Fan	29%	(197)	41%	(282)	16%	(112)	14%	(99)	691
Marvel Fans	22%	(314)	40%	(569)	23%	(330)	14%	(195)	1409

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



**Table MCFE9:** Are you interested in seeing future Marvel movies knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(636)	23%	(508)	33%	(728)	2200
Gender: Male	18%	(196)	29%	(308)	24%	(250)	29%	(308)	1062
Gender: Female	12%	(132)	29%	(328)	23%	(258)	37%	(420)	1138
Age: 18-34	21%	(137)	29%	(191)	24%	(157)	26%	(171)	655
Age: 35-44	22%	(79)	38%	(136)	17%	(61)	23%	(81)	358
Age: 45-64	12%	(92)	31%	(229)	24%	(183)	33%	(247)	751
Age: 65+	5%	(21)	18%	(80)	24%	(107)	52%	(229)	436
GenZers: 1997-2012	19%	(39)	22%	(44)	26%	(53)	33%	(66)	202
Millennials: 1981-1996	22%	(146)	34%	(229)	21%	(142)	24%	(160)	677
GenXers: 1965-1980	16%	(91)	35%	(194)	22%	(123)	26%	(144)	552
Baby Boomers: 1946-1964	7%	(51)	23%	(161)	25%	(173)	44%	(305)	690
PID: Dem (no lean)	20%	(173)	32%	(278)	20%	(172)	28%	(239)	863
PID: Ind (no lean)	11%	(79)	27%	(191)	25%	(178)	36%	(254)	702
PID: Rep (no lean)	12%	(76)	26%	(167)	25%	(157)	37%	(234)	635
PID/Gender: Dem Men	27%	(106)	36%	(141)	17%	(67)	20%	(77)	390
PID/Gender: Dem Women	14%	(67)	29%	(137)	22%	(106)	34%	(163)	473
PID/Gender: Ind Men	12%	(44)	26%	(97)	27%	(101)	35%	(129)	369
PID/Gender: Ind Women	11%	(36)	28%	(94)	23%	(77)	38%	(126)	333
PID/Gender: Rep Men	15%	(47)	23%	(71)	27%	(83)	34%	(102)	302
PID/Gender: Rep Women	9%	(29)	29%	(97)	22%	(74)	40%	(132)	332
Ideo: Liberal (1-3)	19%	(121)	31%	(203)	23%	(148)	28%	(182)	653
Ideo: Moderate (4)	16%	(106)	31%	(209)	23%	(157)	30%	(205)	677
Ideo: Conservative (5-7)	11%	(77)	26%	(171)	25%	(166)	38%	(257)	671
Educ: < College	14%	(206)	29%	(434)	23%	(345)	35%	(527)	1512
Educ: Bachelors degree	18%	(81)	31%	(140)	24%	(108)	26%	(115)	444
Educ: Post-grad	17%	(41)	26%	(63)	22%	(54)	35%	(86)	244
Income: Under 50k	13%	(159)	29%	(348)	24%	(296)	34%	(414)	1216
Income: 50k-100k	15%	(104)	29%	(199)	22%	(151)	33%	(221)	675
Income: 100k+	21%	(66)	29%	(89)	19%	(60)	30%	(93)	308
Ethnicity: White	13%	(232)	28%	(488)	23%	(392)	35%	(610)	1722
Ethnicity: Hispanic	19%	(66)	34%	(118)	23%	(79)	25%	(87)	349
Ethnicity: Black	22%	(61)	29%	(80)	23%	(64)	25%	(69)	274

Continued on next page

**Table MCFE9:** Are you interested in seeing future Marvel movies knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(636)	23%	(508)	33%	(728)	2200
Ethnicity: Other	17%	(35)	33%	(68)	25%	(52)	24%	(49)	204
All Christian	14%	(142)	30%	(296)	23%	(229)	33%	(325)	992
All Non-Christian	25%	(26)	28%	(29)	16%	(16)	31%	(33)	104
Atheist	14%	(14)	27%	(26)	27%	(26)	31%	(30)	95
Agnostic/Nothing in particular	15%	(95)	27%	(166)	23%	(144)	35%	(215)	620
Something Else	13%	(52)	31%	(119)	24%	(92)	32%	(126)	389
Religious Non-Protestant/Catholic	22%	(26)	29%	(34)	17%	(20)	31%	(37)	118
Evangelical	17%	(100)	32%	(193)	19%	(112)	33%	(196)	602
Non-Evangelical	12%	(88)	28%	(206)	27%	(200)	33%	(248)	743
Community: Urban	22%	(139)	31%	(195)	20%	(127)	27%	(167)	627
Community: Suburban	14%	(136)	26%	(264)	23%	(234)	37%	(366)	1000
Community: Rural	9%	(53)	31%	(177)	26%	(147)	34%	(195)	572
Employ: Private Sector	20%	(151)	33%	(254)	21%	(159)	26%	(199)	764
Employ: Government	24%	(27)	30%	(35)	22%	(26)	24%	(27)	114
Employ: Self-Employed	17%	(31)	32%	(61)	27%	(51)	24%	(46)	189
Employ: Homemaker	15%	(26)	25%	(44)	27%	(47)	33%	(57)	174
Employ: Student	23%	(14)	29%	(18)	20%	(12)	29%	(18)	62
Employ: Retired	7%	(32)	19%	(90)	24%	(112)	50%	(231)	465
Employ: Unemployed	11%	(31)	29%	(81)	25%	(70)	34%	(95)	277
Employ: Other	10%	(16)	34%	(53)	20%	(30)	36%	(56)	155
Military HH: Yes	15%	(51)	28%	(93)	25%	(85)	31%	(105)	335
Military HH: No	15%	(278)	29%	(543)	23%	(422)	33%	(623)	1865
RD/WT: Right Direction	23%	(188)	31%	(261)	22%	(180)	24%	(200)	829
RD/WT: Wrong Track	10%	(140)	27%	(375)	24%	(328)	39%	(528)	1371
Biden Job Approve	21%	(214)	31%	(319)	22%	(222)	26%	(270)	1025
Biden Job Disapprove	10%	(104)	26%	(283)	25%	(274)	39%	(414)	1076
Biden Job Strongly Approve	29%	(131)	25%	(114)	18%	(79)	28%	(125)	449
Biden Job Somewhat Approve	14%	(83)	36%	(206)	25%	(142)	25%	(145)	576
Biden Job Somewhat Disapprove	14%	(48)	27%	(91)	30%	(102)	29%	(99)	341
Biden Job Strongly Disapprove	8%	(56)	26%	(192)	23%	(171)	43%	(316)	735

Continued on next page

**Table MCFE9:** Are you interested in seeing future Marvel movies knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(636)	23%	(508)	33%	(728)	2200
Favorable of Biden	21%	(217)	31%	(313)	21%	(213)	27%	(270)	1013
Unfavorable of Biden	9%	(102)	27%	(298)	25%	(279)	38%	(418)	1097
Very Favorable of Biden	28%	(136)	26%	(122)	18%	(87)	28%	(132)	477
Somewhat Favorable of Biden	15%	(81)	36%	(191)	23%	(126)	26%	(139)	536
Somewhat Unfavorable of Biden	10%	(31)	30%	(89)	31%	(94)	29%	(87)	300
Very Unfavorable of Biden	9%	(71)	26%	(210)	23%	(186)	42%	(331)	797
#1 Issue: Economy	14%	(124)	33%	(298)	23%	(206)	30%	(272)	899
#1 Issue: Security	9%	(25)	24%	(64)	28%	(73)	38%	(101)	263
#1 Issue: Health Care	24%	(75)	25%	(78)	20%	(62)	31%	(95)	310
#1 Issue: Medicare / Social Security	8%	(21)	22%	(56)	26%	(68)	44%	(115)	261
#1 Issue: Women's Issues	18%	(24)	28%	(37)	21%	(28)	33%	(43)	132
#1 Issue: Education	17%	(16)	30%	(27)	24%	(22)	28%	(26)	90
#1 Issue: Energy	20%	(27)	37%	(50)	20%	(27)	23%	(31)	136
#1 Issue: Other	17%	(18)	23%	(25)	19%	(21)	41%	(44)	109
2020 Vote: Joe Biden	20%	(198)	30%	(293)	22%	(216)	28%	(273)	980
2020 Vote: Donald Trump	11%	(76)	27%	(193)	24%	(174)	39%	(280)	724
2020 Vote: Other	16%	(13)	31%	(25)	16%	(13)	37%	(29)	79
2020 Vote: Didn't Vote	10%	(42)	30%	(125)	25%	(103)	35%	(145)	414
2018 House Vote: Democrat	21%	(168)	29%	(230)	22%	(173)	28%	(224)	795
2018 House Vote: Republican	10%	(62)	27%	(163)	24%	(141)	39%	(233)	599
2018 House Vote: Someone else	10%	(8)	28%	(22)	21%	(16)	40%	(31)	77
2016 Vote: Hillary Clinton	20%	(142)	30%	(220)	23%	(166)	27%	(198)	726
2016 Vote: Donald Trump	12%	(82)	27%	(188)	23%	(157)	38%	(260)	686
2016 Vote: Other	11%	(14)	26%	(33)	25%	(33)	38%	(49)	128
2016 Vote: Didn't Vote	14%	(90)	30%	(195)	23%	(152)	34%	(221)	658
Voted in 2014: Yes	16%	(200)	28%	(362)	23%	(291)	33%	(424)	1277
Voted in 2014: No	14%	(129)	30%	(274)	23%	(216)	33%	(304)	923
4-Region: Northeast	16%	(62)	24%	(95)	22%	(85)	39%	(152)	394
4-Region: Midwest	13%	(60)	30%	(138)	21%	(99)	36%	(165)	462
4-Region: South	16%	(133)	29%	(236)	25%	(206)	30%	(249)	824
4-Region: West	14%	(74)	32%	(167)	23%	(117)	31%	(161)	520

Continued on next page

**Table MCFE9:** Are you interested in seeing future Marvel movies knowing that Harry Styles stars as Eros/Starfox?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	15%	(328)	29%	(636)	23%	(508)	33%	(728)	2200
Harry Styles Fan	28%	(195)	41%	(283)	16%	(111)	15%	(102)	691
Marvel Fans	22%	(308)	41%	(571)	24%	(335)	14%	(194)	1409

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

**Table MCFEdem1\_1: Do you consider yourself a fan of the following?***Music*

<b>Demographic</b>	<b>Avid fan</b>		<b>Casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	58%	(1272)	38%	(830)	4%	(98)	2200
Gender: Male	59%	(623)	37%	(390)	5%	(48)	1062
Gender: Female	57%	(648)	39%	(440)	4%	(50)	1138
Age: 18-34	71%	(464)	26%	(173)	3%	(18)	655
Age: 35-44	65%	(232)	31%	(111)	4%	(15)	358
Age: 45-64	53%	(399)	42%	(313)	5%	(40)	751
Age: 65+	41%	(178)	53%	(233)	6%	(25)	436
GenZers: 1997-2012	74%	(149)	23%	(47)	3%	(7)	202
Millennials: 1981-1996	68%	(463)	28%	(192)	3%	(22)	677
GenXers: 1965-1980	59%	(328)	37%	(205)	4%	(20)	552
Baby Boomers: 1946-1964	43%	(299)	50%	(348)	6%	(42)	690
PID: Dem (no lean)	61%	(524)	35%	(303)	4%	(36)	863
PID: Ind (no lean)	59%	(415)	37%	(262)	4%	(26)	702
PID: Rep (no lean)	52%	(333)	42%	(266)	6%	(36)	635
PID/Gender: Dem Men	65%	(254)	30%	(117)	5%	(20)	390
PID/Gender: Dem Women	57%	(270)	39%	(186)	3%	(17)	473
PID/Gender: Ind Men	59%	(220)	37%	(138)	3%	(12)	369
PID/Gender: Ind Women	59%	(195)	37%	(124)	4%	(14)	333
PID/Gender: Rep Men	50%	(150)	45%	(136)	5%	(16)	302
PID/Gender: Rep Women	55%	(183)	39%	(130)	6%	(20)	332
Ideo: Liberal (1-3)	61%	(395)	35%	(231)	4%	(27)	653
Ideo: Moderate (4)	58%	(393)	38%	(256)	4%	(27)	677
Ideo: Conservative (5-7)	53%	(357)	42%	(280)	5%	(33)	671
Educ: < College	60%	(910)	36%	(539)	4%	(63)	1512
Educ: Bachelors degree	53%	(236)	42%	(187)	5%	(21)	444
Educ: Post-grad	51%	(125)	43%	(104)	6%	(15)	244
Income: Under 50k	60%	(733)	35%	(428)	5%	(56)	1216
Income: 50k-100k	56%	(377)	40%	(267)	5%	(31)	675
Income: 100k+	52%	(162)	44%	(135)	4%	(12)	308
Ethnicity: White	56%	(961)	40%	(686)	4%	(75)	1722
Ethnicity: Hispanic	69%	(242)	26%	(92)	5%	(16)	349
Ethnicity: Black	67%	(183)	29%	(80)	4%	(11)	274

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**Table MCFEdem1\_1: Do you consider yourself a fan of the following?**

*Music*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	58% (1272)	38% (830)	4% (98)	2200
Ethnicity: Other	63% (128)	31% (64)	6% (12)	204
All Christian	54% (535)	41% (406)	5% (50)	992
All Non-Christian	56% (58)	36% (37)	9% (9)	104
Atheist	58% (55)	37% (35)	5% (5)	95
Agnostic/Nothing in particular	61% (376)	36% (225)	3% (19)	620
Something Else	63% (247)	33% (127)	4% (15)	389
Religious Non-Protestant/Catholic	55% (65)	37% (43)	8% (10)	118
Evangelical	57% (340)	38% (229)	5% (33)	602
Non-Evangelical	57% (420)	40% (294)	4% (29)	743
Community: Urban	67% (422)	28% (177)	4% (28)	627
Community: Suburban	54% (542)	42% (420)	4% (39)	1000
Community: Rural	54% (308)	41% (233)	5% (31)	572
Employ: Private Sector	61% (467)	36% (274)	3% (23)	764
Employ: Government	54% (61)	42% (48)	5% (5)	114
Employ: Self-Employed	63% (119)	34% (65)	3% (6)	189
Employ: Homemaker	62% (108)	34% (59)	4% (6)	174
Employ: Student	76% (47)	22% (13)	2% (1)	62
Employ: Retired	43% (200)	52% (241)	5% (24)	465
Employ: Unemployed	63% (175)	33% (92)	4% (10)	277
Employ: Other	61% (95)	24% (38)	14% (22)	155
Military HH: Yes	50% (167)	45% (150)	5% (17)	335
Military HH: No	59% (1105)	36% (680)	4% (81)	1865
RD/WT: Right Direction	57% (473)	38% (319)	5% (37)	829
RD/WT: Wrong Track	58% (799)	37% (511)	4% (61)	1371
Biden Job Approve	59% (601)	37% (383)	4% (41)	1025
Biden Job Disapprove	57% (612)	38% (410)	5% (54)	1076
Biden Job Strongly Approve	58% (261)	36% (161)	6% (27)	449
Biden Job Somewhat Approve	59% (340)	39% (222)	2% (14)	576
Biden Job Somewhat Disapprove	64% (219)	33% (113)	3% (9)	341
Biden Job Strongly Disapprove	54% (394)	40% (297)	6% (45)	735

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**Table MCFEdem1\_1: Do you consider yourself a fan of the following?**

*Music*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	58% (1272)	38% (830)	4% (98)	2200
Favorable of Biden	59% (599)	37% (374)	4% (39)	1013
Unfavorable of Biden	57% (621)	39% (423)	5% (53)	1097
Very Favorable of Biden	61% (292)	34% (161)	5% (24)	477
Somewhat Favorable of Biden	57% (307)	40% (213)	3% (16)	536
Somewhat Unfavorable of Biden	65% (194)	33% (98)	3% (8)	300
Very Unfavorable of Biden	54% (427)	41% (325)	6% (45)	797
#1 Issue: Economy	61% (551)	35% (311)	4% (37)	899
#1 Issue: Security	46% (122)	49% (128)	5% (14)	263
#1 Issue: Health Care	61% (190)	35% (107)	4% (13)	310
#1 Issue: Medicare / Social Security	44% (114)	52% (135)	4% (11)	261
#1 Issue: Women's Issues	62% (81)	32% (42)	6% (8)	132
#1 Issue: Education	72% (65)	26% (23)	2% (2)	90
#1 Issue: Energy	66% (89)	30% (40)	4% (6)	136
#1 Issue: Other	53% (58)	40% (44)	7% (7)	109
2020 Vote: Joe Biden	57% (563)	39% (383)	3% (34)	980
2020 Vote: Donald Trump	52% (379)	42% (304)	6% (41)	724
2020 Vote: Other	62% (49)	33% (26)	5% (4)	79
2020 Vote: Didn't Vote	67% (278)	28% (117)	5% (20)	414
2018 House Vote: Democrat	58% (465)	38% (299)	4% (31)	795
2018 House Vote: Republican	51% (306)	44% (262)	5% (31)	599
2018 House Vote: Someone else	58% (44)	40% (31)	2% (2)	77
2016 Vote: Hillary Clinton	58% (418)	39% (281)	4% (27)	726
2016 Vote: Donald Trump	53% (360)	43% (293)	5% (33)	686
2016 Vote: Other	58% (75)	38% (49)	4% (5)	128
2016 Vote: Didn't Vote	64% (418)	31% (206)	5% (34)	658
Voted in 2014: Yes	55% (699)	42% (531)	4% (47)	1277
Voted in 2014: No	62% (572)	32% (300)	6% (51)	923
4-Region: Northeast	58% (228)	38% (149)	4% (17)	394
4-Region: Midwest	59% (271)	39% (179)	3% (12)	462
4-Region: South	60% (491)	36% (295)	5% (38)	824
4-Region: West	54% (282)	40% (207)	6% (31)	520

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**Table MCFEdem1\_1: Do you consider yourself a fan of the following?**

*Music*

<b>Demographic</b>	<b>Avid fan</b>	<b>Casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	58% (1272)	38% (830)	4% (98)	2200
Harry Styles Fan	68% (468)	31% (212)	2% (10)	691
Marvel Fans	64% (897)	34% (473)	3% (39)	1409

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



**Table MCFEdem1\_2: Do you consider yourself a fan of the following?**

*Movies*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	47% (1043)	46% (1017)	6% (139)	2200
Gender: Male	51% (542)	43% (455)	6% (65)	1062
Gender: Female	44% (501)	49% (563)	7% (75)	1138
Age: 18-34	53% (346)	41% (268)	6% (41)	655
Age: 35-44	62% (223)	34% (123)	3% (11)	358
Age: 45-64	42% (318)	53% (396)	5% (37)	751
Age: 65+	36% (156)	53% (230)	11% (50)	436
GenZers: 1997-2012	50% (100)	42% (86)	8% (16)	202
Millennials: 1981-1996	58% (391)	37% (251)	5% (34)	677
GenXers: 1965-1980	49% (270)	48% (264)	3% (18)	552
Baby Boomers: 1946-1964	38% (263)	54% (375)	7% (52)	690
PID: Dem (no lean)	54% (462)	41% (355)	5% (45)	863
PID: Ind (no lean)	46% (326)	47% (327)	7% (49)	702
PID: Rep (no lean)	40% (255)	53% (335)	7% (45)	635
PID/Gender: Dem Men	59% (229)	36% (139)	6% (21)	390
PID/Gender: Dem Women	49% (233)	46% (216)	5% (24)	473
PID/Gender: Ind Men	49% (183)	44% (163)	6% (24)	369
PID/Gender: Ind Women	43% (144)	49% (164)	8% (25)	333
PID/Gender: Rep Men	43% (130)	50% (152)	6% (20)	302
PID/Gender: Rep Women	38% (125)	55% (183)	8% (25)	332
Ideo: Liberal (1-3)	53% (345)	41% (269)	6% (40)	653
Ideo: Moderate (4)	50% (340)	45% (306)	5% (31)	677
Ideo: Conservative (5-7)	41% (273)	52% (345)	8% (52)	671
Educ: < College	48% (725)	46% (689)	6% (98)	1512
Educ: Bachelors degree	47% (210)	47% (210)	5% (24)	444
Educ: Post-grad	44% (108)	48% (118)	7% (18)	244
Income: Under 50k	49% (598)	44% (533)	7% (85)	1216
Income: 50k-100k	45% (305)	49% (333)	6% (37)	675
Income: 100k+	46% (140)	49% (151)	5% (17)	308
Ethnicity: White	44% (764)	49% (843)	7% (114)	1722
Ethnicity: Hispanic	59% (206)	37% (128)	4% (15)	349
Ethnicity: Black	59% (163)	36% (99)	4% (12)	274

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**Table MCFEdem1\_2: Do you consider yourself a fan of the following?**

*Movies*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	47%	(1043)	46%	(1017)	6%	(139)	2200
Ethnicity: Other	57%	(116)	37%	(75)	6%	(13)	204
All Christian	46%	(458)	47%	(466)	7%	(68)	992
All Non-Christian	50%	(52)	43%	(45)	7%	(7)	104
Atheist	38%	(36)	54%	(52)	7%	(7)	95
Agnostic/Nothing in particular	48%	(296)	46%	(284)	7%	(41)	620
Something Else	52%	(202)	44%	(171)	4%	(16)	389
Religious Non-Protestant/Catholic	49%	(58)	43%	(50)	8%	(10)	118
Evangelical	50%	(302)	44%	(266)	6%	(34)	602
Non-Evangelical	46%	(338)	48%	(358)	6%	(47)	743
Community: Urban	56%	(354)	39%	(245)	4%	(28)	627
Community: Suburban	42%	(425)	50%	(504)	7%	(72)	1000
Community: Rural	46%	(265)	47%	(269)	7%	(39)	572
Employ: Private Sector	52%	(401)	43%	(329)	4%	(34)	764
Employ: Government	50%	(57)	46%	(53)	4%	(5)	114
Employ: Self-Employed	49%	(92)	47%	(90)	4%	(7)	189
Employ: Homemaker	46%	(80)	49%	(85)	5%	(9)	174
Employ: Student	52%	(32)	41%	(25)	7%	(5)	62
Employ: Retired	38%	(177)	51%	(238)	11%	(51)	465
Employ: Unemployed	51%	(141)	43%	(118)	6%	(18)	277
Employ: Other	41%	(64)	51%	(80)	7%	(11)	155
Military HH: Yes	41%	(136)	52%	(172)	8%	(27)	335
Military HH: No	49%	(908)	45%	(845)	6%	(113)	1865
RD/WT: Right Direction	53%	(441)	41%	(342)	6%	(46)	829
RD/WT: Wrong Track	44%	(603)	49%	(675)	7%	(93)	1371
Biden Job Approve	54%	(553)	41%	(420)	5%	(52)	1025
Biden Job Disapprove	42%	(451)	51%	(553)	7%	(71)	1076
Biden Job Strongly Approve	56%	(251)	39%	(176)	5%	(22)	449
Biden Job Somewhat Approve	52%	(302)	42%	(244)	5%	(30)	576
Biden Job Somewhat Disapprove	48%	(163)	48%	(164)	4%	(13)	341
Biden Job Strongly Disapprove	39%	(288)	53%	(389)	8%	(59)	735

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**Table MCFEdem1\_2: Do you consider yourself a fan of the following?**

*Movies*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	47% (1043)	46% (1017)	6% (139)	2200
Favorable of Biden	54% (551)	41% (410)	5% (52)	1013
Unfavorable of Biden	42% (456)	52% (568)	7% (73)	1097
Very Favorable of Biden	58% (279)	37% (175)	5% (23)	477
Somewhat Favorable of Biden	51% (272)	44% (235)	5% (29)	536
Somewhat Unfavorable of Biden	49% (146)	47% (141)	4% (12)	300
Very Unfavorable of Biden	39% (310)	54% (427)	8% (60)	797
#1 Issue: Economy	50% (453)	44% (394)	6% (53)	899
#1 Issue: Security	32% (84)	59% (155)	9% (25)	263
#1 Issue: Health Care	53% (164)	41% (128)	5% (17)	310
#1 Issue: Medicare / Social Security	43% (112)	51% (133)	6% (16)	261
#1 Issue: Women's Issues	46% (60)	50% (66)	5% (6)	132
#1 Issue: Education	52% (47)	38% (34)	10% (9)	90
#1 Issue: Energy	58% (79)	36% (49)	6% (8)	136
#1 Issue: Other	41% (44)	54% (59)	6% (6)	109
2020 Vote: Joe Biden	54% (526)	42% (412)	4% (42)	980
2020 Vote: Donald Trump	40% (288)	52% (378)	8% (58)	724
2020 Vote: Other	45% (36)	49% (39)	5% (4)	79
2020 Vote: Didn't Vote	47% (194)	45% (185)	8% (35)	414
2018 House Vote: Democrat	54% (427)	42% (332)	5% (36)	795
2018 House Vote: Republican	38% (228)	54% (322)	8% (49)	599
2018 House Vote: Someone else	54% (41)	40% (31)	6% (5)	77
2016 Vote: Hillary Clinton	55% (401)	40% (292)	5% (33)	726
2016 Vote: Donald Trump	40% (275)	53% (360)	7% (50)	686
2016 Vote: Other	50% (64)	46% (59)	4% (5)	128
2016 Vote: Didn't Vote	46% (302)	46% (305)	8% (51)	658
Voted in 2014: Yes	47% (604)	46% (594)	6% (80)	1277
Voted in 2014: No	48% (440)	46% (423)	6% (59)	923
4-Region: Northeast	48% (190)	45% (178)	6% (26)	394
4-Region: Midwest	48% (221)	46% (213)	6% (29)	462
4-Region: South	49% (404)	45% (375)	6% (46)	824
4-Region: West	44% (229)	48% (251)	8% (39)	520

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**Table MCFEdem1\_2: Do you consider yourself a fan of the following?**

*Movies*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	47% (1043)	46% (1017)	6% (139)	2200
Harry Styles Fan	57% (397)	39% (272)	3% (22)	691
Marvel Fans	59% (831)	39% (553)	2% (25)	1409

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

**Table MCFEdem1\_3: Do you consider yourself a fan of the following?***Sports*

<b>Demographic</b>	<b>Avid fan</b>		<b>Casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	30%	(670)	38%	(830)	32%	(700)	2200
Gender: Male	45%	(480)	35%	(369)	20%	(213)	1062
Gender: Female	17%	(190)	41%	(461)	43%	(486)	1138
Age: 18-34	33%	(214)	38%	(250)	29%	(191)	655
Age: 35-44	42%	(150)	33%	(119)	25%	(88)	358
Age: 45-64	25%	(186)	39%	(295)	36%	(270)	751
Age: 65+	27%	(119)	38%	(166)	35%	(151)	436
GenZers: 1997-2012	26%	(52)	37%	(74)	37%	(76)	202
Millennials: 1981-1996	38%	(255)	36%	(247)	26%	(176)	677
GenXers: 1965-1980	29%	(161)	42%	(229)	29%	(161)	552
Baby Boomers: 1946-1964	27%	(183)	37%	(255)	36%	(251)	690
PID: Dem (no lean)	33%	(287)	36%	(310)	31%	(266)	863
PID: Ind (no lean)	27%	(189)	39%	(272)	34%	(241)	702
PID: Rep (no lean)	31%	(195)	39%	(248)	30%	(192)	635
PID/Gender: Dem Men	50%	(195)	29%	(114)	21%	(81)	390
PID/Gender: Dem Women	19%	(92)	42%	(196)	39%	(185)	473
PID/Gender: Ind Men	42%	(154)	37%	(138)	21%	(77)	369
PID/Gender: Ind Women	10%	(34)	40%	(134)	49%	(164)	333
PID/Gender: Rep Men	43%	(130)	39%	(117)	18%	(55)	302
PID/Gender: Rep Women	19%	(64)	39%	(131)	41%	(138)	332
Ideo: Liberal (1-3)	31%	(205)	36%	(234)	33%	(214)	653
Ideo: Moderate (4)	32%	(214)	37%	(253)	31%	(210)	677
Ideo: Conservative (5-7)	31%	(206)	39%	(264)	30%	(200)	671
Educ: < College	27%	(415)	38%	(568)	35%	(529)	1512
Educ: Bachelors degree	38%	(168)	38%	(171)	24%	(105)	444
Educ: Post-grad	36%	(87)	38%	(92)	27%	(65)	244
Income: Under 50k	27%	(325)	37%	(446)	37%	(445)	1216
Income: 50k-100k	32%	(219)	40%	(269)	28%	(187)	675
Income: 100k+	41%	(125)	38%	(116)	22%	(67)	308
Ethnicity: White	30%	(510)	38%	(655)	32%	(556)	1722
Ethnicity: Hispanic	35%	(123)	40%	(139)	25%	(87)	349
Ethnicity: Black	37%	(102)	35%	(97)	27%	(75)	274

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**Table MCFEdem1\_3: Do you consider yourself a fan of the following?**

*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(830)	32%	(700)	2200
Ethnicity: Other	28%	(58)	38%	(78)	34%	(69)	204
All Christian	34%	(337)	38%	(380)	28%	(275)	992
All Non-Christian	31%	(32)	37%	(39)	32%	(33)	104
Atheist	30%	(28)	36%	(34)	34%	(33)	95
Agnostic/Nothing in particular	24%	(150)	37%	(226)	39%	(243)	620
Something Else	31%	(122)	39%	(151)	30%	(116)	389
Religious Non-Protestant/Catholic	30%	(36)	38%	(45)	32%	(37)	118
Evangelical	34%	(203)	38%	(227)	28%	(171)	602
Non-Evangelical	33%	(243)	39%	(287)	29%	(212)	743
Community: Urban	36%	(224)	39%	(243)	26%	(160)	627
Community: Suburban	29%	(294)	38%	(384)	32%	(323)	1000
Community: Rural	27%	(152)	36%	(203)	38%	(217)	572
Employ: Private Sector	39%	(295)	36%	(273)	26%	(196)	764
Employ: Government	40%	(46)	41%	(47)	18%	(21)	114
Employ: Self-Employed	36%	(68)	39%	(74)	25%	(48)	189
Employ: Homemaker	15%	(26)	41%	(71)	44%	(77)	174
Employ: Student	27%	(17)	39%	(24)	34%	(21)	62
Employ: Retired	26%	(120)	39%	(180)	35%	(165)	465
Employ: Unemployed	25%	(69)	36%	(99)	39%	(108)	277
Employ: Other	19%	(29)	40%	(62)	41%	(63)	155
Military HH: Yes	29%	(95)	40%	(134)	32%	(106)	335
Military HH: No	31%	(574)	37%	(697)	32%	(594)	1865
RD/WT: Right Direction	36%	(297)	35%	(292)	29%	(240)	829
RD/WT: Wrong Track	27%	(373)	39%	(538)	34%	(460)	1371
Biden Job Approve	33%	(341)	36%	(369)	31%	(315)	1025
Biden Job Disapprove	28%	(302)	39%	(414)	33%	(359)	1076
Biden Job Strongly Approve	36%	(163)	35%	(159)	28%	(127)	449
Biden Job Somewhat Approve	31%	(178)	37%	(210)	33%	(188)	576
Biden Job Somewhat Disapprove	29%	(98)	40%	(135)	32%	(108)	341
Biden Job Strongly Disapprove	28%	(204)	38%	(280)	34%	(251)	735

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**Table MCFEdem1\_3: Do you consider yourself a fan of the following?***Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(830)	32%	(700)	2200
Favorable of Biden	33%	(336)	36%	(369)	30%	(308)	1013
Unfavorable of Biden	27%	(300)	39%	(432)	33%	(365)	1097
Very Favorable of Biden	36%	(173)	35%	(167)	29%	(136)	477
Somewhat Favorable of Biden	30%	(163)	38%	(202)	32%	(172)	536
Somewhat Unfavorable of Biden	25%	(75)	38%	(113)	37%	(112)	300
Very Unfavorable of Biden	28%	(225)	40%	(319)	32%	(253)	797
#1 Issue: Economy	33%	(298)	39%	(351)	28%	(251)	899
#1 Issue: Security	28%	(75)	40%	(106)	32%	(83)	263
#1 Issue: Health Care	30%	(92)	40%	(124)	30%	(94)	310
#1 Issue: Medicare / Social Security	28%	(74)	32%	(82)	40%	(104)	261
#1 Issue: Women's Issues	23%	(30)	35%	(45)	43%	(56)	132
#1 Issue: Education	37%	(33)	33%	(30)	31%	(28)	90
#1 Issue: Energy	31%	(42)	35%	(47)	34%	(46)	136
#1 Issue: Other	23%	(25)	42%	(45)	35%	(38)	109
2020 Vote: Joe Biden	32%	(313)	37%	(361)	31%	(306)	980
2020 Vote: Donald Trump	30%	(220)	38%	(272)	32%	(232)	724
2020 Vote: Other	34%	(27)	40%	(32)	25%	(20)	79
2020 Vote: Didn't Vote	27%	(110)	39%	(163)	34%	(141)	414
2018 House Vote: Democrat	35%	(276)	36%	(289)	29%	(230)	795
2018 House Vote: Republican	30%	(182)	38%	(230)	31%	(186)	599
2018 House Vote: Someone else	24%	(19)	43%	(33)	32%	(25)	77
2016 Vote: Hillary Clinton	35%	(252)	36%	(263)	29%	(211)	726
2016 Vote: Donald Trump	32%	(217)	38%	(260)	30%	(208)	686
2016 Vote: Other	31%	(40)	36%	(46)	33%	(42)	128
2016 Vote: Didn't Vote	24%	(160)	40%	(260)	36%	(237)	658
Voted in 2014: Yes	32%	(414)	38%	(489)	29%	(375)	1277
Voted in 2014: No	28%	(256)	37%	(341)	35%	(325)	923
4-Region: Northeast	35%	(139)	35%	(138)	29%	(116)	394
4-Region: Midwest	27%	(123)	42%	(196)	31%	(143)	462
4-Region: South	30%	(244)	37%	(304)	34%	(276)	824
4-Region: West	32%	(164)	37%	(192)	32%	(164)	520

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**Table MCFEdem1\_3: Do you consider yourself a fan of the following?**

*Sports*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	30% (670)	38% (830)	32% (700)	2200
Harry Styles Fan	36% (247)	42% (287)	23% (157)	691
Marvel Fans	35% (498)	39% (545)	26% (366)	1409

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



**Table MCFEdem1\_4: Do you consider yourself a fan of the following?***Fashion*

<b>Demographic</b>	<b>Avid fan</b>		<b>Casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	16%	(350)	43%	(949)	41%	(901)	2200
Gender: Male	12%	(130)	37%	(392)	51%	(540)	1062
Gender: Female	19%	(221)	49%	(556)	32%	(361)	1138
Age: 18-34	24%	(159)	46%	(300)	30%	(197)	655
Age: 35-44	22%	(80)	46%	(164)	32%	(114)	358
Age: 45-64	12%	(91)	45%	(336)	43%	(324)	751
Age: 65+	5%	(21)	34%	(148)	61%	(267)	436
GenZers: 1997-2012	21%	(43)	49%	(99)	30%	(60)	202
Millennials: 1981-1996	25%	(167)	45%	(307)	30%	(204)	677
GenXers: 1965-1980	17%	(95)	47%	(258)	36%	(199)	552
Baby Boomers: 1946-1964	6%	(42)	38%	(262)	56%	(385)	690
PID: Dem (no lean)	22%	(187)	45%	(392)	33%	(283)	863
PID: Ind (no lean)	13%	(92)	43%	(303)	44%	(308)	702
PID: Rep (no lean)	11%	(71)	40%	(253)	49%	(310)	635
PID/Gender: Dem Men	19%	(76)	42%	(163)	39%	(151)	390
PID/Gender: Dem Women	24%	(112)	48%	(229)	28%	(132)	473
PID/Gender: Ind Men	10%	(37)	36%	(134)	54%	(199)	369
PID/Gender: Ind Women	16%	(54)	51%	(170)	33%	(109)	333
PID/Gender: Rep Men	6%	(17)	32%	(96)	63%	(190)	302
PID/Gender: Rep Women	16%	(55)	47%	(158)	36%	(120)	332
Ideo: Liberal (1-3)	20%	(128)	44%	(288)	36%	(238)	653
Ideo: Moderate (4)	16%	(107)	47%	(317)	37%	(253)	677
Ideo: Conservative (5-7)	13%	(85)	37%	(251)	50%	(335)	671
Educ: < College	16%	(238)	42%	(642)	42%	(632)	1512
Educ: Bachelors degree	17%	(78)	42%	(188)	40%	(178)	444
Educ: Post-grad	14%	(35)	48%	(118)	38%	(92)	244
Income: Under 50k	15%	(182)	44%	(533)	41%	(501)	1216
Income: 50k-100k	16%	(106)	42%	(287)	42%	(283)	675
Income: 100k+	20%	(63)	42%	(128)	38%	(117)	308
Ethnicity: White	13%	(224)	42%	(728)	45%	(770)	1722
Ethnicity: Hispanic	19%	(67)	51%	(178)	30%	(104)	349
Ethnicity: Black	35%	(96)	40%	(111)	25%	(67)	274

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**Table MCFEdem1\_4: Do you consider yourself a fan of the following?**  
*Fashion*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(350)	43%	(949)	41%	(901)	2200
Ethnicity: Other	15%	(31)	54%	(110)	31%	(64)	204
All Christian	16%	(156)	40%	(400)	44%	(437)	992
All Non-Christian	23%	(24)	50%	(52)	27%	(28)	104
Atheist	6%	(6)	43%	(41)	51%	(48)	95
Agnostic/Nothing in particular	14%	(88)	44%	(271)	42%	(261)	620
Something Else	20%	(77)	48%	(185)	33%	(127)	389
Religious Non-Protestant/Catholic	21%	(24)	47%	(55)	33%	(39)	118
Evangelical	19%	(114)	43%	(261)	38%	(227)	602
Non-Evangelical	15%	(114)	42%	(309)	43%	(321)	743
Community: Urban	25%	(159)	44%	(278)	30%	(191)	627
Community: Suburban	12%	(122)	45%	(450)	43%	(428)	1000
Community: Rural	12%	(70)	38%	(220)	49%	(282)	572
Employ: Private Sector	18%	(135)	47%	(355)	36%	(274)	764
Employ: Government	22%	(25)	43%	(49)	36%	(41)	114
Employ: Self-Employed	24%	(46)	41%	(77)	35%	(67)	189
Employ: Homemaker	18%	(31)	48%	(84)	34%	(59)	174
Employ: Student	28%	(17)	41%	(26)	31%	(19)	62
Employ: Retired	6%	(27)	35%	(163)	59%	(275)	465
Employ: Unemployed	17%	(47)	44%	(122)	39%	(108)	277
Employ: Other	15%	(22)	47%	(73)	38%	(59)	155
Military HH: Yes	12%	(41)	35%	(116)	53%	(178)	335
Military HH: No	17%	(309)	45%	(833)	39%	(723)	1865
RD/WT: Right Direction	20%	(163)	49%	(405)	31%	(261)	829
RD/WT: Wrong Track	14%	(187)	40%	(544)	47%	(640)	1371
Biden Job Approve	21%	(211)	45%	(465)	34%	(349)	1025
Biden Job Disapprove	10%	(113)	41%	(439)	49%	(524)	1076
Biden Job Strongly Approve	25%	(111)	42%	(188)	34%	(151)	449
Biden Job Somewhat Approve	17%	(100)	48%	(277)	34%	(199)	576
Biden Job Somewhat Disapprove	12%	(40)	50%	(170)	38%	(130)	341
Biden Job Strongly Disapprove	10%	(72)	37%	(269)	54%	(394)	735

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**Table MCFEdem1\_4: Do you consider yourself a fan of the following?**

*Fashion*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(350)	43%	(949)	41%	(901)	2200
Favorable of Biden	20%	(207)	46%	(466)	34%	(339)	1013
Unfavorable of Biden	11%	(119)	40%	(443)	49%	(535)	1097
Very Favorable of Biden	25%	(118)	44%	(212)	31%	(147)	477
Somewhat Favorable of Biden	17%	(89)	47%	(254)	36%	(193)	536
Somewhat Unfavorable of Biden	13%	(38)	46%	(139)	41%	(123)	300
Very Unfavorable of Biden	10%	(80)	38%	(304)	52%	(412)	797
#1 Issue: Economy	16%	(148)	43%	(390)	40%	(361)	899
#1 Issue: Security	14%	(38)	37%	(98)	48%	(127)	263
#1 Issue: Health Care	18%	(55)	47%	(145)	35%	(109)	310
#1 Issue: Medicare / Social Security	10%	(26)	38%	(99)	52%	(136)	261
#1 Issue: Women's Issues	24%	(31)	45%	(59)	32%	(42)	132
#1 Issue: Education	21%	(19)	51%	(46)	29%	(26)	90
#1 Issue: Energy	16%	(22)	42%	(57)	42%	(57)	136
#1 Issue: Other	10%	(11)	50%	(55)	40%	(43)	109
2020 Vote: Joe Biden	20%	(195)	46%	(451)	34%	(334)	980
2020 Vote: Donald Trump	10%	(75)	39%	(279)	51%	(369)	724
2020 Vote: Other	19%	(15)	37%	(29)	45%	(35)	79
2020 Vote: Didn't Vote	16%	(65)	45%	(187)	39%	(162)	414
2018 House Vote: Democrat	21%	(163)	45%	(357)	35%	(275)	795
2018 House Vote: Republican	10%	(61)	36%	(219)	53%	(319)	599
2018 House Vote: Someone else	23%	(18)	35%	(27)	41%	(32)	77
2016 Vote: Hillary Clinton	21%	(151)	45%	(330)	34%	(245)	726
2016 Vote: Donald Trump	10%	(70)	37%	(257)	52%	(359)	686
2016 Vote: Other	12%	(16)	41%	(53)	47%	(60)	128
2016 Vote: Didn't Vote	17%	(114)	47%	(307)	36%	(237)	658
Voted in 2014: Yes	16%	(199)	41%	(519)	44%	(559)	1277
Voted in 2014: No	16%	(151)	47%	(429)	37%	(342)	923
4-Region: Northeast	18%	(70)	40%	(157)	42%	(167)	394
4-Region: Midwest	14%	(66)	41%	(190)	45%	(206)	462
4-Region: South	17%	(142)	43%	(358)	39%	(325)	824
4-Region: West	14%	(72)	47%	(245)	39%	(203)	520

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**Table MCFEdem1\_4: Do you consider yourself a fan of the following?**

*Fashion*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	16% (350)	43% (949)	41% (901)	2200
Harry Styles Fan	28% (193)	54% (375)	18% (123)	691
Marvel Fans	20% (282)	45% (640)	35% (487)	1409

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

**Table MCFEdem1\_5: Do you consider yourself a fan of the following?***Harry Styles*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(126)	26%	(565)	69%	(1509)	2200
Gender: Male	6%	(62)	22%	(235)	72%	(764)	1062
Gender: Female	6%	(63)	29%	(330)	65%	(745)	1138
Age: 18-34	9%	(56)	28%	(181)	64%	(418)	655
Age: 35-44	12%	(44)	26%	(92)	62%	(222)	358
Age: 45-64	3%	(23)	27%	(203)	70%	(525)	751
Age: 65+	1%	(3)	20%	(89)	79%	(344)	436
GenZers: 1997-2012	11%	(22)	23%	(47)	66%	(133)	202
Millennials: 1981-1996	8%	(57)	29%	(195)	63%	(425)	677
GenXers: 1965-1980	7%	(38)	29%	(162)	64%	(352)	552
Baby Boomers: 1946-1964	1%	(8)	22%	(153)	77%	(529)	690
PID: Dem (no lean)	9%	(79)	34%	(291)	57%	(493)	863
PID: Ind (no lean)	3%	(19)	21%	(148)	76%	(535)	702
PID: Rep (no lean)	4%	(27)	20%	(126)	76%	(481)	635
PID/Gender: Dem Men	11%	(41)	34%	(134)	55%	(215)	390
PID/Gender: Dem Women	8%	(38)	33%	(157)	59%	(278)	473
PID/Gender: Ind Men	3%	(11)	16%	(59)	81%	(300)	369
PID/Gender: Ind Women	3%	(8)	27%	(89)	71%	(235)	333
PID/Gender: Rep Men	4%	(11)	14%	(42)	83%	(250)	302
PID/Gender: Rep Women	5%	(17)	25%	(84)	70%	(231)	332
Ideo: Liberal (1-3)	9%	(62)	32%	(208)	59%	(384)	653
Ideo: Moderate (4)	5%	(31)	27%	(180)	69%	(466)	677
Ideo: Conservative (5-7)	4%	(24)	21%	(140)	76%	(507)	671
Educ: < College	5%	(73)	24%	(370)	71%	(1070)	1512
Educ: Bachelors degree	8%	(34)	28%	(126)	64%	(284)	444
Educ: Post-grad	8%	(19)	28%	(69)	64%	(156)	244
Income: Under 50k	5%	(60)	24%	(291)	71%	(866)	1216
Income: 50k-100k	5%	(32)	27%	(185)	68%	(458)	675
Income: 100k+	11%	(33)	29%	(89)	60%	(186)	308
Ethnicity: White	5%	(94)	26%	(455)	68%	(1173)	1722
Ethnicity: Hispanic	7%	(25)	23%	(82)	70%	(243)	349
Ethnicity: Black	6%	(17)	23%	(64)	70%	(193)	274

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**Table MCFEdem1\_5: Do you consider yourself a fan of the following?  
Harry Styles**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(126)	26%	(565)	69%	(1509)	2200
Ethnicity: Other	7%	(15)	22%	(46)	70%	(144)	204
All Christian	7%	(66)	27%	(269)	66%	(657)	992
All Non-Christian	10%	(10)	27%	(29)	63%	(65)	104
Atheist	6%	(6)	27%	(25)	67%	(64)	95
Agnostic/Nothing in particular	4%	(28)	24%	(147)	72%	(445)	620
Something Else	4%	(16)	24%	(95)	72%	(278)	389
Religious Non-Protestant/Catholic	9%	(10)	27%	(32)	64%	(75)	118
Evangelical	7%	(40)	26%	(154)	68%	(408)	602
Non-Evangelical	5%	(37)	27%	(197)	68%	(508)	743
Community: Urban	11%	(72)	28%	(176)	61%	(380)	627
Community: Suburban	4%	(40)	25%	(253)	71%	(708)	1000
Community: Rural	2%	(14)	24%	(137)	74%	(422)	572
Employ: Private Sector	8%	(57)	28%	(211)	65%	(495)	764
Employ: Government	9%	(10)	30%	(35)	60%	(69)	114
Employ: Self-Employed	7%	(13)	28%	(52)	66%	(124)	189
Employ: Homemaker	8%	(14)	35%	(60)	57%	(100)	174
Employ: Student	11%	(7)	24%	(15)	65%	(40)	62
Employ: Retired	2%	(10)	21%	(96)	77%	(360)	465
Employ: Unemployed	4%	(12)	19%	(53)	77%	(212)	277
Employ: Other	2%	(3)	28%	(43)	70%	(108)	155
Military HH: Yes	6%	(19)	18%	(62)	76%	(254)	335
Military HH: No	6%	(106)	27%	(504)	67%	(1255)	1865
RD/WT: Right Direction	9%	(77)	35%	(294)	55%	(459)	829
RD/WT: Wrong Track	4%	(49)	20%	(271)	77%	(1050)	1371
Biden Job Approve	9%	(92)	34%	(347)	57%	(586)	1025
Biden Job Disapprove	3%	(32)	18%	(195)	79%	(848)	1076
Biden Job Strongly Approve	13%	(57)	35%	(156)	53%	(236)	449
Biden Job Somewhat Approve	6%	(35)	33%	(191)	61%	(350)	576
Biden Job Somewhat Disapprove	5%	(17)	20%	(69)	75%	(254)	341
Biden Job Strongly Disapprove	2%	(15)	17%	(126)	81%	(594)	735

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**Table MCFEdem1\_5: Do you consider yourself a fan of the following?***Harry Styles*

<b>Demographic</b>	<b>Avid fan</b>		<b>Casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	6%	(126)	26%	(565)	69%	(1509)	2200
Favorable of Biden	9%	(89)	34%	(346)	57%	(578)	1013
Unfavorable of Biden	3%	(32)	18%	(200)	79%	(865)	1097
Very Favorable of Biden	12%	(56)	34%	(164)	54%	(257)	477
Somewhat Favorable of Biden	6%	(33)	34%	(182)	60%	(321)	536
Somewhat Unfavorable of Biden	4%	(11)	23%	(69)	73%	(220)	300
Very Unfavorable of Biden	3%	(21)	16%	(131)	81%	(645)	797
#1 Issue: Economy	5%	(41)	26%	(232)	70%	(626)	899
#1 Issue: Security	5%	(12)	19%	(49)	77%	(202)	263
#1 Issue: Health Care	9%	(27)	29%	(91)	62%	(191)	310
#1 Issue: Medicare / Social Security	2%	(5)	24%	(63)	74%	(193)	261
#1 Issue: Women's Issues	11%	(15)	31%	(40)	58%	(77)	132
#1 Issue: Education	7%	(6)	28%	(25)	65%	(59)	90
#1 Issue: Energy	9%	(12)	31%	(42)	60%	(81)	136
#1 Issue: Other	6%	(6)	21%	(23)	74%	(80)	109
2020 Vote: Joe Biden	9%	(85)	33%	(323)	58%	(572)	980
2020 Vote: Donald Trump	3%	(24)	19%	(141)	77%	(558)	724
2020 Vote: Other	2%	(1)	28%	(22)	71%	(56)	79
2020 Vote: Didn't Vote	4%	(15)	19%	(80)	77%	(320)	414
2018 House Vote: Democrat	8%	(66)	32%	(258)	59%	(471)	795
2018 House Vote: Republican	3%	(20)	19%	(117)	77%	(462)	599
2018 House Vote: Someone else	2%	(1)	19%	(14)	80%	(61)	77
2016 Vote: Hillary Clinton	8%	(56)	33%	(240)	59%	(430)	726
2016 Vote: Donald Trump	4%	(24)	21%	(145)	75%	(516)	686
2016 Vote: Other	1%	(1)	20%	(26)	79%	(101)	128
2016 Vote: Didn't Vote	7%	(43)	23%	(154)	70%	(460)	658
Voted in 2014: Yes	6%	(72)	27%	(340)	68%	(865)	1277
Voted in 2014: No	6%	(54)	24%	(225)	70%	(644)	923
4-Region: Northeast	9%	(35)	29%	(115)	62%	(244)	394
4-Region: Midwest	3%	(15)	25%	(116)	72%	(331)	462
4-Region: South	6%	(51)	25%	(202)	69%	(571)	824
4-Region: West	5%	(24)	25%	(132)	70%	(364)	520

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**Table MCFEdem1\_5: Do you consider yourself a fan of the following?**  
*Harry Styles*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	6% (126)	26% (565)	69% (1509)	2200
Harry Styles Fan	18% (126)	82% (565)	— (0)	691
Marvel Fans	8% (114)	31% (444)	60% (851)	1409

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



**Table MCFEdem1\_6: Do you consider yourself a fan of the following?**  
 Ariana Grande

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(213)	34%	(744)	57%	(1244)	2200
Gender: Male	11%	(116)	32%	(336)	57%	(609)	1062
Gender: Female	8%	(96)	36%	(408)	56%	(634)	1138
Age: 18-34	17%	(111)	36%	(233)	48%	(312)	655
Age: 35-44	16%	(56)	37%	(131)	48%	(171)	358
Age: 45-64	5%	(36)	36%	(271)	59%	(443)	751
Age: 65+	2%	(10)	25%	(109)	73%	(318)	436
GenZers: 1997-2012	12%	(24)	33%	(67)	55%	(111)	202
Millennials: 1981-1996	17%	(113)	38%	(259)	45%	(305)	677
GenXers: 1965-1980	10%	(53)	39%	(213)	52%	(286)	552
Baby Boomers: 1946-1964	3%	(21)	28%	(195)	69%	(473)	690
PID: Dem (no lean)	13%	(110)	39%	(339)	48%	(414)	863
PID: Ind (no lean)	8%	(59)	30%	(213)	61%	(431)	702
PID: Rep (no lean)	7%	(44)	30%	(192)	63%	(399)	635
PID/Gender: Dem Men	18%	(69)	40%	(155)	43%	(166)	390
PID/Gender: Dem Women	9%	(41)	39%	(184)	52%	(248)	473
PID/Gender: Ind Men	6%	(22)	28%	(105)	66%	(243)	369
PID/Gender: Ind Women	11%	(37)	32%	(108)	56%	(188)	333
PID/Gender: Rep Men	8%	(25)	25%	(77)	66%	(200)	302
PID/Gender: Rep Women	6%	(18)	35%	(116)	60%	(199)	332
Ideo: Liberal (1-3)	13%	(85)	36%	(234)	51%	(335)	653
Ideo: Moderate (4)	9%	(63)	40%	(272)	50%	(341)	677
Ideo: Conservative (5-7)	7%	(46)	27%	(182)	66%	(443)	671
Educ: < College	9%	(137)	33%	(496)	58%	(879)	1512
Educ: Bachelors degree	12%	(51)	34%	(153)	54%	(240)	444
Educ: Post-grad	10%	(24)	39%	(95)	51%	(125)	244
Income: Under 50k	9%	(113)	34%	(408)	57%	(695)	1216
Income: 50k-100k	9%	(64)	34%	(232)	56%	(379)	675
Income: 100k+	12%	(36)	34%	(104)	55%	(169)	308
Ethnicity: White	8%	(141)	33%	(571)	59%	(1010)	1722
Ethnicity: Hispanic	11%	(39)	35%	(121)	54%	(190)	349
Ethnicity: Black	17%	(47)	38%	(105)	44%	(122)	274

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**Table MCFEdem1\_6: Do you consider yourself a fan of the following?**

*Ariana Grande*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(213)	34%	(744)	57%	(1244)	2200
Ethnicity: Other	12%	(24)	33%	(68)	55%	(112)	204
All Christian	9%	(93)	33%	(332)	57%	(567)	992
All Non-Christian	19%	(20)	33%	(35)	48%	(50)	104
Atheist	10%	(10)	32%	(31)	57%	(55)	95
Agnostic/Nothing in particular	8%	(50)	34%	(214)	57%	(356)	620
Something Else	10%	(41)	34%	(132)	55%	(216)	389
Religious Non-Protestant/Catholic	17%	(20)	32%	(38)	51%	(60)	118
Evangelical	11%	(64)	32%	(196)	57%	(342)	602
Non-Evangelical	9%	(64)	35%	(258)	57%	(421)	743
Community: Urban	16%	(99)	39%	(242)	46%	(287)	627
Community: Suburban	8%	(79)	31%	(310)	61%	(611)	1000
Community: Rural	6%	(35)	34%	(192)	60%	(346)	572
Employ: Private Sector	12%	(94)	38%	(292)	49%	(377)	764
Employ: Government	13%	(15)	37%	(43)	50%	(57)	114
Employ: Self-Employed	14%	(26)	32%	(61)	54%	(102)	189
Employ: Homemaker	12%	(22)	38%	(67)	49%	(85)	174
Employ: Student	10%	(6)	25%	(15)	65%	(40)	62
Employ: Retired	3%	(14)	28%	(131)	69%	(321)	465
Employ: Unemployed	8%	(22)	31%	(86)	61%	(168)	277
Employ: Other	9%	(14)	32%	(49)	59%	(92)	155
Military HH: Yes	6%	(20)	30%	(100)	64%	(214)	335
Military HH: No	10%	(192)	35%	(644)	55%	(1029)	1865
RD/WT: Right Direction	14%	(115)	41%	(338)	45%	(377)	829
RD/WT: Wrong Track	7%	(98)	30%	(406)	63%	(867)	1371
Biden Job Approve	14%	(143)	39%	(397)	47%	(485)	1025
Biden Job Disapprove	6%	(65)	29%	(312)	65%	(699)	1076
Biden Job Strongly Approve	18%	(79)	39%	(177)	43%	(193)	449
Biden Job Somewhat Approve	11%	(64)	38%	(220)	51%	(292)	576
Biden Job Somewhat Disapprove	7%	(22)	35%	(118)	59%	(200)	341
Biden Job Strongly Disapprove	6%	(42)	26%	(194)	68%	(499)	735

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**Table MCFEdem1\_6: Do you consider yourself a fan of the following?**  
*Ariana Grande*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(213)	34%	(744)	57%	(1244)	2200
Favorable of Biden	14%	(140)	39%	(393)	47%	(480)	1013
Unfavorable of Biden	6%	(67)	28%	(312)	65%	(718)	1097
Very Favorable of Biden	18%	(88)	39%	(185)	43%	(203)	477
Somewhat Favorable of Biden	10%	(52)	39%	(208)	52%	(276)	536
Somewhat Unfavorable of Biden	7%	(21)	32%	(97)	61%	(182)	300
Very Unfavorable of Biden	6%	(46)	27%	(215)	67%	(536)	797
#1 Issue: Economy	10%	(90)	35%	(318)	55%	(492)	899
#1 Issue: Security	7%	(18)	26%	(68)	67%	(177)	263
#1 Issue: Health Care	13%	(42)	33%	(104)	53%	(164)	310
#1 Issue: Medicare / Social Security	5%	(13)	31%	(81)	64%	(167)	261
#1 Issue: Women's Issues	15%	(19)	44%	(58)	42%	(55)	132
#1 Issue: Education	10%	(9)	35%	(31)	56%	(50)	90
#1 Issue: Energy	12%	(17)	36%	(49)	51%	(70)	136
#1 Issue: Other	5%	(5)	33%	(36)	63%	(68)	109
2020 Vote: Joe Biden	13%	(122)	38%	(369)	50%	(489)	980
2020 Vote: Donald Trump	7%	(48)	28%	(205)	65%	(471)	724
2020 Vote: Other	6%	(5)	32%	(26)	61%	(49)	79
2020 Vote: Didn't Vote	9%	(37)	34%	(142)	57%	(235)	414
2018 House Vote: Democrat	12%	(93)	39%	(309)	49%	(393)	795
2018 House Vote: Republican	7%	(40)	28%	(165)	66%	(394)	599
2018 House Vote: Someone else	11%	(8)	34%	(26)	55%	(42)	77
2016 Vote: Hillary Clinton	12%	(88)	39%	(286)	48%	(351)	726
2016 Vote: Donald Trump	6%	(43)	29%	(200)	65%	(443)	686
2016 Vote: Other	4%	(6)	32%	(41)	64%	(82)	128
2016 Vote: Didn't Vote	11%	(75)	33%	(216)	56%	(367)	658
Voted in 2014: Yes	9%	(113)	34%	(431)	57%	(733)	1277
Voted in 2014: No	11%	(100)	34%	(312)	55%	(510)	923
4-Region: Northeast	11%	(43)	32%	(128)	57%	(223)	394
4-Region: Midwest	6%	(28)	36%	(165)	58%	(269)	462
4-Region: South	12%	(100)	34%	(277)	54%	(447)	824
4-Region: West	8%	(42)	33%	(174)	59%	(304)	520

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**Table MCFEdem1\_6: Do you consider yourself a fan of the following?**

*Ariana Grande*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	10% (213)	34% (744)	57% (1244)	2200
Harry Styles Fan	20% (139)	57% (394)	23% (157)	691
Marvel Fans	13% (184)	40% (562)	47% (663)	1409

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

**Table MCFEdem1\_7: Do you consider yourself a fan of the following?**  
*Lady Gaga*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(345)	40%	(872)	45%	(983)	2200
Gender: Male	15%	(157)	35%	(373)	50%	(531)	1062
Gender: Female	16%	(188)	44%	(499)	40%	(451)	1138
Age: 18-34	16%	(107)	39%	(257)	44%	(291)	655
Age: 35-44	22%	(80)	39%	(140)	39%	(138)	358
Age: 45-64	14%	(103)	44%	(329)	43%	(320)	751
Age: 65+	13%	(56)	34%	(147)	53%	(233)	436
GenZers: 1997-2012	12%	(25)	34%	(68)	54%	(110)	202
Millennials: 1981-1996	18%	(124)	43%	(288)	39%	(266)	677
GenXers: 1965-1980	19%	(104)	43%	(236)	38%	(212)	552
Baby Boomers: 1946-1964	13%	(87)	37%	(258)	50%	(345)	690
PID: Dem (no lean)	23%	(197)	44%	(381)	33%	(285)	863
PID: Ind (no lean)	11%	(78)	38%	(267)	51%	(357)	702
PID: Rep (no lean)	11%	(70)	35%	(225)	54%	(340)	635
PID/Gender: Dem Men	26%	(100)	41%	(158)	34%	(132)	390
PID/Gender: Dem Women	20%	(97)	47%	(223)	32%	(153)	473
PID/Gender: Ind Men	8%	(29)	34%	(125)	58%	(215)	369
PID/Gender: Ind Women	15%	(49)	43%	(142)	43%	(142)	333
PID/Gender: Rep Men	9%	(28)	30%	(90)	61%	(184)	302
PID/Gender: Rep Women	13%	(42)	40%	(135)	47%	(156)	332
Ideo: Liberal (1-3)	23%	(148)	42%	(277)	35%	(228)	653
Ideo: Moderate (4)	16%	(108)	45%	(304)	39%	(265)	677
Ideo: Conservative (5-7)	11%	(72)	32%	(217)	57%	(382)	671
Educ: < College	15%	(228)	39%	(587)	46%	(697)	1512
Educ: Bachelors degree	18%	(78)	40%	(177)	43%	(189)	444
Educ: Post-grad	16%	(39)	44%	(108)	40%	(97)	244
Income: Under 50k	15%	(182)	40%	(483)	45%	(552)	1216
Income: 50k-100k	17%	(112)	39%	(260)	45%	(302)	675
Income: 100k+	16%	(50)	42%	(130)	42%	(129)	308
Ethnicity: White	15%	(262)	41%	(699)	44%	(761)	1722
Ethnicity: Hispanic	16%	(56)	40%	(138)	44%	(155)	349
Ethnicity: Black	19%	(53)	40%	(109)	41%	(112)	274

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**Table MCFEdem1\_7: Do you consider yourself a fan of the following?**

*Lady Gaga*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(345)	40%	(872)	45%	(983)	2200
Ethnicity: Other	15%	(30)	32%	(64)	54%	(110)	204
All Christian	16%	(159)	39%	(391)	45%	(442)	992
All Non-Christian	23%	(24)	41%	(43)	36%	(37)	104
Atheist	17%	(16)	40%	(38)	44%	(42)	95
Agnostic/Nothing in particular	15%	(92)	40%	(245)	46%	(283)	620
Something Else	14%	(54)	40%	(156)	46%	(179)	389
Religious Non-Protestant/Catholic	21%	(24)	39%	(46)	40%	(47)	118
Evangelical	15%	(92)	35%	(211)	50%	(299)	602
Non-Evangelical	16%	(116)	44%	(323)	41%	(303)	743
Community: Urban	20%	(125)	41%	(256)	39%	(247)	627
Community: Suburban	13%	(134)	41%	(410)	46%	(457)	1000
Community: Rural	15%	(86)	36%	(207)	49%	(280)	572
Employ: Private Sector	17%	(128)	42%	(324)	41%	(312)	764
Employ: Government	15%	(17)	46%	(53)	39%	(44)	114
Employ: Self-Employed	19%	(37)	39%	(75)	41%	(78)	189
Employ: Homemaker	15%	(25)	50%	(86)	36%	(62)	174
Employ: Student	13%	(8)	31%	(19)	56%	(34)	62
Employ: Retired	15%	(69)	36%	(167)	49%	(229)	465
Employ: Unemployed	12%	(32)	35%	(96)	54%	(149)	277
Employ: Other	18%	(28)	34%	(53)	47%	(73)	155
Military HH: Yes	12%	(40)	35%	(119)	53%	(176)	335
Military HH: No	16%	(304)	40%	(754)	43%	(807)	1865
RD/WT: Right Direction	23%	(189)	46%	(380)	31%	(260)	829
RD/WT: Wrong Track	11%	(156)	36%	(493)	53%	(722)	1371
Biden Job Approve	22%	(222)	45%	(461)	33%	(341)	1025
Biden Job Disapprove	10%	(111)	35%	(373)	55%	(591)	1076
Biden Job Strongly Approve	29%	(131)	44%	(199)	27%	(120)	449
Biden Job Somewhat Approve	16%	(92)	46%	(263)	38%	(222)	576
Biden Job Somewhat Disapprove	13%	(45)	44%	(148)	43%	(147)	341
Biden Job Strongly Disapprove	9%	(66)	31%	(225)	60%	(444)	735

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**Table MCFEdem1\_7: Do you consider yourself a fan of the following?**  
*Lady Gaga*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(345)	40%	(872)	45%	(983)	2200
Favorable of Biden	22%	(222)	46%	(468)	32%	(322)	1013
Unfavorable of Biden	10%	(112)	34%	(376)	56%	(609)	1097
Very Favorable of Biden	30%	(141)	45%	(216)	25%	(120)	477
Somewhat Favorable of Biden	15%	(81)	47%	(253)	38%	(202)	536
Somewhat Unfavorable of Biden	11%	(32)	42%	(126)	47%	(142)	300
Very Unfavorable of Biden	10%	(79)	31%	(250)	59%	(468)	797
#1 Issue: Economy	14%	(130)	40%	(363)	45%	(407)	899
#1 Issue: Security	11%	(28)	34%	(88)	56%	(147)	263
#1 Issue: Health Care	20%	(63)	44%	(136)	36%	(110)	310
#1 Issue: Medicare / Social Security	18%	(46)	40%	(103)	43%	(111)	261
#1 Issue: Women's Issues	19%	(25)	48%	(63)	33%	(44)	132
#1 Issue: Education	18%	(16)	39%	(35)	43%	(39)	90
#1 Issue: Energy	16%	(22)	36%	(48)	48%	(65)	136
#1 Issue: Other	13%	(14)	32%	(35)	55%	(60)	109
2020 Vote: Joe Biden	21%	(205)	46%	(451)	33%	(325)	980
2020 Vote: Donald Trump	12%	(84)	33%	(237)	56%	(403)	724
2020 Vote: Other	10%	(8)	50%	(40)	40%	(31)	79
2020 Vote: Didn't Vote	12%	(48)	34%	(142)	54%	(224)	414
2018 House Vote: Democrat	22%	(171)	45%	(357)	34%	(267)	795
2018 House Vote: Republican	11%	(67)	36%	(217)	53%	(315)	599
2018 House Vote: Someone else	15%	(12)	30%	(23)	55%	(42)	77
2016 Vote: Hillary Clinton	22%	(162)	46%	(334)	32%	(229)	726
2016 Vote: Donald Trump	12%	(79)	36%	(245)	53%	(362)	686
2016 Vote: Other	11%	(14)	35%	(45)	54%	(70)	128
2016 Vote: Didn't Vote	14%	(89)	38%	(247)	49%	(322)	658
Voted in 2014: Yes	17%	(219)	41%	(520)	42%	(538)	1277
Voted in 2014: No	14%	(125)	38%	(352)	48%	(445)	923
4-Region: Northeast	18%	(72)	43%	(167)	39%	(154)	394
4-Region: Midwest	15%	(68)	40%	(184)	46%	(211)	462
4-Region: South	17%	(139)	36%	(296)	47%	(389)	824
4-Region: West	13%	(66)	43%	(225)	44%	(229)	520

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**Table MCFEdem1\_7: Do you consider yourself a fan of the following?**  
*Lady Gaga*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	16% (345)	40% (872)	45% (983)	2200
Harry Styles Fan	31% (216)	54% (373)	15% (101)	691
Marvel Fans	19% (261)	43% (609)	38% (539)	1409

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



**Table MCFEdem1\_8: Do you consider yourself a fan of the following?***Rihanna*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (322)	36% (786)	50% (1092)	2200
Gender: Male	15% (164)	32% (336)	53% (562)	1062
Gender: Female	14% (159)	40% (450)	47% (529)	1138
Age: 18-34	24% (159)	40% (261)	36% (236)	655
Age: 35-44	25% (88)	39% (140)	36% (129)	358
Age: 45-64	8% (60)	38% (288)	54% (403)	751
Age: 65+	4% (16)	22% (97)	74% (324)	436
GenZers: 1997-2012	19% (39)	37% (74)	44% (90)	202
Millennials: 1981-1996	25% (169)	41% (276)	34% (232)	677
GenXers: 1965-1980	16% (89)	42% (232)	42% (231)	552
Baby Boomers: 1946-1964	4% (26)	28% (190)	69% (474)	690
PID: Dem (no lean)	21% (180)	40% (343)	39% (340)	863
PID: Ind (no lean)	11% (76)	37% (257)	53% (369)	702
PID: Rep (no lean)	10% (66)	29% (186)	60% (383)	635
PID/Gender: Dem Men	26% (101)	37% (146)	37% (143)	390
PID/Gender: Dem Women	17% (79)	42% (197)	42% (196)	473
PID/Gender: Ind Men	8% (31)	31% (114)	61% (224)	369
PID/Gender: Ind Women	13% (45)	43% (143)	44% (145)	333
PID/Gender: Rep Men	10% (32)	25% (76)	64% (195)	302
PID/Gender: Rep Women	10% (35)	33% (110)	56% (188)	332
Ideo: Liberal (1-3)	20% (132)	40% (258)	40% (263)	653
Ideo: Moderate (4)	15% (101)	41% (280)	44% (296)	677
Ideo: Conservative (5-7)	10% (67)	26% (178)	63% (426)	671
Educ: < College	15% (225)	36% (537)	50% (750)	1512
Educ: Bachelors degree	14% (63)	39% (171)	47% (210)	444
Educ: Post-grad	14% (34)	32% (78)	54% (132)	244
Income: Under 50k	17% (202)	36% (437)	47% (577)	1216
Income: 50k-100k	10% (69)	35% (240)	54% (367)	675
Income: 100k+	17% (51)	35% (109)	48% (148)	308
Ethnicity: White	12% (198)	34% (589)	54% (934)	1722
Ethnicity: Hispanic	19% (68)	39% (136)	42% (146)	349
Ethnicity: Black	36% (99)	40% (111)	24% (65)	274

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**Table MCFEdem1\_8: Do you consider yourself a fan of the following?  
Rihanna**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(322)	36%	(786)	50%	(1092)	2200
Ethnicity: Other	12%	(25)	42%	(86)	46%	(93)	204
All Christian	14%	(138)	32%	(317)	54%	(537)	992
All Non-Christian	15%	(16)	43%	(45)	42%	(44)	104
Atheist	16%	(15)	35%	(33)	49%	(46)	95
Agnostic/Nothing in particular	14%	(84)	38%	(236)	48%	(300)	620
Something Else	18%	(69)	40%	(155)	42%	(165)	389
Religious Non-Protestant/Catholic	13%	(16)	41%	(48)	46%	(54)	118
Evangelical	17%	(100)	33%	(200)	50%	(302)	602
Non-Evangelical	14%	(101)	35%	(260)	51%	(382)	743
Community: Urban	26%	(164)	38%	(238)	36%	(225)	627
Community: Suburban	11%	(109)	35%	(353)	54%	(539)	1000
Community: Rural	9%	(50)	34%	(195)	57%	(328)	572
Employ: Private Sector	19%	(142)	37%	(283)	44%	(339)	764
Employ: Government	17%	(20)	37%	(42)	46%	(52)	114
Employ: Self-Employed	14%	(26)	45%	(85)	41%	(78)	189
Employ: Homemaker	21%	(37)	44%	(76)	35%	(61)	174
Employ: Student	15%	(10)	35%	(21)	50%	(31)	62
Employ: Retired	4%	(21)	24%	(109)	72%	(335)	465
Employ: Unemployed	16%	(45)	40%	(111)	43%	(120)	277
Employ: Other	14%	(21)	37%	(58)	49%	(76)	155
Military HH: Yes	10%	(33)	26%	(88)	64%	(213)	335
Military HH: No	15%	(289)	37%	(698)	47%	(878)	1865
RD/WT: Right Direction	22%	(181)	40%	(335)	38%	(313)	829
RD/WT: Wrong Track	10%	(141)	33%	(451)	57%	(779)	1371
Biden Job Approve	21%	(210)	40%	(414)	39%	(401)	1025
Biden Job Disapprove	9%	(97)	31%	(336)	60%	(642)	1076
Biden Job Strongly Approve	25%	(113)	36%	(161)	39%	(175)	449
Biden Job Somewhat Approve	17%	(97)	44%	(253)	39%	(226)	576
Biden Job Somewhat Disapprove	14%	(47)	38%	(130)	48%	(164)	341
Biden Job Strongly Disapprove	7%	(51)	28%	(206)	65%	(478)	735

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**Table MCFEdem1\_8: Do you consider yourself a fan of the following?***Rihanna*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(322)	36%	(786)	50%	(1092)	2200
Favorable of Biden	21%	(215)	40%	(402)	39%	(395)	1013
Unfavorable of Biden	8%	(93)	32%	(347)	60%	(657)	1097
Very Favorable of Biden	26%	(126)	36%	(171)	38%	(180)	477
Somewhat Favorable of Biden	17%	(89)	43%	(232)	40%	(215)	536
Somewhat Unfavorable of Biden	10%	(29)	39%	(117)	51%	(154)	300
Very Unfavorable of Biden	8%	(65)	29%	(230)	63%	(502)	797
#1 Issue: Economy	17%	(152)	37%	(335)	46%	(412)	899
#1 Issue: Security	11%	(28)	27%	(72)	62%	(163)	263
#1 Issue: Health Care	15%	(48)	43%	(134)	42%	(129)	310
#1 Issue: Medicare / Social Security	8%	(21)	28%	(72)	64%	(168)	261
#1 Issue: Women's Issues	20%	(26)	40%	(53)	40%	(52)	132
#1 Issue: Education	15%	(14)	43%	(39)	41%	(37)	90
#1 Issue: Energy	17%	(23)	37%	(50)	46%	(62)	136
#1 Issue: Other	10%	(11)	28%	(30)	62%	(68)	109
2020 Vote: Joe Biden	20%	(195)	39%	(380)	41%	(405)	980
2020 Vote: Donald Trump	9%	(63)	28%	(201)	63%	(459)	724
2020 Vote: Other	8%	(7)	42%	(34)	49%	(39)	79
2020 Vote: Didn't Vote	14%	(58)	41%	(169)	45%	(188)	414
2018 House Vote: Democrat	18%	(142)	38%	(301)	44%	(352)	795
2018 House Vote: Republican	8%	(48)	28%	(170)	64%	(381)	599
2018 House Vote: Someone else	14%	(11)	37%	(28)	49%	(38)	77
2016 Vote: Hillary Clinton	19%	(138)	39%	(281)	42%	(306)	726
2016 Vote: Donald Trump	8%	(58)	30%	(205)	62%	(423)	686
2016 Vote: Other	5%	(7)	37%	(47)	58%	(74)	128
2016 Vote: Didn't Vote	18%	(119)	38%	(252)	44%	(287)	658
Voted in 2014: Yes	13%	(164)	33%	(416)	55%	(698)	1277
Voted in 2014: No	17%	(158)	40%	(370)	43%	(394)	923
4-Region: Northeast	17%	(68)	34%	(133)	49%	(193)	394
4-Region: Midwest	12%	(57)	34%	(156)	54%	(249)	462
4-Region: South	17%	(140)	38%	(314)	45%	(371)	824
4-Region: West	11%	(58)	35%	(183)	54%	(279)	520

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**Table MCFEdem1\_8: Do you consider yourself a fan of the following?**

*Rihanna*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (322)	36% (786)	50% (1092)	2200
Harry Styles Fan	28% (196)	51% (352)	21% (143)	691
Marvel Fans	19% (274)	41% (576)	40% (559)	1409

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

**Table MCFEdem1\_9: Do you consider yourself a fan of the following?***Alicia Keys*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (284)	41% (908)	46% (1008)	2200
Gender: Male	13% (134)	35% (376)	52% (552)	1062
Gender: Female	13% (150)	47% (532)	40% (456)	1138
Age: 18-34	15% (99)	41% (270)	44% (286)	655
Age: 35-44	18% (65)	46% (165)	36% (127)	358
Age: 45-64	11% (84)	44% (329)	45% (337)	751
Age: 65+	8% (36)	33% (143)	59% (258)	436
GenZers: 1997-2012	12% (23)	29% (59)	59% (120)	202
Millennials: 1981-1996	16% (109)	47% (315)	37% (253)	677
GenXers: 1965-1980	16% (86)	47% (258)	38% (209)	552
Baby Boomers: 1946-1964	9% (62)	37% (257)	54% (371)	690
PID: Dem (no lean)	18% (153)	46% (396)	36% (314)	863
PID: Ind (no lean)	10% (69)	40% (278)	51% (356)	702
PID: Rep (no lean)	10% (62)	37% (234)	53% (339)	635
PID/Gender: Dem Men	21% (82)	43% (168)	36% (140)	390
PID/Gender: Dem Women	15% (71)	48% (228)	37% (173)	473
PID/Gender: Ind Men	8% (29)	32% (119)	60% (221)	369
PID/Gender: Ind Women	12% (40)	48% (159)	40% (134)	333
PID/Gender: Rep Men	8% (23)	29% (88)	63% (191)	302
PID/Gender: Rep Women	12% (39)	44% (145)	45% (148)	332
Ideo: Liberal (1-3)	17% (113)	45% (291)	38% (250)	653
Ideo: Moderate (4)	13% (85)	46% (311)	41% (280)	677
Ideo: Conservative (5-7)	9% (63)	34% (229)	56% (379)	671
Educ: < College	13% (191)	41% (618)	46% (703)	1512
Educ: Bachelors degree	13% (60)	42% (188)	44% (196)	444
Educ: Post-grad	14% (33)	41% (101)	45% (109)	244
Income: Under 50k	15% (178)	40% (482)	46% (556)	1216
Income: 50k-100k	11% (71)	44% (295)	46% (309)	675
Income: 100k+	11% (35)	42% (131)	46% (143)	308
Ethnicity: White	10% (178)	40% (688)	50% (855)	1722
Ethnicity: Hispanic	13% (45)	46% (159)	41% (145)	349
Ethnicity: Black	31% (85)	48% (130)	22% (59)	274

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**Table MCFEdem1\_9: Do you consider yourself a fan of the following?**

Alicia Keys

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(284)	41%	(908)	46%	(1008)	2200
Ethnicity: Other	10%	(21)	44%	(89)	46%	(94)	204
All Christian	12%	(122)	41%	(405)	47%	(465)	992
All Non-Christian	22%	(23)	43%	(45)	35%	(36)	104
Atheist	11%	(10)	35%	(33)	54%	(51)	95
Agnostic/Nothing in particular	11%	(66)	42%	(263)	47%	(290)	620
Something Else	16%	(63)	41%	(161)	42%	(165)	389
Religious Non-Protestant/Catholic	20%	(24)	41%	(48)	39%	(45)	118
Evangelical	15%	(89)	42%	(251)	44%	(262)	602
Non-Evangelical	12%	(88)	41%	(303)	47%	(352)	743
Community: Urban	19%	(121)	44%	(275)	37%	(232)	627
Community: Suburban	10%	(95)	42%	(422)	48%	(483)	1000
Community: Rural	12%	(68)	37%	(211)	51%	(293)	572
Employ: Private Sector	14%	(110)	43%	(331)	42%	(323)	764
Employ: Government	10%	(12)	45%	(51)	45%	(51)	114
Employ: Self-Employed	14%	(26)	50%	(95)	36%	(68)	189
Employ: Homemaker	19%	(32)	46%	(80)	36%	(62)	174
Employ: Student	8%	(5)	37%	(23)	55%	(34)	62
Employ: Retired	9%	(42)	36%	(165)	55%	(258)	465
Employ: Unemployed	12%	(32)	40%	(111)	48%	(134)	277
Employ: Other	16%	(24)	34%	(52)	50%	(78)	155
Military HH: Yes	9%	(30)	36%	(119)	55%	(186)	335
Military HH: No	14%	(254)	42%	(789)	44%	(822)	1865
RD/WT: Right Direction	19%	(159)	47%	(390)	34%	(280)	829
RD/WT: Wrong Track	9%	(125)	38%	(518)	53%	(728)	1371
Biden Job Approve	17%	(178)	47%	(485)	35%	(362)	1025
Biden Job Disapprove	8%	(89)	36%	(391)	55%	(596)	1076
Biden Job Strongly Approve	24%	(109)	45%	(201)	31%	(138)	449
Biden Job Somewhat Approve	12%	(69)	49%	(283)	39%	(223)	576
Biden Job Somewhat Disapprove	11%	(37)	46%	(155)	44%	(149)	341
Biden Job Strongly Disapprove	7%	(52)	32%	(236)	61%	(447)	735

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**Table MCFEdem1\_9: Do you consider yourself a fan of the following?**

*Alicia Keys*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(284)	41%	(908)	46%	(1008)	2200
Favorable of Biden	18%	(184)	48%	(482)	34%	(347)	1013
Unfavorable of Biden	8%	(87)	36%	(392)	56%	(617)	1097
Very Favorable of Biden	24%	(112)	44%	(210)	32%	(154)	477
Somewhat Favorable of Biden	13%	(71)	51%	(272)	36%	(193)	536
Somewhat Unfavorable of Biden	9%	(28)	42%	(127)	48%	(145)	300
Very Unfavorable of Biden	7%	(59)	33%	(266)	59%	(473)	797
#1 Issue: Economy	14%	(127)	42%	(382)	43%	(391)	899
#1 Issue: Security	9%	(23)	34%	(90)	57%	(150)	263
#1 Issue: Health Care	16%	(51)	45%	(139)	39%	(120)	310
#1 Issue: Medicare / Social Security	13%	(33)	36%	(94)	51%	(134)	261
#1 Issue: Women's Issues	12%	(16)	48%	(63)	40%	(53)	132
#1 Issue: Education	8%	(7)	45%	(41)	46%	(42)	90
#1 Issue: Energy	11%	(15)	46%	(62)	43%	(59)	136
#1 Issue: Other	11%	(12)	34%	(37)	54%	(59)	109
2020 Vote: Joe Biden	17%	(171)	48%	(466)	35%	(343)	980
2020 Vote: Donald Trump	9%	(62)	34%	(249)	57%	(413)	724
2020 Vote: Other	10%	(8)	42%	(33)	48%	(38)	79
2020 Vote: Didn't Vote	10%	(43)	38%	(157)	52%	(214)	414
2018 House Vote: Democrat	17%	(135)	46%	(365)	37%	(295)	795
2018 House Vote: Republican	8%	(49)	38%	(228)	54%	(323)	599
2018 House Vote: Someone else	12%	(9)	32%	(24)	56%	(43)	77
2016 Vote: Hillary Clinton	18%	(127)	49%	(354)	34%	(245)	726
2016 Vote: Donald Trump	8%	(57)	37%	(251)	55%	(378)	686
2016 Vote: Other	9%	(11)	38%	(49)	53%	(68)	128
2016 Vote: Didn't Vote	14%	(89)	39%	(254)	48%	(315)	658
Voted in 2014: Yes	14%	(174)	41%	(526)	45%	(577)	1277
Voted in 2014: No	12%	(110)	41%	(382)	47%	(431)	923
4-Region: Northeast	13%	(51)	40%	(156)	47%	(186)	394
4-Region: Midwest	10%	(47)	39%	(183)	50%	(233)	462
4-Region: South	16%	(129)	42%	(344)	43%	(351)	824
4-Region: West	11%	(56)	43%	(225)	46%	(239)	520

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**Table MCFEdem1\_9: Do you consider yourself a fan of the following?**

*Alicia Keys*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (284)	41% (908)	46% (1008)	2200
Harry Styles Fan	24% (166)	58% (399)	18% (125)	691
Marvel Fans	16% (227)	45% (639)	39% (542)	1409

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



**Table MCFEdem1\_10: Do you consider yourself a fan of the following?**  
 Marvel comics and movies

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(594)	37%	(815)	36%	(791)	2200
Gender: Male	35%	(370)	36%	(387)	29%	(304)	1062
Gender: Female	20%	(224)	38%	(427)	43%	(487)	1138
Age: 18-34	37%	(240)	38%	(249)	25%	(166)	655
Age: 35-44	40%	(144)	36%	(127)	24%	(86)	358
Age: 45-64	23%	(172)	41%	(307)	36%	(272)	751
Age: 65+	9%	(38)	30%	(131)	61%	(267)	436
GenZers: 1997-2012	30%	(60)	34%	(68)	37%	(74)	202
Millennials: 1981-1996	40%	(271)	38%	(260)	22%	(146)	677
GenXers: 1965-1980	30%	(163)	42%	(230)	29%	(159)	552
Baby Boomers: 1946-1964	14%	(97)	35%	(241)	51%	(351)	690
PID: Dem (no lean)	31%	(270)	35%	(303)	34%	(290)	863
PID: Ind (no lean)	27%	(191)	39%	(276)	33%	(235)	702
PID: Rep (no lean)	21%	(132)	37%	(236)	42%	(266)	635
PID/Gender: Dem Men	43%	(166)	35%	(136)	22%	(88)	390
PID/Gender: Dem Women	22%	(104)	35%	(167)	43%	(202)	473
PID/Gender: Ind Men	34%	(127)	38%	(140)	28%	(102)	369
PID/Gender: Ind Women	19%	(64)	41%	(136)	40%	(133)	333
PID/Gender: Rep Men	25%	(77)	37%	(112)	38%	(114)	302
PID/Gender: Rep Women	17%	(56)	38%	(125)	46%	(152)	332
Ideo: Liberal (1-3)	29%	(190)	36%	(237)	35%	(227)	653
Ideo: Moderate (4)	31%	(211)	36%	(244)	33%	(221)	677
Ideo: Conservative (5-7)	20%	(135)	39%	(264)	41%	(272)	671
Educ: < College	27%	(401)	36%	(551)	37%	(560)	1512
Educ: Bachelors degree	28%	(126)	39%	(175)	32%	(144)	444
Educ: Post-grad	28%	(68)	36%	(89)	36%	(87)	244
Income: Under 50k	27%	(329)	36%	(433)	37%	(454)	1216
Income: 50k-100k	26%	(173)	39%	(262)	35%	(240)	675
Income: 100k+	30%	(92)	39%	(119)	32%	(98)	308
Ethnicity: White	24%	(410)	37%	(634)	39%	(678)	1722
Ethnicity: Hispanic	36%	(125)	43%	(151)	21%	(74)	349
Ethnicity: Black	37%	(103)	35%	(95)	28%	(77)	274

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**Table MCFEdem1\_10: Do you consider yourself a fan of the following?**  
*Marvel comics and movies*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(594)	37%	(815)	36%	(791)	2200
Ethnicity: Other	40%	(82)	42%	(86)	18%	(36)	204
All Christian	25%	(251)	37%	(366)	38%	(375)	992
All Non-Christian	29%	(31)	35%	(37)	36%	(37)	104
Atheist	26%	(24)	39%	(37)	35%	(33)	95
Agnostic/Nothing in particular	29%	(177)	34%	(210)	38%	(233)	620
Something Else	29%	(111)	43%	(165)	29%	(113)	389
Religious Non-Protestant/Catholic	28%	(33)	37%	(43)	35%	(41)	118
Evangelical	27%	(165)	38%	(230)	34%	(207)	602
Non-Evangelical	25%	(184)	39%	(287)	37%	(271)	743
Community: Urban	38%	(241)	34%	(216)	27%	(170)	627
Community: Suburban	22%	(220)	39%	(387)	39%	(394)	1000
Community: Rural	23%	(133)	37%	(211)	40%	(228)	572
Employ: Private Sector	35%	(264)	39%	(297)	27%	(203)	764
Employ: Government	34%	(39)	30%	(34)	37%	(42)	114
Employ: Self-Employed	26%	(50)	47%	(89)	27%	(51)	189
Employ: Homemaker	21%	(37)	43%	(75)	36%	(62)	174
Employ: Student	32%	(19)	32%	(19)	37%	(23)	62
Employ: Retired	10%	(47)	31%	(144)	59%	(274)	465
Employ: Unemployed	34%	(93)	35%	(96)	32%	(87)	277
Employ: Other	29%	(45)	39%	(60)	32%	(50)	155
Military HH: Yes	23%	(78)	38%	(126)	39%	(130)	335
Military HH: No	28%	(516)	37%	(688)	35%	(661)	1865
RD/WT: Right Direction	35%	(286)	35%	(293)	30%	(250)	829
RD/WT: Wrong Track	22%	(308)	38%	(522)	39%	(541)	1371
Biden Job Approve	33%	(340)	37%	(376)	30%	(309)	1025
Biden Job Disapprove	21%	(224)	38%	(409)	41%	(443)	1076
Biden Job Strongly Approve	33%	(150)	34%	(153)	33%	(146)	449
Biden Job Somewhat Approve	33%	(190)	39%	(223)	28%	(163)	576
Biden Job Somewhat Disapprove	26%	(88)	39%	(132)	36%	(121)	341
Biden Job Strongly Disapprove	18%	(136)	38%	(277)	44%	(322)	735

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**Table MCFEdem1\_10:** Do you consider yourself a fan of the following?  
 Marvel comics and movies

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(594)	37%	(815)	36%	(791)	2200
Favorable of Biden	32%	(327)	37%	(370)	31%	(316)	1013
Unfavorable of Biden	22%	(237)	38%	(417)	40%	(443)	1097
Very Favorable of Biden	35%	(166)	33%	(157)	32%	(154)	477
Somewhat Favorable of Biden	30%	(162)	40%	(212)	30%	(162)	536
Somewhat Unfavorable of Biden	26%	(79)	39%	(117)	35%	(104)	300
Very Unfavorable of Biden	20%	(158)	38%	(300)	43%	(339)	797
#1 Issue: Economy	30%	(269)	38%	(343)	32%	(288)	899
#1 Issue: Security	15%	(39)	41%	(109)	44%	(115)	263
#1 Issue: Health Care	36%	(111)	32%	(98)	33%	(101)	310
#1 Issue: Medicare / Social Security	16%	(41)	34%	(89)	50%	(130)	261
#1 Issue: Women's Issues	27%	(35)	40%	(52)	34%	(44)	132
#1 Issue: Education	37%	(34)	29%	(26)	34%	(31)	90
#1 Issue: Energy	34%	(45)	38%	(51)	29%	(39)	136
#1 Issue: Other	18%	(20)	42%	(46)	40%	(44)	109
2020 Vote: Joe Biden	32%	(310)	36%	(355)	32%	(314)	980
2020 Vote: Donald Trump	18%	(133)	38%	(276)	44%	(315)	724
2020 Vote: Other	29%	(23)	35%	(28)	36%	(28)	79
2020 Vote: Didn't Vote	31%	(128)	37%	(155)	32%	(131)	414
2018 House Vote: Democrat	32%	(257)	36%	(288)	32%	(251)	795
2018 House Vote: Republican	19%	(111)	36%	(217)	45%	(271)	599
2018 House Vote: Someone else	30%	(23)	42%	(32)	28%	(21)	77
2016 Vote: Hillary Clinton	31%	(227)	36%	(264)	32%	(235)	726
2016 Vote: Donald Trump	19%	(132)	37%	(252)	44%	(302)	686
2016 Vote: Other	25%	(32)	45%	(58)	30%	(38)	128
2016 Vote: Didn't Vote	31%	(202)	36%	(240)	33%	(216)	658
Voted in 2014: Yes	26%	(338)	36%	(460)	38%	(479)	1277
Voted in 2014: No	28%	(256)	38%	(355)	34%	(312)	923
4-Region: Northeast	29%	(112)	31%	(123)	40%	(158)	394
4-Region: Midwest	24%	(113)	36%	(169)	39%	(181)	462
4-Region: South	28%	(230)	38%	(315)	34%	(279)	824
4-Region: West	27%	(139)	40%	(207)	33%	(174)	520

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**Table MCFEdem1\_10:** Do you consider yourself a fan of the following?

Marvel comics and movies

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(594)	37%	(815)	36%	(791)	2200
Harry Styles Fan	39%	(268)	42%	(290)	19%	(133)	691
Marvel Fans	42%	(594)	58%	(815)	—	(0)	1409

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	202	9%
	Millennials: 1981-1996	677	31%
	GenXers: 1965-1980	552	25%
	Baby Boomers: 1946-1964	690	31%
	N	2121	
xpid3	PID: Dem (no lean)	863	39%
	PID: Ind (no lean)	702	32%
	PID: Rep (no lean)	635	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	390	18%
	PID/Gender: Dem Women	473	21%
	PID/Gender: Ind Men	369	17%
	PID/Gender: Ind Women	333	15%
	PID/Gender: Rep Men	302	14%
	PID/Gender: Rep Women	332	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	653	30%
	Ideo: Moderate (4)	677	31%
	Ideo: Conservative (5-7)	671	30%
	N	2001	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1216	55%
	Income: 50k-100k	675	31%
	Income: 100k+	308	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	992	45%
	All Non-Christian	104	5%
	Atheist	95	4%
	Agnostic/Nothing in particular	620	28%
	Something Else	389	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	118	5%
xdemEvang	Evangelical	602	27%
	Non-Evangelical	743	34%
	N	1344	
xdemUsr	Community: Urban	627	29%
	Community: Suburban	1000	45%
	Community: Rural	572	26%
	N	2200	
xdemEmploy	Employ: Private Sector	764	35%
	Employ: Government	114	5%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	174	8%
	Employ: Student	62	3%
	Employ: Retired	465	21%
	Employ: Unemployed	277	13%
	Employ: Other	155	7%
	N	2200	
xdemMilHH1	Military HH: Yes	335	15%
	Military HH: No	1865	85%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	829	38%
	RD/WT: Wrong Track	1371	62%
	N	2200	
xdemBidenApprove	Biden Job Approve	1025	47%
	Biden Job Disapprove	1076	49%
	N	2101	
xdemBidenApprove2	Biden Job Strongly Approve	449	20%
	Biden Job Somewhat Approve	576	26%
	Biden Job Somewhat Disapprove	341	15%
	Biden Job Strongly Disapprove	735	33%
	N	2101	
xdemBidenFav	Favorable of Biden	1013	46%
	Unfavorable of Biden	1097	50%
	N	2110	
xdemBidenFavFull	Very Favorable of Biden	477	22%
	Somewhat Favorable of Biden	536	24%
	Somewhat Unfavorable of Biden	300	14%
	Very Unfavorable of Biden	797	36%
	N	2110	
xnr3	#1 Issue: Economy	899	41%
	#1 Issue: Security	263	12%
	#1 Issue: Health Care	310	14%
	#1 Issue: Medicare / Social Security	261	12%
	#1 Issue: Women's Issues	132	6%
	#1 Issue: Education	90	4%
	#1 Issue: Energy	136	6%
	#1 Issue: Other	109	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	980	45%
	2020 Vote: Donald Trump	724	33%
	2020 Vote: Other	79	4%
	2020 Vote: Didn't Vote	414	19%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	795	36%
	2018 House Vote: Republican	599	27%
	2018 House Vote: Someone else	77	3%
	N	1471	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	726	33%
	2016 Vote: Donald Trump	686	31%
	2016 Vote: Other	128	6%
	2016 Vote: Didn't Vote	658	30%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1277	58%
	Voted in 2014: No	923	42%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCFExdem1	Harry Styles Fan	691	31%
MCFExdem2	Marvel Fans	1409	64%

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



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

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