Methodology:
This poll was conducted between April 8-April 10, 2022 among a sample of 2210 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.
<table>
<thead>
<tr>
<th>Table Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>14</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>Table EAKNPG2_10</td>
</tr>
<tr>
<td>Table EAKNPG2_11</td>
</tr>
<tr>
<td>Table EAKNPG2_12</td>
</tr>
<tr>
<td>Table EAKNPG2_13</td>
</tr>
<tr>
<td>Table EAKNPG2_14</td>
</tr>
<tr>
<td>Table EAKNPG3_1</td>
</tr>
<tr>
<td>Table EAKNPG3_2</td>
</tr>
<tr>
<td>Table EAKNPG3_3</td>
</tr>
<tr>
<td>Table EAKNPG3_4</td>
</tr>
<tr>
<td>Table EAKNPG3_5</td>
</tr>
<tr>
<td>Table EAKNPG4_1</td>
</tr>
<tr>
<td>Table EAKNPG4_2</td>
</tr>
<tr>
<td>Table EAKNPG4_3</td>
</tr>
<tr>
<td>Table EAKNPG4_4</td>
</tr>
<tr>
<td>Table EAKNPG4_5</td>
</tr>
<tr>
<td>Table EAKNPG4_6</td>
</tr>
<tr>
<td>Table</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>EAKNPG4_7: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Was accused of making homophbic remarks</td>
</tr>
<tr>
<td>EAKNPG4_8: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Was accused of making transphobic remarks</td>
</tr>
<tr>
<td>EAKNPG4_9: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spoke out against homophobia</td>
</tr>
<tr>
<td>EAKNPG4_10: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spoke out against transphobia</td>
</tr>
<tr>
<td>EAKNPG4_11: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Was accused of anti-semitism</td>
</tr>
<tr>
<td>EAKNPG4_12: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spoke out against anti-semitism</td>
</tr>
<tr>
<td>EAKNPG4_13: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spread misinformation about COVID-19</td>
</tr>
<tr>
<td>EAKNPG4_14: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Lied about their personal background</td>
</tr>
<tr>
<td>EAKNPG4_15: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spread misinformation about vaccines</td>
</tr>
<tr>
<td>EAKNPG4_16: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Encouraged others to get vaccinated</td>
</tr>
<tr>
<td>EAKNPG4_17: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Was arrested for a misdemeanor or minor crime</td>
</tr>
<tr>
<td>EAKNPG4_18: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Was arrested for a felony or major crime</td>
</tr>
<tr>
<td>EAKNPG5_1: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Allegedly created a toxic workplace</td>
</tr>
<tr>
<td>Table EAKNPNG5_2:</td>
</tr>
<tr>
<td>Table EAKNPNG5_3:</td>
</tr>
<tr>
<td>Table EAKNPNG5_4:</td>
</tr>
<tr>
<td>Table EAKNPNG5_5:</td>
</tr>
<tr>
<td>Table EAKNPNG5_6:</td>
</tr>
<tr>
<td>Table EAKNPNG5_7:</td>
</tr>
<tr>
<td>Table EAKNPNG5_8:</td>
</tr>
<tr>
<td>Table EAKNPNG5_9:</td>
</tr>
<tr>
<td>Table EAKNPNG5_10:</td>
</tr>
<tr>
<td>Table EAKNPNG5_11:</td>
</tr>
<tr>
<td>Table EAKNPNG5_12:</td>
</tr>
<tr>
<td>Table EAKNPNG5_13:</td>
</tr>
<tr>
<td>Table EAKNPNG5_14:</td>
</tr>
<tr>
<td>Table EAKNPNG5_15:</td>
</tr>
<tr>
<td>Table EAKNPNG5_16:</td>
</tr>
</tbody>
</table>
Table EAKNPG5_17: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was arrested for a misdemeanor or minor crime .................................................. 252

Table EAKNPG5_18: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was arrested for a felony or major crime .................................................. 256

Table EAKNPG6_1: How much have you seen, read, or heard about the following? J.K. Rowling making controversial comments about the transgender community ................................................. 260

Table EAKNPG6_2: How much have you seen, read, or heard about the following? Allegations against Johnny Depp involving him verbally and physically abusing his former wife, actress Amber Heard .................................................. 264

Table EAKNPG7_1: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Harry Potter book series .................................................. 268

Table EAKNPG7_2: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Harry Potter film series .................................................. 272

Table EAKNPG7_3: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Fantastic Beasts film series .................................................. 276

Table EAKNPG7_4: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Wizarding World of Harry Potter amusement parks .................................................. 280

Table EAKNPG7_5: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? Harry Potter themed merchandise .................................................. 284

Table EAKNPG7_6: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The upcoming Wizarding World video game, 'Hogwarts Legacy' .................................................. 288
Table EAKNPG7_7: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The live-action Harry Potter TV series in early development at HBO Max.

Table EAKNPGdem1_1: In general, what kind of fan do you consider yourself of the following? Film

Table EAKNPGdem1_2: In general, what kind of fan do you consider yourself of the following? Television

Table EAKNPGdem1_3: In general, what kind of fan do you consider yourself of the following? Sports

Table EAKNPGdem1_4: In general, what kind of fan do you consider yourself of the following? Harry Potter

Table EAKNPGdem1_5: In general, what kind of fan do you consider yourself of the following? Star Wars

Table EAKNPGdem1_6: In general, what kind of fan do you consider yourself of the following? Star Trek

Table EAKNPGdem1_7: In general, what kind of fan do you consider yourself of the following? Lord of the Rings

Summary Statistics of Survey Respondent Demographics
## Crosstabulation Results by Respondent Demographics

**Table EAKNPG1_1**: Do you have a favorable or unfavorable opinion of each of the following?  
J.K. Rowling

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>22% (494)</td>
<td>29% (645)</td>
<td>10% (211)</td>
<td>8% (170)</td>
<td>19% (423)</td>
<td>12% (267)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>22% (232)</td>
<td>31% (329)</td>
<td>10% (102)</td>
<td>8% (80)</td>
<td>17% (186)</td>
<td>13% (138)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>23% (263)</td>
<td>28% (316)</td>
<td>10% (109)</td>
<td>8% (90)</td>
<td>21% (237)</td>
<td>11% (129)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>25% (165)</td>
<td>23% (150)</td>
<td>11% (76)</td>
<td>13% (84)</td>
<td>15% (97)</td>
<td>13% (87)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (84)</td>
<td>28% (102)</td>
<td>8% (30)</td>
<td>9% (32)</td>
<td>18% (66)</td>
<td>13% (45)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>21% (161)</td>
<td>32% (244)</td>
<td>9% (67)</td>
<td>5% (41)</td>
<td>21% (158)</td>
<td>11% (83)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>19% (84)</td>
<td>34% (149)</td>
<td>9% (38)</td>
<td>3% (13)</td>
<td>23% (101)</td>
<td>12% (52)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>19% (55)</td>
<td>21% (60)</td>
<td>11% (31)</td>
<td>15% (43)</td>
<td>17% (48)</td>
<td>17% (50)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>27% (170)</td>
<td>27% (166)</td>
<td>11% (65)</td>
<td>10% (63)</td>
<td>14% (87)</td>
<td>11% (67)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>21% (115)</td>
<td>33% (185)</td>
<td>10% (54)</td>
<td>6% (34)</td>
<td>20% (110)</td>
<td>11% (62)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>21% (146)</td>
<td>32% (217)</td>
<td>8% (54)</td>
<td>4% (27)</td>
<td>24% (162)</td>
<td>12% (80)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>24% (187)</td>
<td>26% (199)</td>
<td>12% (95)</td>
<td>9% (72)</td>
<td>16% (124)</td>
<td>11% (87)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>20% (154)</td>
<td>31% (242)</td>
<td>10% (77)</td>
<td>8% (60)</td>
<td>21% (166)</td>
<td>11% (90)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>23% (153)</td>
<td>31% (203)</td>
<td>6% (39)</td>
<td>6% (39)</td>
<td>20% (133)</td>
<td>14% (90)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>22% (77)</td>
<td>28% (97)</td>
<td>14% (48)</td>
<td>9% (33)</td>
<td>15% (51)</td>
<td>12% (42)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>26% (110)</td>
<td>25% (102)</td>
<td>11% (47)</td>
<td>9% (39)</td>
<td>18% (73)</td>
<td>11% (44)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>20% (80)</td>
<td>33% (132)</td>
<td>9% (37)</td>
<td>8% (32)</td>
<td>18% (72)</td>
<td>11% (44)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>19% (74)</td>
<td>28% (111)</td>
<td>10% (41)</td>
<td>7% (28)</td>
<td>24% (94)</td>
<td>12% (46)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>23% (75)</td>
<td>31% (100)</td>
<td>6% (18)</td>
<td>5% (16)</td>
<td>19% (63)</td>
<td>16% (52)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>24% (79)</td>
<td>31% (103)</td>
<td>6% (21)</td>
<td>7% (23)</td>
<td>21% (70)</td>
<td>12% (39)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>22% (133)</td>
<td>26% (156)</td>
<td>15% (93)</td>
<td>14% (86)</td>
<td>17% (106)</td>
<td>6% (35)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>24% (145)</td>
<td>33% (200)</td>
<td>9% (54)</td>
<td>4% (26)</td>
<td>17% (105)</td>
<td>12% (69)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>23% (169)</td>
<td>32% (234)</td>
<td>6% (46)</td>
<td>6% (46)</td>
<td>21% (152)</td>
<td>11% (83)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>23% (342)</td>
<td>27% (405)</td>
<td>8% (118)</td>
<td>7% (112)</td>
<td>20% (309)</td>
<td>15% (232)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>22% (100)</td>
<td>35% (155)</td>
<td>13% (56)</td>
<td>9% (38)</td>
<td>17% (75)</td>
<td>5% (21)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>21% (52)</td>
<td>34% (84)</td>
<td>15% (37)</td>
<td>8% (20)</td>
<td>16% (39)</td>
<td>6% (14)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?
J.K. Rowling

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>22% (494)</td>
<td>29% (645)</td>
<td>10% (211)</td>
<td>8% (170)</td>
<td>19% (423)</td>
<td>12% (267)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>21% (241)</td>
<td>26% (300)</td>
<td>8% (96)</td>
<td>9% (101)</td>
<td>22% (253)</td>
<td>16% (184)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>26% (186)</td>
<td>31% (222)</td>
<td>10% (72)</td>
<td>7% (47)</td>
<td>17% (123)</td>
<td>9% (63)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>21% (67)</td>
<td>38% (123)</td>
<td>14% (44)</td>
<td>7% (23)</td>
<td>15% (47)</td>
<td>6% (20)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (390)</td>
<td>31% (530)</td>
<td>10% (171)</td>
<td>7% (128)</td>
<td>20% (352)</td>
<td>9% (158)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>26% (92)</td>
<td>27% (94)</td>
<td>10% (35)</td>
<td>8% (29)</td>
<td>14% (48)</td>
<td>15% (54)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>22% (60)</td>
<td>20% (56)</td>
<td>7% (19)</td>
<td>9% (24)</td>
<td>18% (50)</td>
<td>24% (67)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>21% (43)</td>
<td>29% (59)</td>
<td>11% (22)</td>
<td>9% (18)</td>
<td>11% (22)</td>
<td>20% (42)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>25% (237)</td>
<td>34% (319)</td>
<td>8% (81)</td>
<td>5% (44)</td>
<td>19% (181)</td>
<td>9% (89)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>36% (41)</td>
<td>27% (30)</td>
<td>12% (13)</td>
<td>10% (11)</td>
<td>11% (12)</td>
<td>3% (4)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>12% (12)</td>
<td>24% (23)</td>
<td>18% (17)</td>
<td>22% (21)</td>
<td>15% (14)</td>
<td>9% (8)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>17% (113)</td>
<td>27% (177)</td>
<td>12% (76)</td>
<td>9% (63)</td>
<td>23% (154)</td>
<td>12% (79)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>24% (92)</td>
<td>24% (94)</td>
<td>6% (24)</td>
<td>8% (31)</td>
<td>16% (62)</td>
<td>22% (87)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>36% (46)</td>
<td>29% (37)</td>
<td>10% (13)</td>
<td>10% (12)</td>
<td>12% (15)</td>
<td>3% (4)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>20% (105)</td>
<td>31% (164)</td>
<td>8% (40)</td>
<td>7% (36)</td>
<td>18% (96)</td>
<td>16% (86)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>28% (216)</td>
<td>30% (237)</td>
<td>8% (63)</td>
<td>5% (38)</td>
<td>18% (137)</td>
<td>12% (90)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>24% (133)</td>
<td>25% (137)</td>
<td>9% (49)</td>
<td>7% (41)</td>
<td>21% (115)</td>
<td>13% (73)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>22% (239)</td>
<td>30% (328)</td>
<td>11% (118)</td>
<td>9% (99)</td>
<td>18% (190)</td>
<td>10% (110)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>21% (122)</td>
<td>31% (179)</td>
<td>8% (45)</td>
<td>5% (31)</td>
<td>20% (118)</td>
<td>15% (84)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>25% (179)</td>
<td>30% (213)</td>
<td>10% (71)</td>
<td>8% (59)</td>
<td>20% (140)</td>
<td>8% (57)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>25% (30)</td>
<td>21% (26)</td>
<td>10% (12)</td>
<td>8% (10)</td>
<td>18% (22)</td>
<td>17% (21)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>27% (57)</td>
<td>26% (54)</td>
<td>13% (28)</td>
<td>8% (17)</td>
<td>19% (40)</td>
<td>6% (14)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>21% (32)</td>
<td>26% (38)</td>
<td>10% (16)</td>
<td>6% (9)</td>
<td>27% (39)</td>
<td>10% (15)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>24% (23)</td>
<td>23% (22)</td>
<td>11% (11)</td>
<td>13% (12)</td>
<td>15% (14)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>20% (98)</td>
<td>34% (161)</td>
<td>8% (39)</td>
<td>4% (21)</td>
<td>21% (99)</td>
<td>13% (60)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>16% (42)</td>
<td>30% (80)</td>
<td>8% (22)</td>
<td>13% (34)</td>
<td>14% (38)</td>
<td>19% (51)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>20% (33)</td>
<td>30% (51)</td>
<td>8% (13)</td>
<td>5% (8)</td>
<td>17% (29)</td>
<td>21% (37)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>22% (72)</td>
<td>33% (110)</td>
<td>10% (34)</td>
<td>6% (20)</td>
<td>18% (60)</td>
<td>11% (37)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>22% (423)</td>
<td>28% (535)</td>
<td>9% (178)</td>
<td>8% (150)</td>
<td>19% (363)</td>
<td>12% (230)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>22% (159)</td>
<td>30% (214)</td>
<td>12% (89)</td>
<td>8% (54)</td>
<td>18% (125)</td>
<td>10% (71)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>22% (335)</td>
<td>29% (430)</td>
<td>8% (123)</td>
<td>8% (117)</td>
<td>20% (298)</td>
<td>13% (196)</td>
<td>1498</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?
J.K. Rowling

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>22% (494)</td>
<td>29% (645)</td>
<td>10% (211)</td>
<td>8% (170)</td>
<td>19% (423)</td>
<td>12% (267)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>23% (205)</td>
<td>30% (265)</td>
<td>13% (114)</td>
<td>8% (72)</td>
<td>17% (152)</td>
<td>9% (81)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>22% (257)</td>
<td>30% (357)</td>
<td>7% (88)</td>
<td>8% (89)</td>
<td>20% (230)</td>
<td>13% (152)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>28% (92)</td>
<td>30% (99)</td>
<td>12% (41)</td>
<td>5% (16)</td>
<td>17% (56)</td>
<td>9% (29)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>20% (112)</td>
<td>30% (165)</td>
<td>13% (74)</td>
<td>10% (56)</td>
<td>17% (96)</td>
<td>9% (52)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>18% (64)</td>
<td>32% (115)</td>
<td>9% (31)</td>
<td>10% (37)</td>
<td>17% (62)</td>
<td>15% (53)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>24% (193)</td>
<td>30% (242)</td>
<td>7% (57)</td>
<td>6% (52)</td>
<td>21% (168)</td>
<td>12% (99)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>23% (214)</td>
<td>28% (258)</td>
<td>13% (121)</td>
<td>9% (82)</td>
<td>18% (161)</td>
<td>9% (78)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>22% (257)</td>
<td>32% (372)</td>
<td>7% (85)</td>
<td>7% (85)</td>
<td>19% (225)</td>
<td>13% (155)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>28% (110)</td>
<td>27% (106)</td>
<td>12% (47)</td>
<td>7% (28)</td>
<td>15% (59)</td>
<td>10% (38)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>20% (104)</td>
<td>29% (152)</td>
<td>14% (73)</td>
<td>10% (54)</td>
<td>19% (102)</td>
<td>8% (39)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>18% (56)</td>
<td>36% (110)</td>
<td>8% (24)</td>
<td>10% (32)</td>
<td>15% (45)</td>
<td>12% (37)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>23% (201)</td>
<td>30% (262)</td>
<td>7% (62)</td>
<td>6% (53)</td>
<td>21% (180)</td>
<td>14% (118)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>26% (227)</td>
<td>31% (268)</td>
<td>8% (71)</td>
<td>6% (55)</td>
<td>18% (157)</td>
<td>11% (93)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>22% (73)</td>
<td>30% (96)</td>
<td>8% (27)</td>
<td>5% (15)</td>
<td>24% (78)</td>
<td>11% (36)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>18% (39)</td>
<td>26% (59)</td>
<td>12% (26)</td>
<td>13% (29)</td>
<td>18% (40)</td>
<td>13% (30)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>18% (40)</td>
<td>29% (64)</td>
<td>5% (11)</td>
<td>3% (7)</td>
<td>24% (53)</td>
<td>22% (49)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>17% (24)</td>
<td>25% (36)</td>
<td>17% (24)</td>
<td>18% (26)</td>
<td>14% (20)</td>
<td>10% (14)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>19% (21)</td>
<td>29% (31)</td>
<td>8% (9)</td>
<td>9% (9)</td>
<td>23% (25)</td>
<td>13% (14)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>21% (39)</td>
<td>34% (62)</td>
<td>14% (25)</td>
<td>11% (20)</td>
<td>10% (19)</td>
<td>9% (17)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>24% (32)</td>
<td>21% (28)</td>
<td>14% (19)</td>
<td>7% (10)</td>
<td>23% (30)</td>
<td>10% (14)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>23% (203)</td>
<td>28% (250)</td>
<td>13% (117)</td>
<td>9% (82)</td>
<td>19% (167)</td>
<td>8% (68)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>24% (183)</td>
<td>34% (259)</td>
<td>7% (51)</td>
<td>5% (39)</td>
<td>18% (135)</td>
<td>12% (94)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>19% (18)</td>
<td>20% (20)</td>
<td>8% (8)</td>
<td>16% (15)</td>
<td>22% (21)</td>
<td>16% (15)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>20% (91)</td>
<td>25% (116)</td>
<td>7% (34)</td>
<td>7% (34)</td>
<td>22% (100)</td>
<td>19% (89)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>25% (178)</td>
<td>29% (210)</td>
<td>14% (99)</td>
<td>8% (60)</td>
<td>16% (118)</td>
<td>8% (61)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>24% (148)</td>
<td>35% (221)</td>
<td>6% (39)</td>
<td>6% (36)</td>
<td>18% (110)</td>
<td>11% (71)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>19% (11)</td>
<td>32% (20)</td>
<td>11% (7)</td>
<td>12% (7)</td>
<td>20% (12)</td>
<td>6% (4)</td>
<td>61</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?
J.K. Rowling

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>22% (494)</td>
<td>29% (645)</td>
<td>10% (211)</td>
<td>8% (170)</td>
<td>19% (423)</td>
<td>12% (267)</td>
<td>2210</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>25% (167)</td>
<td>29% (193)</td>
<td>14% (92)</td>
<td>8% (51)</td>
<td>17% (114)</td>
<td>8% (54)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>25% (169)</td>
<td>33% (222)</td>
<td>6% (41)</td>
<td>6% (38)</td>
<td>19% (127)</td>
<td>12% (84)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>15% (16)</td>
<td>32% (35)</td>
<td>12% (13)</td>
<td>14% (15)</td>
<td>22% (24)</td>
<td>5% (6)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>19% (142)</td>
<td>26% (194)</td>
<td>9% (65)</td>
<td>9% (66)</td>
<td>21% (157)</td>
<td>16% (121)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>25% (306)</td>
<td>31% (387)</td>
<td>10% (124)</td>
<td>7% (87)</td>
<td>17% (213)</td>
<td>10% (120)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>19% (188)</td>
<td>26% (257)</td>
<td>9% (87)</td>
<td>9% (84)</td>
<td>22% (210)</td>
<td>15% (147)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>24% (96)</td>
<td>30% (117)</td>
<td>9% (38)</td>
<td>9% (34)</td>
<td>19% (75)</td>
<td>9% (36)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>23% (106)</td>
<td>28% (130)</td>
<td>10% (49)</td>
<td>6% (30)</td>
<td>22% (102)</td>
<td>11% (49)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>21% (177)</td>
<td>27% (224)</td>
<td>9% (77)</td>
<td>9% (74)</td>
<td>19% (156)</td>
<td>15% (120)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>22% (115)</td>
<td>33% (174)</td>
<td>9% (48)</td>
<td>6% (32)</td>
<td>17% (91)</td>
<td>12% (62)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>34% (390)</td>
<td>33% (379)</td>
<td>9% (109)</td>
<td>7% (86)</td>
<td>10% (112)</td>
<td>7% (76)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>43% (494)</td>
<td>57% (645)</td>
<td>— (0)</td>
<td>— (0)</td>
<td>— (0)</td>
<td>— (0)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>— (0)</td>
<td>— (0)</td>
<td>55% (211)</td>
<td>45% (170)</td>
<td>— (0)</td>
<td>— (0)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG1_2: Do you have a favorable or unfavorable opinion of each of the following?
Daniel Radcliffe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (500)</td>
<td>30% (653)</td>
<td>4% (89)</td>
<td>2% (50)</td>
<td>22% (477)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>22% (231)</td>
<td>31% (334)</td>
<td>5% (53)</td>
<td>3% (30)</td>
<td>19% (202)</td>
<td>20% (216)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>23% (268)</td>
<td>28% (319)</td>
<td>3% (36)</td>
<td>2% (20)</td>
<td>24% (275)</td>
<td>20% (224)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>26% (173)</td>
<td>31% (206)</td>
<td>4% (27)</td>
<td>2% (10)</td>
<td>16% (105)</td>
<td>21% (137)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>28% (101)</td>
<td>29% (103)</td>
<td>5% (18)</td>
<td>4% (14)</td>
<td>19% (67)</td>
<td>15% (55)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>20% (151)</td>
<td>29% (217)</td>
<td>5% (34)</td>
<td>2% (18)</td>
<td>26% (198)</td>
<td>18% (136)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>17% (74)</td>
<td>29% (127)</td>
<td>2% (11)</td>
<td>2% (8)</td>
<td>24% (107)</td>
<td>25% (112)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (53)</td>
<td>28% (80)</td>
<td>4% (12)</td>
<td>2% (5)</td>
<td>17% (50)</td>
<td>30% (87)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>32% (196)</td>
<td>32% (196)</td>
<td>5% (30)</td>
<td>1% (7)</td>
<td>17% (106)</td>
<td>14% (84)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>21% (119)</td>
<td>30% (165)</td>
<td>4% (24)</td>
<td>4% (24)</td>
<td>23% (126)</td>
<td>18% (100)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>19% (128)</td>
<td>28% (196)</td>
<td>3% (23)</td>
<td>2% (13)</td>
<td>26% (182)</td>
<td>21% (147)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>30% (232)</td>
<td>29% (225)</td>
<td>4% (30)</td>
<td>2% (17)</td>
<td>17% (128)</td>
<td>17% (132)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>19% (153)</td>
<td>31% (242)</td>
<td>4% (30)</td>
<td>2% (14)</td>
<td>23% (181)</td>
<td>21% (169)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (114)</td>
<td>28% (186)</td>
<td>4% (29)</td>
<td>3% (19)</td>
<td>26% (169)</td>
<td>21% (140)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>30% (103)</td>
<td>31% (107)</td>
<td>5% (19)</td>
<td>4% (15)</td>
<td>13% (45)</td>
<td>17% (59)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>31% (129)</td>
<td>28% (118)</td>
<td>3% (12)</td>
<td>— (2)</td>
<td>20% (83)</td>
<td>17% (72)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>19% (74)</td>
<td>34% (134)</td>
<td>4% (18)</td>
<td>2% (7)</td>
<td>20% (79)</td>
<td>21% (85)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>20% (79)</td>
<td>28% (109)</td>
<td>3% (12)</td>
<td>2% (7)</td>
<td>26% (102)</td>
<td>21% (84)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>17% (54)</td>
<td>29% (93)</td>
<td>5% (17)</td>
<td>2% (7)</td>
<td>24% (79)</td>
<td>22% (72)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>18% (60)</td>
<td>28% (93)</td>
<td>4% (12)</td>
<td>3% (12)</td>
<td>27% (90)</td>
<td>20% (68)</td>
<td>335</td>
</tr>
<tr>
<td>Idea: Liberal (1-3)</td>
<td>32% (197)</td>
<td>33% (199)</td>
<td>3% (21)</td>
<td>2% (11)</td>
<td>19% (114)</td>
<td>11% (67)</td>
<td>609</td>
</tr>
<tr>
<td>Idea: Moderate (4)</td>
<td>22% (132)</td>
<td>33% (196)</td>
<td>5% (29)</td>
<td>2% (12)</td>
<td>21% (126)</td>
<td>17% (103)</td>
<td>599</td>
</tr>
<tr>
<td>Idea: Conservative (5-7)</td>
<td>17% (128)</td>
<td>29% (209)</td>
<td>4% (30)</td>
<td>4% (26)</td>
<td>26% (187)</td>
<td>21% (150)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>21% (319)</td>
<td>26% (396)</td>
<td>5% (75)</td>
<td>3% (40)</td>
<td>22% (337)</td>
<td>23% (352)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>26% (117)</td>
<td>37% (164)</td>
<td>2% (8)</td>
<td>2% (8)</td>
<td>20% (89)</td>
<td>13% (59)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>26% (63)</td>
<td>38% (94)</td>
<td>3% (7)</td>
<td>1% (1)</td>
<td>21% (51)</td>
<td>12% (30)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (261)</td>
<td>26% (302)</td>
<td>4% (47)</td>
<td>3% (35)</td>
<td>22% (255)</td>
<td>23% (274)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>24% (170)</td>
<td>32% (224)</td>
<td>4% (29)</td>
<td>2% (12)</td>
<td>21% (148)</td>
<td>18% (128)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>21% (68)</td>
<td>39% (127)</td>
<td>4% (13)</td>
<td>1% (3)</td>
<td>23% (74)</td>
<td>12% (38)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>24% (413)</td>
<td>31% (533)</td>
<td>3% (55)</td>
<td>2% (34)</td>
<td>23% (399)</td>
<td>17% (295)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>28% (97)</td>
<td>25% (89)</td>
<td>5% (16)</td>
<td>3% (10)</td>
<td>17% (60)</td>
<td>22% (77)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG1_2: Do you have a favorable or unfavorable opinion of each of the following?

Daniel Radcliffe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (500)</td>
<td>30% (653)</td>
<td>4% (89)</td>
<td>2% (50)</td>
<td>22% (477)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>14% (38)</td>
<td>24% (67)</td>
<td>7% (19)</td>
<td>5% (14)</td>
<td>16% (45)</td>
<td>34% (93)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>24% (49)</td>
<td>26% (53)</td>
<td>7% (15)</td>
<td>1% (2)</td>
<td>16% (33)</td>
<td>26% (52)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>22% (208)</td>
<td>29% (276)</td>
<td>4% (38)</td>
<td>2% (17)</td>
<td>23% (223)</td>
<td>20% (189)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>28% (31)</td>
<td>37% (41)</td>
<td>9% (10)</td>
<td>5% (6)</td>
<td>12% (13)</td>
<td>9% (10)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>33% (31)</td>
<td>34% (33)</td>
<td>5% (5)</td>
<td>1% (1)</td>
<td>13% (13)</td>
<td>14% (14)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>21% (139)</td>
<td>32% (213)</td>
<td>4% (24)</td>
<td>2% (15)</td>
<td>22% (143)</td>
<td>19% (128)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>23% (91)</td>
<td>23% (90)</td>
<td>3% (13)</td>
<td>3% (11)</td>
<td>22% (86)</td>
<td>25% (99)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>28% (36)</td>
<td>39% (50)</td>
<td>8% (10)</td>
<td>5% (6)</td>
<td>10% (13)</td>
<td>10% (13)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>19% (98)</td>
<td>22% (118)</td>
<td>4% (19)</td>
<td>3% (14)</td>
<td>25% (132)</td>
<td>28% (147)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>25% (194)</td>
<td>30% (236)</td>
<td>4% (31)</td>
<td>2% (14)</td>
<td>22% (173)</td>
<td>17% (132)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>24% (131)</td>
<td>32% (176)</td>
<td>4% (20)</td>
<td>2% (10)</td>
<td>18% (99)</td>
<td>20% (110)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>23% (251)</td>
<td>30% (330)</td>
<td>3% (30)</td>
<td>3% (31)</td>
<td>22% (243)</td>
<td>18% (198)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>20% (117)</td>
<td>25% (147)</td>
<td>7% (39)</td>
<td>2% (9)</td>
<td>23% (134)</td>
<td>23% (132)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>26% (185)</td>
<td>30% (216)</td>
<td>5% (37)</td>
<td>3% (20)</td>
<td>23% (164)</td>
<td>13% (97)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>22% (26)</td>
<td>40% (48)</td>
<td>2% (2)</td>
<td>2% (2)</td>
<td>14% (17)</td>
<td>21% (26)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23% (48)</td>
<td>28% (58)</td>
<td>6% (13)</td>
<td>1% (2)</td>
<td>22% (46)</td>
<td>20% (43)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>20% (30)</td>
<td>28% (42)</td>
<td>3% (5)</td>
<td>5% (7)</td>
<td>25% (37)</td>
<td>19% (28)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>25% (24)</td>
<td>31% (30)</td>
<td>6% (5)</td>
<td>— (0)</td>
<td>13% (12)</td>
<td>25% (24)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>17% (82)</td>
<td>28% (136)</td>
<td>2% (11)</td>
<td>2% (10)</td>
<td>26% (124)</td>
<td>24% (116)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>22% (57)</td>
<td>32% (84)</td>
<td>3% (7)</td>
<td>3% (9)</td>
<td>19% (50)</td>
<td>22% (59)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>28% (47)</td>
<td>23% (40)</td>
<td>5% (9)</td>
<td>— (1)</td>
<td>16% (27)</td>
<td>28% (48)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>17% (57)</td>
<td>33% (111)</td>
<td>4% (13)</td>
<td>3% (9)</td>
<td>22% (73)</td>
<td>20% (68)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (442)</td>
<td>29% (543)</td>
<td>4% (76)</td>
<td>2% (41)</td>
<td>21% (404)</td>
<td>20% (373)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>28% (201)</td>
<td>31% (218)</td>
<td>3% (23)</td>
<td>2% (14)</td>
<td>18% (131)</td>
<td>18% (125)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>20% (299)</td>
<td>29% (436)</td>
<td>4% (67)</td>
<td>2% (36)</td>
<td>23% (346)</td>
<td>21% (315)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>29% (260)</td>
<td>32% (288)</td>
<td>3% (24)</td>
<td>2% (14)</td>
<td>18% (159)</td>
<td>16% (144)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (207)</td>
<td>29% (340)</td>
<td>5% (59)</td>
<td>3% (30)</td>
<td>25% (288)</td>
<td>21% (247)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (500)</td>
<td>30% (653)</td>
<td>4% (89)</td>
<td>2% (50)</td>
<td>22% (477)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>36% (119)</td>
<td>29% (96)</td>
<td>3% (9)</td>
<td>1% (5)</td>
<td>19% (63)</td>
<td>12% (40)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>25% (141)</td>
<td>34% (191)</td>
<td>3% (15)</td>
<td>2% (10)</td>
<td>17% (95)</td>
<td>19% (103)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>17% (61)</td>
<td>34% (124)</td>
<td>6% (22)</td>
<td>1% (3)</td>
<td>23% (84)</td>
<td>19% (67)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>18% (146)</td>
<td>27% (215)</td>
<td>5% (37)</td>
<td>3% (27)</td>
<td>25% (204)</td>
<td>22% (180)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>29% (269)</td>
<td>32% (292)</td>
<td>3% (24)</td>
<td>2% (16)</td>
<td>19% (173)</td>
<td>15% (139)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (212)</td>
<td>29% (341)</td>
<td>5% (64)</td>
<td>3% (34)</td>
<td>23% (272)</td>
<td>22% (256)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>36% (140)</td>
<td>27% (105)</td>
<td>3% (13)</td>
<td>2% (6)</td>
<td>18% (69)</td>
<td>14% (55)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>25% (128)</td>
<td>36% (187)</td>
<td>2% (11)</td>
<td>2% (10)</td>
<td>20% (103)</td>
<td>16% (84)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>17% (53)</td>
<td>38% (115)</td>
<td>5% (15)</td>
<td>3% (8)</td>
<td>19% (57)</td>
<td>19% (57)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (159)</td>
<td>26% (226)</td>
<td>6% (49)</td>
<td>3% (27)</td>
<td>25% (216)</td>
<td>23% (199)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>23% (202)</td>
<td>32% (276)</td>
<td>4% (33)</td>
<td>2% (19)</td>
<td>22% (191)</td>
<td>17% (150)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>16% (53)</td>
<td>29% (96)</td>
<td>4% (12)</td>
<td>3% (9)</td>
<td>25% (81)</td>
<td>23% (75)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>25% (55)</td>
<td>28% (63)</td>
<td>5% (11)</td>
<td>5% (11)</td>
<td>17% (38)</td>
<td>20% (44)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>19% (43)</td>
<td>24% (53)</td>
<td>2% (5)</td>
<td>1% (3)</td>
<td>23% (50)</td>
<td>31% (69)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>31% (44)</td>
<td>22% (32)</td>
<td>9% (13)</td>
<td>1% (2)</td>
<td>23% (33)</td>
<td>14% (20)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>28% (30)</td>
<td>26% (28)</td>
<td>4% (4)</td>
<td>1% (1)</td>
<td>15% (16)</td>
<td>27% (30)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>17% (30)</td>
<td>42% (76)</td>
<td>3% (6)</td>
<td>1% (2)</td>
<td>21% (39)</td>
<td>16% (29)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>32% (42)</td>
<td>23% (30)</td>
<td>3% (5)</td>
<td>3% (3)</td>
<td>22% (29)</td>
<td>18% (23)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>29% (262)</td>
<td>31% (277)</td>
<td>3% (30)</td>
<td>2% (13)</td>
<td>20% (179)</td>
<td>14% (125)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>18% (136)</td>
<td>28% (217)</td>
<td>5% (40)</td>
<td>3% (20)</td>
<td>23% (174)</td>
<td>23% (175)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>25% (24)</td>
<td>28% (27)</td>
<td>5% (5)</td>
<td>5% (5)</td>
<td>22% (21)</td>
<td>16% (15)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>17% (78)</td>
<td>29% (132)</td>
<td>3% (15)</td>
<td>2% (12)</td>
<td>22% (102)</td>
<td>27% (124)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>33% (239)</td>
<td>29% (208)</td>
<td>4% (30)</td>
<td>1% (7)</td>
<td>20% (148)</td>
<td>13% (95)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>17% (105)</td>
<td>31% (192)</td>
<td>5% (33)</td>
<td>3% (20)</td>
<td>22% (136)</td>
<td>22% (139)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>28% (17)</td>
<td>23% (14)</td>
<td>1% (1)</td>
<td>4% (2)</td>
<td>36% (22)</td>
<td>9% (6)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>33% (221)</td>
<td>29% (192)</td>
<td>3% (22)</td>
<td>1% (9)</td>
<td>21% (141)</td>
<td>13% (84)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (126)</td>
<td>28% (189)</td>
<td>5% (34)</td>
<td>3% (19)</td>
<td>23% (157)</td>
<td>23% (157)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>18% (19)</td>
<td>42% (45)</td>
<td>3% (3)</td>
<td>3% (3)</td>
<td>23% (25)</td>
<td>12% (13)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>18% (134)</td>
<td>30% (227)</td>
<td>4% (31)</td>
<td>3% (19)</td>
<td>21% (154)</td>
<td>24% (183)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_2: Do you have a favorable or unfavorable opinion of each of the following?
Daniel Radcliffe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (500)</td>
<td>30% (653)</td>
<td>4% (89)</td>
<td>2% (50)</td>
<td>22% (477)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>26% (318)</td>
<td>30% (369)</td>
<td>4% (50)</td>
<td>2% (29)</td>
<td>21% (263)</td>
<td>17% (208)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>19% (182)</td>
<td>29% (284)</td>
<td>4% (39)</td>
<td>2% (21)</td>
<td>22% (214)</td>
<td>24% (232)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>23% (91)</td>
<td>32% (126)</td>
<td>4% (15)</td>
<td>2% (9)</td>
<td>21% (84)</td>
<td>18% (71)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>21% (98)</td>
<td>27% (124)</td>
<td>6% (28)</td>
<td>2% (10)</td>
<td>26% (122)</td>
<td>18% (82)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>22% (184)</td>
<td>29% (240)</td>
<td>4% (31)</td>
<td>3% (22)</td>
<td>20% (162)</td>
<td>23% (189)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>24% (128)</td>
<td>31% (163)</td>
<td>3% (15)</td>
<td>2% (9)</td>
<td>21% (109)</td>
<td>19% (98)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>36% (417)</td>
<td>35% (402)</td>
<td>3% (35)</td>
<td>2% (19)</td>
<td>13% (151)</td>
<td>11% (128)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>32% (369)</td>
<td>39% (449)</td>
<td>3% (39)</td>
<td>1% (10)</td>
<td>13% (153)</td>
<td>10% (119)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>25% (96)</td>
<td>31% (117)</td>
<td>10% (39)</td>
<td>8% (29)</td>
<td>18% (68)</td>
<td>9% (33)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG1_3: Do you have a favorable or unfavorable opinion of each of the following?

**Rupert Grint**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (253)</td>
<td>17% (386)</td>
<td>3% (64)</td>
<td>2% (39)</td>
<td>16% (354)</td>
<td>50% (1114)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>10% (105)</td>
<td>18% (194)</td>
<td>4% (39)</td>
<td>2% (22)</td>
<td>16% (174)</td>
<td>50% (532)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>13% (148)</td>
<td>17% (192)</td>
<td>2% (25)</td>
<td>1% (17)</td>
<td>16% (180)</td>
<td>51% (582)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>14% (93)</td>
<td>21% (139)</td>
<td>4% (25)</td>
<td>3% (18)</td>
<td>16% (106)</td>
<td>42% (277)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15% (55)</td>
<td>17% (63)</td>
<td>3% (10)</td>
<td>3% (12)</td>
<td>19% (69)</td>
<td>42% (151)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>10% (75)</td>
<td>16% (123)</td>
<td>3% (24)</td>
<td>1% (8)</td>
<td>16% (118)</td>
<td>54% (407)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>7% (31)</td>
<td>14% (62)</td>
<td>1% (5)</td>
<td>— (1)</td>
<td>14% (61)</td>
<td>64% (279)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>9% (25)</td>
<td>15% (43)</td>
<td>4% (12)</td>
<td>6% (17)</td>
<td>14% (41)</td>
<td>52% (148)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>18% (110)</td>
<td>22% (135)</td>
<td>4% (24)</td>
<td>1% (8)</td>
<td>18% (108)</td>
<td>38% (232)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>11% (60)</td>
<td>19% (105)</td>
<td>3% (17)</td>
<td>2% (10)</td>
<td>17% (97)</td>
<td>48% (270)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>8% (58)</td>
<td>14% (94)</td>
<td>2% (11)</td>
<td>1% (4)</td>
<td>15% (105)</td>
<td>60% (416)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>16% (121)</td>
<td>18% (134)</td>
<td>3% (23)</td>
<td>2% (12)</td>
<td>15% (114)</td>
<td>47% (361)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>11% (86)</td>
<td>18% (145)</td>
<td>3% (25)</td>
<td>1% (12)</td>
<td>17% (135)</td>
<td>49% (386)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>7% (46)</td>
<td>16% (106)</td>
<td>3% (16)</td>
<td>2% (16)</td>
<td>16% (105)</td>
<td>56% (367)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>15% (51)</td>
<td>18% (63)</td>
<td>5% (16)</td>
<td>2% (6)</td>
<td>18% (63)</td>
<td>43% (149)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (69)</td>
<td>19% (71)</td>
<td>2% (7)</td>
<td>1% (6)</td>
<td>12% (51)</td>
<td>51% (212)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>9% (35)</td>
<td>20% (77)</td>
<td>4% (14)</td>
<td>2% (8)</td>
<td>16% (64)</td>
<td>50% (197)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>13% (51)</td>
<td>17% (68)</td>
<td>3% (11)</td>
<td>1% (3)</td>
<td>18% (71)</td>
<td>48% (189)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>6% (19)</td>
<td>17% (54)</td>
<td>3% (9)</td>
<td>3% (8)</td>
<td>14% (47)</td>
<td>58% (186)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>8% (28)</td>
<td>16% (52)</td>
<td>2% (7)</td>
<td>2% (8)</td>
<td>17% (58)</td>
<td>54% (181)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (98)</td>
<td>20% (121)</td>
<td>2% (13)</td>
<td>2% (9)</td>
<td>20% (122)</td>
<td>40% (245)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>13% (80)</td>
<td>17% (104)</td>
<td>4% (26)</td>
<td>1% (7)</td>
<td>13% (75)</td>
<td>51% (307)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>8% (55)</td>
<td>17% (124)</td>
<td>2% (17)</td>
<td>3% (20)</td>
<td>17% (120)</td>
<td>54% (393)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (155)</td>
<td>16% (236)</td>
<td>4% (56)</td>
<td>2% (28)</td>
<td>16% (237)</td>
<td>53% (806)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>13% (58)</td>
<td>23% (102)</td>
<td>1% (6)</td>
<td>2% (8)</td>
<td>18% (82)</td>
<td>43% (191)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>16% (40)</td>
<td>19% (48)</td>
<td>1% (2)</td>
<td>1% (3)</td>
<td>14% (35)</td>
<td>48% (117)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>11% (128)</td>
<td>16% (193)</td>
<td>3% (40)</td>
<td>2% (29)</td>
<td>15% (174)</td>
<td>52% (610)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>13% (92)</td>
<td>18% (127)</td>
<td>3% (21)</td>
<td>1% (7)</td>
<td>17% (123)</td>
<td>48% (342)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>10% (33)</td>
<td>20% (66)</td>
<td>1% (3)</td>
<td>1% (4)</td>
<td>17% (56)</td>
<td>50% (162)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>12% (208)</td>
<td>19% (329)</td>
<td>2% (36)</td>
<td>1% (23)</td>
<td>16% (272)</td>
<td>50% (861)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>12% (42)</td>
<td>19% (66)</td>
<td>3% (10)</td>
<td>2% (6)</td>
<td>18% (65)</td>
<td>46% (162)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_3: Do you have a favorable or unfavorable opinion of each of the following?
Rupert Grint

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (253)</td>
<td>17% (386)</td>
<td>3% (64)</td>
<td>2% (39)</td>
<td>16% (354)</td>
<td>50% (1114)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>9% (24)</td>
<td>12% (33)</td>
<td>7% (20)</td>
<td>6% (15)</td>
<td>15% (42)</td>
<td>51% (142)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>11% (22)</td>
<td>12% (24)</td>
<td>4% (8)</td>
<td>— (0)</td>
<td>19% (39)</td>
<td>55% (112)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>11% (107)</td>
<td>17% (165)</td>
<td>2% (24)</td>
<td>1% (14)</td>
<td>13% (121)</td>
<td>55% (521)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>23% (25)</td>
<td>16% (18)</td>
<td>6% (7)</td>
<td>5% (6)</td>
<td>13% (15)</td>
<td>36% (40)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>19% (18)</td>
<td>22% (21)</td>
<td>4% (4)</td>
<td>— (0)</td>
<td>15% (14)</td>
<td>41% (39)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>9% (61)</td>
<td>19% (124)</td>
<td>3% (20)</td>
<td>1% (8)</td>
<td>20% (130)</td>
<td>48% (318)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>11% (42)</td>
<td>15% (57)</td>
<td>2% (10)</td>
<td>3% (12)</td>
<td>19% (73)</td>
<td>50% (197)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>21% (26)</td>
<td>17% (21)</td>
<td>10% (13)</td>
<td>4% (6)</td>
<td>12% (16)</td>
<td>36% (46)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (46)</td>
<td>14% (75)</td>
<td>2% (12)</td>
<td>2% (10)</td>
<td>17% (89)</td>
<td>56% (295)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>13% (99)</td>
<td>18% (143)</td>
<td>2% (16)</td>
<td>2% (14)</td>
<td>13% (103)</td>
<td>52% (405)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>11% (59)</td>
<td>16% (89)</td>
<td>3% (18)</td>
<td>1% (7)</td>
<td>16% (88)</td>
<td>52% (287)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>12% (128)</td>
<td>20% (215)</td>
<td>2% (23)</td>
<td>2% (19)</td>
<td>17% (180)</td>
<td>48% (517)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>11% (66)</td>
<td>14% (82)</td>
<td>4% (23)</td>
<td>2% (13)</td>
<td>15% (85)</td>
<td>53% (310)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>13% (97)</td>
<td>16% (118)</td>
<td>3% (23)</td>
<td>2% (15)</td>
<td>18% (131)</td>
<td>47% (335)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>12% (14)</td>
<td>21% (26)</td>
<td>1% (1)</td>
<td>2% (3)</td>
<td>14% (17)</td>
<td>50% (60)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>13% (27)</td>
<td>21% (44)</td>
<td>5% (11)</td>
<td>1% (3)</td>
<td>18% (38)</td>
<td>42% (88)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>10% (15)</td>
<td>17% (25)</td>
<td>4% (6)</td>
<td>4% (6)</td>
<td>17% (25)</td>
<td>47% (70)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>16% (16)</td>
<td>10% (10)</td>
<td>7% (7)</td>
<td>2% (2)</td>
<td>17% (16)</td>
<td>48% (45)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>8% (39)</td>
<td>15% (69)</td>
<td>1% (5)</td>
<td>— (1)</td>
<td>13% (64)</td>
<td>63% (300)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>9% (25)</td>
<td>26% (68)</td>
<td>4% (10)</td>
<td>2% (6)</td>
<td>11% (30)</td>
<td>48% (127)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>12% (21)</td>
<td>15% (25)</td>
<td>1% (2)</td>
<td>2% (3)</td>
<td>19% (32)</td>
<td>51% (88)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>11% (37)</td>
<td>18% (61)</td>
<td>3% (11)</td>
<td>2% (7)</td>
<td>15% (48)</td>
<td>50% (167)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>12% (216)</td>
<td>17% (325)</td>
<td>3% (53)</td>
<td>2% (33)</td>
<td>16% (305)</td>
<td>50% (947)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>14% (100)</td>
<td>19% (135)</td>
<td>3% (22)</td>
<td>2% (11)</td>
<td>14% (101)</td>
<td>48% (344)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>10% (153)</td>
<td>17% (251)</td>
<td>3% (42)</td>
<td>2% (28)</td>
<td>17% (253)</td>
<td>51% (770)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>16% (139)</td>
<td>18% (160)</td>
<td>2% (20)</td>
<td>2% (14)</td>
<td>14% (121)</td>
<td>49% (434)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>9% (100)</td>
<td>18% (211)</td>
<td>3% (38)</td>
<td>2% (24)</td>
<td>17% (199)</td>
<td>51% (601)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_3: Do you have a favorable or unfavorable opinion of each of the following?
Rupert Grint

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (253)</td>
<td>17% (386)</td>
<td>3% (64)</td>
<td>2% (39)</td>
<td>16% (354)</td>
<td>50% (1114)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (63)</td>
<td>19% (64)</td>
<td>3% (9)</td>
<td>2% (8)</td>
<td>12% (41)</td>
<td>44% (148)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>14% (76)</td>
<td>17% (96)</td>
<td>2% (11)</td>
<td>1% (7)</td>
<td>14% (80)</td>
<td>51% (286)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (31)</td>
<td>23% (82)</td>
<td>4% (14)</td>
<td>1% (4)</td>
<td>19% (68)</td>
<td>45% (163)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>9% (69)</td>
<td>16% (128)</td>
<td>3% (24)</td>
<td>2% (19)</td>
<td>16% (132)</td>
<td>54% (438)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>16% (143)</td>
<td>18% (161)</td>
<td>3% (24)</td>
<td>2% (20)</td>
<td>14% (126)</td>
<td>48% (439)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>9% (105)</td>
<td>18% (212)</td>
<td>3% (37)</td>
<td>2% (19)</td>
<td>17% (198)</td>
<td>52% (608)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>19% (73)</td>
<td>17% (66)</td>
<td>3% (13)</td>
<td>3% (10)</td>
<td>12% (48)</td>
<td>46% (179)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>13% (70)</td>
<td>18% (94)</td>
<td>2% (11)</td>
<td>2% (10)</td>
<td>15% (78)</td>
<td>50% (260)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>10% (30)</td>
<td>24% (73)</td>
<td>2% (7)</td>
<td>— (0)</td>
<td>18% (54)</td>
<td>46% (140)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>9% (75)</td>
<td>16% (140)</td>
<td>3% (31)</td>
<td>2% (18)</td>
<td>16% (144)</td>
<td>53% (468)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>11% (95)</td>
<td>18% (156)</td>
<td>3% (24)</td>
<td>2% (21)</td>
<td>18% (153)</td>
<td>49% (423)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>8% (27)</td>
<td>14% (46)</td>
<td>2% (7)</td>
<td>2% (7)</td>
<td>15% (48)</td>
<td>59% (190)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>15% (33)</td>
<td>16% (35)</td>
<td>6% (12)</td>
<td>1% (1)</td>
<td>20% (45)</td>
<td>43% (96)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>9% (20)</td>
<td>11% (24)</td>
<td>2% (5)</td>
<td>1% (3)</td>
<td>14% (30)</td>
<td>63% (141)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>18% (25)</td>
<td>16% (23)</td>
<td>6% (9)</td>
<td>1% (2)</td>
<td>14% (20)</td>
<td>46% (65)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>17% (19)</td>
<td>14% (15)</td>
<td>1% (2)</td>
<td>1% (1)</td>
<td>13% (15)</td>
<td>54% (59)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>9% (16)</td>
<td>36% (65)</td>
<td>1% (1)</td>
<td>3% (5)</td>
<td>15% (27)</td>
<td>38% (69)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (18)</td>
<td>17% (23)</td>
<td>3% (4)</td>
<td>— (0)</td>
<td>13% (17)</td>
<td>54% (72)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>15% (134)</td>
<td>19% (171)</td>
<td>3% (22)</td>
<td>1% (12)</td>
<td>15% (137)</td>
<td>46% (411)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>10% (73)</td>
<td>16% (120)</td>
<td>3% (22)</td>
<td>2% (16)</td>
<td>15% (117)</td>
<td>54% (414)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>10% (10)</td>
<td>20% (20)</td>
<td>3% (3)</td>
<td>2% (2)</td>
<td>14% (14)</td>
<td>50% (48)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>8% (37)</td>
<td>16% (76)</td>
<td>3% (16)</td>
<td>2% (9)</td>
<td>18% (86)</td>
<td>52% (241)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>15% (113)</td>
<td>19% (138)</td>
<td>4% (27)</td>
<td>1% (6)</td>
<td>15% (111)</td>
<td>46% (333)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>8% (48)</td>
<td>18% (110)</td>
<td>2% (14)</td>
<td>2% (12)</td>
<td>15% (97)</td>
<td>55% (346)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>17% (11)</td>
<td>15% (9)</td>
<td>1% (1)</td>
<td>— (0)</td>
<td>20% (12)</td>
<td>47% (29)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>16% (105)</td>
<td>20% (132)</td>
<td>3% (20)</td>
<td>1% (5)</td>
<td>14% (95)</td>
<td>47% (312)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (55)</td>
<td>17% (117)</td>
<td>2% (12)</td>
<td>1% (8)</td>
<td>16% (107)</td>
<td>56% (383)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>13% (14)</td>
<td>23% (25)</td>
<td>4% (4)</td>
<td>1% (1)</td>
<td>23% (25)</td>
<td>36% (40)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>11% (79)</td>
<td>15% (111)</td>
<td>4% (28)</td>
<td>3% (25)</td>
<td>17% (126)</td>
<td>51% (377)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_3: Do you have a favorable or unfavorable opinion of each of the following?

Rupert Grint

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (253)</td>
<td>17% (386)</td>
<td>3% (64)</td>
<td>2% (39)</td>
<td>16% (354)</td>
<td>50% (1114)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12% (148)</td>
<td>18% (229)</td>
<td>2% (31)</td>
<td>1% (15)</td>
<td>15% (191)</td>
<td>50% (624)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>11% (105)</td>
<td>16% (157)</td>
<td>3% (33)</td>
<td>3% (25)</td>
<td>17% (162)</td>
<td>50% (490)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>11% (45)</td>
<td>16% (63)</td>
<td>1% (5)</td>
<td>3% (11)</td>
<td>18% (69)</td>
<td>51% (203)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (49)</td>
<td>17% (78)</td>
<td>3% (12)</td>
<td>1% (5)</td>
<td>18% (83)</td>
<td>51% (237)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>13% (106)</td>
<td>18% (150)</td>
<td>4% (29)</td>
<td>3% (21)</td>
<td>15% (123)</td>
<td>48% (400)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>10% (54)</td>
<td>18% (95)</td>
<td>3% (17)</td>
<td>1% (3)</td>
<td>15% (78)</td>
<td>53% (275)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>21% (236)</td>
<td>27% (310)</td>
<td>3% (33)</td>
<td>2% (24)</td>
<td>14% (160)</td>
<td>34% (388)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>16% (186)</td>
<td>25% (280)</td>
<td>2% (27)</td>
<td>1% (11)</td>
<td>12% (135)</td>
<td>44% (500)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>15% (59)</td>
<td>21% (81)</td>
<td>9% (34)</td>
<td>5% (20)</td>
<td>16% (62)</td>
<td>33% (127)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (666)</td>
<td>33% (723)</td>
<td>5% (108)</td>
<td>3% (57)</td>
<td>19% (415)</td>
<td>11% (242)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>27% (289)</td>
<td>34% (360)</td>
<td>6% (67)</td>
<td>3% (35)</td>
<td>19% (197)</td>
<td>11% (118)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>33% (377)</td>
<td>32% (362)</td>
<td>4% (40)</td>
<td>2% (22)</td>
<td>19% (218)</td>
<td>11% (124)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>43% (281)</td>
<td>29% (190)</td>
<td>6% (40)</td>
<td>2% (16)</td>
<td>13% (85)</td>
<td>7% (46)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>37% (133)</td>
<td>30% (108)</td>
<td>5% (17)</td>
<td>3% (13)</td>
<td>14% (52)</td>
<td>10% (36)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>23% (170)</td>
<td>36% (271)</td>
<td>6% (43)</td>
<td>3% (20)</td>
<td>22% (169)</td>
<td>11% (81)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>19% (82)</td>
<td>35% (153)</td>
<td>2% (8)</td>
<td>2% (8)</td>
<td>25% (110)</td>
<td>18% (78)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>40% (115)</td>
<td>29% (83)</td>
<td>8% (22)</td>
<td>2% (5)</td>
<td>12% (35)</td>
<td>10% (27)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>43% (265)</td>
<td>29% (182)</td>
<td>5% (31)</td>
<td>3% (18)</td>
<td>13% (81)</td>
<td>7% (40)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>27% (152)</td>
<td>36% (201)</td>
<td>6% (34)</td>
<td>3% (16)</td>
<td>17% (97)</td>
<td>11% (60)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>19% (130)</td>
<td>35% (238)</td>
<td>3% (21)</td>
<td>3% (18)</td>
<td>27% (184)</td>
<td>14% (98)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>38% (292)</td>
<td>30% (228)</td>
<td>5% (42)</td>
<td>1% (11)</td>
<td>15% (114)</td>
<td>10% (78)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>26% (205)</td>
<td>35% (278)</td>
<td>5% (42)</td>
<td>2% (16)</td>
<td>21% (164)</td>
<td>10% (83)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>26% (168)</td>
<td>33% (216)</td>
<td>4% (24)</td>
<td>5% (30)</td>
<td>21% (137)</td>
<td>12% (82)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>35% (121)</td>
<td>31% (107)</td>
<td>8% (27)</td>
<td>2% (7)</td>
<td>15% (52)</td>
<td>10% (35)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>41% (171)</td>
<td>29% (121)</td>
<td>4% (15)</td>
<td>1% (3)</td>
<td>15% (63)</td>
<td>10% (43)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>23% (89)</td>
<td>38% (149)</td>
<td>7% (26)</td>
<td>1% (6)</td>
<td>21% (82)</td>
<td>11% (44)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>30% (116)</td>
<td>33% (130)</td>
<td>4% (15)</td>
<td>3% (10)</td>
<td>21% (83)</td>
<td>10% (39)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>24% (79)</td>
<td>32% (105)</td>
<td>4% (14)</td>
<td>7% (22)</td>
<td>20% (64)</td>
<td>12% (39)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>27% (89)</td>
<td>33% (111)</td>
<td>3% (10)</td>
<td>3% (9)</td>
<td>22% (73)</td>
<td>13% (42)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>40% (242)</td>
<td>33% (201)</td>
<td>5% (28)</td>
<td>1% (8)</td>
<td>15% (89)</td>
<td>6% (40)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>31% (186)</td>
<td>34% (203)</td>
<td>4% (26)</td>
<td>2% (10)</td>
<td>20% (119)</td>
<td>9% (54)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>22% (162)</td>
<td>34% (251)</td>
<td>4% (30)</td>
<td>5% (33)</td>
<td>23% (166)</td>
<td>12% (86)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>29% (439)</td>
<td>30% (456)</td>
<td>5% (82)</td>
<td>3% (44)</td>
<td>20% (307)</td>
<td>13% (191)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>33% (147)</td>
<td>38% (170)</td>
<td>4% (17)</td>
<td>3% (11)</td>
<td>16% (71)</td>
<td>7% (29)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>32% (80)</td>
<td>40% (97)</td>
<td>3% (8)</td>
<td>— (1)</td>
<td>15% (37)</td>
<td>9% (22)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>30% (350)</td>
<td>30% (352)</td>
<td>6% (66)</td>
<td>3% (33)</td>
<td>20% (230)</td>
<td>12% (142)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>30% (215)</td>
<td>34% (244)</td>
<td>5% (32)</td>
<td>2% (16)</td>
<td>17% (124)</td>
<td>11% (81)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>31% (101)</td>
<td>39% (126)</td>
<td>3% (9)</td>
<td>2% (7)</td>
<td>19% (61)</td>
<td>6% (19)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>31% (530)</td>
<td>35% (605)</td>
<td>4% (66)</td>
<td>2% (42)</td>
<td>19% (323)</td>
<td>9% (162)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>41% (143)</td>
<td>28% (97)</td>
<td>7% (26)</td>
<td>— (1)</td>
<td>18% (64)</td>
<td>5% (19)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?

Emma Watson

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (666)</td>
<td>33% (723)</td>
<td>5% (108)</td>
<td>3% (57)</td>
<td>19% (415)</td>
<td>11% (242)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>23% (64)</td>
<td>25% (70)</td>
<td>8% (23)</td>
<td>4% (10)</td>
<td>21% (57)</td>
<td>19% (52)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>35% (71)</td>
<td>23% (48)</td>
<td>9% (18)</td>
<td>2% (5)</td>
<td>17% (35)</td>
<td>14% (28)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>28% (265)</td>
<td>34% (325)</td>
<td>4% (33)</td>
<td>3% (26)</td>
<td>20% (193)</td>
<td>11% (109)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>38% (43)</td>
<td>35% (39)</td>
<td>5% (6)</td>
<td>7% (8)</td>
<td>9% (10)</td>
<td>5% (6)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>42% (40)</td>
<td>27% (26)</td>
<td>8% (8)</td>
<td>1% (1)</td>
<td>12% (11)</td>
<td>11% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>29% (195)</td>
<td>33% (221)</td>
<td>6% (40)</td>
<td>2% (10)</td>
<td>20% (131)</td>
<td>10% (64)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>32% (123)</td>
<td>29% (111)</td>
<td>5% (20)</td>
<td>3% (11)</td>
<td>18% (71)</td>
<td>14% (53)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>38% (49)</td>
<td>37% (48)</td>
<td>5% (6)</td>
<td>6% (8)</td>
<td>9% (11)</td>
<td>4% (6)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>24% (125)</td>
<td>29% (154)</td>
<td>5% (24)</td>
<td>4% (20)</td>
<td>23% (123)</td>
<td>15% (81)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>32% (251)</td>
<td>34% (269)</td>
<td>4% (30)</td>
<td>2% (18)</td>
<td>17% (133)</td>
<td>10% (80)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>35% (190)</td>
<td>31% (172)</td>
<td>7% (36)</td>
<td>1% (6)</td>
<td>18% (100)</td>
<td>8% (44)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>29% (313)</td>
<td>35% (376)</td>
<td>3% (35)</td>
<td>3% (36)</td>
<td>19% (206)</td>
<td>11% (119)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>28% (164)</td>
<td>30% (175)</td>
<td>6% (37)</td>
<td>3% (15)</td>
<td>19% (110)</td>
<td>14% (79)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>35% (251)</td>
<td>33% (234)</td>
<td>5% (33)</td>
<td>3% (18)</td>
<td>17% (126)</td>
<td>8% (56)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>33% (40)</td>
<td>34% (42)</td>
<td>3% (3)</td>
<td>4% (5)</td>
<td>18% (22)</td>
<td>8% (10)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>25% (53)</td>
<td>39% (83)</td>
<td>6% (14)</td>
<td>2% (4)</td>
<td>18% (37)</td>
<td>9% (20)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>31% (46)</td>
<td>30% (45)</td>
<td>3% (5)</td>
<td>4% (6)</td>
<td>27% (40)</td>
<td>5% (7)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>40% (38)</td>
<td>30% (28)</td>
<td>6% (5)</td>
<td>1% (1)</td>
<td>9% (9)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>20% (94)</td>
<td>33% (157)</td>
<td>2% (12)</td>
<td>2% (8)</td>
<td>25% (122)</td>
<td>18% (86)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>32% (86)</td>
<td>31% (83)</td>
<td>7% (20)</td>
<td>5% (12)</td>
<td>15% (40)</td>
<td>9% (25)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>34% (58)</td>
<td>29% (51)</td>
<td>9% (15)</td>
<td>2% (3)</td>
<td>12% (20)</td>
<td>15% (25)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>27% (88)</td>
<td>32% (105)</td>
<td>5% (15)</td>
<td>3% (9)</td>
<td>22% (73)</td>
<td>13% (42)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>31% (577)</td>
<td>33% (618)</td>
<td>5% (93)</td>
<td>3% (48)</td>
<td>18% (342)</td>
<td>11% (200)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>35% (247)</td>
<td>33% (238)</td>
<td>4% (26)</td>
<td>2% (14)</td>
<td>16% (116)</td>
<td>10% (71)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>28% (419)</td>
<td>32% (484)</td>
<td>5% (82)</td>
<td>3% (43)</td>
<td>20% (299)</td>
<td>11% (171)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>36% (317)</td>
<td>35% (312)</td>
<td>3% (30)</td>
<td>1% (9)</td>
<td>16% (140)</td>
<td>9% (81)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>25% (295)</td>
<td>33% (385)</td>
<td>6% (69)</td>
<td>4% (44)</td>
<td>20% (235)</td>
<td>12% (144)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?

*Emma Watson*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (666)</td>
<td>33% (723)</td>
<td>5% (108)</td>
<td>3% (57)</td>
<td>19% (415)</td>
<td>11% (242)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>38% (125)</td>
<td>29% (95)</td>
<td>3% (10)</td>
<td>2% (7)</td>
<td>17% (56)</td>
<td>12% (39)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>35% (192)</td>
<td>39% (217)</td>
<td>4% (19)</td>
<td></td>
<td>15% (84)</td>
<td>7% (41)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>28% (101)</td>
<td>34% (123)</td>
<td>8% (28)</td>
<td>1% (5)</td>
<td>16% (59)</td>
<td>13% (47)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>24% (194)</td>
<td>32% (262)</td>
<td>5% (41)</td>
<td>5% (39)</td>
<td>22% (176)</td>
<td>12% (97)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>36% (325)</td>
<td>34% (313)</td>
<td>4% (33)</td>
<td>1% (13)</td>
<td>16% (146)</td>
<td>9% (82)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>26% (306)</td>
<td>33% (389)</td>
<td>6% (69)</td>
<td>4% (43)</td>
<td>19% (230)</td>
<td>12% (142)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>38% (149)</td>
<td>29% (113)</td>
<td>3% (12)</td>
<td>2% (9)</td>
<td>15% (59)</td>
<td>12% (46)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>34% (176)</td>
<td>38% (200)</td>
<td>4% (22)</td>
<td>1% (4)</td>
<td>17% (87)</td>
<td>7% (35)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>31% (94)</td>
<td>36% (111)</td>
<td>7% (21)</td>
<td>1% (2)</td>
<td>16% (48)</td>
<td>9% (28)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>24% (212)</td>
<td>32% (279)</td>
<td>5% (48)</td>
<td>5% (42)</td>
<td>21% (182)</td>
<td>13% (114)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>33% (283)</td>
<td>36% (314)</td>
<td>3% (30)</td>
<td>2% (21)</td>
<td>17% (151)</td>
<td>8% (72)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>24% (77)</td>
<td>33% (108)</td>
<td>5% (17)</td>
<td>3% (11)</td>
<td>22% (72)</td>
<td>12% (39)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>30% (67)</td>
<td>27% (60)</td>
<td>8% (19)</td>
<td>2% (5)</td>
<td>18% (39)</td>
<td>14% (32)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>20% (45)</td>
<td>31% (68)</td>
<td>1% (3)</td>
<td>2% (4)</td>
<td>24% (53)</td>
<td>22% (49)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>37% (53)</td>
<td>21% (30)</td>
<td>10% (14)</td>
<td>4% (6)</td>
<td>20% (29)</td>
<td>7% (11)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>35% (38)</td>
<td>29% (31)</td>
<td>8% (8)</td>
<td>1% (1)</td>
<td>17% (19)</td>
<td>11% (12)</td>
<td>129</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>31% (56)</td>
<td>39% (70)</td>
<td>6% (11)</td>
<td>2% (3)</td>
<td>17% (32)</td>
<td>6% (11)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>35% (46)</td>
<td>30% (40)</td>
<td>4% (5)</td>
<td>4% (6)</td>
<td>15% (20)</td>
<td>12% (16)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>37% (325)</td>
<td>34% (297)</td>
<td>4% (36)</td>
<td>1% (7)</td>
<td>17% (149)</td>
<td>8% (73)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>25% (191)</td>
<td>33% (255)</td>
<td>6% (42)</td>
<td>5% (36)</td>
<td>19% (142)</td>
<td>13% (96)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>22% (21)</td>
<td>34% (33)</td>
<td>2% (2)</td>
<td>5% (5)</td>
<td>26% (25)</td>
<td>12% (12)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>28% (129)</td>
<td>30% (137)</td>
<td>6% (28)</td>
<td>2% (10)</td>
<td>21% (99)</td>
<td>13% (61)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>36% (261)</td>
<td>33% (241)</td>
<td>5% (37)</td>
<td>1% (5)</td>
<td>15% (111)</td>
<td>10% (71)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>25% (154)</td>
<td>34% (211)</td>
<td>4% (24)</td>
<td>6% (34)</td>
<td>20% (125)</td>
<td>12% (77)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>29% (18)</td>
<td>33% (20)</td>
<td>3% (2)</td>
<td>1% (1)</td>
<td>23% (14)</td>
<td>11% (7)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>37% (248)</td>
<td>32% (216)</td>
<td>4% (27)</td>
<td>1% (4)</td>
<td>17% (117)</td>
<td>9% (58)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>25% (169)</td>
<td>32% (220)</td>
<td>4% (27)</td>
<td>5% (31)</td>
<td>20% (136)</td>
<td>14% (98)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>21% (23)</td>
<td>41% (45)</td>
<td>4% (5)</td>
<td>1% (1)</td>
<td>28% (31)</td>
<td>4% (4)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>30% (224)</td>
<td>32% (242)</td>
<td>6% (48)</td>
<td>3% (20)</td>
<td>17% (130)</td>
<td>11% (81)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?

#### Emma Watson

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (666)</td>
<td>33% (723)</td>
<td>5% (108)</td>
<td>3% (57)</td>
<td>19% (415)</td>
<td>11% (242)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>29% (364)</td>
<td>34% (421)</td>
<td>4% (50)</td>
<td>3% (36)</td>
<td>19% (234)</td>
<td>11% (133)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>31% (302)</td>
<td>31% (301)</td>
<td>6% (58)</td>
<td>2% (21)</td>
<td>19% (182)</td>
<td>11% (109)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>29% (114)</td>
<td>36% (141)</td>
<td>5% (19)</td>
<td>2% (7)</td>
<td>21% (81)</td>
<td>8% (33)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>27% (125)</td>
<td>31% (143)</td>
<td>6% (28)</td>
<td>2% (11)</td>
<td>21% (98)</td>
<td>13% (60)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>32% (265)</td>
<td>30% (250)</td>
<td>5% (37)</td>
<td>3% (26)</td>
<td>18% (153)</td>
<td>12% (96)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>31% (162)</td>
<td>36% (189)</td>
<td>4% (23)</td>
<td>2% (13)</td>
<td>16% (83)</td>
<td>10% (52)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>45% (519)</td>
<td>33% (378)</td>
<td>5% (53)</td>
<td>2% (23)</td>
<td>10% (120)</td>
<td>5% (58)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>40% (461)</td>
<td>39% (448)</td>
<td>4% (48)</td>
<td>1% (13)</td>
<td>10% (113)</td>
<td>5% (56)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>31% (119)</td>
<td>31% (118)</td>
<td>11% (43)</td>
<td>8% (32)</td>
<td>14% (54)</td>
<td>4% (15)</td>
<td>382</td>
</tr>
</tbody>
</table>

**Note:** Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG1_5: Do you have a favorable or unfavorable opinion of each of the following?
Johnny Depp

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>31% (678)</td>
<td>37% (822)</td>
<td>10% (230)</td>
<td>5% (118)</td>
<td>14% (299)</td>
<td>3% (63)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>29% (310)</td>
<td>38% (407)</td>
<td>12% (124)</td>
<td>6% (59)</td>
<td>13% (135)</td>
<td>3% (31)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>47% (312)</td>
<td>28% (188)</td>
<td>7% (47)</td>
<td>3% (18)</td>
<td>10% (64)</td>
<td>4% (29)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>40% (145)</td>
<td>33% (117)</td>
<td>8% (30)</td>
<td>5% (17)</td>
<td>11% (38)</td>
<td>3% (12)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>22% (166)</td>
<td>46% (347)</td>
<td>10% (77)</td>
<td>7% (54)</td>
<td>14% (105)</td>
<td>1% (5)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (55)</td>
<td>39% (170)</td>
<td>17% (76)</td>
<td>7% (29)</td>
<td>21% (92)</td>
<td>4% (16)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>44% (127)</td>
<td>27% (79)</td>
<td>8% (24)</td>
<td>3% (9)</td>
<td>8% (23)</td>
<td>9% (25)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>47% (292)</td>
<td>31% (191)</td>
<td>7% (41)</td>
<td>3% (17)</td>
<td>10% (65)</td>
<td>2% (11)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>27% (151)</td>
<td>41% (230)</td>
<td>9% (50)</td>
<td>8% (43)</td>
<td>14% (76)</td>
<td>1% (8)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>15% (105)</td>
<td>44% (301)</td>
<td>15% (104)</td>
<td>7% (45)</td>
<td>17% (118)</td>
<td>2% (15)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>33% (250)</td>
<td>37% (282)</td>
<td>12% (89)</td>
<td>4% (32)</td>
<td>13% (97)</td>
<td>2% (14)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>32% (248)</td>
<td>37% (290)</td>
<td>8% (66)</td>
<td>4% (33)</td>
<td>16% (124)</td>
<td>3% (28)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>27% (180)</td>
<td>38% (250)</td>
<td>11% (75)</td>
<td>8% (53)</td>
<td>12% (78)</td>
<td>3% (22)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>35% (122)</td>
<td>35% (123)</td>
<td>12% (41)</td>
<td>4% (15)</td>
<td>11% (39)</td>
<td>2% (8)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>31% (128)</td>
<td>38% (160)</td>
<td>11% (48)</td>
<td>4% (17)</td>
<td>14% (58)</td>
<td>1% (6)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>28% (109)</td>
<td>40% (159)</td>
<td>10% (40)</td>
<td>4% (15)</td>
<td>16% (64)</td>
<td>2% (9)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>36% (139)</td>
<td>33% (131)</td>
<td>7% (26)</td>
<td>5% (18)</td>
<td>15% (60)</td>
<td>5% (18)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>25% (79)</td>
<td>39% (125)</td>
<td>13% (43)</td>
<td>9% (29)</td>
<td>10% (32)</td>
<td>4% (14)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>30% (101)</td>
<td>37% (125)</td>
<td>10% (32)</td>
<td>7% (23)</td>
<td>14% (46)</td>
<td>2% (7)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>33% (203)</td>
<td>37% (228)</td>
<td>12% (72)</td>
<td>3% (19)</td>
<td>14% (83)</td>
<td>1% (4)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>29% (172)</td>
<td>40% (239)</td>
<td>10% (58)</td>
<td>5% (30)</td>
<td>14% (83)</td>
<td>3% (17)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>25% (182)</td>
<td>39% (287)</td>
<td>12% (87)</td>
<td>9% (65)</td>
<td>13% (95)</td>
<td>2% (15)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>35% (533)</td>
<td>35% (530)</td>
<td>8% (123)</td>
<td>5% (80)</td>
<td>13% (201)</td>
<td>4% (53)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>21% (94)</td>
<td>46% (206)</td>
<td>14% (62)</td>
<td>5% (23)</td>
<td>12% (55)</td>
<td>1% (5)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>21% (51)</td>
<td>35% (86)</td>
<td>18% (45)</td>
<td>6% (15)</td>
<td>18% (43)</td>
<td>2% (4)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>36% (422)</td>
<td>34% (400)</td>
<td>8% (89)</td>
<td>5% (54)</td>
<td>15% (171)</td>
<td>3% (39)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>26% (188)</td>
<td>40% (282)</td>
<td>14% (100)</td>
<td>5% (39)</td>
<td>12% (85)</td>
<td>3% (18)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>21% (68)</td>
<td>43% (140)</td>
<td>13% (41)</td>
<td>8% (25)</td>
<td>13% (43)</td>
<td>2% (6)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>29% (503)</td>
<td>38% (666)</td>
<td>11% (198)</td>
<td>5% (95)</td>
<td>14% (239)</td>
<td>2% (29)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>44% (153)</td>
<td>28% (98)</td>
<td>7% (25)</td>
<td>3% (11)</td>
<td>13% (46)</td>
<td>5% (18)</td>
<td>351</td>
</tr>
<tr>
<td>Demographic</td>
<td>Very favorable</td>
<td>Somewhat favorable</td>
<td>Somewhat unfavorable</td>
<td>Very unfavorable</td>
<td>Heard of, no opinion</td>
<td>Never heard of</td>
<td>Total N</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>---------------</td>
<td>-------------------</td>
<td>----------------------</td>
<td>-----------------</td>
<td>----------------------</td>
<td>----------------</td>
<td>---------</td>
</tr>
<tr>
<td>Adults</td>
<td>31% (678)</td>
<td>37% (822)</td>
<td>10% (230)</td>
<td>5% (118)</td>
<td>14% (299)</td>
<td>3% (63)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>34% (95)</td>
<td>33% (92)</td>
<td>6% (16)</td>
<td>5% (15)</td>
<td>14% (39)</td>
<td>7% (19)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>39% (80)</td>
<td>31% (64)</td>
<td>8% (17)</td>
<td>4% (8)</td>
<td>10% (21)</td>
<td>7% (15)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>25% (241)</td>
<td>40% (377)</td>
<td>13% (127)</td>
<td>6% (56)</td>
<td>14% (131)</td>
<td>2% (18)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>35% (39)</td>
<td>23% (25)</td>
<td>15% (17)</td>
<td>11% (13)</td>
<td>9% (9)</td>
<td>7% (8)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>35% (34)</td>
<td>35% (34)</td>
<td>11% (11)</td>
<td>6% (6)</td>
<td>10% (9)</td>
<td>3% (2)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>33% (217)</td>
<td>39% (255)</td>
<td>8% (51)</td>
<td>3% (21)</td>
<td>15% (98)</td>
<td>3% (19)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>38% (147)</td>
<td>33% (130)</td>
<td>6% (24)</td>
<td>6% (22)</td>
<td>13% (51)</td>
<td>4% (15)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>36% (46)</td>
<td>23% (30)</td>
<td>15% (20)</td>
<td>11% (14)</td>
<td>9% (11)</td>
<td>6% (8)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>25% (134)</td>
<td>39% (203)</td>
<td>10% (53)</td>
<td>7% (37)</td>
<td>16% (84)</td>
<td>3% (16)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>31% (241)</td>
<td>38% (297)</td>
<td>12% (95)</td>
<td>7% (38)</td>
<td>12% (91)</td>
<td>2% (17)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>38% (209)</td>
<td>33% (179)</td>
<td>11% (61)</td>
<td>3% (18)</td>
<td>13% (69)</td>
<td>2% (12)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>27% (290)</td>
<td>40% (434)</td>
<td>11% (124)</td>
<td>6% (60)</td>
<td>14% (151)</td>
<td>2% (25)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>31% (179)</td>
<td>36% (209)</td>
<td>8% (45)</td>
<td>7% (40)</td>
<td>14% (80)</td>
<td>4% (26)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>34% (242)</td>
<td>39% (281)</td>
<td>8% (61)</td>
<td>4% (30)</td>
<td>13% (96)</td>
<td>1% (9)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>28% (34)</td>
<td>39% (47)</td>
<td>12% (15)</td>
<td>6% (8)</td>
<td>13% (15)</td>
<td>2% (3)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>36% (76)</td>
<td>32% (67)</td>
<td>12% (25)</td>
<td>6% (13)</td>
<td>14% (29)</td>
<td>1% (2)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>32% (48)</td>
<td>42% (62)</td>
<td>8% (11)</td>
<td>5% (7)</td>
<td>13% (20)</td>
<td>— (0)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>41% (39)</td>
<td>23% (22)</td>
<td>11% (11)</td>
<td>8% (7)</td>
<td>5% (5)</td>
<td>12% (11)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (69)</td>
<td>40% (193)</td>
<td>15% (72)</td>
<td>7% (36)</td>
<td>18% (87)</td>
<td>5% (22)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>37% (98)</td>
<td>37% (99)</td>
<td>10% (27)</td>
<td>3% (9)</td>
<td>9% (23)</td>
<td>4% (10)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>42% (73)</td>
<td>29% (50)</td>
<td>5% (9)</td>
<td>5% (8)</td>
<td>14% (25)</td>
<td>4% (6)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>26% (87)</td>
<td>37% (123)</td>
<td>13% (45)</td>
<td>8% (27)</td>
<td>12% (41)</td>
<td>3% (8)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>31% (591)</td>
<td>37% (700)</td>
<td>10% (185)</td>
<td>5% (90)</td>
<td>14% (258)</td>
<td>3% (54)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>32% (228)</td>
<td>37% (261)</td>
<td>11% (75)</td>
<td>3% (21)</td>
<td>14% (103)</td>
<td>3% (25)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>30% (450)</td>
<td>37% (561)</td>
<td>10% (155)</td>
<td>6% (97)</td>
<td>13% (197)</td>
<td>3% (38)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>31% (279)</td>
<td>41% (363)</td>
<td>11% (100)</td>
<td>3% (26)</td>
<td>12% (102)</td>
<td>2% (18)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>29% (335)</td>
<td>36% (428)</td>
<td>11% (126)</td>
<td>7% (87)</td>
<td>14% (163)</td>
<td>3% (34)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_5: Do you have a favorable or unfavorable opinion of each of the following?
Johnny Depp

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (678)</td>
<td>37% (822)</td>
<td>10% (230)</td>
<td>5% (118)</td>
<td>14% (299)</td>
<td>3% (63)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>32% (107)</td>
<td>38% (126)</td>
<td>14% (48)</td>
<td>1% (3)</td>
<td>12% (38)</td>
<td>3% (10)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>31% (173)</td>
<td>43% (237)</td>
<td>9% (52)</td>
<td>4% (23)</td>
<td>11% (64)</td>
<td>1% (7)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>35% (128)</td>
<td>38% (139)</td>
<td>8% (29)</td>
<td>4% (14)</td>
<td>13% (45)</td>
<td>2% (8)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>26% (207)</td>
<td>36% (289)</td>
<td>12% (97)</td>
<td>9% (73)</td>
<td>14% (117)</td>
<td>3% (26)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>32% (290)</td>
<td>40% (369)</td>
<td>11% (103)</td>
<td>3% (29)</td>
<td>12% (108)</td>
<td>1% (13)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>29% (347)</td>
<td>37% (432)</td>
<td>10% (123)</td>
<td>7% (85)</td>
<td>13% (156)</td>
<td>3% (37)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>34% (132)</td>
<td>37% (144)</td>
<td>13% (50)</td>
<td>2% (8)</td>
<td>12% (46)</td>
<td>2% (8)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>30% (158)</td>
<td>43% (225)</td>
<td>10% (53)</td>
<td>4% (21)</td>
<td>12% (62)</td>
<td>1% (5)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>38% (114)</td>
<td>40% (120)</td>
<td>9% (26)</td>
<td>2% (6)</td>
<td>10% (31)</td>
<td>2% (6)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>32% (280)</td>
<td>41% (354)</td>
<td>10% (90)</td>
<td>4% (32)</td>
<td>11% (99)</td>
<td>2% (15)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>26% (84)</td>
<td>34% (110)</td>
<td>12% (40)</td>
<td>11% (35)</td>
<td>15% (48)</td>
<td>2% (8)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>28% (63)</td>
<td>39% (86)</td>
<td>8% (18)</td>
<td>5% (10)</td>
<td>15% (32)</td>
<td>6% (13)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>24% (54)</td>
<td>39% (87)</td>
<td>7% (16)</td>
<td>5% (10)</td>
<td>20% (46)</td>
<td>4% (10)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>36% (52)</td>
<td>25% (36)</td>
<td>11% (16)</td>
<td>10% (15)</td>
<td>13% (19)</td>
<td>4% (6)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>41% (44)</td>
<td>28% (30)</td>
<td>9% (10)</td>
<td>2% (3)</td>
<td>17% (19)</td>
<td>2% (3)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>32% (59)</td>
<td>38% (69)</td>
<td>14% (26)</td>
<td>2% (4)</td>
<td>10% (19)</td>
<td>3% (5)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>31% (42)</td>
<td>37% (49)</td>
<td>10% (13)</td>
<td>7% (9)</td>
<td>13% (17)</td>
<td>2% (3)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>30% (268)</td>
<td>40% (358)</td>
<td>12% (107)</td>
<td>3% (25)</td>
<td>13% (119)</td>
<td>1% (9)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>26% (197)</td>
<td>39% (299)</td>
<td>12% (94)</td>
<td>9% (68)</td>
<td>11% (86)</td>
<td>2% (18)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>27% (27)</td>
<td>34% (33)</td>
<td>9% (9)</td>
<td>4% (4)</td>
<td>18% (17)</td>
<td>8% (8)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>40% (186)</td>
<td>28% (132)</td>
<td>4% (19)</td>
<td>5% (21)</td>
<td>17% (77)</td>
<td>6% (28)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>30% (214)</td>
<td>41% (300)</td>
<td>12% (86)</td>
<td>4% (26)</td>
<td>12% (89)</td>
<td>2% (11)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>22% (140)</td>
<td>40% (250)</td>
<td>14% (85)</td>
<td>9% (57)</td>
<td>13% (80)</td>
<td>2% (14)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>35% (22)</td>
<td>30% (18)</td>
<td>4% (2)</td>
<td>5% (3)</td>
<td>22% (14)</td>
<td>4% (2)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>30% (201)</td>
<td>39% (264)</td>
<td>12% (77)</td>
<td>4% (27)</td>
<td>14% (91)</td>
<td>1% (9)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>24% (163)</td>
<td>40% (271)</td>
<td>12% (83)</td>
<td>9% (58)</td>
<td>14% (93)</td>
<td>2% (14)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>17% (18)</td>
<td>41% (45)</td>
<td>16% (18)</td>
<td>2% (3)</td>
<td>24% (26)</td>
<td>— (0)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>40% (296)</td>
<td>32% (242)</td>
<td>7% (52)</td>
<td>4% (28)</td>
<td>12% (90)</td>
<td>5% (40)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_5: Do you have a favorable or unfavorable opinion of each of the following?
Johnny Depp

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (678)</td>
<td>37% (822)</td>
<td>10% (230)</td>
<td>5% (118)</td>
<td>14% (299)</td>
<td>3% (63)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>26% (317)</td>
<td>40% (494)</td>
<td>13% (156)</td>
<td>6% (78)</td>
<td>14% (170)</td>
<td>2% (22)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>37% (361)</td>
<td>34% (328)</td>
<td>8% (74)</td>
<td>4% (39)</td>
<td>13% (130)</td>
<td>4% (41)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>27% (105)</td>
<td>43% (171)</td>
<td>11% (44)</td>
<td>5% (21)</td>
<td>13% (50)</td>
<td>1% (6)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>28% (132)</td>
<td>38% (178)</td>
<td>9% (42)</td>
<td>5% (25)</td>
<td>16% (77)</td>
<td>2% (11)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>35% (289)</td>
<td>32% (265)</td>
<td>10% (84)</td>
<td>6% (51)</td>
<td>13% (109)</td>
<td>4% (29)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>29% (152)</td>
<td>40% (208)</td>
<td>12% (61)</td>
<td>4% (21)</td>
<td>12% (64)</td>
<td>3% (16)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>40% (460)</td>
<td>37% (423)</td>
<td>10% (115)</td>
<td>4% (41)</td>
<td>8% (98)</td>
<td>1% (16)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>37% (425)</td>
<td>43% (486)</td>
<td>10% (110)</td>
<td>3% (37)</td>
<td>6% (72)</td>
<td>1% (9)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>26% (99)</td>
<td>33% (127)</td>
<td>18% (69)</td>
<td>12% (47)</td>
<td>9% (36)</td>
<td>1% (3)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
**Table EAKNPG1_6: Do you have a favorable or unfavorable opinion of each of the following?**

*Mads Mikkelsen*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (128)</td>
<td>10% (224)</td>
<td>3% (67)</td>
<td>2% (37)</td>
<td>14% (310)</td>
<td>65% (1443)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>7% (72)</td>
<td>12% (131)</td>
<td>4% (37)</td>
<td>3% (28)</td>
<td>13% (143)</td>
<td>62% (656)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>5% (56)</td>
<td>8% (93)</td>
<td>3% (30)</td>
<td>1% (10)</td>
<td>15% (168)</td>
<td>69% (786)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>6% (41)</td>
<td>13% (85)</td>
<td>5% (32)</td>
<td>2% (11)</td>
<td>14% (93)</td>
<td>60% (396)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>12% (43)</td>
<td>10% (38)</td>
<td>3% (10)</td>
<td>3% (11)</td>
<td>15% (52)</td>
<td>57% (205)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>5% (37)</td>
<td>10% (75)</td>
<td>2% (19)</td>
<td>2% (16)</td>
<td>14% (105)</td>
<td>67% (503)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>2% (7)</td>
<td>6% (26)</td>
<td>1% (6)</td>
<td>— (1)</td>
<td>14% (60)</td>
<td>77% (338)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>5% (15)</td>
<td>9% (26)</td>
<td>6% (16)</td>
<td>2% (6)</td>
<td>12% (35)</td>
<td>66% (190)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>9% (59)</td>
<td>14% (85)</td>
<td>4% (24)</td>
<td>2% (11)</td>
<td>16% (97)</td>
<td>55% (342)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>6% (34)</td>
<td>12% (67)</td>
<td>3% (19)</td>
<td>2% (13)</td>
<td>15% (82)</td>
<td>62% (344)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>3% (21)</td>
<td>6% (40)</td>
<td>1% (8)</td>
<td>1% (7)</td>
<td>14% (93)</td>
<td>75% (518)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>8% (64)</td>
<td>9% (69)</td>
<td>3% (25)</td>
<td>2% (12)</td>
<td>12% (92)</td>
<td>66% (502)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>5% (40)</td>
<td>13% (101)</td>
<td>2% (19)</td>
<td>2% (14)</td>
<td>16% (125)</td>
<td>62% (489)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>4% (24)</td>
<td>8% (54)</td>
<td>4% (23)</td>
<td>2% (11)</td>
<td>14% (93)</td>
<td>69% (452)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>10% (34)</td>
<td>13% (47)</td>
<td>3% (11)</td>
<td>3% (11)</td>
<td>13% (46)</td>
<td>57% (200)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>7% (30)</td>
<td>5% (22)</td>
<td>3% (14)</td>
<td>— (2)</td>
<td>11% (46)</td>
<td>73% (302)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>5% (21)</td>
<td>13% (53)</td>
<td>3% (12)</td>
<td>3% (12)</td>
<td>14% (56)</td>
<td>61% (243)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>5% (19)</td>
<td>12% (48)</td>
<td>2% (7)</td>
<td>1% (3)</td>
<td>18% (69)</td>
<td>63% (246)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>5% (17)</td>
<td>10% (31)</td>
<td>4% (14)</td>
<td>2% (6)</td>
<td>13% (41)</td>
<td>66% (214)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>2% (7)</td>
<td>7% (22)</td>
<td>3% (9)</td>
<td>2% (5)</td>
<td>16% (53)</td>
<td>71% (238)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>7% (44)</td>
<td>11% (66)</td>
<td>4% (23)</td>
<td>— (3)</td>
<td>16% (99)</td>
<td>62% (375)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>7% (45)</td>
<td>11% (68)</td>
<td>3% (21)</td>
<td>3% (16)</td>
<td>14% (82)</td>
<td>61% (368)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>4% (29)</td>
<td>10% (76)</td>
<td>2% (16)</td>
<td>2% (17)</td>
<td>14% (100)</td>
<td>67% (492)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>5% (74)</td>
<td>9% (140)</td>
<td>3% (48)</td>
<td>2% (33)</td>
<td>14% (208)</td>
<td>67% (1015)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>8% (34)</td>
<td>13% (58)</td>
<td>3% (12)</td>
<td>1% (3)</td>
<td>15% (69)</td>
<td>60% (270)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>8% (20)</td>
<td>10% (25)</td>
<td>3% (7)</td>
<td>1% (1)</td>
<td>14% (33)</td>
<td>64% (158)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>5% (64)</td>
<td>9% (109)</td>
<td>4% (52)</td>
<td>2% (23)</td>
<td>14% (166)</td>
<td>65% (760)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>6% (42)</td>
<td>12% (83)</td>
<td>2% (13)</td>
<td>2% (12)</td>
<td>13% (92)</td>
<td>66% (470)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>7% (22)</td>
<td>10% (33)</td>
<td>1% (2)</td>
<td>1% (2)</td>
<td>16% (52)</td>
<td>65% (212)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>6% (101)</td>
<td>10% (166)</td>
<td>2% (39)</td>
<td>1% (21)</td>
<td>14% (235)</td>
<td>67% (1167)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>7% (26)</td>
<td>10% (37)</td>
<td>6% (21)</td>
<td>3% (9)</td>
<td>16% (56)</td>
<td>58% (203)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_6: Do you have a favorable or unfavorable opinion of each of the following?
Mads Mikkelsen

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (128)</td>
<td>10% (224)</td>
<td>3% (67)</td>
<td>2% (37)</td>
<td>14% (310)</td>
<td>65% (1443)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>5% (13)</td>
<td>13% (36)</td>
<td>7% (19)</td>
<td>6% (15)</td>
<td>14% (39)</td>
<td>56% (153)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>7% (15)</td>
<td>11% (22)</td>
<td>4% (8)</td>
<td>1% (1)</td>
<td>18% (37)</td>
<td>60% (122)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>6% (53)</td>
<td>9% (85)</td>
<td>3% (27)</td>
<td>1% (7)</td>
<td>12% (118)</td>
<td>69% (660)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>9% (10)</td>
<td>18% (20)</td>
<td>5% (5)</td>
<td>9% (10)</td>
<td>15% (16)</td>
<td>44% (49)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>15% (14)</td>
<td>17% (17)</td>
<td>1% (1)</td>
<td>1% (1)</td>
<td>13% (12)</td>
<td>52% (50)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>5% (33)</td>
<td>10% (65)</td>
<td>2% (16)</td>
<td>1% (10)</td>
<td>15% (100)</td>
<td>66% (438)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>4% (17)</td>
<td>9% (37)</td>
<td>5% (18)</td>
<td>2% (9)</td>
<td>16% (64)</td>
<td>63% (245)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>9% (12)</td>
<td>19% (24)</td>
<td>4% (5)</td>
<td>7% (10)</td>
<td>15% (20)</td>
<td>45% (57)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>5% (25)</td>
<td>9% (49)</td>
<td>3% (18)</td>
<td>2% (8)</td>
<td>13% (70)</td>
<td>68% (357)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>5% (43)</td>
<td>9% (69)</td>
<td>3% (24)</td>
<td>1% (8)</td>
<td>14% (108)</td>
<td>68% (527)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>7% (37)</td>
<td>9% (52)</td>
<td>3% (18)</td>
<td>1% (6)</td>
<td>16% (87)</td>
<td>64% (348)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>6% (64)</td>
<td>10% (110)</td>
<td>2% (22)</td>
<td>2% (19)</td>
<td>13% (143)</td>
<td>67% (725)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>5% (26)</td>
<td>11% (62)</td>
<td>5% (28)</td>
<td>2% (13)</td>
<td>14% (80)</td>
<td>64% (369)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>6% (41)</td>
<td>13% (90)</td>
<td>3% (22)</td>
<td>2% (15)</td>
<td>14% (104)</td>
<td>62% (447)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>5% (6)</td>
<td>11% (13)</td>
<td>5% (6)</td>
<td>— (0)</td>
<td>15% (18)</td>
<td>64% (78)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>8% (17)</td>
<td>11% (24)</td>
<td>7% (15)</td>
<td>4% (9)</td>
<td>16% (33)</td>
<td>54% (114)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>6% (9)</td>
<td>11% (17)</td>
<td>— (1)</td>
<td>2% (3)</td>
<td>16% (23)</td>
<td>64% (96)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>7% (6)</td>
<td>12% (11)</td>
<td>2% (1)</td>
<td>— (0)</td>
<td>18% (17)</td>
<td>63% (59)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>3% (13)</td>
<td>7% (31)</td>
<td>1% (6)</td>
<td>— (1)</td>
<td>14% (67)</td>
<td>75% (360)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>10% (25)</td>
<td>9% (23)</td>
<td>5% (13)</td>
<td>2% (6)</td>
<td>11% (30)</td>
<td>64% (170)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>6% (10)</td>
<td>8% (14)</td>
<td>3% (5)</td>
<td>2% (4)</td>
<td>11% (20)</td>
<td>69% (118)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>6% (19)</td>
<td>11% (37)</td>
<td>3% (9)</td>
<td>4% (12)</td>
<td>13% (44)</td>
<td>63% (210)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>6% (110)</td>
<td>10% (187)</td>
<td>3% (58)</td>
<td>1% (25)</td>
<td>14% (266)</td>
<td>66% (1233)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>9% (62)</td>
<td>11% (77)</td>
<td>3% (20)</td>
<td>2% (15)</td>
<td>12% (88)</td>
<td>63% (450)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>4% (66)</td>
<td>10% (147)</td>
<td>3% (47)</td>
<td>2% (23)</td>
<td>15% (222)</td>
<td>66% (993)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>8% (73)</td>
<td>10% (93)</td>
<td>3% (28)</td>
<td>1% (11)</td>
<td>12% (107)</td>
<td>65% (577)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>5% (55)</td>
<td>11% (123)</td>
<td>3% (35)</td>
<td>2% (25)</td>
<td>15% (178)</td>
<td>64% (756)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (128)</td>
<td>10% (224)</td>
<td>3% (67)</td>
<td>2% (37)</td>
<td>14% (310)</td>
<td>65% (1443)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>11% (37)</td>
<td>9% (29)</td>
<td>4% (15)</td>
<td>1% (5)</td>
<td>12% (39)</td>
<td>63% (208)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>6% (35)</td>
<td>12% (64)</td>
<td>2% (13)</td>
<td>1% (6)</td>
<td>12% (68)</td>
<td>66% (369)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>7% (24)</td>
<td>11% (39)</td>
<td>2% (9)</td>
<td>4% (15)</td>
<td>13% (49)</td>
<td>63% (226)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>4% (30)</td>
<td>10% (84)</td>
<td>3% (27)</td>
<td>1% (10)</td>
<td>16% (129)</td>
<td>65% (530)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>8% (73)</td>
<td>10% (95)</td>
<td>4% (33)</td>
<td>1% (13)</td>
<td>12% (114)</td>
<td>64% (585)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>4% (52)</td>
<td>11% (125)</td>
<td>3% (34)</td>
<td>2% (24)</td>
<td>15% (172)</td>
<td>65% (771)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>11% (42)</td>
<td>8% (32)</td>
<td>5% (21)</td>
<td>2% (6)</td>
<td>11% (42)</td>
<td>63% (246)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>6% (31)</td>
<td>12% (63)</td>
<td>2% (12)</td>
<td>1% (7)</td>
<td>14% (72)</td>
<td>65% (339)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>7% (22)</td>
<td>12% (36)</td>
<td>3% (9)</td>
<td>2% (5)</td>
<td>13% (40)</td>
<td>63% (191)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>3% (30)</td>
<td>10% (89)</td>
<td>3% (25)</td>
<td>2% (20)</td>
<td>15% (132)</td>
<td>66% (580)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>6% (56)</td>
<td>12% (105)</td>
<td>3% (26)</td>
<td>1% (11)</td>
<td>14% (122)</td>
<td>63% (551)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>3% (11)</td>
<td>7% (23)</td>
<td>1% (5)</td>
<td>2% (7)</td>
<td>12% (39)</td>
<td>74% (241)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>5% (11)</td>
<td>11% (24)</td>
<td>3% (7)</td>
<td>2% (5)</td>
<td>12% (28)</td>
<td>67% (149)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>3% (8)</td>
<td>7% (15)</td>
<td>2% (5)</td>
<td>— (1)</td>
<td>16% (37)</td>
<td>71% (158)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>6% (8)</td>
<td>8% (12)</td>
<td>2% (3)</td>
<td>5% (8)</td>
<td>17% (25)</td>
<td>62% (88)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>8% (9)</td>
<td>15% (16)</td>
<td>2% (3)</td>
<td>1% (1)</td>
<td>13% (14)</td>
<td>61% (67)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>8% (15)</td>
<td>12% (21)</td>
<td>8% (15)</td>
<td>2% (4)</td>
<td>14% (26)</td>
<td>56% (102)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>8% (11)</td>
<td>6% (8)</td>
<td>3% (4)</td>
<td>1% (1)</td>
<td>16% (21)</td>
<td>65% (87)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>7% (64)</td>
<td>11% (94)</td>
<td>3% (27)</td>
<td>2% (14)</td>
<td>14% (122)</td>
<td>64% (565)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>4% (30)</td>
<td>10% (73)</td>
<td>3% (22)</td>
<td>2% (15)</td>
<td>14% (108)</td>
<td>67% (514)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (9)</td>
<td>15% (15)</td>
<td>2% (2)</td>
<td>2% (2)</td>
<td>12% (11)</td>
<td>61% (59)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (26)</td>
<td>9% (42)</td>
<td>4% (17)</td>
<td>1% (6)</td>
<td>15% (69)</td>
<td>66% (304)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>8% (59)</td>
<td>10% (74)</td>
<td>3% (19)</td>
<td>2% (15)</td>
<td>15% (106)</td>
<td>62% (453)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>4% (27)</td>
<td>10% (61)</td>
<td>3% (17)</td>
<td>1% (8)</td>
<td>13% (84)</td>
<td>68% (428)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>5% (3)</td>
<td>11% (7)</td>
<td>— (0)</td>
<td>1% (1)</td>
<td>16% (10)</td>
<td>66% (41)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>7% (47)</td>
<td>11% (73)</td>
<td>3% (19)</td>
<td>1% (9)</td>
<td>15% (99)</td>
<td>63% (422)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>4% (27)</td>
<td>9% (64)</td>
<td>3% (19)</td>
<td>1% (6)</td>
<td>14% (95)</td>
<td>69% (472)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>10% (11)</td>
<td>17% (18)</td>
<td>2% (2)</td>
<td>1% (1)</td>
<td>15% (16)</td>
<td>55% (61)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>6% (43)</td>
<td>9% (69)</td>
<td>4% (27)</td>
<td>3% (21)</td>
<td>13% (100)</td>
<td>65% (485)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_6: Do you have a favorable or unfavorable opinion of each of the following?
Mads Mikkelsen

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (128)</td>
<td>10% (224)</td>
<td>3% (67)</td>
<td>2% (37)</td>
<td>14% (310)</td>
<td>65% (1443)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>6% (76)</td>
<td>10% (128)</td>
<td>3% (31)</td>
<td>1% (18)</td>
<td>14% (176)</td>
<td>65% (809)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>5% (52)</td>
<td>10% (96)</td>
<td>4% (36)</td>
<td>2% (20)</td>
<td>14% (134)</td>
<td>65% (634)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>5% (21)</td>
<td>9% (36)</td>
<td>2% (9)</td>
<td>2% (9)</td>
<td>17% (66)</td>
<td>64% (254)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>4% (21)</td>
<td>8% (36)</td>
<td>2% (11)</td>
<td>1% (3)</td>
<td>15% (70)</td>
<td>70% (324)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>6% (48)</td>
<td>13% (106)</td>
<td>4% (36)</td>
<td>2% (18)</td>
<td>14% (114)</td>
<td>61% (506)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>7% (39)</td>
<td>9% (47)</td>
<td>2% (11)</td>
<td>2% (8)</td>
<td>12% (60)</td>
<td>69% (358)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>9% (101)</td>
<td>15% (174)</td>
<td>4% (42)</td>
<td>2% (19)</td>
<td>15% (171)</td>
<td>56% (645)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>7% (82)</td>
<td>13% (150)</td>
<td>3% (36)</td>
<td>1% (11)</td>
<td>13% (143)</td>
<td>63% (717)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>10% (38)</td>
<td>13% (49)</td>
<td>8% (29)</td>
<td>6% (21)</td>
<td>14% (53)</td>
<td>50% (192)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?

**Katherine Waterson**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>4% (97)</td>
<td>10% (229)</td>
<td>3% (65)</td>
<td>1% (31)</td>
<td>18% (407)</td>
<td>63% (1381)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>4% (51)</td>
<td>10% (110)</td>
<td>1% (16)</td>
<td>1% (13)</td>
<td>19% (217)</td>
<td>64% (737)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>4% (27)</td>
<td>11% (75)</td>
<td>4% (28)</td>
<td>2% (10)</td>
<td>20% (132)</td>
<td>58% (385)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>7% (24)</td>
<td>12% (44)</td>
<td>2% (9)</td>
<td>3% (11)</td>
<td>18% (63)</td>
<td>58% (208)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>5% (38)</td>
<td>10% (75)</td>
<td>3% (22)</td>
<td>1% (7)</td>
<td>17% (124)</td>
<td>65% (488)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>2% (8)</td>
<td>8% (35)</td>
<td>1% (5)</td>
<td>1% (3)</td>
<td>20% (87)</td>
<td>69% (300)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>2% (6)</td>
<td>7% (20)</td>
<td>5% (15)</td>
<td>2% (5)</td>
<td>21% (60)</td>
<td>63% (182)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>7% (42)</td>
<td>13% (83)</td>
<td>3% (19)</td>
<td>2% (13)</td>
<td>19% (118)</td>
<td>55% (343)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>6% (33)</td>
<td>11% (62)</td>
<td>4% (20)</td>
<td>1% (7)</td>
<td>17% (94)</td>
<td>61% (343)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>2% (16)</td>
<td>8% (57)</td>
<td>2% (10)</td>
<td>1% (7)</td>
<td>19% (127)</td>
<td>68% (470)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>7% (53)</td>
<td>11% (82)</td>
<td>3% (21)</td>
<td>1% (9)</td>
<td>16% (123)</td>
<td>62% (475)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>3% (24)</td>
<td>9% (73)</td>
<td>5% (36)</td>
<td>— (4)</td>
<td>21% (162)</td>
<td>62% (490)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>3% (20)</td>
<td>11% (74)</td>
<td>1% (8)</td>
<td>3% (18)</td>
<td>19% (122)</td>
<td>63% (416)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>7% (25)</td>
<td>14% (50)</td>
<td>4% (13)</td>
<td>1% (5)</td>
<td>18% (64)</td>
<td>55% (190)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>7% (28)</td>
<td>8% (32)</td>
<td>2% (8)</td>
<td>1% (4)</td>
<td>14% (59)</td>
<td>69% (285)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>3% (11)</td>
<td>9% (34)</td>
<td>7% (29)</td>
<td>1% (3)</td>
<td>18% (72)</td>
<td>62% (246)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>3% (12)</td>
<td>10% (39)</td>
<td>2% (7)</td>
<td>— (1)</td>
<td>23% (90)</td>
<td>62% (244)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>3% (9)</td>
<td>11% (35)</td>
<td>2% (6)</td>
<td>3% (10)</td>
<td>17% (54)</td>
<td>64% (208)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>3% (10)</td>
<td>12% (39)</td>
<td>— (1)</td>
<td>2% (8)</td>
<td>20% (68)</td>
<td>62% (208)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>7% (45)</td>
<td>11% (65)</td>
<td>1% (7)</td>
<td>1% (4)</td>
<td>19% (115)</td>
<td>61% (372)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>3% (20)</td>
<td>10% (63)</td>
<td>6% (38)</td>
<td>1% (8)</td>
<td>19% (114)</td>
<td>59% (356)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>3% (21)</td>
<td>11% (83)</td>
<td>1% (11)</td>
<td>2% (18)</td>
<td>19% (140)</td>
<td>63% (457)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>4% (67)</td>
<td>10% (151)</td>
<td>4% (54)</td>
<td>2% (24)</td>
<td>18% (274)</td>
<td>62% (949)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>3% (13)</td>
<td>11% (50)</td>
<td>2% (7)</td>
<td>1% (3)</td>
<td>21% (96)</td>
<td>62% (277)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>7% (16)</td>
<td>12% (29)</td>
<td>1% (4)</td>
<td>2% (4)</td>
<td>16% (38)</td>
<td>63% (155)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>5% (64)</td>
<td>10% (114)</td>
<td>4% (42)</td>
<td>1% (17)</td>
<td>18% (208)</td>
<td>62% (730)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>3% (20)</td>
<td>12% (88)</td>
<td>3% (21)</td>
<td>1% (9)</td>
<td>20% (142)</td>
<td>61% (437)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>4% (13)</td>
<td>10% (32)</td>
<td>1% (2)</td>
<td>1% (5)</td>
<td>18% (57)</td>
<td>66% (215)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>4% (63)</td>
<td>10% (181)</td>
<td>2% (35)</td>
<td>1% (21)</td>
<td>19% (323)</td>
<td>64% (106)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>7% (25)</td>
<td>11% (39)</td>
<td>6% (21)</td>
<td>1% (3)</td>
<td>22% (78)</td>
<td>53% (185)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
**Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?**

*Katherine Waterson*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>4% (97)</td>
<td>10% (229)</td>
<td>3% (65)</td>
<td>1% (31)</td>
<td>18% (407)</td>
<td>63% (1381)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>6% (18)</td>
<td>10% (27)</td>
<td>9% (26)</td>
<td>2% (7)</td>
<td>19% (51)</td>
<td>54% (148)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>8% (16)</td>
<td>10% (21)</td>
<td>2% (4)</td>
<td>2% (3)</td>
<td>16% (33)</td>
<td>62% (127)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>4% (39)</td>
<td>11% (108)</td>
<td>2% (16)</td>
<td>1% (14)</td>
<td>18% (170)</td>
<td>64% (604)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>6% (7)</td>
<td>8% (9)</td>
<td>13% (15)</td>
<td>5% (6)</td>
<td>19% (21)</td>
<td>48% (54)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>3% (3)</td>
<td>12% (12)</td>
<td>4% (4)</td>
<td>1% (1)</td>
<td>14% (13)</td>
<td>67% (64)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>4% (27)</td>
<td>8% (50)</td>
<td>4% (27)</td>
<td>1% (5)</td>
<td>20% (132)</td>
<td>64% (421)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>5% (21)</td>
<td>13% (51)</td>
<td>1% (3)</td>
<td>2% (6)</td>
<td>18% (71)</td>
<td>61% (238)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>6% (8)</td>
<td>9% (12)</td>
<td>12% (15)</td>
<td>6% (8)</td>
<td>17% (22)</td>
<td>49% (63)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>5% (27)</td>
<td>12% (64)</td>
<td>1% (6)</td>
<td>2% (8)</td>
<td>17% (89)</td>
<td>63% (333)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>4% (30)</td>
<td>12% (92)</td>
<td>1% (11)</td>
<td>1% (8)</td>
<td>19% (150)</td>
<td>63% (490)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>7% (36)</td>
<td>9% (49)</td>
<td>3% (18)</td>
<td>2% (9)</td>
<td>17% (93)</td>
<td>63% (342)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>4% (47)</td>
<td>10% (107)</td>
<td>2% (23)</td>
<td>1% (13)</td>
<td>18% (196)</td>
<td>64% (698)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>2% (14)</td>
<td>13% (73)</td>
<td>4% (24)</td>
<td>2% (9)</td>
<td>20% (118)</td>
<td>59% (341)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>6% (45)</td>
<td>12% (83)</td>
<td>3% (19)</td>
<td>2% (14)</td>
<td>17% (121)</td>
<td>61% (437)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>2% (3)</td>
<td>11% (14)</td>
<td>1% (1)</td>
<td>1% (1)</td>
<td>20% (24)</td>
<td>65% (79)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>4% (9)</td>
<td>12% (26)</td>
<td>5% (10)</td>
<td>1% (2)</td>
<td>17% (35)</td>
<td>62% (130)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>2% (4)</td>
<td>10% (15)</td>
<td>— (1)</td>
<td>3% (5)</td>
<td>26% (39)</td>
<td>58% (86)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>4% (4)</td>
<td>8% (8)</td>
<td>13% (12)</td>
<td>— (0)</td>
<td>22% (21)</td>
<td>53% (50)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>2% (8)</td>
<td>9% (43)</td>
<td>1% (4)</td>
<td>1% (3)</td>
<td>21% (99)</td>
<td>67% (321)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>4% (11)</td>
<td>9% (23)</td>
<td>5% (13)</td>
<td>2% (6)</td>
<td>13% (35)</td>
<td>67% (177)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>7% (13)</td>
<td>11% (19)</td>
<td>3% (5)</td>
<td>1% (1)</td>
<td>19% (33)</td>
<td>59% (101)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>3% (10)</td>
<td>10% (32)</td>
<td>4% (15)</td>
<td>2% (5)</td>
<td>21% (70)</td>
<td>61% (201)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>5% (87)</td>
<td>11% (198)</td>
<td>3% (50)</td>
<td>1% (26)</td>
<td>18% (337)</td>
<td>63% (1181)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>7% (48)</td>
<td>11% (78)</td>
<td>2% (18)</td>
<td>1% (10)</td>
<td>18% (126)</td>
<td>61% (433)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>3% (48)</td>
<td>10% (152)</td>
<td>3% (47)</td>
<td>1% (21)</td>
<td>19% (281)</td>
<td>63% (948)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>7% (59)</td>
<td>11% (101)</td>
<td>2% (15)</td>
<td>1% (10)</td>
<td>16% (146)</td>
<td>63% (556)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>3% (32)</td>
<td>10% (118)</td>
<td>4% (46)</td>
<td>2% (21)</td>
<td>19% (227)</td>
<td>62% (729)</td>
<td>1172</td>
</tr>
</tbody>
</table>

*Continued on next page*
Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?

Katherine Waterson

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>4% (97)</td>
<td>10% (229)</td>
<td>3% (65)</td>
<td>1% (31)</td>
<td>18% (407)</td>
<td>63% (1381)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>10% (33)</td>
<td>12% (41)</td>
<td>2% (5)</td>
<td>3% (9)</td>
<td>15% (49)</td>
<td>59% (196)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>5% (27)</td>
<td>11% (60)</td>
<td>2% (10)</td>
<td>1% (9)</td>
<td>18% (97)</td>
<td>65% (360)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>2% (9)</td>
<td>11% (40)</td>
<td>5% (19)</td>
<td>1% (4)</td>
<td>18% (66)</td>
<td>62% (224)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>3% (23)</td>
<td>10% (78)</td>
<td>3% (27)</td>
<td>2% (17)</td>
<td>20% (160)</td>
<td>62% (505)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>7% (63)</td>
<td>11% (99)</td>
<td>2% (18)</td>
<td>1% (11)</td>
<td>17% (159)</td>
<td>62% (563)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>2% (28)</td>
<td>10% (123)</td>
<td>4% (47)</td>
<td>2% (19)</td>
<td>19% (220)</td>
<td>63% (743)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>10% (38)</td>
<td>13% (49)</td>
<td>2% (8)</td>
<td>3% (11)</td>
<td>15% (56)</td>
<td>58% (227)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>5% (24)</td>
<td>10% (50)</td>
<td>2% (10)</td>
<td>— (0)</td>
<td>20% (102)</td>
<td>64% (336)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>3% (9)</td>
<td>11% (33)</td>
<td>4% (12)</td>
<td>— (1)</td>
<td>18% (53)</td>
<td>64% (195)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>2% (19)</td>
<td>10% (90)</td>
<td>4% (34)</td>
<td>2% (18)</td>
<td>19% (167)</td>
<td>63% (548)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>4% (33)</td>
<td>12% (101)</td>
<td>2% (21)</td>
<td>2% (16)</td>
<td>18% (157)</td>
<td>62% (543)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>2% (6)</td>
<td>11% (35)</td>
<td>2% (8)</td>
<td>2% (5)</td>
<td>17% (57)</td>
<td>66% (215)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>6% (14)</td>
<td>10% (23)</td>
<td>4% (10)</td>
<td>2% (4)</td>
<td>15% (34)</td>
<td>62% (138)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>3% (6)</td>
<td>9% (19)</td>
<td>2% (4)</td>
<td>1% (3)</td>
<td>18% (40)</td>
<td>68% (151)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women’s Issues</td>
<td>5% (7)</td>
<td>8% (12)</td>
<td>5% (8)</td>
<td>1% (2)</td>
<td>25% (36)</td>
<td>55% (79)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>7% (8)</td>
<td>13% (15)</td>
<td>1% (1)</td>
<td>— (0)</td>
<td>16% (18)</td>
<td>62% (68)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>7% (12)</td>
<td>8% (14)</td>
<td>6% (10)</td>
<td>1% (1)</td>
<td>24% (44)</td>
<td>55% (100)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>7% (10)</td>
<td>7% (10)</td>
<td>2% (3)</td>
<td>— (0)</td>
<td>16% (21)</td>
<td>66% (88)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>6% (54)</td>
<td>11% (102)</td>
<td>2% (18)</td>
<td>1% (6)</td>
<td>17% (155)</td>
<td>62% (552)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>3% (24)</td>
<td>11% (82)</td>
<td>3% (21)</td>
<td>2% (18)</td>
<td>19% (143)</td>
<td>62% (474)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>1% (1)</td>
<td>9% (9)</td>
<td>4% (4)</td>
<td>2% (2)</td>
<td>18% (17)</td>
<td>66% (64)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>4% (18)</td>
<td>8% (37)</td>
<td>5% (22)</td>
<td>1% (4)</td>
<td>20% (92)</td>
<td>63% (291)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>7% (48)</td>
<td>11% (80)</td>
<td>3% (22)</td>
<td>1% (5)</td>
<td>19% (137)</td>
<td>60% (435)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>3% (16)</td>
<td>12% (72)</td>
<td>1% (7)</td>
<td>3% (16)</td>
<td>18% (110)</td>
<td>65% (404)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>3% (2)</td>
<td>8% (5)</td>
<td>4% (3)</td>
<td>— (0)</td>
<td>17% (10)</td>
<td>67% (41)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>7% (44)</td>
<td>11% (76)</td>
<td>3% (19)</td>
<td>1% (5)</td>
<td>18% (121)</td>
<td>60% (404)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>3% (20)</td>
<td>12% (82)</td>
<td>1% (8)</td>
<td>2% (13)</td>
<td>17% (116)</td>
<td>65% (443)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>5% (6)</td>
<td>7% (7)</td>
<td>2% (3)</td>
<td>1% (1)</td>
<td>21% (23)</td>
<td>64% (70)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>4% (26)</td>
<td>9% (64)</td>
<td>5% (35)</td>
<td>2% (12)</td>
<td>20% (147)</td>
<td>62% (462)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?
Katherine Waterson

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>4% (97)</td>
<td>10% (229)</td>
<td>3% (65)</td>
<td>1% (31)</td>
<td>18% (407)</td>
<td>63% (1381)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>5% (59)</td>
<td>12% (144)</td>
<td>2% (25)</td>
<td>1% (16)</td>
<td>18% (223)</td>
<td>62% (770)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>4% (38)</td>
<td>9% (85)</td>
<td>4% (39)</td>
<td>2% (15)</td>
<td>19% (184)</td>
<td>63% (611)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>4% (18)</td>
<td>10% (38)</td>
<td>2% (8)</td>
<td>2% (9)</td>
<td>19% (73)</td>
<td>63% (249)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>4% (19)</td>
<td>9% (43)</td>
<td>3% (14)</td>
<td>1% (6)</td>
<td>18% (85)</td>
<td>64% (297)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>4% (36)</td>
<td>12% (103)</td>
<td>4% (34)</td>
<td>1% (10)</td>
<td>19% (155)</td>
<td>59% (490)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>5% (25)</td>
<td>9% (45)</td>
<td>2% (9)</td>
<td>1% (6)</td>
<td>18% (94)</td>
<td>66% (345)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>7% (80)</td>
<td>15% (171)</td>
<td>3% (39)</td>
<td>1% (17)</td>
<td>19% (224)</td>
<td>54% (622)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>6% (71)</td>
<td>16% (180)</td>
<td>3% (31)</td>
<td>1% (11)</td>
<td>17% (193)</td>
<td>57% (653)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>4% (17)</td>
<td>9% (33)</td>
<td>8% (30)</td>
<td>4% (15)</td>
<td>18% (70)</td>
<td>57% (216)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (190)</td>
<td>14% (305)</td>
<td>3% (76)</td>
<td>1% (23)</td>
<td>17% (379)</td>
<td>56% (1238)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>8% (89)</td>
<td>13% (135)</td>
<td>5% (56)</td>
<td>2% (18)</td>
<td>16% (167)</td>
<td>56% (602)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>9% (100)</td>
<td>15% (170)</td>
<td>2% (20)</td>
<td>5% (5)</td>
<td>18% (211)</td>
<td>56% (636)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (54)</td>
<td>11% (73)</td>
<td>6% (40)</td>
<td>1% (9)</td>
<td>17% (112)</td>
<td>56% (369)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>10% (37)</td>
<td>17% (60)</td>
<td>2% (9)</td>
<td>2% (6)</td>
<td>17% (61)</td>
<td>52% (188)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>8% (64)</td>
<td>15% (115)</td>
<td>3% (24)</td>
<td>1% (7)</td>
<td>16% (120)</td>
<td>56% (424)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>8% (35)</td>
<td>13% (57)</td>
<td>1% (3)</td>
<td>— (1)</td>
<td>20% (86)</td>
<td>59% (257)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>3% (9)</td>
<td>6% (18)</td>
<td>6% (17)</td>
<td>3% (8)</td>
<td>18% (51)</td>
<td>64% (184)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>12% (75)</td>
<td>16% (97)</td>
<td>5% (31)</td>
<td>1% (6)</td>
<td>17% (103)</td>
<td>50% (307)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>8% (44)</td>
<td>16% (91)</td>
<td>4% (21)</td>
<td>1% (3)</td>
<td>16% (91)</td>
<td>55% (308)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>9% (60)</td>
<td>13% (91)</td>
<td>1% (7)</td>
<td>1% (5)</td>
<td>18% (121)</td>
<td>59% (402)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>14% (106)</td>
<td>15% (114)</td>
<td>5% (38)</td>
<td>1% (6)</td>
<td>15% (117)</td>
<td>50% (382)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>6% (50)</td>
<td>14% (111)</td>
<td>3% (21)</td>
<td>1% (9)</td>
<td>19% (147)</td>
<td>57% (451)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>5% (34)</td>
<td>12% (80)</td>
<td>2% (16)</td>
<td>1% (8)</td>
<td>17% (114)</td>
<td>62% (406)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>14% (50)</td>
<td>12% (43)</td>
<td>8% (27)</td>
<td>1% (5)</td>
<td>13% (45)</td>
<td>51% (179)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>13% (56)</td>
<td>17% (71)</td>
<td>3% (12)</td>
<td>— (1)</td>
<td>17% (73)</td>
<td>49% (203)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>6% (25)</td>
<td>15% (58)</td>
<td>4% (16)</td>
<td>2% (7)</td>
<td>18% (70)</td>
<td>56% (220)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>6% (25)</td>
<td>13% (53)</td>
<td>1% (5)</td>
<td>1% (2)</td>
<td>20% (77)</td>
<td>59% (231)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>4% (14)</td>
<td>10% (34)</td>
<td>4% (13)</td>
<td>2% (6)</td>
<td>16% (53)</td>
<td>63% (203)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>6% (19)</td>
<td>14% (46)</td>
<td>1% (3)</td>
<td>1% (2)</td>
<td>18% (62)</td>
<td>60% (202)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>14% (83)</td>
<td>16% (95)</td>
<td>4% (23)</td>
<td>1% (3)</td>
<td>19% (114)</td>
<td>48% (291)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>10% (59)</td>
<td>15% (88)</td>
<td>6% (35)</td>
<td>1% (5)</td>
<td>16% (97)</td>
<td>53% (315)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>5% (36)</td>
<td>14% (104)</td>
<td>1% (10)</td>
<td>2% (14)</td>
<td>18% (134)</td>
<td>59% (433)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>7% (104)</td>
<td>12% (178)</td>
<td>4% (57)</td>
<td>1% (20)</td>
<td>18% (271)</td>
<td>59% (889)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>13% (59)</td>
<td>18% (81)</td>
<td>2% (8)</td>
<td>1% (3)</td>
<td>15% (69)</td>
<td>51% (226)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>11% (27)</td>
<td>19% (45)</td>
<td>4% (10)</td>
<td>— (1)</td>
<td>16% (39)</td>
<td>50% (123)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>7% (87)</td>
<td>13% (152)</td>
<td>4% (48)</td>
<td>1% (11)</td>
<td>17% (199)</td>
<td>58% (677)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (78)</td>
<td>13% (93)</td>
<td>3% (22)</td>
<td>1% (10)</td>
<td>17% (121)</td>
<td>55% (390)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>8% (25)</td>
<td>18% (60)</td>
<td>2% (6)</td>
<td>1% (2)</td>
<td>18% (59)</td>
<td>53% (172)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>9% (153)</td>
<td>14% (248)</td>
<td>2% (37)</td>
<td>1% (15)</td>
<td>17% (298)</td>
<td>57% (977)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>6% (22)</td>
<td>11% (40)</td>
<td>8% (27)</td>
<td>2% (7)</td>
<td>19% (68)</td>
<td>53% (188)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_8: Do you have a favorable or unfavorable opinion of each of the following?

Eddie Redmayne

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (190)</td>
<td>14% (305)</td>
<td>3% (76)</td>
<td>1% (23)</td>
<td>17% (379)</td>
<td>56% (1238)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>6% (18)</td>
<td>11% (31)</td>
<td>8% (23)</td>
<td>3% (7)</td>
<td>15% (41)</td>
<td>57% (156)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>9% (18)</td>
<td>12% (25)</td>
<td>7% (15)</td>
<td>— (0)</td>
<td>20% (40)</td>
<td>51% (105)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (84)</td>
<td>15% (139)</td>
<td>2% (20)</td>
<td>— (5)</td>
<td>15% (143)</td>
<td>59% (560)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>14% (15)</td>
<td>15% (17)</td>
<td>13% (15)</td>
<td>8% (8)</td>
<td>16% (18)</td>
<td>35% (38)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>11% (11)</td>
<td>15% (15)</td>
<td>3% (3)</td>
<td>1% (1)</td>
<td>23% (22)</td>
<td>47% (45)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>8% (50)</td>
<td>12% (78)</td>
<td>4% (26)</td>
<td>1% (4)</td>
<td>19% (124)</td>
<td>57% (380)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>7% (29)</td>
<td>15% (57)</td>
<td>3% (12)</td>
<td>1% (5)</td>
<td>19% (73)</td>
<td>55% (214)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>13% (16)</td>
<td>18% (23)</td>
<td>12% (15)</td>
<td>7% (8)</td>
<td>17% (22)</td>
<td>34% (44)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>6% (34)</td>
<td>13% (69)</td>
<td>2% (11)</td>
<td>1% (7)</td>
<td>16% (82)</td>
<td>62% (324)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>10% (78)</td>
<td>15% (117)</td>
<td>3% (20)</td>
<td>— (3)</td>
<td>16% (127)</td>
<td>56% (436)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>11% (58)</td>
<td>11% (59)</td>
<td>4% (21)</td>
<td>2% (10)</td>
<td>17% (93)</td>
<td>56% (307)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>9% (98)</td>
<td>17% (183)</td>
<td>2% (27)</td>
<td>1% (7)</td>
<td>17% (180)</td>
<td>54% (589)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>6% (34)</td>
<td>11% (64)</td>
<td>5% (27)</td>
<td>1% (6)</td>
<td>18% (105)</td>
<td>59% (343)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>9% (66)</td>
<td>16% (113)</td>
<td>4% (31)</td>
<td>1% (4)</td>
<td>17% (124)</td>
<td>53% (380)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>9% (11)</td>
<td>12% (15)</td>
<td>4% (5)</td>
<td>— (0)</td>
<td>21% (25)</td>
<td>54% (66)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>9% (19)</td>
<td>17% (36)</td>
<td>6% (12)</td>
<td>— (0)</td>
<td>14% (28)</td>
<td>55% (115)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>8% (12)</td>
<td>14% (21)</td>
<td>1% (2)</td>
<td>2% (3)</td>
<td>14% (20)</td>
<td>61% (91)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>7% (6)</td>
<td>12% (11)</td>
<td>4% (3)</td>
<td>7% (7)</td>
<td>15% (14)</td>
<td>56% (53)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>8% (40)</td>
<td>12% (57)</td>
<td>1% (3)</td>
<td>— (1)</td>
<td>21% (99)</td>
<td>58% (279)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>8% (20)</td>
<td>12% (31)</td>
<td>6% (16)</td>
<td>1% (3)</td>
<td>17% (44)</td>
<td>57% (151)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>9% (15)</td>
<td>12% (21)</td>
<td>2% (3)</td>
<td>3% (5)</td>
<td>13% (23)</td>
<td>61% (104)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>8% (28)</td>
<td>13% (43)</td>
<td>4% (13)</td>
<td>2% (7)</td>
<td>17% (57)</td>
<td>55% (183)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>9% (162)</td>
<td>14% (262)</td>
<td>3% (63)</td>
<td>1% (16)</td>
<td>17% (321)</td>
<td>56% (1055)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>13% (95)</td>
<td>14% (103)</td>
<td>3% (22)</td>
<td>1% (6)</td>
<td>17% (121)</td>
<td>51% (365)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>6% (94)</td>
<td>13% (202)</td>
<td>4% (54)</td>
<td>1% (17)</td>
<td>17% (257)</td>
<td>58% (874)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>14% (124)</td>
<td>17% (151)</td>
<td>3% (27)</td>
<td>1% (6)</td>
<td>15% (131)</td>
<td>51% (449)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>5% (61)</td>
<td>13% (149)</td>
<td>4% (46)</td>
<td>1% (16)</td>
<td>18% (215)</td>
<td>58% (686)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_8: Do you have a favorable or unfavorable opinion of each of the following?
Eddie Redmayne

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (190)</td>
<td>14% (305)</td>
<td>3% (76)</td>
<td>1% (23)</td>
<td>17% (379)</td>
<td>56% (1238)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (63)</td>
<td>16% (55)</td>
<td>4% (13)</td>
<td>1% (5)</td>
<td>16% (52)</td>
<td>44% (145)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>11% (61)</td>
<td>17% (97)</td>
<td>3% (14)</td>
<td>—</td>
<td>14% (79)</td>
<td>55% (304)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>6% (22)</td>
<td>13% (48)</td>
<td>6% (21)</td>
<td>1% (2)</td>
<td>18% (66)</td>
<td>56% (202)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>5% (39)</td>
<td>12% (101)</td>
<td>3% (25)</td>
<td>2% (14)</td>
<td>18% (149)</td>
<td>60% (483)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>14% (125)</td>
<td>17% (156)</td>
<td>3% (29)</td>
<td>1% (7)</td>
<td>15% (140)</td>
<td>50% (456)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>5% (61)</td>
<td>12% (144)</td>
<td>4% (47)</td>
<td>1% (16)</td>
<td>18% (210)</td>
<td>59% (701)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>19% (72)</td>
<td>15% (59)</td>
<td>5% (18)</td>
<td>1% (5)</td>
<td>16% (61)</td>
<td>45% (173)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>10% (52)</td>
<td>19% (97)</td>
<td>2% (10)</td>
<td>—</td>
<td>15% (79)</td>
<td>54% (283)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>6% (20)</td>
<td>14% (43)</td>
<td>4% (13)</td>
<td>—</td>
<td>16% (48)</td>
<td>59% (179)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>5% (42)</td>
<td>12% (102)</td>
<td>4% (34)</td>
<td>2% (15)</td>
<td>18% (161)</td>
<td>60% (522)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (70)</td>
<td>15% (134)</td>
<td>3% (24)</td>
<td>1% (11)</td>
<td>17% (146)</td>
<td>56% (485)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>6% (19)</td>
<td>11% (35)</td>
<td>2% (7)</td>
<td>1% (5)</td>
<td>19% (60)</td>
<td>61% (200)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>10% (21)</td>
<td>15% (33)</td>
<td>5% (12)</td>
<td>—</td>
<td>17% (38)</td>
<td>53% (118)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>7% (15)</td>
<td>13% (28)</td>
<td>1% (3)</td>
<td>—</td>
<td>16% (36)</td>
<td>63% (140)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>11% (16)</td>
<td>11% (15)</td>
<td>6% (9)</td>
<td>1% (2)</td>
<td>17% (24)</td>
<td>54% (78)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>15% (16)</td>
<td>13% (14)</td>
<td>3% (3)</td>
<td>—</td>
<td>17% (19)</td>
<td>52% (57)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (18)</td>
<td>17% (31)</td>
<td>6% (11)</td>
<td>2% (3)</td>
<td>19% (34)</td>
<td>47% (86)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (15)</td>
<td>11% (15)</td>
<td>4% (6)</td>
<td>1% (1)</td>
<td>16% (21)</td>
<td>56% (74)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>14% (125)</td>
<td>17% (151)</td>
<td>3% (25)</td>
<td>1% (5)</td>
<td>17% (150)</td>
<td>49% (431)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>4% (34)</td>
<td>13% (96)</td>
<td>4% (28)</td>
<td>2% (14)</td>
<td>17% (132)</td>
<td>60% (458)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (9)</td>
<td>14% (14)</td>
<td>3% (3)</td>
<td>2% (2)</td>
<td>17% (17)</td>
<td>54% (53)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>5% (21)</td>
<td>9% (44)</td>
<td>4% (19)</td>
<td>—</td>
<td>17% (80)</td>
<td>64% (297)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>15% (109)</td>
<td>16% (115)</td>
<td>4% (32)</td>
<td>—</td>
<td>16% (119)</td>
<td>48% (349)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>5% (32)</td>
<td>15% (91)</td>
<td>3% (18)</td>
<td>1% (9)</td>
<td>16% (103)</td>
<td>59% (371)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>6% (4)</td>
<td>15% (9)</td>
<td>1% (1)</td>
<td>—</td>
<td>24% (15)</td>
<td>54% (33)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>15% (101)</td>
<td>17% (111)</td>
<td>4% (26)</td>
<td>1% (4)</td>
<td>18% (117)</td>
<td>46% (311)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>5% (34)</td>
<td>14% (94)</td>
<td>3% (19)</td>
<td>1% (7)</td>
<td>16% (111)</td>
<td>61% (417)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>10% (11)</td>
<td>22% (24)</td>
<td>4% (4)</td>
<td>—</td>
<td>15% (17)</td>
<td>48% (53)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>6% (43)</td>
<td>10% (76)</td>
<td>3% (26)</td>
<td>2% (12)</td>
<td>18% (134)</td>
<td>61% (456)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG1_8: Do you have a favorable or unfavorable opinion of each of the following?
Eddie Redmayne

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Heard of, no opinion</th>
<th>Never heard of</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (190)</td>
<td>14% (305)</td>
<td>3% (76)</td>
<td>1% (23)</td>
<td>17% (379)</td>
<td>56% (1238)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>10% (130)</td>
<td>15% (186)</td>
<td>3% (43)</td>
<td>1% (9)</td>
<td>17% (208)</td>
<td>54% (663)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>6% (60)</td>
<td>12% (119)</td>
<td>3% (33)</td>
<td>1% (14)</td>
<td>18% (171)</td>
<td>59% (576)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>9% (34)</td>
<td>15% (61)</td>
<td>2% (8)</td>
<td>2% (10)</td>
<td>19% (73)</td>
<td>53% (209)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>6% (29)</td>
<td>12% (56)</td>
<td>2% (12)</td>
<td>2% (9)</td>
<td>20% (94)</td>
<td>57% (265)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>8% (63)</td>
<td>14% (119)</td>
<td>5% (39)</td>
<td>— (4)</td>
<td>16% (133)</td>
<td>57% (471)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>12% (63)</td>
<td>13% (69)</td>
<td>3% (17)</td>
<td>— (1)</td>
<td>15% (78)</td>
<td>56% (294)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>14% (158)</td>
<td>19% (224)</td>
<td>4% (46)</td>
<td>1% (16)</td>
<td>17% (193)</td>
<td>45% (514)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>11% (127)</td>
<td>20% (228)</td>
<td>3% (31)</td>
<td>1% (9)</td>
<td>15% (165)</td>
<td>51% (578)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (52)</td>
<td>14% (54)</td>
<td>11% (42)</td>
<td>2% (8)</td>
<td>18% (69)</td>
<td>41% (157)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG2_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (516)</td>
<td>22% (494)</td>
<td>17% (379)</td>
<td>37% (821)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (223)</td>
<td>23% (248)</td>
<td>20% (216)</td>
<td>36% (380)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>26% (293)</td>
<td>22% (246)</td>
<td>14% (163)</td>
<td>39% (441)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>37% (242)</td>
<td>23% (149)</td>
<td>14% (95)</td>
<td>26% (173)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>26% (92)</td>
<td>25% (88)</td>
<td>16% (56)</td>
<td>34% (123)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>18% (133)</td>
<td>22% (166)</td>
<td>18% (135)</td>
<td>42% (320)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (49)</td>
<td>21% (91)</td>
<td>21% (93)</td>
<td>47% (205)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>28% (81)</td>
<td>21% (59)</td>
<td>18% (52)</td>
<td>33% (95)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>38% (235)</td>
<td>25% (152)</td>
<td>12% (73)</td>
<td>26% (158)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>20% (112)</td>
<td>21% (117)</td>
<td>21% (116)</td>
<td>38% (214)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>12% (86)</td>
<td>23% (157)</td>
<td>19% (128)</td>
<td>46% (316)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>26% (200)</td>
<td>24% (180)</td>
<td>15% (118)</td>
<td>35% (267)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (184)</td>
<td>22% (176)</td>
<td>17% (137)</td>
<td>37% (291)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>20% (133)</td>
<td>21% (137)</td>
<td>19% (124)</td>
<td>40% (263)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>27% (94)</td>
<td>24% (85)</td>
<td>17% (59)</td>
<td>32% (110)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>25% (106)</td>
<td>23% (96)</td>
<td>14% (59)</td>
<td>38% (156)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>19% (75)</td>
<td>22% (85)</td>
<td>22% (88)</td>
<td>37% (147)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>28% (109)</td>
<td>23% (91)</td>
<td>12% (49)</td>
<td>37% (144)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>17% (55)</td>
<td>24% (78)</td>
<td>21% (68)</td>
<td>38% (122)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>23% (78)</td>
<td>18% (59)</td>
<td>17% (56)</td>
<td>42% (141)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>27% (167)</td>
<td>24% (144)</td>
<td>16% (100)</td>
<td>33% (198)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>22% (134)</td>
<td>23% (138)</td>
<td>19% (112)</td>
<td>36% (216)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (152)</td>
<td>22% (158)</td>
<td>17% (126)</td>
<td>40% (295)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>24% (364)</td>
<td>20% (307)</td>
<td>16% (239)</td>
<td>40% (609)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>22% (98)</td>
<td>27% (120)</td>
<td>21% (92)</td>
<td>31% (136)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>22% (54)</td>
<td>27% (66)</td>
<td>20% (48)</td>
<td>31% (76)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>25% (293)</td>
<td>20% (238)</td>
<td>16% (189)</td>
<td>39% (455)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>21% (150)</td>
<td>24% (174)</td>
<td>18% (125)</td>
<td>37% (263)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>23% (73)</td>
<td>25% (82)</td>
<td>20% (65)</td>
<td>32% (103)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (396)</td>
<td>23% (395)</td>
<td>16% (277)</td>
<td>38% (662)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>34% (119)</td>
<td>17% (60)</td>
<td>19% (68)</td>
<td>30% (105)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (516)</td>
<td>22% (494)</td>
<td>17% (379)</td>
<td>37% (821)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>23% (63)</td>
<td>20% (55)</td>
<td>19% (52)</td>
<td>38% (105)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>28% (58)</td>
<td>21% (44)</td>
<td>24% (50)</td>
<td>26% (53)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>21% (201)</td>
<td>20% (195)</td>
<td>18% (175)</td>
<td>40% (379)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>31% (34)</td>
<td>26% (29)</td>
<td>22% (24)</td>
<td>22% (24)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>21% (20)</td>
<td>29% (28)</td>
<td>18% (17)</td>
<td>31% (30)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>23% (151)</td>
<td>24% (160)</td>
<td>17% (110)</td>
<td>36% (241)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>28% (109)</td>
<td>21% (82)</td>
<td>13% (52)</td>
<td>38% (147)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>32% (42)</td>
<td>23% (30)</td>
<td>19% (25)</td>
<td>25% (32)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>22% (117)</td>
<td>21% (112)</td>
<td>15% (77)</td>
<td>42% (222)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>24% (185)</td>
<td>21% (163)</td>
<td>18% (142)</td>
<td>37% (290)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>27% (146)</td>
<td>17% (95)</td>
<td>16% (88)</td>
<td>40% (218)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>22% (241)</td>
<td>24% (262)</td>
<td>17% (184)</td>
<td>37% (397)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>22% (129)</td>
<td>24% (137)</td>
<td>19% (107)</td>
<td>36% (206)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>25% (181)</td>
<td>23% (167)</td>
<td>17% (120)</td>
<td>35% (250)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>20% (24)</td>
<td>29% (35)</td>
<td>17% (20)</td>
<td>35% (42)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>33% (70)</td>
<td>18% (38)</td>
<td>21% (44)</td>
<td>28% (59)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>32% (47)</td>
<td>16% (23)</td>
<td>6% (9)</td>
<td>46% (69)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>37% (35)</td>
<td>19% (18)</td>
<td>13% (13)</td>
<td>31% (29)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (57)</td>
<td>22% (107)</td>
<td>18% (88)</td>
<td>47% (227)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>25% (66)</td>
<td>24% (64)</td>
<td>19% (52)</td>
<td>32% (84)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>20% (35)</td>
<td>24% (41)</td>
<td>19% (33)</td>
<td>36% (62)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (64)</td>
<td>26% (86)</td>
<td>20% (65)</td>
<td>35% (117)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (452)</td>
<td>22% (408)</td>
<td>17% (314)</td>
<td>38% (705)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>25% (175)</td>
<td>26% (186)</td>
<td>17% (121)</td>
<td>32% (231)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>23% (341)</td>
<td>21% (308)</td>
<td>17% (258)</td>
<td>39% (591)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>25% (225)</td>
<td>25% (225)</td>
<td>16% (138)</td>
<td>34% (300)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>22% (259)</td>
<td>20% (232)</td>
<td>18% (210)</td>
<td>40% (471)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (516)</td>
<td>22% (494)</td>
<td>17% (379)</td>
<td>37% (821)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>28% (93)</td>
<td>21% (71)</td>
<td>16% (52)</td>
<td>35% (116)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>24% (132)</td>
<td>28% (154)</td>
<td>15% (86)</td>
<td>33% (184)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>25% (89)</td>
<td>19% (70)</td>
<td>18% (64)</td>
<td>38% (139)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>21% (170)</td>
<td>20% (162)</td>
<td>18% (146)</td>
<td>41% (332)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>28% (242)</td>
<td>26% (217)</td>
<td>16% (178)</td>
<td>34% (311)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>22% (263)</td>
<td>20% (240)</td>
<td>18% (218)</td>
<td>39% (458)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>30% (115)</td>
<td>20% (77)</td>
<td>16% (62)</td>
<td>35% (135)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>22% (115)</td>
<td>28% (148)</td>
<td>16% (84)</td>
<td>34% (176)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>26% (79)</td>
<td>19% (57)</td>
<td>20% (59)</td>
<td>36% (109)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (184)</td>
<td>21% (183)</td>
<td>18% (159)</td>
<td>40% (350)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>25% (218)</td>
<td>23% (203)</td>
<td>16% (143)</td>
<td>35% (307)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>16% (51)</td>
<td>25% (82)</td>
<td>17% (56)</td>
<td>42% (135)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>23% (51)</td>
<td>19% (41)</td>
<td>21% (46)</td>
<td>38% (84)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>16% (37)</td>
<td>19% (41)</td>
<td>17% (39)</td>
<td>48% (106)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>25% (36)</td>
<td>25% (35)</td>
<td>16% (22)</td>
<td>34% (49)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>27% (30)</td>
<td>23% (25)</td>
<td>14% (15)</td>
<td>37% (40)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>32% (58)</td>
<td>21% (39)</td>
<td>21% (38)</td>
<td>26% (48)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>26% (34)</td>
<td>20% (27)</td>
<td>15% (20)</td>
<td>39% (52)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>23% (206)</td>
<td>25% (224)</td>
<td>16% (138)</td>
<td>36% (319)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>20% (154)</td>
<td>22% (164)</td>
<td>18% (141)</td>
<td>40% (303)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>30% (29)</td>
<td>16% (15)</td>
<td>23% (22)</td>
<td>32% (31)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>27% (127)</td>
<td>19% (90)</td>
<td>17% (79)</td>
<td>36% (168)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>25% (183)</td>
<td>25% (179)</td>
<td>18% (129)</td>
<td>33% (236)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>20% (122)</td>
<td>22% (138)</td>
<td>18% (112)</td>
<td>40% (252)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>22% (14)</td>
<td>24% (15)</td>
<td>27% (17)</td>
<td>26% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>25% (164)</td>
<td>26% (174)</td>
<td>17% (114)</td>
<td>32% (217)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>20% (139)</td>
<td>20% (137)</td>
<td>18% (124)</td>
<td>41% (282)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>17% (19)</td>
<td>22% (24)</td>
<td>22% (24)</td>
<td>39% (43)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>26% (192)</td>
<td>21% (158)</td>
<td>16% (117)</td>
<td>37% (279)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (516)</td>
<td>22% (494)</td>
<td>17% (379)</td>
<td>37% (821)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>22% (273)</td>
<td>23% (286)</td>
<td>18% (227)</td>
<td>36% (452)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>25% (243)</td>
<td>21% (208)</td>
<td>16% (152)</td>
<td>38% (370)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>19% (73)</td>
<td>23% (91)</td>
<td>16% (64)</td>
<td>42% (167)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>22% (104)</td>
<td>22% (101)</td>
<td>16% (72)</td>
<td>40% (188)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>26% (211)</td>
<td>22% (181)</td>
<td>17% (140)</td>
<td>36% (296)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>24% (128)</td>
<td>23% (121)</td>
<td>20% (103)</td>
<td>33% (171)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>44% (505)</td>
<td>38% (436)</td>
<td>13% (144)</td>
<td>6% (67)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>33% (380)</td>
<td>27% (310)</td>
<td>18% (201)</td>
<td>22% (248)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>21% (80)</td>
<td>20% (78)</td>
<td>19% (74)</td>
<td>39% (150)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
## Table EAKNPG2_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Star Wars

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (522)</td>
<td>25% (550)</td>
<td>17% (365)</td>
<td>35% (773)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>31% (333)</td>
<td>28% (303)</td>
<td>16% (172)</td>
<td>24% (259)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>17% (190)</td>
<td>22% (247)</td>
<td>17% (193)</td>
<td>45% (514)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>25% (166)</td>
<td>19% (125)</td>
<td>16% (103)</td>
<td>40% (264)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>27% (96)</td>
<td>22% (79)</td>
<td>16% (59)</td>
<td>35% (125)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>25% (189)</td>
<td>29% (222)</td>
<td>16% (118)</td>
<td>30% (225)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>16% (71)</td>
<td>28% (124)</td>
<td>19% (85)</td>
<td>36% (158)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>23% (67)</td>
<td>15% (43)</td>
<td>15% (43)</td>
<td>47% (134)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>27% (164)</td>
<td>21% (129)</td>
<td>17% (102)</td>
<td>36% (223)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>29% (161)</td>
<td>28% (155)</td>
<td>15% (84)</td>
<td>28% (159)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>19% (127)</td>
<td>31% (210)</td>
<td>18% (125)</td>
<td>33% (224)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>25% (190)</td>
<td>24% (184)</td>
<td>16% (126)</td>
<td>35% (265)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>24% (187)</td>
<td>25% (197)</td>
<td>16% (125)</td>
<td>35% (279)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>22% (146)</td>
<td>26% (169)</td>
<td>17% (114)</td>
<td>35% (229)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>33% (114)</td>
<td>29% (102)</td>
<td>15% (51)</td>
<td>23% (81)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (76)</td>
<td>20% (82)</td>
<td>18% (75)</td>
<td>44% (184)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>32% (126)</td>
<td>26% (104)</td>
<td>18% (70)</td>
<td>24% (96)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>16% (61)</td>
<td>24% (93)</td>
<td>14% (55)</td>
<td>47% (184)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>29% (93)</td>
<td>30% (96)</td>
<td>16% (52)</td>
<td>25% (82)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>16% (53)</td>
<td>22% (73)</td>
<td>19% (63)</td>
<td>44% (146)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>26% (160)</td>
<td>26% (159)</td>
<td>16% (98)</td>
<td>31% (191)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>25% (149)</td>
<td>28% (167)</td>
<td>15% (90)</td>
<td>32% (194)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>24% (172)</td>
<td>25% (186)</td>
<td>18% (128)</td>
<td>33% (244)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>22% (338)</td>
<td>24% (364)</td>
<td>16% (237)</td>
<td>38% (580)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>28% (125)</td>
<td>26% (117)</td>
<td>18% (80)</td>
<td>28% (125)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>24% (60)</td>
<td>28% (69)</td>
<td>20% (48)</td>
<td>28% (68)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (255)</td>
<td>24% (277)</td>
<td>16% (186)</td>
<td>39% (456)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>27% (192)</td>
<td>24% (170)</td>
<td>18% (130)</td>
<td>31% (220)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>23% (76)</td>
<td>32% (102)</td>
<td>15% (50)</td>
<td>30% (96)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (404)</td>
<td>26% (448)</td>
<td>17% (287)</td>
<td>34% (590)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>32% (114)</td>
<td>22% (76)</td>
<td>15% (52)</td>
<td>31% (109)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24%  (522)</td>
<td>25% (550)</td>
<td>17%  (365)</td>
<td>35%  (773)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>21%  (58)</td>
<td>18%  (50)</td>
<td>14%  (38)</td>
<td>47%  (129)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>29%  (60)</td>
<td>25%  (52)</td>
<td>19%  (40)</td>
<td>26%  (53)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>24%  (233)</td>
<td>25%  (242)</td>
<td>18%  (172)</td>
<td>32%  (304)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>35%  (39)</td>
<td>26%  (29)</td>
<td>10%  (11)</td>
<td>29%  (32)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>33%  (32)</td>
<td>25%  (24)</td>
<td>16%  (16)</td>
<td>26%  (25)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>21%  (138)</td>
<td>25%  (162)</td>
<td>16%  (106)</td>
<td>39%  (256)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>21%  (81)</td>
<td>24%  (93)</td>
<td>15%  (60)</td>
<td>40%  (156)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>39%  (50)</td>
<td>24%  (31)</td>
<td>9%  (11)</td>
<td>28%  (35)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>24%  (127)</td>
<td>25%  (134)</td>
<td>17%  (91)</td>
<td>33%  (176)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>22%  (172)</td>
<td>25%  (195)</td>
<td>18%  (137)</td>
<td>35%  (276)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>28%  (155)</td>
<td>21%  (113)</td>
<td>14%  (78)</td>
<td>37%  (201)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>24%  (259)</td>
<td>26%  (285)</td>
<td>17%  (181)</td>
<td>33%  (358)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>19%  (108)</td>
<td>26%  (152)</td>
<td>18%  (105)</td>
<td>37%  (214)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>28%  (198)</td>
<td>25%  (181)</td>
<td>17%  (121)</td>
<td>30%  (219)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>19%  (23)</td>
<td>27%  (33)</td>
<td>19%  (23)</td>
<td>35%  (43)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>21%  (45)</td>
<td>24%  (51)</td>
<td>22%  (46)</td>
<td>32%  (68)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>23%  (34)</td>
<td>18%  (26)</td>
<td>10%  (14)</td>
<td>50%  (74)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>28%  (26)</td>
<td>26%  (25)</td>
<td>14%  (14)</td>
<td>32%  (30)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>15%  (73)</td>
<td>29%  (137)</td>
<td>17%  (83)</td>
<td>39%  (186)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>27%  (73)</td>
<td>24%  (64)</td>
<td>17%  (44)</td>
<td>32%  (85)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>29%  (50)</td>
<td>19%  (33)</td>
<td>12%  (21)</td>
<td>39%  (68)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>25%  (84)</td>
<td>28%  (92)</td>
<td>19%  (63)</td>
<td>28%  (92)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>23%  (439)</td>
<td>24%  (458)</td>
<td>16%  (302)</td>
<td>36%  (680)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>25%  (177)</td>
<td>27%  (194)</td>
<td>15%  (106)</td>
<td>33%  (235)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>23%  (346)</td>
<td>24%  (356)</td>
<td>17%  (259)</td>
<td>36%  (537)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>25%  (225)</td>
<td>26%  (227)</td>
<td>17%  (150)</td>
<td>32%  (286)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>24%  (277)</td>
<td>24%  (286)</td>
<td>16%  (189)</td>
<td>36%  (421)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (522)</td>
<td>25% (550)</td>
<td>17% (365)</td>
<td>35% (773)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>32% (106)</td>
<td>22% (74)</td>
<td>16% (54)</td>
<td>29% (98)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>21% (119)</td>
<td>28% (153)</td>
<td>17% (96)</td>
<td>34% (188)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>25% (91)</td>
<td>23% (85)</td>
<td>14% (52)</td>
<td>37% (134)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>23% (186)</td>
<td>25% (201)</td>
<td>17% (137)</td>
<td>35% (286)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>25% (231)</td>
<td>26% (234)</td>
<td>16% (147)</td>
<td>33% (301)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>24% (281)</td>
<td>24% (263)</td>
<td>17% (204)</td>
<td>35% (412)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>31% (122)</td>
<td>23% (88)</td>
<td>16% (63)</td>
<td>30% (116)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>21% (108)</td>
<td>28% (146)</td>
<td>16% (84)</td>
<td>35% (186)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>29% (89)</td>
<td>20% (62)</td>
<td>16% (50)</td>
<td>34% (103)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>22% (192)</td>
<td>25% (221)</td>
<td>18% (154)</td>
<td>35% (309)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>24% (212)</td>
<td>25% (221)</td>
<td>16% (135)</td>
<td>35% (304)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>18% (60)</td>
<td>27% (87)</td>
<td>18% (58)</td>
<td>37% (121)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>30% (67)</td>
<td>19% (43)</td>
<td>18% (40)</td>
<td>33% (72)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>16% (35)</td>
<td>29% (64)</td>
<td>17% (39)</td>
<td>38% (85)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>18% (26)</td>
<td>34% (48)</td>
<td>17% (25)</td>
<td>30% (44)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>24% (27)</td>
<td>26% (29)</td>
<td>11% (12)</td>
<td>39% (42)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>33% (60)</td>
<td>16% (29)</td>
<td>20% (36)</td>
<td>31% (57)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>27% (35)</td>
<td>22% (29)</td>
<td>15% (21)</td>
<td>36% (48)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>26% (230)</td>
<td>25% (218)</td>
<td>16% (146)</td>
<td>33% (293)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>23% (173)</td>
<td>27% (203)</td>
<td>17% (130)</td>
<td>34% (255)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>33% (32)</td>
<td>28% (27)</td>
<td>19% (18)</td>
<td>21% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>19% (87)</td>
<td>22% (102)</td>
<td>15% (71)</td>
<td>44% (204)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>28% (201)</td>
<td>26% (187)</td>
<td>16% (114)</td>
<td>31% (224)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>23% (146)</td>
<td>27% (169)</td>
<td>19% (120)</td>
<td>30% (190)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>26% (16)</td>
<td>25% (15)</td>
<td>24% (15)</td>
<td>24% (15)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>25% (170)</td>
<td>26% (175)</td>
<td>17% (116)</td>
<td>31% (209)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>23% (154)</td>
<td>28% (189)</td>
<td>16% (112)</td>
<td>33% (227)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>31% (34)</td>
<td>30% (33)</td>
<td>18% (19)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>22% (164)</td>
<td>21% (154)</td>
<td>16% (117)</td>
<td>42% (311)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

**Star Wars**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (522)</td>
<td>25% (550)</td>
<td>17% (365)</td>
<td>35% (773)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>25% (309)</td>
<td>27% (340)</td>
<td>18% (223)</td>
<td>30% (366)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>22% (214)</td>
<td>22% (210)</td>
<td>15% (142)</td>
<td>42% (406)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>21% (85)</td>
<td>27% (107)</td>
<td>16% (65)</td>
<td>35% (139)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>23% (107)</td>
<td>25% (114)</td>
<td>14% (64)</td>
<td>39% (179)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>22% (179)</td>
<td>22% (186)</td>
<td>18% (148)</td>
<td>38% (315)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>29% (151)</td>
<td>28% (144)</td>
<td>17% (87)</td>
<td>27% (140)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>34% (389)</td>
<td>29% (332)</td>
<td>14% (160)</td>
<td>23% (270)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>31% (350)</td>
<td>27% (311)</td>
<td>17% (190)</td>
<td>25% (287)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>25% (97)</td>
<td>23% (88)</td>
<td>15% (59)</td>
<td>36% (138)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG2_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>28% (623)</td>
<td>23% (502)</td>
<td>16% (358)</td>
<td>33% (727)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>33% (349)</td>
<td>24% (261)</td>
<td>17% (183)</td>
<td>26% (274)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>24% (274)</td>
<td>21% (241)</td>
<td>15% (175)</td>
<td>40% (453)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>35% (727)</td>
<td>25% (385)</td>
<td>17% (287)</td>
<td>35% (612)</td>
<td>1730</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>33% (349)</td>
<td>24% (261)</td>
<td>17% (183)</td>
<td>26% (274)</td>
<td>1067</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>29% (446)</td>
<td>22% (336)</td>
<td>15% (228)</td>
<td>34% (509)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>29% (130)</td>
<td>25% (110)</td>
<td>17% (76)</td>
<td>29% (129)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>19% (47)</td>
<td>23% (56)</td>
<td>22% (54)</td>
<td>36% (88)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>30% (351)</td>
<td>22% (262)</td>
<td>15% (180)</td>
<td>32% (381)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>27% (194)</td>
<td>22% (159)</td>
<td>18% (125)</td>
<td>33% (234)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>24% (78)</td>
<td>25% (81)</td>
<td>16% (53)</td>
<td>35% (112)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>26% (445)</td>
<td>22% (385)</td>
<td>17% (287)</td>
<td>35% (612)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>44% (154)</td>
<td>25% (86)</td>
<td>15% (52)</td>
<td>17% (58)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? The Marvel Cinematic Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (623)</td>
<td>23% (502)</td>
<td>16% (358)</td>
<td>33% (727)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>34% (93)</td>
<td>25% (69)</td>
<td>14% (39)</td>
<td>27% (74)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>41% (84)</td>
<td>23% (48)</td>
<td>15% (31)</td>
<td>20% (41)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>25% (236)</td>
<td>22% (205)</td>
<td>18% (172)</td>
<td>36% (338)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (37)</td>
<td>26% (29)</td>
<td>18% (21)</td>
<td>22% (25)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>47% (45)</td>
<td>11% (11)</td>
<td>18% (17)</td>
<td>24% (23)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>27% (178)</td>
<td>23% (153)</td>
<td>14% (96)</td>
<td>35% (234)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>32% (126)</td>
<td>27% (104)</td>
<td>13% (53)</td>
<td>28% (107)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>35% (44)</td>
<td>26% (34)</td>
<td>17% (22)</td>
<td>22% (28)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>26% (138)</td>
<td>26% (135)</td>
<td>14% (75)</td>
<td>34% (180)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>28% (217)</td>
<td>22% (169)</td>
<td>18% (141)</td>
<td>32% (253)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>33% (180)</td>
<td>23% (128)</td>
<td>14% (77)</td>
<td>30% (162)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>28% (299)</td>
<td>23% (250)</td>
<td>16% (170)</td>
<td>34% (364)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>25% (143)</td>
<td>21% (124)</td>
<td>19% (111)</td>
<td>35% (200)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>31% (224)</td>
<td>23% (164)</td>
<td>17% (121)</td>
<td>29% (209)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>27% (33)</td>
<td>28% (34)</td>
<td>16% (20)</td>
<td>29% (35)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>37% (78)</td>
<td>26% (55)</td>
<td>11% (23)</td>
<td>26% (54)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>19% (29)</td>
<td>26% (39)</td>
<td>10% (15)</td>
<td>44% (66)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>49% (46)</td>
<td>19% (18)</td>
<td>14% (13)</td>
<td>18% (17)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (57)</td>
<td>17% (81)</td>
<td>22% (104)</td>
<td>49% (236)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>39% (104)</td>
<td>24% (63)</td>
<td>16% (43)</td>
<td>21% (56)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>30% (52)</td>
<td>28% (47)</td>
<td>10% (18)</td>
<td>32% (54)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>25% (84)</td>
<td>21% (69)</td>
<td>20% (67)</td>
<td>34% (112)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>29% (539)</td>
<td>23% (434)</td>
<td>15% (291)</td>
<td>33% (615)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>27% (193)</td>
<td>25% (181)</td>
<td>16% (112)</td>
<td>32% (226)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>29% (430)</td>
<td>21% (321)</td>
<td>16% (246)</td>
<td>33% (501)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>29% (256)</td>
<td>24% (214)</td>
<td>15% (135)</td>
<td>32% (283)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>27% (321)</td>
<td>23% (266)</td>
<td>16% (192)</td>
<td>34% (394)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? The Marvel Cinematic Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (623)</td>
<td>23% (502)</td>
<td>16% (358)</td>
<td>33% (727)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>29% (95)</td>
<td>18% (61)</td>
<td>16% (55)</td>
<td>37% (121)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>29% (160)</td>
<td>27% (153)</td>
<td>15% (81)</td>
<td>29% (162)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>32% (117)</td>
<td>24% (87)</td>
<td>16% (56)</td>
<td>28% (101)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>25% (204)</td>
<td>22% (179)</td>
<td>17% (135)</td>
<td>36% (292)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>28% (257)</td>
<td>24% (221)</td>
<td>15% (138)</td>
<td>32% (296)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>29% (344)</td>
<td>22% (255)</td>
<td>17% (196)</td>
<td>33% (385)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>29% (112)</td>
<td>20% (77)</td>
<td>15% (59)</td>
<td>36% (141)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>28% (145)</td>
<td>27% (144)</td>
<td>15% (79)</td>
<td>30% (156)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>38% (115)</td>
<td>19% (59)</td>
<td>16% (47)</td>
<td>27% (82)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>26% (228)</td>
<td>22% (196)</td>
<td>17% (148)</td>
<td>35% (303)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>30% (262)</td>
<td>26% (230)</td>
<td>15% (130)</td>
<td>29% (250)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>22% (72)</td>
<td>20% (66)</td>
<td>19% (63)</td>
<td>38% (125)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>29% (65)</td>
<td>21% (48)</td>
<td>19% (42)</td>
<td>30% (67)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>14% (31)</td>
<td>20% (44)</td>
<td>19% (42)</td>
<td>48% (107)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>33% (47)</td>
<td>31% (44)</td>
<td>16% (23)</td>
<td>20% (29)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>45% (49)</td>
<td>13% (14)</td>
<td>6% (7)</td>
<td>36% (39)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>37% (67)</td>
<td>15% (27)</td>
<td>18% (34)</td>
<td>30% (55)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (29)</td>
<td>23% (30)</td>
<td>14% (18)</td>
<td>42% (55)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>28% (246)</td>
<td>24% (212)</td>
<td>16% (142)</td>
<td>32% (288)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>25% (189)</td>
<td>23% (172)</td>
<td>19% (141)</td>
<td>34% (260)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>37% (36)</td>
<td>21% (20)</td>
<td>12% (12)</td>
<td>30% (29)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>33% (152)</td>
<td>21% (99)</td>
<td>14% (63)</td>
<td>32% (150)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>29% (209)</td>
<td>23% (168)</td>
<td>15% (112)</td>
<td>33% (238)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>23% (147)</td>
<td>22% (137)</td>
<td>20% (126)</td>
<td>34% (215)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>33% (20)</td>
<td>19% (11)</td>
<td>22% (13)</td>
<td>27% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>27% (179)</td>
<td>23% (157)</td>
<td>16% (109)</td>
<td>34% (225)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>23% (156)</td>
<td>22% (147)</td>
<td>20% (135)</td>
<td>36% (244)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>28% (30)</td>
<td>26% (28)</td>
<td>13% (15)</td>
<td>33% (36)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>34% (255)</td>
<td>23% (170)</td>
<td>13% (100)</td>
<td>30% (221)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
*The Marvel Cinematic Universe*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (623)</td>
<td>23% (502)</td>
<td>16% (358)</td>
<td>33% (727)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>25% (310)</td>
<td>22% (272)</td>
<td>18% (221)</td>
<td>35% (434)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>32% (313)</td>
<td>24% (230)</td>
<td>14% (137)</td>
<td>30% (293)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>28% (109)</td>
<td>22% (88)</td>
<td>14% (57)</td>
<td>36% (142)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>24% (113)</td>
<td>24% (112)</td>
<td>18% (83)</td>
<td>34% (156)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>28% (232)</td>
<td>23% (189)</td>
<td>16% (136)</td>
<td>33% (271)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>32% (168)</td>
<td>22% (113)</td>
<td>16% (83)</td>
<td>30% (158)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>39% (455)</td>
<td>26% (298)</td>
<td>16% (183)</td>
<td>19% (217)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>33% (380)</td>
<td>23% (262)</td>
<td>18% (210)</td>
<td>25% (287)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>34% (130)</td>
<td>22% (83)</td>
<td>15% (56)</td>
<td>30% (113)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG2_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>20% (441)</td>
<td>21% (473)</td>
<td>19% (411)</td>
<td>40% (885)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>23% (247)</td>
<td>24% (258)</td>
<td>19% (200)</td>
<td>34% (362)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>17% (194)</td>
<td>19% (215)</td>
<td>18% (211)</td>
<td>46% (523)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>21% (138)</td>
<td>23% (151)</td>
<td>18% (121)</td>
<td>38% (248)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>26% (94)</td>
<td>22% (78)</td>
<td>19% (69)</td>
<td>33% (119)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>20% (150)</td>
<td>21% (158)</td>
<td>17% (130)</td>
<td>42% (316)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (59)</td>
<td>20% (86)</td>
<td>21% (92)</td>
<td>46% (202)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (50)</td>
<td>17% (50)</td>
<td>19% (54)</td>
<td>46% (132)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>25% (152)</td>
<td>26% (159)</td>
<td>19% (117)</td>
<td>31% (190)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>23% (130)</td>
<td>20% (113)</td>
<td>18% (102)</td>
<td>38% (215)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>15% (106)</td>
<td>21% (143)</td>
<td>18% (126)</td>
<td>45% (312)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>22% (171)</td>
<td>21% (160)</td>
<td>18% (138)</td>
<td>39% (295)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>19% (152)</td>
<td>22% (173)</td>
<td>19% (146)</td>
<td>40% (317)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>18% (118)</td>
<td>21% (140)</td>
<td>19% (126)</td>
<td>42% (274)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>29% (101)</td>
<td>26% (89)</td>
<td>14% (50)</td>
<td>31% (108)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (70)</td>
<td>17% (71)</td>
<td>21% (88)</td>
<td>45% (187)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>21% (82)</td>
<td>23% (89)</td>
<td>22% (86)</td>
<td>35% (139)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>18% (70)</td>
<td>21% (84)</td>
<td>15% (60)</td>
<td>45% (178)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>20% (64)</td>
<td>25% (79)</td>
<td>20% (64)</td>
<td>36% (116)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>16% (54)</td>
<td>18% (61)</td>
<td>19% (63)</td>
<td>47% (158)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>22% (135)</td>
<td>24% (149)</td>
<td>19% (114)</td>
<td>35% (212)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>20% (119)</td>
<td>21% (127)</td>
<td>19% (114)</td>
<td>40% (239)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>20% (149)</td>
<td>22% (159)</td>
<td>19% (135)</td>
<td>39% (287)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>19% (289)</td>
<td>21% (314)</td>
<td>18% (272)</td>
<td>42% (644)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>23% (104)</td>
<td>24% (107)</td>
<td>20% (87)</td>
<td>33% (148)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>20% (49)</td>
<td>21% (52)</td>
<td>21% (52)</td>
<td>38% (93)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>20% (230)</td>
<td>22% (260)</td>
<td>17% (197)</td>
<td>42% (488)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>21% (150)</td>
<td>20% (145)</td>
<td>19% (135)</td>
<td>40% (282)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>19% (61)</td>
<td>21% (68)</td>
<td>24% (79)</td>
<td>35% (115)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>19% (337)</td>
<td>21% (358)</td>
<td>19% (326)</td>
<td>41% (709)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>22% (76)</td>
<td>22% (79)</td>
<td>23% (82)</td>
<td>33% (114)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>20% (441)</td>
<td>21% (473)</td>
<td>19% (411)</td>
<td>40% (885)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>18% (51)</td>
<td>22% (61)</td>
<td>16% (45)</td>
<td>43% (120)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>26% (54)</td>
<td>27% (55)</td>
<td>20% (40)</td>
<td>27% (56)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>20% (188)</td>
<td>19% (183)</td>
<td>19% (183)</td>
<td>42% (397)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christians</td>
<td>24% (27)</td>
<td>26% (29)</td>
<td>14% (16)</td>
<td>36% (40)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>25% (24)</td>
<td>17% (16)</td>
<td>26% (25)</td>
<td>33% (31)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>17% (111)</td>
<td>24% (156)</td>
<td>18% (122)</td>
<td>41% (272)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>24% (92)</td>
<td>23% (89)</td>
<td>17% (65)</td>
<td>37% (144)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>26% (33)</td>
<td>24% (31)</td>
<td>13% (17)</td>
<td>36% (47)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>23% (121)</td>
<td>20% (105)</td>
<td>16% (86)</td>
<td>41% (216)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>19% (148)</td>
<td>21% (165)</td>
<td>20% (156)</td>
<td>40% (312)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>21% (114)</td>
<td>18% (101)</td>
<td>21% (115)</td>
<td>40% (217)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>20% (217)</td>
<td>22% (239)</td>
<td>18% (199)</td>
<td>39% (427)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>19% (110)</td>
<td>23% (133)</td>
<td>17% (96)</td>
<td>42% (241)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>20% (146)</td>
<td>24% (172)</td>
<td>19% (140)</td>
<td>36% (262)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>17% (21)</td>
<td>24% (29)</td>
<td>24% (30)</td>
<td>34% (41)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>20% (42)</td>
<td>23% (48)</td>
<td>25% (52)</td>
<td>33% (69)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>28% (42)</td>
<td>12% (17)</td>
<td>13% (19)</td>
<td>47% (71)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>23% (22)</td>
<td>17% (16)</td>
<td>18% (17)</td>
<td>41% (39)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (67)</td>
<td>19% (93)</td>
<td>18% (87)</td>
<td>48% (231)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>25% (65)</td>
<td>23% (61)</td>
<td>16% (43)</td>
<td>37% (97)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>21% (36)</td>
<td>21% (37)</td>
<td>14% (24)</td>
<td>44% (75)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (62)</td>
<td>21% (69)</td>
<td>22% (72)</td>
<td>39% (130)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>20% (379)</td>
<td>22% (405)</td>
<td>18% (339)</td>
<td>40% (755)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>22% (156)</td>
<td>24% (171)</td>
<td>15% (110)</td>
<td>39% (276)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>19% (285)</td>
<td>20% (302)</td>
<td>20% (301)</td>
<td>41% (609)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>22% (195)</td>
<td>23% (204)</td>
<td>18% (159)</td>
<td>37% (330)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>19% (223)</td>
<td>21% (243)</td>
<td>19% (223)</td>
<td>41% (484)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>20% (441)</td>
<td>21% (473)</td>
<td>19% (411)</td>
<td>40% (885)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>28% (93)</td>
<td>20% (66)</td>
<td>15% (48)</td>
<td>38% (126)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>18% (102)</td>
<td>25% (138)</td>
<td>20% (111)</td>
<td>37% (205)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>20% (72)</td>
<td>21% (78)</td>
<td>19% (68)</td>
<td>40% (145)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>19% (151)</td>
<td>20% (165)</td>
<td>19% (155)</td>
<td>42% (339)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>22% (199)</td>
<td>23% (209)</td>
<td>17% (156)</td>
<td>38% (349)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>19% (229)</td>
<td>20% (234)</td>
<td>20% (238)</td>
<td>41% (478)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>25% (99)</td>
<td>20% (78)</td>
<td>16% (63)</td>
<td>38% (149)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (100)</td>
<td>25% (131)</td>
<td>18% (93)</td>
<td>38% (200)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>23% (69)</td>
<td>19% (57)</td>
<td>20% (60)</td>
<td>39% (118)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (160)</td>
<td>20% (178)</td>
<td>20% (177)</td>
<td>41% (360)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (174)</td>
<td>22% (195)</td>
<td>21% (182)</td>
<td>37% (320)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>15% (50)</td>
<td>25% (81)</td>
<td>16% (53)</td>
<td>44% (142)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>21% (46)</td>
<td>21% (48)</td>
<td>15% (33)</td>
<td>43% (96)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>17% (37)</td>
<td>20% (44)</td>
<td>17% (38)</td>
<td>46% (103)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>17% (24)</td>
<td>23% (32)</td>
<td>24% (34)</td>
<td>37% (53)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>17% (19)</td>
<td>15% (16)</td>
<td>19% (20)</td>
<td>49% (53)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>33% (60)</td>
<td>16% (30)</td>
<td>16% (28)</td>
<td>35% (64)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>23% (30)</td>
<td>21% (28)</td>
<td>16% (21)</td>
<td>41% (54)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>20% (182)</td>
<td>23% (203)</td>
<td>18% (163)</td>
<td>38% (339)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>18% (134)</td>
<td>21% (161)</td>
<td>19% (146)</td>
<td>42% (321)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>33% (32)</td>
<td>23% (22)</td>
<td>19% (18)</td>
<td>26% (25)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>20% (94)</td>
<td>19% (87)</td>
<td>18% (83)</td>
<td>43% (200)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>20% (146)</td>
<td>25% (182)</td>
<td>18% (134)</td>
<td>36% (264)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (121)</td>
<td>20% (124)</td>
<td>19% (118)</td>
<td>42% (262)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>21% (13)</td>
<td>27% (16)</td>
<td>22% (14)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>20% (136)</td>
<td>24% (161)</td>
<td>20% (135)</td>
<td>35% (238)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (119)</td>
<td>21% (142)</td>
<td>18% (123)</td>
<td>44% (297)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>24% (26)</td>
<td>24% (26)</td>
<td>18% (20)</td>
<td>35% (38)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>21% (157)</td>
<td>19% (144)</td>
<td>18% (133)</td>
<td>42% (311)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>20% (441)</td>
<td>21% (473)</td>
<td>19% (411)</td>
<td>40% (885)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>20% (242)</td>
<td>23% (288)</td>
<td>19% (231)</td>
<td>38% (476)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>20% (199)</td>
<td>19% (185)</td>
<td>18% (180)</td>
<td>42% (409)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>20% (78)</td>
<td>20% (79)</td>
<td>19% (76)</td>
<td>41% (162)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>20% (91)</td>
<td>21% (96)</td>
<td>18% (86)</td>
<td>41% (192)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>20% (164)</td>
<td>20% (165)</td>
<td>17% (138)</td>
<td>44% (361)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>21% (108)</td>
<td>26% (133)</td>
<td>21% (111)</td>
<td>33% (170)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>31% (357)</td>
<td>30% (349)</td>
<td>17% (191)</td>
<td>22% (255)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>27% (311)</td>
<td>25% (285)</td>
<td>18% (206)</td>
<td>30% (336)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>18% (70)</td>
<td>21% (81)</td>
<td>18% (70)</td>
<td>42% (161)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG2_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>17% (376)</td>
<td>20% (432)</td>
<td>21% (470)</td>
<td>42% (932)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (223)</td>
<td>21% (229)</td>
<td>23% (241)</td>
<td>35% (373)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>13% (152)</td>
<td>18% (203)</td>
<td>20% (229)</td>
<td>49% (559)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>12% (76)</td>
<td>17% (112)</td>
<td>23% (154)</td>
<td>48% (315)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>24% (85)</td>
<td>25% (89)</td>
<td>19% (67)</td>
<td>33% (118)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>21% (157)</td>
<td>19% (144)</td>
<td>21% (156)</td>
<td>40% (298)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (57)</td>
<td>20% (87)</td>
<td>21% (93)</td>
<td>46% (201)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>8% (23)</td>
<td>16% (45)</td>
<td>19% (54)</td>
<td>57% (164)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>17% (105)</td>
<td>20% (126)</td>
<td>25% (152)</td>
<td>38% (234)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>25% (137)</td>
<td>20% (114)</td>
<td>21% (117)</td>
<td>34% (190)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>16% (108)</td>
<td>19% (130)</td>
<td>20% (137)</td>
<td>45% (311)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>21% (162)</td>
<td>18% (138)</td>
<td>21% (157)</td>
<td>40% (307)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>15% (120)</td>
<td>23% (179)</td>
<td>18% (141)</td>
<td>44% (348)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>14% (93)</td>
<td>17% (115)</td>
<td>26% (171)</td>
<td>42% (278)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>25% (86)</td>
<td>19% (65)</td>
<td>23% (79)</td>
<td>34% (119)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (76)</td>
<td>18% (73)</td>
<td>19% (79)</td>
<td>45% (188)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>20% (77)</td>
<td>25% (97)</td>
<td>19% (76)</td>
<td>37% (146)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>11% (43)</td>
<td>21% (82)</td>
<td>17% (65)</td>
<td>52% (202)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>19% (60)</td>
<td>21% (67)</td>
<td>27% (86)</td>
<td>34% (109)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>10% (33)</td>
<td>14% (48)</td>
<td>25% (85)</td>
<td>50% (169)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>20% (123)</td>
<td>19% (118)</td>
<td>22% (135)</td>
<td>38% (232)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>17% (103)</td>
<td>22% (135)</td>
<td>23% (141)</td>
<td>37% (221)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>16% (119)</td>
<td>20% (144)</td>
<td>20% (147)</td>
<td>44% (320)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>18% (271)</td>
<td>18% (270)</td>
<td>20% (305)</td>
<td>44% (673)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>16% (69)</td>
<td>23% (104)</td>
<td>24% (105)</td>
<td>38% (167)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>14% (35)</td>
<td>24% (58)</td>
<td>25% (60)</td>
<td>37% (91)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>15% (179)</td>
<td>19% (227)</td>
<td>20% (229)</td>
<td>46% (539)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>19% (134)</td>
<td>18% (130)</td>
<td>22% (160)</td>
<td>40% (288)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>19% (63)</td>
<td>23% (75)</td>
<td>25% (81)</td>
<td>32% (105)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>17% (287)</td>
<td>19% (333)</td>
<td>21% (369)</td>
<td>43% (741)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>19% (66)</td>
<td>20% (70)</td>
<td>27% (95)</td>
<td>34% (120)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG2_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? 
The Sopranos

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>17% (376)</td>
<td>20% (432)</td>
<td>21% (470)</td>
<td>42% (932)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>20% (54)</td>
<td>23% (64)</td>
<td>17% (46)</td>
<td>41% (112)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>17% (35)</td>
<td>18% (36)</td>
<td>27% (55)</td>
<td>39% (79)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>18% (167)</td>
<td>19% (178)</td>
<td>22% (210)</td>
<td>42% (396)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>27% (31)</td>
<td>27% (30)</td>
<td>17% (19)</td>
<td>28% (32)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>19% (19)</td>
<td>8% (8)</td>
<td>28% (27)</td>
<td>44% (43)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>14% (94)</td>
<td>20% (136)</td>
<td>21% (138)</td>
<td>45% (295)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>17% (66)</td>
<td>20% (80)</td>
<td>20% (77)</td>
<td>43% (167)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>24% (31)</td>
<td>27% (34)</td>
<td>18% (23)</td>
<td>31% (40)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>15% (81)</td>
<td>17% (92)</td>
<td>19% (100)</td>
<td>48% (255)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>19% (149)</td>
<td>21% (162)</td>
<td>23% (179)</td>
<td>37% (290)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>18% (98)</td>
<td>21% (115)</td>
<td>18% (101)</td>
<td>43% (234)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>19% (210)</td>
<td>19% (203)</td>
<td>21% (232)</td>
<td>41% (439)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>12% (69)</td>
<td>20% (114)</td>
<td>24% (137)</td>
<td>45% (258)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>22% (161)</td>
<td>20% (142)</td>
<td>21% (149)</td>
<td>37% (266)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>12% (15)</td>
<td>17% (20)</td>
<td>26% (31)</td>
<td>45% (55)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>22% (46)</td>
<td>21% (45)</td>
<td>23% (47)</td>
<td>34% (72)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>15% (22)</td>
<td>12% (17)</td>
<td>21% (32)</td>
<td>52% (77)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>5% (4)</td>
<td>18% (17)</td>
<td>23% (22)</td>
<td>54% (51)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (68)</td>
<td>20% (95)</td>
<td>20% (95)</td>
<td>46% (220)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13% (33)</td>
<td>23% (60)</td>
<td>20% (52)</td>
<td>45% (120)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>15% (25)</td>
<td>20% (35)</td>
<td>24% (41)</td>
<td>41% (71)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>15% (50)</td>
<td>22% (73)</td>
<td>23% (75)</td>
<td>40% (134)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>17% (326)</td>
<td>19% (359)</td>
<td>21% (394)</td>
<td>43% (799)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>18% (127)</td>
<td>20% (144)</td>
<td>23% (162)</td>
<td>39% (279)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>17% (249)</td>
<td>19% (288)</td>
<td>21% (308)</td>
<td>44% (653)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>18% (163)</td>
<td>20% (177)</td>
<td>21% (189)</td>
<td>40% (359)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>17% (202)</td>
<td>20% (230)</td>
<td>21% (251)</td>
<td>42% (489)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? The Sopranos

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>17% (376)</td>
<td>20% (432)</td>
<td>21% (470)</td>
<td>42% (932)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>23% (78)</td>
<td>16% (55)</td>
<td>18% (60)</td>
<td>42% (140)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>15% (85)</td>
<td>22% (123)</td>
<td>23% (129)</td>
<td>39% (219)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>18% (66)</td>
<td>23% (82)</td>
<td>21% (75)</td>
<td>38% (138)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>17% (136)</td>
<td>18% (148)</td>
<td>22% (176)</td>
<td>43% (351)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>20% (182)</td>
<td>21% (188)</td>
<td>21% (189)</td>
<td>39% (354)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>16% (185)</td>
<td>19% (229)</td>
<td>21% (252)</td>
<td>44% (513)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>24% (92)</td>
<td>20% (78)</td>
<td>17% (66)</td>
<td>39% (153)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>17% (90)</td>
<td>21% (110)</td>
<td>23% (122)</td>
<td>38% (201)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>15% (46)</td>
<td>19% (58)</td>
<td>20% (62)</td>
<td>46% (138)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>16% (139)</td>
<td>20% (171)</td>
<td>22% (191)</td>
<td>43% (375)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>18% (159)</td>
<td>21% (179)</td>
<td>22% (192)</td>
<td>39% (341)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>16% (53)</td>
<td>15% (47)</td>
<td>23% (76)</td>
<td>46% (148)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>22% (48)</td>
<td>14% (31)</td>
<td>21% (46)</td>
<td>44% (97)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>14% (30)</td>
<td>21% (47)</td>
<td>22% (50)</td>
<td>43% (96)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>14% (21)</td>
<td>18% (26)</td>
<td>19% (27)</td>
<td>49% (70)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>15% (16)</td>
<td>21% (23)</td>
<td>16% (18)</td>
<td>48% (52)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>18% (33)</td>
<td>26% (48)</td>
<td>15% (27)</td>
<td>41% (74)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (16)</td>
<td>23% (31)</td>
<td>25% (33)</td>
<td>40% (53)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>20% (175)</td>
<td>19% (173)</td>
<td>21% (189)</td>
<td>39% (350)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>16% (125)</td>
<td>19% (144)</td>
<td>22% (168)</td>
<td>43% (325)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (11)</td>
<td>23% (23)</td>
<td>23% (22)</td>
<td>42% (41)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>14% (65)</td>
<td>20% (93)</td>
<td>19% (90)</td>
<td>46% (216)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>20% (148)</td>
<td>20% (148)</td>
<td>23% (164)</td>
<td>37% (267)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>16% (102)</td>
<td>19% (121)</td>
<td>22% (138)</td>
<td>42% (264)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (7)</td>
<td>21% (13)</td>
<td>14% (9)</td>
<td>54% (33)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>22% (144)</td>
<td>19% (128)</td>
<td>22% (150)</td>
<td>37% (247)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (124)</td>
<td>19% (128)</td>
<td>21% (142)</td>
<td>42% (287)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>10% (11)</td>
<td>24% (27)</td>
<td>20% (22)</td>
<td>45% (50)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>13% (96)</td>
<td>20% (149)</td>
<td>21% (156)</td>
<td>46% (345)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? The Sopranos

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>17% (376)</td>
<td>20% (432)</td>
<td>21% (470)</td>
<td>42% (932)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>19% (238)</td>
<td>20% (245)</td>
<td>22% (267)</td>
<td>39% (488)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>14% (138)</td>
<td>19% (187)</td>
<td>21% (203)</td>
<td>46% (444)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>21% (85)</td>
<td>18% (72)</td>
<td>20% (79)</td>
<td>40% (159)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>17% (80)</td>
<td>21% (97)</td>
<td>19% (89)</td>
<td>43% (199)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>16% (136)</td>
<td>18% (150)</td>
<td>20% (168)</td>
<td>45% (374)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>14% (75)</td>
<td>22% (114)</td>
<td>26% (133)</td>
<td>38% (200)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>18% (206)</td>
<td>21% (236)</td>
<td>23% (267)</td>
<td>38% (443)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>20% (231)</td>
<td>21% (241)</td>
<td>23% (265)</td>
<td>35% (403)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (62)</td>
<td>16% (60)</td>
<td>20% (78)</td>
<td>48% (182)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG2_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  

*Game of Thrones*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (415)</td>
<td>17% (373)</td>
<td>20% (435)</td>
<td>45% (988)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>22% (235)</td>
<td>18% (196)</td>
<td>21% (220)</td>
<td>39% (416)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>16% (180)</td>
<td>16% (177)</td>
<td>19% (215)</td>
<td>50% (571)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>22% (142)</td>
<td>21% (136)</td>
<td>18% (116)</td>
<td>40% (265)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (81)</td>
<td>20% (73)</td>
<td>20% (73)</td>
<td>37% (132)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>19% (144)</td>
<td>15% (113)</td>
<td>19% (142)</td>
<td>47% (355)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (48)</td>
<td>12% (52)</td>
<td>24% (104)</td>
<td>54% (235)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>14% (40)</td>
<td>19% (54)</td>
<td>22% (63)</td>
<td>45% (130)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>26% (159)</td>
<td>22% (137)</td>
<td>15% (96)</td>
<td>37% (226)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>20% (112)</td>
<td>18% (99)</td>
<td>21% (117)</td>
<td>41% (232)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>15% (102)</td>
<td>12% (81)</td>
<td>21% (148)</td>
<td>52% (357)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>22% (167)</td>
<td>18% (138)</td>
<td>20% (151)</td>
<td>40% (309)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>17% (137)</td>
<td>20% (159)</td>
<td>18% (143)</td>
<td>44% (350)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (111)</td>
<td>12% (77)</td>
<td>21% (141)</td>
<td>50% (329)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>25% (88)</td>
<td>20% (69)</td>
<td>22% (77)</td>
<td>33% (114)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>19% (78)</td>
<td>16% (69)</td>
<td>18% (75)</td>
<td>47% (195)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>18% (73)</td>
<td>23% (89)</td>
<td>19% (76)</td>
<td>40% (157)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>16% (64)</td>
<td>18% (69)</td>
<td>17% (66)</td>
<td>49% (193)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>23% (74)</td>
<td>12% (38)</td>
<td>21% (67)</td>
<td>45% (145)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>11% (37)</td>
<td>12% (40)</td>
<td>22% (74)</td>
<td>55% (184)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>24% (143)</td>
<td>19% (117)</td>
<td>19% (115)</td>
<td>38% (233)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>18% (107)</td>
<td>17% (103)</td>
<td>23% (135)</td>
<td>42% (254)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (131)</td>
<td>15% (108)</td>
<td>19% (136)</td>
<td>49% (355)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>18% (268)</td>
<td>16% (246)</td>
<td>19% (288)</td>
<td>47% (717)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>23% (102)</td>
<td>19% (83)</td>
<td>20% (89)</td>
<td>38% (171)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>18% (44)</td>
<td>18% (44)</td>
<td>24% (58)</td>
<td>40% (99)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>17% (199)</td>
<td>17% (201)</td>
<td>19% (219)</td>
<td>47% (555)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>20% (146)</td>
<td>16% (114)</td>
<td>20% (141)</td>
<td>44% (312)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>22% (70)</td>
<td>18% (58)</td>
<td>23% (74)</td>
<td>37% (121)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>18% (303)</td>
<td>16% (273)</td>
<td>20% (344)</td>
<td>47% (809)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (86)</td>
<td>22% (76)</td>
<td>18% (65)</td>
<td>35% (124)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
Game of Thrones

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (415)</td>
<td>17% (373)</td>
<td>20% (435)</td>
<td>45% (988)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>20% (56)</td>
<td>23% (63)</td>
<td>17% (46)</td>
<td>40% (111)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>27% (55)</td>
<td>18% (38)</td>
<td>22% (45)</td>
<td>33% (68)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (158)</td>
<td>15% (146)</td>
<td>20% (189)</td>
<td>48% (458)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>28% (31)</td>
<td>22% (25)</td>
<td>16% (18)</td>
<td>34% (38)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>30% (29)</td>
<td>16% (16)</td>
<td>17% (17)</td>
<td>36% (35)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>18% (121)</td>
<td>17% (115)</td>
<td>22% (147)</td>
<td>42% (278)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>19% (76)</td>
<td>18% (71)</td>
<td>17% (65)</td>
<td>46% (178)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>24% (31)</td>
<td>23% (30)</td>
<td>14% (18)</td>
<td>38% (49)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>18% (97)</td>
<td>15% (81)</td>
<td>16% (86)</td>
<td>50% (264)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>17% (136)</td>
<td>17% (129)</td>
<td>21% (164)</td>
<td>45% (351)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>20% (107)</td>
<td>19% (105)</td>
<td>15% (84)</td>
<td>46% (252)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>20% (214)</td>
<td>16% (175)</td>
<td>22% (235)</td>
<td>42% (459)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>16% (94)</td>
<td>16% (93)</td>
<td>20% (116)</td>
<td>48% (277)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>21% (148)</td>
<td>19% (136)</td>
<td>21% (148)</td>
<td>40% (288)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>18% (22)</td>
<td>13% (16)</td>
<td>26% (31)</td>
<td>43% (52)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>25% (52)</td>
<td>26% (54)</td>
<td>19% (40)</td>
<td>31% (64)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>17% (25)</td>
<td>14% (20)</td>
<td>13% (19)</td>
<td>57% (85)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>19% (18)</td>
<td>26% (25)</td>
<td>17% (16)</td>
<td>38% (36)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>13% (60)</td>
<td>11% (51)</td>
<td>20% (96)</td>
<td>57% (271)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>20% (52)</td>
<td>14% (38)</td>
<td>21% (55)</td>
<td>45% (121)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>22% (38)</td>
<td>19% (33)</td>
<td>18% (30)</td>
<td>41% (70)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (63)</td>
<td>15% (51)</td>
<td>19% (62)</td>
<td>47% (155)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>19% (351)</td>
<td>17% (322)</td>
<td>20% (373)</td>
<td>44% (833)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>21% (150)</td>
<td>18% (130)</td>
<td>20% (141)</td>
<td>41% (291)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>18% (265)</td>
<td>16% (243)</td>
<td>20% (294)</td>
<td>46% (696)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>21% (188)</td>
<td>17% (149)</td>
<td>19% (170)</td>
<td>43% (381)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (209)</td>
<td>16% (188)</td>
<td>20% (229)</td>
<td>47% (546)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*Game of Thrones*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested (%)</th>
<th>Somewhat interested (%)</th>
<th>Not that interested (%)</th>
<th>Not interested at all (%)</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (415)</td>
<td>17% (373)</td>
<td>20% (435)</td>
<td>45% (988)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>25% (83)</td>
<td>16% (55)</td>
<td>16% (53)</td>
<td>43% (141)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>19% (105)</td>
<td>17% (94)</td>
<td>21% (117)</td>
<td>43% (239)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>16% (57)</td>
<td>19% (67)</td>
<td>20% (73)</td>
<td>45% (165)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>19% (152)</td>
<td>15% (120)</td>
<td>19% (156)</td>
<td>47% (382)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>22% (197)</td>
<td>17% (157)</td>
<td>18% (169)</td>
<td>43% (390)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (209)</td>
<td>16% (186)</td>
<td>21% (246)</td>
<td>46% (539)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>25% (96)</td>
<td>17% (65)</td>
<td>18% (69)</td>
<td>41% (159)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (101)</td>
<td>18% (92)</td>
<td>19% (99)</td>
<td>44% (231)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>16% (49)</td>
<td>16% (48)</td>
<td>25% (76)</td>
<td>43% (131)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (160)</td>
<td>16% (138)</td>
<td>19% (170)</td>
<td>47% (408)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>21% (181)</td>
<td>18% (156)</td>
<td>21% (179)</td>
<td>41% (355)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>13% (42)</td>
<td>18% (57)</td>
<td>18% (58)</td>
<td>52% (168)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>17% (37)</td>
<td>13% (29)</td>
<td>27% (59)</td>
<td>43% (96)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>12% (26)</td>
<td>13% (29)</td>
<td>20% (44)</td>
<td>56% (124)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>13% (19)</td>
<td>25% (36)</td>
<td>19% (28)</td>
<td>43% (62)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>20% (22)</td>
<td>20% (21)</td>
<td>18% (20)</td>
<td>42% (46)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>32% (58)</td>
<td>17% (30)</td>
<td>11% (19)</td>
<td>41% (75)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (29)</td>
<td>11% (15)</td>
<td>20% (27)</td>
<td>47% (62)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>20% (179)</td>
<td>17% (151)</td>
<td>20% (174)</td>
<td>43% (383)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>18% (134)</td>
<td>15% (114)</td>
<td>19% (148)</td>
<td>48% (366)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>20% (19)</td>
<td>25% (25)</td>
<td>16% (16)</td>
<td>39% (38)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>18% (82)</td>
<td>18% (84)</td>
<td>21% (97)</td>
<td>43% (201)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>20% (148)</td>
<td>19% (136)</td>
<td>19% (141)</td>
<td>41% (301)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>18% (112)</td>
<td>14% (90)</td>
<td>21% (128)</td>
<td>47% (295)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>17% (11)</td>
<td>18% (11)</td>
<td>28% (17)</td>
<td>36% (22)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>21% (141)</td>
<td>19% (124)</td>
<td>20% (131)</td>
<td>41% (273)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>19% (128)</td>
<td>13% (91)</td>
<td>19% (131)</td>
<td>49% (331)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>17% (19)</td>
<td>18% (20)</td>
<td>19% (20)</td>
<td>46% (51)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>17% (125)</td>
<td>18% (138)</td>
<td>20% (152)</td>
<td>44% (331)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

**Game of Thrones**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (415)</td>
<td>17% (373)</td>
<td>20% (435)</td>
<td>45% (988)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>20% (243)</td>
<td>16% (200)</td>
<td>19% (233)</td>
<td>45% (562)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>18% (172)</td>
<td>18% (173)</td>
<td>21% (202)</td>
<td>44% (426)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>17% (67)</td>
<td>15% (59)</td>
<td>22% (86)</td>
<td>46% (184)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>18% (82)</td>
<td>19% (89)</td>
<td>16% (73)</td>
<td>47% (220)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>17% (144)</td>
<td>17% (144)</td>
<td>20% (167)</td>
<td>45% (373)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>23% (121)</td>
<td>16% (81)</td>
<td>21% (109)</td>
<td>40% (211)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>28% (320)</td>
<td>23% (265)</td>
<td>20% (225)</td>
<td>30% (342)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>24% (278)</td>
<td>20% (230)</td>
<td>21% (237)</td>
<td>35% (394)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (62)</td>
<td>17% (66)</td>
<td>19% (71)</td>
<td>48% (183)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (248)</td>
<td>20% (445)</td>
<td>21% (454)</td>
<td>48% (1064)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>12% (123)</td>
<td>23% (247)</td>
<td>21% (229)</td>
<td>44% (467)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (124)</td>
<td>17% (197)</td>
<td>20% (225)</td>
<td>52% (596)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>11% (73)</td>
<td>18% (121)</td>
<td>20% (134)</td>
<td>50% (330)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15% (54)</td>
<td>19% (69)</td>
<td>23% (84)</td>
<td>43% (153)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>13% (96)</td>
<td>22% (167)</td>
<td>19% (141)</td>
<td>46% (350)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>6% (25)</td>
<td>20% (88)</td>
<td>22% (94)</td>
<td>53% (231)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (20)</td>
<td>14% (40)</td>
<td>20% (59)</td>
<td>59% (168)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>15% (92)</td>
<td>22% (134)</td>
<td>21% (130)</td>
<td>42% (262)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>15% (86)</td>
<td>19% (105)</td>
<td>22% (123)</td>
<td>44% (245)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>7% (47)</td>
<td>23% (159)</td>
<td>19% (128)</td>
<td>51% (354)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>14% (105)</td>
<td>19% (147)</td>
<td>17% (133)</td>
<td>50% (379)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>10% (78)</td>
<td>20% (159)</td>
<td>21% (169)</td>
<td>49% (382)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>10% (64)</td>
<td>21% (138)</td>
<td>23% (152)</td>
<td>46% (303)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>15% (52)</td>
<td>23% (80)</td>
<td>17% (58)</td>
<td>45% (158)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>13% (53)</td>
<td>16% (67)</td>
<td>18% (75)</td>
<td>53% (221)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>11% (42)</td>
<td>22% (87)</td>
<td>25% (97)</td>
<td>43% (170)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>9% (36)</td>
<td>18% (72)</td>
<td>18% (71)</td>
<td>54% (213)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>9% (30)</td>
<td>25% (80)</td>
<td>23% (73)</td>
<td>43% (139)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>10% (35)</td>
<td>17% (58)</td>
<td>23% (79)</td>
<td>49% (163)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>11% (69)</td>
<td>20% (122)</td>
<td>18% (111)</td>
<td>50% (306)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>13% (76)</td>
<td>21% (126)</td>
<td>23% (140)</td>
<td>43% (256)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>11% (77)</td>
<td>22% (164)</td>
<td>20% (149)</td>
<td>47% (340)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>12% (177)</td>
<td>20% (308)</td>
<td>18% (275)</td>
<td>50% (760)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>10% (47)</td>
<td>21% (93)</td>
<td>25% (110)</td>
<td>44% (196)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>10% (24)</td>
<td>18% (44)</td>
<td>28% (68)</td>
<td>44% (108)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>11% (124)</td>
<td>21% (242)</td>
<td>18% (214)</td>
<td>51% (594)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>13% (93)</td>
<td>20% (139)</td>
<td>23% (164)</td>
<td>44% (316)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>10% (31)</td>
<td>20% (63)</td>
<td>23% (75)</td>
<td>47% (153)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>11% (188)</td>
<td>20% (345)</td>
<td>20% (346)</td>
<td>49% (850)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>16% (56)</td>
<td>26% (92)</td>
<td>18% (64)</td>
<td>40% (139)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lost

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (248)</td>
<td>20% (445)</td>
<td>21% (454)</td>
<td>48% (1064)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>12% (34)</td>
<td>21% (57)</td>
<td>19% (52)</td>
<td>48% (132)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>13% (26)</td>
<td>21% (42)</td>
<td>27% (55)</td>
<td>40% (82)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>11% (108)</td>
<td>21% (200)</td>
<td>22% (208)</td>
<td>46% (435)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>17% (19)</td>
<td>25% (28)</td>
<td>14% (15)</td>
<td>44% (49)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>7% (7)</td>
<td>18% (17)</td>
<td>18% (17)</td>
<td>57% (55)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>8% (51)</td>
<td>19% (129)</td>
<td>22% (144)</td>
<td>51% (338)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>16% (63)</td>
<td>18% (71)</td>
<td>18% (70)</td>
<td>48% (187)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>16% (20)</td>
<td>24% (31)</td>
<td>14% (18)</td>
<td>46% (58)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>13% (71)</td>
<td>23% (120)</td>
<td>18% (93)</td>
<td>46% (244)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>13% (99)</td>
<td>19% (144)</td>
<td>23% (177)</td>
<td>46% (360)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>14% (78)</td>
<td>19% (106)</td>
<td>18% (99)</td>
<td>48% (265)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (117)</td>
<td>19% (205)</td>
<td>21% (224)</td>
<td>50% (537)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (53)</td>
<td>23% (134)</td>
<td>23% (131)</td>
<td>45% (261)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>14% (100)</td>
<td>21% (154)</td>
<td>19% (138)</td>
<td>45% (327)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>11% (13)</td>
<td>10% (12)</td>
<td>31% (37)</td>
<td>48% (59)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>15% (33)</td>
<td>23% (48)</td>
<td>23% (49)</td>
<td>39% (81)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>7% (10)</td>
<td>14% (21)</td>
<td>17% (25)</td>
<td>62% (93)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>18% (17)</td>
<td>12% (11)</td>
<td>12% (12)</td>
<td>57% (54)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>5% (24)</td>
<td>21% (98)</td>
<td>21% (101)</td>
<td>53% (256)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>11% (30)</td>
<td>21% (55)</td>
<td>21% (56)</td>
<td>47% (125)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>12% (21)</td>
<td>26% (45)</td>
<td>21% (36)</td>
<td>41% (69)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (39)</td>
<td>25% (82)</td>
<td>21% (71)</td>
<td>42% (140)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>11% (208)</td>
<td>19% (363)</td>
<td>20% (383)</td>
<td>49% (924)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>13% (91)</td>
<td>20% (139)</td>
<td>19% (132)</td>
<td>49% (350)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>10% (157)</td>
<td>20% (305)</td>
<td>21% (322)</td>
<td>48% (714)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>12% (111)</td>
<td>19% (166)</td>
<td>18% (158)</td>
<td>51% (454)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>10% (122)</td>
<td>22% (255)</td>
<td>22% (261)</td>
<td>46% (534)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Lost

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (248)</td>
<td>20% (445)</td>
<td>21% (454)</td>
<td>48% (1064)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>17% (55)</td>
<td>16% (52)</td>
<td>15% (51)</td>
<td>52% (174)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>10% (56)</td>
<td>21% (114)</td>
<td>19% (106)</td>
<td>50% (280)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (31)</td>
<td>24% (88)</td>
<td>23% (82)</td>
<td>45% (161)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>11% (91)</td>
<td>21% (167)</td>
<td>22% (179)</td>
<td>46% (373)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>12% (114)</td>
<td>19% (177)</td>
<td>18% (160)</td>
<td>51% (462)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>11% (128)</td>
<td>20% (239)</td>
<td>23% (275)</td>
<td>46% (538)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>17% (65)</td>
<td>16% (60)</td>
<td>15% (58)</td>
<td>53% (205)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>9% (49)</td>
<td>22% (116)</td>
<td>19% (102)</td>
<td>49% (257)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>9% (28)</td>
<td>19% (59)</td>
<td>26% (79)</td>
<td>45% (138)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>11% (100)</td>
<td>21% (180)</td>
<td>22% (196)</td>
<td>46% (400)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>10% (90)</td>
<td>21% (183)</td>
<td>25% (214)</td>
<td>44% (384)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>11% (34)</td>
<td>23% (76)</td>
<td>19% (63)</td>
<td>47% (153)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>14% (31)</td>
<td>16% (35)</td>
<td>17% (37)</td>
<td>54% (119)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (24)</td>
<td>21% (48)</td>
<td>16% (36)</td>
<td>52% (115)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>14% (20)</td>
<td>22% (31)</td>
<td>20% (28)</td>
<td>44% (63)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>14% (15)</td>
<td>13% (14)</td>
<td>19% (21)</td>
<td>55% (59)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>12% (22)</td>
<td>24% (43)</td>
<td>16% (29)</td>
<td>48% (88)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>9% (12)</td>
<td>11% (14)</td>
<td>20% (26)</td>
<td>61% (81)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>13% (116)</td>
<td>17% (153)</td>
<td>18% (162)</td>
<td>51% (456)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>11% (85)</td>
<td>22% (171)</td>
<td>22% (164)</td>
<td>45% (342)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (11)</td>
<td>23% (23)</td>
<td>20% (20)</td>
<td>45% (44)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>8% (36)</td>
<td>21% (97)</td>
<td>23% (108)</td>
<td>48% (222)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>13% (97)</td>
<td>19% (135)</td>
<td>18% (132)</td>
<td>50% (363)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>10% (65)</td>
<td>21% (130)</td>
<td>24% (148)</td>
<td>45% (282)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (7)</td>
<td>9% (6)</td>
<td>30% (18)</td>
<td>49% (30)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>13% (86)</td>
<td>19% (130)</td>
<td>20% (131)</td>
<td>48% (323)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>10% (69)</td>
<td>23% (160)</td>
<td>20% (138)</td>
<td>46% (315)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>12% (13)</td>
<td>11% (12)</td>
<td>25% (28)</td>
<td>52% (57)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>11% (80)</td>
<td>19% (142)</td>
<td>21% (157)</td>
<td>49% (368)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lost

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (248)</td>
<td>20% (445)</td>
<td>21% (454)</td>
<td>48% (1064)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12% (153)</td>
<td>20% (243)</td>
<td>20% (252)</td>
<td>48% (591)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>10% (95)</td>
<td>21% (202)</td>
<td>21% (202)</td>
<td>49% (473)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>12% (46)</td>
<td>21% (82)</td>
<td>21% (85)</td>
<td>46% (183)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (52)</td>
<td>20% (91)</td>
<td>19% (88)</td>
<td>50% (234)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>11% (93)</td>
<td>20% (165)</td>
<td>23% (187)</td>
<td>46% (383)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>11% (57)</td>
<td>20% (106)</td>
<td>18% (94)</td>
<td>51% (264)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>15% (168)</td>
<td>23% (265)</td>
<td>21% (240)</td>
<td>42% (479)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>15% (170)</td>
<td>22% (248)</td>
<td>23% (259)</td>
<td>41% (462)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>8% (30)</td>
<td>21% (80)</td>
<td>18% (67)</td>
<td>54% (205)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG2_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*The DC Extended Universe*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (393)</td>
<td>26% (569)</td>
<td>20% (433)</td>
<td>37% (814)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>20% (213)</td>
<td>30% (318)</td>
<td>21% (226)</td>
<td>29% (370)</td>
<td>1143</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>16% (180)</td>
<td>22% (252)</td>
<td>18% (208)</td>
<td>44% (504)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>25% (162)</td>
<td>33% (216)</td>
<td>15% (99)</td>
<td>27% (180)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>26% (95)</td>
<td>27% (97)</td>
<td>20% (72)</td>
<td>26% (95)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>15% (111)</td>
<td>24% (182)</td>
<td>21% (161)</td>
<td>40% (301)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>6% (25)</td>
<td>17% (74)</td>
<td>23% (101)</td>
<td>54% (238)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>26% (74)</td>
<td>34% (96)</td>
<td>15% (43)</td>
<td>26% (73)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>24% (151)</td>
<td>31% (190)</td>
<td>18% (110)</td>
<td>27% (167)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>19% (106)</td>
<td>25% (142)</td>
<td>22% (120)</td>
<td>34% (191)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>9% (62)</td>
<td>20% (136)</td>
<td>22% (152)</td>
<td>49% (338)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>21% (161)</td>
<td>25% (192)</td>
<td>18% (137)</td>
<td>36% (274)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>18% (145)</td>
<td>27% (213)</td>
<td>17% (131)</td>
<td>38% (299)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>13% (87)</td>
<td>25% (164)</td>
<td>25% (165)</td>
<td>37% (242)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>26% (90)</td>
<td>28% (99)</td>
<td>19% (66)</td>
<td>27% (93)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (71)</td>
<td>22% (93)</td>
<td>17% (71)</td>
<td>43% (181)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>18% (71)</td>
<td>32% (128)</td>
<td>20% (81)</td>
<td>29% (115)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>19% (73)</td>
<td>22% (85)</td>
<td>13% (51)</td>
<td>47% (184)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>16% (51)</td>
<td>28% (90)</td>
<td>24% (79)</td>
<td>32% (102)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>11% (36)</td>
<td>22% (74)</td>
<td>26% (86)</td>
<td>42% (139)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>20% (122)</td>
<td>28% (172)</td>
<td>18% (108)</td>
<td>34% (207)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>17% (101)</td>
<td>28% (170)</td>
<td>20% (117)</td>
<td>35% (211)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>15% (111)</td>
<td>24% (172)</td>
<td>22% (161)</td>
<td>39% (285)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>20% (299)</td>
<td>25% (381)</td>
<td>18% (278)</td>
<td>37% (561)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>14% (63)</td>
<td>30% (133)</td>
<td>23% (104)</td>
<td>33% (146)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>13% (31)</td>
<td>23% (55)</td>
<td>21% (51)</td>
<td>44% (108)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>19% (224)</td>
<td>27% (314)</td>
<td>19% (221)</td>
<td>35% (414)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>17% (125)</td>
<td>24% (170)</td>
<td>21% (149)</td>
<td>38% (268)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>14% (44)</td>
<td>26% (85)</td>
<td>19% (63)</td>
<td>41% (132)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>15% (253)</td>
<td>25% (434)</td>
<td>21% (355)</td>
<td>40% (687)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>32% (111)</td>
<td>33% (117)</td>
<td>13% (47)</td>
<td>21% (75)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
The DC Extended Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (393)</td>
<td>26% (569)</td>
<td>20% (433)</td>
<td>37% (814)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>30% (83)</td>
<td>25% (68)</td>
<td>17% (47)</td>
<td>28% (77)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>28% (57)</td>
<td>33% (67)</td>
<td>15% (31)</td>
<td>25% (50)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (161)</td>
<td>23% (217)</td>
<td>21% (201)</td>
<td>39% (372)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>20% (23)</td>
<td>34% (38)</td>
<td>19% (21)</td>
<td>26% (29)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>24% (23)</td>
<td>29% (28)</td>
<td>17% (16)</td>
<td>30% (29)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>15% (96)</td>
<td>29% (190)</td>
<td>18% (122)</td>
<td>38% (254)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>23% (90)</td>
<td>25% (96)</td>
<td>19% (74)</td>
<td>33% (130)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>23% (29)</td>
<td>32% (41)</td>
<td>19% (25)</td>
<td>26% (33)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>19% (102)</td>
<td>25% (130)</td>
<td>21% (110)</td>
<td>35% (185)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>18% (138)</td>
<td>23% (180)</td>
<td>20% (155)</td>
<td>39% (306)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>23% (124)</td>
<td>26% (142)</td>
<td>16% (90)</td>
<td>35% (192)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>16% (179)</td>
<td>27% (293)</td>
<td>19% (211)</td>
<td>37% (401)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>16% (90)</td>
<td>23% (135)</td>
<td>23% (133)</td>
<td>38% (221)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>20% (142)</td>
<td>26% (185)</td>
<td>21% (151)</td>
<td>34% (242)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>18% (21)</td>
<td>27% (33)</td>
<td>18% (22)</td>
<td>37% (45)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>28% (59)</td>
<td>22% (47)</td>
<td>22% (46)</td>
<td>28% (59)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>15% (23)</td>
<td>26% (39)</td>
<td>10% (14)</td>
<td>49% (73)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>29% (28)</td>
<td>30% (28)</td>
<td>18% (17)</td>
<td>23% (22)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>6% (29)</td>
<td>18% (87)</td>
<td>21% (100)</td>
<td>55% (263)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>21% (56)</td>
<td>37% (100)</td>
<td>18% (49)</td>
<td>23% (61)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>20% (35)</td>
<td>30% (51)</td>
<td>20% (35)</td>
<td>30% (51)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>14% (46)</td>
<td>24% (80)</td>
<td>22% (74)</td>
<td>40% (132)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>18% (347)</td>
<td>26% (489)</td>
<td>19% (359)</td>
<td>36% (682)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>20% (142)</td>
<td>26% (187)</td>
<td>18% (132)</td>
<td>35% (252)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>17% (251)</td>
<td>26% (383)</td>
<td>20% (302)</td>
<td>38% (563)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>20% (173)</td>
<td>27% (244)</td>
<td>18% (156)</td>
<td>35% (315)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>16% (188)</td>
<td>26% (299)</td>
<td>22% (255)</td>
<td>37% (430)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

The DC Extended Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (393)</td>
<td>26% (569)</td>
<td>20% (433)</td>
<td>37% (814)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>20% (68)</td>
<td>22% (75)</td>
<td>17% (56)</td>
<td>40% (133)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>19% (105)</td>
<td>30% (169)</td>
<td>18% (100)</td>
<td>33% (182)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>19% (69)</td>
<td>31% (112)</td>
<td>21% (75)</td>
<td>29% (106)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>15% (120)</td>
<td>23% (187)</td>
<td>22% (180)</td>
<td>40% (324)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>20% (184)</td>
<td>26% (238)</td>
<td>19% (169)</td>
<td>35% (321)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>16% (191)</td>
<td>26% (303)</td>
<td>21% (252)</td>
<td>37% (433)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>21% (82)</td>
<td>24% (93)</td>
<td>17% (67)</td>
<td>38% (148)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (102)</td>
<td>28% (146)</td>
<td>20% (103)</td>
<td>33% (173)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>20% (59)</td>
<td>32% (99)</td>
<td>19% (57)</td>
<td>29% (89)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>15% (132)</td>
<td>23% (205)</td>
<td>22% (195)</td>
<td>39% (345)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (176)</td>
<td>26% (230)</td>
<td>19% (170)</td>
<td>34% (296)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>13% (43)</td>
<td>23% (74)</td>
<td>22% (73)</td>
<td>42% (136)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>19% (42)</td>
<td>26% (57)</td>
<td>19% (41)</td>
<td>37% (82)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>6% (14)</td>
<td>24% (53)</td>
<td>23% (51)</td>
<td>47% (105)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>16% (24)</td>
<td>35% (50)</td>
<td>23% (32)</td>
<td>26% (38)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>26% (28)</td>
<td>24% (27)</td>
<td>13% (15)</td>
<td>37% (40)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>23% (41)</td>
<td>28% (51)</td>
<td>15% (27)</td>
<td>35% (63)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>19% (26)</td>
<td>22% (29)</td>
<td>18% (24)</td>
<td>41% (54)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>18% (164)</td>
<td>28% (247)</td>
<td>18% (156)</td>
<td>36% (320)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>15% (116)</td>
<td>24% (181)</td>
<td>23% (179)</td>
<td>38% (286)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>13% (12)</td>
<td>28% (27)</td>
<td>24% (24)</td>
<td>35% (34)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>22% (101)</td>
<td>25% (115)</td>
<td>16% (75)</td>
<td>37% (174)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>20% (145)</td>
<td>24% (178)</td>
<td>18% (128)</td>
<td>38% (275)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>14% (85)</td>
<td>23% (143)</td>
<td>25% (156)</td>
<td>38% (241)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>14% (9)</td>
<td>29% (18)</td>
<td>23% (14)</td>
<td>34% (21)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>18% (119)</td>
<td>25% (171)</td>
<td>19% (127)</td>
<td>38% (254)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>15% (101)</td>
<td>22% (149)</td>
<td>22% (151)</td>
<td>41% (281)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>13% (15)</td>
<td>24% (27)</td>
<td>25% (27)</td>
<td>38% (41)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>21% (156)</td>
<td>30% (223)</td>
<td>17% (129)</td>
<td>32% (237)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? The DC Extended Universe

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (393)</td>
<td>26% (569)</td>
<td>20% (433)</td>
<td>37% (814)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>16% (192)</td>
<td>25% (306)</td>
<td>20% (251)</td>
<td>40% (489)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>21% (201)</td>
<td>27% (264)</td>
<td>19% (183)</td>
<td>33% (325)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>15% (57)</td>
<td>28% (110)</td>
<td>17% (66)</td>
<td>41% (162)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>16% (73)</td>
<td>23% (106)</td>
<td>24% (109)</td>
<td>38% (176)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>19% (160)</td>
<td>25% (209)</td>
<td>20% (168)</td>
<td>35% (290)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>20% (102)</td>
<td>27% (143)</td>
<td>17% (90)</td>
<td>36% (186)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>25% (290)</td>
<td>31% (357)</td>
<td>20% (228)</td>
<td>24% (277)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>22% (253)</td>
<td>28% (315)</td>
<td>21% (243)</td>
<td>29% (329)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (60)</td>
<td>30% (115)</td>
<td>19% (73)</td>
<td>35% (133)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG2_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Pirates of the Caribbean

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (534)</td>
<td>29% (651)</td>
<td>20% (442)</td>
<td>26% (583)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>24% (260)</td>
<td>32% (336)</td>
<td>20% (214)</td>
<td>24% (256)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>24% (274)</td>
<td>27% (314)</td>
<td>20% (228)</td>
<td>29% (327)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>34% (223)</td>
<td>29% (189)</td>
<td>16% (104)</td>
<td>22% (142)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>27% (96)</td>
<td>34% (121)</td>
<td>19% (67)</td>
<td>21% (74)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>22% (166)</td>
<td>30% (224)</td>
<td>21% (158)</td>
<td>26% (206)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (49)</td>
<td>26% (116)</td>
<td>26% (112)</td>
<td>37% (161)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>30% (86)</td>
<td>30% (86)</td>
<td>14% (39)</td>
<td>27% (76)</td>
<td>287</td>
</tr>
<tr>
<td>Milennials: 1981-1996</td>
<td>33% (207)</td>
<td>30% (185)</td>
<td>18% (114)</td>
<td>18% (113)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>23% (130)</td>
<td>30% (169)</td>
<td>21% (115)</td>
<td>26% (145)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>16% (109)</td>
<td>29% (201)</td>
<td>23% (158)</td>
<td>32% (219)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>23% (175)</td>
<td>29% (222)</td>
<td>21% (160)</td>
<td>27% (207)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>25% (196)</td>
<td>27% (216)</td>
<td>20% (157)</td>
<td>28% (219)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>25% (164)</td>
<td>32% (212)</td>
<td>19% (125)</td>
<td>24% (157)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>27% (94)</td>
<td>33% (117)</td>
<td>18% (63)</td>
<td>21% (75)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>19% (80)</td>
<td>25% (106)</td>
<td>23% (97)</td>
<td>32% (133)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>22% (89)</td>
<td>29% (144)</td>
<td>22% (88)</td>
<td>27% (105)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>27% (107)</td>
<td>26% (102)</td>
<td>18% (69)</td>
<td>29% (114)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>24% (78)</td>
<td>33% (105)</td>
<td>20% (63)</td>
<td>24% (77)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>26% (86)</td>
<td>32% (107)</td>
<td>18% (61)</td>
<td>24% (80)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>23% (142)</td>
<td>29% (176)</td>
<td>22% (133)</td>
<td>26% (156)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>23% (140)</td>
<td>31% (188)</td>
<td>20% (122)</td>
<td>25% (149)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>23% (169)</td>
<td>30% (216)</td>
<td>21% (156)</td>
<td>26% (189)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>26% (398)</td>
<td>29% (438)</td>
<td>18% (273)</td>
<td>27% (411)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>21% (95)</td>
<td>31% (137)</td>
<td>23% (104)</td>
<td>25% (111)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>17% (42)</td>
<td>31% (76)</td>
<td>27% (65)</td>
<td>25% (62)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>26% (301)</td>
<td>29% (336)</td>
<td>19% (223)</td>
<td>27% (314)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>23% (162)</td>
<td>30% (215)</td>
<td>21% (147)</td>
<td>26% (188)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>22% (71)</td>
<td>31% (100)</td>
<td>22% (72)</td>
<td>25% (81)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>24% (414)</td>
<td>30% (517)</td>
<td>21% (357)</td>
<td>26% (442)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>27% (93)</td>
<td>34% (120)</td>
<td>19% (67)</td>
<td>20% (71)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Pirates of the Caribbean

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (534)</td>
<td>29% (651)</td>
<td>20% (442)</td>
<td>26% (583)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>22% (60)</td>
<td>25% (69)</td>
<td>19% (52)</td>
<td>34% (94)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>30% (61)</td>
<td>32% (65)</td>
<td>16% (33)</td>
<td>23% (47)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>21% (201)</td>
<td>31% (298)</td>
<td>22% (210)</td>
<td>25% (241)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>30% (34)</td>
<td>25% (28)</td>
<td>19% (21)</td>
<td>26% (29)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>28% (27)</td>
<td>24% (23)</td>
<td>20% (19)</td>
<td>29% (28)</td>
<td>96</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>22% (69)</td>
<td>29% (189)</td>
<td>20% (131)</td>
<td>29% (189)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>31% (121)</td>
<td>29% (112)</td>
<td>16% (61)</td>
<td>25% (96)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (39)</td>
<td>25% (31)</td>
<td>20% (26)</td>
<td>25% (32)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>26% (137)</td>
<td>30% (157)</td>
<td>17% (90)</td>
<td>27% (144)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>23% (177)</td>
<td>31% (245)</td>
<td>22% (175)</td>
<td>23% (183)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>26% (141)</td>
<td>25% (139)</td>
<td>19% (104)</td>
<td>30% (164)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>22% (242)</td>
<td>32% (349)</td>
<td>20% (218)</td>
<td>25% (274)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>26% (151)</td>
<td>28% (162)</td>
<td>21% (121)</td>
<td>25% (145)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>24% (173)</td>
<td>33% (240)</td>
<td>21% (151)</td>
<td>21% (154)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>22% (27)</td>
<td>30% (37)</td>
<td>21% (26)</td>
<td>26% (32)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>31% (66)</td>
<td>31% (66)</td>
<td>20% (41)</td>
<td>18% (37)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>31% (46)</td>
<td>24% (36)</td>
<td>15% (23)</td>
<td>30% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>33% (31)</td>
<td>22% (21)</td>
<td>14% (13)</td>
<td>31% (29)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>11% (54)</td>
<td>27% (131)</td>
<td>24% (114)</td>
<td>37% (179)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>30% (79)</td>
<td>27% (71)</td>
<td>18% (48)</td>
<td>26% (69)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>34% (58)</td>
<td>28% (49)</td>
<td>15% (25)</td>
<td>23% (39)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>26% (85)</td>
<td>29% (95)</td>
<td>20% (65)</td>
<td>26% (87)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (449)</td>
<td>30% (556)</td>
<td>20% (376)</td>
<td>26% (497)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>26% (185)</td>
<td>29% (206)</td>
<td>20% (145)</td>
<td>25% (177)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>23% (349)</td>
<td>30% (444)</td>
<td>20% (297)</td>
<td>27% (407)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>24% (214)</td>
<td>28% (251)</td>
<td>22% (198)</td>
<td>25% (226)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>24% (282)</td>
<td>30% (353)</td>
<td>19% (218)</td>
<td>27% (320)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Pirates of the Caribbean

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (534)</td>
<td>29% (651)</td>
<td>20% (442)</td>
<td>26% (583)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>26% (87)</td>
<td>23% (77)</td>
<td>20% (68)</td>
<td>30% (101)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>23% (127)</td>
<td>31% (174)</td>
<td>23% (130)</td>
<td>23% (125)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>23% (84)</td>
<td>37% (132)</td>
<td>15% (55)</td>
<td>25% (91)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>24% (198)</td>
<td>27% (220)</td>
<td>20% (163)</td>
<td>28% (229)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>24% (221)</td>
<td>28% (254)</td>
<td>23% (206)</td>
<td>25% (231)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>25% (292)</td>
<td>30% (358)</td>
<td>18% (217)</td>
<td>27% (313)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>27% (106)</td>
<td>26% (102)</td>
<td>19% (76)</td>
<td>27% (106)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>22% (116)</td>
<td>29% (152)</td>
<td>25% (130)</td>
<td>24% (126)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>24% (73)</td>
<td>37% (112)</td>
<td>14% (42)</td>
<td>25% (77)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>25% (219)</td>
<td>28% (246)</td>
<td>20% (175)</td>
<td>27% (236)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>24% (208)</td>
<td>31% (274)</td>
<td>22% (196)</td>
<td>22% (193)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>24% (79)</td>
<td>27% (89)</td>
<td>21% (68)</td>
<td>27% (89)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>19% (41)</td>
<td>29% (65)</td>
<td>19% (42)</td>
<td>33% (74)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>22% (48)</td>
<td>27% (60)</td>
<td>19% (42)</td>
<td>33% (73)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>27% (38)</td>
<td>31% (44)</td>
<td>22% (31)</td>
<td>21% (30)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>27% (30)</td>
<td>28% (31)</td>
<td>13% (14)</td>
<td>32% (34)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>28% (52)</td>
<td>28% (51)</td>
<td>20% (36)</td>
<td>24% (44)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>29% (38)</td>
<td>28% (37)</td>
<td>10% (13)</td>
<td>34% (45)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>21% (187)</td>
<td>29% (261)</td>
<td>23% (202)</td>
<td>27% (237)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>24% (185)</td>
<td>29% (223)</td>
<td>20% (152)</td>
<td>27% (202)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>21% (20)</td>
<td>31% (30)</td>
<td>20% (20)</td>
<td>28% (27)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>31% (142)</td>
<td>29% (136)</td>
<td>15% (68)</td>
<td>25% (117)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>22% (157)</td>
<td>30% (216)</td>
<td>23% (164)</td>
<td>26% (190)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>21% (133)</td>
<td>30% (187)</td>
<td>21% (132)</td>
<td>28% (174)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>20% (12)</td>
<td>29% (18)</td>
<td>27% (16)</td>
<td>25% (15)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>20% (137)</td>
<td>31% (205)</td>
<td>23% (156)</td>
<td>26% (172)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>23% (154)</td>
<td>29% (199)</td>
<td>21% (143)</td>
<td>27% (186)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>11% (13)</td>
<td>34% (37)</td>
<td>25% (27)</td>
<td>30% (33)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>31% (229)</td>
<td>28% (210)</td>
<td>16% (116)</td>
<td>26% (192)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

<table>
<thead>
<tr>
<th>Pirates of the Caribbean</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (534)</td>
<td>29% (651)</td>
<td>20% (442)</td>
<td>26% (583)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>21% (254)</td>
<td>30% (370)</td>
<td>23% (284)</td>
<td>27% (330)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>29% (280)</td>
<td>29% (281)</td>
<td>16% (158)</td>
<td>26% (254)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>21% (81)</td>
<td>31% (121)</td>
<td>21% (85)</td>
<td>27% (108)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>22% (101)</td>
<td>30% (141)</td>
<td>18% (85)</td>
<td>30% (137)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>25% (210)</td>
<td>28% (235)</td>
<td>21% (172)</td>
<td>25% (211)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (141)</td>
<td>29% (154)</td>
<td>19% (100)</td>
<td>24% (127)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>36% (412)</td>
<td>32% (371)</td>
<td>19% (221)</td>
<td>13% (149)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>30% (346)</td>
<td>32% (368)</td>
<td>21% (240)</td>
<td>16% (184)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>22% (85)</td>
<td>26% (99)</td>
<td>21% (79)</td>
<td>31% (118)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG2_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*James Bond*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (475)</td>
<td>33% (728)</td>
<td>20% (442)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>27% (287)</td>
<td>39% (420)</td>
<td>18% (197)</td>
<td>15% (162)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>16% (187)</td>
<td>27% (308)</td>
<td>21% (245)</td>
<td>35% (403)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>15% (101)</td>
<td>29% (191)</td>
<td>25% (162)</td>
<td>31% (203)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>25% (89)</td>
<td>30% (106)</td>
<td>18% (64)</td>
<td>28% (100)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>25% (185)</td>
<td>35% (266)</td>
<td>18% (139)</td>
<td>22% (163)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>23% (99)</td>
<td>37% (164)</td>
<td>17% (76)</td>
<td>23% (100)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>10% (29)</td>
<td>25% (73)</td>
<td>27% (77)</td>
<td>38% (108)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>21% (131)</td>
<td>30% (188)</td>
<td>22% (133)</td>
<td>27% (165)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>24% (134)</td>
<td>35% (197)</td>
<td>20% (110)</td>
<td>21% (118)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>25% (171)</td>
<td>36% (245)</td>
<td>17% (115)</td>
<td>23% (156)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>25% (188)</td>
<td>31% (240)</td>
<td>18% (141)</td>
<td>26% (196)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>17% (138)</td>
<td>35% (273)</td>
<td>19% (153)</td>
<td>28% (224)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>23% (149)</td>
<td>33% (214)</td>
<td>22% (148)</td>
<td>22% (146)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>30% (103)</td>
<td>40% (139)</td>
<td>17% (60)</td>
<td>13% (46)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>20% (84)</td>
<td>24% (101)</td>
<td>19% (81)</td>
<td>36% (149)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>22% (89)</td>
<td>40% (159)</td>
<td>19% (73)</td>
<td>19% (75)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>13% (49)</td>
<td>29% (115)</td>
<td>20% (80)</td>
<td>38% (149)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>30% (96)</td>
<td>38% (122)</td>
<td>20% (64)</td>
<td>13% (41)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>16% (54)</td>
<td>27% (92)</td>
<td>25% (84)</td>
<td>31% (105)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>21% (129)</td>
<td>29% (178)</td>
<td>22% (136)</td>
<td>27% (166)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>23% (136)</td>
<td>38% (227)</td>
<td>18% (110)</td>
<td>21% (126)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>23% (171)</td>
<td>35% (255)</td>
<td>21% (150)</td>
<td>21% (155)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>19% (290)</td>
<td>33% (503)</td>
<td>20% (304)</td>
<td>28% (422)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>27% (119)</td>
<td>32% (143)</td>
<td>20% (90)</td>
<td>21% (94)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>27% (65)</td>
<td>33% (82)</td>
<td>20% (48)</td>
<td>20% (50)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>20% (234)</td>
<td>32% (372)</td>
<td>19% (224)</td>
<td>29% (344)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>22% (157)</td>
<td>34% (243)</td>
<td>21% (151)</td>
<td>22% (160)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>26% (83)</td>
<td>35% (112)</td>
<td>21% (67)</td>
<td>19% (61)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>20% (351)</td>
<td>34% (582)</td>
<td>20% (344)</td>
<td>26% (453)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>19% (68)</td>
<td>36% (125)</td>
<td>23% (80)</td>
<td>22% (77)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (475)</td>
<td>33% (728)</td>
<td>20% (442)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>28% (76)</td>
<td>31% (86)</td>
<td>21% (57)</td>
<td>21% (57)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>23% (47)</td>
<td>29% (60)</td>
<td>20% (42)</td>
<td>27% (56)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>24% (232)</td>
<td>33% (310)</td>
<td>20% (189)</td>
<td>23% (220)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (37)</td>
<td>40% (45)</td>
<td>11% (12)</td>
<td>16% (18)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>20% (20)</td>
<td>30% (28)</td>
<td>26% (25)</td>
<td>24% (23)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>16% (104)</td>
<td>33% (221)</td>
<td>21% (138)</td>
<td>30% (198)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>21% (82)</td>
<td>32% (123)</td>
<td>20% (78)</td>
<td>27% (107)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>32% (42)</td>
<td>37% (47)</td>
<td>12% (16)</td>
<td>18% (24)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>27% (140)</td>
<td>32% (169)</td>
<td>17% (90)</td>
<td>24% (129)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>21% (167)</td>
<td>33% (257)</td>
<td>22% (172)</td>
<td>24% (184)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>22% (120)</td>
<td>33% (178)</td>
<td>19% (106)</td>
<td>26% (144)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>24% (260)</td>
<td>32% (348)</td>
<td>20% (214)</td>
<td>24% (262)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>16% (95)</td>
<td>35% (201)</td>
<td>21% (123)</td>
<td>28% (160)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>23% (166)</td>
<td>33% (241)</td>
<td>21% (154)</td>
<td>22% (159)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>19% (23)</td>
<td>27% (33)</td>
<td>26% (31)</td>
<td>28% (34)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>31% (66)</td>
<td>29% (62)</td>
<td>18% (37)</td>
<td>22% (46)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>22% (33)</td>
<td>23% (35)</td>
<td>26% (39)</td>
<td>28% (42)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>13% (12)</td>
<td>27% (26)</td>
<td>22% (21)</td>
<td>38% (36)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>21% (99)</td>
<td>38% (181)</td>
<td>18% (85)</td>
<td>24% (114)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>19% (50)</td>
<td>35% (92)</td>
<td>15% (40)</td>
<td>32% (84)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>15% (26)</td>
<td>34% (58)</td>
<td>21% (36)</td>
<td>30% (52)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>24% (80)</td>
<td>37% (123)</td>
<td>19% (64)</td>
<td>20% (65)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>21% (395)</td>
<td>32% (605)</td>
<td>20% (378)</td>
<td>27% (501)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>25% (177)</td>
<td>33% (233)</td>
<td>19% (134)</td>
<td>24% (169)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>20% (298)</td>
<td>33% (494)</td>
<td>21% (308)</td>
<td>27% (397)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>26% (227)</td>
<td>31% (278)</td>
<td>19% (169)</td>
<td>24% (215)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>20% (233)</td>
<td>34% (398)</td>
<td>21% (241)</td>
<td>26% (301)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*James Bond*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (475)</td>
<td>33% (728)</td>
<td>20% (442)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>33% (111)</td>
<td>30% (100)</td>
<td>14% (48)</td>
<td>22% (74)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>21% (116)</td>
<td>32% (178)</td>
<td>22% (121)</td>
<td>25% (141)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>17% (61)</td>
<td>38% (137)</td>
<td>19% (67)</td>
<td>27% (98)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>21% (172)</td>
<td>32% (261)</td>
<td>21% (173)</td>
<td>25% (204)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>25% (231)</td>
<td>31% (281)</td>
<td>20% (181)</td>
<td>24% (220)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>19% (229)</td>
<td>35% (408)</td>
<td>21% (244)</td>
<td>25% (298)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>34% (131)</td>
<td>29% (112)</td>
<td>15% (58)</td>
<td>23% (88)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (99)</td>
<td>32% (169)</td>
<td>23% (122)</td>
<td>25% (132)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>15% (46)</td>
<td>36% (110)</td>
<td>21% (65)</td>
<td>27% (83)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (184)</td>
<td>34% (298)</td>
<td>20% (179)</td>
<td>25% (215)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (173)</td>
<td>35% (308)</td>
<td>20% (176)</td>
<td>25% (214)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>22% (72)</td>
<td>37% (119)</td>
<td>22% (71)</td>
<td>19% (63)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>25% (55)</td>
<td>24% (54)</td>
<td>24% (53)</td>
<td>27% (60)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>27% (60)</td>
<td>32% (72)</td>
<td>11% (25)</td>
<td>29% (66)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>16% (24)</td>
<td>33% (47)</td>
<td>25% (35)</td>
<td>26% (37)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>19% (21)</td>
<td>28% (30)</td>
<td>23% (25)</td>
<td>30% (32)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>25% (46)</td>
<td>31% (57)</td>
<td>21% (38)</td>
<td>23% (42)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>18% (24)</td>
<td>31% (41)</td>
<td>14% (18)</td>
<td>38% (51)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>24% (210)</td>
<td>31% (272)</td>
<td>20% (179)</td>
<td>25% (226)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>23% (172)</td>
<td>35% (270)</td>
<td>20% (153)</td>
<td>22% (167)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>17% (17)</td>
<td>37% (36)</td>
<td>18% (17)</td>
<td>28% (27)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>16% (76)</td>
<td>32% (149)</td>
<td>20% (93)</td>
<td>31% (146)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>25% (179)</td>
<td>32% (234)</td>
<td>19% (140)</td>
<td>24% (174)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>23% (142)</td>
<td>36% (225)</td>
<td>21% (130)</td>
<td>21% (129)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>16% (10)</td>
<td>28% (17)</td>
<td>32% (20)</td>
<td>23% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>26% (174)</td>
<td>32% (215)</td>
<td>18% (124)</td>
<td>23% (157)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>24% (164)</td>
<td>35% (241)</td>
<td>20% (133)</td>
<td>21% (144)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>13% (14)</td>
<td>38% (41)</td>
<td>28% (30)</td>
<td>22% (24)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>16% (123)</td>
<td>31% (230)</td>
<td>21% (155)</td>
<td>32% (239)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? James Bond

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (475)</td>
<td>33% (728)</td>
<td>20% (442)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>25% (304)</td>
<td>36% (441)</td>
<td>19% (230)</td>
<td>21% (264)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>18% (171)</td>
<td>30% (287)</td>
<td>22% (212)</td>
<td>31% (302)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>20% (78)</td>
<td>34% (135)</td>
<td>21% (81)</td>
<td>26% (101)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>20% (91)</td>
<td>30% (140)</td>
<td>22% (103)</td>
<td>28% (130)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>20% (163)</td>
<td>34% (281)</td>
<td>20% (166)</td>
<td>26% (218)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (143)</td>
<td>33% (171)</td>
<td>17% (91)</td>
<td>22% (117)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>27% (309)</td>
<td>33% (385)</td>
<td>20% (236)</td>
<td>19% (222)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>26% (295)</td>
<td>34% (386)</td>
<td>21% (237)</td>
<td>19% (221)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>20% (76)</td>
<td>30% (115)</td>
<td>23% (88)</td>
<td>27% (102)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNP2_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
Mission: Impossible

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>16% (365)</td>
<td>28% (624)</td>
<td>23% (513)</td>
<td>32% (709)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>19% (202)</td>
<td>33% (353)</td>
<td>24% (259)</td>
<td>24% (252)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>14% (163)</td>
<td>24% (270)</td>
<td>22% (253)</td>
<td>40% (457)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>16% (102)</td>
<td>25% (163)</td>
<td>25% (164)</td>
<td>35% (228)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>18% (66)</td>
<td>29% (104)</td>
<td>23% (84)</td>
<td>30% (106)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>17% (129)</td>
<td>29% (222)</td>
<td>22% (167)</td>
<td>31% (237)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>16% (68)</td>
<td>31% (135)</td>
<td>22% (98)</td>
<td>31% (137)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>16% (46)</td>
<td>24% (69)</td>
<td>25% (71)</td>
<td>35% (100)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>16% (98)</td>
<td>26% (163)</td>
<td>24% (150)</td>
<td>34% (207)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>18% (100)</td>
<td>30% (170)</td>
<td>23% (128)</td>
<td>29% (160)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>17% (114)</td>
<td>30% (209)</td>
<td>22% (152)</td>
<td>31% (211)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>20% (156)</td>
<td>27% (209)</td>
<td>23% (173)</td>
<td>30% (227)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>12% (95)</td>
<td>29% (228)</td>
<td>24% (186)</td>
<td>35% (279)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (113)</td>
<td>28% (187)</td>
<td>23% (154)</td>
<td>31% (203)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>23% (81)</td>
<td>31% (107)</td>
<td>27% (94)</td>
<td>19% (66)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (75)</td>
<td>24% (102)</td>
<td>19% (78)</td>
<td>39% (161)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>14% (55)</td>
<td>33% (130)</td>
<td>23% (92)</td>
<td>30% (118)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>10% (40)</td>
<td>25% (97)</td>
<td>24% (94)</td>
<td>41% (161)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>20% (66)</td>
<td>36% (116)</td>
<td>22% (72)</td>
<td>21% (69)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>14% (48)</td>
<td>21% (71)</td>
<td>24% (81)</td>
<td>40% (134)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>17% (104)</td>
<td>26% (158)</td>
<td>26% (155)</td>
<td>31% (192)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>18% (106)</td>
<td>29% (174)</td>
<td>26% (154)</td>
<td>27% (165)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>17% (124)</td>
<td>31% (224)</td>
<td>21% (150)</td>
<td>32% (233)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>16% (248)</td>
<td>27% (416)</td>
<td>23% (348)</td>
<td>33% (507)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>17% (74)</td>
<td>30% (136)</td>
<td>23% (103)</td>
<td>30% (133)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>18% (43)</td>
<td>29% (72)</td>
<td>25% (62)</td>
<td>28% (69)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>15% (179)</td>
<td>27% (318)</td>
<td>24% (280)</td>
<td>34% (397)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>18% (127)</td>
<td>28% (196)</td>
<td>24% (171)</td>
<td>31% (218)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>18% (58)</td>
<td>34% (110)</td>
<td>19% (61)</td>
<td>29% (94)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>15% (256)</td>
<td>27% (475)</td>
<td>24% (408)</td>
<td>34% (590)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>19% (68)</td>
<td>32% (112)</td>
<td>23% (82)</td>
<td>25% (88)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG2_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  
**Mission: Impossible**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>16% (365)</td>
<td>28% (624)</td>
<td>23% (513)</td>
<td>32% (709)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>28% (77)</td>
<td>30% (83)</td>
<td>21% (57)</td>
<td>22% (59)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>15% (32)</td>
<td>32% (66)</td>
<td>23% (48)</td>
<td>29% (59)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (164)</td>
<td>30% (286)</td>
<td>23% (221)</td>
<td>29% (280)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (36)</td>
<td>30% (33)</td>
<td>19% (21)</td>
<td>19% (21)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>11% (10)</td>
<td>24% (23)</td>
<td>29% (28)</td>
<td>36% (34)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>12% (77)</td>
<td>26% (171)</td>
<td>25% (162)</td>
<td>38% (251)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>20% (78)</td>
<td>28% (110)</td>
<td>21% (80)</td>
<td>31% (122)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (39)</td>
<td>27% (34)</td>
<td>20% (26)</td>
<td>22% (28)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>22% (115)</td>
<td>29% (151)</td>
<td>20% (108)</td>
<td>29% (153)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>15% (117)</td>
<td>31% (243)</td>
<td>23% (183)</td>
<td>30% (237)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>20% (110)</td>
<td>29% (158)</td>
<td>20% (109)</td>
<td>31% (171)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>17% (180)</td>
<td>28% (308)</td>
<td>23% (248)</td>
<td>32% (346)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>13% (74)</td>
<td>27% (158)</td>
<td>27% (156)</td>
<td>33% (192)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>19% (135)</td>
<td>30% (218)</td>
<td>23% (166)</td>
<td>28% (200)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>16% (19)</td>
<td>24% (29)</td>
<td>23% (28)</td>
<td>37% (45)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>19% (41)</td>
<td>30% (63)</td>
<td>25% (53)</td>
<td>26% (54)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (20)</td>
<td>24% (36)</td>
<td>19% (28)</td>
<td>44% (66)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>23% (22)</td>
<td>18% (17)</td>
<td>24% (23)</td>
<td>34% (33)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (67)</td>
<td>28% (135)</td>
<td>23% (108)</td>
<td>35% (169)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>15% (39)</td>
<td>27% (72)</td>
<td>24% (64)</td>
<td>34% (91)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>13% (23)</td>
<td>32% (54)</td>
<td>25% (43)</td>
<td>30% (52)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (64)</td>
<td>30% (101)</td>
<td>21% (71)</td>
<td>29% (96)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>16% (301)</td>
<td>28% (523)</td>
<td>24% (442)</td>
<td>33% (613)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>20% (141)</td>
<td>30% (211)</td>
<td>21% (148)</td>
<td>30% (212)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>15% (224)</td>
<td>28% (412)</td>
<td>24% (365)</td>
<td>33% (497)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>20% (176)</td>
<td>27% (237)</td>
<td>22% (194)</td>
<td>32% (282)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>14% (170)</td>
<td>30% (348)</td>
<td>24% (287)</td>
<td>31% (367)</td>
<td>1172</td>
</tr>
</tbody>
</table>

*Continued on next page*
Table EAKNPG2_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Mission: Impossible

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>16% (365)</td>
<td>28% (624)</td>
<td>23% (513)</td>
<td>32% (709)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>24% (81)</td>
<td>26% (88)</td>
<td>19% (63)</td>
<td>30% (101)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>17% (95)</td>
<td>27% (149)</td>
<td>24% (131)</td>
<td>33% (181)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>14% (49)</td>
<td>36% (130)</td>
<td>22% (80)</td>
<td>28% (103)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>15% (120)</td>
<td>27% (218)</td>
<td>26% (207)</td>
<td>33% (264)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>20% (185)</td>
<td>26% (239)</td>
<td>22% (201)</td>
<td>31% (286)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>14% (167)</td>
<td>30% (352)</td>
<td>25% (292)</td>
<td>31% (369)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>24% (94)</td>
<td>25% (97)</td>
<td>22% (84)</td>
<td>29% (114)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>18% (92)</td>
<td>27% (142)</td>
<td>22% (117)</td>
<td>33% (173)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>11% (34)</td>
<td>31% (93)</td>
<td>29% (88)</td>
<td>29% (89)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>15% (133)</td>
<td>30% (259)</td>
<td>23% (204)</td>
<td>32% (280)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>16% (137)</td>
<td>30% (261)</td>
<td>24% (209)</td>
<td>30% (265)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>16% (52)</td>
<td>32% (103)</td>
<td>23% (76)</td>
<td>29% (94)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>19% (43)</td>
<td>23% (51)</td>
<td>23% (52)</td>
<td>35% (77)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>17% (38)</td>
<td>29% (65)</td>
<td>20% (45)</td>
<td>33% (75)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>19% (27)</td>
<td>29% (42)</td>
<td>15% (22)</td>
<td>37% (53)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>19% (20)</td>
<td>21% (23)</td>
<td>27% (30)</td>
<td>33% (36)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>17% (31)</td>
<td>25% (46)</td>
<td>31% (57)</td>
<td>27% (49)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (16)</td>
<td>26% (34)</td>
<td>17% (22)</td>
<td>46% (61)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>19% (170)</td>
<td>27% (241)</td>
<td>23% (208)</td>
<td>30% (269)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>16% (122)</td>
<td>31% (236)</td>
<td>23% (172)</td>
<td>30% (232)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>12% (11)</td>
<td>33% (32)</td>
<td>28% (27)</td>
<td>27% (27)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>13% (62)</td>
<td>25% (114)</td>
<td>23% (106)</td>
<td>39% (181)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>18% (128)</td>
<td>29% (213)</td>
<td>23% (170)</td>
<td>30% (215)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>17% (106)</td>
<td>31% (194)</td>
<td>24% (152)</td>
<td>28% (173)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>8% (5)</td>
<td>30% (18)</td>
<td>31% (19)</td>
<td>32% (19)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>18% (123)</td>
<td>29% (193)</td>
<td>24% (161)</td>
<td>29% (193)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>16% (112)</td>
<td>32% (216)</td>
<td>22% (152)</td>
<td>30% (202)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>33% (36)</td>
<td>28% (31)</td>
<td>31% (34)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>16% (119)</td>
<td>24% (179)</td>
<td>22% (168)</td>
<td>38% (281)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Mission: Impossible

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>16% (365)</td>
<td>28% (624)</td>
<td>23% (513)</td>
<td>32% (709)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>18% (221)</td>
<td>31% (381)</td>
<td>23% (288)</td>
<td>28% (348)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>15% (144)</td>
<td>25% (243)</td>
<td>23% (225)</td>
<td>37% (361)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>16% (62)</td>
<td>28% (111)</td>
<td>23% (89)</td>
<td>34% (133)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>15% (71)</td>
<td>27% (125)</td>
<td>26% (120)</td>
<td>32% (149)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>16% (134)</td>
<td>26% (212)</td>
<td>24% (201)</td>
<td>34% (281)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>19% (98)</td>
<td>34% (175)</td>
<td>20% (103)</td>
<td>28% (146)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>21% (245)</td>
<td>28% (323)</td>
<td>24% (279)</td>
<td>26% (304)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>20% (222)</td>
<td>32% (363)</td>
<td>24% (274)</td>
<td>25% (280)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>12% (47)</td>
<td>20% (75)</td>
<td>28% (106)</td>
<td>40% (153)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNP2G12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Legendary's MonsterVerse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Female</td>
<td>6% (142)</td>
<td>14% (317)</td>
<td>22% (488)</td>
<td>57% (1263)</td>
<td>2210</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age: 35-44</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age: 65+</td>
<td>2% (9)</td>
<td>5% (21)</td>
<td>24% (103)</td>
<td>69% (304)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pid: Dem (no lean)</td>
<td>8% (61)</td>
<td>15% (116)</td>
<td>22% (169)</td>
<td>55% (160)</td>
<td>659</td>
</tr>
<tr>
<td>Pid: Ind (no lean)</td>
<td>7% (52)</td>
<td>16% (123)</td>
<td>20% (159)</td>
<td>58% (130)</td>
<td>378</td>
</tr>
<tr>
<td>Pid: Rep (no lean)</td>
<td>4% (29)</td>
<td>12% (78)</td>
<td>24% (160)</td>
<td>59% (90)</td>
<td>657</td>
</tr>
<tr>
<td>Pid/Gender: Dem Men</td>
<td>12% (42)</td>
<td>20% (71)</td>
<td>20% (71)</td>
<td>47% (164)</td>
<td>348</td>
</tr>
<tr>
<td>Pid/Gender: Dem Women</td>
<td>4% (19)</td>
<td>11% (45)</td>
<td>24% (99)</td>
<td>61% (254)</td>
<td>416</td>
</tr>
<tr>
<td>Pid/Gender: Ind Men</td>
<td>8% (33)</td>
<td>15% (59)</td>
<td>25% (98)</td>
<td>52% (206)</td>
<td>396</td>
</tr>
<tr>
<td>Pid/Gender: Ind Women</td>
<td>5% (19)</td>
<td>16% (64)</td>
<td>16% (61)</td>
<td>63% (248)</td>
<td>393</td>
</tr>
<tr>
<td>Pid/Gender: Rep Men</td>
<td>6% (20)</td>
<td>14% (46)</td>
<td>28% (92)</td>
<td>51% (164)</td>
<td>323</td>
</tr>
<tr>
<td>Pid/Gender: Rep Women</td>
<td>3% (9)</td>
<td>10% (32)</td>
<td>20% (68)</td>
<td>67% (226)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>5% (33)</td>
<td>16% (98)</td>
<td>22% (136)</td>
<td>56% (342)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>7% (45)</td>
<td>17% (99)</td>
<td>22% (134)</td>
<td>54% (321)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>7% (48)</td>
<td>11% (83)</td>
<td>23% (170)</td>
<td>59% (430)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>7% (110)</td>
<td>15% (229)</td>
<td>22% (330)</td>
<td>56% (850)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>4% (20)</td>
<td>14% (61)</td>
<td>24% (106)</td>
<td>58% (259)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>5% (12)</td>
<td>11% (28)</td>
<td>21% (53)</td>
<td>62% (153)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>6% (72)</td>
<td>16% (182)</td>
<td>22% (258)</td>
<td>56% (662)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>8% (56)</td>
<td>14% (98)</td>
<td>22% (154)</td>
<td>57% (404)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>4% (14)</td>
<td>11% (37)</td>
<td>24% (76)</td>
<td>61% (197)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>6% (97)</td>
<td>13% (219)</td>
<td>22% (382)</td>
<td>60% (1032)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>12% (41)</td>
<td>23% (79)</td>
<td>21% (73)</td>
<td>45% (158)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Legendary's MonsterVerse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (142)</td>
<td>14% (317)</td>
<td>22% (488)</td>
<td>57% (1263)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>10% (28)</td>
<td>22% (62)</td>
<td>18% (51)</td>
<td>49% (135)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>8% (17)</td>
<td>18% (37)</td>
<td>27% (55)</td>
<td>47% (96)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>6% (53)</td>
<td>13% (122)</td>
<td>23% (219)</td>
<td>59% (557)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>12% (13)</td>
<td>19% (21)</td>
<td>18% (20)</td>
<td>51% (57)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>11% (11)</td>
<td>13% (13)</td>
<td>22% (21)</td>
<td>53% (51)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>5% (34)</td>
<td>12% (82)</td>
<td>23% (151)</td>
<td>60% (394)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>8% (31)</td>
<td>20% (79)</td>
<td>19% (76)</td>
<td>52% (204)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>10% (13)</td>
<td>18% (24)</td>
<td>18% (23)</td>
<td>54% (69)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>7% (37)</td>
<td>15% (80)</td>
<td>21% (109)</td>
<td>57% (302)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>6% (47)</td>
<td>15% (119)</td>
<td>23% (177)</td>
<td>56% (436)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>8% (45)</td>
<td>18% (97)</td>
<td>19% (104)</td>
<td>55% (302)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>6% (63)</td>
<td>11% (121)</td>
<td>23% (252)</td>
<td>60% (647)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>6% (35)</td>
<td>17% (99)</td>
<td>23% (132)</td>
<td>54% (313)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>8% (61)</td>
<td>14% (102)</td>
<td>22% (156)</td>
<td>56% (400)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>4% (4)</td>
<td>14% (17)</td>
<td>22% (27)</td>
<td>60% (73)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>11% (22)</td>
<td>20% (43)</td>
<td>22% (46)</td>
<td>47% (99)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>6% (9)</td>
<td>13% (19)</td>
<td>15% (22)</td>
<td>66% (99)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>10% (10)</td>
<td>21% (20)</td>
<td>13% (13)</td>
<td>55% (52)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>2% (8)</td>
<td>7% (34)</td>
<td>21% (99)</td>
<td>71% (338)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>7% (18)</td>
<td>18% (49)</td>
<td>27% (72)</td>
<td>48% (128)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>6% (10)</td>
<td>20% (34)</td>
<td>31% (54)</td>
<td>43% (73)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>7% (22)</td>
<td>19% (65)</td>
<td>21% (71)</td>
<td>53% (175)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>6% (120)</td>
<td>13% (253)</td>
<td>22% (417)</td>
<td>58% (1088)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>8% (55)</td>
<td>17% (122)</td>
<td>20% (144)</td>
<td>55% (391)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>6% (87)</td>
<td>13% (195)</td>
<td>23% (344)</td>
<td>58% (871)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>6% (57)</td>
<td>15% (137)</td>
<td>21% (191)</td>
<td>57% (503)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>7% (78)</td>
<td>14% (160)</td>
<td>23% (271)</td>
<td>57% (663)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?  

*Legendary's MonsterVerse*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (142)</td>
<td>14% (317)</td>
<td>22% (488)</td>
<td>57% (1263)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>10% (34)</td>
<td>13% (44)</td>
<td>17% (58)</td>
<td>59% (197)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>4% (24)</td>
<td>17% (93)</td>
<td>24% (133)</td>
<td>55% (306)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>7% (24)</td>
<td>20% (74)</td>
<td>24% (86)</td>
<td>49% (178)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>7% (54)</td>
<td>11% (86)</td>
<td>23% (186)</td>
<td>60% (485)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>7% (59)</td>
<td>15% (139)</td>
<td>21% (189)</td>
<td>58% (525)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (79)</td>
<td>13% (156)</td>
<td>24% (278)</td>
<td>57% (667)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>10% (39)</td>
<td>13% (49)</td>
<td>18% (69)</td>
<td>60% (232)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>4% (20)</td>
<td>17% (89)</td>
<td>23% (120)</td>
<td>56% (293)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>7% (20)</td>
<td>17% (53)</td>
<td>26% (79)</td>
<td>50% (152)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (59)</td>
<td>12% (103)</td>
<td>23% (199)</td>
<td>59% (515)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>6% (54)</td>
<td>15% (131)</td>
<td>25% (216)</td>
<td>54% (470)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>5% (17)</td>
<td>12% (38)</td>
<td>23% (75)</td>
<td>60% (195)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>9% (21)</td>
<td>16% (36)</td>
<td>22% (49)</td>
<td>53% (117)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>2% (5)</td>
<td>10% (21)</td>
<td>19% (42)</td>
<td>69% (155)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>8% (11)</td>
<td>14% (20)</td>
<td>21% (30)</td>
<td>57% (82)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>10% (11)</td>
<td>9% (10)</td>
<td>13% (14)</td>
<td>67% (73)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>9% (17)</td>
<td>23% (42)</td>
<td>20% (36)</td>
<td>48% (88)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>4% (6)</td>
<td>14% (19)</td>
<td>19% (26)</td>
<td>62% (83)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>7% (58)</td>
<td>14% (127)</td>
<td>22% (199)</td>
<td>57% (502)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>6% (48)</td>
<td>11% (81)</td>
<td>23% (174)</td>
<td>60% (460)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (8)</td>
<td>17% (16)</td>
<td>24% (23)</td>
<td>51% (49)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (28)</td>
<td>20% (93)</td>
<td>20% (92)</td>
<td>54% (251)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>7% (54)</td>
<td>15% (109)</td>
<td>21% (156)</td>
<td>56% (407)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>5% (34)</td>
<td>10% (65)</td>
<td>23% (145)</td>
<td>61% (382)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>7% (5)</td>
<td>15% (9)</td>
<td>28% (17)</td>
<td>49% (30)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>7% (48)</td>
<td>15% (102)</td>
<td>23% (152)</td>
<td>55% (368)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>6% (39)</td>
<td>10% (71)</td>
<td>22% (153)</td>
<td>61% (419)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>11% (12)</td>
<td>23% (25)</td>
<td>59% (64)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>6% (47)</td>
<td>18% (133)</td>
<td>21% (158)</td>
<td>55% (408)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? **Legendary’s MonsterVerse**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (142)</td>
<td>14% (317)</td>
<td>22% (488)</td>
<td>57% (1263)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>7% (84)</td>
<td>12% (150)</td>
<td>22% (278)</td>
<td>59% (726)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>6% (58)</td>
<td>17% (167)</td>
<td>22% (210)</td>
<td>55% (536)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>5% (20)</td>
<td>12% (49)</td>
<td>24% (93)</td>
<td>59% (233)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>7% (31)</td>
<td>14% (64)</td>
<td>22% (103)</td>
<td>57% (266)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>7% (55)</td>
<td>13% (111)</td>
<td>22% (182)</td>
<td>58% (480)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>7% (36)</td>
<td>18% (93)</td>
<td>21% (110)</td>
<td>54% (283)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>10% (117)</td>
<td>20% (230)</td>
<td>24% (275)</td>
<td>46% (530)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>8% (95)</td>
<td>17% (196)</td>
<td>24% (278)</td>
<td>50% (570)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>6% (24)</td>
<td>14% (55)</td>
<td>19% (73)</td>
<td>60% (230)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG2_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
*Fast & Furious*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (472)</td>
<td>22% (481)</td>
<td>19% (429)</td>
<td>37% (828)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>22% (234)</td>
<td>24% (254)</td>
<td>21% (221)</td>
<td>33% (357)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>28% (183)</td>
<td>25% (162)</td>
<td>18% (208)</td>
<td>41% (471)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>28% (101)</td>
<td>25% (88)</td>
<td>14% (51)</td>
<td>33% (119)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>20% (153)</td>
<td>21% (158)</td>
<td>20% (152)</td>
<td>39% (291)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>8% (35)</td>
<td>16% (72)</td>
<td>23% (101)</td>
<td>53% (230)</td>
<td>438</td>
</tr>
<tr>
<td>Gender: Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>29% (84)</td>
<td>24% (70)</td>
<td>20% (58)</td>
<td>26% (74)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>27% (168)</td>
<td>25% (157)</td>
<td>17% (104)</td>
<td>31% (189)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>23% (127)</td>
<td>23% (131)</td>
<td>19% (106)</td>
<td>35% (194)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (88)</td>
<td>17% (120)</td>
<td>21% (146)</td>
<td>49% (334)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>25% (189)</td>
<td>19% (146)</td>
<td>21% (158)</td>
<td>36% (272)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>18% (144)</td>
<td>24% (192)</td>
<td>18% (144)</td>
<td>39% (309)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>21% (139)</td>
<td>22% (143)</td>
<td>19% (128)</td>
<td>38% (247)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>26% (89)</td>
<td>22% (77)</td>
<td>23% (79)</td>
<td>30% (104)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>24% (101)</td>
<td>17% (69)</td>
<td>19% (79)</td>
<td>40% (168)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>17% (66)</td>
<td>26% (101)</td>
<td>20% (80)</td>
<td>37% (148)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>20% (78)</td>
<td>23% (90)</td>
<td>16% (63)</td>
<td>41% (161)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>25% (80)</td>
<td>24% (76)</td>
<td>19% (62)</td>
<td>33% (105)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>18% (59)</td>
<td>20% (67)</td>
<td>20% (66)</td>
<td>42% (142)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>20% (120)</td>
<td>19% (118)</td>
<td>21% (127)</td>
<td>40% (244)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>21% (126)</td>
<td>25% (148)</td>
<td>21% (128)</td>
<td>33% (197)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (130)</td>
<td>22% (159)</td>
<td>19% (141)</td>
<td>41% (300)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>25% (373)</td>
<td>24% (357)</td>
<td>18% (271)</td>
<td>34% (518)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>18% (79)</td>
<td>20% (88)</td>
<td>21% (94)</td>
<td>42% (185)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>8% (20)</td>
<td>15% (36)</td>
<td>26% (65)</td>
<td>51% (124)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>25% (299)</td>
<td>23% (270)</td>
<td>17% (201)</td>
<td>34% (405)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>18% (127)</td>
<td>20% (145)</td>
<td>23% (163)</td>
<td>39% (277)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>14% (46)</td>
<td>21% (67)</td>
<td>20% (65)</td>
<td>45% (146)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>18% (318)</td>
<td>21% (362)</td>
<td>20% (350)</td>
<td>40% (700)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (87)</td>
<td>29% (100)</td>
<td>21% (74)</td>
<td>26% (90)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following? Fast & Furious

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (472)</td>
<td>22% (481)</td>
<td>19% (429)</td>
<td>37% (828)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>39% (107)</td>
<td>26% (72)</td>
<td>14% (38)</td>
<td>21% (59)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>23% (47)</td>
<td>23% (47)</td>
<td>20% (42)</td>
<td>34% (69)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>19% (185)</td>
<td>20% (193)</td>
<td>22% (209)</td>
<td>38% (364)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>21% (23)</td>
<td>26% (29)</td>
<td>16% (17)</td>
<td>38% (42)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>19% (19)</td>
<td>18% (17)</td>
<td>24% (23)</td>
<td>38% (37)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>18% (119)</td>
<td>21% (141)</td>
<td>21% (140)</td>
<td>40% (262)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>32% (127)</td>
<td>26% (100)</td>
<td>10% (40)</td>
<td>31% (123)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>23% (29)</td>
<td>23% (30)</td>
<td>16% (20)</td>
<td>38% (49)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>26% (135)</td>
<td>26% (135)</td>
<td>14% (75)</td>
<td>35% (183)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>21% (164)</td>
<td>20% (153)</td>
<td>22% (171)</td>
<td>37% (291)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>26% (140)</td>
<td>21% (117)</td>
<td>16% (89)</td>
<td>37% (201)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>18% (195)</td>
<td>21% (231)</td>
<td>20% (216)</td>
<td>41% (441)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>24% (137)</td>
<td>23% (132)</td>
<td>21% (124)</td>
<td>32% (186)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>22% (157)</td>
<td>24% (172)</td>
<td>20% (142)</td>
<td>34% (247)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>22% (27)</td>
<td>10% (13)</td>
<td>21% (26)</td>
<td>46% (56)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23% (49)</td>
<td>25% (52)</td>
<td>15% (32)</td>
<td>36% (77)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>19% (29)</td>
<td>20% (30)</td>
<td>15% (22)</td>
<td>46% (68)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>38% (36)</td>
<td>25% (24)</td>
<td>13% (13)</td>
<td>24% (23)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>10% (50)</td>
<td>18% (85)</td>
<td>21% (103)</td>
<td>50% (241)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>27% (72)</td>
<td>21% (56)</td>
<td>23% (61)</td>
<td>29% (77)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>31% (53)</td>
<td>29% (49)</td>
<td>18% (31)</td>
<td>22% (38)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>21% (68)</td>
<td>22% (73)</td>
<td>17% (56)</td>
<td>40% (134)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>21% (404)</td>
<td>22% (407)</td>
<td>20% (373)</td>
<td>37% (694)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>23% (164)</td>
<td>23% (162)</td>
<td>18% (125)</td>
<td>37% (261)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>21% (308)</td>
<td>21% (318)</td>
<td>20% (304)</td>
<td>38% (567)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>22% (199)</td>
<td>21% (185)</td>
<td>19% (166)</td>
<td>38% (339)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>20% (237)</td>
<td>22% (255)</td>
<td>21% (246)</td>
<td>37% (434)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Fast & Furious

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (472)</td>
<td>22% (481)</td>
<td>19% (429)</td>
<td>37% (828)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>27% (90)</td>
<td>15% (49)</td>
<td>17% (56)</td>
<td>41% (137)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>19% (108)</td>
<td>24% (136)</td>
<td>20% (110)</td>
<td>36% (201)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>22% (79)</td>
<td>25% (91)</td>
<td>20% (74)</td>
<td>33% (118)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>20% (158)</td>
<td>20% (164)</td>
<td>21% (172)</td>
<td>39% (316)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>23% (207)</td>
<td>21% (194)</td>
<td>18% (162)</td>
<td>38% (349)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>20% (241)</td>
<td>22% (258)</td>
<td>21% (251)</td>
<td>36% (430)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>27% (106)</td>
<td>15% (59)</td>
<td>18% (70)</td>
<td>39% (153)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (101)</td>
<td>26% (135)</td>
<td>17% (91)</td>
<td>37% (196)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>18% (54)</td>
<td>23% (70)</td>
<td>25% (76)</td>
<td>34% (104)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (187)</td>
<td>21% (187)</td>
<td>20% (175)</td>
<td>37% (326)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>22% (196)</td>
<td>24% (208)</td>
<td>20% (177)</td>
<td>33% (291)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>15% (48)</td>
<td>23% (74)</td>
<td>20% (66)</td>
<td>42% (138)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>22% (50)</td>
<td>20% (46)</td>
<td>17% (38)</td>
<td>40% (90)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>21% (46)</td>
<td>19% (43)</td>
<td>18% (39)</td>
<td>42% (95)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>25% (36)</td>
<td>24% (34)</td>
<td>20% (29)</td>
<td>31% (44)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>27% (30)</td>
<td>18% (20)</td>
<td>18% (20)</td>
<td>37% (40)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>21% (39)</td>
<td>21% (38)</td>
<td>22% (40)</td>
<td>36% (66)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (29)</td>
<td>14% (18)</td>
<td>16% (21)</td>
<td>49% (65)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>21% (190)</td>
<td>18% (159)</td>
<td>20% (179)</td>
<td>40% (358)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>20% (156)</td>
<td>22% (170)</td>
<td>21% (157)</td>
<td>37% (279)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>15% (14)</td>
<td>16% (16)</td>
<td>24% (23)</td>
<td>46% (44)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>24% (112)</td>
<td>29% (135)</td>
<td>15% (70)</td>
<td>32% (147)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>23% (166)</td>
<td>17% (126)</td>
<td>21% (149)</td>
<td>39% (285)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>17% (106)</td>
<td>21% (130)</td>
<td>21% (132)</td>
<td>41% (258)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>7% (4)</td>
<td>18% (11)</td>
<td>31% (19)</td>
<td>44% (27)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>22% (144)</td>
<td>18% (119)</td>
<td>20% (137)</td>
<td>40% (270)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>17% (119)</td>
<td>22% (147)</td>
<td>20% (139)</td>
<td>41% (276)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>11% (12)</td>
<td>22% (24)</td>
<td>19% (21)</td>
<td>48% (52)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>26% (195)</td>
<td>25% (190)</td>
<td>18% (133)</td>
<td>31% (229)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*Fast & Furious*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (472)</td>
<td>22% (481)</td>
<td>19% (429)</td>
<td>37% (828)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>19% (234)</td>
<td>19% (231)</td>
<td>20% (251)</td>
<td>42% (522)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>24% (238)</td>
<td>26% (250)</td>
<td>18% (178)</td>
<td>31% (306)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>18% (72)</td>
<td>25% (98)</td>
<td>19% (77)</td>
<td>38% (148)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>20% (93)</td>
<td>21% (97)</td>
<td>22% (103)</td>
<td>37% (171)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>23% (189)</td>
<td>21% (171)</td>
<td>19% (155)</td>
<td>38% (313)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>23% (118)</td>
<td>22% (115)</td>
<td>18% (95)</td>
<td>37% (195)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>26% (295)</td>
<td>25% (286)</td>
<td>18% (206)</td>
<td>32% (365)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>24% (270)</td>
<td>23% (265)</td>
<td>21% (240)</td>
<td>32% (364)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (52)</td>
<td>14% (52)</td>
<td>21% (81)</td>
<td>52% (197)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
### Table EAKNPG2_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

*Jurassic World*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (549)</td>
<td>31% (686)</td>
<td>18% (390)</td>
<td>26% (584)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>26% (282)</td>
<td>32% (340)</td>
<td>20% (214)</td>
<td>22% (231)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>23% (268)</td>
<td>30% (347)</td>
<td>15% (176)</td>
<td>31% (353)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>31% (202)</td>
<td>30% (199)</td>
<td>18% (116)</td>
<td>22% (142)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>31% (111)</td>
<td>33% (120)</td>
<td>14% (52)</td>
<td>21% (77)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>25% (187)</td>
<td>30% (230)</td>
<td>17% (131)</td>
<td>27% (206)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (50)</td>
<td>31% (138)</td>
<td>21% (91)</td>
<td>36% (160)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>25% (73)</td>
<td>31% (88)</td>
<td>19% (55)</td>
<td>24% (70)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>34% (208)</td>
<td>30% (188)</td>
<td>16% (100)</td>
<td>20% (122)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>27% (152)</td>
<td>32% (178)</td>
<td>15% (85)</td>
<td>26% (144)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>17% (114)</td>
<td>31% (216)</td>
<td>21% (142)</td>
<td>31% (215)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>27% (207)</td>
<td>30% (231)</td>
<td>18% (134)</td>
<td>25% (192)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (185)</td>
<td>30% (234)</td>
<td>18% (145)</td>
<td>28% (224)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>24% (157)</td>
<td>34% (221)</td>
<td>17% (111)</td>
<td>26% (169)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>30% (104)</td>
<td>31% (109)</td>
<td>22% (76)</td>
<td>17% (59)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>25% (103)</td>
<td>29% (122)</td>
<td>14% (58)</td>
<td>32% (133)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>25% (99)</td>
<td>29% (114)</td>
<td>21% (84)</td>
<td>25% (99)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>22% (86)</td>
<td>31% (121)</td>
<td>16% (61)</td>
<td>32% (125)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>24% (78)</td>
<td>36% (117)</td>
<td>17% (54)</td>
<td>23% (73)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>24% (79)</td>
<td>31% (103)</td>
<td>17% (56)</td>
<td>29% (96)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>25% (151)</td>
<td>30% (185)</td>
<td>20% (123)</td>
<td>25% (150)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>25% (152)</td>
<td>33% (197)</td>
<td>17% (101)</td>
<td>25% (149)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>24% (175)</td>
<td>30% (219)</td>
<td>18% (134)</td>
<td>28% (202)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>27% (415)</td>
<td>30% (457)</td>
<td>17% (253)</td>
<td>26% (394)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>22% (97)</td>
<td>33% (149)</td>
<td>19% (83)</td>
<td>26% (118)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>15% (38)</td>
<td>33% (80)</td>
<td>22% (55)</td>
<td>30% (73)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>27% (316)</td>
<td>29% (341)</td>
<td>18% (209)</td>
<td>26% (308)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>25% (178)</td>
<td>31% (220)</td>
<td>18% (126)</td>
<td>26% (188)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>17% (55)</td>
<td>38% (124)</td>
<td>17% (55)</td>
<td>27% (89)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (402)</td>
<td>31% (535)</td>
<td>18% (318)</td>
<td>27% (474)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>36% (128)</td>
<td>32% (111)</td>
<td>15% (52)</td>
<td>17% (60)</td>
<td>351</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Jurassic World

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (549)</td>
<td>31% (686)</td>
<td>18% (390)</td>
<td>26% (584)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>31% (61)</td>
<td>30% (61)</td>
<td>14% (28)</td>
<td>25% (52)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>30% (61)</td>
<td>34% (67)</td>
<td>16% (33)</td>
<td>20% (41)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>22% (45)</td>
<td>33% (65)</td>
<td>18% (36)</td>
<td>27% (55)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (63)</td>
<td>25% (49)</td>
<td>17% (34)</td>
<td>26% (53)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>18% (17)</td>
<td>35% (65)</td>
<td>23% (46)</td>
<td>24% (47)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>26% (61)</td>
<td>29% (58)</td>
<td>20% (40)</td>
<td>26% (53)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>31% (61)</td>
<td>31% (61)</td>
<td>12% (24)</td>
<td>26% (52)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (61)</td>
<td>26% (52)</td>
<td>16% (32)</td>
<td>26% (53)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>28% (59)</td>
<td>30% (60)</td>
<td>15% (30)</td>
<td>27% (55)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>21% (42)</td>
<td>34% (68)</td>
<td>18% (36)</td>
<td>27% (55)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>26% (52)</td>
<td>32% (64)</td>
<td>15% (30)</td>
<td>26% (53)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>23% (47)</td>
<td>31% (62)</td>
<td>18% (36)</td>
<td>27% (55)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>26% (52)</td>
<td>30% (60)</td>
<td>19% (38)</td>
<td>26% (53)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>27% (55)</td>
<td>32% (64)</td>
<td>18% (36)</td>
<td>24% (49)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>25% (50)</td>
<td>29% (58)</td>
<td>14% (28)</td>
<td>33% (65)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>27% (55)</td>
<td>38% (76)</td>
<td>16% (32)</td>
<td>19% (38)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>25% (50)</td>
<td>36% (72)</td>
<td>8% (16)</td>
<td>31% (63)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>25% (50)</td>
<td>34% (68)</td>
<td>24% (48)</td>
<td>17% (34)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (24)</td>
<td>31% (62)</td>
<td>20% (40)</td>
<td>38% (76)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>35% (70)</td>
<td>25% (50)</td>
<td>19% (38)</td>
<td>22% (44)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>35% (70)</td>
<td>27% (54)</td>
<td>18% (36)</td>
<td>20% (40)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>23% (47)</td>
<td>36% (72)</td>
<td>15% (30)</td>
<td>26% (52)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>25% (50)</td>
<td>30% (60)</td>
<td>18% (36)</td>
<td>26% (52)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>23% (47)</td>
<td>31% (62)</td>
<td>19% (38)</td>
<td>27% (55)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>26% (52)</td>
<td>31% (62)</td>
<td>17% (34)</td>
<td>26% (53)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>24% (49)</td>
<td>30% (60)</td>
<td>19% (38)</td>
<td>27% (55)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>26% (52)</td>
<td>32% (64)</td>
<td>17% (34)</td>
<td>26% (53)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (549)</td>
<td>31% (686)</td>
<td>18% (390)</td>
<td>26% (584)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>29% (96)</td>
<td>26% (88)</td>
<td>16% (54)</td>
<td>28% (94)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>22% (121)</td>
<td>32% (179)</td>
<td>20% (111)</td>
<td>26% (145)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>28% (102)</td>
<td>32% (116)</td>
<td>17% (63)</td>
<td>23% (82)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>24% (198)</td>
<td>31% (255)</td>
<td>16% (131)</td>
<td>28% (227)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>26% (237)</td>
<td>30% (270)</td>
<td>18% (166)</td>
<td>26% (240)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>25% (293)</td>
<td>32% (381)</td>
<td>17% (201)</td>
<td>26% (304)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>32% (125)</td>
<td>26% (99)</td>
<td>14% (56)</td>
<td>28% (109)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>21% (112)</td>
<td>33% (171)</td>
<td>21% (110)</td>
<td>25% (131)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>27% (81)</td>
<td>32% (97)</td>
<td>20% (61)</td>
<td>21% (65)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>28% (246)</td>
<td>32% (278)</td>
<td>17% (144)</td>
<td>23% (203)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>20% (64)</td>
<td>34% (110)</td>
<td>19% (61)</td>
<td>28% (91)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>27% (59)</td>
<td>29% (64)</td>
<td>18% (40)</td>
<td>27% (59)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>17% (38)</td>
<td>31% (69)</td>
<td>21% (46)</td>
<td>31% (70)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>21% (30)</td>
<td>36% (52)</td>
<td>17% (25)</td>
<td>25% (36)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>26% (29)</td>
<td>35% (38)</td>
<td>15% (16)</td>
<td>24% (27)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>31% (56)</td>
<td>20% (36)</td>
<td>21% (38)</td>
<td>29% (53)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>21% (28)</td>
<td>29% (39)</td>
<td>16% (21)</td>
<td>34% (45)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>24% (216)</td>
<td>30% (264)</td>
<td>18% (163)</td>
<td>27% (244)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>24% (181)</td>
<td>32% (244)</td>
<td>17% (133)</td>
<td>27% (204)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>29% (28)</td>
<td>24% (23)</td>
<td>25% (25)</td>
<td>22% (21)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>27% (123)</td>
<td>33% (155)</td>
<td>15% (70)</td>
<td>25% (115)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>24% (176)</td>
<td>30% (221)</td>
<td>19% (138)</td>
<td>26% (191)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>25% (155)</td>
<td>31% (191)</td>
<td>17% (105)</td>
<td>28% (174)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>28% (17)</td>
<td>18% (11)</td>
<td>34% (21)</td>
<td>19% (12)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>23% (157)</td>
<td>30% (204)</td>
<td>19% (127)</td>
<td>27% (182)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>24% (161)</td>
<td>32% (219)</td>
<td>17% (119)</td>
<td>27% (183)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>18% (19)</td>
<td>36% (39)</td>
<td>20% (22)</td>
<td>27% (29)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>28% (212)</td>
<td>30% (224)</td>
<td>16% (120)</td>
<td>25% (190)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG2_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Jurassic World

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Not that interested</th>
<th>Not interested at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (549)</td>
<td>31% (686)</td>
<td>18% (390)</td>
<td>26% (584)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>24% (291)</td>
<td>31% (385)</td>
<td>18% (225)</td>
<td>27% (336)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>27% (258)</td>
<td>31% (301)</td>
<td>17% (165)</td>
<td>26% (248)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>24% (94)</td>
<td>29% (115)</td>
<td>17% (66)</td>
<td>30% (120)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>25% (116)</td>
<td>28% (132)</td>
<td>17% (79)</td>
<td>30% (137)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>25% (206)</td>
<td>32% (267)</td>
<td>17% (139)</td>
<td>26% (215)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>25% (133)</td>
<td>33% (172)</td>
<td>20% (106)</td>
<td>21% (112)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>33% (380)</td>
<td>32% (365)</td>
<td>18% (206)</td>
<td>17% (201)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>31% (357)</td>
<td>31% (358)</td>
<td>17% (193)</td>
<td>20% (230)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>19% (74)</td>
<td>31% (116)</td>
<td>20% (77)</td>
<td>30% (115)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG3_1: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Artists

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>37% (823)</td>
<td>17% (381)</td>
<td>13% (283)</td>
<td>10% (211)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (224)</td>
<td>38% (401)</td>
<td>20% (214)</td>
<td>15% (158)</td>
<td>7% (71)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>25% (288)</td>
<td>37% (423)</td>
<td>15% (167)</td>
<td>11% (126)</td>
<td>12% (140)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>36% (239)</td>
<td>37% (244)</td>
<td>10% (68)</td>
<td>6% (39)</td>
<td>11% (69)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>22% (77)</td>
<td>39% (141)</td>
<td>17% (60)</td>
<td>12% (43)</td>
<td>10% (38)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>18% (134)</td>
<td>37% (280)</td>
<td>21% (158)</td>
<td>16% (124)</td>
<td>8% (59)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>14% (62)</td>
<td>36% (158)</td>
<td>22% (95)</td>
<td>18% (77)</td>
<td>10% (45)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>33% (95)</td>
<td>40% (114)</td>
<td>10% (30)</td>
<td>6% (16)</td>
<td>11% (32)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>33% (202)</td>
<td>37% (227)</td>
<td>12% (71)</td>
<td>9% (55)</td>
<td>10% (63)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>18% (101)</td>
<td>37% (205)</td>
<td>21% (119)</td>
<td>15% (85)</td>
<td>9% (48)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>16% (111)</td>
<td>37% (256)</td>
<td>21% (147)</td>
<td>16% (112)</td>
<td>9% (61)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>26% (199)</td>
<td>41% (312)</td>
<td>16% (119)</td>
<td>10% (73)</td>
<td>8% (61)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>25% (201)</td>
<td>34% (270)</td>
<td>17% (137)</td>
<td>11% (90)</td>
<td>12% (91)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (112)</td>
<td>37% (241)</td>
<td>19% (125)</td>
<td>18% (120)</td>
<td>9% (59)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>25% (88)</td>
<td>40% (140)</td>
<td>19% (66)</td>
<td>10% (34)</td>
<td>6% (22)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>27% (111)</td>
<td>41% (173)</td>
<td>13% (54)</td>
<td>10% (40)</td>
<td>9% (39)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>22% (89)</td>
<td>37% (145)</td>
<td>21% (83)</td>
<td>14% (56)</td>
<td>6% (24)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>29% (112)</td>
<td>32% (125)</td>
<td>14% (54)</td>
<td>9% (34)</td>
<td>17% (67)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>15% (48)</td>
<td>36% (116)</td>
<td>20% (65)</td>
<td>21% (68)</td>
<td>8% (25)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>19% (64)</td>
<td>37% (125)</td>
<td>18% (60)</td>
<td>15% (51)</td>
<td>10% (34)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>29% (176)</td>
<td>41% (248)</td>
<td>15% (94)</td>
<td>9% (57)</td>
<td>6% (34)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>20% (120)</td>
<td>37% (223)</td>
<td>21% (124)</td>
<td>12% (73)</td>
<td>10% (59)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>19% (139)</td>
<td>36% (261)</td>
<td>19% (138)</td>
<td>18% (131)</td>
<td>8% (62)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>24% (370)</td>
<td>35% (539)</td>
<td>16% (245)</td>
<td>13% (194)</td>
<td>11% (171)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>21% (96)</td>
<td>41% (182)</td>
<td>18% (80)</td>
<td>12% (55)</td>
<td>7% (32)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>19% (46)</td>
<td>42% (103)</td>
<td>23% (55)</td>
<td>14% (34)</td>
<td>3% (8)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>28% (331)</td>
<td>35% (416)</td>
<td>14% (169)</td>
<td>11% (132)</td>
<td>11% (127)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>18% (129)</td>
<td>38% (269)</td>
<td>20% (146)</td>
<td>14% (100)</td>
<td>10% (68)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>16% (52)</td>
<td>43% (139)</td>
<td>20% (66)</td>
<td>16% (51)</td>
<td>5% (16)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>21% (355)</td>
<td>38% (651)</td>
<td>19% (321)</td>
<td>14% (242)</td>
<td>9% (161)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_1: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Artists**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>37% (823)</td>
<td>17% (381)</td>
<td>13% (283)</td>
<td>10% (211)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>30% (107)</td>
<td>30% (104)</td>
<td>17% (61)</td>
<td>11% (38)</td>
<td>12% (41)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>35% (97)</td>
<td>34% (93)</td>
<td>14% (39)</td>
<td>7% (19)</td>
<td>10% (27)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>29% (59)</td>
<td>39% (80)</td>
<td>10% (21)</td>
<td>11% (22)</td>
<td>11% (23)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>19% (178)</td>
<td>39% (369)</td>
<td>19% (185)</td>
<td>14% (130)</td>
<td>9% (89)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>27% (30)</td>
<td>36% (40)</td>
<td>23% (25)</td>
<td>10% (11)</td>
<td>5% (5)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>26% (25)</td>
<td>32% (31)</td>
<td>18% (17)</td>
<td>20% (19)</td>
<td>5% (4)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>25% (165)</td>
<td>37% (246)</td>
<td>16% (105)</td>
<td>12% (77)</td>
<td>10% (68)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>29% (114)</td>
<td>35% (137)</td>
<td>12% (48)</td>
<td>12% (47)</td>
<td>11% (44)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>26% (33)</td>
<td>33% (43)</td>
<td>23% (30)</td>
<td>11% (14)</td>
<td>6% (8)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>22% (117)</td>
<td>37% (193)</td>
<td>15% (77)</td>
<td>15% (81)</td>
<td>11% (60)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>21% (167)</td>
<td>40% (309)</td>
<td>19% (145)</td>
<td>12% (92)</td>
<td>9% (67)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>27% (147)</td>
<td>39% (212)</td>
<td>16% (90)</td>
<td>8% (44)</td>
<td>10% (54)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>21% (230)</td>
<td>38% (408)</td>
<td>18% (199)</td>
<td>14% (148)</td>
<td>9% (95)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (134)</td>
<td>35% (203)</td>
<td>16% (92)</td>
<td>16% (91)</td>
<td>10% (59)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>21% (154)</td>
<td>41% (297)</td>
<td>19% (136)</td>
<td>11% (77)</td>
<td>7% (54)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>22% (27)</td>
<td>36% (44)</td>
<td>20% (25)</td>
<td>13% (16)</td>
<td>7% (9)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>31% (66)</td>
<td>33% (69)</td>
<td>15% (32)</td>
<td>12% (26)</td>
<td>8% (18)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>23% (34)</td>
<td>32% (48)</td>
<td>17% (25)</td>
<td>12% (18)</td>
<td>16% (24)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>29% (28)</td>
<td>44% (41)</td>
<td>7% (7)</td>
<td>6% (6)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>15% (72)</td>
<td>36% (171)</td>
<td>22% (106)</td>
<td>18% (87)</td>
<td>9% (42)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>27% (72)</td>
<td>38% (101)</td>
<td>10% (27)</td>
<td>13% (35)</td>
<td>12% (32)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>35% (59)</td>
<td>30% (51)</td>
<td>14% (23)</td>
<td>11% (18)</td>
<td>11% (19)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>21% (68)</td>
<td>33% (111)</td>
<td>22% (73)</td>
<td>14% (47)</td>
<td>10% (33)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (444)</td>
<td>38% (713)</td>
<td>16% (308)</td>
<td>13% (236)</td>
<td>10% (178)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>28% (199)</td>
<td>39% (277)</td>
<td>15% (105)</td>
<td>9% (67)</td>
<td>9% (64)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>21% (313)</td>
<td>36% (546)</td>
<td>18% (276)</td>
<td>14% (216)</td>
<td>10% (147)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>25% (225)</td>
<td>42% (369)</td>
<td>16% (145)</td>
<td>9% (81)</td>
<td>8% (68)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>21% (243)</td>
<td>35% (411)</td>
<td>19% (222)</td>
<td>16% (188)</td>
<td>9% (109)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_1: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Artists

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>37% (823)</td>
<td>17% (381)</td>
<td>13% (283)</td>
<td>10% (211)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>34% (114)</td>
<td>35% (116)</td>
<td>14% (47)</td>
<td>9% (30)</td>
<td>8% (25)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>20% (112)</td>
<td>46% (253)</td>
<td>18% (98)</td>
<td>9% (51)</td>
<td>8% (42)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>27% (98)</td>
<td>37% (134)</td>
<td>18% (65)</td>
<td>9% (34)</td>
<td>9% (32)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>18% (145)</td>
<td>34% (277)</td>
<td>19% (157)</td>
<td>19% (154)</td>
<td>9% (77)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>26% (242)</td>
<td>40% (366)</td>
<td>17% (156)</td>
<td>9% (83)</td>
<td>7% (65)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>20% (237)</td>
<td>36% (429)</td>
<td>18% (216)</td>
<td>16% (194)</td>
<td>9% (104)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>34% (133)</td>
<td>37% (145)</td>
<td>14% (54)</td>
<td>8% (30)</td>
<td>7% (28)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>21% (109)</td>
<td>42% (220)</td>
<td>20% (103)</td>
<td>10% (54)</td>
<td>7% (38)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>26% (78)</td>
<td>41% (125)</td>
<td>14% (44)</td>
<td>11% (33)</td>
<td>8% (23)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (159)</td>
<td>35% (303)</td>
<td>20% (172)</td>
<td>18% (161)</td>
<td>9% (81)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>24% (208)</td>
<td>38% (327)</td>
<td>17% (151)</td>
<td>13% (114)</td>
<td>8% (71)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>17% (56)</td>
<td>38% (125)</td>
<td>20% (65)</td>
<td>17% (54)</td>
<td>8% (26)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>23% (52)</td>
<td>41% (90)</td>
<td>15% (34)</td>
<td>10% (23)</td>
<td>11% (24)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>20% (44)</td>
<td>34% (75)</td>
<td>18% (40)</td>
<td>14% (31)</td>
<td>15% (34)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>26% (37)</td>
<td>35% (50)</td>
<td>19% (28)</td>
<td>8% (11)</td>
<td>12% (17)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>27% (29)</td>
<td>41% (44)</td>
<td>16% (18)</td>
<td>10% (11)</td>
<td>7% (7)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>30% (55)</td>
<td>37% (67)</td>
<td>14% (26)</td>
<td>10% (19)</td>
<td>9% (16)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>23% (31)</td>
<td>33% (44)</td>
<td>16% (21)</td>
<td>16% (21)</td>
<td>12% (16)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>26% (227)</td>
<td>41% (364)</td>
<td>18% (158)</td>
<td>9% (77)</td>
<td>7% (61)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>17% (131)</td>
<td>37% (286)</td>
<td>19% (144)</td>
<td>18% (138)</td>
<td>8% (63)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>26% (25)</td>
<td>30% (29)</td>
<td>25% (24)</td>
<td>8% (7)</td>
<td>12% (11)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>28% (128)</td>
<td>31% (144)</td>
<td>12% (55)</td>
<td>13% (60)</td>
<td>16% (76)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>27% (193)</td>
<td>41% (297)</td>
<td>17% (122)</td>
<td>9% (67)</td>
<td>7% (48)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>16% (102)</td>
<td>36% (228)</td>
<td>21% (130)</td>
<td>19% (122)</td>
<td>7% (44)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>19% (12)</td>
<td>37% (22)</td>
<td>19% (12)</td>
<td>13% (8)</td>
<td>12% (7)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>24% (164)</td>
<td>41% (273)</td>
<td>19% (127)</td>
<td>10% (66)</td>
<td>6% (40)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (120)</td>
<td>36% (244)</td>
<td>19% (131)</td>
<td>20% (133)</td>
<td>8% (54)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>20% (22)</td>
<td>36% (39)</td>
<td>23% (26)</td>
<td>6% (7)</td>
<td>15% (16)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>28% (206)</td>
<td>36% (266)</td>
<td>13% (98)</td>
<td>10% (77)</td>
<td>13% (99)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG3_1: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Artists**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>37% (823)</td>
<td>17% (381)</td>
<td>13% (283)</td>
<td>10% (211)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>21% (254)</td>
<td>38% (472)</td>
<td>20% (243)</td>
<td>14% (178)</td>
<td>7% (91)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>26% (258)</td>
<td>36% (351)</td>
<td>14% (138)</td>
<td>11% (105)</td>
<td>12% (120)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>24% (95)</td>
<td>42% (165)</td>
<td>15% (59)</td>
<td>9% (37)</td>
<td>10% (39)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>19% (86)</td>
<td>35% (164)</td>
<td>23% (108)</td>
<td>15% (71)</td>
<td>8% (35)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>27% (221)</td>
<td>35% (287)</td>
<td>16% (133)</td>
<td>13% (112)</td>
<td>9% (74)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>21% (109)</td>
<td>40% (207)</td>
<td>15% (80)</td>
<td>12% (63)</td>
<td>12% (63)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>27% (316)</td>
<td>38% (434)</td>
<td>17% (193)</td>
<td>10% (119)</td>
<td>8% (90)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>25% (286)</td>
<td>39% (439)</td>
<td>18% (204)</td>
<td>13% (149)</td>
<td>5% (60)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>25% (96)</td>
<td>42% (160)</td>
<td>20% (76)</td>
<td>8% (31)</td>
<td>5% (19)</td>
<td>382</td>
</tr>
</tbody>
</table>

**Note:** Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG3_2: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Authors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (545)</td>
<td>37% (825)</td>
<td>17% (367)</td>
<td>12% (258)</td>
<td>10% (214)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>22% (239)</td>
<td>37% (394)</td>
<td>18% (197)</td>
<td>14% (147)</td>
<td>8% (90)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>27% (306)</td>
<td>38% (432)</td>
<td>15% (169)</td>
<td>10% (111)</td>
<td>11% (124)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>36% (236)</td>
<td>35% (229)</td>
<td>11% (73)</td>
<td>7% (48)</td>
<td>11% (72)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>25% (89)</td>
<td>39% (141)</td>
<td>13% (46)</td>
<td>12% (45)</td>
<td>11% (39)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>19% (143)</td>
<td>37% (279)</td>
<td>21% (162)</td>
<td>14% (108)</td>
<td>8% (62)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>18% (77)</td>
<td>40% (176)</td>
<td>20% (86)</td>
<td>13% (58)</td>
<td>9% (41)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>34% (97)</td>
<td>36% (102)</td>
<td>11% (33)</td>
<td>8% (22)</td>
<td>12% (34)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>33% (203)</td>
<td>36% (220)</td>
<td>12% (71)</td>
<td>10% (59)</td>
<td>10% (64)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>21% (116)</td>
<td>36% (201)</td>
<td>20% (114)</td>
<td>13% (73)</td>
<td>10% (54)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>18% (123)</td>
<td>40% (276)</td>
<td>19% (134)</td>
<td>14% (97)</td>
<td>8% (58)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>27% (208)</td>
<td>40% (307)</td>
<td>16% (122)</td>
<td>9% (67)</td>
<td>8% (59)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>25% (197)</td>
<td>34% (270)</td>
<td>16% (130)</td>
<td>12% (93)</td>
<td>12% (98)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>21% (140)</td>
<td>38% (248)</td>
<td>17% (115)</td>
<td>15% (98)</td>
<td>9% (57)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>25% (87)</td>
<td>39% (135)</td>
<td>19% (64)</td>
<td>9% (32)</td>
<td>9% (30)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>29% (121)</td>
<td>41% (172)</td>
<td>14% (58)</td>
<td>9% (36)</td>
<td>7% (30)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>23% (89)</td>
<td>35% (139)</td>
<td>18% (73)</td>
<td>15% (61)</td>
<td>8% (33)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>28% (108)</td>
<td>33% (131)</td>
<td>14% (57)</td>
<td>8% (32)</td>
<td>17% (65)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>20% (63)</td>
<td>37% (119)</td>
<td>19% (60)</td>
<td>17% (54)</td>
<td>8% (27)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>23% (77)</td>
<td>39% (129)</td>
<td>16% (55)</td>
<td>13% (44)</td>
<td>9% (30)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>27% (166)</td>
<td>46% (278)</td>
<td>14% (84)</td>
<td>8% (47)</td>
<td>6% (34)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>23% (141)</td>
<td>34% (206)</td>
<td>20% (120)</td>
<td>12% (73)</td>
<td>10% (60)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>22% (163)</td>
<td>36% (260)</td>
<td>18% (134)</td>
<td>16% (115)</td>
<td>8% (59)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>25% (384)</td>
<td>35% (531)</td>
<td>17% (251)</td>
<td>12% (177)</td>
<td>12% (177)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>23% (101)</td>
<td>42% (186)</td>
<td>16% (73)</td>
<td>13% (56)</td>
<td>7% (30)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>25% (61)</td>
<td>44% (109)</td>
<td>17% (42)</td>
<td>10% (26)</td>
<td>3% (8)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>27% (321)</td>
<td>37% (438)</td>
<td>14% (160)</td>
<td>10% (116)</td>
<td>12% (140)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>22% (157)</td>
<td>36% (256)</td>
<td>20% (139)</td>
<td>15% (103)</td>
<td>8% (57)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>21% (68)</td>
<td>41% (131)</td>
<td>21% (68)</td>
<td>12% (40)</td>
<td>5% (17)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (393)</td>
<td>38% (661)</td>
<td>17% (294)</td>
<td>13% (222)</td>
<td>9% (160)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_2: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Authors

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (545)</td>
<td>37% (825)</td>
<td>17% (367)</td>
<td>12% (258)</td>
<td>10% (214)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>33% (116)</td>
<td>28% (100)</td>
<td>17% (59)</td>
<td>10% (36)</td>
<td>11% (40)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>30% (82)</td>
<td>35% (95)</td>
<td>15% (42)</td>
<td>6% (17)</td>
<td>14% (39)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>34% (70)</td>
<td>34% (69)</td>
<td>15% (31)</td>
<td>9% (19)</td>
<td>8% (15)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>22% (212)</td>
<td>39% (369)</td>
<td>18% (175)</td>
<td>11% (106)</td>
<td>9% (88)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (35)</td>
<td>33% (37)</td>
<td>25% (28)</td>
<td>6% (7)</td>
<td>4% (4)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>28% (27)</td>
<td>38% (37)</td>
<td>15% (14)</td>
<td>15% (15)</td>
<td>4% (4)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>24% (159)</td>
<td>38% (250)</td>
<td>16% (103)</td>
<td>11% (75)</td>
<td>11% (75)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>29% (113)</td>
<td>34% (133)</td>
<td>12% (46)</td>
<td>14% (56)</td>
<td>11% (42)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (39)</td>
<td>31% (40)</td>
<td>25% (32)</td>
<td>8% (11)</td>
<td>5% (6)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>24% (129)</td>
<td>36% (187)</td>
<td>14% (74)</td>
<td>14% (76)</td>
<td>11% (60)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>24% (186)</td>
<td>40% (308)</td>
<td>18% (139)</td>
<td>11% (82)</td>
<td>8% (65)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>29% (160)</td>
<td>34% (187)</td>
<td>18% (99)</td>
<td>7% (40)</td>
<td>11% (61)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>23% (250)</td>
<td>40% (428)</td>
<td>17% (188)</td>
<td>12% (132)</td>
<td>8% (85)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (135)</td>
<td>36% (210)</td>
<td>14% (80)</td>
<td>15% (86)</td>
<td>12% (68)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>24% (170)</td>
<td>42% (302)</td>
<td>15% (110)</td>
<td>11% (77)</td>
<td>8% (61)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>24% (29)</td>
<td>35% (42)</td>
<td>19% (23)</td>
<td>14% (17)</td>
<td>9% (11)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>26% (55)</td>
<td>31% (64)</td>
<td>22% (46)</td>
<td>13% (27)</td>
<td>9% (18)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>23% (35)</td>
<td>38% (56)</td>
<td>18% (27)</td>
<td>10% (15)</td>
<td>10% (16)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>33% (31)</td>
<td>42% (39)</td>
<td>11% (11)</td>
<td>2% (2)</td>
<td>12% (12)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>18% (85)</td>
<td>39% (186)</td>
<td>21% (99)</td>
<td>15% (71)</td>
<td>8% (38)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>32% (84)</td>
<td>32% (85)</td>
<td>11% (30)</td>
<td>12% (32)</td>
<td>13% (35)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>33% (57)</td>
<td>29% (50)</td>
<td>13% (22)</td>
<td>10% (18)</td>
<td>15% (25)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>26% (88)</td>
<td>35% (116)</td>
<td>21% (68)</td>
<td>10% (35)</td>
<td>8% (25)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (458)</td>
<td>38% (710)</td>
<td>16% (298)</td>
<td>12% (224)</td>
<td>10% (189)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>29% (205)</td>
<td>39% (276)</td>
<td>16% (115)</td>
<td>9% (63)</td>
<td>7% (53)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>23% (340)</td>
<td>37% (549)</td>
<td>17% (252)</td>
<td>13% (195)</td>
<td>11% (162)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>27% (236)</td>
<td>42% (371)</td>
<td>16% (145)</td>
<td>9% (80)</td>
<td>6% (55)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>23% (265)</td>
<td>36% (420)</td>
<td>17% (201)</td>
<td>15% (171)</td>
<td>10% (116)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_2: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Authors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (545)</td>
<td>37% (825)</td>
<td>17% (367)</td>
<td>12% (258)</td>
<td>10% (214)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>34% (113)</td>
<td>35% (118)</td>
<td>15% (48)</td>
<td>9% (30)</td>
<td>7% (23)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>22% (123)</td>
<td>46% (254)</td>
<td>17% (97)</td>
<td>9% (49)</td>
<td>6% (33)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>28% (101)</td>
<td>37% (134)</td>
<td>16% (58)</td>
<td>9% (34)</td>
<td>10% (35)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>20% (164)</td>
<td>35% (285)</td>
<td>18% (143)</td>
<td>17% (136)</td>
<td>10% (82)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>28% (251)</td>
<td>42% (381)</td>
<td>16% (145)</td>
<td>9% (83)</td>
<td>6% (53)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>22% (264)</td>
<td>35% (416)</td>
<td>18% (214)</td>
<td>14% (170)</td>
<td>10% (115)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>35% (137)</td>
<td>37% (144)</td>
<td>14% (55)</td>
<td>7% (28)</td>
<td>6% (24)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>22% (114)</td>
<td>45% (236)</td>
<td>17% (90)</td>
<td>10% (54)</td>
<td>6% (29)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>25% (77)</td>
<td>38% (117)</td>
<td>17% (51)</td>
<td>10% (30)</td>
<td>9% (29)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (187)</td>
<td>34% (299)</td>
<td>19% (163)</td>
<td>16% (140)</td>
<td>10% (87)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>25% (220)</td>
<td>38% (330)</td>
<td>16% (139)</td>
<td>13% (111)</td>
<td>8% (71)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>19% (62)</td>
<td>38% (125)</td>
<td>21% (67)</td>
<td>13% (43)</td>
<td>9% (28)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>26% (59)</td>
<td>40% (88)</td>
<td>12% (27)</td>
<td>11% (25)</td>
<td>11% (24)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>23% (51)</td>
<td>33% (74)</td>
<td>17% (39)</td>
<td>11% (25)</td>
<td>16% (35)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>23% (33)</td>
<td>37% (53)</td>
<td>21% (31)</td>
<td>7% (10)</td>
<td>12% (17)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>29% (32)</td>
<td>36% (39)</td>
<td>17% (18)</td>
<td>10% (11)</td>
<td>8% (9)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>34% (62)</td>
<td>31% (57)</td>
<td>13% (24)</td>
<td>11% (21)</td>
<td>10% (18)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>19% (26)</td>
<td>44% (58)</td>
<td>16% (22)</td>
<td>10% (14)</td>
<td>10% (13)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>26% (234)</td>
<td>43% (380)</td>
<td>17% (151)</td>
<td>8% (73)</td>
<td>6% (49)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>21% (160)</td>
<td>37% (279)</td>
<td>17% (133)</td>
<td>16% (122)</td>
<td>9% (68)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>23% (23)</td>
<td>28% (27)</td>
<td>32% (31)</td>
<td>7% (6)</td>
<td>11% (11)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>28% (129)</td>
<td>30% (139)</td>
<td>11% (51)</td>
<td>12% (57)</td>
<td>19% (87)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>26% (192)</td>
<td>42% (306)</td>
<td>17% (126)</td>
<td>9% (63)</td>
<td>5% (40)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (120)</td>
<td>37% (234)</td>
<td>19% (119)</td>
<td>17% (105)</td>
<td>8% (48)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>19% (12)</td>
<td>37% (23)</td>
<td>22% (14)</td>
<td>13% (8)</td>
<td>9% (5)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>26% (174)</td>
<td>40% (267)</td>
<td>20% (132)</td>
<td>9% (63)</td>
<td>5% (34)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>20% (136)</td>
<td>37% (255)</td>
<td>18% (121)</td>
<td>17% (113)</td>
<td>8% (57)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>19% (21)</td>
<td>38% (42)</td>
<td>23% (25)</td>
<td>5% (6)</td>
<td>15% (17)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>29% (215)</td>
<td>35% (261)</td>
<td>12% (89)</td>
<td>10% (77)</td>
<td>14% (105)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_2: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Authors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (545)</td>
<td>37% (825)</td>
<td>17% (367)</td>
<td>12% (258)</td>
<td>10% (214)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>23% (286)</td>
<td>39% (481)</td>
<td>19% (232)</td>
<td>12% (152)</td>
<td>7% (86)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>27% (259)</td>
<td>35% (344)</td>
<td>14% (134)</td>
<td>11% (107)</td>
<td>13% (128)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>21% (84)</td>
<td>43% (170)</td>
<td>16% (63)</td>
<td>10% (40)</td>
<td>10% (38)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>22% (104)</td>
<td>35% (163)</td>
<td>21% (100)</td>
<td>12% (54)</td>
<td>9% (44)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>28% (230)</td>
<td>35% (293)</td>
<td>15% (126)</td>
<td>13% (104)</td>
<td>9% (75)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>24% (127)</td>
<td>38% (199)</td>
<td>15% (78)</td>
<td>12% (61)</td>
<td>11% (57)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>29% (337)</td>
<td>37% (432)</td>
<td>16% (182)</td>
<td>11% (129)</td>
<td>6% (73)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>28% (322)</td>
<td>39% (444)</td>
<td>16% (183)</td>
<td>12% (137)</td>
<td>5% (53)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>26% (98)</td>
<td>42% (162)</td>
<td>19% (73)</td>
<td>9% (34)</td>
<td>4% (14)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
### Table EAKNPG3_3

To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

#### Actors

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>29% (636)</td>
<td>36% (804)</td>
<td>16% (351)</td>
<td>11% (253)</td>
<td>8% (166)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>25% (269)</td>
<td>37% (397)</td>
<td>18% (190)</td>
<td>14% (144)</td>
<td>6% (67)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>32% (367)</td>
<td>36% (407)</td>
<td>14% (160)</td>
<td>10% (109)</td>
<td>9% (99)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>39% (254)</td>
<td>37% (243)</td>
<td>9% (60)</td>
<td>5% (34)</td>
<td>10% (67)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>30% (106)</td>
<td>35% (125)</td>
<td>16% (58)</td>
<td>11% (41)</td>
<td>8% (29)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>24% (180)</td>
<td>37% (275)</td>
<td>19% (145)</td>
<td>15% (113)</td>
<td>5% (41)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>22% (96)</td>
<td>37% (161)</td>
<td>20% (88)</td>
<td>15% (65)</td>
<td>7% (29)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>39% (113)</td>
<td>36% (103)</td>
<td>8% (24)</td>
<td>6% (16)</td>
<td>11% (31)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>34% (212)</td>
<td>36% (225)</td>
<td>12% (75)</td>
<td>8% (51)</td>
<td>9% (55)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>26% (143)</td>
<td>35% (188)</td>
<td>20% (114)</td>
<td>13% (74)</td>
<td>7% (40)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>23% (160)</td>
<td>39% (268)</td>
<td>17% (120)</td>
<td>15% (105)</td>
<td>5% (35)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>31% (241)</td>
<td>41% (313)</td>
<td>15% (117)</td>
<td>8% (58)</td>
<td>5% (36)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>28% (224)</td>
<td>33% (260)</td>
<td>17% (131)</td>
<td>11% (85)</td>
<td>11% (89)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>26% (172)</td>
<td>35% (231)</td>
<td>16% (104)</td>
<td>17% (110)</td>
<td>6% (41)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>27% (95)</td>
<td>41% (144)</td>
<td>18% (61)</td>
<td>9% (30)</td>
<td>5% (18)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>35% (146)</td>
<td>41% (169)</td>
<td>13% (55)</td>
<td>7% (28)</td>
<td>4% (18)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>25% (97)</td>
<td>36% (144)</td>
<td>18% (71)</td>
<td>14% (54)</td>
<td>7% (29)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>32% (126)</td>
<td>30% (116)</td>
<td>15% (60)</td>
<td>8% (31)</td>
<td>15% (60)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>24% (76)</td>
<td>34% (109)</td>
<td>18% (58)</td>
<td>19% (60)</td>
<td>6% (20)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>29% (96)</td>
<td>36% (122)</td>
<td>14% (46)</td>
<td>15% (50)</td>
<td>6% (21)</td>
<td>335</td>
</tr>
<tr>
<td>Idea: Liberal (1-3)</td>
<td>32% (192)</td>
<td>41% (249)</td>
<td>16% (99)</td>
<td>7% (40)</td>
<td>5% (28)</td>
<td>609</td>
</tr>
<tr>
<td>Idea: Moderate (4)</td>
<td>27% (161)</td>
<td>38% (226)</td>
<td>18% (107)</td>
<td>11% (67)</td>
<td>6% (39)</td>
<td>599</td>
</tr>
<tr>
<td>Idea: Conservative (5-7)</td>
<td>27% (196)</td>
<td>34% (252)</td>
<td>16% (117)</td>
<td>17% (124)</td>
<td>6% (41)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>31% (467)</td>
<td>34% (512)</td>
<td>15% (230)</td>
<td>11% (167)</td>
<td>9% (143)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>24% (107)</td>
<td>43% (194)</td>
<td>16% (72)</td>
<td>12% (55)</td>
<td>4% (18)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>26% (63)</td>
<td>40% (98)</td>
<td>20% (49)</td>
<td>13% (31)</td>
<td>2% (5)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>33% (386)</td>
<td>32% (374)</td>
<td>15% (182)</td>
<td>10% (115)</td>
<td>10% (118)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>27% (190)</td>
<td>39% (276)</td>
<td>17% (118)</td>
<td>13% (91)</td>
<td>5% (39)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>19% (60)</td>
<td>48% (155)</td>
<td>16% (52)</td>
<td>15% (47)</td>
<td>3% (9)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>26% (456)</td>
<td>37% (636)</td>
<td>16% (283)</td>
<td>13% (230)</td>
<td>7% (124)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_3: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Actors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>29% (636)</td>
<td>36% (804)</td>
<td>16% (351)</td>
<td>11% (253)</td>
<td>8% (166)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>38% (133)</td>
<td>28% (97)</td>
<td>13% (46)</td>
<td>10% (37)</td>
<td>11% (38)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>39% (107)</td>
<td>32% (88)</td>
<td>16% (43)</td>
<td>3% (10)</td>
<td>10% (28)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>35% (73)</td>
<td>39% (80)</td>
<td>12% (25)</td>
<td>7% (14)</td>
<td>7% (14)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>26% (248)</td>
<td>38% (364)</td>
<td>16% (153)</td>
<td>13% (124)</td>
<td>6% (61)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>29% (32)</td>
<td>38% (42)</td>
<td>21% (23)</td>
<td>10% (11)</td>
<td>3% (3)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>38% (36)</td>
<td>28% (27)</td>
<td>20% (19)</td>
<td>10% (10)</td>
<td>4% (4)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>30% (197)</td>
<td>35% (235)</td>
<td>14% (95)</td>
<td>10% (69)</td>
<td>10% (66)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>29% (38)</td>
<td>35% (45)</td>
<td>21% (26)</td>
<td>12% (16)</td>
<td>3% (3)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>27% (145)</td>
<td>36% (188)</td>
<td>14% (76)</td>
<td>14% (74)</td>
<td>9% (46)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>27% (214)</td>
<td>39% (308)</td>
<td>17% (129)</td>
<td>11% (85)</td>
<td>6% (44)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>32% (177)</td>
<td>36% (196)</td>
<td>15% (84)</td>
<td>8% (41)</td>
<td>9% (49)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>28% (301)</td>
<td>37% (399)</td>
<td>17% (187)</td>
<td>12% (134)</td>
<td>6% (63)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>27% (158)</td>
<td>36% (209)</td>
<td>14% (79)</td>
<td>13% (78)</td>
<td>9% (55)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>28% (204)</td>
<td>39% (281)</td>
<td>15% (111)</td>
<td>11% (80)</td>
<td>6% (43)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>20% (24)</td>
<td>41% (50)</td>
<td>21% (25)</td>
<td>10% (13)</td>
<td>8% (10)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>32% (66)</td>
<td>31% (66)</td>
<td>17% (36)</td>
<td>13% (27)</td>
<td>7% (15)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>32% (47)</td>
<td>33% (49)</td>
<td>15% (23)</td>
<td>11% (16)</td>
<td>9% (14)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>34% (32)</td>
<td>42% (40)</td>
<td>6% (6)</td>
<td>4% (3)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>23% (109)</td>
<td>37% (177)</td>
<td>19% (92)</td>
<td>16% (74)</td>
<td>6% (27)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>35% (93)</td>
<td>34% (91)</td>
<td>13% (35)</td>
<td>10% (27)</td>
<td>7% (19)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>35% (60)</td>
<td>30% (51)</td>
<td>13% (23)</td>
<td>7% (13)</td>
<td>14% (25)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>27% (89)</td>
<td>35% (117)</td>
<td>21% (71)</td>
<td>11% (36)</td>
<td>6% (19)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>29% (547)</td>
<td>37% (687)</td>
<td>15% (280)</td>
<td>12% (217)</td>
<td>8% (147)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>32% (225)</td>
<td>39% (276)</td>
<td>14% (103)</td>
<td>9% (62)</td>
<td>7% (47)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>27% (411)</td>
<td>35% (528)</td>
<td>17% (248)</td>
<td>13% (191)</td>
<td>8% (119)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>30% (271)</td>
<td>42% (370)</td>
<td>15% (134)</td>
<td>8% (73)</td>
<td>4% (40)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>28% (325)</td>
<td>33% (391)</td>
<td>17% (200)</td>
<td>15% (173)</td>
<td>7% (84)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_3: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

*Actors*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29% (636)</td>
<td>36% (804)</td>
<td>16% (351)</td>
<td>11% (253)</td>
<td>8% (166)</td>
<td></td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39% (131)</td>
<td>37% (123)</td>
<td>11% (37)</td>
<td>7% (25)</td>
<td>5% (16)</td>
<td></td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (140)</td>
<td>44% (247)</td>
<td>17% (97)</td>
<td>9% (49)</td>
<td>4% (24)</td>
<td></td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33% (118)</td>
<td>35% (126)</td>
<td>19% (68)</td>
<td>7% (26)</td>
<td>7% (24)</td>
<td></td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26% (207)</td>
<td>33% (265)</td>
<td>16% (132)</td>
<td>18% (146)</td>
<td>7% (60)</td>
<td></td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31% (287)</td>
<td>41% (374)</td>
<td>15% (141)</td>
<td>8% (74)</td>
<td>4% (36)</td>
<td></td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27% (318)</td>
<td>34% (399)</td>
<td>17% (200)</td>
<td>15% (172)</td>
<td>8% (90)</td>
<td></td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40% (155)</td>
<td>39% (150)</td>
<td>12% (47)</td>
<td>6% (23)</td>
<td>4% (15)</td>
<td></td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (132)</td>
<td>43% (224)</td>
<td>18% (94)</td>
<td>10% (52)</td>
<td>4% (21)</td>
<td></td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33% (100)</td>
<td>38% (115)</td>
<td>14% (43)</td>
<td>8% (26)</td>
<td>7% (20)</td>
<td></td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (218)</td>
<td>32% (284)</td>
<td>18% (157)</td>
<td>17% (147)</td>
<td>8% (70)</td>
<td></td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30% (260)</td>
<td>36% (317)</td>
<td>15% (134)</td>
<td>12% (102)</td>
<td>7% (57)</td>
<td></td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (82)</td>
<td>34% (112)</td>
<td>18% (59)</td>
<td>16% (52)</td>
<td>6% (21)</td>
<td></td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30% (67)</td>
<td>37% (83)</td>
<td>16% (36)</td>
<td>8% (18)</td>
<td>9% (19)</td>
<td></td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (56)</td>
<td>33% (74)</td>
<td>16% (36)</td>
<td>15% (34)</td>
<td>10% (22)</td>
<td></td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29% (41)</td>
<td>44% (64)</td>
<td>14% (20)</td>
<td>3% (5)</td>
<td>10% (14)</td>
<td></td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27% (30)</td>
<td>43% (46)</td>
<td>19% (21)</td>
<td>6% (6)</td>
<td>5% (6)</td>
<td></td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36% (66)</td>
<td>30% (54)</td>
<td>14% (25)</td>
<td>12% (21)</td>
<td>8% (15)</td>
<td></td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (34)</td>
<td>40% (53)</td>
<td>15% (19)</td>
<td>11% (15)</td>
<td>9% (12)</td>
<td></td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30% (265)</td>
<td>42% (374)</td>
<td>17% (148)</td>
<td>8% (72)</td>
<td>3% (28)</td>
<td></td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26% (196)</td>
<td>35% (263)</td>
<td>16% (125)</td>
<td>17% (130)</td>
<td>6% (48)</td>
<td></td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31% (31)</td>
<td>27% (26)</td>
<td>24% (23)</td>
<td>7% (7)</td>
<td>11% (10)</td>
<td></td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31% (144)</td>
<td>30% (140)</td>
<td>12% (55)</td>
<td>10% (45)</td>
<td>17% (80)</td>
<td></td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32% (232)</td>
<td>40% (290)</td>
<td>16% (116)</td>
<td>8% (60)</td>
<td>4% (28)</td>
<td></td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22% (138)</td>
<td>37% (232)</td>
<td>17% (107)</td>
<td>19% (116)</td>
<td>5% (33)</td>
<td></td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27% (16)</td>
<td>36% (22)</td>
<td>22% (13)</td>
<td>6% (4)</td>
<td>9% (6)</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29% (193)</td>
<td>42% (280)</td>
<td>18% (122)</td>
<td>8% (53)</td>
<td>3% (23)</td>
<td></td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24% (166)</td>
<td>35% (242)</td>
<td>17% (114)</td>
<td>18% (123)</td>
<td>5% (37)</td>
<td></td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% (28)</td>
<td>35% (38)</td>
<td>24% (26)</td>
<td>7% (7)</td>
<td>10% (11)</td>
<td></td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33% (250)</td>
<td>33% (244)</td>
<td>12% (89)</td>
<td>9% (69)</td>
<td>13% (93)</td>
<td></td>
<td>746</td>
</tr>
</tbody>
</table>

*Continued on next page*
Table EAKNPG3_3: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Actors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>29% (636)</td>
<td>36% (804)</td>
<td>16% (351)</td>
<td>11% (253)</td>
<td>8% (166)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>26% (321)</td>
<td>39% (482)</td>
<td>18% (222)</td>
<td>13% (155)</td>
<td>5% (58)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>32% (315)</td>
<td>33% (322)</td>
<td>13% (129)</td>
<td>10% (98)</td>
<td>11% (108)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>26% (102)</td>
<td>43% (171)</td>
<td>12% (49)</td>
<td>10% (41)</td>
<td>8% (32)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>25% (118)</td>
<td>36% (166)</td>
<td>20% (92)</td>
<td>11% (52)</td>
<td>8% (37)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>32% (269)</td>
<td>33% (270)</td>
<td>16% (132)</td>
<td>12% (98)</td>
<td>7% (59)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>28% (147)</td>
<td>38% (197)</td>
<td>15% (78)</td>
<td>12% (62)</td>
<td>7% (38)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>32% (370)</td>
<td>36% (418)</td>
<td>15% (174)</td>
<td>11% (126)</td>
<td>6% (65)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>31% (356)</td>
<td>37% (416)</td>
<td>17% (195)</td>
<td>12% (133)</td>
<td>3% (39)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>29% (110)</td>
<td>43% (164)</td>
<td>17% (66)</td>
<td>8% (30)</td>
<td>3% (12)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG3_4: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Film directors

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (426)</td>
<td>37% (819)</td>
<td>20% (453)</td>
<td>14% (300)</td>
<td>10% (213)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>18% (190)</td>
<td>35% (376)</td>
<td>24% (257)</td>
<td>16% (168)</td>
<td>7% (76)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>21% (236)</td>
<td>39% (444)</td>
<td>17% (195)</td>
<td>12% (132)</td>
<td>12% (137)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>28% (181)</td>
<td>40% (263)</td>
<td>13% (84)</td>
<td>9% (57)</td>
<td>11% (73)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (84)</td>
<td>39% (140)</td>
<td>16% (59)</td>
<td>10% (37)</td>
<td>11% (40)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>15% (113)</td>
<td>36% (271)</td>
<td>25% (188)</td>
<td>17% (127)</td>
<td>7% (56)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (48)</td>
<td>33% (145)</td>
<td>28% (122)</td>
<td>18% (79)</td>
<td>10% (43)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>24% (69)</td>
<td>45% (130)</td>
<td>11% (32)</td>
<td>8% (24)</td>
<td>11% (32)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>28% (175)</td>
<td>37% (227)</td>
<td>14% (86)</td>
<td>10% (62)</td>
<td>11% (67)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>17% (93)</td>
<td>35% (198)</td>
<td>25% (138)</td>
<td>14% (80)</td>
<td>9% (51)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>12% (86)</td>
<td>36% (245)</td>
<td>26% (175)</td>
<td>18% (123)</td>
<td>8% (58)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>21% (160)</td>
<td>42% (322)</td>
<td>20% (154)</td>
<td>9% (71)</td>
<td>8% (58)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>19% (148)</td>
<td>35% (280)</td>
<td>20% (160)</td>
<td>13% (104)</td>
<td>12% (97)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>18% (117)</td>
<td>33% (218)</td>
<td>21% (139)</td>
<td>19% (125)</td>
<td>9% (57)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>21% (72)</td>
<td>38% (131)</td>
<td>25% (86)</td>
<td>10% (34)</td>
<td>7% (26)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>21% (88)</td>
<td>46% (190)</td>
<td>16% (68)</td>
<td>9% (37)</td>
<td>8% (33)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>17% (65)</td>
<td>37% (145)</td>
<td>25% (97)</td>
<td>16% (63)</td>
<td>6% (25)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>21% (83)</td>
<td>34% (135)</td>
<td>16% (62)</td>
<td>10% (41)</td>
<td>18% (72)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>16% (53)</td>
<td>31% (99)</td>
<td>23% (75)</td>
<td>22% (71)</td>
<td>8% (25)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>19% (65)</td>
<td>36% (119)</td>
<td>19% (65)</td>
<td>16% (54)</td>
<td>10% (32)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>20% (121)</td>
<td>45% (275)</td>
<td>19% (116)</td>
<td>10% (60)</td>
<td>6% (36)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>18% (109)</td>
<td>37% (221)</td>
<td>24% (144)</td>
<td>12% (73)</td>
<td>9% (52)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (132)</td>
<td>33% (238)</td>
<td>22% (157)</td>
<td>19% (142)</td>
<td>8% (61)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>20% (308)</td>
<td>35% (538)</td>
<td>20% (302)</td>
<td>13% (196)</td>
<td>12% (176)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>18% (80)</td>
<td>40% (177)</td>
<td>21% (94)</td>
<td>15% (67)</td>
<td>6% (28)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>15% (38)</td>
<td>43% (104)</td>
<td>23% (58)</td>
<td>15% (37)</td>
<td>4% (9)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>23% (266)</td>
<td>34% (400)</td>
<td>20% (238)</td>
<td>11% (131)</td>
<td>12% (138)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>17% (120)</td>
<td>38% (273)</td>
<td>21% (149)</td>
<td>15% (110)</td>
<td>9% (61)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (39)</td>
<td>45% (146)</td>
<td>20% (66)</td>
<td>18% (59)</td>
<td>4% (14)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>18% (305)</td>
<td>37% (643)</td>
<td>21% (360)</td>
<td>15% (268)</td>
<td>9% (154)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_4: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Film directors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (426)</td>
<td>37% (819)</td>
<td>20% (453)</td>
<td>14% (300)</td>
<td>10% (213)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (87)</td>
<td>35% (124)</td>
<td>17% (60)</td>
<td>11% (38)</td>
<td>12% (42)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>26% (71)</td>
<td>33% (90)</td>
<td>22% (60)</td>
<td>6% (17)</td>
<td>14% (38)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>24% (50)</td>
<td>42% (86)</td>
<td>16% (33)</td>
<td>7% (15)</td>
<td>10% (21)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (162)</td>
<td>36% (339)</td>
<td>23% (223)</td>
<td>15% (141)</td>
<td>9% (86)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>21% (23)</td>
<td>44% (49)</td>
<td>22% (24)</td>
<td>10% (11)</td>
<td>4% (4)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>21% (20)</td>
<td>37% (35)</td>
<td>21% (20)</td>
<td>19% (18)</td>
<td>3% (3)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>19% (125)</td>
<td>38% (254)</td>
<td>20% (131)</td>
<td>11% (74)</td>
<td>12% (77)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>24% (95)</td>
<td>36% (142)</td>
<td>14% (55)</td>
<td>14% (56)</td>
<td>11% (43)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>21% (27)</td>
<td>39% (50)</td>
<td>23% (29)</td>
<td>12% (15)</td>
<td>4% (6)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>19% (99)</td>
<td>33% (173)</td>
<td>20% (105)</td>
<td>17% (87)</td>
<td>12% (62)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>19% (148)</td>
<td>39% (305)</td>
<td>21% (161)</td>
<td>13% (105)</td>
<td>8% (61)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>26% (140)</td>
<td>35% (191)</td>
<td>19% (103)</td>
<td>10% (52)</td>
<td>11% (62)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>17% (181)</td>
<td>39% (422)</td>
<td>22% (241)</td>
<td>14% (151)</td>
<td>8% (88)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>18% (105)</td>
<td>36% (207)</td>
<td>19% (108)</td>
<td>17% (96)</td>
<td>11% (63)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>21% (152)</td>
<td>37% (263)</td>
<td>21% (148)</td>
<td>13% (95)</td>
<td>8% (61)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>16% (20)</td>
<td>36% (44)</td>
<td>24% (29)</td>
<td>12% (15)</td>
<td>11% (14)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>24% (51)</td>
<td>38% (79)</td>
<td>18% (38)</td>
<td>13% (27)</td>
<td>8% (17)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>21% (32)</td>
<td>40% (59)</td>
<td>13% (20)</td>
<td>13% (19)</td>
<td>13% (20)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>25% (23)</td>
<td>42% (40)</td>
<td>10% (9)</td>
<td>8% (8)</td>
<td>15% (14)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (57)</td>
<td>33% (156)</td>
<td>28% (133)</td>
<td>19% (92)</td>
<td>9% (41)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>19% (50)</td>
<td>46% (122)</td>
<td>16% (44)</td>
<td>10% (27)</td>
<td>9% (23)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>24% (42)</td>
<td>33% (56)</td>
<td>19% (33)</td>
<td>10% (17)</td>
<td>14% (24)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (63)</td>
<td>36% (120)</td>
<td>24% (79)</td>
<td>12% (41)</td>
<td>9% (29)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>19% (363)</td>
<td>37% (699)</td>
<td>20% (373)</td>
<td>14% (259)</td>
<td>10% (184)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>21% (151)</td>
<td>41% (294)</td>
<td>18% (130)</td>
<td>10% (74)</td>
<td>9% (63)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>18% (274)</td>
<td>35% (526)</td>
<td>22% (322)</td>
<td>15% (226)</td>
<td>10% (149)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>21% (189)</td>
<td>43% (379)</td>
<td>19% (171)</td>
<td>10% (86)</td>
<td>7% (63)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>17% (205)</td>
<td>33% (392)</td>
<td>23% (267)</td>
<td>17% (205)</td>
<td>9% (104)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_4: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Film directors

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (426)</td>
<td>37% (819)</td>
<td>20% (453)</td>
<td>14% (300)</td>
<td>10% (213)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>28% (94)</td>
<td>39% (131)</td>
<td>16% (52)</td>
<td>10% (34)</td>
<td>7% (22)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>17% (96)</td>
<td>45% (249)</td>
<td>21% (119)</td>
<td>9% (52)</td>
<td>7% (41)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>17% (63)</td>
<td>39% (143)</td>
<td>24% (87)</td>
<td>11% (41)</td>
<td>8% (28)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>18% (142)</td>
<td>31% (249)</td>
<td>22% (180)</td>
<td>20% (164)</td>
<td>9% (76)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>21% (196)</td>
<td>42% (385)</td>
<td>20% (185)</td>
<td>10% (87)</td>
<td>7% (60)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (208)</td>
<td>34% (402)</td>
<td>21% (253)</td>
<td>18% (207)</td>
<td>9% (109)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>27% (104)</td>
<td>43% (165)</td>
<td>17% (65)</td>
<td>8% (31)</td>
<td>6% (24)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>18% (92)</td>
<td>42% (219)</td>
<td>23% (120)</td>
<td>11% (56)</td>
<td>7% (36)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>17% (50)</td>
<td>44% (133)</td>
<td>19% (57)</td>
<td>13% (40)</td>
<td>8% (24)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (157)</td>
<td>31% (269)</td>
<td>22% (197)</td>
<td>19% (168)</td>
<td>10% (85)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (172)</td>
<td>40% (350)</td>
<td>20% (170)</td>
<td>13% (114)</td>
<td>7% (65)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>16% (51)</td>
<td>33% (106)</td>
<td>24% (78)</td>
<td>19% (63)</td>
<td>9% (29)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>20% (45)</td>
<td>37% (82)</td>
<td>20% (45)</td>
<td>11% (24)</td>
<td>12% (26)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>16% (35)</td>
<td>31% (69)</td>
<td>24% (53)</td>
<td>15% (33)</td>
<td>15% (33)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>17% (24)</td>
<td>41% (59)</td>
<td>23% (33)</td>
<td>8% (11)</td>
<td>11% (16)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>23% (25)</td>
<td>41% (44)</td>
<td>21% (23)</td>
<td>10% (11)</td>
<td>6% (6)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>25% (45)</td>
<td>35% (63)</td>
<td>19% (34)</td>
<td>13% (23)</td>
<td>9% (17)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (29)</td>
<td>34% (46)</td>
<td>13% (18)</td>
<td>16% (21)</td>
<td>15% (20)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>20% (174)</td>
<td>43% (383)</td>
<td>22% (192)</td>
<td>10% (86)</td>
<td>6% (52)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>17% (127)</td>
<td>33% (255)</td>
<td>22% (165)</td>
<td>20% (153)</td>
<td>8% (62)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>23% (22)</td>
<td>27% (26)</td>
<td>32% (32)</td>
<td>7% (7)</td>
<td>11% (11)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>22% (102)</td>
<td>34% (155)</td>
<td>14% (64)</td>
<td>12% (54)</td>
<td>19% (88)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>21% (154)</td>
<td>40% (290)</td>
<td>21% (155)</td>
<td>11% (78)</td>
<td>7% (49)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>15% (96)</td>
<td>34% (211)</td>
<td>22% (140)</td>
<td>21% (133)</td>
<td>7% (46)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>20% (12)</td>
<td>33% (20)</td>
<td>24% (15)</td>
<td>11% (7)</td>
<td>12% (8)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>21% (141)</td>
<td>40% (271)</td>
<td>23% (151)</td>
<td>10% (64)</td>
<td>6% (43)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>17% (115)</td>
<td>33% (223)</td>
<td>22% (153)</td>
<td>21% (140)</td>
<td>8% (51)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>15% (17)</td>
<td>37% (40)</td>
<td>26% (28)</td>
<td>10% (11)</td>
<td>12% (13)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>20% (153)</td>
<td>38% (285)</td>
<td>16% (121)</td>
<td>11% (84)</td>
<td>14% (103)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_4: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Film directors**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (426)</td>
<td>37% (819)</td>
<td>20% (453)</td>
<td>14% (300)</td>
<td>10% (213)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>18% (224)</td>
<td>37% (456)</td>
<td>23% (279)</td>
<td>15% (186)</td>
<td>7% (92)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>21% (201)</td>
<td>37% (364)</td>
<td>18% (174)</td>
<td>12% (113)</td>
<td>12% (120)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>19% (77)</td>
<td>42% (166)</td>
<td>17% (69)</td>
<td>12% (46)</td>
<td>10% (39)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>16% (75)</td>
<td>35% (165)</td>
<td>24% (111)</td>
<td>15% (70)</td>
<td>9% (44)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>21% (176)</td>
<td>35% (286)</td>
<td>21% (170)</td>
<td>14% (118)</td>
<td>9% (78)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>19% (99)</td>
<td>39% (203)</td>
<td>20% (102)</td>
<td>13% (66)</td>
<td>10% (52)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>22% (258)</td>
<td>38% (436)</td>
<td>20% (231)</td>
<td>12% (140)</td>
<td>8% (87)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>22% (248)</td>
<td>38% (430)</td>
<td>21% (238)</td>
<td>14% (163)</td>
<td>5% (59)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>21% (79)</td>
<td>46% (175)</td>
<td>20% (76)</td>
<td>10% (39)</td>
<td>3% (12)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG3_5: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

Influencers

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (427)</td>
<td>23% (509)</td>
<td>19% (428)</td>
<td>25% (560)</td>
<td>13% (287)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>18% (190)</td>
<td>21% (229)</td>
<td>22% (234)</td>
<td>28% (299)</td>
<td>11% (115)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>21% (237)</td>
<td>24% (280)</td>
<td>17% (194)</td>
<td>23% (261)</td>
<td>15% (172)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>31% (207)</td>
<td>30% (195)</td>
<td>14% (90)</td>
<td>13% (86)</td>
<td>12% (80)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>18% (63)</td>
<td>26% (92)</td>
<td>19% (70)</td>
<td>23% (82)</td>
<td>15% (52)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>14% (109)</td>
<td>19% (142)</td>
<td>22% (164)</td>
<td>32% (243)</td>
<td>13% (96)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (47)</td>
<td>18% (80)</td>
<td>24% (105)</td>
<td>34% (149)</td>
<td>13% (58)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>31% (90)</td>
<td>33% (96)</td>
<td>13% (36)</td>
<td>11% (32)</td>
<td>12% (33)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>27% (165)</td>
<td>27% (167)</td>
<td>16% (97)</td>
<td>18% (108)</td>
<td>13% (81)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>14% (81)</td>
<td>21% (116)</td>
<td>22% (122)</td>
<td>29% (164)</td>
<td>14% (76)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (87)</td>
<td>17% (114)</td>
<td>23% (159)</td>
<td>35% (238)</td>
<td>13% (90)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>20% (155)</td>
<td>25% (192)</td>
<td>20% (154)</td>
<td>24% (181)</td>
<td>11% (83)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>22% (174)</td>
<td>22% (172)</td>
<td>16% (126)</td>
<td>23% (181)</td>
<td>17% (135)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>15% (97)</td>
<td>22% (145)</td>
<td>23% (148)</td>
<td>30% (198)</td>
<td>10% (69)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>21% (72)</td>
<td>18% (64)</td>
<td>25% (88)</td>
<td>25% (87)</td>
<td>11% (37)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>20% (84)</td>
<td>31% (128)</td>
<td>16% (66)</td>
<td>23% (94)</td>
<td>11% (45)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>21% (82)</td>
<td>23% (93)</td>
<td>17% (68)</td>
<td>27% (107)</td>
<td>12% (46)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>23% (91)</td>
<td>20% (79)</td>
<td>15% (58)</td>
<td>19% (74)</td>
<td>23% (90)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>11% (36)</td>
<td>22% (72)</td>
<td>24% (78)</td>
<td>32% (105)</td>
<td>10% (32)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>18% (62)</td>
<td>22% (73)</td>
<td>21% (70)</td>
<td>28% (93)</td>
<td>11% (37)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>24% (146)</td>
<td>23% (142)</td>
<td>19% (113)</td>
<td>23% (139)</td>
<td>11% (69)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>16% (99)</td>
<td>25% (147)</td>
<td>22% (133)</td>
<td>25% (150)</td>
<td>12% (70)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>16% (114)</td>
<td>21% (156)</td>
<td>21% (152)</td>
<td>32% (233)</td>
<td>10% (75)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>21% (312)</td>
<td>24% (362)</td>
<td>19% (288)</td>
<td>23% (347)</td>
<td>14% (210)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>16% (72)</td>
<td>21% (96)</td>
<td>20% (90)</td>
<td>32% (142)</td>
<td>10% (46)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>18% (43)</td>
<td>21% (52)</td>
<td>20% (50)</td>
<td>29% (71)</td>
<td>12% (30)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (255)</td>
<td>24% (281)</td>
<td>17% (199)</td>
<td>22% (256)</td>
<td>16% (183)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>17% (122)</td>
<td>23% (167)</td>
<td>20% (145)</td>
<td>28% (198)</td>
<td>11% (79)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>15% (49)</td>
<td>19% (61)</td>
<td>26% (84)</td>
<td>33% (106)</td>
<td>7% (24)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>17% (298)</td>
<td>22% (379)</td>
<td>20% (348)</td>
<td>28% (488)</td>
<td>13% (217)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_5: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (427)</td>
<td>23% (509)</td>
<td>19% (428)</td>
<td>25% (560)</td>
<td>13% (287)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>23% (79)</td>
<td>26% (91)</td>
<td>19% (67)</td>
<td>20% (69)</td>
<td>13% (43)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>27% (75)</td>
<td>27% (74)</td>
<td>17% (46)</td>
<td>12% (33)</td>
<td>17% (47)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>26% (53)</td>
<td>27% (56)</td>
<td>17% (35)</td>
<td>19% (39)</td>
<td>11% (23)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (159)</td>
<td>21% (199)</td>
<td>22% (205)</td>
<td>28% (269)</td>
<td>12% (119)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>17% (19)</td>
<td>26% (29)</td>
<td>29% (32)</td>
<td>21% (23)</td>
<td>7% (8)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>20% (19)</td>
<td>18% (17)</td>
<td>16% (15)</td>
<td>39% (37)</td>
<td>8% (8)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>19% (128)</td>
<td>23% (155)</td>
<td>18% (119)</td>
<td>24% (156)</td>
<td>16% (104)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>19% (24)</td>
<td>24% (31)</td>
<td>28% (36)</td>
<td>22% (28)</td>
<td>7% (10)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>20% (104)</td>
<td>24% (125)</td>
<td>18% (92)</td>
<td>25% (133)</td>
<td>14% (73)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>19% (148)</td>
<td>23% (177)</td>
<td>21% (163)</td>
<td>26% (206)</td>
<td>11% (86)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>23% (127)</td>
<td>26% (140)</td>
<td>18% (97)</td>
<td>20% (108)</td>
<td>14% (75)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>17% (183)</td>
<td>22% (234)</td>
<td>21% (223)</td>
<td>28% (309)</td>
<td>12% (135)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>20% (117)</td>
<td>23% (135)</td>
<td>19% (107)</td>
<td>25% (143)</td>
<td>13% (77)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>21% (153)</td>
<td>22% (157)</td>
<td>22% (158)</td>
<td>24% (173)</td>
<td>11% (78)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>21% (26)</td>
<td>19% (23)</td>
<td>17% (20)</td>
<td>30% (37)</td>
<td>13% (16)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23% (48)</td>
<td>24% (50)</td>
<td>22% (47)</td>
<td>19% (40)</td>
<td>12% (25)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>17% (25)</td>
<td>23% (34)</td>
<td>18% (26)</td>
<td>28% (41)</td>
<td>15% (23)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>33% (31)</td>
<td>27% (25)</td>
<td>13% (13)</td>
<td>13% (12)</td>
<td>15% (14)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>11% (51)</td>
<td>20% (97)</td>
<td>22% (106)</td>
<td>35% (167)</td>
<td>12% (58)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>21% (57)</td>
<td>30% (81)</td>
<td>14% (36)</td>
<td>20% (53)</td>
<td>14% (39)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>21% (36)</td>
<td>24% (41)</td>
<td>13% (22)</td>
<td>22% (38)</td>
<td>20% (35)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>17% (55)</td>
<td>19% (64)</td>
<td>26% (85)</td>
<td>27% (89)</td>
<td>12% (39)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>20% (371)</td>
<td>24% (445)</td>
<td>18% (343)</td>
<td>25% (471)</td>
<td>13% (248)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>22% (157)</td>
<td>23% (162)</td>
<td>18% (131)</td>
<td>25% (176)</td>
<td>12% (87)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>18% (270)</td>
<td>23% (347)</td>
<td>20% (297)</td>
<td>26% (384)</td>
<td>13% (200)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>21% (184)</td>
<td>23% (205)</td>
<td>20% (176)</td>
<td>25% (222)</td>
<td>11% (101)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>17% (205)</td>
<td>23% (272)</td>
<td>20% (238)</td>
<td>27% (316)</td>
<td>12% (141)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_5: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

**Influencers**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (427)</td>
<td>23% (509)</td>
<td>19% (428)</td>
<td>25% (560)</td>
<td>13% (287)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>26% (85)</td>
<td>20% (66)</td>
<td>17% (57)</td>
<td>26% (86)</td>
<td>11% (37)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>18% (99)</td>
<td>25% (138)</td>
<td>21% (119)</td>
<td>24% (136)</td>
<td>11% (64)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>24% (88)</td>
<td>28% (100)</td>
<td>23% (82)</td>
<td>15% (55)</td>
<td>10% (37)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>14% (117)</td>
<td>21% (172)</td>
<td>19% (156)</td>
<td>32% (261)</td>
<td>13% (104)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>22% (198)</td>
<td>23% (212)</td>
<td>20% (178)</td>
<td>25% (225)</td>
<td>11% (99)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (207)</td>
<td>23% (275)</td>
<td>20% (236)</td>
<td>27% (321)</td>
<td>12% (141)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>27% (104)</td>
<td>21% (81)</td>
<td>16% (62)</td>
<td>25% (98)</td>
<td>11% (42)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>18% (94)</td>
<td>25% (131)</td>
<td>22% (116)</td>
<td>24% (126)</td>
<td>11% (57)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>25% (75)</td>
<td>28% (85)</td>
<td>21% (65)</td>
<td>16% (50)</td>
<td>10% (30)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>15% (132)</td>
<td>22% (191)</td>
<td>20% (172)</td>
<td>31% (271)</td>
<td>13% (111)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>19% (164)</td>
<td>24% (211)</td>
<td>20% (172)</td>
<td>28% (240)</td>
<td>10% (84)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>17% (56)</td>
<td>20% (64)</td>
<td>23% (76)</td>
<td>28% (90)</td>
<td>12% (40)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>24% (53)</td>
<td>19% (42)</td>
<td>21% (46)</td>
<td>20% (44)</td>
<td>17% (37)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>16% (35)</td>
<td>19% (43)</td>
<td>19% (42)</td>
<td>29% (65)</td>
<td>17% (38)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>21% (30)</td>
<td>27% (38)</td>
<td>22% (32)</td>
<td>14% (20)</td>
<td>16% (23)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>29% (31)</td>
<td>27% (30)</td>
<td>16% (18)</td>
<td>17% (18)</td>
<td>11% (12)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>20% (36)</td>
<td>25% (46)</td>
<td>14% (26)</td>
<td>26% (47)</td>
<td>15% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>15% (20)</td>
<td>26% (35)</td>
<td>13% (18)</td>
<td>28% (37)</td>
<td>17% (23)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>22% (191)</td>
<td>25% (219)</td>
<td>20% (174)</td>
<td>24% (216)</td>
<td>10% (87)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>14% (110)</td>
<td>22% (168)</td>
<td>21% (161)</td>
<td>32% (241)</td>
<td>11% (83)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>17% (17)</td>
<td>20% (20)</td>
<td>19% (19)</td>
<td>27% (27)</td>
<td>16% (16)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>24% (109)</td>
<td>22% (103)</td>
<td>16% (74)</td>
<td>16% (76)</td>
<td>22% (101)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>23% (163)</td>
<td>21% (154)</td>
<td>20% (144)</td>
<td>26% (187)</td>
<td>11% (77)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>13% (82)</td>
<td>21% (132)</td>
<td>22% (140)</td>
<td>34% (214)</td>
<td>9% (57)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>18% (11)</td>
<td>25% (15)</td>
<td>9% (5)</td>
<td>26% (16)</td>
<td>21% (13)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>19% (130)</td>
<td>23% (153)</td>
<td>21% (142)</td>
<td>26% (176)</td>
<td>10% (68)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>14% (95)</td>
<td>21% (141)</td>
<td>21% (146)</td>
<td>34% (232)</td>
<td>10% (68)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>15% (16)</td>
<td>20% (21)</td>
<td>20% (22)</td>
<td>26% (28)</td>
<td>20% (22)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>25% (186)</td>
<td>26% (193)</td>
<td>16% (117)</td>
<td>17% (124)</td>
<td>17% (126)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG3_5: To what extent is the behavior or personal views of the following types of people important when you are considering consuming their work?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (427)</td>
<td>23% (509)</td>
<td>19% (428)</td>
<td>25% (560)</td>
<td>13% (287)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>16% (200)</td>
<td>21% (265)</td>
<td>22% (267)</td>
<td>30% (374)</td>
<td>11% (132)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>23% (227)</td>
<td>25% (244)</td>
<td>17% (161)</td>
<td>19% (186)</td>
<td>16% (155)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>19% (73)</td>
<td>24% (95)</td>
<td>18% (70)</td>
<td>25% (98)</td>
<td>15% (59)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>17% (80)</td>
<td>23% (108)</td>
<td>21% (97)</td>
<td>25% (117)</td>
<td>14% (63)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>20% (168)</td>
<td>25% (205)</td>
<td>18% (148)</td>
<td>25% (205)</td>
<td>12% (101)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>20% (105)</td>
<td>19% (101)</td>
<td>22% (113)</td>
<td>27% (139)</td>
<td>12% (64)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>22% (254)</td>
<td>24% (276)</td>
<td>18% (203)</td>
<td>26% (295)</td>
<td>11% (125)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>21% (238)</td>
<td>23% (266)</td>
<td>20% (224)</td>
<td>28% (317)</td>
<td>8% (94)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>22% (85)</td>
<td>24% (93)</td>
<td>21% (81)</td>
<td>24% (91)</td>
<td>8% (32)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_1: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>59% (1307)</td>
<td>5% (109)</td>
<td>19% (418)</td>
<td>17% (375)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>58% (613)</td>
<td>5% (50)</td>
<td>23% (244)</td>
<td>15% (160)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>61% (694)</td>
<td>5% (59)</td>
<td>15% (175)</td>
<td>19% (216)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>54% (356)</td>
<td>7% (43)</td>
<td>20% (129)</td>
<td>20% (129)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>53% (189)</td>
<td>5% (19)</td>
<td>20% (73)</td>
<td>22% (77)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>62% (465)</td>
<td>4% (27)</td>
<td>21% (157)</td>
<td>14% (106)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>68% (297)</td>
<td>4% (20)</td>
<td>13% (59)</td>
<td>14% (63)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>56% (159)</td>
<td>8% (23)</td>
<td>16% (45)</td>
<td>20% (59)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>54% (331)</td>
<td>5% (32)</td>
<td>21% (132)</td>
<td>20% (122)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>53% (296)</td>
<td>4% (23)</td>
<td>26% (143)</td>
<td>17% (97)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>70% (481)</td>
<td>4% (27)</td>
<td>13% (88)</td>
<td>13% (91)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>68% (522)</td>
<td>6% (42)</td>
<td>14% (105)</td>
<td>12% (95)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>53% (418)</td>
<td>4% (34)</td>
<td>19% (152)</td>
<td>23% (184)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>56% (367)</td>
<td>5% (32)</td>
<td>25% (161)</td>
<td>15% (96)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>66% (230)</td>
<td>5% (17)</td>
<td>19% (66)</td>
<td>10% (36)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>70% (292)</td>
<td>6% (25)</td>
<td>9% (39)</td>
<td>14% (59)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>55% (219)</td>
<td>5% (20)</td>
<td>22% (85)</td>
<td>18% (72)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>51% (199)</td>
<td>4% (15)</td>
<td>17% (67)</td>
<td>29% (112)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>51% (165)</td>
<td>4% (13)</td>
<td>29% (93)</td>
<td>16% (52)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>61% (203)</td>
<td>6% (19)</td>
<td>20% (68)</td>
<td>13% (44)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>71% (434)</td>
<td>4% (24)</td>
<td>12% (70)</td>
<td>13% (80)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>58% (345)</td>
<td>6% (39)</td>
<td>18% (107)</td>
<td>18% (109)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>57% (415)</td>
<td>4% (28)</td>
<td>27% (197)</td>
<td>12% (91)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>55% (830)</td>
<td>6% (90)</td>
<td>20% (309)</td>
<td>19% (290)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>68% (304)</td>
<td>3% (14)</td>
<td>15% (68)</td>
<td>13% (60)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>71% (174)</td>
<td>2% (5)</td>
<td>17% (41)</td>
<td>10% (26)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>55% (648)</td>
<td>6% (76)</td>
<td>18% (212)</td>
<td>20% (238)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>63% (448)</td>
<td>4% (28)</td>
<td>20% (142)</td>
<td>13% (94)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>65% (211)</td>
<td>2% (6)</td>
<td>20% (64)</td>
<td>13% (44)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>60% (1040)</td>
<td>5% (80)</td>
<td>20% (340)</td>
<td>16% (270)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>59% (1307)</td>
<td>5% (109)</td>
<td>19% (418)</td>
<td>17% (375)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>54% (189)</td>
<td>6% (20)</td>
<td>24% (85)</td>
<td>16% (57)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>51% (140)</td>
<td>8% (22)</td>
<td>17% (48)</td>
<td>24% (66)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>62% (128)</td>
<td>3% (7)</td>
<td>15% (31)</td>
<td>19% (40)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>63% (603)</td>
<td>4% (41)</td>
<td>19% (178)</td>
<td>13% (128)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>59% (66)</td>
<td>5% (5)</td>
<td>22% (25)</td>
<td>14% (15)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>71% (68)</td>
<td>3% (3)</td>
<td>15% (14)</td>
<td>12% (11)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>53% (353)</td>
<td>6% (37)</td>
<td>20% (132)</td>
<td>21% (140)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>56% (217)</td>
<td>6% (23)</td>
<td>18% (69)</td>
<td>21% (81)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>55% (70)</td>
<td>5% (7)</td>
<td>26% (33)</td>
<td>14% (18)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>57% (301)</td>
<td>5% (24)</td>
<td>21% (112)</td>
<td>17% (90)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>64% (503)</td>
<td>5% (38)</td>
<td>16% (125)</td>
<td>15% (114)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>58% (319)</td>
<td>7% (38)</td>
<td>17% (92)</td>
<td>18% (99)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>62% (668)</td>
<td>3% (36)</td>
<td>20% (220)</td>
<td>15% (160)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>55% (321)</td>
<td>6% (35)</td>
<td>18% (107)</td>
<td>20% (117)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>62% (448)</td>
<td>4% (25)</td>
<td>21% (149)</td>
<td>13% (97)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>50% (61)</td>
<td>7% (9)</td>
<td>25% (30)</td>
<td>18% (22)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>62% (130)</td>
<td>4% (8)</td>
<td>19% (41)</td>
<td>15% (32)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>49% (73)</td>
<td>7% (10)</td>
<td>20% (29)</td>
<td>25% (37)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>64% (61)</td>
<td>4% (4)</td>
<td>13% (12)</td>
<td>19% (18)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>64% (308)</td>
<td>5% (23)</td>
<td>14% (69)</td>
<td>16% (79)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>51% (137)</td>
<td>9% (25)</td>
<td>20% (53)</td>
<td>19% (51)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>52% (90)</td>
<td>4% (6)</td>
<td>21% (35)</td>
<td>24% (40)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>59% (196)</td>
<td>5% (15)</td>
<td>20% (66)</td>
<td>16% (54)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>59% (1111)</td>
<td>5% (94)</td>
<td>19% (353)</td>
<td>17% (321)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>64% (454)</td>
<td>6% (43)</td>
<td>14% (97)</td>
<td>17% (118)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>57% (853)</td>
<td>4% (66)</td>
<td>21% (321)</td>
<td>17% (257)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>69% (611)</td>
<td>6% (50)</td>
<td>12% (110)</td>
<td>13% (116)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>55% (649)</td>
<td>4% (52)</td>
<td>23% (276)</td>
<td>17% (196)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG4_1

Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

*Allegedly created a toxic workplace*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>59% (1307)</td>
<td>5% (109)</td>
<td>19% (418)</td>
<td>17% (375)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>69% (228)</td>
<td>9% (30)</td>
<td>10% (32)</td>
<td>13% (42)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>69% (383)</td>
<td>4% (20)</td>
<td>14% (79)</td>
<td>13% (74)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>59% (215)</td>
<td>6% (21)</td>
<td>16% (57)</td>
<td>19% (70)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>54% (434)</td>
<td>4% (32)</td>
<td>27% (218)</td>
<td>16% (126)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>68% (620)</td>
<td>6% (54)</td>
<td>13% (114)</td>
<td>14% (124)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>55% (650)</td>
<td>4% (47)</td>
<td>25% (291)</td>
<td>16% (192)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>69% (270)</td>
<td>9% (36)</td>
<td>11% (41)</td>
<td>11% (42)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>67% (351)</td>
<td>3% (17)</td>
<td>14% (73)</td>
<td>16% (82)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>63% (192)</td>
<td>6% (18)</td>
<td>15% (46)</td>
<td>15% (46)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>52% (457)</td>
<td>3% (29)</td>
<td>28% (244)</td>
<td>17% (146)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>55% (478)</td>
<td>5% (46)</td>
<td>24% (207)</td>
<td>16% (140)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>61% (200)</td>
<td>4% (12)</td>
<td>22% (72)</td>
<td>13% (42)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>63% (139)</td>
<td>7% (16)</td>
<td>12% (27)</td>
<td>18% (40)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>61% (137)</td>
<td>7% (16)</td>
<td>11% (25)</td>
<td>20% (45)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>60% (85)</td>
<td>3% (5)</td>
<td>12% (18)</td>
<td>25% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>58% (63)</td>
<td>2% (3)</td>
<td>20% (22)</td>
<td>20% (21)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>66% (121)</td>
<td>5% (9)</td>
<td>15% (28)</td>
<td>14% (25)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>64% (85)</td>
<td>3% (3)</td>
<td>14% (19)</td>
<td>19% (26)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>70% (625)</td>
<td>6% (49)</td>
<td>12% (108)</td>
<td>12% (106)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>54% (410)</td>
<td>4% (30)</td>
<td>27% (208)</td>
<td>15% (114)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>57% (55)</td>
<td>2% (2)</td>
<td>19% (18)</td>
<td>23% (23)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>47% (217)</td>
<td>6% (29)</td>
<td>18% (84)</td>
<td>29% (133)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>71% (513)</td>
<td>4% (32)</td>
<td>13% (94)</td>
<td>12% (87)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>57% (354)</td>
<td>4% (27)</td>
<td>25% (155)</td>
<td>14% (89)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>58% (36)</td>
<td>2% (1)</td>
<td>17% (10)</td>
<td>23% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>70% (468)</td>
<td>5% (34)</td>
<td>14% (92)</td>
<td>11% (76)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>58% (396)</td>
<td>4% (29)</td>
<td>25% (169)</td>
<td>13% (87)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>61% (67)</td>
<td>1% (1)</td>
<td>10% (11)</td>
<td>27% (30)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>50% (373)</td>
<td>6% (45)</td>
<td>19% (145)</td>
<td>24% (182)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_1: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>59% (1307)</td>
<td>5% (109)</td>
<td>19% (418)</td>
<td>17% (375)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>63% (785)</td>
<td>4% (54)</td>
<td>19% (237)</td>
<td>13% (162)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>54% (522)</td>
<td>6% (55)</td>
<td>19% (181)</td>
<td>22% (214)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>63% (249)</td>
<td>3% (11)</td>
<td>17% (68)</td>
<td>17% (67)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>60% (278)</td>
<td>4% (18)</td>
<td>19% (88)</td>
<td>17% (80)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>56% (463)</td>
<td>6% (48)</td>
<td>20% (163)</td>
<td>19% (154)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>61% (317)</td>
<td>6% (32)</td>
<td>19% (99)</td>
<td>14% (74)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>59% (684)</td>
<td>5% (58)</td>
<td>21% (238)</td>
<td>15% (172)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>62% (704)</td>
<td>5% (55)</td>
<td>21% (239)</td>
<td>12% (141)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>71% (272)</td>
<td>5% (21)</td>
<td>13% (50)</td>
<td>10% (39)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_2: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?
**Defended racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1257)</td>
<td>14% (301)</td>
<td>16% (355)</td>
<td>13% (298)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>57% (603)</td>
<td>12% (131)</td>
<td>20% (216)</td>
<td>11% (116)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>57% (653)</td>
<td>15% (169)</td>
<td>12% (139)</td>
<td>16% (181)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>52% (344)</td>
<td>16% (108)</td>
<td>16% (103)</td>
<td>16% (102)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>55% (199)</td>
<td>13% (45)</td>
<td>15% (54)</td>
<td>17% (61)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>56% (426)</td>
<td>14% (109)</td>
<td>19% (145)</td>
<td>10% (75)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>66% (288)</td>
<td>9% (39)</td>
<td>12% (53)</td>
<td>13% (59)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>54% (155)</td>
<td>20% (56)</td>
<td>12% (35)</td>
<td>14% (40)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>53% (329)</td>
<td>14% (85)</td>
<td>17% (105)</td>
<td>16% (98)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>53% (294)</td>
<td>15% (82)</td>
<td>20% (111)</td>
<td>13% (71)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>63% (433)</td>
<td>10% (72)</td>
<td>14% (97)</td>
<td>12% (85)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>64% (491)</td>
<td>17% (129)</td>
<td>10% (73)</td>
<td>9% (71)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>56% (438)</td>
<td>12% (92)</td>
<td>15% (117)</td>
<td>18% (141)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>50% (328)</td>
<td>12% (80)</td>
<td>25% (165)</td>
<td>13% (85)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>64% (223)</td>
<td>14% (50)</td>
<td>14% (49)</td>
<td>7% (26)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>65% (268)</td>
<td>19% (78)</td>
<td>6% (24)</td>
<td>11% (46)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>55% (219)</td>
<td>12% (47)</td>
<td>19% (74)</td>
<td>14% (55)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>56% (218)</td>
<td>11% (45)</td>
<td>11% (44)</td>
<td>22% (86)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>50% (161)</td>
<td>10% (34)</td>
<td>29% (93)</td>
<td>11% (35)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>50% (166)</td>
<td>14% (47)</td>
<td>21% (72)</td>
<td>15% (50)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>73% (443)</td>
<td>14% (82)</td>
<td>6% (38)</td>
<td>7% (45)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>54% (325)</td>
<td>14% (86)</td>
<td>16% (95)</td>
<td>16% (94)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>52% (380)</td>
<td>12% (86)</td>
<td>26% (189)</td>
<td>10% (75)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>51% (775)</td>
<td>15% (224)</td>
<td>18% (272)</td>
<td>16% (248)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>69% (308)</td>
<td>11% (50)</td>
<td>12% (51)</td>
<td>8% (36)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>71% (173)</td>
<td>11% (27)</td>
<td>13% (31)</td>
<td>6% (14)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>54% (634)</td>
<td>15% (174)</td>
<td>15% (174)</td>
<td>16% (192)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>58% (410)</td>
<td>14% (97)</td>
<td>18% (127)</td>
<td>11% (78)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>66% (213)</td>
<td>9% (29)</td>
<td>17% (54)</td>
<td>8% (27)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>57% (992)</td>
<td>13% (220)</td>
<td>17% (299)</td>
<td>13% (219)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_2: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Defended racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1257)</td>
<td>14% (301)</td>
<td>16% (355)</td>
<td>13% (298)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>51% (180)</td>
<td>20% (69)</td>
<td>18% (65)</td>
<td>11% (38)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>51% (140)</td>
<td>19% (53)</td>
<td>11% (30)</td>
<td>19% (53)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>61% (125)</td>
<td>14% (28)</td>
<td>13% (27)</td>
<td>12% (25)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>58% (552)</td>
<td>12% (116)</td>
<td>18% (167)</td>
<td>12% (115)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>58% (65)</td>
<td>17% (19)</td>
<td>19% (21)</td>
<td>6% (7)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>76% (73)</td>
<td>4% (4)</td>
<td>18% (17)</td>
<td>2% (2)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>55% (365)</td>
<td>13% (85)</td>
<td>16% (103)</td>
<td>16% (109)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>52% (201)</td>
<td>20% (77)</td>
<td>12% (47)</td>
<td>17% (65)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>55% (70)</td>
<td>15% (19)</td>
<td>22% (28)</td>
<td>9% (11)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>56% (294)</td>
<td>15% (80)</td>
<td>15% (77)</td>
<td>14% (76)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>57% (444)</td>
<td>14% (110)</td>
<td>16% (129)</td>
<td>12% (97)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>57% (310)</td>
<td>16% (90)</td>
<td>14% (77)</td>
<td>13% (71)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>60% (649)</td>
<td>11% (121)</td>
<td>17% (182)</td>
<td>12% (132)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>51% (298)</td>
<td>15% (90)</td>
<td>17% (97)</td>
<td>16% (95)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>57% (411)</td>
<td>12% (88)</td>
<td>18% (129)</td>
<td>13% (90)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>57% (70)</td>
<td>13% (16)</td>
<td>15% (19)</td>
<td>14% (17)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>57% (119)</td>
<td>17% (37)</td>
<td>18% (39)</td>
<td>8% (16)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>57% (85)</td>
<td>14% (21)</td>
<td>12% (18)</td>
<td>16% (24)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>67% (64)</td>
<td>14% (13)</td>
<td>7% (6)</td>
<td>12% (12)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>62% (297)</td>
<td>9% (41)</td>
<td>16% (74)</td>
<td>14% (66)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>47% (125)</td>
<td>22% (60)</td>
<td>15% (40)</td>
<td>16% (41)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>50% (86)</td>
<td>15% (26)</td>
<td>17% (30)</td>
<td>18% (31)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>60% (198)</td>
<td>11% (36)</td>
<td>18% (59)</td>
<td>12% (38)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>56% (1059)</td>
<td>14% (265)</td>
<td>16% (296)</td>
<td>14% (259)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>63% (446)</td>
<td>15% (105)</td>
<td>11% (81)</td>
<td>11% (81)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>54% (811)</td>
<td>13% (196)</td>
<td>18% (274)</td>
<td>14% (217)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>67% (599)</td>
<td>15% (138)</td>
<td>9% (77)</td>
<td>8% (75)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>51% (601)</td>
<td>13% (150)</td>
<td>22% (253)</td>
<td>14% (167)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_2: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Defended racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1257)</td>
<td>14% (301)</td>
<td>16% (355)</td>
<td>13% (298)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>67% (223)</td>
<td>19% (63)</td>
<td>6% (21)</td>
<td>7% (24)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>67% (375)</td>
<td>13% (74)</td>
<td>10% (56)</td>
<td>9% (51)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>54% (196)</td>
<td>17% (63)</td>
<td>12% (43)</td>
<td>17% (61)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>50% (405)</td>
<td>11% (88)</td>
<td>26% (211)</td>
<td>13% (107)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>68% (620)</td>
<td>15% (140)</td>
<td>8% (76)</td>
<td>8% (77)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>50% (592)</td>
<td>13% (152)</td>
<td>23% (266)</td>
<td>14% (169)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>67% (261)</td>
<td>21% (80)</td>
<td>6% (24)</td>
<td>6% (24)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>68% (359)</td>
<td>11% (60)</td>
<td>10% (52)</td>
<td>10% (53)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>57% (172)</td>
<td>19% (57)</td>
<td>10% (30)</td>
<td>15% (45)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>54% (468)</td>
<td>13% (110)</td>
<td>21% (181)</td>
<td>13% (112)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>51% (167)</td>
<td>12% (40)</td>
<td>24% (77)</td>
<td>13% (41)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>65% (144)</td>
<td>10% (22)</td>
<td>7% (16)</td>
<td>18% (40)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>55% (123)</td>
<td>17% (37)</td>
<td>10% (22)</td>
<td>18% (41)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>59% (84)</td>
<td>18% (26)</td>
<td>8% (12)</td>
<td>14% (21)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>65% (71)</td>
<td>13% (14)</td>
<td>12% (13)</td>
<td>9% (10)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>63% (115)</td>
<td>19% (35)</td>
<td>9% (16)</td>
<td>9% (16)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>63% (84)</td>
<td>11% (15)</td>
<td>13% (17)</td>
<td>9% (17)</td>
<td>103</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>67% (594)</td>
<td>16% (145)</td>
<td>8% (74)</td>
<td>8% (74)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>48% (367)</td>
<td>13% (99)</td>
<td>26% (200)</td>
<td>13% (97)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>65% (63)</td>
<td>8% (7)</td>
<td>11% (10)</td>
<td>17% (17)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>50% (233)</td>
<td>11% (50)</td>
<td>15% (71)</td>
<td>24% (110)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>66% (479)</td>
<td>16% (118)</td>
<td>9% (67)</td>
<td>9% (62)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>52% (324)</td>
<td>12% (73)</td>
<td>25% (157)</td>
<td>11% (71)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>59% (36)</td>
<td>7% (4)</td>
<td>17% (10)</td>
<td>17% (11)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>67% (446)</td>
<td>17% (113)</td>
<td>9% (60)</td>
<td>8% (51)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>51% (346)</td>
<td>11% (72)</td>
<td>26% (176)</td>
<td>13% (87)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>70% (76)</td>
<td>7% (7)</td>
<td>10% (11)</td>
<td>14% (15)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>52% (385)</td>
<td>15% (108)</td>
<td>15% (109)</td>
<td>19% (144)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_2: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Defended racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1257)</td>
<td>14% (301)</td>
<td>16% (355)</td>
<td>13% (298)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>60% (744)</td>
<td>13% (161)</td>
<td>17% (206)</td>
<td>10% (126)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>53% (512)</td>
<td>14% (140)</td>
<td>15% (149)</td>
<td>18% (171)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>58% (230)</td>
<td>14% (55)</td>
<td>14% (54)</td>
<td>14% (57)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>61% (283)</td>
<td>11% (51)</td>
<td>14% (66)</td>
<td>14% (64)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>53% (441)</td>
<td>14% (120)</td>
<td>17% (141)</td>
<td>15% (127)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>58% (304)</td>
<td>14% (75)</td>
<td>18% (94)</td>
<td>9% (50)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>59% (680)</td>
<td>13% (153)</td>
<td>17% (196)</td>
<td>11% (123)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>58% (663)</td>
<td>13% (153)</td>
<td>18% (206)</td>
<td>10% (116)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>71% (272)</td>
<td>12% (45)</td>
<td>8% (32)</td>
<td>9% (33)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
### Table EAKNPG4_3: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Spoke out against racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>13% (279)</td>
<td>52% (1148)</td>
<td>21% (473)</td>
<td>14% (311)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>12% (129)</td>
<td>48% (517)</td>
<td>27% (290)</td>
<td>12% (130)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>13% (149)</td>
<td>55% (631)</td>
<td>16% (182)</td>
<td>16% (181)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>10% (68)</td>
<td>56% (368)</td>
<td>18% (119)</td>
<td>16% (102)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>10% (37)</td>
<td>49% (178)</td>
<td>22% (78)</td>
<td>19% (67)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>15% (115)</td>
<td>47% (357)</td>
<td>26% (199)</td>
<td>11% (84)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (58)</td>
<td>56% (246)</td>
<td>17% (77)</td>
<td>13% (58)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>12% (34)</td>
<td>57% (162)</td>
<td>17% (48)</td>
<td>15% (43)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>9% (57)</td>
<td>54% (331)</td>
<td>20% (126)</td>
<td>17% (104)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>13% (74)</td>
<td>48% (268)</td>
<td>26% (417)</td>
<td>13% (70)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>15% (103)</td>
<td>51% (353)</td>
<td>21% (143)</td>
<td>13% (88)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>11% (83)</td>
<td>68% (517)</td>
<td>12% (91)</td>
<td>10% (73)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>13% (103)</td>
<td>47% (373)</td>
<td>21% (162)</td>
<td>19% (150)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>14% (92)</td>
<td>39% (259)</td>
<td>33% (220)</td>
<td>13% (87)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>11% (38)</td>
<td>63% (220)</td>
<td>18% (62)</td>
<td>8% (28)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>11% (45)</td>
<td>71% (297)</td>
<td>7% (29)</td>
<td>11% (46)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>12% (47)</td>
<td>47% (186)</td>
<td>25% (98)</td>
<td>16% (65)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>14% (56)</td>
<td>48% (187)</td>
<td>16% (64)</td>
<td>22% (86)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>13% (43)</td>
<td>35% (112)</td>
<td>40% (130)</td>
<td>12% (38)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>15% (49)</td>
<td>44% (147)</td>
<td>27% (90)</td>
<td>15% (49)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>8% (46)</td>
<td>74% (452)</td>
<td>9% (55)</td>
<td>9% (56)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>12% (73)</td>
<td>50% (302)</td>
<td>22% (130)</td>
<td>16% (95)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>17% (127)</td>
<td>39% (284)</td>
<td>34% (250)</td>
<td>10% (70)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>13% (192)</td>
<td>48% (728)</td>
<td>22% (339)</td>
<td>17% (261)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>13% (57)</td>
<td>60% (269)</td>
<td>19% (84)</td>
<td>8% (35)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>12% (29)</td>
<td>62% (151)</td>
<td>20% (50)</td>
<td>6% (15)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>13% (156)</td>
<td>50% (588)</td>
<td>19% (224)</td>
<td>18% (206)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>13% (94)</td>
<td>52% (372)</td>
<td>24% (168)</td>
<td>11% (78)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>9% (28)</td>
<td>58% (189)</td>
<td>25% (81)</td>
<td>8% (26)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>13% (223)</td>
<td>51% (880)</td>
<td>23% (395)</td>
<td>13% (231)</td>
<td>1730</td>
</tr>
</tbody>
</table>

*Continued on next page*
Table EAKNPG4_3: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>13% (279)</td>
<td>52% (1148)</td>
<td>21% (473)</td>
<td>14% (311)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>14% (50)</td>
<td>51% (179)</td>
<td>21% (73)</td>
<td>14% (50)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>13% (35)</td>
<td>56% (153)</td>
<td>13% (37)</td>
<td>18% (50)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>10% (20)</td>
<td>56% (115)</td>
<td>20% (40)</td>
<td>14% (30)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>15% (139)</td>
<td>51% (482)</td>
<td>24% (225)</td>
<td>11% (105)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>18% (20)</td>
<td>59% (65)</td>
<td>20% (22)</td>
<td>3% (4)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>16% (15)</td>
<td>62% (59)</td>
<td>21% (20)</td>
<td>2% (2)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>7% (45)</td>
<td>52% (346)</td>
<td>21% (139)</td>
<td>20% (181)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>15% (59)</td>
<td>50% (195)</td>
<td>17% (67)</td>
<td>18% (69)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>18% (23)</td>
<td>53% (68)</td>
<td>24% (31)</td>
<td>5% (6)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>17% (89)</td>
<td>47% (245)</td>
<td>21% (113)</td>
<td>15% (80)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>13% (104)</td>
<td>54% (420)</td>
<td>22% (168)</td>
<td>11% (89)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (64)</td>
<td>56% (307)</td>
<td>18% (99)</td>
<td>14% (77)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>12% (132)</td>
<td>53% (577)</td>
<td>22% (235)</td>
<td>13% (139)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>14% (82)</td>
<td>46% (264)</td>
<td>24% (139)</td>
<td>16% (94)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>11% (81)</td>
<td>55% (397)</td>
<td>21% (154)</td>
<td>12% (86)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>10% (12)</td>
<td>48% (58)</td>
<td>30% (37)</td>
<td>12% (15)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>13% (27)</td>
<td>51% (108)</td>
<td>25% (53)</td>
<td>11% (23)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>11% (16)</td>
<td>51% (76)</td>
<td>17% (26)</td>
<td>21% (31)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>23% (21)</td>
<td>54% (51)</td>
<td>10% (10)</td>
<td>13% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (65)</td>
<td>50% (241)</td>
<td>23% (108)</td>
<td>13% (64)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13% (34)</td>
<td>52% (139)</td>
<td>15% (41)</td>
<td>20% (52)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>13% (22)</td>
<td>46% (79)</td>
<td>25% (43)</td>
<td>16% (27)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>13% (44)</td>
<td>49% (161)</td>
<td>27% (90)</td>
<td>11% (36)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>12% (235)</td>
<td>53% (987)</td>
<td>20% (382)</td>
<td>15% (274)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>11% (77)</td>
<td>63% (447)</td>
<td>12% (87)</td>
<td>14% (101)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>13% (201)</td>
<td>47% (701)</td>
<td>26% (385)</td>
<td>14% (210)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>11% (101)</td>
<td>67% (597)</td>
<td>11% (100)</td>
<td>10% (90)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>14% (167)</td>
<td>42% (498)</td>
<td>29% (344)</td>
<td>14% (164)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_3: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>13% (279)</td>
<td>52% (1148)</td>
<td>21% (473)</td>
<td>14% (311)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>11% (35)</td>
<td>73% (244)</td>
<td>7% (24)</td>
<td>9% (30)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>12% (66)</td>
<td>64% (354)</td>
<td>14% (76)</td>
<td>11% (60)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (33)</td>
<td>56% (203)</td>
<td>19% (68)</td>
<td>16% (59)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>16% (134)</td>
<td>36% (295)</td>
<td>34% (276)</td>
<td>13% (105)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>11% (104)</td>
<td>68% (621)</td>
<td>11% (103)</td>
<td>9% (85)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>14% (163)</td>
<td>42% (493)</td>
<td>30% (354)</td>
<td>14% (169)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>11% (43)</td>
<td>74% (286)</td>
<td>7% (26)</td>
<td>9% (34)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>12% (61)</td>
<td>64% (335)</td>
<td>15% (77)</td>
<td>10% (51)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>9% (29)</td>
<td>58% (176)</td>
<td>18% (55)</td>
<td>14% (43)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>15% (135)</td>
<td>36% (317)</td>
<td>34% (299)</td>
<td>14% (125)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>11% (97)</td>
<td>49% (428)</td>
<td>27% (235)</td>
<td>13% (112)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>18% (58)</td>
<td>41% (132)</td>
<td>29% (94)</td>
<td>13% (41)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>11% (24)</td>
<td>57% (126)</td>
<td>13% (28)</td>
<td>20% (44)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>14% (31)</td>
<td>54% (120)</td>
<td>13% (30)</td>
<td>19% (43)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>7% (10)</td>
<td>63% (91)</td>
<td>11% (16)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>14% (15)</td>
<td>58% (63)</td>
<td>15% (16)</td>
<td>13% (15)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>14% (26)</td>
<td>63% (115)</td>
<td>15% (28)</td>
<td>7% (13)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (18)</td>
<td>55% (73)</td>
<td>19% (26)</td>
<td>13% (17)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>10% (89)</td>
<td>69% (615)</td>
<td>12% (105)</td>
<td>9% (78)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>16% (123)</td>
<td>36% (275)</td>
<td>35% (265)</td>
<td>13% (99)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>8% (8)</td>
<td>61% (59)</td>
<td>16% (16)</td>
<td>15% (15)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>13% (59)</td>
<td>43% (199)</td>
<td>19% (87)</td>
<td>26% (119)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>10% (73)</td>
<td>70% (506)</td>
<td>12% (84)</td>
<td>9% (64)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>16% (103)</td>
<td>39% (246)</td>
<td>33% (204)</td>
<td>12% (73)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>8% (5)</td>
<td>48% (29)</td>
<td>25% (16)</td>
<td>18% (11)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>8% (56)</td>
<td>72% (479)</td>
<td>11% (76)</td>
<td>9% (59)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>17% (117)</td>
<td>37% (250)</td>
<td>33% (228)</td>
<td>13% (87)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>6% (7)</td>
<td>57% (63)</td>
<td>18% (20)</td>
<td>18% (20)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>13% (97)</td>
<td>48% (355)</td>
<td>20% (148)</td>
<td>19% (145)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_3: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Spoke out against racist behavior**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>13% (279)</td>
<td>52% (1148)</td>
<td>21% (473)</td>
<td>14% (311)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>13% (160)</td>
<td>54% (668)</td>
<td>22% (276)</td>
<td>11% (133)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>12% (118)</td>
<td>49% (480)</td>
<td>20% (196)</td>
<td>18% (177)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>14% (56)</td>
<td>51% (203)</td>
<td>21% (81)</td>
<td>14% (55)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>15% (71)</td>
<td>49% (227)</td>
<td>22% (102)</td>
<td>14% (63)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>12% (97)</td>
<td>52% (430)</td>
<td>21% (177)</td>
<td>15% (124)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>10% (54)</td>
<td>55% (288)</td>
<td>22% (113)</td>
<td>13% (68)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>12% (136)</td>
<td>57% (652)</td>
<td>21% (244)</td>
<td>10% (120)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>14% (154)</td>
<td>53% (601)</td>
<td>23% (263)</td>
<td>11% (120)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>10% (36)</td>
<td>68% (261)</td>
<td>15% (59)</td>
<td>7% (25)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_4: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

*Was accused of sexual misconduct or abuse*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>70% (1542)</td>
<td>6% (137)</td>
<td>11% (237)</td>
<td>13% (294)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>66% (699)</td>
<td>6% (64)</td>
<td>15% (158)</td>
<td>14% (146)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>74% (844)</td>
<td>6% (73)</td>
<td>7% (79)</td>
<td>13% (148)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>67% (443)</td>
<td>8% (50)</td>
<td>8% (55)</td>
<td>17% (110)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>64% (229)</td>
<td>6% (23)</td>
<td>13% (46)</td>
<td>17% (61)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>72% (543)</td>
<td>5% (39)</td>
<td>13% (98)</td>
<td>10% (74)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>75% (327)</td>
<td>6% (24)</td>
<td>9% (38)</td>
<td>11% (49)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>70% (199)</td>
<td>9% (27)</td>
<td>6% (17)</td>
<td>15% (44)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>66% (408)</td>
<td>6% (39)</td>
<td>11% (67)</td>
<td>17% (104)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>66% (367)</td>
<td>6% (34)</td>
<td>16% (89)</td>
<td>12% (69)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>76% (522)</td>
<td>5% (36)</td>
<td>8% (57)</td>
<td>11% (73)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>75% (572)</td>
<td>8% (60)</td>
<td>7% (53)</td>
<td>10% (79)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>66% (523)</td>
<td>5% (39)</td>
<td>12% (94)</td>
<td>17% (133)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>68% (448)</td>
<td>6% (38)</td>
<td>14% (90)</td>
<td>12% (82)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>69% (241)</td>
<td>9% (30)</td>
<td>11% (37)</td>
<td>12% (40)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>80% (331)</td>
<td>7% (30)</td>
<td>4% (16)</td>
<td>9% (39)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>62% (243)</td>
<td>5% (20)</td>
<td>17% (67)</td>
<td>16% (65)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>71% (279)</td>
<td>5% (19)</td>
<td>7% (27)</td>
<td>17% (68)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>67% (215)</td>
<td>4% (14)</td>
<td>16% (53)</td>
<td>13% (41)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>70% (233)</td>
<td>7% (24)</td>
<td>11% (37)</td>
<td>12% (41)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>81% (494)</td>
<td>5% (29)</td>
<td>5% (30)</td>
<td>9% (56)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>67% (401)</td>
<td>8% (48)</td>
<td>10% (60)</td>
<td>15% (90)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>69% (504)</td>
<td>6% (43)</td>
<td>16% (118)</td>
<td>9% (65)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>66% (1007)</td>
<td>7% (113)</td>
<td>11% (170)</td>
<td>15% (228)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>75% (336)</td>
<td>3% (16)</td>
<td>11% (47)</td>
<td>11% (47)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>81% (199)</td>
<td>3% (8)</td>
<td>8% (19)</td>
<td>8% (19)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>66% (773)</td>
<td>8% (96)</td>
<td>10% (112)</td>
<td>16% (193)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>72% (515)</td>
<td>5% (34)</td>
<td>13% (92)</td>
<td>10% (71)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>79% (254)</td>
<td>2% (6)</td>
<td>10% (32)</td>
<td>9% (30)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>71% (1227)</td>
<td>6% (97)</td>
<td>11% (192)</td>
<td>12% (213)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG4_4: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Was accused of sexual misconduct or abuse**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>70% (1542)</td>
<td>6% (137)</td>
<td>11% (237)</td>
<td>13% (294)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>66% (230)</td>
<td>9% (33)</td>
<td>12% (43)</td>
<td>13% (44)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>61% (169)</td>
<td>11% (31)</td>
<td>9% (26)</td>
<td>18% (50)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>71% (146)</td>
<td>4% (9)</td>
<td>9% (18)</td>
<td>16% (32)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>74% (705)</td>
<td>5% (45)</td>
<td>11% (103)</td>
<td>10% (98)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>70% (78)</td>
<td>13% (14)</td>
<td>11% (13)</td>
<td>6% (6)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>78% (75)</td>
<td>3% (3)</td>
<td>9% (9)</td>
<td>10% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>64% (421)</td>
<td>7% (45)</td>
<td>10% (68)</td>
<td>19% (126)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>67% (263)</td>
<td>7% (29)</td>
<td>11% (44)</td>
<td>14% (54)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>66% (84)</td>
<td>11% (14)</td>
<td>16% (21)</td>
<td>7% (9)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>69% (366)</td>
<td>5% (29)</td>
<td>11% (61)</td>
<td>14% (73)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>75% (586)</td>
<td>6% (45)</td>
<td>10% (76)</td>
<td>9% (73)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>67% (364)</td>
<td>10% (55)</td>
<td>9% (52)</td>
<td>14% (76)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>72% (778)</td>
<td>4% (48)</td>
<td>11% (117)</td>
<td>13% (140)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>69% (400)</td>
<td>6% (33)</td>
<td>12% (69)</td>
<td>13% (78)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>72% (516)</td>
<td>5% (38)</td>
<td>10% (74)</td>
<td>13% (91)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>69% (84)</td>
<td>4% (5)</td>
<td>14% (18)</td>
<td>13% (16)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>63% (133)</td>
<td>9% (19)</td>
<td>14% (28)</td>
<td>14% (30)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>72% (107)</td>
<td>6% (9)</td>
<td>9% (13)</td>
<td>14% (20)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>76% (72)</td>
<td>7% (7)</td>
<td>5% (4)</td>
<td>12% (11)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>73% (349)</td>
<td>6% (26)</td>
<td>10% (46)</td>
<td>12% (56)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>64% (171)</td>
<td>11% (29)</td>
<td>8% (22)</td>
<td>16% (44)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>64% (110)</td>
<td>2% (4)</td>
<td>18% (31)</td>
<td>15% (26)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>67% (221)</td>
<td>8% (26)</td>
<td>14% (47)</td>
<td>11% (37)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>70% (1321)</td>
<td>6% (111)</td>
<td>10% (189)</td>
<td>14% (257)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>74% (525)</td>
<td>6% (41)</td>
<td>8% (56)</td>
<td>13% (90)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>68% (1017)</td>
<td>6% (96)</td>
<td>12% (180)</td>
<td>14% (204)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>76% (678)</td>
<td>7% (60)</td>
<td>7% (63)</td>
<td>10% (87)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>67% (790)</td>
<td>6% (70)</td>
<td>13% (158)</td>
<td>13% (155)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_4: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>70% (1542)</td>
<td>6% (137)</td>
<td>11% (237)</td>
<td>13% (294)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>75% (251)</td>
<td>11% (36)</td>
<td>6% (19)</td>
<td>8% (27)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>77% (428)</td>
<td>4% (24)</td>
<td>8% (44)</td>
<td>11% (60)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>70% (252)</td>
<td>7% (25)</td>
<td>9% (31)</td>
<td>15% (54)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>66% (538)</td>
<td>5% (44)</td>
<td>16% (127)</td>
<td>12% (101)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>76% (693)</td>
<td>7% (64)</td>
<td>7% (63)</td>
<td>10% (93)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>67% (785)</td>
<td>6% (71)</td>
<td>14% (168)</td>
<td>13% (156)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>76% (297)</td>
<td>10% (39)</td>
<td>5% (21)</td>
<td>8% (32)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>76% (396)</td>
<td>5% (24)</td>
<td>8% (42)</td>
<td>12% (61)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>74% (225)</td>
<td>7% (21)</td>
<td>8% (24)</td>
<td>11% (34)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>64% (560)</td>
<td>6% (50)</td>
<td>16% (143)</td>
<td>14% (122)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>70% (614)</td>
<td>7% (62)</td>
<td>11% (97)</td>
<td>11% (99)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>71% (231)</td>
<td>4% (14)</td>
<td>12% (39)</td>
<td>13% (42)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>70% (156)</td>
<td>7% (16)</td>
<td>8% (18)</td>
<td>15% (33)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>63% (141)</td>
<td>10% (22)</td>
<td>11% (23)</td>
<td>16% (36)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>71% (102)</td>
<td>4% (5)</td>
<td>7% (11)</td>
<td>18% (26)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>67% (73)</td>
<td>2% (2)</td>
<td>12% (13)</td>
<td>19% (20)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>71% (129)</td>
<td>5% (9)</td>
<td>12% (22)</td>
<td>12% (22)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>73% (97)</td>
<td>5% (6)</td>
<td>11% (14)</td>
<td>12% (16)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>78% (688)</td>
<td>8% (67)</td>
<td>6% (53)</td>
<td>9% (79)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>66% (504)</td>
<td>5% (40)</td>
<td>16% (123)</td>
<td>12% (94)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>64% (62)</td>
<td>4% (3)</td>
<td>14% (13)</td>
<td>19% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>62% (288)</td>
<td>6% (26)</td>
<td>10% (47)</td>
<td>22% (102)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>78% (566)</td>
<td>6% (45)</td>
<td>7% (48)</td>
<td>9% (67)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>68% (426)</td>
<td>5% (32)</td>
<td>15% (97)</td>
<td>11% (71)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>70% (43)</td>
<td>3% (2)</td>
<td>8% (5)</td>
<td>19% (11)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>77% (515)</td>
<td>7% (44)</td>
<td>8% (50)</td>
<td>9% (61)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>68% (464)</td>
<td>5% (37)</td>
<td>15% (100)</td>
<td>12% (81)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>67% (73)</td>
<td>1% (1)</td>
<td>12% (14)</td>
<td>20% (21)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>65% (488)</td>
<td>7% (55)</td>
<td>10% (73)</td>
<td>18% (131)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_4: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>70% (1542)</td>
<td>6% (137)</td>
<td>11% (237)</td>
<td>13% (294)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>73% (902)</td>
<td>5% (66)</td>
<td>11% (132)</td>
<td>11% (137)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>66% (640)</td>
<td>7% (71)</td>
<td>11% (105)</td>
<td>16% (157)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>72% (283)</td>
<td>5% (18)</td>
<td>11% (45)</td>
<td>12% (49)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>70% (326)</td>
<td>6% (30)</td>
<td>10% (48)</td>
<td>13% (60)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>69% (571)</td>
<td>7% (56)</td>
<td>10% (83)</td>
<td>14% (117)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>69% (361)</td>
<td>6% (33)</td>
<td>12% (61)</td>
<td>13% (68)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>71% (821)</td>
<td>7% (75)</td>
<td>11% (129)</td>
<td>11% (127)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>73% (829)</td>
<td>6% (71)</td>
<td>12% (135)</td>
<td>9% (104)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>78% (298)</td>
<td>6% (24)</td>
<td>8% (32)</td>
<td>7% (28)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_5: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>73% (1603)</td>
<td>6% (128)</td>
<td>11% (250)</td>
<td>10% (229)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>69% (738)</td>
<td>6% (63)</td>
<td>15% (159)</td>
<td>10% (107)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>76% (865)</td>
<td>6% (65)</td>
<td>8% (91)</td>
<td>11% (122)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>66% (436)</td>
<td>7% (45)</td>
<td>14% (90)</td>
<td>13% (88)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>68% (245)</td>
<td>5% (19)</td>
<td>11% (41)</td>
<td>15% (54)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>75% (566)</td>
<td>5% (41)</td>
<td>12% (94)</td>
<td>7% (54)</td>
<td>754</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>66% (188)</td>
<td>7% (20)</td>
<td>15% (44)</td>
<td>12% (33)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>67% (417)</td>
<td>6% (35)</td>
<td>12% (75)</td>
<td>15% (91)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>68% (382)</td>
<td>6% (33)</td>
<td>16% (88)</td>
<td>10% (56)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>83% (568)</td>
<td>5% (36)</td>
<td>5% (37)</td>
<td>7% (45)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>76% (584)</td>
<td>8% (58)</td>
<td>8% (63)</td>
<td>8% (60)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>70% (548)</td>
<td>4% (34)</td>
<td>13% (104)</td>
<td>13% (102)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>72% (471)</td>
<td>6% (37)</td>
<td>13% (83)</td>
<td>10% (67)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>70% (245)</td>
<td>8% (27)</td>
<td>13% (45)</td>
<td>9% (31)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>82% (339)</td>
<td>7% (31)</td>
<td>4% (17)</td>
<td>7% (29)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>68% (269)</td>
<td>5% (19)</td>
<td>17% (65)</td>
<td>11% (43)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>71% (279)</td>
<td>4% (15)</td>
<td>10% (39)</td>
<td>15% (60)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>69% (224)</td>
<td>5% (17)</td>
<td>15% (48)</td>
<td>10% (33)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>74% (247)</td>
<td>6% (19)</td>
<td>10% (35)</td>
<td>10% (34)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>82% (501)</td>
<td>6% (34)</td>
<td>6% (37)</td>
<td>6% (36)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>68% (410)</td>
<td>6% (36)</td>
<td>14% (82)</td>
<td>12% (71)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>75% (545)</td>
<td>6% (42)</td>
<td>13% (93)</td>
<td>7% (50)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>68% (1027)</td>
<td>6% (97)</td>
<td>13% (203)</td>
<td>13% (192)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>81% (363)</td>
<td>5% (23)</td>
<td>7% (31)</td>
<td>6% (29)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>87% (213)</td>
<td>3% (8)</td>
<td>6% (16)</td>
<td>3% (8)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>68% (800)</td>
<td>7% (87)</td>
<td>11% (132)</td>
<td>13% (155)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>75% (534)</td>
<td>5% (35)</td>
<td>13% (90)</td>
<td>8% (54)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>83% (270)</td>
<td>2% (7)</td>
<td>9% (28)</td>
<td>6% (20)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>75% (1292)</td>
<td>5% (94)</td>
<td>11% (183)</td>
<td>9% (162)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_5: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>73% (1603)</td>
<td>6% (128)</td>
<td>11% (250)</td>
<td>10% (229)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>65% (228)</td>
<td>7% (24)</td>
<td>20% (71)</td>
<td>8% (29)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>58% (161)</td>
<td>9% (24)</td>
<td>16% (44)</td>
<td>17% (48)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>74% (151)</td>
<td>5% (11)</td>
<td>11% (23)</td>
<td>10% (20)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>78% (744)</td>
<td>5% (44)</td>
<td>9% (87)</td>
<td>8% (76)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>63% (70)</td>
<td>6% (7)</td>
<td>26% (29)</td>
<td>4% (5)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>85% (82)</td>
<td>2% (2)</td>
<td>10% (10)</td>
<td>2% (2)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>66% (437)</td>
<td>8% (51)</td>
<td>12% (77)</td>
<td>15% (97)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>69% (270)</td>
<td>6% (24)</td>
<td>12% (47)</td>
<td>13% (49)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>59% (76)</td>
<td>6% (7)</td>
<td>29% (38)</td>
<td>6% (7)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>73% (385)</td>
<td>6% (33)</td>
<td>9% (49)</td>
<td>11% (60)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>78% (612)</td>
<td>4% (35)</td>
<td>9% (74)</td>
<td>8% (60)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>70% (381)</td>
<td>10% (53)</td>
<td>11% (61)</td>
<td>10% (53)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>75% (817)</td>
<td>4% (42)</td>
<td>11% (118)</td>
<td>10% (106)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>70% (405)</td>
<td>6% (33)</td>
<td>12% (71)</td>
<td>12% (71)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>75% (541)</td>
<td>4% (32)</td>
<td>10% (75)</td>
<td>10% (70)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>72% (88)</td>
<td>5% (7)</td>
<td>11% (14)</td>
<td>11% (13)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>68% (143)</td>
<td>4% (8)</td>
<td>17% (35)</td>
<td>12% (25)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>76% (114)</td>
<td>5% (8)</td>
<td>5% (8)</td>
<td>13% (19)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>71% (67)</td>
<td>1% (1)</td>
<td>16% (16)</td>
<td>11% (11)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>77% (368)</td>
<td>6% (27)</td>
<td>9% (41)</td>
<td>9% (42)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>64% (169)</td>
<td>12% (33)</td>
<td>12% (33)</td>
<td>12% (31)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>65% (112)</td>
<td>8% (13)</td>
<td>16% (28)</td>
<td>11% (18)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>71% (235)</td>
<td>8% (28)</td>
<td>13% (42)</td>
<td>8% (27)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>73% (1368)</td>
<td>5% (100)</td>
<td>11% (208)</td>
<td>11% (202)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>74% (525)</td>
<td>7% (46)</td>
<td>9% (63)</td>
<td>11% (78)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>72% (1078)</td>
<td>5% (82)</td>
<td>12% (187)</td>
<td>10% (151)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>78% (696)</td>
<td>7% (60)</td>
<td>7% (66)</td>
<td>8% (67)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>71% (832)</td>
<td>5% (63)</td>
<td>14% (168)</td>
<td>9% (109)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_5: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>73% (1603)</td>
<td>6% (128)</td>
<td>11% (250)</td>
<td>10% (229)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>76% (254)</td>
<td>10% (35)</td>
<td>6% (21)</td>
<td>7% (23)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>80% (442)</td>
<td>5% (25)</td>
<td>8% (45)</td>
<td>8% (44)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>71% (257)</td>
<td>8% (28)</td>
<td>9% (33)</td>
<td>12% (44)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>71% (575)</td>
<td>4% (35)</td>
<td>17% (135)</td>
<td>8% (65)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>78% (713)</td>
<td>7% (65)</td>
<td>7% (68)</td>
<td>7% (67)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>70% (828)</td>
<td>5% (59)</td>
<td>15% (177)</td>
<td>10% (115)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>76% (296)</td>
<td>11% (43)</td>
<td>7% (25)</td>
<td>6% (24)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>80% (416)</td>
<td>4% (22)</td>
<td>8% (42)</td>
<td>8% (43)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>77% (234)</td>
<td>7% (21)</td>
<td>7% (20)</td>
<td>10% (29)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>68% (594)</td>
<td>4% (38)</td>
<td>18% (157)</td>
<td>10% (86)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>73% (638)</td>
<td>6% (50)</td>
<td>12% (105)</td>
<td>9% (78)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>76% (248)</td>
<td>4% (13)</td>
<td>12% (39)</td>
<td>8% (25)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>70% (155)</td>
<td>9% (21)</td>
<td>7% (15)</td>
<td>14% (31)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>66% (148)</td>
<td>8% (19)</td>
<td>12% (27)</td>
<td>13% (29)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>71% (101)</td>
<td>4% (5)</td>
<td>9% (14)</td>
<td>16% (23)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>69% (75)</td>
<td>2% (2)</td>
<td>14% (16)</td>
<td>15% (16)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>73% (133)</td>
<td>7% (13)</td>
<td>13% (24)</td>
<td>7% (13)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>79% (105)</td>
<td>3% (4)</td>
<td>8% (10)</td>
<td>10% (13)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>79% (703)</td>
<td>8% (71)</td>
<td>7% (58)</td>
<td>6% (55)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>71% (539)</td>
<td>5% (35)</td>
<td>15% (117)</td>
<td>9% (71)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>73% (71)</td>
<td>4% (4)</td>
<td>12% (12)</td>
<td>11% (11)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>63% (290)</td>
<td>4% (19)</td>
<td>13% (62)</td>
<td>20% (93)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>81% (588)</td>
<td>7% (48)</td>
<td>6% (45)</td>
<td>6% (45)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>72% (452)</td>
<td>5% (33)</td>
<td>15% (92)</td>
<td>8% (49)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>73% (45)</td>
<td>2% (1)</td>
<td>11% (7)</td>
<td>15% (9)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>79% (527)</td>
<td>7% (46)</td>
<td>7% (47)</td>
<td>7% (49)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>74% (501)</td>
<td>4% (29)</td>
<td>15% (100)</td>
<td>8% (52)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>78% (85)</td>
<td>4% (4)</td>
<td>6% (7)</td>
<td>12% (13)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>65% (487)</td>
<td>7% (49)</td>
<td>13% (95)</td>
<td>15% (115)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG4_5: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Was convicted of sexual misconduct or abuse**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>73% (1603)</td>
<td>6% (128)</td>
<td>11% (250)</td>
<td>10% (229)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>77% (952)</td>
<td>5% (63)</td>
<td>10% (127)</td>
<td>8% (96)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>67% (651)</td>
<td>7% (66)</td>
<td>13% (123)</td>
<td>14% (133)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>73% (289)</td>
<td>4% (16)</td>
<td>10% (41)</td>
<td>12% (49)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>75% (349)</td>
<td>4% (18)</td>
<td>10% (47)</td>
<td>11% (51)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>70% (582)</td>
<td>7% (57)</td>
<td>12% (103)</td>
<td>10% (86)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>73% (382)</td>
<td>7% (38)</td>
<td>11% (59)</td>
<td>8% (44)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>74% (857)</td>
<td>5% (58)</td>
<td>12% (135)</td>
<td>9% (102)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>76% (870)</td>
<td>5% (54)</td>
<td>11% (130)</td>
<td>7% (84)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>79% (300)</td>
<td>7% (27)</td>
<td>9% (36)</td>
<td>5% (18)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_6: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>61% (1344)</td>
<td>6% (135)</td>
<td>19% (241)</td>
<td>14% (310)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>57% (610)</td>
<td>7% (70)</td>
<td>25% (265)</td>
<td>11% (122)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>64% (735)</td>
<td>6% (65)</td>
<td>14% (156)</td>
<td>16% (188)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>60% (396)</td>
<td>7% (49)</td>
<td>16% (106)</td>
<td>16% (107)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>57% (203)</td>
<td>6% (23)</td>
<td>18% (64)</td>
<td>19% (69)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>60% (454)</td>
<td>6% (47)</td>
<td>22% (169)</td>
<td>11% (84)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>66% (291)</td>
<td>4% (17)</td>
<td>18% (81)</td>
<td>11% (49)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>63% (179)</td>
<td>9% (27)</td>
<td>14% (39)</td>
<td>15% (42)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>59% (366)</td>
<td>6% (39)</td>
<td>17% (104)</td>
<td>18% (109)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>55% (308)</td>
<td>7% (38)</td>
<td>24% (134)</td>
<td>14% (79)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>65% (448)</td>
<td>4% (31)</td>
<td>19% (131)</td>
<td>11% (78)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>72% (552)</td>
<td>7% (52)</td>
<td>11% (82)</td>
<td>10% (78)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>58% (458)</td>
<td>4% (34)</td>
<td>20% (156)</td>
<td>18% (141)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>51% (334)</td>
<td>7% (49)</td>
<td>28% (183)</td>
<td>14% (91)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>68% (237)</td>
<td>6% (22)</td>
<td>15% (54)</td>
<td>10% (36)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>76% (316)</td>
<td>7% (31)</td>
<td>7% (28)</td>
<td>10% (41)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>55% (216)</td>
<td>6% (24)</td>
<td>27% (106)</td>
<td>12% (49)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>62% (242)</td>
<td>3% (10)</td>
<td>13% (49)</td>
<td>23% (91)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>49% (157)</td>
<td>8% (24)</td>
<td>32% (105)</td>
<td>11% (37)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>53% (177)</td>
<td>7% (24)</td>
<td>23% (78)</td>
<td>16% (55)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>80% (485)</td>
<td>4% (27)</td>
<td>7% (45)</td>
<td>8% (51)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>58% (346)</td>
<td>8% (50)</td>
<td>18% (106)</td>
<td>16% (97)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>53% (386)</td>
<td>5% (38)</td>
<td>31% (228)</td>
<td>11% (78)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>56% (852)</td>
<td>7% (109)</td>
<td>20% (301)</td>
<td>17% (256)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>69% (307)</td>
<td>4% (18)</td>
<td>19% (83)</td>
<td>9% (38)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>76% (185)</td>
<td>3% (8)</td>
<td>15% (37)</td>
<td>6% (15)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>58% (686)</td>
<td>8% (88)</td>
<td>17% (195)</td>
<td>17% (205)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>62% (439)</td>
<td>6% (40)</td>
<td>21% (152)</td>
<td>11% (81)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>68% (219)</td>
<td>2% (7)</td>
<td>23% (73)</td>
<td>7% (24)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>60% (1041)</td>
<td>6% (104)</td>
<td>21% (356)</td>
<td>13% (229)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_6: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?
Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>61% (1344)</td>
<td>6% (135)</td>
<td>19% (421)</td>
<td>14% (310)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>63% (220)</td>
<td>9% (31)</td>
<td>15% (54)</td>
<td>13% (45)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>58% (160)</td>
<td>10% (27)</td>
<td>12% (34)</td>
<td>20% (55)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>70% (143)</td>
<td>2% (5)</td>
<td>15% (30)</td>
<td>13% (27)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>62% (591)</td>
<td>5% (51)</td>
<td>22% (205)</td>
<td>11% (103)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>66% (74)</td>
<td>14% (16)</td>
<td>15% (17)</td>
<td>4% (5)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>71% (68)</td>
<td>2% (2)</td>
<td>22% (21)</td>
<td>5% (5)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>58% (385)</td>
<td>6% (42)</td>
<td>16% (109)</td>
<td>19% (126)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>58% (225)</td>
<td>6% (24)</td>
<td>18% (69)</td>
<td>18% (72)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>63% (80)</td>
<td>14% (18)</td>
<td>17% (22)</td>
<td>6% (7)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>57% (298)</td>
<td>6% (30)</td>
<td>21% (112)</td>
<td>16% (87)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>64% (501)</td>
<td>5% (43)</td>
<td>20% (154)</td>
<td>11% (83)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>60% (330)</td>
<td>9% (49)</td>
<td>16% (88)</td>
<td>15% (80)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>64% (698)</td>
<td>4% (48)</td>
<td>19% (201)</td>
<td>13% (137)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>55% (317)</td>
<td>7% (38)</td>
<td>23% (131)</td>
<td>16% (93)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>64% (458)</td>
<td>6% (40)</td>
<td>18% (128)</td>
<td>13% (93)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>57% (69)</td>
<td>4% (5)</td>
<td>25% (31)</td>
<td>13% (16)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>56% (117)</td>
<td>9% (20)</td>
<td>25% (52)</td>
<td>10% (22)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>57% (85)</td>
<td>8% (12)</td>
<td>14% (21)</td>
<td>21% (31)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>68% (65)</td>
<td>7% (6)</td>
<td>12% (11)</td>
<td>13% (12)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>65% (309)</td>
<td>4% (18)</td>
<td>20% (97)</td>
<td>11% (54)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>56% (149)</td>
<td>9% (23)</td>
<td>17% (44)</td>
<td>19% (50)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>54% (92)</td>
<td>7% (12)</td>
<td>21% (36)</td>
<td>18% (31)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>61% (203)</td>
<td>7% (23)</td>
<td>22% (74)</td>
<td>10% (32)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>61% (1142)</td>
<td>6% (112)</td>
<td>18% (347)</td>
<td>15% (278)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>70% (498)</td>
<td>6% (42)</td>
<td>12% (82)</td>
<td>13% (90)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>56% (846)</td>
<td>6% (93)</td>
<td>23% (338)</td>
<td>15% (220)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>74% (659)</td>
<td>6% (56)</td>
<td>10% (85)</td>
<td>10% (88)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>53% (624)</td>
<td>6% (76)</td>
<td>27% (311)</td>
<td>14% (162)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_6: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>61% (1344)</td>
<td>6% (135)</td>
<td>19% (421)</td>
<td>14% (310)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>75% (251)</td>
<td>11% (35)</td>
<td>7% (24)</td>
<td>7% (23)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>74% (409)</td>
<td>4% (21)</td>
<td>11% (61)</td>
<td>12% (65)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>65% (236)</td>
<td>7% (26)</td>
<td>14% (50)</td>
<td>14% (51)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>48% (389)</td>
<td>6% (49)</td>
<td>32% (261)</td>
<td>14% (111)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>74% (677)</td>
<td>6% (58)</td>
<td>10% (89)</td>
<td>10% (88)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>53% (622)</td>
<td>6% (76)</td>
<td>27% (313)</td>
<td>14% (168)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>75% (293)</td>
<td>11% (41)</td>
<td>7% (28)</td>
<td>7% (26)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>73% (384)</td>
<td>3% (17)</td>
<td>12% (61)</td>
<td>12% (62)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>69% (208)</td>
<td>7% (23)</td>
<td>12% (38)</td>
<td>12% (35)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>47% (414)</td>
<td>6% (53)</td>
<td>31% (276)</td>
<td>15% (133)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>58% (508)</td>
<td>6% (50)</td>
<td>23% (201)</td>
<td>13% (112)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>58% (187)</td>
<td>6% (21)</td>
<td>23% (74)</td>
<td>13% (43)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>66% (147)</td>
<td>8% (17)</td>
<td>10% (22)</td>
<td>16% (36)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>56% (126)</td>
<td>9% (20)</td>
<td>15% (34)</td>
<td>19% (43)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>65% (93)</td>
<td>5% (8)</td>
<td>10% (15)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>69% (75)</td>
<td>2% (2)</td>
<td>17% (19)</td>
<td>12% (13)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>67% (122)</td>
<td>6% (11)</td>
<td>19% (34)</td>
<td>9% (16)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>65% (86)</td>
<td>4% (6)</td>
<td>17% (22)</td>
<td>14% (19)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>76% (676)</td>
<td>6% (56)</td>
<td>9% (78)</td>
<td>9% (77)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>47% (361)</td>
<td>8% (58)</td>
<td>32% (247)</td>
<td>13% (97)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>64% (62)</td>
<td>2% (2)</td>
<td>18% (18)</td>
<td>16% (16)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>53% (245)</td>
<td>4% (20)</td>
<td>17% (78)</td>
<td>26% (121)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>76% (555)</td>
<td>5% (36)</td>
<td>10% (76)</td>
<td>8% (60)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>50% (313)</td>
<td>6% (38)</td>
<td>31% (192)</td>
<td>13% (82)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>58% (35)</td>
<td>2% (1)</td>
<td>24% (15)</td>
<td>16% (10)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>75% (503)</td>
<td>5% (32)</td>
<td>11% (77)</td>
<td>9% (59)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>50% (340)</td>
<td>6% (42)</td>
<td>32% (215)</td>
<td>12% (85)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>63% (69)</td>
<td>1% (1)</td>
<td>16% (18)</td>
<td>20% (21)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>58% (429)</td>
<td>8% (60)</td>
<td>15% (112)</td>
<td>19% (145)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_6: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>61% (1344)</td>
<td>6% (135)</td>
<td>19% (421)</td>
<td>14% (310)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>63% (777)</td>
<td>5% (62)</td>
<td>21% (263)</td>
<td>11% (136)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>58% (567)</td>
<td>8% (73)</td>
<td>16% (158)</td>
<td>18% (174)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>63% (250)</td>
<td>6% (23)</td>
<td>15% (58)</td>
<td>16% (65)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>64% (295)</td>
<td>4% (21)</td>
<td>18% (85)</td>
<td>14% (63)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>57% (475)</td>
<td>7% (54)</td>
<td>21% (175)</td>
<td>15% (124)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>62% (324)</td>
<td>7% (37)</td>
<td>20% (103)</td>
<td>11% (58)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>63% (721)</td>
<td>6% (73)</td>
<td>20% (225)</td>
<td>12% (134)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>62% (704)</td>
<td>6% (71)</td>
<td>22% (248)</td>
<td>10% (115)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>74% (283)</td>
<td>8% (31)</td>
<td>11% (43)</td>
<td>6% (24)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_7: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>55% (1213)</td>
<td>6% (124)</td>
<td>22% (491)</td>
<td>17% (381)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>51% (542)</td>
<td>6% (65)</td>
<td>28% (294)</td>
<td>16% (166)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>59% (670)</td>
<td>5% (59)</td>
<td>17% (198)</td>
<td>19% (216)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>56% (368)</td>
<td>7% (45)</td>
<td>19% (125)</td>
<td>18% (120)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>50% (178)</td>
<td>5% (19)</td>
<td>22% (79)</td>
<td>23% (83)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>53% (403)</td>
<td>6% (42)</td>
<td>27% (202)</td>
<td>14% (108)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>60% (263)</td>
<td>4% (19)</td>
<td>20% (86)</td>
<td>16% (70)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>59% (168)</td>
<td>8% (24)</td>
<td>16% (47)</td>
<td>16% (47)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>53% (329)</td>
<td>5% (31)</td>
<td>21% (127)</td>
<td>21% (131)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>49% (275)</td>
<td>6% (34)</td>
<td>28% (157)</td>
<td>17% (93)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>59% (404)</td>
<td>5% (33)</td>
<td>22% (149)</td>
<td>15% (101)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>69% (530)</td>
<td>6% (45)</td>
<td>11% (86)</td>
<td>14% (103)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>53% (417)</td>
<td>4% (31)</td>
<td>22% (176)</td>
<td>21% (164)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>40% (266)</td>
<td>7% (48)</td>
<td>35% (229)</td>
<td>17% (114)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>65% (225)</td>
<td>7% (24)</td>
<td>15% (51)</td>
<td>14% (48)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>73% (305)</td>
<td>5% (21)</td>
<td>9% (36)</td>
<td>13% (55)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>49% (195)</td>
<td>5% (18)</td>
<td>29% (113)</td>
<td>18% (69)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>57% (223)</td>
<td>3% (12)</td>
<td>16% (63)</td>
<td>24% (95)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>38% (123)</td>
<td>7% (22)</td>
<td>40% (130)</td>
<td>15% (48)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>43% (143)</td>
<td>8% (26)</td>
<td>30% (100)</td>
<td>20% (66)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>77% (466)</td>
<td>4% (23)</td>
<td>9% (52)</td>
<td>11% (67)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>56% (339)</td>
<td>6% (35)</td>
<td>19% (114)</td>
<td>19% (111)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>42% (304)</td>
<td>6% (43)</td>
<td>38% (281)</td>
<td>14% (102)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>51% (774)</td>
<td>6% (98)</td>
<td>23% (348)</td>
<td>20% (299)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>62% (278)</td>
<td>4% (16)</td>
<td>22% (96)</td>
<td>13% (56)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>66% (161)</td>
<td>4% (10)</td>
<td>19% (47)</td>
<td>11% (27)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>54% (629)</td>
<td>7% (78)</td>
<td>19% (221)</td>
<td>21% (246)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>55% (391)</td>
<td>5% (36)</td>
<td>27% (193)</td>
<td>13% (92)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>60% (193)</td>
<td>3% (10)</td>
<td>24% (77)</td>
<td>14% (44)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>54% (939)</td>
<td>6% (102)</td>
<td>24% (410)</td>
<td>16% (278)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_7: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>55% (1213)</td>
<td>6% (124)</td>
<td>22% (491)</td>
<td>17% (381)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>57% (198)</td>
<td>7% (23)</td>
<td>20% (71)</td>
<td>17% (59)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>54% (149)</td>
<td>7% (19)</td>
<td>17% (46)</td>
<td>23% (62)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>61% (125)</td>
<td>2% (4)</td>
<td>17% (36)</td>
<td>20% (41)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>55% (518)</td>
<td>6% (55)</td>
<td>25% (239)</td>
<td>15% (138)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>65% (72)</td>
<td>9% (10)</td>
<td>22% (24)</td>
<td>5% (5)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>70% (68)</td>
<td>3% (3)</td>
<td>20% (20)</td>
<td>6% (6)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>55% (361)</td>
<td>6% (38)</td>
<td>19% (124)</td>
<td>21% (138)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>50% (194)</td>
<td>5% (18)</td>
<td>22% (84)</td>
<td>24% (93)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>60% (77)</td>
<td>7% (10)</td>
<td>26% (34)</td>
<td>6% (8)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>44% (232)</td>
<td>7% (35)</td>
<td>29% (151)</td>
<td>21% (109)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>60% (467)</td>
<td>5% (38)</td>
<td>21% (161)</td>
<td>15% (115)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>55% (298)</td>
<td>7% (37)</td>
<td>19% (105)</td>
<td>19% (106)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>58% (627)</td>
<td>4% (44)</td>
<td>23% (248)</td>
<td>15% (164)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>50% (287)</td>
<td>7% (43)</td>
<td>24% (138)</td>
<td>19% (111)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>59% (423)</td>
<td>4% (28)</td>
<td>22% (159)</td>
<td>15% (108)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>53% (65)</td>
<td>6% (8)</td>
<td>25% (31)</td>
<td>15% (18)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>52% (109)</td>
<td>8% (18)</td>
<td>27% (57)</td>
<td>13% (27)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>42% (63)</td>
<td>6% (8)</td>
<td>23% (34)</td>
<td>29% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>67% (64)</td>
<td>8% (8)</td>
<td>12% (12)</td>
<td>12% (11)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>56% (266)</td>
<td>5% (22)</td>
<td>23% (109)</td>
<td>17% (82)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>52% (139)</td>
<td>9% (23)</td>
<td>19% (50)</td>
<td>20% (54)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>50% (85)</td>
<td>6% (9)</td>
<td>24% (40)</td>
<td>21% (36)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>57% (188)</td>
<td>5% (16)</td>
<td>26% (85)</td>
<td>13% (42)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>55% (1025)</td>
<td>6% (108)</td>
<td>22% (406)</td>
<td>18% (339)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>68% (485)</td>
<td>5% (36)</td>
<td>12% (84)</td>
<td>15% (106)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>49% (728)</td>
<td>6% (88)</td>
<td>27% (407)</td>
<td>18% (275)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>72% (641)</td>
<td>5% (47)</td>
<td>10% (91)</td>
<td>12% (110)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>44% (515)</td>
<td>6% (74)</td>
<td>32% (373)</td>
<td>18% (210)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_7: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>55% (1213)</td>
<td>6% (124)</td>
<td>22% (491)</td>
<td>17% (381)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>72% (241)</td>
<td>7% (22)</td>
<td>10% (34)</td>
<td>11% (36)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>72% (400)</td>
<td>4% (25)</td>
<td>10% (57)</td>
<td>13% (74)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>58% (211)</td>
<td>5% (19)</td>
<td>15% (54)</td>
<td>22% (79)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>38% (304)</td>
<td>7% (56)</td>
<td>39% (320)</td>
<td>16% (131)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>72% (656)</td>
<td>5% (48)</td>
<td>11% (98)</td>
<td>12% (110)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>44% (515)</td>
<td>6% (73)</td>
<td>32% (379)</td>
<td>18% (212)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>71% (278)</td>
<td>7% (29)</td>
<td>10% (41)</td>
<td>11% (42)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>72% (378)</td>
<td>4% (19)</td>
<td>11% (57)</td>
<td>13% (69)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>65% (198)</td>
<td>5% (16)</td>
<td>14% (41)</td>
<td>16% (48)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>36% (317)</td>
<td>6% (57)</td>
<td>39% (338)</td>
<td>19% (164)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>51% (441)</td>
<td>7% (60)</td>
<td>27% (237)</td>
<td>15% (133)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>46% (148)</td>
<td>7% (23)</td>
<td>31% (102)</td>
<td>16% (53)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>63% (141)</td>
<td>5% (12)</td>
<td>9% (20)</td>
<td>22% (49)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>57% (128)</td>
<td>7% (15)</td>
<td>14% (32)</td>
<td>22% (48)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>64% (92)</td>
<td>2% (3)</td>
<td>13% (19)</td>
<td>20% (28)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>60% (65)</td>
<td>1% (1)</td>
<td>20% (22)</td>
<td>19% (21)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>69% (125)</td>
<td>3% (5)</td>
<td>18% (33)</td>
<td>11% (20)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>54% (72)</td>
<td>4% (6)</td>
<td>20% (27)</td>
<td>22% (29)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>73% (646)</td>
<td>6% (50)</td>
<td>10% (85)</td>
<td>12% (106)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>39% (294)</td>
<td>6% (47)</td>
<td>38% (291)</td>
<td>17% (131)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>53% (52)</td>
<td>5% (5)</td>
<td>23% (22)</td>
<td>19% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>48% (222)</td>
<td>5% (23)</td>
<td>20% (93)</td>
<td>27% (126)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>74% (536)</td>
<td>4% (30)</td>
<td>10% (71)</td>
<td>12% (89)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>41% (255)</td>
<td>6% (39)</td>
<td>37% (233)</td>
<td>16% (98)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>41% (25)</td>
<td>5% (3)</td>
<td>31% (19)</td>
<td>23% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>72% (483)</td>
<td>5% (33)</td>
<td>10% (70)</td>
<td>13% (85)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>41% (278)</td>
<td>6% (41)</td>
<td>39% (265)</td>
<td>14% (98)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>56% (61)</td>
<td>3% (3)</td>
<td>17% (19)</td>
<td>24% (27)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>52% (388)</td>
<td>6% (47)</td>
<td>19% (138)</td>
<td>23% (172)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_7: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>55% (1213)</td>
<td>6% (124)</td>
<td>22% (491)</td>
<td>17% (381)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>56% (697)</td>
<td>5% (65)</td>
<td>24% (299)</td>
<td>14% (177)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>53% (516)</td>
<td>6% (59)</td>
<td>20% (193)</td>
<td>21% (204)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>59% (232)</td>
<td>6% (23)</td>
<td>18% (71)</td>
<td>17% (69)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>55% (255)</td>
<td>4% (20)</td>
<td>23% (105)</td>
<td>18% (84)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>52% (434)</td>
<td>7% (54)</td>
<td>23% (190)</td>
<td>18% (150)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>56% (292)</td>
<td>5% (27)</td>
<td>24% (126)</td>
<td>15% (78)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>59% (680)</td>
<td>5% (59)</td>
<td>21% (246)</td>
<td>14% (167)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>58% (660)</td>
<td>5% (61)</td>
<td>24% (279)</td>
<td>12% (139)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>69% (262)</td>
<td>7% (27)</td>
<td>15% (56)</td>
<td>10% (37)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_8: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>49% (1093)</td>
<td>6% (131)</td>
<td>25% (555)</td>
<td>20% (432)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>44% (472)</td>
<td>8% (81)</td>
<td>31% (329)</td>
<td>17% (185)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>54% (621)</td>
<td>4% (49)</td>
<td>20% (226)</td>
<td>22% (247)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>52% (341)</td>
<td>8% (52)</td>
<td>20% (131)</td>
<td>20% (134)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>43% (153)</td>
<td>6% (21)</td>
<td>26% (93)</td>
<td>25% (91)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>46% (347)</td>
<td>5% (41)</td>
<td>31% (236)</td>
<td>17% (130)</td>
<td>754</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>57% (163)</td>
<td>8% (24)</td>
<td>15% (42)</td>
<td>20% (58)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>47% (288)</td>
<td>6% (40)</td>
<td>24% (147)</td>
<td>23% (143)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>42% (234)</td>
<td>6% (35)</td>
<td>35% (194)</td>
<td>17% (96)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>54% (369)</td>
<td>5% (31)</td>
<td>24% (163)</td>
<td>18% (124)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>65% (495)</td>
<td>7% (53)</td>
<td>14% (106)</td>
<td>15% (111)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>47% (367)</td>
<td>4% (33)</td>
<td>25% (198)</td>
<td>24% (191)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>35% (231)</td>
<td>7% (45)</td>
<td>38% (252)</td>
<td>20% (130)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>60% (208)</td>
<td>9% (30)</td>
<td>17% (61)</td>
<td>14% (49)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>69% (287)</td>
<td>5% (22)</td>
<td>11% (45)</td>
<td>15% (62)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>43% (170)</td>
<td>7% (28)</td>
<td>31% (122)</td>
<td>19% (76)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>50% (197)</td>
<td>1% (5)</td>
<td>19% (75)</td>
<td>29% (115)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>29% (94)</td>
<td>7% (23)</td>
<td>45% (146)</td>
<td>18% (59)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>41% (136)</td>
<td>7% (22)</td>
<td>32% (106)</td>
<td>21% (70)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>73% (442)</td>
<td>4% (23)</td>
<td>11% (67)</td>
<td>13% (76)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>49% (294)</td>
<td>7% (44)</td>
<td>21% (127)</td>
<td>22% (134)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>35% (255)</td>
<td>7% (48)</td>
<td>43% (313)</td>
<td>16% (114)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>46% (692)</td>
<td>7% (104)</td>
<td>25% (384)</td>
<td>22% (339)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>56% (248)</td>
<td>4% (19)</td>
<td>26% (116)</td>
<td>14% (63)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>62% (152)</td>
<td>3% (8)</td>
<td>23% (56)</td>
<td>12% (29)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>48% (566)</td>
<td>7% (80)</td>
<td>22% (261)</td>
<td>23% (267)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>50% (353)</td>
<td>5% (38)</td>
<td>27% (196)</td>
<td>18% (125)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>54% (173)</td>
<td>4% (12)</td>
<td>30% (98)</td>
<td>12% (40)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>49% (851)</td>
<td>5% (94)</td>
<td>27% (471)</td>
<td>18% (314)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_8: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making transphobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>49% (1093)</td>
<td>6% (131)</td>
<td>25% (555)</td>
<td>20% (432)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>53% (186)</td>
<td>10% (34)</td>
<td>20% (71)</td>
<td>17% (60)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>46% (128)</td>
<td>9% (24)</td>
<td>17% (47)</td>
<td>28% (77)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>55% (114)</td>
<td>6% (12)</td>
<td>18% (37)</td>
<td>20% (41)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>49% (470)</td>
<td>5% (46)</td>
<td>28% (265)</td>
<td>18% (170)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>56% (62)</td>
<td>12% (14)</td>
<td>22% (24)</td>
<td>10% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>61% (58)</td>
<td>3% (3)</td>
<td>26% (25)</td>
<td>11% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>50% (334)</td>
<td>7% (50)</td>
<td>21% (139)</td>
<td>21% (140)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>43% (169)</td>
<td>5% (18)</td>
<td>26% (102)</td>
<td>26% (101)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>50% (65)</td>
<td>12% (15)</td>
<td>28% (36)</td>
<td>9% (12)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>38% (202)</td>
<td>7% (35)</td>
<td>33% (172)</td>
<td>23% (119)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>55% (426)</td>
<td>4% (28)</td>
<td>23% (181)</td>
<td>19% (146)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>50% (274)</td>
<td>8% (44)</td>
<td>22% (121)</td>
<td>20% (108)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>52% (568)</td>
<td>5% (52)</td>
<td>26% (280)</td>
<td>17% (183)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>43% (250)</td>
<td>6% (35)</td>
<td>26% (153)</td>
<td>24% (140)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>52% (374)</td>
<td>4% (32)</td>
<td>27% (192)</td>
<td>17% (120)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>47% (58)</td>
<td>3% (4)</td>
<td>29% (36)</td>
<td>20% (25)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>44% (93)</td>
<td>7% (14)</td>
<td>30% (63)</td>
<td>19% (40)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>44% (66)</td>
<td>4% (5)</td>
<td>28% (42)</td>
<td>24% (36)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>64% (61)</td>
<td>13% (13)</td>
<td>12% (11)</td>
<td>11% (10)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>50% (239)</td>
<td>4% (21)</td>
<td>25% (119)</td>
<td>21% (99)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>46% (122)</td>
<td>12% (32)</td>
<td>21% (55)</td>
<td>21% (57)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>46% (80)</td>
<td>5% (9)</td>
<td>22% (38)</td>
<td>26% (45)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>49% (163)</td>
<td>7% (23)</td>
<td>28% (94)</td>
<td>15% (51)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>49% (930)</td>
<td>6% (107)</td>
<td>25% (461)</td>
<td>20% (381)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>62% (442)</td>
<td>6% (42)</td>
<td>14% (103)</td>
<td>18% (126)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>43% (651)</td>
<td>6% (88)</td>
<td>30% (452)</td>
<td>20% (306)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>66% (585)</td>
<td>6% (56)</td>
<td>13% (119)</td>
<td>14% (129)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>39% (458)</td>
<td>6% (73)</td>
<td>35% (413)</td>
<td>19% (228)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_8: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of making transphobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>49% (1093)</td>
<td>6% (131)</td>
<td>25% (555)</td>
<td>20% (432)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>64% (213)</td>
<td>10% (35)</td>
<td>13% (43)</td>
<td>13% (42)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>67% (372)</td>
<td>4% (21)</td>
<td>14% (76)</td>
<td>16% (86)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>53% (192)</td>
<td>5% (19)</td>
<td>20% (72)</td>
<td>22% (79)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>33% (266)</td>
<td>7% (54)</td>
<td>42% (341)</td>
<td>18% (149)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>66% (603)</td>
<td>6% (58)</td>
<td>13% (120)</td>
<td>14% (131)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>39% (462)</td>
<td>6% (69)</td>
<td>35% (415)</td>
<td>20% (233)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>66% (255)</td>
<td>10% (40)</td>
<td>12% (47)</td>
<td>12% (47)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>67% (348)</td>
<td>4% (18)</td>
<td>14% (72)</td>
<td>16% (85)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>58% (176)</td>
<td>5% (17)</td>
<td>19% (56)</td>
<td>18% (54)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>33% (286)</td>
<td>6% (53)</td>
<td>41% (359)</td>
<td>20% (179)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>47% (407)</td>
<td>6% (55)</td>
<td>29% (252)</td>
<td>18% (157)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>41% (132)</td>
<td>6% (18)</td>
<td>36% (116)</td>
<td>18% (59)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>53% (117)</td>
<td>7% (16)</td>
<td>16% (36)</td>
<td>24% (54)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>51% (115)</td>
<td>9% (20)</td>
<td>15% (34)</td>
<td>24% (54)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>57% (82)</td>
<td>4% (6)</td>
<td>18% (26)</td>
<td>21% (30)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>56% (62)</td>
<td>3% (3)</td>
<td>20% (22)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>57% (105)</td>
<td>3% (5)</td>
<td>21% (38)</td>
<td>19% (35)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>55% (74)</td>
<td>6% (7)</td>
<td>23% (31)</td>
<td>16% (21)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>68% (600)</td>
<td>6% (58)</td>
<td>12% (109)</td>
<td>14% (121)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>32% (247)</td>
<td>6% (49)</td>
<td>43% (329)</td>
<td>18% (136)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>45% (43)</td>
<td>2% (2)</td>
<td>25% (24)</td>
<td>28% (27)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>44% (202)</td>
<td>5% (21)</td>
<td>20% (92)</td>
<td>32% (148)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>69% (503)</td>
<td>5% (35)</td>
<td>13% (94)</td>
<td>13% (94)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>35% (218)</td>
<td>6% (39)</td>
<td>42% (261)</td>
<td>17% (107)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>39% (24)</td>
<td>1% (1)</td>
<td>34% (21)</td>
<td>26% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>68% (459)</td>
<td>5% (34)</td>
<td>13% (88)</td>
<td>13% (90)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>36% (244)</td>
<td>5% (35)</td>
<td>41% (283)</td>
<td>18% (120)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>47% (51)</td>
<td>4% (4)</td>
<td>24% (26)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>45% (336)</td>
<td>8% (58)</td>
<td>21% (158)</td>
<td>26% (194)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_8: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>49% (1093)</td>
<td>6% (131)</td>
<td>25% (555)</td>
<td>20% (432)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>52% (650)</td>
<td>5% (63)</td>
<td>27% (335)</td>
<td>15% (189)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>46% (443)</td>
<td>7% (67)</td>
<td>23% (220)</td>
<td>25% (242)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>54% (215)</td>
<td>4% (15)</td>
<td>19% (74)</td>
<td>23% (91)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>49% (229)</td>
<td>5% (24)</td>
<td>26% (119)</td>
<td>20% (92)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>48% (397)</td>
<td>6% (49)</td>
<td>26% (217)</td>
<td>20% (165)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>48% (253)</td>
<td>8% (42)</td>
<td>27% (143)</td>
<td>16% (84)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>52% (595)</td>
<td>6% (70)</td>
<td>25% (285)</td>
<td>18% (202)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>50% (565)</td>
<td>7% (76)</td>
<td>29% (326)</td>
<td>15% (172)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>68% (261)</td>
<td>5% (18)</td>
<td>16% (62)</td>
<td>11% (40)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_9: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (397)</td>
<td>37% (827)</td>
<td>27% (594)</td>
<td>18% (393)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>18% (189)</td>
<td>34% (367)</td>
<td>33% (352)</td>
<td>15% (159)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>18% (208)</td>
<td>40% (460)</td>
<td>21% (242)</td>
<td>20% (234)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>16% (102)</td>
<td>45% (293)</td>
<td>21% (136)</td>
<td>19% (127)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15% (54)</td>
<td>36% (131)</td>
<td>27% (96)</td>
<td>22% (78)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>19% (146)</td>
<td>31% (234)</td>
<td>35% (261)</td>
<td>15% (113)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>22% (95)</td>
<td>38% (168)</td>
<td>23% (101)</td>
<td>17% (75)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (208)</td>
<td>45% (128)</td>
<td>18% (53)</td>
<td>22% (63)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>15% (244)</td>
<td>42% (258)</td>
<td>24% (150)</td>
<td>19% (119)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>17% (31)</td>
<td>31% (175)</td>
<td>36% (201)</td>
<td>16% (88)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>22% (212)</td>
<td>36% (246)</td>
<td>26% (176)</td>
<td>16% (112)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>20% (152)</td>
<td>50% (382)</td>
<td>17% (128)</td>
<td>13% (102)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>15% (121)</td>
<td>40% (312)</td>
<td>23% (184)</td>
<td>22% (171)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>19% (124)</td>
<td>20% (132)</td>
<td>43% (282)</td>
<td>18% (120)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>21% (72)</td>
<td>46% (161)</td>
<td>23% (79)</td>
<td>10% (36)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>19% (80)</td>
<td>53% (221)</td>
<td>12% (49)</td>
<td>16% (66)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>16% (64)</td>
<td>39% (153)</td>
<td>28% (111)</td>
<td>17% (67)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>14% (57)</td>
<td>40% (158)</td>
<td>19% (73)</td>
<td>27% (104)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>16% (53)</td>
<td>16% (52)</td>
<td>50% (162)</td>
<td>17% (56)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>21% (71)</td>
<td>24% (80)</td>
<td>36% (119)</td>
<td>19% (64)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>15% (92)</td>
<td>64% (389)</td>
<td>11% (69)</td>
<td>10% (60)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>19% (112)</td>
<td>35% (212)</td>
<td>26% (155)</td>
<td>20% (120)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (151)</td>
<td>19% (138)</td>
<td>45% (326)</td>
<td>16% (115)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>18% (279)</td>
<td>33% (506)</td>
<td>27% (412)</td>
<td>21% (323)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>19% (82)</td>
<td>45% (200)</td>
<td>27% (119)</td>
<td>10% (44)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>15% (36)</td>
<td>49% (121)</td>
<td>26% (63)</td>
<td>10% (25)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>19% (227)</td>
<td>37% (437)</td>
<td>22% (257)</td>
<td>22% (253)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>17% (122)</td>
<td>37% (261)</td>
<td>32% (225)</td>
<td>15% (105)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>15% (47)</td>
<td>40% (129)</td>
<td>35% (112)</td>
<td>11% (35)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>17% (298)</td>
<td>39% (668)</td>
<td>28% (483)</td>
<td>16% (281)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_9: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (397)</td>
<td>37% (827)</td>
<td>27% (594)</td>
<td>18% (393)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>18% (64)</td>
<td>39% (136)</td>
<td>23% (79)</td>
<td>20% (71)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>21% (57)</td>
<td>30% (82)</td>
<td>26% (72)</td>
<td>24% (65)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>20% (42)</td>
<td>38% (77)</td>
<td>19% (39)</td>
<td>23% (47)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>21% (204)</td>
<td>32% (308)</td>
<td>30% (286)</td>
<td>16% (153)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>24% (27)</td>
<td>36% (41)</td>
<td>34% (38)</td>
<td>5% (6)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>10% (10)</td>
<td>58% (56)</td>
<td>25% (24)</td>
<td>7% (7)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>13% (85)</td>
<td>45% (296)</td>
<td>21% (136)</td>
<td>22% (145)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>18% (71)</td>
<td>32% (126)</td>
<td>28% (111)</td>
<td>21% (82)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>23% (30)</td>
<td>34% (43)</td>
<td>34% (44)</td>
<td>9% (12)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>23% (124)</td>
<td>20% (107)</td>
<td>36% (190)</td>
<td>20% (107)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>18% (144)</td>
<td>42% (324)</td>
<td>25% (198)</td>
<td>15% (115)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>16% (85)</td>
<td>41% (225)</td>
<td>24% (134)</td>
<td>19% (103)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>18% (193)</td>
<td>39% (424)</td>
<td>28% (298)</td>
<td>16% (168)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>20% (119)</td>
<td>31% (178)</td>
<td>28% (162)</td>
<td>21% (121)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>18% (132)</td>
<td>39% (278)</td>
<td>29% (208)</td>
<td>14% (100)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>15% (18)</td>
<td>40% (49)</td>
<td>28% (35)</td>
<td>16% (20)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>18% (39)</td>
<td>41% (86)</td>
<td>28% (59)</td>
<td>13% (27)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (19)</td>
<td>34% (51)</td>
<td>25% (37)</td>
<td>28% (42)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>18% (17)</td>
<td>43% (41)</td>
<td>21% (20)</td>
<td>18% (17)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>21% (100)</td>
<td>35% (169)</td>
<td>25% (122)</td>
<td>18% (87)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>17% (45)</td>
<td>35% (93)</td>
<td>26% (69)</td>
<td>22% (60)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>16% (28)</td>
<td>35% (60)</td>
<td>26% (44)</td>
<td>23% (40)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>17% (55)</td>
<td>37% (124)</td>
<td>31% (104)</td>
<td>14% (48)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>18% (342)</td>
<td>37% (703)</td>
<td>26% (489)</td>
<td>18% (345)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>17% (124)</td>
<td>52% (367)</td>
<td>16% (112)</td>
<td>15% (110)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>18% (273)</td>
<td>31% (460)</td>
<td>32% (482)</td>
<td>19% (283)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>19% (167)</td>
<td>55% (485)</td>
<td>15% (132)</td>
<td>12% (105)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (216)</td>
<td>25% (297)</td>
<td>37% (438)</td>
<td>19% (221)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_9: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them? Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (397)</td>
<td>37% (827)</td>
<td>27% (594)</td>
<td>18% (393)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (64)</td>
<td>61% (204)</td>
<td>9% (29)</td>
<td>11% (35)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>18% (103)</td>
<td>51% (281)</td>
<td>19% (103)</td>
<td>12% (69)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>18% (65)</td>
<td>37% (134)</td>
<td>21% (74)</td>
<td>25% (89)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>19% (151)</td>
<td>20% (164)</td>
<td>45% (364)</td>
<td>16% (132)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>19% (177)</td>
<td>54% (497)</td>
<td>15% (133)</td>
<td>12% (105)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>17% (205)</td>
<td>26% (303)</td>
<td>38% (447)</td>
<td>19% (224)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>20% (77)</td>
<td>60% (232)</td>
<td>9% (36)</td>
<td>11% (44)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (100)</td>
<td>51% (265)</td>
<td>19% (97)</td>
<td>12% (61)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>17% (52)</td>
<td>39% (119)</td>
<td>22% (66)</td>
<td>22% (66)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>16% (138)</td>
<td>35% (305)</td>
<td>33% (291)</td>
<td>16% (137)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>19% (63)</td>
<td>25% (82)</td>
<td>37% (119)</td>
<td>19% (61)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>18% (40)</td>
<td>47% (104)</td>
<td>14% (31)</td>
<td>21% (48)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>25% (55)</td>
<td>36% (81)</td>
<td>15% (33)</td>
<td>24% (54)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>13% (19)</td>
<td>56% (80)</td>
<td>12% (18)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>18% (20)</td>
<td>36% (39)</td>
<td>28% (30)</td>
<td>18% (19)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>21% (39)</td>
<td>42% (76)</td>
<td>25% (45)</td>
<td>12% (23)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>17% (23)</td>
<td>45% (60)</td>
<td>20% (27)</td>
<td>18% (24)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>18% (164)</td>
<td>56% (494)</td>
<td>14% (121)</td>
<td>12% (109)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>19% (145)</td>
<td>19% (147)</td>
<td>45% (345)</td>
<td>16% (124)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>8% (7)</td>
<td>45% (43)</td>
<td>24% (23)</td>
<td>24% (24)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>17% (81)</td>
<td>31% (142)</td>
<td>23% (105)</td>
<td>29% (136)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>19% (135)</td>
<td>55% (401)</td>
<td>14% (101)</td>
<td>12% (89)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (120)</td>
<td>23% (142)</td>
<td>43% (270)</td>
<td>15% (93)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>8% (5)</td>
<td>36% (22)</td>
<td>34% (21)</td>
<td>22% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>18% (123)</td>
<td>55% (369)</td>
<td>15% (103)</td>
<td>11% (74)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>21% (142)</td>
<td>21% (144)</td>
<td>43% (292)</td>
<td>15% (104)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>10% (11)</td>
<td>44% (48)</td>
<td>26% (28)</td>
<td>20% (22)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>16% (118)</td>
<td>36% (265)</td>
<td>23% (171)</td>
<td>26% (192)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_9: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (397)</td>
<td>37% (827)</td>
<td>27% (594)</td>
<td>18% (393)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>19% (239)</td>
<td>38% (472)</td>
<td>29% (360)</td>
<td>13% (167)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>16% (158)</td>
<td>36% (355)</td>
<td>24% (234)</td>
<td>23% (226)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>22% (87)</td>
<td>39% (155)</td>
<td>22% (87)</td>
<td>17% (66)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>20% (94)</td>
<td>34% (159)</td>
<td>27% (126)</td>
<td>18% (86)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>18% (146)</td>
<td>36% (300)</td>
<td>28% (229)</td>
<td>18% (153)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>13% (70)</td>
<td>41% (213)</td>
<td>29% (152)</td>
<td>17% (88)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>17% (198)</td>
<td>43% (491)</td>
<td>26% (302)</td>
<td>14% (160)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>21% (235)</td>
<td>37% (420)</td>
<td>30% (342)</td>
<td>12% (142)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>13% (51)</td>
<td>61% (233)</td>
<td>17% (65)</td>
<td>8% (32)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_10: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

*Spoke out against transphobia*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (399)</td>
<td>33% (739)</td>
<td>27% (607)</td>
<td>21% (464)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>19% (201)</td>
<td>29% (314)</td>
<td>34% (358)</td>
<td>18% (193)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>17% (198)</td>
<td>37% (425)</td>
<td>22% (249)</td>
<td>24% (271)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>16% (103)</td>
<td>42% (279)</td>
<td>21% (138)</td>
<td>21% (139)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15% (55)</td>
<td>34% (122)</td>
<td>27% (95)</td>
<td>24% (87)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>20% (149)</td>
<td>27% (201)</td>
<td>35% (263)</td>
<td>19% (141)</td>
<td>754</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>21% (92)</td>
<td>31% (137)</td>
<td>25% (111)</td>
<td>22% (98)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>17% (48)</td>
<td>43% (124)</td>
<td>19% (54)</td>
<td>21% (60)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>15% (90)</td>
<td>39% (239)</td>
<td>25% (151)</td>
<td>22% (138)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>16% (92)</td>
<td>28% (155)</td>
<td>36% (200)</td>
<td>20% (112)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>23% (155)</td>
<td>30% (206)</td>
<td>27% (185)</td>
<td>21% (141)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>19% (143)</td>
<td>46% (354)</td>
<td>19% (146)</td>
<td>16% (121)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>17% (136)</td>
<td>33% (264)</td>
<td>25% (200)</td>
<td>24% (188)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>18% (120)</td>
<td>18% (121)</td>
<td>40% (261)</td>
<td>24% (155)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>21% (72)</td>
<td>41% (144)</td>
<td>24% (85)</td>
<td>14% (47)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (71)</td>
<td>51% (210)</td>
<td>15% (61)</td>
<td>18% (74)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>18% (70)</td>
<td>32% (126)</td>
<td>31% (123)</td>
<td>19% (76)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>17% (65)</td>
<td>35% (138)</td>
<td>20% (78)</td>
<td>29% (112)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>18% (59)</td>
<td>14% (44)</td>
<td>47% (151)</td>
<td>21% (69)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>18% (61)</td>
<td>23% (77)</td>
<td>33% (110)</td>
<td>26% (86)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (95)</td>
<td>58% (352)</td>
<td>13% (78)</td>
<td>14% (84)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>19% (112)</td>
<td>31% (186)</td>
<td>29% (172)</td>
<td>22% (130)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (151)</td>
<td>17% (123)</td>
<td>43% (317)</td>
<td>19% (139)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>18% (281)</td>
<td>30% (458)</td>
<td>27% (415)</td>
<td>24% (365)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>17% (75)</td>
<td>40% (179)</td>
<td>28% (125)</td>
<td>15% (67)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>18% (44)</td>
<td>42% (102)</td>
<td>27% (67)</td>
<td>13% (32)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>18% (213)</td>
<td>34% (395)</td>
<td>23% (273)</td>
<td>25% (294)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>19% (132)</td>
<td>33% (233)</td>
<td>31% (220)</td>
<td>18% (127)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>17% (55)</td>
<td>34% (111)</td>
<td>35% (114)</td>
<td>13% (43)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>17% (297)</td>
<td>34% (592)</td>
<td>29% (501)</td>
<td>20% (340)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_10: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (399)</td>
<td>33% (739)</td>
<td>27% (607)</td>
<td>21% (464)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>16% (55)</td>
<td>43% (150)</td>
<td>22% (79)</td>
<td>19% (68)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>23% (65)</td>
<td>26% (72)</td>
<td>23% (64)</td>
<td>27% (75)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>18% (38)</td>
<td>37% (75)</td>
<td>21% (43)</td>
<td>24% (50)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>21% (198)</td>
<td>29% (271)</td>
<td>31% (296)</td>
<td>20% (186)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>29% (33)</td>
<td>33% (37)</td>
<td>26% (29)</td>
<td>11% (12)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>12% (11)</td>
<td>52% (50)</td>
<td>27% (26)</td>
<td>10% (9)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>13% (89)</td>
<td>41% (274)</td>
<td>23% (152)</td>
<td>22% (146)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>18% (68)</td>
<td>27% (107)</td>
<td>27% (104)</td>
<td>28% (111)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>27% (35)</td>
<td>31% (40)</td>
<td>28% (36)</td>
<td>14% (17)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>22% (115)</td>
<td>18% (97)</td>
<td>35% (185)</td>
<td>25% (129)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>18% (143)</td>
<td>36% (278)</td>
<td>26% (205)</td>
<td>20% (154)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>17% (93)</td>
<td>36% (197)</td>
<td>26% (143)</td>
<td>21% (114)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>18% (190)</td>
<td>36% (385)</td>
<td>29% (310)</td>
<td>18% (197)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>20% (116)</td>
<td>27% (157)</td>
<td>27% (154)</td>
<td>26% (152)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>20% (143)</td>
<td>33% (239)</td>
<td>29% (210)</td>
<td>18% (127)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>12% (14)</td>
<td>37% (46)</td>
<td>30% (36)</td>
<td>21% (25)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>15% (32)</td>
<td>35% (74)</td>
<td>31% (64)</td>
<td>19% (40)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (19)</td>
<td>28% (41)</td>
<td>27% (41)</td>
<td>32% (48)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>18% (17)</td>
<td>43% (41)</td>
<td>19% (18)</td>
<td>20% (19)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>22% (103)</td>
<td>29% (140)</td>
<td>27% (131)</td>
<td>22% (104)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>15% (39)</td>
<td>38% (102)</td>
<td>25% (66)</td>
<td>22% (58)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>19% (32)</td>
<td>33% (56)</td>
<td>24% (41)</td>
<td>25% (42)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>19% (63)</td>
<td>33% (110)</td>
<td>29% (97)</td>
<td>18% (61)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>18% (336)</td>
<td>33% (629)</td>
<td>27% (510)</td>
<td>21% (404)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>19% (133)</td>
<td>47% (337)</td>
<td>18% (126)</td>
<td>16% (116)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>18% (266)</td>
<td>27% (402)</td>
<td>32% (481)</td>
<td>23% (349)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>19% (168)</td>
<td>50% (444)</td>
<td>16% (142)</td>
<td>15% (133)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (212)</td>
<td>23% (265)</td>
<td>37% (438)</td>
<td>22% (258)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_10: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (399)</td>
<td>33% (739)</td>
<td>27% (607)</td>
<td>21% (464)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>21% (70)</td>
<td>54% (178)</td>
<td>11% (37)</td>
<td>14% (47)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>18% (99)</td>
<td>48% (266)</td>
<td>19% (105)</td>
<td>15% (86)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>16% (58)</td>
<td>35% (125)</td>
<td>25% (90)</td>
<td>25% (89)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>19% (154)</td>
<td>17% (139)</td>
<td>43% (348)</td>
<td>21% (169)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>19% (174)</td>
<td>50% (453)</td>
<td>15% (141)</td>
<td>16% (145)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (207)</td>
<td>23% (269)</td>
<td>38% (445)</td>
<td>22% (258)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>22% (86)</td>
<td>52% (203)</td>
<td>11% (45)</td>
<td>14% (55)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>17% (88)</td>
<td>48% (250)</td>
<td>18% (96)</td>
<td>17% (89)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>14% (43)</td>
<td>39% (118)</td>
<td>24% (74)</td>
<td>23% (69)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>19% (164)</td>
<td>17% (151)</td>
<td>42% (371)</td>
<td>22% (189)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>16% (143)</td>
<td>30% (258)</td>
<td>34% (294)</td>
<td>20% (177)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>21% (69)</td>
<td>20% (67)</td>
<td>35% (115)</td>
<td>23% (75)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>24% (53)</td>
<td>40% (89)</td>
<td>15% (34)</td>
<td>21% (46)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>17% (38)</td>
<td>31% (70)</td>
<td>22% (48)</td>
<td>30% (67)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>11% (16)</td>
<td>54% (77)</td>
<td>15% (22)</td>
<td>20% (29)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>19% (21)</td>
<td>39% (43)</td>
<td>22% (23)</td>
<td>20% (22)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>16% (30)</td>
<td>43% (78)</td>
<td>26% (47)</td>
<td>15% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (29)</td>
<td>43% (57)</td>
<td>18% (24)</td>
<td>17% (23)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>19% (168)</td>
<td>50% (444)</td>
<td>17% (150)</td>
<td>14% (125)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>20% (150)</td>
<td>16% (122)</td>
<td>44% (332)</td>
<td>21% (157)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (10)</td>
<td>39% (38)</td>
<td>27% (26)</td>
<td>24% (23)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>15% (71)</td>
<td>29% (135)</td>
<td>22% (100)</td>
<td>34% (159)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>19% (136)</td>
<td>50% (364)</td>
<td>17% (125)</td>
<td>14% (102)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (118)</td>
<td>19% (119)</td>
<td>42% (263)</td>
<td>20% (125)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (7)</td>
<td>26% (16)</td>
<td>34% (21)</td>
<td>28% (17)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>19% (126)</td>
<td>50% (332)</td>
<td>18% (123)</td>
<td>13% (89)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>21% (143)</td>
<td>18% (124)</td>
<td>40% (275)</td>
<td>20% (140)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>12% (13)</td>
<td>35% (38)</td>
<td>30% (33)</td>
<td>23% (25)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>15% (115)</td>
<td>33% (244)</td>
<td>24% (176)</td>
<td>28% (211)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_10: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?
Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (399)</td>
<td>33% (739)</td>
<td>27% (607)</td>
<td>21% (464)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>20% (244)</td>
<td>33% (406)</td>
<td>30% (375)</td>
<td>17% (212)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>16% (155)</td>
<td>34% (333)</td>
<td>24% (232)</td>
<td>26% (252)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>21% (82)</td>
<td>36% (141)</td>
<td>22% (87)</td>
<td>22% (86)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>18% (86)</td>
<td>29% (136)</td>
<td>28% (132)</td>
<td>24% (111)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>18% (151)</td>
<td>32% (265)</td>
<td>27% (225)</td>
<td>23% (187)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>15% (81)</td>
<td>38% (197)</td>
<td>31% (164)</td>
<td>15% (81)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>17% (193)</td>
<td>40% (459)</td>
<td>26% (299)</td>
<td>17% (200)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>21% (234)</td>
<td>32% (365)</td>
<td>31% (355)</td>
<td>16% (184)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (52)</td>
<td>60% (231)</td>
<td>15% (58)</td>
<td>11% (41)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_11: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adults</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender: Male</td>
<td>57% (1259)</td>
<td>4% (98)</td>
<td>17% (379)</td>
<td>21% (475)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>57% (606)</td>
<td>5% (49)</td>
<td>21% (226)</td>
<td>17% (185)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>44% (290)</td>
<td>4% (29)</td>
<td>18% (121)</td>
<td>33% (217)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>51% (183)</td>
<td>6% (20)</td>
<td>20% (71)</td>
<td>24% (85)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>64% (481)</td>
<td>4% (27)</td>
<td>17% (128)</td>
<td>16% (118)</td>
<td>754</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>43% (124)</td>
<td>5% (14)</td>
<td>18% (51)</td>
<td>34% (97)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>48% (295)</td>
<td>4% (25)</td>
<td>19% (117)</td>
<td>29% (180)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>57% (321)</td>
<td>4% (24)</td>
<td>21% (118)</td>
<td>17% (95)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>69% (477)</td>
<td>4% (28)</td>
<td>12% (84)</td>
<td>14% (98)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>67% (512)</td>
<td>4% (34)</td>
<td>12% (88)</td>
<td>17% (130)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>51% (404)</td>
<td>3% (22)</td>
<td>18% (138)</td>
<td>28% (224)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>52% (342)</td>
<td>6% (41)</td>
<td>23% (153)</td>
<td>18% (121)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>68% (235)</td>
<td>6% (20)</td>
<td>12% (43)</td>
<td>14% (50)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>67% (277)</td>
<td>4% (15)</td>
<td>11% (45)</td>
<td>19% (79)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>55% (217)</td>
<td>3% (11)</td>
<td>21% (84)</td>
<td>21% (83)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>48% (187)</td>
<td>3% (11)</td>
<td>14% (54)</td>
<td>36% (141)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>48% (154)</td>
<td>6% (18)</td>
<td>31% (99)</td>
<td>16% (51)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>56% (188)</td>
<td>7% (23)</td>
<td>16% (54)</td>
<td>21% (70)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>72% (436)</td>
<td>4% (26)</td>
<td>10% (61)</td>
<td>14% (86)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>56% (336)</td>
<td>5% (30)</td>
<td>16% (96)</td>
<td>23% (137)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>56% (412)</td>
<td>4% (28)</td>
<td>25% (183)</td>
<td>15% (107)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>51% (772)</td>
<td>5% (74)</td>
<td>18% (280)</td>
<td>26% (393)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>68% (302)</td>
<td>4% (18)</td>
<td>14% (64)</td>
<td>14% (63)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>75% (185)</td>
<td>2% (6)</td>
<td>15% (36)</td>
<td>8% (19)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>53% (622)</td>
<td>5% (54)</td>
<td>17% (204)</td>
<td>25% (294)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>59% (423)</td>
<td>5% (36)</td>
<td>16% (116)</td>
<td>19% (138)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>66% (214)</td>
<td>2% (7)</td>
<td>18% (59)</td>
<td>13% (43)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>59% (1018)</td>
<td>5% (81)</td>
<td>17% (294)</td>
<td>19% (336)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKPNG4_11: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Was accused of anti-semitism**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1259)</td>
<td>4% (98)</td>
<td>17% (379)</td>
<td>21% (475)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>53% (186)</td>
<td>5% (18)</td>
<td>17% (60)</td>
<td>25% (87)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>46% (127)</td>
<td>4% (11)</td>
<td>18% (49)</td>
<td>32% (89)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>56% (114)</td>
<td>3% (6)</td>
<td>18% (36)</td>
<td>24% (49)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>63% (599)</td>
<td>4% (38)</td>
<td>16% (150)</td>
<td>17% (163)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>64% (71)</td>
<td>5% (6)</td>
<td>19% (21)</td>
<td>12% (14)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>63% (60)</td>
<td>1% (1)</td>
<td>22% (21)</td>
<td>14% (13)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>52% (343)</td>
<td>5% (35)</td>
<td>17% (110)</td>
<td>26% (174)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>60% (76)</td>
<td>5% (6)</td>
<td>22% (28)</td>
<td>14% (18)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>56% (295)</td>
<td>5% (25)</td>
<td>17% (92)</td>
<td>22% (116)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>61% (474)</td>
<td>4% (31)</td>
<td>16% (124)</td>
<td>19% (151)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>56% (304)</td>
<td>5% (27)</td>
<td>16% (90)</td>
<td>23% (127)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>62% (671)</td>
<td>4% (39)</td>
<td>16% (168)</td>
<td>19% (206)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>49% (284)</td>
<td>6% (32)</td>
<td>21% (121)</td>
<td>25% (142)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>61% (435)</td>
<td>3% (23)</td>
<td>18% (130)</td>
<td>18% (131)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>49% (60)</td>
<td>3% (4)</td>
<td>23% (28)</td>
<td>24% (29)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>59% (123)</td>
<td>5% (11)</td>
<td>16% (34)</td>
<td>20% (42)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>55% (82)</td>
<td>5% (7)</td>
<td>12% (17)</td>
<td>29% (43)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>50% (47)</td>
<td>4% (4)</td>
<td>18% (17)</td>
<td>28% (27)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>64% (305)</td>
<td>5% (25)</td>
<td>16% (76)</td>
<td>15% (71)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>47% (125)</td>
<td>7% (18)</td>
<td>17% (45)</td>
<td>29% (78)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>47% (81)</td>
<td>3% (5)</td>
<td>18% (31)</td>
<td>31% (53)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>58% (193)</td>
<td>6% (19)</td>
<td>17% (56)</td>
<td>19% (63)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>57% (1065)</td>
<td>4% (79)</td>
<td>17% (323)</td>
<td>22% (412)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>66% (469)</td>
<td>5% (35)</td>
<td>11% (81)</td>
<td>18% (128)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>53% (790)</td>
<td>4% (63)</td>
<td>20% (298)</td>
<td>23% (347)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>69% (615)</td>
<td>5% (46)</td>
<td>10% (87)</td>
<td>16% (140)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>51% (602)</td>
<td>4% (49)</td>
<td>22% (261)</td>
<td>22% (260)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_11: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1259)</td>
<td>4% (98)</td>
<td>17% (379)</td>
<td>21% (475)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>71% (237)</td>
<td>8% (26)</td>
<td>10% (34)</td>
<td>11% (35)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>68% (379)</td>
<td>4% (20)</td>
<td>9% (53)</td>
<td>19% (105)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>51% (184)</td>
<td>5% (17)</td>
<td>14% (50)</td>
<td>31% (112)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>52% (418)</td>
<td>4% (32)</td>
<td>26% (211)</td>
<td>18% (149)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>69% (627)</td>
<td>6% (52)</td>
<td>10% (95)</td>
<td>15% (139)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>51% (600)</td>
<td>4% (45)</td>
<td>23% (268)</td>
<td>23% (266)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>71% (276)</td>
<td>8% (32)</td>
<td>10% (39)</td>
<td>11% (43)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>67% (351)</td>
<td>4% (20)</td>
<td>11% (56)</td>
<td>18% (96)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>58% (177)</td>
<td>3% (9)</td>
<td>11% (33)</td>
<td>28% (84)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>48% (423)</td>
<td>4% (35)</td>
<td>27% (235)</td>
<td>21% (182)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>52% (455)</td>
<td>4% (35)</td>
<td>22% (188)</td>
<td>22% (194)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>56% (183)</td>
<td>3% (9)</td>
<td>22% (71)</td>
<td>19% (62)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>61% (135)</td>
<td>7% (15)</td>
<td>9% (21)</td>
<td>23% (51)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>64% (142)</td>
<td>7% (17)</td>
<td>10% (23)</td>
<td>19% (42)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>62% (89)</td>
<td>6% (8)</td>
<td>7% (10)</td>
<td>25% (36)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>52% (57)</td>
<td>2% (2)</td>
<td>13% (14)</td>
<td>33% (36)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>58% (105)</td>
<td>4% (8)</td>
<td>18% (32)</td>
<td>20% (37)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>69% (92)</td>
<td>2% (3)</td>
<td>16% (21)</td>
<td>13% (17)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>71% (626)</td>
<td>5% (41)</td>
<td>10% (86)</td>
<td>15% (134)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>51% (390)</td>
<td>5% (36)</td>
<td>24% (187)</td>
<td>20% (149)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>52% (51)</td>
<td>6% (6)</td>
<td>15% (14)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>41% (192)</td>
<td>3% (14)</td>
<td>20% (92)</td>
<td>36% (166)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>70% (509)</td>
<td>4% (31)</td>
<td>11% (81)</td>
<td>15% (106)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>55% (341)</td>
<td>5% (30)</td>
<td>25% (154)</td>
<td>16% (100)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>55% (34)</td>
<td>2% (1)</td>
<td>13% (8)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>71% (476)</td>
<td>5% (32)</td>
<td>11% (74)</td>
<td>13% (88)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>54% (368)</td>
<td>5% (36)</td>
<td>25% (169)</td>
<td>16% (109)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>65% (71)</td>
<td>2% (2)</td>
<td>14% (15)</td>
<td>19% (21)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>46% (342)</td>
<td>4% (27)</td>
<td>16% (121)</td>
<td>34% (256)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_11: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1259)</td>
<td>4% (98)</td>
<td>17% (379)</td>
<td>21% (475)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>64% (788)</td>
<td>4% (54)</td>
<td>17% (216)</td>
<td>15% (180)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>48% (470)</td>
<td>5% (44)</td>
<td>17% (163)</td>
<td>30% (295)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>61% (243)</td>
<td>5% (22)</td>
<td>12% (47)</td>
<td>21% (83)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>55% (256)</td>
<td>3% (15)</td>
<td>19% (87)</td>
<td>23% (106)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>53% (438)</td>
<td>5% (43)</td>
<td>19% (158)</td>
<td>23% (190)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>62% (322)</td>
<td>4% (18)</td>
<td>17% (87)</td>
<td>18% (95)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>58% (671)</td>
<td>4% (45)</td>
<td>18% (210)</td>
<td>20% (226)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>60% (679)</td>
<td>4% (49)</td>
<td>19% (213)</td>
<td>17% (198)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>72% (275)</td>
<td>6% (21)</td>
<td>9% (34)</td>
<td>13% (51)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_12: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Spoke out against anti-semitism**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (318)</td>
<td>42% (924)</td>
<td>21% (474)</td>
<td>22% (494)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>12% (130)</td>
<td>41% (442)</td>
<td>28% (298)</td>
<td>18% (197)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>16% (188)</td>
<td>42% (482)</td>
<td>15% (176)</td>
<td>26% (298)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>13% (85)</td>
<td>34% (223)</td>
<td>20% (133)</td>
<td>33% (216)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>10% (37)</td>
<td>42% (152)</td>
<td>22% (81)</td>
<td>25% (90)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>17% (130)</td>
<td>41% (309)</td>
<td>26% (197)</td>
<td>16% (118)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>15% (66)</td>
<td>55% (240)</td>
<td>14% (62)</td>
<td>16% (70)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>15% (43)</td>
<td>30% (87)</td>
<td>18% (50)</td>
<td>37% (106)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>11% (70)</td>
<td>39% (239)</td>
<td>22% (139)</td>
<td>28% (170)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>13% (70)</td>
<td>40% (225)</td>
<td>30% (167)</td>
<td>17% (96)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>18% (126)</td>
<td>49% (336)</td>
<td>16% (109)</td>
<td>17% (117)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>14% (104)</td>
<td>55% (420)</td>
<td>14% (104)</td>
<td>18% (137)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>13% (103)</td>
<td>36% (281)</td>
<td>22% (177)</td>
<td>29% (228)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (112)</td>
<td>34% (223)</td>
<td>29% (193)</td>
<td>20% (130)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>12% (42)</td>
<td>53% (184)</td>
<td>21% (72)</td>
<td>15% (51)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>15% (62)</td>
<td>57% (236)</td>
<td>8% (32)</td>
<td>21% (86)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>11% (44)</td>
<td>39% (153)</td>
<td>27% (109)</td>
<td>23% (90)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>15% (59)</td>
<td>33% (128)</td>
<td>17% (68)</td>
<td>35% (137)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>14% (45)</td>
<td>33% (106)</td>
<td>36% (117)</td>
<td>17% (55)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>20% (67)</td>
<td>35% (118)</td>
<td>23% (75)</td>
<td>22% (74)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>10% (61)</td>
<td>64% (388)</td>
<td>11% (68)</td>
<td>15% (92)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>15% (90)</td>
<td>39% (232)</td>
<td>24% (142)</td>
<td>23% (135)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>19% (138)</td>
<td>36% (260)</td>
<td>30% (222)</td>
<td>15% (111)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>15% (233)</td>
<td>35% (527)</td>
<td>22% (341)</td>
<td>28% (418)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>13% (57)</td>
<td>55% (244)</td>
<td>20% (89)</td>
<td>13% (56)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>12% (29)</td>
<td>62% (153)</td>
<td>17% (43)</td>
<td>8% (20)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>15% (176)</td>
<td>36% (426)</td>
<td>20% (239)</td>
<td>28% (332)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>14% (102)</td>
<td>44% (314)</td>
<td>24% (173)</td>
<td>17% (123)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (40)</td>
<td>57% (183)</td>
<td>19% (62)</td>
<td>12% (39)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>14% (239)</td>
<td>44% (759)</td>
<td>22% (380)</td>
<td>20% (351)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_12: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Spoke out against anti-semitism**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (318)</td>
<td>42% (924)</td>
<td>21% (474)</td>
<td>22% (494)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>15% (52)</td>
<td>38% (133)</td>
<td>23% (81)</td>
<td>24% (85)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>18% (50)</td>
<td>31% (85)</td>
<td>18% (50)</td>
<td>33% (91)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>14% (29)</td>
<td>39% (80)</td>
<td>22% (44)</td>
<td>25% (52)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>16% (156)</td>
<td>46% (436)</td>
<td>21% (196)</td>
<td>17% (162)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>23% (25)</td>
<td>49% (54)</td>
<td>21% (23)</td>
<td>8% (9)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>8% (8)</td>
<td>52% (50)</td>
<td>24% (23)</td>
<td>15% (14)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (71)</td>
<td>41% (271)</td>
<td>21% (140)</td>
<td>27% (179)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>15% (59)</td>
<td>29% (111)</td>
<td>23% (91)</td>
<td>33% (130)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>22% (28)</td>
<td>45% (58)</td>
<td>25% (32)</td>
<td>8% (10)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>17% (92)</td>
<td>36% (190)</td>
<td>22% (117)</td>
<td>24% (128)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>15% (119)</td>
<td>45% (349)</td>
<td>20% (156)</td>
<td>20% (156)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>13% (72)</td>
<td>44% (241)</td>
<td>19% (104)</td>
<td>24% (130)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>14% (155)</td>
<td>44% (481)</td>
<td>22% (236)</td>
<td>19% (211)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>16% (91)</td>
<td>35% (202)</td>
<td>23% (133)</td>
<td>26% (153)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>14% (104)</td>
<td>44% (313)</td>
<td>24% (170)</td>
<td>18% (132)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>14% (16)</td>
<td>37% (45)</td>
<td>26% (32)</td>
<td>23% (28)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>9% (19)</td>
<td>47% (98)</td>
<td>26% (55)</td>
<td>19% (39)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>16% (24)</td>
<td>39% (58)</td>
<td>19% (28)</td>
<td>26% (39)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>18% (17)</td>
<td>33% (31)</td>
<td>18% (17)</td>
<td>31% (30)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>17% (82)</td>
<td>49% (233)</td>
<td>16% (75)</td>
<td>18% (88)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13% (36)</td>
<td>34% (90)</td>
<td>20% (54)</td>
<td>32% (86)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>12% (21)</td>
<td>32% (55)</td>
<td>25% (43)</td>
<td>31% (52)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>15% (49)</td>
<td>45% (149)</td>
<td>23% (76)</td>
<td>17% (58)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>14% (269)</td>
<td>41% (775)</td>
<td>21% (398)</td>
<td>23% (437)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>14% (97)</td>
<td>54% (382)</td>
<td>14% (100)</td>
<td>19% (134)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>15% (222)</td>
<td>36% (541)</td>
<td>25% (374)</td>
<td>24% (361)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>14% (124)</td>
<td>58% (514)</td>
<td>12% (110)</td>
<td>16% (140)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>16% (187)</td>
<td>32% (381)</td>
<td>29% (338)</td>
<td>23% (267)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_12: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spoke out against anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (318)</td>
<td>42% (924)</td>
<td>21% (474)</td>
<td>22% (494)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>16% (53)</td>
<td>66% (218)</td>
<td>7% (24)</td>
<td>11% (37)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>13% (71)</td>
<td>53% (296)</td>
<td>15% (86)</td>
<td>18% (103)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>16% (56)</td>
<td>34% (124)</td>
<td>19% (70)</td>
<td>31% (112)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>16% (130)</td>
<td>32% (257)</td>
<td>33% (268)</td>
<td>19% (155)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>14% (131)</td>
<td>58% (527)</td>
<td>13% (116)</td>
<td>15% (139)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>15% (176)</td>
<td>32% (380)</td>
<td>29% (341)</td>
<td>24% (282)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>17% (65)</td>
<td>64% (249)</td>
<td>8% (31)</td>
<td>11% (43)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>13% (66)</td>
<td>53% (277)</td>
<td>16% (85)</td>
<td>18% (96)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>16% (49)</td>
<td>37% (112)</td>
<td>16% (49)</td>
<td>31% (93)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>13% (112)</td>
<td>39% (337)</td>
<td>28% (242)</td>
<td>21% (181)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>17% (55)</td>
<td>35% (114)</td>
<td>29% (95)</td>
<td>19% (62)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>14% (30)</td>
<td>51% (113)</td>
<td>10% (23)</td>
<td>25% (57)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>17% (39)</td>
<td>40% (89)</td>
<td>14% (31)</td>
<td>29% (64)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>12% (17)</td>
<td>54% (78)</td>
<td>10% (14)</td>
<td>24% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>14% (15)</td>
<td>31% (34)</td>
<td>14% (15)</td>
<td>41% (45)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>19% (35)</td>
<td>46% (85)</td>
<td>19% (34)</td>
<td>16% (29)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (16)</td>
<td>56% (75)</td>
<td>16% (21)</td>
<td>17% (22)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>13% (114)</td>
<td>59% (524)</td>
<td>12% (110)</td>
<td>16% (139)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>16% (124)</td>
<td>30% (231)</td>
<td>34% (259)</td>
<td>19% (147)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>10% (10)</td>
<td>40% (39)</td>
<td>23% (23)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>15% (70)</td>
<td>28% (130)</td>
<td>18% (82)</td>
<td>39% (182)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>13% (94)</td>
<td>58% (421)</td>
<td>15% (112)</td>
<td>14% (100)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>15% (96)</td>
<td>37% (229)</td>
<td>32% (198)</td>
<td>16% (102)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>11% (7)</td>
<td>40% (25)</td>
<td>20% (12)</td>
<td>28% (17)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>12% (80)</td>
<td>62% (418)</td>
<td>13% (88)</td>
<td>12% (84)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>17% (119)</td>
<td>33% (226)</td>
<td>32% (218)</td>
<td>17% (119)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>12% (14)</td>
<td>50% (55)</td>
<td>22% (24)</td>
<td>16% (17)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>14% (105)</td>
<td>30% (224)</td>
<td>19% (144)</td>
<td>36% (272)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_12: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Spoke out against anti-semitism**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (318)</td>
<td>42% (924)</td>
<td>21% (474)</td>
<td>22% (494)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>14% (173)</td>
<td>49% (602)</td>
<td>22% (276)</td>
<td>15% (187)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>15% (146)</td>
<td>33% (322)</td>
<td>20% (198)</td>
<td>32% (307)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>15% (58)</td>
<td>46% (183)</td>
<td>19% (73)</td>
<td>21% (81)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>16% (74)</td>
<td>39% (181)</td>
<td>22% (101)</td>
<td>23% (109)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>14% (116)</td>
<td>39% (327)</td>
<td>20% (169)</td>
<td>26% (217)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>14% (71)</td>
<td>45% (234)</td>
<td>25% (130)</td>
<td>17% (87)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>14% (166)</td>
<td>45% (513)</td>
<td>22% (250)</td>
<td>19% (222)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>16% (181)</td>
<td>44% (506)</td>
<td>24% (274)</td>
<td>16% (178)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (55)</td>
<td>57% (219)</td>
<td>16% (59)</td>
<td>13% (48)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_13: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1263)</td>
<td>7% (146)</td>
<td>22% (476)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>55% (586)</td>
<td>6% (80)</td>
<td>25% (263)</td>
<td>13% (138)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>59% (677)</td>
<td>6% (66)</td>
<td>19% (213)</td>
<td>16% (187)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>51% (338)</td>
<td>8% (55)</td>
<td>23% (150)</td>
<td>17% (115)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>50% (181)</td>
<td>8% (28)</td>
<td>23% (82)</td>
<td>19% (69)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>57% (427)</td>
<td>6% (44)</td>
<td>25% (192)</td>
<td>12% (92)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>72% (317)</td>
<td>4% (19)</td>
<td>12% (53)</td>
<td>11% (49)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>54% (155)</td>
<td>10% (29)</td>
<td>22% (62)</td>
<td>14% (41)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>51% (314)</td>
<td>7% (46)</td>
<td>23% (140)</td>
<td>19% (118)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>48% (270)</td>
<td>6% (36)</td>
<td>30% (168)</td>
<td>15% (85)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>70% (478)</td>
<td>5% (32)</td>
<td>14% (99)</td>
<td>11% (78)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>73% (557)</td>
<td>6% (49)</td>
<td>11% (87)</td>
<td>9% (71)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>50% (398)</td>
<td>7% (55)</td>
<td>23% (184)</td>
<td>19% (152)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>47% (308)</td>
<td>6% (42)</td>
<td>31% (206)</td>
<td>15% (102)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>70% (242)</td>
<td>8% (27)</td>
<td>15% (52)</td>
<td>8% (27)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>76% (315)</td>
<td>5% (22)</td>
<td>8% (35)</td>
<td>11% (45)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>50% (197)</td>
<td>8% (31)</td>
<td>26% (101)</td>
<td>17% (66)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>51% (200)</td>
<td>6% (24)</td>
<td>21% (82)</td>
<td>22% (86)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>45% (146)</td>
<td>7% (22)</td>
<td>34% (110)</td>
<td>14% (45)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>48% (162)</td>
<td>6% (20)</td>
<td>29% (96)</td>
<td>17% (56)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>78% (472)</td>
<td>5% (32)</td>
<td>9% (54)</td>
<td>8% (51)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>55% (332)</td>
<td>8% (48)</td>
<td>21% (128)</td>
<td>15% (91)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>48% (349)</td>
<td>6% (41)</td>
<td>33% (241)</td>
<td>14% (100)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>51% (782)</td>
<td>8% (118)</td>
<td>23% (355)</td>
<td>17% (264)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>67% (298)</td>
<td>4% (19)</td>
<td>18% (80)</td>
<td>11% (49)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>74% (183)</td>
<td>4% (9)</td>
<td>17% (42)</td>
<td>5% (12)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>54% (638)</td>
<td>8% (97)</td>
<td>19% (227)</td>
<td>18% (212)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>59% (420)</td>
<td>6% (41)</td>
<td>25% (175)</td>
<td>11% (76)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>63% (205)</td>
<td>2% (8)</td>
<td>23% (73)</td>
<td>12% (37)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>57% (992)</td>
<td>6% (100)</td>
<td>23% (390)</td>
<td>14% (247)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_13: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1263)</td>
<td>7% (146)</td>
<td>22% (476)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>51% (179)</td>
<td>9% (30)</td>
<td>27% (95)</td>
<td>13% (47)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>49% (136)</td>
<td>14% (39)</td>
<td>17% (46)</td>
<td>20% (55)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>66% (135)</td>
<td>3% (7)</td>
<td>19% (40)</td>
<td>11% (23)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>60% (572)</td>
<td>4% (40)</td>
<td>23% (222)</td>
<td>12% (116)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>58% (64)</td>
<td>14% (16)</td>
<td>23% (26)</td>
<td>5% (6)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>73% (70)</td>
<td>3% (3)</td>
<td>21% (20)</td>
<td>3% (3)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>55% (362)</td>
<td>8% (54)</td>
<td>19% (126)</td>
<td>18% (120)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>50% (194)</td>
<td>8% (33)</td>
<td>21% (82)</td>
<td>21% (81)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>53% (68)</td>
<td>12% (16)</td>
<td>28% (36)</td>
<td>6% (8)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>51% (268)</td>
<td>7% (39)</td>
<td>24% (124)</td>
<td>18% (96)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>62% (484)</td>
<td>4% (34)</td>
<td>21% (167)</td>
<td>12% (96)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>58% (319)</td>
<td>9% (50)</td>
<td>19% (105)</td>
<td>13% (73)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>60% (654)</td>
<td>5% (52)</td>
<td>21% (226)</td>
<td>14% (152)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>50% (290)</td>
<td>7% (43)</td>
<td>25% (145)</td>
<td>17% (100)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>57% (410)</td>
<td>6% (44)</td>
<td>24% (171)</td>
<td>13% (93)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>54% (65)</td>
<td>3% (4)</td>
<td>29% (35)</td>
<td>14% (17)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>52% (109)</td>
<td>8% (17)</td>
<td>24% (50)</td>
<td>16% (34)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>49% (73)</td>
<td>9% (13)</td>
<td>21% (31)</td>
<td>22% (33)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>62% (58)</td>
<td>7% (7)</td>
<td>17% (16)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>67% (319)</td>
<td>4% (20)</td>
<td>17% (83)</td>
<td>12% (56)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>54% (144)</td>
<td>11% (28)</td>
<td>20% (53)</td>
<td>15% (41)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>49% (84)</td>
<td>7% (12)</td>
<td>22% (37)</td>
<td>22% (38)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>61% (203)</td>
<td>5% (17)</td>
<td>21% (70)</td>
<td>12% (41)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>56% (1060)</td>
<td>7% (128)</td>
<td>22% (406)</td>
<td>15% (284)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>70% (501)</td>
<td>6% (43)</td>
<td>11% (80)</td>
<td>12% (88)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>51% (762)</td>
<td>7% (103)</td>
<td>26% (396)</td>
<td>16% (237)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>76% (677)</td>
<td>6% (55)</td>
<td>9% (79)</td>
<td>9% (77)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>45% (529)</td>
<td>7% (84)</td>
<td>32% (372)</td>
<td>16% (188)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_13: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1263)</td>
<td>7% (146)</td>
<td>22% (476)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>76% (254)</td>
<td>9% (29)</td>
<td>8% (25)</td>
<td>7% (25)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>76% (242)</td>
<td>5% (26)</td>
<td>10% (54)</td>
<td>9% (53)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>56% (204)</td>
<td>10% (35)</td>
<td>19% (67)</td>
<td>15% (56)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>40% (325)</td>
<td>6% (48)</td>
<td>38% (304)</td>
<td>16% (132)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>76% (691)</td>
<td>7% (60)</td>
<td>10% (91)</td>
<td>8% (71)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>45% (534)</td>
<td>7% (83)</td>
<td>31% (370)</td>
<td>16% (193)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>76% (295)</td>
<td>10% (39)</td>
<td>7% (29)</td>
<td>7% (26)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>76% (396)</td>
<td>4% (21)</td>
<td>12% (62)</td>
<td>9% (45)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>63% (191)</td>
<td>9% (27)</td>
<td>15% (47)</td>
<td>13% (39)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>39% (343)</td>
<td>6% (56)</td>
<td>37% (324)</td>
<td>18% (154)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>52% (452)</td>
<td>7% (60)</td>
<td>27% (233)</td>
<td>14% (125)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>52% (168)</td>
<td>4% (15)</td>
<td>29% (93)</td>
<td>15% (50)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>67% (149)</td>
<td>9% (20)</td>
<td>10% (23)</td>
<td>14% (30)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>60% (134)</td>
<td>10% (22)</td>
<td>12% (27)</td>
<td>18% (40)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>63% (90)</td>
<td>4% (6)</td>
<td>13% (19)</td>
<td>20% (29)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>59% (64)</td>
<td>7% (7)</td>
<td>23% (25)</td>
<td>11% (13)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>64% (118)</td>
<td>5% (10)</td>
<td>20% (36)</td>
<td>11% (19)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>66% (88)</td>
<td>5% (6)</td>
<td>15% (19)</td>
<td>15% (20)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>76% (675)</td>
<td>6% (54)</td>
<td>10% (85)</td>
<td>8% (73)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>42% (317)</td>
<td>6% (49)</td>
<td>36% (276)</td>
<td>16% (120)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>59% (57)</td>
<td>2% (2)</td>
<td>22% (21)</td>
<td>17% (17)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>46% (214)</td>
<td>9% (41)</td>
<td>20% (94)</td>
<td>25% (115)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>75% (544)</td>
<td>6% (42)</td>
<td>11% (81)</td>
<td>8% (60)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>45% (283)</td>
<td>6% (38)</td>
<td>34% (214)</td>
<td>15% (91)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>55% (34)</td>
<td>1% (1)</td>
<td>20% (12)</td>
<td>24% (15)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>75% (504)</td>
<td>6% (43)</td>
<td>9% (61)</td>
<td>9% (62)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>46% (311)</td>
<td>6% (41)</td>
<td>34% (235)</td>
<td>14% (95)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>61% (67)</td>
<td>5% (5)</td>
<td>18% (20)</td>
<td>16% (17)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>51% (380)</td>
<td>8% (57)</td>
<td>21% (160)</td>
<td>20% (149)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKPNG4_13: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>57% (1263)</td>
<td>7% (146)</td>
<td>22% (476)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>62% (763)</td>
<td>6% (71)</td>
<td>21% (259)</td>
<td>12% (145)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>51% (501)</td>
<td>8% (75)</td>
<td>22% (217)</td>
<td>19% (180)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>61% (240)</td>
<td>6% (22)</td>
<td>18% (70)</td>
<td>16% (63)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>57% (263)</td>
<td>6% (29)</td>
<td>20% (95)</td>
<td>17% (78)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>55% (456)</td>
<td>8% (65)</td>
<td>21% (177)</td>
<td>16% (129)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>58% (304)</td>
<td>6% (30)</td>
<td>25% (133)</td>
<td>11% (56)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>59% (683)</td>
<td>7% (80)</td>
<td>21% (244)</td>
<td>13% (145)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>58% (663)</td>
<td>6% (70)</td>
<td>25% (281)</td>
<td>11% (125)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>69% (265)</td>
<td>8% (30)</td>
<td>15% (59)</td>
<td>7% (28)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
### Table EAKNPG4_14

Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Lied about their personal background**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>48% (1070)</td>
<td>5% (10)</td>
<td>27% (590)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>48% (511)</td>
<td>5% (54)</td>
<td>30% (321)</td>
<td>17% (180)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>49% (559)</td>
<td>5% (55)</td>
<td>23% (269)</td>
<td>23% (260)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>44% (287)</td>
<td>7% (46)</td>
<td>28% (186)</td>
<td>21% (139)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>40% (143)</td>
<td>5% (18)</td>
<td>30% (107)</td>
<td>25% (91)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>50% (380)</td>
<td>4% (27)</td>
<td>27% (205)</td>
<td>19% (142)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>59% (260)</td>
<td>4% (18)</td>
<td>21% (92)</td>
<td>16% (68)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>40% (115)</td>
<td>8% (24)</td>
<td>30% (86)</td>
<td>22% (62)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>45% (276)</td>
<td>5% (34)</td>
<td>28% (172)</td>
<td>22% (136)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>45% (254)</td>
<td>5% (25)</td>
<td>30% (165)</td>
<td>20% (114)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>57% (389)</td>
<td>4% (24)</td>
<td>22% (153)</td>
<td>18% (121)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>53% (405)</td>
<td>6% (48)</td>
<td>22% (171)</td>
<td>18% (140)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>45% (358)</td>
<td>3% (22)</td>
<td>28% (218)</td>
<td>24% (190)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>47% (307)</td>
<td>6% (40)</td>
<td>30% (200)</td>
<td>17% (110)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>51% (178)</td>
<td>7% (25)</td>
<td>27% (96)</td>
<td>14% (50)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>55% (227)</td>
<td>6% (24)</td>
<td>18% (75)</td>
<td>22% (90)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>45% (179)</td>
<td>3% (11)</td>
<td>31% (123)</td>
<td>21% (83)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>46% (179)</td>
<td>3% (10)</td>
<td>24% (96)</td>
<td>27% (107)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>48% (154)</td>
<td>6% (18)</td>
<td>32% (103)</td>
<td>15% (47)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>46% (153)</td>
<td>6% (21)</td>
<td>29% (98)</td>
<td>19% (63)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>53% (324)</td>
<td>4% (26)</td>
<td>22% (136)</td>
<td>20% (122)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>47% (284)</td>
<td>6% (36)</td>
<td>25% (152)</td>
<td>21% (127)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>51% (369)</td>
<td>4% (32)</td>
<td>32% (232)</td>
<td>13% (97)</td>
<td>730</td>
</tr>
<tr>
<td>Edu: &lt; College</td>
<td>44% (669)</td>
<td>6% (91)</td>
<td>28% (418)</td>
<td>22% (341)</td>
<td>1519</td>
</tr>
<tr>
<td>Edu: Bachelors degree</td>
<td>55% (246)</td>
<td>2% (10)</td>
<td>26% (117)</td>
<td>16% (73)</td>
<td>446</td>
</tr>
<tr>
<td>Edu: Post-grad</td>
<td>64% (156)</td>
<td>3% (8)</td>
<td>22% (55)</td>
<td>11% (26)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>45% (526)</td>
<td>6% (74)</td>
<td>25% (296)</td>
<td>24% (277)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>51% (362)</td>
<td>4% (27)</td>
<td>29% (205)</td>
<td>17% (118)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>56% (182)</td>
<td>3% (8)</td>
<td>27% (88)</td>
<td>14% (45)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>51% (877)</td>
<td>4% (77)</td>
<td>27% (464)</td>
<td>18% (312)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_14: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Lied about their personal background**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>48% (1070)</td>
<td>5% (110)</td>
<td>27% (590)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>45% (157)</td>
<td>8% (28)</td>
<td>28% (99)</td>
<td>19% (67)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>37% (103)</td>
<td>8% (22)</td>
<td>24% (67)</td>
<td>30% (84)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>44% (90)</td>
<td>6% (12)</td>
<td>29% (59)</td>
<td>22% (44)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>53% (505)</td>
<td>4% (37)</td>
<td>26% (243)</td>
<td>17% (166)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>53% (59)</td>
<td>8% (9)</td>
<td>32% (35)</td>
<td>7% (8)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>54% (52)</td>
<td>6% (6)</td>
<td>29% (28)</td>
<td>11% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>42% (279)</td>
<td>5% (34)</td>
<td>28% (183)</td>
<td>25% (167)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>50% (64)</td>
<td>7% (9)</td>
<td>32% (41)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>47% (247)</td>
<td>6% (31)</td>
<td>26% (137)</td>
<td>21% (113)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>54% (419)</td>
<td>4% (31)</td>
<td>25% (198)</td>
<td>17% (132)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>47% (255)</td>
<td>7% (38)</td>
<td>25% (137)</td>
<td>21% (117)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>50% (546)</td>
<td>4% (40)</td>
<td>27% (298)</td>
<td>19% (200)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>47% (269)</td>
<td>6% (32)</td>
<td>27% (155)</td>
<td>21% (122)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>53% (384)</td>
<td>3% (25)</td>
<td>26% (185)</td>
<td>17% (124)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>37% (45)</td>
<td>5% (6)</td>
<td>37% (45)</td>
<td>22% (26)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>43% (91)</td>
<td>6% (13)</td>
<td>33% (69)</td>
<td>18% (37)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>46% (68)</td>
<td>7% (10)</td>
<td>18% (27)</td>
<td>30% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>42% (40)</td>
<td>7% (7)</td>
<td>31% (29)</td>
<td>20% (19)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>54% (256)</td>
<td>4% (20)</td>
<td>25% (120)</td>
<td>17% (82)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>43% (113)</td>
<td>7% (20)</td>
<td>25% (66)</td>
<td>25% (67)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>42% (72)</td>
<td>5% (9)</td>
<td>28% (49)</td>
<td>24% (41)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>53% (174)</td>
<td>6% (18)</td>
<td>25% (84)</td>
<td>17% (55)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>48% (896)</td>
<td>5% (91)</td>
<td>27% (506)</td>
<td>21% (385)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>50% (356)</td>
<td>6% (40)</td>
<td>22% (159)</td>
<td>22% (158)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>48% (715)</td>
<td>5% (70)</td>
<td>29% (431)</td>
<td>19% (282)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>53% (475)</td>
<td>6% (51)</td>
<td>22% (199)</td>
<td>18% (163)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>47% (556)</td>
<td>5% (55)</td>
<td>30% (352)</td>
<td>18% (210)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_14: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Lied about their personal background

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>48% (1070)</td>
<td>5% (110)</td>
<td>27% (590)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>57% (189)</td>
<td>7% (24)</td>
<td>21% (69)</td>
<td>15% (50)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>51% (286)</td>
<td>5% (27)</td>
<td>23% (130)</td>
<td>20% (113)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>44% (158)</td>
<td>7% (24)</td>
<td>27% (100)</td>
<td>22% (81)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>49% (398)</td>
<td>4% (31)</td>
<td>31% (253)</td>
<td>16% (128)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>54% (489)</td>
<td>6% (53)</td>
<td>22% (204)</td>
<td>18% (166)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>47% (559)</td>
<td>5% (54)</td>
<td>30% (358)</td>
<td>18% (208)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>56% (217)</td>
<td>9% (33)</td>
<td>21% (81)</td>
<td>15% (58)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>52% (272)</td>
<td>4% (20)</td>
<td>24% (123)</td>
<td>21% (108)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>45% (137)</td>
<td>6% (18)</td>
<td>29% (89)</td>
<td>20% (60)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>48% (422)</td>
<td>4% (36)</td>
<td>31% (268)</td>
<td>17% (149)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>47% (407)</td>
<td>5% (46)</td>
<td>29% (252)</td>
<td>19% (165)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>56% (183)</td>
<td>4% (12)</td>
<td>25% (81)</td>
<td>15% (49)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>43% (96)</td>
<td>5% (12)</td>
<td>24% (53)</td>
<td>28% (62)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>39% (88)</td>
<td>8% (19)</td>
<td>30% (66)</td>
<td>23% (50)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>50% (71)</td>
<td>4% (5)</td>
<td>19% (28)</td>
<td>27% (39)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>48% (52)</td>
<td>1% (2)</td>
<td>32% (35)</td>
<td>19% (21)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>56% (102)</td>
<td>3% (6)</td>
<td>26% (48)</td>
<td>14% (26)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>54% (71)</td>
<td>6% (7)</td>
<td>20% (27)</td>
<td>21% (27)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>55% (489)</td>
<td>6% (53)</td>
<td>20% (176)</td>
<td>19% (169)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>48% (364)</td>
<td>5% (35)</td>
<td>33% (251)</td>
<td>15% (113)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>45% (44)</td>
<td>4% (4)</td>
<td>30% (30)</td>
<td>20% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>37% (173)</td>
<td>4% (18)</td>
<td>29% (133)</td>
<td>30% (139)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>56% (410)</td>
<td>5% (36)</td>
<td>20% (143)</td>
<td>19% (137)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>50% (310)</td>
<td>5% (30)</td>
<td>32% (201)</td>
<td>13% (84)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>49% (30)</td>
<td>2% (1)</td>
<td>23% (14)</td>
<td>26% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>55% (368)</td>
<td>6% (39)</td>
<td>19% (127)</td>
<td>20% (135)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>50% (341)</td>
<td>4% (30)</td>
<td>32% (219)</td>
<td>13% (92)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>46% (51)</td>
<td>1% (1)</td>
<td>25% (28)</td>
<td>28% (30)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>42% (310)</td>
<td>5% (40)</td>
<td>29% (216)</td>
<td>24% (181)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_14: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>48% (1070)</td>
<td>5% (110)</td>
<td>27% (590)</td>
<td>20% (440)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>53% (651)</td>
<td>5% (61)</td>
<td>26% (316)</td>
<td>17% (210)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>43% (420)</td>
<td>5% (49)</td>
<td>28% (274)</td>
<td>24% (230)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>49% (194)</td>
<td>3% (12)</td>
<td>29% (114)</td>
<td>19% (75)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>46% (213)</td>
<td>4% (17)</td>
<td>29% (133)</td>
<td>22% (101)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>48% (400)</td>
<td>6% (51)</td>
<td>26% (215)</td>
<td>20% (163)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>50% (263)</td>
<td>6% (30)</td>
<td>25% (129)</td>
<td>19% (100)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>46% (528)</td>
<td>5% (58)</td>
<td>30% (351)</td>
<td>19% (216)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>51% (583)</td>
<td>4% (46)</td>
<td>30% (340)</td>
<td>15% (170)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>57% (217)</td>
<td>6% (23)</td>
<td>21% (81)</td>
<td>16% (60)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
**Table EAKNPG4_15:** Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

*Spread misinformation about vaccines*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>58% (1279)</td>
<td>6% (133)</td>
<td>20% (447)</td>
<td>16% (351)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>55% (586)</td>
<td>7% (77)</td>
<td>25% (264)</td>
<td>13% (140)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>61% (693)</td>
<td>5% (56)</td>
<td>16% (183)</td>
<td>19% (212)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>52% (341)</td>
<td>8% (50)</td>
<td>20% (129)</td>
<td>21% (139)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>50% (181)</td>
<td>5% (16)</td>
<td>24% (86)</td>
<td>21% (75)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>59% (442)</td>
<td>6% (43)</td>
<td>24% (179)</td>
<td>12% (90)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>72% (315)</td>
<td>5% (24)</td>
<td>12% (53)</td>
<td>11% (46)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>54% (155)</td>
<td>5% (15)</td>
<td>18% (52)</td>
<td>23% (65)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>52% (322)</td>
<td>7% (44)</td>
<td>21% (129)</td>
<td>20% (123)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>50% (280)</td>
<td>6% (33)</td>
<td>28% (154)</td>
<td>17% (92)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>69% (476)</td>
<td>6% (39)</td>
<td>15% (103)</td>
<td>10% (68)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>72% (552)</td>
<td>6% (48)</td>
<td>11% (81)</td>
<td>11% (84)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>54% (429)</td>
<td>5% (42)</td>
<td>19% (153)</td>
<td>21% (163)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>45% (298)</td>
<td>6% (42)</td>
<td>32% (213)</td>
<td>16% (104)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>69% (242)</td>
<td>7% (26)</td>
<td>15% (54)</td>
<td>8% (28)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>75% (311)</td>
<td>5% (22)</td>
<td>6% (27)</td>
<td>14% (56)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>54% (212)</td>
<td>7% (27)</td>
<td>23% (89)</td>
<td>17% (67)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>55% (217)</td>
<td>4% (16)</td>
<td>16% (64)</td>
<td>24% (96)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>41% (132)</td>
<td>7% (24)</td>
<td>38% (121)</td>
<td>14% (45)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>49% (165)</td>
<td>5% (18)</td>
<td>27% (92)</td>
<td>18% (59)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>76% (465)</td>
<td>5% (30)</td>
<td>10% (60)</td>
<td>9% (54)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>58% (346)</td>
<td>7% (41)</td>
<td>17% (104)</td>
<td>18% (108)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>50% (364)</td>
<td>6% (42)</td>
<td>32% (233)</td>
<td>12% (91)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>52% (793)</td>
<td>7% (103)</td>
<td>22% (333)</td>
<td>19% (290)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>68% (303)</td>
<td>5% (21)</td>
<td>16% (73)</td>
<td>11% (49)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>75% (184)</td>
<td>4% (9)</td>
<td>17% (41)</td>
<td>5% (11)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>55% (646)</td>
<td>8% (92)</td>
<td>18% (207)</td>
<td>19% (229)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>60% (427)</td>
<td>5% (34)</td>
<td>23% (165)</td>
<td>12% (87)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>64% (205)</td>
<td>2% (6)</td>
<td>23% (76)</td>
<td>11% (36)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>58% (1006)</td>
<td>6% (102)</td>
<td>21% (366)</td>
<td>15% (256)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_15: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>58% (1279)</td>
<td>6% (133)</td>
<td>20% (447)</td>
<td>16% (351)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>55% (192)</td>
<td>6% (23)</td>
<td>21% (72)</td>
<td>18% (64)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>50% (137)</td>
<td>10% (28)</td>
<td>16% (45)</td>
<td>24% (66)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>66% (136)</td>
<td>1% (3)</td>
<td>18% (36)</td>
<td>15% (30)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>60% (574)</td>
<td>4% (37)</td>
<td>23% (215)</td>
<td>13% (125)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>62% (69)</td>
<td>7% (7)</td>
<td>26% (29)</td>
<td>5% (6)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>72% (69)</td>
<td>5% (5)</td>
<td>23% (22)</td>
<td>1% (1)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>57% (377)</td>
<td>8% (52)</td>
<td>16% (104)</td>
<td>19% (128)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>49% (191)</td>
<td>8% (31)</td>
<td>20% (77)</td>
<td>23% (92)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>56% (72)</td>
<td>6% (7)</td>
<td>31% (40)</td>
<td>7% (8)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>51% (267)</td>
<td>7% (38)</td>
<td>22% (118)</td>
<td>20% (105)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>62% (485)</td>
<td>4% (31)</td>
<td>21% (160)</td>
<td>13% (104)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>60% (326)</td>
<td>7% (36)</td>
<td>17% (91)</td>
<td>17% (95)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>61% (661)</td>
<td>5% (56)</td>
<td>20% (219)</td>
<td>14% (148)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>51% (293)</td>
<td>7% (40)</td>
<td>24% (137)</td>
<td>19% (109)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>61% (436)</td>
<td>4% (30)</td>
<td>20% (145)</td>
<td>15% (108)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>56% (68)</td>
<td>5% (6)</td>
<td>28% (34)</td>
<td>12% (14)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>53% (112)</td>
<td>7% (15)</td>
<td>26% (54)</td>
<td>14% (30)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>48% (71)</td>
<td>6% (9)</td>
<td>19% (29)</td>
<td>27% (40)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>58% (55)</td>
<td>2% (1)</td>
<td>23% (22)</td>
<td>17% (17)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>65% (313)</td>
<td>6% (29)</td>
<td>17% (82)</td>
<td>11% (54)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>52% (140)</td>
<td>9% (24)</td>
<td>18% (48)</td>
<td>20% (54)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>50% (85)</td>
<td>10% (17)</td>
<td>20% (34)</td>
<td>20% (35)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>61% (201)</td>
<td>5% (18)</td>
<td>21% (70)</td>
<td>13% (43)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>57% (1079)</td>
<td>6% (115)</td>
<td>20% (377)</td>
<td>16% (308)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>72% (510)</td>
<td>5% (36)</td>
<td>10% (75)</td>
<td>13% (91)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>51% (769)</td>
<td>6% (96)</td>
<td>25% (372)</td>
<td>17% (260)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>76% (677)</td>
<td>6% (51)</td>
<td>8% (75)</td>
<td>10% (86)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>47% (546)</td>
<td>6% (74)</td>
<td>30% (347)</td>
<td>18% (206)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_15: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about vaccines

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>58% (1279)</td>
<td>6% (133)</td>
<td>20% (447)</td>
<td>16% (351)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>77% (257)</td>
<td>9% (30)</td>
<td>6% (19)</td>
<td>8% (27)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>75% (420)</td>
<td>4% (21)</td>
<td>10% (56)</td>
<td>11% (59)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>58% (211)</td>
<td>7% (27)</td>
<td>14% (52)</td>
<td>20% (73)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>41% (336)</td>
<td>6% (47)</td>
<td>36% (295)</td>
<td>16% (133)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>75% (685)</td>
<td>6% (57)</td>
<td>10% (88)</td>
<td>9% (82)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>48% (562)</td>
<td>6% (71)</td>
<td>29% (340)</td>
<td>17% (206)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>76% (296)</td>
<td>10% (38)</td>
<td>6% (24)</td>
<td>8% (31)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>74% (390)</td>
<td>4% (19)</td>
<td>12% (64)</td>
<td>10% (51)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>64% (195)</td>
<td>6% (20)</td>
<td>11% (34)</td>
<td>18% (55)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>42% (367)</td>
<td>6% (51)</td>
<td>35% (306)</td>
<td>17% (151)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>53% (466)</td>
<td>5% (42)</td>
<td>26% (223)</td>
<td>16% (140)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>52% (171)</td>
<td>6% (18)</td>
<td>26% (84)</td>
<td>16% (53)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>66% (148)</td>
<td>7% (15)</td>
<td>11% (24)</td>
<td>16% (36)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>62% (139)</td>
<td>11% (24)</td>
<td>9% (20)</td>
<td>18% (40)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>64% (91)</td>
<td>4% (6)</td>
<td>11% (15)</td>
<td>21% (31)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>61% (67)</td>
<td>5% (6)</td>
<td>21% (23)</td>
<td>13% (14)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>62% (113)</td>
<td>9% (16)</td>
<td>18% (33)</td>
<td>11% (21)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>63% (84)</td>
<td>4% (6)</td>
<td>19% (26)</td>
<td>13% (17)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>77% (682)</td>
<td>6% (50)</td>
<td>8% (74)</td>
<td>9% (81)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>44% (336)</td>
<td>6% (45)</td>
<td>33% (254)</td>
<td>17% (127)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>62% (61)</td>
<td>2% (2)</td>
<td>16% (15)</td>
<td>20% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>43% (200)</td>
<td>8% (35)</td>
<td>23% (104)</td>
<td>27% (125)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>77% (558)</td>
<td>5% (40)</td>
<td>10% (70)</td>
<td>8% (59)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>47% (291)</td>
<td>6% (36)</td>
<td>33% (206)</td>
<td>15% (92)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>65% (40)</td>
<td>2% (1)</td>
<td>13% (8)</td>
<td>20% (12)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>76% (511)</td>
<td>5% (37)</td>
<td>10% (66)</td>
<td>8% (56)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>47% (322)</td>
<td>13% (16)</td>
<td>16% (17)</td>
<td>19% (21)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>62% (68)</td>
<td>3% (3)</td>
<td>16% (17)</td>
<td>23% (20)</td>
<td>223</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>51% (377)</td>
<td>7% (51)</td>
<td>19% (143)</td>
<td>23% (175)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_15: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Spread misinformation about vaccines

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>58% (1279)</td>
<td>6% (133)</td>
<td>20% (447)</td>
<td>16% (351)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>62% (773)</td>
<td>5% (66)</td>
<td>20% (248)</td>
<td>12% (150)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>52% (506)</td>
<td>7% (66)</td>
<td>20% (199)</td>
<td>21% (201)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>62% (245)</td>
<td>4% (17)</td>
<td>18% (71)</td>
<td>16% (62)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>57% (266)</td>
<td>5% (24)</td>
<td>21% (97)</td>
<td>17% (78)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>55% (458)</td>
<td>7% (59)</td>
<td>20% (169)</td>
<td>17% (142)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>59% (311)</td>
<td>6% (32)</td>
<td>21% (110)</td>
<td>13% (69)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>60% (693)</td>
<td>6% (67)</td>
<td>21% (239)</td>
<td>13% (152)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>60% (682)</td>
<td>6% (65)</td>
<td>23% (266)</td>
<td>11% (126)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>70% (266)</td>
<td>8% (29)</td>
<td>14% (52)</td>
<td>9% (35)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_16: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

*Encouraged others to get vaccinated*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (250)</td>
<td>44% (969)</td>
<td>30% (667)</td>
<td>15% (324)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>12% (126)</td>
<td>42% (449)</td>
<td>33% (351)</td>
<td>13% (140)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (124)</td>
<td>45% (520)</td>
<td>28% (316)</td>
<td>16% (184)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>11% (75)</td>
<td>35% (231)</td>
<td>31% (206)</td>
<td>22% (145)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>14% (52)</td>
<td>36% (128)</td>
<td>29% (105)</td>
<td>21% (74)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>12% (93)</td>
<td>45% (339)</td>
<td>35% (261)</td>
<td>8% (61)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>7% (30)</td>
<td>62% (271)</td>
<td>22% (95)</td>
<td>10% (43)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (21)</td>
<td>36% (102)</td>
<td>33% (94)</td>
<td>24% (70)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>15% (91)</td>
<td>34% (213)</td>
<td>31% (190)</td>
<td>20% (124)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>12% (68)</td>
<td>39% (218)</td>
<td>36% (204)</td>
<td>12% (70)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>10% (67)</td>
<td>57% (395)</td>
<td>25% (168)</td>
<td>8% (57)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>5% (39)</td>
<td>64% (490)</td>
<td>20% (152)</td>
<td>11% (84)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>11% (89)</td>
<td>37% (293)</td>
<td>32% (250)</td>
<td>20% (156)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>19% (122)</td>
<td>28% (186)</td>
<td>40% (265)</td>
<td>13% (84)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>6% (21)</td>
<td>62% (215)</td>
<td>22% (77)</td>
<td>10% (34)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>4% (17)</td>
<td>66% (275)</td>
<td>18% (75)</td>
<td>12% (49)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>12% (49)</td>
<td>37% (148)</td>
<td>33% (129)</td>
<td>18% (70)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>10% (40)</td>
<td>37% (145)</td>
<td>31% (122)</td>
<td>22% (86)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>17% (56)</td>
<td>27% (86)</td>
<td>45% (146)</td>
<td>11% (36)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>20% (67)</td>
<td>30% (100)</td>
<td>36% (120)</td>
<td>14% (48)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>6% (34)</td>
<td>70% (426)</td>
<td>16% (94)</td>
<td>9% (54)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>7% (40)</td>
<td>44% (266)</td>
<td>32% (193)</td>
<td>17% (100)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (151)</td>
<td>28% (203)</td>
<td>41% (303)</td>
<td>10% (73)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>12% (186)</td>
<td>39% (585)</td>
<td>31% (472)</td>
<td>18% (276)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>10% (45)</td>
<td>52% (231)</td>
<td>30% (135)</td>
<td>8% (35)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>8% (19)</td>
<td>63% (154)</td>
<td>24% (60)</td>
<td>5% (12)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>12% (146)</td>
<td>41% (482)</td>
<td>28% (326)</td>
<td>19% (220)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>9% (66)</td>
<td>46% (327)</td>
<td>34% (245)</td>
<td>10% (74)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (37)</td>
<td>50% (161)</td>
<td>30% (96)</td>
<td>9% (29)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>12% (207)</td>
<td>45% (776)</td>
<td>31% (534)</td>
<td>12% (212)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG4_16: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Encouraged others to get vaccinated**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (250)</td>
<td>44% (969)</td>
<td>30% (667)</td>
<td>15% (324)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>11% (39)</td>
<td>38% (133)</td>
<td>34% (120)</td>
<td>17% (59)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>7% (20)</td>
<td>38% (105)</td>
<td>27% (75)</td>
<td>27% (75)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>11% (23)</td>
<td>43% (88)</td>
<td>28% (58)</td>
<td>18% (36)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>12% (114)</td>
<td>46% (434)</td>
<td>33% (311)</td>
<td>10% (91)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>8% (9)</td>
<td>48% (54)</td>
<td>31% (35)</td>
<td>12% (14)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>13% (12)</td>
<td>59% (57)</td>
<td>27% (26)</td>
<td>1% (1)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>10% (63)</td>
<td>43% (287)</td>
<td>27% (180)</td>
<td>20% (131)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>8% (39)</td>
<td>35% (186)</td>
<td>35% (183)</td>
<td>14% (74)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>16% (105)</td>
<td>35% (27)</td>
<td>27% (180)</td>
<td>20% (131)</td>
<td>662</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>14% (84)</td>
<td>35% (205)</td>
<td>34% (198)</td>
<td>16% (93)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>12% (84)</td>
<td>43% (309)</td>
<td>32% (227)</td>
<td>14% (98)</td>
<td>719</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (118)</td>
<td>46% (498)</td>
<td>30% (321)</td>
<td>13% (145)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>9% (48)</td>
<td>49% (266)</td>
<td>27% (148)</td>
<td>16% (86)</td>
<td>547</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>9% (12)</td>
<td>35% (42)</td>
<td>37% (46)</td>
<td>18% (22)</td>
<td>122</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>10% (34)</td>
<td>46% (153)</td>
<td>31% (104)</td>
<td>12% (41)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>11% (216)</td>
<td>43% (816)</td>
<td>30% (564)</td>
<td>15% (283)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>5% (36)</td>
<td>65% (460)</td>
<td>17% (124)</td>
<td>13% (92)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>14% (213)</td>
<td>34% (510)</td>
<td>36% (543)</td>
<td>15% (231)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>5% (45)</td>
<td>69% (610)</td>
<td>18% (157)</td>
<td>9% (77)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>17% (198)</td>
<td>28% (324)</td>
<td>41% (480)</td>
<td>15% (171)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_16: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Encouraged others to get vaccinated

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (250)</td>
<td>44% (969)</td>
<td>30% (667)</td>
<td>15% (324)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>6% (21)</td>
<td>78% (260)</td>
<td>10% (35)</td>
<td>5% (16)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>4% (24)</td>
<td>63% (350)</td>
<td>22% (122)</td>
<td>11% (60)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>8% (29)</td>
<td>39% (143)</td>
<td>36% (132)</td>
<td>16% (58)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>21% (169)</td>
<td>22% (180)</td>
<td>43% (347)</td>
<td>14% (113)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>4% (40)</td>
<td>70% (637)</td>
<td>18% (164)</td>
<td>8% (71)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>17% (206)</td>
<td>27% (314)</td>
<td>40% (477)</td>
<td>15% (182)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>7% (28)</td>
<td>76% (297)</td>
<td>10% (41)</td>
<td>6% (23)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>2% (12)</td>
<td>65% (340)</td>
<td>24% (123)</td>
<td>9% (49)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>6% (19)</td>
<td>43% (129)</td>
<td>35% (108)</td>
<td>16% (47)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (187)</td>
<td>21% (185)</td>
<td>42% (369)</td>
<td>15% (135)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>11% (96)</td>
<td>37% (323)</td>
<td>39% (337)</td>
<td>13% (115)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>17% (56)</td>
<td>33% (106)</td>
<td>37% (121)</td>
<td>13% (42)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>8% (18)</td>
<td>58% (128)</td>
<td>16% (37)</td>
<td>18% (39)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>10% (23)</td>
<td>56% (125)</td>
<td>17% (37)</td>
<td>17% (38)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>8% (11)</td>
<td>53% (76)</td>
<td>18% (26)</td>
<td>21% (30)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>13% (14)</td>
<td>45% (49)</td>
<td>23% (25)</td>
<td>19% (20)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>7% (12)</td>
<td>49% (90)</td>
<td>33% (61)</td>
<td>10% (19)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (18)</td>
<td>54% (71)</td>
<td>18% (23)</td>
<td>15% (20)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>4% (37)</td>
<td>71% (628)</td>
<td>18% (160)</td>
<td>7% (62)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>21% (157)</td>
<td>21% (163)</td>
<td>45% (343)</td>
<td>13% (98)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>6% (6)</td>
<td>43% (42)</td>
<td>32% (31)</td>
<td>19% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>11% (50)</td>
<td>29% (136)</td>
<td>29% (133)</td>
<td>31% (145)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>5% (34)</td>
<td>70% (508)</td>
<td>19% (137)</td>
<td>7% (48)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (120)</td>
<td>27% (167)</td>
<td>44% (273)</td>
<td>10% (65)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (8)</td>
<td>43% (27)</td>
<td>29% (18)</td>
<td>16% (10)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>5% (33)</td>
<td>71% (473)</td>
<td>18% (118)</td>
<td>7% (45)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>19% (130)</td>
<td>27% (186)</td>
<td>43% (291)</td>
<td>11% (75)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>4% (5)</td>
<td>51% (56)</td>
<td>28% (30)</td>
<td>17% (18)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>11% (82)</td>
<td>34% (254)</td>
<td>30% (227)</td>
<td>25% (183)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_16: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Encouraged others to get vaccinated**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (250)</td>
<td>44% (969)</td>
<td>30% (667)</td>
<td>15% (324)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>11% (132)</td>
<td>51% (626)</td>
<td>29% (361)</td>
<td>10% (118)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>12% (118)</td>
<td>35% (343)</td>
<td>31% (306)</td>
<td>21% (206)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>7% (29)</td>
<td>48% (190)</td>
<td>31% (124)</td>
<td>13% (52)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (52)</td>
<td>43% (198)</td>
<td>30% (140)</td>
<td>16% (74)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>13% (108)</td>
<td>41% (338)</td>
<td>30% (250)</td>
<td>16% (132)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>12% (61)</td>
<td>47% (244)</td>
<td>29% (153)</td>
<td>12% (65)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>11% (125)</td>
<td>47% (541)</td>
<td>29% (334)</td>
<td>13% (152)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>13% (143)</td>
<td>43% (489)</td>
<td>34% (391)</td>
<td>10% (116)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>8% (30)</td>
<td>61% (232)</td>
<td>23% (89)</td>
<td>8% (30)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG4_17: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (618)</td>
<td>5% (107)</td>
<td>47% (1041)</td>
<td>20% (444)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>25% (264)</td>
<td>5% (53)</td>
<td>53% (562)</td>
<td>18% (187)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>31% (354)</td>
<td>5% (53)</td>
<td>42% (479)</td>
<td>22% (257)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>24% (161)</td>
<td>8% (50)</td>
<td>46% (300)</td>
<td>22% (148)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>24% (85)</td>
<td>4% (15)</td>
<td>47% (171)</td>
<td>25% (88)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>29% (218)</td>
<td>4% (29)</td>
<td>50% (377)</td>
<td>17% (130)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>35% (154)</td>
<td>3% (13)</td>
<td>44% (194)</td>
<td>18% (78)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>29% (82)</td>
<td>7% (20)</td>
<td>42% (122)</td>
<td>22% (63)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>23% (140)</td>
<td>7% (41)</td>
<td>47% (289)</td>
<td>24% (148)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>25% (140)</td>
<td>4% (24)</td>
<td>52% (289)</td>
<td>19% (106)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>33% (229)</td>
<td>3% (21)</td>
<td>46% (316)</td>
<td>18% (121)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>31% (235)</td>
<td>8% (61)</td>
<td>42% (322)</td>
<td>19% (147)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (178)</td>
<td>2% (18)</td>
<td>49% (384)</td>
<td>26% (207)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>31% (204)</td>
<td>4% (27)</td>
<td>51% (335)</td>
<td>14% (90)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>27% (95)</td>
<td>9% (33)</td>
<td>47% (164)</td>
<td>16% (56)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>34% (140)</td>
<td>7% (28)</td>
<td>38% (158)</td>
<td>22% (91)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>23% (90)</td>
<td>2% (9)</td>
<td>55% (216)</td>
<td>20% (81)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>23% (89)</td>
<td>2% (10)</td>
<td>43% (168)</td>
<td>32% (126)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>24% (79)</td>
<td>4% (12)</td>
<td>56% (182)</td>
<td>15% (50)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>38% (126)</td>
<td>5% (16)</td>
<td>46% (153)</td>
<td>12% (40)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>27% (162)</td>
<td>4% (26)</td>
<td>48% (294)</td>
<td>21% (126)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>26% (153)</td>
<td>6% (34)</td>
<td>47% (280)</td>
<td>22% (132)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>33% (238)</td>
<td>5% (33)</td>
<td>51% (372)</td>
<td>12% (87)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>26% (392)</td>
<td>5% (83)</td>
<td>46% (705)</td>
<td>22% (339)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>32% (142)</td>
<td>3% (13)</td>
<td>50% (224)</td>
<td>15% (67)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>34% (84)</td>
<td>4% (11)</td>
<td>46% (113)</td>
<td>15% (38)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>25% (296)</td>
<td>6% (73)</td>
<td>45% (523)</td>
<td>24% (283)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>29% (208)</td>
<td>4% (28)</td>
<td>50% (355)</td>
<td>17% (122)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>35% (114)</td>
<td>2% (6)</td>
<td>51% (164)</td>
<td>12% (39)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>28% (492)</td>
<td>5% (80)</td>
<td>49% (839)</td>
<td>18% (319)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP4_17: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (618)</td>
<td>5% (107)</td>
<td>47% (1041)</td>
<td>20% (444)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>28% (98)</td>
<td>7% (25)</td>
<td>46% (160)</td>
<td>19% (68)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>23% (64)</td>
<td>8% (23)</td>
<td>38% (106)</td>
<td>30% (83)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>30% (62)</td>
<td>2% (4)</td>
<td>47% (96)</td>
<td>21% (43)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>33% (316)</td>
<td>4% (41)</td>
<td>47% (446)</td>
<td>16% (148)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (37)</td>
<td>8% (9)</td>
<td>48% (53)</td>
<td>12% (13)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>28% (27)</td>
<td>3% (2)</td>
<td>59% (57)</td>
<td>10% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>20% (135)</td>
<td>6% (39)</td>
<td>46% (307)</td>
<td>27% (180)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>26% (103)</td>
<td>4% (16)</td>
<td>46% (179)</td>
<td>24% (93)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>30% (38)</td>
<td>7% (9)</td>
<td>50% (64)</td>
<td>13% (17)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>32% (169)</td>
<td>5% (24)</td>
<td>45% (236)</td>
<td>19% (98)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>31% (242)</td>
<td>4% (32)</td>
<td>47% (370)</td>
<td>17% (136)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>29% (159)</td>
<td>7% (38)</td>
<td>43% (235)</td>
<td>21% (116)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>29% (311)</td>
<td>3% (34)</td>
<td>48% (522)</td>
<td>20% (216)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>26% (148)</td>
<td>6% (35)</td>
<td>49% (284)</td>
<td>19% (112)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>31% (223)</td>
<td>3% (20)</td>
<td>48% (343)</td>
<td>18% (132)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>24% (29)</td>
<td>7% (9)</td>
<td>45% (54)</td>
<td>25% (30)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23% (48)</td>
<td>7% (14)</td>
<td>54% (114)</td>
<td>16% (34)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>21% (31)</td>
<td>7% (11)</td>
<td>42% (63)</td>
<td>30% (45)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>26% (25)</td>
<td>1% (1)</td>
<td>52% (49)</td>
<td>21% (20)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>31% (149)</td>
<td>3% (16)</td>
<td>47% (224)</td>
<td>19% (89)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>26% (70)</td>
<td>10% (28)</td>
<td>44% (117)</td>
<td>19% (52)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>26% (44)</td>
<td>5% (9)</td>
<td>44% (76)</td>
<td>25% (43)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>29% (95)</td>
<td>5% (15)</td>
<td>48% (161)</td>
<td>18% (61)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>28% (523)</td>
<td>5% (92)</td>
<td>47% (880)</td>
<td>20% (383)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>30% (216)</td>
<td>7% (47)</td>
<td>40% (286)</td>
<td>23% (164)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>27% (402)</td>
<td>4% (60)</td>
<td>50% (755)</td>
<td>19% (280)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>31% (277)</td>
<td>7% (60)</td>
<td>43% (381)</td>
<td>19% (170)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>27% (318)</td>
<td>4% (44)</td>
<td>52% (606)</td>
<td>17% (205)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (618)</td>
<td>5% (107)</td>
<td>47% (1041)</td>
<td>20% (444)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>34% (112)</td>
<td>11% (36)</td>
<td>39% (130)</td>
<td>16% (54)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>30% (165)</td>
<td>4% (24)</td>
<td>45% (251)</td>
<td>21% (116)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>26% (93)</td>
<td>5% (17)</td>
<td>49% (176)</td>
<td>21% (76)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>28% (224)</td>
<td>3% (27)</td>
<td>53% (430)</td>
<td>16% (129)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>31% (285)</td>
<td>7% (61)</td>
<td>43% (393)</td>
<td>19% (173)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>27% (132)</td>
<td>11% (41)</td>
<td>37% (145)</td>
<td>18% (70)</td>
<td>389</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>34% (219)</td>
<td>6% (49)</td>
<td>53% (461)</td>
<td>16% (142)</td>
<td>871</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>29% (153)</td>
<td>4% (20)</td>
<td>47% (247)</td>
<td>20% (103)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>26% (79)</td>
<td>5% (16)</td>
<td>49% (150)</td>
<td>19% (58)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>27% (235)</td>
<td>3% (27)</td>
<td>53% (468)</td>
<td>17% (146)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>25% (219)</td>
<td>6% (49)</td>
<td>53% (461)</td>
<td>16% (142)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>33% (108)</td>
<td>3% (11)</td>
<td>45% (146)</td>
<td>19% (61)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>32% (72)</td>
<td>4% (8)</td>
<td>40% (90)</td>
<td>24% (53)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>25% (57)</td>
<td>6% (14)</td>
<td>44% (98)</td>
<td>24% (54)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>24% (35)</td>
<td>3% (4)</td>
<td>45% (64)</td>
<td>28% (41)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>25% (28)</td>
<td>6% (7)</td>
<td>42% (46)</td>
<td>26% (29)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>35% (63)</td>
<td>5% (9)</td>
<td>45% (82)</td>
<td>16% (29)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>28% (37)</td>
<td>4% (5)</td>
<td>41% (54)</td>
<td>27% (36)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>31% (277)</td>
<td>6% (51)</td>
<td>45% (396)</td>
<td>18% (163)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>27% (206)</td>
<td>4% (28)</td>
<td>55% (420)</td>
<td>14% (108)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>27% (26)</td>
<td>6% (6)</td>
<td>43% (42)</td>
<td>24% (23)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>23% (109)</td>
<td>5% (22)</td>
<td>40% (183)</td>
<td>32% (149)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>34% (244)</td>
<td>5% (39)</td>
<td>42% (304)</td>
<td>19% (140)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>29% (180)</td>
<td>3% (22)</td>
<td>55% (342)</td>
<td>13% (82)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>30% (19)</td>
<td>4% (2)</td>
<td>41% (25)</td>
<td>24% (15)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>32% (214)</td>
<td>6% (41)</td>
<td>44% (293)</td>
<td>18% (122)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>30% (205)</td>
<td>3% (23)</td>
<td>52% (357)</td>
<td>14% (97)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>19% (21)</td>
<td>2% (2)</td>
<td>56% (61)</td>
<td>23% (25)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>24% (178)</td>
<td>6% (41)</td>
<td>44% (327)</td>
<td>27% (199)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_17: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (618)</td>
<td>5% (107)</td>
<td>47% (1041)</td>
<td>20% (444)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>31% (383)</td>
<td>4% (54)</td>
<td>48% (594)</td>
<td>17% (208)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>24% (235)</td>
<td>5% (53)</td>
<td>46% (447)</td>
<td>24% (237)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>34% (133)</td>
<td>5% (18)</td>
<td>42% (166)</td>
<td>20% (77)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>27% (127)</td>
<td>3% (15)</td>
<td>48% (225)</td>
<td>21% (97)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>25% (206)</td>
<td>6% (50)</td>
<td>49% (404)</td>
<td>20% (168)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>29% (151)</td>
<td>4% (23)</td>
<td>47% (246)</td>
<td>20% (102)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>26% (303)</td>
<td>6% (64)</td>
<td>50% (571)</td>
<td>19% (214)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>29% (326)</td>
<td>4% (49)</td>
<td>52% (588)</td>
<td>16% (177)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>32% (124)</td>
<td>7% (28)</td>
<td>44% (169)</td>
<td>16% (60)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG4_18: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Was arrested for a felony or major crime**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>62% (1362)</td>
<td>5% (105)</td>
<td>17% (375)</td>
<td>17% (368)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>60% (642)</td>
<td>5% (51)</td>
<td>20% (211)</td>
<td>15% (163)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>63% (719)</td>
<td>5% (54)</td>
<td>14% (165)</td>
<td>18% (205)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>53% (351)</td>
<td>6% (38)</td>
<td>20% (131)</td>
<td>21% (138)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>50% (181)</td>
<td>5% (17)</td>
<td>22% (80)</td>
<td>23% (82)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>65% (493)</td>
<td>4% (30)</td>
<td>17% (130)</td>
<td>13% (102)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>77% (338)</td>
<td>5% (20)</td>
<td>8% (34)</td>
<td>11% (46)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>52% (150)</td>
<td>6% (18)</td>
<td>20% (56)</td>
<td>22% (63)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>53% (330)</td>
<td>5% (33)</td>
<td>21% (127)</td>
<td>21% (127)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>56% (312)</td>
<td>5% (26)</td>
<td>23% (126)</td>
<td>17% (96)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>76% (521)</td>
<td>4% (24)</td>
<td>9% (62)</td>
<td>12% (80)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>67% (510)</td>
<td>6% (45)</td>
<td>13% (99)</td>
<td>14% (110)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>57% (452)</td>
<td>2% (19)</td>
<td>19% (149)</td>
<td>21% (168)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>61% (400)</td>
<td>6% (41)</td>
<td>19% (127)</td>
<td>14% (90)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>63% (221)</td>
<td>5% (18)</td>
<td>17% (60)</td>
<td>14% (49)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>69% (289)</td>
<td>7% (27)</td>
<td>9% (39)</td>
<td>15% (61)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>60% (235)</td>
<td>2% (10)</td>
<td>20% (78)</td>
<td>18% (73)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>55% (216)</td>
<td>3% (10)</td>
<td>18% (72)</td>
<td>24% (95)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>58% (186)</td>
<td>7% (23)</td>
<td>22% (72)</td>
<td>13% (41)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>64% (214)</td>
<td>5% (17)</td>
<td>16% (54)</td>
<td>15% (49)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>69% (418)</td>
<td>3% (18)</td>
<td>13% (78)</td>
<td>16% (94)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>59% (354)</td>
<td>6% (34)</td>
<td>17% (105)</td>
<td>18% (106)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>65% (475)</td>
<td>5% (35)</td>
<td>19% (139)</td>
<td>11% (80)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>56% (851)</td>
<td>6% (87)</td>
<td>19% (294)</td>
<td>19% (288)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>71% (315)</td>
<td>2% (10)</td>
<td>12% (55)</td>
<td>15% (65)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>80% (195)</td>
<td>3% (8)</td>
<td>11% (26)</td>
<td>6% (15)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>56% (658)</td>
<td>6% (71)</td>
<td>17% (200)</td>
<td>21% (245)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>63% (452)</td>
<td>4% (29)</td>
<td>19% (134)</td>
<td>14% (97)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>78% (252)</td>
<td>1% (5)</td>
<td>13% (42)</td>
<td>8% (25)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>64% (1108)</td>
<td>5% (87)</td>
<td>16% (283)</td>
<td>15% (252)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_18: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was arrested for a felony or major crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>62% (1362)</td>
<td>5% (105)</td>
<td>17% (375)</td>
<td>17% (368)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>57% (199)</td>
<td>6% (22)</td>
<td>20% (71)</td>
<td>17% (59)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>48% (133)</td>
<td>5% (14)</td>
<td>20% (55)</td>
<td>27% (73)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>59% (120)</td>
<td>2% (4)</td>
<td>18% (38)</td>
<td>21% (43)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>69% (660)</td>
<td>4% (38)</td>
<td>14% (138)</td>
<td>12% (115)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>62% (69)</td>
<td>6% (7)</td>
<td>21% (23)</td>
<td>11% (13)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>68% (65)</td>
<td>1% (1)</td>
<td>24% (23)</td>
<td>7% (7)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>54% (357)</td>
<td>6% (43)</td>
<td>17% (115)</td>
<td>22% (147)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>54% (211)</td>
<td>4% (16)</td>
<td>20% (77)</td>
<td>22% (87)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>58% (74)</td>
<td>5% (7)</td>
<td>24% (31)</td>
<td>13% (17)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>62% (325)</td>
<td>5% (26)</td>
<td>16% (83)</td>
<td>18% (92)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>68% (529)</td>
<td>4% (28)</td>
<td>15% (121)</td>
<td>13% (102)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>55% (301)</td>
<td>7% (38)</td>
<td>19% (103)</td>
<td>19% (106)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>68% (735)</td>
<td>3% (30)</td>
<td>16% (168)</td>
<td>14% (151)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>56% (326)</td>
<td>7% (38)</td>
<td>18% (104)</td>
<td>19% (111)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>65% (466)</td>
<td>4% (30)</td>
<td>17% (123)</td>
<td>14% (100)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>60% (73)</td>
<td>4% (5)</td>
<td>19% (23)</td>
<td>16% (20)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>58% (122)</td>
<td>3% (6)</td>
<td>27% (57)</td>
<td>13% (27)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>55% (82)</td>
<td>5% (7)</td>
<td>20% (30)</td>
<td>20% (30)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>64% (60)</td>
<td>1% (1)</td>
<td>21% (20)</td>
<td>15% (14)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>71% (339)</td>
<td>5% (26)</td>
<td>11% (51)</td>
<td>13% (62)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>52% (139)</td>
<td>9% (25)</td>
<td>18% (49)</td>
<td>20% (53)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>47% (80)</td>
<td>3% (6)</td>
<td>13% (23)</td>
<td>37% (63)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>60% (199)</td>
<td>6% (21)</td>
<td>17% (57)</td>
<td>16% (55)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>62% (1162)</td>
<td>4% (84)</td>
<td>17% (319)</td>
<td>17% (313)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>65% (460)</td>
<td>5% (36)</td>
<td>13% (95)</td>
<td>17% (121)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>60% (902)</td>
<td>5% (69)</td>
<td>19% (280)</td>
<td>16% (247)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>70% (618)</td>
<td>5% (47)</td>
<td>12% (102)</td>
<td>14% (121)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>59% (692)</td>
<td>4% (51)</td>
<td>21% (246)</td>
<td>16% (184)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_18: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

**Was arrested for a felony or major crime**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>62% (1362)</td>
<td>5% (105)</td>
<td>17% (375)</td>
<td>17% (368)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>71% (237)</td>
<td>9% (29)</td>
<td>10% (34)</td>
<td>10% (33)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>68% (381)</td>
<td>3% (18)</td>
<td>12% (69)</td>
<td>16% (89)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>58% (211)</td>
<td>5% (20)</td>
<td>16% (57)</td>
<td>20% (74)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>59% (480)</td>
<td>4% (31)</td>
<td>23% (189)</td>
<td>14% (110)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>69% (629)</td>
<td>6% (50)</td>
<td>12% (112)</td>
<td>13% (122)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>59% (691)</td>
<td>4% (52)</td>
<td>21% (243)</td>
<td>16% (192)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>70% (273)</td>
<td>10% (39)</td>
<td>10% (38)</td>
<td>10% (38)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>68% (355)</td>
<td>2% (11)</td>
<td>14% (74)</td>
<td>16% (83)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>62% (190)</td>
<td>6% (17)</td>
<td>13% (40)</td>
<td>19% (57)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>60% (522)</td>
<td>5% (44)</td>
<td>20% (177)</td>
<td>15% (128)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>69% (225)</td>
<td>3% (11)</td>
<td>16% (52)</td>
<td>12% (38)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>65% (144)</td>
<td>4% (9)</td>
<td>13% (29)</td>
<td>18% (41)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>59% (132)</td>
<td>8% (18)</td>
<td>12% (26)</td>
<td>21% (48)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>60% (86)</td>
<td>3% (5)</td>
<td>15% (22)</td>
<td>21% (31)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>60% (65)</td>
<td>2% (3)</td>
<td>16% (18)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>61% (111)</td>
<td>6% (11)</td>
<td>16% (30)</td>
<td>17% (31)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>57% (76)</td>
<td>5% (6)</td>
<td>17% (22)</td>
<td>22% (29)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>70% (623)</td>
<td>5% (48)</td>
<td>11% (101)</td>
<td>13% (115)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>59% (450)</td>
<td>5% (36)</td>
<td>23% (173)</td>
<td>13% (102)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>64% (62)</td>
<td>3% (3)</td>
<td>12% (12)</td>
<td>21% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>49% (226)</td>
<td>4% (18)</td>
<td>19% (89)</td>
<td>28% (130)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>72% (521)</td>
<td>4% (30)</td>
<td>12% (86)</td>
<td>12% (89)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>64% (398)</td>
<td>5% (30)</td>
<td>20% (122)</td>
<td>12% (75)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>57% (35)</td>
<td>2% (1)</td>
<td>16% (10)</td>
<td>26% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>72% (479)</td>
<td>5% (31)</td>
<td>11% (75)</td>
<td>13% (85)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>63% (426)</td>
<td>5% (31)</td>
<td>20% (140)</td>
<td>12% (85)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>59% (65)</td>
<td>3% (4)</td>
<td>17% (18)</td>
<td>20% (22)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>52% (388)</td>
<td>5% (40)</td>
<td>19% (142)</td>
<td>24% (176)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG4_18: Consider if an artist, author, actor, film director or influencer did the following. To what extent would it impact your feelings towards them?

Was arrested for a felony or major crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Negatively impacted</th>
<th>Positively impacted</th>
<th>Not impacted at all</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>62% (1362)</td>
<td>5% (105)</td>
<td>17% (375)</td>
<td>17% (368)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>67% (831)</td>
<td>4% (53)</td>
<td>16% (195)</td>
<td>13% (159)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>55% (530)</td>
<td>5% (52)</td>
<td>19% (181)</td>
<td>21% (209)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>65% (256)</td>
<td>4% (14)</td>
<td>16% (62)</td>
<td>16% (63)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>63% (294)</td>
<td>4% (18)</td>
<td>17% (79)</td>
<td>16% (74)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>58% (478)</td>
<td>6% (46)</td>
<td>20% (163)</td>
<td>17% (141)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>64% (333)</td>
<td>5% (28)</td>
<td>14% (72)</td>
<td>17% (89)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>61% (703)</td>
<td>5% (60)</td>
<td>19% (219)</td>
<td>15% (169)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>64% (728)</td>
<td>4% (46)</td>
<td>19% (219)</td>
<td>13% (146)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>70% (266)</td>
<td>5% (18)</td>
<td>13% (50)</td>
<td>13% (48)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG5_1: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (530)</td>
<td>23% (513)</td>
<td>13% (298)</td>
<td>13% (296)</td>
<td>4% (83)</td>
<td>22% (490)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>23% (242)</td>
<td>23% (243)</td>
<td>15% (161)</td>
<td>16% (169)</td>
<td>4% (39)</td>
<td>20% (213)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>25% (288)</td>
<td>24% (270)</td>
<td>12% (137)</td>
<td>11% (127)</td>
<td>4% (43)</td>
<td>24% (277)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>17% (114)</td>
<td>23% (154)</td>
<td>14% (95)</td>
<td>15% (99)</td>
<td>3% (19)</td>
<td>27% (177)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>20% (72)</td>
<td>23% (81)</td>
<td>13% (48)</td>
<td>12% (44)</td>
<td>4% (14)</td>
<td>28% (100)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>26% (199)</td>
<td>23% (172)</td>
<td>14% (105)</td>
<td>15% (111)</td>
<td>4% (30)</td>
<td>18% (138)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>33% (145)</td>
<td>24% (106)</td>
<td>11% (50)</td>
<td>10% (43)</td>
<td>5% (20)</td>
<td>17% (74)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (51)</td>
<td>26% (74)</td>
<td>14% (40)</td>
<td>14% (40)</td>
<td>2% (6)</td>
<td>26% (75)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>18% (112)</td>
<td>22% (134)</td>
<td>15% (90)</td>
<td>14% (85)</td>
<td>4% (24)</td>
<td>28% (172)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>23% (126)</td>
<td>22% (121)</td>
<td>14% (78)</td>
<td>17% (93)</td>
<td>5% (26)</td>
<td>20% (114)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>32% (221)</td>
<td>24% (164)</td>
<td>12% (82)</td>
<td>11% (75)</td>
<td>4% (25)</td>
<td>17% (119)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>32% (243)</td>
<td>25% (189)</td>
<td>11% (86)</td>
<td>9% (71)</td>
<td>5% (36)</td>
<td>18% (140)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>18% (141)</td>
<td>25% (194)</td>
<td>14% (114)</td>
<td>13% (106)</td>
<td>3% (24)</td>
<td>27% (209)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>22% (147)</td>
<td>20% (131)</td>
<td>15% (98)</td>
<td>18% (119)</td>
<td>3% (22)</td>
<td>21% (140)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>32% (110)</td>
<td>24% (85)</td>
<td>13% (45)</td>
<td>10% (34)</td>
<td>4% (15)</td>
<td>17% (58)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>32% (133)</td>
<td>25% (104)</td>
<td>10% (41)</td>
<td>9% (36)</td>
<td>5% (21)</td>
<td>20% (81)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>17% (69)</td>
<td>23% (90)</td>
<td>15% (58)</td>
<td>18% (73)</td>
<td>3% (11)</td>
<td>24% (95)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>18% (71)</td>
<td>26% (104)</td>
<td>14% (56)</td>
<td>9% (34)</td>
<td>3% (13)</td>
<td>29% (115)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>19% (63)</td>
<td>21% (68)</td>
<td>18% (57)</td>
<td>19% (62)</td>
<td>4% (13)</td>
<td>18% (60)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>25% (84)</td>
<td>19% (63)</td>
<td>12% (40)</td>
<td>17% (57)</td>
<td>3% (10)</td>
<td>24% (81)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>30% (181)</td>
<td>29% (176)</td>
<td>14% (88)</td>
<td>7% (41)</td>
<td>4% (26)</td>
<td>16% (96)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>23% (137)</td>
<td>24% (142)</td>
<td>14% (85)</td>
<td>13% (81)</td>
<td>4% (23)</td>
<td>22% (132)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>23% (167)</td>
<td>21% (157)</td>
<td>15% (107)</td>
<td>19% (141)</td>
<td>4% (26)</td>
<td>18% (132)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>23% (349)</td>
<td>21% (313)</td>
<td>12% (188)</td>
<td>15% (222)</td>
<td>4% (63)</td>
<td>25% (384)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>25% (110)</td>
<td>29% (129)</td>
<td>17% (74)</td>
<td>11% (47)</td>
<td>3% (12)</td>
<td>17% (74)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>29% (71)</td>
<td>29% (72)</td>
<td>15% (37)</td>
<td>11% (27)</td>
<td>3% (8)</td>
<td>13% (32)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>23% (269)</td>
<td>21% (243)</td>
<td>13% (154)</td>
<td>12% (144)</td>
<td>4% (46)</td>
<td>27% (318)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>27% (194)</td>
<td>24% (172)</td>
<td>14% (97)</td>
<td>15% (104)</td>
<td>4% (27)</td>
<td>17% (119)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>21% (67)</td>
<td>30% (98)</td>
<td>14% (47)</td>
<td>15% (48)</td>
<td>3% (10)</td>
<td>16% (53)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>24% (414)</td>
<td>24% (410)</td>
<td>13% (231)</td>
<td>14% (244)</td>
<td>4% (63)</td>
<td>21% (368)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_1: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (530)</td>
<td>23% (513)</td>
<td>13% (298)</td>
<td>13% (296)</td>
<td>4% (83)</td>
<td>22% (490)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>26% (90)</td>
<td>18% (65)</td>
<td>13% (46)</td>
<td>16% (56)</td>
<td>5% (16)</td>
<td>22% (78)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>22% (62)</td>
<td>21% (57)</td>
<td>13% (35)</td>
<td>12% (32)</td>
<td>6% (15)</td>
<td>27% (74)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>27% (54)</td>
<td>23% (47)</td>
<td>16% (32)</td>
<td>10% (21)</td>
<td>2% (4)</td>
<td>23% (47)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>28% (266)</td>
<td>23% (219)</td>
<td>14% (133)</td>
<td>14% (133)</td>
<td>2% (23)</td>
<td>19% (178)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>31% (34)</td>
<td>25% (27)</td>
<td>11% (12)</td>
<td>10% (11)</td>
<td>9% (10)</td>
<td>15% (17)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>24% (23)</td>
<td>30% (29)</td>
<td>14% (13)</td>
<td>16% (16)</td>
<td>2% (2)</td>
<td>13% (13)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>21% (142)</td>
<td>23% (151)</td>
<td>14% (95)</td>
<td>12% (80)</td>
<td>3% (21)</td>
<td>26% (173)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>17% (65)</td>
<td>22% (88)</td>
<td>12% (45)</td>
<td>15% (57)</td>
<td>7% (26)</td>
<td>28% (110)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>30% (38)</td>
<td>22% (28)</td>
<td>11% (14)</td>
<td>11% (14)</td>
<td>9% (11)</td>
<td>17% (22)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>21% (113)</td>
<td>20% (105)</td>
<td>13% (69)</td>
<td>17% (88)</td>
<td>4% (20)</td>
<td>25% (132)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>27% (210)</td>
<td>25% (199)</td>
<td>14% (105)</td>
<td>12% (92)</td>
<td>4% (28)</td>
<td>19% (147)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>25% (134)</td>
<td>23% (127)</td>
<td>14% (79)</td>
<td>12% (67)</td>
<td>4% (21)</td>
<td>22% (119)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>25% (268)</td>
<td>24% (259)</td>
<td>14% (150)</td>
<td>13% (137)</td>
<td>3% (37)</td>
<td>21% (232)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>22% (128)</td>
<td>22% (127)</td>
<td>12% (69)</td>
<td>16% (92)</td>
<td>4% (25)</td>
<td>24% (139)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>24% (170)</td>
<td>25% (177)</td>
<td>14% (99)</td>
<td>13% (93)</td>
<td>3% (19)</td>
<td>22% (161)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>21% (25)</td>
<td>26% (32)</td>
<td>15% (18)</td>
<td>18% (22)</td>
<td>2% (2)</td>
<td>18% (22)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>27% (57)</td>
<td>18% (38)</td>
<td>15% (32)</td>
<td>14% (29)</td>
<td>5% (11)</td>
<td>21% (44)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>19% (29)</td>
<td>21% (31)</td>
<td>12% (17)</td>
<td>18% (28)</td>
<td>1% (2)</td>
<td>29% (43)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>22% (21)</td>
<td>29% (28)</td>
<td>18% (17)</td>
<td>8% (8)</td>
<td>2% (2)</td>
<td>21% (20)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>29% (139)</td>
<td>26% (125)</td>
<td>13% (60)</td>
<td>11% (55)</td>
<td>4% (21)</td>
<td>16% (78)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>20% (52)</td>
<td>21% (57)</td>
<td>12% (31)</td>
<td>16% (43)</td>
<td>5% (13)</td>
<td>26% (70)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>22% (37)</td>
<td>15% (26)</td>
<td>14% (24)</td>
<td>11% (19)</td>
<td>8% (14)</td>
<td>30% (52)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>27% (90)</td>
<td>26% (87)</td>
<td>15% (51)</td>
<td>10% (33)</td>
<td>5% (16)</td>
<td>16% (54)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>23% (440)</td>
<td>23% (426)</td>
<td>13% (247)</td>
<td>14% (263)</td>
<td>4% (67)</td>
<td>23% (435)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>27% (196)</td>
<td>26% (187)</td>
<td>12% (84)</td>
<td>8% (58)</td>
<td>5% (39)</td>
<td>21% (149)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>22% (335)</td>
<td>22% (327)</td>
<td>14% (214)</td>
<td>16% (238)</td>
<td>3% (44)</td>
<td>23% (340)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>30% (270)</td>
<td>26% (229)</td>
<td>12% (108)</td>
<td>8% (75)</td>
<td>4% (38)</td>
<td>19% (168)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>21% (244)</td>
<td>22% (257)</td>
<td>15% (176)</td>
<td>18% (206)</td>
<td>4% (42)</td>
<td>21% (248)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_1: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (530)</td>
<td>23% (513)</td>
<td>13% (298)</td>
<td>13% (296)</td>
<td>4% (83)</td>
<td>22% (490)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>35% (117)</td>
<td>24% (78)</td>
<td>9% (31)</td>
<td>8% (27)</td>
<td>8% (25)</td>
<td>16% (53)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>27% (153)</td>
<td>27% (151)</td>
<td>14% (77)</td>
<td>9% (48)</td>
<td>2% (13)</td>
<td>21% (114)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>18% (65)</td>
<td>22% (79)</td>
<td>17% (63)</td>
<td>14% (52)</td>
<td>5% (20)</td>
<td>23% (83)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>22% (178)</td>
<td>22% (178)</td>
<td>14% (113)</td>
<td>19% (154)</td>
<td>3% (22)</td>
<td>20% (165)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>31% (286)</td>
<td>27% (245)</td>
<td>12% (113)</td>
<td>8% (73)</td>
<td>4% (40)</td>
<td>17% (155)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>20% (235)</td>
<td>22% (254)</td>
<td>15% (174)</td>
<td>18% (215)</td>
<td>3% (40)</td>
<td>22% (261)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>37% (144)</td>
<td>22% (86)</td>
<td>10% (38)</td>
<td>7% (29)</td>
<td>7% (27)</td>
<td>16% (64)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>27% (142)</td>
<td>30% (158)</td>
<td>14% (75)</td>
<td>8% (44)</td>
<td>2% (13)</td>
<td>17% (91)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>17% (52)</td>
<td>24% (73)</td>
<td>15% (44)</td>
<td>16% (49)</td>
<td>4% (11)</td>
<td>25% (74)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>21% (183)</td>
<td>21% (181)</td>
<td>15% (130)</td>
<td>19% (166)</td>
<td>3% (29)</td>
<td>21% (187)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>21% (180)</td>
<td>23% (201)</td>
<td>15% (128)</td>
<td>17% (147)</td>
<td>3% (22)</td>
<td>22% (193)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>26% (86)</td>
<td>26% (85)</td>
<td>12% (37)</td>
<td>14% (46)</td>
<td>4% (12)</td>
<td>18% (59)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>26% (58)</td>
<td>15% (34)</td>
<td>17% (38)</td>
<td>9% (21)</td>
<td>2% (6)</td>
<td>29% (66)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>29% (65)</td>
<td>21% (46)</td>
<td>9% (21)</td>
<td>9% (21)</td>
<td>7% (16)</td>
<td>24% (54)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>23% (33)</td>
<td>25% (36)</td>
<td>15% (22)</td>
<td>4% (6)</td>
<td>10% (14)</td>
<td>23% (33)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>24% (26)</td>
<td>24% (26)</td>
<td>16% (17)</td>
<td>14% (15)</td>
<td>3% (3)</td>
<td>20% (21)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>25% (46)</td>
<td>29% (52)</td>
<td>11% (19)</td>
<td>16% (30)</td>
<td>2% (3)</td>
<td>18% (33)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>27% (36)</td>
<td>24% (33)</td>
<td>11% (15)</td>
<td>9% (12)</td>
<td>5% (7)</td>
<td>23% (31)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>31% (276)</td>
<td>26% (231)</td>
<td>12% (110)</td>
<td>8% (68)</td>
<td>4% (39)</td>
<td>18% (162)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>22% (169)</td>
<td>20% (152)</td>
<td>15% (116)</td>
<td>20% (150)</td>
<td>3% (26)</td>
<td>19% (148)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>15% (15)</td>
<td>28% (27)</td>
<td>11% (11)</td>
<td>19% (18)</td>
<td>7% (6)</td>
<td>21% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>15% (70)</td>
<td>22% (103)</td>
<td>13% (61)</td>
<td>13% (60)</td>
<td>2% (10)</td>
<td>34% (159)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>33% (237)</td>
<td>26% (189)</td>
<td>11% (79)</td>
<td>8% (57)</td>
<td>5% (40)</td>
<td>17% (124)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>24% (149)</td>
<td>20% (124)</td>
<td>14% (90)</td>
<td>20% (127)</td>
<td>3% (20)</td>
<td>18% (115)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>22% (14)</td>
<td>22% (14)</td>
<td>5% (3)</td>
<td>24% (15)</td>
<td>1% (1)</td>
<td>25% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>33% (224)</td>
<td>25% (170)</td>
<td>11% (73)</td>
<td>7% (48)</td>
<td>6% (38)</td>
<td>18% (117)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>24% (164)</td>
<td>20% (139)</td>
<td>15% (101)</td>
<td>19% (131)</td>
<td>3% (22)</td>
<td>18% (125)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>25% (28)</td>
<td>22% (24)</td>
<td>13% (14)</td>
<td>15% (16)</td>
<td>1% (1)</td>
<td>24% (26)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>15% (114)</td>
<td>24% (181)</td>
<td>15% (110)</td>
<td>14% (101)</td>
<td>3% (22)</td>
<td>29% (219)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_1: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Allegedly created a toxic workplace

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>24% (530)</td>
<td>23% (513)</td>
<td>13% (298)</td>
<td>13% (296)</td>
<td>4% (83)</td>
<td>22% (490)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>29% (361)</td>
<td>23% (285)</td>
<td>12% (147)</td>
<td>13% (167)</td>
<td>4% (53)</td>
<td>18% (225)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>17% (169)</td>
<td>24% (229)</td>
<td>15% (151)</td>
<td>13% (130)</td>
<td>3% (29)</td>
<td>27% (265)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>27% (108)</td>
<td>23% (90)</td>
<td>15% (61)</td>
<td>9% (37)</td>
<td>4% (16)</td>
<td>21% (83)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>22% (104)</td>
<td>23% (107)</td>
<td>14% (67)</td>
<td>13% (58)</td>
<td>4% (19)</td>
<td>23% (109)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>22% (184)</td>
<td>23% (193)</td>
<td>12% (96)</td>
<td>16% (130)</td>
<td>5% (38)</td>
<td>22% (186)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>26% (134)</td>
<td>24% (124)</td>
<td>14% (74)</td>
<td>13% (70)</td>
<td>2% (9)</td>
<td>21% (111)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>23% (270)</td>
<td>27% (311)</td>
<td>13% (148)</td>
<td>14% (158)</td>
<td>3% (40)</td>
<td>20% (225)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>24% (276)</td>
<td>24% (272)</td>
<td>14% (162)</td>
<td>16% (181)</td>
<td>3% (37)</td>
<td>18% (210)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>27% (102)</td>
<td>30% (115)</td>
<td>16% (62)</td>
<td>8% (31)</td>
<td>6% (23)</td>
<td>13% (49)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_2: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Defended racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (692)</td>
<td>17% (381)</td>
<td>10% (230)</td>
<td>17% (370)</td>
<td>6% (122)</td>
<td>19% (414)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>29% (313)</td>
<td>18% (194)</td>
<td>12% (127)</td>
<td>20% (212)</td>
<td>5% (53)</td>
<td>16% (167)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>33% (379)</td>
<td>16% (188)</td>
<td>9% (103)</td>
<td>14% (158)</td>
<td>6% (69)</td>
<td>22% (247)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>31% (205)</td>
<td>15% (100)</td>
<td>11% (71)</td>
<td>14% (93)</td>
<td>6% (41)</td>
<td>23% (148)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>26% (94)</td>
<td>19% (70)</td>
<td>10% (35)</td>
<td>15% (54)</td>
<td>8% (27)</td>
<td>22% (78)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>31% (233)</td>
<td>18% (132)</td>
<td>11% (83)</td>
<td>22% (163)</td>
<td>4% (32)</td>
<td>15% (112)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>36% (159)</td>
<td>18% (80)</td>
<td>9% (41)</td>
<td>14% (60)</td>
<td>5% (22)</td>
<td>17% (76)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>34% (96)</td>
<td>16% (45)</td>
<td>9% (26)</td>
<td>13% (38)</td>
<td>6% (18)</td>
<td>22% (64)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>28% (176)</td>
<td>17% (102)</td>
<td>12% (72)</td>
<td>14% (88)</td>
<td>7% (44)</td>
<td>22% (136)</td>
<td>618</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>28% (158)</td>
<td>16% (92)</td>
<td>11% (62)</td>
<td>23% (127)</td>
<td>5% (29)</td>
<td>16% (92)</td>
<td>559</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>41% (314)</td>
<td>16% (125)</td>
<td>7% (57)</td>
<td>14% (110)</td>
<td>8% (64)</td>
<td>12% (94)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>28% (220)</td>
<td>17% (130)</td>
<td>11% (84)</td>
<td>17% (135)</td>
<td>5% (42)</td>
<td>22% (177)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>24% (158)</td>
<td>19% (126)</td>
<td>14% (90)</td>
<td>19% (125)</td>
<td>2% (15)</td>
<td>22% (143)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>41% (142)</td>
<td>18% (62)</td>
<td>9% (32)</td>
<td>14% (48)</td>
<td>7% (25)</td>
<td>11% (39)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>41% (172)</td>
<td>15% (63)</td>
<td>6% (25)</td>
<td>15% (62)</td>
<td>9% (39)</td>
<td>13% (55)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>26% (101)</td>
<td>16% (62)</td>
<td>12% (49)</td>
<td>23% (92)</td>
<td>5% (18)</td>
<td>18% (73)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>30% (119)</td>
<td>17% (68)</td>
<td>9% (35)</td>
<td>11% (42)</td>
<td>6% (24)</td>
<td>27% (104)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>22% (70)</td>
<td>21% (69)</td>
<td>14% (46)</td>
<td>22% (72)</td>
<td>3% (10)</td>
<td>17% (56)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>26% (88)</td>
<td>17% (57)</td>
<td>13% (43)</td>
<td>16% (53)</td>
<td>2% (5)</td>
<td>26% (87)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>43% (260)</td>
<td>22% (134)</td>
<td>7% (42)</td>
<td>11% (69)</td>
<td>8% (48)</td>
<td>9% (57)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>30% (179)</td>
<td>16% (95)</td>
<td>11% (65)</td>
<td>19% (113)</td>
<td>5% (31)</td>
<td>19% (116)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>25% (185)</td>
<td>18% (129)</td>
<td>14% (105)</td>
<td>21% (151)</td>
<td>4% (27)</td>
<td>18% (134)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>30% (455)</td>
<td>15% (222)</td>
<td>10% (158)</td>
<td>18% (274)</td>
<td>6% (84)</td>
<td>21% (326)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>35% (157)</td>
<td>21% (93)</td>
<td>11% (49)</td>
<td>15% (67)</td>
<td>5% (21)</td>
<td>13% (59)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>33% (80)</td>
<td>27% (66)</td>
<td>9% (23)</td>
<td>12% (30)</td>
<td>7% (17)</td>
<td>12% (29)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>30% (350)</td>
<td>16% (186)</td>
<td>11% (124)</td>
<td>16% (186)</td>
<td>6% (70)</td>
<td>22% (257)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>34% (240)</td>
<td>17% (122)</td>
<td>10% (73)</td>
<td>18% (131)</td>
<td>5% (34)</td>
<td>16% (112)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>32% (102)</td>
<td>23% (73)</td>
<td>10% (33)</td>
<td>16% (53)</td>
<td>6% (18)</td>
<td>14% (45)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>31% (528)</td>
<td>18% (314)</td>
<td>11% (193)</td>
<td>16% (277)</td>
<td>5% (88)</td>
<td>19% (330)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_2: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Defended racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (692)</td>
<td>17% (381)</td>
<td>10% (230)</td>
<td>17% (370)</td>
<td>6% (122)</td>
<td>19% (414)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>30% (105)</td>
<td>19% (67)</td>
<td>9% (31)</td>
<td>16% (58)</td>
<td>7% (24)</td>
<td>19% (66)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>38% (105)</td>
<td>9% (26)</td>
<td>7% (20)</td>
<td>21% (58)</td>
<td>8% (22)</td>
<td>17% (46)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>29% (60)</td>
<td>20% (41)</td>
<td>9% (18)</td>
<td>17% (35)</td>
<td>6% (13)</td>
<td>19% (38)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>32% (308)</td>
<td>20% (192)</td>
<td>11% (100)</td>
<td>16% (149)</td>
<td>5% (44)</td>
<td>17% (158)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>37% (41)</td>
<td>22% (25)</td>
<td>8% (9)</td>
<td>16% (18)</td>
<td>8% (9)</td>
<td>8% (9)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>38% (37)</td>
<td>23% (22)</td>
<td>11% (11)</td>
<td>17% (17)</td>
<td>7% (7)</td>
<td>4% (4)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>30% (201)</td>
<td>14% (91)</td>
<td>12% (78)</td>
<td>17% (112)</td>
<td>5% (31)</td>
<td>22% (148)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>27% (105)</td>
<td>13% (51)</td>
<td>8% (32)</td>
<td>19% (74)</td>
<td>8% (31)</td>
<td>24% (96)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>34% (44)</td>
<td>22% (28)</td>
<td>10% (13)</td>
<td>16% (21)</td>
<td>7% (9)</td>
<td>10% (13)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>29% (152)</td>
<td>18% (93)</td>
<td>10% (54)</td>
<td>19% (100)</td>
<td>4% (21)</td>
<td>20% (108)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>32% (251)</td>
<td>18% (143)</td>
<td>9% (74)</td>
<td>15% (120)</td>
<td>7% (53)</td>
<td>18% (139)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>34% (188)</td>
<td>17% (92)</td>
<td>11% (60)</td>
<td>14% (78)</td>
<td>5% (30)</td>
<td>18% (99)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>30% (328)</td>
<td>19% (208)</td>
<td>10% (106)</td>
<td>17% (184)</td>
<td>5% (58)</td>
<td>18% (199)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>30% (175)</td>
<td>14% (80)</td>
<td>11% (64)</td>
<td>19% (108)</td>
<td>6% (34)</td>
<td>20% (116)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>30% (218)</td>
<td>20% (147)</td>
<td>11% (78)</td>
<td>15% (108)</td>
<td>5% (34)</td>
<td>19% (135)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>30% (37)</td>
<td>17% (21)</td>
<td>13% (15)</td>
<td>17% (20)</td>
<td>7% (8)</td>
<td>17% (21)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>33% (70)</td>
<td>14% (29)</td>
<td>9% (19)</td>
<td>22% (45)</td>
<td>6% (13)</td>
<td>16% (33)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>33% (50)</td>
<td>14% (21)</td>
<td>12% (17)</td>
<td>16% (23)</td>
<td>3% (4)</td>
<td>22% (33)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>40% (38)</td>
<td>18% (17)</td>
<td>6% (6)</td>
<td>13% (12)</td>
<td>10% (9)</td>
<td>14% (13)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>34% (163)</td>
<td>18% (88)</td>
<td>9% (45)</td>
<td>16% (78)</td>
<td>5% (26)</td>
<td>17% (80)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>27% (73)</td>
<td>11% (29)</td>
<td>14% (37)</td>
<td>20% (54)</td>
<td>4% (12)</td>
<td>23% (60)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>26% (44)</td>
<td>17% (30)</td>
<td>8% (13)</td>
<td>17% (30)</td>
<td>9% (16)</td>
<td>23% (39)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>37% (124)</td>
<td>19% (63)</td>
<td>10% (33)</td>
<td>15% (50)</td>
<td>3% (11)</td>
<td>15% (50)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>30% (568)</td>
<td>17% (318)</td>
<td>10% (197)</td>
<td>17% (320)</td>
<td>6% (111)</td>
<td>19% (364)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>40% (283)</td>
<td>17% (121)</td>
<td>6% (42)</td>
<td>15% (105)</td>
<td>7% (48)</td>
<td>16% (114)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>27% (409)</td>
<td>17% (261)</td>
<td>13% (189)</td>
<td>18% (265)</td>
<td>5% (74)</td>
<td>20% (301)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>41% (362)</td>
<td>18% (164)</td>
<td>7% (63)</td>
<td>14% (123)</td>
<td>7% (65)</td>
<td>13% (111)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>26% (309)</td>
<td>17% (203)</td>
<td>13% (154)</td>
<td>20% (229)</td>
<td>4% (47)</td>
<td>20% (229)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_2: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Defended racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (692)</td>
<td>17% (381)</td>
<td>10% (230)</td>
<td>17% (370)</td>
<td>6% (122)</td>
<td>19% (414)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>45% (151)</td>
<td>17% (55)</td>
<td>5% (16)</td>
<td>13% (45)</td>
<td>9% (29)</td>
<td>11% (37)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>38% (211)</td>
<td>20% (109)</td>
<td>8% (47)</td>
<td>14% (79)</td>
<td>6% (36)</td>
<td>13% (75)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>33% (119)</td>
<td>14% (51)</td>
<td>12% (43)</td>
<td>16% (60)</td>
<td>6% (22)</td>
<td>18% (66)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>23% (190)</td>
<td>19% (152)</td>
<td>14% (111)</td>
<td>21% (169)</td>
<td>3% (25)</td>
<td>20% (163)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>40% (365)</td>
<td>20% (180)</td>
<td>7% (64)</td>
<td>14% (130)</td>
<td>8% (73)</td>
<td>11% (101)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>26% (310)</td>
<td>16% (194)</td>
<td>5% (21)</td>
<td>14% (53)</td>
<td>9% (34)</td>
<td>10% (38)</td>
<td>389</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>46% (179)</td>
<td>17% (64)</td>
<td>8% (43)</td>
<td>15% (77)</td>
<td>7% (39)</td>
<td>12% (63)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>35% (186)</td>
<td>22% (115)</td>
<td>13% (41)</td>
<td>12% (37)</td>
<td>6% (18)</td>
<td>20% (60)</td>
<td>304</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>34% (104)</td>
<td>14% (43)</td>
<td>8% (17)</td>
<td>14% (31)</td>
<td>4% (8)</td>
<td>23% (52)</td>
<td>222</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>23% (206)</td>
<td>17% (151)</td>
<td>13% (117)</td>
<td>22% (191)</td>
<td>3% (29)</td>
<td>21% (182)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>28% (240)</td>
<td>20% (173)</td>
<td>12% (108)</td>
<td>17% (147)</td>
<td>4% (31)</td>
<td>20% (172)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>30% (97)</td>
<td>18% (59)</td>
<td>12% (41)</td>
<td>20% (64)</td>
<td>3% (10)</td>
<td>17% (54)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>36% (80)</td>
<td>15% (34)</td>
<td>8% (17)</td>
<td>14% (31)</td>
<td>4% (8)</td>
<td>23% (52)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>28% (63)</td>
<td>18% (40)</td>
<td>8% (17)</td>
<td>16% (36)</td>
<td>7% (16)</td>
<td>23% (51)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>38% (55)</td>
<td>13% (19)</td>
<td>5% (8)</td>
<td>17% (25)</td>
<td>9% (13)</td>
<td>17% (25)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>38% (42)</td>
<td>15% (16)</td>
<td>12% (13)</td>
<td>18% (20)</td>
<td>5% (6)</td>
<td>11% (12)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>38% (69)</td>
<td>14% (25)</td>
<td>10% (18)</td>
<td>13% (25)</td>
<td>12% (21)</td>
<td>14% (25)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>36% (48)</td>
<td>12% (16)</td>
<td>6% (8)</td>
<td>17% (23)</td>
<td>11% (15)</td>
<td>18% (23)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>42% (369)</td>
<td>19% (170)</td>
<td>7% (60)</td>
<td>13% (114)</td>
<td>7% (66)</td>
<td>12% (108)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>23% (172)</td>
<td>18% (139)</td>
<td>13% (101)</td>
<td>23% (178)</td>
<td>3% (25)</td>
<td>19% (147)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>38% (37)</td>
<td>16% (16)</td>
<td>10% (9)</td>
<td>7% (7)</td>
<td>10% (10)</td>
<td>19% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>24% (113)</td>
<td>12% (57)</td>
<td>13% (61)</td>
<td>15% (70)</td>
<td>5% (21)</td>
<td>30% (141)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>41% (301)</td>
<td>17% (127)</td>
<td>5% (36)</td>
<td>15% (109)</td>
<td>9% (69)</td>
<td>12% (85)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>24% (153)</td>
<td>18% (112)</td>
<td>14% (91)</td>
<td>22% (137)</td>
<td>3% (22)</td>
<td>18% (110)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>34% (21)</td>
<td>23% (14)</td>
<td>5% (3)</td>
<td>12% (7)</td>
<td>— (0)</td>
<td>25% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>42% (284)</td>
<td>16% (111)</td>
<td>7% (45)</td>
<td>14% (92)</td>
<td>9% (63)</td>
<td>11% (75)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>23% (157)</td>
<td>20% (138)</td>
<td>12% (84)</td>
<td>23% (155)</td>
<td>3% (21)</td>
<td>19% (127)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>38% (42)</td>
<td>22% (24)</td>
<td>12% (13)</td>
<td>9% (9)</td>
<td>3% (3)</td>
<td>16% (18)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>28% (209)</td>
<td>15% (108)</td>
<td>12% (88)</td>
<td>15% (114)</td>
<td>5% (35)</td>
<td>26% (192)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_2: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Defended racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>31% (692)</td>
<td>17% (381)</td>
<td>10% (230)</td>
<td>17% (370)</td>
<td>6% (122)</td>
<td>19% (414)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>32% (399)</td>
<td>18% (226)</td>
<td>10% (125)</td>
<td>18% (226)</td>
<td>6% (73)</td>
<td>15% (188)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>30% (293)</td>
<td>16% (155)</td>
<td>11% (106)</td>
<td>15% (144)</td>
<td>5% (49)</td>
<td>23% (226)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>30% (120)</td>
<td>17% (65)</td>
<td>10% (39)</td>
<td>15% (59)</td>
<td>8% (32)</td>
<td>20% (79)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>32% (147)</td>
<td>19% (89)</td>
<td>10% (47)</td>
<td>15% (68)</td>
<td>4% (18)</td>
<td>21% (96)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>30% (248)</td>
<td>15% (121)</td>
<td>11% (94)</td>
<td>20% (165)</td>
<td>5% (41)</td>
<td>19% (159)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>34% (176)</td>
<td>20% (105)</td>
<td>10% (51)</td>
<td>15% (78)</td>
<td>6% (32)</td>
<td>15% (81)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>32% (364)</td>
<td>19% (222)</td>
<td>10% (120)</td>
<td>16% (182)</td>
<td>6% (71)</td>
<td>17% (193)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>30% (338)</td>
<td>19% (215)</td>
<td>12% (132)</td>
<td>18% (210)</td>
<td>6% (67)</td>
<td>15% (176)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>40% (151)</td>
<td>19% (73)</td>
<td>9% (35)</td>
<td>14% (53)</td>
<td>8% (32)</td>
<td>10% (38)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_3: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (202)</td>
<td>8% (168)</td>
<td>13% (289)</td>
<td>47% (1039)</td>
<td>3% (75)</td>
<td>20% (438)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (96)</td>
<td>9% (97)</td>
<td>15% (159)</td>
<td>47% (500)</td>
<td>3% (34)</td>
<td>17% (180)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>9% (106)</td>
<td>6% (71)</td>
<td>11% (130)</td>
<td>47% (538)</td>
<td>4% (41)</td>
<td>23% (258)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (55)</td>
<td>9% (59)</td>
<td>10% (65)</td>
<td>46% (303)</td>
<td>4% (25)</td>
<td>23% (151)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>9% (33)</td>
<td>6% (22)</td>
<td>13% (45)</td>
<td>46% (164)</td>
<td>3% (10)</td>
<td>24% (85)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>10% (79)</td>
<td>8% (58)</td>
<td>14% (106)</td>
<td>48% (363)</td>
<td>3% (26)</td>
<td>16% (121)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>8% (35)</td>
<td>7% (29)</td>
<td>16% (72)</td>
<td>47% (208)</td>
<td>3% (14)</td>
<td>18% (80)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>10% (28)</td>
<td>6% (18)</td>
<td>7% (21)</td>
<td>47% (135)</td>
<td>6% (18)</td>
<td>23% (67)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>8% (49)</td>
<td>9% (57)</td>
<td>13% (78)</td>
<td>45% (280)</td>
<td>3% (16)</td>
<td>23% (139)</td>
<td>618</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>10% (56)</td>
<td>6% (35)</td>
<td>14% (77)</td>
<td>49% (273)</td>
<td>4% (20)</td>
<td>17% (97)</td>
<td>559</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>11% (87)</td>
<td>7% (57)</td>
<td>9% (71)</td>
<td>54% (413)</td>
<td>5% (35)</td>
<td>13% (101)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>6% (48)</td>
<td>7% (56)</td>
<td>11% (88)</td>
<td>49% (384)</td>
<td>3% (20)</td>
<td>24% (192)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>10% (67)</td>
<td>8% (55)</td>
<td>20% (130)</td>
<td>37% (241)</td>
<td>3% (19)</td>
<td>22% (145)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>13% (45)</td>
<td>9% (30)</td>
<td>12% (42)</td>
<td>50% (173)</td>
<td>5% (18)</td>
<td>12% (41)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>10% (42)</td>
<td>7% (27)</td>
<td>7% (29)</td>
<td>58% (240)</td>
<td>4% (18)</td>
<td>14% (60)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>5% (18)</td>
<td>9% (37)</td>
<td>13% (50)</td>
<td>52% (205)</td>
<td>1% (5)</td>
<td>20% (80)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>8% (31)</td>
<td>5% (19)</td>
<td>10% (38)</td>
<td>46% (179)</td>
<td>4% (15)</td>
<td>28% (111)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>10% (33)</td>
<td>9% (30)</td>
<td>21% (67)</td>
<td>38% (122)</td>
<td>4% (11)</td>
<td>18% (59)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>10% (34)</td>
<td>7% (25)</td>
<td>19% (63)</td>
<td>36% (119)</td>
<td>2% (8)</td>
<td>26% (86)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>8% (47)</td>
<td>6% (34)</td>
<td>7% (45)</td>
<td>65% (399)</td>
<td>3% (21)</td>
<td>10% (62)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>8% (50)</td>
<td>9% (56)</td>
<td>14% (83)</td>
<td>45% (269)</td>
<td>4% (22)</td>
<td>20% (119)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>10% (77)</td>
<td>8% (60)</td>
<td>20% (144)</td>
<td>40% (290)</td>
<td>3% (20)</td>
<td>19% (139)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (148)</td>
<td>9% (136)</td>
<td>13% (192)</td>
<td>42% (645)</td>
<td>4% (54)</td>
<td>23% (343)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>7% (32)</td>
<td>6% (25)</td>
<td>12% (55)</td>
<td>58% (258)</td>
<td>2% (10)</td>
<td>15% (67)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>9% (23)</td>
<td>3% (7)</td>
<td>17% (42)</td>
<td>55% (135)</td>
<td>4% (11)</td>
<td>11% (28)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (112)</td>
<td>9% (103)</td>
<td>11% (129)</td>
<td>44% (516)</td>
<td>3% (39)</td>
<td>23% (276)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>9% (66)</td>
<td>7% (52)</td>
<td>15% (104)</td>
<td>48% (343)</td>
<td>4% (31)</td>
<td>16% (116)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>7% (24)</td>
<td>4% (13)</td>
<td>17% (55)</td>
<td>56% (180)</td>
<td>1% (5)</td>
<td>14% (46)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>8% (144)</td>
<td>7% (129)</td>
<td>13% (226)</td>
<td>48% (836)</td>
<td>3% (49)</td>
<td>20% (344)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_3: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (202)</td>
<td>8% (168)</td>
<td>13% (289)</td>
<td>47% (1039)</td>
<td>3% (75)</td>
<td>20% (438)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>12% (42)</td>
<td>8% (29)</td>
<td>10% (34)</td>
<td>44% (156)</td>
<td>6% (20)</td>
<td>20% (70)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>14% (40)</td>
<td>7% (19)</td>
<td>11% (29)</td>
<td>42% (115)</td>
<td>8% (21)</td>
<td>19% (52)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>9% (18)</td>
<td>10% (20)</td>
<td>16% (33)</td>
<td>43% (88)</td>
<td>2% (4)</td>
<td>20% (42)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (87)</td>
<td>8% (76)</td>
<td>16% (149)</td>
<td>46% (438)</td>
<td>3% (32)</td>
<td>18% (169)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>14% (16)</td>
<td>3% (4)</td>
<td>11% (12)</td>
<td>48% (54)</td>
<td>13% (15)</td>
<td>9% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>11% (10)</td>
<td>5% (5)</td>
<td>11% (11)</td>
<td>65% (62)</td>
<td>2% (2)</td>
<td>6% (6)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>7% (46)</td>
<td>7% (49)</td>
<td>13% (85)</td>
<td>48% (320)</td>
<td>2% (13)</td>
<td>23% (149)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>11% (43)</td>
<td>9% (34)</td>
<td>8% (32)</td>
<td>42% (165)</td>
<td>3% (13)</td>
<td>27% (103)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>15% (19)</td>
<td>3% (4)</td>
<td>12% (16)</td>
<td>47% (60)</td>
<td>13% (17)</td>
<td>10% (12)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>12% (65)</td>
<td>10% (51)</td>
<td>13% (70)</td>
<td>40% (210)</td>
<td>2% (13)</td>
<td>23% (119)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>8% (59)</td>
<td>7% (53)</td>
<td>14% (107)</td>
<td>49% (386)</td>
<td>4% (27)</td>
<td>19% (148)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>13% (71)</td>
<td>6% (34)</td>
<td>11% (62)</td>
<td>48% (261)</td>
<td>3% (16)</td>
<td>19% (103)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>7% (74)</td>
<td>7% (79)</td>
<td>13% (146)</td>
<td>50% (541)</td>
<td>3% (34)</td>
<td>19% (211)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>10% (58)</td>
<td>9% (55)</td>
<td>14% (81)</td>
<td>41% (237)</td>
<td>4% (25)</td>
<td>21% (124)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>9% (67)</td>
<td>7% (52)</td>
<td>15% (110)</td>
<td>45% (326)</td>
<td>3% (18)</td>
<td>20% (145)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>13% (16)</td>
<td>5% (6)</td>
<td>14% (17)</td>
<td>49% (59)</td>
<td>3% (4)</td>
<td>16% (20)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>6% (13)</td>
<td>4% (9)</td>
<td>12% (24)</td>
<td>57% (120)</td>
<td>6% (12)</td>
<td>15% (31)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>7% (11)</td>
<td>7% (11)</td>
<td>10% (15)</td>
<td>47% (69)</td>
<td>5% (7)</td>
<td>24% (36)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>12% (11)</td>
<td>4% (4)</td>
<td>8% (8)</td>
<td>52% (50)</td>
<td>4% (4)</td>
<td>19% (18)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>10% (46)</td>
<td>7% (33)</td>
<td>14% (69)</td>
<td>48% (228)</td>
<td>3% (14)</td>
<td>18% (88)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>8% (21)</td>
<td>13% (35)</td>
<td>12% (31)</td>
<td>42% (112)</td>
<td>3% (7)</td>
<td>23% (60)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>10% (17)</td>
<td>10% (17)</td>
<td>9% (15)</td>
<td>44% (75)</td>
<td>5% (8)</td>
<td>23% (40)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (41)</td>
<td>6% (21)</td>
<td>15% (51)</td>
<td>45% (148)</td>
<td>6% (21)</td>
<td>15% (49)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>9% (161)</td>
<td>8% (147)</td>
<td>13% (238)</td>
<td>47% (890)</td>
<td>3% (54)</td>
<td>21% (388)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>9% (68)</td>
<td>7% (51)</td>
<td>11% (77)</td>
<td>52% (371)</td>
<td>4% (28)</td>
<td>17% (118)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (135)</td>
<td>8% (117)</td>
<td>14% (212)</td>
<td>45% (668)</td>
<td>3% (47)</td>
<td>21% (319)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>9% (80)</td>
<td>7% (60)</td>
<td>10% (90)</td>
<td>58% (516)</td>
<td>3% (24)</td>
<td>13% (117)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>9% (109)</td>
<td>9% (105)</td>
<td>16% (187)</td>
<td>41% (484)</td>
<td>4% (45)</td>
<td>21% (243)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG5_3: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (202)</td>
<td>8% (168)</td>
<td>13% (289)</td>
<td>47% (1039)</td>
<td>3% (75)</td>
<td>20% (438)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>12% (41)</td>
<td>7% (22)</td>
<td>7% (24)</td>
<td>58% (192)</td>
<td>5% (16)</td>
<td>12% (38)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>7% (40)</td>
<td>7% (39)</td>
<td>12% (66)</td>
<td>58% (324)</td>
<td>2% (8)</td>
<td>14% (79)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (31)</td>
<td>8% (28)</td>
<td>12% (43)</td>
<td>46% (166)</td>
<td>5% (19)</td>
<td>20% (74)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>10% (78)</td>
<td>9% (77)</td>
<td>18% (144)</td>
<td>39% (318)</td>
<td>3% (26)</td>
<td>21% (169)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>10% (90)</td>
<td>7% (61)</td>
<td>10% (95)</td>
<td>58% (529)</td>
<td>3% (26)</td>
<td>12% (111)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>9% (107)</td>
<td>9% (104)</td>
<td>16% (186)</td>
<td>41% (484)</td>
<td>4% (47)</td>
<td>21% (252)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>14% (53)</td>
<td>8% (29)</td>
<td>9% (35)</td>
<td>54% (211)</td>
<td>4% (17)</td>
<td>11% (45)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>7% (37)</td>
<td>6% (32)</td>
<td>12% (61)</td>
<td>61% (318)</td>
<td>2% (9)</td>
<td>13% (67)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>6% (19)</td>
<td>8% (26)</td>
<td>12% (35)</td>
<td>48% (146)</td>
<td>4% (11)</td>
<td>22% (66)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>10% (88)</td>
<td>9% (79)</td>
<td>17% (151)</td>
<td>39% (338)</td>
<td>4% (35)</td>
<td>21% (185)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>7% (62)</td>
<td>9% (77)</td>
<td>15% (130)</td>
<td>47% (410)</td>
<td>2% (19)</td>
<td>20% (172)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>9% (29)</td>
<td>8% (26)</td>
<td>18% (60)</td>
<td>42% (136)</td>
<td>3% (11)</td>
<td>20% (64)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>12% (27)</td>
<td>6% (13)</td>
<td>9% (20)</td>
<td>46% (103)</td>
<td>3% (6)</td>
<td>25% (55)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>10% (22)</td>
<td>8% (19)</td>
<td>10% (22)</td>
<td>39% (86)</td>
<td>5% (12)</td>
<td>28% (62)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>5% (7)</td>
<td>3% (5)</td>
<td>13% (18)</td>
<td>53% (75)</td>
<td>7% (10)</td>
<td>19% (28)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>15% (17)</td>
<td>8% (8)</td>
<td>10% (10)</td>
<td>52% (57)</td>
<td>2% (2)</td>
<td>13% (14)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>13% (23)</td>
<td>7% (13)</td>
<td>10% (18)</td>
<td>53% (97)</td>
<td>5% (10)</td>
<td>12% (23)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (16)</td>
<td>6% (8)</td>
<td>8% (11)</td>
<td>55% (74)</td>
<td>3% (4)</td>
<td>15% (21)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>9% (81)</td>
<td>6% (54)</td>
<td>10% (89)</td>
<td>58% (514)</td>
<td>3% (24)</td>
<td>14% (126)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>9% (66)</td>
<td>9% (68)</td>
<td>18% (140)</td>
<td>40% (308)</td>
<td>4% (31)</td>
<td>20% (149)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>5% (5)</td>
<td>11% (11)</td>
<td>13% (13)</td>
<td>45% (44)</td>
<td>8% (8)</td>
<td>18% (18)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>11% (50)</td>
<td>8% (35)</td>
<td>10% (47)</td>
<td>37% (173)</td>
<td>3% (12)</td>
<td>31% (145)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>10% (70)</td>
<td>6% (43)</td>
<td>9% (63)</td>
<td>58% (423)</td>
<td>4% (30)</td>
<td>13% (97)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>9% (58)</td>
<td>8% (49)</td>
<td>20% (123)</td>
<td>41% (255)</td>
<td>3% (18)</td>
<td>20% (122)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>11% (7)</td>
<td>13% (8)</td>
<td>13% (8)</td>
<td>43% (26)</td>
<td>0% (0)</td>
<td>21% (13)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>10% (65)</td>
<td>6% (42)</td>
<td>9% (62)</td>
<td>59% (393)</td>
<td>3% (22)</td>
<td>13% (85)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>10% (66)</td>
<td>9% (60)</td>
<td>18% (123)</td>
<td>41% (276)</td>
<td>3% (19)</td>
<td>20% (137)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>11% (12)</td>
<td>6% (7)</td>
<td>12% (13)</td>
<td>50% (55)</td>
<td>1% (1)</td>
<td>19% (21)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (59)</td>
<td>8% (58)</td>
<td>12% (90)</td>
<td>42% (315)</td>
<td>4% (32)</td>
<td>26% (193)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_3: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against racist behavior

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (202)</td>
<td>8% (168)</td>
<td>13% (289)</td>
<td>47% (1039)</td>
<td>3% (75)</td>
<td>20% (438)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>10% (124)</td>
<td>7% (91)</td>
<td>14% (172)</td>
<td>49% (608)</td>
<td>3% (40)</td>
<td>16% (202)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (78)</td>
<td>8% (77)</td>
<td>12% (117)</td>
<td>44% (430)</td>
<td>4% (35)</td>
<td>24% (236)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>9% (36)</td>
<td>5% (20)</td>
<td>13% (53)</td>
<td>49% (193)</td>
<td>4% (16)</td>
<td>20% (78)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>8% (38)</td>
<td>7% (31)</td>
<td>13% (62)</td>
<td>47% (219)</td>
<td>2% (9)</td>
<td>23% (107)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>8% (68)</td>
<td>8% (70)</td>
<td>13% (107)</td>
<td>45% (374)</td>
<td>4% (33)</td>
<td>21% (175)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>12% (60)</td>
<td>9% (48)</td>
<td>13% (67)</td>
<td>48% (252)</td>
<td>3% (17)</td>
<td>15% (78)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>8% (98)</td>
<td>8% (96)</td>
<td>13% (145)</td>
<td>50% (581)</td>
<td>3% (34)</td>
<td>17% (199)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9% (102)</td>
<td>8% (88)</td>
<td>15% (172)</td>
<td>50% (564)</td>
<td>3% (31)</td>
<td>16% (182)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>6% (21)</td>
<td>6% (22)</td>
<td>10% (39)</td>
<td>63% (242)</td>
<td>4% (15)</td>
<td>11% (41)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_4: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>36% (806)</td>
<td>20% (442)</td>
<td>9% (194)</td>
<td>11% (240)</td>
<td>5% (120)</td>
<td>18% (408)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>31% (330)</td>
<td>21% (222)</td>
<td>11% (119)</td>
<td>14% (153)</td>
<td>6% (59)</td>
<td>17% (183)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>42% (476)</td>
<td>19% (220)</td>
<td>7% (75)</td>
<td>8% (86)</td>
<td>5% (61)</td>
<td>20% (225)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>35% (230)</td>
<td>15% (102)</td>
<td>8% (53)</td>
<td>11% (74)</td>
<td>7% (44)</td>
<td>23% (154)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>30% (109)</td>
<td>20% (72)</td>
<td>10% (37)</td>
<td>10% (35)</td>
<td>5% (19)</td>
<td>24% (86)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>38% (284)</td>
<td>21% (161)</td>
<td>10% (74)</td>
<td>13% (97)</td>
<td>5% (35)</td>
<td>14% (103)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>41% (182)</td>
<td>24% (107)</td>
<td>7% (29)</td>
<td>8% (33)</td>
<td>5% (22)</td>
<td>15% (65)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>35% (100)</td>
<td>13% (38)</td>
<td>7% (21)</td>
<td>13% (37)</td>
<td>7% (19)</td>
<td>25% (73)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>33% (201)</td>
<td>18% (112)</td>
<td>10% (61)</td>
<td>10% (59)</td>
<td>6% (40)</td>
<td>23% (145)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>37% (207)</td>
<td>20% (113)</td>
<td>9% (50)</td>
<td>14% (81)</td>
<td>4% (25)</td>
<td>15% (84)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>40% (273)</td>
<td>23% (159)</td>
<td>9% (59)</td>
<td>9% (60)</td>
<td>5% (36)</td>
<td>14% (99)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>44% (336)</td>
<td>21% (160)</td>
<td>6% (49)</td>
<td>7% (52)</td>
<td>7% (56)</td>
<td>15% (111)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>32% (256)</td>
<td>18% (142)</td>
<td>9% (70)</td>
<td>14% (107)</td>
<td>4% (35)</td>
<td>23% (179)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>33% (214)</td>
<td>21% (140)</td>
<td>11% (75)</td>
<td>12% (81)</td>
<td>4% (29)</td>
<td>18% (118)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>38% (132)</td>
<td>22% (77)</td>
<td>11% (37)</td>
<td>8% (26)</td>
<td>8% (27)</td>
<td>14% (48)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>49% (204)</td>
<td>20% (83)</td>
<td>3% (12)</td>
<td>6% (26)</td>
<td>7% (29)</td>
<td>15% (63)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>28% (110)</td>
<td>18% (70)</td>
<td>10% (40)</td>
<td>20% (78)</td>
<td>4% (15)</td>
<td>21% (83)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>37% (146)</td>
<td>18% (72)</td>
<td>8% (29)</td>
<td>7% (29)</td>
<td>5% (20)</td>
<td>25% (97)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>27% (88)</td>
<td>23% (74)</td>
<td>13% (42)</td>
<td>15% (49)</td>
<td>5% (17)</td>
<td>16% (52)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>38% (126)</td>
<td>19% (65)</td>
<td>10% (34)</td>
<td>10% (32)</td>
<td>4% (12)</td>
<td>20% (66)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>46% (277)</td>
<td>25% (149)</td>
<td>7% (42)</td>
<td>5% (32)</td>
<td>7% (42)</td>
<td>11% (66)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>35% (211)</td>
<td>19% (116)</td>
<td>9% (57)</td>
<td>11% (67)</td>
<td>6% (35)</td>
<td>19% (114)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>34% (249)</td>
<td>19% (141)</td>
<td>12% (86)</td>
<td>15% (110)</td>
<td>5% (39)</td>
<td>15% (106)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>35% (534)</td>
<td>18% (271)</td>
<td>8% (126)</td>
<td>12% (184)</td>
<td>5% (82)</td>
<td>21% (321)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>39% (176)</td>
<td>22% (96)</td>
<td>11% (48)</td>
<td>9% (39)</td>
<td>6% (26)</td>
<td>14% (62)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>39% (96)</td>
<td>31% (75)</td>
<td>8% (20)</td>
<td>6% (16)</td>
<td>5% (13)</td>
<td>11% (26)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>34% (401)</td>
<td>19% (225)</td>
<td>8% (100)</td>
<td>11% (130)</td>
<td>5% (58)</td>
<td>22% (262)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>39% (279)</td>
<td>20% (140)</td>
<td>9% (63)</td>
<td>11% (77)</td>
<td>6% (46)</td>
<td>15% (107)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>39% (125)</td>
<td>24% (77)</td>
<td>10% (32)</td>
<td>10% (32)</td>
<td>5% (17)</td>
<td>13% (40)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>37% (638)</td>
<td>21% (363)</td>
<td>9% (151)</td>
<td>11% (190)</td>
<td>5% (86)</td>
<td>18% (303)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_4: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>36% (806)</td>
<td>20% (442)</td>
<td>9% (194)</td>
<td>11% (240)</td>
<td>5% (120)</td>
<td>18% (408)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>37% (128)</td>
<td>12% (42)</td>
<td>9% (31)</td>
<td>15% (51)</td>
<td>7% (25)</td>
<td>21% (74)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>33% (91)</td>
<td>20% (56)</td>
<td>6% (17)</td>
<td>10% (28)</td>
<td>8% (22)</td>
<td>22% (62)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>38% (77)</td>
<td>12% (24)</td>
<td>12% (25)</td>
<td>11% (22)</td>
<td>6% (12)</td>
<td>22% (44)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>39% (375)</td>
<td>22% (206)</td>
<td>9% (81)</td>
<td>11% (101)</td>
<td>4% (42)</td>
<td>15% (144)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (36)</td>
<td>28% (31)</td>
<td>5% (5)</td>
<td>14% (16)</td>
<td>11% (12)</td>
<td>9% (10)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>38% (37)</td>
<td>17% (16)</td>
<td>14% (14)</td>
<td>15% (15)</td>
<td>5% (5)</td>
<td>10% (9)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>35% (233)</td>
<td>18% (119)</td>
<td>10% (65)</td>
<td>10% (64)</td>
<td>5% (36)</td>
<td>22% (145)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>32% (124)</td>
<td>18% (70)</td>
<td>7% (29)</td>
<td>11% (43)</td>
<td>6% (24)</td>
<td>25% (99)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>34% (43)</td>
<td>24% (31)</td>
<td>4% (5)</td>
<td>17% (22)</td>
<td>10% (13)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>33% (173)</td>
<td>21% (110)</td>
<td>9% (48)</td>
<td>11% (60)</td>
<td>5% (27)</td>
<td>21% (110)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>40% (313)</td>
<td>21% (161)</td>
<td>8% (63)</td>
<td>10% (78)</td>
<td>5% (38)</td>
<td>16% (127)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>38% (206)</td>
<td>17% (91)</td>
<td>9% (49)</td>
<td>11% (63)</td>
<td>5% (26)</td>
<td>21% (114)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>37% (402)</td>
<td>21% (230)</td>
<td>9% (95)</td>
<td>10% (104)</td>
<td>6% (64)</td>
<td>17% (189)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>34% (197)</td>
<td>21% (122)</td>
<td>9% (50)</td>
<td>13% (73)</td>
<td>5% (31)</td>
<td>18% (105)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>37% (263)</td>
<td>21% (153)</td>
<td>10% (73)</td>
<td>9% (64)</td>
<td>5% (37)</td>
<td>18% (129)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>44% (54)</td>
<td>15% (18)</td>
<td>8% (10)</td>
<td>13% (16)</td>
<td>4% (5)</td>
<td>16% (19)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>36% (75)</td>
<td>15% (32)</td>
<td>11% (22)</td>
<td>12% (25)</td>
<td>8% (17)</td>
<td>18% (39)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>38% (56)</td>
<td>29% (43)</td>
<td>5% (8)</td>
<td>5% (8)</td>
<td>2% (3)</td>
<td>20% (30)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>41% (39)</td>
<td>11% (11)</td>
<td>4% (4)</td>
<td>15% (14)</td>
<td>11% (10)</td>
<td>17% (16)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>38% (182)</td>
<td>24% (113)</td>
<td>7% (36)</td>
<td>10% (49)</td>
<td>6% (29)</td>
<td>14% (69)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>34% (90)</td>
<td>14% (36)</td>
<td>9% (24)</td>
<td>18% (47)</td>
<td>5% (12)</td>
<td>21% (57)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>27% (46)</td>
<td>21% (36)</td>
<td>10% (18)</td>
<td>10% (16)</td>
<td>4% (6)</td>
<td>28% (49)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>40% (132)</td>
<td>25% (82)</td>
<td>7% (22)</td>
<td>11% (37)</td>
<td>5% (15)</td>
<td>13% (44)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>36% (674)</td>
<td>19% (360)</td>
<td>9% (172)</td>
<td>11% (203)</td>
<td>6% (105)</td>
<td>19% (365)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>41% (289)</td>
<td>19% (137)</td>
<td>8% (59)</td>
<td>8% (56)</td>
<td>7% (49)</td>
<td>17% (123)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>34% (517)</td>
<td>20% (305)</td>
<td>9% (135)</td>
<td>12% (184)</td>
<td>5% (71)</td>
<td>19% (286)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>43% (381)</td>
<td>21% (187)</td>
<td>8% (67)</td>
<td>8% (67)</td>
<td>7% (60)</td>
<td>14% (125)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>34% (400)</td>
<td>20% (233)</td>
<td>10% (118)</td>
<td>13% (158)</td>
<td>4% (53)</td>
<td>18% (212)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG5_4: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

**Was accused of sexual misconduct or abuse**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>36% (806)</td>
<td>20% (442)</td>
<td>9% (194)</td>
<td>11% (240)</td>
<td>5% (120)</td>
<td>18% (408)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>49% (163)</td>
<td>18% (60)</td>
<td>5% (18)</td>
<td>7% (22)</td>
<td>8% (25)</td>
<td>13% (45)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>39% (219)</td>
<td>23% (127)</td>
<td>9% (49)</td>
<td>8% (45)</td>
<td>6% (35)</td>
<td>14% (80)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>36% (132)</td>
<td>20% (74)</td>
<td>8% (28)</td>
<td>12% (43)</td>
<td>5% (16)</td>
<td>19% (69)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>33% (268)</td>
<td>20% (159)</td>
<td>11% (90)</td>
<td>14% (115)</td>
<td>4% (36)</td>
<td>18% (143)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>44% (402)</td>
<td>22% (197)</td>
<td>8% (72)</td>
<td>7% (59)</td>
<td>7% (66)</td>
<td>13% (116)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>33% (388)</td>
<td>20% (232)</td>
<td>10% (119)</td>
<td>14% (166)</td>
<td>4% (51)</td>
<td>19% (224)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>49% (191)</td>
<td>18% (72)</td>
<td>8% (31)</td>
<td>5% (20)</td>
<td>8% (31)</td>
<td>11% (45)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>40% (211)</td>
<td>24% (126)</td>
<td>8% (41)</td>
<td>8% (40)</td>
<td>7% (35)</td>
<td>14% (72)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>36% (110)</td>
<td>21% (63)</td>
<td>8% (26)</td>
<td>12% (37)</td>
<td>2% (7)</td>
<td>20% (61)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>32% (278)</td>
<td>19% (169)</td>
<td>11% (93)</td>
<td>15% (129)</td>
<td>5% (44)</td>
<td>19% (163)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>34% (296)</td>
<td>21% (183)</td>
<td>9% (82)</td>
<td>13% (113)</td>
<td>4% (34)</td>
<td>19% (163)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>39% (128)</td>
<td>23% (75)</td>
<td>8% (26)</td>
<td>11% (36)</td>
<td>5% (16)</td>
<td>14% (46)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>41% (92)</td>
<td>16% (35)</td>
<td>8% (18)</td>
<td>7% (16)</td>
<td>4% (8)</td>
<td>24% (53)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>33% (73)</td>
<td>21% (46)</td>
<td>10% (22)</td>
<td>9% (21)</td>
<td>7% (15)</td>
<td>20% (45)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>42% (60)</td>
<td>16% (23)</td>
<td>6% (9)</td>
<td>5% (7)</td>
<td>11% (16)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>29% (31)</td>
<td>16% (17)</td>
<td>12% (13)</td>
<td>16% (17)</td>
<td>5% (5)</td>
<td>23% (25)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>40% (73)</td>
<td>18% (33)</td>
<td>8% (14)</td>
<td>13% (23)</td>
<td>6% (11)</td>
<td>15% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>39% (51)</td>
<td>22% (29)</td>
<td>8% (11)</td>
<td>5% (6)</td>
<td>11% (14)</td>
<td>16% (21)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>45% (397)</td>
<td>22% (193)</td>
<td>6% (56)</td>
<td>7% (64)</td>
<td>7% (58)</td>
<td>13% (119)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>31% (239)</td>
<td>22% (167)</td>
<td>11% (81)</td>
<td>14% (109)</td>
<td>6% (43)</td>
<td>16% (123)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>29% (28)</td>
<td>23% (23)</td>
<td>19% (18)</td>
<td>7% (6)</td>
<td>2% (2)</td>
<td>21% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>31% (142)</td>
<td>13% (60)</td>
<td>8% (38)</td>
<td>13% (60)</td>
<td>4% (17)</td>
<td>32% (147)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>45% (325)</td>
<td>21% (153)</td>
<td>7% (48)</td>
<td>8% (55)</td>
<td>8% (59)</td>
<td>12% (86)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>32% (199)</td>
<td>24% (151)</td>
<td>13% (79)</td>
<td>13% (80)</td>
<td>4% (23)</td>
<td>15% (93)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>33% (20)</td>
<td>22% (14)</td>
<td>4% (2)</td>
<td>14% (9)</td>
<td>— (0)</td>
<td>26% (16)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>43% (290)</td>
<td>22% (146)</td>
<td>8% (57)</td>
<td>6% (42)</td>
<td>8% (50)</td>
<td>13% (85)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>32% (221)</td>
<td>24% (161)</td>
<td>11% (72)</td>
<td>15% (99)</td>
<td>4% (30)</td>
<td>14% (98)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>40% (44)</td>
<td>20% (22)</td>
<td>9% (9)</td>
<td>8% (8)</td>
<td>3% (3)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>34% (250)</td>
<td>15% (113)</td>
<td>7% (56)</td>
<td>12% (91)</td>
<td>5% (37)</td>
<td>27% (200)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_4: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>36% (806)</td>
<td>20% (442)</td>
<td>9% (194)</td>
<td>11% (240)</td>
<td>5% (120)</td>
<td>18% (408)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>37% (464)</td>
<td>24% (295)</td>
<td>9% (109)</td>
<td>10% (121)</td>
<td>6% (75)</td>
<td>14% (174)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>35% (342)</td>
<td>15% (147)</td>
<td>9% (85)</td>
<td>12% (119)</td>
<td>5% (46)</td>
<td>24% (235)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>40% (156)</td>
<td>20% (78)</td>
<td>8% (30)</td>
<td>8% (31)</td>
<td>8% (32)</td>
<td>17% (67)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>33% (154)</td>
<td>21% (97)</td>
<td>11% (51)</td>
<td>12% (57)</td>
<td>4% (19)</td>
<td>19% (86)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>36% (301)</td>
<td>19% (156)</td>
<td>8% (68)</td>
<td>11% (93)</td>
<td>6% (48)</td>
<td>20% (162)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>37% (195)</td>
<td>21% (110)</td>
<td>9% (45)</td>
<td>11% (58)</td>
<td>4% (21)</td>
<td>18% (94)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>37% (423)</td>
<td>20% (234)</td>
<td>10% (111)</td>
<td>11% (129)</td>
<td>6% (66)</td>
<td>16% (189)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>37% (417)</td>
<td>21% (238)</td>
<td>10% (114)</td>
<td>12% (142)</td>
<td>5% (60)</td>
<td>15% (168)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>45% (172)</td>
<td>23% (87)</td>
<td>7% (25)</td>
<td>6% (22)</td>
<td>10% (37)</td>
<td>10% (38)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNP5_5: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>43% (949)</td>
<td>16% (356)</td>
<td>7% (158)</td>
<td>9% (195)</td>
<td>8% (180)</td>
<td>17% (373)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>38% (406)</td>
<td>18% (192)</td>
<td>10% (102)</td>
<td>12% (124)</td>
<td>8% (85)</td>
<td>15% (158)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>48% (543)</td>
<td>14% (164)</td>
<td>5% (56)</td>
<td>6% (71)</td>
<td>8% (95)</td>
<td>19% (215)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>37% (246)</td>
<td>14% (89)</td>
<td>8% (54)</td>
<td>9% (60)</td>
<td>10% (69)</td>
<td>21% (139)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>38% (136)</td>
<td>17% (63)</td>
<td>6% (22)</td>
<td>9% (33)</td>
<td>7% (25)</td>
<td>23% (81)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>46% (350)</td>
<td>18% (137)</td>
<td>7% (54)</td>
<td>10% (72)</td>
<td>6% (49)</td>
<td>12% (93)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>50% (218)</td>
<td>15% (67)</td>
<td>6% (27)</td>
<td>7% (30)</td>
<td>8% (37)</td>
<td>14% (60)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>39% (112)</td>
<td>10% (29)</td>
<td>8% (22)</td>
<td>12% (34)</td>
<td>11% (31)</td>
<td>20% (58)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>37% (226)</td>
<td>17% (105)</td>
<td>8% (47)</td>
<td>7% (46)</td>
<td>9% (56)</td>
<td>22% (138)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>44% (246)</td>
<td>16% (90)</td>
<td>8% (43)</td>
<td>11% (62)</td>
<td>6% (35)</td>
<td>15% (84)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>49% (337)</td>
<td>17% (119)</td>
<td>6% (39)</td>
<td>7% (50)</td>
<td>8% (55)</td>
<td>13% (87)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>49% (373)</td>
<td>16% (125)</td>
<td>6% (42)</td>
<td>7% (54)</td>
<td>10% (74)</td>
<td>13% (97)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>40% (314)</td>
<td>14% (113)</td>
<td>7% (55)</td>
<td>9% (73)</td>
<td>9% (72)</td>
<td>20% (161)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>40% (263)</td>
<td>18% (118)</td>
<td>9% (61)</td>
<td>10% (67)</td>
<td>5% (34)</td>
<td>17% (115)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>43% (150)</td>
<td>19% (65)</td>
<td>10% (34)</td>
<td>9% (31)</td>
<td>7% (25)</td>
<td>13% (44)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>53% (223)</td>
<td>14% (60)</td>
<td>2% (8)</td>
<td>6% (23)</td>
<td>12% (49)</td>
<td>13% (53)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>37% (145)</td>
<td>16% (62)</td>
<td>8% (32)</td>
<td>12% (46)</td>
<td>10% (41)</td>
<td>18% (70)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>43% (169)</td>
<td>13% (51)</td>
<td>6% (22)</td>
<td>7% (27)</td>
<td>8% (32)</td>
<td>23% (91)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>34% (111)</td>
<td>20% (65)</td>
<td>11% (36)</td>
<td>15% (47)</td>
<td>6% (19)</td>
<td>14% (44)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>45% (152)</td>
<td>16% (53)</td>
<td>8% (25)</td>
<td>6% (20)</td>
<td>4% (14)</td>
<td>21% (71)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>53% (320)</td>
<td>16% (98)</td>
<td>6% (36)</td>
<td>5% (33)</td>
<td>10% (62)</td>
<td>10% (59)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>40% (240)</td>
<td>16% (95)</td>
<td>9% (57)</td>
<td>9% (52)</td>
<td>8% (51)</td>
<td>18% (105)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>43% (315)</td>
<td>18% (132)</td>
<td>7% (51)</td>
<td>11% (83)</td>
<td>7% (52)</td>
<td>13% (97)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>41% (617)</td>
<td>15% (222)</td>
<td>8% (115)</td>
<td>9% (143)</td>
<td>8% (124)</td>
<td>20% (298)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>48% (214)</td>
<td>18% (80)</td>
<td>6% (28)</td>
<td>8% (34)</td>
<td>8% (35)</td>
<td>12% (55)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>48% (118)</td>
<td>22% (54)</td>
<td>6% (15)</td>
<td>7% (18)</td>
<td>8% (20)</td>
<td>8% (21)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>40% (473)</td>
<td>15% (174)</td>
<td>7% (81)</td>
<td>9% (108)</td>
<td>8% (93)</td>
<td>21% (244)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>46% (329)</td>
<td>16% (112)</td>
<td>9% (62)</td>
<td>9% (61)</td>
<td>8% (60)</td>
<td>12% (89)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>45% (147)</td>
<td>22% (70)</td>
<td>5% (15)</td>
<td>8% (26)</td>
<td>8% (27)</td>
<td>12% (40)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>45% (772)</td>
<td>16% (284)</td>
<td>6% (111)</td>
<td>9% (149)</td>
<td>8% (136)</td>
<td>16% (276)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_5: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>43% (949)</td>
<td>16% (356)</td>
<td>7% (158)</td>
<td>9% (195)</td>
<td>8% (180)</td>
<td>17% (373)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>37% (131)</td>
<td>10% (36)</td>
<td>12% (42)</td>
<td>11% (40)</td>
<td>14% (50)</td>
<td>15% (52)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>33% (92)</td>
<td>13% (36)</td>
<td>11% (29)</td>
<td>11% (31)</td>
<td>9% (24)</td>
<td>23% (64)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>41% (85)</td>
<td>18% (37)</td>
<td>8% (17)</td>
<td>7% (15)</td>
<td>9% (19)</td>
<td>16% (33)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>48% (455)</td>
<td>16% (156)</td>
<td>6% (54)</td>
<td>9% (83)</td>
<td>7% (63)</td>
<td>15% (140)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>34% (38)</td>
<td>18% (20)</td>
<td>17% (19)</td>
<td>12% (13)</td>
<td>9% (10)</td>
<td>10% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>53% (51)</td>
<td>16% (16)</td>
<td>13% (13)</td>
<td>9% (9)</td>
<td>5% (5)</td>
<td>2% (2)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>40% (265)</td>
<td>18% (122)</td>
<td>6% (40)</td>
<td>7% (45)</td>
<td>9% (61)</td>
<td>20% (129)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>36% (141)</td>
<td>11% (42)</td>
<td>8% (31)</td>
<td>11% (44)</td>
<td>10% (41)</td>
<td>23% (91)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>32% (42)</td>
<td>16% (20)</td>
<td>16% (21)</td>
<td>12% (16)</td>
<td>10% (12)</td>
<td>13% (17)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>42% (221)</td>
<td>14% (75)</td>
<td>6% (34)</td>
<td>10% (53)</td>
<td>7% (36)</td>
<td>21% (109)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>47% (364)</td>
<td>16% (121)</td>
<td>6% (50)</td>
<td>9% (68)</td>
<td>8% (65)</td>
<td>14% (112)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>44% (239)</td>
<td>14% (79)</td>
<td>7% (39)</td>
<td>10% (52)</td>
<td>7% (36)</td>
<td>19% (102)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>43% (467)</td>
<td>18% (195)</td>
<td>6% (68)</td>
<td>9% (92)</td>
<td>10% (106)</td>
<td>14% (156)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>42% (243)</td>
<td>14% (82)</td>
<td>9% (51)</td>
<td>9% (50)</td>
<td>7% (38)</td>
<td>20% (116)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>42% (305)</td>
<td>19% (136)</td>
<td>6% (40)</td>
<td>8% (57)</td>
<td>7% (52)</td>
<td>18% (129)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>52% (63)</td>
<td>5% (6)</td>
<td>10% (12)</td>
<td>9% (11)</td>
<td>10% (12)</td>
<td>15% (18)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>46% (96)</td>
<td>11% (23)</td>
<td>10% (21)</td>
<td>6% (13)</td>
<td>13% (27)</td>
<td>14% (29)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>44% (65)</td>
<td>27% (40)</td>
<td>4% (5)</td>
<td>2% (3)</td>
<td>3% (4)</td>
<td>21% (32)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>47% (44)</td>
<td>6% (5)</td>
<td>5% (5)</td>
<td>8% (8)</td>
<td>19% (18)</td>
<td>15% (14)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>46% (221)</td>
<td>17% (79)</td>
<td>8% (39)</td>
<td>9% (44)</td>
<td>8% (40)</td>
<td>12% (55)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>33% (88)</td>
<td>16% (43)</td>
<td>8% (21)</td>
<td>17% (46)</td>
<td>5% (13)</td>
<td>21% (56)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>39% (66)</td>
<td>14% (24)</td>
<td>9% (15)</td>
<td>8% (14)</td>
<td>8% (13)</td>
<td>23% (39)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>45% (150)</td>
<td>17% (57)</td>
<td>12% (38)</td>
<td>6% (21)</td>
<td>7% (23)</td>
<td>13% (42)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>43% (799)</td>
<td>16% (299)</td>
<td>6% (119)</td>
<td>9% (174)</td>
<td>8% (156)</td>
<td>18% (331)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>45% (323)</td>
<td>16% (116)</td>
<td>8% (56)</td>
<td>6% (43)</td>
<td>8% (60)</td>
<td>16% (115)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>42% (627)</td>
<td>16% (240)</td>
<td>7% (102)</td>
<td>10% (151)</td>
<td>8% (120)</td>
<td>17% (258)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>50% (440)</td>
<td>17% (148)</td>
<td>6% (51)</td>
<td>6% (54)</td>
<td>9% (81)</td>
<td>13% (114)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>41% (476)</td>
<td>16% (189)</td>
<td>9% (100)</td>
<td>11% (128)</td>
<td>8% (91)</td>
<td>16% (188)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_5: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>43% (949)</td>
<td>16% (356)</td>
<td>7% (158)</td>
<td>9% (195)</td>
<td>8% (180)</td>
<td>17% (373)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>55% (183)</td>
<td>12% (41)</td>
<td>6% (19)</td>
<td>7% (22)</td>
<td>10% (33)</td>
<td>11% (35)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>46% (258)</td>
<td>19% (107)</td>
<td>6% (32)</td>
<td>6% (32)</td>
<td>9% (49)</td>
<td>14% (79)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>42% (151)</td>
<td>15% (54)</td>
<td>8% (30)</td>
<td>11% (39)</td>
<td>6% (22)</td>
<td>18% (66)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>40% (325)</td>
<td>17% (135)</td>
<td>9% (70)</td>
<td>11% (89)</td>
<td>8% (69)</td>
<td>15% (122)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>50% (460)</td>
<td>16% (150)</td>
<td>6% (55)</td>
<td>6% (57)</td>
<td>10% (89)</td>
<td>11% (103)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>40% (468)</td>
<td>17% (198)</td>
<td>8% (99)</td>
<td>11% (128)</td>
<td>7% (87)</td>
<td>17% (200)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>55% (214)</td>
<td>14% (56)</td>
<td>6% (24)</td>
<td>6% (24)</td>
<td>9% (34)</td>
<td>9% (37)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>47% (245)</td>
<td>18% (94)</td>
<td>6% (31)</td>
<td>6% (32)</td>
<td>10% (54)</td>
<td>13% (66)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>42% (128)</td>
<td>18% (53)</td>
<td>6% (19)</td>
<td>10% (29)</td>
<td>6% (19)</td>
<td>18% (55)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>39% (340)</td>
<td>17% (145)</td>
<td>9% (80)</td>
<td>11% (99)</td>
<td>8% (68)</td>
<td>17% (145)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>40% (351)</td>
<td>17% (149)</td>
<td>8% (69)</td>
<td>10% (84)</td>
<td>8% (69)</td>
<td>17% (150)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>49% (161)</td>
<td>17% (56)</td>
<td>5% (18)</td>
<td>11% (36)</td>
<td>7% (21)</td>
<td>10% (34)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>45% (100)</td>
<td>11% (24)</td>
<td>6% (14)</td>
<td>8% (18)</td>
<td>5% (12)</td>
<td>25% (56)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>40% (88)</td>
<td>19% (43)</td>
<td>4% (9)</td>
<td>7% (16)</td>
<td>7% (15)</td>
<td>23% (51)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>44% (64)</td>
<td>14% (20)</td>
<td>12% (17)</td>
<td>3% (4)</td>
<td>10% (15)</td>
<td>17% (24)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>39% (43)</td>
<td>21% (23)</td>
<td>4% (5)</td>
<td>12% (13)</td>
<td>9% (9)</td>
<td>15% (16)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>42% (76)</td>
<td>14% (25)</td>
<td>11% (20)</td>
<td>6% (11)</td>
<td>16% (29)</td>
<td>11% (21)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>51% (67)</td>
<td>13% (17)</td>
<td>4% (5)</td>
<td>10% (13)</td>
<td>7% (9)</td>
<td>16% (21)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>51% (453)</td>
<td>15% (137)</td>
<td>5% (44)</td>
<td>7% (60)</td>
<td>10% (85)</td>
<td>12% (109)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>39% (299)</td>
<td>17% (131)</td>
<td>9% (67)</td>
<td>11% (86)</td>
<td>8% (60)</td>
<td>16% (119)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>40% (39)</td>
<td>24% (23)</td>
<td>11% (11)</td>
<td>3% (3)</td>
<td>6% (6)</td>
<td>17% (16)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>34% (159)</td>
<td>14% (65)</td>
<td>8% (36)</td>
<td>10% (47)</td>
<td>6% (29)</td>
<td>28% (128)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>50% (364)</td>
<td>17% (122)</td>
<td>6% (42)</td>
<td>6% (44)</td>
<td>10% (75)</td>
<td>11% (80)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>42% (261)</td>
<td>17% (108)</td>
<td>8% (51)</td>
<td>11% (71)</td>
<td>7% (43)</td>
<td>15% (92)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>44% (27)</td>
<td>20% (12)</td>
<td>3% (2)</td>
<td>9% (6)</td>
<td>5% (3)</td>
<td>19% (12)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>50% (332)</td>
<td>18% (118)</td>
<td>8% (53)</td>
<td>5% (32)</td>
<td>10% (64)</td>
<td>11% (72)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>42% (289)</td>
<td>16% (108)</td>
<td>8% (53)</td>
<td>12% (81)</td>
<td>7% (51)</td>
<td>15% (99)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>49% (53)</td>
<td>17% (18)</td>
<td>4% (4)</td>
<td>2% (3)</td>
<td>8% (9)</td>
<td>20% (22)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>37% (275)</td>
<td>15% (111)</td>
<td>6% (47)</td>
<td>11% (79)</td>
<td>8% (56)</td>
<td>24% (178)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_5: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was convicted of sexual misconduct or abuse

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>43% (949)</td>
<td>16% (356)</td>
<td>7% (158)</td>
<td>9% (195)</td>
<td>8% (180)</td>
<td>17% (373)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>45% (563)</td>
<td>18% (218)</td>
<td>7% (83)</td>
<td>8% (100)</td>
<td>9% (107)</td>
<td>13% (166)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>40% (386)</td>
<td>14% (138)</td>
<td>8% (74)</td>
<td>10% (95)</td>
<td>7% (73)</td>
<td>21% (207)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>42% (166)</td>
<td>18% (72)</td>
<td>8% (30)</td>
<td>8% (31)</td>
<td>7% (29)</td>
<td>17% (67)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>42% (196)</td>
<td>16% (73)</td>
<td>8% (36)</td>
<td>9% (40)</td>
<td>9% (40)</td>
<td>17% (80)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>42% (344)</td>
<td>16% (129)</td>
<td>8% (62)</td>
<td>10% (84)</td>
<td>8% (68)</td>
<td>17% (140)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>47% (244)</td>
<td>16% (82)</td>
<td>6% (30)</td>
<td>7% (39)</td>
<td>8% (42)</td>
<td>16% (86)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>42% (486)</td>
<td>17% (201)</td>
<td>7% (82)</td>
<td>8% (88)</td>
<td>10% (115)</td>
<td>16% (181)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>45% (508)</td>
<td>15% (175)</td>
<td>8% (94)</td>
<td>9% (107)</td>
<td>8% (96)</td>
<td>14% (158)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>49% (186)</td>
<td>17% (66)</td>
<td>6% (23)</td>
<td>7% (27)</td>
<td>13% (50)</td>
<td>8% (29)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_6: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?  
Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (620)</td>
<td>22% (483)</td>
<td>12% (263)</td>
<td>13% (294)</td>
<td>5% (106)</td>
<td>20% (445)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>25% (265)</td>
<td>23% (240)</td>
<td>14% (154)</td>
<td>16% (170)</td>
<td>4% (47)</td>
<td>18% (191)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>31% (355)</td>
<td>21% (243)</td>
<td>9% (109)</td>
<td>11% (124)</td>
<td>5% (59)</td>
<td>22% (254)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>29% (189)</td>
<td>21% (137)</td>
<td>8% (54)</td>
<td>13% (85)</td>
<td>6% (37)</td>
<td>24% (156)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (82)</td>
<td>22% (79)</td>
<td>11% (39)</td>
<td>15% (52)</td>
<td>5% (17)</td>
<td>25% (89)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>28% (212)</td>
<td>21% (158)</td>
<td>15% (111)</td>
<td>15% (115)</td>
<td>4% (28)</td>
<td>17% (130)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>31% (136)</td>
<td>25% (109)</td>
<td>13% (59)</td>
<td>10% (42)</td>
<td>5% (23)</td>
<td>16% (70)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>29% (83)</td>
<td>20% (57)</td>
<td>6% (17)</td>
<td>14% (41)</td>
<td>6% (18)</td>
<td>25% (70)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>26% (163)</td>
<td>22% (136)</td>
<td>10% (65)</td>
<td>12% (75)</td>
<td>5% (32)</td>
<td>24% (146)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>26% (146)</td>
<td>20% (114)</td>
<td>14% (77)</td>
<td>17% (96)</td>
<td>4% (22)</td>
<td>19% (104)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>31% (210)</td>
<td>23% (156)</td>
<td>14% (93)</td>
<td>11% (79)</td>
<td>4% (30)</td>
<td>17% (119)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>38% (287)</td>
<td>22% (168)</td>
<td>9% (67)</td>
<td>9% (68)</td>
<td>8% (59)</td>
<td>15% (115)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>25% (197)</td>
<td>22% (171)</td>
<td>12% (97)</td>
<td>13% (104)</td>
<td>4% (31)</td>
<td>24% (189)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>21% (136)</td>
<td>22% (144)</td>
<td>15% (98)</td>
<td>19% (122)</td>
<td>2% (16)</td>
<td>21% (141)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>35% (123)</td>
<td>23% (79)</td>
<td>10% (37)</td>
<td>11% (40)</td>
<td>6% (22)</td>
<td>14% (48)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>39% (164)</td>
<td>22% (90)</td>
<td>7% (31)</td>
<td>7% (28)</td>
<td>9% (37)</td>
<td>16% (67)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>23% (91)</td>
<td>20% (80)</td>
<td>14% (57)</td>
<td>17% (66)</td>
<td>4% (16)</td>
<td>21% (84)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>27% (105)</td>
<td>23% (90)</td>
<td>10% (40)</td>
<td>9% (37)</td>
<td>4% (15)</td>
<td>27% (105)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>16% (51)</td>
<td>25% (81)</td>
<td>19% (61)</td>
<td>20% (63)</td>
<td>3% (8)</td>
<td>18% (59)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>26% (85)</td>
<td>19% (63)</td>
<td>11% (38)</td>
<td>18% (59)</td>
<td>2% (8)</td>
<td>25% (82)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>43% (259)</td>
<td>24% (148)</td>
<td>9% (54)</td>
<td>6% (37)</td>
<td>8% (46)</td>
<td>11% (64)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>26% (154)</td>
<td>23% (140)</td>
<td>12% (73)</td>
<td>14% (84)</td>
<td>4% (26)</td>
<td>20% (122)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (150)</td>
<td>23% (165)</td>
<td>16% (119)</td>
<td>19% (137)</td>
<td>3% (22)</td>
<td>19% (136)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>27% (408)</td>
<td>19% (295)</td>
<td>12% (181)</td>
<td>15% (222)</td>
<td>5% (72)</td>
<td>23% (342)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>31% (139)</td>
<td>26% (115)</td>
<td>12% (53)</td>
<td>11% (48)</td>
<td>5% (23)</td>
<td>15% (68)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>30% (73)</td>
<td>30% (73)</td>
<td>12% (29)</td>
<td>10% (25)</td>
<td>5% (11)</td>
<td>14% (35)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>27% (319)</td>
<td>21% (243)</td>
<td>11% (129)</td>
<td>12% (143)</td>
<td>5% (57)</td>
<td>24% (283)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>29% (206)</td>
<td>22% (154)</td>
<td>13% (95)</td>
<td>15% (108)</td>
<td>5% (36)</td>
<td>16% (114)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>29% (94)</td>
<td>27% (86)</td>
<td>12% (38)</td>
<td>13% (43)</td>
<td>4% (13)</td>
<td>15% (48)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>27% (474)</td>
<td>22% (379)</td>
<td>13% (222)</td>
<td>14% (235)</td>
<td>4% (71)</td>
<td>20% (347)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_6: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (620)</td>
<td>22% (483)</td>
<td>12% (263)</td>
<td>13% (294)</td>
<td>5% (106)</td>
<td>20% (445)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>29% (102)</td>
<td>20% (71)</td>
<td>10% (34)</td>
<td>15% (51)</td>
<td>6% (20)</td>
<td>21% (73)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>31% (84)</td>
<td>19% (52)</td>
<td>7% (18)</td>
<td>12% (33)</td>
<td>10% (27)</td>
<td>22% (60)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>30% (62)</td>
<td>25% (52)</td>
<td>11% (22)</td>
<td>12% (25)</td>
<td>4% (7)</td>
<td>18% (37)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>28% (268)</td>
<td>23% (219)</td>
<td>14% (129)</td>
<td>14% (133)</td>
<td>3% (32)</td>
<td>18% (170)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (36)</td>
<td>22% (25)</td>
<td>9% (10)</td>
<td>18% (20)</td>
<td>11% (12)</td>
<td>7% (8)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>31% (30)</td>
<td>26% (25)</td>
<td>14% (14)</td>
<td>19% (18)</td>
<td>2% (2)</td>
<td>8% (8)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>27% (177)</td>
<td>23% (150)</td>
<td>10% (68)</td>
<td>12% (80)</td>
<td>5% (35)</td>
<td>23% (152)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>28% (110)</td>
<td>17% (65)</td>
<td>11% (42)</td>
<td>11% (43)</td>
<td>6% (25)</td>
<td>27% (107)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (39)</td>
<td>21% (27)</td>
<td>11% (14)</td>
<td>19% (25)</td>
<td>9% (12)</td>
<td>9% (11)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>23% (119)</td>
<td>22% (118)</td>
<td>12% (63)</td>
<td>14% (76)</td>
<td>5% (24)</td>
<td>24% (128)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>32% (250)</td>
<td>20% (159)</td>
<td>13% (105)</td>
<td>12% (94)</td>
<td>4% (30)</td>
<td>18% (142)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>30% (163)</td>
<td>21% (115)</td>
<td>11% (58)</td>
<td>11% (59)</td>
<td>7% (38)</td>
<td>21% (114)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>29% (318)</td>
<td>22% (243)</td>
<td>12% (134)</td>
<td>12% (128)</td>
<td>5% (52)</td>
<td>19% (208)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>24% (139)</td>
<td>21% (124)</td>
<td>12% (71)</td>
<td>18% (107)</td>
<td>3% (15)</td>
<td>21% (123)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>29% (212)</td>
<td>22% (159)</td>
<td>11% (77)</td>
<td>12% (85)</td>
<td>5% (36)</td>
<td>21% (150)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>27% (33)</td>
<td>21% (26)</td>
<td>12% (14)</td>
<td>18% (21)</td>
<td>4% (5)</td>
<td>18% (22)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>27% (57)</td>
<td>16% (33)</td>
<td>16% (35)</td>
<td>16% (34)</td>
<td>6% (13)</td>
<td>18% (38)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>26% (39)</td>
<td>22% (33)</td>
<td>12% (18)</td>
<td>16% (24)</td>
<td>2% (3)</td>
<td>22% (33)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>41% (38)</td>
<td>19% (18)</td>
<td>6% (6)</td>
<td>11% (11)</td>
<td>7% (7)</td>
<td>17% (16)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>28% (134)</td>
<td>24% (117)</td>
<td>15% (70)</td>
<td>11% (52)</td>
<td>6% (27)</td>
<td>17% (80)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>23% (62)</td>
<td>25% (67)</td>
<td>9% (23)</td>
<td>20% (52)</td>
<td>1% (4)</td>
<td>22% (58)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>26% (45)</td>
<td>18% (30)</td>
<td>12% (21)</td>
<td>9% (16)</td>
<td>7% (12)</td>
<td>27% (47)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>30% (99)</td>
<td>26% (87)</td>
<td>13% (44)</td>
<td>12% (39)</td>
<td>5% (18)</td>
<td>14% (45)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>28% (521)</td>
<td>21% (396)</td>
<td>12% (219)</td>
<td>14% (255)</td>
<td>5% (88)</td>
<td>21% (400)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>36% (259)</td>
<td>23% (165)</td>
<td>9% (61)</td>
<td>10% (69)</td>
<td>6% (41)</td>
<td>16% (117)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>24% (361)</td>
<td>21% (318)</td>
<td>13% (202)</td>
<td>15% (225)</td>
<td>4% (64)</td>
<td>22% (328)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>38% (338)</td>
<td>24% (215)</td>
<td>9% (80)</td>
<td>8% (74)</td>
<td>7% (58)</td>
<td>14% (122)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>22% (256)</td>
<td>22% (256)</td>
<td>15% (172)</td>
<td>18% (206)</td>
<td>3% (39)</td>
<td>21% (244)</td>
<td>1172</td>
</tr>
</tbody>
</table>
Table EAKNPG5_6: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (620)</td>
<td>22% (483)</td>
<td>12% (263)</td>
<td>13% (294)</td>
<td>5% (106)</td>
<td>20% (445)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>42% (138)</td>
<td>22% (74)</td>
<td>7% (23)</td>
<td>9% (29)</td>
<td>10% (33)</td>
<td>10% (35)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>36% (200)</td>
<td>25% (140)</td>
<td>10% (58)</td>
<td>8% (46)</td>
<td>5% (25)</td>
<td>16% (87)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>28% (100)</td>
<td>23% (82)</td>
<td>13% (48)</td>
<td>12% (43)</td>
<td>5% (17)</td>
<td>20% (71)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>19% (156)</td>
<td>21% (173)</td>
<td>15% (124)</td>
<td>20% (163)</td>
<td>3% (22)</td>
<td>21% (173)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>39% (355)</td>
<td>24% (223)</td>
<td>9% (82)</td>
<td>8% (73)</td>
<td>7% (63)</td>
<td>13% (116)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>21% (250)</td>
<td>21% (251)</td>
<td>8% (30)</td>
<td>8% (30)</td>
<td>9% (34)</td>
<td>10% (41)</td>
<td>389</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>44% (171)</td>
<td>21% (83)</td>
<td>10% (53)</td>
<td>8% (43)</td>
<td>6% (29)</td>
<td>14% (76)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>35% (184)</td>
<td>27% (140)</td>
<td>12% (37)</td>
<td>12% (35)</td>
<td>4% (12)</td>
<td>22% (67)</td>
<td>304</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>29% (87)</td>
<td>22% (66)</td>
<td>15% (135)</td>
<td>20% (176)</td>
<td>3% (29)</td>
<td>21% (188)</td>
<td>876</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>19% (162)</td>
<td>21% (185)</td>
<td>14% (46)</td>
<td>16% (51)</td>
<td>4% (12)</td>
<td>17% (54)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>24% (209)</td>
<td>22% (191)</td>
<td>12% (135)</td>
<td>15% (132)</td>
<td>4% (31)</td>
<td>22% (193)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>24% (77)</td>
<td>26% (86)</td>
<td>14% (46)</td>
<td>16% (51)</td>
<td>4% (12)</td>
<td>17% (54)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>33% (74)</td>
<td>19% (42)</td>
<td>12% (37)</td>
<td>12% (35)</td>
<td>4% (12)</td>
<td>22% (67)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>27% (60)</td>
<td>21% (47)</td>
<td>12% (26)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>22% (50)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>37% (53)</td>
<td>20% (29)</td>
<td>12% (26)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>22% (50)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>30% (33)</td>
<td>19% (21)</td>
<td>12% (26)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>22% (50)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>37% (68)</td>
<td>23% (42)</td>
<td>12% (26)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>22% (50)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>35% (47)</td>
<td>19% (25)</td>
<td>12% (26)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>22% (50)</td>
<td>223</td>
</tr>
<tr>
<td>2016 Vote: Joe Biden</td>
<td>39% (349)</td>
<td>24% (213)</td>
<td>8% (73)</td>
<td>7% (65)</td>
<td>7% (65)</td>
<td>14% (121)</td>
<td>887</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (138)</td>
<td>21% (161)</td>
<td>17% (129)</td>
<td>21% (159)</td>
<td>3% (21)</td>
<td>20% (153)</td>
<td>762</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>22% (21)</td>
<td>25% (24)</td>
<td>13% (12)</td>
<td>12% (12)</td>
<td>8% (7)</td>
<td>21% (21)</td>
<td>97</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>24% (112)</td>
<td>18% (85)</td>
<td>10% (48)</td>
<td>12% (57)</td>
<td>2% (12)</td>
<td>32% (150)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>39% (283)</td>
<td>24% (172)</td>
<td>8% (57)</td>
<td>9% (65)</td>
<td>8% (58)</td>
<td>13% (91)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>20% (123)</td>
<td>22% (139)</td>
<td>18% (115)</td>
<td>18% (111)</td>
<td>2% (14)</td>
<td>20% (123)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>21% (13)</td>
<td>34% (21)</td>
<td>8% (5)</td>
<td>17% (10)</td>
<td>— (0)</td>
<td>20% (12)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>38% (254)</td>
<td>24% (158)</td>
<td>9% (61)</td>
<td>9% (57)</td>
<td>8% (53)</td>
<td>13% (87)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>21% (143)</td>
<td>22% (150)</td>
<td>17% (113)</td>
<td>19% (128)</td>
<td>3% (18)</td>
<td>19% (129)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>29% (32)</td>
<td>24% (26)</td>
<td>12% (13)</td>
<td>7% (8)</td>
<td>2% (2)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>26% (191)</td>
<td>20% (149)</td>
<td>10% (75)</td>
<td>13% (101)</td>
<td>4% (33)</td>
<td>27% (199)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_6: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of making racist remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (620)</td>
<td>22% (483)</td>
<td>12% (263)</td>
<td>13% (294)</td>
<td>5% (106)</td>
<td>20% (445)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>30% (368)</td>
<td>23% (286)</td>
<td>13% (156)</td>
<td>13% (160)</td>
<td>5% (65)</td>
<td>16% (203)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>26% (252)</td>
<td>20% (197)</td>
<td>11% (107)</td>
<td>14% (134)</td>
<td>4% (40)</td>
<td>25% (242)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>31% (122)</td>
<td>23% (91)</td>
<td>11% (44)</td>
<td>10% (40)</td>
<td>6% (22)</td>
<td>19% (76)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>27% (124)</td>
<td>21% (95)</td>
<td>12% (56)</td>
<td>12% (56)</td>
<td>6% (30)</td>
<td>22% (104)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>26% (219)</td>
<td>21% (171)</td>
<td>12% (102)</td>
<td>15% (127)</td>
<td>5% (39)</td>
<td>21% (170)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>30% (155)</td>
<td>24% (125)</td>
<td>12% (60)</td>
<td>14% (71)</td>
<td>3% (14)</td>
<td>18% (96)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>28% (328)</td>
<td>24% (280)</td>
<td>11% (123)</td>
<td>14% (156)</td>
<td>6% (66)</td>
<td>17% (199)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>28% (320)</td>
<td>22% (255)</td>
<td>14% (164)</td>
<td>15% (168)</td>
<td>4% (49)</td>
<td>16% (183)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>37% (142)</td>
<td>27% (102)</td>
<td>8% (30)</td>
<td>12% (45)</td>
<td>6% (24)</td>
<td>10% (38)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_7: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (554)</td>
<td>21% (454)</td>
<td>13% (290)</td>
<td>15% (321)</td>
<td>4% (99)</td>
<td>22% (491)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>23% (247)</td>
<td>21% (220)</td>
<td>15% (159)</td>
<td>16% (176)</td>
<td>5% (57)</td>
<td>20% (208)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>27% (307)</td>
<td>20% (234)</td>
<td>11% (131)</td>
<td>13% (145)</td>
<td>4% (43)</td>
<td>25% (283)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>24% (155)</td>
<td>21% (135)</td>
<td>11% (75)</td>
<td>15% (96)</td>
<td>5% (34)</td>
<td>25% (163)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>24% (85)</td>
<td>21% (76)</td>
<td>11% (39)</td>
<td>14% (51)</td>
<td>4% (14)</td>
<td>26% (95)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>25% (190)</td>
<td>20% (153)</td>
<td>15% (116)</td>
<td>15% (117)</td>
<td>4% (33)</td>
<td>19% (147)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>28% (124)</td>
<td>21% (91)</td>
<td>14% (61)</td>
<td>13% (57)</td>
<td>4% (19)</td>
<td>20% (86)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>23% (67)</td>
<td>19% (56)</td>
<td>12% (33)</td>
<td>17% (48)</td>
<td>4% (13)</td>
<td>25% (70)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>24% (147)</td>
<td>21% (131)</td>
<td>11% (71)</td>
<td>12% (76)</td>
<td>5% (32)</td>
<td>26% (161)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>25% (140)</td>
<td>19% (105)</td>
<td>15% (84)</td>
<td>17% (92)</td>
<td>5% (27)</td>
<td>20% (110)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>27% (183)</td>
<td>22% (150)</td>
<td>13% (91)</td>
<td>14% (99)</td>
<td>4% (24)</td>
<td>20% (139)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>34% (263)</td>
<td>26% (195)</td>
<td>8% (64)</td>
<td>9% (67)</td>
<td>7% (55)</td>
<td>16% (120)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (185)</td>
<td>19% (147)</td>
<td>13% (99)</td>
<td>15% (122)</td>
<td>3% (23)</td>
<td>27% (212)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>16% (107)</td>
<td>17% (112)</td>
<td>19% (127)</td>
<td>20% (133)</td>
<td>3% (21)</td>
<td>24% (159)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>33% (115)</td>
<td>28% (98)</td>
<td>8% (28)</td>
<td>9% (30)</td>
<td>9% (30)</td>
<td>14% (47)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>36% (148)</td>
<td>23% (97)</td>
<td>8% (35)</td>
<td>9% (37)</td>
<td>6% (26)</td>
<td>18% (73)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>24% (94)</td>
<td>16% (63)</td>
<td>14% (56)</td>
<td>18% (73)</td>
<td>2% (9)</td>
<td>25% (100)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>23% (90)</td>
<td>21% (84)</td>
<td>11% (43)</td>
<td>12% (49)</td>
<td>4% (14)</td>
<td>28% (112)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>12% (38)</td>
<td>18% (59)</td>
<td>23% (75)</td>
<td>23% (73)</td>
<td>5% (18)</td>
<td>19% (61)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>21% (69)</td>
<td>16% (53)</td>
<td>16% (52)</td>
<td>18% (59)</td>
<td>1% (3)</td>
<td>29% (98)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>39% (238)</td>
<td>29% (177)</td>
<td>8% (47)</td>
<td>6% (36)</td>
<td>7% (41)</td>
<td>12% (71)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>22% (130)</td>
<td>22% (129)</td>
<td>15% (87)</td>
<td>14% (82)</td>
<td>5% (30)</td>
<td>23% (141)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (130)</td>
<td>16% (119)</td>
<td>19% (140)</td>
<td>23% (164)</td>
<td>3% (22)</td>
<td>21% (154)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>24% (360)</td>
<td>19% (287)</td>
<td>13% (194)</td>
<td>15% (231)</td>
<td>5% (71)</td>
<td>25% (376)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>29% (131)</td>
<td>21% (95)</td>
<td>15% (68)</td>
<td>13% (58)</td>
<td>4% (19)</td>
<td>17% (74)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>26% (63)</td>
<td>30% (72)</td>
<td>11% (28)</td>
<td>13% (31)</td>
<td>4% (9)</td>
<td>17% (41)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>23% (271)</td>
<td>21% (244)</td>
<td>12% (145)</td>
<td>13% (154)</td>
<td>4% (49)</td>
<td>27% (312)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>28% (201)</td>
<td>19% (139)</td>
<td>13% (92)</td>
<td>16% (115)</td>
<td>5% (34)</td>
<td>18% (131)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>25% (82)</td>
<td>22% (71)</td>
<td>16% (53)</td>
<td>16% (52)</td>
<td>5% (17)</td>
<td>15% (48)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>25% (441)</td>
<td>20% (343)</td>
<td>14% (237)</td>
<td>15% (266)</td>
<td>4% (71)</td>
<td>21% (371)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_7: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?  
Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (554)</td>
<td>21% (454)</td>
<td>13% (290)</td>
<td>15% (321)</td>
<td>4% (99)</td>
<td>22% (491)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>28% (100)</td>
<td>22% (77)</td>
<td>10% (37)</td>
<td>12% (43)</td>
<td>5% (17)</td>
<td>22% (78)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>23% (62)</td>
<td>22% (61)</td>
<td>14% (38)</td>
<td>11% (29)</td>
<td>8% (21)</td>
<td>23% (64)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>25% (51)</td>
<td>24% (50)</td>
<td>7% (15)</td>
<td>13% (26)</td>
<td>4% (7)</td>
<td>27% (56)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>25% (235)</td>
<td>20% (188)</td>
<td>15% (139)</td>
<td>17% (165)</td>
<td>3% (28)</td>
<td>21% (196)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>26% (29)</td>
<td>19% (22)</td>
<td>19% (21)</td>
<td>10% (11)</td>
<td>15% (16)</td>
<td>10% (12)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>30% (29)</td>
<td>26% (25)</td>
<td>11% (11)</td>
<td>18% (17)</td>
<td>7% (7)</td>
<td>8% (8)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>25% (165)</td>
<td>23% (152)</td>
<td>12% (82)</td>
<td>12% (76)</td>
<td>5% (31)</td>
<td>23% (155)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>25% (97)</td>
<td>17% (67)</td>
<td>10% (37)</td>
<td>13% (52)</td>
<td>4% (16)</td>
<td>31% (120)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>27% (34)</td>
<td>17% (22)</td>
<td>21% (27)</td>
<td>11% (14)</td>
<td>13% (16)</td>
<td>12% (15)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>19% (99)</td>
<td>18% (96)</td>
<td>14% (73)</td>
<td>19% (103)</td>
<td>3% (17)</td>
<td>27% (141)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>29% (228)</td>
<td>20% (157)</td>
<td>12% (97)</td>
<td>14% (108)</td>
<td>3% (27)</td>
<td>21% (163)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>26% (143)</td>
<td>19% (106)</td>
<td>15% (80)</td>
<td>11% (62)</td>
<td>3% (17)</td>
<td>26% (140)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>26% (280)</td>
<td>23% (251)</td>
<td>12% (131)</td>
<td>14% (152)</td>
<td>6% (60)</td>
<td>19% (210)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (131)</td>
<td>17% (97)</td>
<td>14% (79)</td>
<td>19% (108)</td>
<td>4% (23)</td>
<td>24% (142)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>25% (180)</td>
<td>22% (156)</td>
<td>13% (95)</td>
<td>14% (98)</td>
<td>5% (37)</td>
<td>21% (153)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>26% (32)</td>
<td>19% (23)</td>
<td>12% (15)</td>
<td>18% (22)</td>
<td>3% (3)</td>
<td>22% (27)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>30% (63)</td>
<td>14% (30)</td>
<td>14% (30)</td>
<td>15% (31)</td>
<td>7% (16)</td>
<td>19% (40)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>19% (28)</td>
<td>26% (39)</td>
<td>16% (24)</td>
<td>11% (17)</td>
<td>1% (2)</td>
<td>26% (39)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>32% (30)</td>
<td>19% (18)</td>
<td>9% (8)</td>
<td>11% (11)</td>
<td>9% (8)</td>
<td>20% (19)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>26% (124)</td>
<td>19% (89)</td>
<td>16% (74)</td>
<td>16% (76)</td>
<td>4% (19)</td>
<td>20% (96)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>20% (53)</td>
<td>26% (68)</td>
<td>11% (28)</td>
<td>17% (44)</td>
<td>2% (6)</td>
<td>25% (66)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>25% (44)</td>
<td>18% (31)</td>
<td>9% (16)</td>
<td>13% (22)</td>
<td>5% (8)</td>
<td>30% (51)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>25% (84)</td>
<td>20% (66)</td>
<td>21% (70)</td>
<td>12% (39)</td>
<td>4% (14)</td>
<td>18% (59)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>25% (470)</td>
<td>21% (388)</td>
<td>12% (220)</td>
<td>15% (283)</td>
<td>5% (85)</td>
<td>23% (433)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>32% (229)</td>
<td>25% (175)</td>
<td>10% (70)</td>
<td>9% (64)</td>
<td>6% (45)</td>
<td>18% (131)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>22% (325)</td>
<td>19% (279)</td>
<td>15% (220)</td>
<td>17% (258)</td>
<td>4% (55)</td>
<td>24% (360)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>34% (300)</td>
<td>27% (241)</td>
<td>9% (83)</td>
<td>9% (78)</td>
<td>5% (48)</td>
<td>16% (138)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>20% (229)</td>
<td>17% (196)</td>
<td>17% (197)</td>
<td>19% (227)</td>
<td>4% (48)</td>
<td>23% (275)</td>
<td>1172</td>
</tr>
</tbody>
</table>
Table EAKNPG5_7: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (554)</td>
<td>21% (454)</td>
<td>13% (290)</td>
<td>15% (321)</td>
<td>4% (99)</td>
<td>22% (491)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>38% (128)</td>
<td>27% (89)</td>
<td>5% (17)</td>
<td>8% (27)</td>
<td>8% (26)</td>
<td>14% (45)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>31% (172)</td>
<td>27% (152)</td>
<td>12% (66)</td>
<td>9% (51)</td>
<td>4% (22)</td>
<td>17% (93)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>24% (87)</td>
<td>20% (74)</td>
<td>13% (48)</td>
<td>13% (49)</td>
<td>6% (22)</td>
<td>23% (82)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>18% (142)</td>
<td>15% (122)</td>
<td>18% (149)</td>
<td>22% (178)</td>
<td>3% (25)</td>
<td>24% (193)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>35% (319)</td>
<td>27% (250)</td>
<td>9% (81)</td>
<td>9% (84)</td>
<td>5% (47)</td>
<td>14% (132)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>19% (221)</td>
<td>17% (198)</td>
<td>17% (196)</td>
<td>19% (228)</td>
<td>4% (47)</td>
<td>25% (290)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>39% (151)</td>
<td>27% (107)</td>
<td>6% (22)</td>
<td>8% (30)</td>
<td>7% (29)</td>
<td>13% (51)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>32% (168)</td>
<td>27% (144)</td>
<td>11% (59)</td>
<td>10% (54)</td>
<td>4% (18)</td>
<td>15% (81)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>25% (76)</td>
<td>21% (64)</td>
<td>12% (37)</td>
<td>14% (43)</td>
<td>4% (13)</td>
<td>23% (71)</td>
<td>304</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (170)</td>
<td>22% (194)</td>
<td>16% (138)</td>
<td>17% (148)</td>
<td>3% (26)</td>
<td>22% (195)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>20% (66)</td>
<td>20% (65)</td>
<td>18% (58)</td>
<td>19% (61)</td>
<td>4% (14)</td>
<td>19% (61)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>34% (76)</td>
<td>22% (48)</td>
<td>6% (14)</td>
<td>9% (21)</td>
<td>3% (7)</td>
<td>25% (56)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>26% (59)</td>
<td>19% (42)</td>
<td>13% (28)</td>
<td>10% (21)</td>
<td>5% (10)</td>
<td>28% (63)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>34% (49)</td>
<td>24% (34)</td>
<td>6% (9)</td>
<td>4% (6)</td>
<td>10% (15)</td>
<td>21% (31)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>23% (25)</td>
<td>19% (20)</td>
<td>11% (12)</td>
<td>18% (19)</td>
<td>4% (5)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>37% (67)</td>
<td>15% (27)</td>
<td>11% (21)</td>
<td>14% (25)</td>
<td>8% (15)</td>
<td>16% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>32% (43)</td>
<td>18% (23)</td>
<td>8% (11)</td>
<td>15% (20)</td>
<td>6% (8)</td>
<td>22% (29)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>36% (318)</td>
<td>26% (234)</td>
<td>8% (75)</td>
<td>8% (75)</td>
<td>5% (49)</td>
<td>15% (136)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>15% (117)</td>
<td>15% (115)</td>
<td>19% (146)</td>
<td>23% (173)</td>
<td>5% (37)</td>
<td>23% (173)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>28% (27)</td>
<td>20% (20)</td>
<td>9% (9)</td>
<td>12% (12)</td>
<td>1% (1)</td>
<td>30% (29)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>20% (91)</td>
<td>18% (85)</td>
<td>13% (60)</td>
<td>13% (62)</td>
<td>3% (12)</td>
<td>33% (153)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>36% (264)</td>
<td>26% (187)</td>
<td>7% (49)</td>
<td>9% (68)</td>
<td>8% (56)</td>
<td>14% (101)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>17% (108)</td>
<td>17% (107)</td>
<td>21% (129)</td>
<td>20% (126)</td>
<td>3% (17)</td>
<td>22% (138)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>22% (13)</td>
<td>22% (14)</td>
<td>4% (2)</td>
<td>19% (12)</td>
<td>1% (1)</td>
<td>32% (19)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>38% (255)</td>
<td>26% (176)</td>
<td>7% (46)</td>
<td>7% (49)</td>
<td>7% (47)</td>
<td>15% (98)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>19% (129)</td>
<td>16% (109)</td>
<td>18% (120)</td>
<td>23% (153)</td>
<td>4% (25)</td>
<td>21% (146)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>23% (25)</td>
<td>20% (22)</td>
<td>13% (14)</td>
<td>15% (17)</td>
<td>2% (2)</td>
<td>26% (29)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>19% (145)</td>
<td>20% (146)</td>
<td>15% (110)</td>
<td>14% (102)</td>
<td>3% (24)</td>
<td>29% (219)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_7: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of making homophobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (554)</td>
<td>21% (454)</td>
<td>13% (290)</td>
<td>15% (321)</td>
<td>4% (99)</td>
<td>22% (491)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>28% (345)</td>
<td>22% (269)</td>
<td>12% (154)</td>
<td>15% (181)</td>
<td>5% (64)</td>
<td>18% (225)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>22% (209)</td>
<td>19% (185)</td>
<td>14% (136)</td>
<td>14% (140)</td>
<td>4% (35)</td>
<td>27% (266)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>29% (114)</td>
<td>21% (82)</td>
<td>11% (44)</td>
<td>12% (48)</td>
<td>7% (26)</td>
<td>21% (81)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>23% (109)</td>
<td>19% (87)</td>
<td>16% (74)</td>
<td>14% (66)</td>
<td>5% (22)</td>
<td>23% (108)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>23% (187)</td>
<td>22% (178)</td>
<td>13% (111)</td>
<td>15% (126)</td>
<td>4% (35)</td>
<td>23% (190)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>28% (144)</td>
<td>21% (107)</td>
<td>12% (61)</td>
<td>16% (82)</td>
<td>3% (16)</td>
<td>21% (112)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>26% (303)</td>
<td>23% (260)</td>
<td>13% (152)</td>
<td>14% (157)</td>
<td>5% (54)</td>
<td>20% (227)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>25% (284)</td>
<td>21% (236)</td>
<td>16% (186)</td>
<td>17% (189)</td>
<td>3% (35)</td>
<td>18% (209)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>35% (134)</td>
<td>25% (97)</td>
<td>7% (27)</td>
<td>12% (45)</td>
<td>11% (41)</td>
<td>10% (38)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_8: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?  
Was accused of making transphobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>19% (412)</td>
<td>13% (293)</td>
<td>16% (363)</td>
<td>4% (97)</td>
<td>24% (533)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (228)</td>
<td>18% (191)</td>
<td>16% (166)</td>
<td>20% (215)</td>
<td>4% (41)</td>
<td>21% (225)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>25% (284)</td>
<td>19% (221)</td>
<td>11% (127)</td>
<td>13% (148)</td>
<td>5% (56)</td>
<td>27% (308)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>26% (169)</td>
<td>17% (109)</td>
<td>11% (74)</td>
<td>15% (102)</td>
<td>6% (37)</td>
<td>25% (168)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>21% (75)</td>
<td>18% (66)</td>
<td>12% (44)</td>
<td>16% (57)</td>
<td>4% (13)</td>
<td>29% (104)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>22% (163)</td>
<td>19% (144)</td>
<td>14% (107)</td>
<td>19% (146)</td>
<td>4% (27)</td>
<td>22% (167)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>24% (105)</td>
<td>21% (93)</td>
<td>16% (68)</td>
<td>13% (59)</td>
<td>4% (19)</td>
<td>22% (95)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>25% (72)</td>
<td>16% (45)</td>
<td>11% (32)</td>
<td>17% (48)</td>
<td>5% (13)</td>
<td>27% (77)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>23% (145)</td>
<td>18% (111)</td>
<td>12% (72)</td>
<td>14% (48)</td>
<td>6% (36)</td>
<td>27% (165)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>23% (130)</td>
<td>17% (96)</td>
<td>13% (71)</td>
<td>21% (120)</td>
<td>4% (21)</td>
<td>22% (121)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>22% (154)</td>
<td>21% (144)</td>
<td>16% (108)</td>
<td>14% (99)</td>
<td>3% (23)</td>
<td>23% (158)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>32% (242)</td>
<td>24% (180)</td>
<td>10% (80)</td>
<td>9% (69)</td>
<td>7% (51)</td>
<td>19% (142)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>22% (172)</td>
<td>17% (133)</td>
<td>12% (97)</td>
<td>18% (141)</td>
<td>4% (31)</td>
<td>27% (215)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>15% (97)</td>
<td>15% (99)</td>
<td>18% (116)</td>
<td>23% (153)</td>
<td>2% (15)</td>
<td>27% (176)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>32% (112)</td>
<td>23% (79)</td>
<td>14% (49)</td>
<td>9% (32)</td>
<td>6% (22)</td>
<td>15% (53)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>21% (83)</td>
<td>15% (60)</td>
<td>14% (54)</td>
<td>23% (91)</td>
<td>3% (11)</td>
<td>24% (96)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>10% (33)</td>
<td>16% (51)</td>
<td>20% (63)</td>
<td>29% (92)</td>
<td>2% (7)</td>
<td>23% (75)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>19% (64)</td>
<td>14% (48)</td>
<td>16% (53)</td>
<td>18% (61)</td>
<td>2% (7)</td>
<td>30% (101)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>34% (209)</td>
<td>27% (166)</td>
<td>10% (59)</td>
<td>7% (45)</td>
<td>7% (42)</td>
<td>14% (87)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>21% (128)</td>
<td>19% (115)</td>
<td>14% (87)</td>
<td>16% (97)</td>
<td>4% (23)</td>
<td>25% (150)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>17% (121)</td>
<td>15% (107)</td>
<td>18% (132)</td>
<td>25% (183)</td>
<td>3% (25)</td>
<td>22% (163)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>22% (333)</td>
<td>17% (253)</td>
<td>13% (195)</td>
<td>17% (264)</td>
<td>4% (68)</td>
<td>27% (406)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>26% (118)</td>
<td>21% (96)</td>
<td>14% (62)</td>
<td>15% (66)</td>
<td>4% (19)</td>
<td>19% (85)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-gra</td>
<td>25% (61)</td>
<td>26% (64)</td>
<td>15% (36)</td>
<td>13% (33)</td>
<td>4% (10)</td>
<td>17% (42)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (263)</td>
<td>18% (213)</td>
<td>11% (135)</td>
<td>15% (179)</td>
<td>4% (52)</td>
<td>28% (334)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>25% (177)</td>
<td>19% (132)</td>
<td>15% (106)</td>
<td>18% (130)</td>
<td>4% (27)</td>
<td>20% (141)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>22% (72)</td>
<td>21% (67)</td>
<td>16% (53)</td>
<td>17% (55)</td>
<td>6% (18)</td>
<td>18% (58)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>23% (401)</td>
<td>18% (311)</td>
<td>14% (239)</td>
<td>18% (308)</td>
<td>4% (72)</td>
<td>23% (399)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>19% (412)</td>
<td>13% (293)</td>
<td>16% (363)</td>
<td>4% (97)</td>
<td>24% (533)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (87)</td>
<td>16% (57)</td>
<td>10% (36)</td>
<td>16% (56)</td>
<td>8% (27)</td>
<td>25% (88)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>25% (69)</td>
<td>20% (55)</td>
<td>12% (33)</td>
<td>11% (29)</td>
<td>6% (17)</td>
<td>26% (72)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>20% (42)</td>
<td>22% (45)</td>
<td>11% (22)</td>
<td>13% (26)</td>
<td>4% (8)</td>
<td>30% (62)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>21% (202)</td>
<td>20% (186)</td>
<td>16% (155)</td>
<td>18% (170)</td>
<td>3% (31)</td>
<td>22% (208)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (35)</td>
<td>23% (25)</td>
<td>12% (13)</td>
<td>10% (11)</td>
<td>12% (13)</td>
<td>12% (13)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>35% (33)</td>
<td>14% (14)</td>
<td>14% (13)</td>
<td>20% (20)</td>
<td>3% (3)</td>
<td>14% (13)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>24% (161)</td>
<td>20% (134)</td>
<td>11% (75)</td>
<td>13% (86)</td>
<td>5% (35)</td>
<td>26% (171)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>21% (81)</td>
<td>14% (53)</td>
<td>9% (37)</td>
<td>19% (76)</td>
<td>4% (15)</td>
<td>33% (128)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>31% (39)</td>
<td>20% (26)</td>
<td>13% (17)</td>
<td>12% (16)</td>
<td>11% (13)</td>
<td>13% (17)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>15% (80)</td>
<td>15% (77)</td>
<td>15% (79)</td>
<td>22% (117)</td>
<td>3% (18)</td>
<td>30% (157)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>25% (194)</td>
<td>21% (160)</td>
<td>14% (108)</td>
<td>16% (123)</td>
<td>3% (26)</td>
<td>22% (169)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>25% (137)</td>
<td>19% (104)</td>
<td>11% (60)</td>
<td>16% (87)</td>
<td>4% (19)</td>
<td>25% (139)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>23% (250)</td>
<td>20% (219)</td>
<td>16% (168)</td>
<td>14% (155)</td>
<td>5% (51)</td>
<td>22% (241)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>21% (124)</td>
<td>15% (89)</td>
<td>11% (65)</td>
<td>21% (121)</td>
<td>5% (27)</td>
<td>26% (153)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>24% (172)</td>
<td>20% (147)</td>
<td>14% (97)</td>
<td>15% (108)</td>
<td>4% (32)</td>
<td>23% (162)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>23% (28)</td>
<td>17% (21)</td>
<td>15% (19)</td>
<td>19% (23)</td>
<td>4% (4)</td>
<td>22% (26)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>26% (54)</td>
<td>15% (31)</td>
<td>16% (34)</td>
<td>19% (40)</td>
<td>7% (14)</td>
<td>18% (37)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>15% (23)</td>
<td>25% (37)</td>
<td>12% (17)</td>
<td>14% (21)</td>
<td>2% (3)</td>
<td>31% (46)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>39% (37)</td>
<td>14% (14)</td>
<td>8% (8)</td>
<td>9% (8)</td>
<td>7% (7)</td>
<td>23% (22)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>23% (110)</td>
<td>17% (81)</td>
<td>16% (78)</td>
<td>17% (81)</td>
<td>4% (19)</td>
<td>23% (111)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>19% (52)</td>
<td>21% (57)</td>
<td>6% (17)</td>
<td>21% (55)</td>
<td>4% (10)</td>
<td>28% (76)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>21% (37)</td>
<td>14% (24)</td>
<td>14% (24)</td>
<td>15% (26)</td>
<td>4% (8)</td>
<td>31% (53)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>24% (80)</td>
<td>20% (66)</td>
<td>16% (53)</td>
<td>14% (48)</td>
<td>5% (17)</td>
<td>20% (67)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>23% (432)</td>
<td>18% (346)</td>
<td>13% (240)</td>
<td>17% (315)</td>
<td>4% (80)</td>
<td>25% (466)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>31% (224)</td>
<td>23% (165)</td>
<td>10% (70)</td>
<td>9% (66)</td>
<td>6% (45)</td>
<td>20% (142)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>19% (288)</td>
<td>16% (247)</td>
<td>15% (223)</td>
<td>20% (297)</td>
<td>3% (52)</td>
<td>26% (391)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>31% (274)</td>
<td>25% (224)</td>
<td>11% (94)</td>
<td>10% (85)</td>
<td>6% (52)</td>
<td>18% (159)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (213)</td>
<td>15% (177)</td>
<td>16% (189)</td>
<td>22% (263)</td>
<td>3% (37)</td>
<td>25% (293)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Table EAKNPG5_8: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of making transphobic remarks.

Continued on next page
Table EAKNPG5_8: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? 
Was accused of making transphobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>19% (412)</td>
<td>13% (293)</td>
<td>16% (363)</td>
<td>4% (97)</td>
<td>24% (533)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>36% (121)</td>
<td>23% (75)</td>
<td>8% (28)</td>
<td>8% (27)</td>
<td>9% (30)</td>
<td>16% (52)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>28% (153)</td>
<td>27% (150)</td>
<td>12% (67)</td>
<td>10% (58)</td>
<td>4% (21)</td>
<td>19% (107)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>25% (91)</td>
<td>20% (73)</td>
<td>10% (37)</td>
<td>15% (56)</td>
<td>5% (17)</td>
<td>24% (88)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>15% (122)</td>
<td>13% (104)</td>
<td>19% (152)</td>
<td>26% (208)</td>
<td>2% (20)</td>
<td>25% (204)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>32% (290)</td>
<td>26% (234)</td>
<td>11% (102)</td>
<td>9% (85)</td>
<td>6% (52)</td>
<td>16% (150)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (212)</td>
<td>15% (172)</td>
<td>16% (186)</td>
<td>22% (263)</td>
<td>3% (41)</td>
<td>26% (305)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>35% (138)</td>
<td>24% (93)</td>
<td>10% (38)</td>
<td>7% (28)</td>
<td>8% (32)</td>
<td>15% (60)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>29% (152)</td>
<td>27% (141)</td>
<td>12% (63)</td>
<td>11% (57)</td>
<td>4% (20)</td>
<td>17% (90)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>26% (78)</td>
<td>19% (59)</td>
<td>11% (33)</td>
<td>15% (45)</td>
<td>3% (9)</td>
<td>26% (80)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>15% (134)</td>
<td>13% (113)</td>
<td>17% (153)</td>
<td>25% (218)</td>
<td>4% (32)</td>
<td>26% (226)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>18% (154)</td>
<td>21% (180)</td>
<td>15% (129)</td>
<td>19% (169)</td>
<td>3% (26)</td>
<td>25% (214)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>19% (61)</td>
<td>18% (60)</td>
<td>15% (49)</td>
<td>23% (76)</td>
<td>3% (9)</td>
<td>22% (71)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>30% (66)</td>
<td>19% (43)</td>
<td>11% (24)</td>
<td>9% (19)</td>
<td>5% (10)</td>
<td>27% (60)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>24% (53)</td>
<td>16% (36)</td>
<td>14% (31)</td>
<td>10% (23)</td>
<td>6% (13)</td>
<td>30% (68)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>34% (48)</td>
<td>22% (31)</td>
<td>6% (8)</td>
<td>6% (8)</td>
<td>14% (20)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>35% (38)</td>
<td>10% (11)</td>
<td>14% (16)</td>
<td>15% (16)</td>
<td>5% (5)</td>
<td>22% (24)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>30% (56)</td>
<td>14% (26)</td>
<td>14% (26)</td>
<td>18% (32)</td>
<td>5% (10)</td>
<td>18% (33)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>28% (37)</td>
<td>19% (25)</td>
<td>8% (11)</td>
<td>15% (20)</td>
<td>3% (4)</td>
<td>27% (37)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>33% (289)</td>
<td>24% (217)</td>
<td>11% (97)</td>
<td>9% (78)</td>
<td>6% (49)</td>
<td>18% (157)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>14% (105)</td>
<td>15% (111)</td>
<td>18% (135)</td>
<td>26% (199)</td>
<td>4% (33)</td>
<td>23% (178)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>27% (26)</td>
<td>17% (17)</td>
<td>13% (13)</td>
<td>14% (14)</td>
<td>1% (1)</td>
<td>28% (28)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>20% (92)</td>
<td>15% (68)</td>
<td>10% (48)</td>
<td>16% (72)</td>
<td>3% (13)</td>
<td>37% (170)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>32% (235)</td>
<td>24% (178)</td>
<td>9% (64)</td>
<td>9% (66)</td>
<td>8% (55)</td>
<td>18% (128)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>14% (88)</td>
<td>17% (107)</td>
<td>19% (117)</td>
<td>26% (161)</td>
<td>2% (15)</td>
<td>22% (138)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>19% (12)</td>
<td>17% (11)</td>
<td>15% (9)</td>
<td>14% (9)</td>
<td>3% (2)</td>
<td>32% (19)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>33% (222)</td>
<td>24% (161)</td>
<td>11% (73)</td>
<td>7% (44)</td>
<td>8% (53)</td>
<td>18% (118)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>16% (107)</td>
<td>17% (113)</td>
<td>16% (109)</td>
<td>26% (179)</td>
<td>3% (21)</td>
<td>22% (153)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>22% (24)</td>
<td>20% (22)</td>
<td>13% (15)</td>
<td>12% (13)</td>
<td>2% (3)</td>
<td>31% (34)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>21% (159)</td>
<td>16% (116)</td>
<td>13% (97)</td>
<td>17% (128)</td>
<td>3% (21)</td>
<td>30% (226)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_8: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of making transphobic remarks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>23% (512)</td>
<td>19% (412)</td>
<td>13% (293)</td>
<td>16% (363)</td>
<td>4% (97)</td>
<td>24% (533)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>24% (298)</td>
<td>20% (251)</td>
<td>14% (169)</td>
<td>16% (204)</td>
<td>5% (63)</td>
<td>20% (252)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>22% (214)</td>
<td>17% (161)</td>
<td>13% (124)</td>
<td>16% (159)</td>
<td>3% (34)</td>
<td>29% (281)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>24% (96)</td>
<td>21% (83)</td>
<td>13% (53)</td>
<td>12% (49)</td>
<td>4% (17)</td>
<td>25% (97)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>19% (88)</td>
<td>17% (81)</td>
<td>17% (81)</td>
<td>16% (72)</td>
<td>5% (23)</td>
<td>26% (120)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>24% (198)</td>
<td>18% (149)</td>
<td>11% (94)</td>
<td>18% (146)</td>
<td>5% (45)</td>
<td>24% (196)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>25% (130)</td>
<td>19% (98)</td>
<td>13% (66)</td>
<td>18% (96)</td>
<td>2% (12)</td>
<td>23% (120)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>25% (289)</td>
<td>20% (231)</td>
<td>14% (159)</td>
<td>15% (177)</td>
<td>5% (57)</td>
<td>21% (240)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>23% (260)</td>
<td>18% (210)</td>
<td>16% (185)</td>
<td>20% (223)</td>
<td>4% (41)</td>
<td>19% (220)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>35% (134)</td>
<td>23% (89)</td>
<td>9% (36)</td>
<td>9% (35)</td>
<td>10% (38)</td>
<td>13% (48)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (211)</td>
<td>8% (168)</td>
<td>14% (299)</td>
<td>44% (968)</td>
<td>2% (50)</td>
<td>23% (514)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (95)</td>
<td>8% (88)</td>
<td>16% (172)</td>
<td>45% (476)</td>
<td>2% (24)</td>
<td>20% (211)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>10% (115)</td>
<td>7% (79)</td>
<td>11% (127)</td>
<td>43% (493)</td>
<td>2% (25)</td>
<td>27% (304)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (50)</td>
<td>8% (50)</td>
<td>11% (72)</td>
<td>45% (297)</td>
<td>3% (20)</td>
<td>26% (170)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>9% (32)</td>
<td>7% (26)</td>
<td>13% (48)</td>
<td>41% (146)</td>
<td>2% (8)</td>
<td>28% (100)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>11% (85)</td>
<td>7% (54)</td>
<td>15% (111)</td>
<td>44% (335)</td>
<td>2% (12)</td>
<td>21% (157)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>10% (44)</td>
<td>9% (38)</td>
<td>15% (68)</td>
<td>43% (190)</td>
<td>2% (10)</td>
<td>20% (87)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>8% (22)</td>
<td>6% (18)</td>
<td>10% (28)</td>
<td>46% (132)</td>
<td>3% (10)</td>
<td>27% (77)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>8% (46)</td>
<td>8% (51)</td>
<td>13% (81)</td>
<td>43% (263)</td>
<td>3% (16)</td>
<td>26% (159)</td>
<td>618</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>11% (60)</td>
<td>6% (35)</td>
<td>16% (89)</td>
<td>45% (251)</td>
<td>2% (9)</td>
<td>21% (115)</td>
<td>559</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>11% (86)</td>
<td>8% (59)</td>
<td>12% (90)</td>
<td>50% (379)</td>
<td>2% (17)</td>
<td>17% (133)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>8% (60)</td>
<td>7% (52)</td>
<td>10% (81)</td>
<td>47% (367)</td>
<td>3% (20)</td>
<td>26% (209)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>10% (65)</td>
<td>9% (58)</td>
<td>19% (128)</td>
<td>34% (222)</td>
<td>2% (12)</td>
<td>26% (172)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>13% (44)</td>
<td>8% (27)</td>
<td>15% (52)</td>
<td>46% (159)</td>
<td>3% (10)</td>
<td>16% (56)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>10% (43)</td>
<td>7% (31)</td>
<td>9% (38)</td>
<td>53% (220)</td>
<td>2% (7)</td>
<td>19% (78)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>6% (22)</td>
<td>9% (34)</td>
<td>12% (46)</td>
<td>51% (203)</td>
<td>2% (6)</td>
<td>21% (84)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>9% (37)</td>
<td>5% (18)</td>
<td>9% (35)</td>
<td>42% (164)</td>
<td>4% (14)</td>
<td>32% (125)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>9% (29)</td>
<td>8% (27)</td>
<td>23% (74)</td>
<td>35% (114)</td>
<td>2% (8)</td>
<td>22% (71)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>11% (36)</td>
<td>9% (31)</td>
<td>16% (54)</td>
<td>33% (109)</td>
<td>1% (4)</td>
<td>30% (101)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>9% (56)</td>
<td>4% (27)</td>
<td>11% (64)</td>
<td>60% (365)</td>
<td>2% (13)</td>
<td>14% (84)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>9% (54)</td>
<td>10% (58)</td>
<td>15% (88)</td>
<td>42% (253)</td>
<td>2% (11)</td>
<td>23% (136)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>11% (77)</td>
<td>10% (73)</td>
<td>18% (132)</td>
<td>37% (270)</td>
<td>2% (16)</td>
<td>22% (162)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>11% (161)</td>
<td>8% (119)</td>
<td>13% (195)</td>
<td>40% (610)</td>
<td>3% (38)</td>
<td>26% (395)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>7% (31)</td>
<td>7% (32)</td>
<td>15% (65)</td>
<td>52% (231)</td>
<td>1% (5)</td>
<td>18% (82)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>8% (18)</td>
<td>7% (17)</td>
<td>16% (39)</td>
<td>52% (127)</td>
<td>3% (7)</td>
<td>15% (37)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (113)</td>
<td>8% (90)</td>
<td>13% (148)</td>
<td>40% (471)</td>
<td>3% (31)</td>
<td>27% (320)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (75)</td>
<td>9% (61)</td>
<td>14% (97)</td>
<td>46% (326)</td>
<td>2% (13)</td>
<td>20% (140)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>7% (22)</td>
<td>5% (16)</td>
<td>17% (54)</td>
<td>53% (171)</td>
<td>2% (5)</td>
<td>17% (54)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>9% (159)</td>
<td>8% (136)</td>
<td>13% (221)</td>
<td>45% (773)</td>
<td>3% (44)</td>
<td>23% (396)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_9: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (211)</td>
<td>8% (168)</td>
<td>14% (299)</td>
<td>44% (968)</td>
<td>2% (50)</td>
<td>23% (514)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>7% (26)</td>
<td>6% (22)</td>
<td>15% (52)</td>
<td>44% (155)</td>
<td>3% (10)</td>
<td>25% (86)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>13% (36)</td>
<td>9% (24)</td>
<td>15% (42)</td>
<td>38% (105)</td>
<td>1% (3)</td>
<td>24% (66)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>8% (16)</td>
<td>4% (7)</td>
<td>18% (36)</td>
<td>44% (90)</td>
<td>2% (3)</td>
<td>25% (52)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>11% (101)</td>
<td>8% (77)</td>
<td>16% (150)</td>
<td>41% (393)</td>
<td>2% (23)</td>
<td>22% (206)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>21% (23)</td>
<td>7% (8)</td>
<td>13% (15)</td>
<td>41% (46)</td>
<td>3% (3)</td>
<td>14% (16)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>6% (6)</td>
<td>6% (6)</td>
<td>13% (13)</td>
<td>68% (65)</td>
<td>1% (1)</td>
<td>7% (7)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>7% (44)</td>
<td>7% (44)</td>
<td>11% (74)</td>
<td>47% (312)</td>
<td>2% (13)</td>
<td>26% (174)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>9% (37)</td>
<td>8% (32)</td>
<td>12% (48)</td>
<td>39% (152)</td>
<td>3% (10)</td>
<td>29% (111)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>20% (26)</td>
<td>6% (8)</td>
<td>15% (19)</td>
<td>41% (52)</td>
<td>2% (3)</td>
<td>16% (20)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (47)</td>
<td>10% (51)</td>
<td>16% (86)</td>
<td>35% (183)</td>
<td>2% (12)</td>
<td>28% (149)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>11% (87)</td>
<td>7% (58)</td>
<td>14% (106)</td>
<td>45% (349)</td>
<td>3% (20)</td>
<td>20% (159)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>8% (43)</td>
<td>9% (49)</td>
<td>15% (80)</td>
<td>43% (235)</td>
<td>2% (10)</td>
<td>24% (131)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>9% (101)</td>
<td>7% (79)</td>
<td>14% (153)</td>
<td>46% (501)</td>
<td>2% (21)</td>
<td>21% (228)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>11% (66)</td>
<td>7% (40)</td>
<td>12% (67)</td>
<td>40% (232)</td>
<td>3% (18)</td>
<td>27% (156)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (73)</td>
<td>7% (47)</td>
<td>15% (111)</td>
<td>41% (298)</td>
<td>1% (10)</td>
<td>25% (180)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>14% (16)</td>
<td>7% (9)</td>
<td>11% (13)</td>
<td>45% (54)</td>
<td>4% (5)</td>
<td>19% (24)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>6% (13)</td>
<td>7% (16)</td>
<td>14% (29)</td>
<td>54% (113)</td>
<td>3% (7)</td>
<td>15% (33)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>8% (12)</td>
<td>8% (12)</td>
<td>18% (27)</td>
<td>40% (60)</td>
<td>1% (2)</td>
<td>25% (37)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>3% (3)</td>
<td>7% (6)</td>
<td>12% (12)</td>
<td>54% (51)</td>
<td>3% (3)</td>
<td>21% (20)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>11% (52)</td>
<td>8% (40)</td>
<td>14% (68)</td>
<td>44% (213)</td>
<td>3% (12)</td>
<td>20% (95)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>8% (22)</td>
<td>11% (28)</td>
<td>11% (30)</td>
<td>39% (103)</td>
<td>3% (8)</td>
<td>28% (75)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>11% (19)</td>
<td>6% (11)</td>
<td>6% (10)</td>
<td>44% (76)</td>
<td>1% (2)</td>
<td>31% (52)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>14% (47)</td>
<td>8% (27)</td>
<td>17% (55)</td>
<td>40% (132)</td>
<td>2% (5)</td>
<td>19% (64)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>9% (164)</td>
<td>7% (140)</td>
<td>13% (244)</td>
<td>44% (836)</td>
<td>2% (45)</td>
<td>24% (450)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>10% (70)</td>
<td>7% (47)</td>
<td>10% (71)</td>
<td>51% (362)</td>
<td>3% (20)</td>
<td>20% (143)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (141)</td>
<td>8% (121)</td>
<td>15% (229)</td>
<td>40% (606)</td>
<td>2% (30)</td>
<td>25% (371)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>10% (91)</td>
<td>7% (63)</td>
<td>11% (98)</td>
<td>52% (465)</td>
<td>2% (21)</td>
<td>17% (151)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>10% (112)</td>
<td>9% (100)</td>
<td>16% (191)</td>
<td>40% (466)</td>
<td>2% (26)</td>
<td>24% (278)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_9: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (211)</td>
<td>8% (168)</td>
<td>14% (299)</td>
<td>44% (968)</td>
<td>2% (50)</td>
<td>23% (514)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>14% (46)</td>
<td>9% (30)</td>
<td>8% (25)</td>
<td>50% (166)</td>
<td>5% (15)</td>
<td>15% (50)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>8% (45)</td>
<td>6% (33)</td>
<td>13% (72)</td>
<td>54% (299)</td>
<td>1% (6)</td>
<td>18% (101)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>8% (28)</td>
<td>10% (36)</td>
<td>13% (49)</td>
<td>45% (163)</td>
<td>3% (10)</td>
<td>21% (76)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>10% (84)</td>
<td>8% (64)</td>
<td>18% (142)</td>
<td>37% (302)</td>
<td>2% (16)</td>
<td>25% (202)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>11% (99)</td>
<td>7% (66)</td>
<td>11% (103)</td>
<td>53% (479)</td>
<td>3% (23)</td>
<td>15% (141)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>9% (104)</td>
<td>8% (100)</td>
<td>16% (189)</td>
<td>40% (467)</td>
<td>2% (24)</td>
<td>25% (295)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>13% (49)</td>
<td>9% (34)</td>
<td>9% (37)</td>
<td>49% (192)</td>
<td>4% (17)</td>
<td>16% (61)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>10% (50)</td>
<td>6% (32)</td>
<td>13% (67)</td>
<td>55% (288)</td>
<td>1% (7)</td>
<td>15% (80)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>5% (15)</td>
<td>10% (32)</td>
<td>13% (40)</td>
<td>44% (135)</td>
<td>3% (9)</td>
<td>24% (73)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>10% (89)</td>
<td>8% (69)</td>
<td>17% (149)</td>
<td>38% (332)</td>
<td>2% (15)</td>
<td>25% (222)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (74)</td>
<td>8% (71)</td>
<td>15% (134)</td>
<td>42% (368)</td>
<td>1% (13)</td>
<td>24% (211)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (32)</td>
<td>12% (37)</td>
<td>16% (51)</td>
<td>39% (128)</td>
<td>3% (9)</td>
<td>21% (69)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>10% (22)</td>
<td>4% (9)</td>
<td>12% (26)</td>
<td>44% (97)</td>
<td>1% (3)</td>
<td>29% (66)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (25)</td>
<td>6% (14)</td>
<td>14% (31)</td>
<td>36% (80)</td>
<td>3% (7)</td>
<td>30% (67)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>10% (14)</td>
<td>4% (5)</td>
<td>8% (12)</td>
<td>56% (81)</td>
<td>3% (4)</td>
<td>19% (27)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>9% (10)</td>
<td>7% (8)</td>
<td>12% (13)</td>
<td>49% (53)</td>
<td>2% (2)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (19)</td>
<td>9% (16)</td>
<td>9% (17)</td>
<td>51% (94)</td>
<td>5% (9)</td>
<td>16% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (15)</td>
<td>5% (6)</td>
<td>13% (17)</td>
<td>51% (68)</td>
<td>2% (3)</td>
<td>18% (24)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>10% (85)</td>
<td>7% (64)</td>
<td>12% (106)</td>
<td>52% (463)</td>
<td>2% (20)</td>
<td>17% (149)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>9% (72)</td>
<td>9% (70)</td>
<td>18% (134)</td>
<td>38% (293)</td>
<td>2% (14)</td>
<td>23% (179)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (9)</td>
<td>10% (10)</td>
<td>5% (5)</td>
<td>46% (45)</td>
<td>3% (3)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>10% (45)</td>
<td>5% (24)</td>
<td>12% (55)</td>
<td>36% (168)</td>
<td>3% (12)</td>
<td>34% (160)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>10% (75)</td>
<td>7% (49)</td>
<td>9% (65)</td>
<td>54% (391)</td>
<td>3% (23)</td>
<td>17% (123)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>10% (64)</td>
<td>9% (58)</td>
<td>19% (117)</td>
<td>38% (238)</td>
<td>1% (9)</td>
<td>22% (139)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>2% (1)</td>
<td>11% (7)</td>
<td>8% (5)</td>
<td>49% (30)</td>
<td>(0)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>10% (69)</td>
<td>7% (48)</td>
<td>11% (76)</td>
<td>53% (356)</td>
<td>2% (14)</td>
<td>16% (107)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>11% (76)</td>
<td>9% (63)</td>
<td>16% (110)</td>
<td>39% (267)</td>
<td>2% (11)</td>
<td>23% (155)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>5% (6)</td>
<td>10% (11)</td>
<td>48% (53)</td>
<td>1% (1)</td>
<td>28% (31)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (58)</td>
<td>7% (52)</td>
<td>14% (101)</td>
<td>39% (293)</td>
<td>3% (23)</td>
<td>29% (220)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_9: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against homophobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (211)</td>
<td>8% (168)</td>
<td>14% (299)</td>
<td>44% (968)</td>
<td>2% (50)</td>
<td>23% (514)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>11% (133)</td>
<td>8% (99)</td>
<td>13% (161)</td>
<td>47% (577)</td>
<td>2% (26)</td>
<td>20% (243)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (78)</td>
<td>7% (69)</td>
<td>14% (139)</td>
<td>40% (391)</td>
<td>2% (24)</td>
<td>28% (272)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>10% (39)</td>
<td>6% (23)</td>
<td>14% (57)</td>
<td>42% (167)</td>
<td>3% (14)</td>
<td>24% (96)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>8% (39)</td>
<td>8% (37)</td>
<td>14% (64)</td>
<td>44% (203)</td>
<td>2% (11)</td>
<td>24% (110)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (86)</td>
<td>9% (75)</td>
<td>13% (107)</td>
<td>42% (347)</td>
<td>2% (16)</td>
<td>24% (198)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>9% (46)</td>
<td>6% (34)</td>
<td>14% (72)</td>
<td>48% (251)</td>
<td>2% (10)</td>
<td>21% (110)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>10% (110)</td>
<td>8% (95)</td>
<td>12% (142)</td>
<td>47% (544)</td>
<td>2% (29)</td>
<td>20% (233)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9% (107)</td>
<td>9% (103)</td>
<td>14% (163)</td>
<td>46% (524)</td>
<td>2% (28)</td>
<td>19% (215)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>8% (31)</td>
<td>6% (23)</td>
<td>10% (40)</td>
<td>63% (240)</td>
<td>2% (9)</td>
<td>10% (39)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_10: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (221)</td>
<td>9% (200)</td>
<td>13% (295)</td>
<td>39% (867)</td>
<td>3% (63)</td>
<td>26% (565)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (99)</td>
<td>10% (106)</td>
<td>16% (168)</td>
<td>40% (428)</td>
<td>3% (29)</td>
<td>22% (237)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (122)</td>
<td>8% (94)</td>
<td>11% (127)</td>
<td>38% (439)</td>
<td>3% (34)</td>
<td>29% (328)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (51)</td>
<td>9% (57)</td>
<td>10% (69)</td>
<td>40% (260)</td>
<td>4% (24)</td>
<td>30% (198)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>8% (28)</td>
<td>8% (29)</td>
<td>16% (58)</td>
<td>37% (134)</td>
<td>3% (12)</td>
<td>28% (99)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>12% (91)</td>
<td>10% (75)</td>
<td>14% (103)</td>
<td>40% (305)</td>
<td>2% (18)</td>
<td>22% (163)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>12% (52)</td>
<td>9% (40)</td>
<td>15% (65)</td>
<td>38% (167)</td>
<td>2% (9)</td>
<td>24% (105)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (19)</td>
<td>10% (28)</td>
<td>6% (16)</td>
<td>41% (119)</td>
<td>6% (16)</td>
<td>31% (89)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>8% (50)</td>
<td>8% (47)</td>
<td>15% (94)</td>
<td>38% (232)</td>
<td>2% (15)</td>
<td>29% (181)</td>
<td>618</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>11% (61)</td>
<td>9% (51)</td>
<td>14% (77)</td>
<td>42% (237)</td>
<td>3% (18)</td>
<td>21% (115)</td>
<td>559</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>13% (99)</td>
<td>11% (85)</td>
<td>11% (80)</td>
<td>44% (336)</td>
<td>3% (20)</td>
<td>19% (144)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>7% (56)</td>
<td>7% (58)</td>
<td>11% (85)</td>
<td>42% (328)</td>
<td>3% (25)</td>
<td>30% (237)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>10% (67)</td>
<td>9% (57)</td>
<td>20% (130)</td>
<td>31% (203)</td>
<td>3% (18)</td>
<td>28% (183)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>14% (48)</td>
<td>12% (42)</td>
<td>12% (43)</td>
<td>41% (144)</td>
<td>3% (11)</td>
<td>18% (61)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>12% (51)</td>
<td>10% (43)</td>
<td>9% (38)</td>
<td>46% (192)</td>
<td>2% (9)</td>
<td>20% (83)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>7% (26)</td>
<td>8% (31)</td>
<td>11% (45)</td>
<td>47% (185)</td>
<td>1% (6)</td>
<td>26% (103)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>8% (30)</td>
<td>7% (27)</td>
<td>10% (39)</td>
<td>36% (143)</td>
<td>5% (19)</td>
<td>34% (135)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>8% (26)</td>
<td>10% (33)</td>
<td>25% (80)</td>
<td>30% (98)</td>
<td>4% (13)</td>
<td>23% (73)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>12% (41)</td>
<td>7% (24)</td>
<td>15% (49)</td>
<td>31% (104)</td>
<td>2% (5)</td>
<td>33% (110)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>11% (65)</td>
<td>9% (54)</td>
<td>9% (55)</td>
<td>54% (331)</td>
<td>2% (10)</td>
<td>15% (92)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>9% (56)</td>
<td>12% (69)</td>
<td>14% (87)</td>
<td>36% (218)</td>
<td>2% (11)</td>
<td>26% (158)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>10% (72)</td>
<td>9% (69)</td>
<td>18% (132)</td>
<td>35% (253)</td>
<td>3% (24)</td>
<td>25% (179)</td>
<td>730</td>
</tr>
<tr>
<td>Edu: &lt; College</td>
<td>11% (165)</td>
<td>9% (140)</td>
<td>13% (203)</td>
<td>35% (533)</td>
<td>3% (53)</td>
<td>28% (426)</td>
<td>1519</td>
</tr>
<tr>
<td>Edu: Bachelors degree</td>
<td>8% (34)</td>
<td>8% (37)</td>
<td>13% (59)</td>
<td>49% (219)</td>
<td>1% (5)</td>
<td>21% (92)</td>
<td>446</td>
</tr>
<tr>
<td>Edu: Post-grad</td>
<td>9% (22)</td>
<td>10% (24)</td>
<td>13% (32)</td>
<td>47% (115)</td>
<td>2% (5)</td>
<td>19% (47)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (123)</td>
<td>8% (99)</td>
<td>13% (150)</td>
<td>36% (420)</td>
<td>3% (34)</td>
<td>30% (349)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>10% (74)</td>
<td>10% (74)</td>
<td>14% (99)</td>
<td>41% (291)</td>
<td>3% (23)</td>
<td>21% (152)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>7% (24)</td>
<td>9% (28)</td>
<td>14% (46)</td>
<td>48% (155)</td>
<td>2% (6)</td>
<td>20% (64)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>10% (174)</td>
<td>8% (141)</td>
<td>14% (241)</td>
<td>40% (697)</td>
<td>3% (45)</td>
<td>25% (432)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (221)</td>
<td>9% (200)</td>
<td>13% (295)</td>
<td>39% (867)</td>
<td>3% (63)</td>
<td>26% (565)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>8% (27)</td>
<td>11% (39)</td>
<td>10% (34)</td>
<td>37% (129)</td>
<td>6% (21)</td>
<td>29% (101)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>12% (33)</td>
<td>13% (35)</td>
<td>9% (24)</td>
<td>34% (94)</td>
<td>5% (13)</td>
<td>28% (77)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>7% (14)</td>
<td>12% (25)</td>
<td>14% (29)</td>
<td>37% (76)</td>
<td>2% (5)</td>
<td>27% (56)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>11% (109)</td>
<td>10% (97)</td>
<td>15% (146)</td>
<td>37% (353)</td>
<td>2% (18)</td>
<td>24% (227)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>17% (19)</td>
<td>12% (14)</td>
<td>16% (18)</td>
<td>31% (35)</td>
<td>7% (8)</td>
<td>17% (18)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>8% (8)</td>
<td>6% (5)</td>
<td>15% (15)</td>
<td>59% (57)</td>
<td>1% (1)</td>
<td>10% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>8% (50)</td>
<td>7% (45)</td>
<td>12% (79)</td>
<td>43% (284)</td>
<td>4% (24)</td>
<td>27% (180)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>9% (34)</td>
<td>10% (40)</td>
<td>9% (37)</td>
<td>35% (138)</td>
<td>3% (11)</td>
<td>33% (130)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>16% (20)</td>
<td>11% (14)</td>
<td>17% (21)</td>
<td>34% (44)</td>
<td>6% (8)</td>
<td>16% (20)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (48)</td>
<td>10% (52)</td>
<td>14% (73)</td>
<td>33% (173)</td>
<td>2% (13)</td>
<td>32% (168)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>12% (91)</td>
<td>11% (83)</td>
<td>13% (105)</td>
<td>39% (305)</td>
<td>2% (17)</td>
<td>23% (180)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>8% (46)</td>
<td>8% (44)</td>
<td>13% (70)</td>
<td>41% (223)</td>
<td>2% (11)</td>
<td>28% (153)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>10% (109)</td>
<td>9% (96)</td>
<td>14% (153)</td>
<td>41% (440)</td>
<td>3% (27)</td>
<td>24% (258)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>11% (66)</td>
<td>10% (60)</td>
<td>12% (72)</td>
<td>35% (203)</td>
<td>4% (24)</td>
<td>26% (153)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (74)</td>
<td>9% (63)</td>
<td>16% (113)</td>
<td>37% (269)</td>
<td>4% (26)</td>
<td>24% (174)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>19% (23)</td>
<td>7% (8)</td>
<td>13% (15)</td>
<td>40% (49)</td>
<td>2% (3)</td>
<td>19% (23)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>7% (15)</td>
<td>12% (24)</td>
<td>14% (30)</td>
<td>44% (92)</td>
<td>4% (9)</td>
<td>19% (40)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>8% (12)</td>
<td>7% (10)</td>
<td>11% (17)</td>
<td>42% (63)</td>
<td>1% (1)</td>
<td>31% (46)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>12% (11)</td>
<td>4% (4)</td>
<td>4% (4)</td>
<td>48% (45)</td>
<td>— (0)</td>
<td>33% (31)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>10% (48)</td>
<td>10% (48)</td>
<td>14% (68)</td>
<td>40% (190)</td>
<td>2% (9)</td>
<td>24% (115)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>9% (25)</td>
<td>10% (28)</td>
<td>10% (27)</td>
<td>36% (95)</td>
<td>4% (11)</td>
<td>30% (79)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>8% (14)</td>
<td>9% (15)</td>
<td>12% (20)</td>
<td>37% (63)</td>
<td>2% (3)</td>
<td>32% (55)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (40)</td>
<td>10% (33)</td>
<td>18% (59)</td>
<td>35% (118)</td>
<td>4% (14)</td>
<td>21% (68)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>10% (181)</td>
<td>9% (168)</td>
<td>13% (236)</td>
<td>40% (749)</td>
<td>3% (49)</td>
<td>26% (497)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>11% (79)</td>
<td>11% (78)</td>
<td>11% (77)</td>
<td>43% (304)</td>
<td>4% (25)</td>
<td>21% (150)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (142)</td>
<td>8% (123)</td>
<td>15% (218)</td>
<td>38% (563)</td>
<td>3% (38)</td>
<td>28% (414)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>12% (103)</td>
<td>10% (92)</td>
<td>10% (91)</td>
<td>47% (417)</td>
<td>2% (21)</td>
<td>18% (164)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>9% (108)</td>
<td>9% (101)</td>
<td>17% (198)</td>
<td>36% (417)</td>
<td>3% (37)</td>
<td>27% (312)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_10: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (221)</td>
<td>9% (200)</td>
<td>13% (295)</td>
<td>39% (867)</td>
<td>3% (63)</td>
<td>26% (565)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (62)</td>
<td>10% (33)</td>
<td>9% (29)</td>
<td>43% (145)</td>
<td>4% (12)</td>
<td>16% (52)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>7% (41)</td>
<td>11% (59)</td>
<td>11% (63)</td>
<td>49% (273)</td>
<td>2% (9)</td>
<td>20% (112)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>6% (23)</td>
<td>8% (30)</td>
<td>15% (55)</td>
<td>40% (143)</td>
<td>5% (18)</td>
<td>26% (93)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>10% (85)</td>
<td>9% (71)</td>
<td>18% (143)</td>
<td>34% (273)</td>
<td>2% (18)</td>
<td>27% (220)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>12% (105)</td>
<td>11% (102)</td>
<td>11% (96)</td>
<td>47% (429)</td>
<td>2% (21)</td>
<td>17% (159)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>9% (108)</td>
<td>8% (95)</td>
<td>16% (192)</td>
<td>36% (422)</td>
<td>3% (40)</td>
<td>27% (322)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>16% (63)</td>
<td>11% (43)</td>
<td>10% (40)</td>
<td>42% (164)</td>
<td>3% (12)</td>
<td>17% (68)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>8% (42)</td>
<td>11% (59)</td>
<td>11% (56)</td>
<td>51% (265)</td>
<td>2% (10)</td>
<td>17% (91)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>5% (15)</td>
<td>9% (27)</td>
<td>14% (43)</td>
<td>41% (125)</td>
<td>3% (10)</td>
<td>27% (82)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>11% (93)</td>
<td>8% (68)</td>
<td>17% (149)</td>
<td>34% (296)</td>
<td>3% (30)</td>
<td>27% (240)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (73)</td>
<td>10% (87)</td>
<td>15% (129)</td>
<td>39% (342)</td>
<td>2% (14)</td>
<td>26% (226)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>12% (39)</td>
<td>11% (37)</td>
<td>19% (61)</td>
<td>29% (95)</td>
<td>3% (9)</td>
<td>26% (83)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>12% (26)</td>
<td>7% (14)</td>
<td>12% (27)</td>
<td>41% (91)</td>
<td>2% (4)</td>
<td>27% (59)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (24)</td>
<td>11% (25)</td>
<td>10% (23)</td>
<td>36% (80)</td>
<td>3% (7)</td>
<td>28% (63)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>10% (14)</td>
<td>3% (5)</td>
<td>7% (10)</td>
<td>48% (69)</td>
<td>7% (11)</td>
<td>24% (34)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>7% (8)</td>
<td>10% (11)</td>
<td>12% (14)</td>
<td>45% (49)</td>
<td>4% (4)</td>
<td>22% (24)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (18)</td>
<td>7% (14)</td>
<td>11% (21)</td>
<td>43% (79)</td>
<td>6% (12)</td>
<td>22% (39)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (18)</td>
<td>5% (7)</td>
<td>7% (9)</td>
<td>46% (61)</td>
<td>2% (3)</td>
<td>26% (35)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>11% (99)</td>
<td>10% (91)</td>
<td>11% (96)</td>
<td>47% (415)</td>
<td>2% (18)</td>
<td>19% (168)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>10% (77)</td>
<td>9% (66)</td>
<td>18% (137)</td>
<td>34% (262)</td>
<td>3% (25)</td>
<td>25% (194)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>10% (10)</td>
<td>6% (6)</td>
<td>8% (8)</td>
<td>44% (43)</td>
<td>4% (4)</td>
<td>28% (27)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>8% (35)</td>
<td>8% (37)</td>
<td>12% (54)</td>
<td>31% (146)</td>
<td>3% (16)</td>
<td>38% (176)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>12% (88)</td>
<td>9% (68)</td>
<td>10% (74)</td>
<td>47% (342)</td>
<td>4% (26)</td>
<td>18% (128)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>10% (64)</td>
<td>8% (51)</td>
<td>20% (126)</td>
<td>35% (220)</td>
<td>2% (13)</td>
<td>24% (151)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>5% (3)</td>
<td>5% (3)</td>
<td>11% (7)</td>
<td>45% (28)</td>
<td>4% (2)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>12% (82)</td>
<td>11% (72)</td>
<td>10% (69)</td>
<td>48% (321)</td>
<td>2% (14)</td>
<td>17% (113)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>11% (74)</td>
<td>9% (59)</td>
<td>18% (124)</td>
<td>35% (241)</td>
<td>2% (14)</td>
<td>25% (170)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>5% (6)</td>
<td>6% (7)</td>
<td>10% (11)</td>
<td>47% (51)</td>
<td>2% (3)</td>
<td>30% (32)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (59)</td>
<td>8% (63)</td>
<td>12% (91)</td>
<td>34% (253)</td>
<td>4% (33)</td>
<td>33% (247)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_10: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against transphobia

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (221)</td>
<td>9% (200)</td>
<td>13% (295)</td>
<td>39% (867)</td>
<td>3% (63)</td>
<td>26% (565)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12% (145)</td>
<td>9% (113)</td>
<td>14% (175)</td>
<td>41% (513)</td>
<td>2% (27)</td>
<td>21% (264)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (76)</td>
<td>9% (87)</td>
<td>12% (119)</td>
<td>36% (353)</td>
<td>4% (36)</td>
<td>31% (300)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>9% (36)</td>
<td>8% (33)</td>
<td>12% (47)</td>
<td>41% (161)</td>
<td>4% (15)</td>
<td>26% (104)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>9% (43)</td>
<td>8% (35)</td>
<td>14% (67)</td>
<td>38% (179)</td>
<td>2% (9)</td>
<td>28% (132)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (84)</td>
<td>11% (88)</td>
<td>13% (107)</td>
<td>38% (318)</td>
<td>3% (24)</td>
<td>25% (206)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>11% (57)</td>
<td>8% (44)</td>
<td>14% (74)</td>
<td>40% (209)</td>
<td>3% (15)</td>
<td>24% (123)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>10% (113)</td>
<td>10% (115)</td>
<td>13% (151)</td>
<td>43% (492)</td>
<td>2% (27)</td>
<td>22% (253)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>10% (118)</td>
<td>10% (109)</td>
<td>16% (178)</td>
<td>41% (468)</td>
<td>2% (27)</td>
<td>21% (239)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>7% (26)</td>
<td>9% (34)</td>
<td>9% (36)</td>
<td>57% (219)</td>
<td>5% (17)</td>
<td>13% (50)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_11: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?  
Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>27% (589)</td>
<td>21% (462)</td>
<td>11% (242)</td>
<td>11% (250)</td>
<td>5% (101)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>24% (259)</td>
<td>21% (225)</td>
<td>14% (152)</td>
<td>15% (157)</td>
<td>4% (48)</td>
<td>21% (226)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>29% (330)</td>
<td>21% (237)</td>
<td>8% (90)</td>
<td>8% (93)</td>
<td>5% (53)</td>
<td>30% (340)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>22% (142)</td>
<td>19% (122)</td>
<td>11% (70)</td>
<td>11% (72)</td>
<td>4% (27)</td>
<td>34% (224)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>21% (76)</td>
<td>20% (72)</td>
<td>12% (42)</td>
<td>11% (41)</td>
<td>5% (19)</td>
<td>31% (110)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>28% (214)</td>
<td>22% (167)</td>
<td>11% (86)</td>
<td>13% (99)</td>
<td>5% (36)</td>
<td>20% (152)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>36% (156)</td>
<td>23% (100)</td>
<td>10% (44)</td>
<td>9% (39)</td>
<td>4% (19)</td>
<td>18% (80)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>19% (54)</td>
<td>22% (63)</td>
<td>11% (31)</td>
<td>10% (30)</td>
<td>5% (13)</td>
<td>33% (96)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>22% (137)</td>
<td>18% (110)</td>
<td>12% (73)</td>
<td>11% (66)</td>
<td>5% (30)</td>
<td>33% (202)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>26% (145)</td>
<td>22% (120)</td>
<td>11% (63)</td>
<td>14% (79)</td>
<td>5% (26)</td>
<td>23% (127)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>34% (231)</td>
<td>22% (155)</td>
<td>10% (67)</td>
<td>10% (69)</td>
<td>4% (30)</td>
<td>20% (135)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>36% (275)</td>
<td>22% (169)</td>
<td>8% (59)</td>
<td>8% (58)</td>
<td>7% (50)</td>
<td>20% (153)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (179)</td>
<td>19% (153)</td>
<td>11% (87)</td>
<td>12% (94)</td>
<td>4% (30)</td>
<td>31% (245)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>21% (135)</td>
<td>21% (140)</td>
<td>15% (96)</td>
<td>15% (98)</td>
<td>3% (21)</td>
<td>26% (168)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>32% (111)</td>
<td>23% (81)</td>
<td>11% (39)</td>
<td>8% (29)</td>
<td>9% (30)</td>
<td>17% (59)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>39% (164)</td>
<td>21% (89)</td>
<td>5% (20)</td>
<td>7% (29)</td>
<td>5% (20)</td>
<td>23% (94)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>23% (91)</td>
<td>19% (75)</td>
<td>14% (55)</td>
<td>17% (66)</td>
<td>3% (10)</td>
<td>25% (98)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>22% (88)</td>
<td>20% (78)</td>
<td>8% (32)</td>
<td>7% (28)</td>
<td>5% (20)</td>
<td>37% (146)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>18% (57)</td>
<td>22% (70)</td>
<td>18% (58)</td>
<td>19% (61)</td>
<td>2% (7)</td>
<td>21% (69)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>23% (78)</td>
<td>21% (70)</td>
<td>11% (38)</td>
<td>11% (36)</td>
<td>4% (13)</td>
<td>30% (100)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>39% (236)</td>
<td>26% (156)</td>
<td>8% (49)</td>
<td>6% (34)</td>
<td>7% (42)</td>
<td>15% (91)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>26% (154)</td>
<td>21% (126)</td>
<td>12% (71)</td>
<td>13% (77)</td>
<td>4% (25)</td>
<td>24% (146)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>22% (161)</td>
<td>21% (152)</td>
<td>15% (110)</td>
<td>16% (115)</td>
<td>3% (22)</td>
<td>23% (170)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>24% (364)</td>
<td>19% (287)</td>
<td>11% (170)</td>
<td>12% (187)</td>
<td>5% (73)</td>
<td>29% (439)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>31% (140)</td>
<td>24% (106)</td>
<td>11% (50)</td>
<td>9% (41)</td>
<td>4% (18)</td>
<td>20% (90)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>34% (84)</td>
<td>28% (69)</td>
<td>9% (22)</td>
<td>9% (23)</td>
<td>4% (10)</td>
<td>15% (36)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>25% (288)</td>
<td>19% (223)</td>
<td>10% (121)</td>
<td>11% (124)</td>
<td>4% (50)</td>
<td>31% (367)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>29% (206)</td>
<td>22% (154)</td>
<td>12% (88)</td>
<td>12% (85)</td>
<td>5% (37)</td>
<td>20% (142)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>29% (94)</td>
<td>26% (85)</td>
<td>10% (33)</td>
<td>13% (41)</td>
<td>4% (14)</td>
<td>18% (57)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>28% (490)</td>
<td>21% (359)</td>
<td>10% (179)</td>
<td>12% (207)</td>
<td>4% (70)</td>
<td>25% (425)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_11: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>27% (589)</td>
<td>21% (462)</td>
<td>11% (242)</td>
<td>11% (250)</td>
<td>5% (101)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>26% (93)</td>
<td>24% (84)</td>
<td>12% (41)</td>
<td>9% (30)</td>
<td>4% (15)</td>
<td>25% (88)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>19% (52)</td>
<td>18% (48)</td>
<td>13% (36)</td>
<td>10% (27)</td>
<td>9% (24)</td>
<td>32% (88)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>23% (47)</td>
<td>27% (55)</td>
<td>13% (26)</td>
<td>8% (17)</td>
<td>3% (7)</td>
<td>26% (53)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>30% (286)</td>
<td>24% (224)</td>
<td>11% (101)</td>
<td>11% (104)</td>
<td>3% (31)</td>
<td>22% (205)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (36)</td>
<td>11% (12)</td>
<td>19% (21)</td>
<td>10% (11)</td>
<td>16% (17)</td>
<td>12% (13)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>31% (30)</td>
<td>14% (14)</td>
<td>22% (21)</td>
<td>17% (16)</td>
<td>3% (3)</td>
<td>13% (12)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>24% (159)</td>
<td>21% (140)</td>
<td>10% (64)</td>
<td>10% (69)</td>
<td>5% (33)</td>
<td>30% (197)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>20% (78)</td>
<td>18% (72)</td>
<td>9% (35)</td>
<td>13% (50)</td>
<td>4% (15)</td>
<td>36% (139)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>34% (43)</td>
<td>10% (13)</td>
<td>18% (23)</td>
<td>10% (13)</td>
<td>16% (21)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>20% (108)</td>
<td>23% (120)</td>
<td>10% (52)</td>
<td>14% (72)</td>
<td>4% (19)</td>
<td>29% (156)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>31% (241)</td>
<td>22% (172)</td>
<td>10% (81)</td>
<td>10% (77)</td>
<td>3% (24)</td>
<td>24% (184)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>30% (162)</td>
<td>21% (115)</td>
<td>12% (64)</td>
<td>9% (52)</td>
<td>4% (21)</td>
<td>24% (133)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>27% (296)</td>
<td>22% (237)</td>
<td>11% (115)</td>
<td>12% (126)</td>
<td>5% (51)</td>
<td>24% (259)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (130)</td>
<td>19% (110)</td>
<td>11% (63)</td>
<td>13% (73)</td>
<td>5% (29)</td>
<td>30% (174)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>27% (196)</td>
<td>21% (153)</td>
<td>11% (81)</td>
<td>11% (79)</td>
<td>6% (40)</td>
<td>24% (170)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>24% (29)</td>
<td>23% (28)</td>
<td>12% (14)</td>
<td>12% (15)</td>
<td>3% (3)</td>
<td>26% (32)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23% (49)</td>
<td>18% (38)</td>
<td>17% (35)</td>
<td>16% (33)</td>
<td>4% (8)</td>
<td>23% (48)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>27% (41)</td>
<td>22% (33)</td>
<td>8% (12)</td>
<td>8% (13)</td>
<td>5% (7)</td>
<td>29% (43)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>30% (28)</td>
<td>17% (16)</td>
<td>15% (14)</td>
<td>8% (8)</td>
<td>5% (4)</td>
<td>25% (24)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>32% (152)</td>
<td>20% (96)</td>
<td>10% (48)</td>
<td>11% (55)</td>
<td>6% (27)</td>
<td>21% (99)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>22% (59)</td>
<td>23% (62)</td>
<td>8% (22)</td>
<td>12% (32)</td>
<td>2% (4)</td>
<td>33% (87)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>21% (35)</td>
<td>21% (37)</td>
<td>8% (13)</td>
<td>10% (18)</td>
<td>4% (6)</td>
<td>36% (62)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>29% (95)</td>
<td>19% (65)</td>
<td>15% (51)</td>
<td>10% (33)</td>
<td>5% (17)</td>
<td>21% (71)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>26% (494)</td>
<td>21% (398)</td>
<td>10% (191)</td>
<td>12% (218)</td>
<td>4% (84)</td>
<td>26% (495)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>34% (240)</td>
<td>23% (166)</td>
<td>10% (68)</td>
<td>7% (50)</td>
<td>7% (48)</td>
<td>20% (141)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>23% (349)</td>
<td>20% (296)</td>
<td>12% (174)</td>
<td>13% (200)</td>
<td>4% (53)</td>
<td>28% (425)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>37% (327)</td>
<td>23% (207)</td>
<td>8% (75)</td>
<td>7% (66)</td>
<td>6% (51)</td>
<td>18% (163)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>21% (245)</td>
<td>20% (235)</td>
<td>13% (158)</td>
<td>15% (171)</td>
<td>4% (43)</td>
<td>27% (320)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_11: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>27% (589)</td>
<td>21% (462)</td>
<td>11% (242)</td>
<td>11% (250)</td>
<td>5% (101)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>43% (142)</td>
<td>20% (68)</td>
<td>7% (25)</td>
<td>8% (27)</td>
<td>9% (30)</td>
<td>12% (41)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>33% (184)</td>
<td>25% (139)</td>
<td>9% (50)</td>
<td>7% (39)</td>
<td>4% (22)</td>
<td>22% (121)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>23% (83)</td>
<td>21% (78)</td>
<td>12% (42)</td>
<td>10% (38)</td>
<td>2% (7)</td>
<td>32% (114)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>20% (162)</td>
<td>19% (157)</td>
<td>14% (116)</td>
<td>16% (133)</td>
<td>4% (36)</td>
<td>25% (206)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>37% (339)</td>
<td>24% (217)</td>
<td>8% (73)</td>
<td>8% (69)</td>
<td>6% (57)</td>
<td>17% (158)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>21% (242)</td>
<td>20% (232)</td>
<td>8% (32)</td>
<td>7% (28)</td>
<td>8% (31)</td>
<td>13% (51)</td>
<td>389</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>44% (171)</td>
<td>20% (76)</td>
<td>8% (40)</td>
<td>8% (41)</td>
<td>5% (26)</td>
<td>21% (107)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>32% (168)</td>
<td>27% (141)</td>
<td>8% (40)</td>
<td>8% (41)</td>
<td>5% (26)</td>
<td>21% (107)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>24% (74)</td>
<td>22% (68)</td>
<td>9% (26)</td>
<td>9% (29)</td>
<td>2% (7)</td>
<td>33% (100)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>19% (168)</td>
<td>19% (164)</td>
<td>15% (133)</td>
<td>16% (144)</td>
<td>4% (34)</td>
<td>26% (232)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>21% (187)</td>
<td>22% (191)</td>
<td>12% (108)</td>
<td>14% (120)</td>
<td>3% (27)</td>
<td>27% (239)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>25% (82)</td>
<td>23% (74)</td>
<td>12% (41)</td>
<td>11% (35)</td>
<td>6% (18)</td>
<td>23% (75)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>34% (77)</td>
<td>17% (38)</td>
<td>9% (20)</td>
<td>9% (20)</td>
<td>2% (4)</td>
<td>29% (64)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>29% (65)</td>
<td>21% (46)</td>
<td>9% (21)</td>
<td>8% (19)</td>
<td>5% (12)</td>
<td>27% (60)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>31% (44)</td>
<td>24% (34)</td>
<td>9% (13)</td>
<td>5% (7)</td>
<td>6% (9)</td>
<td>25% (36)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>24% (26)</td>
<td>17% (19)</td>
<td>12% (13)</td>
<td>14% (15)</td>
<td>6% (6)</td>
<td>27% (29)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>33% (59)</td>
<td>20% (37)</td>
<td>8% (16)</td>
<td>11% (20)</td>
<td>7% (13)</td>
<td>21% (37)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>37% (49)</td>
<td>17% (23)</td>
<td>8% (10)</td>
<td>11% (15)</td>
<td>8% (11)</td>
<td>19% (26)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>38% (333)</td>
<td>25% (220)</td>
<td>7% (64)</td>
<td>7% (61)</td>
<td>6% (51)</td>
<td>18% (159)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>18% (137)</td>
<td>21% (158)</td>
<td>16% (121)</td>
<td>17% (130)</td>
<td>3% (26)</td>
<td>25% (190)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>28% (27)</td>
<td>20% (20)</td>
<td>9% (9)</td>
<td>10% (10)</td>
<td>4% (4)</td>
<td>29% (28)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>20% (91)</td>
<td>14% (65)</td>
<td>10% (48)</td>
<td>11% (50)</td>
<td>4% (20)</td>
<td>41% (189)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>36% (265)</td>
<td>24% (173)</td>
<td>7% (53)</td>
<td>8% (56)</td>
<td>6% (47)</td>
<td>18% (133)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>22% (137)</td>
<td>21% (132)</td>
<td>15% (94)</td>
<td>16% (98)</td>
<td>3% (16)</td>
<td>24% (149)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>23% (14)</td>
<td>26% (16)</td>
<td>7% (4)</td>
<td>10% (6)</td>
<td>1% (1)</td>
<td>33% (20)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>38% (257)</td>
<td>24% (159)</td>
<td>8% (52)</td>
<td>7% (47)</td>
<td>6% (40)</td>
<td>17% (115)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>21% (145)</td>
<td>21% (140)</td>
<td>14% (94)</td>
<td>17% (119)</td>
<td>3% (21)</td>
<td>24% (162)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>35% (39)</td>
<td>23% (26)</td>
<td>8% (9)</td>
<td>8% (9)</td>
<td>4% (4)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>20% (148)</td>
<td>18% (137)</td>
<td>12% (86)</td>
<td>10% (75)</td>
<td>5% (36)</td>
<td>35% (264)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_11: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was accused of anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>27% (589)</td>
<td>21% (462)</td>
<td>11% (242)</td>
<td>11% (250)</td>
<td>5% (101)</td>
<td>26% (566)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>31% (382)</td>
<td>22% (274)</td>
<td>10% (129)</td>
<td>12% (145)</td>
<td>5% (57)</td>
<td>20% (250)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>21% (207)</td>
<td>19% (188)</td>
<td>12% (113)</td>
<td>11% (105)</td>
<td>5% (44)</td>
<td>32% (316)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>28% (112)</td>
<td>22% (86)</td>
<td>10% (38)</td>
<td>8% (31)</td>
<td>7% (27)</td>
<td>25% (100)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>25% (118)</td>
<td>19% (87)</td>
<td>13% (61)</td>
<td>12% (56)</td>
<td>5% (23)</td>
<td>26% (120)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>23% (192)</td>
<td>20% (167)</td>
<td>11% (93)</td>
<td>13% (107)</td>
<td>4% (33)</td>
<td>28% (236)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>32% (166)</td>
<td>23% (122)</td>
<td>10% (51)</td>
<td>11% (56)</td>
<td>3% (18)</td>
<td>21% (110)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>26% (304)</td>
<td>23% (261)</td>
<td>11% (124)</td>
<td>12% (138)</td>
<td>5% (57)</td>
<td>23% (267)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>27% (313)</td>
<td>22% (246)</td>
<td>12% (135)</td>
<td>13% (145)</td>
<td>4% (45)</td>
<td>22% (254)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>34% (130)</td>
<td>25% (97)</td>
<td>10% (40)</td>
<td>8% (30)</td>
<td>8% (31)</td>
<td>14% (54)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_12: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>8% (172)</td>
<td>9% (202)</td>
<td>12% (273)</td>
<td>42% (919)</td>
<td>3% (76)</td>
<td>26% (567)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>7% (79)</td>
<td>9% (101)</td>
<td>15% (158)</td>
<td>44% (468)</td>
<td>3% (32)</td>
<td>21% (228)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>8% (93)</td>
<td>9% (101)</td>
<td>10% (115)</td>
<td>39% (451)</td>
<td>4% (43)</td>
<td>30% (339)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>6% (38)</td>
<td>10% (64)</td>
<td>9% (62)</td>
<td>37% (243)</td>
<td>5% (33)</td>
<td>33% (218)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>8% (27)</td>
<td>7% (24)</td>
<td>14% (51)</td>
<td>39% (141)</td>
<td>2% (8)</td>
<td>30% (108)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>9% (69)</td>
<td>10% (77)</td>
<td>13% (98)</td>
<td>44% (332)</td>
<td>3% (23)</td>
<td>21% (155)</td>
<td>754</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>5% (14)</td>
<td>10% (28)</td>
<td>9% (26)</td>
<td>39% (112)</td>
<td>8% (22)</td>
<td>29% (84)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>6% (39)</td>
<td>9% (54)</td>
<td>12% (72)</td>
<td>37% (228)</td>
<td>3% (18)</td>
<td>33% (207)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>8% (47)</td>
<td>8% (47)</td>
<td>15% (81)</td>
<td>44% (244)</td>
<td>2% (14)</td>
<td>23% (126)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>10% (68)</td>
<td>10% (66)</td>
<td>13% (87)</td>
<td>44% (305)</td>
<td>3% (23)</td>
<td>20% (139)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>9% (68)</td>
<td>10% (79)</td>
<td>11% (85)</td>
<td>45% (347)</td>
<td>3% (25)</td>
<td>21% (159)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>6% (47)</td>
<td>7% (55)</td>
<td>11% (85)</td>
<td>41% (321)</td>
<td>5% (37)</td>
<td>31% (244)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>9% (57)</td>
<td>10% (68)</td>
<td>16% (104)</td>
<td>38% (251)</td>
<td>2% (14)</td>
<td>25% (164)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>9% (33)</td>
<td>10% (34)</td>
<td>13% (45)</td>
<td>44% (155)</td>
<td>5% (17)</td>
<td>19% (65)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>8% (35)</td>
<td>11% (46)</td>
<td>10% (40)</td>
<td>46% (192)</td>
<td>2% (8)</td>
<td>23% (94)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>6% (23)</td>
<td>8% (31)</td>
<td>12% (49)</td>
<td>46% (181)</td>
<td>2% (9)</td>
<td>26% (102)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>6% (25)</td>
<td>6% (23)</td>
<td>9% (36)</td>
<td>36% (140)</td>
<td>7% (27)</td>
<td>36% (142)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7% (23)</td>
<td>11% (36)</td>
<td>20% (64)</td>
<td>41% (132)</td>
<td>2% (6)</td>
<td>19% (61)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>10% (34)</td>
<td>10% (32)</td>
<td>12% (39)</td>
<td>36% (119)</td>
<td>2% (8)</td>
<td>31% (103)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>7% (40)</td>
<td>8% (51)</td>
<td>10% (61)</td>
<td>56% (343)</td>
<td>3% (16)</td>
<td>16% (98)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>8% (51)</td>
<td>12% (70)</td>
<td>13% (78)</td>
<td>39% (231)</td>
<td>4% (23)</td>
<td>24% (146)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>9% (63)</td>
<td>10% (73)</td>
<td>16% (113)</td>
<td>39% (288)</td>
<td>3% (24)</td>
<td>23% (169)</td>
<td>730</td>
</tr>
<tr>
<td>Edu: &lt; College</td>
<td>8% (122)</td>
<td>10% (149)</td>
<td>12% (180)</td>
<td>37% (562)</td>
<td>4% (62)</td>
<td>29% (444)</td>
<td>1519</td>
</tr>
<tr>
<td>Edu: Bachelors degree</td>
<td>7% (30)</td>
<td>8% (38)</td>
<td>15% (65)</td>
<td>50% (224)</td>
<td>1% (6)</td>
<td>18% (82)</td>
<td>446</td>
</tr>
<tr>
<td>Edu: Post-grad</td>
<td>8% (19)</td>
<td>6% (15)</td>
<td>11% (28)</td>
<td>54% (133)</td>
<td>3% (8)</td>
<td>17% (42)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>8% (93)</td>
<td>9% (101)</td>
<td>12% (137)</td>
<td>37% (436)</td>
<td>4% (42)</td>
<td>31% (364)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>9% (62)</td>
<td>10% (72)</td>
<td>13% (94)</td>
<td>43% (308)</td>
<td>4% (28)</td>
<td>21% (149)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>5% (17)</td>
<td>9% (29)</td>
<td>13% (42)</td>
<td>54% (176)</td>
<td>2% (6)</td>
<td>17% (54)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>8% (146)</td>
<td>9% (153)</td>
<td>12% (212)</td>
<td>44% (755)</td>
<td>3% (45)</td>
<td>24% (417)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_12: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>8% (172)</td>
<td>9% (202)</td>
<td>12% (273)</td>
<td>42% (919)</td>
<td>3% (76)</td>
<td>26% (567)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>7% (24)</td>
<td>11% (38)</td>
<td>10% (33)</td>
<td>37% (131)</td>
<td>10% (35)</td>
<td>26% (90)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>6% (18)</td>
<td>10% (29)</td>
<td>13% (35)</td>
<td>29% (79)</td>
<td>8% (23)</td>
<td>33% (92)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>4% (8)</td>
<td>10% (20)</td>
<td>13% (26)</td>
<td>41% (84)</td>
<td>4% (7)</td>
<td>28% (58)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>10% (91)</td>
<td>10% (92)</td>
<td>14% (131)</td>
<td>44% (414)</td>
<td>3% (26)</td>
<td>21% (197)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>7% (8)</td>
<td>14% (15)</td>
<td>6% (7)</td>
<td>41% (46)</td>
<td>18% (20)</td>
<td>13% (15)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>8% (8)</td>
<td>5% (5)</td>
<td>10% (10)</td>
<td>59% (56)</td>
<td>1% (1)</td>
<td>17% (16)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>6% (38)</td>
<td>8% (55)</td>
<td>13% (84)</td>
<td>41% (268)</td>
<td>3% (19)</td>
<td>30% (197)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>7% (27)</td>
<td>9% (34)</td>
<td>11% (42)</td>
<td>34% (134)</td>
<td>3% (10)</td>
<td>36% (142)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>8% (11)</td>
<td>12% (15)</td>
<td>8% (10)</td>
<td>41% (52)</td>
<td>16% (20)</td>
<td>15% (19)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>8% (42)</td>
<td>11% (56)</td>
<td>12% (62)</td>
<td>36% (191)</td>
<td>3% (18)</td>
<td>30% (158)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>9% (71)</td>
<td>9% (70)</td>
<td>13% (105)</td>
<td>44% (344)</td>
<td>2% (16)</td>
<td>22% (173)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>7% (39)</td>
<td>10% (54)</td>
<td>13% (70)</td>
<td>41% (224)</td>
<td>4% (23)</td>
<td>25% (137)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>8% (84)</td>
<td>8% (89)</td>
<td>13% (137)</td>
<td>45% (490)</td>
<td>3% (28)</td>
<td>23% (254)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>8% (49)</td>
<td>10% (59)</td>
<td>11% (66)</td>
<td>35% (205)</td>
<td>4% (25)</td>
<td>30% (176)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>9% (62)</td>
<td>10% (71)</td>
<td>14% (101)</td>
<td>40% (289)</td>
<td>3% (19)</td>
<td>25% (176)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>10% (12)</td>
<td>9% (11)</td>
<td>11% (14)</td>
<td>42% (51)</td>
<td>3% (3)</td>
<td>24% (30)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>5% (10)</td>
<td>7% (16)</td>
<td>13% (27)</td>
<td>48% (101)</td>
<td>7% (14)</td>
<td>20% (43)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>6% (10)</td>
<td>6% (9)</td>
<td>8% (11)</td>
<td>37% (55)</td>
<td>3% (5)</td>
<td>39% (58)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>9% (9)</td>
<td>9% (9)</td>
<td>13% (12)</td>
<td>41% (39)</td>
<td>2% (2)</td>
<td>26% (24)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>8% (38)</td>
<td>9% (45)</td>
<td>13% (61)</td>
<td>47% (223)</td>
<td>4% (17)</td>
<td>20% (94)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>8% (20)</td>
<td>11% (28)</td>
<td>11% (28)</td>
<td>38% (102)</td>
<td>3% (8)</td>
<td>30% (79)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>7% (11)</td>
<td>7% (12)</td>
<td>11% (18)</td>
<td>34% (59)</td>
<td>4% (7)</td>
<td>37% (64)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>10% (34)</td>
<td>10% (32)</td>
<td>14% (47)</td>
<td>38% (127)</td>
<td>6% (22)</td>
<td>22% (71)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>7% (138)</td>
<td>9% (170)</td>
<td>12% (227)</td>
<td>42% (793)</td>
<td>3% (54)</td>
<td>26% (496)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>8% (54)</td>
<td>10% (68)</td>
<td>12% (83)</td>
<td>46% (329)</td>
<td>5% (33)</td>
<td>20% (144)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>8% (118)</td>
<td>9% (134)</td>
<td>13% (190)</td>
<td>39% (590)</td>
<td>3% (43)</td>
<td>28% (423)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>8% (72)</td>
<td>10% (86)</td>
<td>11% (99)</td>
<td>49% (436)</td>
<td>3% (26)</td>
<td>19% (170)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>8% (95)</td>
<td>9% (109)</td>
<td>14% (159)</td>
<td>39% (457)</td>
<td>3% (40)</td>
<td>27% (313)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_12: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spoke out against anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>8% (172)</td>
<td>9% (202)</td>
<td>12% (273)</td>
<td>42% (919)</td>
<td>3% (76)</td>
<td>26% (567)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>13% (45)</td>
<td>12% (39)</td>
<td>6% (19)</td>
<td>51% (171)</td>
<td>4% (15)</td>
<td>13% (44)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>5% (27)</td>
<td>8% (47)</td>
<td>14% (81)</td>
<td>48% (265)</td>
<td>2% (11)</td>
<td>23% (125)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>7% (26)</td>
<td>9% (33)</td>
<td>11% (42)</td>
<td>39% (140)</td>
<td>5% (18)</td>
<td>29% (104)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strictly Disapprove</td>
<td>9% (69)</td>
<td>9% (76)</td>
<td>14% (117)</td>
<td>39% (317)</td>
<td>3% (22)</td>
<td>26% (209)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>9% (80)</td>
<td>10% (95)</td>
<td>12% (111)</td>
<td>48% (441)</td>
<td>3% (26)</td>
<td>18% (160)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>8% (89)</td>
<td>9% (107)</td>
<td>13% (155)</td>
<td>39% (458)</td>
<td>4% (45)</td>
<td>28% (327)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>13% (52)</td>
<td>11% (42)</td>
<td>7% (27)</td>
<td>49% (191)</td>
<td>4% (17)</td>
<td>15% (60)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>5% (27)</td>
<td>10% (53)</td>
<td>16% (84)</td>
<td>48% (250)</td>
<td>2% (9)</td>
<td>19% (100)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>6% (19)</td>
<td>9% (27)</td>
<td>11% (33)</td>
<td>41% (124)</td>
<td>3% (10)</td>
<td>30% (91)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>8% (70)</td>
<td>9% (80)</td>
<td>14% (122)</td>
<td>38% (334)</td>
<td>4% (34)</td>
<td>27% (236)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>6% (55)</td>
<td>11% (98)</td>
<td>14% (124)</td>
<td>39% (341)</td>
<td>1% (13)</td>
<td>28% (240)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>8% (27)</td>
<td>9% (30)</td>
<td>14% (44)</td>
<td>41% (135)</td>
<td>3% (11)</td>
<td>24% (79)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>9% (21)</td>
<td>6% (12)</td>
<td>11% (23)</td>
<td>45% (99)</td>
<td>1% (3)</td>
<td>29% (64)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>9% (21)</td>
<td>10% (23)</td>
<td>14% (30)</td>
<td>35% (77)</td>
<td>4% (9)</td>
<td>28% (62)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women’s Issues</td>
<td>8% (11)</td>
<td>12% (17)</td>
<td>10% (15)</td>
<td>42% (60)</td>
<td>8% (12)</td>
<td>20% (29)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>11% (12)</td>
<td>4% (5)</td>
<td>11% (12)</td>
<td>42% (46)</td>
<td>3% (3)</td>
<td>29% (32)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>8% (14)</td>
<td>7% (13)</td>
<td>7% (13)</td>
<td>47% (87)</td>
<td>11% (20)</td>
<td>19% (36)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>9% (12)</td>
<td>3% (4)</td>
<td>9% (12)</td>
<td>56% (75)</td>
<td>3% (5)</td>
<td>19% (25)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>9% (80)</td>
<td>10% (92)</td>
<td>10% (91)</td>
<td>50% (443)</td>
<td>2% (21)</td>
<td>18% (160)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>8% (59)</td>
<td>10% (74)</td>
<td>15% (117)</td>
<td>39% (298)</td>
<td>3% (26)</td>
<td>25% (188)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>6% (6)</td>
<td>8% (8)</td>
<td>8% (8)</td>
<td>42% (41)</td>
<td>4% (4)</td>
<td>31% (30)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (26)</td>
<td>6% (28)</td>
<td>12% (58)</td>
<td>30% (138)</td>
<td>5% (25)</td>
<td>41% (188)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>8% (57)</td>
<td>10% (71)</td>
<td>9% (64)</td>
<td>51% (371)</td>
<td>4% (31)</td>
<td>18% (132)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>8% (53)</td>
<td>8% (50)</td>
<td>16% (102)</td>
<td>43% (267)</td>
<td>2% (13)</td>
<td>23% (141)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>4% (2)</td>
<td>14% (8)</td>
<td>10% (6)</td>
<td>31% (19)</td>
<td>4% (2)</td>
<td>38% (23)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>9% (58)</td>
<td>11% (71)</td>
<td>10% (67)</td>
<td>50% (338)</td>
<td>3% (21)</td>
<td>17% (115)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>9% (63)</td>
<td>9% (61)</td>
<td>15% (99)</td>
<td>41% (281)</td>
<td>3% (21)</td>
<td>23% (158)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (7)</td>
<td>7% (8)</td>
<td>10% (11)</td>
<td>51% (56)</td>
<td>1% (1)</td>
<td>24% (26)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>6% (44)</td>
<td>8% (63)</td>
<td>13% (97)</td>
<td>33% (244)</td>
<td>4% (33)</td>
<td>36% (266)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_12: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Spoke out against anti-semitism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>8% (172)</td>
<td>9% (202)</td>
<td>12% (273)</td>
<td>42% (919)</td>
<td>3% (76)</td>
<td>26% (567)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>8% (103)</td>
<td>10% (118)</td>
<td>12% (152)</td>
<td>46% (568)</td>
<td>3% (35)</td>
<td>21% (261)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>7% (69)</td>
<td>9% (84)</td>
<td>13% (122)</td>
<td>36% (351)</td>
<td>4% (40)</td>
<td>32% (307)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>9% (36)</td>
<td>9% (34)</td>
<td>13% (50)</td>
<td>40% (158)</td>
<td>4% (17)</td>
<td>25% (100)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>7% (33)</td>
<td>11% (49)</td>
<td>13% (60)</td>
<td>40% (187)</td>
<td>3% (12)</td>
<td>26% (122)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>7% (59)</td>
<td>8% (68)</td>
<td>13% (107)</td>
<td>40% (334)</td>
<td>4% (30)</td>
<td>28% (229)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>8% (44)</td>
<td>10% (51)</td>
<td>11% (56)</td>
<td>46% (240)</td>
<td>3% (16)</td>
<td>22% (115)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>8% (91)</td>
<td>10% (116)</td>
<td>12% (134)</td>
<td>45% (514)</td>
<td>3% (37)</td>
<td>23% (260)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>8% (86)</td>
<td>11% (121)</td>
<td>14% (154)</td>
<td>44% (499)</td>
<td>3% (38)</td>
<td>21% (240)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>8% (32)</td>
<td>7% (25)</td>
<td>11% (42)</td>
<td>54% (206)</td>
<td>5% (19)</td>
<td>15% (59)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
### Table EAKNPG5_13: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (561)</td>
<td>18% (407)</td>
<td>14% (299)</td>
<td>17% (375)</td>
<td>4% (99)</td>
<td>21% (469)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>25% (265)</td>
<td>19% (204)</td>
<td>14% (151)</td>
<td>19% (198)</td>
<td>4% (47)</td>
<td>19% (201)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>26% (297)</td>
<td>18% (202)</td>
<td>13% (148)</td>
<td>15% (176)</td>
<td>5% (52)</td>
<td>23% (268)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>18% (117)</td>
<td>21% (136)</td>
<td>13% (85)</td>
<td>17% (113)</td>
<td>4% (27)</td>
<td>28% (181)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>26% (92)</td>
<td>16% (58)</td>
<td>13% (48)</td>
<td>16% (59)</td>
<td>4% (14)</td>
<td>25% (89)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>25% (192)</td>
<td>17% (127)</td>
<td>16% (118)</td>
<td>20% (151)</td>
<td>4% (34)</td>
<td>18% (133)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>37% (161)</td>
<td>20% (87)</td>
<td>11% (48)</td>
<td>12% (52)</td>
<td>6% (25)</td>
<td>15% (66)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>16% (46)</td>
<td>22% (63)</td>
<td>10% (28)</td>
<td>19% (54)</td>
<td>3% (8)</td>
<td>30% (87)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>22% (135)</td>
<td>19% (114)</td>
<td>15% (94)</td>
<td>14% (88)</td>
<td>5% (31)</td>
<td>25% (155)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>22% (124)</td>
<td>17% (94)</td>
<td>14% (78)</td>
<td>24% (132)</td>
<td>4% (21)</td>
<td>20% (110)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>34% (235)</td>
<td>17% (117)</td>
<td>13% (90)</td>
<td>14% (96)</td>
<td>5% (37)</td>
<td>16% (113)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>20% (157)</td>
<td>19% (150)</td>
<td>13% (100)</td>
<td>17% (138)</td>
<td>3% (27)</td>
<td>27% (216)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>20% (133)</td>
<td>15% (98)</td>
<td>17% (115)</td>
<td>22% (148)</td>
<td>2% (12)</td>
<td>23% (151)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>35% (122)</td>
<td>22% (75)</td>
<td>11% (40)</td>
<td>13% (45)</td>
<td>7% (25)</td>
<td>12% (42)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>36% (149)</td>
<td>20% (83)</td>
<td>11% (45)</td>
<td>11% (44)</td>
<td>9% (35)</td>
<td>14% (60)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>21% (84)</td>
<td>21% (82)</td>
<td>12% (46)</td>
<td>19% (76)</td>
<td>3% (13)</td>
<td>24% (94)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>19% (74)</td>
<td>17% (68)</td>
<td>14% (54)</td>
<td>16% (62)</td>
<td>4% (14)</td>
<td>31% (122)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>18% (59)</td>
<td>15% (47)</td>
<td>20% (65)</td>
<td>24% (77)</td>
<td>3% (10)</td>
<td>20% (65)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>22% (74)</td>
<td>15% (51)</td>
<td>15% (49)</td>
<td>21% (70)</td>
<td>1% (3)</td>
<td>26% (87)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>36% (221)</td>
<td>25% (154)</td>
<td>10% (63)</td>
<td>9% (54)</td>
<td>8% (46)</td>
<td>12% (70)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>24% (142)</td>
<td>17% (102)</td>
<td>14% (86)</td>
<td>19% (111)</td>
<td>5% (29)</td>
<td>22% (130)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (152)</td>
<td>16% (115)</td>
<td>18% (133)</td>
<td>23% (169)</td>
<td>3% (19)</td>
<td>19% (141)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>23% (345)</td>
<td>16% (249)</td>
<td>14% (216)</td>
<td>18% (279)</td>
<td>4% (57)</td>
<td>25% (373)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>29% (129)</td>
<td>22% (99)</td>
<td>12% (54)</td>
<td>15% (68)</td>
<td>7% (29)</td>
<td>15% (66)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>35% (87)</td>
<td>24% (59)</td>
<td>12% (29)</td>
<td>11% (28)</td>
<td>5% (13)</td>
<td>12% (30)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>23% (269)</td>
<td>17% (203)</td>
<td>14% (160)</td>
<td>16% (189)</td>
<td>4% (51)</td>
<td>26% (301)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>29% (203)</td>
<td>18% (130)</td>
<td>13% (95)</td>
<td>18% (128)</td>
<td>5% (32)</td>
<td>17% (123)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>27% (89)</td>
<td>23% (74)</td>
<td>14% (44)</td>
<td>18% (57)</td>
<td>5% (16)</td>
<td>14% (44)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>27% (460)</td>
<td>17% (295)</td>
<td>13% (226)</td>
<td>18% (310)</td>
<td>5% (80)</td>
<td>21% (359)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (561)</td>
<td>18% (407)</td>
<td>14% (299)</td>
<td>17% (375)</td>
<td>4% (99)</td>
<td>21% (469)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>20% (69)</td>
<td>20% (71)</td>
<td>12% (41)</td>
<td>20% (69)</td>
<td>4% (15)</td>
<td>24% (86)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>20% (54)</td>
<td>20% (55)</td>
<td>15% (42)</td>
<td>15% (42)</td>
<td>5% (13)</td>
<td>25% (69)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>23% (47)</td>
<td>28% (57)</td>
<td>15% (31)</td>
<td>11% (23)</td>
<td>3% (6)</td>
<td>20% (41)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>27% (253)</td>
<td>18% (171)</td>
<td>15% (142)</td>
<td>19% (179)</td>
<td>4% (38)</td>
<td>18% (167)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>32% (35)</td>
<td>16% (17)</td>
<td>16% (18)</td>
<td>18% (20)</td>
<td>5% (5)</td>
<td>14% (16)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>37% (35)</td>
<td>19% (18)</td>
<td>11% (11)</td>
<td>20% (19)</td>
<td>6% (6)</td>
<td>7% (7)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>24% (159)</td>
<td>19% (129)</td>
<td>14% (90)</td>
<td>14% (90)</td>
<td>5% (33)</td>
<td>24% (161)</td>
<td>662</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>20% (79)</td>
<td>18% (71)</td>
<td>10% (39)</td>
<td>17% (66)</td>
<td>4% (18)</td>
<td>30% (117)</td>
<td>390</td>
</tr>
<tr>
<td>Evangelical</td>
<td>31% (40)</td>
<td>15% (19)</td>
<td>17% (22)</td>
<td>18% (23)</td>
<td>4% (5)</td>
<td>15% (19)</td>
<td>128</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>20% (106)</td>
<td>18% (96)</td>
<td>14% (71)</td>
<td>19% (103)</td>
<td>4% (20)</td>
<td>25% (132)</td>
<td>527</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>28% (217)</td>
<td>18% (139)</td>
<td>13% (105)</td>
<td>18% (138)</td>
<td>4% (35)</td>
<td>19% (146)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>24% (131)</td>
<td>22% (118)</td>
<td>12% (65)</td>
<td>15% (83)</td>
<td>4% (20)</td>
<td>24% (131)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>26% (284)</td>
<td>19% (205)</td>
<td>15% (157)</td>
<td>16% (170)</td>
<td>5% (57)</td>
<td>19% (210)</td>
<td>1084</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>24% (173)</td>
<td>22% (155)</td>
<td>13% (95)</td>
<td>16% (114)</td>
<td>4% (27)</td>
<td>21% (154)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>26% (31)</td>
<td>13% (16)</td>
<td>17% (20)</td>
<td>22% (27)</td>
<td>6% (7)</td>
<td>16% (19)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>21% (44)</td>
<td>17% (36)</td>
<td>15% (31)</td>
<td>21% (44)</td>
<td>6% (12)</td>
<td>21% (44)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>22% (32)</td>
<td>13% (20)</td>
<td>18% (27)</td>
<td>20% (30)</td>
<td>3% (4)</td>
<td>25% (37)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>21% (20)</td>
<td>26% (25)</td>
<td>7% (6)</td>
<td>15% (14)</td>
<td>2% (2)</td>
<td>29% (28)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>33% (159)</td>
<td>17% (82)</td>
<td>13% (62)</td>
<td>15% (73)</td>
<td>6% (29)</td>
<td>15% (74)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>20% (54)</td>
<td>18% (47)</td>
<td>16% (42)</td>
<td>19% (50)</td>
<td>4% (9)</td>
<td>24% (64)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>28% (48)</td>
<td>15% (26)</td>
<td>10% (17)</td>
<td>13% (22)</td>
<td>5% (9)</td>
<td>29% (50)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>30% (100)</td>
<td>20% (66)</td>
<td>16% (52)</td>
<td>15% (50)</td>
<td>2% (8)</td>
<td>17% (56)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>25% (462)</td>
<td>18% (341)</td>
<td>13% (247)</td>
<td>17% (324)</td>
<td>5% (92)</td>
<td>22% (413)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>36% (260)</td>
<td>19% (136)</td>
<td>9% (65)</td>
<td>10% (74)</td>
<td>7% (49)</td>
<td>18% (129)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>20% (302)</td>
<td>18% (270)</td>
<td>16% (234)</td>
<td>20% (300)</td>
<td>3% (50)</td>
<td>23% (340)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>37% (326)</td>
<td>21% (187)</td>
<td>11% (94)</td>
<td>11% (94)</td>
<td>8% (71)</td>
<td>13% (116)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>19% (219)</td>
<td>17% (201)</td>
<td>17% (193)</td>
<td>23% (265)</td>
<td>2% (27)</td>
<td>23% (266)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page

237
Table EAKNPG5_13: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (561)</td>
<td>18% (407)</td>
<td>14% (299)</td>
<td>17% (375)</td>
<td>4% (99)</td>
<td>21% (469)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>43% (143)</td>
<td>19% (64)</td>
<td>7% (22)</td>
<td>8% (26)</td>
<td>12% (40)</td>
<td>11% (38)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>33% (183)</td>
<td>22% (123)</td>
<td>13% (73)</td>
<td>12% (68)</td>
<td>6% (31)</td>
<td>14% (78)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>21% (75)</td>
<td>22% (81)</td>
<td>15% (53)</td>
<td>19% (69)</td>
<td>2% (6)</td>
<td>22% (79)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>18% (145)</td>
<td>15% (121)</td>
<td>17% (141)</td>
<td>24% (195)</td>
<td>3% (21)</td>
<td>23% (188)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>36% (328)</td>
<td>22% (204)</td>
<td>11% (98)</td>
<td>11% (96)</td>
<td>8% (72)</td>
<td>13% (115)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>19% (223)</td>
<td>16% (193)</td>
<td>9% (35)</td>
<td>7% (27)</td>
<td>11% (44)</td>
<td>12% (45)</td>
<td>389</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>43% (165)</td>
<td>19% (73)</td>
<td>12% (63)</td>
<td>13% (70)</td>
<td>5% (27)</td>
<td>13% (70)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>31% (163)</td>
<td>25% (131)</td>
<td>12% (63)</td>
<td>13% (70)</td>
<td>5% (27)</td>
<td>13% (70)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>20% (61)</td>
<td>23% (71)</td>
<td>12% (42)</td>
<td>17% (52)</td>
<td>2% (7)</td>
<td>23% (70)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (162)</td>
<td>14% (123)</td>
<td>17% (150)</td>
<td>25% (217)</td>
<td>2% (20)</td>
<td>23% (204)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>19% (162)</td>
<td>20% (175)</td>
<td>16% (138)</td>
<td>21% (186)</td>
<td>4% (31)</td>
<td>21% (179)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>23% (76)</td>
<td>15% (49)</td>
<td>16% (52)</td>
<td>21% (70)</td>
<td>4% (13)</td>
<td>20% (65)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>30% (67)</td>
<td>22% (49)</td>
<td>12% (26)</td>
<td>8% (17)</td>
<td>3% (6)</td>
<td>25% (57)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>32% (72)</td>
<td>13% (30)</td>
<td>11% (25)</td>
<td>10% (23)</td>
<td>7% (15)</td>
<td>26% (59)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>32% (46)</td>
<td>19% (27)</td>
<td>11% (16)</td>
<td>9% (13)</td>
<td>4% (5)</td>
<td>24% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>30% (33)</td>
<td>15% (16)</td>
<td>12% (13)</td>
<td>18% (20)</td>
<td>5% (5)</td>
<td>20% (21)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>33% (61)</td>
<td>23% (41)</td>
<td>9% (17)</td>
<td>14% (26)</td>
<td>8% (15)</td>
<td>13% (23)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>34% (45)</td>
<td>14% (19)</td>
<td>8% (11)</td>
<td>14% (19)</td>
<td>7% (9)</td>
<td>22% (30)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>37% (325)</td>
<td>22% (197)</td>
<td>10% (84)</td>
<td>9% (84)</td>
<td>8% (74)</td>
<td>14% (123)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>17% (132)</td>
<td>15% (112)</td>
<td>17% (132)</td>
<td>26% (202)</td>
<td>3% (20)</td>
<td>22% (164)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>27% (27)</td>
<td>17% (17)</td>
<td>16% (15)</td>
<td>17% (17)</td>
<td>2% (2)</td>
<td>21% (20)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>17% (78)</td>
<td>17% (81)</td>
<td>16% (67)</td>
<td>16% (72)</td>
<td>1% (4)</td>
<td>35% (161)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>38% (274)</td>
<td>22% (158)</td>
<td>9% (64)</td>
<td>10% (76)</td>
<td>9% (68)</td>
<td>12% (87)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>21% (129)</td>
<td>15% (94)</td>
<td>17% (106)</td>
<td>24% (153)</td>
<td>2% (14)</td>
<td>21% (129)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>27% (16)</td>
<td>20% (12)</td>
<td>7% (4)</td>
<td>24% (15)</td>
<td>(0)</td>
<td>22% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>39% (263)</td>
<td>21% (142)</td>
<td>10% (69)</td>
<td>9% (59)</td>
<td>9% (58)</td>
<td>12% (79)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>20% (138)</td>
<td>16% (107)</td>
<td>16% (107)</td>
<td>25% (170)</td>
<td>3% (20)</td>
<td>20% (138)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>25% (28)</td>
<td>24% (27)</td>
<td>12% (13)</td>
<td>15% (16)</td>
<td>3% (3)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>18% (132)</td>
<td>18% (131)</td>
<td>15% (110)</td>
<td>17% (129)</td>
<td>2% (18)</td>
<td>30% (226)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_13: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spread misinformation about COVID-19

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (561)</td>
<td>18% (407)</td>
<td>14% (299)</td>
<td>17% (375)</td>
<td>4% (99)</td>
<td>21% (469)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>30% (376)</td>
<td>19% (238)</td>
<td>12% (148)</td>
<td>17% (206)</td>
<td>5% (66)</td>
<td>17% (204)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>19% (186)</td>
<td>17% (169)</td>
<td>16% (152)</td>
<td>17% (168)</td>
<td>3% (34)</td>
<td>27% (264)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>25% (97)</td>
<td>18% (71)</td>
<td>15% (59)</td>
<td>17% (66)</td>
<td>6% (25)</td>
<td>20% (77)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>24% (113)</td>
<td>17% (80)</td>
<td>15% (69)</td>
<td>15% (69)</td>
<td>5% (23)</td>
<td>24% (111)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>26% (212)</td>
<td>18% (147)</td>
<td>13% (109)</td>
<td>18% (152)</td>
<td>4% (32)</td>
<td>21% (176)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (139)</td>
<td>21% (109)</td>
<td>12% (61)</td>
<td>17% (88)</td>
<td>4% (20)</td>
<td>20% (105)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>26% (300)</td>
<td>20% (234)</td>
<td>15% (167)</td>
<td>16% (179)</td>
<td>5% (60)</td>
<td>18% (211)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>26% (293)</td>
<td>19% (219)</td>
<td>14% (157)</td>
<td>20% (224)</td>
<td>5% (52)</td>
<td>17% (193)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>33% (127)</td>
<td>22% (86)</td>
<td>13% (48)</td>
<td>14% (54)</td>
<td>7% (27)</td>
<td>11% (40)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG5_14: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?
Lied about their personal background

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (315)</td>
<td>19% (420)</td>
<td>21% (471)</td>
<td>18% (409)</td>
<td>3% (56)</td>
<td>24% (539)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>14% (154)</td>
<td>19% (201)</td>
<td>21% (228)</td>
<td>21% (227)</td>
<td>2% (23)</td>
<td>22% (234)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>14% (161)</td>
<td>19% (220)</td>
<td>21% (243)</td>
<td>16% (181)</td>
<td>3% (33)</td>
<td>27% (305)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>9%  (61)</td>
<td>16% (106)</td>
<td>23% (153)</td>
<td>19% (126)</td>
<td>2% (14)</td>
<td>30% (198)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>12% (44)</td>
<td>17% (60)</td>
<td>23% (82)</td>
<td>19% (69)</td>
<td>3% (12)</td>
<td>26% (93)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>17% (126)</td>
<td>19% (141)</td>
<td>20% (150)</td>
<td>20% (153)</td>
<td>2% (17)</td>
<td>22% (167)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>19% (84)</td>
<td>26% (114)</td>
<td>20% (86)</td>
<td>14% (61)</td>
<td>3% (13)</td>
<td>18% (81)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>6%  (17)</td>
<td>14% (41)</td>
<td>24% (68)</td>
<td>20% (58)</td>
<td>3% (7)</td>
<td>33% (96)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>12% (73)</td>
<td>17% (103)</td>
<td>23% (144)</td>
<td>18% (112)</td>
<td>3% (16)</td>
<td>27% (169)</td>
<td>618</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (74)</td>
<td>18% (98)</td>
<td>23% (127)</td>
<td>22% (125)</td>
<td>3% (15)</td>
<td>22% (120)</td>
<td>559</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>17% (131)</td>
<td>21% (157)</td>
<td>24% (182)</td>
<td>15% (112)</td>
<td>3% (21)</td>
<td>21% (162)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>11% (88)</td>
<td>18% (138)</td>
<td>20% (156)</td>
<td>20% (158)</td>
<td>2% (17)</td>
<td>29% (231)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>15% (96)</td>
<td>19% (124)</td>
<td>20% (132)</td>
<td>21% (139)</td>
<td>3% (19)</td>
<td>22% (147)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>20% (71)</td>
<td>20% (69)</td>
<td>22% (77)</td>
<td>16% (55)</td>
<td>2% (8)</td>
<td>20% (69)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>14% (60)</td>
<td>21% (88)</td>
<td>25% (105)</td>
<td>14% (57)</td>
<td>3% (13)</td>
<td>22% (93)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>11% (45)</td>
<td>17% (66)</td>
<td>21% (81)</td>
<td>24% (93)</td>
<td>2% (8)</td>
<td>26% (102)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>11% (43)</td>
<td>18% (72)</td>
<td>19% (75)</td>
<td>16% (65)</td>
<td>2% (9)</td>
<td>33% (129)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>12% (38)</td>
<td>20% (66)</td>
<td>21% (69)</td>
<td>25% (80)</td>
<td>2% (7)</td>
<td>20% (63)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>17% (58)</td>
<td>18% (59)</td>
<td>19% (63)</td>
<td>18% (59)</td>
<td>4% (12)</td>
<td>25% (83)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>12% (76)</td>
<td>23% (142)</td>
<td>28% (169)</td>
<td>13% (78)</td>
<td>2% (15)</td>
<td>21% (129)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>14% (84)</td>
<td>20% (121)</td>
<td>18% (109)</td>
<td>22% (131)</td>
<td>2% (12)</td>
<td>24% (141)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>17% (125)</td>
<td>19% (138)</td>
<td>20% (145)</td>
<td>22% (161)</td>
<td>3% (22)</td>
<td>19% (139)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>14% (212)</td>
<td>16% (246)</td>
<td>20% (306)</td>
<td>19% (295)</td>
<td>3% (40)</td>
<td>28% (420)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>15% (67)</td>
<td>22% (99)</td>
<td>23% (101)</td>
<td>18% (79)</td>
<td>3% (13)</td>
<td>20% (87)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>15% (36)</td>
<td>31% (75)</td>
<td>26% (64)</td>
<td>14% (35)</td>
<td>1% (3)</td>
<td>13% (32)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>13% (157)</td>
<td>17% (203)</td>
<td>20% (232)</td>
<td>17% (197)</td>
<td>3% (33)</td>
<td>30% (352)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>15% (107)</td>
<td>20% (145)</td>
<td>22% (157)</td>
<td>21% (147)</td>
<td>3% (20)</td>
<td>19% (135)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>16% (50)</td>
<td>22% (72)</td>
<td>25% (82)</td>
<td>20% (64)</td>
<td>1% (3)</td>
<td>16% (52)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>14% (246)</td>
<td>21% (358)</td>
<td>22% (377)</td>
<td>18% (315)</td>
<td>2% (43)</td>
<td>23% (392)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_14: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Lied about their personal background

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (315)</td>
<td>19% (420)</td>
<td>21% (471)</td>
<td>18% (409)</td>
<td>3% (56)</td>
<td>24% (539)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>11% (39)</td>
<td>15% (53)</td>
<td>23% (82)</td>
<td>21% (72)</td>
<td>2% (8)</td>
<td>28% (97)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>13% (37)</td>
<td>12% (33)</td>
<td>19% (54)</td>
<td>22% (61)</td>
<td>2% (7)</td>
<td>31% (84)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>16% (32)</td>
<td>15% (30)</td>
<td>20% (40)</td>
<td>16% (33)</td>
<td>3% (7)</td>
<td>31% (63)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (160)</td>
<td>21% (204)</td>
<td>21% (199)</td>
<td>18% (174)</td>
<td>2% (22)</td>
<td>20% (192)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>17% (19)</td>
<td>24% (27)</td>
<td>18% (20)</td>
<td>25% (28)</td>
<td>6% (7)</td>
<td>9% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>11% (11)</td>
<td>22% (21)</td>
<td>24% (23)</td>
<td>22% (21)</td>
<td>3% (3)</td>
<td>18% (17)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (72)</td>
<td>17% (112)</td>
<td>23% (151)</td>
<td>17% (110)</td>
<td>2% (16)</td>
<td>30% (201)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>13% (53)</td>
<td>14% (56)</td>
<td>20% (77)</td>
<td>20% (76)</td>
<td>2% (9)</td>
<td>31% (119)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>17% (22)</td>
<td>22% (28)</td>
<td>21% (27)</td>
<td>23% (29)</td>
<td>8% (10)</td>
<td>9% (12)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>15% (79)</td>
<td>19% (99)</td>
<td>19% (101)</td>
<td>19% (103)</td>
<td>2% (12)</td>
<td>25% (134)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>16% (128)</td>
<td>20% (158)</td>
<td>21% (161)</td>
<td>18% (144)</td>
<td>2% (16)</td>
<td>22% (172)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (66)</td>
<td>17% (94)</td>
<td>23% (124)</td>
<td>17% (95)</td>
<td>2% (13)</td>
<td>29% (156)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>15% (161)</td>
<td>21% (225)</td>
<td>22% (233)</td>
<td>18% (196)</td>
<td>3% (33)</td>
<td>22% (236)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>15% (89)</td>
<td>17% (101)</td>
<td>20% (114)</td>
<td>20% (118)</td>
<td>2% (11)</td>
<td>25% (147)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>13% (96)</td>
<td>21% (150)</td>
<td>23% (165)</td>
<td>16% (113)</td>
<td>3% (21)</td>
<td>24% (173)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>19% (23)</td>
<td>12% (14)</td>
<td>21% (25)</td>
<td>26% (31)</td>
<td>1% (2)</td>
<td>21% (26)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>16% (33)</td>
<td>15% (31)</td>
<td>21% (45)</td>
<td>24% (50)</td>
<td>1% (3)</td>
<td>23% (49)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>10% (15)</td>
<td>20% (30)</td>
<td>23% (34)</td>
<td>21% (31)</td>
<td>3% (4)</td>
<td>24% (35)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>10% (9)</td>
<td>16% (15)</td>
<td>25% (24)</td>
<td>21% (20)</td>
<td>3% (3)</td>
<td>26% (24)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>17% (83)</td>
<td>25% (120)</td>
<td>18% (87)</td>
<td>17% (80)</td>
<td>3% (14)</td>
<td>20% (94)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13% (34)</td>
<td>13% (34)</td>
<td>23% (60)</td>
<td>19% (50)</td>
<td>2% (4)</td>
<td>31% (83)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>12% (21)</td>
<td>15% (26)</td>
<td>17% (30)</td>
<td>20% (34)</td>
<td>3% (6)</td>
<td>32% (55)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>17% (56)</td>
<td>24% (80)</td>
<td>20% (68)</td>
<td>18% (59)</td>
<td>3% (9)</td>
<td>18% (60)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>14% (259)</td>
<td>18% (340)</td>
<td>21% (403)</td>
<td>19% (350)</td>
<td>3% (47)</td>
<td>26% (480)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>16% (113)</td>
<td>22% (156)</td>
<td>22% (159)</td>
<td>13% (93)</td>
<td>2% (18)</td>
<td>24% (174)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>13% (202)</td>
<td>18% (264)</td>
<td>21% (312)</td>
<td>21% (315)</td>
<td>3% (39)</td>
<td>24% (365)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>18% (156)</td>
<td>22% (194)</td>
<td>24% (214)</td>
<td>13% (119)</td>
<td>3% (24)</td>
<td>20% (180)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>13% (149)</td>
<td>18% (209)</td>
<td>20% (240)</td>
<td>23% (268)</td>
<td>3% (31)</td>
<td>24% (276)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_14: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Lied about their personal background

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (315)</td>
<td>19% (420)</td>
<td>21% (471)</td>
<td>18% (409)</td>
<td>3% (56)</td>
<td>24% (539)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (64)</td>
<td>24% (80)</td>
<td>23% (78)</td>
<td>11% (38)</td>
<td>5% (15)</td>
<td>17% (57)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>17% (92)</td>
<td>21% (114)</td>
<td>25% (137)</td>
<td>15% (81)</td>
<td>2% (9)</td>
<td>22% (123)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>11% (41)</td>
<td>13% (47)</td>
<td>25% (91)</td>
<td>24% (87)</td>
<td>1% (5)</td>
<td>25% (91)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>13% (108)</td>
<td>20% (162)</td>
<td>18% (148)</td>
<td>22% (181)</td>
<td>3% (26)</td>
<td>23% (184)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>18% (161)</td>
<td>22% (203)</td>
<td>24% (221)</td>
<td>14% (125)</td>
<td>3% (24)</td>
<td>20% (179)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>13% (148)</td>
<td>18% (212)</td>
<td>20% (233)</td>
<td>23% (270)</td>
<td>3% (30)</td>
<td>24% (286)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>19% (73)</td>
<td>24% (93)</td>
<td>23% (88)</td>
<td>10% (39)</td>
<td>4% (17)</td>
<td>20% (79)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>17% (88)</td>
<td>21% (110)</td>
<td>25% (133)</td>
<td>16% (86)</td>
<td>1% (7)</td>
<td>19% (100)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>10% (31)</td>
<td>15% (46)</td>
<td>26% (78)</td>
<td>21% (64)</td>
<td>1% (2)</td>
<td>27% (82)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>13% (116)</td>
<td>19% (166)</td>
<td>18% (155)</td>
<td>24% (206)</td>
<td>3% (28)</td>
<td>23% (204)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>12% (107)</td>
<td>18% (158)</td>
<td>23% (199)</td>
<td>22% (189)</td>
<td>2% (21)</td>
<td>23% (197)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>17% (55)</td>
<td>25% (81)</td>
<td>18% (59)</td>
<td>18% (59)</td>
<td>4% (12)</td>
<td>18% (60)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>15% (34)</td>
<td>14% (32)</td>
<td>26% (58)</td>
<td>15% (32)</td>
<td>1% (2)</td>
<td>29% (64)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>20% (44)</td>
<td>17% (37)</td>
<td>17% (38)</td>
<td>14% (32)</td>
<td>4% (8)</td>
<td>29% (65)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>9% (13)</td>
<td>21% (31)</td>
<td>19% (28)</td>
<td>17% (24)</td>
<td>3% (4)</td>
<td>31% (44)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>10% (11)</td>
<td>18% (20)</td>
<td>24% (26)</td>
<td>25% (27)</td>
<td>— (0)</td>
<td>22% (24)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>15% (28)</td>
<td>21% (39)</td>
<td>24% (44)</td>
<td>16% (29)</td>
<td>1% (2)</td>
<td>22% (40)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>18% (23)</td>
<td>17% (22)</td>
<td>15% (20)</td>
<td>12% (16)</td>
<td>6% (8)</td>
<td>33% (44)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>17% (153)</td>
<td>22% (193)</td>
<td>24% (214)</td>
<td>13% (113)</td>
<td>3% (23)</td>
<td>22% (191)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>14% (110)</td>
<td>19% (141)</td>
<td>19% (145)</td>
<td>25% (188)</td>
<td>3% (24)</td>
<td>20% (154)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>12% (12)</td>
<td>15% (15)</td>
<td>22% (21)</td>
<td>23% (22)</td>
<td>2% (2)</td>
<td>26% (25)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9% (40)</td>
<td>15% (72)</td>
<td>19% (90)</td>
<td>18% (85)</td>
<td>2% (8)</td>
<td>37% (170)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>19% (137)</td>
<td>22% (159)</td>
<td>23% (164)</td>
<td>14% (101)</td>
<td>3% (19)</td>
<td>20% (146)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>16% (100)</td>
<td>18% (115)</td>
<td>22% (135)</td>
<td>21% (134)</td>
<td>2% (14)</td>
<td>20% (128)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>16% (10)</td>
<td>14% (9)</td>
<td>17% (11)</td>
<td>25% (15)</td>
<td>4% (2)</td>
<td>25% (15)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>19% (129)</td>
<td>22% (147)</td>
<td>24% (158)</td>
<td>12% (81)</td>
<td>2% (17)</td>
<td>21% (138)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>16% (111)</td>
<td>20% (134)</td>
<td>18% (122)</td>
<td>24% (160)</td>
<td>3% (20)</td>
<td>20% (134)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>22% (24)</td>
<td>23% (25)</td>
<td>21% (23)</td>
<td>1% (2)</td>
<td>26% (29)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>9% (67)</td>
<td>15% (115)</td>
<td>22% (166)</td>
<td>19% (145)</td>
<td>2% (18)</td>
<td>32% (236)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_14: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Lied about their personal background

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>14% (315)</td>
<td>19% (420)</td>
<td>21% (471)</td>
<td>18% (409)</td>
<td>3% (56)</td>
<td>24% (539)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>18% (220)</td>
<td>21% (261)</td>
<td>20% (247)</td>
<td>18% (222)</td>
<td>3% (34)</td>
<td>20% (254)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>10% (95)</td>
<td>16% (159)</td>
<td>23% (223)</td>
<td>19% (187)</td>
<td>2% (23)</td>
<td>29% (286)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>15% (58)</td>
<td>18% (70)</td>
<td>24% (94)</td>
<td>17% (66)</td>
<td>3% (13)</td>
<td>24% (95)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>15% (72)</td>
<td>14% (67)</td>
<td>21% (98)</td>
<td>20% (94)</td>
<td>2% (11)</td>
<td>26% (123)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>13% (106)</td>
<td>21% (171)</td>
<td>22% (179)</td>
<td>19% (159)</td>
<td>3% (22)</td>
<td>23% (191)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>15% (80)</td>
<td>22% (112)</td>
<td>19% (99)</td>
<td>17% (90)</td>
<td>2% (11)</td>
<td>25% (131)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>13% (148)</td>
<td>21% (238)</td>
<td>22% (255)</td>
<td>19% (217)</td>
<td>2% (26)</td>
<td>23% (268)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>15% (171)</td>
<td>21% (236)</td>
<td>23% (261)</td>
<td>20% (224)</td>
<td>2% (24)</td>
<td>20% (223)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (54)</td>
<td>25% (94)</td>
<td>25% (95)</td>
<td>17% (66)</td>
<td>4% (14)</td>
<td>15% (59)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (556)</td>
<td>18% (395)</td>
<td>14% (314)</td>
<td>16% (353)</td>
<td>5% (116)</td>
<td>22% (477)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>27% (286)</td>
<td>18% (188)</td>
<td>15% (155)</td>
<td>17% (181)</td>
<td>5% (54)</td>
<td>19% (202)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>24% (270)</td>
<td>18% (207)</td>
<td>14% (159)</td>
<td>15% (172)</td>
<td>5% (62)</td>
<td>24% (274)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>18% (121)</td>
<td>19% (124)</td>
<td>14% (93)</td>
<td>17% (110)</td>
<td>5% (31)</td>
<td>27% (177)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (84)</td>
<td>16% (56)</td>
<td>14% (49)</td>
<td>15% (55)</td>
<td>4% (15)</td>
<td>28% (99)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>28% (212)</td>
<td>16% (124)</td>
<td>16% (119)</td>
<td>18% (139)</td>
<td>5% (37)</td>
<td>16% (123)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>32% (139)</td>
<td>20% (90)</td>
<td>12% (53)</td>
<td>11% (48)</td>
<td>7% (31)</td>
<td>18% (77)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (51)</td>
<td>21% (60)</td>
<td>12% (33)</td>
<td>19% (53)</td>
<td>5% (14)</td>
<td>26% (75)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>20% (125)</td>
<td>17% (107)</td>
<td>16% (97)</td>
<td>14% (86)</td>
<td>5% (30)</td>
<td>28% (173)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>25% (140)</td>
<td>15% (84)</td>
<td>16% (88)</td>
<td>20% (114)</td>
<td>5% (26)</td>
<td>19% (107)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>33% (224)</td>
<td>18% (123)</td>
<td>13% (88)</td>
<td>14% (95)</td>
<td>6% (42)</td>
<td>17% (116)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>37% (282)</td>
<td>19% (146)</td>
<td>12% (93)</td>
<td>9% (68)</td>
<td>9% (65)</td>
<td>14% (111)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>21% (163)</td>
<td>18% (140)</td>
<td>14% (107)</td>
<td>18% (143)</td>
<td>4% (31)</td>
<td>26% (204)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (111)</td>
<td>17% (108)</td>
<td>17% (114)</td>
<td>22% (142)</td>
<td>3% (19)</td>
<td>25% (162)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>39% (135)</td>
<td>21% (72)</td>
<td>10% (33)</td>
<td>9% (31)</td>
<td>8% (29)</td>
<td>14% (47)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>35% (147)</td>
<td>18% (74)</td>
<td>14% (60)</td>
<td>9% (37)</td>
<td>9% (36)</td>
<td>15% (63)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>25% (99)</td>
<td>16% (62)</td>
<td>15% (58)</td>
<td>19% (74)</td>
<td>3% (12)</td>
<td>23% (90)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>16% (64)</td>
<td>20% (79)</td>
<td>12% (49)</td>
<td>17% (69)</td>
<td>5% (19)</td>
<td>29% (114)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>16% (51)</td>
<td>17% (54)</td>
<td>20% (64)</td>
<td>24% (76)</td>
<td>4% (12)</td>
<td>20% (65)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>18% (60)</td>
<td>16% (54)</td>
<td>15% (51)</td>
<td>20% (66)</td>
<td>2% (7)</td>
<td>29% (97)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>38% (232)</td>
<td>23% (138)</td>
<td>11% (65)</td>
<td>8% (49)</td>
<td>7% (45)</td>
<td>13% (80)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>25% (147)</td>
<td>19% (112)</td>
<td>15% (89)</td>
<td>16% (96)</td>
<td>7% (41)</td>
<td>19% (115)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>19% (137)</td>
<td>16% (114)</td>
<td>18% (135)</td>
<td>23% (169)</td>
<td>3% (24)</td>
<td>21% (152)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>23% (354)</td>
<td>16% (237)</td>
<td>14% (212)</td>
<td>17% (257)</td>
<td>5% (76)</td>
<td>25% (382)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>28% (125)</td>
<td>20% (89)</td>
<td>18% (78)</td>
<td>14% (64)</td>
<td>5% (22)</td>
<td>15% (68)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>32% (77)</td>
<td>28% (68)</td>
<td>10% (24)</td>
<td>13% (32)</td>
<td>7% (18)</td>
<td>11% (27)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>23% (266)</td>
<td>17% (200)</td>
<td>14% (165)</td>
<td>16% (188)</td>
<td>5% (54)</td>
<td>26% (301)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>29% (204)</td>
<td>18% (129)</td>
<td>15% (105)</td>
<td>16% (112)</td>
<td>6% (43)</td>
<td>17% (119)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>27% (86)</td>
<td>20% (65)</td>
<td>14% (45)</td>
<td>16% (53)</td>
<td>6% (18)</td>
<td>17% (56)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>26% (441)</td>
<td>17% (299)</td>
<td>14% (251)</td>
<td>17% (298)</td>
<td>5% (78)</td>
<td>21% (363)</td>
<td>1730</td>
</tr>
</tbody>
</table>
And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Table EAKNPG5_15: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spread misinformation about vaccines

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (556)</td>
<td>18% (395)</td>
<td>14% (314)</td>
<td>16% (353)</td>
<td>5% (116)</td>
<td>22% (477)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>27% (93)</td>
<td>16% (57)</td>
<td>13% (47)</td>
<td>15% (51)</td>
<td>7% (26)</td>
<td>22% (77)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>22% (60)</td>
<td>18% (51)</td>
<td>14% (38)</td>
<td>12% (33)</td>
<td>10% (27)</td>
<td>24% (66)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>27% (54)</td>
<td>22% (45)</td>
<td>13% (26)</td>
<td>11% (22)</td>
<td>5% (10)</td>
<td>24% (48)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>26% (245)</td>
<td>19% (180)</td>
<td>15% (144)</td>
<td>17% (162)</td>
<td>4% (39)</td>
<td>19% (180)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>37% (41)</td>
<td>14% (15)</td>
<td>17% (19)</td>
<td>10% (11)</td>
<td>15% (17)</td>
<td>8% (9)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>35% (34)</td>
<td>15% (15)</td>
<td>13% (13)</td>
<td>21% (20)</td>
<td>6% (5)</td>
<td>9% (9)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>25% (168)</td>
<td>18% (120)</td>
<td>13% (87)</td>
<td>14% (92)</td>
<td>5% (36)</td>
<td>24% (159)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>17% (68)</td>
<td>17% (65)</td>
<td>13% (51)</td>
<td>17% (67)</td>
<td>5% (18)</td>
<td>31% (120)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>34% (44)</td>
<td>14% (18)</td>
<td>18% (23)</td>
<td>11% (14)</td>
<td>13% (17)</td>
<td>9% (12)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>19% (102)</td>
<td>17% (88)</td>
<td>16% (82)</td>
<td>19% (100)</td>
<td>4% (20)</td>
<td>26% (135)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>26% (204)</td>
<td>19% (151)</td>
<td>14% (106)</td>
<td>16% (126)</td>
<td>5% (36)</td>
<td>20% (158)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>24% (129)</td>
<td>20% (111)</td>
<td>15% (82)</td>
<td>14% (77)</td>
<td>5% (28)</td>
<td>22% (121)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>27% (294)</td>
<td>18% (193)</td>
<td>15% (159)</td>
<td>15% (159)</td>
<td>5% (60)</td>
<td>20% (219)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (134)</td>
<td>16% (91)</td>
<td>13% (74)</td>
<td>20% (117)</td>
<td>5% (28)</td>
<td>23% (136)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>25% (182)</td>
<td>20% (143)</td>
<td>13% (97)</td>
<td>16% (112)</td>
<td>4% (32)</td>
<td>21% (154)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>26% (31)</td>
<td>19% (23)</td>
<td>15% (18)</td>
<td>20% (24)</td>
<td>4% (4)</td>
<td>17% (20)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>25% (52)</td>
<td>16% (33)</td>
<td>16% (35)</td>
<td>14% (29)</td>
<td>7% (15)</td>
<td>22% (46)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>18% (27)</td>
<td>13% (19)</td>
<td>21% (32)</td>
<td>18% (26)</td>
<td>3% (4)</td>
<td>27% (40)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>28% (26)</td>
<td>25% (23)</td>
<td>6% (6)</td>
<td>17% (16)</td>
<td>5% (5)</td>
<td>20% (19)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>28% (134)</td>
<td>18% (88)</td>
<td>14% (66)</td>
<td>15% (72)</td>
<td>8% (37)</td>
<td>17% (81)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>24% (64)</td>
<td>14% (37)</td>
<td>15% (41)</td>
<td>18% (48)</td>
<td>3% (8)</td>
<td>26% (68)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>23% (40)</td>
<td>16% (27)</td>
<td>12% (21)</td>
<td>15% (25)</td>
<td>6% (10)</td>
<td>28% (47)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>30% (100)</td>
<td>18% (60)</td>
<td>16% (54)</td>
<td>13% (43)</td>
<td>7% (24)</td>
<td>16% (51)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>24% (456)</td>
<td>18% (335)</td>
<td>14% (260)</td>
<td>17% (310)</td>
<td>5% (92)</td>
<td>23% (425)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>37% (260)</td>
<td>18% (127)</td>
<td>10% (69)</td>
<td>9% (67)</td>
<td>9% (63)</td>
<td>18% (126)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>20% (296)</td>
<td>18% (267)</td>
<td>16% (246)</td>
<td>19% (285)</td>
<td>4% (53)</td>
<td>23% (351)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>38% (335)</td>
<td>19% (171)</td>
<td>12% (109)</td>
<td>9% (81)</td>
<td>7% (65)</td>
<td>14% (128)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>17% (204)</td>
<td>17% (203)</td>
<td>17% (197)</td>
<td>21% (251)</td>
<td>4% (48)</td>
<td>23% (270)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_15: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Spread misinformation about vaccines

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (556)</td>
<td>18% (395)</td>
<td>14% (314)</td>
<td>16% (353)</td>
<td>5% (116)</td>
<td>22% (477)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>48% (158)</td>
<td>16% (54)</td>
<td>8% (27)</td>
<td>6% (19)</td>
<td>12% (39)</td>
<td>11% (36)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>32% (177)</td>
<td>21% (116)</td>
<td>15% (82)</td>
<td>11% (62)</td>
<td>5% (26)</td>
<td>17% (92)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>20% (71)</td>
<td>24% (86)</td>
<td>13% (49)</td>
<td>16% (57)</td>
<td>5% (19)</td>
<td>22% (81)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>16% (133)</td>
<td>15% (118)</td>
<td>18% (148)</td>
<td>24% (194)</td>
<td>4% (29)</td>
<td>23% (189)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>38% (346)</td>
<td>20% (184)</td>
<td>11% (104)</td>
<td>9% (83)</td>
<td>8% (69)</td>
<td>14% (126)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>17% (202)</td>
<td>17% (198)</td>
<td>17% (200)</td>
<td>22% (256)</td>
<td>4% (46)</td>
<td>24% (277)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>47% (182)</td>
<td>17% (65)</td>
<td>9% (34)</td>
<td>5% (20)</td>
<td>11% (42)</td>
<td>12% (45)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>31% (164)</td>
<td>23% (120)</td>
<td>13% (70)</td>
<td>12% (63)</td>
<td>5% (27)</td>
<td>15% (81)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>19% (57)</td>
<td>24% (73)</td>
<td>15% (45)</td>
<td>16% (48)</td>
<td>3% (11)</td>
<td>23% (70)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>17% (145)</td>
<td>14% (125)</td>
<td>18% (155)</td>
<td>24% (208)</td>
<td>4% (35)</td>
<td>24% (207)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>19% (165)</td>
<td>19% (163)</td>
<td>17% (150)</td>
<td>20% (175)</td>
<td>3% (26)</td>
<td>22% (192)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>21% (67)</td>
<td>16% (52)</td>
<td>19% (62)</td>
<td>21% (69)</td>
<td>4% (13)</td>
<td>19% (62)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>35% (77)</td>
<td>17% (38)</td>
<td>11% (24)</td>
<td>8% (18)</td>
<td>6% (14)</td>
<td>22% (50)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>27% (60)</td>
<td>20% (45)</td>
<td>10% (23)</td>
<td>9% (20)</td>
<td>8% (17)</td>
<td>25% (57)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>29% (42)</td>
<td>20% (29)</td>
<td>8% (11)</td>
<td>9% (12)</td>
<td>11% (16)</td>
<td>23% (33)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>24% (27)</td>
<td>16% (18)</td>
<td>12% (13)</td>
<td>18% (20)</td>
<td>6% (7)</td>
<td>22% (24)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>39% (72)</td>
<td>15% (28)</td>
<td>10% (18)</td>
<td>13% (23)</td>
<td>8% (14)</td>
<td>15% (28)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>34% (46)</td>
<td>16% (21)</td>
<td>10% (13)</td>
<td>11% (15)</td>
<td>6% (7)</td>
<td>23% (31)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>37% (330)</td>
<td>22% (195)</td>
<td>11% (96)</td>
<td>8% (67)</td>
<td>8% (71)</td>
<td>14% (128)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>16% (123)</td>
<td>14% (106)</td>
<td>19% (142)</td>
<td>25% (188)</td>
<td>4% (29)</td>
<td>23% (173)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>28% (27)</td>
<td>20% (19)</td>
<td>11% (11)</td>
<td>19% (19)</td>
<td>3% (3)</td>
<td>19% (19)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>16% (76)</td>
<td>16% (74)</td>
<td>14% (66)</td>
<td>17% (79)</td>
<td>3% (12)</td>
<td>34% (157)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>39% (282)</td>
<td>20% (148)</td>
<td>8% (60)</td>
<td>9% (68)</td>
<td>10% (72)</td>
<td>13% (97)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (121)</td>
<td>16% (99)</td>
<td>18% (110)</td>
<td>23% (144)</td>
<td>3% (17)</td>
<td>22% (135)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>26% (16)</td>
<td>16% (10)</td>
<td>11% (7)</td>
<td>24% (14)</td>
<td>— (0)</td>
<td>23% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>40% (268)</td>
<td>20% (133)</td>
<td>10% (68)</td>
<td>7% (47)</td>
<td>9% (61)</td>
<td>14% (93)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (126)</td>
<td>16% (108)</td>
<td>17% (114)</td>
<td>25% (170)</td>
<td>3% (22)</td>
<td>21% (142)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>29% (32)</td>
<td>20% (22)</td>
<td>12% (13)</td>
<td>13% (15)</td>
<td>2% (2)</td>
<td>24% (26)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>17% (130)</td>
<td>18% (131)</td>
<td>16% (119)</td>
<td>16% (121)</td>
<td>4% (31)</td>
<td>29% (214)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_15: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Spread misinformation about vaccines

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25% (556)</td>
<td>18% (395)</td>
<td>14% (314)</td>
<td>16% (353)</td>
<td>5% (116)</td>
<td>22% (477)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>30% (373)</td>
<td>18% (224)</td>
<td>13% (155)</td>
<td>15% (187)</td>
<td>6% (75)</td>
<td>18% (224)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>19% (183)</td>
<td>18% (170)</td>
<td>16% (159)</td>
<td>17% (166)</td>
<td>4% (40)</td>
<td>26% (253)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>24% (96)</td>
<td>21% (82)</td>
<td>14% (54)</td>
<td>16% (62)</td>
<td>5% (21)</td>
<td>20% (79)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>25% (117)</td>
<td>18% (83)</td>
<td>16% (73)</td>
<td>14% (65)</td>
<td>4% (21)</td>
<td>23% (105)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>24% (202)</td>
<td>17% (141)</td>
<td>12% (102)</td>
<td>18% (147)</td>
<td>6% (52)</td>
<td>22% (182)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (141)</td>
<td>17% (88)</td>
<td>16% (84)</td>
<td>15% (78)</td>
<td>4% (21)</td>
<td>21% (110)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>27% (307)</td>
<td>19% (216)</td>
<td>14% (164)</td>
<td>15% (174)</td>
<td>5% (62)</td>
<td>20% (230)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>25% (283)</td>
<td>19% (215)</td>
<td>15% (166)</td>
<td>19% (215)</td>
<td>5% (59)</td>
<td>18% (200)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>36% (137)</td>
<td>21% (81)</td>
<td>12% (47)</td>
<td>9% (35)</td>
<td>9% (34)</td>
<td>12% (47)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNP5_16: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Encouraged others to get vaccinated

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (124)</td>
<td>7% (156)</td>
<td>13% (277)</td>
<td>50% (1113)</td>
<td>3% (68)</td>
<td>21% (472)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>6% (61)</td>
<td>8% (87)</td>
<td>13% (143)</td>
<td>51% (543)</td>
<td>3% (34)</td>
<td>19% (199)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>6% (63)</td>
<td>6% (69)</td>
<td>12% (134)</td>
<td>50% (570)</td>
<td>3% (34)</td>
<td>24% (273)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>7% (49)</td>
<td>9% (59)</td>
<td>10% (67)</td>
<td>43% (280)</td>
<td>3% (19)</td>
<td>28% (184)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>5% (16)</td>
<td>9% (31)</td>
<td>12% (43)</td>
<td>45% (161)</td>
<td>5% (17)</td>
<td>26% (92)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>6% (45)</td>
<td>6% (49)</td>
<td>15% (116)</td>
<td>53% (402)</td>
<td>3% (21)</td>
<td>16% (122)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>3% (14)</td>
<td>4% (17)</td>
<td>12% (51)</td>
<td>62% (270)</td>
<td>3% (11)</td>
<td>17% (75)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (20)</td>
<td>9% (25)</td>
<td>10% (29)</td>
<td>43% (125)</td>
<td>3% (8)</td>
<td>28% (80)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>6% (36)</td>
<td>9% (55)</td>
<td>12% (72)</td>
<td>42% (262)</td>
<td>4% (24)</td>
<td>27% (168)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>6% (35)</td>
<td>7% (40)</td>
<td>16% (91)</td>
<td>50% (279)</td>
<td>3% (15)</td>
<td>18% (99)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>4% (31)</td>
<td>5% (32)</td>
<td>11% (79)</td>
<td>59% (408)</td>
<td>3% (21)</td>
<td>17% (116)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>5% (37)</td>
<td>6% (44)</td>
<td>9% (66)</td>
<td>62% (476)</td>
<td>3% (23)</td>
<td>15% (118)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>4% (33)</td>
<td>8% (67)</td>
<td>11% (90)</td>
<td>47% (374)</td>
<td>2% (19)</td>
<td>26% (206)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>8% (54)</td>
<td>7% (45)</td>
<td>18% (121)</td>
<td>40% (264)</td>
<td>4% (25)</td>
<td>23% (148)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>6% (21)</td>
<td>7% (25)</td>
<td>9% (32)</td>
<td>58% (201)</td>
<td>6% (19)</td>
<td>15% (51)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>4% (16)</td>
<td>4% (18)</td>
<td>8% (35)</td>
<td>66% (275)</td>
<td>1% (4)</td>
<td>16% (67)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>4% (15)</td>
<td>8% (31)</td>
<td>11% (45)</td>
<td>53% (209)</td>
<td>1% (5)</td>
<td>23% (91)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>5% (19)</td>
<td>9% (35)</td>
<td>12% (45)</td>
<td>42% (165)</td>
<td>4% (14)</td>
<td>29% (114)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>8% (26)</td>
<td>9% (30)</td>
<td>21% (67)</td>
<td>41% (134)</td>
<td>3% (10)</td>
<td>18% (57)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>9% (28)</td>
<td>4% (15)</td>
<td>16% (54)</td>
<td>39% (130)</td>
<td>5% (16)</td>
<td>27% (92)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>4% (26)</td>
<td>4% (27)</td>
<td>9% (56)</td>
<td>68% (433)</td>
<td>2% (14)</td>
<td>12% (72)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>4% (26)</td>
<td>8% (49)</td>
<td>13% (79)</td>
<td>51% (306)</td>
<td>2% (15)</td>
<td>21% (126)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>8% (56)</td>
<td>9% (64)</td>
<td>17% (121)</td>
<td>43% (312)</td>
<td>4% (32)</td>
<td>20% (145)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>6% (94)</td>
<td>8% (126)</td>
<td>13% (198)</td>
<td>44% (672)</td>
<td>3% (52)</td>
<td>25% (376)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>4% (19)</td>
<td>4% (20)</td>
<td>12% (54)</td>
<td>62% (277)</td>
<td>2% (10)</td>
<td>15% (67)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>4% (11)</td>
<td>4% (10)</td>
<td>10% (25)</td>
<td>67% (165)</td>
<td>3% (6)</td>
<td>12% (28)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>5% (62)</td>
<td>7% (86)</td>
<td>13% (151)</td>
<td>45% (533)</td>
<td>3% (35)</td>
<td>26% (307)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>7% (49)</td>
<td>7% (47)</td>
<td>13% (90)</td>
<td>54% (384)</td>
<td>4% (28)</td>
<td>16% (115)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>4% (13)</td>
<td>7% (22)</td>
<td>11% (36)</td>
<td>61% (196)</td>
<td>2% (5)</td>
<td>16% (50)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>6% (102)</td>
<td>6% (108)</td>
<td>13% (218)</td>
<td>52% (900)</td>
<td>3% (49)</td>
<td>20% (352)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_16: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Encouraged others to get vaccinated

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (124)</td>
<td>7% (156)</td>
<td>13% (277)</td>
<td>50% (1113)</td>
<td>3% (68)</td>
<td>21% (472)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>6% (20)</td>
<td>9% (31)</td>
<td>11% (40)</td>
<td>44% (156)</td>
<td>6% (20)</td>
<td>24% (85)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>5% (14)</td>
<td>9% (25)</td>
<td>15% (41)</td>
<td>42% (117)</td>
<td>4% (10)</td>
<td>25% (69)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>4% (9)</td>
<td>11% (22)</td>
<td>9% (18)</td>
<td>47% (97)</td>
<td>4% (8)</td>
<td>25% (51)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>6% (58)</td>
<td>5% (52)</td>
<td>14% (129)</td>
<td>54% (511)</td>
<td>4% (33)</td>
<td>18% (168)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>12% (13)</td>
<td>11% (13)</td>
<td>10% (11)</td>
<td>48% (54)</td>
<td>11% (12)</td>
<td>8% (9)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>3% (3)</td>
<td>7% (6)</td>
<td>11% (10)</td>
<td>70% (67)</td>
<td>2% (1)</td>
<td>8% (8)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>4% (28)</td>
<td>8% (55)</td>
<td>11% (76)</td>
<td>50% (328)</td>
<td>1% (10)</td>
<td>25% (165)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>6% (22)</td>
<td>8% (30)</td>
<td>13% (50)</td>
<td>39% (154)</td>
<td>3% (11)</td>
<td>31% (122)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>10% (13)</td>
<td>11% (14)</td>
<td>11% (14)</td>
<td>47% (60)</td>
<td>11% (14)</td>
<td>10% (13)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>8% (40)</td>
<td>8% (41)</td>
<td>15% (77)</td>
<td>41% (218)</td>
<td>4% (21)</td>
<td>25% (130)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>5% (39)</td>
<td>5% (38)</td>
<td>13% (99)</td>
<td>55% (430)</td>
<td>3% (22)</td>
<td>20% (153)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>6% (31)</td>
<td>7% (39)</td>
<td>12% (66)</td>
<td>51% (278)</td>
<td>2% (13)</td>
<td>22% (121)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>5% (50)</td>
<td>8% (85)</td>
<td>13% (140)</td>
<td>52% (565)</td>
<td>3% (29)</td>
<td>20% (214)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>7% (43)</td>
<td>5% (31)</td>
<td>12% (71)</td>
<td>47% (270)</td>
<td>4% (26)</td>
<td>24% (137)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>6% (46)</td>
<td>8% (54)</td>
<td>13% (90)</td>
<td>49% (354)</td>
<td>3% (21)</td>
<td>21% (153)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>13% (16)</td>
<td>6% (7)</td>
<td>10% (12)</td>
<td>49% (60)</td>
<td>1% (2)</td>
<td>21% (25)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>4% (7)</td>
<td>5% (11)</td>
<td>17% (35)</td>
<td>48% (100)</td>
<td>6% (13)</td>
<td>21% (43)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>4% (7)</td>
<td>6% (9)</td>
<td>13% (19)</td>
<td>47% (70)</td>
<td>6% (9)</td>
<td>24% (36)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>4% (3)</td>
<td>15% (14)</td>
<td>7% (6)</td>
<td>46% (44)</td>
<td>1% (1)</td>
<td>28% (27)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>6% (27)</td>
<td>4% (20)</td>
<td>12% (60)</td>
<td>59% (283)</td>
<td>2% (11)</td>
<td>16% (77)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>3% (8)</td>
<td>10% (27)</td>
<td>11% (29)</td>
<td>50% (133)</td>
<td>2% (6)</td>
<td>24% (63)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>6% (10)</td>
<td>8% (13)</td>
<td>15% (26)</td>
<td>40% (69)</td>
<td>3% (6)</td>
<td>28% (48)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>7% (24)</td>
<td>9% (30)</td>
<td>15% (49)</td>
<td>48% (161)</td>
<td>5% (17)</td>
<td>15% (51)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>5% (100)</td>
<td>7% (126)</td>
<td>12% (228)</td>
<td>51% (953)</td>
<td>3% (51)</td>
<td>22% (421)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>4% (32)</td>
<td>6% (44)</td>
<td>9% (65)</td>
<td>59% (423)</td>
<td>4% (27)</td>
<td>17% (122)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>6% (92)</td>
<td>7% (112)</td>
<td>14% (212)</td>
<td>46% (690)</td>
<td>3% (41)</td>
<td>23% (351)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>4% (33)</td>
<td>6% (49)</td>
<td>9% (82)</td>
<td>66% (584)</td>
<td>2% (21)</td>
<td>13% (119)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>7% (86)</td>
<td>8% (94)</td>
<td>16% (184)</td>
<td>42% (493)</td>
<td>4% (46)</td>
<td>23% (269)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_16: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Encouraged others to get vaccinated

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (124)</td>
<td>7% (156)</td>
<td>13% (277)</td>
<td>50% (1113)</td>
<td>3% (68)</td>
<td>21% (472)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>7% (22)</td>
<td>6% (19)</td>
<td>5% (17)</td>
<td>66% (221)</td>
<td>4% (14)</td>
<td>12% (40)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>2% (11)</td>
<td>6% (31)</td>
<td>12% (64)</td>
<td>65% (363)</td>
<td>1% (7)</td>
<td>14% (79)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>3% (10)</td>
<td>8% (30)</td>
<td>11% (39)</td>
<td>50% (180)</td>
<td>5% (18)</td>
<td>24% (85)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>9% (76)</td>
<td>8% (64)</td>
<td>18% (145)</td>
<td>39% (314)</td>
<td>3% (28)</td>
<td>23% (184)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>4% (36)</td>
<td>6% (50)</td>
<td>9% (81)</td>
<td>67% (611)</td>
<td>2% (22)</td>
<td>12% (112)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (87)</td>
<td>8% (99)</td>
<td>16% (187)</td>
<td>41% (481)</td>
<td>4% (44)</td>
<td>24% (281)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>6% (25)</td>
<td>6% (24)</td>
<td>7% (27)</td>
<td>64% (249)</td>
<td>4% (15)</td>
<td>12% (49)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>2% (11)</td>
<td>5% (26)</td>
<td>10% (54)</td>
<td>69% (361)</td>
<td>1% (8)</td>
<td>12% (63)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>3% (10)</td>
<td>6% (19)</td>
<td>11% (32)</td>
<td>49% (150)</td>
<td>4% (11)</td>
<td>27% (82)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>9% (78)</td>
<td>9% (81)</td>
<td>18% (155)</td>
<td>38% (331)</td>
<td>4% (33)</td>
<td>23% (199)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>4% (34)</td>
<td>8% (68)</td>
<td>15% (129)</td>
<td>49% (428)</td>
<td>2% (16)</td>
<td>23% (197)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>7% (24)</td>
<td>11% (36)</td>
<td>16% (52)</td>
<td>45% (145)</td>
<td>5% (15)</td>
<td>17% (54)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>6% (13)</td>
<td>3% (6)</td>
<td>8% (17)</td>
<td>54% (121)</td>
<td>3% (7)</td>
<td>26% (59)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>4% (8)</td>
<td>5% (10)</td>
<td>13% (29)</td>
<td>52% (117)</td>
<td>2% (5)</td>
<td>24% (54)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>6% (9)</td>
<td>6% (8)</td>
<td>9% (13)</td>
<td>49% (70)</td>
<td>5% (8)</td>
<td>25% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>6% (7)</td>
<td>11% (11)</td>
<td>9% (10)</td>
<td>52% (57)</td>
<td>1% (1)</td>
<td>21% (22)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (18)</td>
<td>6% (11)</td>
<td>10% (19)</td>
<td>53% (96)</td>
<td>8% (14)</td>
<td>14% (25)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>9% (12)</td>
<td>4% (5)</td>
<td>6% (8)</td>
<td>60% (80)</td>
<td>1% (2)</td>
<td>20% (26)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>4% (33)</td>
<td>5% (44)</td>
<td>8% (74)</td>
<td>67% (593)</td>
<td>2% (14)</td>
<td>15% (129)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>8% (58)</td>
<td>8% (65)</td>
<td>18% (139)</td>
<td>39% (301)</td>
<td>5% (37)</td>
<td>21% (162)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>5% (5)</td>
<td>4% (4)</td>
<td>16% (16)</td>
<td>48% (47)</td>
<td>4% (4)</td>
<td>22% (21)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (28)</td>
<td>9% (43)</td>
<td>10% (48)</td>
<td>37% (172)</td>
<td>3% (12)</td>
<td>34% (159)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>4% (32)</td>
<td>5% (37)</td>
<td>7% (50)</td>
<td>67% (488)</td>
<td>3% (25)</td>
<td>13% (94)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>7% (46)</td>
<td>7% (47)</td>
<td>20% (123)</td>
<td>42% (263)</td>
<td>3% (17)</td>
<td>21% (129)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>2% (1)</td>
<td>10% (6)</td>
<td>6% (3)</td>
<td>54% (33)</td>
<td>6% (3)</td>
<td>23% (14)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>4% (26)</td>
<td>5% (35)</td>
<td>9% (59)</td>
<td>67% (449)</td>
<td>3% (20)</td>
<td>12% (81)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (56)</td>
<td>8% (52)</td>
<td>16% (111)</td>
<td>44% (299)</td>
<td>3% (22)</td>
<td>21% (141)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>4% (5)</td>
<td>3% (3)</td>
<td>13% (14)</td>
<td>58% (64)</td>
<td>1% (1)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>5% (37)</td>
<td>9% (65)</td>
<td>12% (92)</td>
<td>40% (302)</td>
<td>3% (25)</td>
<td>30% (225)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_16: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Encouraged others to get vaccinated

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>6% (124)</td>
<td>7% (156)</td>
<td>13% (277)</td>
<td>50% (1113)</td>
<td>3% (68)</td>
<td>21% (472)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>6% (72)</td>
<td>6% (77)</td>
<td>12% (150)</td>
<td>56% (694)</td>
<td>3% (37)</td>
<td>17% (206)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>5% (52)</td>
<td>8% (78)</td>
<td>13% (127)</td>
<td>43% (419)</td>
<td>3% (30)</td>
<td>27% (266)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>5% (18)</td>
<td>6% (24)</td>
<td>14% (54)</td>
<td>53% (210)</td>
<td>3% (13)</td>
<td>19% (76)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>6% (27)</td>
<td>5% (23)</td>
<td>13% (61)</td>
<td>52% (240)</td>
<td>1% (6)</td>
<td>23% (107)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>6% (53)</td>
<td>8% (66)</td>
<td>13% (110)</td>
<td>47% (392)</td>
<td>3% (24)</td>
<td>22% (183)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>5% (26)</td>
<td>8% (43)</td>
<td>10% (52)</td>
<td>52% (271)</td>
<td>5% (24)</td>
<td>20% (106)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>5% (58)</td>
<td>8% (95)</td>
<td>12% (143)</td>
<td>53% (615)</td>
<td>3% (33)</td>
<td>18% (208)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>5% (61)</td>
<td>7% (85)</td>
<td>14% (157)</td>
<td>52% (593)</td>
<td>3% (37)</td>
<td>18% (206)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>5% (17)</td>
<td>8% (30)</td>
<td>11% (42)</td>
<td>60% (229)</td>
<td>5% (19)</td>
<td>11% (44)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG5_17: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (218)</td>
<td>15% (336)</td>
<td>23% (518)</td>
<td>27% (587)</td>
<td>2% (51)</td>
<td>23% (500)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>8% (90)</td>
<td>15% (157)</td>
<td>25% (265)</td>
<td>29% (313)</td>
<td>3% (29)</td>
<td>20% (212)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (127)</td>
<td>16% (179)</td>
<td>22% (252)</td>
<td>24% (275)</td>
<td>2% (22)</td>
<td>25% (288)</td>
<td>1413</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (54)</td>
<td>14% (94)</td>
<td>20% (130)</td>
<td>27% (179)</td>
<td>4% (23)</td>
<td>27% (178)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>9% (31)</td>
<td>13% (45)</td>
<td>16% (58)</td>
<td>30% (110)</td>
<td>3% (10)</td>
<td>29% (105)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>13% (95)</td>
<td>14% (109)</td>
<td>26% (200)</td>
<td>27% (202)</td>
<td>1% (11)</td>
<td>18% (138)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>9% (38)</td>
<td>20% (88)</td>
<td>30% (130)</td>
<td>22% (97)</td>
<td>2% (7)</td>
<td>18% (78)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (19)</td>
<td>14% (41)</td>
<td>16% (47)</td>
<td>31% (88)</td>
<td>3% (9)</td>
<td>29% (83)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>9% (55)</td>
<td>13% (83)</td>
<td>21% (128)</td>
<td>25% (156)</td>
<td>4% (17)</td>
<td>28% (174)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>11% (59)</td>
<td>12% (67)</td>
<td>23% (129)</td>
<td>33% (186)</td>
<td>2% (10)</td>
<td>19% (107)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>12% (83)</td>
<td>18% (124)</td>
<td>28% (194)</td>
<td>22% (148)</td>
<td>1% (10)</td>
<td>19% (129)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>12% (90)</td>
<td>17% (126)</td>
<td>25% (192)</td>
<td>26% (195)</td>
<td>2% (16)</td>
<td>19% (145)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>7% (54)</td>
<td>15% (119)</td>
<td>19% (154)</td>
<td>29% (229)</td>
<td>2% (17)</td>
<td>27% (215)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>11% (74)</td>
<td>14% (91)</td>
<td>26% (172)</td>
<td>25% (163)</td>
<td>3% (18)</td>
<td>21% (140)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>13% (45)</td>
<td>16% (56)</td>
<td>24% (85)</td>
<td>27% (93)</td>
<td>2% (7)</td>
<td>18% (62)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>11% (45)</td>
<td>17% (71)</td>
<td>26% (107)</td>
<td>25% (102)</td>
<td>2% (9)</td>
<td>20% (82)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>5% (20)</td>
<td>15% (57)</td>
<td>21% (83)</td>
<td>33% (130)</td>
<td>3% (11)</td>
<td>24% (94)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>9% (33)</td>
<td>16% (62)</td>
<td>18% (70)</td>
<td>25% (99)</td>
<td>2% (6)</td>
<td>31% (122)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>8% (25)</td>
<td>14% (44)</td>
<td>30% (97)</td>
<td>28% (90)</td>
<td>3% (11)</td>
<td>17% (56)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>15% (49)</td>
<td>14% (47)</td>
<td>22% (75)</td>
<td>22% (73)</td>
<td>2% (7)</td>
<td>25% (84)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>10% (59)</td>
<td>19% (118)</td>
<td>26% (161)</td>
<td>25% (153)</td>
<td>2% (11)</td>
<td>17% (106)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>9% (53)</td>
<td>16% (95)</td>
<td>23% (141)</td>
<td>31% (186)</td>
<td>1% (9)</td>
<td>19% (116)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>12% (87)</td>
<td>14% (103)</td>
<td>25% (185)</td>
<td>26% (190)</td>
<td>3% (25)</td>
<td>19% (139)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (156)</td>
<td>14% (209)</td>
<td>22% (327)</td>
<td>27% (403)</td>
<td>3% (39)</td>
<td>25% (385)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>9% (41)</td>
<td>17% (75)</td>
<td>26% (117)</td>
<td>29% (128)</td>
<td>1% (6)</td>
<td>18% (79)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>9% (21)</td>
<td>21% (52)</td>
<td>30% (73)</td>
<td>23% (57)</td>
<td>3% (6)</td>
<td>14% (36)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>9% (109)</td>
<td>14% (168)</td>
<td>22% (256)</td>
<td>25% (296)</td>
<td>3% (34)</td>
<td>27% (311)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (81)</td>
<td>17% (120)</td>
<td>23% (165)</td>
<td>28% (198)</td>
<td>2% (12)</td>
<td>19% (136)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>9% (28)</td>
<td>15% (47)</td>
<td>30% (96)</td>
<td>29% (93)</td>
<td>2% (6)</td>
<td>16% (53)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>10% (169)</td>
<td>16% (271)</td>
<td>24% (421)</td>
<td>27% (463)</td>
<td>2% (41)</td>
<td>21% (366)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_17: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (218)</td>
<td>15% (336)</td>
<td>23% (518)</td>
<td>27% (587)</td>
<td>2% (51)</td>
<td>23% (500)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>12% (43)</td>
<td>11% (38)</td>
<td>24% (86)</td>
<td>26% (90)</td>
<td>1% (5)</td>
<td>26% (90)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>12% (34)</td>
<td>13% (36)</td>
<td>17% (47)</td>
<td>29% (80)</td>
<td>1% (3)</td>
<td>28% (76)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>8% (15)</td>
<td>14% (29)</td>
<td>25% (50)</td>
<td>22% (45)</td>
<td>4% (7)</td>
<td>28% (58)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>11% (102)</td>
<td>18% (171)</td>
<td>26% (247)</td>
<td>25% (241)</td>
<td>2% (17)</td>
<td>18% (173)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>16% (17)</td>
<td>15% (17)</td>
<td>19% (21)</td>
<td>36% (40)</td>
<td>5% (5)</td>
<td>9% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>6% (6)</td>
<td>18% (18)</td>
<td>25% (24)</td>
<td>35% (34)</td>
<td>3% (3)</td>
<td>12% (12)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>8% (56)</td>
<td>13% (87)</td>
<td>24% (157)</td>
<td>24% (161)</td>
<td>2% (16)</td>
<td>28% (184)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>9% (37)</td>
<td>11% (43)</td>
<td>18% (68)</td>
<td>29% (112)</td>
<td>3% (10)</td>
<td>31% (120)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>16% (20)</td>
<td>13% (17)</td>
<td>20% (25)</td>
<td>35% (45)</td>
<td>6% (7)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>12% (62)</td>
<td>15% (80)</td>
<td>21% (109)</td>
<td>25% (131)</td>
<td>2% (10)</td>
<td>25% (134)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>9% (73)</td>
<td>17% (131)</td>
<td>25% (197)</td>
<td>27% (212)</td>
<td>2% (14)</td>
<td>20% (152)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (65)</td>
<td>13% (70)</td>
<td>23% (126)</td>
<td>25% (139)</td>
<td>2% (13)</td>
<td>25% (136)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>9% (94)</td>
<td>17% (185)</td>
<td>25% (266)</td>
<td>26% (279)</td>
<td>2% (25)</td>
<td>22% (235)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>10% (59)</td>
<td>14% (82)</td>
<td>22% (126)</td>
<td>29% (170)</td>
<td>2% (13)</td>
<td>22% (129)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (71)</td>
<td>17% (120)</td>
<td>24% (169)</td>
<td>25% (178)</td>
<td>3% (19)</td>
<td>22% (161)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>10% (13)</td>
<td>12% (15)</td>
<td>22% (27)</td>
<td>33% (40)</td>
<td>2% (2)</td>
<td>21% (25)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>8% (18)</td>
<td>13% (26)</td>
<td>21% (44)</td>
<td>36% (77)</td>
<td>2% (5)</td>
<td>20% (41)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>15% (22)</td>
<td>11% (16)</td>
<td>25% (37)</td>
<td>25% (37)</td>
<td>2% (3)</td>
<td>23% (34)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>12% (11)</td>
<td>23% (21)</td>
<td>12% (11)</td>
<td>29% (28)</td>
<td>2% (2)</td>
<td>22% (21)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>10% (49)</td>
<td>19% (92)</td>
<td>29% (138)</td>
<td>22% (105)</td>
<td>2% (8)</td>
<td>18% (87)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>6% (16)</td>
<td>10% (25)</td>
<td>18% (49)</td>
<td>35% (92)</td>
<td>4% (10)</td>
<td>28% (74)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>11% (18)</td>
<td>12% (21)</td>
<td>25% (43)</td>
<td>18% (31)</td>
<td>1% (2)</td>
<td>32% (56)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>10% (34)</td>
<td>16% (51)</td>
<td>27% (89)</td>
<td>28% (94)</td>
<td>1% (5)</td>
<td>18% (59)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>10% (184)</td>
<td>15% (285)</td>
<td>23% (428)</td>
<td>26% (494)</td>
<td>2% (47)</td>
<td>23% (441)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>12% (86)</td>
<td>18% (125)</td>
<td>24% (173)</td>
<td>21% (153)</td>
<td>2% (16)</td>
<td>22% (159)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (132)</td>
<td>14% (211)</td>
<td>23% (344)</td>
<td>29% (434)</td>
<td>2% (35)</td>
<td>23% (340)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>11% (101)</td>
<td>18% (158)</td>
<td>27% (236)</td>
<td>23% (209)</td>
<td>2% (20)</td>
<td>19% (165)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>10% (114)</td>
<td>13% (158)</td>
<td>23% (265)</td>
<td>30% (355)</td>
<td>2% (29)</td>
<td>21% (251)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_17: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (218)</td>
<td>15% (336)</td>
<td>23% (518)</td>
<td>27% (587)</td>
<td>2% (51)</td>
<td>23% (500)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>14% (46)</td>
<td>21% (69)</td>
<td>27% (88)</td>
<td>20% (66)</td>
<td>3% (11)</td>
<td>15% (51)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>10% (55)</td>
<td>16% (88)</td>
<td>27% (147)</td>
<td>26% (143)</td>
<td>2% (9)</td>
<td>20% (114)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (31)</td>
<td>15% (53)</td>
<td>23% (82)</td>
<td>31% (111)</td>
<td>2% (7)</td>
<td>22% (79)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>10% (82)</td>
<td>13% (106)</td>
<td>23% (183)</td>
<td>30% (244)</td>
<td>3% (22)</td>
<td>21% (172)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>11% (103)</td>
<td>19% (173)</td>
<td>27% (244)</td>
<td>24% (216)</td>
<td>2% (18)</td>
<td>17% (158)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>10% (113)</td>
<td>13% (156)</td>
<td>22% (264)</td>
<td>30% (356)</td>
<td>2% (29)</td>
<td>22% (261)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>15% (58)</td>
<td>21% (81)</td>
<td>24% (94)</td>
<td>20% (77)</td>
<td>4% (14)</td>
<td>17% (66)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>9% (45)</td>
<td>18% (92)</td>
<td>29% (150)</td>
<td>27% (139)</td>
<td>1% (4)</td>
<td>18% (93)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>9% (27)</td>
<td>13% (39)</td>
<td>22% (67)</td>
<td>31% (94)</td>
<td>2% (6)</td>
<td>23% (70)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>10% (86)</td>
<td>13% (117)</td>
<td>22% (196)</td>
<td>30% (262)</td>
<td>3% (24)</td>
<td>22% (191)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>9% (77)</td>
<td>13% (117)</td>
<td>24% (212)</td>
<td>30% (259)</td>
<td>2% (18)</td>
<td>22% (188)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>12% (38)</td>
<td>21% (68)</td>
<td>24% (77)</td>
<td>21% (70)</td>
<td>4% (13)</td>
<td>18% (59)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>11% (25)</td>
<td>13% (29)</td>
<td>23% (52)</td>
<td>23% (51)</td>
<td>1% (2)</td>
<td>29% (65)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>8% (18)</td>
<td>16% (35)</td>
<td>28% (62)</td>
<td>20% (46)</td>
<td>2% (4)</td>
<td>26% (59)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>9% (13)</td>
<td>14% (19)</td>
<td>23% (33)</td>
<td>25% (36)</td>
<td>3% (4)</td>
<td>26% (37)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>12% (14)</td>
<td>18% (20)</td>
<td>15% (16)</td>
<td>29% (32)</td>
<td>1% (1)</td>
<td>24% (26)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (19)</td>
<td>13% (24)</td>
<td>20% (36)</td>
<td>35% (65)</td>
<td>3% (6)</td>
<td>18% (32)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>11% (14)</td>
<td>18% (24)</td>
<td>21% (28)</td>
<td>22% (29)</td>
<td>3% (3)</td>
<td>25% (34)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>10% (93)</td>
<td>18% (162)</td>
<td>27% (236)</td>
<td>24% (214)</td>
<td>1% (13)</td>
<td>19% (169)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>10% (77)</td>
<td>14% (106)</td>
<td>24% (181)</td>
<td>30% (227)</td>
<td>3% (24)</td>
<td>19% (147)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>7% (7)</td>
<td>15% (14)</td>
<td>22% (21)</td>
<td>24% (23)</td>
<td>6% (6)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9% (42)</td>
<td>12% (54)</td>
<td>17% (79)</td>
<td>27% (124)</td>
<td>2% (8)</td>
<td>34% (157)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>11% (78)</td>
<td>19% (139)</td>
<td>25% (183)</td>
<td>25% (182)</td>
<td>2% (12)</td>
<td>18% (133)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>10% (65)</td>
<td>14% (88)</td>
<td>28% (177)</td>
<td>26% (166)</td>
<td>2% (12)</td>
<td>19% (117)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>5% (3)</td>
<td>11% (7)</td>
<td>23% (14)</td>
<td>22% (14)</td>
<td>7% (4)</td>
<td>32% (19)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>11% (71)</td>
<td>18% (124)</td>
<td>28% (190)</td>
<td>24% (159)</td>
<td>1% (7)</td>
<td>18% (119)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>11% (73)</td>
<td>15% (102)</td>
<td>25% (167)</td>
<td>28% (191)</td>
<td>3% (19)</td>
<td>19% (130)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>8% (9)</td>
<td>12% (13)</td>
<td>29% (31)</td>
<td>26% (28)</td>
<td>— (0)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>9% (65)</td>
<td>13% (98)</td>
<td>17% (129)</td>
<td>28% (208)</td>
<td>3% (25)</td>
<td>30% (221)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_17: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? 
Was arrested for a misdemeanor or minor crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (218)</td>
<td>15% (336)</td>
<td>23% (518)</td>
<td>27% (587)</td>
<td>2% (51)</td>
<td>23% (500)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>10% (128)</td>
<td>17% (210)</td>
<td>26% (321)</td>
<td>26% (321)</td>
<td>2% (22)</td>
<td>19% (236)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>9% (89)</td>
<td>13% (127)</td>
<td>20% (197)</td>
<td>27% (267)</td>
<td>3% (29)</td>
<td>27% (264)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>11% (45)</td>
<td>16% (63)</td>
<td>23% (93)</td>
<td>23% (90)</td>
<td>3% (14)</td>
<td>23% (91)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>8% (39)</td>
<td>15% (71)</td>
<td>25% (115)</td>
<td>27% (123)</td>
<td>1% (6)</td>
<td>24% (110)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (81)</td>
<td>15% (127)</td>
<td>23% (187)</td>
<td>27% (226)</td>
<td>2% (20)</td>
<td>23% (188)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>10% (53)</td>
<td>14% (75)</td>
<td>24% (123)</td>
<td>28% (148)</td>
<td>2% (12)</td>
<td>21% (111)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>9% (106)</td>
<td>15% (175)</td>
<td>25% (293)</td>
<td>28% (319)</td>
<td>2% (23)</td>
<td>21% (237)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>10% (117)</td>
<td>17% (195)</td>
<td>25% (285)</td>
<td>29% (333)</td>
<td>2% (17)</td>
<td>17% (192)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>8% (32)</td>
<td>20% (75)</td>
<td>26% (98)</td>
<td>24% (92)</td>
<td>4% (15)</td>
<td>18% (70)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG5_18: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was arrested for a felony or major crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>26% (585)</td>
<td>21% (470)</td>
<td>12% (274)</td>
<td>14% (315)</td>
<td>4% (86)</td>
<td>22% (480)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>24% (252)</td>
<td>22% (233)</td>
<td>13% (144)</td>
<td>18% (192)</td>
<td>4% (42)</td>
<td>19% (204)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>29% (333)</td>
<td>21% (237)</td>
<td>11% (130)</td>
<td>11% (123)</td>
<td>4% (44)</td>
<td>24% (276)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>19% (126)</td>
<td>17% (114)</td>
<td>15% (96)</td>
<td>16% (106)</td>
<td>4% (24)</td>
<td>29% (191)</td>
<td>648</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>19% (67)</td>
<td>18% (64)</td>
<td>16% (56)</td>
<td>17% (60)</td>
<td>5% (19)</td>
<td>26% (94)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>30% (229)</td>
<td>23% (175)</td>
<td>11% (85)</td>
<td>15% (117)</td>
<td>3% (23)</td>
<td>17% (126)</td>
<td>754</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>18% (51)</td>
<td>17% (49)</td>
<td>11% (30)</td>
<td>20% (56)</td>
<td>4% (12)</td>
<td>31% (88)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>19% (120)</td>
<td>17% (107)</td>
<td>17% (106)</td>
<td>14% (86)</td>
<td>4% (28)</td>
<td>28% (171)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>27% (149)</td>
<td>20% (114)</td>
<td>13% (71)</td>
<td>19% (106)</td>
<td>2% (14)</td>
<td>19% (105)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>35% (244)</td>
<td>26% (177)</td>
<td>9% (65)</td>
<td>9% (63)</td>
<td>4% (28)</td>
<td>16% (110)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>30% (229)</td>
<td>22% (168)</td>
<td>13% (101)</td>
<td>12% (90)</td>
<td>4% (33)</td>
<td>19% (143)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>23% (180)</td>
<td>18% (140)</td>
<td>12% (95)</td>
<td>17% (133)</td>
<td>4% (28)</td>
<td>27% (213)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>27% (176)</td>
<td>25% (162)</td>
<td>12% (77)</td>
<td>14% (92)</td>
<td>4% (25)</td>
<td>19% (124)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>29% (99)</td>
<td>22% (76)</td>
<td>13% (47)</td>
<td>15% (52)</td>
<td>5% (16)</td>
<td>17% (58)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>31% (130)</td>
<td>22% (91)</td>
<td>13% (54)</td>
<td>9% (38)</td>
<td>4% (17)</td>
<td>21% (85)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>20% (78)</td>
<td>18% (69)</td>
<td>14% (56)</td>
<td>21% (83)</td>
<td>3% (14)</td>
<td>24% (95)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>26% (102)</td>
<td>18% (71)</td>
<td>10% (39)</td>
<td>13% (50)</td>
<td>4% (14)</td>
<td>30% (117)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>23% (75)</td>
<td>27% (88)</td>
<td>13% (41)</td>
<td>17% (56)</td>
<td>4% (12)</td>
<td>16% (51)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>30% (101)</td>
<td>22% (74)</td>
<td>11% (37)</td>
<td>11% (36)</td>
<td>4% (13)</td>
<td>22% (73)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>28% (172)</td>
<td>25% (152)</td>
<td>15% (90)</td>
<td>10% (58)</td>
<td>4% (27)</td>
<td>18% (110)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>29% (174)</td>
<td>19% (113)</td>
<td>13% (78)</td>
<td>16% (93)</td>
<td>4% (25)</td>
<td>19% (116)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>28% (204)</td>
<td>25% (183)</td>
<td>11% (81)</td>
<td>16% (120)</td>
<td>3% (24)</td>
<td>16% (118)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>24% (372)</td>
<td>20% (298)</td>
<td>12% (184)</td>
<td>16% (246)</td>
<td>4% (56)</td>
<td>24% (364)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>29% (131)</td>
<td>24% (108)</td>
<td>14% (63)</td>
<td>11% (50)</td>
<td>4% (18)</td>
<td>17% (77)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>34% (82)</td>
<td>26% (65)</td>
<td>11% (27)</td>
<td>8% (19)</td>
<td>5% (12)</td>
<td>16% (39)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (259)</td>
<td>19% (222)</td>
<td>13% (149)</td>
<td>15% (176)</td>
<td>4% (47)</td>
<td>27% (322)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>31% (222)</td>
<td>22% (153)</td>
<td>13% (90)</td>
<td>15% (106)</td>
<td>4% (29)</td>
<td>16% (112)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>32% (104)</td>
<td>29% (94)</td>
<td>11% (35)</td>
<td>10% (34)</td>
<td>3% (10)</td>
<td>14% (46)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>29% (494)</td>
<td>23% (393)</td>
<td>12% (207)</td>
<td>13% (230)</td>
<td>4% (66)</td>
<td>20% (339)</td>
<td>1730</td>
</tr>
</tbody>
</table>

Continued on next page
# Table EAKNPG5_18: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

Was arrested for a felony or major crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>26% (585)</td>
<td>21% (470)</td>
<td>12% (274)</td>
<td>14% (315)</td>
<td>4% (86)</td>
<td>22% (480)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (88)</td>
<td>11% (39)</td>
<td>14% (48)</td>
<td>21% (73)</td>
<td>4% (15)</td>
<td>25% (88)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>18% (50)</td>
<td>15% (42)</td>
<td>12% (32)</td>
<td>19% (53)</td>
<td>4% (11)</td>
<td>32% (87)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>20% (41)</td>
<td>17% (34)</td>
<td>17% (35)</td>
<td>16% (33)</td>
<td>4% (8)</td>
<td>26% (54)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>32% (304)</td>
<td>24% (227)</td>
<td>12% (111)</td>
<td>11% (108)</td>
<td>4% (36)</td>
<td>17% (164)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>33% (37)</td>
<td>16% (18)</td>
<td>10% (11)</td>
<td>26% (29)</td>
<td>4% (4)</td>
<td>10% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>17% (16)</td>
<td>27% (26)</td>
<td>19% (18)</td>
<td>19% (18)</td>
<td>4% (4)</td>
<td>4% (14)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>23% (149)</td>
<td>20% (132)</td>
<td>15% (98)</td>
<td>12% (83)</td>
<td>4% (24)</td>
<td>27% (177)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>20% (79)</td>
<td>17% (68)</td>
<td>9% (36)</td>
<td>20% (76)</td>
<td>4% (17)</td>
<td>29% (114)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>29% (37)</td>
<td>16% (20)</td>
<td>11% (14)</td>
<td>27% (35)</td>
<td>7% (8)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>27% (142)</td>
<td>22% (115)</td>
<td>9% (46)</td>
<td>15% (79)</td>
<td>5% (25)</td>
<td>23% (120)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>30% (238)</td>
<td>22% (175)</td>
<td>13% (98)</td>
<td>13% (99)</td>
<td>3% (23)</td>
<td>19% (148)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>23% (127)</td>
<td>18% (100)</td>
<td>12% (65)</td>
<td>16% (87)</td>
<td>4% (24)</td>
<td>26% (145)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>29% (311)</td>
<td>24% (256)</td>
<td>12% (134)</td>
<td>13% (137)</td>
<td>4% (44)</td>
<td>19% (201)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>25% (147)</td>
<td>20% (114)</td>
<td>13% (74)</td>
<td>16% (91)</td>
<td>3% (18)</td>
<td>23% (135)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>28% (198)</td>
<td>22% (155)</td>
<td>14% (99)</td>
<td>12% (88)</td>
<td>3% (24)</td>
<td>21% (153)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>32% (38)</td>
<td>20% (24)</td>
<td>11% (13)</td>
<td>14% (18)</td>
<td>2% (3)</td>
<td>21% (25)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>22% (47)</td>
<td>18% (37)</td>
<td>17% (35)</td>
<td>20% (43)</td>
<td>6% (12)</td>
<td>17% (36)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>26% (38)</td>
<td>23% (35)</td>
<td>10% (15)</td>
<td>13% (19)</td>
<td>2% (3)</td>
<td>26% (39)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>20% (19)</td>
<td>23% (21)</td>
<td>14% (13)</td>
<td>17% (16)</td>
<td>6% (5)</td>
<td>21% (20)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>34% (164)</td>
<td>26% (124)</td>
<td>10% (46)</td>
<td>10% (47)</td>
<td>5% (24)</td>
<td>15% (74)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>17% (46)</td>
<td>16% (43)</td>
<td>12% (31)</td>
<td>23% (62)</td>
<td>3% (7)</td>
<td>28% (76)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>20% (34)</td>
<td>18% (30)</td>
<td>12% (21)</td>
<td>12% (21)</td>
<td>4% (7)</td>
<td>34% (58)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>28% (93)</td>
<td>27% (91)</td>
<td>10% (33)</td>
<td>15% (49)</td>
<td>3% (9)</td>
<td>17% (57)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>26% (492)</td>
<td>20% (379)</td>
<td>13% (241)</td>
<td>14% (266)</td>
<td>4% (77)</td>
<td>23% (423)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>31% (218)</td>
<td>21% (152)</td>
<td>10% (74)</td>
<td>11% (76)</td>
<td>5% (35)</td>
<td>22% (158)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>25% (367)</td>
<td>21% (318)</td>
<td>13% (200)</td>
<td>16% (239)</td>
<td>3% (51)</td>
<td>22% (322)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>30% (270)</td>
<td>23% (202)</td>
<td>14% (123)</td>
<td>10% (91)</td>
<td>5% (41)</td>
<td>18% (161)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>25% (298)</td>
<td>22% (254)</td>
<td>12% (141)</td>
<td>18% (206)</td>
<td>3% (36)</td>
<td>20% (238)</td>
<td>1172</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG5_18: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>26% (585)</td>
<td>21% (470)</td>
<td>12% (274)</td>
<td>14% (315)</td>
<td>4% (86)</td>
<td>22% (480)</td>
<td>2210</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>37% (124)</td>
<td>21% (70)</td>
<td>10% (34)</td>
<td>10% (34)</td>
<td>7% (24)</td>
<td>14% (47)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>26% (146)</td>
<td>24% (132)</td>
<td>16% (89)</td>
<td>10% (58)</td>
<td>3% (17)</td>
<td>21% (114)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>22% (80)</td>
<td>20% (73)</td>
<td>12% (43)</td>
<td>20% (71)</td>
<td>3% (9)</td>
<td>24% (86)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>27% (218)</td>
<td>22% (181)</td>
<td>12% (97)</td>
<td>17% (135)</td>
<td>3% (27)</td>
<td>19% (152)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>32% (288)</td>
<td>24% (219)</td>
<td>14% (124)</td>
<td>10% (88)</td>
<td>4% (41)</td>
<td>17% (152)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>25% (289)</td>
<td>20% (241)</td>
<td>12% (146)</td>
<td>18% (212)</td>
<td>3% (40)</td>
<td>21% (251)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>36% (139)</td>
<td>21% (84)</td>
<td>13% (49)</td>
<td>9% (33)</td>
<td>6% (25)</td>
<td>15% (59)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>28% (149)</td>
<td>26% (136)</td>
<td>14% (75)</td>
<td>11% (55)</td>
<td>3% (16)</td>
<td>18% (93)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>20% (62)</td>
<td>18% (56)</td>
<td>13% (39)</td>
<td>19% (58)</td>
<td>3% (9)</td>
<td>26% (80)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>26% (227)</td>
<td>21% (186)</td>
<td>12% (107)</td>
<td>18% (154)</td>
<td>4% (31)</td>
<td>19% (170)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>23% (203)</td>
<td>23% (203)</td>
<td>13% (111)</td>
<td>16% (139)</td>
<td>4% (34)</td>
<td>21% (181)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>31% (102)</td>
<td>24% (78)</td>
<td>13% (42)</td>
<td>13% (42)</td>
<td>4% (13)</td>
<td>15% (49)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>27% (61)</td>
<td>17% (38)</td>
<td>15% (34)</td>
<td>10% (23)</td>
<td>3% (7)</td>
<td>27% (60)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>30% (67)</td>
<td>20% (44)</td>
<td>8% (17)</td>
<td>12% (27)</td>
<td>4% (9)</td>
<td>26% (58)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>23% (32)</td>
<td>20% (29)</td>
<td>14% (20)</td>
<td>15% (21)</td>
<td>5% (7)</td>
<td>24% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>21% (23)</td>
<td>19% (21)</td>
<td>17% (18)</td>
<td>18% (20)</td>
<td>2% (2)</td>
<td>23% (25)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>29% (53)</td>
<td>21% (37)</td>
<td>8% (15)</td>
<td>16% (30)</td>
<td>4% (6)</td>
<td>23% (41)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>32% (43)</td>
<td>15% (21)</td>
<td>13% (17)</td>
<td>10% (14)</td>
<td>6% (8)</td>
<td>24% (31)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>30% (265)</td>
<td>24% (215)</td>
<td>14% (120)</td>
<td>9% (81)</td>
<td>5% (43)</td>
<td>18% (163)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>27% (202)</td>
<td>22% (171)</td>
<td>12% (89)</td>
<td>19% (143)</td>
<td>4% (28)</td>
<td>17% (129)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>29% (28)</td>
<td>18% (17)</td>
<td>10% (10)</td>
<td>15% (14)</td>
<td>3% (3)</td>
<td>26% (25)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>19% (89)</td>
<td>14% (67)</td>
<td>12% (55)</td>
<td>17% (77)</td>
<td>3% (12)</td>
<td>35% (164)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>32% (235)</td>
<td>24% (173)</td>
<td>12% (84)</td>
<td>10% (76)</td>
<td>5% (36)</td>
<td>17% (122)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>28% (177)</td>
<td>24% (149)</td>
<td>13% (80)</td>
<td>15% (96)</td>
<td>3% (19)</td>
<td>17% (104)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>29% (18)</td>
<td>16% (10)</td>
<td>7% (4)</td>
<td>14% (9)</td>
<td>4% (2)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>32% (214)</td>
<td>24% (163)</td>
<td>13% (90)</td>
<td>9% (59)</td>
<td>5% (35)</td>
<td>16% (109)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>29% (195)</td>
<td>23% (159)</td>
<td>11% (75)</td>
<td>16% (111)</td>
<td>3% (22)</td>
<td>18% (121)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>27% (29)</td>
<td>25% (27)</td>
<td>9% (9)</td>
<td>12% (13)</td>
<td>2% (2)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>20% (147)</td>
<td>16% (120)</td>
<td>13% (99)</td>
<td>18% (132)</td>
<td>4% (27)</td>
<td>30% (221)</td>
<td>746</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP5_18: And to what extent would you consider boycotting an artist, author, actor, film director or influencer if they did the following? Was arrested for a felony or major crime

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>26% (585)</td>
<td>21% (470)</td>
<td>12% (274)</td>
<td>14% (315)</td>
<td>4% (86)</td>
<td>22% (480)</td>
<td>2210</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>30% (377)</td>
<td>25% (305)</td>
<td>11% (136)</td>
<td>12% (150)</td>
<td>4% (48)</td>
<td>18% (222)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>21% (208)</td>
<td>17% (165)</td>
<td>14% (138)</td>
<td>17% (165)</td>
<td>4% (38)</td>
<td>27% (258)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>30% (118)</td>
<td>22% (85)</td>
<td>12% (48)</td>
<td>11% (42)</td>
<td>6% (24)</td>
<td>20% (78)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>27% (125)</td>
<td>22% (104)</td>
<td>11% (53)</td>
<td>14% (64)</td>
<td>3% (15)</td>
<td>22% (102)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>25% (203)</td>
<td>22% (182)</td>
<td>13% (107)</td>
<td>16% (132)</td>
<td>4% (29)</td>
<td>21% (174)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (139)</td>
<td>19% (99)</td>
<td>12% (65)</td>
<td>15% (76)</td>
<td>3% (17)</td>
<td>24% (127)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>25% (292)</td>
<td>23% (266)</td>
<td>14% (156)</td>
<td>14% (167)</td>
<td>4% (46)</td>
<td>20% (225)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>28% (314)</td>
<td>22% (256)</td>
<td>14% (156)</td>
<td>15% (176)</td>
<td>3% (37)</td>
<td>18% (200)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>32% (121)</td>
<td>25% (96)</td>
<td>13% (49)</td>
<td>11% (43)</td>
<td>5% (18)</td>
<td>14% (55)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
**Table EAKNPG6_1: How much have you seen, read, or heard about the following? J.K. Rowling making controversial comments about the transgender community**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>12%</td>
<td>23%</td>
<td>21%</td>
<td>45%</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>14%</td>
<td>23%</td>
<td>20%</td>
<td>43%</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>10%</td>
<td>22%</td>
<td>22%</td>
<td>46%</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>20%</td>
<td>26%</td>
<td>19%</td>
<td>35%</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15%</td>
<td>23%</td>
<td>23%</td>
<td>40%</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>8%</td>
<td>22%</td>
<td>21%</td>
<td>49%</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>3%</td>
<td>18%</td>
<td>23%</td>
<td>56%</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>19%</td>
<td>25%</td>
<td>20%</td>
<td>36%</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>20%</td>
<td>26%</td>
<td>19%</td>
<td>36%</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>9%</td>
<td>23%</td>
<td>21%</td>
<td>47%</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>5%</td>
<td>19%</td>
<td>22%</td>
<td>54%</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>16%</td>
<td>25%</td>
<td>19%</td>
<td>40%</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>13%</td>
<td>23%</td>
<td>21%</td>
<td>42%</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>6%</td>
<td>19%</td>
<td>22%</td>
<td>52%</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>19%</td>
<td>25%</td>
<td>17%</td>
<td>40%</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>13%</td>
<td>25%</td>
<td>22%</td>
<td>40%</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>15%</td>
<td>25%</td>
<td>19%</td>
<td>41%</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>11%</td>
<td>21%</td>
<td>24%</td>
<td>44%</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7%</td>
<td>19%</td>
<td>24%</td>
<td>50%</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>5%</td>
<td>19%</td>
<td>21%</td>
<td>55%</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>20%</td>
<td>29%</td>
<td>18%</td>
<td>32%</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>9%</td>
<td>24%</td>
<td>23%</td>
<td>45%</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>9%</td>
<td>18%</td>
<td>25%</td>
<td>48%</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>11%</td>
<td>19%</td>
<td>20%</td>
<td>49%</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>14%</td>
<td>28%</td>
<td>22%</td>
<td>35%</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>12%</td>
<td>32%</td>
<td>23%</td>
<td>33%</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>12%</td>
<td>19%</td>
<td>20%</td>
<td>50%</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>13%</td>
<td>25%</td>
<td>21%</td>
<td>41%</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>11%</td>
<td>30%</td>
<td>25%</td>
<td>35%</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>12%</td>
<td>23%</td>
<td>21%</td>
<td>43%</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>23%</td>
<td>20%</td>
<td>19%</td>
<td>38%</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>6%</td>
<td>19%</td>
<td>23%</td>
<td>52%</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPG6_1: How much have you seen, read, or heard about the following?
**J.K. Rowling making controversial comments about the transgender community**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>12%</td>
<td>23%</td>
<td>21%</td>
<td>45%</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>16%</td>
<td>22%</td>
<td>18%</td>
<td>44%</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9%</td>
<td>22%</td>
<td>22%</td>
<td>47%</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>12%</td>
<td>33%</td>
<td>26%</td>
<td>30%</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>31%</td>
<td>26%</td>
<td>16%</td>
<td>27%</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>12%</td>
<td>25%</td>
<td>21%</td>
<td>41%</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>14%</td>
<td>15%</td>
<td>19%</td>
<td>52%</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>11%</td>
<td>32%</td>
<td>25%</td>
<td>32%</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>7%</td>
<td>17%</td>
<td>19%</td>
<td>56%</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>12%</td>
<td>22%</td>
<td>22%</td>
<td>44%</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>15%</td>
<td>23%</td>
<td>19%</td>
<td>44%</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>13%</td>
<td>23%</td>
<td>22%</td>
<td>42%</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>7%</td>
<td>22%</td>
<td>21%</td>
<td>50%</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>14%</td>
<td>25%</td>
<td>23%</td>
<td>38%</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>13%</td>
<td>28%</td>
<td>26%</td>
<td>34%</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>21%</td>
<td>28%</td>
<td>17%</td>
<td>35%</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>11%</td>
<td>28%</td>
<td>21%</td>
<td>40%</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>20%</td>
<td>24%</td>
<td>23%</td>
<td>34%</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>3%</td>
<td>18%</td>
<td>23%</td>
<td>56%</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13%</td>
<td>23%</td>
<td>13%</td>
<td>50%</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>12%</td>
<td>8%</td>
<td>21%</td>
<td>59%</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>8%</td>
<td>22%</td>
<td>27%</td>
<td>44%</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>13%</td>
<td>23%</td>
<td>20%</td>
<td>45%</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>13%</td>
<td>26%</td>
<td>18%</td>
<td>43%</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>11%</td>
<td>21%</td>
<td>22%</td>
<td>45%</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>14%</td>
<td>26%</td>
<td>19%</td>
<td>40%</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>10%</td>
<td>21%</td>
<td>23%</td>
<td>46%</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>15%</td>
<td>27%</td>
<td>17%</td>
<td>41%</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>14%</td>
<td>25%</td>
<td>20%</td>
<td>40%</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>11%</td>
<td>25%</td>
<td>21%</td>
<td>42%</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>9%</td>
<td>19%</td>
<td>24%</td>
<td>48%</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG6_1: How much have you seen, read, or heard about the following?
J.K. Rowling making controversial comments about the transgender community

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>12%</td>
<td>23%</td>
<td>21%</td>
<td>45%</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>14%</td>
<td>26%</td>
<td>19%</td>
<td>40%</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>10%</td>
<td>20%</td>
<td>23%</td>
<td>46%</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>15%</td>
<td>26%</td>
<td>20%</td>
<td>39%</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>14%</td>
<td>27%</td>
<td>19%</td>
<td>41%</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>16%</td>
<td>24%</td>
<td>20%</td>
<td>40%</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>8%</td>
<td>19%</td>
<td>24%</td>
<td>49%</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>10%</td>
<td>23%</td>
<td>23%</td>
<td>45%</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>7%</td>
<td>18%</td>
<td>22%</td>
<td>53%</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>17%</td>
<td>27%</td>
<td>15%</td>
<td>42%</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>5%</td>
<td>10%</td>
<td>23%</td>
<td>62%</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>23%</td>
<td>34%</td>
<td>17%</td>
<td>26%</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>15%</td>
<td>20%</td>
<td>21%</td>
<td>45%</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>21%</td>
<td>32%</td>
<td>22%</td>
<td>25%</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13%</td>
<td>22%</td>
<td>19%</td>
<td>46%</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>16%</td>
<td>27%</td>
<td>20%</td>
<td>37%</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>8%</td>
<td>20%</td>
<td>24%</td>
<td>48%</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
<td>37%</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9%</td>
<td>18%</td>
<td>18%</td>
<td>56%</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>16%</td>
<td>28%</td>
<td>20%</td>
<td>37%</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>8%</td>
<td>20%</td>
<td>24%</td>
<td>48%</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>17%</td>
<td>24%</td>
<td>17%</td>
<td>43%</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>14%</td>
<td>28%</td>
<td>20%</td>
<td>38%</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>9%</td>
<td>19%</td>
<td>23%</td>
<td>50%</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>18%</td>
<td>25%</td>
<td>28%</td>
<td>28%</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>11%</td>
<td>21%</td>
<td>19%</td>
<td>48%</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12%</td>
<td>24%</td>
<td>22%</td>
<td>43%</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>12%</td>
<td>21%</td>
<td>20%</td>
<td>47%</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>12%</td>
<td>23%</td>
<td>23%</td>
<td>42%</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>9%</td>
<td>22%</td>
<td>21%</td>
<td>48%</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>12%</td>
<td>22%</td>
<td>21%</td>
<td>45%</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>13%</td>
<td>24%</td>
<td>19%</td>
<td>43%</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG6_1: How much have you seen, read, or heard about the following?
J.K. Rowling making controversial comments about the transgender community

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>12%</td>
<td>23%</td>
<td>21%</td>
<td>45%</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>16%</td>
<td>26%</td>
<td>20%</td>
<td>37%</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9%</td>
<td>25%</td>
<td>24%</td>
<td>41%</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>32%</td>
<td>35%</td>
<td>15%</td>
<td>18%</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG6_2: How much have you seen, read, or heard about the following?
Allegations against Johnny Depp involving him verbally and physically abusing his former wife, actress Amber Heard

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15%</td>
<td>33%</td>
<td>21%</td>
<td>31%</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>13%</td>
<td>31%</td>
<td>24%</td>
<td>33%</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>17%</td>
<td>34%</td>
<td>19%</td>
<td>30%</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>24%</td>
<td>33%</td>
<td>17%</td>
<td>26%</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>17%</td>
<td>32%</td>
<td>21%</td>
<td>30%</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>11%</td>
<td>34%</td>
<td>24%</td>
<td>31%</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>6%</td>
<td>31%</td>
<td>23%</td>
<td>40%</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>27%</td>
<td>30%</td>
<td>17%</td>
<td>26%</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>20%</td>
<td>34%</td>
<td>19%</td>
<td>27%</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>12%</td>
<td>34%</td>
<td>22%</td>
<td>32%</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>8%</td>
<td>33%</td>
<td>24%</td>
<td>35%</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>17%</td>
<td>33%</td>
<td>21%</td>
<td>30%</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>17%</td>
<td>32%</td>
<td>18%</td>
<td>33%</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>10%</td>
<td>33%</td>
<td>25%</td>
<td>31%</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>16%</td>
<td>31%</td>
<td>23%</td>
<td>31%</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17%</td>
<td>34%</td>
<td>20%</td>
<td>28%</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>14%</td>
<td>32%</td>
<td>18%</td>
<td>35%</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>19%</td>
<td>32%</td>
<td>18%</td>
<td>30%</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7%</td>
<td>29%</td>
<td>31%</td>
<td>32%</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>13%</td>
<td>37%</td>
<td>19%</td>
<td>30%</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>17%</td>
<td>38%</td>
<td>19%</td>
<td>25%</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>15%</td>
<td>35%</td>
<td>20%</td>
<td>30%</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>12%</td>
<td>30%</td>
<td>25%</td>
<td>32%</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>15%</td>
<td>31%</td>
<td>21%</td>
<td>33%</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>15%</td>
<td>36%</td>
<td>22%</td>
<td>27%</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>11%</td>
<td>36%</td>
<td>24%</td>
<td>29%</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>16%</td>
<td>31%</td>
<td>20%</td>
<td>34%</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>15%</td>
<td>33%</td>
<td>24%</td>
<td>28%</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>11%</td>
<td>37%</td>
<td>22%</td>
<td>29%</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>15%</td>
<td>33%</td>
<td>22%</td>
<td>29%</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25%</td>
<td>30%</td>
<td>18%</td>
<td>27%</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>9%</td>
<td>25%</td>
<td>23%</td>
<td>43%</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15%</td>
<td>33%</td>
<td>21%</td>
<td>31%</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>20%</td>
<td>37%</td>
<td>14%</td>
<td>30%</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>12%</td>
<td>35%</td>
<td>22%</td>
<td>31%</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>11%</td>
<td>35%</td>
<td>33%</td>
<td>20%</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>27%</td>
<td>40%</td>
<td>14%</td>
<td>19%</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>17%</td>
<td>32%</td>
<td>20%</td>
<td>31%</td>
<td>662</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>13%</td>
<td>37%</td>
<td>32%</td>
<td>19%</td>
<td>128</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>11%</td>
<td>29%</td>
<td>22%</td>
<td>39%</td>
<td>527</td>
</tr>
<tr>
<td>Evangelical</td>
<td>15%</td>
<td>34%</td>
<td>21%</td>
<td>30%</td>
<td>780</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>17%</td>
<td>30%</td>
<td>20%</td>
<td>32%</td>
<td>547</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>15%</td>
<td>34%</td>
<td>22%</td>
<td>29%</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>12%</td>
<td>32%</td>
<td>21%</td>
<td>34%</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>15%</td>
<td>35%</td>
<td>21%</td>
<td>29%</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>16%</td>
<td>29%</td>
<td>22%</td>
<td>33%</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>23%</td>
<td>36%</td>
<td>17%</td>
<td>23%</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>16%</td>
<td>34%</td>
<td>23%</td>
<td>27%</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
<td>26%</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>7%</td>
<td>30%</td>
<td>24%</td>
<td>39%</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>19%</td>
<td>32%</td>
<td>17%</td>
<td>32%</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>14%</td>
<td>31%</td>
<td>21%</td>
<td>34%</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>14%</td>
<td>31%</td>
<td>27%</td>
<td>28%</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>15%</td>
<td>33%</td>
<td>20%</td>
<td>32%</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>15%</td>
<td>32%</td>
<td>22%</td>
<td>31%</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>15%</td>
<td>33%</td>
<td>21%</td>
<td>31%</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>17%</td>
<td>33%</td>
<td>21%</td>
<td>29%</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>14%</td>
<td>33%</td>
<td>22%</td>
<td>31%</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>18%</td>
<td>33%</td>
<td>17%</td>
<td>32%</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>16%</td>
<td>34%</td>
<td>23%</td>
<td>27%</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>17%</td>
<td>35%</td>
<td>20%</td>
<td>27%</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>12%</td>
<td>32%</td>
<td>23%</td>
<td>33%</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG6_2: How much have you seen, read, or heard about the following?

Allegations against Johnny Depp involving him verbally and physically abusing his former wife, actress Amber Heard

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15% (328)</td>
<td>33% (721)</td>
<td>21% (471)</td>
<td>31% (689)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>16% (150)</td>
<td>33% (305)</td>
<td>21% (192)</td>
<td>29% (266)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>14% (163)</td>
<td>33% (386)</td>
<td>22% (257)</td>
<td>32% (372)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>17% (67)</td>
<td>33% (127)</td>
<td>21% (81)</td>
<td>29% (113)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>16% (83)</td>
<td>34% (177)</td>
<td>21% (110)</td>
<td>29% (153)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>22% (67)</td>
<td>38% (116)</td>
<td>13% (39)</td>
<td>27% (82)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>11% (96)</td>
<td>31% (271)</td>
<td>25% (219)</td>
<td>33% (290)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>13% (116)</td>
<td>36% (316)</td>
<td>21% (181)</td>
<td>30% (257)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (33)</td>
<td>30% (99)</td>
<td>26% (85)</td>
<td>34% (109)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>18% (41)</td>
<td>27% (60)</td>
<td>25% (55)</td>
<td>30% (67)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>8% (18)</td>
<td>28% (62)</td>
<td>20% (46)</td>
<td>44% (97)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>24% (35)</td>
<td>29% (42)</td>
<td>23% (32)</td>
<td>24% (34)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>21% (22)</td>
<td>26% (28)</td>
<td>19% (21)</td>
<td>35% (38)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>25% (46)</td>
<td>39% (72)</td>
<td>15% (28)</td>
<td>20% (37)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (17)</td>
<td>32% (42)</td>
<td>18% (23)</td>
<td>37% (50)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>16% (139)</td>
<td>36% (318)</td>
<td>20% (175)</td>
<td>29% (255)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>11% (84)</td>
<td>31% (238)</td>
<td>26% (198)</td>
<td>32% (242)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>18% (18)</td>
<td>37% (36)</td>
<td>21% (21)</td>
<td>24% (23)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>19% (87)</td>
<td>28% (130)</td>
<td>17% (78)</td>
<td>36% (169)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>17% (126)</td>
<td>34% (250)</td>
<td>20% (148)</td>
<td>28% (202)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>10% (60)</td>
<td>32% (200)</td>
<td>26% (162)</td>
<td>32% (203)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>13% (8)</td>
<td>37% (23)</td>
<td>16% (10)</td>
<td>34% (21)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>15% (102)</td>
<td>36% (241)</td>
<td>21% (141)</td>
<td>28% (186)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>11% (74)</td>
<td>31% (210)</td>
<td>26% (177)</td>
<td>32% (220)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>13% (14)</td>
<td>43% (47)</td>
<td>21% (23)</td>
<td>23% (25)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>18% (135)</td>
<td>30% (223)</td>
<td>17% (130)</td>
<td>35% (258)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>13% (158)</td>
<td>34% (417)</td>
<td>23% (281)</td>
<td>31% (382)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>18% (170)</td>
<td>31% (304)</td>
<td>20% (191)</td>
<td>32% (307)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>10% (41)</td>
<td>37% (146)</td>
<td>22% (87)</td>
<td>31% (122)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>12% (55)</td>
<td>31% (142)</td>
<td>22% (103)</td>
<td>35% (164)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>17% (142)</td>
<td>31% (257)</td>
<td>21% (173)</td>
<td>31% (256)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>17% (90)</td>
<td>34% (177)</td>
<td>21% (108)</td>
<td>28% (147)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP6_2: How much have you seen, read, or heard about the following?
Allegations against Johnny Depp involving him verbally and physically abusing his former wife, actress Amber Heard

<table>
<thead>
<tr>
<th>Demographic</th>
<th>A lot</th>
<th>Some</th>
<th>Not much</th>
<th>Nothing at all</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15%</td>
<td>33%</td>
<td>21%</td>
<td>31%</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>20%</td>
<td>36%</td>
<td>20%</td>
<td>24%</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>16%</td>
<td>37%</td>
<td>21%</td>
<td>26%</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>24%</td>
<td>38%</td>
<td>20%</td>
<td>18%</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG7_1: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Harry Potter book series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (230)</td>
<td>8% (187)</td>
<td>16% (346)</td>
<td>36% (791)</td>
<td>5% (104)</td>
<td>25% (552)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (101)</td>
<td>9% (94)</td>
<td>16% (173)</td>
<td>37% (400)</td>
<td>6% (59)</td>
<td>22% (240)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (128)</td>
<td>8% (94)</td>
<td>15% (174)</td>
<td>34% (391)</td>
<td>4% (44)</td>
<td>27% (312)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>9% (57)</td>
<td>9% (62)</td>
<td>15% (99)</td>
<td>41% (270)</td>
<td>4% (29)</td>
<td>21% (141)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>8% (28)</td>
<td>8% (29)</td>
<td>14% (49)</td>
<td>36% (131)</td>
<td>6% (23)</td>
<td>28% (101)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>13% (102)</td>
<td>8% (58)</td>
<td>16% (118)</td>
<td>35% (264)</td>
<td>4% (30)</td>
<td>24% (183)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>10% (43)</td>
<td>9% (40)</td>
<td>18% (80)</td>
<td>29% (126)</td>
<td>5% (22)</td>
<td>29% (127)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>8% (22)</td>
<td>12% (33)</td>
<td>13% (38)</td>
<td>39% (112)</td>
<td>5% (16)</td>
<td>23% (65)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>9% (57)</td>
<td>8% (48)</td>
<td>16% (96)</td>
<td>40% (248)</td>
<td>5% (32)</td>
<td>22% (137)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>10% (59)</td>
<td>7% (41)</td>
<td>14% (77)</td>
<td>37% (209)</td>
<td>4% (25)</td>
<td>26% (148)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (88)</td>
<td>9% (61)</td>
<td>18% (121)</td>
<td>31% (210)</td>
<td>4% (27)</td>
<td>26% (180)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>16% (124)</td>
<td>12% (92)</td>
<td>18% (136)</td>
<td>25% (194)</td>
<td>6% (47)</td>
<td>22% (172)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>7% (58)</td>
<td>8% (66)</td>
<td>16% (124)</td>
<td>38% (296)</td>
<td>5% (37)</td>
<td>26% (206)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>7% (47)</td>
<td>4% (29)</td>
<td>13% (87)</td>
<td>46% (300)</td>
<td>3% (19)</td>
<td>26% (174)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>15% (51)</td>
<td>12% (41)</td>
<td>21% (72)</td>
<td>25% (88)</td>
<td>9% (30)</td>
<td>19% (66)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (74)</td>
<td>12% (51)</td>
<td>15% (64)</td>
<td>25% (106)</td>
<td>4% (17)</td>
<td>25% (105)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>7% (30)</td>
<td>10% (39)</td>
<td>15% (61)</td>
<td>39% (154)</td>
<td>5% (18)</td>
<td>24% (95)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>7% (29)</td>
<td>7% (28)</td>
<td>16% (63)</td>
<td>36% (143)</td>
<td>5% (19)</td>
<td>28% (112)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7% (21)</td>
<td>4% (14)</td>
<td>12% (40)</td>
<td>49% (158)</td>
<td>4% (12)</td>
<td>24% (79)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>8% (26)</td>
<td>5% (15)</td>
<td>14% (48)</td>
<td>43% (142)</td>
<td>2% (8)</td>
<td>28% (95)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (95)</td>
<td>15% (92)</td>
<td>20% (120)</td>
<td>24% (147)</td>
<td>7% (42)</td>
<td>18% (112)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>10% (62)</td>
<td>7% (43)</td>
<td>18% (106)</td>
<td>34% (201)</td>
<td>4% (23)</td>
<td>27% (164)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>8% (56)</td>
<td>6% (44)</td>
<td>13% (95)</td>
<td>47% (344)</td>
<td>4% (26)</td>
<td>23% (166)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (154)</td>
<td>8% (116)</td>
<td>15% (227)</td>
<td>35% (534)</td>
<td>5% (76)</td>
<td>27% (412)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>12% (55)</td>
<td>9% (41)</td>
<td>16% (73)</td>
<td>37% (163)</td>
<td>5% (21)</td>
<td>21% (92)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>9% (21)</td>
<td>12% (30)</td>
<td>19% (46)</td>
<td>38% (93)</td>
<td>3% (7)</td>
<td>20% (48)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_1: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Harry Potter book series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycott at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (230)</td>
<td>8% (187)</td>
<td>16% (346)</td>
<td>36% (791)</td>
<td>5% (104)</td>
<td>25% (552)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (116)</td>
<td>8% (94)</td>
<td>16% (193)</td>
<td>34% (399)</td>
<td>5% (54)</td>
<td>27% (320)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (76)</td>
<td>9% (67)</td>
<td>15% (104)</td>
<td>36% (257)</td>
<td>6% (40)</td>
<td>23% (167)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (38)</td>
<td>8% (26)</td>
<td>15% (50)</td>
<td>42% (135)</td>
<td>3% (9)</td>
<td>20% (65)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>10% (177)</td>
<td>8% (141)</td>
<td>16% (272)</td>
<td>38% (660)</td>
<td>4% (64)</td>
<td>24% (415)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>14% (48)</td>
<td>9% (32)</td>
<td>13% (47)</td>
<td>35% (123)</td>
<td>7% (25)</td>
<td>22% (76)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>11% (30)</td>
<td>10% (29)</td>
<td>15% (41)</td>
<td>24% (66)</td>
<td>9% (26)</td>
<td>30% (84)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>11% (22)</td>
<td>9% (18)</td>
<td>16% (34)</td>
<td>31% (64)</td>
<td>7% (14)</td>
<td>26% (53)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (81)</td>
<td>9% (85)</td>
<td>16% (152)</td>
<td>38% (363)</td>
<td>4% (41)</td>
<td>24% (229)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>13% (14)</td>
<td>9% (10)</td>
<td>16% (18)</td>
<td>32% (35)</td>
<td>13% (15)</td>
<td>17% (19)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>20% (19)</td>
<td>9% (8)</td>
<td>7% (6)</td>
<td>37% (35)</td>
<td>12% (11)</td>
<td>16% (16)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (74)</td>
<td>9% (57)</td>
<td>19% (123)</td>
<td>31% (205)</td>
<td>4% (28)</td>
<td>26% (175)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>10% (41)</td>
<td>7% (27)</td>
<td>12% (48)</td>
<td>39% (153)</td>
<td>2% (9)</td>
<td>29% (113)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>12% (16)</td>
<td>9% (12)</td>
<td>14% (18)</td>
<td>35% (45)</td>
<td>12% (16)</td>
<td>17% (21)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (48)</td>
<td>7% (35)</td>
<td>13% (66)</td>
<td>42% (222)</td>
<td>4% (19)</td>
<td>26% (137)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>9% (72)</td>
<td>9% (73)</td>
<td>17% (132)</td>
<td>36% (281)</td>
<td>3% (27)</td>
<td>25% (196)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>11% (60)</td>
<td>10% (54)</td>
<td>14% (77)</td>
<td>31% (172)</td>
<td>6% (31)</td>
<td>28% (152)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (117)</td>
<td>9% (98)</td>
<td>17% (186)</td>
<td>35% (376)</td>
<td>4% (43)</td>
<td>24% (263)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (53)</td>
<td>6% (35)</td>
<td>14% (83)</td>
<td>42% (242)</td>
<td>5% (30)</td>
<td>24% (137)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>11% (80)</td>
<td>11% (79)</td>
<td>15% (108)</td>
<td>34% (244)</td>
<td>5% (33)</td>
<td>24% (174)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>7% (9)</td>
<td>9% (11)</td>
<td>17% (21)</td>
<td>38% (46)</td>
<td>5% (6)</td>
<td>23% (28)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>10% (22)</td>
<td>8% (16)</td>
<td>14% (30)</td>
<td>39% (81)</td>
<td>7% (16)</td>
<td>22% (46)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>14% (21)</td>
<td>3% (4)</td>
<td>10% (15)</td>
<td>43% (64)</td>
<td>— (0)</td>
<td>30% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>13% (12)</td>
<td>11% (11)</td>
<td>15% (14)</td>
<td>39% (37)</td>
<td>5% (4)</td>
<td>17% (16)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>9% (45)</td>
<td>7% (35)</td>
<td>18% (85)</td>
<td>31% (148)</td>
<td>5% (23)</td>
<td>30% (142)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>9% (24)</td>
<td>7% (18)</td>
<td>16% (41)</td>
<td>38% (102)</td>
<td>6% (15)</td>
<td>25% (66)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>10% (17)</td>
<td>7% (12)</td>
<td>19% (32)</td>
<td>39% (68)</td>
<td>3% (6)</td>
<td>22% (37)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_1: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

*The Harry Potter book series*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (230)</td>
<td>8% (187)</td>
<td>16% (346)</td>
<td>36% (791)</td>
<td>5% (104)</td>
<td>25% (552)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>13% (42)</td>
<td>7% (24)</td>
<td>16% (53)</td>
<td>35% (117)</td>
<td>7% (25)</td>
<td>22% (71)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>10% (188)</td>
<td>9% (164)</td>
<td>16% (294)</td>
<td>36% (674)</td>
<td>4% (79)</td>
<td>26% (481)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>15% (104)</td>
<td>14% (98)</td>
<td>18% (129)</td>
<td>23% (162)</td>
<td>7% (47)</td>
<td>24% (172)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>8% (126)</td>
<td>6% (90)</td>
<td>14% (217)</td>
<td>42% (628)</td>
<td>4% (57)</td>
<td>25% (380)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>15% (136)</td>
<td>13% (115)</td>
<td>18% (161)</td>
<td>26% (234)</td>
<td>5% (42)</td>
<td>23% (201)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>7% (88)</td>
<td>6% (65)</td>
<td>15% (175)</td>
<td>44% (514)</td>
<td>5% (55)</td>
<td>24% (277)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>20% (65)</td>
<td>9% (32)</td>
<td>17% (57)</td>
<td>23% (77)</td>
<td>6% (21)</td>
<td>24% (81)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>13% (71)</td>
<td>15% (84)</td>
<td>19% (103)</td>
<td>28% (157)</td>
<td>4% (21)</td>
<td>22% (120)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>11% (40)</td>
<td>9% (32)</td>
<td>19% (67)</td>
<td>32% (116)</td>
<td>7% (25)</td>
<td>23% (83)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>6% (48)</td>
<td>4% (33)</td>
<td>13% (108)</td>
<td>49% (398)</td>
<td>4% (30)</td>
<td>24% (193)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>16% (142)</td>
<td>14% (126)</td>
<td>18% (167)</td>
<td>25% (232)</td>
<td>5% (42)</td>
<td>22% (204)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (82)</td>
<td>5% (54)</td>
<td>15% (173)</td>
<td>45% (529)</td>
<td>5% (59)</td>
<td>24% (283)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>20% (76)</td>
<td>11% (43)</td>
<td>18% (68)</td>
<td>24% (94)</td>
<td>5% (20)</td>
<td>23% (88)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>13% (66)</td>
<td>16% (83)</td>
<td>19% (99)</td>
<td>26% (138)</td>
<td>4% (22)</td>
<td>22% (116)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>7% (23)</td>
<td>7% (22)</td>
<td>19% (56)</td>
<td>37% (112)</td>
<td>6% (19)</td>
<td>24% (72)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (59)</td>
<td>4% (33)</td>
<td>13% (116)</td>
<td>48% (418)</td>
<td>5% (40)</td>
<td>24% (210)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>9% (74)</td>
<td>9% (81)</td>
<td>16% (140)</td>
<td>41% (356)</td>
<td>3% (22)</td>
<td>23% (196)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (33)</td>
<td>9% (29)</td>
<td>14% (46)</td>
<td>39% (128)</td>
<td>4% (12)</td>
<td>24% (78)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>12% (27)</td>
<td>7% (16)</td>
<td>14% (31)</td>
<td>23% (51)</td>
<td>8% (17)</td>
<td>36% (79)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>8% (19)</td>
<td>8% (18)</td>
<td>21% (46)</td>
<td>24% (54)</td>
<td>4% (8)</td>
<td>35% (78)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>18% (26)</td>
<td>14% (20)</td>
<td>11% (16)</td>
<td>27% (39)</td>
<td>10% (14)</td>
<td>19% (28)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>9% (10)</td>
<td>8% (8)</td>
<td>11% (11)</td>
<td>41% (45)</td>
<td>6% (6)</td>
<td>25% (28)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>11% (19)</td>
<td>4% (7)</td>
<td>20% (36)</td>
<td>41% (75)</td>
<td>7% (13)</td>
<td>18% (32)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>16% (21)</td>
<td>5% (6)</td>
<td>15% (19)</td>
<td>32% (43)</td>
<td>8% (11)</td>
<td>25% (33)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_1: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Harry Potter book series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (230)</td>
<td>8% (187)</td>
<td>16% (346)</td>
<td>36% (791)</td>
<td>5% (104)</td>
<td>25% (552)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>16% (138)</td>
<td>13% (119)</td>
<td>18% (159)</td>
<td>25% (218)</td>
<td>6% (52)</td>
<td>23% (200)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>5% (41)</td>
<td>5% (37)</td>
<td>14% (110)</td>
<td>48% (367)</td>
<td>3% (27)</td>
<td>24% (181)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (11)</td>
<td>5% (5)</td>
<td>15% (15)</td>
<td>40% (39)</td>
<td>2% (2)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9% (40)</td>
<td>6% (27)</td>
<td>13% (63)</td>
<td>36% (166)</td>
<td>5% (23)</td>
<td>31% (146)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>16% (117)</td>
<td>13% (94)</td>
<td>17% (125)</td>
<td>27% (195)</td>
<td>7% (48)</td>
<td>21% (149)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>6% (38)</td>
<td>5% (33)</td>
<td>15% (91)</td>
<td>48% (300)</td>
<td>3% (18)</td>
<td>23% (145)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (7)</td>
<td>7% (4)</td>
<td>12% (7)</td>
<td>35% (21)</td>
<td>1% (1)</td>
<td>33% (20)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>17% (113)</td>
<td>13% (86)</td>
<td>17% (113)</td>
<td>25% (167)</td>
<td>6% (41)</td>
<td>22% (150)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>7% (51)</td>
<td>6% (40)</td>
<td>14% (98)</td>
<td>45% (310)</td>
<td>3% (22)</td>
<td>24% (160)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>6% (7)</td>
<td>19% (21)</td>
<td>38% (42)</td>
<td>4% (4)</td>
<td>26% (28)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (57)</td>
<td>7% (54)</td>
<td>15% (114)</td>
<td>36% (270)</td>
<td>5% (37)</td>
<td>29% (214)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12% (148)</td>
<td>9% (107)</td>
<td>16% (201)</td>
<td>36% (449)</td>
<td>5% (57)</td>
<td>22% (276)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (82)</td>
<td>8% (81)</td>
<td>15% (146)</td>
<td>35% (342)</td>
<td>5% (47)</td>
<td>28% (276)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>11% (43)</td>
<td>11% (42)</td>
<td>14% (57)</td>
<td>30% (120)</td>
<td>6% (22)</td>
<td>28% (110)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (49)</td>
<td>8% (38)</td>
<td>13% (62)</td>
<td>39% (182)</td>
<td>3% (16)</td>
<td>25% (118)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (80)</td>
<td>8% (69)</td>
<td>17% (137)</td>
<td>35% (292)</td>
<td>5% (45)</td>
<td>25% (204)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>11% (58)</td>
<td>7% (38)</td>
<td>17% (90)</td>
<td>38% (197)</td>
<td>4% (20)</td>
<td>23% (119)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>7% (84)</td>
<td>10% (112)</td>
<td>19% (218)</td>
<td>45% (523)</td>
<td>3% (35)</td>
<td>16% (180)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9% (105)</td>
<td>9% (107)</td>
<td>18% (200)</td>
<td>45% (512)</td>
<td>3% (34)</td>
<td>16% (181)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (52)</td>
<td>12% (46)</td>
<td>20% (75)</td>
<td>26% (100)</td>
<td>11% (42)</td>
<td>17% (66)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPG7_2: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

*The Harry Potter film series*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (195)</td>
<td>10% (215)</td>
<td>16% (363)</td>
<td>35% (766)</td>
<td>5% (107)</td>
<td>26% (564)</td>
<td></td>
</tr>
<tr>
<td>Gender: Female</td>
<td>8% (86)</td>
<td>9% (96)</td>
<td>17% (178)</td>
<td>37% (396)</td>
<td>6% (60)</td>
<td>23% (251)</td>
<td>1067</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>7% (43)</td>
<td>12% (76)</td>
<td>17% (111)</td>
<td>37% (244)</td>
<td>5% (32)</td>
<td>23% (152)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>6% (22)</td>
<td>10% (35)</td>
<td>14% (50)</td>
<td>37% (132)</td>
<td>7% (24)</td>
<td>27% (96)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>11% (80)</td>
<td>9% (69)</td>
<td>16% (123)</td>
<td>35% (262)</td>
<td>4% (27)</td>
<td>26% (194)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (50)</td>
<td>8% (36)</td>
<td>18% (78)</td>
<td>29% (128)</td>
<td>5% (23)</td>
<td>28% (123)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>5% (13)</td>
<td>15% (43)</td>
<td>18% (52)</td>
<td>29% (84)</td>
<td>6% (18)</td>
<td>27% (76)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>7% (46)</td>
<td>9% (58)</td>
<td>16% (98)</td>
<td>41% (255)</td>
<td>5% (30)</td>
<td>21% (131)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>9% (49)</td>
<td>9% (48)</td>
<td>14% (79)</td>
<td>36% (200)</td>
<td>5% (30)</td>
<td>27% (153)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>12% (82)</td>
<td>9% (61)</td>
<td>18% (122)</td>
<td>32% (217)</td>
<td>3% (23)</td>
<td>27% (182)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>14% (107)</td>
<td>14% (104)</td>
<td>18% (141)</td>
<td>23% (176)</td>
<td>7% (54)</td>
<td>24% (183)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>7% (51)</td>
<td>10% (76)</td>
<td>16% (126)</td>
<td>37% (294)</td>
<td>4% (29)</td>
<td>27% (211)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>6% (37)</td>
<td>5% (34)</td>
<td>15% (96)</td>
<td>45% (296)</td>
<td>4% (24)</td>
<td>26% (171)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>13% (47)</td>
<td>13% (47)</td>
<td>20% (69)</td>
<td>23% (80)</td>
<td>9% (31)</td>
<td>22% (75)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>14% (60)</td>
<td>14% (58)</td>
<td>17% (72)</td>
<td>23% (96)</td>
<td>5% (23)</td>
<td>26% (107)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>7% (27)</td>
<td>9% (36)</td>
<td>16% (63)</td>
<td>40% (159)</td>
<td>3% (14)</td>
<td>25% (97)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>6% (25)</td>
<td>10% (41)</td>
<td>16% (64)</td>
<td>34% (135)</td>
<td>4% (15)</td>
<td>29% (113)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>4% (13)</td>
<td>4% (13)</td>
<td>15% (47)</td>
<td>49% (157)</td>
<td>5% (15)</td>
<td>24% (78)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>7% (25)</td>
<td>6% (21)</td>
<td>15% (49)</td>
<td>41% (138)</td>
<td>3% (8)</td>
<td>28% (93)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>13% (80)</td>
<td>15% (93)</td>
<td>21% (131)</td>
<td>24% (148)</td>
<td>8% (49)</td>
<td>18% (108)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>9% (55)</td>
<td>9% (57)</td>
<td>18% (109)</td>
<td>32% (191)</td>
<td>2% (13)</td>
<td>29% (175)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>7% (48)</td>
<td>6% (45)</td>
<td>13% (97)</td>
<td>48% (348)</td>
<td>4% (30)</td>
<td>22% (163)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>8% (124)</td>
<td>9% (142)</td>
<td>15% (234)</td>
<td>34% (511)</td>
<td>5% (75)</td>
<td>29% (434)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>11% (49)</td>
<td>10% (44)</td>
<td>18% (80)</td>
<td>38% (168)</td>
<td>5% (21)</td>
<td>19% (84)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>9% (22)</td>
<td>12% (29)</td>
<td>20% (49)</td>
<td>35% (87)</td>
<td>5% (11)</td>
<td>19% (46)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_2: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Harry Potter film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (195)</td>
<td>10% (215)</td>
<td>16% (363)</td>
<td>35% (766)</td>
<td>5% (107)</td>
<td>26% (564)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>7% (87)</td>
<td>10% (123)</td>
<td>16% (192)</td>
<td>32% (377)</td>
<td>5% (60)</td>
<td>29% (336)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>10% (69)</td>
<td>10% (72)</td>
<td>17% (119)</td>
<td>36% (254)</td>
<td>5% (38)</td>
<td>23% (161)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (39)</td>
<td>6% (21)</td>
<td>16% (52)</td>
<td>42% (135)</td>
<td>3% (9)</td>
<td>21% (68)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>9% (162)</td>
<td>9% (149)</td>
<td>17% (291)</td>
<td>37% (644)</td>
<td>5% (79)</td>
<td>23% (404)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>8% (26)</td>
<td>14% (49)</td>
<td>17% (60)</td>
<td>29% (103)</td>
<td>9% (30)</td>
<td>23% (82)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>7% (19)</td>
<td>16% (43)</td>
<td>13% (35)</td>
<td>22% (60)</td>
<td>6% (16)</td>
<td>37% (102)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>7% (14)</td>
<td>11% (22)</td>
<td>18% (37)</td>
<td>30% (61)</td>
<td>6% (12)</td>
<td>29% (59)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>8% (77)</td>
<td>11% (107)</td>
<td>16% (151)</td>
<td>37% (349)</td>
<td>4% (38)</td>
<td>24% (229)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>13% (14)</td>
<td>15% (17)</td>
<td>19% (21)</td>
<td>29% (32)</td>
<td>9% (10)</td>
<td>15% (17)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>16% (15)</td>
<td>6% (6)</td>
<td>12% (12)</td>
<td>35% (34)</td>
<td>16% (15)</td>
<td>15% (14)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>9% (58)</td>
<td>9% (62)</td>
<td>20% (133)</td>
<td>29% (190)</td>
<td>5% (33)</td>
<td>28% (186)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>8% (31)</td>
<td>6% (23)</td>
<td>12% (47)</td>
<td>41% (160)</td>
<td>3% (11)</td>
<td>30% (118)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>12% (16)</td>
<td>14% (18)</td>
<td>16% (21)</td>
<td>34% (43)</td>
<td>8% (10)</td>
<td>15% (20)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>8% (40)</td>
<td>8% (40)</td>
<td>13% (67)</td>
<td>43% (224)</td>
<td>3% (18)</td>
<td>26% (138)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>8% (66)</td>
<td>11% (87)</td>
<td>16% (129)</td>
<td>35% (271)</td>
<td>4% (28)</td>
<td>26% (200)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>10% (54)</td>
<td>12% (67)</td>
<td>18% (99)</td>
<td>28% (152)</td>
<td>6% (35)</td>
<td>26% (141)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>9% (98)</td>
<td>9% (101)</td>
<td>16% (179)</td>
<td>35% (376)</td>
<td>4% (46)</td>
<td>26% (283)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>8% (44)</td>
<td>8% (46)</td>
<td>15% (86)</td>
<td>41% (238)</td>
<td>4% (26)</td>
<td>24% (140)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>9% (65)</td>
<td>11% (78)</td>
<td>17% (122)</td>
<td>34% (245)</td>
<td>4% (32)</td>
<td>25% (177)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>6% (7)</td>
<td>12% (14)</td>
<td>13% (16)</td>
<td>42% (51)</td>
<td>4% (5)</td>
<td>23% (28)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>10% (22)</td>
<td>12% (26)</td>
<td>12% (25)</td>
<td>37% (77)</td>
<td>8% (16)</td>
<td>21% (44)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>11% (17)</td>
<td>6% (8)</td>
<td>11% (17)</td>
<td>43% (64)</td>
<td>— (0)</td>
<td>28% (42)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>7% (6)</td>
<td>11% (10)</td>
<td>25% (24)</td>
<td>30% (29)</td>
<td>4% (4)</td>
<td>24% (22)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>10% (47)</td>
<td>8% (39)</td>
<td>17% (83)</td>
<td>32% (154)</td>
<td>4% (18)</td>
<td>29% (138)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>5% (14)</td>
<td>11% (28)</td>
<td>19% (51)</td>
<td>29% (78)</td>
<td>8% (22)</td>
<td>27% (71)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>10% (17)</td>
<td>6% (11)</td>
<td>15% (26)</td>
<td>39% (67)</td>
<td>5% (9)</td>
<td>24% (41)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_2: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Harry Potter film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (195)</td>
<td>10% (215)</td>
<td>16% (363)</td>
<td>35% (766)</td>
<td>5% (107)</td>
<td>26% (564)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>11% (35)</td>
<td>9% (29)</td>
<td>19% (62)</td>
<td>35% (115)</td>
<td>6% (21)</td>
<td>21% (69)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>9% (160)</td>
<td>10% (186)</td>
<td>16% (301)</td>
<td>35% (650)</td>
<td>5% (86)</td>
<td>26% (496)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>13% (91)</td>
<td>15% (108)</td>
<td>18% (126)</td>
<td>23% (161)</td>
<td>7% (47)</td>
<td>25% (180)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>7% (105)</td>
<td>7% (107)</td>
<td>16% (237)</td>
<td>40% (604)</td>
<td>4% (60)</td>
<td>26% (385)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>13% (119)</td>
<td>14% (120)</td>
<td>19% (166)</td>
<td>26% (229)</td>
<td>5% (47)</td>
<td>23% (207)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>6% (74)</td>
<td>7% (86)</td>
<td>16% (188)</td>
<td>42% (498)</td>
<td>4% (51)</td>
<td>24% (276)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>17% (57)</td>
<td>11% (38)</td>
<td>16% (53)</td>
<td>23% (76)</td>
<td>7% (25)</td>
<td>25% (84)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>11% (62)</td>
<td>15% (83)</td>
<td>20% (113)</td>
<td>27% (153)</td>
<td>4% (22)</td>
<td>22% (123)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>8% (31)</td>
<td>11% (39)</td>
<td>21% (77)</td>
<td>30% (108)</td>
<td>6% (20)</td>
<td>24% (88)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>5% (43)</td>
<td>6% (47)</td>
<td>14% (111)</td>
<td>48% (390)</td>
<td>4% (31)</td>
<td>23% (188)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>13% (123)</td>
<td>14% (132)</td>
<td>18% (169)</td>
<td>25% (231)</td>
<td>5% (49)</td>
<td>23% (209)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>6% (70)</td>
<td>6% (75)</td>
<td>16% (190)</td>
<td>43% (506)</td>
<td>5% (54)</td>
<td>24% (284)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>18% (69)</td>
<td>12% (48)</td>
<td>15% (60)</td>
<td>24% (92)</td>
<td>7% (27)</td>
<td>24% (94)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>10% (54)</td>
<td>16% (84)</td>
<td>21% (109)</td>
<td>27% (139)</td>
<td>4% (23)</td>
<td>22% (115)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>6% (19)</td>
<td>9% (29)</td>
<td>24% (73)</td>
<td>31% (95)</td>
<td>4% (13)</td>
<td>25% (75)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>6% (51)</td>
<td>5% (47)</td>
<td>13% (117)</td>
<td>47% (411)</td>
<td>5% (41)</td>
<td>24% (209)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>7% (57)</td>
<td>11% (95)</td>
<td>16% (144)</td>
<td>39% (341)</td>
<td>4% (33)</td>
<td>23% (202)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (33)</td>
<td>9% (30)</td>
<td>14% (46)</td>
<td>40% (131)</td>
<td>5% (16)</td>
<td>22% (71)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>10% (23)</td>
<td>8% (17)</td>
<td>17% (38)</td>
<td>24% (54)</td>
<td>5% (12)</td>
<td>35% (79)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (25)</td>
<td>7% (16)</td>
<td>18% (39)</td>
<td>26% (58)</td>
<td>3% (6)</td>
<td>36% (80)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>11% (16)</td>
<td>17% (24)</td>
<td>16% (22)</td>
<td>26% (38)</td>
<td>11% (15)</td>
<td>19% (28)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>10% (11)</td>
<td>7% (8)</td>
<td>11% (12)</td>
<td>38% (42)</td>
<td>4% (5)</td>
<td>29% (31)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>8% (15)</td>
<td>11% (20)</td>
<td>21% (38)</td>
<td>33% (61)</td>
<td>6% (11)</td>
<td>21% (38)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>13% (17)</td>
<td>4% (6)</td>
<td>17% (22)</td>
<td>32% (42)</td>
<td>7% (9)</td>
<td>27% (36)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_2: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Harry Potter film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (195)</td>
<td>10% (215)</td>
<td>16% (363)</td>
<td>35% (766)</td>
<td>5% (107)</td>
<td>26% (564)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>14% (121)</td>
<td>14% (120)</td>
<td>20% (174)</td>
<td>24% (211)</td>
<td>6% (55)</td>
<td>23% (206)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>5% (36)</td>
<td>5% (39)</td>
<td>15% (113)</td>
<td>48% (369)</td>
<td>4% (31)</td>
<td>23% (174)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (8)</td>
<td>9% (9)</td>
<td>16% (15)</td>
<td>38% (37)</td>
<td>2% (2)</td>
<td>27% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (30)</td>
<td>10% (47)</td>
<td>13% (61)</td>
<td>32% (148)</td>
<td>4% (20)</td>
<td>34% (158)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>15% (108)</td>
<td>13% (94)</td>
<td>18% (130)</td>
<td>27% (195)</td>
<td>6% (46)</td>
<td>21% (153)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>5% (30)</td>
<td>6% (40)</td>
<td>14% (91)</td>
<td>49% (305)</td>
<td>3% (21)</td>
<td>22% (138)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>13% (8)</td>
<td>4% (3)</td>
<td>16% (10)</td>
<td>32% (20)</td>
<td>— (0)</td>
<td>34% (21)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>15% (100)</td>
<td>14% (93)</td>
<td>17% (116)</td>
<td>24% (163)</td>
<td>7% (45)</td>
<td>23% (152)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>7% (47)</td>
<td>6% (38)</td>
<td>15% (105)</td>
<td>47% (318)</td>
<td>3% (22)</td>
<td>22% (151)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>7% (8)</td>
<td>10% (11)</td>
<td>18% (19)</td>
<td>35% (38)</td>
<td>3% (4)</td>
<td>28% (30)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>5% (40)</td>
<td>10% (73)</td>
<td>16% (122)</td>
<td>33% (247)</td>
<td>5% (36)</td>
<td>31% (229)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>11% (131)</td>
<td>9% (113)</td>
<td>17% (208)</td>
<td>36% (446)</td>
<td>5% (62)</td>
<td>22% (278)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>7% (64)</td>
<td>10% (102)</td>
<td>16% (155)</td>
<td>33% (320)</td>
<td>5% (45)</td>
<td>29% (286)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>11% (42)</td>
<td>12% (47)</td>
<td>15% (61)</td>
<td>30% (118)</td>
<td>5% (20)</td>
<td>27% (107)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>9% (41)</td>
<td>7% (34)</td>
<td>15% (69)</td>
<td>38% (178)</td>
<td>4% (19)</td>
<td>27% (123)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>9% (71)</td>
<td>9% (77)</td>
<td>16% (130)</td>
<td>35% (288)</td>
<td>6% (51)</td>
<td>25% (211)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>8% (42)</td>
<td>11% (56)</td>
<td>20% (104)</td>
<td>35% (182)</td>
<td>3% (16)</td>
<td>24% (123)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>6% (71)</td>
<td>11% (124)</td>
<td>20% (236)</td>
<td>43% (499)</td>
<td>3% (35)</td>
<td>16% (187)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>8% (91)</td>
<td>11% (127)</td>
<td>18% (202)</td>
<td>45% (508)</td>
<td>3% (32)</td>
<td>16% (179)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>12% (47)</td>
<td>13% (48)</td>
<td>24% (91)</td>
<td>25% (96)</td>
<td>10% (40)</td>
<td>16% (60)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG7_3: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Fantastic Beasts film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (205)</td>
<td>9% (205)</td>
<td>15% (327)</td>
<td>33% (728)</td>
<td>4% (98)</td>
<td>29% (647)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>8% (90)</td>
<td>9% (98)</td>
<td>17% (179)</td>
<td>35% (378)</td>
<td>5% (58)</td>
<td>25% (262)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>10% (115)</td>
<td>9% (107)</td>
<td>14% (148)</td>
<td>31% (350)</td>
<td>3% (39)</td>
<td>34% (384)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>7% (49)</td>
<td>11% (75)</td>
<td>14% (94)</td>
<td>36% (236)</td>
<td>5% (30)</td>
<td>26% (173)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>7% (24)</td>
<td>9% (31)</td>
<td>14% (50)</td>
<td>34% (124)</td>
<td>7% (24)</td>
<td>29% (106)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>11% (86)</td>
<td>8% (60)</td>
<td>16% (118)</td>
<td>34% (253)</td>
<td>3% (23)</td>
<td>28% (214)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>10% (46)</td>
<td>9% (39)</td>
<td>15% (65)</td>
<td>26% (114)</td>
<td>5% (21)</td>
<td>35% (153)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>4% (13)</td>
<td>17% (49)</td>
<td>14% (40)</td>
<td>31% (88)</td>
<td>5% (14)</td>
<td>29% (83)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>9% (54)</td>
<td>8% (47)</td>
<td>15% (93)</td>
<td>38% (238)</td>
<td>5% (33)</td>
<td>25% (154)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>10% (56)</td>
<td>8% (43)</td>
<td>14% (78)</td>
<td>34% (192)</td>
<td>4% (25)</td>
<td>29% (164)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>11% (78)</td>
<td>9% (62)</td>
<td>16% (108)</td>
<td>29% (201)</td>
<td>3% (21)</td>
<td>32% (218)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>14% (110)</td>
<td>12% (91)</td>
<td>17% (129)</td>
<td>21% (158)</td>
<td>7% (52)</td>
<td>29% (225)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>8% (61)</td>
<td>11% (84)</td>
<td>14% (114)</td>
<td>35% (280)</td>
<td>4% (29)</td>
<td>28% (222)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>5% (34)</td>
<td>5% (31)</td>
<td>13% (84)</td>
<td>44% (291)</td>
<td>3% (17)</td>
<td>30% (200)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>12% (43)</td>
<td>12% (43)</td>
<td>22% (78)</td>
<td>20% (70)</td>
<td>9% (33)</td>
<td>23% (81)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>16% (68)</td>
<td>11% (48)</td>
<td>12% (51)</td>
<td>21% (87)</td>
<td>5% (19)</td>
<td>35% (144)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>8% (32)</td>
<td>10% (41)</td>
<td>15% (58)</td>
<td>38% (149)</td>
<td>5% (18)</td>
<td>25% (98)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>7% (29)</td>
<td>11% (42)</td>
<td>14% (56)</td>
<td>33% (131)</td>
<td>3% (11)</td>
<td>32% (124)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>5% (16)</td>
<td>4% (14)</td>
<td>13% (43)</td>
<td>49% (159)</td>
<td>2% (8)</td>
<td>26% (84)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>6% (19)</td>
<td>5% (17)</td>
<td>12% (41)</td>
<td>39% (132)</td>
<td>3% (9)</td>
<td>35% (116)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>15% (94)</td>
<td>14% (88)</td>
<td>18% (110)</td>
<td>21% (129)</td>
<td>8% (47)</td>
<td>23% (142)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>10% (58)</td>
<td>10% (59)</td>
<td>15% (92)</td>
<td>32% (190)</td>
<td>3% (17)</td>
<td>31% (185)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>6% (41)</td>
<td>6% (40)</td>
<td>13% (96)</td>
<td>47% (340)</td>
<td>3% (20)</td>
<td>26% (192)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>9% (133)</td>
<td>8% (126)</td>
<td>15% (226)</td>
<td>32% (489)</td>
<td>5% (69)</td>
<td>31% (477)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>11% (48)</td>
<td>11% (49)</td>
<td>14% (64)</td>
<td>35% (154)</td>
<td>5% (20)</td>
<td>25% (110)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>10% (25)</td>
<td>12% (31)</td>
<td>15% (37)</td>
<td>35% (85)</td>
<td>3% (8)</td>
<td>24% (60)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_3: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Fantastic Beasts film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (205)</td>
<td>9% (205)</td>
<td>15% (327)</td>
<td>33% (728)</td>
<td>4% (98)</td>
<td>29% (647)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>8% (99)</td>
<td>8% (99)</td>
<td>16% (190)</td>
<td>30% (358)</td>
<td>5% (60)</td>
<td>31% (368)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>10% (73)</td>
<td>11% (78)</td>
<td>14% (97)</td>
<td>34% (241)</td>
<td>4% (28)</td>
<td>27% (195)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>10% (33)</td>
<td>9% (28)</td>
<td>13% (41)</td>
<td>40% (129)</td>
<td>3% (9)</td>
<td>26% (84)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>10% (166)</td>
<td>8% (145)</td>
<td>15% (265)</td>
<td>35% (609)</td>
<td>4% (68)</td>
<td>28% (477)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>9% (32)</td>
<td>14% (50)</td>
<td>14% (50)</td>
<td>31% (109)</td>
<td>6% (22)</td>
<td>25% (89)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>9% (25)</td>
<td>13% (36)</td>
<td>11% (29)</td>
<td>22% (62)</td>
<td>6% (17)</td>
<td>39% (107)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>7% (15)</td>
<td>12% (24)</td>
<td>16% (33)</td>
<td>28% (57)</td>
<td>6% (13)</td>
<td>31% (63)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>8% (76)</td>
<td>9% (81)</td>
<td>15% (147)</td>
<td>36% (338)</td>
<td>4% (41)</td>
<td>28% (267)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>10% (11)</td>
<td>20% (23)</td>
<td>12% (13)</td>
<td>28% (31)</td>
<td>9% (10)</td>
<td>22% (25)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>19% (19)</td>
<td>8% (8)</td>
<td>11% (10)</td>
<td>35% (34)</td>
<td>11% (10)</td>
<td>16% (15)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (70)</td>
<td>10% (67)</td>
<td>17% (114)</td>
<td>26% (173)</td>
<td>4% (25)</td>
<td>32% (213)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>8% (29)</td>
<td>7% (26)</td>
<td>11% (43)</td>
<td>39% (153)</td>
<td>3% (12)</td>
<td>33% (127)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>10% (12)</td>
<td>19% (24)</td>
<td>10% (13)</td>
<td>31% (40)</td>
<td>8% (11)</td>
<td>22% (28)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>7% (37)</td>
<td>6% (33)</td>
<td>12% (65)</td>
<td>42% (220)</td>
<td>4% (20)</td>
<td>29% (153)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>9% (67)</td>
<td>9% (72)</td>
<td>16% (125)</td>
<td>33% (256)</td>
<td>4% (32)</td>
<td>29% (227)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>10% (52)</td>
<td>13% (71)</td>
<td>13% (74)</td>
<td>29% (160)</td>
<td>5% (25)</td>
<td>30% (166)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>9% (102)</td>
<td>9% (94)</td>
<td>15% (167)</td>
<td>32% (348)</td>
<td>5% (50)</td>
<td>30% (323)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (51)</td>
<td>7% (40)</td>
<td>15% (87)</td>
<td>38% (220)</td>
<td>4% (23)</td>
<td>27% (157)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (69)</td>
<td>11% (76)</td>
<td>15% (111)</td>
<td>34% (243)</td>
<td>3% (25)</td>
<td>27% (196)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>7% (8)</td>
<td>8% (10)</td>
<td>16% (20)</td>
<td>37% (45)</td>
<td>4% (5)</td>
<td>28% (34)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>9% (19)</td>
<td>10% (21)</td>
<td>11% (24)</td>
<td>35% (73)</td>
<td>8% (17)</td>
<td>27% (57)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>12% (9)</td>
<td>5% (8)</td>
<td>8% (12)</td>
<td>42% (62)</td>
<td>— (0)</td>
<td>33% (49)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>4% (4)</td>
<td>22% (21)</td>
<td>14% (14)</td>
<td>30% (28)</td>
<td>6% (6)</td>
<td>23% (22)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>9% (43)</td>
<td>9% (44)</td>
<td>15% (73)</td>
<td>29% (140)</td>
<td>3% (15)</td>
<td>34% (164)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>10% (26)</td>
<td>5% (12)</td>
<td>19% (51)</td>
<td>31% (83)</td>
<td>7% (18)</td>
<td>29% (76)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>11% (19)</td>
<td>7% (13)</td>
<td>14% (23)</td>
<td>32% (54)</td>
<td>7% (13)</td>
<td>29% (50)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_3: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The Fantastic Beasts film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (205)</td>
<td>9% (205)</td>
<td>15% (327)</td>
<td>33% (728)</td>
<td>4% (98)</td>
<td>29% (647)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>10% (33)</td>
<td>10% (34)</td>
<td>16% (54)</td>
<td>34% (112)</td>
<td>5% (18)</td>
<td>25% (82)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>9% (173)</td>
<td>9% (171)</td>
<td>15% (273)</td>
<td>33% (616)</td>
<td>4% (80)</td>
<td>30% (565)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>14% (98)</td>
<td>15% (105)</td>
<td>15% (106)</td>
<td>19% (137)</td>
<td>6% (44)</td>
<td>31% (223)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>7% (107)</td>
<td>7% (100)</td>
<td>15% (222)</td>
<td>39% (590)</td>
<td>4% (54)</td>
<td>28% (424)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>15% (130)</td>
<td>13% (120)</td>
<td>15% (134)</td>
<td>23% (201)</td>
<td>5% (46)</td>
<td>29% (257)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>6% (69)</td>
<td>6% (73)</td>
<td>16% (188)</td>
<td>42% (494)</td>
<td>4% (47)</td>
<td>26% (302)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (63)</td>
<td>12% (41)</td>
<td>14% (46)</td>
<td>20% (67)</td>
<td>6% (18)</td>
<td>29% (97)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>12% (68)</td>
<td>14% (79)</td>
<td>16% (88)</td>
<td>24% (134)</td>
<td>5% (27)</td>
<td>29% (160)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>9% (32)</td>
<td>8% (28)</td>
<td>22% (79)</td>
<td>32% (115)</td>
<td>5% (19)</td>
<td>24% (88)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>5% (37)</td>
<td>5% (44)</td>
<td>13% (109)</td>
<td>47% (378)</td>
<td>3% (28)</td>
<td>26% (214)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>15% (136)</td>
<td>13% (120)</td>
<td>16% (142)</td>
<td>22% (204)</td>
<td>5% (43)</td>
<td>29% (267)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>6% (65)</td>
<td>7% (79)</td>
<td>15% (179)</td>
<td>42% (497)</td>
<td>4% (49)</td>
<td>26% (310)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>19% (73)</td>
<td>13% (50)</td>
<td>14% (53)</td>
<td>20% (80)</td>
<td>5% (18)</td>
<td>30% (116)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>12% (63)</td>
<td>13% (70)</td>
<td>17% (89)</td>
<td>24% (125)</td>
<td>5% (26)</td>
<td>29% (151)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>7% (22)</td>
<td>10% (31)</td>
<td>22% (66)</td>
<td>31% (95)</td>
<td>4% (12)</td>
<td>26% (78)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>5% (43)</td>
<td>6% (49)</td>
<td>13% (113)</td>
<td>46% (402)</td>
<td>4% (37)</td>
<td>26% (232)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>7% (64)</td>
<td>10% (87)</td>
<td>14% (122)</td>
<td>39% (336)</td>
<td>3% (28)</td>
<td>27% (233)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (32)</td>
<td>7% (22)</td>
<td>16% (51)</td>
<td>39% (126)</td>
<td>4% (12)</td>
<td>25% (82)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>11% (24)</td>
<td>8% (18)</td>
<td>15% (33)</td>
<td>22% (50)</td>
<td>8% (17)</td>
<td>36% (80)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>10% (22)</td>
<td>9% (19)</td>
<td>16% (35)</td>
<td>20% (44)</td>
<td>2% (5)</td>
<td>44% (98)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>15% (22)</td>
<td>14% (20)</td>
<td>10% (14)</td>
<td>28% (40)</td>
<td>9% (13)</td>
<td>24% (34)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>9% (10)</td>
<td>9% (10)</td>
<td>11% (12)</td>
<td>35% (38)</td>
<td>2% (2)</td>
<td>34% (38)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>9% (16)</td>
<td>9% (17)</td>
<td>23% (42)</td>
<td>31% (56)</td>
<td>7% (13)</td>
<td>21% (38)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>11% (15)</td>
<td>8% (11)</td>
<td>13% (17)</td>
<td>29% (39)</td>
<td>6% (8)</td>
<td>32% (43)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_3: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Fantastic Beasts film series

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9% (205)</td>
<td>9% (205)</td>
<td>15% (327)</td>
<td>33% (728)</td>
<td>4% (98)</td>
<td>29% (647)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>15% (134)</td>
<td>13% (116)</td>
<td>16% (139)</td>
<td>22% (193)</td>
<td>6% (51)</td>
<td>29% (253)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>5% (35)</td>
<td>4% (33)</td>
<td>14% (107)</td>
<td>47% (360)</td>
<td>4% (28)</td>
<td>26% (199)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (8)</td>
<td>11% (11)</td>
<td>15% (14)</td>
<td>33% (32)</td>
<td>2% (2)</td>
<td>31% (30)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>6% (28)</td>
<td>10% (46)</td>
<td>14% (66)</td>
<td>31% (143)</td>
<td>4% (17)</td>
<td>35% (164)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>16% (115)</td>
<td>13% (92)</td>
<td>16% (120)</td>
<td>23% (169)</td>
<td>6% (47)</td>
<td>25% (184)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>4% (26)</td>
<td>6% (35)</td>
<td>15% (93)</td>
<td>46% (289)</td>
<td>3% (17)</td>
<td>26% (165)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>13% (8)</td>
<td>7% (4)</td>
<td>12% (7)</td>
<td>31% (19)</td>
<td>— (0)</td>
<td>36% (22)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>16% (106)</td>
<td>13% (87)</td>
<td>15% (103)</td>
<td>22% (145)</td>
<td>7% (45)</td>
<td>28% (185)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>6% (44)</td>
<td>5% (31)</td>
<td>15% (102)</td>
<td>44% (301)</td>
<td>3% (19)</td>
<td>27% (184)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>8% (9)</td>
<td>11% (12)</td>
<td>15% (17)</td>
<td>33% (37)</td>
<td>3% (3)</td>
<td>29% (32)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>6% (46)</td>
<td>10% (75)</td>
<td>14% (106)</td>
<td>33% (246)</td>
<td>4% (29)</td>
<td>33% (245)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>11% (134)</td>
<td>9% (107)</td>
<td>16% (196)</td>
<td>33% (411)</td>
<td>5% (56)</td>
<td>27% (333)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>7% (71)</td>
<td>10% (99)</td>
<td>13% (131)</td>
<td>33% (317)</td>
<td>4% (41)</td>
<td>32% (314)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>12% (49)</td>
<td>11% (42)</td>
<td>14% (54)</td>
<td>30% (120)</td>
<td>5% (21)</td>
<td>28% (109)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>8% (38)</td>
<td>9% (40)</td>
<td>13% (58)</td>
<td>36% (167)</td>
<td>4% (16)</td>
<td>31% (146)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>8% (69)</td>
<td>10% (82)</td>
<td>15% (127)</td>
<td>32% (269)</td>
<td>4% (37)</td>
<td>29% (244)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>9% (49)</td>
<td>8% (42)</td>
<td>17% (87)</td>
<td>33% (173)</td>
<td>5% (24)</td>
<td>28% (148)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>7% (84)</td>
<td>11% (127)</td>
<td>18% (207)</td>
<td>40% (461)</td>
<td>3% (36)</td>
<td>21% (236)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9% (104)</td>
<td>10% (115)</td>
<td>17% (195)</td>
<td>42% (481)</td>
<td>2% (28)</td>
<td>19% (215)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>12% (47)</td>
<td>11% (44)</td>
<td>20% (78)</td>
<td>24% (92)</td>
<td>11% (40)</td>
<td>21% (80)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG7_4: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Wizarding World of Harry Potter amusement parks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (232)</td>
<td>10% (210)</td>
<td>14% (305)</td>
<td>34% (748)</td>
<td>5% (108)</td>
<td>27% (607)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>10% (102)</td>
<td>9% (98)</td>
<td>15% (155)</td>
<td>37% (390)</td>
<td>6% (61)</td>
<td>24% (261)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (130)</td>
<td>10% (112)</td>
<td>13% (150)</td>
<td>31% (358)</td>
<td>4% (47)</td>
<td>30% (346)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>9% (58)</td>
<td>10% (66)</td>
<td>12% (82)</td>
<td>39% (254)</td>
<td>5% (34)</td>
<td>25% (164)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>6% (21)</td>
<td>12% (41)</td>
<td>13% (48)</td>
<td>35% (125)</td>
<td>6% (21)</td>
<td>28% (102)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>13% (101)</td>
<td>8% (61)</td>
<td>14% (106)</td>
<td>34% (253)</td>
<td>4% (32)</td>
<td>27% (201)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>12% (51)</td>
<td>9% (41)</td>
<td>16% (69)</td>
<td>27% (116)</td>
<td>5% (21)</td>
<td>32% (140)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>9% (26)</td>
<td>13% (37)</td>
<td>11% (31)</td>
<td>34% (97)</td>
<td>6% (17)</td>
<td>27% (79)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>8% (47)</td>
<td>9% (58)</td>
<td>15% (90)</td>
<td>40% (244)</td>
<td>6% (34)</td>
<td>23% (144)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>10% (55)</td>
<td>9% (49)</td>
<td>13% (74)</td>
<td>36% (198)</td>
<td>5% (25)</td>
<td>28% (157)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>14% (99)</td>
<td>9% (62)</td>
<td>15% (100)</td>
<td>29% (198)</td>
<td>4% (26)</td>
<td>30% (203)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>16% (121)</td>
<td>12% (93)</td>
<td>16% (119)</td>
<td>23% (176)</td>
<td>7% (53)</td>
<td>26% (202)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>8% (61)</td>
<td>10% (80)</td>
<td>13% (103)</td>
<td>36% (284)</td>
<td>5% (36)</td>
<td>29% (226)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>8% (50)</td>
<td>6% (37)</td>
<td>13% (84)</td>
<td>44% (288)</td>
<td>3% (20)</td>
<td>27% (179)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>14% (50)</td>
<td>11% (38)</td>
<td>18% (64)</td>
<td>26% (91)</td>
<td>8% (28)</td>
<td>22% (77)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (71)</td>
<td>13% (55)</td>
<td>13% (55)</td>
<td>21% (86)</td>
<td>6% (25)</td>
<td>30% (125)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>7% (29)</td>
<td>10% (41)</td>
<td>13% (51)</td>
<td>37% (147)</td>
<td>5% (21)</td>
<td>27% (106)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>8% (32)</td>
<td>10% (39)</td>
<td>13% (52)</td>
<td>35% (136)</td>
<td>4% (14)</td>
<td>30% (120)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7% (22)</td>
<td>6% (18)</td>
<td>12% (40)</td>
<td>47% (153)</td>
<td>4% (12)</td>
<td>24% (78)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>8% (28)</td>
<td>6% (19)</td>
<td>13% (44)</td>
<td>41% (136)</td>
<td>2% (8)</td>
<td>30% (101)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (95)</td>
<td>15% (92)</td>
<td>16% (98)</td>
<td>24% (143)</td>
<td>8% (50)</td>
<td>21% (130)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>11% (64)</td>
<td>10% (61)</td>
<td>15% (92)</td>
<td>30% (179)</td>
<td>3% (19)</td>
<td>31% (186)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>7% (54)</td>
<td>6% (44)</td>
<td>13% (94)</td>
<td>47% (345)</td>
<td>4% (26)</td>
<td>23% (167)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (149)</td>
<td>8% (128)</td>
<td>13% (200)</td>
<td>34% (511)</td>
<td>5% (79)</td>
<td>30% (451)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>12% (52)</td>
<td>12% (53)</td>
<td>14% (64)</td>
<td>35% (157)</td>
<td>4% (19)</td>
<td>23% (100)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>12% (31)</td>
<td>12% (29)</td>
<td>17% (41)</td>
<td>32% (79)</td>
<td>4% (10)</td>
<td>22% (55)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_4: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Wizarding World of Harry Potter amusement parks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (232)</td>
<td>10% (210)</td>
<td>14% (305)</td>
<td>34% (748)</td>
<td>5% (108)</td>
<td>27% (607)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (113)</td>
<td>9% (103)</td>
<td>14% (160)</td>
<td>31% (365)</td>
<td>6% (68)</td>
<td>31% (365)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (78)</td>
<td>11% (80)</td>
<td>13% (96)</td>
<td>36% (255)</td>
<td>5% (32)</td>
<td>24% (171)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>13% (41)</td>
<td>8% (27)</td>
<td>15% (49)</td>
<td>40% (128)</td>
<td>2% (8)</td>
<td>22% (71)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>11% (184)</td>
<td>9% (152)</td>
<td>14% (250)</td>
<td>36% (627)</td>
<td>5% (79)</td>
<td>25% (438)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>11% (37)</td>
<td>12% (42)</td>
<td>11% (37)</td>
<td>32% (113)</td>
<td>9% (33)</td>
<td>25% (89)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>11% (30)</td>
<td>13% (35)</td>
<td>11% (30)</td>
<td>22% (61)</td>
<td>7% (19)</td>
<td>36% (100)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>9% (18)</td>
<td>11% (23)</td>
<td>12% (25)</td>
<td>29% (60)</td>
<td>5% (11)</td>
<td>33% (68)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>10% (92)</td>
<td>9% (89)</td>
<td>14% (132)</td>
<td>37% (354)</td>
<td>4% (40)</td>
<td>26% (244)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>13% (14)</td>
<td>17% (19)</td>
<td>21% (24)</td>
<td>25% (28)</td>
<td>9% (10)</td>
<td>15% (17)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>15% (14)</td>
<td>15% (15)</td>
<td>3% (3)</td>
<td>36% (35)</td>
<td>13% (13)</td>
<td>17% (16)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (70)</td>
<td>8% (54)</td>
<td>17% (110)</td>
<td>29% (190)</td>
<td>5% (33)</td>
<td>31% (204)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>11% (42)</td>
<td>8% (33)</td>
<td>9% (36)</td>
<td>36% (141)</td>
<td>3% (13)</td>
<td>32% (125)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>12% (16)</td>
<td>16% (20)</td>
<td>20% (26)</td>
<td>28% (36)</td>
<td>8% (10)</td>
<td>15% (20)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>10% (50)</td>
<td>7% (39)</td>
<td>11% (56)</td>
<td>42% (221)</td>
<td>3% (15)</td>
<td>28% (145)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>10% (79)</td>
<td>10% (80)</td>
<td>14% (109)</td>
<td>34% (263)</td>
<td>4% (35)</td>
<td>27% (214)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (64)</td>
<td>12% (67)</td>
<td>13% (72)</td>
<td>28% (154)</td>
<td>7% (39)</td>
<td>28% (151)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (117)</td>
<td>9% (94)</td>
<td>15% (164)</td>
<td>34% (365)</td>
<td>4% (45)</td>
<td>28% (299)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (51)</td>
<td>9% (49)</td>
<td>12% (70)</td>
<td>40% (229)</td>
<td>4% (24)</td>
<td>27% (156)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (74)</td>
<td>11% (79)</td>
<td>15% (106)</td>
<td>34% (241)</td>
<td>4% (29)</td>
<td>26% (189)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>7% (9)</td>
<td>8% (10)</td>
<td>12% (15)</td>
<td>38% (47)</td>
<td>7% (9)</td>
<td>26% (32)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>9% (20)</td>
<td>14% (30)</td>
<td>9% (20)</td>
<td>38% (79)</td>
<td>6% (13)</td>
<td>23% (49)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (19)</td>
<td>3% (5)</td>
<td>12% (18)</td>
<td>41% (61)</td>
<td>1% (2)</td>
<td>29% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>14% (13)</td>
<td>10% (9)</td>
<td>19% (18)</td>
<td>30% (28)</td>
<td>6% (5)</td>
<td>22% (21)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (57)</td>
<td>9% (45)</td>
<td>14% (68)</td>
<td>29% (140)</td>
<td>4% (17)</td>
<td>31% (151)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>9% (23)</td>
<td>7% (18)</td>
<td>14% (37)</td>
<td>35% (92)</td>
<td>9% (23)</td>
<td>27% (73)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>10% (17)</td>
<td>8% (14)</td>
<td>14% (24)</td>
<td>35% (59)</td>
<td>5% (9)</td>
<td>28% (48)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_4: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (232)</td>
<td>10% (210)</td>
<td>14% (305)</td>
<td>34% (748)</td>
<td>5% (108)</td>
<td>27% (607)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (39)</td>
<td>10% (33)</td>
<td>16% (54)</td>
<td>33% (110)</td>
<td>6% (22)</td>
<td>22% (73)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>10% (193)</td>
<td>9% (177)</td>
<td>13% (251)</td>
<td>34% (638)</td>
<td>5% (87)</td>
<td>28% (534)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>15% (104)</td>
<td>14% (99)</td>
<td>15% (110)</td>
<td>21% (152)</td>
<td>7% (51)</td>
<td>28% (196)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (128)</td>
<td>7% (111)</td>
<td>13% (195)</td>
<td>40% (596)</td>
<td>4% (57)</td>
<td>27% (411)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>15% (134)</td>
<td>14% (123)</td>
<td>15% (137)</td>
<td>24% (214)</td>
<td>6% (52)</td>
<td>26% (230)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>8% (91)</td>
<td>7% (81)</td>
<td>14% (162)</td>
<td>43% (501)</td>
<td>4% (47)</td>
<td>25% (290)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>21% (71)</td>
<td>11% (36)</td>
<td>15% (48)</td>
<td>20% (67)</td>
<td>7% (24)</td>
<td>26% (86)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>11% (63)</td>
<td>16% (87)</td>
<td>16% (88)</td>
<td>26% (146)</td>
<td>5% (28)</td>
<td>26% (144)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>11% (40)</td>
<td>9% (33)</td>
<td>15% (56)</td>
<td>33% (118)</td>
<td>7% (24)</td>
<td>25% (91)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>6% (50)</td>
<td>6% (48)</td>
<td>13% (106)</td>
<td>47% (383)</td>
<td>3% (23)</td>
<td>25% (199)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>16% (144)</td>
<td>14% (126)</td>
<td>15% (138)</td>
<td>23% (214)</td>
<td>6% (50)</td>
<td>26% (241)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (81)</td>
<td>6% (74)</td>
<td>14% (163)</td>
<td>43% (509)</td>
<td>5% (56)</td>
<td>25% (297)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>21% (82)</td>
<td>12% (47)</td>
<td>13% (50)</td>
<td>21% (81)</td>
<td>7% (27)</td>
<td>26% (102)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>12% (62)</td>
<td>15% (79)</td>
<td>17% (87)</td>
<td>25% (133)</td>
<td>5% (24)</td>
<td>27% (139)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>7% (22)</td>
<td>8% (24)</td>
<td>16% (49)</td>
<td>36% (109)</td>
<td>6% (17)</td>
<td>27% (83)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (59)</td>
<td>6% (50)</td>
<td>13% (114)</td>
<td>46% (401)</td>
<td>4% (39)</td>
<td>24% (214)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (65)</td>
<td>10% (86)</td>
<td>15% (129)</td>
<td>39% (339)</td>
<td>4% (33)</td>
<td>25% (218)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>11% (36)</td>
<td>9% (29)</td>
<td>13% (43)</td>
<td>39% (126)</td>
<td>4% (13)</td>
<td>24% (79)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>11% (25)</td>
<td>9% (20)</td>
<td>14% (30)</td>
<td>25% (55)</td>
<td>6% (14)</td>
<td>35% (78)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (25)</td>
<td>9% (19)</td>
<td>14% (32)</td>
<td>21% (48)</td>
<td>4% (9)</td>
<td>41% (90)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women’s Issues</td>
<td>22% (31)</td>
<td>11% (16)</td>
<td>10% (14)</td>
<td>23% (33)</td>
<td>10% (14)</td>
<td>25% (35)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>12% (13)</td>
<td>11% (12)</td>
<td>9% (10)</td>
<td>34% (37)</td>
<td>4% (5)</td>
<td>30% (32)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>11% (20)</td>
<td>8% (14)</td>
<td>18% (33)</td>
<td>38% (70)</td>
<td>6% (11)</td>
<td>19% (35)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>12% (16)</td>
<td>10% (13)</td>
<td>11% (14)</td>
<td>30% (40)</td>
<td>8% (10)</td>
<td>30% (40)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_4: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The Wizarding World of Harry Potter amusement parks

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (232)</td>
<td>10% (210)</td>
<td>14% (305)</td>
<td>34% (748)</td>
<td>5% (108)</td>
<td>27% (607)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>15% (136)</td>
<td>14% (125)</td>
<td>16% (139)</td>
<td>23% (204)</td>
<td>6% (54)</td>
<td>26% (229)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>7% (53)</td>
<td>4% (33)</td>
<td>14% (105)</td>
<td>47% (360)</td>
<td>4% (28)</td>
<td>24% (183)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>9% (9)</td>
<td>12% (12)</td>
<td>8% (7)</td>
<td>36% (35)</td>
<td>6% (6)</td>
<td>30% (29)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>7% (34)</td>
<td>9% (40)</td>
<td>12% (54)</td>
<td>32% (149)</td>
<td>5% (21)</td>
<td>36% (165)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>17% (121)</td>
<td>13% (96)</td>
<td>14% (103)</td>
<td>26% (186)</td>
<td>7% (51)</td>
<td>23% (169)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>7% (41)</td>
<td>6% (37)</td>
<td>13% (80)</td>
<td>48% (300)</td>
<td>3% (19)</td>
<td>24% (148)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>10% (6)</td>
<td>9% (6)</td>
<td>18% (11)</td>
<td>33% (20)</td>
<td>— (0)</td>
<td>30% (18)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>17% (116)</td>
<td>14% (92)</td>
<td>14% (95)</td>
<td>24% (158)</td>
<td>7% (49)</td>
<td>24% (161)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (52)</td>
<td>6% (41)</td>
<td>14% (98)</td>
<td>46% (310)</td>
<td>3% (18)</td>
<td>24% (162)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>9% (10)</td>
<td>8% (9)</td>
<td>14% (15)</td>
<td>33% (36)</td>
<td>4% (4)</td>
<td>32% (35)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>7% (54)</td>
<td>9% (68)</td>
<td>13% (97)</td>
<td>32% (242)</td>
<td>5% (37)</td>
<td>33% (249)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>13% (156)</td>
<td>9% (116)</td>
<td>14% (176)</td>
<td>35% (431)</td>
<td>5% (63)</td>
<td>24% (296)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (76)</td>
<td>10% (94)</td>
<td>13% (129)</td>
<td>33% (317)</td>
<td>5% (45)</td>
<td>32% (311)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>12% (48)</td>
<td>12% (49)</td>
<td>12% (48)</td>
<td>29% (116)</td>
<td>6% (22)</td>
<td>29% (113)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (53)</td>
<td>7% (33)</td>
<td>14% (64)</td>
<td>36% (165)</td>
<td>4% (19)</td>
<td>28% (131)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (82)</td>
<td>9% (77)</td>
<td>14% (113)</td>
<td>34% (279)</td>
<td>6% (47)</td>
<td>28% (230)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>9% (49)</td>
<td>10% (52)</td>
<td>15% (80)</td>
<td>36% (188)</td>
<td>4% (21)</td>
<td>25% (132)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>8% (87)</td>
<td>11% (129)</td>
<td>16% (188)</td>
<td>42% (481)</td>
<td>4% (45)</td>
<td>19% (222)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>9% (103)</td>
<td>11% (127)</td>
<td>16% (180)</td>
<td>43% (490)</td>
<td>3% (35)</td>
<td>18% (204)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (61)</td>
<td>10% (38)</td>
<td>18% (68)</td>
<td>25% (97)</td>
<td>11% (44)</td>
<td>19% (74)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

**Harry Potter themed merchandise**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (249)</td>
<td>9% (199)</td>
<td>14% (302)</td>
<td>34% (743)</td>
<td>6% (125)</td>
<td>27% (592)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>10% (111)</td>
<td>9% (92)</td>
<td>15% (156)</td>
<td>36% (386)</td>
<td>7% (70)</td>
<td>24% (252)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>12% (138)</td>
<td>9% (108)</td>
<td>13% (147)</td>
<td>31% (357)</td>
<td>5% (55)</td>
<td>30% (340)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>10% (63)</td>
<td>10% (65)</td>
<td>13% (83)</td>
<td>37% (246)</td>
<td>6% (37)</td>
<td>25% (164)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>7% (24)</td>
<td>9% (33)</td>
<td>15% (53)</td>
<td>34% (123)</td>
<td>8% (28)</td>
<td>28% (99)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>14% (103)</td>
<td>9% (66)</td>
<td>13% (96)</td>
<td>35% (263)</td>
<td>5% (34)</td>
<td>25% (192)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (59)</td>
<td>8% (35)</td>
<td>16% (70)</td>
<td>26% (112)</td>
<td>6% (26)</td>
<td>31% (136)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>8% (24)</td>
<td>13% (38)</td>
<td>10% (30)</td>
<td>34% (97)</td>
<td>7% (20)</td>
<td>27% (78)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>9% (59)</td>
<td>8% (51)</td>
<td>15% (93)</td>
<td>38% (235)</td>
<td>6% (36)</td>
<td>23% (144)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>10% (59)</td>
<td>9% (51)</td>
<td>12% (70)</td>
<td>36% (202)</td>
<td>4% (25)</td>
<td>27% (153)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>15% (102)</td>
<td>8% (57)</td>
<td>14% (97)</td>
<td>29% (201)</td>
<td>5% (36)</td>
<td>28% (194)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>17% (129)</td>
<td>12% (90)</td>
<td>15% (114)</td>
<td>22% (172)</td>
<td>8% (62)</td>
<td>26% (198)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>9% (74)</td>
<td>9% (73)</td>
<td>13% (104)</td>
<td>35% (278)</td>
<td>6% (44)</td>
<td>27% (214)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>7% (45)</td>
<td>5% (36)</td>
<td>13% (84)</td>
<td>45% (294)</td>
<td>3% (19)</td>
<td>27% (179)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>15% (54)</td>
<td>10% (35)</td>
<td>19% (67)</td>
<td>24% (83)</td>
<td>10% (35)</td>
<td>21% (74)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (75)</td>
<td>13% (55)</td>
<td>11% (47)</td>
<td>21% (89)</td>
<td>6% (26)</td>
<td>30% (124)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>9% (35)</td>
<td>10% (41)</td>
<td>13% (50)</td>
<td>37% (147)</td>
<td>6% (25)</td>
<td>25% (97)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>10% (39)</td>
<td>8% (32)</td>
<td>14% (55)</td>
<td>33% (131)</td>
<td>5% (19)</td>
<td>30% (117)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7% (22)</td>
<td>5% (15)</td>
<td>12% (39)</td>
<td>48% (156)</td>
<td>3% (10)</td>
<td>25% (80)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>7% (24)</td>
<td>6% (21)</td>
<td>13% (45)</td>
<td>41% (137)</td>
<td>3% (9)</td>
<td>30% (99)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (100)</td>
<td>16% (96)</td>
<td>15% (90)</td>
<td>22% (134)</td>
<td>10% (61)</td>
<td>21% (127)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>12% (70)</td>
<td>9% (51)</td>
<td>16% (95)</td>
<td>31% (187)</td>
<td>3% (19)</td>
<td>29% (177)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>8% (58)</td>
<td>5% (40)</td>
<td>13% (94)</td>
<td>47% (341)</td>
<td>4% (31)</td>
<td>23% (167)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>11% (160)</td>
<td>8% (118)</td>
<td>14% (211)</td>
<td>34% (512)</td>
<td>6% (86)</td>
<td>28% (432)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>12% (56)</td>
<td>11% (49)</td>
<td>13% (59)</td>
<td>33% (148)</td>
<td>7% (29)</td>
<td>23% (104)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>13% (33)</td>
<td>13% (32)</td>
<td>13% (32)</td>
<td>34% (83)</td>
<td>4% (10)</td>
<td>23% (55)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_5: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

<table>
<thead>
<tr>
<th>Harry Potter themed merchandise</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (249)</td>
<td>9% (199)</td>
<td>14% (302)</td>
<td>34% (743)</td>
<td>6% (125)</td>
<td>27% (592)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (114)</td>
<td>9% (103)</td>
<td>15% (177)</td>
<td>31% (362)</td>
<td>6% (70)</td>
<td>30% (348)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>13% (90)</td>
<td>9% (65)</td>
<td>13% (91)</td>
<td>35% (251)</td>
<td>6% (44)</td>
<td>24% (172)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>14% (44)</td>
<td>10% (31)</td>
<td>11% (35)</td>
<td>41% (131)</td>
<td>3% (11)</td>
<td>22% (71)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>11% (197)</td>
<td>9% (155)</td>
<td>14% (239)</td>
<td>36% (621)</td>
<td>5% (90)</td>
<td>25% (426)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>14% (49)</td>
<td>9% (32)</td>
<td>11% (37)</td>
<td>36% (128)</td>
<td>7% (25)</td>
<td>23% (81)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>11% (29)</td>
<td>9% (25)</td>
<td>13% (35)</td>
<td>20% (56)</td>
<td>8% (23)</td>
<td>39% (107)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>11% (22)</td>
<td>9% (19)</td>
<td>14% (28)</td>
<td>32% (66)</td>
<td>6% (12)</td>
<td>28% (58)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (89)</td>
<td>9% (87)</td>
<td>14% (131)</td>
<td>37% (353)</td>
<td>5% (50)</td>
<td>25% (240)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>17% (19)</td>
<td>7% (8)</td>
<td>15% (16)</td>
<td>32% (35)</td>
<td>11% (13)</td>
<td>18% (20)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>15% (15)</td>
<td>14% (13)</td>
<td>5% (5)</td>
<td>35% (34)</td>
<td>15% (15)</td>
<td>15% (15)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>12% (82)</td>
<td>10% (67)</td>
<td>16% (105)</td>
<td>27% (181)</td>
<td>5% (31)</td>
<td>30% (196)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>11% (44)</td>
<td>6% (24)</td>
<td>12% (46)</td>
<td>36% (140)</td>
<td>4% (16)</td>
<td>31% (121)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>16% (20)</td>
<td>8% (11)</td>
<td>13% (16)</td>
<td>36% (46)</td>
<td>11% (14)</td>
<td>17% (21)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (49)</td>
<td>6% (32)</td>
<td>12% (64)</td>
<td>42% (219)</td>
<td>4% (21)</td>
<td>27% (142)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>11% (83)</td>
<td>10% (76)</td>
<td>14% (111)</td>
<td>34% (261)</td>
<td>5% (41)</td>
<td>27% (208)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>14% (77)</td>
<td>11% (60)</td>
<td>11% (59)</td>
<td>29% (156)</td>
<td>7% (37)</td>
<td>29% (158)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (120)</td>
<td>9% (101)</td>
<td>15% (160)</td>
<td>32% (352)</td>
<td>6% (63)</td>
<td>27% (288)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (52)</td>
<td>7% (39)</td>
<td>14% (83)</td>
<td>41% (235)</td>
<td>4% (25)</td>
<td>25% (145)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>13% (92)</td>
<td>11% (77)</td>
<td>15% (104)</td>
<td>31% (225)</td>
<td>4% (32)</td>
<td>26% (188)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>5% (6)</td>
<td>13% (15)</td>
<td>8% (10)</td>
<td>40% (48)</td>
<td>5% (7)</td>
<td>29% (36)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>11% (22)</td>
<td>8% (18)</td>
<td>11% (22)</td>
<td>43% (90)</td>
<td>5% (11)</td>
<td>22% (47)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (19)</td>
<td>3% (4)</td>
<td>11% (16)</td>
<td>40% (60)</td>
<td>4% (5)</td>
<td>30% (44)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>14% (13)</td>
<td>11% (10)</td>
<td>14% (13)</td>
<td>33% (31)</td>
<td>9% (8)</td>
<td>20% (19)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (56)</td>
<td>8% (37)</td>
<td>15% (72)</td>
<td>29% (138)</td>
<td>6% (28)</td>
<td>31% (147)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>8% (22)</td>
<td>10% (26)</td>
<td>14% (37)</td>
<td>36% (95)</td>
<td>7% (20)</td>
<td>25% (67)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>11% (18)</td>
<td>7% (12)</td>
<td>16% (27)</td>
<td>33% (57)</td>
<td>8% (13)</td>
<td>26% (44)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_5: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

Harry Potter themed merchandise

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (249)</td>
<td>9% (199)</td>
<td>14% (302)</td>
<td>34% (743)</td>
<td>6% (125)</td>
<td>27% (592)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (39)</td>
<td>8% (27)</td>
<td>15% (48)</td>
<td>35% (116)</td>
<td>7% (23)</td>
<td>23% (77)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>11% (209)</td>
<td>9% (172)</td>
<td>14% (254)</td>
<td>33% (627)</td>
<td>5% (101)</td>
<td>27% (514)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>15% (107)</td>
<td>14% (98)</td>
<td>15% (109)</td>
<td>21% (151)</td>
<td>9% (64)</td>
<td>26% (184)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (141)</td>
<td>7% (101)</td>
<td>13% (194)</td>
<td>40% (593)</td>
<td>4% (61)</td>
<td>27% (408)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>16% (146)</td>
<td>13% (118)</td>
<td>15% (130)</td>
<td>24% (210)</td>
<td>8% (68)</td>
<td>25% (218)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>8% (95)</td>
<td>6% (72)</td>
<td>14% (169)</td>
<td>42% (493)</td>
<td>4% (53)</td>
<td>25% (292)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>20% (66)</td>
<td>11% (35)</td>
<td>14% (47)</td>
<td>21% (69)</td>
<td>8% (27)</td>
<td>27% (89)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>14% (80)</td>
<td>15% (83)</td>
<td>15% (83)</td>
<td>25% (140)</td>
<td>7% (41)</td>
<td>23% (129)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>14% (49)</td>
<td>8% (29)</td>
<td>18% (65)</td>
<td>32% (114)</td>
<td>4% (15)</td>
<td>25% (90)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>6% (45)</td>
<td>5% (43)</td>
<td>13% (104)</td>
<td>47% (378)</td>
<td>5% (38)</td>
<td>25% (201)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>17% (154)</td>
<td>14% (128)</td>
<td>15% (134)</td>
<td>23% (211)</td>
<td>7% (65)</td>
<td>24% (220)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>8% (91)</td>
<td>5% (63)</td>
<td>14% (165)</td>
<td>43% (505)</td>
<td>5% (55)</td>
<td>26% (301)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>21% (81)</td>
<td>10% (40)</td>
<td>15% (57)</td>
<td>21% (83)</td>
<td>7% (29)</td>
<td>26% (100)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>14% (73)</td>
<td>17% (88)</td>
<td>15% (78)</td>
<td>25% (129)</td>
<td>7% (36)</td>
<td>23% (120)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>10% (31)</td>
<td>9% (26)</td>
<td>16% (49)</td>
<td>34% (103)</td>
<td>4% (12)</td>
<td>27% (83)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (60)</td>
<td>4% (37)</td>
<td>13% (116)</td>
<td>46% (402)</td>
<td>5% (44)</td>
<td>25% (218)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>9% (79)</td>
<td>10% (88)</td>
<td>15% (132)</td>
<td>38% (329)</td>
<td>3% (30)</td>
<td>24% (213)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>10% (33)</td>
<td>7% (23)</td>
<td>15% (49)</td>
<td>38% (122)</td>
<td>6% (18)</td>
<td>25% (80)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>12% (27)</td>
<td>8% (19)</td>
<td>12% (26)</td>
<td>24% (54)</td>
<td>9% (20)</td>
<td>34% (76)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>12% (27)</td>
<td>8% (18)</td>
<td>17% (38)</td>
<td>21% (46)</td>
<td>4% (10)</td>
<td>37% (83)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>23% (33)</td>
<td>13% (19)</td>
<td>7% (10)</td>
<td>27% (39)</td>
<td>7% (9)</td>
<td>23% (33)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>12% (13)</td>
<td>6% (7)</td>
<td>9% (9)</td>
<td>39% (43)</td>
<td>5% (5)</td>
<td>29% (32)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (17)</td>
<td>8% (14)</td>
<td>15% (27)</td>
<td>35% (65)</td>
<td>11% (20)</td>
<td>21% (39)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>14% (18)</td>
<td>8% (11)</td>
<td>8% (11)</td>
<td>34% (46)</td>
<td>9% (12)</td>
<td>27% (35)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_5: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

<table>
<thead>
<tr>
<th>Harry Potter themed merchandise</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (249)</td>
<td>9% (199)</td>
<td>14% (302)</td>
<td>34% (743)</td>
<td>6% (125)</td>
<td>27% (592)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>17% (151)</td>
<td>13% (118)</td>
<td>15% (132)</td>
<td>22% (196)</td>
<td>8% (67)</td>
<td>25% (223)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>6% (49)</td>
<td>5% (34)</td>
<td>14% (105)</td>
<td>47% (361)</td>
<td>4% (29)</td>
<td>24% (184)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (11)</td>
<td>11% (10)</td>
<td>9% (9)</td>
<td>32% (31)</td>
<td>8% (8)</td>
<td>30% (29)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>8% (38)</td>
<td>8% (36)</td>
<td>12% (56)</td>
<td>33% (155)</td>
<td>5% (22)</td>
<td>34% (156)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>19% (135)</td>
<td>13% (95)</td>
<td>13% (95)</td>
<td>25% (183)</td>
<td>7% (52)</td>
<td>23% (166)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>7% (46)</td>
<td>5% (31)</td>
<td>14% (89)</td>
<td>46% (288)</td>
<td>3% (21)</td>
<td>24% (151)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>7% (4)</td>
<td>10% (6)</td>
<td>14% (8)</td>
<td>34% (21)</td>
<td>4% (2)</td>
<td>31% (19)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>19% (124)</td>
<td>13% (88)</td>
<td>14% (95)</td>
<td>23% (157)</td>
<td>7% (47)</td>
<td>24% (159)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (54)</td>
<td>5% (36)</td>
<td>14% (92)</td>
<td>45% (309)</td>
<td>4% (26)</td>
<td>24% (164)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>9% (10)</td>
<td>12% (13)</td>
<td>15% (17)</td>
<td>30% (33)</td>
<td>7% (7)</td>
<td>27% (30)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (60)</td>
<td>8% (63)</td>
<td>13% (98)</td>
<td>33% (245)</td>
<td>6% (42)</td>
<td>32% (239)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>13% (165)</td>
<td>9% (109)</td>
<td>14% (172)</td>
<td>34% (427)</td>
<td>5% (68)</td>
<td>24% (297)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>9% (83)</td>
<td>9% (90)</td>
<td>13% (130)</td>
<td>33% (317)</td>
<td>6% (57)</td>
<td>30% (294)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>14% (55)</td>
<td>10% (39)</td>
<td>13% (51)</td>
<td>29% (115)</td>
<td>6% (23)</td>
<td>28% (112)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>14% (66)</td>
<td>8% (36)</td>
<td>11% (50)</td>
<td>36% (166)</td>
<td>5% (25)</td>
<td>26% (121)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>9% (76)</td>
<td>10% (83)</td>
<td>15% (122)</td>
<td>33% (271)</td>
<td>5% (45)</td>
<td>28% (231)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>10% (51)</td>
<td>8% (42)</td>
<td>15% (79)</td>
<td>37% (191)</td>
<td>6% (31)</td>
<td>24% (128)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>10% (116)</td>
<td>11% (124)</td>
<td>16% (187)</td>
<td>40% (465)</td>
<td>4% (52)</td>
<td>18% (209)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>10% (119)</td>
<td>9% (102)</td>
<td>16% (177)</td>
<td>43% (492)</td>
<td>4% (46)</td>
<td>18% (203)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (60)</td>
<td>15% (56)</td>
<td>17% (66)</td>
<td>24% (93)</td>
<td>11% (44)</td>
<td>16% (62)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (243)</td>
<td>8% (180)</td>
<td>15% (321)</td>
<td>32% (714)</td>
<td>5% (102)</td>
<td>29% (650)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>10% (104)</td>
<td>8% (86)</td>
<td>16% (172)</td>
<td>36% (380)</td>
<td>5% (56)</td>
<td>25% (269)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>12% (139)</td>
<td>8% (94)</td>
<td>13% (149)</td>
<td>29% (334)</td>
<td>4% (46)</td>
<td>33% (381)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>9% (58)</td>
<td>8% (53)</td>
<td>16% (103)</td>
<td>37% (242)</td>
<td>4% (26)</td>
<td>27% (176)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>9% (31)</td>
<td>7% (27)</td>
<td>13% (48)</td>
<td>33% (119)</td>
<td>6% (20)</td>
<td>32% (114)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>13% (96)</td>
<td>8% (62)</td>
<td>15% (111)</td>
<td>32% (243)</td>
<td>4% (34)</td>
<td>28% (209)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>13% (57)</td>
<td>9% (38)</td>
<td>14% (59)</td>
<td>25% (110)</td>
<td>5% (22)</td>
<td>34% (151)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>8% (23)</td>
<td>9% (26)</td>
<td>17% (48)</td>
<td>35% (101)</td>
<td>3% (8)</td>
<td>28% (80)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>10% (61)</td>
<td>7% (43)</td>
<td>15% (93)</td>
<td>36% (222)</td>
<td>5% (32)</td>
<td>27% (166)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>10% (55)</td>
<td>9% (48)</td>
<td>13% (72)</td>
<td>35% (196)</td>
<td>4% (23)</td>
<td>30% (165)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>14% (98)</td>
<td>8% (58)</td>
<td>15% (101)</td>
<td>27% (185)</td>
<td>5% (32)</td>
<td>31% (213)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>17% (127)</td>
<td>10% (79)</td>
<td>18% (135)</td>
<td>21% (158)</td>
<td>7% (56)</td>
<td>27% (210)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>9% (69)</td>
<td>9% (68)</td>
<td>13% (104)</td>
<td>34% (269)</td>
<td>4% (30)</td>
<td>31% (247)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>7% (46)</td>
<td>5% (33)</td>
<td>12% (82)</td>
<td>44% (287)</td>
<td>2% (16)</td>
<td>29% (194)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>16% (54)</td>
<td>9% (30)</td>
<td>23% (81)</td>
<td>22% (77)</td>
<td>8% (26)</td>
<td>23% (80)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>18% (73)</td>
<td>12% (49)</td>
<td>13% (54)</td>
<td>19% (81)</td>
<td>7% (30)</td>
<td>31% (129)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>6% (25)</td>
<td>10% (41)</td>
<td>14% (54)</td>
<td>38% (150)</td>
<td>5% (20)</td>
<td>27% (106)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>11% (44)</td>
<td>7% (28)</td>
<td>13% (51)</td>
<td>30% (119)</td>
<td>3% (10)</td>
<td>36% (141)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>8% (24)</td>
<td>5% (16)</td>
<td>12% (37)</td>
<td>47% (153)</td>
<td>3% (9)</td>
<td>26% (83)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>7% (22)</td>
<td>5% (17)</td>
<td>13% (45)</td>
<td>40% (134)</td>
<td>2% (7)</td>
<td>33% (110)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>17% (104)</td>
<td>13% (78)</td>
<td>16% (97)</td>
<td>19% (118)</td>
<td>10% (59)</td>
<td>25% (152)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>11% (64)</td>
<td>8% (51)</td>
<td>16% (97)</td>
<td>31% (184)</td>
<td>2% (10)</td>
<td>32% (193)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>7% (53)</td>
<td>6% (42)</td>
<td>13% (96)</td>
<td>45% (327)</td>
<td>3% (23)</td>
<td>26% (188)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>11% (160)</td>
<td>6% (98)</td>
<td>15% (223)</td>
<td>33% (499)</td>
<td>5% (70)</td>
<td>31% (467)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>11% (50)</td>
<td>12% (52)</td>
<td>14% (64)</td>
<td>31% (138)</td>
<td>5% (23)</td>
<td>27% (118)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>13% (33)</td>
<td>12% (29)</td>
<td>14% (33)</td>
<td>31% (77)</td>
<td>3% (8)</td>
<td>26% (65)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_6: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you now know, to what extent would you consider boycotting the following?

The upcoming Wizarding World video game, 'Hogwarts Legacy'

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (243)</td>
<td>8% (180)</td>
<td>15% (321)</td>
<td>32% (714)</td>
<td>5% (102)</td>
<td>29% (650)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>10% (120)</td>
<td>8% (91)</td>
<td>15% (177)</td>
<td>30% (350)</td>
<td>5% (62)</td>
<td>32% (374)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>12% (85)</td>
<td>8% (60)</td>
<td>15% (106)</td>
<td>33% (237)</td>
<td>4% (28)</td>
<td>27% (196)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (39)</td>
<td>9% (28)</td>
<td>12% (38)</td>
<td>39% (126)</td>
<td>4% (12)</td>
<td>25% (80)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>11% (189)</td>
<td>8% (146)</td>
<td>14% (240)</td>
<td>34% (590)</td>
<td>4% (77)</td>
<td>28% (488)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>12% (42)</td>
<td>9% (31)</td>
<td>19% (68)</td>
<td>28% (99)</td>
<td>5% (19)</td>
<td>26% (92)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>12% (32)</td>
<td>8% (22)</td>
<td>17% (46)</td>
<td>25% (68)</td>
<td>3% (9)</td>
<td>36% (99)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>11% (22)</td>
<td>6% (12)</td>
<td>17% (35)</td>
<td>27% (56)</td>
<td>8% (16)</td>
<td>31% (64)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (88)</td>
<td>9% (86)</td>
<td>15% (138)</td>
<td>34% (325)</td>
<td>4% (40)</td>
<td>29% (274)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>14% (16)</td>
<td>9% (10)</td>
<td>25% (28)</td>
<td>29% (32)</td>
<td>5% (6)</td>
<td>18% (20)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>22% (21)</td>
<td>5% (4)</td>
<td>8% (8)</td>
<td>34% (32)</td>
<td>12% (12)</td>
<td>19% (19)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (72)</td>
<td>8% (55)</td>
<td>15% (102)</td>
<td>29% (190)</td>
<td>5% (34)</td>
<td>32% (210)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>12% (47)</td>
<td>6% (25)</td>
<td>12% (45)</td>
<td>34% (134)</td>
<td>3% (11)</td>
<td>33% (128)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>14% (17)</td>
<td>9% (11)</td>
<td>22% (28)</td>
<td>33% (42)</td>
<td>5% (6)</td>
<td>19% (24)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>10% (51)</td>
<td>6% (32)</td>
<td>13% (69)</td>
<td>39% (205)</td>
<td>3% (18)</td>
<td>29% (153)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>10% (82)</td>
<td>10% (76)</td>
<td>14% (112)</td>
<td>31% (242)</td>
<td>4% (33)</td>
<td>30% (235)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (67)</td>
<td>10% (57)</td>
<td>16% (87)</td>
<td>26% (141)</td>
<td>4% (25)</td>
<td>31% (171)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>11% (120)</td>
<td>8% (88)</td>
<td>14% (148)</td>
<td>33% (352)</td>
<td>6% (60)</td>
<td>29% (316)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>10% (56)</td>
<td>6% (36)</td>
<td>15% (86)</td>
<td>38% (221)</td>
<td>3% (18)</td>
<td>28% (163)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>11% (80)</td>
<td>10% (74)</td>
<td>15% (105)</td>
<td>32% (228)</td>
<td>4% (26)</td>
<td>28% (205)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>6% (7)</td>
<td>11% (14)</td>
<td>6% (8)</td>
<td>43% (52)</td>
<td>7% (9)</td>
<td>27% (33)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>11% (24)</td>
<td>8% (18)</td>
<td>12% (25)</td>
<td>39% (82)</td>
<td>4% (8)</td>
<td>26% (54)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>12% (18)</td>
<td>3% (5)</td>
<td>12% (18)</td>
<td>39% (58)</td>
<td>3% (5)</td>
<td>30% (45)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>14% (13)</td>
<td>6% (6)</td>
<td>14% (14)</td>
<td>35% (33)</td>
<td>1% (1)</td>
<td>29% (28)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>12% (59)</td>
<td>7% (34)</td>
<td>15% (70)</td>
<td>27% (131)</td>
<td>5% (23)</td>
<td>34% (161)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>9% (23)</td>
<td>6% (17)</td>
<td>19% (51)</td>
<td>31% (82)</td>
<td>9% (23)</td>
<td>27% (71)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>11% (19)</td>
<td>7% (13)</td>
<td>18% (31)</td>
<td>28% (47)</td>
<td>4% (7)</td>
<td>32% (55)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The upcoming Wizarding World video game, 'Hogwarts Legacy'

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (243)</td>
<td>8% (180)</td>
<td>15% (321)</td>
<td>32% (714)</td>
<td>5% (102)</td>
<td>29% (650)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>12% (41)</td>
<td>6% (21)</td>
<td>19% (62)</td>
<td>33% (109)</td>
<td>6% (19)</td>
<td>24% (80)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>11% (202)</td>
<td>8% (159)</td>
<td>14% (259)</td>
<td>32% (605)</td>
<td>4% (83)</td>
<td>30% (570)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>16% (114)</td>
<td>12% (88)</td>
<td>15% (110)</td>
<td>19% (139)</td>
<td>7% (51)</td>
<td>30% (211)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>9% (129)</td>
<td>6% (92)</td>
<td>14% (211)</td>
<td>38% (575)</td>
<td>3% (51)</td>
<td>29% (440)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>16% (146)</td>
<td>12% (111)</td>
<td>14% (127)</td>
<td>22% (195)</td>
<td>7% (60)</td>
<td>28% (250)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>7% (88)</td>
<td>6% (67)</td>
<td>16% (186)</td>
<td>40% (471)</td>
<td>3% (40)</td>
<td>27% (320)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>21% (70)</td>
<td>10% (33)</td>
<td>13% (44)</td>
<td>19% (63)</td>
<td>9% (30)</td>
<td>28% (92)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>14% (76)</td>
<td>14% (77)</td>
<td>15% (83)</td>
<td>24% (132)</td>
<td>5% (30)</td>
<td>28% (158)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>12% (44)</td>
<td>8% (28)</td>
<td>24% (86)</td>
<td>25% (90)</td>
<td>3% (12)</td>
<td>28% (103)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>5% (44)</td>
<td>5% (39)</td>
<td>12% (100)</td>
<td>47% (381)</td>
<td>4% (29)</td>
<td>27% (217)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>16% (150)</td>
<td>13% (116)</td>
<td>14% (131)</td>
<td>22% (201)</td>
<td>7% (61)</td>
<td>28% (254)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (86)</td>
<td>5% (59)</td>
<td>15% (183)</td>
<td>41% (489)</td>
<td>3% (40)</td>
<td>27% (323)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>20% (80)</td>
<td>12% (45)</td>
<td>13% (50)</td>
<td>20% (79)</td>
<td>8% (31)</td>
<td>27% (104)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>13% (70)</td>
<td>14% (71)</td>
<td>15% (80)</td>
<td>23% (122)</td>
<td>6% (30)</td>
<td>29% (150)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>9% (27)</td>
<td>7% (21)</td>
<td>23% (69)</td>
<td>30% (92)</td>
<td>4% (12)</td>
<td>27% (83)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (59)</td>
<td>4% (38)</td>
<td>13% (114)</td>
<td>45% (397)</td>
<td>3% (27)</td>
<td>27% (240)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (68)</td>
<td>10% (85)</td>
<td>15% (133)</td>
<td>37% (325)</td>
<td>4% (33)</td>
<td>26% (228)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>11% (36)</td>
<td>6% (20)</td>
<td>14% (46)</td>
<td>37% (121)</td>
<td>5% (15)</td>
<td>27% (87)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>12% (26)</td>
<td>7% (16)</td>
<td>14% (31)</td>
<td>22% (48)</td>
<td>7% (16)</td>
<td>39% (86)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>10% (23)</td>
<td>8% (18)</td>
<td>19% (42)</td>
<td>21% (47)</td>
<td>3% (6)</td>
<td>39% (87)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>24% (35)</td>
<td>9% (13)</td>
<td>11% (16)</td>
<td>21% (30)</td>
<td>7% (11)</td>
<td>27% (39)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>14% (15)</td>
<td>8% (8)</td>
<td>5% (6)</td>
<td>40% (43)</td>
<td>1% (1)</td>
<td>33% (36)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>9% (16)</td>
<td>7% (12)</td>
<td>21% (39)</td>
<td>33% (61)</td>
<td>5% (9)</td>
<td>25% (45)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>18% (23)</td>
<td>6% (8)</td>
<td>8% (10)</td>
<td>29% (39)</td>
<td>8% (11)</td>
<td>31% (42)</td>
<td>133</td>
</tr>
</tbody>
</table>

Table EAKNPG7_6: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following? The upcoming Wizarding World video game, 'Hogwarts Legacy'
Table EAKNPG7_6: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The upcoming Wizarding World video game, 'Hogwarts Legacy'

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11% (243)</td>
<td>8% (180)</td>
<td>15% (321)</td>
<td>32% (714)</td>
<td>5% (102)</td>
<td>29% (650)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>17% (150)</td>
<td>13% (116)</td>
<td>15% (135)</td>
<td>19% (172)</td>
<td>7% (63)</td>
<td>28% (252)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>6% (43)</td>
<td>4% (31)</td>
<td>14% (105)</td>
<td>47% (356)</td>
<td>3% (23)</td>
<td>27% (204)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>11% (10)</td>
<td>5% (5)</td>
<td>12% (12)</td>
<td>35% (34)</td>
<td>4% (4)</td>
<td>33% (32)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9% (40)</td>
<td>6% (28)</td>
<td>15% (70)</td>
<td>33% (152)</td>
<td>3% (13)</td>
<td>35% (162)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>17% (126)</td>
<td>11% (84)</td>
<td>15% (111)</td>
<td>23% (167)</td>
<td>7% (54)</td>
<td>25% (184)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>7% (45)</td>
<td>5% (30)</td>
<td>13% (81)</td>
<td>46% (287)</td>
<td>3% (16)</td>
<td>27% (166)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>14% (8)</td>
<td>6% (4)</td>
<td>8% (5)</td>
<td>31% (19)</td>
<td>— (0)</td>
<td>40% (25)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>18% (120)</td>
<td>12% (82)</td>
<td>16% (105)</td>
<td>21% (138)</td>
<td>7% (48)</td>
<td>26% (177)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (53)</td>
<td>5% (34)</td>
<td>13% (89)</td>
<td>45% (306)</td>
<td>3% (21)</td>
<td>26% (178)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>10% (10)</td>
<td>5% (6)</td>
<td>13% (14)</td>
<td>30% (33)</td>
<td>5% (5)</td>
<td>37% (40)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>8% (59)</td>
<td>8% (57)</td>
<td>15% (113)</td>
<td>31% (234)</td>
<td>4% (28)</td>
<td>34% (254)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>13% (162)</td>
<td>8% (100)</td>
<td>14% (177)</td>
<td>33% (407)</td>
<td>5% (64)</td>
<td>26% (327)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>8% (81)</td>
<td>8% (80)</td>
<td>15% (144)</td>
<td>32% (306)</td>
<td>4% (38)</td>
<td>33% (323)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>13% (53)</td>
<td>10% (39)</td>
<td>12% (48)</td>
<td>27% (108)</td>
<td>6% (24)</td>
<td>31% (123)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>11% (50)</td>
<td>8% (36)</td>
<td>13% (59)</td>
<td>36% (169)</td>
<td>3% (16)</td>
<td>29% (135)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (86)</td>
<td>8% (64)</td>
<td>16% (129)</td>
<td>32% (265)</td>
<td>5% (41)</td>
<td>29% (243)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>10% (54)</td>
<td>8% (41)</td>
<td>16% (85)</td>
<td>33% (172)</td>
<td>4% (21)</td>
<td>29% (149)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>9% (100)</td>
<td>9% (101)</td>
<td>16% (182)</td>
<td>40% (463)</td>
<td>4% (47)</td>
<td>23% (260)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>10% (113)</td>
<td>9% (100)</td>
<td>16% (186)</td>
<td>42% (476)</td>
<td>3% (36)</td>
<td>20% (228)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (60)</td>
<td>9% (36)</td>
<td>20% (76)</td>
<td>22% (83)</td>
<td>11% (42)</td>
<td>22% (84)</td>
<td>382</td>
</tr>
</tbody>
</table>

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPG7_7: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

*The live-action Harry Potter TV series in early development at HBO Max*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don’t know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (225)</td>
<td>10% (230)</td>
<td>14% (320)</td>
<td>33% (737)</td>
<td>4% (94)</td>
<td>27% (604)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>9% (95)</td>
<td>10% (106)</td>
<td>15% (161)</td>
<td>36% (389)</td>
<td>5% (50)</td>
<td>25% (265)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>11% (130)</td>
<td>11% (123)</td>
<td>14% (159)</td>
<td>30% (348)</td>
<td>4% (44)</td>
<td>30% (339)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>9% (60)</td>
<td>12% (79)</td>
<td>13% (83)</td>
<td>37% (243)</td>
<td>4% (29)</td>
<td>25% (164)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>6% (23)</td>
<td>9% (33)</td>
<td>14% (52)</td>
<td>34% (121)</td>
<td>6% (23)</td>
<td>30% (107)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>12% (94)</td>
<td>10% (72)</td>
<td>15% (114)</td>
<td>34% (258)</td>
<td>3% (21)</td>
<td>26% (194)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>11% (48)</td>
<td>10% (45)</td>
<td>16% (71)</td>
<td>26% (114)</td>
<td>5% (21)</td>
<td>32% (138)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (21)</td>
<td>16% (47)</td>
<td>11% (33)</td>
<td>33% (95)</td>
<td>5% (16)</td>
<td>26% (76)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>9% (59)</td>
<td>9% (54)</td>
<td>15% (90)</td>
<td>38% (235)</td>
<td>5% (30)</td>
<td>24% (150)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>9% (52)</td>
<td>9% (52)</td>
<td>13% (74)</td>
<td>36% (200)</td>
<td>4% (20)</td>
<td>29% (161)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (90)</td>
<td>10% (72)</td>
<td>17% (115)</td>
<td>29% (196)</td>
<td>3% (23)</td>
<td>28% (191)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>15% (117)</td>
<td>14% (105)</td>
<td>18% (137)</td>
<td>22% (171)</td>
<td>6% (43)</td>
<td>25% (191)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>8% (62)</td>
<td>11% (85)</td>
<td>13% (100)</td>
<td>35% (275)</td>
<td>4% (35)</td>
<td>30% (233)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>7% (47)</td>
<td>6% (40)</td>
<td>13% (84)</td>
<td>44% (291)</td>
<td>2% (16)</td>
<td>27% (180)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>13% (47)</td>
<td>12% (41)</td>
<td>20% (70)</td>
<td>25% (89)</td>
<td>6% (21)</td>
<td>23% (81)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>17% (70)</td>
<td>15% (64)</td>
<td>16% (68)</td>
<td>20% (83)</td>
<td>5% (22)</td>
<td>27% (110)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>7% (27)</td>
<td>11% (44)</td>
<td>13% (51)</td>
<td>37% (148)</td>
<td>5% (19)</td>
<td>27% (108)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>9% (35)</td>
<td>10% (41)</td>
<td>12% (49)</td>
<td>32% (127)</td>
<td>4% (16)</td>
<td>32% (125)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>7% (22)</td>
<td>7% (22)</td>
<td>13% (41)</td>
<td>47% (153)</td>
<td>3% (9)</td>
<td>24% (76)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>7% (25)</td>
<td>6% (19)</td>
<td>13% (43)</td>
<td>41% (138)</td>
<td>2% (7)</td>
<td>31% (104)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>16% (96)</td>
<td>18% (107)</td>
<td>16% (99)</td>
<td>22% (132)</td>
<td>7% (43)</td>
<td>22% (131)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>11% (64)</td>
<td>10% (57)</td>
<td>16% (95)</td>
<td>31% (186)</td>
<td>2% (13)</td>
<td>31% (184)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>7% (48)</td>
<td>6% (46)</td>
<td>14% (105)</td>
<td>46% (337)</td>
<td>3% (25)</td>
<td>23% (170)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>10% (147)</td>
<td>9% (138)</td>
<td>14% (213)</td>
<td>33% (507)</td>
<td>4% (67)</td>
<td>29% (447)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>12% (51)</td>
<td>13% (58)</td>
<td>15% (68)</td>
<td>34% (150)</td>
<td>4% (18)</td>
<td>22% (100)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>11% (27)</td>
<td>14% (33)</td>
<td>16% (38)</td>
<td>33% (80)</td>
<td>4% (9)</td>
<td>23% (57)</td>
<td>245</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNP7_7: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The live-action Harry Potter TV series in early development at HBO Max

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (225)</td>
<td>10% (230)</td>
<td>14% (320)</td>
<td>33% (737)</td>
<td>4% (94)</td>
<td>27% (604)</td>
<td>2210</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>9% (109)</td>
<td>10% (115)</td>
<td>15% (176)</td>
<td>31% (362)</td>
<td>4% (51)</td>
<td>31% (361)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>11% (76)</td>
<td>11% (81)</td>
<td>15% (104)</td>
<td>35% (248)</td>
<td>5% (33)</td>
<td>24% (170)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (40)</td>
<td>10% (34)</td>
<td>12% (40)</td>
<td>39% (127)</td>
<td>3% (10)</td>
<td>22% (72)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>10% (179)</td>
<td>10% (165)</td>
<td>15% (260)</td>
<td>36% (618)</td>
<td>4% (69)</td>
<td>25% (438)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>10% (34)</td>
<td>16% (57)</td>
<td>11% (40)</td>
<td>35% (122)</td>
<td>4% (15)</td>
<td>23% (82)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>11% (30)</td>
<td>12% (33)</td>
<td>12% (34)</td>
<td>23% (64)</td>
<td>5% (14)</td>
<td>36% (100)</td>
<td>276</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>8% (16)</td>
<td>15% (32)</td>
<td>13% (26)</td>
<td>27% (55)</td>
<td>5% (11)</td>
<td>32% (66)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>9% (83)</td>
<td>12% (110)</td>
<td>14% (136)</td>
<td>37% (348)</td>
<td>4% (36)</td>
<td>25% (237)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>15% (17)</td>
<td>10% (11)</td>
<td>19% (21)</td>
<td>28% (31)</td>
<td>8% (8)</td>
<td>20% (22)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>16% (15)</td>
<td>13% (13)</td>
<td>5% (5)</td>
<td>36% (35)</td>
<td>11% (11)</td>
<td>19% (18)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>11% (74)</td>
<td>11% (73)</td>
<td>15% (102)</td>
<td>27% (180)</td>
<td>4% (24)</td>
<td>32% (208)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>9% (37)</td>
<td>6% (23)</td>
<td>14% (55)</td>
<td>37% (143)</td>
<td>4% (14)</td>
<td>30% (118)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>15% (19)</td>
<td>10% (13)</td>
<td>17% (21)</td>
<td>33% (42)</td>
<td>7% (8)</td>
<td>19% (24)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>9% (47)</td>
<td>6% (32)</td>
<td>13% (68)</td>
<td>42% (221)</td>
<td>4% (19)</td>
<td>27% (140)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>9% (69)</td>
<td>13% (97)</td>
<td>16% (123)</td>
<td>33% (256)</td>
<td>4% (29)</td>
<td>26% (206)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>12% (65)</td>
<td>14% (75)</td>
<td>14% (74)</td>
<td>28% (153)</td>
<td>6% (34)</td>
<td>27% (146)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>10% (107)</td>
<td>10% (109)</td>
<td>15% (158)</td>
<td>33% (355)</td>
<td>4% (42)</td>
<td>29% (313)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>9% (54)</td>
<td>8% (46)</td>
<td>15% (88)</td>
<td>40% (230)</td>
<td>3% (18)</td>
<td>25% (144)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>10% (74)</td>
<td>11% (81)</td>
<td>16% (112)</td>
<td>33% (239)</td>
<td>4% (27)</td>
<td>26% (186)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>9% (11)</td>
<td>10% (12)</td>
<td>12% (14)</td>
<td>37% (45)</td>
<td>4% (5)</td>
<td>28% (34)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>10% (22)</td>
<td>14% (29)</td>
<td>8% (17)</td>
<td>38% (80)</td>
<td>4% (8)</td>
<td>26% (54)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>13% (19)</td>
<td>5% (7)</td>
<td>9% (14)</td>
<td>43% (64)</td>
<td>1% (2)</td>
<td>29% (43)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>13% (12)</td>
<td>13% (12)</td>
<td>14% (13)</td>
<td>30% (28)</td>
<td>9% (9)</td>
<td>21% (20)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>11% (54)</td>
<td>10% (48)</td>
<td>16% (76)</td>
<td>29% (137)</td>
<td>4% (19)</td>
<td>30% (144)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>7% (18)</td>
<td>10% (26)</td>
<td>15% (41)</td>
<td>35% (92)</td>
<td>6% (17)</td>
<td>27% (72)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>9% (16)</td>
<td>9% (15)</td>
<td>19% (33)</td>
<td>29% (50)</td>
<td>4% (7)</td>
<td>29% (51)</td>
<td>171</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_7: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

The live-action Harry Potter TV series in early development at HBO Max

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (225)</td>
<td>10% (230)</td>
<td>14% (320)</td>
<td>33% (737)</td>
<td>4% (94)</td>
<td>27% (604)</td>
<td>2210</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>11% (36)</td>
<td>9% (29)</td>
<td>16% (53)</td>
<td>36% (119)</td>
<td>5% (17)</td>
<td>23% (78)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>10% (190)</td>
<td>11% (201)</td>
<td>14% (268)</td>
<td>33% (618)</td>
<td>4% (77)</td>
<td>28% (526)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>14% (99)</td>
<td>17% (124)</td>
<td>15% (108)</td>
<td>20% (146)</td>
<td>6% (41)</td>
<td>27% (195)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>8% (126)</td>
<td>7% (106)</td>
<td>14% (212)</td>
<td>39% (591)</td>
<td>4% (53)</td>
<td>27% (409)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>15% (131)</td>
<td>16% (141)</td>
<td>15% (137)</td>
<td>23% (207)</td>
<td>5% (44)</td>
<td>26% (229)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>8% (91)</td>
<td>7% (80)</td>
<td>15% (175)</td>
<td>42% (490)</td>
<td>4% (44)</td>
<td>25% (292)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>19% (64)</td>
<td>13% (44)</td>
<td>16% (52)</td>
<td>19% (64)</td>
<td>6% (20)</td>
<td>26% (88)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>12% (67)</td>
<td>17% (96)</td>
<td>15% (85)</td>
<td>26% (143)</td>
<td>4% (23)</td>
<td>25% (141)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>12% (43)</td>
<td>7% (27)</td>
<td>20% (71)</td>
<td>33% (118)</td>
<td>4% (15)</td>
<td>24% (89)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>6% (48)</td>
<td>7% (53)</td>
<td>13% (104)</td>
<td>46% (373)</td>
<td>4% (30)</td>
<td>25% (203)</td>
<td>810</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>15% (139)</td>
<td>16% (145)</td>
<td>16% (142)</td>
<td>23% (207)</td>
<td>5% (47)</td>
<td>25% (232)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>7% (83)</td>
<td>7% (78)</td>
<td>14% (170)</td>
<td>43% (503)</td>
<td>4% (44)</td>
<td>25% (300)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>18% (72)</td>
<td>14% (56)</td>
<td>15% (58)</td>
<td>21% (81)</td>
<td>6% (23)</td>
<td>26% (100)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>13% (67)</td>
<td>17% (89)</td>
<td>16% (84)</td>
<td>24% (126)</td>
<td>4% (23)</td>
<td>25% (133)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>9% (26)</td>
<td>8% (24)</td>
<td>19% (58)</td>
<td>34% (104)</td>
<td>4% (12)</td>
<td>26% (80)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>7% (57)</td>
<td>6% (54)</td>
<td>13% (112)</td>
<td>46% (400)</td>
<td>4% (33)</td>
<td>25% (220)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>8% (68)</td>
<td>11% (98)</td>
<td>14% (126)</td>
<td>38% (334)</td>
<td>3% (27)</td>
<td>25% (219)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>11% (35)</td>
<td>8% (27)</td>
<td>17% (55)</td>
<td>37% (121)</td>
<td>3% (11)</td>
<td>23% (75)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>9% (21)</td>
<td>11% (24)</td>
<td>12% (27)</td>
<td>25% (55)</td>
<td>7% (16)</td>
<td>36% (80)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>11% (24)</td>
<td>8% (18)</td>
<td>17% (38)</td>
<td>22% (50)</td>
<td>4% (8)</td>
<td>38% (86)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women’s Issues</td>
<td>20% (28)</td>
<td>16% (23)</td>
<td>10% (14)</td>
<td>26% (37)</td>
<td>6% (9)</td>
<td>22% (32)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>10% (11)</td>
<td>7% (8)</td>
<td>15% (17)</td>
<td>36% (39)</td>
<td>4% (5)</td>
<td>28% (31)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>10% (19)</td>
<td>10% (18)</td>
<td>19% (35)</td>
<td>35% (64)</td>
<td>3% (6)</td>
<td>22% (40)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>14% (19)</td>
<td>10% (14)</td>
<td>7% (9)</td>
<td>28% (37)</td>
<td>10% (13)</td>
<td>31% (41)</td>
<td>133</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPG7_7: As you may know, J.K. Rowling has previously made controversial comments about the transgender community. Rowling has repeatedly tweeted and written about the transgender community, including doubling down on controversial and offensive comments. Based on what you know now, to what extent would you consider boycotting the following?

*The live-action Harry Potter TV series in early development at HBO Max*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Strongly consider boycotting</th>
<th>Somewhat consider boycotting</th>
<th>Not really consider boycotting</th>
<th>Not consider boycotting at all</th>
<th>I am already boycotting this</th>
<th>Don't know / No opinion</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>10% (225)</td>
<td>10% (230)</td>
<td>14% (320)</td>
<td>33% (737)</td>
<td>4% (94)</td>
<td>27% (604)</td>
<td>2210</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>15% (134)</td>
<td>15% (135)</td>
<td>16% (142)</td>
<td>21% (190)</td>
<td>6% (52)</td>
<td>26% (234)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>6% (48)</td>
<td>5% (37)</td>
<td>14% (105)</td>
<td>47% (361)</td>
<td>3% (25)</td>
<td>24% (186)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>8% (8)</td>
<td>13% (13)</td>
<td>14% (14)</td>
<td>36% (35)</td>
<td>2% (2)</td>
<td>26% (26)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn’t Vote</td>
<td>8% (35)</td>
<td>10% (45)</td>
<td>13% (60)</td>
<td>33% (151)</td>
<td>3% (15)</td>
<td>34% (158)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>16% (119)</td>
<td>15% (110)</td>
<td>15% (106)</td>
<td>25% (180)</td>
<td>5% (39)</td>
<td>24% (174)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>6% (38)</td>
<td>6% (35)</td>
<td>15% (92)</td>
<td>46% (288)</td>
<td>3% (17)</td>
<td>25% (156)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (8)</td>
<td>10% (6)</td>
<td>11% (7)</td>
<td>30% (19)</td>
<td>— (0)</td>
<td>36% (22)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>17% (111)</td>
<td>16% (109)</td>
<td>15% (100)</td>
<td>22% (149)</td>
<td>5% (33)</td>
<td>25% (168)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>8% (54)</td>
<td>5% (37)</td>
<td>15% (100)</td>
<td>45% (305)</td>
<td>3% (21)</td>
<td>24% (165)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>9% (10)</td>
<td>11% (12)</td>
<td>13% (14)</td>
<td>31% (34)</td>
<td>5% (5)</td>
<td>31% (34)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn’t Vote</td>
<td>7% (50)</td>
<td>10% (72)</td>
<td>14% (107)</td>
<td>33% (246)</td>
<td>5% (34)</td>
<td>32% (237)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>12% (153)</td>
<td>10% (126)</td>
<td>15% (185)</td>
<td>34% (420)</td>
<td>4% (50)</td>
<td>25% (304)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>7% (73)</td>
<td>11% (104)</td>
<td>14% (135)</td>
<td>33% (317)</td>
<td>4% (43)</td>
<td>31% (300)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>12% (48)</td>
<td>11% (44)</td>
<td>15% (60)</td>
<td>28% (109)</td>
<td>5% (21)</td>
<td>29% (113)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>10% (46)</td>
<td>8% (37)</td>
<td>15% (69)</td>
<td>34% (160)</td>
<td>5% (22)</td>
<td>28% (130)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>10% (83)</td>
<td>11% (89)</td>
<td>15% (121)</td>
<td>33% (277)</td>
<td>4% (31)</td>
<td>27% (226)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>9% (48)</td>
<td>12% (60)</td>
<td>13% (70)</td>
<td>36% (190)</td>
<td>4% (19)</td>
<td>26% (135)</td>
<td>522</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>7% (86)</td>
<td>12% (142)</td>
<td>18% (207)</td>
<td>40% (464)</td>
<td>3% (33)</td>
<td>19% (221)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>10% (109)</td>
<td>11% (124)</td>
<td>17% (194)</td>
<td>43% (485)</td>
<td>3% (31)</td>
<td>17% (195)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>14% (53)</td>
<td>14% (52)</td>
<td>18% (67)</td>
<td>25% (94)</td>
<td>9% (36)</td>
<td>21% (80)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.
Table EAKNPGdem1_1: In general, what kind of fan do you consider yourself of the following?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (665)</td>
<td>55% (1220)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>33% (348)</td>
<td>55% (585)</td>
<td>13% (134)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>28% (317)</td>
<td>56% (635)</td>
<td>17% (192)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>32% (211)</td>
<td>55% (359)</td>
<td>13% (88)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>40% (145)</td>
<td>47% (168)</td>
<td>13% (46)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>30% (225)</td>
<td>56% (423)</td>
<td>14% (106)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>19% (83)</td>
<td>62% (270)</td>
<td>19% (85)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>23% (67)</td>
<td>59% (169)</td>
<td>18% (51)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>40% (249)</td>
<td>48% (299)</td>
<td>11% (70)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>30% (168)</td>
<td>56% (311)</td>
<td>14% (81)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>25% (173)</td>
<td>60% (410)</td>
<td>15% (104)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>36% (275)</td>
<td>53% (402)</td>
<td>12% (88)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>28% (221)</td>
<td>56% (444)</td>
<td>16% (123)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>26% (169)</td>
<td>57% (374)</td>
<td>17% (114)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>40% (138)</td>
<td>49% (172)</td>
<td>11% (38)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>33% (136)</td>
<td>55% (229)</td>
<td>12% (50)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>31% (122)</td>
<td>58% (229)</td>
<td>11% (45)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>25% (99)</td>
<td>55% (215)</td>
<td>20% (78)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>27% (88)</td>
<td>57% (183)</td>
<td>16% (51)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>24% (81)</td>
<td>57% (191)</td>
<td>19% (63)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>35% (214)</td>
<td>56% (340)</td>
<td>9% (55)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>31% (187)</td>
<td>55% (332)</td>
<td>13% (80)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>26% (192)</td>
<td>56% (412)</td>
<td>17% (126)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>29% (443)</td>
<td>54% (818)</td>
<td>17% (258)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>32% (143)</td>
<td>59% (263)</td>
<td>9% (39)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>32% (78)</td>
<td>57% (139)</td>
<td>11% (28)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>31% (359)</td>
<td>53% (622)</td>
<td>17% (194)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>30% (213)</td>
<td>56% (402)</td>
<td>14% (97)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>29% (93)</td>
<td>61% (196)</td>
<td>11% (35)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>30% (518)</td>
<td>56% (968)</td>
<td>14% (244)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>38% (135)</td>
<td>49% (171)</td>
<td>13% (45)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>31% (86)</td>
<td>50% (138)</td>
<td>19% (52)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_1: In general, what kind of fan do you consider yourself of the following?

<table>
<thead>
<tr>
<th>Film</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (665)</td>
<td>55% (1220)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>30% (62)</td>
<td>55% (113)</td>
<td>15% (30)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>30% (284)</td>
<td>56% (531)</td>
<td>14% (136)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>34% (38)</td>
<td>54% (60)</td>
<td>12% (13)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>37% (35)</td>
<td>53% (51)</td>
<td>11% (10)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>28% (182)</td>
<td>57% (378)</td>
<td>15% (101)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>32% (125)</td>
<td>51% (200)</td>
<td>17% (65)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>35% (45)</td>
<td>52% (67)</td>
<td>13% (16)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>29% (153)</td>
<td>52% (273)</td>
<td>19% (101)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>31% (241)</td>
<td>57% (444)</td>
<td>12% (95)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>36% (198)</td>
<td>49% (268)</td>
<td>15% (82)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>31% (332)</td>
<td>58% (632)</td>
<td>11% (119)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>23% (135)</td>
<td>55% (320)</td>
<td>21% (124)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>36% (262)</td>
<td>52% (376)</td>
<td>11% (81)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>26% (31)</td>
<td>59% (72)</td>
<td>15% (18)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>35% (74)</td>
<td>55% (115)</td>
<td>10% (22)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>26% (38)</td>
<td>53% (79)</td>
<td>21% (32)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>23% (22)</td>
<td>53% (50)</td>
<td>24% (23)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>20% (98)</td>
<td>60% (287)</td>
<td>20% (94)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>35% (92)</td>
<td>51% (136)</td>
<td>14% (38)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>28% (48)</td>
<td>62% (106)</td>
<td>10% (17)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>27% (88)</td>
<td>56% (184)</td>
<td>18% (59)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>31% (577)</td>
<td>55% (1036)</td>
<td>14% (266)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>34% (241)</td>
<td>54% (386)</td>
<td>12% (85)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>28% (424)</td>
<td>56% (834)</td>
<td>16% (240)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>35% (315)</td>
<td>54% (484)</td>
<td>10% (89)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>27% (311)</td>
<td>56% (658)</td>
<td>17% (204)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>38% (125)</td>
<td>49% (164)</td>
<td>13% (43)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>34% (190)</td>
<td>58% (320)</td>
<td>8% (46)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>31% (112)</td>
<td>58% (209)</td>
<td>11% (41)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>25% (199)</td>
<td>55% (448)</td>
<td>20% (163)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_1: In general, what kind of fan do you consider yourself of the following?

**Film**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>30% (665)</td>
<td>55% (1220)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>35% (317)</td>
<td>56% (507)</td>
<td>10% (89)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>27% (319)</td>
<td>55% (653)</td>
<td>18% (208)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>36% (140)</td>
<td>53% (205)</td>
<td>11% (44)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>34% (177)</td>
<td>58% (302)</td>
<td>8% (44)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>32% (97)</td>
<td>59% (179)</td>
<td>9% (28)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>25% (222)</td>
<td>54% (474)</td>
<td>21% (180)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>30% (265)</td>
<td>57% (493)</td>
<td>13% (113)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>27% (87)</td>
<td>56% (182)</td>
<td>17% (56)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>40% (88)</td>
<td>45% (100)</td>
<td>16% (35)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>20% (45)</td>
<td>63% (141)</td>
<td>16% (36)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>20% (28)</td>
<td>62% (89)</td>
<td>18% (26)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>38% (41)</td>
<td>41% (45)</td>
<td>21% (23)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>44% (80)</td>
<td>51% (92)</td>
<td>6% (10)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>23% (30)</td>
<td>58% (77)</td>
<td>19% (26)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>35% (312)</td>
<td>57% (502)</td>
<td>8% (73)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>25% (191)</td>
<td>56% (426)</td>
<td>19% (145)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>33% (32)</td>
<td>58% (57)</td>
<td>9% (9)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>28% (131)</td>
<td>51% (235)</td>
<td>21% (98)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>35% (255)</td>
<td>54% (392)</td>
<td>11% (79)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>23% (146)</td>
<td>60% (375)</td>
<td>17% (104)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>35% (22)</td>
<td>56% (34)</td>
<td>9% (6)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>34% (229)</td>
<td>55% (370)</td>
<td>11% (71)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>26% (177)</td>
<td>56% (379)</td>
<td>18% (125)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>33% (36)</td>
<td>60% (65)</td>
<td>8% (8)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>30% (220)</td>
<td>54% (404)</td>
<td>16% (121)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>30% (370)</td>
<td>57% (704)</td>
<td>13% (164)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>30% (295)</td>
<td>53% (516)</td>
<td>17% (161)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>32% (126)</td>
<td>54% (215)</td>
<td>14% (54)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>26% (120)</td>
<td>58% (271)</td>
<td>16% (74)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>30% (252)</td>
<td>53% (437)</td>
<td>17% (139)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>32% (167)</td>
<td>57% (297)</td>
<td>11% (58)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_1: In general, what kind of fan do you consider yourself of the following?

<table>
<thead>
<tr>
<th>Film</th>
<th>Adults</th>
<th>Harry Potter Fan</th>
<th>J.K. Rowling Favorable</th>
<th>J.K. Rowling Unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic</td>
<td>An avid fan</td>
<td>A casual fan</td>
<td>Not a fan</td>
<td>Total N</td>
</tr>
<tr>
<td>Adults</td>
<td>30% (665)</td>
<td>55% (1220)</td>
<td>15% (325)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>37% (428)</td>
<td>55% (639)</td>
<td>7% (85)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>36% (406)</td>
<td>56% (633)</td>
<td>9% (99)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>30% (114)</td>
<td>55% (209)</td>
<td>15% (58)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
### Table EAKNPd1m1_2

*In general, what kind of fan do you consider yourself of the following?*

**Television**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>46% (1012)</td>
<td>46% (1008)</td>
<td>9% (190)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>43% (462)</td>
<td>47% (501)</td>
<td>10% (104)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>48% (550)</td>
<td>44% (508)</td>
<td>7% (86)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>36% (239)</td>
<td>51% (336)</td>
<td>13% (84)</td>
<td>9</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>44% (158)</td>
<td>48% (173)</td>
<td>8% (28)</td>
<td>7</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>52% (393)</td>
<td>41% (309)</td>
<td>7% (52)</td>
<td>52</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>51% (222)</td>
<td>43% (191)</td>
<td>6% (26)</td>
<td>44</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>29% (83)</td>
<td>57% (163)</td>
<td>14% (41)</td>
<td>30</td>
</tr>
<tr>
<td>Millennial: 1981-1996</td>
<td>43% (264)</td>
<td>47% (288)</td>
<td>11% (66)</td>
<td>13</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>48% (270)</td>
<td>44% (248)</td>
<td>7% (41)</td>
<td>12</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>53% (362)</td>
<td>41% (285)</td>
<td>6% (40)</td>
<td>12</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>53% (404)</td>
<td>40% (309)</td>
<td>7% (51)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>38% (302)</td>
<td>49% (388)</td>
<td>13% (99)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>47% (306)</td>
<td>47% (311)</td>
<td>6% (40)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>51% (179)</td>
<td>40% (141)</td>
<td>8% (29)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>54% (226)</td>
<td>41% (169)</td>
<td>5% (22)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>35% (140)</td>
<td>51% (202)</td>
<td>14% (54)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>41% (162)</td>
<td>47% (186)</td>
<td>11% (45)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>44% (143)</td>
<td>49% (158)</td>
<td>7% (22)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>49% (163)</td>
<td>46% (153)</td>
<td>6% (19)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>50% (304)</td>
<td>44% (266)</td>
<td>6% (39)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>50% (302)</td>
<td>42% (250)</td>
<td>8% (47)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>43% (312)</td>
<td>48% (349)</td>
<td>9% (69)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>46% (697)</td>
<td>44% (670)</td>
<td>10% (153)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>47% (208)</td>
<td>48% (215)</td>
<td>5% (22)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>44% (107)</td>
<td>50% (123)</td>
<td>6% (15)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>46% (538)</td>
<td>44% (511)</td>
<td>11% (125)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>48% (340)</td>
<td>45% (324)</td>
<td>7% (48)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>41% (134)</td>
<td>54% (174)</td>
<td>5% (16)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>46% (800)</td>
<td>46% (798)</td>
<td>8% (132)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>42% (148)</td>
<td>44% (153)</td>
<td>14% (50)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>48% (133)</td>
<td>39% (108)</td>
<td>13% (35)</td>
<td>276</td>
</tr>
</tbody>
</table>

*Continued on next page*
Table EAKNPGdem1_2: In general, what kind of fan do you consider yourself of the following?  
Television

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>46% (1012)</td>
<td>46% (1008)</td>
<td>9% (190)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>39% (79)</td>
<td>50% (103)</td>
<td>11% (23)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>51% (486)</td>
<td>43% (405)</td>
<td>6% (59)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>41% (46)</td>
<td>49% (54)</td>
<td>10% (11)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>36% (35)</td>
<td>49% (47)</td>
<td>15% (14)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>39% (261)</td>
<td>49% (324)</td>
<td>12% (76)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>47% (183)</td>
<td>46% (178)</td>
<td>7% (29)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>39% (50)</td>
<td>50% (63)</td>
<td>11% (14)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>45% (235)</td>
<td>47% (250)</td>
<td>8% (42)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>53% (417)</td>
<td>41% (322)</td>
<td>5% (41)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>46% (254)</td>
<td>42% (232)</td>
<td>11% (61)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>47% (508)</td>
<td>46% (500)</td>
<td>7% (76)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>43% (251)</td>
<td>48% (276)</td>
<td>9% (52)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>49% (355)</td>
<td>45% (325)</td>
<td>5% (38)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>41% (50)</td>
<td>50% (60)</td>
<td>10% (12)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>44% (93)</td>
<td>42% (89)</td>
<td>13% (28)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>39% (59)</td>
<td>50% (74)</td>
<td>11% (16)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>26% (25)</td>
<td>55% (52)</td>
<td>19% (18)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>51% (242)</td>
<td>43% (208)</td>
<td>6% (28)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>38% (102)</td>
<td>50% (133)</td>
<td>12% (31)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>50% (86)</td>
<td>39% (68)</td>
<td>10% (18)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>48% (158)</td>
<td>46% (153)</td>
<td>6% (21)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>45% (855)</td>
<td>46% (856)</td>
<td>9% (168)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>49% (352)</td>
<td>42% (301)</td>
<td>8% (59)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>44% (661)</td>
<td>47% (707)</td>
<td>9% (130)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>52% (458)</td>
<td>43% (382)</td>
<td>5% (49)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>43% (509)</td>
<td>47% (556)</td>
<td>9% (107)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>59% (196)</td>
<td>37% (123)</td>
<td>4% (14)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>47% (262)</td>
<td>47% (259)</td>
<td>6% (35)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>45% (162)</td>
<td>45% (163)</td>
<td>10% (38)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>43% (348)</td>
<td>49% (393)</td>
<td>9% (69)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>46% (1012)</td>
<td>46% (1008)</td>
<td>9% (190)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>52% (478)</td>
<td>42% (384)</td>
<td>6% (51)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>42% (495)</td>
<td>48% (572)</td>
<td>10% (112)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>59% (228)</td>
<td>38% (146)</td>
<td>4% (14)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>48% (249)</td>
<td>45% (238)</td>
<td>7% (36)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>41% (124)</td>
<td>51% (155)</td>
<td>8% (24)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>42% (371)</td>
<td>48% (417)</td>
<td>10% (88)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>46% (398)</td>
<td>47% (407)</td>
<td>8% (66)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>47% (152)</td>
<td>45% (148)</td>
<td>8% (26)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>49% (109)</td>
<td>42% (92)</td>
<td>9% (21)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>51% (113)</td>
<td>43% (95)</td>
<td>7% (15)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>39% (57)</td>
<td>50% (71)</td>
<td>11% (16)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>46% (50)</td>
<td>42% (46)</td>
<td>12% (13)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>48% (88)</td>
<td>44% (80)</td>
<td>8% (14)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>34% (46)</td>
<td>52% (70)</td>
<td>13% (18)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>53% (468)</td>
<td>43% (385)</td>
<td>4% (34)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>46% (349)</td>
<td>47% (356)</td>
<td>7% (56)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>42% (40)</td>
<td>46% (45)</td>
<td>12% (12)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>33% (155)</td>
<td>48% (222)</td>
<td>19% (87)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>53% (387)</td>
<td>41% (301)</td>
<td>5% (39)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>45% (284)</td>
<td>48% (300)</td>
<td>7% (41)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>36% (22)</td>
<td>49% (30)</td>
<td>15% (9)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>53% (358)</td>
<td>41% (273)</td>
<td>6% (39)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>48% (327)</td>
<td>45% (309)</td>
<td>7% (46)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>42% (46)</td>
<td>44% (48)</td>
<td>13% (15)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>38% (280)</td>
<td>50% (376)</td>
<td>12% (90)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>51% (626)</td>
<td>43% (526)</td>
<td>7% (85)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>40% (386)</td>
<td>50% (482)</td>
<td>11% (105)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>49% (194)</td>
<td>43% (170)</td>
<td>8% (31)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>45% (207)</td>
<td>47% (220)</td>
<td>8% (37)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>45% (373)</td>
<td>45% (376)</td>
<td>10% (79)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>45% (237)</td>
<td>46% (241)</td>
<td>8% (43)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_2: In general, what kind of fan do you consider yourself of the following?

**Television**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>46% (1012)</td>
<td>46% (1008)</td>
<td>9% (190)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>47% (546)</td>
<td>45% (521)</td>
<td>7% (85)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>49% (559)</td>
<td>45% (513)</td>
<td>6% (66)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>40% (151)</td>
<td>46% (176)</td>
<td>14% (54)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPGdem1_3: In general, what kind of fan do you consider yourself of the following?

**Sports**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (622)</td>
<td>37% (821)</td>
<td>35% (767)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>41% (436)</td>
<td>36% (388)</td>
<td>23% (243)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>16% (186)</td>
<td>38% (433)</td>
<td>46% (524)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>22% (142)</td>
<td>39% (260)</td>
<td>39% (256)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>37% (132)</td>
<td>33% (119)</td>
<td>30% (108)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>31% (234)</td>
<td>34% (257)</td>
<td>35% (263)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>26% (113)</td>
<td>42% (185)</td>
<td>32% (140)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>15% (42)</td>
<td>44% (126)</td>
<td>41% (118)</td>
<td>287</td>
</tr>
<tr>
<td>Millennials: 1981-1996</td>
<td>32% (195)</td>
<td>35% (215)</td>
<td>34% (207)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>33% (186)</td>
<td>33% (183)</td>
<td>34% (190)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>26% (178)</td>
<td>40% (277)</td>
<td>34% (232)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>33% (250)</td>
<td>35% (264)</td>
<td>33% (250)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>22% (176)</td>
<td>39% (304)</td>
<td>39% (308)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>30% (195)</td>
<td>38% (253)</td>
<td>32% (209)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>48% (167)</td>
<td>31% (109)</td>
<td>21% (72)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>20% (83)</td>
<td>37% (155)</td>
<td>43% (178)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>33% (129)</td>
<td>40% (160)</td>
<td>27% (107)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>12% (47)</td>
<td>37% (144)</td>
<td>51% (201)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>43% (140)</td>
<td>37% (119)</td>
<td>20% (64)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>17% (56)</td>
<td>40% (134)</td>
<td>43% (145)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>27% (163)</td>
<td>39% (240)</td>
<td>34% (205)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>32% (195)</td>
<td>36% (215)</td>
<td>32% (189)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>30% (217)</td>
<td>38% (278)</td>
<td>32% (235)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>26% (394)</td>
<td>36% (547)</td>
<td>38% (578)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>32% (145)</td>
<td>40% (180)</td>
<td>27% (121)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>34% (83)</td>
<td>38% (94)</td>
<td>28% (68)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>22% (264)</td>
<td>36% (427)</td>
<td>41% (483)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>33% (236)</td>
<td>38% (272)</td>
<td>29% (205)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>38% (122)</td>
<td>38% (122)</td>
<td>24% (79)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>27% (461)</td>
<td>37% (642)</td>
<td>36% (627)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>31% (108)</td>
<td>36% (128)</td>
<td>33% (116)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>39% (107)</td>
<td>39% (108)</td>
<td>22% (60)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_3: In general, what kind of fan do you consider yourself of the following?

*Sports*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (622)</td>
<td>37% (821)</td>
<td>35% (767)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>26% (54)</td>
<td>35% (71)</td>
<td>39% (80)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>33% (313)</td>
<td>39% (371)</td>
<td>28% (266)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>35% (39)</td>
<td>40% (45)</td>
<td>24% (27)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>18% (17)</td>
<td>28% (27)</td>
<td>54% (52)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>22% (143)</td>
<td>35% (233)</td>
<td>43% (285)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>28% (109)</td>
<td>37% (144)</td>
<td>35% (137)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>35% (44)</td>
<td>40% (51)</td>
<td>26% (33)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>31% (166)</td>
<td>35% (184)</td>
<td>34% (177)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>32% (247)</td>
<td>41% (320)</td>
<td>27% (214)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>29% (158)</td>
<td>36% (197)</td>
<td>35% (192)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>30% (322)</td>
<td>38% (410)</td>
<td>32% (351)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>24% (141)</td>
<td>37% (214)</td>
<td>39% (224)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>39% (279)</td>
<td>36% (258)</td>
<td>25% (182)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>40% (48)</td>
<td>33% (40)</td>
<td>28% (34)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>30% (64)</td>
<td>40% (84)</td>
<td>30% (62)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>9% (13)</td>
<td>35% (52)</td>
<td>56% (84)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>21% (20)</td>
<td>40% (38)</td>
<td>39% (37)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>23% (109)</td>
<td>40% (191)</td>
<td>37% (178)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>17% (45)</td>
<td>37% (99)</td>
<td>46% (122)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>26% (44)</td>
<td>35% (60)</td>
<td>39% (67)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>31% (102)</td>
<td>40% (132)</td>
<td>30% (98)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>28% (520)</td>
<td>37% (689)</td>
<td>36% (669)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>29% (208)</td>
<td>38% (273)</td>
<td>33% (232)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>28% (414)</td>
<td>37% (548)</td>
<td>36% (535)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>29% (257)</td>
<td>39% (346)</td>
<td>32% (286)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>29% (345)</td>
<td>36% (419)</td>
<td>35% (408)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>30% (99)</td>
<td>36% (121)</td>
<td>34% (113)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>28% (158)</td>
<td>40% (225)</td>
<td>31% (173)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>30% (108)</td>
<td>36% (129)</td>
<td>35% (125)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>29% (238)</td>
<td>36% (289)</td>
<td>35% (283)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_3: In general, what kind of fan do you consider yourself of the following?

### Sports

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (622)</td>
<td>37% (821)</td>
<td>35% (767)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>28% (255)</td>
<td>39% (360)</td>
<td>33% (298)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>30% (354)</td>
<td>35% (414)</td>
<td>35% (411)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>30% (115)</td>
<td>36% (140)</td>
<td>35% (134)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>27% (140)</td>
<td>42% (220)</td>
<td>31% (164)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>34% (103)</td>
<td>35% (105)</td>
<td>31% (95)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>29% (251)</td>
<td>35% (309)</td>
<td>36% (315)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>31% (273)</td>
<td>36% (317)</td>
<td>32% (281)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>26% (85)</td>
<td>41% (132)</td>
<td>33% (108)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>32% (71)</td>
<td>29% (64)</td>
<td>39% (87)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>21% (47)</td>
<td>43% (97)</td>
<td>36% (80)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>22% (31)</td>
<td>31% (44)</td>
<td>47% (68)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>33% (36)</td>
<td>41% (45)</td>
<td>25% (28)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>28% (51)</td>
<td>41% (76)</td>
<td>31% (56)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>20% (27)</td>
<td>34% (46)</td>
<td>45% (60)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>31% (274)</td>
<td>38% (336)</td>
<td>31% (277)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>30% (229)</td>
<td>39% (300)</td>
<td>31% (233)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>33% (32)</td>
<td>25% (24)</td>
<td>42% (41)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>19% (86)</td>
<td>35% (161)</td>
<td>47% (216)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>32% (234)</td>
<td>38% (277)</td>
<td>30% (215)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>31% (192)</td>
<td>39% (243)</td>
<td>30% (190)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>35% (21)</td>
<td>25% (15)</td>
<td>40% (25)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>33% (219)</td>
<td>36% (243)</td>
<td>31% (208)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>31% (212)</td>
<td>39% (264)</td>
<td>30% (206)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>39% (43)</td>
<td>29% (32)</td>
<td>31% (34)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>20% (146)</td>
<td>38% (281)</td>
<td>43% (319)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>33% (413)</td>
<td>37% (456)</td>
<td>30% (369)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>22% (209)</td>
<td>38% (365)</td>
<td>41% (398)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>33% (129)</td>
<td>35% (138)</td>
<td>32% (128)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>29% (133)</td>
<td>36% (169)</td>
<td>35% (162)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>26% (215)</td>
<td>37% (307)</td>
<td>37% (305)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>28% (144)</td>
<td>40% (206)</td>
<td>33% (172)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_3: In general, what kind of fan do you consider yourself of the following?

<table>
<thead>
<tr>
<th>Sports</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>28% (622)</td>
<td>37% (821)</td>
<td>35% (767)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>28% (322)</td>
<td>39% (450)</td>
<td>33% (380)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>33% (371)</td>
<td>39% (447)</td>
<td>28% (320)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>20% (74)</td>
<td>34% (131)</td>
<td>46% (176)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPdem1_4: In general, what kind of fan do you consider yourself of the following?

Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan (%)</th>
<th>A casual fan (%)</th>
<th>Not a fan (%)</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (430)</td>
<td>33% (722)</td>
<td>48% (1058)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>17% (180)</td>
<td>36% (381)</td>
<td>47% (506)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>22% (250)</td>
<td>30% (341)</td>
<td>48% (552)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>31% (204)</td>
<td>36% (239)</td>
<td>33% (215)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>23% (84)</td>
<td>32% (116)</td>
<td>44% (160)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>14% (105)</td>
<td>32% (244)</td>
<td>54% (405)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>8% (37)</td>
<td>28% (124)</td>
<td>63% (278)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>25% (72)</td>
<td>33% (94)</td>
<td>42% (122)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>33% (201)</td>
<td>36% (222)</td>
<td>31% (194)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>16% (88)</td>
<td>31% (175)</td>
<td>53% (295)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>10% (68)</td>
<td>32% (221)</td>
<td>58% (398)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>22% (171)</td>
<td>33% (253)</td>
<td>45% (340)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>18% (144)</td>
<td>36% (283)</td>
<td>46% (361)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (114)</td>
<td>28% (186)</td>
<td>54% (357)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>22% (77)</td>
<td>34% (120)</td>
<td>43% (151)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>23% (94)</td>
<td>32% (133)</td>
<td>46% (189)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>14% (57)</td>
<td>39% (155)</td>
<td>46% (184)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>22% (88)</td>
<td>33% (128)</td>
<td>45% (177)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>14% (46)</td>
<td>33% (106)</td>
<td>53% (171)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>20% (68)</td>
<td>24% (80)</td>
<td>56% (186)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>21% (130)</td>
<td>37% (224)</td>
<td>42% (254)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>19% (115)</td>
<td>33% (196)</td>
<td>48% (288)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (132)</td>
<td>30% (221)</td>
<td>52% (377)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>20% (298)</td>
<td>31% (473)</td>
<td>49% (748)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>19% (85)</td>
<td>36% (159)</td>
<td>45% (201)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>19% (47)</td>
<td>37% (90)</td>
<td>44% (108)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>21% (247)</td>
<td>30% (355)</td>
<td>49% (571)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>19% (136)</td>
<td>33% (233)</td>
<td>48% (344)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>14% (47)</td>
<td>42% (134)</td>
<td>44% (143)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>20% (342)</td>
<td>32% (557)</td>
<td>48% (830)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>28% (98)</td>
<td>31% (109)</td>
<td>41% (144)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>19% (53)</td>
<td>28% (78)</td>
<td>52% (144)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_4: In general, what kind of fan do you consider yourself of the following?  
Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (430)</td>
<td>33% (722)</td>
<td>48% (1058)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>17% (34)</td>
<td>42% (87)</td>
<td>41% (84)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>18% (173)</td>
<td>30% (286)</td>
<td>52% (492)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>24% (26)</td>
<td>39% (44)</td>
<td>37% (41)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>14% (14)</td>
<td>34% (33)</td>
<td>52% (50)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>21% (136)</td>
<td>34% (228)</td>
<td>45% (298)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>21% (80)</td>
<td>34% (132)</td>
<td>45% (177)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>27% (35)</td>
<td>36% (46)</td>
<td>37% (47)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>18% (93)</td>
<td>29% (154)</td>
<td>53% (281)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>19% (151)</td>
<td>33% (257)</td>
<td>48% (372)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>24% (130)</td>
<td>28% (153)</td>
<td>48% (265)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>18% (198)</td>
<td>35% (377)</td>
<td>47% (509)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>18% (103)</td>
<td>33% (193)</td>
<td>49% (284)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>21% (152)</td>
<td>35% (249)</td>
<td>44% (318)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>18% (22)</td>
<td>40% (48)</td>
<td>43% (52)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>32% (67)</td>
<td>26% (55)</td>
<td>42% (88)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>25% (38)</td>
<td>27% (40)</td>
<td>48% (71)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>31% (29)</td>
<td>26% (25)</td>
<td>43% (41)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>9% (44)</td>
<td>30% (143)</td>
<td>61% (292)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>18% (48)</td>
<td>37% (97)</td>
<td>45% (121)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>18% (31)</td>
<td>37% (64)</td>
<td>44% (76)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>15% (48)</td>
<td>37% (123)</td>
<td>48% (161)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>20% (382)</td>
<td>32% (599)</td>
<td>48% (897)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>21% (150)</td>
<td>37% (264)</td>
<td>42% (299)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>19% (280)</td>
<td>31% (458)</td>
<td>51% (759)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>21% (182)</td>
<td>37% (325)</td>
<td>43% (382)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (211)</td>
<td>29% (339)</td>
<td>53% (623)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>24% (79)</td>
<td>33% (110)</td>
<td>43% (143)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>18% (103)</td>
<td>39% (214)</td>
<td>43% (239)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>19% (69)</td>
<td>28% (101)</td>
<td>53% (191)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>17% (141)</td>
<td>29% (237)</td>
<td>53% (432)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPGdem1_4: In general, what kind of fan do you consider yourself of the following? Harry Potter

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (430)</td>
<td>33% (722)</td>
<td>48% (1058)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>21% (190)</td>
<td>36% (330)</td>
<td>43% (393)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (217)</td>
<td>29% (345)</td>
<td>52% (617)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>23% (88)</td>
<td>33% (130)</td>
<td>44% (171)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>19% (102)</td>
<td>38% (200)</td>
<td>42% (222)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>20% (60)</td>
<td>31% (94)</td>
<td>49% (149)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>18% (157)</td>
<td>29% (251)</td>
<td>53% (468)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>21% (185)</td>
<td>34% (294)</td>
<td>45% (392)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>12% (39)</td>
<td>33% (107)</td>
<td>55% (179)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>18% (40)</td>
<td>32% (72)</td>
<td>49% (110)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>12% (28)</td>
<td>29% (64)</td>
<td>59% (131)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>24% (34)</td>
<td>31% (45)</td>
<td>45% (65)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>27% (29)</td>
<td>33% (36)</td>
<td>41% (44)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>25% (45)</td>
<td>39% (70)</td>
<td>37% (67)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (30)</td>
<td>25% (34)</td>
<td>52% (70)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>20% (174)</td>
<td>36% (319)</td>
<td>45% (395)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>17% (130)</td>
<td>30% (230)</td>
<td>53% (402)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>28% (27)</td>
<td>25% (25)</td>
<td>47% (46)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>21% (99)</td>
<td>32% (149)</td>
<td>46% (215)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>20% (145)</td>
<td>37% (266)</td>
<td>43% (315)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>17% (108)</td>
<td>29% (184)</td>
<td>53% (333)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>20% (12)</td>
<td>34% (21)</td>
<td>46% (28)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>20% (132)</td>
<td>37% (251)</td>
<td>43% (287)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>17% (115)</td>
<td>29% (196)</td>
<td>54% (371)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>19% (21)</td>
<td>33% (36)</td>
<td>48% (52)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>21% (160)</td>
<td>32% (240)</td>
<td>46% (347)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>19% (235)</td>
<td>33% (410)</td>
<td>48% (593)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>20% (195)</td>
<td>32% (313)</td>
<td>48% (465)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>16% (64)</td>
<td>31% (122)</td>
<td>53% (210)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>19% (86)</td>
<td>32% (149)</td>
<td>49% (229)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>22% (180)</td>
<td>32% (268)</td>
<td>46% (381)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>19% (100)</td>
<td>35% (184)</td>
<td>46% (239)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
### Table EAKNPGem1_4: In general, what kind of fan do you consider yourself of the following?

**Harry Potter**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>19% (430)</td>
<td>33% (722)</td>
<td>48% (1058)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>37% (430)</td>
<td>63% (722)</td>
<td>— (0)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>28% (324)</td>
<td>39% (445)</td>
<td>32% (370)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>19% (73)</td>
<td>32% (122)</td>
<td>49% (186)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPGdem1_5: In general, what kind of fan do you consider yourself of the following?  
*Star Wars*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (465)</td>
<td>37% (817)</td>
<td>42% (928)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>30% (317)</td>
<td>39% (416)</td>
<td>31% (333)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>13% (148)</td>
<td>35% (400)</td>
<td>52% (596)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>20% (135)</td>
<td>32% (212)</td>
<td>47% (311)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>25% (91)</td>
<td>30% (109)</td>
<td>44% (159)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>23% (174)</td>
<td>44% (331)</td>
<td>33% (250)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>15% (65)</td>
<td>38% (165)</td>
<td>47% (208)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>17% (48)</td>
<td>30% (85)</td>
<td>54% (154)</td>
<td>287</td>
</tr>
<tr>
<td>Millennial: 1981-1996</td>
<td>24% (150)</td>
<td>31% (192)</td>
<td>45% (276)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>26% (144)</td>
<td>43% (243)</td>
<td>31% (172)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>17% (118)</td>
<td>41% (280)</td>
<td>42% (289)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>22% (170)</td>
<td>35% (265)</td>
<td>43% (329)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>21% (165)</td>
<td>37% (294)</td>
<td>42% (329)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>20% (130)</td>
<td>39% (257)</td>
<td>41% (270)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>32% (113)</td>
<td>36% (126)</td>
<td>31% (109)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>14% (56)</td>
<td>33% (139)</td>
<td>53% (221)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>30% (117)</td>
<td>39% (154)</td>
<td>31% (124)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>12% (48)</td>
<td>36% (140)</td>
<td>52% (205)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>27% (87)</td>
<td>42% (136)</td>
<td>31% (100)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>13% (43)</td>
<td>36% (121)</td>
<td>51% (170)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>22% (136)</td>
<td>40% (242)</td>
<td>38% (231)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>24% (143)</td>
<td>37% (222)</td>
<td>39% (234)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>21% (157)</td>
<td>39% (282)</td>
<td>40% (292)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>19% (292)</td>
<td>36% (543)</td>
<td>45% (685)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>26% (117)</td>
<td>39% (174)</td>
<td>35% (155)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>23% (56)</td>
<td>41% (100)</td>
<td>36% (89)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>19% (225)</td>
<td>35% (411)</td>
<td>46% (538)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>24% (173)</td>
<td>37% (260)</td>
<td>39% (279)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>20% (66)</td>
<td>45% (145)</td>
<td>35% (112)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>21% (362)</td>
<td>38% (662)</td>
<td>41% (705)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>30% (104)</td>
<td>35% (122)</td>
<td>36% (125)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>19% (53)</td>
<td>27% (75)</td>
<td>54% (147)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_5: In general, what kind of fan do you consider yourself of the following?

**Star Wars**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (465)</td>
<td>37% (817)</td>
<td>42% (928)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>24% (50)</td>
<td>39% (80)</td>
<td>37% (76)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>22% (206)</td>
<td>38% (363)</td>
<td>40% (382)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>35% (39)</td>
<td>36% (40)</td>
<td>29% (32)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>24% (23)</td>
<td>38% (36)</td>
<td>39% (37)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>18% (118)</td>
<td>37% (248)</td>
<td>45% (296)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>20% (79)</td>
<td>33% (130)</td>
<td>46% (181)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>37% (47)</td>
<td>35% (45)</td>
<td>28% (36)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>21% (112)</td>
<td>38% (203)</td>
<td>40% (213)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>21% (162)</td>
<td>36% (277)</td>
<td>44% (341)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>21% (115)</td>
<td>37% (201)</td>
<td>42% (231)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>22% (235)</td>
<td>37% (406)</td>
<td>41% (442)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>20% (115)</td>
<td>36% (209)</td>
<td>44% (255)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>25% (182)</td>
<td>38% (271)</td>
<td>37% (266)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>19% (23)</td>
<td>37% (45)</td>
<td>44% (54)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>22% (46)</td>
<td>36% (76)</td>
<td>42% (88)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>19% (28)</td>
<td>32% (48)</td>
<td>49% (73)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>19% (18)</td>
<td>29% (28)</td>
<td>52% (50)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (69)</td>
<td>38% (184)</td>
<td>47% (225)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>23% (61)</td>
<td>37% (99)</td>
<td>40% (106)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>23% (39)</td>
<td>38% (66)</td>
<td>39% (67)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>26% (85)</td>
<td>38% (124)</td>
<td>37% (122)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>20% (380)</td>
<td>37% (692)</td>
<td>43% (807)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>22% (156)</td>
<td>38% (268)</td>
<td>41% (289)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>21% (309)</td>
<td>37% (548)</td>
<td>43% (640)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>21% (189)</td>
<td>38% (334)</td>
<td>41% (365)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>22% (263)</td>
<td>37% (431)</td>
<td>41% (478)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>28% (93)</td>
<td>34% (113)</td>
<td>38% (127)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>17% (97)</td>
<td>40% (221)</td>
<td>43% (239)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>21% (76)</td>
<td>34% (124)</td>
<td>45% (162)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>23% (187)</td>
<td>38% (307)</td>
<td>39% (316)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_5: In general, what kind of fan do you consider yourself of the following?

**Star Wars**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (465)</td>
<td>37% (817)</td>
<td>42% (928)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>21% (196)</td>
<td>38% (342)</td>
<td>41% (374)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>22% (263)</td>
<td>36% (429)</td>
<td>41% (488)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>26% (101)</td>
<td>37% (142)</td>
<td>38% (146)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>18% (96)</td>
<td>38% (200)</td>
<td>43% (228)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>23% (70)</td>
<td>33% (100)</td>
<td>44% (133)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>22% (192)</td>
<td>38% (329)</td>
<td>41% (355)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>20% (178)</td>
<td>38% (330)</td>
<td>42% (363)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>19% (62)</td>
<td>39% (128)</td>
<td>42% (136)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>27% (60)</td>
<td>30% (66)</td>
<td>43% (96)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>13% (30)</td>
<td>42% (95)</td>
<td>44% (98)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>13% (18)</td>
<td>44% (63)</td>
<td>43% (62)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>22% (24)</td>
<td>33% (35)</td>
<td>45% (49)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>34% (61)</td>
<td>34% (62)</td>
<td>33% (59)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>23% (31)</td>
<td>28% (38)</td>
<td>48% (64)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>22% (200)</td>
<td>37% (324)</td>
<td>41% (363)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>21% (163)</td>
<td>40% (304)</td>
<td>39% (295)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>27% (26)</td>
<td>43% (42)</td>
<td>30% (29)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>16% (76)</td>
<td>31% (146)</td>
<td>52% (242)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>24% (175)</td>
<td>38% (276)</td>
<td>38% (276)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>23% (143)</td>
<td>40% (247)</td>
<td>38% (235)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>22% (13)</td>
<td>43% (26)</td>
<td>36% (22)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>23% (154)</td>
<td>38% (254)</td>
<td>39% (262)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>22% (150)</td>
<td>38% (261)</td>
<td>40% (270)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>28% (30)</td>
<td>42% (46)</td>
<td>30% (33)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>17% (130)</td>
<td>34% (255)</td>
<td>48% (361)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>24% (294)</td>
<td>38% (474)</td>
<td>38% (471)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>18% (171)</td>
<td>35% (343)</td>
<td>47% (458)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>20% (79)</td>
<td>36% (142)</td>
<td>44% (175)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>21% (96)</td>
<td>35% (164)</td>
<td>44% (204)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>18% (150)</td>
<td>38% (317)</td>
<td>44% (361)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>27% (139)</td>
<td>37% (194)</td>
<td>36% (189)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_5: In general, what kind of fan do you consider yourself of the following?

**Star Wars**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>21% (465)</td>
<td>37% (817)</td>
<td>42% (928)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>30% (347)</td>
<td>43% (497)</td>
<td>27% (308)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>28% (313)</td>
<td>41% (462)</td>
<td>32% (364)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>23% (88)</td>
<td>35% (133)</td>
<td>42% (160)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
### Table EAKNPGdem1_6: In general, what kind of fan do you consider yourself of the following? Star Trek

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15% (325)</td>
<td>32% (702)</td>
<td>54% (1183)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (228)</td>
<td>37% (393)</td>
<td>42% (446)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>8% (96)</td>
<td>27% (310)</td>
<td>64% (737)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>8% (54)</td>
<td>23% (149)</td>
<td>69% (455)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>15% (54)</td>
<td>28% (102)</td>
<td>57% (203)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>20% (152)</td>
<td>37% (282)</td>
<td>43% (321)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>15% (65)</td>
<td>38% (169)</td>
<td>47% (204)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>7% (20)</td>
<td>18% (52)</td>
<td>75% (215)</td>
<td>287</td>
</tr>
<tr>
<td>Millenials: 1981-1996</td>
<td>12% (74)</td>
<td>25% (156)</td>
<td>63% (388)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>17% (93)</td>
<td>37% (209)</td>
<td>46% (257)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>19% (133)</td>
<td>39% (268)</td>
<td>42% (287)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>17% (133)</td>
<td>32% (241)</td>
<td>51% (391)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>13% (106)</td>
<td>32% (251)</td>
<td>55% (431)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>13% (85)</td>
<td>32% (210)</td>
<td>55% (362)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>26% (91)</td>
<td>36% (125)</td>
<td>38% (132)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>10% (42)</td>
<td>28% (116)</td>
<td>62% (258)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>20% (78)</td>
<td>36% (144)</td>
<td>44% (174)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>7% (29)</td>
<td>27% (107)</td>
<td>66% (257)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>18% (59)</td>
<td>38% (124)</td>
<td>43% (140)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>8% (26)</td>
<td>26% (86)</td>
<td>66% (222)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>17% (105)</td>
<td>34% (209)</td>
<td>48% (294)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>16% (93)</td>
<td>34% (205)</td>
<td>50% (301)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>15% (107)</td>
<td>31% (229)</td>
<td>54% (394)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>14% (214)</td>
<td>30% (450)</td>
<td>56% (855)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>17% (78)</td>
<td>37% (164)</td>
<td>46% (205)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>13% (33)</td>
<td>36% (88)</td>
<td>51% (124)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>14% (169)</td>
<td>31% (363)</td>
<td>55% (642)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>16% (117)</td>
<td>31% (220)</td>
<td>53% (375)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>12% (38)</td>
<td>37% (119)</td>
<td>51% (166)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>14% (248)</td>
<td>33% (574)</td>
<td>52% (907)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>16% (56)</td>
<td>29% (100)</td>
<td>55% (195)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>17% (46)</td>
<td>26% (73)</td>
<td>57% (156)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_6: In general, what kind of fan do you consider yourself of the following?

**Star Trek**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15% (325)</td>
<td>32% (702)</td>
<td>54% (1183)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>15% (31)</td>
<td>27% (55)</td>
<td>58% (119)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>15% (147)</td>
<td>33% (315)</td>
<td>51% (489)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>22% (25)</td>
<td>35% (39)</td>
<td>42% (47)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>18% (17)</td>
<td>33% (32)</td>
<td>49% (47)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>12% (80)</td>
<td>30% (197)</td>
<td>58% (385)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>14% (56)</td>
<td>30% (119)</td>
<td>55% (215)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>24% (31)</td>
<td>33% (42)</td>
<td>43% (55)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>17% (88)</td>
<td>32% (169)</td>
<td>51% (270)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelical</td>
<td>14% (109)</td>
<td>33% (255)</td>
<td>53% (415)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>14% (76)</td>
<td>31% (168)</td>
<td>55% (304)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>16% (176)</td>
<td>34% (373)</td>
<td>49% (534)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>13% (73)</td>
<td>28% (161)</td>
<td>60% (345)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>15% (106)</td>
<td>33% (241)</td>
<td>52% (372)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>15% (18)</td>
<td>32% (39)</td>
<td>53% (64)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>18% (37)</td>
<td>27% (56)</td>
<td>55% (117)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>14% (20)</td>
<td>21% (31)</td>
<td>66% (98)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>11% (10)</td>
<td>15% (14)</td>
<td>75% (71)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>14% (66)</td>
<td>39% (188)</td>
<td>47% (224)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>13% (36)</td>
<td>31% (82)</td>
<td>56% (149)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>18% (31)</td>
<td>30% (51)</td>
<td>52% (89)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>20% (66)</td>
<td>33% (110)</td>
<td>47% (155)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>14% (259)</td>
<td>32% (592)</td>
<td>55% (1028)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>17% (123)</td>
<td>34% (241)</td>
<td>49% (348)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>13% (202)</td>
<td>31% (461)</td>
<td>56% (835)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>17% (155)</td>
<td>35% (310)</td>
<td>48% (424)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>14% (164)</td>
<td>30% (354)</td>
<td>56% (654)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>25% (83)</td>
<td>37% (123)</td>
<td>38% (126)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>13% (71)</td>
<td>34% (187)</td>
<td>54% (298)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>10% (35)</td>
<td>30% (108)</td>
<td>60% (219)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>16% (129)</td>
<td>30% (246)</td>
<td>54% (436)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_6: In general, what kind of fan do you consider yourself of the following?

### Star Trek

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adults</strong></td>
<td>15% (325)</td>
<td>32% (702)</td>
<td>54% (1183)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>18% (164)</td>
<td>35% (316)</td>
<td>47% (433)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>13% (154)</td>
<td>30% (356)</td>
<td>57% (670)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>23% (89)</td>
<td>36% (141)</td>
<td>41% (159)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>14% (75)</td>
<td>33% (174)</td>
<td>52% (275)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>10% (30)</td>
<td>30% (91)</td>
<td>60% (182)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>14% (124)</td>
<td>30% (265)</td>
<td>56% (487)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>12% (105)</td>
<td>31% (273)</td>
<td>57% (493)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>18% (57)</td>
<td>31% (100)</td>
<td>52% (168)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>15% (34)</td>
<td>34% (76)</td>
<td>50% (112)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>16% (36)</td>
<td>37% (83)</td>
<td>47% (104)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>12% (17)</td>
<td>29% (42)</td>
<td>59% (85)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>8% (9)</td>
<td>29% (32)</td>
<td>62% (68)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>22% (40)</td>
<td>31% (57)</td>
<td>47% (85)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>19% (26)</td>
<td>29% (39)</td>
<td>51% (68)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>18% (156)</td>
<td>33% (296)</td>
<td>49% (435)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>14% (106)</td>
<td>33% (255)</td>
<td>53% (401)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>20% (20)</td>
<td>36% (35)</td>
<td>44% (43)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>9% (43)</td>
<td>25% (116)</td>
<td>66% (305)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>17% (122)</td>
<td>34% (247)</td>
<td>49% (358)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>16% (102)</td>
<td>35% (221)</td>
<td>48% (303)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>12% (8)</td>
<td>41% (25)</td>
<td>46% (28)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>19% (124)</td>
<td>33% (218)</td>
<td>49% (327)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>15% (99)</td>
<td>36% (244)</td>
<td>50% (338)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>18% (19)</td>
<td>47% (51)</td>
<td>36% (39)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>11% (82)</td>
<td>25% (188)</td>
<td>64% (476)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>18% (223)</td>
<td>35% (438)</td>
<td>47% (576)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>10% (101)</td>
<td>27% (264)</td>
<td>62% (607)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>15% (58)</td>
<td>30% (118)</td>
<td>55% (219)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>15% (72)</td>
<td>30% (139)</td>
<td>55% (253)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>14% (116)</td>
<td>31% (257)</td>
<td>55% (455)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>15% (79)</td>
<td>36% (188)</td>
<td>49% (256)</td>
<td>522</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPGdem1_6: In general, what kind of fan do you consider yourself of the following?

**Star Trek**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15% (325)</td>
<td>32% (702)</td>
<td>54% (1183)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>21% (240)</td>
<td>38% (438)</td>
<td>41% (474)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>18% (202)</td>
<td>36% (409)</td>
<td>46% (527)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>17% (65)</td>
<td>31% (118)</td>
<td>52% (199)</td>
<td>382</td>
</tr>
</tbody>
</table>

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.*
Table EAKNPGdem1_7: In general, what kind of fan do you consider yourself of the following?
Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (394)</td>
<td>28% (628)</td>
<td>54% (1187)</td>
<td>2210</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>21% (228)</td>
<td>30% (325)</td>
<td>48% (513)</td>
<td>1067</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>15% (166)</td>
<td>27% (303)</td>
<td>59% (674)</td>
<td>1143</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>19% (127)</td>
<td>29% (188)</td>
<td>52% (344)</td>
<td>658</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>21% (76)</td>
<td>35% (126)</td>
<td>44% (157)</td>
<td>359</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>18% (139)</td>
<td>27% (204)</td>
<td>54% (411)</td>
<td>754</td>
</tr>
<tr>
<td>Age: 65+</td>
<td>12% (52)</td>
<td>25% (111)</td>
<td>63% (276)</td>
<td>438</td>
</tr>
<tr>
<td>GenZers: 1997-2012</td>
<td>21% (60)</td>
<td>19% (55)</td>
<td>60% (172)</td>
<td>287</td>
</tr>
<tr>
<td>Millennial: 1981-1996</td>
<td>19% (119)</td>
<td>36% (220)</td>
<td>45% (279)</td>
<td>618</td>
</tr>
<tr>
<td>GenXers: 1965-1980</td>
<td>22% (120)</td>
<td>27% (149)</td>
<td>52% (289)</td>
<td>559</td>
</tr>
<tr>
<td>Baby Boomers: 1946-1964</td>
<td>13% (92)</td>
<td>29% (197)</td>
<td>58% (398)</td>
<td>687</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>18% (139)</td>
<td>28% (212)</td>
<td>54% (414)</td>
<td>764</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
<td>19% (146)</td>
<td>29% (230)</td>
<td>52% (412)</td>
<td>788</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>17% (109)</td>
<td>28% (187)</td>
<td>55% (362)</td>
<td>657</td>
</tr>
<tr>
<td>PID/Gender: Dem Men</td>
<td>22% (77)</td>
<td>30% (105)</td>
<td>48% (166)</td>
<td>348</td>
</tr>
<tr>
<td>PID/Gender: Dem Women</td>
<td>15% (62)</td>
<td>26% (107)</td>
<td>59% (247)</td>
<td>416</td>
</tr>
<tr>
<td>PID/Gender: Ind Men</td>
<td>22% (88)</td>
<td>30% (117)</td>
<td>48% (190)</td>
<td>396</td>
</tr>
<tr>
<td>PID/Gender: Ind Women</td>
<td>15% (58)</td>
<td>29% (113)</td>
<td>56% (222)</td>
<td>393</td>
</tr>
<tr>
<td>PID/Gender: Rep Men</td>
<td>19% (62)</td>
<td>32% (104)</td>
<td>49% (157)</td>
<td>323</td>
</tr>
<tr>
<td>PID/Gender: Rep Women</td>
<td>14% (46)</td>
<td>25% (83)</td>
<td>61% (205)</td>
<td>335</td>
</tr>
<tr>
<td>Ideo: Liberal (1-3)</td>
<td>19% (116)</td>
<td>34% (207)</td>
<td>47% (286)</td>
<td>609</td>
</tr>
<tr>
<td>Ideo: Moderate (4)</td>
<td>20% (117)</td>
<td>27% (163)</td>
<td>53% (319)</td>
<td>599</td>
</tr>
<tr>
<td>Ideo: Conservative (5-7)</td>
<td>18% (128)</td>
<td>28% (206)</td>
<td>54% (396)</td>
<td>730</td>
</tr>
<tr>
<td>Educ: &lt; College</td>
<td>17% (256)</td>
<td>26% (397)</td>
<td>57% (866)</td>
<td>1519</td>
</tr>
<tr>
<td>Educ: Bachelors degree</td>
<td>21% (94)</td>
<td>35% (155)</td>
<td>44% (197)</td>
<td>446</td>
</tr>
<tr>
<td>Educ: Post-grad</td>
<td>18% (44)</td>
<td>31% (76)</td>
<td>51% (125)</td>
<td>245</td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>18% (211)</td>
<td>26% (308)</td>
<td>56% (655)</td>
<td>1174</td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>20% (139)</td>
<td>28% (202)</td>
<td>52% (371)</td>
<td>712</td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>14% (44)</td>
<td>37% (118)</td>
<td>50% (162)</td>
<td>323</td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>17% (299)</td>
<td>29% (495)</td>
<td>54% (936)</td>
<td>1730</td>
</tr>
<tr>
<td>Ethnicity: Hispanic</td>
<td>25% (89)</td>
<td>27% (96)</td>
<td>47% (166)</td>
<td>351</td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>18% (51)</td>
<td>23% (64)</td>
<td>59% (161)</td>
<td>276</td>
</tr>
</tbody>
</table>

Continued on next page
Table EAKNPdem1_7: In general, what kind of fan do you consider yourself of the following?

Lord of the Rings

<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (394)</td>
<td>28% (628)</td>
<td>54% (1187)</td>
<td>2210</td>
</tr>
<tr>
<td>Ethnicity: Other</td>
<td>22% (45)</td>
<td>34% (70)</td>
<td>44% (90)</td>
<td>205</td>
</tr>
<tr>
<td>All Christian</td>
<td>17% (158)</td>
<td>28% (263)</td>
<td>56% (529)</td>
<td>951</td>
</tr>
<tr>
<td>All Non-Christian</td>
<td>30% (33)</td>
<td>27% (30)</td>
<td>43% (48)</td>
<td>111</td>
</tr>
<tr>
<td>Atheist</td>
<td>17% (16)</td>
<td>33% (32)</td>
<td>50% (48)</td>
<td>96</td>
</tr>
<tr>
<td>Agnostic/Nothing in particular</td>
<td>16% (104)</td>
<td>29% (191)</td>
<td>55% (366)</td>
<td>662</td>
</tr>
<tr>
<td>Something Else</td>
<td>21% (83)</td>
<td>29% (111)</td>
<td>50% (196)</td>
<td>390</td>
</tr>
<tr>
<td>Religious Non-Protestant/Catholic</td>
<td>30% (38)</td>
<td>28% (36)</td>
<td>42% (54)</td>
<td>128</td>
</tr>
<tr>
<td>Evangelical</td>
<td>21% (111)</td>
<td>27% (143)</td>
<td>52% (273)</td>
<td>527</td>
</tr>
<tr>
<td>Non-Evangelal</td>
<td>16% (122)</td>
<td>29% (223)</td>
<td>56% (436)</td>
<td>780</td>
</tr>
<tr>
<td>Community: Urban</td>
<td>19% (106)</td>
<td>27% (149)</td>
<td>53% (292)</td>
<td>547</td>
</tr>
<tr>
<td>Community: Suburban</td>
<td>18% (200)</td>
<td>29% (319)</td>
<td>52% (564)</td>
<td>1084</td>
</tr>
<tr>
<td>Community: Rural</td>
<td>15% (87)</td>
<td>28% (160)</td>
<td>57% (331)</td>
<td>579</td>
</tr>
<tr>
<td>Employ: Private Sector</td>
<td>17% (125)</td>
<td>32% (230)</td>
<td>51% (364)</td>
<td>719</td>
</tr>
<tr>
<td>Employ: Government</td>
<td>16% (20)</td>
<td>39% (47)</td>
<td>45% (55)</td>
<td>122</td>
</tr>
<tr>
<td>Employ: Self-Employed</td>
<td>18% (38)</td>
<td>29% (62)</td>
<td>52% (110)</td>
<td>210</td>
</tr>
<tr>
<td>Employ: Homemaker</td>
<td>23% (34)</td>
<td>17% (25)</td>
<td>60% (90)</td>
<td>149</td>
</tr>
<tr>
<td>Employ: Student</td>
<td>22% (21)</td>
<td>20% (19)</td>
<td>57% (54)</td>
<td>95</td>
</tr>
<tr>
<td>Employ: Retired</td>
<td>13% (63)</td>
<td>25% (119)</td>
<td>62% (295)</td>
<td>478</td>
</tr>
<tr>
<td>Employ: Unemployed</td>
<td>22% (58)</td>
<td>28% (75)</td>
<td>50% (133)</td>
<td>266</td>
</tr>
<tr>
<td>Employ: Other</td>
<td>19% (33)</td>
<td>30% (51)</td>
<td>51% (87)</td>
<td>171</td>
</tr>
<tr>
<td>Military HH: Yes</td>
<td>17% (57)</td>
<td>31% (101)</td>
<td>52% (174)</td>
<td>332</td>
</tr>
<tr>
<td>Military HH: No</td>
<td>18% (338)</td>
<td>28% (527)</td>
<td>54% (1014)</td>
<td>1878</td>
</tr>
<tr>
<td>RD/WT: Right Direction</td>
<td>19% (136)</td>
<td>30% (212)</td>
<td>51% (364)</td>
<td>712</td>
</tr>
<tr>
<td>RD/WT: Wrong Track</td>
<td>17% (258)</td>
<td>28% (416)</td>
<td>55% (823)</td>
<td>1498</td>
</tr>
<tr>
<td>Biden Job Approve</td>
<td>18% (160)</td>
<td>31% (275)</td>
<td>51% (453)</td>
<td>888</td>
</tr>
<tr>
<td>Biden Job Disapprove</td>
<td>18% (215)</td>
<td>27% (318)</td>
<td>55% (640)</td>
<td>1172</td>
</tr>
<tr>
<td>Biden Job Strongly Approve</td>
<td>22% (74)</td>
<td>27% (91)</td>
<td>50% (168)</td>
<td>332</td>
</tr>
<tr>
<td>Biden Job Somewhat Approve</td>
<td>16% (86)</td>
<td>33% (184)</td>
<td>51% (285)</td>
<td>556</td>
</tr>
<tr>
<td>Biden Job Somewhat Disapprove</td>
<td>16% (56)</td>
<td>29% (107)</td>
<td>55% (199)</td>
<td>362</td>
</tr>
<tr>
<td>Biden Job Strongly Disapprove</td>
<td>20% (159)</td>
<td>26% (211)</td>
<td>54% (440)</td>
<td>810</td>
</tr>
</tbody>
</table>

Continued on next page
<table>
<thead>
<tr>
<th>Demographic</th>
<th>An avid fan</th>
<th>A casual fan</th>
<th>Not a fan</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>18% (394)</td>
<td>28% (628)</td>
<td>54% (1187)</td>
<td>2210</td>
</tr>
<tr>
<td>Favorable of Biden</td>
<td>18% (168)</td>
<td>31% (278)</td>
<td>51% (466)</td>
<td>913</td>
</tr>
<tr>
<td>Unfavorable of Biden</td>
<td>18% (217)</td>
<td>26% (313)</td>
<td>55% (650)</td>
<td>1179</td>
</tr>
<tr>
<td>Very Favorable of Biden</td>
<td>21% (82)</td>
<td>28% (109)</td>
<td>51% (198)</td>
<td>389</td>
</tr>
<tr>
<td>Somewhat Favorable of Biden</td>
<td>17% (87)</td>
<td>32% (169)</td>
<td>51% (268)</td>
<td>524</td>
</tr>
<tr>
<td>Somewhat Unfavorable of Biden</td>
<td>18% (54)</td>
<td>28% (86)</td>
<td>54% (164)</td>
<td>304</td>
</tr>
<tr>
<td>Very Unfavorable of Biden</td>
<td>19% (163)</td>
<td>26% (227)</td>
<td>56% (486)</td>
<td>876</td>
</tr>
<tr>
<td>#1 Issue: Economy</td>
<td>17% (145)</td>
<td>32% (275)</td>
<td>52% (451)</td>
<td>871</td>
</tr>
<tr>
<td>#1 Issue: Security</td>
<td>14% (44)</td>
<td>30% (98)</td>
<td>56% (183)</td>
<td>326</td>
</tr>
<tr>
<td>#1 Issue: Health Care</td>
<td>19% (43)</td>
<td>23% (52)</td>
<td>57% (128)</td>
<td>222</td>
</tr>
<tr>
<td>#1 Issue: Medicare / Social Security</td>
<td>18% (40)</td>
<td>21% (47)</td>
<td>61% (136)</td>
<td>223</td>
</tr>
<tr>
<td>#1 Issue: Women's Issues</td>
<td>16% (23)</td>
<td>28% (41)</td>
<td>56% (80)</td>
<td>143</td>
</tr>
<tr>
<td>#1 Issue: Education</td>
<td>12% (13)</td>
<td>28% (31)</td>
<td>60% (65)</td>
<td>109</td>
</tr>
<tr>
<td>#1 Issue: Energy</td>
<td>30% (56)</td>
<td>28% (52)</td>
<td>41% (75)</td>
<td>183</td>
</tr>
<tr>
<td>#1 Issue: Other</td>
<td>22% (30)</td>
<td>25% (34)</td>
<td>52% (70)</td>
<td>133</td>
</tr>
<tr>
<td>2020 Vote: Joe Biden</td>
<td>17% (155)</td>
<td>31% (271)</td>
<td>52% (461)</td>
<td>887</td>
</tr>
<tr>
<td>2020 Vote: Donald Trump</td>
<td>17% (131)</td>
<td>28% (215)</td>
<td>55% (416)</td>
<td>762</td>
</tr>
<tr>
<td>2020 Vote: Other</td>
<td>29% (28)</td>
<td>31% (30)</td>
<td>40% (39)</td>
<td>97</td>
</tr>
<tr>
<td>2020 Vote: Didn't Vote</td>
<td>17% (80)</td>
<td>24% (112)</td>
<td>59% (272)</td>
<td>464</td>
</tr>
<tr>
<td>2018 House Vote: Democrat</td>
<td>17% (124)</td>
<td>31% (227)</td>
<td>52% (375)</td>
<td>727</td>
</tr>
<tr>
<td>2018 House Vote: Republican</td>
<td>19% (117)</td>
<td>28% (175)</td>
<td>53% (334)</td>
<td>625</td>
</tr>
<tr>
<td>2018 House Vote: Someone else</td>
<td>13% (8)</td>
<td>38% (23)</td>
<td>49% (30)</td>
<td>61</td>
</tr>
<tr>
<td>2016 Vote: Hillary Clinton</td>
<td>17% (113)</td>
<td>31% (207)</td>
<td>52% (350)</td>
<td>670</td>
</tr>
<tr>
<td>2016 Vote: Donald Trump</td>
<td>18% (120)</td>
<td>28% (188)</td>
<td>55% (374)</td>
<td>682</td>
</tr>
<tr>
<td>2016 Vote: Other</td>
<td>21% (23)</td>
<td>38% (42)</td>
<td>41% (44)</td>
<td>109</td>
</tr>
<tr>
<td>2016 Vote: Didn't Vote</td>
<td>19% (138)</td>
<td>25% (190)</td>
<td>56% (418)</td>
<td>746</td>
</tr>
<tr>
<td>Voted in 2014: Yes</td>
<td>18% (222)</td>
<td>31% (378)</td>
<td>52% (638)</td>
<td>1238</td>
</tr>
<tr>
<td>Voted in 2014: No</td>
<td>18% (172)</td>
<td>26% (251)</td>
<td>56% (549)</td>
<td>972</td>
</tr>
<tr>
<td>4-Region: Northeast</td>
<td>17% (67)</td>
<td>25% (99)</td>
<td>58% (229)</td>
<td>395</td>
</tr>
<tr>
<td>4-Region: Midwest</td>
<td>18% (84)</td>
<td>29% (133)</td>
<td>53% (247)</td>
<td>464</td>
</tr>
<tr>
<td>4-Region: South</td>
<td>18% (147)</td>
<td>27% (225)</td>
<td>55% (456)</td>
<td>828</td>
</tr>
<tr>
<td>4-Region: West</td>
<td>18% (96)</td>
<td>33% (171)</td>
<td>49% (256)</td>
<td>522</td>
</tr>
<tr>
<td>Demographic</td>
<td>An avid fan</td>
<td>A casual fan</td>
<td>Not a fan</td>
<td>Total N</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------</td>
<td>--------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>Adults</td>
<td>18% (394)</td>
<td>28% (628)</td>
<td>54% (1187)</td>
<td>2210</td>
</tr>
<tr>
<td>Harry Potter Fan</td>
<td>29% (332)</td>
<td>41% (471)</td>
<td>30% (349)</td>
<td>1152</td>
</tr>
<tr>
<td>J.K. Rowling Favorable</td>
<td>25% (280)</td>
<td>33% (378)</td>
<td>42% (481)</td>
<td>1139</td>
</tr>
<tr>
<td>J.K. Rowling Unfavorable</td>
<td>16% (61)</td>
<td>29% (113)</td>
<td>54% (208)</td>
<td>382</td>
</tr>
</tbody>
</table>

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

Summary Statistics of Survey Respondent Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>xdemAll</td>
<td>Adults</td>
<td>2210</td>
<td>100%</td>
</tr>
<tr>
<td>xdemGender</td>
<td>Gender: Male</td>
<td>1067</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>Gender: Female</td>
<td>1143</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>age</td>
<td>Age: 18-34</td>
<td>658</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Age: 35-44</td>
<td>359</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>Age: 45-64</td>
<td>754</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Age: 65+</td>
<td>438</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>demAgeGeneration</td>
<td>GenZers: 1997-2012</td>
<td>287</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Millennials: 1981-1996</td>
<td>618</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>GenXers: 1965-1980</td>
<td>559</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Baby Boomers: 1946-1964</td>
<td>687</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2150</td>
<td></td>
</tr>
<tr>
<td>xpid3</td>
<td>PID: Dem (no lean)</td>
<td>764</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>PID: Ind (no lean)</td>
<td>788</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>PID: Rep (no lean)</td>
<td>657</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xpidGender</td>
<td>PID/Gender: Dem Men</td>
<td>348</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>PID/Gender: Dem Women</td>
<td>416</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>PID/Gender: Ind Men</td>
<td>396</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>PID/Gender: Ind Women</td>
<td>393</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>PID/Gender: Rep Men</td>
<td>323</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>PID/Gender: Rep Women</td>
<td>335</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemIdeo3</td>
<td>Ideo: Liberal (1-3)</td>
<td>609</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Ideo: Moderate (4)</td>
<td>599</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Ideo: Conservative (5-7)</td>
<td>730</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>1938</td>
<td></td>
</tr>
<tr>
<td>xeduc3</td>
<td>Educ: &lt; College</td>
<td>1519</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>Educ: Bachelors degree</td>
<td>446</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Educ: Post-grad</td>
<td>245</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
</tbody>
</table>

Continued on next page
### Summary Statistics of Survey Respondent Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>xdemInc3</td>
<td>Income: Under 50k</td>
<td>1174</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>Income: 50k-100k</td>
<td>712</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Income: 100k+</td>
<td>323</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemWhite</td>
<td>Ethnicity: White</td>
<td>1730</td>
<td>78%</td>
</tr>
<tr>
<td>xdemHispBin</td>
<td>Ethnicity: Hispanic</td>
<td>351</td>
<td>16%</td>
</tr>
<tr>
<td>demBlackBin</td>
<td>Ethnicity: Black</td>
<td>276</td>
<td>12%</td>
</tr>
<tr>
<td>demRaceOther</td>
<td>Ethnicity: Other</td>
<td>205</td>
<td>9%</td>
</tr>
<tr>
<td>xdemReligion</td>
<td>All Christian</td>
<td>951</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>All Non-Christian</td>
<td>111</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Atheist</td>
<td>96</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Agnostic/Nothing in particular</td>
<td>662</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Something Else</td>
<td>390</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemReligOther</td>
<td>Religious Non-Protestant/Catholic</td>
<td>128</td>
<td>6%</td>
</tr>
<tr>
<td>xdemEvang</td>
<td>Evangelical</td>
<td>527</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Non-Evangelical</td>
<td>780</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>1307</td>
<td></td>
</tr>
<tr>
<td>xdemUsr</td>
<td>Community: Urban</td>
<td>547</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Community: Suburban</td>
<td>1084</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Community: Rural</td>
<td>579</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemEmploy</td>
<td>Employ: Private Sector</td>
<td>719</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>Employ: Government</td>
<td>122</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Employ: Self-Employed</td>
<td>210</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Employ: Homemaker</td>
<td>149</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Employ: Student</td>
<td>95</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Employ: Retired</td>
<td>478</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Employ: Unemployed</td>
<td>266</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Employ: Other</td>
<td>171</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemMilHH1</td>
<td>Military HH: Yes</td>
<td>332</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Military HH: No</td>
<td>1878</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
</tbody>
</table>
### Summary Statistics of Survey Respondent Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>xnr1</td>
<td>RD/WT: Right Direction</td>
<td>712</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>RD/WT: Wrong Track</td>
<td>1498</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xdemBidenApprove</td>
<td>Biden Job Approve</td>
<td>888</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>Biden Job Disapprove</td>
<td>1172</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2061</td>
<td></td>
</tr>
<tr>
<td>xdemBidenApprove2</td>
<td>Biden Job Strongly Approve</td>
<td>332</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Biden Job Somewhat Approve</td>
<td>556</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Biden Job Somewhat Disapprove</td>
<td>362</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>Biden Job Strongly Disapprove</td>
<td>810</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2061</td>
<td></td>
</tr>
<tr>
<td>xdemBidenFav</td>
<td>Favorable of Biden</td>
<td>913</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable of Biden</td>
<td>1179</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2092</td>
<td></td>
</tr>
<tr>
<td>xdemBidenFavFull</td>
<td>Very Favorable of Biden</td>
<td>389</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Somewhat Favorable of Biden</td>
<td>524</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Somewhat Unfavorable of Biden</td>
<td>304</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Very Unfavorable of Biden</td>
<td>876</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2092</td>
<td></td>
</tr>
<tr>
<td>xnr3</td>
<td>#1 Issue: Economy</td>
<td>871</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Security</td>
<td>326</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Health Care</td>
<td>222</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Medicare / Social Security</td>
<td>223</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Women's Issues</td>
<td>143</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Education</td>
<td>109</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Energy</td>
<td>183</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>#1 Issue: Other</td>
<td>133</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xsubVote20O</td>
<td>2020 Vote: Joe Biden</td>
<td>887</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>2020 Vote: Donald Trump</td>
<td>762</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>2020 Vote: Other</td>
<td>97</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>2020 Vote: Didn't Vote</td>
<td>464</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xsubVote18O</td>
<td>2018 House Vote: Democrat</td>
<td>727</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>2018 House Vote: Republican</td>
<td>625</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>2018 House Vote: Someone else</td>
<td>61</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>1413</td>
<td></td>
</tr>
</tbody>
</table>

Continued on next page
## Summary Statistics of Survey Respondent Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>xsubVote16O</td>
<td>2016 Vote: Hillary Clinton</td>
<td>670</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>2016 Vote: Donald Trump</td>
<td>682</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>2016 Vote: Other</td>
<td>109</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>2016 Vote: Didn't Vote</td>
<td>746</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2207</td>
<td></td>
</tr>
<tr>
<td>xsubVote14O</td>
<td>Voted in 2014: Yes</td>
<td>1238</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Voted in 2014: No</td>
<td>972</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>xreg4</td>
<td>4-Region: Northeast</td>
<td>395</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>4-Region: Midwest</td>
<td>464</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>4-Region: South</td>
<td>828</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>4-Region: West</td>
<td>522</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>2210</td>
<td></td>
</tr>
<tr>
<td>EAKNPGxdem1</td>
<td>Harry Potter Fan</td>
<td>1152</td>
<td>52%</td>
</tr>
<tr>
<td>EAKNPGxdem2</td>
<td>J.K. Rowling Favorable</td>
<td>1139</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>J.K. Rowling Unfavorable</td>
<td>382</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>1520</td>
<td></td>
</tr>
</tbody>
</table>

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