



National Tracking Poll #2204053
April 08-10, 2022

Crosstabulation Results

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.

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Crosstabulation Results by Respondent Demographics

Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?

J.K. Rowling

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

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Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?

J.K. Rowling

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

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Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?

J.K. Rowling

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

Continued on next page

Table EAKNPG1_1: Do you have a favorable or unfavorable opinion of each of the following?

J.K. Rowling

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

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

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

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

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

Continued on next page

Table EAKNPG1_2: Do you have a favorable or unfavorable opinion of each of the following?

Daniel Radcliffe

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

Continued on next page

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

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

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

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

Continued on next page

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

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

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

Rupert Grint

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

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

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

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?

Emma Watson

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

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Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?
Emma Watson

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

Continued on next page

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

Emma Watson

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

Continued on next page

Table EAKNPG1_4: Do you have a favorable or unfavorable opinion of each of the following?
Emma Watson

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

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

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (678)	37% (822)	10% (230)	5% (118)	14% (299)	3% (63)	2210
Gender: Male	29% (310)	38% (407)	12% (124)	6% (59)	13% (135)	3% (31)	1067
Gender: Female	32% (368)	36% (415)	9% (106)	5% (59)	14% (164)	3% (32)	1143
Age: 18-34	47% (312)	28% (188)	7% (47)	3% (18)	10% (64)	4% (29)	658
Age: 35-44	40% (145)	33% (117)	8% (30)	5% (17)	11% (38)	3% (12)	359
Age: 45-64	22% (166)	46% (347)	10% (77)	7% (54)	14% (105)	1% (5)	754
Age: 65+	13% (55)	39% (170)	17% (76)	7% (29)	21% (92)	4% (16)	438
GenZers: 1997-2012	44% (127)	27% (79)	8% (24)	3% (9)	8% (23)	9% (25)	287
Millennials: 1981-1996	47% (292)	31% (191)	7% (41)	3% (17)	10% (65)	2% (11)	618
GenXers: 1965-1980	27% (151)	41% (230)	9% (50)	8% (43)	14% (76)	1% (8)	559
Baby Boomers: 1946-1964	15% (105)	44% (301)	15% (104)	7% (45)	17% (118)	2% (15)	687
PID: Dem (no lean)	33% (250)	37% (282)	12% (89)	4% (32)	13% (97)	2% (14)	764
PID: Ind (no lean)	32% (248)	37% (290)	8% (66)	4% (33)	16% (124)	3% (28)	788
PID: Rep (no lean)	27% (180)	38% (250)	11% (75)	8% (53)	12% (78)	3% (22)	657
PID/Gender: Dem Men	35% (122)	35% (123)	12% (41)	4% (15)	11% (39)	2% (8)	348
PID/Gender: Dem Women	31% (128)	38% (160)	11% (48)	4% (17)	14% (58)	1% (6)	416
PID/Gender: Ind Men	28% (109)	40% (159)	10% (40)	4% (15)	16% (64)	2% (9)	396
PID/Gender: Ind Women	36% (139)	33% (131)	7% (26)	5% (18)	15% (60)	5% (18)	393
PID/Gender: Rep Men	25% (79)	39% (125)	13% (43)	9% (29)	10% (32)	4% (14)	323
PID/Gender: Rep Women	30% (101)	37% (125)	10% (32)	7% (23)	14% (46)	2% (7)	335
Ideo: Liberal (1-3)	33% (203)	37% (228)	12% (72)	3% (19)	14% (83)	1% (4)	609
Ideo: Moderate (4)	29% (172)	40% (239)	10% (58)	5% (30)	14% (83)	3% (17)	599
Ideo: Conservative (5-7)	25% (182)	39% (287)	12% (87)	9% (65)	13% (95)	2% (15)	730
Educ: < College	35% (533)	35% (530)	8% (123)	5% (80)	13% (201)	4% (53)	1519
Educ: Bachelors degree	21% (94)	46% (206)	14% (62)	5% (23)	12% (55)	1% (5)	446
Educ: Post-grad	21% (51)	35% (86)	18% (45)	6% (15)	18% (43)	2% (4)	245
Income: Under 50k	36% (422)	34% (400)	8% (89)	5% (54)	15% (171)	3% (39)	1174
Income: 50k-100k	26% (188)	40% (282)	14% (100)	5% (39)	12% (85)	3% (18)	712
Income: 100k+	21% (68)	43% (140)	13% (41)	8% (25)	13% (43)	2% (6)	323
Ethnicity: White	29% (503)	38% (666)	11% (198)	5% (95)	14% (239)	2% (29)	1730
Ethnicity: Hispanic	44% (153)	28% (98)	7% (25)	3% (11)	13% (46)	5% (18)	351

Continued on next page

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

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (678)	37% (822)	10% (230)	5% (118)	14% (299)	3% (63)	2210
Ethnicity: Black	34% (95)	33% (92)	6% (16)	5% (15)	14% (39)	7% (19)	276
Ethnicity: Other	39% (80)	31% (64)	8% (17)	4% (8)	10% (21)	7% (15)	205
All Christian	25% (241)	40% (377)	13% (127)	6% (56)	14% (131)	2% (18)	951
All Non-Christian	35% (39)	23% (25)	15% (17)	11% (13)	9% (9)	7% (8)	111
Atheist	35% (34)	35% (34)	11% (11)	6% (6)	10% (9)	3% (2)	96
Agnostic/Nothing in particular	33% (217)	39% (255)	8% (51)	3% (21)	15% (98)	3% (19)	662
Something Else	38% (147)	33% (130)	6% (24)	6% (22)	13% (51)	4% (15)	390
Religious Non-Protestant/Catholic	36% (46)	23% (30)	15% (20)	11% (14)	9% (11)	6% (8)	128
Evangelical	25% (134)	39% (203)	10% (53)	7% (37)	16% (84)	3% (16)	527
Non-Evangelical	31% (241)	38% (297)	12% (95)	5% (38)	12% (91)	2% (17)	780
Community: Urban	38% (209)	33% (179)	11% (61)	3% (18)	13% (69)	2% (12)	547
Community: Suburban	27% (290)	40% (434)	11% (124)	6% (60)	14% (151)	2% (25)	1084
Community: Rural	31% (179)	36% (209)	8% (45)	7% (40)	14% (80)	4% (26)	579
Employ: Private Sector	34% (242)	39% (281)	8% (61)	4% (30)	13% (96)	1% (9)	719
Employ: Government	28% (34)	39% (47)	12% (15)	6% (8)	13% (15)	2% (3)	122
Employ: Self-Employed	36% (76)	32% (67)	12% (25)	6% (13)	14% (29)	1% (2)	210
Employ: Homemaker	32% (48)	42% (62)	8% (11)	5% (7)	13% (20)	— (0)	149
Employ: Student	41% (39)	23% (22)	11% (11)	8% (7)	5% (5)	12% (11)	95
Employ: Retired	14% (69)	40% (193)	15% (72)	7% (36)	18% (87)	5% (22)	478
Employ: Unemployed	37% (98)	37% (99)	10% (27)	3% (9)	9% (23)	4% (10)	266
Employ: Other	42% (73)	29% (50)	5% (9)	5% (8)	14% (25)	4% (6)	171
Military HH: Yes	26% (87)	37% (123)	13% (45)	8% (27)	12% (41)	3% (8)	332
Military HH: No	31% (591)	37% (700)	10% (185)	5% (90)	14% (258)	3% (54)	1878
RD/WT: Right Direction	32% (228)	37% (261)	11% (75)	3% (21)	14% (103)	3% (25)	712
RD/WT: Wrong Track	30% (450)	37% (561)	10% (155)	6% (97)	13% (197)	3% (38)	1498
Biden Job Approve	31% (279)	41% (363)	11% (100)	3% (26)	12% (102)	2% (18)	888
Biden Job Disapprove	29% (335)	36% (428)	11% (126)	7% (87)	14% (163)	3% (34)	1172

Continued on next page

Table EAKNPG1_5: Do you have a favorable or unfavorable opinion of each of the following?

Johnny Depp

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (678)	37% (822)	10% (230)	5% (118)	14% (299)	3% (63)	2210
Biden Job Strongly Approve	32% (107)	38% (126)	14% (48)	1% (3)	12% (38)	3% (10)	332
Biden Job Somewhat Approve	31% (173)	43% (237)	9% (52)	4% (23)	11% (64)	1% (7)	556
Biden Job Somewhat Disapprove	35% (128)	38% (139)	8% (29)	4% (14)	13% (45)	2% (8)	362
Biden Job Strongly Disapprove	26% (207)	36% (289)	12% (97)	9% (73)	14% (117)	3% (26)	810
Favorable of Biden	32% (290)	40% (369)	11% (103)	3% (29)	12% (108)	1% (13)	913
Unfavorable of Biden	29% (347)	37% (432)	10% (123)	7% (85)	13% (156)	3% (37)	1179
Very Favorable of Biden	34% (132)	37% (144)	13% (50)	2% (8)	12% (46)	2% (8)	389
Somewhat Favorable of Biden	30% (158)	43% (225)	10% (53)	4% (21)	12% (62)	1% (5)	524
Somewhat Unfavorable of Biden	38% (114)	40% (120)	9% (26)	2% (6)	10% (31)	2% (6)	304
Very Unfavorable of Biden	27% (233)	36% (312)	11% (97)	9% (78)	14% (125)	4% (31)	876
#1 Issue: Economy	32% (280)	41% (354)	10% (90)	4% (32)	11% (99)	2% (15)	871
#1 Issue: Security	26% (84)	34% (110)	12% (40)	11% (35)	15% (48)	2% (8)	326
#1 Issue: Health Care	28% (63)	39% (86)	8% (18)	5% (10)	15% (32)	6% (13)	222
#1 Issue: Medicare / Social Security	24% (54)	39% (87)	7% (16)	5% (10)	20% (46)	4% (10)	223
#1 Issue: Women's Issues	36% (52)	25% (36)	11% (16)	10% (15)	13% (19)	4% (6)	143
#1 Issue: Education	41% (44)	28% (30)	9% (10)	2% (3)	17% (19)	2% (3)	109
#1 Issue: Energy	32% (59)	38% (69)	14% (26)	2% (4)	10% (19)	3% (5)	183
#1 Issue: Other	31% (42)	37% (49)	10% (13)	7% (9)	13% (17)	2% (3)	133
2020 Vote: Joe Biden	30% (268)	40% (358)	12% (107)	3% (25)	13% (119)	1% (9)	887
2020 Vote: Donald Trump	26% (197)	39% (299)	12% (94)	9% (68)	11% (86)	2% (18)	762
2020 Vote: Other	27% (27)	34% (33)	9% (9)	4% (4)	18% (17)	8% (8)	97
2020 Vote: Didn't Vote	40% (186)	28% (132)	4% (19)	5% (21)	17% (77)	6% (28)	464
2018 House Vote: Democrat	30% (214)	41% (300)	12% (86)	4% (26)	12% (89)	2% (11)	727
2018 House Vote: Republican	22% (140)	40% (250)	14% (85)	9% (57)	13% (80)	2% (14)	625
2018 House Vote: Someone else	35% (22)	30% (18)	4% (2)	5% (3)	22% (14)	4% (2)	61
2016 Vote: Hillary Clinton	30% (201)	39% (264)	12% (77)	4% (27)	14% (91)	1% (9)	670
2016 Vote: Donald Trump	24% (163)	40% (271)	12% (83)	9% (58)	14% (93)	2% (14)	682
2016 Vote: Other	17% (18)	41% (45)	16% (18)	2% (3)	24% (26)	— (0)	109
2016 Vote: Didn't Vote	40% (296)	32% (242)	7% (52)	4% (28)	12% (90)	5% (40)	746

Continued on next page

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

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

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

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

Continued on next page

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

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

Continued on next page

Table EAKNPG1_6: Do you have a favorable or unfavorable opinion of each of the following?

Mads Mikkelsen

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

Continued on next page

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

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

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

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	10%	(229)	3%	(65)	1%	(31)	18%	(407)	63%	(1381)	2210
Gender: Male	4%	(46)	11%	(119)	5%	(48)	2%	(18)	18%	(190)	60%	(645)	1067
Gender: Female	4%	(51)	10%	(110)	1%	(16)	1%	(13)	19%	(217)	64%	(737)	1143
Age: 18-34	4%	(27)	11%	(75)	4%	(28)	2%	(10)	20%	(132)	58%	(385)	658
Age: 35-44	7%	(24)	12%	(44)	2%	(9)	3%	(11)	18%	(63)	58%	(208)	359
Age: 45-64	5%	(38)	10%	(75)	3%	(22)	1%	(7)	17%	(124)	65%	(488)	754
Age: 65+	2%	(8)	8%	(35)	1%	(5)	1%	(3)	20%	(87)	69%	(300)	438
GenZers: 1997-2012	2%	(6)	7%	(20)	5%	(15)	2%	(5)	21%	(60)	63%	(182)	287
Millennials: 1981-1996	7%	(42)	13%	(83)	3%	(19)	2%	(13)	19%	(118)	55%	(343)	618
GenXers: 1965-1980	6%	(33)	11%	(62)	4%	(20)	1%	(7)	17%	(94)	61%	(343)	559
Baby Boomers: 1946-1964	2%	(16)	8%	(57)	2%	(10)	1%	(7)	19%	(127)	68%	(470)	687
PID: Dem (no lean)	7%	(53)	11%	(82)	3%	(21)	1%	(9)	16%	(123)	62%	(475)	764
PID: Ind (no lean)	3%	(24)	9%	(73)	5%	(36)	—	(4)	21%	(162)	62%	(490)	788
PID: Rep (no lean)	3%	(20)	11%	(74)	1%	(8)	3%	(18)	19%	(122)	63%	(416)	657
PID/Gender: Dem Men	7%	(25)	14%	(50)	4%	(13)	1%	(5)	18%	(64)	55%	(190)	348
PID/Gender: Dem Women	7%	(28)	8%	(32)	2%	(8)	1%	(4)	14%	(59)	69%	(285)	416
PID/Gender: Ind Men	3%	(11)	9%	(34)	7%	(29)	1%	(3)	18%	(72)	62%	(246)	396
PID/Gender: Ind Women	3%	(12)	10%	(39)	2%	(7)	—	(1)	23%	(90)	62%	(244)	393
PID/Gender: Rep Men	3%	(9)	11%	(35)	2%	(6)	3%	(10)	17%	(54)	64%	(208)	323
PID/Gender: Rep Women	3%	(10)	12%	(39)	—	(1)	2%	(8)	20%	(68)	62%	(208)	335
Ideo: Liberal (1-3)	7%	(45)	11%	(65)	1%	(7)	1%	(4)	19%	(115)	61%	(372)	609
Ideo: Moderate (4)	3%	(20)	10%	(63)	6%	(38)	1%	(8)	19%	(114)	59%	(356)	599
Ideo: Conservative (5-7)	3%	(21)	11%	(83)	1%	(11)	2%	(18)	19%	(140)	63%	(457)	730
Educ: < College	4%	(67)	10%	(151)	4%	(54)	2%	(24)	18%	(274)	62%	(949)	1519
Educ: Bachelors degree	3%	(13)	11%	(50)	2%	(7)	1%	(3)	21%	(96)	62%	(277)	446
Educ: Post-grad	7%	(16)	12%	(29)	1%	(4)	2%	(4)	16%	(38)	63%	(155)	245
Income: Under 50k	5%	(64)	10%	(114)	4%	(42)	1%	(17)	18%	(208)	62%	(730)	1174
Income: 50k-100k	3%	(20)	12%	(83)	3%	(21)	1%	(9)	20%	(142)	61%	(437)	712
Income: 100k+	4%	(13)	10%	(32)	1%	(2)	1%	(5)	18%	(57)	66%	(215)	323
Ethnicity: White	4%	(63)	10%	(181)	2%	(35)	1%	(21)	19%	(323)	64%	(1106)	1730
Ethnicity: Hispanic	7%	(25)	11%	(39)	6%	(21)	1%	(3)	22%	(78)	53%	(185)	351

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Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?

Katherine Waterson

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

Continued on next page

Table EAKNPG1_7: Do you have a favorable or unfavorable opinion of each of the following?

Katherine Waterson

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

Continued on next page

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

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

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

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

Eddie Redmayne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion	Never heard of	Total N
Adults	9%	(190)	14%	(305)	3%	(76)	1%	(23)	17%	(379)	2210
Gender: Male	8%	(89)	13%	(135)	5%	(56)	2%	(18)	16%	(167)	1067
Gender: Female	9%	(100)	15%	(170)	2%	(20)	—	(5)	18%	(211)	1143
Age: 18-34	8%	(54)	11%	(73)	6%	(40)	1%	(9)	17%	(112)	658
Age: 35-44	10%	(37)	17%	(60)	2%	(9)	2%	(6)	17%	(61)	359
Age: 45-64	8%	(64)	15%	(115)	3%	(24)	1%	(7)	16%	(120)	754
Age: 65+	8%	(35)	13%	(57)	1%	(3)	—	(1)	20%	(86)	438
GenZers: 1997-2012	3%	(9)	6%	(18)	6%	(17)	3%	(8)	18%	(51)	287
Millennials: 1981-1996	12%	(75)	16%	(97)	5%	(31)	1%	(6)	17%	(103)	618
GenXers: 1965-1980	8%	(44)	16%	(91)	4%	(21)	1%	(3)	16%	(91)	559
Baby Boomers: 1946-1964	9%	(60)	13%	(91)	1%	(7)	1%	(5)	18%	(121)	687
PID: Dem (no lean)	14%	(106)	15%	(114)	5%	(38)	1%	(6)	15%	(117)	764
PID: Ind (no lean)	6%	(50)	14%	(111)	3%	(21)	1%	(9)	19%	(147)	788
PID: Rep (no lean)	5%	(34)	12%	(80)	2%	(16)	1%	(8)	17%	(114)	657
PID/Gender: Dem Men	14%	(50)	12%	(43)	8%	(27)	1%	(5)	13%	(45)	348
PID/Gender: Dem Women	13%	(56)	17%	(71)	3%	(12)	—	(1)	17%	(73)	416
PID/Gender: Ind Men	6%	(25)	15%	(58)	4%	(16)	2%	(7)	18%	(70)	396
PID/Gender: Ind Women	6%	(25)	13%	(53)	1%	(5)	1%	(2)	20%	(77)	393
PID/Gender: Rep Men	4%	(14)	10%	(34)	4%	(13)	2%	(6)	16%	(53)	323
PID/Gender: Rep Women	6%	(19)	14%	(46)	1%	(3)	1%	(2)	18%	(62)	335
Ideo: Liberal (1-3)	14%	(83)	16%	(95)	4%	(23)	1%	(3)	19%	(114)	609
Ideo: Moderate (4)	10%	(59)	15%	(88)	6%	(35)	1%	(5)	16%	(97)	599
Ideo: Conservative (5-7)	5%	(36)	14%	(104)	1%	(10)	2%	(14)	18%	(134)	730
Educ: < College	7%	(104)	12%	(178)	4%	(57)	1%	(20)	18%	(271)	1519
Educ: Bachelors degree	13%	(59)	18%	(81)	2%	(8)	1%	(3)	15%	(69)	446
Educ: Post-grad	11%	(27)	19%	(45)	4%	(10)	—	(1)	16%	(39)	245
Income: Under 50k	7%	(87)	13%	(152)	4%	(48)	1%	(11)	17%	(199)	1174
Income: 50k-100k	11%	(78)	13%	(93)	3%	(22)	1%	(10)	17%	(121)	712
Income: 100k+	8%	(25)	18%	(60)	2%	(6)	1%	(2)	18%	(59)	323
Ethnicity: White	9%	(153)	14%	(248)	2%	(37)	1%	(15)	17%	(298)	1730
Ethnicity: Hispanic	6%	(22)	11%	(40)	8%	(27)	2%	(7)	19%	(68)	351

Continued on next page

Table EAKNPG1_8: *Do you have a favorable or unfavorable opinion of each of the following?*
Eddie Redmayne

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

Continued on next page

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

Eddie Redmayne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	14%	(305)	3%	(76)	1%	(23)	17%	(379)	56%	(1238)	2210
Biden Job Strongly Approve	19%	(63)	16%	(55)	4%	(13)	1%	(5)	16%	(52)	44%	(145)	332
Biden Job Somewhat Approve	11%	(61)	17%	(97)	3%	(14)	—	(1)	14%	(79)	55%	(304)	556
Biden Job Somewhat Disapprove	6%	(22)	13%	(48)	6%	(21)	1%	(2)	18%	(66)	56%	(202)	362
Biden Job Strongly Disapprove	5%	(39)	12%	(101)	3%	(25)	2%	(14)	18%	(149)	60%	(483)	810
Favorable of Biden	14%	(125)	17%	(156)	3%	(29)	1%	(7)	15%	(140)	50%	(456)	913
Unfavorable of Biden	5%	(61)	12%	(144)	4%	(47)	1%	(16)	18%	(210)	59%	(701)	1179
Very Favorable of Biden	19%	(72)	15%	(59)	5%	(18)	1%	(5)	16%	(61)	45%	(173)	389
Somewhat Favorable of Biden	10%	(52)	19%	(97)	2%	(10)	—	(2)	15%	(79)	54%	(283)	524
Somewhat Unfavorable of Biden	6%	(20)	14%	(43)	4%	(13)	—	(1)	16%	(48)	59%	(179)	304
Very Unfavorable of Biden	5%	(42)	12%	(102)	4%	(34)	2%	(15)	18%	(161)	60%	(522)	876
#1 Issue: Economy	8%	(70)	15%	(134)	3%	(24)	1%	(11)	17%	(146)	56%	(485)	871
#1 Issue: Security	6%	(19)	11%	(35)	2%	(7)	1%	(5)	19%	(60)	61%	(200)	326
#1 Issue: Health Care	10%	(21)	15%	(33)	5%	(12)	—	(0)	17%	(38)	53%	(118)	222
#1 Issue: Medicare / Social Security	7%	(15)	13%	(28)	1%	(3)	—	(1)	16%	(36)	63%	(140)	223
#1 Issue: Women's Issues	11%	(16)	11%	(15)	6%	(9)	1%	(2)	17%	(24)	54%	(78)	143
#1 Issue: Education	15%	(16)	13%	(14)	3%	(3)	—	(0)	17%	(19)	52%	(57)	109
#1 Issue: Energy	10%	(18)	17%	(31)	6%	(11)	2%	(3)	19%	(34)	47%	(86)	183
#1 Issue: Other	12%	(15)	11%	(15)	4%	(6)	1%	(1)	16%	(21)	56%	(74)	133
2020 Vote: Joe Biden	14%	(125)	17%	(151)	3%	(25)	1%	(5)	17%	(150)	49%	(431)	887
2020 Vote: Donald Trump	4%	(34)	13%	(96)	4%	(28)	2%	(14)	17%	(132)	60%	(458)	762
2020 Vote: Other	9%	(9)	14%	(14)	3%	(3)	2%	(2)	17%	(17)	54%	(53)	97
2020 Vote: Didn't Vote	5%	(21)	9%	(44)	4%	(19)	—	(1)	17%	(80)	64%	(297)	464
2018 House Vote: Democrat	15%	(109)	16%	(115)	4%	(32)	—	(2)	16%	(119)	48%	(349)	727
2018 House Vote: Republican	5%	(32)	15%	(91)	3%	(18)	1%	(9)	16%	(103)	59%	(371)	625
2018 House Vote: Someone else	6%	(4)	15%	(9)	1%	(1)	—	(0)	24%	(15)	54%	(33)	61
2016 Vote: Hillary Clinton	15%	(101)	17%	(111)	4%	(26)	1%	(4)	18%	(117)	46%	(311)	670
2016 Vote: Donald Trump	5%	(34)	14%	(94)	3%	(19)	1%	(7)	16%	(111)	61%	(417)	682
2016 Vote: Other	10%	(11)	22%	(24)	4%	(4)	—	(0)	15%	(17)	48%	(53)	109
2016 Vote: Didn't Vote	6%	(43)	10%	(76)	3%	(26)	2%	(12)	18%	(134)	61%	(456)	746

Continued on next page

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

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

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

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

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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(516)	22%	(494)	17%	(379)	37%	(821)	2210
Biden Job Strongly Approve	28%	(93)	21%	(71)	16%	(52)	35%	(116)	332
Biden Job Somewhat Approve	24%	(132)	28%	(154)	15%	(86)	33%	(184)	556
Biden Job Somewhat Disapprove	25%	(89)	19%	(70)	18%	(64)	38%	(139)	362
Biden Job Strongly Disapprove	21%	(170)	20%	(162)	18%	(146)	41%	(332)	810
Favorable of Biden	25%	(230)	25%	(226)	16%	(146)	34%	(311)	913
Unfavorable of Biden	22%	(263)	20%	(240)	18%	(218)	39%	(458)	1179
Very Favorable of Biden	30%	(115)	20%	(77)	16%	(62)	35%	(135)	389
Somewhat Favorable of Biden	22%	(115)	28%	(148)	16%	(84)	34%	(176)	524
Somewhat Unfavorable of Biden	26%	(79)	19%	(57)	20%	(59)	36%	(109)	304
Very Unfavorable of Biden	21%	(184)	21%	(183)	18%	(159)	40%	(350)	876
#1 Issue: Economy	25%	(218)	23%	(203)	16%	(143)	35%	(307)	871
#1 Issue: Security	16%	(51)	25%	(82)	17%	(56)	42%	(135)	326
#1 Issue: Health Care	23%	(51)	19%	(41)	21%	(46)	38%	(84)	222
#1 Issue: Medicare / Social Security	16%	(37)	19%	(41)	17%	(39)	48%	(106)	223
#1 Issue: Women's Issues	25%	(36)	25%	(35)	16%	(22)	34%	(49)	143
#1 Issue: Education	27%	(30)	23%	(25)	14%	(15)	37%	(40)	109
#1 Issue: Energy	32%	(58)	21%	(39)	21%	(38)	26%	(48)	183
#1 Issue: Other	26%	(34)	20%	(27)	15%	(20)	39%	(52)	133
2020 Vote: Joe Biden	23%	(206)	25%	(224)	16%	(138)	36%	(319)	887
2020 Vote: Donald Trump	20%	(154)	22%	(164)	18%	(141)	40%	(303)	762
2020 Vote: Other	30%	(29)	16%	(15)	23%	(22)	32%	(31)	97
2020 Vote: Didn't Vote	27%	(127)	19%	(90)	17%	(79)	36%	(168)	464
2018 House Vote: Democrat	25%	(183)	25%	(179)	18%	(129)	33%	(236)	727
2018 House Vote: Republican	20%	(122)	22%	(138)	18%	(112)	40%	(252)	625
2018 House Vote: Someone else	22%	(14)	24%	(15)	27%	(17)	26%	(16)	61
2016 Vote: Hillary Clinton	25%	(164)	26%	(174)	17%	(114)	32%	(217)	670
2016 Vote: Donald Trump	20%	(139)	20%	(137)	18%	(124)	41%	(282)	682
2016 Vote: Other	17%	(19)	22%	(24)	22%	(24)	39%	(43)	109
2016 Vote: Didn't Vote	26%	(192)	21%	(158)	16%	(117)	37%	(279)	746

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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*

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

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

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

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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

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

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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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(522)	25%	(550)	17%	(365)	35%	(773)	2210
Biden Job Strongly Approve	32%	(106)	22%	(74)	16%	(54)	29%	(98)	332
Biden Job Somewhat Approve	21%	(119)	28%	(153)	17%	(96)	34%	(188)	556
Biden Job Somewhat Disapprove	25%	(91)	23%	(85)	14%	(52)	37%	(134)	362
Biden Job Strongly Disapprove	23%	(186)	25%	(201)	17%	(137)	35%	(286)	810
Favorable of Biden	25%	(231)	26%	(234)	16%	(147)	33%	(301)	913
Unfavorable of Biden	24%	(281)	24%	(283)	17%	(204)	35%	(412)	1179
Very Favorable of Biden	31%	(122)	23%	(88)	16%	(63)	30%	(116)	389
Somewhat Favorable of Biden	21%	(108)	28%	(146)	16%	(84)	35%	(186)	524
Somewhat Unfavorable of Biden	29%	(89)	20%	(62)	16%	(50)	34%	(103)	304
Very Unfavorable of Biden	22%	(192)	25%	(221)	18%	(154)	35%	(309)	876
#1 Issue: Economy	24%	(212)	25%	(221)	16%	(135)	35%	(304)	871
#1 Issue: Security	18%	(60)	27%	(87)	18%	(58)	37%	(121)	326
#1 Issue: Health Care	30%	(67)	19%	(43)	18%	(40)	33%	(72)	222
#1 Issue: Medicare / Social Security	16%	(35)	29%	(64)	17%	(39)	38%	(85)	223
#1 Issue: Women's Issues	18%	(26)	34%	(48)	17%	(25)	30%	(44)	143
#1 Issue: Education	24%	(27)	26%	(29)	11%	(12)	39%	(42)	109
#1 Issue: Energy	33%	(60)	16%	(29)	20%	(36)	31%	(57)	183
#1 Issue: Other	27%	(35)	22%	(29)	15%	(21)	36%	(48)	133
2020 Vote: Joe Biden	26%	(230)	25%	(218)	16%	(146)	33%	(293)	887
2020 Vote: Donald Trump	23%	(173)	27%	(203)	17%	(130)	34%	(255)	762
2020 Vote: Other	33%	(32)	28%	(27)	19%	(18)	21%	(20)	97
2020 Vote: Didn't Vote	19%	(87)	22%	(102)	15%	(71)	44%	(204)	464
2018 House Vote: Democrat	28%	(201)	26%	(187)	16%	(114)	31%	(224)	727
2018 House Vote: Republican	23%	(146)	27%	(169)	19%	(120)	30%	(190)	625
2018 House Vote: Someone else	26%	(16)	25%	(15)	24%	(15)	24%	(15)	61
2016 Vote: Hillary Clinton	25%	(170)	26%	(175)	17%	(116)	31%	(209)	670
2016 Vote: Donald Trump	23%	(154)	28%	(189)	16%	(112)	33%	(227)	682
2016 Vote: Other	31%	(34)	30%	(33)	18%	(19)	21%	(23)	109
2016 Vote: Didn't Vote	22%	(164)	21%	(154)	16%	(117)	42%	(311)	746

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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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(623)	23%	(502)	16%	(358)	33%	(727)	2210
Gender: Male	33%	(349)	24%	(261)	17%	(183)	26%	(274)	1067
Gender: Female	24%	(274)	21%	(241)	15%	(175)	40%	(453)	1143
Age: 18-34	41%	(267)	24%	(159)	14%	(91)	21%	(141)	658
Age: 35-44	37%	(132)	25%	(88)	15%	(53)	24%	(87)	359
Age: 45-64	24%	(178)	25%	(186)	15%	(115)	37%	(276)	754
Age: 65+	10%	(46)	16%	(69)	23%	(99)	51%	(224)	438
GenZers: 1997-2012	43%	(122)	24%	(68)	14%	(40)	20%	(57)	287
Millennials: 1981-1996	39%	(239)	25%	(153)	14%	(84)	23%	(142)	618
GenXers: 1965-1980	30%	(166)	26%	(144)	13%	(75)	31%	(174)	559
Baby Boomers: 1946-1964	14%	(94)	20%	(134)	22%	(150)	45%	(309)	687
PID: Dem (no lean)	29%	(222)	24%	(186)	16%	(119)	31%	(238)	764
PID: Ind (no lean)	30%	(239)	21%	(164)	14%	(107)	35%	(278)	788
PID: Rep (no lean)	25%	(162)	23%	(153)	20%	(132)	32%	(211)	657
PID/Gender: Dem Men	35%	(122)	27%	(95)	15%	(54)	22%	(77)	348
PID/Gender: Dem Women	24%	(99)	22%	(91)	16%	(65)	39%	(161)	416
PID/Gender: Ind Men	34%	(136)	22%	(87)	15%	(58)	29%	(115)	396
PID/Gender: Ind Women	26%	(103)	19%	(76)	13%	(50)	42%	(164)	393
PID/Gender: Rep Men	28%	(90)	24%	(79)	22%	(71)	25%	(82)	323
PID/Gender: Rep Women	21%	(72)	22%	(74)	18%	(61)	38%	(128)	335
Ideo: Liberal (1-3)	33%	(200)	23%	(139)	15%	(88)	30%	(182)	609
Ideo: Moderate (4)	27%	(164)	25%	(148)	17%	(103)	31%	(184)	599
Ideo: Conservative (5-7)	26%	(189)	21%	(151)	19%	(139)	34%	(251)	730
Educ: < College	29%	(446)	22%	(336)	15%	(228)	34%	(509)	1519
Educ: Bachelors degree	29%	(130)	25%	(110)	17%	(76)	29%	(129)	446
Educ: Post-grad	19%	(47)	23%	(56)	22%	(54)	36%	(88)	245
Income: Under 50k	30%	(351)	22%	(262)	15%	(180)	32%	(381)	1174
Income: 50k-100k	27%	(194)	22%	(159)	18%	(125)	33%	(234)	712
Income: 100k+	24%	(78)	25%	(81)	16%	(53)	35%	(112)	323
Ethnicity: White	26%	(445)	22%	(385)	17%	(287)	35%	(612)	1730
Ethnicity: Hispanic	44%	(154)	25%	(86)	15%	(52)	17%	(58)	351

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

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

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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

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

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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

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

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

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

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

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

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

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

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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

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

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

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

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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

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

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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

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

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

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

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

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

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

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

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

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

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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

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

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

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

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

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

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

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

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

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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	18%	(393)	26%	(569)	20%	(433)	37%	(814)	2210
Gender: Male	20%	(213)	30%	(318)	21%	(226)	29%	(310)	1067
Gender: Female	16%	(180)	22%	(252)	18%	(208)	44%	(504)	1143
Age: 18-34	25%	(162)	33%	(216)	15%	(99)	27%	(180)	658
Age: 35-44	26%	(95)	27%	(97)	20%	(72)	26%	(95)	359
Age: 45-64	15%	(111)	24%	(182)	21%	(161)	40%	(301)	754
Age: 65+	6%	(25)	17%	(74)	23%	(101)	54%	(238)	438
GenZers: 1997-2012	26%	(74)	34%	(96)	15%	(43)	26%	(73)	287
Millennials: 1981-1996	24%	(151)	31%	(190)	18%	(110)	27%	(167)	618
GenXers: 1965-1980	19%	(106)	25%	(142)	22%	(120)	34%	(191)	559
Baby Boomers: 1946-1964	9%	(62)	20%	(136)	22%	(152)	49%	(338)	687
PID: Dem (no lean)	21%	(161)	25%	(192)	18%	(137)	36%	(274)	764
PID: Ind (no lean)	18%	(145)	27%	(213)	17%	(131)	38%	(299)	788
PID: Rep (no lean)	13%	(87)	25%	(164)	25%	(165)	37%	(242)	657
PID/Gender: Dem Men	26%	(90)	28%	(99)	19%	(66)	27%	(93)	348
PID/Gender: Dem Women	17%	(71)	22%	(93)	17%	(71)	43%	(181)	416
PID/Gender: Ind Men	18%	(71)	32%	(128)	20%	(81)	29%	(115)	396
PID/Gender: Ind Women	19%	(73)	22%	(85)	13%	(51)	47%	(184)	393
PID/Gender: Rep Men	16%	(51)	28%	(90)	24%	(79)	32%	(102)	323
PID/Gender: Rep Women	11%	(36)	22%	(74)	26%	(86)	42%	(139)	335
Ideo: Liberal (1-3)	20%	(122)	28%	(172)	18%	(108)	34%	(207)	609
Ideo: Moderate (4)	17%	(101)	28%	(170)	20%	(117)	35%	(211)	599
Ideo: Conservative (5-7)	15%	(111)	24%	(172)	22%	(161)	39%	(285)	730
Educ: < College	20%	(299)	25%	(381)	18%	(278)	37%	(561)	1519
Educ: Bachelors degree	14%	(63)	30%	(133)	23%	(104)	33%	(146)	446
Educ: Post-grad	13%	(31)	23%	(55)	21%	(51)	44%	(108)	245
Income: Under 50k	19%	(224)	27%	(314)	19%	(221)	35%	(414)	1174
Income: 50k-100k	17%	(125)	24%	(170)	21%	(149)	38%	(268)	712
Income: 100k+	14%	(44)	26%	(85)	19%	(63)	41%	(132)	323
Ethnicity: White	15%	(253)	25%	(434)	21%	(355)	40%	(687)	1730
Ethnicity: Hispanic	32%	(111)	33%	(117)	13%	(47)	21%	(75)	351

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

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

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

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

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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

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

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

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

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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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(534)	29%	(651)	20%	(442)	26%	(583)	2210
Ethnicity: Black	22%	(60)	25%	(69)	19%	(52)	34%	(94)	276
Ethnicity: Other	30%	(61)	32%	(65)	16%	(33)	23%	(47)	205
All Christian	21%	(201)	31%	(298)	22%	(210)	25%	(241)	951
All Non-Christian	30%	(34)	25%	(28)	19%	(21)	26%	(29)	111
Atheist	28%	(27)	24%	(23)	20%	(19)	29%	(28)	96
Agnostic/Nothing in particular	23%	(152)	29%	(189)	20%	(131)	29%	(189)	662
Something Else	31%	(121)	29%	(112)	16%	(61)	25%	(96)	390
Religious Non-Protestant/Catholic	31%	(39)	25%	(31)	20%	(26)	25%	(32)	128
Evangelical	26%	(137)	30%	(157)	17%	(90)	27%	(144)	527
Non-Evangelical	23%	(177)	31%	(245)	22%	(175)	23%	(183)	780
Community: Urban	26%	(141)	25%	(139)	19%	(104)	30%	(164)	547
Community: Suburban	22%	(242)	32%	(349)	20%	(218)	25%	(274)	1084
Community: Rural	26%	(151)	28%	(162)	21%	(121)	25%	(145)	579
Employ: Private Sector	24%	(173)	33%	(240)	21%	(151)	21%	(154)	719
Employ: Government	22%	(27)	30%	(37)	21%	(26)	26%	(32)	122
Employ: Self-Employed	31%	(66)	31%	(66)	20%	(41)	18%	(37)	210
Employ: Homemaker	31%	(46)	24%	(36)	15%	(23)	30%	(44)	149
Employ: Student	33%	(31)	22%	(21)	14%	(13)	31%	(29)	95
Employ: Retired	11%	(54)	27%	(131)	24%	(114)	37%	(179)	478
Employ: Unemployed	30%	(79)	27%	(71)	18%	(48)	26%	(69)	266
Employ: Other	34%	(58)	28%	(49)	15%	(25)	23%	(39)	171
Military HH: Yes	26%	(85)	29%	(95)	20%	(65)	26%	(87)	332
Military HH: No	24%	(449)	30%	(556)	20%	(376)	26%	(497)	1878
RD/WT: Right Direction	26%	(185)	29%	(206)	20%	(145)	25%	(177)	712
RD/WT: Wrong Track	23%	(349)	30%	(444)	20%	(297)	27%	(407)	1498
Biden Job Approve	24%	(214)	28%	(251)	22%	(198)	25%	(226)	888
Biden Job Disapprove	24%	(282)	30%	(353)	19%	(218)	27%	(320)	1172

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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

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

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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

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

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

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

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

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

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

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

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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

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

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

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

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

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

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

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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

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

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

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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	6%	(142)	14%	(317)	22%	(488)	57%	(1263)	2210
Gender: Male	9%	(95)	17%	(176)	24%	(260)	50%	(535)	1067
Gender: Female	4%	(47)	12%	(141)	20%	(227)	64%	(728)	1143
Age: 18-34	8%	(50)	18%	(119)	23%	(150)	51%	(339)	658
Age: 35-44	10%	(36)	18%	(66)	23%	(84)	48%	(173)	359
Age: 45-64	6%	(46)	15%	(111)	20%	(151)	59%	(447)	754
Age: 65+	2%	(9)	5%	(21)	24%	(103)	69%	(304)	438
GenZers: 1997-2012	4%	(13)	16%	(47)	22%	(64)	57%	(163)	287
Millennials: 1981-1996	10%	(63)	21%	(128)	23%	(142)	46%	(285)	618
GenXers: 1965-1980	8%	(45)	15%	(85)	22%	(126)	54%	(303)	559
Baby Boomers: 1946-1964	3%	(22)	8%	(55)	22%	(148)	67%	(463)	687
PID: Dem (no lean)	8%	(61)	15%	(116)	22%	(169)	55%	(418)	764
PID: Ind (no lean)	7%	(52)	16%	(123)	20%	(159)	58%	(454)	788
PID: Rep (no lean)	4%	(29)	12%	(78)	24%	(160)	59%	(390)	657
PID/Gender: Dem Men	12%	(42)	20%	(71)	20%	(71)	47%	(164)	348
PID/Gender: Dem Women	4%	(19)	11%	(45)	24%	(99)	61%	(254)	416
PID/Gender: Ind Men	8%	(33)	15%	(59)	25%	(98)	52%	(206)	396
PID/Gender: Ind Women	5%	(19)	16%	(64)	16%	(61)	63%	(248)	393
PID/Gender: Rep Men	6%	(20)	14%	(46)	28%	(92)	51%	(164)	323
PID/Gender: Rep Women	3%	(9)	10%	(32)	20%	(68)	67%	(226)	335
Ideo: Liberal (1-3)	5%	(33)	16%	(98)	22%	(136)	56%	(342)	609
Ideo: Moderate (4)	7%	(45)	17%	(99)	22%	(134)	54%	(321)	599
Ideo: Conservative (5-7)	7%	(48)	11%	(83)	23%	(170)	59%	(430)	730
Educ: < College	7%	(110)	15%	(229)	22%	(330)	56%	(850)	1519
Educ: Bachelors degree	4%	(20)	14%	(61)	24%	(106)	58%	(259)	446
Educ: Post-grad	5%	(12)	11%	(28)	21%	(53)	62%	(153)	245
Income: Under 50k	6%	(72)	16%	(182)	22%	(258)	56%	(662)	1174
Income: 50k-100k	8%	(56)	14%	(98)	22%	(154)	57%	(404)	712
Income: 100k+	4%	(14)	11%	(37)	24%	(76)	61%	(197)	323
Ethnicity: White	6%	(97)	13%	(219)	22%	(382)	60%	(1032)	1730
Ethnicity: Hispanic	12%	(41)	23%	(79)	21%	(73)	45%	(158)	351

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

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

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

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

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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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(472)	22%	(481)	19%	(429)	37%	(828)	2210
Gender: Male	22%	(234)	24%	(254)	21%	(221)	33%	(357)	1067
Gender: Female	21%	(238)	20%	(226)	18%	(208)	41%	(471)	1143
Age: 18-34	28%	(183)	25%	(162)	19%	(126)	28%	(187)	658
Age: 35-44	28%	(101)	25%	(88)	14%	(51)	33%	(119)	359
Age: 45-64	20%	(153)	21%	(158)	20%	(152)	39%	(291)	754
Age: 65+	8%	(35)	16%	(72)	23%	(101)	53%	(230)	438
GenZers: 1997-2012	29%	(84)	24%	(70)	20%	(58)	26%	(74)	287
Millennials: 1981-1996	27%	(168)	25%	(157)	17%	(104)	31%	(189)	618
GenXers: 1965-1980	23%	(127)	23%	(131)	19%	(106)	35%	(194)	559
Baby Boomers: 1946-1964	13%	(88)	17%	(120)	21%	(146)	49%	(334)	687
PID: Dem (no lean)	25%	(189)	19%	(146)	21%	(158)	36%	(272)	764
PID: Ind (no lean)	18%	(144)	24%	(192)	18%	(144)	39%	(309)	788
PID: Rep (no lean)	21%	(139)	22%	(143)	19%	(128)	38%	(247)	657
PID/Gender: Dem Men	26%	(89)	22%	(77)	23%	(79)	30%	(104)	348
PID/Gender: Dem Women	24%	(101)	17%	(69)	19%	(79)	40%	(168)	416
PID/Gender: Ind Men	17%	(66)	26%	(101)	20%	(80)	37%	(148)	396
PID/Gender: Ind Women	20%	(78)	23%	(90)	16%	(63)	41%	(161)	393
PID/Gender: Rep Men	25%	(80)	24%	(76)	19%	(62)	33%	(105)	323
PID/Gender: Rep Women	18%	(59)	20%	(67)	20%	(66)	42%	(142)	335
Ideo: Liberal (1-3)	20%	(120)	19%	(118)	21%	(127)	40%	(244)	609
Ideo: Moderate (4)	21%	(126)	25%	(148)	21%	(128)	33%	(197)	599
Ideo: Conservative (5-7)	18%	(130)	22%	(159)	19%	(141)	41%	(300)	730
Educ: < College	25%	(373)	24%	(357)	18%	(271)	34%	(518)	1519
Educ: Bachelors degree	18%	(79)	20%	(88)	21%	(94)	42%	(185)	446
Educ: Post-grad	8%	(20)	15%	(36)	26%	(65)	51%	(124)	245
Income: Under 50k	25%	(299)	23%	(270)	17%	(201)	34%	(405)	1174
Income: 50k-100k	18%	(127)	20%	(145)	23%	(163)	39%	(277)	712
Income: 100k+	14%	(46)	21%	(67)	20%	(65)	45%	(146)	323
Ethnicity: White	18%	(318)	21%	(362)	20%	(350)	40%	(700)	1730
Ethnicity: Hispanic	25%	(87)	29%	(100)	21%	(74)	26%	(90)	351

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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

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

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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

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

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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

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

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

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

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(549)	31%	(686)	18%	(390)	26%	(584)	2210
Ethnicity: Black	31%	(86)	30%	(81)	14%	(39)	25%	(69)	276
Ethnicity: Other	30%	(61)	34%	(70)	16%	(33)	20%	(41)	205
All Christian	22%	(206)	33%	(311)	18%	(173)	27%	(261)	951
All Non-Christian	32%	(36)	25%	(28)	17%	(19)	26%	(29)	111
Atheist	18%	(17)	35%	(33)	23%	(22)	24%	(24)	96
Agnostic/Nothing in particular	26%	(169)	29%	(193)	20%	(131)	26%	(169)	662
Something Else	31%	(121)	31%	(121)	12%	(45)	26%	(102)	390
Religious Non-Protestant/Catholic	31%	(40)	26%	(34)	16%	(21)	26%	(34)	128
Evangelical	28%	(150)	30%	(160)	15%	(77)	27%	(141)	527
Non-Evangelical	21%	(167)	34%	(262)	18%	(138)	27%	(213)	780
Community: Urban	26%	(145)	32%	(175)	15%	(84)	26%	(144)	547
Community: Suburban	23%	(252)	31%	(340)	18%	(199)	27%	(292)	1084
Community: Rural	26%	(152)	30%	(171)	19%	(107)	26%	(148)	579
Employ: Private Sector	27%	(194)	32%	(227)	18%	(127)	24%	(171)	719
Employ: Government	25%	(30)	29%	(35)	14%	(17)	33%	(40)	122
Employ: Self-Employed	27%	(57)	38%	(80)	16%	(35)	19%	(39)	210
Employ: Homemaker	25%	(37)	36%	(53)	8%	(12)	31%	(47)	149
Employ: Student	25%	(24)	34%	(32)	24%	(22)	17%	(16)	95
Employ: Retired	12%	(56)	31%	(147)	20%	(96)	38%	(180)	478
Employ: Unemployed	35%	(92)	25%	(67)	19%	(50)	22%	(57)	266
Employ: Other	35%	(60)	27%	(46)	18%	(32)	20%	(35)	171
Military HH: Yes	23%	(77)	36%	(118)	15%	(49)	26%	(87)	332
Military HH: No	25%	(472)	30%	(568)	18%	(341)	26%	(498)	1878
RD/WT: Right Direction	23%	(165)	31%	(224)	19%	(133)	27%	(191)	712
RD/WT: Wrong Track	26%	(384)	31%	(463)	17%	(257)	26%	(393)	1498
Biden Job Approve	24%	(217)	30%	(268)	19%	(165)	27%	(239)	888
Biden Job Disapprove	26%	(299)	32%	(371)	17%	(194)	26%	(308)	1172

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

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(549)	31%	(686)	18%	(390)	26%	(584)	2210
Biden Job Strongly Approve	29%	(96)	26%	(88)	16%	(54)	28%	(94)	332
Biden Job Somewhat Approve	22%	(121)	32%	(179)	20%	(111)	26%	(145)	556
Biden Job Somewhat Disapprove	28%	(102)	32%	(116)	17%	(63)	23%	(82)	362
Biden Job Strongly Disapprove	24%	(198)	31%	(255)	16%	(131)	28%	(227)	810
Favorable of Biden	26%	(237)	30%	(270)	18%	(166)	26%	(240)	913
Unfavorable of Biden	25%	(293)	32%	(381)	17%	(201)	26%	(304)	1179
Very Favorable of Biden	32%	(125)	26%	(99)	14%	(56)	28%	(109)	389
Somewhat Favorable of Biden	21%	(112)	33%	(171)	21%	(110)	25%	(131)	524
Somewhat Unfavorable of Biden	27%	(81)	32%	(97)	20%	(61)	21%	(65)	304
Very Unfavorable of Biden	24%	(212)	33%	(285)	16%	(140)	27%	(239)	876
#1 Issue: Economy	28%	(246)	32%	(278)	17%	(144)	23%	(203)	871
#1 Issue: Security	20%	(64)	34%	(110)	19%	(61)	28%	(91)	326
#1 Issue: Health Care	27%	(59)	29%	(64)	18%	(40)	27%	(59)	222
#1 Issue: Medicare / Social Security	17%	(38)	31%	(69)	21%	(46)	31%	(70)	223
#1 Issue: Women's Issues	21%	(30)	36%	(52)	17%	(25)	25%	(36)	143
#1 Issue: Education	26%	(29)	35%	(38)	15%	(16)	24%	(27)	109
#1 Issue: Energy	31%	(56)	20%	(36)	21%	(38)	29%	(53)	183
#1 Issue: Other	21%	(28)	29%	(39)	16%	(21)	34%	(45)	133
2020 Vote: Joe Biden	24%	(216)	30%	(264)	18%	(163)	27%	(244)	887
2020 Vote: Donald Trump	24%	(181)	32%	(244)	17%	(133)	27%	(204)	762
2020 Vote: Other	29%	(28)	24%	(23)	25%	(25)	22%	(21)	97
2020 Vote: Didn't Vote	27%	(123)	33%	(155)	15%	(70)	25%	(115)	464
2018 House Vote: Democrat	24%	(176)	30%	(221)	19%	(138)	26%	(191)	727
2018 House Vote: Republican	25%	(155)	31%	(191)	17%	(105)	28%	(174)	625
2018 House Vote: Someone else	28%	(17)	18%	(11)	34%	(21)	19%	(12)	61
2016 Vote: Hillary Clinton	23%	(157)	30%	(204)	19%	(127)	27%	(182)	670
2016 Vote: Donald Trump	24%	(161)	32%	(219)	17%	(119)	27%	(183)	682
2016 Vote: Other	18%	(19)	36%	(39)	20%	(22)	27%	(29)	109
2016 Vote: Didn't Vote	28%	(212)	30%	(224)	16%	(120)	25%	(190)	746

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

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

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

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

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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

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No opinion		Total N
Adults	23%	(512)	37%	(823)	17%	(381)	13%	(283)	10%	(211)	2210
Ethnicity: Hispanic	30%	(107)	30%	(104)	17%	(61)	11%	(38)	12%	(41)	351
Ethnicity: Black	35%	(97)	34%	(93)	14%	(39)	7%	(19)	10%	(27)	276
Ethnicity: Other	29%	(59)	39%	(80)	10%	(21)	11%	(22)	11%	(23)	205
All Christian	19%	(178)	39%	(369)	19%	(185)	14%	(130)	9%	(89)	951
All Non-Christian	27%	(30)	36%	(40)	23%	(25)	10%	(11)	5%	(5)	111
Atheist	26%	(25)	32%	(31)	18%	(17)	20%	(19)	5%	(4)	96
Agnostic/Nothing in particular	25%	(165)	37%	(246)	16%	(105)	12%	(77)	10%	(68)	662
Something Else	29%	(114)	35%	(137)	12%	(48)	12%	(47)	11%	(44)	390
Religious Non-Protestant/Catholic	26%	(33)	33%	(43)	23%	(30)	11%	(14)	6%	(8)	128
Evangelical	22%	(117)	37%	(193)	15%	(77)	15%	(81)	11%	(60)	527
Non-Evangelical	21%	(167)	40%	(309)	19%	(145)	12%	(92)	9%	(67)	780
Community: Urban	27%	(147)	39%	(212)	16%	(90)	8%	(44)	10%	(54)	547
Community: Suburban	21%	(230)	38%	(408)	18%	(199)	14%	(148)	9%	(98)	1084
Community: Rural	23%	(134)	35%	(203)	16%	(92)	16%	(91)	10%	(59)	579
Employ: Private Sector	21%	(154)	41%	(297)	19%	(136)	11%	(77)	7%	(54)	719
Employ: Government	22%	(27)	36%	(44)	20%	(25)	13%	(16)	7%	(9)	122
Employ: Self-Employed	31%	(66)	33%	(69)	15%	(32)	12%	(26)	8%	(18)	210
Employ: Homemaker	23%	(34)	32%	(48)	17%	(25)	12%	(18)	16%	(24)	149
Employ: Student	29%	(28)	44%	(41)	7%	(7)	6%	(6)	14%	(13)	95
Employ: Retired	15%	(72)	36%	(171)	22%	(106)	18%	(87)	9%	(42)	478
Employ: Unemployed	27%	(72)	38%	(101)	10%	(27)	13%	(35)	12%	(32)	266
Employ: Other	35%	(59)	30%	(51)	14%	(23)	11%	(18)	11%	(19)	171
Military HH: Yes	21%	(68)	33%	(111)	22%	(73)	14%	(47)	10%	(33)	332
Military HH: No	24%	(444)	38%	(713)	16%	(308)	13%	(236)	10%	(178)	1878
RD/WT: Right Direction	28%	(199)	39%	(277)	15%	(105)	9%	(67)	9%	(64)	712
RD/WT: Wrong Track	21%	(313)	36%	(546)	18%	(276)	14%	(216)	10%	(147)	1498
Biden Job Approve	25%	(225)	42%	(369)	16%	(145)	9%	(81)	8%	(68)	888
Biden Job Disapprove	21%	(243)	35%	(411)	19%	(222)	16%	(188)	9%	(109)	1172

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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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

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No opinion		Total N
Adults	29%	(636)	36%	(804)	16%	(351)	11%	(253)	8%	(166)	2210
Ethnicity: Hispanic	38%	(133)	28%	(97)	13%	(46)	10%	(37)	11%	(38)	351
Ethnicity: Black	39%	(107)	32%	(88)	16%	(43)	3%	(10)	10%	(28)	276
Ethnicity: Other	35%	(73)	39%	(80)	12%	(25)	7%	(14)	7%	(14)	205
All Christian	26%	(248)	38%	(364)	16%	(153)	13%	(124)	6%	(61)	951
All Non-Christian	29%	(32)	38%	(42)	21%	(23)	10%	(11)	3%	(3)	111
Atheist	38%	(36)	28%	(27)	20%	(19)	10%	(10)	4%	(4)	96
Agnostic/Nothing in particular	30%	(197)	35%	(235)	14%	(95)	10%	(69)	10%	(66)	662
Something Else	31%	(123)	35%	(136)	16%	(61)	10%	(39)	8%	(32)	390
Religious Non-Protestant/Catholic	29%	(38)	35%	(45)	21%	(26)	12%	(16)	3%	(3)	128
Evangelical	27%	(145)	36%	(188)	14%	(76)	14%	(74)	9%	(46)	527
Non-Evangelical	27%	(214)	39%	(308)	17%	(129)	11%	(85)	6%	(44)	780
Community: Urban	32%	(177)	36%	(196)	15%	(84)	8%	(41)	9%	(49)	547
Community: Suburban	28%	(301)	37%	(399)	17%	(187)	12%	(134)	6%	(63)	1084
Community: Rural	27%	(158)	36%	(209)	14%	(79)	13%	(78)	9%	(55)	579
Employ: Private Sector	28%	(204)	39%	(281)	15%	(111)	11%	(80)	6%	(43)	719
Employ: Government	20%	(24)	41%	(50)	21%	(25)	10%	(13)	8%	(10)	122
Employ: Self-Employed	32%	(66)	31%	(66)	17%	(36)	13%	(27)	7%	(15)	210
Employ: Homemaker	32%	(47)	33%	(49)	15%	(23)	11%	(16)	9%	(14)	149
Employ: Student	34%	(32)	42%	(40)	6%	(6)	4%	(3)	14%	(13)	95
Employ: Retired	23%	(109)	37%	(177)	19%	(92)	16%	(74)	6%	(27)	478
Employ: Unemployed	35%	(93)	34%	(91)	13%	(35)	10%	(27)	7%	(19)	266
Employ: Other	35%	(60)	30%	(51)	13%	(23)	7%	(13)	14%	(25)	171
Military HH: Yes	27%	(89)	35%	(117)	21%	(71)	11%	(36)	6%	(19)	332
Military HH: No	29%	(547)	37%	(687)	15%	(280)	12%	(217)	8%	(147)	1878
RD/WT: Right Direction	32%	(225)	39%	(276)	14%	(103)	9%	(62)	7%	(47)	712
RD/WT: Wrong Track	27%	(411)	35%	(528)	17%	(248)	13%	(191)	8%	(119)	1498
Biden Job Approve	30%	(271)	42%	(370)	15%	(134)	8%	(73)	4%	(40)	888
Biden Job Disapprove	28%	(325)	33%	(391)	17%	(200)	15%	(173)	7%	(84)	1172

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

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

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

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

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

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

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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

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

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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

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

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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

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

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

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

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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

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No opinion		Total N
Adults	19%	(427)	23%	(509)	19%	(428)	25%	(560)	13%	(287)	2210
Ethnicity: Hispanic	23%	(79)	26%	(91)	19%	(67)	20%	(69)	13%	(45)	351
Ethnicity: Black	27%	(75)	27%	(74)	17%	(46)	12%	(33)	17%	(47)	276
Ethnicity: Other	26%	(53)	27%	(56)	17%	(35)	19%	(39)	11%	(23)	205
All Christian	17%	(159)	21%	(199)	22%	(205)	28%	(269)	12%	(119)	951
All Non-Christian	17%	(19)	26%	(29)	29%	(32)	21%	(23)	7%	(8)	111
Atheist	20%	(19)	18%	(17)	16%	(15)	39%	(37)	8%	(8)	96
Agnostic/Nothing in particular	19%	(128)	23%	(155)	18%	(119)	24%	(156)	16%	(104)	662
Something Else	26%	(102)	28%	(108)	15%	(57)	19%	(75)	12%	(48)	390
Religious Non-Protestant/Catholic	19%	(24)	24%	(31)	28%	(36)	22%	(28)	7%	(10)	128
Evangelical	20%	(104)	24%	(125)	18%	(92)	25%	(133)	14%	(73)	527
Non-Evangelical	19%	(148)	23%	(177)	21%	(163)	26%	(206)	11%	(86)	780
Community: Urban	23%	(127)	26%	(140)	18%	(97)	20%	(108)	14%	(75)	547
Community: Suburban	17%	(183)	22%	(234)	21%	(223)	28%	(309)	12%	(135)	1084
Community: Rural	20%	(117)	23%	(135)	19%	(107)	25%	(143)	13%	(77)	579
Employ: Private Sector	21%	(153)	22%	(157)	22%	(158)	24%	(173)	11%	(78)	719
Employ: Government	21%	(26)	19%	(23)	17%	(20)	30%	(37)	13%	(16)	122
Employ: Self-Employed	23%	(48)	24%	(50)	22%	(47)	19%	(40)	12%	(25)	210
Employ: Homemaker	17%	(25)	23%	(34)	18%	(26)	28%	(41)	15%	(23)	149
Employ: Student	33%	(31)	27%	(25)	13%	(13)	13%	(12)	15%	(14)	95
Employ: Retired	11%	(51)	20%	(97)	22%	(106)	35%	(167)	12%	(58)	478
Employ: Unemployed	21%	(57)	30%	(81)	14%	(36)	20%	(53)	14%	(39)	266
Employ: Other	21%	(36)	24%	(41)	13%	(22)	22%	(38)	20%	(35)	171
Military HH: Yes	17%	(55)	19%	(64)	26%	(85)	27%	(89)	12%	(39)	332
Military HH: No	20%	(371)	24%	(445)	18%	(343)	25%	(471)	13%	(248)	1878
RD/WT: Right Direction	22%	(157)	23%	(162)	18%	(131)	25%	(176)	12%	(87)	712
RD/WT: Wrong Track	18%	(270)	23%	(347)	20%	(297)	26%	(384)	13%	(200)	1498
Biden Job Approve	21%	(184)	23%	(205)	20%	(176)	25%	(222)	11%	(101)	888
Biden Job Disapprove	17%	(205)	23%	(272)	20%	(238)	27%	(316)	12%	(141)	1172

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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

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

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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

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

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

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

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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

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

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

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

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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

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

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	57%	(1257)	14%	(301)	16%	(355)	13%	(298)	2210
Biden Job Strongly Approve	67%	(223)	19%	(63)	6%	(21)	7%	(24)	332
Biden Job Somewhat Approve	67%	(375)	13%	(74)	10%	(56)	9%	(51)	556
Biden Job Somewhat Disapprove	54%	(196)	17%	(63)	12%	(43)	17%	(61)	362
Biden Job Strongly Disapprove	50%	(405)	11%	(88)	26%	(211)	13%	(107)	810
Favorable of Biden	68%	(620)	15%	(140)	8%	(76)	8%	(77)	913
Unfavorable of Biden	50%	(592)	13%	(152)	23%	(266)	14%	(169)	1179
Very Favorable of Biden	67%	(261)	21%	(80)	6%	(24)	6%	(24)	389
Somewhat Favorable of Biden	68%	(359)	11%	(60)	10%	(52)	10%	(53)	524
Somewhat Unfavorable of Biden	57%	(172)	19%	(57)	10%	(30)	15%	(45)	304
Very Unfavorable of Biden	48%	(420)	11%	(96)	27%	(236)	14%	(124)	876
#1 Issue: Economy	54%	(468)	13%	(110)	21%	(181)	13%	(112)	871
#1 Issue: Security	51%	(167)	12%	(40)	24%	(77)	13%	(41)	326
#1 Issue: Health Care	65%	(144)	10%	(22)	7%	(16)	18%	(40)	222
#1 Issue: Medicare / Social Security	55%	(123)	17%	(37)	10%	(22)	18%	(41)	223
#1 Issue: Women's Issues	59%	(84)	18%	(26)	8%	(12)	14%	(21)	143
#1 Issue: Education	65%	(71)	13%	(14)	12%	(13)	9%	(10)	109
#1 Issue: Energy	63%	(115)	19%	(35)	9%	(16)	9%	(16)	183
#1 Issue: Other	63%	(84)	11%	(15)	13%	(17)	13%	(17)	133
2020 Vote: Joe Biden	67%	(594)	16%	(145)	8%	(74)	8%	(74)	887
2020 Vote: Donald Trump	48%	(367)	13%	(99)	26%	(200)	13%	(97)	762
2020 Vote: Other	65%	(63)	8%	(7)	11%	(10)	17%	(17)	97
2020 Vote: Didn't Vote	50%	(233)	11%	(50)	15%	(71)	24%	(110)	464
2018 House Vote: Democrat	66%	(479)	16%	(118)	9%	(67)	9%	(62)	727
2018 House Vote: Republican	52%	(324)	12%	(73)	25%	(157)	11%	(71)	625
2018 House Vote: Someone else	59%	(36)	7%	(4)	17%	(10)	17%	(11)	61
2016 Vote: Hillary Clinton	67%	(446)	17%	(113)	9%	(60)	8%	(51)	670
2016 Vote: Donald Trump	51%	(346)	11%	(72)	26%	(176)	13%	(87)	682
2016 Vote: Other	70%	(76)	7%	(7)	10%	(11)	14%	(15)	109
2016 Vote: Didn't Vote	52%	(385)	15%	(108)	15%	(109)	19%	(144)	746

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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

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

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

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

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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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	13%	(279)	52%	(1148)	21%	(473)	14%	(311)	2210
Ethnicity: Hispanic	14%	(50)	51%	(179)	21%	(73)	14%	(50)	351
Ethnicity: Black	13%	(35)	56%	(153)	13%	(37)	18%	(50)	276
Ethnicity: Other	10%	(20)	56%	(115)	20%	(40)	14%	(30)	205
All Christian	15%	(139)	51%	(482)	24%	(225)	11%	(105)	951
All Non-Christian	18%	(20)	59%	(65)	20%	(22)	3%	(4)	111
Atheist	16%	(15)	62%	(59)	21%	(20)	2%	(2)	96
Agnostic/Nothing in particular	7%	(45)	52%	(346)	21%	(139)	20%	(131)	662
Something Else	15%	(59)	50%	(195)	17%	(67)	18%	(69)	390
Religious Non-Protestant/Catholic	18%	(23)	53%	(68)	24%	(31)	5%	(6)	128
Evangelical	17%	(89)	47%	(245)	21%	(113)	15%	(80)	527
Non-Evangelical	13%	(104)	54%	(420)	22%	(168)	11%	(89)	780
Community: Urban	12%	(64)	56%	(307)	18%	(99)	14%	(77)	547
Community: Suburban	12%	(132)	53%	(577)	22%	(235)	13%	(139)	1084
Community: Rural	14%	(82)	46%	(264)	24%	(139)	16%	(94)	579
Employ: Private Sector	11%	(81)	55%	(397)	21%	(154)	12%	(86)	719
Employ: Government	10%	(12)	48%	(58)	30%	(37)	12%	(15)	122
Employ: Self-Employed	13%	(27)	51%	(108)	25%	(53)	11%	(23)	210
Employ: Homemaker	11%	(16)	51%	(76)	17%	(26)	21%	(31)	149
Employ: Student	23%	(21)	54%	(51)	10%	(10)	13%	(13)	95
Employ: Retired	14%	(65)	50%	(241)	23%	(108)	13%	(64)	478
Employ: Unemployed	13%	(34)	52%	(139)	15%	(41)	20%	(52)	266
Employ: Other	13%	(22)	46%	(79)	25%	(43)	16%	(27)	171
Military HH: Yes	13%	(44)	49%	(161)	27%	(90)	11%	(36)	332
Military HH: No	12%	(235)	53%	(987)	20%	(382)	15%	(274)	1878
RD/WT: Right Direction	11%	(77)	63%	(447)	12%	(87)	14%	(101)	712
RD/WT: Wrong Track	13%	(201)	47%	(701)	26%	(385)	14%	(210)	1498
Biden Job Approve	11%	(101)	67%	(597)	11%	(100)	10%	(90)	888
Biden Job Disapprove	14%	(167)	42%	(498)	29%	(344)	14%	(164)	1172

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

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

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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

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

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

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

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

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

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	73%	(1603)	6%	(128)	11%	(250)	10%	(229)	2210
Gender: Male	69%	(738)	6%	(63)	15%	(159)	10%	(107)	1067
Gender: Female	76%	(865)	6%	(65)	8%	(91)	11%	(122)	1143
Age: 18-34	66%	(436)	7%	(45)	14%	(90)	13%	(88)	658
Age: 35-44	68%	(245)	5%	(19)	11%	(41)	15%	(54)	359
Age: 45-64	75%	(566)	5%	(41)	12%	(94)	7%	(54)	754
Age: 65+	81%	(357)	5%	(23)	6%	(25)	7%	(33)	438
GenZers: 1997-2012	66%	(188)	7%	(20)	15%	(44)	12%	(33)	287
Millennials: 1981-1996	67%	(417)	6%	(35)	12%	(75)	15%	(91)	618
GenXers: 1965-1980	68%	(382)	6%	(33)	16%	(88)	10%	(56)	559
Baby Boomers: 1946-1964	83%	(568)	5%	(36)	5%	(37)	7%	(45)	687
PID: Dem (no lean)	76%	(584)	8%	(58)	8%	(63)	8%	(60)	764
PID: Ind (no lean)	70%	(548)	4%	(34)	13%	(104)	13%	(102)	788
PID: Rep (no lean)	72%	(471)	6%	(37)	13%	(83)	10%	(67)	657
PID/Gender: Dem Men	70%	(245)	8%	(27)	13%	(45)	9%	(31)	348
PID/Gender: Dem Women	82%	(339)	7%	(31)	4%	(17)	7%	(29)	416
PID/Gender: Ind Men	68%	(269)	5%	(19)	17%	(65)	11%	(43)	396
PID/Gender: Ind Women	71%	(279)	4%	(15)	10%	(39)	15%	(60)	393
PID/Gender: Rep Men	69%	(224)	5%	(17)	15%	(48)	10%	(33)	323
PID/Gender: Rep Women	74%	(247)	6%	(19)	10%	(35)	10%	(34)	335
Ideo: Liberal (1-3)	82%	(501)	6%	(34)	6%	(37)	6%	(36)	609
Ideo: Moderate (4)	68%	(410)	6%	(36)	14%	(82)	12%	(71)	599
Ideo: Conservative (5-7)	75%	(545)	6%	(42)	13%	(93)	7%	(50)	730
Educ: < College	68%	(1027)	6%	(97)	13%	(203)	13%	(192)	1519
Educ: Bachelors degree	81%	(363)	5%	(23)	7%	(31)	6%	(29)	446
Educ: Post-grad	87%	(213)	3%	(8)	6%	(16)	3%	(8)	245
Income: Under 50k	68%	(800)	7%	(87)	11%	(132)	13%	(155)	1174
Income: 50k-100k	75%	(534)	5%	(35)	13%	(90)	8%	(54)	712
Income: 100k+	83%	(270)	2%	(7)	9%	(28)	6%	(20)	323
Ethnicity: White	75%	(1292)	5%	(94)	11%	(183)	9%	(162)	1730

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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

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

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

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

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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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	61%	(1344)	6%	(135)	19%	(421)	14%	(310)	2210
Gender: Male	57%	(610)	7%	(70)	25%	(265)	11%	(122)	1067
Gender: Female	64%	(735)	6%	(65)	14%	(156)	16%	(188)	1143
Age: 18-34	60%	(396)	7%	(49)	16%	(106)	16%	(107)	658
Age: 35-44	57%	(203)	6%	(23)	18%	(64)	19%	(69)	359
Age: 45-64	60%	(454)	6%	(47)	22%	(169)	11%	(84)	754
Age: 65+	66%	(291)	4%	(17)	18%	(81)	11%	(49)	438
GenZers: 1997-2012	63%	(179)	9%	(27)	14%	(39)	15%	(42)	287
Millennials: 1981-1996	59%	(366)	6%	(39)	17%	(104)	18%	(109)	618
GenXers: 1965-1980	55%	(308)	7%	(38)	24%	(134)	14%	(79)	559
Baby Boomers: 1946-1964	65%	(448)	4%	(31)	19%	(131)	11%	(78)	687
PID: Dem (no lean)	72%	(552)	7%	(52)	11%	(82)	10%	(78)	764
PID: Ind (no lean)	58%	(458)	4%	(34)	20%	(156)	18%	(141)	788
PID: Rep (no lean)	51%	(334)	7%	(49)	28%	(183)	14%	(91)	657
PID/Gender: Dem Men	68%	(237)	6%	(22)	15%	(54)	10%	(36)	348
PID/Gender: Dem Women	76%	(316)	7%	(31)	7%	(28)	10%	(41)	416
PID/Gender: Ind Men	55%	(216)	6%	(24)	27%	(106)	12%	(49)	396
PID/Gender: Ind Women	62%	(242)	3%	(10)	13%	(49)	23%	(91)	393
PID/Gender: Rep Men	49%	(157)	8%	(24)	32%	(105)	11%	(37)	323
PID/Gender: Rep Women	53%	(177)	7%	(24)	23%	(78)	16%	(55)	335
Ideo: Liberal (1-3)	80%	(485)	4%	(27)	7%	(45)	8%	(51)	609
Ideo: Moderate (4)	58%	(346)	8%	(50)	18%	(106)	16%	(97)	599
Ideo: Conservative (5-7)	53%	(386)	5%	(38)	31%	(228)	11%	(78)	730
Educ: < College	56%	(852)	7%	(109)	20%	(301)	17%	(256)	1519
Educ: Bachelors degree	69%	(307)	4%	(18)	19%	(83)	9%	(38)	446
Educ: Post-grad	76%	(185)	3%	(8)	15%	(37)	6%	(15)	245
Income: Under 50k	58%	(686)	8%	(88)	17%	(195)	17%	(205)	1174
Income: 50k-100k	62%	(439)	6%	(40)	21%	(152)	11%	(81)	712
Income: 100k+	68%	(219)	2%	(7)	23%	(73)	7%	(24)	323
Ethnicity: White	60%	(1041)	6%	(104)	21%	(356)	13%	(229)	1730

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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?

Was accused of making transphobic remarks

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	49%	(1093)	6%	(131)	25%	(555)	20%	(432)	2210
Gender: Male	44%	(472)	8%	(81)	31%	(329)	17%	(185)	1067
Gender: Female	54%	(621)	4%	(49)	20%	(226)	22%	(247)	1143
Age: 18-34	52%	(341)	8%	(52)	20%	(131)	20%	(134)	658
Age: 35-44	43%	(153)	6%	(21)	26%	(93)	25%	(91)	359
Age: 45-64	46%	(347)	5%	(41)	31%	(236)	17%	(130)	754
Age: 65+	57%	(251)	4%	(16)	22%	(94)	17%	(76)	438
GenZers: 1997-2012	57%	(163)	8%	(24)	15%	(42)	20%	(58)	287
Millennials: 1981-1996	47%	(288)	6%	(40)	24%	(147)	23%	(143)	618
GenXers: 1965-1980	42%	(234)	6%	(35)	35%	(194)	17%	(96)	559
Baby Boomers: 1946-1964	54%	(369)	5%	(31)	24%	(163)	18%	(124)	687
PID: Dem (no lean)	65%	(495)	7%	(53)	14%	(106)	15%	(111)	764
PID: Ind (no lean)	47%	(367)	4%	(33)	25%	(198)	24%	(191)	788
PID: Rep (no lean)	35%	(231)	7%	(45)	38%	(252)	20%	(130)	657
PID/Gender: Dem Men	60%	(208)	9%	(30)	17%	(61)	14%	(49)	348
PID/Gender: Dem Women	69%	(287)	5%	(22)	11%	(45)	15%	(62)	416
PID/Gender: Ind Men	43%	(170)	7%	(28)	31%	(122)	19%	(76)	396
PID/Gender: Ind Women	50%	(197)	1%	(5)	19%	(75)	29%	(115)	393
PID/Gender: Rep Men	29%	(94)	7%	(23)	45%	(146)	18%	(59)	323
PID/Gender: Rep Women	41%	(136)	7%	(22)	32%	(106)	21%	(70)	335
Ideo: Liberal (1-3)	73%	(442)	4%	(23)	11%	(67)	13%	(76)	609
Ideo: Moderate (4)	49%	(294)	7%	(44)	21%	(127)	22%	(134)	599
Ideo: Conservative (5-7)	35%	(255)	7%	(48)	43%	(313)	16%	(114)	730
Educ: < College	46%	(692)	7%	(104)	25%	(384)	22%	(339)	1519
Educ: Bachelors degree	56%	(248)	4%	(19)	26%	(116)	14%	(63)	446
Educ: Post-grad	62%	(152)	3%	(8)	23%	(56)	12%	(29)	245
Income: Under 50k	48%	(566)	7%	(80)	22%	(261)	23%	(267)	1174
Income: 50k-100k	50%	(353)	5%	(38)	27%	(196)	18%	(125)	712
Income: 100k+	54%	(173)	4%	(12)	30%	(98)	12%	(40)	323
Ethnicity: White	49%	(851)	5%	(94)	27%	(471)	18%	(314)	1730

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

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

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	18%	(397)	37%	(827)	27%	(594)	18%	(393)	2210
Gender: Male	18%	(189)	34%	(367)	33%	(352)	15%	(159)	1067
Gender: Female	18%	(208)	40%	(460)	21%	(242)	20%	(234)	1143
Age: 18-34	16%	(102)	45%	(293)	21%	(136)	19%	(127)	658
Age: 35-44	15%	(54)	36%	(131)	27%	(96)	22%	(78)	359
Age: 45-64	19%	(146)	31%	(234)	35%	(261)	15%	(113)	754
Age: 65+	22%	(95)	38%	(168)	23%	(101)	17%	(75)	438
GenZers: 1997-2012	15%	(43)	45%	(128)	18%	(53)	22%	(63)	287
Millennials: 1981-1996	15%	(91)	42%	(258)	24%	(150)	19%	(119)	618
GenXers: 1965-1980	17%	(94)	31%	(175)	36%	(201)	16%	(88)	559
Baby Boomers: 1946-1964	22%	(153)	36%	(246)	26%	(176)	16%	(112)	687
PID: Dem (no lean)	20%	(152)	50%	(382)	17%	(128)	13%	(102)	764
PID: Ind (no lean)	15%	(121)	40%	(312)	23%	(184)	22%	(171)	788
PID: Rep (no lean)	19%	(124)	20%	(132)	43%	(282)	18%	(120)	657
PID/Gender: Dem Men	21%	(72)	46%	(161)	23%	(79)	10%	(36)	348
PID/Gender: Dem Women	19%	(80)	53%	(221)	12%	(49)	16%	(66)	416
PID/Gender: Ind Men	16%	(64)	39%	(153)	28%	(111)	17%	(67)	396
PID/Gender: Ind Women	14%	(57)	40%	(158)	19%	(73)	27%	(104)	393
PID/Gender: Rep Men	16%	(53)	16%	(52)	50%	(162)	17%	(56)	323
PID/Gender: Rep Women	21%	(71)	24%	(80)	36%	(119)	19%	(64)	335
Ideo: Liberal (1-3)	15%	(92)	64%	(389)	11%	(69)	10%	(60)	609
Ideo: Moderate (4)	19%	(112)	35%	(212)	26%	(155)	20%	(120)	599
Ideo: Conservative (5-7)	21%	(151)	19%	(138)	45%	(326)	16%	(115)	730
Educ: < College	18%	(279)	33%	(506)	27%	(412)	21%	(323)	1519
Educ: Bachelors degree	19%	(82)	45%	(200)	27%	(119)	10%	(44)	446
Educ: Post-grad	15%	(36)	49%	(121)	26%	(63)	10%	(25)	245
Income: Under 50k	19%	(227)	37%	(437)	22%	(257)	22%	(253)	1174
Income: 50k-100k	17%	(122)	37%	(261)	32%	(225)	15%	(105)	712
Income: 100k+	15%	(47)	40%	(129)	35%	(112)	11%	(35)	323
Ethnicity: White	17%	(298)	39%	(668)	28%	(483)	16%	(281)	1730

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	18%	(397)	37%	(827)	27%	(594)	18%	(393)	2210
Biden Job Strongly Approve	19%	(64)	61%	(204)	9%	(29)	11%	(35)	332
Biden Job Somewhat Approve	18%	(103)	51%	(281)	19%	(103)	12%	(69)	556
Biden Job Somewhat Disapprove	18%	(65)	37%	(134)	21%	(74)	25%	(89)	362
Biden Job Strongly Disapprove	19%	(151)	20%	(164)	45%	(364)	16%	(132)	810
Favorable of Biden	19%	(177)	54%	(497)	15%	(133)	12%	(105)	913
Unfavorable of Biden	17%	(205)	26%	(303)	38%	(447)	19%	(224)	1179
Very Favorable of Biden	20%	(77)	60%	(232)	9%	(36)	11%	(44)	389
Somewhat Favorable of Biden	19%	(100)	51%	(265)	19%	(97)	12%	(61)	524
Somewhat Unfavorable of Biden	17%	(52)	39%	(119)	22%	(66)	22%	(66)	304
Very Unfavorable of Biden	17%	(153)	21%	(184)	44%	(381)	18%	(157)	876
#1 Issue: Economy	16%	(138)	35%	(305)	33%	(291)	16%	(137)	871
#1 Issue: Security	19%	(63)	25%	(82)	37%	(119)	19%	(61)	326
#1 Issue: Health Care	18%	(40)	47%	(104)	14%	(31)	21%	(48)	222
#1 Issue: Medicare / Social Security	25%	(55)	36%	(81)	15%	(33)	24%	(54)	223
#1 Issue: Women's Issues	13%	(19)	56%	(80)	12%	(18)	19%	(27)	143
#1 Issue: Education	18%	(20)	36%	(39)	28%	(30)	18%	(19)	109
#1 Issue: Energy	21%	(39)	42%	(76)	25%	(45)	12%	(23)	183
#1 Issue: Other	17%	(23)	45%	(60)	20%	(27)	18%	(24)	133
2020 Vote: Joe Biden	18%	(164)	56%	(494)	14%	(121)	12%	(109)	887
2020 Vote: Donald Trump	19%	(145)	19%	(147)	45%	(345)	16%	(124)	762
2020 Vote: Other	8%	(7)	45%	(43)	24%	(23)	24%	(24)	97
2020 Vote: Didn't Vote	17%	(81)	31%	(142)	23%	(105)	29%	(136)	464
2018 House Vote: Democrat	19%	(135)	55%	(401)	14%	(101)	12%	(89)	727
2018 House Vote: Republican	19%	(120)	23%	(142)	43%	(270)	15%	(93)	625
2018 House Vote: Someone else	8%	(5)	36%	(22)	34%	(21)	22%	(14)	61
2016 Vote: Hillary Clinton	18%	(123)	55%	(369)	15%	(103)	11%	(74)	670
2016 Vote: Donald Trump	21%	(142)	21%	(144)	43%	(292)	15%	(104)	682
2016 Vote: Other	10%	(11)	44%	(48)	26%	(28)	20%	(22)	109
2016 Vote: Didn't Vote	16%	(118)	36%	(265)	23%	(171)	26%	(192)	746

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

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

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

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

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

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

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	57%	(1259)	4%	(98)	17%	(379)	21%	(475)	2210
Gender: Male	57%	(606)	5%	(49)	21%	(226)	17%	(185)	1067
Gender: Female	57%	(652)	4%	(48)	13%	(153)	25%	(290)	1143
Age: 18-34	44%	(290)	4%	(29)	18%	(121)	33%	(217)	658
Age: 35-44	51%	(183)	6%	(20)	20%	(71)	24%	(85)	359
Age: 45-64	64%	(481)	4%	(27)	17%	(128)	16%	(118)	754
Age: 65+	69%	(304)	5%	(20)	13%	(59)	13%	(55)	438
GenZers: 1997-2012	43%	(124)	5%	(14)	18%	(51)	34%	(97)	287
Millennials: 1981-1996	48%	(295)	4%	(25)	19%	(117)	29%	(180)	618
GenXers: 1965-1980	57%	(321)	4%	(24)	21%	(118)	17%	(95)	559
Baby Boomers: 1946-1964	69%	(477)	4%	(28)	12%	(84)	14%	(98)	687
PID: Dem (no lean)	67%	(512)	4%	(34)	12%	(88)	17%	(130)	764
PID: Ind (no lean)	51%	(404)	3%	(22)	18%	(138)	28%	(224)	788
PID: Rep (no lean)	52%	(342)	6%	(41)	23%	(153)	18%	(121)	657
PID/Gender: Dem Men	68%	(235)	6%	(20)	12%	(43)	14%	(50)	348
PID/Gender: Dem Women	67%	(277)	4%	(15)	11%	(45)	19%	(79)	416
PID/Gender: Ind Men	55%	(217)	3%	(11)	21%	(84)	21%	(83)	396
PID/Gender: Ind Women	48%	(187)	3%	(11)	14%	(54)	36%	(141)	393
PID/Gender: Rep Men	48%	(154)	6%	(18)	31%	(99)	16%	(51)	323
PID/Gender: Rep Women	56%	(188)	7%	(23)	16%	(54)	21%	(70)	335
Ideo: Liberal (1-3)	72%	(436)	4%	(26)	10%	(61)	14%	(86)	609
Ideo: Moderate (4)	56%	(336)	5%	(30)	16%	(96)	23%	(137)	599
Ideo: Conservative (5-7)	56%	(412)	4%	(28)	25%	(183)	15%	(107)	730
Educ: < College	51%	(772)	5%	(74)	18%	(280)	26%	(393)	1519
Educ: Bachelors degree	68%	(302)	4%	(18)	14%	(64)	14%	(63)	446
Educ: Post-grad	75%	(185)	2%	(6)	15%	(36)	8%	(19)	245
Income: Under 50k	53%	(622)	5%	(54)	17%	(204)	25%	(294)	1174
Income: 50k-100k	59%	(423)	5%	(36)	16%	(116)	19%	(138)	712
Income: 100k+	66%	(214)	2%	(7)	18%	(59)	13%	(43)	323
Ethnicity: White	59%	(1018)	5%	(81)	17%	(294)	19%	(336)	1730

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	57%	(1259)	4%	(98)	17%	(379)	21%	(475)	2210
Ethnicity: Hispanic	53%	(186)	5%	(18)	17%	(60)	25%	(87)	351
Ethnicity: Black	46%	(127)	4%	(11)	18%	(49)	32%	(89)	276
Ethnicity: Other	56%	(114)	3%	(6)	18%	(36)	24%	(49)	205
All Christian	63%	(599)	4%	(38)	16%	(150)	17%	(163)	951
All Non-Christian	64%	(71)	5%	(6)	19%	(21)	12%	(14)	111
Atheist	63%	(60)	1%	(1)	22%	(21)	14%	(13)	96
Agnostic/Nothing in particular	52%	(343)	5%	(35)	17%	(110)	26%	(174)	662
Something Else	47%	(185)	4%	(17)	20%	(77)	29%	(111)	390
Religious Non-Protestant/Catholic	60%	(76)	5%	(6)	22%	(28)	14%	(18)	128
Evangelical	56%	(295)	5%	(25)	17%	(92)	22%	(116)	527
Non-Evangelical	61%	(474)	4%	(31)	16%	(124)	19%	(151)	780
Community: Urban	56%	(304)	5%	(27)	16%	(90)	23%	(127)	547
Community: Suburban	62%	(671)	4%	(39)	16%	(168)	19%	(206)	1084
Community: Rural	49%	(284)	6%	(32)	21%	(121)	25%	(142)	579
Employ: Private Sector	61%	(435)	3%	(23)	18%	(130)	18%	(131)	719
Employ: Government	49%	(60)	3%	(4)	23%	(28)	24%	(29)	122
Employ: Self-Employed	59%	(123)	5%	(11)	16%	(34)	20%	(42)	210
Employ: Homemaker	55%	(82)	5%	(7)	12%	(17)	29%	(43)	149
Employ: Student	50%	(47)	4%	(4)	18%	(17)	28%	(27)	95
Employ: Retired	64%	(305)	5%	(25)	16%	(76)	15%	(71)	478
Employ: Unemployed	47%	(125)	7%	(18)	17%	(45)	29%	(78)	266
Employ: Other	47%	(81)	3%	(5)	18%	(31)	31%	(53)	171
Military HH: Yes	58%	(193)	6%	(19)	17%	(56)	19%	(63)	332
Military HH: No	57%	(1065)	4%	(79)	17%	(323)	22%	(412)	1878
RD/WT: Right Direction	66%	(469)	5%	(35)	11%	(81)	18%	(128)	712
RD/WT: Wrong Track	53%	(790)	4%	(63)	20%	(298)	23%	(347)	1498
Biden Job Approve	69%	(615)	5%	(46)	10%	(87)	16%	(140)	888
Biden Job Disapprove	51%	(602)	4%	(49)	22%	(261)	22%	(260)	1172

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

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

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

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

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	14%	(318)	42%	(924)	21%	(474)	22%	(494)	2210
Biden Job Strongly Approve	16%	(53)	66%	(218)	7%	(24)	11%	(37)	332
Biden Job Somewhat Approve	13%	(71)	53%	(296)	15%	(86)	18%	(103)	556
Biden Job Somewhat Disapprove	16%	(56)	34%	(124)	19%	(70)	31%	(112)	362
Biden Job Strongly Disapprove	16%	(130)	32%	(257)	33%	(268)	19%	(155)	810
Favorable of Biden	14%	(131)	58%	(527)	13%	(116)	15%	(139)	913
Unfavorable of Biden	15%	(176)	32%	(380)	29%	(341)	24%	(282)	1179
Very Favorable of Biden	17%	(65)	64%	(249)	8%	(31)	11%	(43)	389
Somewhat Favorable of Biden	13%	(66)	53%	(277)	16%	(85)	18%	(96)	524
Somewhat Unfavorable of Biden	16%	(49)	37%	(112)	16%	(49)	31%	(93)	304
Very Unfavorable of Biden	15%	(127)	31%	(268)	33%	(292)	22%	(189)	876
#1 Issue: Economy	13%	(112)	39%	(337)	28%	(242)	21%	(181)	871
#1 Issue: Security	17%	(55)	35%	(114)	29%	(95)	19%	(62)	326
#1 Issue: Health Care	14%	(30)	51%	(113)	10%	(23)	25%	(57)	222
#1 Issue: Medicare / Social Security	17%	(39)	40%	(89)	14%	(31)	29%	(64)	223
#1 Issue: Women's Issues	12%	(17)	54%	(78)	10%	(14)	24%	(35)	143
#1 Issue: Education	14%	(15)	31%	(34)	14%	(15)	41%	(45)	109
#1 Issue: Energy	19%	(35)	46%	(85)	19%	(34)	16%	(29)	183
#1 Issue: Other	12%	(16)	56%	(75)	16%	(21)	17%	(22)	133
2020 Vote: Joe Biden	13%	(114)	59%	(524)	12%	(110)	16%	(139)	887
2020 Vote: Donald Trump	16%	(124)	30%	(231)	34%	(259)	19%	(147)	762
2020 Vote: Other	10%	(10)	40%	(39)	23%	(23)	27%	(26)	97
2020 Vote: Didn't Vote	15%	(70)	28%	(130)	18%	(82)	39%	(182)	464
2018 House Vote: Democrat	13%	(94)	58%	(421)	15%	(112)	14%	(100)	727
2018 House Vote: Republican	15%	(96)	37%	(229)	32%	(198)	16%	(102)	625
2018 House Vote: Someone else	11%	(7)	40%	(25)	20%	(12)	28%	(17)	61
2016 Vote: Hillary Clinton	12%	(80)	62%	(418)	13%	(88)	12%	(84)	670
2016 Vote: Donald Trump	17%	(119)	33%	(226)	32%	(218)	17%	(119)	682
2016 Vote: Other	12%	(14)	50%	(55)	22%	(24)	16%	(17)	109
2016 Vote: Didn't Vote	14%	(105)	30%	(224)	19%	(144)	36%	(272)	746

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

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

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

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

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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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	57%	(1263)	7%	(146)	22%	(476)	15%	(325)	2210
Biden Job Strongly Approve	76%	(254)	9%	(29)	8%	(25)	7%	(25)	332
Biden Job Somewhat Approve	76%	(424)	5%	(26)	10%	(54)	9%	(53)	556
Biden Job Somewhat Disapprove	56%	(204)	10%	(35)	19%	(67)	15%	(56)	362
Biden Job Strongly Disapprove	40%	(325)	6%	(48)	38%	(304)	16%	(132)	810
Favorable of Biden	76%	(691)	7%	(60)	10%	(91)	8%	(71)	913
Unfavorable of Biden	45%	(534)	7%	(83)	31%	(370)	16%	(193)	1179
Very Favorable of Biden	76%	(295)	10%	(39)	7%	(29)	7%	(26)	389
Somewhat Favorable of Biden	76%	(396)	4%	(21)	12%	(62)	9%	(45)	524
Somewhat Unfavorable of Biden	63%	(191)	9%	(27)	15%	(47)	13%	(39)	304
Very Unfavorable of Biden	39%	(343)	6%	(56)	37%	(324)	18%	(154)	876
#1 Issue: Economy	52%	(452)	7%	(60)	27%	(233)	14%	(125)	871
#1 Issue: Security	52%	(168)	4%	(15)	29%	(93)	15%	(50)	326
#1 Issue: Health Care	67%	(149)	9%	(20)	10%	(23)	14%	(30)	222
#1 Issue: Medicare / Social Security	60%	(134)	10%	(22)	12%	(27)	18%	(40)	223
#1 Issue: Women's Issues	63%	(90)	4%	(6)	13%	(19)	20%	(29)	143
#1 Issue: Education	59%	(64)	7%	(7)	23%	(25)	11%	(13)	109
#1 Issue: Energy	64%	(118)	5%	(10)	20%	(36)	11%	(19)	183
#1 Issue: Other	66%	(88)	5%	(6)	15%	(19)	15%	(20)	133
2020 Vote: Joe Biden	76%	(675)	6%	(54)	10%	(85)	8%	(73)	887
2020 Vote: Donald Trump	42%	(317)	6%	(49)	36%	(276)	16%	(120)	762
2020 Vote: Other	59%	(57)	2%	(2)	22%	(21)	17%	(17)	97
2020 Vote: Didn't Vote	46%	(214)	9%	(41)	20%	(94)	25%	(115)	464
2018 House Vote: Democrat	75%	(544)	6%	(42)	11%	(81)	8%	(60)	727
2018 House Vote: Republican	45%	(283)	6%	(38)	34%	(214)	15%	(91)	625
2018 House Vote: Someone else	55%	(34)	1%	(1)	20%	(12)	24%	(15)	61
2016 Vote: Hillary Clinton	75%	(504)	6%	(43)	9%	(61)	9%	(62)	670
2016 Vote: Donald Trump	46%	(311)	6%	(41)	34%	(235)	14%	(95)	682
2016 Vote: Other	61%	(67)	5%	(5)	18%	(20)	16%	(17)	109
2016 Vote: Didn't Vote	51%	(380)	8%	(57)	21%	(160)	20%	(149)	746

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

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

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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	48%	(1070)	5%	(110)	27%	(590)	20%	(440)	2210
Ethnicity: Hispanic	45%	(157)	8%	(28)	28%	(99)	19%	(67)	351
Ethnicity: Black	37%	(103)	8%	(22)	24%	(67)	30%	(84)	276
Ethnicity: Other	44%	(90)	6%	(12)	29%	(59)	22%	(44)	205
All Christian	53%	(505)	4%	(37)	26%	(243)	17%	(166)	951
All Non-Christian	53%	(59)	8%	(9)	32%	(35)	7%	(8)	111
Atheist	54%	(52)	6%	(6)	29%	(28)	11%	(10)	96
Agnostic/Nothing in particular	42%	(279)	5%	(34)	28%	(183)	25%	(167)	662
Something Else	45%	(176)	6%	(24)	26%	(101)	23%	(89)	390
Religious Non-Protestant/Catholic	50%	(64)	7%	(9)	32%	(41)	11%	(14)	128
Evangelical	47%	(247)	6%	(31)	26%	(137)	21%	(113)	527
Non-Evangelical	54%	(419)	4%	(31)	25%	(198)	17%	(132)	780
Community: Urban	47%	(255)	7%	(38)	25%	(137)	21%	(117)	547
Community: Suburban	50%	(546)	4%	(40)	27%	(298)	19%	(200)	1084
Community: Rural	47%	(269)	6%	(32)	27%	(155)	21%	(122)	579
Employ: Private Sector	53%	(384)	3%	(25)	26%	(185)	17%	(124)	719
Employ: Government	37%	(45)	5%	(6)	37%	(45)	22%	(26)	122
Employ: Self-Employed	43%	(91)	6%	(13)	33%	(69)	18%	(37)	210
Employ: Homemaker	46%	(68)	7%	(10)	18%	(27)	30%	(44)	149
Employ: Student	42%	(40)	7%	(7)	31%	(29)	20%	(19)	95
Employ: Retired	54%	(256)	4%	(20)	25%	(120)	17%	(82)	478
Employ: Unemployed	43%	(113)	7%	(20)	25%	(66)	25%	(67)	266
Employ: Other	42%	(72)	5%	(9)	28%	(49)	24%	(41)	171
Military HH: Yes	53%	(174)	6%	(18)	25%	(84)	17%	(55)	332
Military HH: No	48%	(896)	5%	(91)	27%	(506)	21%	(385)	1878
RD/WT: Right Direction	50%	(356)	6%	(40)	22%	(159)	22%	(158)	712
RD/WT: Wrong Track	48%	(715)	5%	(70)	29%	(431)	19%	(282)	1498
Biden Job Approve	53%	(475)	6%	(51)	22%	(199)	18%	(163)	888
Biden Job Disapprove	47%	(556)	5%	(55)	30%	(352)	18%	(210)	1172

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

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

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

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

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

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

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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

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

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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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	58%	(1279)	6%	(133)	20%	(447)	16%	(351)	2210
Biden Job Strongly Approve	77%	(257)	9%	(30)	6%	(19)	8%	(27)	332
Biden Job Somewhat Approve	75%	(420)	4%	(21)	10%	(56)	11%	(59)	556
Biden Job Somewhat Disapprove	58%	(211)	7%	(27)	14%	(52)	20%	(73)	362
Biden Job Strongly Disapprove	41%	(336)	6%	(47)	36%	(295)	16%	(133)	810
Favorable of Biden	75%	(685)	6%	(57)	10%	(88)	9%	(82)	913
Unfavorable of Biden	48%	(562)	6%	(71)	29%	(340)	17%	(206)	1179
Very Favorable of Biden	76%	(296)	10%	(38)	6%	(24)	8%	(31)	389
Somewhat Favorable of Biden	74%	(390)	4%	(19)	12%	(64)	10%	(51)	524
Somewhat Unfavorable of Biden	64%	(195)	6%	(20)	11%	(34)	18%	(55)	304
Very Unfavorable of Biden	42%	(367)	6%	(51)	35%	(306)	17%	(151)	876
#1 Issue: Economy	53%	(466)	5%	(42)	26%	(223)	16%	(140)	871
#1 Issue: Security	52%	(171)	6%	(18)	26%	(84)	16%	(53)	326
#1 Issue: Health Care	66%	(148)	7%	(15)	11%	(24)	16%	(36)	222
#1 Issue: Medicare / Social Security	62%	(139)	11%	(24)	9%	(20)	18%	(40)	223
#1 Issue: Women's Issues	64%	(91)	4%	(6)	11%	(15)	21%	(31)	143
#1 Issue: Education	61%	(67)	5%	(6)	21%	(23)	13%	(14)	109
#1 Issue: Energy	62%	(113)	9%	(16)	18%	(33)	11%	(21)	183
#1 Issue: Other	63%	(84)	4%	(6)	19%	(26)	13%	(17)	133
2020 Vote: Joe Biden	77%	(682)	6%	(50)	8%	(74)	9%	(81)	887
2020 Vote: Donald Trump	44%	(336)	6%	(45)	33%	(254)	17%	(127)	762
2020 Vote: Other	62%	(61)	2%	(2)	16%	(15)	20%	(19)	97
2020 Vote: Didn't Vote	43%	(200)	8%	(35)	23%	(104)	27%	(125)	464
2018 House Vote: Democrat	77%	(558)	5%	(40)	10%	(70)	8%	(59)	727
2018 House Vote: Republican	47%	(291)	6%	(36)	33%	(206)	15%	(92)	625
2018 House Vote: Someone else	65%	(40)	2%	(1)	13%	(8)	20%	(12)	61
2016 Vote: Hillary Clinton	76%	(511)	5%	(37)	10%	(66)	8%	(56)	670
2016 Vote: Donald Trump	47%	(322)	6%	(42)	32%	(220)	14%	(98)	682
2016 Vote: Other	62%	(68)	3%	(3)	16%	(17)	19%	(21)	109
2016 Vote: Didn't Vote	51%	(377)	7%	(51)	19%	(143)	23%	(175)	746

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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

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

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

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

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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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	11%	(250)	44%	(969)	30%	(667)	15%	(324)	2210
Ethnicity: Hispanic	11%	(39)	38%	(133)	34%	(120)	17%	(59)	351
Ethnicity: Black	7%	(20)	38%	(105)	27%	(75)	27%	(75)	276
Ethnicity: Other	11%	(23)	43%	(88)	28%	(58)	18%	(36)	205
All Christian	12%	(114)	46%	(434)	33%	(311)	10%	(91)	951
All Non-Christian	8%	(9)	48%	(54)	31%	(35)	12%	(14)	111
Atheist	13%	(12)	59%	(57)	27%	(26)	1%	(1)	96
Agnostic/Nothing in particular	10%	(63)	43%	(287)	27%	(180)	20%	(131)	662
Something Else	13%	(51)	35%	(138)	30%	(115)	22%	(86)	390
Religious Non-Protestant/Catholic	8%	(11)	46%	(59)	33%	(42)	13%	(16)	128
Evangelical	16%	(84)	35%	(186)	35%	(183)	14%	(74)	527
Non-Evangelical	10%	(78)	48%	(371)	30%	(233)	13%	(98)	780
Community: Urban	9%	(48)	49%	(266)	27%	(148)	16%	(86)	547
Community: Suburban	11%	(118)	46%	(498)	30%	(321)	13%	(145)	1084
Community: Rural	14%	(84)	35%	(205)	34%	(198)	16%	(93)	579
Employ: Private Sector	12%	(84)	43%	(309)	32%	(227)	14%	(98)	719
Employ: Government	9%	(12)	35%	(42)	37%	(46)	18%	(22)	122
Employ: Self-Employed	16%	(33)	36%	(76)	39%	(82)	9%	(19)	210
Employ: Homemaker	13%	(20)	38%	(56)	25%	(38)	24%	(35)	149
Employ: Student	8%	(7)	40%	(38)	22%	(21)	30%	(29)	95
Employ: Retired	9%	(44)	56%	(269)	26%	(123)	9%	(42)	478
Employ: Unemployed	10%	(27)	43%	(114)	31%	(83)	16%	(41)	266
Employ: Other	13%	(23)	37%	(64)	28%	(47)	22%	(37)	171
Military HH: Yes	10%	(34)	46%	(153)	31%	(104)	12%	(41)	332
Military HH: No	11%	(216)	43%	(816)	30%	(564)	15%	(283)	1878
RD/WT: Right Direction	5%	(36)	65%	(460)	17%	(124)	13%	(92)	712
RD/WT: Wrong Track	14%	(213)	34%	(510)	36%	(543)	15%	(231)	1498
Biden Job Approve	5%	(45)	69%	(610)	18%	(157)	9%	(77)	888
Biden Job Disapprove	17%	(198)	28%	(324)	41%	(480)	15%	(171)	1172

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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

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

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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

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

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

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

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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

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

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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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	28%	(618)	5%	(107)	47%	(1041)	20%	(444)	2210
Biden Job Strongly Approve	34%	(112)	11%	(36)	39%	(130)	16%	(54)	332
Biden Job Somewhat Approve	30%	(165)	4%	(24)	45%	(251)	21%	(116)	556
Biden Job Somewhat Disapprove	26%	(93)	5%	(17)	49%	(176)	21%	(76)	362
Biden Job Strongly Disapprove	28%	(224)	3%	(27)	53%	(430)	16%	(129)	810
Favorable of Biden	31%	(285)	7%	(61)	43%	(393)	19%	(173)	913
Unfavorable of Biden	27%	(314)	4%	(43)	52%	(618)	17%	(204)	1179
Very Favorable of Biden	34%	(132)	11%	(41)	37%	(145)	18%	(70)	389
Somewhat Favorable of Biden	29%	(153)	4%	(20)	47%	(247)	20%	(103)	524
Somewhat Unfavorable of Biden	26%	(79)	5%	(16)	49%	(150)	19%	(58)	304
Very Unfavorable of Biden	27%	(235)	3%	(27)	53%	(468)	17%	(146)	876
#1 Issue: Economy	25%	(219)	6%	(49)	53%	(461)	16%	(142)	871
#1 Issue: Security	33%	(108)	3%	(11)	45%	(146)	19%	(61)	326
#1 Issue: Health Care	32%	(72)	4%	(8)	40%	(90)	24%	(53)	222
#1 Issue: Medicare / Social Security	25%	(57)	6%	(14)	44%	(98)	24%	(54)	223
#1 Issue: Women's Issues	24%	(35)	3%	(4)	45%	(64)	28%	(41)	143
#1 Issue: Education	25%	(28)	6%	(7)	42%	(46)	26%	(29)	109
#1 Issue: Energy	35%	(63)	5%	(9)	45%	(82)	16%	(29)	183
#1 Issue: Other	28%	(37)	4%	(5)	41%	(54)	27%	(36)	133
2020 Vote: Joe Biden	31%	(277)	6%	(51)	45%	(396)	18%	(163)	887
2020 Vote: Donald Trump	27%	(206)	4%	(28)	55%	(420)	14%	(108)	762
2020 Vote: Other	27%	(26)	6%	(6)	43%	(42)	24%	(23)	97
2020 Vote: Didn't Vote	23%	(109)	5%	(22)	40%	(183)	32%	(149)	464
2018 House Vote: Democrat	34%	(244)	5%	(39)	42%	(304)	19%	(140)	727
2018 House Vote: Republican	29%	(180)	3%	(22)	55%	(342)	13%	(82)	625
2018 House Vote: Someone else	30%	(19)	4%	(2)	41%	(25)	24%	(15)	61
2016 Vote: Hillary Clinton	32%	(214)	6%	(41)	44%	(293)	18%	(122)	670
2016 Vote: Donald Trump	30%	(205)	3%	(23)	52%	(357)	14%	(97)	682
2016 Vote: Other	19%	(21)	2%	(2)	56%	(61)	23%	(25)	109
2016 Vote: Didn't Vote	24%	(178)	6%	(41)	44%	(327)	27%	(199)	746

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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

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

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

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

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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

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

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

Demographic	Negatively impacted		Positively impacted		Not impacted at all		Don't know / No opinion		Total N
Adults	62%	(1362)	5%	(105)	17%	(375)	17%	(368)	2210
Biden Job Strongly Approve	71%	(237)	9%	(29)	10%	(34)	10%	(33)	332
Biden Job Somewhat Approve	68%	(381)	3%	(18)	12%	(69)	16%	(89)	556
Biden Job Somewhat Disapprove	58%	(211)	5%	(20)	16%	(57)	20%	(74)	362
Biden Job Strongly Disapprove	59%	(480)	4%	(31)	23%	(189)	14%	(110)	810
Favorable of Biden	69%	(629)	6%	(50)	12%	(112)	13%	(122)	913
Unfavorable of Biden	59%	(691)	4%	(52)	21%	(243)	16%	(192)	1179
Very Favorable of Biden	70%	(273)	10%	(39)	10%	(38)	10%	(38)	389
Somewhat Favorable of Biden	68%	(355)	2%	(11)	14%	(74)	16%	(83)	524
Somewhat Unfavorable of Biden	62%	(190)	6%	(17)	13%	(40)	19%	(57)	304
Very Unfavorable of Biden	57%	(502)	4%	(35)	23%	(204)	15%	(135)	876
#1 Issue: Economy	60%	(522)	5%	(44)	20%	(177)	15%	(128)	871
#1 Issue: Security	69%	(225)	3%	(11)	16%	(52)	12%	(38)	326
#1 Issue: Health Care	65%	(144)	4%	(9)	13%	(29)	18%	(41)	222
#1 Issue: Medicare / Social Security	59%	(132)	8%	(18)	12%	(26)	21%	(48)	223
#1 Issue: Women's Issues	60%	(86)	3%	(5)	15%	(22)	21%	(31)	143
#1 Issue: Education	60%	(65)	2%	(3)	16%	(18)	21%	(23)	109
#1 Issue: Energy	61%	(111)	6%	(11)	16%	(30)	17%	(31)	183
#1 Issue: Other	57%	(76)	5%	(6)	17%	(22)	22%	(29)	133
2020 Vote: Joe Biden	70%	(623)	5%	(48)	11%	(101)	13%	(115)	887
2020 Vote: Donald Trump	59%	(450)	5%	(36)	23%	(173)	13%	(102)	762
2020 Vote: Other	64%	(62)	3%	(3)	12%	(12)	21%	(20)	97
2020 Vote: Didn't Vote	49%	(226)	4%	(18)	19%	(89)	28%	(130)	464
2018 House Vote: Democrat	72%	(521)	4%	(30)	12%	(86)	12%	(89)	727
2018 House Vote: Republican	64%	(398)	5%	(30)	20%	(122)	12%	(75)	625
2018 House Vote: Someone else	57%	(35)	2%	(1)	16%	(10)	26%	(16)	61
2016 Vote: Hillary Clinton	72%	(479)	5%	(31)	11%	(75)	13%	(85)	670
2016 Vote: Donald Trump	63%	(426)	5%	(31)	20%	(140)	12%	(85)	682
2016 Vote: Other	59%	(65)	3%	(4)	17%	(18)	20%	(22)	109
2016 Vote: Didn't Vote	52%	(388)	5%	(40)	19%	(142)	24%	(176)	746

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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

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

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*

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

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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*

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

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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*

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

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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*

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	31% (692)	17% (381)	10% (230)	17% (370)	6% (122)	19% (414)	2210
Gender: Male	29% (313)	18% (194)	12% (127)	20% (212)	5% (53)	16% (167)	1067
Gender: Female	33% (379)	16% (188)	9% (103)	14% (158)	6% (69)	22% (247)	1143
Age: 18-34	31% (205)	15% (100)	11% (71)	14% (93)	6% (41)	23% (148)	658
Age: 35-44	26% (94)	19% (70)	10% (35)	15% (54)	8% (27)	22% (78)	359
Age: 45-64	31% (233)	18% (132)	11% (83)	22% (163)	4% (32)	15% (112)	754
Age: 65+	36% (159)	18% (80)	9% (41)	14% (60)	5% (22)	17% (76)	438
GenZers: 1997-2012	34% (96)	16% (45)	9% (26)	13% (38)	6% (18)	22% (64)	287
Millennials: 1981-1996	28% (176)	17% (102)	12% (72)	14% (88)	7% (44)	22% (136)	618
GenXers: 1965-1980	28% (158)	16% (92)	11% (62)	23% (127)	5% (29)	16% (92)	559
Baby Boomers: 1946-1964	35% (239)	18% (124)	10% (66)	16% (113)	4% (28)	17% (117)	687
PID: Dem (no lean)	41% (314)	16% (125)	7% (57)	14% (110)	8% (64)	12% (94)	764
PID: Ind (no lean)	28% (220)	17% (130)	11% (84)	17% (135)	5% (42)	22% (177)	788
PID: Rep (no lean)	24% (158)	19% (126)	14% (90)	19% (125)	2% (15)	22% (143)	657
PID/Gender: Dem Men	41% (142)	18% (62)	9% (32)	14% (48)	7% (25)	11% (39)	348
PID/Gender: Dem Women	41% (172)	15% (63)	6% (25)	15% (62)	9% (39)	13% (55)	416
PID/Gender: Ind Men	26% (101)	16% (62)	12% (49)	23% (92)	5% (18)	18% (73)	396
PID/Gender: Ind Women	30% (119)	17% (68)	9% (35)	11% (42)	6% (24)	27% (104)	393
PID/Gender: Rep Men	22% (70)	21% (69)	14% (46)	22% (72)	3% (10)	17% (56)	323
PID/Gender: Rep Women	26% (88)	17% (57)	13% (43)	16% (53)	2% (5)	26% (87)	335
Ideo: Liberal (1-3)	43% (260)	22% (134)	7% (42)	11% (69)	8% (48)	9% (57)	609
Ideo: Moderate (4)	30% (179)	16% (95)	11% (65)	19% (113)	5% (31)	19% (116)	599
Ideo: Conservative (5-7)	25% (185)	18% (129)	14% (105)	21% (151)	4% (27)	18% (134)	730
Educ: < College	30% (455)	15% (222)	10% (158)	18% (274)	6% (84)	21% (326)	1519
Educ: Bachelors degree	35% (157)	21% (93)	11% (49)	15% (67)	5% (21)	13% (59)	446
Educ: Post-grad	33% (80)	27% (66)	9% (23)	12% (30)	7% (17)	12% (29)	245
Income: Under 50k	30% (350)	16% (186)	11% (124)	16% (186)	6% (70)	22% (257)	1174
Income: 50k-100k	34% (240)	17% (122)	10% (73)	18% (131)	5% (34)	16% (112)	712
Income: 100k+	32% (102)	23% (73)	10% (33)	16% (53)	6% (18)	14% (45)	323
Ethnicity: White	31% (528)	18% (314)	11% (193)	16% (277)	5% (88)	19% (330)	1730

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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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	31% (692)	17% (381)	10% (230)	17% (370)	6% (122)	19% (414)	2210
Biden Job Strongly Approve	45% (151)	17% (55)	5% (16)	13% (45)	9% (29)	11% (37)	332
Biden Job Somewhat Approve	38% (211)	20% (109)	8% (47)	14% (79)	6% (36)	13% (75)	556
Biden Job Somewhat Disapprove	33% (119)	14% (51)	12% (43)	16% (60)	6% (22)	18% (66)	362
Biden Job Strongly Disapprove	23% (190)	19% (152)	14% (111)	21% (169)	3% (25)	20% (163)	810
Favorable of Biden	40% (365)	20% (180)	7% (64)	14% (130)	8% (73)	11% (101)	913
Unfavorable of Biden	26% (310)	16% (194)	13% (158)	19% (228)	4% (47)	21% (243)	1179
Very Favorable of Biden	46% (179)	17% (64)	5% (21)	14% (53)	9% (34)	10% (38)	389
Somewhat Favorable of Biden	35% (186)	22% (115)	8% (43)	15% (77)	7% (39)	12% (63)	524
Somewhat Unfavorable of Biden	34% (104)	14% (43)	13% (41)	12% (37)	6% (18)	20% (60)	304
Very Unfavorable of Biden	23% (206)	17% (151)	13% (117)	22% (191)	3% (29)	21% (182)	876
#1 Issue: Economy	28% (240)	20% (173)	12% (108)	17% (147)	4% (31)	20% (172)	871
#1 Issue: Security	30% (97)	18% (59)	12% (41)	20% (64)	3% (10)	17% (54)	326
#1 Issue: Health Care	36% (80)	15% (34)	8% (17)	14% (31)	4% (8)	23% (52)	222
#1 Issue: Medicare / Social Security	28% (63)	18% (40)	8% (17)	16% (36)	7% (16)	23% (51)	223
#1 Issue: Women's Issues	38% (55)	13% (19)	5% (8)	17% (25)	9% (13)	17% (25)	143
#1 Issue: Education	38% (42)	15% (16)	12% (13)	18% (20)	5% (6)	11% (12)	109
#1 Issue: Energy	38% (69)	14% (25)	10% (18)	13% (25)	12% (21)	14% (25)	183
#1 Issue: Other	36% (48)	12% (16)	6% (8)	17% (23)	11% (15)	18% (23)	133
2020 Vote: Joe Biden	42% (369)	19% (170)	7% (60)	13% (114)	7% (66)	12% (108)	887
2020 Vote: Donald Trump	23% (172)	18% (139)	13% (101)	23% (178)	3% (25)	19% (147)	762
2020 Vote: Other	38% (37)	16% (16)	10% (9)	7% (7)	10% (10)	19% (19)	97
2020 Vote: Didn't Vote	24% (113)	12% (57)	13% (61)	15% (70)	5% (21)	30% (141)	464
2018 House Vote: Democrat	41% (301)	17% (127)	5% (36)	15% (109)	9% (69)	12% (85)	727
2018 House Vote: Republican	24% (153)	18% (112)	14% (91)	22% (137)	3% (22)	18% (110)	625
2018 House Vote: Someone else	34% (21)	23% (14)	5% (3)	12% (7)	— (0)	25% (16)	61
2016 Vote: Hillary Clinton	42% (284)	16% (111)	7% (45)	14% (92)	9% (63)	11% (75)	670
2016 Vote: Donald Trump	23% (157)	20% (138)	12% (84)	23% (155)	3% (21)	19% (127)	682
2016 Vote: Other	38% (42)	22% (24)	12% (13)	9% (9)	3% (3)	16% (18)	109
2016 Vote: Didn't Vote	28% (209)	15% (108)	12% (88)	15% (114)	5% (35)	26% (192)	746

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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	9% (202)	8% (168)	13% (289)	47% (1039)	3% (75)	20% (438)	2210
Gender: Male	9% (96)	9% (97)	15% (159)	47% (500)	3% (34)	17% (180)	1067
Gender: Female	9% (106)	6% (71)	11% (130)	47% (538)	4% (41)	23% (258)	1143
Age: 18-34	8% (55)	9% (59)	10% (65)	46% (303)	4% (25)	23% (151)	658
Age: 35-44	9% (33)	6% (22)	13% (45)	46% (164)	3% (10)	24% (85)	359
Age: 45-64	10% (79)	8% (58)	14% (106)	48% (363)	3% (26)	16% (121)	754
Age: 65+	8% (35)	7% (29)	16% (72)	47% (208)	3% (14)	18% (80)	438
GenZers: 1997-2012	10% (28)	6% (18)	7% (21)	47% (135)	6% (18)	23% (67)	287
Millennials: 1981-1996	8% (49)	9% (57)	13% (78)	45% (280)	3% (16)	23% (139)	618
GenXers: 1965-1980	10% (56)	6% (35)	14% (77)	49% (273)	4% (20)	17% (97)	559
Baby Boomers: 1946-1964	9% (63)	8% (52)	15% (105)	46% (319)	3% (20)	19% (127)	687
PID: Dem (no lean)	11% (87)	7% (57)	9% (71)	54% (413)	5% (35)	13% (101)	764
PID: Ind (no lean)	6% (48)	7% (56)	11% (88)	49% (384)	3% (20)	24% (192)	788
PID: Rep (no lean)	10% (67)	8% (55)	20% (130)	37% (241)	3% (19)	22% (145)	657
PID/Gender: Dem Men	13% (45)	9% (30)	12% (42)	50% (173)	5% (18)	12% (41)	348
PID/Gender: Dem Women	10% (42)	7% (27)	7% (29)	58% (240)	4% (18)	14% (60)	416
PID/Gender: Ind Men	5% (18)	9% (37)	13% (50)	52% (205)	1% (5)	20% (80)	396
PID/Gender: Ind Women	8% (31)	5% (19)	10% (38)	46% (179)	4% (15)	28% (111)	393
PID/Gender: Rep Men	10% (33)	9% (30)	21% (67)	38% (122)	4% (11)	18% (59)	323
PID/Gender: Rep Women	10% (34)	7% (25)	19% (63)	36% (119)	2% (8)	26% (86)	335
Ideo: Liberal (1-3)	8% (47)	6% (34)	7% (45)	65% (399)	3% (21)	10% (62)	609
Ideo: Moderate (4)	8% (50)	9% (56)	14% (83)	45% (269)	4% (22)	20% (119)	599
Ideo: Conservative (5-7)	10% (77)	8% (60)	20% (144)	40% (290)	3% (20)	19% (139)	730
Educ: < College	10% (148)	9% (136)	13% (192)	42% (645)	4% (54)	23% (343)	1519
Educ: Bachelors degree	7% (32)	6% (25)	12% (55)	58% (258)	2% (10)	15% (67)	446
Educ: Post-grad	9% (23)	3% (7)	17% (42)	55% (135)	4% (11)	11% (28)	245
Income: Under 50k	10% (112)	9% (103)	11% (129)	44% (516)	3% (39)	23% (276)	1174
Income: 50k-100k	9% (66)	7% (52)	15% (104)	48% (343)	4% (31)	16% (116)	712
Income: 100k+	7% (24)	4% (13)	17% (55)	56% (180)	1% (5)	14% (46)	323
Ethnicity: White	8% (144)	7% (129)	13% (226)	48% (836)	3% (49)	20% (344)	1730

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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*

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

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*

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

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

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

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

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

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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*

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

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*

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

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

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

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

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

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

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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

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

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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

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

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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*

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

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

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

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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*

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

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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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	28% (620)	22% (483)	12% (263)	13% (294)	5% (106)	20% (445)	2210
Biden Job Strongly Approve	42% (138)	22% (74)	7% (23)	9% (29)	10% (33)	10% (35)	332
Biden Job Somewhat Approve	36% (200)	25% (140)	10% (58)	8% (46)	5% (25)	16% (87)	556
Biden Job Somewhat Disapprove	28% (100)	23% (82)	13% (48)	12% (43)	5% (17)	20% (71)	362
Biden Job Strongly Disapprove	19% (156)	21% (173)	15% (124)	20% (163)	3% (22)	21% (173)	810
Favorable of Biden	39% (355)	24% (223)	9% (82)	8% (73)	7% (63)	13% (116)	913
Unfavorable of Biden	21% (250)	21% (251)	15% (172)	18% (211)	3% (41)	22% (255)	1179
Very Favorable of Biden	44% (171)	21% (83)	8% (30)	8% (30)	9% (34)	10% (41)	389
Somewhat Favorable of Biden	35% (184)	27% (140)	10% (53)	8% (43)	6% (29)	14% (76)	524
Somewhat Unfavorable of Biden	29% (87)	22% (66)	12% (37)	12% (35)	4% (12)	22% (67)	304
Very Unfavorable of Biden	19% (162)	21% (185)	15% (135)	20% (176)	3% (29)	21% (188)	876
#1 Issue: Economy	24% (209)	22% (191)	13% (115)	15% (132)	4% (31)	22% (193)	871
#1 Issue: Security	24% (77)	26% (86)	14% (46)	16% (51)	4% (12)	17% (54)	326
#1 Issue: Health Care	33% (74)	19% (42)	8% (18)	10% (21)	4% (10)	26% (57)	222
#1 Issue: Medicare / Social Security	27% (60)	21% (47)	12% (26)	9% (20)	9% (20)	22% (50)	223
#1 Issue: Women's Issues	37% (53)	20% (29)	9% (13)	9% (14)	6% (9)	19% (27)	143
#1 Issue: Education	30% (33)	19% (21)	12% (13)	16% (17)	6% (7)	17% (19)	109
#1 Issue: Energy	37% (68)	23% (42)	13% (24)	11% (20)	4% (7)	12% (22)	183
#1 Issue: Other	35% (47)	19% (25)	6% (8)	15% (19)	8% (11)	17% (23)	133
2020 Vote: Joe Biden	39% (349)	24% (213)	8% (73)	7% (65)	7% (65)	14% (121)	887
2020 Vote: Donald Trump	18% (138)	21% (161)	17% (129)	21% (159)	3% (21)	20% (153)	762
2020 Vote: Other	22% (21)	25% (24)	13% (12)	12% (12)	8% (7)	21% (21)	97
2020 Vote: Didn't Vote	24% (112)	18% (85)	10% (48)	12% (57)	2% (12)	32% (150)	464
2018 House Vote: Democrat	39% (283)	24% (172)	8% (57)	9% (65)	8% (58)	13% (91)	727
2018 House Vote: Republican	20% (123)	22% (139)	18% (115)	18% (111)	2% (14)	20% (123)	625
2018 House Vote: Someone else	21% (13)	34% (21)	8% (5)	17% (10)	— (0)	20% (12)	61
2016 Vote: Hillary Clinton	38% (254)	24% (158)	9% (61)	9% (57)	8% (53)	13% (87)	670
2016 Vote: Donald Trump	21% (143)	22% (150)	17% (113)	19% (128)	3% (18)	19% (129)	682
2016 Vote: Other	29% (32)	24% (26)	12% (13)	7% (8)	2% (2)	26% (28)	109
2016 Vote: Didn't Vote	26% (191)	20% (149)	10% (75)	13% (101)	4% (33)	27% (199)	746

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*

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

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

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

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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

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

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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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	25% (554)	21% (454)	13% (290)	15% (321)	4% (99)	22% (491)	2210
Biden Job Strongly Approve	38% (128)	27% (89)	5% (17)	8% (27)	8% (26)	14% (45)	332
Biden Job Somewhat Approve	31% (172)	27% (152)	12% (66)	9% (51)	4% (22)	17% (93)	556
Biden Job Somewhat Disapprove	24% (87)	20% (74)	13% (48)	13% (49)	6% (22)	23% (82)	362
Biden Job Strongly Disapprove	18% (142)	15% (122)	18% (149)	22% (178)	3% (25)	24% (193)	810
Favorable of Biden	35% (319)	27% (250)	9% (81)	9% (84)	5% (47)	14% (132)	913
Unfavorable of Biden	19% (221)	17% (198)	17% (196)	19% (228)	4% (47)	25% (290)	1179
Very Favorable of Biden	39% (151)	27% (107)	6% (22)	8% (30)	7% (29)	13% (51)	389
Somewhat Favorable of Biden	32% (168)	27% (144)	11% (59)	10% (54)	4% (18)	15% (81)	524
Somewhat Unfavorable of Biden	25% (76)	21% (64)	12% (37)	14% (43)	4% (13)	23% (71)	304
Very Unfavorable of Biden	17% (145)	15% (134)	18% (159)	21% (185)	4% (35)	25% (219)	876
#1 Issue: Economy	20% (170)	22% (194)	16% (138)	17% (148)	3% (26)	22% (195)	871
#1 Issue: Security	20% (66)	20% (65)	18% (58)	19% (61)	4% (14)	19% (61)	326
#1 Issue: Health Care	34% (76)	22% (48)	6% (14)	9% (21)	3% (7)	25% (56)	222
#1 Issue: Medicare / Social Security	26% (59)	19% (42)	13% (28)	10% (21)	5% (10)	28% (63)	223
#1 Issue: Women's Issues	34% (49)	24% (34)	6% (9)	4% (6)	10% (15)	21% (31)	143
#1 Issue: Education	23% (25)	19% (20)	11% (12)	18% (19)	4% (5)	26% (28)	109
#1 Issue: Energy	37% (67)	15% (27)	11% (21)	14% (25)	8% (15)	16% (28)	183
#1 Issue: Other	32% (43)	18% (23)	8% (11)	15% (20)	6% (8)	22% (29)	133
2020 Vote: Joe Biden	36% (318)	26% (234)	8% (75)	8% (75)	5% (49)	15% (136)	887
2020 Vote: Donald Trump	15% (117)	15% (115)	19% (146)	23% (173)	5% (37)	23% (173)	762
2020 Vote: Other	28% (27)	20% (20)	9% (9)	12% (12)	1% (1)	30% (29)	97
2020 Vote: Didn't Vote	20% (91)	18% (85)	13% (60)	13% (62)	3% (12)	33% (153)	464
2018 House Vote: Democrat	36% (264)	26% (187)	7% (49)	9% (68)	8% (56)	14% (101)	727
2018 House Vote: Republican	17% (108)	17% (107)	21% (129)	20% (126)	3% (17)	22% (138)	625
2018 House Vote: Someone else	22% (13)	22% (14)	4% (2)	19% (12)	1% (1)	32% (19)	61
2016 Vote: Hillary Clinton	38% (255)	26% (176)	7% (46)	7% (49)	7% (47)	15% (98)	670
2016 Vote: Donald Trump	19% (129)	16% (109)	18% (120)	23% (153)	4% (25)	21% (146)	682
2016 Vote: Other	23% (25)	20% (22)	13% (14)	15% (17)	2% (2)	26% (29)	109
2016 Vote: Didn't Vote	19% (145)	20% (146)	15% (110)	14% (102)	3% (24)	29% (219)	746

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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*

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	23% (512)	19% (412)	13% (293)	16% (363)	4% (97)	24% (533)	2210
Gender: Male	21% (228)	18% (191)	16% (166)	20% (215)	4% (41)	21% (225)	1067
Gender: Female	25% (284)	19% (221)	11% (127)	13% (148)	5% (56)	27% (308)	1143
Age: 18-34	26% (169)	17% (109)	11% (74)	15% (102)	6% (37)	25% (168)	658
Age: 35-44	21% (75)	18% (66)	12% (44)	16% (57)	4% (13)	29% (104)	359
Age: 45-64	22% (163)	19% (144)	14% (107)	19% (146)	4% (27)	22% (167)	754
Age: 65+	24% (105)	21% (93)	16% (68)	13% (59)	4% (19)	22% (95)	438
GenZers: 1997-2012	25% (72)	16% (45)	11% (32)	17% (48)	5% (13)	27% (77)	287
Millennials: 1981-1996	23% (145)	18% (111)	12% (72)	14% (88)	6% (36)	27% (165)	618
GenXers: 1965-1980	23% (130)	17% (96)	13% (71)	21% (120)	4% (21)	22% (121)	559
Baby Boomers: 1946-1964	22% (154)	21% (144)	16% (108)	14% (99)	3% (23)	23% (158)	687
PID: Dem (no lean)	32% (242)	24% (180)	10% (80)	9% (69)	7% (51)	19% (142)	764
PID: Ind (no lean)	22% (172)	17% (133)	12% (97)	18% (141)	4% (31)	27% (215)	788
PID: Rep (no lean)	15% (97)	15% (99)	18% (116)	23% (153)	2% (15)	27% (176)	657
PID/Gender: Dem Men	32% (112)	23% (79)	14% (49)	9% (32)	6% (22)	15% (53)	348
PID/Gender: Dem Women	31% (130)	24% (101)	8% (31)	9% (37)	7% (29)	21% (89)	416
PID/Gender: Ind Men	21% (83)	15% (60)	14% (54)	23% (91)	3% (11)	24% (96)	396
PID/Gender: Ind Women	23% (90)	18% (72)	11% (43)	13% (50)	5% (19)	30% (118)	393
PID/Gender: Rep Men	10% (33)	16% (51)	20% (63)	29% (92)	2% (7)	23% (75)	323
PID/Gender: Rep Women	19% (64)	14% (48)	16% (53)	18% (61)	2% (7)	30% (101)	335
Ideo: Liberal (1-3)	34% (209)	27% (166)	10% (59)	7% (45)	7% (42)	14% (87)	609
Ideo: Moderate (4)	21% (128)	19% (115)	14% (87)	16% (97)	4% (23)	25% (150)	599
Ideo: Conservative (5-7)	17% (121)	15% (107)	18% (132)	25% (183)	3% (25)	22% (163)	730
Educ: < College	22% (333)	17% (253)	13% (195)	17% (264)	4% (68)	27% (406)	1519
Educ: Bachelors degree	26% (118)	21% (96)	14% (62)	15% (66)	4% (19)	19% (85)	446
Educ: Post-grad	25% (61)	26% (64)	15% (36)	13% (33)	4% (10)	17% (42)	245
Income: Under 50k	22% (263)	18% (213)	11% (135)	15% (179)	4% (52)	28% (334)	1174
Income: 50k-100k	25% (177)	19% (132)	15% (106)	18% (130)	4% (27)	20% (141)	712
Income: 100k+	22% (72)	21% (67)	16% (53)	17% (55)	6% (18)	18% (58)	323
Ethnicity: White	23% (401)	18% (311)	14% (239)	18% (308)	4% (72)	23% (399)	1730

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*

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

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

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

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*

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

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

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	10%	(211)	8%	(168)	14%	(299)	44%	(968)	2%	(50)	23%	(514)	2210
Gender: Male	9%	(95)	8%	(88)	16%	(172)	45%	(476)	2%	(24)	20%	(211)	1067
Gender: Female	10%	(115)	7%	(79)	11%	(127)	43%	(493)	2%	(25)	27%	(304)	1143
Age: 18-34	8%	(50)	8%	(50)	11%	(72)	45%	(297)	3%	(20)	26%	(170)	658
Age: 35-44	9%	(32)	7%	(26)	13%	(48)	41%	(146)	2%	(8)	28%	(100)	359
Age: 45-64	11%	(85)	7%	(54)	15%	(111)	44%	(335)	2%	(12)	21%	(157)	754
Age: 65+	10%	(44)	9%	(38)	15%	(68)	43%	(190)	2%	(10)	20%	(87)	438
GenZers: 1997-2012	8%	(22)	6%	(18)	10%	(28)	46%	(132)	3%	(10)	27%	(77)	287
Millennials: 1981-1996	8%	(46)	8%	(51)	13%	(81)	43%	(263)	3%	(16)	26%	(159)	618
GenXers: 1965-1980	11%	(60)	6%	(35)	16%	(89)	45%	(251)	2%	(9)	21%	(115)	559
Baby Boomers: 1946-1964	11%	(76)	8%	(56)	13%	(89)	44%	(299)	2%	(15)	22%	(152)	687
PID: Dem (no lean)	11%	(86)	8%	(59)	12%	(90)	50%	(379)	2%	(17)	17%	(133)	764
PID: Ind (no lean)	8%	(60)	7%	(52)	10%	(81)	47%	(367)	3%	(20)	26%	(209)	788
PID: Rep (no lean)	10%	(65)	9%	(58)	19%	(128)	34%	(222)	2%	(12)	26%	(172)	657
PID/Gender: Dem Men	13%	(44)	8%	(27)	15%	(52)	46%	(159)	3%	(10)	16%	(56)	348
PID/Gender: Dem Women	10%	(43)	7%	(31)	9%	(38)	53%	(220)	2%	(7)	19%	(78)	416
PID/Gender: Ind Men	6%	(22)	9%	(34)	12%	(46)	51%	(203)	2%	(6)	21%	(84)	396
PID/Gender: Ind Women	9%	(37)	5%	(18)	9%	(35)	42%	(164)	4%	(14)	32%	(125)	393
PID/Gender: Rep Men	9%	(29)	8%	(27)	23%	(74)	35%	(114)	2%	(8)	22%	(71)	323
PID/Gender: Rep Women	11%	(36)	9%	(31)	16%	(54)	33%	(109)	1%	(4)	30%	(101)	335
Ideo: Liberal (1-3)	9%	(56)	4%	(27)	11%	(64)	60%	(365)	2%	(13)	14%	(84)	609
Ideo: Moderate (4)	9%	(54)	10%	(58)	15%	(88)	42%	(253)	2%	(11)	23%	(136)	599
Ideo: Conservative (5-7)	11%	(77)	10%	(73)	18%	(132)	37%	(270)	2%	(16)	22%	(162)	730
Educ: < College	11%	(161)	8%	(119)	13%	(195)	40%	(610)	3%	(38)	26%	(395)	1519
Educ: Bachelors degree	7%	(31)	7%	(32)	15%	(65)	52%	(231)	1%	(5)	18%	(82)	446
Educ: Post-grad	8%	(18)	7%	(17)	16%	(39)	52%	(127)	3%	(7)	15%	(37)	245
Income: Under 50k	10%	(113)	8%	(90)	13%	(148)	40%	(471)	3%	(31)	27%	(320)	1174
Income: 50k-100k	11%	(75)	9%	(61)	14%	(97)	46%	(326)	2%	(13)	20%	(140)	712
Income: 100k+	7%	(22)	5%	(16)	17%	(54)	53%	(171)	2%	(5)	17%	(54)	323
Ethnicity: White	9%	(159)	8%	(136)	13%	(221)	45%	(773)	3%	(44)	23%	(396)	1730

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*

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

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*

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

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*

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

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	10%	(221)	9%	(200)	13%	(295)	39%	(867)	3%	(63)	26%	(565)	2210
Gender: Male	9%	(99)	10%	(106)	16%	(168)	40%	(428)	3%	(29)	22%	(237)	1067
Gender: Female	11%	(122)	8%	(94)	11%	(127)	38%	(439)	3%	(34)	29%	(328)	1143
Age: 18-34	8%	(51)	9%	(57)	10%	(69)	40%	(260)	4%	(24)	30%	(198)	658
Age: 35-44	8%	(28)	8%	(29)	16%	(58)	37%	(134)	3%	(12)	28%	(99)	359
Age: 45-64	12%	(91)	10%	(75)	14%	(103)	40%	(305)	2%	(18)	22%	(163)	754
Age: 65+	12%	(52)	9%	(40)	15%	(65)	38%	(167)	2%	(9)	24%	(105)	438
GenZers: 1997-2012	7%	(19)	10%	(28)	6%	(16)	41%	(119)	6%	(16)	31%	(89)	287
Millennials: 1981-1996	8%	(50)	8%	(47)	15%	(94)	38%	(232)	2%	(15)	29%	(181)	618
GenXers: 1965-1980	11%	(61)	9%	(51)	14%	(77)	42%	(237)	3%	(18)	21%	(115)	559
Baby Boomers: 1946-1964	13%	(87)	10%	(65)	13%	(92)	38%	(261)	2%	(14)	24%	(168)	687
PID: Dem (no lean)	13%	(99)	11%	(85)	11%	(80)	44%	(336)	3%	(20)	19%	(144)	764
PID: Ind (no lean)	7%	(56)	7%	(58)	11%	(85)	42%	(328)	3%	(25)	30%	(237)	788
PID: Rep (no lean)	10%	(67)	9%	(57)	20%	(130)	31%	(203)	3%	(18)	28%	(183)	657
PID/Gender: Dem Men	14%	(48)	12%	(42)	12%	(43)	41%	(144)	3%	(11)	18%	(61)	348
PID/Gender: Dem Women	12%	(51)	10%	(43)	9%	(38)	46%	(192)	2%	(9)	20%	(83)	416
PID/Gender: Ind Men	7%	(26)	8%	(31)	11%	(45)	47%	(185)	1%	(6)	26%	(103)	396
PID/Gender: Ind Women	8%	(30)	7%	(27)	10%	(39)	36%	(143)	5%	(19)	34%	(135)	393
PID/Gender: Rep Men	8%	(26)	10%	(33)	25%	(80)	30%	(98)	4%	(13)	23%	(73)	323
PID/Gender: Rep Women	12%	(41)	7%	(24)	15%	(49)	31%	(104)	2%	(5)	33%	(110)	335
Ideo: Liberal (1-3)	11%	(65)	9%	(54)	9%	(55)	54%	(331)	2%	(10)	15%	(92)	609
Ideo: Moderate (4)	9%	(56)	12%	(69)	14%	(87)	36%	(218)	2%	(11)	26%	(158)	599
Ideo: Conservative (5-7)	10%	(72)	9%	(69)	18%	(132)	35%	(253)	3%	(24)	25%	(179)	730
Educ: < College	11%	(165)	9%	(140)	13%	(203)	35%	(533)	3%	(53)	28%	(426)	1519
Educ: Bachelors degree	8%	(34)	8%	(37)	13%	(59)	49%	(219)	1%	(5)	21%	(92)	446
Educ: Post-grad	9%	(22)	10%	(24)	13%	(32)	47%	(115)	2%	(5)	19%	(47)	245
Income: Under 50k	10%	(123)	8%	(99)	13%	(150)	36%	(420)	3%	(34)	30%	(349)	1174
Income: 50k-100k	10%	(74)	10%	(74)	14%	(99)	41%	(291)	3%	(23)	21%	(152)	712
Income: 100k+	7%	(24)	9%	(28)	14%	(46)	48%	(155)	2%	(6)	20%	(64)	323
Ethnicity: White	10%	(174)	8%	(141)	14%	(241)	40%	(697)	3%	(45)	25%	(432)	1730

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*

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

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

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

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*

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

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

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

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*

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	27% (589)	21% (462)	11% (242)	11% (250)	5% (101)	26% (566)	2210
Biden Job Strongly Approve	43% (142)	20% (68)	7% (25)	8% (27)	9% (30)	12% (41)	332
Biden Job Somewhat Approve	33% (184)	25% (139)	9% (50)	7% (39)	4% (22)	22% (121)	556
Biden Job Somewhat Disapprove	23% (83)	21% (78)	12% (42)	10% (38)	2% (7)	32% (114)	362
Biden Job Strongly Disapprove	20% (162)	19% (157)	14% (116)	16% (133)	4% (36)	25% (206)	810
Favorable of Biden	37% (339)	24% (217)	8% (73)	8% (69)	6% (57)	17% (158)	913
Unfavorable of Biden	21% (242)	20% (232)	14% (160)	15% (173)	3% (41)	28% (332)	1179
Very Favorable of Biden	44% (171)	20% (76)	8% (32)	7% (28)	8% (31)	13% (51)	389
Somewhat Favorable of Biden	32% (168)	27% (141)	8% (40)	8% (41)	5% (26)	21% (107)	524
Somewhat Unfavorable of Biden	24% (74)	22% (68)	9% (26)	9% (29)	2% (7)	33% (100)	304
Very Unfavorable of Biden	19% (168)	19% (164)	15% (133)	16% (144)	4% (34)	26% (232)	876
#1 Issue: Economy	21% (187)	22% (191)	12% (108)	14% (120)	3% (27)	27% (239)	871
#1 Issue: Security	25% (82)	23% (74)	12% (41)	11% (35)	6% (18)	23% (75)	326
#1 Issue: Health Care	34% (77)	17% (38)	9% (20)	9% (20)	2% (4)	29% (64)	222
#1 Issue: Medicare / Social Security	29% (65)	21% (46)	9% (21)	8% (19)	5% (12)	27% (60)	223
#1 Issue: Women's Issues	31% (44)	24% (34)	9% (13)	5% (7)	6% (9)	25% (36)	143
#1 Issue: Education	24% (26)	17% (19)	12% (13)	14% (15)	6% (6)	27% (29)	109
#1 Issue: Energy	33% (59)	20% (37)	8% (16)	11% (20)	7% (13)	21% (37)	183
#1 Issue: Other	37% (49)	17% (23)	8% (10)	11% (15)	8% (11)	19% (26)	133
2020 Vote: Joe Biden	38% (333)	25% (220)	7% (64)	7% (61)	6% (51)	18% (159)	887
2020 Vote: Donald Trump	18% (137)	21% (158)	16% (121)	17% (130)	3% (26)	25% (190)	762
2020 Vote: Other	28% (27)	20% (20)	9% (9)	10% (10)	4% (4)	29% (28)	97
2020 Vote: Didn't Vote	20% (91)	14% (65)	10% (48)	11% (50)	4% (20)	41% (189)	464
2018 House Vote: Democrat	36% (265)	24% (173)	7% (53)	8% (56)	6% (47)	18% (133)	727
2018 House Vote: Republican	22% (137)	21% (132)	15% (94)	16% (98)	3% (16)	24% (149)	625
2018 House Vote: Someone else	23% (14)	26% (16)	7% (4)	10% (6)	1% (1)	33% (20)	61
2016 Vote: Hillary Clinton	38% (257)	24% (159)	8% (52)	7% (47)	6% (40)	17% (115)	670
2016 Vote: Donald Trump	21% (145)	21% (140)	14% (94)	17% (119)	3% (21)	24% (162)	682
2016 Vote: Other	35% (39)	23% (26)	8% (9)	8% (9)	4% (4)	21% (23)	109
2016 Vote: Didn't Vote	20% (148)	18% (137)	12% (86)	10% (75)	5% (36)	35% (264)	746

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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	8% (172)	9% (202)	12% (273)	42% (919)	3% (76)	26% (567)	2210
Gender: Male	7% (79)	9% (101)	15% (158)	44% (468)	3% (32)	21% (228)	1067
Gender: Female	8% (93)	9% (101)	10% (115)	39% (451)	4% (43)	30% (339)	1143
Age: 18-34	6% (38)	10% (64)	9% (62)	37% (243)	5% (33)	33% (218)	658
Age: 35-44	8% (27)	7% (24)	14% (51)	39% (141)	2% (8)	30% (108)	359
Age: 45-64	9% (69)	10% (77)	13% (98)	44% (332)	3% (23)	21% (155)	754
Age: 65+	9% (37)	9% (38)	14% (61)	46% (203)	3% (12)	20% (87)	438
GenZers: 1997-2012	5% (14)	10% (28)	9% (26)	39% (112)	8% (22)	29% (84)	287
Millennials: 1981-1996	6% (39)	9% (54)	12% (72)	37% (228)	3% (18)	33% (207)	618
GenXers: 1965-1980	8% (47)	8% (47)	15% (81)	44% (244)	2% (14)	23% (126)	559
Baby Boomers: 1946-1964	10% (68)	10% (66)	13% (87)	44% (305)	3% (23)	20% (139)	687
PID: Dem (no lean)	9% (68)	10% (79)	11% (85)	45% (347)	3% (25)	21% (159)	764
PID: Ind (no lean)	6% (47)	7% (55)	11% (85)	41% (321)	5% (37)	31% (244)	788
PID: Rep (no lean)	9% (57)	10% (68)	16% (104)	38% (251)	2% (14)	25% (164)	657
PID/Gender: Dem Men	9% (33)	10% (34)	13% (45)	44% (155)	5% (17)	19% (65)	348
PID/Gender: Dem Women	8% (35)	11% (46)	10% (40)	46% (192)	2% (8)	23% (94)	416
PID/Gender: Ind Men	6% (23)	8% (31)	12% (49)	46% (181)	2% (9)	26% (102)	396
PID/Gender: Ind Women	6% (25)	6% (23)	9% (36)	36% (140)	7% (27)	36% (142)	393
PID/Gender: Rep Men	7% (23)	11% (36)	20% (64)	41% (132)	2% (6)	19% (61)	323
PID/Gender: Rep Women	10% (34)	10% (32)	12% (39)	36% (119)	2% (8)	31% (103)	335
Ideo: Liberal (1-3)	7% (40)	8% (51)	10% (61)	56% (343)	3% (16)	16% (98)	609
Ideo: Moderate (4)	8% (51)	12% (70)	13% (78)	39% (231)	4% (23)	24% (146)	599
Ideo: Conservative (5-7)	9% (63)	10% (73)	16% (113)	39% (288)	3% (24)	23% (169)	730
Educ: < College	8% (122)	10% (149)	12% (180)	37% (562)	4% (62)	29% (444)	1519
Educ: Bachelors degree	7% (30)	8% (38)	15% (65)	50% (224)	1% (6)	18% (82)	446
Educ: Post-grad	8% (19)	6% (15)	11% (28)	54% (133)	3% (8)	17% (42)	245
Income: Under 50k	8% (93)	9% (101)	12% (137)	37% (436)	4% (42)	31% (364)	1174
Income: 50k-100k	9% (62)	10% (72)	13% (94)	43% (308)	4% (28)	21% (149)	712
Income: 100k+	5% (17)	9% (29)	13% (42)	54% (176)	2% (6)	17% (54)	323
Ethnicity: White	8% (146)	9% (153)	12% (212)	44% (755)	3% (45)	24% (417)	1730

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*

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

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

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

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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	25% (561)	18% (407)	14% (299)	17% (375)	4% (99)	21% (469)	2210
Gender: Male	25% (265)	19% (204)	14% (151)	19% (198)	4% (47)	19% (201)	1067
Gender: Female	26% (297)	18% (202)	13% (148)	15% (176)	5% (52)	23% (268)	1143
Age: 18-34	18% (117)	21% (136)	13% (85)	17% (113)	4% (27)	28% (181)	658
Age: 35-44	26% (92)	16% (58)	13% (48)	16% (59)	4% (14)	25% (89)	359
Age: 45-64	25% (192)	17% (127)	16% (118)	20% (151)	4% (34)	18% (133)	754
Age: 65+	37% (161)	20% (87)	11% (48)	12% (52)	6% (25)	15% (66)	438
GenZers: 1997-2012	16% (46)	22% (63)	10% (28)	19% (54)	3% (8)	30% (87)	287
Millennials: 1981-1996	22% (135)	19% (114)	15% (94)	14% (88)	5% (31)	25% (155)	618
GenXers: 1965-1980	22% (124)	17% (94)	14% (78)	24% (132)	4% (21)	20% (110)	559
Baby Boomers: 1946-1964	34% (235)	17% (117)	13% (90)	14% (96)	5% (37)	16% (113)	687
PID: Dem (no lean)	35% (271)	21% (158)	11% (84)	12% (89)	8% (60)	13% (102)	764
PID: Ind (no lean)	20% (157)	19% (150)	13% (100)	17% (138)	3% (27)	27% (216)	788
PID: Rep (no lean)	20% (133)	15% (98)	17% (115)	22% (148)	2% (12)	23% (151)	657
PID/Gender: Dem Men	35% (122)	22% (75)	11% (40)	13% (45)	7% (25)	12% (42)	348
PID/Gender: Dem Women	36% (149)	20% (83)	11% (45)	11% (44)	9% (35)	14% (60)	416
PID/Gender: Ind Men	21% (84)	21% (82)	12% (46)	19% (76)	3% (13)	24% (94)	396
PID/Gender: Ind Women	19% (74)	17% (68)	14% (54)	16% (62)	4% (14)	31% (122)	393
PID/Gender: Rep Men	18% (59)	15% (47)	20% (65)	24% (77)	3% (10)	20% (65)	323
PID/Gender: Rep Women	22% (74)	15% (51)	15% (49)	21% (70)	1% (3)	26% (87)	335
Ideo: Liberal (1-3)	36% (221)	25% (154)	10% (63)	9% (54)	8% (46)	12% (70)	609
Ideo: Moderate (4)	24% (142)	17% (102)	14% (86)	19% (111)	5% (29)	22% (130)	599
Ideo: Conservative (5-7)	21% (152)	16% (115)	18% (133)	23% (169)	3% (19)	19% (141)	730
Educ: < College	23% (345)	16% (249)	14% (216)	18% (279)	4% (57)	25% (373)	1519
Educ: Bachelors degree	29% (129)	22% (99)	12% (54)	15% (68)	7% (29)	15% (66)	446
Educ: Post-grad	35% (87)	24% (59)	12% (29)	11% (28)	5% (13)	12% (30)	245
Income: Under 50k	23% (269)	17% (203)	14% (160)	16% (189)	4% (51)	26% (301)	1174
Income: 50k-100k	29% (203)	18% (130)	13% (95)	18% (128)	5% (32)	17% (123)	712
Income: 100k+	27% (89)	23% (74)	14% (44)	18% (57)	5% (16)	14% (44)	323
Ethnicity: White	27% (460)	17% (295)	13% (226)	18% (310)	5% (80)	21% (359)	1730

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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*

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	25% (561)	18% (407)	14% (299)	17% (375)	4% (99)	21% (469)	2210
Ethnicity: Hispanic	20% (69)	20% (71)	12% (41)	20% (69)	4% (15)	24% (86)	351
Ethnicity: Black	20% (54)	20% (55)	15% (42)	15% (42)	5% (13)	25% (69)	276
Ethnicity: Other	23% (47)	28% (57)	15% (31)	11% (23)	3% (6)	20% (41)	205
All Christian	27% (253)	18% (171)	15% (142)	19% (179)	4% (38)	18% (167)	951
All Non-Christian	32% (35)	16% (17)	16% (18)	18% (20)	5% (5)	14% (16)	111
Atheist	37% (35)	19% (18)	11% (11)	20% (19)	6% (6)	7% (7)	96
Agnostic/Nothing in particular	24% (159)	19% (129)	14% (90)	14% (90)	5% (33)	24% (161)	662
Something Else	20% (79)	18% (71)	10% (39)	17% (66)	4% (18)	30% (117)	390
Religious Non-Protestant/Catholic	31% (40)	15% (19)	17% (22)	18% (23)	4% (5)	15% (19)	128
Evangelical	20% (106)	18% (96)	14% (71)	19% (103)	4% (20)	25% (132)	527
Non-Evangelical	28% (217)	18% (139)	13% (105)	18% (138)	4% (35)	19% (146)	780
Community: Urban	24% (131)	22% (118)	12% (65)	15% (83)	4% (20)	24% (131)	547
Community: Suburban	26% (284)	19% (205)	15% (157)	16% (170)	5% (57)	19% (210)	1084
Community: Rural	25% (146)	15% (84)	13% (76)	21% (122)	4% (23)	22% (128)	579
Employ: Private Sector	24% (173)	22% (155)	13% (95)	16% (114)	4% (27)	21% (154)	719
Employ: Government	26% (31)	13% (16)	17% (20)	22% (27)	6% (7)	16% (19)	122
Employ: Self-Employed	21% (44)	17% (36)	15% (31)	21% (44)	6% (12)	21% (44)	210
Employ: Homemaker	22% (32)	13% (20)	18% (27)	20% (30)	3% (4)	25% (37)	149
Employ: Student	21% (20)	26% (25)	7% (6)	15% (14)	2% (2)	29% (28)	95
Employ: Retired	33% (159)	17% (82)	13% (62)	15% (73)	6% (29)	15% (74)	478
Employ: Unemployed	20% (54)	18% (47)	16% (42)	19% (50)	4% (9)	24% (64)	266
Employ: Other	28% (48)	15% (26)	10% (17)	13% (22)	5% (9)	29% (50)	171
Military HH: Yes	30% (100)	20% (66)	16% (52)	15% (50)	2% (8)	17% (56)	332
Military HH: No	25% (462)	18% (341)	13% (247)	17% (324)	5% (92)	22% (413)	1878
RD/WT: Right Direction	36% (260)	19% (136)	9% (65)	10% (74)	7% (49)	18% (129)	712
RD/WT: Wrong Track	20% (302)	18% (270)	16% (234)	20% (300)	3% (50)	23% (340)	1498
Biden Job Approve	37% (326)	21% (187)	11% (94)	11% (94)	8% (71)	13% (116)	888
Biden Job Disapprove	19% (219)	17% (201)	17% (193)	23% (265)	2% (27)	23% (266)	1172

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	25%	(561)	18%	(407)	14%	(299)	17%	(375)	4%	(99)	21%	(469)	2210
Biden Job Strongly Approve	43%	(143)	19%	(64)	7%	(22)	8%	(26)	12%	(40)	11%	(38)	332
Biden Job Somewhat Approve	33%	(183)	22%	(123)	13%	(73)	12%	(68)	6%	(31)	14%	(78)	556
Biden Job Somewhat Disapprove	21%	(75)	22%	(81)	15%	(53)	19%	(69)	2%	(6)	22%	(79)	362
Biden Job Strongly Disapprove	18%	(145)	15%	(121)	17%	(141)	24%	(195)	3%	(21)	23%	(188)	810
Favorable of Biden	36%	(328)	22%	(204)	11%	(98)	11%	(96)	8%	(72)	13%	(115)	913
Unfavorable of Biden	19%	(223)	16%	(193)	16%	(192)	23%	(269)	2%	(28)	23%	(274)	1179
Very Favorable of Biden	43%	(165)	19%	(73)	9%	(35)	7%	(27)	11%	(44)	12%	(45)	389
Somewhat Favorable of Biden	31%	(163)	25%	(131)	12%	(63)	13%	(70)	5%	(27)	13%	(70)	524
Somewhat Unfavorable of Biden	20%	(61)	23%	(71)	14%	(42)	17%	(52)	2%	(7)	23%	(70)	304
Very Unfavorable of Biden	18%	(162)	14%	(123)	17%	(150)	25%	(217)	2%	(20)	23%	(204)	876
#1 Issue: Economy	19%	(162)	20%	(175)	16%	(138)	21%	(186)	4%	(31)	21%	(179)	871
#1 Issue: Security	23%	(76)	15%	(49)	16%	(52)	21%	(70)	4%	(13)	20%	(65)	326
#1 Issue: Health Care	30%	(67)	22%	(49)	12%	(26)	8%	(17)	3%	(6)	25%	(57)	222
#1 Issue: Medicare / Social Security	32%	(72)	13%	(30)	11%	(25)	10%	(23)	7%	(15)	26%	(59)	223
#1 Issue: Women's Issues	32%	(46)	19%	(27)	11%	(16)	9%	(13)	4%	(5)	24%	(35)	143
#1 Issue: Education	30%	(33)	15%	(16)	12%	(13)	18%	(20)	5%	(5)	20%	(21)	109
#1 Issue: Energy	33%	(61)	23%	(41)	9%	(17)	14%	(26)	8%	(15)	13%	(23)	183
#1 Issue: Other	34%	(45)	14%	(19)	8%	(11)	14%	(19)	7%	(9)	22%	(30)	133
2020 Vote: Joe Biden	37%	(325)	22%	(197)	10%	(84)	9%	(84)	8%	(74)	14%	(123)	887
2020 Vote: Donald Trump	17%	(132)	15%	(112)	17%	(132)	26%	(202)	3%	(20)	22%	(164)	762
2020 Vote: Other	27%	(27)	17%	(17)	16%	(15)	17%	(17)	2%	(2)	21%	(20)	97
2020 Vote: Didn't Vote	17%	(78)	17%	(81)	14%	(67)	16%	(72)	1%	(4)	35%	(161)	464
2018 House Vote: Democrat	38%	(274)	22%	(158)	9%	(64)	10%	(76)	9%	(68)	12%	(87)	727
2018 House Vote: Republican	21%	(129)	15%	(94)	17%	(106)	24%	(153)	2%	(14)	21%	(129)	625
2018 House Vote: Someone else	27%	(16)	20%	(12)	7%	(4)	24%	(15)	—	(0)	22%	(14)	61
2016 Vote: Hillary Clinton	39%	(263)	21%	(142)	10%	(69)	9%	(59)	9%	(58)	12%	(79)	670
2016 Vote: Donald Trump	20%	(138)	16%	(107)	16%	(107)	25%	(170)	3%	(20)	20%	(138)	682
2016 Vote: Other	25%	(28)	24%	(27)	12%	(13)	15%	(16)	3%	(3)	21%	(23)	109
2016 Vote: Didn't Vote	18%	(132)	18%	(131)	15%	(110)	17%	(129)	2%	(18)	30%	(226)	746

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

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

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	14%	(315)	19%	(420)	21%	(471)	18%	(409)	3%	(56)	24%	(539)	2210
Gender: Male	14%	(154)	19%	(201)	21%	(228)	21%	(227)	2%	(23)	22%	(234)	1067
Gender: Female	14%	(161)	19%	(220)	21%	(243)	16%	(181)	3%	(33)	27%	(305)	1143
Age: 18-34	9%	(61)	16%	(106)	23%	(153)	19%	(126)	2%	(14)	30%	(198)	658
Age: 35-44	12%	(44)	17%	(60)	23%	(82)	19%	(69)	3%	(12)	26%	(93)	359
Age: 45-64	17%	(126)	19%	(141)	20%	(150)	20%	(153)	2%	(17)	22%	(167)	754
Age: 65+	19%	(84)	26%	(114)	20%	(86)	14%	(61)	3%	(13)	18%	(81)	438
GenZers: 1997-2012	6%	(17)	14%	(41)	24%	(68)	20%	(58)	3%	(7)	33%	(96)	287
Millennials: 1981-1996	12%	(73)	17%	(103)	23%	(144)	18%	(112)	3%	(16)	27%	(169)	618
GenXers: 1965-1980	13%	(74)	18%	(98)	23%	(127)	22%	(125)	3%	(15)	22%	(120)	559
Baby Boomers: 1946-1964	20%	(138)	23%	(156)	17%	(119)	16%	(108)	3%	(18)	22%	(148)	687
PID: Dem (no lean)	17%	(131)	21%	(157)	24%	(182)	15%	(112)	3%	(21)	21%	(162)	764
PID: Ind (no lean)	11%	(88)	18%	(138)	20%	(156)	20%	(158)	2%	(17)	29%	(231)	788
PID: Rep (no lean)	15%	(96)	19%	(124)	20%	(132)	21%	(139)	3%	(19)	22%	(147)	657
PID/Gender: Dem Men	20%	(71)	20%	(69)	22%	(77)	16%	(55)	2%	(8)	20%	(69)	348
PID/Gender: Dem Women	14%	(60)	21%	(88)	25%	(105)	14%	(57)	3%	(13)	22%	(93)	416
PID/Gender: Ind Men	11%	(45)	17%	(66)	21%	(81)	24%	(93)	2%	(8)	26%	(102)	396
PID/Gender: Ind Women	11%	(43)	18%	(72)	19%	(75)	16%	(65)	2%	(9)	33%	(129)	393
PID/Gender: Rep Men	12%	(38)	20%	(66)	21%	(69)	25%	(80)	2%	(7)	20%	(63)	323
PID/Gender: Rep Women	17%	(58)	18%	(59)	19%	(63)	18%	(59)	4%	(12)	25%	(83)	335
Ideo: Liberal (1-3)	12%	(76)	23%	(142)	28%	(169)	13%	(78)	2%	(15)	21%	(129)	609
Ideo: Moderate (4)	14%	(84)	20%	(121)	18%	(109)	22%	(131)	2%	(12)	24%	(141)	599
Ideo: Conservative (5-7)	17%	(125)	19%	(138)	20%	(145)	22%	(161)	3%	(22)	19%	(139)	730
Educ: < College	14%	(212)	16%	(246)	20%	(306)	19%	(295)	3%	(40)	28%	(420)	1519
Educ: Bachelors degree	15%	(67)	22%	(99)	23%	(101)	18%	(79)	3%	(13)	20%	(87)	446
Educ: Post-grad	15%	(36)	31%	(75)	26%	(64)	14%	(35)	1%	(3)	13%	(32)	245
Income: Under 50k	13%	(157)	17%	(203)	20%	(232)	17%	(197)	3%	(33)	30%	(352)	1174
Income: 50k-100k	15%	(107)	20%	(145)	22%	(157)	21%	(147)	3%	(20)	19%	(135)	712
Income: 100k+	16%	(50)	22%	(72)	25%	(82)	20%	(64)	1%	(3)	16%	(52)	323
Ethnicity: White	14%	(246)	21%	(358)	22%	(377)	18%	(315)	2%	(43)	23%	(392)	1730

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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*

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

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*

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

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

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

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

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

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

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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

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

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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

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

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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

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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	6% (124)	7% (156)	13% (277)	50% (1113)	3% (68)	21% (472)	2210
Gender: Male	6% (61)	8% (87)	13% (143)	51% (543)	3% (34)	19% (199)	1067
Gender: Female	6% (63)	6% (69)	12% (134)	50% (570)	3% (34)	24% (273)	1143
Age: 18-34	7% (49)	9% (59)	10% (67)	43% (280)	3% (19)	28% (184)	658
Age: 35-44	5% (16)	9% (31)	12% (43)	45% (161)	5% (17)	26% (92)	359
Age: 45-64	6% (45)	6% (49)	15% (116)	53% (402)	3% (21)	16% (122)	754
Age: 65+	3% (14)	4% (17)	12% (51)	62% (270)	3% (11)	17% (75)	438
GenZers: 1997-2012	7% (20)	9% (25)	10% (29)	43% (125)	3% (8)	28% (80)	287
Millennials: 1981-1996	6% (36)	9% (55)	12% (72)	42% (262)	4% (24)	27% (168)	618
GenXers: 1965-1980	6% (35)	7% (40)	16% (91)	50% (279)	3% (15)	18% (99)	559
Baby Boomers: 1946-1964	4% (31)	5% (32)	11% (79)	59% (408)	3% (21)	17% (116)	687
PID: Dem (no lean)	5% (37)	6% (44)	9% (66)	62% (476)	3% (23)	15% (118)	764
PID: Ind (no lean)	4% (33)	8% (67)	11% (90)	47% (374)	2% (19)	26% (206)	788
PID: Rep (no lean)	8% (54)	7% (45)	18% (121)	40% (264)	4% (25)	23% (148)	657
PID/Gender: Dem Men	6% (21)	7% (25)	9% (32)	58% (201)	6% (19)	15% (51)	348
PID/Gender: Dem Women	4% (16)	4% (18)	8% (35)	66% (275)	1% (4)	16% (67)	416
PID/Gender: Ind Men	4% (15)	8% (31)	11% (45)	53% (209)	1% (5)	23% (91)	396
PID/Gender: Ind Women	5% (19)	9% (35)	12% (45)	42% (165)	4% (14)	29% (114)	393
PID/Gender: Rep Men	8% (26)	9% (30)	21% (67)	41% (134)	3% (10)	18% (57)	323
PID/Gender: Rep Women	9% (28)	4% (15)	16% (54)	39% (130)	5% (16)	27% (92)	335
Ideo: Liberal (1-3)	4% (26)	4% (27)	9% (56)	68% (413)	2% (14)	12% (72)	609
Ideo: Moderate (4)	4% (26)	8% (49)	13% (79)	51% (306)	2% (15)	21% (126)	599
Ideo: Conservative (5-7)	8% (56)	9% (64)	17% (121)	43% (312)	4% (32)	20% (145)	730
Educ: < College	6% (94)	8% (126)	13% (198)	44% (672)	3% (52)	25% (376)	1519
Educ: Bachelors degree	4% (19)	4% (20)	12% (54)	62% (277)	2% (10)	15% (67)	446
Educ: Post-grad	4% (11)	4% (10)	10% (25)	67% (165)	3% (6)	12% (28)	245
Income: Under 50k	5% (62)	7% (86)	13% (151)	45% (533)	3% (35)	26% (307)	1174
Income: 50k-100k	7% (49)	7% (47)	13% (90)	54% (384)	4% (28)	16% (115)	712
Income: 100k+	4% (13)	7% (22)	11% (36)	61% (196)	2% (5)	16% (50)	323
Ethnicity: White	6% (102)	6% (108)	13% (218)	52% (900)	3% (49)	20% (352)	1730

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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*

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

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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*

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

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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

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

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	10%	(218)	15%	(336)	23%	(518)	27%	(587)	2%	(51)	23%	(500)	2210
Gender: Male	8%	(90)	15%	(157)	25%	(265)	29%	(313)	3%	(29)	20%	(212)	1067
Gender: Female	11%	(127)	16%	(179)	22%	(252)	24%	(275)	2%	(22)	25%	(288)	1143
Age: 18-34	8%	(54)	14%	(94)	20%	(130)	27%	(179)	4%	(23)	27%	(178)	658
Age: 35-44	9%	(31)	13%	(45)	16%	(58)	30%	(110)	3%	(10)	29%	(105)	359
Age: 45-64	13%	(95)	14%	(109)	26%	(200)	27%	(202)	1%	(11)	18%	(138)	754
Age: 65+	9%	(38)	20%	(88)	30%	(130)	22%	(97)	2%	(7)	18%	(78)	438
GenZers: 1997-2012	7%	(19)	14%	(41)	16%	(47)	31%	(88)	3%	(9)	29%	(83)	287
Millennials: 1981-1996	9%	(55)	13%	(83)	21%	(128)	25%	(156)	4%	(22)	28%	(174)	618
GenXers: 1965-1980	11%	(59)	12%	(67)	23%	(129)	33%	(186)	2%	(10)	19%	(107)	559
Baby Boomers: 1946-1964	12%	(83)	18%	(124)	28%	(194)	22%	(148)	1%	(10)	19%	(129)	687
PID: Dem (no lean)	12%	(90)	17%	(126)	25%	(192)	26%	(195)	2%	(16)	19%	(145)	764
PID: Ind (no lean)	7%	(54)	15%	(119)	19%	(154)	29%	(229)	2%	(17)	27%	(215)	788
PID: Rep (no lean)	11%	(74)	14%	(91)	26%	(172)	25%	(163)	3%	(18)	21%	(140)	657
PID/Gender: Dem Men	13%	(45)	16%	(56)	24%	(85)	27%	(93)	2%	(7)	18%	(62)	348
PID/Gender: Dem Women	11%	(45)	17%	(71)	26%	(107)	25%	(102)	2%	(9)	20%	(82)	416
PID/Gender: Ind Men	5%	(20)	15%	(57)	21%	(83)	33%	(130)	3%	(11)	24%	(94)	396
PID/Gender: Ind Women	9%	(33)	16%	(62)	18%	(70)	25%	(99)	2%	(6)	31%	(122)	393
PID/Gender: Rep Men	8%	(25)	14%	(44)	30%	(97)	28%	(90)	3%	(11)	17%	(56)	323
PID/Gender: Rep Women	15%	(49)	14%	(47)	22%	(75)	22%	(73)	2%	(7)	25%	(84)	335
Ideo: Liberal (1-3)	10%	(59)	19%	(118)	26%	(161)	25%	(153)	2%	(11)	17%	(106)	609
Ideo: Moderate (4)	9%	(53)	16%	(95)	23%	(141)	31%	(186)	1%	(9)	19%	(116)	599
Ideo: Conservative (5-7)	12%	(87)	14%	(103)	25%	(185)	26%	(190)	3%	(25)	19%	(139)	730
Educ: < College	10%	(156)	14%	(209)	22%	(327)	27%	(403)	3%	(39)	25%	(385)	1519
Educ: Bachelors degree	9%	(41)	17%	(75)	26%	(117)	29%	(128)	1%	(6)	18%	(79)	446
Educ: Post-grad	9%	(21)	21%	(52)	30%	(73)	23%	(57)	3%	(6)	14%	(36)	245
Income: Under 50k	9%	(109)	14%	(168)	22%	(256)	25%	(296)	3%	(34)	27%	(311)	1174
Income: 50k-100k	11%	(81)	17%	(120)	23%	(165)	28%	(198)	2%	(12)	19%	(136)	712
Income: 100k+	9%	(28)	15%	(47)	30%	(96)	29%	(93)	2%	(6)	16%	(53)	323
Ethnicity: White	10%	(169)	16%	(271)	24%	(421)	27%	(463)	2%	(41)	21%	(366)	1730

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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*

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

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

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

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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	26% (585)	21% (470)	12% (274)	14% (315)	4% (86)	22% (480)	2210
Gender: Male	24% (252)	22% (233)	13% (144)	18% (192)	4% (42)	19% (204)	1067
Gender: Female	29% (333)	21% (237)	11% (130)	11% (123)	4% (44)	24% (276)	1143
Age: 18-34	19% (126)	17% (114)	15% (96)	16% (106)	4% (24)	29% (191)	658
Age: 35-44	19% (67)	18% (64)	16% (56)	17% (60)	5% (19)	26% (94)	359
Age: 45-64	30% (229)	23% (175)	11% (85)	15% (117)	3% (23)	17% (126)	754
Age: 65+	37% (164)	27% (117)	8% (37)	7% (32)	5% (20)	16% (68)	438
GenZers: 1997-2012	18% (51)	17% (49)	11% (30)	20% (56)	4% (12)	31% (88)	287
Millennials: 1981-1996	19% (120)	17% (107)	17% (106)	14% (86)	4% (28)	28% (171)	618
GenXers: 1965-1980	27% (149)	20% (114)	13% (71)	19% (106)	2% (14)	19% (105)	559
Baby Boomers: 1946-1964	35% (244)	26% (177)	9% (65)	9% (63)	4% (28)	16% (110)	687
PID: Dem (no lean)	30% (229)	22% (168)	13% (101)	12% (90)	4% (33)	19% (143)	764
PID: Ind (no lean)	23% (180)	18% (140)	12% (95)	17% (133)	4% (28)	27% (213)	788
PID: Rep (no lean)	27% (176)	25% (162)	12% (77)	14% (92)	4% (25)	19% (124)	657
PID/Gender: Dem Men	29% (99)	22% (76)	13% (47)	15% (52)	5% (16)	17% (58)	348
PID/Gender: Dem Women	31% (130)	22% (91)	13% (54)	9% (38)	4% (17)	21% (85)	416
PID/Gender: Ind Men	20% (78)	18% (69)	14% (56)	21% (83)	3% (14)	24% (95)	396
PID/Gender: Ind Women	26% (102)	18% (71)	10% (39)	13% (50)	4% (14)	30% (117)	393
PID/Gender: Rep Men	23% (75)	27% (88)	13% (41)	17% (56)	4% (12)	16% (51)	323
PID/Gender: Rep Women	30% (101)	22% (74)	11% (37)	11% (36)	4% (13)	22% (73)	335
Ideo: Liberal (1-3)	28% (172)	25% (152)	15% (90)	10% (58)	4% (27)	18% (110)	609
Ideo: Moderate (4)	29% (174)	19% (113)	13% (78)	16% (93)	4% (25)	19% (116)	599
Ideo: Conservative (5-7)	28% (204)	25% (183)	11% (81)	16% (120)	3% (24)	16% (118)	730
Educ: < College	24% (372)	20% (298)	12% (184)	16% (246)	4% (56)	24% (364)	1519
Educ: Bachelors degree	29% (131)	24% (108)	14% (63)	11% (50)	4% (18)	17% (77)	446
Educ: Post-grad	34% (82)	26% (65)	11% (27)	8% (19)	5% (12)	16% (39)	245
Income: Under 50k	22% (259)	19% (222)	13% (149)	15% (176)	4% (47)	27% (322)	1174
Income: 50k-100k	31% (222)	22% (153)	13% (90)	15% (106)	4% (29)	16% (112)	712
Income: 100k+	32% (104)	29% (94)	11% (35)	10% (34)	3% (10)	14% (46)	323
Ethnicity: White	29% (494)	23% (393)	12% (207)	13% (230)	4% (66)	20% (339)	1730

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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*

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

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*

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

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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

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

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(262)	23%	(499)	21%	(464)	45%	(985)	2210
Gender: Male	14%	(147)	23%	(248)	20%	(210)	43%	(462)	1067
Gender: Female	10%	(115)	22%	(251)	22%	(255)	46%	(523)	1143
Age: 18-34	20%	(133)	26%	(173)	19%	(125)	35%	(228)	658
Age: 35-44	15%	(54)	23%	(81)	23%	(82)	40%	(142)	359
Age: 45-64	8%	(63)	22%	(166)	21%	(156)	49%	(370)	754
Age: 65+	3%	(12)	18%	(79)	23%	(102)	56%	(245)	438
GenZers: 1997-2012	19%	(55)	25%	(71)	20%	(58)	36%	(102)	287
Millennials: 1981-1996	20%	(121)	26%	(158)	19%	(119)	36%	(219)	618
GenXers: 1965-1980	9%	(51)	23%	(130)	21%	(117)	47%	(261)	559
Baby Boomers: 1946-1964	5%	(35)	19%	(132)	22%	(152)	54%	(368)	687
PID: Dem (no lean)	16%	(120)	25%	(190)	19%	(149)	40%	(306)	764
PID: Ind (no lean)	13%	(103)	23%	(182)	21%	(169)	42%	(335)	788
PID: Rep (no lean)	6%	(39)	19%	(127)	22%	(146)	52%	(345)	657
PID/Gender: Dem Men	19%	(65)	25%	(87)	17%	(58)	40%	(139)	348
PID/Gender: Dem Women	13%	(55)	25%	(103)	22%	(91)	40%	(167)	416
PID/Gender: Ind Men	15%	(58)	25%	(99)	19%	(75)	41%	(164)	396
PID/Gender: Ind Women	11%	(45)	21%	(83)	24%	(94)	44%	(171)	393
PID/Gender: Rep Men	7%	(24)	19%	(62)	24%	(77)	50%	(160)	323
PID/Gender: Rep Women	5%	(15)	19%	(65)	21%	(69)	55%	(185)	335
Ideo: Liberal (1-3)	20%	(123)	29%	(178)	18%	(112)	32%	(195)	609
Ideo: Moderate (4)	9%	(53)	24%	(142)	23%	(137)	45%	(268)	599
Ideo: Conservative (5-7)	9%	(63)	18%	(135)	25%	(179)	48%	(354)	730
Educ: < College	11%	(168)	19%	(296)	20%	(308)	49%	(747)	1519
Educ: Bachelors degree	14%	(64)	28%	(125)	22%	(99)	35%	(158)	446
Educ: Post-grad	12%	(30)	32%	(78)	23%	(57)	33%	(80)	245
Income: Under 50k	12%	(137)	19%	(222)	20%	(231)	50%	(584)	1174
Income: 50k-100k	13%	(90)	25%	(181)	21%	(152)	41%	(289)	712
Income: 100k+	11%	(35)	30%	(96)	25%	(81)	35%	(113)	323
Ethnicity: White	12%	(213)	23%	(400)	21%	(366)	43%	(751)	1730
Ethnicity: Hispanic	23%	(82)	20%	(70)	19%	(66)	38%	(133)	351
Ethnicity: Black	6%	(15)	19%	(53)	23%	(63)	52%	(144)	276

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(262)	23%	(499)	21%	(464)	45%	(985)	2210
Ethnicity: Other	16%	(33)	22%	(46)	18%	(36)	44%	(90)	205
All Christian	9%	(83)	22%	(213)	22%	(205)	47%	(451)	951
All Non-Christian	12%	(13)	33%	(37)	26%	(28)	30%	(33)	111
Atheist	31%	(30)	26%	(25)	16%	(15)	27%	(26)	96
Agnostic/Nothing in particular	12%	(82)	25%	(166)	21%	(140)	41%	(274)	662
Something Else	14%	(54)	15%	(58)	19%	(76)	52%	(201)	390
Religious Non-Protestant/Catholic	11%	(14)	32%	(41)	25%	(32)	32%	(41)	128
Evangelical	7%	(39)	17%	(91)	19%	(102)	56%	(295)	527
Non-Evangelical	12%	(97)	22%	(173)	22%	(170)	44%	(341)	780
Community: Urban	15%	(79)	23%	(123)	19%	(103)	44%	(242)	547
Community: Suburban	13%	(142)	23%	(249)	22%	(238)	42%	(455)	1084
Community: Rural	7%	(40)	22%	(127)	21%	(123)	50%	(289)	579
Employ: Private Sector	14%	(98)	25%	(181)	23%	(164)	38%	(276)	719
Employ: Government	13%	(16)	28%	(34)	26%	(31)	34%	(41)	122
Employ: Self-Employed	21%	(43)	28%	(58)	17%	(36)	35%	(73)	210
Employ: Homemaker	11%	(17)	28%	(42)	21%	(31)	40%	(60)	149
Employ: Student	20%	(19)	24%	(22)	23%	(22)	34%	(32)	95
Employ: Retired	3%	(13)	18%	(86)	23%	(109)	56%	(270)	478
Employ: Unemployed	13%	(36)	23%	(62)	13%	(35)	50%	(133)	266
Employ: Other	12%	(21)	8%	(14)	21%	(36)	59%	(101)	171
Military HH: Yes	8%	(25)	22%	(72)	27%	(89)	44%	(145)	332
Military HH: No	13%	(237)	23%	(427)	20%	(375)	45%	(840)	1878
RD/WT: Right Direction	13%	(95)	26%	(183)	18%	(130)	43%	(304)	712
RD/WT: Wrong Track	11%	(166)	21%	(315)	22%	(334)	45%	(681)	1498
Biden Job Approve	14%	(129)	26%	(229)	19%	(171)	40%	(360)	888
Biden Job Disapprove	10%	(116)	21%	(245)	23%	(269)	46%	(542)	1172
Biden Job Strongly Approve	15%	(51)	27%	(89)	17%	(58)	41%	(135)	332
Biden Job Somewhat Approve	14%	(78)	25%	(140)	20%	(113)	40%	(224)	556
Biden Job Somewhat Disapprove	11%	(40)	25%	(92)	21%	(77)	42%	(153)	362
Biden Job Strongly Disapprove	9%	(76)	19%	(154)	24%	(192)	48%	(389)	810

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(262)	23%	(499)	21%	(464)	45%	(985)	2210
Favorable of Biden	14%	(129)	26%	(240)	19%	(176)	40%	(368)	913
Unfavorable of Biden	10%	(121)	20%	(241)	23%	(272)	46%	(545)	1179
Very Favorable of Biden	15%	(58)	26%	(100)	20%	(78)	39%	(153)	389
Somewhat Favorable of Biden	14%	(71)	27%	(139)	19%	(98)	41%	(215)	524
Somewhat Unfavorable of Biden	16%	(49)	24%	(74)	20%	(60)	40%	(120)	304
Very Unfavorable of Biden	8%	(72)	19%	(167)	24%	(212)	49%	(425)	876
#1 Issue: Economy	10%	(87)	23%	(198)	23%	(198)	45%	(388)	871
#1 Issue: Security	7%	(21)	18%	(60)	22%	(72)	53%	(172)	326
#1 Issue: Health Care	17%	(38)	27%	(60)	15%	(33)	42%	(92)	222
#1 Issue: Medicare / Social Security	5%	(11)	10%	(23)	23%	(50)	62%	(139)	223
#1 Issue: Women's Issues	23%	(34)	34%	(48)	17%	(24)	26%	(38)	143
#1 Issue: Education	15%	(16)	20%	(21)	21%	(23)	45%	(49)	109
#1 Issue: Energy	21%	(38)	32%	(59)	22%	(40)	25%	(46)	183
#1 Issue: Other	13%	(18)	22%	(29)	19%	(25)	46%	(62)	133
2020 Vote: Joe Biden	16%	(141)	27%	(241)	20%	(177)	37%	(328)	887
2020 Vote: Donald Trump	8%	(60)	20%	(153)	24%	(186)	48%	(363)	762
2020 Vote: Other	20%	(19)	23%	(23)	20%	(19)	37%	(36)	97
2020 Vote: Didn't Vote	9%	(42)	18%	(82)	18%	(82)	56%	(259)	464
2018 House Vote: Democrat	16%	(113)	28%	(202)	20%	(143)	37%	(269)	727
2018 House Vote: Republican	8%	(51)	20%	(127)	24%	(148)	48%	(299)	625
2018 House Vote: Someone else	17%	(10)	24%	(14)	17%	(10)	43%	(26)	61
2016 Vote: Hillary Clinton	14%	(96)	28%	(187)	20%	(132)	38%	(254)	670
2016 Vote: Donald Trump	9%	(58)	19%	(128)	23%	(155)	50%	(340)	682
2016 Vote: Other	18%	(20)	25%	(27)	28%	(31)	28%	(31)	109
2016 Vote: Didn't Vote	11%	(86)	21%	(156)	19%	(145)	48%	(359)	746
Voted in 2014: Yes	12%	(145)	24%	(296)	22%	(269)	43%	(527)	1238
Voted in 2014: No	12%	(117)	21%	(203)	20%	(195)	47%	(458)	972
4-Region: Northeast	12%	(48)	23%	(91)	23%	(90)	42%	(167)	395
4-Region: Midwest	9%	(44)	22%	(101)	21%	(96)	48%	(223)	464
4-Region: South	12%	(101)	22%	(180)	21%	(178)	45%	(368)	828
4-Region: West	13%	(69)	24%	(127)	19%	(100)	43%	(226)	522

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(262)	23%	(499)	21%	(464)	45%	(985)	2210
Harry Potter Fan	16%	(187)	26%	(305)	20%	(234)	37%	(427)	1152
J.K. Rowling Favorable	9%	(108)	25%	(290)	24%	(278)	41%	(463)	1139
J.K. Rowling Unfavorable	32%	(122)	35%	(134)	15%	(56)	18%	(70)	382

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	33%	(721)	21%	(471)	31%	(689)	2210
Gender: Male	13%	(135)	31%	(327)	24%	(252)	33%	(352)	1067
Gender: Female	17%	(193)	34%	(394)	19%	(219)	30%	(337)	1143
Age: 18-34	24%	(156)	33%	(218)	17%	(113)	26%	(171)	658
Age: 35-44	17%	(61)	32%	(116)	21%	(74)	30%	(108)	359
Age: 45-64	11%	(85)	34%	(253)	24%	(184)	31%	(233)	754
Age: 65+	6%	(26)	31%	(135)	23%	(101)	40%	(177)	438
GenZers: 1997-2012	27%	(79)	30%	(85)	17%	(49)	26%	(74)	287
Millennials: 1981-1996	20%	(126)	34%	(208)	19%	(117)	27%	(167)	618
GenXers: 1965-1980	12%	(66)	34%	(191)	22%	(122)	32%	(180)	559
Baby Boomers: 1946-1964	8%	(56)	33%	(225)	24%	(165)	35%	(240)	687
PID: Dem (no lean)	17%	(128)	33%	(249)	21%	(161)	30%	(226)	764
PID: Ind (no lean)	17%	(131)	32%	(255)	18%	(144)	33%	(258)	788
PID: Rep (no lean)	10%	(68)	33%	(217)	25%	(166)	31%	(206)	657
PID/Gender: Dem Men	16%	(55)	31%	(106)	23%	(79)	31%	(108)	348
PID/Gender: Dem Women	17%	(73)	34%	(143)	20%	(82)	28%	(118)	416
PID/Gender: Ind Men	14%	(56)	32%	(128)	18%	(72)	35%	(140)	396
PID/Gender: Ind Women	19%	(76)	32%	(127)	18%	(72)	30%	(118)	393
PID/Gender: Rep Men	7%	(24)	29%	(93)	31%	(101)	32%	(104)	323
PID/Gender: Rep Women	13%	(44)	37%	(124)	19%	(65)	30%	(101)	335
Ideo: Liberal (1-3)	17%	(104)	38%	(233)	19%	(118)	25%	(153)	609
Ideo: Moderate (4)	15%	(91)	35%	(208)	20%	(122)	30%	(178)	599
Ideo: Conservative (5-7)	12%	(87)	30%	(222)	25%	(186)	32%	(235)	730
Educ: < College	15%	(232)	31%	(472)	21%	(315)	33%	(499)	1519
Educ: Bachelors degree	15%	(68)	36%	(162)	22%	(98)	27%	(119)	446
Educ: Post-grad	11%	(28)	36%	(87)	24%	(58)	29%	(71)	245
Income: Under 50k	16%	(183)	31%	(364)	20%	(231)	34%	(396)	1174
Income: 50k-100k	15%	(108)	33%	(238)	24%	(168)	28%	(198)	712
Income: 100k+	11%	(36)	37%	(119)	22%	(73)	29%	(95)	323
Ethnicity: White	15%	(262)	33%	(578)	22%	(380)	29%	(509)	1730
Ethnicity: Hispanic	25%	(88)	30%	(105)	18%	(63)	27%	(94)	351
Ethnicity: Black	9%	(25)	25%	(68)	23%	(62)	43%	(119)	276

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	33%	(721)	21%	(471)	31%	(689)	2210
Ethnicity: Other	20%	(40)	37%	(75)	14%	(29)	30%	(61)	205
All Christian	12%	(117)	35%	(330)	22%	(209)	31%	(295)	951
All Non-Christian	11%	(13)	35%	(40)	33%	(37)	20%	(22)	111
Atheist	27%	(25)	40%	(39)	14%	(13)	19%	(19)	96
Agnostic/Nothing in particular	17%	(111)	32%	(212)	20%	(134)	31%	(205)	662
Something Else	16%	(62)	26%	(101)	20%	(78)	38%	(149)	390
Religious Non-Protestant/Catholic	13%	(17)	37%	(47)	32%	(41)	19%	(24)	128
Evangelical	11%	(55)	29%	(154)	22%	(115)	39%	(203)	527
Non-Evangelical	15%	(117)	34%	(265)	21%	(164)	30%	(233)	780
Community: Urban	17%	(95)	30%	(165)	20%	(111)	32%	(176)	547
Community: Suburban	15%	(162)	34%	(368)	22%	(236)	29%	(318)	1084
Community: Rural	12%	(71)	32%	(188)	21%	(124)	34%	(196)	579
Employ: Private Sector	15%	(106)	35%	(251)	21%	(154)	29%	(207)	719
Employ: Government	16%	(20)	29%	(35)	22%	(27)	33%	(40)	122
Employ: Self-Employed	23%	(49)	36%	(76)	17%	(37)	23%	(48)	210
Employ: Homemaker	16%	(23)	34%	(51)	23%	(34)	27%	(41)	149
Employ: Student	26%	(25)	25%	(23)	23%	(22)	26%	(25)	95
Employ: Retired	7%	(32)	30%	(145)	24%	(117)	39%	(185)	478
Employ: Unemployed	19%	(49)	32%	(85)	17%	(45)	32%	(86)	266
Employ: Other	14%	(23)	31%	(54)	21%	(37)	34%	(58)	171
Military HH: Yes	14%	(45)	31%	(104)	27%	(90)	28%	(92)	332
Military HH: No	15%	(283)	33%	(617)	20%	(381)	32%	(598)	1878
RD/WT: Right Direction	15%	(108)	32%	(225)	22%	(155)	31%	(224)	712
RD/WT: Wrong Track	15%	(220)	33%	(496)	21%	(316)	31%	(465)	1498
Biden Job Approve	17%	(148)	33%	(297)	21%	(184)	29%	(259)	888
Biden Job Disapprove	14%	(161)	33%	(385)	22%	(261)	31%	(366)	1172
Biden Job Strongly Approve	18%	(60)	33%	(110)	17%	(56)	32%	(107)	332
Biden Job Somewhat Approve	16%	(88)	34%	(187)	23%	(129)	27%	(152)	556
Biden Job Somewhat Disapprove	17%	(62)	35%	(128)	20%	(73)	27%	(99)	362
Biden Job Strongly Disapprove	12%	(98)	32%	(257)	23%	(188)	33%	(267)	810

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

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

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

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	33%	(721)	21%	(471)	31%	(689)	2210
Harry Potter Fan	20%	(236)	36%	(414)	20%	(226)	24%	(276)	1152
J.K. Rowling Favorable	16%	(185)	37%	(419)	21%	(240)	26%	(295)	1139
J.K. Rowling Unfavorable	24%	(93)	38%	(144)	20%	(74)	18%	(70)	382

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

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

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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

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

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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

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

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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

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

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

Demographic	Strongly consider boycotting	Somewhat consider boycotting	Not really consider boycotting	Not consider boycotting at all	I am already boycotting this	Don't know / No opinion	Total N
Adults	9% (195)	10% (215)	16% (363)	35% (766)	5% (107)	26% (564)	2210
Gender: Male	8% (86)	9% (96)	17% (178)	37% (396)	6% (60)	23% (251)	1067
Gender: Female	10% (110)	10% (119)	16% (185)	32% (370)	4% (47)	27% (314)	1143
Age: 18-34	7% (43)	12% (76)	17% (111)	37% (244)	5% (32)	23% (152)	658
Age: 35-44	6% (22)	10% (35)	14% (50)	37% (132)	7% (24)	27% (96)	359
Age: 45-64	11% (80)	9% (69)	16% (123)	35% (262)	4% (27)	26% (194)	754
Age: 65+	11% (50)	8% (36)	18% (78)	29% (128)	5% (23)	28% (123)	438
GenZers: 1997-2012	5% (13)	15% (43)	18% (52)	29% (84)	6% (18)	27% (76)	287
Millennials: 1981-1996	7% (46)	9% (58)	16% (98)	41% (255)	5% (30)	21% (131)	618
GenXers: 1965-1980	9% (49)	9% (48)	14% (79)	36% (200)	5% (30)	27% (153)	559
Baby Boomers: 1946-1964	12% (82)	9% (61)	18% (122)	32% (217)	3% (23)	27% (182)	687
PID: Dem (no lean)	14% (107)	14% (104)	18% (141)	23% (176)	7% (54)	24% (183)	764
PID: Ind (no lean)	7% (51)	10% (76)	16% (126)	37% (294)	4% (29)	27% (211)	788
PID: Rep (no lean)	6% (37)	5% (34)	15% (96)	45% (296)	4% (24)	26% (171)	657
PID/Gender: Dem Men	13% (47)	13% (47)	20% (69)	23% (80)	9% (31)	22% (75)	348
PID/Gender: Dem Women	14% (60)	14% (58)	17% (72)	23% (96)	5% (23)	26% (107)	416
PID/Gender: Ind Men	7% (27)	9% (36)	16% (63)	40% (159)	3% (14)	25% (97)	396
PID/Gender: Ind Women	6% (25)	10% (41)	16% (64)	34% (135)	4% (15)	29% (113)	393
PID/Gender: Rep Men	4% (13)	4% (13)	15% (47)	49% (157)	5% (15)	24% (78)	323
PID/Gender: Rep Women	7% (25)	6% (21)	15% (49)	41% (138)	3% (8)	28% (93)	335
Ideo: Liberal (1-3)	13% (80)	15% (93)	21% (131)	24% (148)	8% (49)	18% (108)	609
Ideo: Moderate (4)	9% (55)	9% (57)	18% (109)	32% (191)	2% (13)	29% (175)	599
Ideo: Conservative (5-7)	7% (48)	6% (45)	13% (97)	48% (348)	4% (30)	22% (163)	730
Educ: < College	8% (124)	9% (142)	15% (234)	34% (511)	5% (75)	29% (434)	1519
Educ: Bachelors degree	11% (49)	10% (44)	18% (80)	38% (168)	5% (21)	19% (84)	446
Educ: Post-grad	9% (22)	12% (29)	20% (49)	35% (87)	5% (11)	19% (46)	245

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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

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

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

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

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

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

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

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

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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

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

Continued on next page

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The Fantastic Beasts film series

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

Continued on next page

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The Fantastic Beasts film series

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

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

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

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

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

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

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

Continued on next page

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The Wizarding World of Harry Potter amusement parks

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

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

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

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

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

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

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

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

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

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

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

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'

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

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 know now, to what extent would you consider boycotting the following?

The upcoming Wizarding World video game, 'Hogwarts Legacy'

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

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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'

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

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 know now, to what extent would you consider boycotting the following?

The upcoming Wizarding World video game, 'Hogwarts Legacy'

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

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

Demographic	Strongly consider boycotting		Somewhat consider boycotting		Not really consider boycotting		Not consider boycotting at all		I am already boycotting this		Don't know / No opinion		Total N
Adults	10%	(225)	10%	(230)	14%	(320)	33%	(737)	4%	(94)	27%	(604)	2210
Gender: Male	9%	(95)	10%	(106)	15%	(161)	36%	(389)	5%	(50)	25%	(265)	1067
Gender: Female	11%	(130)	11%	(123)	14%	(159)	30%	(348)	4%	(44)	30%	(339)	1143
Age: 18-34	9%	(60)	12%	(79)	13%	(83)	37%	(243)	4%	(29)	25%	(164)	658
Age: 35-44	6%	(23)	9%	(33)	14%	(52)	34%	(121)	6%	(23)	30%	(107)	359
Age: 45-64	12%	(94)	10%	(72)	15%	(114)	34%	(258)	3%	(21)	26%	(194)	754
Age: 65+	11%	(48)	10%	(45)	16%	(71)	26%	(114)	5%	(21)	32%	(138)	438
GenZers: 1997-2012	7%	(21)	16%	(47)	11%	(33)	33%	(95)	5%	(16)	26%	(76)	287
Millennials: 1981-1996	9%	(59)	9%	(54)	15%	(90)	38%	(235)	5%	(30)	24%	(150)	618
GenXers: 1965-1980	9%	(52)	9%	(52)	13%	(74)	36%	(200)	4%	(20)	29%	(161)	559
Baby Boomers: 1946-1964	13%	(90)	10%	(72)	17%	(115)	29%	(196)	3%	(23)	28%	(191)	687
PID: Dem (no lean)	15%	(117)	14%	(105)	18%	(137)	22%	(171)	6%	(43)	25%	(191)	764
PID: Ind (no lean)	8%	(62)	11%	(85)	13%	(100)	35%	(275)	4%	(35)	30%	(233)	788
PID: Rep (no lean)	7%	(47)	6%	(40)	13%	(84)	44%	(291)	2%	(16)	27%	(180)	657
PID/Gender: Dem Men	13%	(47)	12%	(41)	20%	(70)	25%	(89)	6%	(21)	23%	(81)	348
PID/Gender: Dem Women	17%	(70)	15%	(64)	16%	(68)	20%	(83)	5%	(22)	27%	(110)	416
PID/Gender: Ind Men	7%	(27)	11%	(44)	13%	(51)	37%	(148)	5%	(19)	27%	(108)	396
PID/Gender: Ind Women	9%	(35)	10%	(41)	12%	(49)	32%	(127)	4%	(16)	32%	(125)	393
PID/Gender: Rep Men	7%	(22)	7%	(22)	13%	(41)	47%	(153)	3%	(9)	24%	(76)	323
PID/Gender: Rep Women	7%	(25)	6%	(19)	13%	(43)	41%	(138)	2%	(7)	31%	(104)	335
Ideo: Liberal (1-3)	16%	(96)	18%	(107)	16%	(99)	22%	(132)	7%	(43)	22%	(131)	609
Ideo: Moderate (4)	11%	(64)	10%	(57)	16%	(95)	31%	(186)	2%	(13)	31%	(184)	599
Ideo: Conservative (5-7)	7%	(48)	6%	(46)	14%	(105)	46%	(337)	3%	(25)	23%	(170)	730
Educ: < College	10%	(147)	9%	(138)	14%	(213)	33%	(507)	4%	(67)	29%	(447)	1519
Educ: Bachelors degree	12%	(51)	13%	(58)	15%	(69)	34%	(150)	4%	(18)	22%	(100)	446
Educ: Post-grad	11%	(27)	14%	(33)	16%	(38)	33%	(80)	4%	(9)	23%	(57)	245

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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

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

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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

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

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

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

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?

Film

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

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

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

Continued on next page

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

Film

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

Continued on next page

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

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

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

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1012)	46%	(1008)	9%	(190)	2210
Gender: Male	43%	(462)	47%	(501)	10%	(104)	1067
Gender: Female	48%	(550)	44%	(508)	7%	(86)	1143
Age: 18-34	36%	(239)	51%	(336)	13%	(84)	658
Age: 35-44	44%	(158)	48%	(173)	8%	(28)	359
Age: 45-64	52%	(393)	41%	(309)	7%	(52)	754
Age: 65+	51%	(222)	43%	(191)	6%	(26)	438
GenZers: 1997-2012	29%	(83)	57%	(163)	14%	(41)	287
Millennials: 1981-1996	43%	(264)	47%	(288)	11%	(66)	618
GenXers: 1965-1980	48%	(270)	44%	(248)	7%	(41)	559
Baby Boomers: 1946-1964	53%	(362)	41%	(285)	6%	(40)	687
PID: Dem (no lean)	53%	(404)	40%	(309)	7%	(51)	764
PID: Ind (no lean)	38%	(302)	49%	(388)	13%	(99)	788
PID: Rep (no lean)	47%	(306)	47%	(311)	6%	(40)	657
PID/Gender: Dem Men	51%	(179)	40%	(141)	8%	(29)	348
PID/Gender: Dem Women	54%	(226)	41%	(169)	5%	(22)	416
PID/Gender: Ind Men	35%	(140)	51%	(202)	14%	(54)	396
PID/Gender: Ind Women	41%	(162)	47%	(186)	11%	(45)	393
PID/Gender: Rep Men	44%	(143)	49%	(158)	7%	(22)	323
PID/Gender: Rep Women	49%	(163)	46%	(153)	6%	(19)	335
Ideo: Liberal (1-3)	50%	(304)	44%	(266)	6%	(39)	609
Ideo: Moderate (4)	50%	(302)	42%	(250)	8%	(47)	599
Ideo: Conservative (5-7)	43%	(312)	48%	(349)	9%	(69)	730
Educ: < College	46%	(697)	44%	(670)	10%	(153)	1519
Educ: Bachelors degree	47%	(208)	48%	(215)	5%	(22)	446
Educ: Post-grad	44%	(107)	50%	(123)	6%	(15)	245
Income: Under 50k	46%	(538)	44%	(511)	11%	(125)	1174
Income: 50k-100k	48%	(340)	45%	(324)	7%	(48)	712
Income: 100k+	41%	(134)	54%	(174)	5%	(16)	323
Ethnicity: White	46%	(800)	46%	(798)	8%	(132)	1730
Ethnicity: Hispanic	42%	(148)	44%	(153)	14%	(50)	351
Ethnicity: Black	48%	(133)	39%	(108)	13%	(35)	276

Continued on next page

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

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

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

Television

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

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

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

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

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

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

Sports

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

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

Sports

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Star Wars

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

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

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

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

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

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

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

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

Star Trek

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

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

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

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

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

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

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

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

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(394)	28%	(628)	54%	(1187)	2210
Harry Potter Fan	29%	(332)	41%	(471)	30%	(349)	1152
J.K. Rowling Favorable	25%	(280)	33%	(378)	42%	(481)	1139
J.K. Rowling Unfavorable	16%	(61)	29%	(113)	54%	(208)	382

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

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

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Summary Statistics of Survey Respondent Demographics

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

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Summary Statistics of Survey Respondent Demographics

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

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Summary Statistics of Survey Respondent Demographics

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

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

