MORNING CONSULT

National Tracking Poll #2209234
September 30 - October 02, 2022

*Crosstabulation Results*

*Methodology:*
This poll was conducted between September 30-October 2, 2022 among a sample of 2211 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, 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 MCFI1_1:** *Do you or anyone in your household have any of the following services or accounts?*
*Savings account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 69% | (1531) | 9% | (198) | 22% | (481) | 2211 |
| Gender: Male | 75% | (797) | 9% | (91) | 17% | (180) | 1068 |
| Gender: Female | 64% | (734) | 9% | (107) | 26% | (301) | 1143 |
| Age: 18-34 | 63% | (406) | 15% | (96) | 22% | (140) | 642 |
| Age: 35-44 | 67% | (244) | 9% | (34) | 24% | (88) | 366 |
| Age: 45-64 | 70% | (501) | 7% | (49) | 23% | (165) | 714 |
| Age: 65+ | 78% | (381) | 4% | (19) | 18% | (89) | 489 |
| GenZers: 1997-2012 | 60% | (137) | 18% | (41) | 22% | (50) | 228 |
| Millennials: 1981-1996 | 63% | (432) | 12% | (84) | 24% | (165) | 681 |
| GenXers: 1965-1980 | 70% | (350) | 7% | (36) | 22% | (110) | 497 |
| Baby Boomers: 1946-1964 | 76% | (556) | 4% | (33) | 19% | (142) | 731 |
| PID: Dem (no lean) | 70% | (594) | 8% | (68) | 22% | (187) | 849 |
| PID: Ind (no lean) | 67% | (459) | 11% | (74) | 22% | (151) | 684 |
| PID: Rep (no lean) | 70% | (478) | 8% | (57) | 21% | (143) | 678 |
| PID/Gender: Dem Men | 75% | (285) | 7% | (28) | 18% | (69) | 382 |
| PID/Gender: Dem Women | 66% | (309) | 9% | (40) | 25% | (118) | 467 |
| PID/Gender: Ind Men | 74% | (246) | 9% | (29) | 17% | (57) | 332 |
| PID/Gender: Ind Women | 61% | (214) | 13% | (45) | 27% | (94) | 353 |
| PID/Gender: Rep Men | 75% | (266) | 10% | (35) | 15% | (53) | 354 |
| PID/Gender: Rep Women | 65% | (212) | 7% | (22) | 28% | (90) | 323 |
| Ideo: Liberal (1-3) | 70% | (458) | 10% | (63) | 20% | (130) | 651 |
| Ideo: Moderate (4) | 71% | (490) | 8% | (59) | 21% | (146) | 695 |
| Ideo: Conservative (5-7) | 72% | (528) | 8% | (56) | 20% | (145) | 729 |
| Educ: < College | 64% | (914) | 10% | (144) | 26% | (379) | 1438 |
| Educ: Bachelors degree | 78% | (384) | 8% | (38) | 14% | (69) | 491 |
| Educ: Post-grad | 83% | (233) | 6% | (16) | 12% | (34) | 282 |

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**Table MCFI1_1:** *Do you or anyone in your household have any of the following services or accounts?*
*Savings account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 69% | (1531) | 9% | (198) | 22% | (481) | 2211 |
| Income: Under 50k | 59% | (697) | 9% | (109) | 32% | (372) | 1177 |
| Income: 50k-100k | 78% | (543) | 10% | (69) | 12% | (87) | 698 |
| Income: 100k+ | 87% | (292) | 6% | (21) | 7% | (23) | 336 |
| Ethnicity: White | 70% | (1195) | 9% | (148) | 22% | (369) | 1712 |
| Ethnicity: Hispanic | 64% | (241) | 13% | (47) | 23% | (86) | 374 |
| Ethnicity: Black | 65% | (184) | 11% | (30) | 24% | (69) | 282 |
| Ethnicity: Other | 70% | (153) | 9% | (20) | 20% | (44) | 217 |
| All Christian | 73% | (714) | 7% | (73) | 20% | (197) | 985 |
| All Non-Christian | 76% | (87) | 8% | (9) | 16% | (18) | 114 |
| Atheist | 70% | (78) | 7% | (8) | 22% | (25) | 111 |
| Agnostic/Nothing in particular | 65% | (416) | 10% | (65) | 25% | (160) | 641 |
| Something Else | 65% | (236) | 12% | (43) | 23% | (82) | 360 |
| Religious Non-Protestant/Catholic | 79% | (111) | 8% | (11) | 13% | (19) | 141 |
| Evangelical | 66% | (365) | 10% | (55) | 24% | (131) | 551 |
| Non-Evangelical | 73% | (550) | 8% | (58) | 19% | (143) | 750 |
| Community: Urban | 66% | (404) | 9% | (55) | 25% | (153) | 612 |
| Community: Suburban | 74% | (775) | 9% | (93) | 17% | (181) | 1049 |
| Community: Rural | 64% | (352) | 9% | (50) | 27% | (147) | 550 |
| Employ: Private Sector | 77% | (586) | 7% | (53) | 16% | (118) | 758 |
| Employ: Government | 84% | (90) | 9% | (9) | 8% | (8) | 108 |
| Employ: Self-Employed | 64% | (129) | 12% | (24) | 24% | (49) | 202 |
| Employ: Homemaker | 60% | (91) | 10% | (15) | 30% | (45) | 150 |
| Employ: Student | 47% | (32) | 18% | (13) | 35% | (23) | 68 |
| Employ: Retired | 74% | (419) | 5% | (30) | 21% | (117) | 566 |
| Employ: Unemployed | 51% | (127) | 13% | (33) | 36% | (91) | 250 |
| Employ: Other | 53% | (58) | 20% | (21) | 27% | (29) | 108 |
| Military HH: Yes | 76% | (241) | 8% | (26) | 16% | (52) | 319 |
| Military HH: No | 68% | (1290) | 9% | (172) | 23% | (429) | 1892 |

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**Table MCFI1_1:** *Do you or anyone in your household have any of the following services or accounts?*
*Savings account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 69% | (1531) | 9% | (198) | 22% | (481) | 2211 |
| RD/WT: Right Direction | 68% | (456) | 10% | (66) | 22% | (147) | 669 |
| RD/WT: Wrong Track | 70% | (1075) | 9% | (132) | 22% | (335) | 1542 |
| Biden Job Approve | 69% | (663) | 10% | (93) | 21% | (200) | 956 |
| Biden Job Disapprove | 71% | (824) | 8% | (95) | 21% | (245) | 1164 |
| Biden Job Strongly Approve | 70% | (272) | 9% | (36) | 21% | (83) | 390 |
| Biden Job Somewhat Approve | 69% | (392) | 10% | (57) | 21% | (117) | 566 |
| Biden Job Somewhat Disapprove | 72% | (231) | 10% | (31) | 19% | (60) | 323 |
| Biden Job Strongly Disapprove | 70% | (593) | 8% | (63) | 22% | (185) | 841 |
| Favorable of Biden | 70% | (675) | 9% | (87) | 21% | (198) | 960 |
| Unfavorable of Biden | 70% | (823) | 9% | (105) | 21% | (245) | 1172 |
| Very Favorable of Biden | 70% | (281) | 10% | (41) | 20% | (79) | 401 |
| Somewhat Favorable of Biden | 71% | (394) | 8% | (46) | 21% | (118) | 558 |
| Somewhat Unfavorable of Biden | 70% | (204) | 10% | (30) | 19% | (55) | 290 |
| Very Unfavorable of Biden | 70% | (619) | 8% | (74) | 22% | (190) | 883 |
| #1 Issue: Economy | 73% | (697) | 7% | (65) | 20% | (190) | 953 |
| #1 Issue: Security | 71% | (173) | 9% | (21) | 21% | (51) | 246 |
| #1 Issue: Health Care | 63% | (92) | 12% | (17) | 25% | (36) | 145 |
| #1 Issue: Medicare / Social Security | 71% | (162) | 5% | (11) | 24% | (56) | 229 |
| #1 Issue: Women's Issues | 63% | (203) | 16% | (50) | 21% | (69) | 322 |
| #1 Issue: Education | 51% | (41) | 16% | (13) | 33% | (26) | 80 |
| #1 Issue: Energy | 69% | (88) | 9% | (11) | 22% | (29) | 128 |
| #1 Issue: Other | 69% | (75) | 9% | (10) | 22% | (24) | 109 |
| 2020 Vote: Joe Biden | 73% | (700) | 9% | (82) | 18% | (171) | 953 |
| 2020 Vote: Donald Trump | 73% | (548) | 8% | (58) | 19% | (144) | 750 |
| 2020 Vote: Other | 82% | (50) | 6% | (4) | 13% | (8) | 61 |
| 2020 Vote: Didn't Vote | 52% | (233) | 12% | (55) | 35% | (158) | 446 |
| 2018 House Vote: Democrat | 76% | (581) | 8% | (63) | 16% | (121) | 765 |
| 2018 House Vote: Republican | 76% | (472) | 7% | (42) | 17% | (103) | 617 |
| 2018 House Vote: Someone else | 68% | (34) | 9% | (4) | 24% | (12) | 50 |

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**Table MCFI1_1:** *Do you or anyone in your household have any of the following services or accounts?*
*Savings account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 69% | (1531) | 9% | (198) | 22% | (481) | 2211 |
| 2016 Vote: Hillary Clinton | 76% | (518) | 7% | (50) | 17% | (114) | 682 |
| 2016 Vote: Donald Trump | 75% | (520) | 6% | (44) | 19% | (130) | 695 |
| 2016 Vote: Other | 83% | (96) | 6% | (7) | 11% | (13) | 116 |
| 2016 Vote: Didn't Vote | 55% | (395) | 14% | (98) | 31% | (224) | 717 |
| Voted in 2014: Yes | 77% | (961) | 7% | (88) | 16% | (204) | 1253 |
| Voted in 2014: No | 60% | (570) | 12% | (110) | 29% | (278) | 958 |
| 4-Region: Northeast | 72% | (275) | 10% | (38) | 18% | (71) | 383 |
| 4-Region: Midwest | 70% | (319) | 8% | (36) | 22% | (102) | 457 |
| 4-Region: South | 67% | (567) | 8% | (71) | 25% | (207) | 845 |
| 4-Region: West | 70% | (371) | 10% | (54) | 19% | (101) | 527 |

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

**Table MCFI1_2:** *Do you or anyone in your household have any of the following services or accounts?*
*Checking account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 85% | (1889) | 8% | (180) | 6% | (142) | 2211 |
| Gender: Male | 87% | (928) | 7% | (78) | 6% | (62) | 1068 |
| Gender: Female | 84% | (961) | 9% | (102) | 7% | (79) | 1143 |
| Age: 18-34 | 79% | (508) | 12% | (80) | 8% | (55) | 642 |
| Age: 35-44 | 82% | (300) | 10% | (37) | 8% | (28) | 366 |
| Age: 45-64 | 87% | (619) | 7% | (48) | 7% | (48) | 714 |
| Age: 65+ | 95% | (463) | 3% | (15) | 2% | (11) | 489 |
| GenZers: 1997-2012 | 72% | (164) | 17% | (38) | 11% | (26) | 228 |
| Millennials: 1981-1996 | 83% | (562) | 10% | (71) | 7% | (48) | 681 |
| GenXers: 1965-1980 | 84% | (417) | 7% | (35) | 9% | (45) | 497 |
| Baby Boomers: 1946-1964 | 93% | (677) | 4% | (32) | 3% | (22) | 731 |
| PID: Dem (no lean) | 83% | (703) | 9% | (76) | 8% | (70) | 849 |
| PID: Ind (no lean) | 87% | (596) | 7% | (48) | 6% | (40) | 684 |
| PID: Rep (no lean) | 87% | (590) | 8% | (56) | 5% | (32) | 678 |
| PID/Gender: Dem Men | 85% | (325) | 7% | (27) | 8% | (31) | 382 |
| PID/Gender: Dem Women | 81% | (378) | 11% | (49) | 8% | (39) | 467 |
| PID/Gender: Ind Men | 89% | (294) | 7% | (22) | 5% | (16) | 332 |
| PID/Gender: Ind Women | 86% | (302) | 7% | (26) | 7% | (24) | 353 |
| PID/Gender: Rep Men | 87% | (309) | 8% | (29) | 5% | (16) | 354 |
| PID/Gender: Rep Women | 87% | (280) | 8% | (27) | 5% | (16) | 323 |
| Ideo: Liberal (1-3) | 87% | (566) | 8% | (51) | 5% | (35) | 651 |
| Ideo: Moderate (4) | 84% | (583) | 8% | (54) | 8% | (58) | 695 |
| Ideo: Conservative (5-7) | 89% | (647) | 7% | (54) | 4% | (28) | 729 |
| Educ: < College | 82% | (1182) | 9% | (129) | 9% | (127) | 1438 |
| Educ: Bachelors degree | 90% | (441) | 8% | (40) | 2% | (10) | 491 |
| Educ: Post-grad | 94% | (267) | 4% | (11) | 2% | (5) | 282 |
| Income: Under 50k | 81% | (952) | 9% | (107) | 10% | (118) | 1177 |
| Income: 50k-100k | 90% | (625) | 8% | (55) | 3% | (18) | 698 |
| Income: 100k+ | 93% | (313) | 5% | (17) | 2% | (6) | 336 |
| Ethnicity: White | 87% | (1494) | 8% | (132) | 5% | (85) | 1712 |

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**Table MCFI1_2:** *Do you or anyone in your household have any of the following services or accounts?*
*Checking account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 85% | (1889) | 8% | (180) | 6% | (142) | 2211 |
| Ethnicity: Hispanic | 80% | (300) | 13% | (47) | 7% | (27) | 374 |
| Ethnicity: Black | 80% | (226) | 10% | (29) | 10% | (27) | 282 |
| Ethnicity: Other | 78% | (169) | 8% | (18) | 14% | (30) | 217 |
| All Christian | 89% | (875) | 7% | (71) | 4% | (39) | 985 |
| All Non-Christian | 82% | (94) | 8% | (9) | 10% | (12) | 114 |
| Atheist | 90% | (100) | 4% | (4) | 6% | (7) | 111 |
| Agnostic/Nothing in particular | 82% | (528) | 10% | (64) | 8% | (49) | 641 |
| Something Else | 81% | (293) | 9% | (32) | 10% | (35) | 360 |
| Religious Non-Protestant/Catholic | 85% | (120) | 7% | (10) | 8% | (12) | 141 |
| Evangelical | 83% | (458) | 10% | (55) | 7% | (38) | 551 |
| Non-Evangelical | 89% | (670) | 6% | (45) | 5% | (35) | 750 |
| Community: Urban | 82% | (504) | 10% | (61) | 8% | (48) | 612 |
| Community: Suburban | 88% | (924) | 7% | (74) | 5% | (51) | 1049 |
| Community: Rural | 84% | (462) | 8% | (45) | 8% | (42) | 550 |
| Employ: Private Sector | 89% | (676) | 8% | (59) | 3% | (23) | 758 |
| Employ: Government | 88% | (95) | 6% | (6) | 6% | (6) | 108 |
| Employ: Self-Employed | 81% | (163) | 11% | (22) | 8% | (17) | 202 |
| Employ: Homemaker | 84% | (127) | 9% | (14) | 7% | (10) | 150 |
| Employ: Student | 67% | (45) | 21% | (15) | 12% | (8) | 68 |
| Employ: Retired | 93% | (524) | 4% | (23) | 3% | (19) | 566 |
| Employ: Unemployed | 70% | (174) | 11% | (28) | 19% | (48) | 250 |
| Employ: Other | 77% | (84) | 13% | (14) | 10% | (11) | 108 |
| Military HH: Yes | 90% | (286) | 6% | (20) | 4% | (14) | 319 |
| Military HH: No | 85% | (1604) | 8% | (160) | 7% | (128) | 1892 |
| RD/WT: Right Direction | 82% | (551) | 10% | (65) | 8% | (53) | 669 |
| RD/WT: Wrong Track | 87% | (1339) | 7% | (115) | 6% | (89) | 1542 |
| Biden Job Approve | 84% | (803) | 9% | (87) | 7% | (67) | 956 |
| Biden Job Disapprove | 87% | (1019) | 7% | (86) | 5% | (60) | 1164 |

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**Table MCFI1_2:** *Do you or anyone in your household have any of the following services or accounts?*
*Checking account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 85% | (1889) | 8% | (180) | 6% | (142) | 2211 |
| Biden Job Strongly Approve | 86% | (334) | 8% | (31) | 6% | (25) | 390 |
| Biden Job Somewhat Approve | 83% | (468) | 10% | (56) | 7% | (42) | 566 |
| Biden Job Somewhat Disapprove | 86% | (277) | 10% | (31) | 5% | (15) | 323 |
| Biden Job Strongly Disapprove | 88% | (742) | 6% | (55) | 5% | (45) | 841 |
| Favorable of Biden | 85% | (815) | 9% | (83) | 6% | (61) | 960 |
| Unfavorable of Biden | 87% | (1018) | 8% | (91) | 5% | (63) | 1172 |
| Very Favorable of Biden | 86% | (347) | 8% | (31) | 6% | (23) | 401 |
| Somewhat Favorable of Biden | 84% | (469) | 9% | (52) | 7% | (38) | 558 |
| Somewhat Unfavorable of Biden | 85% | (246) | 9% | (26) | 6% | (18) | 290 |
| Very Unfavorable of Biden | 88% | (773) | 7% | (65) | 5% | (45) | 883 |
| #1 Issue: Economy | 89% | (851) | 6% | (58) | 5% | (45) | 953 |
| #1 Issue: Security | 87% | (213) | 10% | (25) | 3% | (8) | 246 |
| #1 Issue: Health Care | 79% | (115) | 11% | (16) | 9% | (13) | 145 |
| #1 Issue: Medicare / Social Security | 89% | (204) | 5% | (11) | 6% | (14) | 229 |
| #1 Issue: Women's Issues | 81% | (260) | 11% | (36) | 8% | (26) | 322 |
| #1 Issue: Education | 67% | (54) | 14% | (11) | 19% | (15) | 80 |
| #1 Issue: Energy | 78% | (99) | 11% | (14) | 12% | (15) | 128 |
| #1 Issue: Other | 86% | (94) | 8% | (9) | 6% | (6) | 109 |
| 2020 Vote: Joe Biden | 88% | (836) | 8% | (74) | 5% | (44) | 953 |
| 2020 Vote: Donald Trump | 89% | (668) | 7% | (49) | 4% | (33) | 750 |
| 2020 Vote: Other | 94% | (58) | — | (0) | 6% | (3) | 61 |
| 2020 Vote: Didn't Vote | 73% | (328) | 13% | (57) | 14% | (61) | 446 |
| 2018 House Vote: Democrat | 89% | (685) | 6% | (50) | 4% | (31) | 765 |
| 2018 House Vote: Republican | 89% | (552) | 7% | (45) | 3% | (20) | 617 |
| 2018 House Vote: Someone else | 84% | (42) | 4% | (2) | 12% | (6) | 50 |
| 2016 Vote: Hillary Clinton | 89% | (604) | 7% | (47) | 5% | (31) | 682 |
| 2016 Vote: Donald Trump | 90% | (625) | 6% | (43) | 4% | (27) | 695 |
| 2016 Vote: Other | 96% | (111) | 3% | (3) | 2% | (2) | 116 |
| 2016 Vote: Didn't Vote | 76% | (547) | 12% | (88) | 11% | (82) | 717 |

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**Table MCFI1_2:** *Do you or anyone in your household have any of the following services or accounts?*
*Checking account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 85% | (1889) | 8% | (180) | 6% | (142) | 2211 |
| Voted in 2014: Yes | 90% | (1126) | 6% | (81) | 4% | (46) | 1253 |
| Voted in 2014: No | 80% | (763) | 10% | (99) | 10% | (96) | 958 |
| 4-Region: Northeast | 89% | (340) | 8% | (29) | 4% | (14) | 383 |
| 4-Region: Midwest | 87% | (397) | 6% | (27) | 7% | (32) | 457 |
| 4-Region: South | 85% | (719) | 9% | (72) | 6% | (54) | 845 |
| 4-Region: West | 82% | (433) | 10% | (51) | 8% | (42) | 527 |

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

**Table MCFI1_3:** *Do you or anyone in your household have any of the following services or accounts? Certificate of Deposit (also known as CD) or Term Deposit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (341) | 6% | (142) | 78% | (1728) | 2211 |
| Gender: Male | 20% | (212) | 7% | (74) | 73% | (782) | 1068 |
| Gender: Female | 11% | (129) | 6% | (68) | 83% | (946) | 1143 |
| Age: 18-34 | 10% | (66) | 12% | (74) | 78% | (502) | 642 |
| Age: 35-44 | 13% | (47) | 6% | (23) | 81% | (295) | 366 |
| Age: 45-64 | 16% | (117) | 5% | (34) | 79% | (564) | 714 |
| Age: 65+ | 23% | (112) | 2% | (11) | 75% | (366) | 489 |
| GenZers: 1997-2012 | 8% | (19) | 13% | (30) | 78% | (179) | 228 |
| Millennials: 1981-1996 | 12% | (83) | 9% | (61) | 79% | (537) | 681 |
| GenXers: 1965-1980 | 14% | (68) | 6% | (29) | 81% | (401) | 497 |
| Baby Boomers: 1946-1964 | 21% | (152) | 3% | (21) | 76% | (558) | 731 |
| PID: Dem (no lean) | 16% | (132) | 8% | (70) | 76% | (648) | 849 |
| PID: Ind (no lean) | 14% | (95) | 5% | (37) | 81% | (551) | 684 |
| PID: Rep (no lean) | 17% | (114) | 5% | (35) | 78% | (528) | 678 |
| PID/Gender: Dem Men | 22% | (83) | 9% | (35) | 69% | (264) | 382 |
| PID/Gender: Dem Women | 10% | (48) | 7% | (35) | 82% | (384) | 467 |
| PID/Gender: Ind Men | 16% | (55) | 6% | (20) | 77% | (257) | 332 |
| PID/Gender: Ind Women | 12% | (41) | 5% | (17) | 84% | (294) | 353 |
| PID/Gender: Rep Men | 21% | (74) | 5% | (19) | 74% | (261) | 354 |
| PID/Gender: Rep Women | 12% | (40) | 5% | (16) | 83% | (267) | 323 |
| Ideo: Liberal (1-3) | 16% | (104) | 8% | (55) | 76% | (493) | 651 |
| Ideo: Moderate (4) | 15% | (103) | 6% | (43) | 79% | (549) | 695 |
| Ideo: Conservative (5-7) | 18% | (131) | 5% | (34) | 77% | (563) | 729 |
| Educ: < College | 10% | (145) | 7% | (96) | 83% | (1197) | 1438 |
| Educ: Bachelors degree | 23% | (115) | 6% | (31) | 70% | (345) | 491 |
| Educ: Post-grad | 29% | (82) | 5% | (15) | 66% | (186) | 282 |
| Income: Under 50k | 7% | (84) | 7% | (77) | 86% | (1016) | 1177 |
| Income: 50k-100k | 21% | (147) | 7% | (48) | 72% | (503) | 698 |
| Income: 100k+ | 33% | (110) | 5% | (17) | 62% | (209) | 336 |
| Ethnicity: White | 16% | (268) | 6% | (110) | 78% | (1333) | 1712 |

Continued on next page

**Table MCFI1_3:** *Do you or anyone in your household have any of the following services or accounts?*
*Certificate of Deposit (also known as CD) or Term Deposit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (341) | 6% | (142) | 78% | (1728) | 2211 |
| Ethnicity: Hispanic | 16% | (60) | 14% | (53) | 70% | (260) | 374 |
| Ethnicity: Black | 11% | (32) | 5% | (15) | 83% | (236) | 282 |
| Ethnicity: Other | 19% | (42) | 8% | (17) | 73% | (159) | 217 |
| All Christian | 19% | (187) | 6% | (59) | 75% | (739) | 985 |
| All Non-Christian | 30% | (34) | 9% | (10) | 61% | (70) | 114 |
| Atheist | 15% | (17) | 6% | (7) | 79% | (87) | 111 |
| Agnostic/Nothing in particular | 12% | (76) | 7% | (45) | 81% | (520) | 641 |
| Something Else | 8% | (27) | 6% | (22) | 86% | (311) | 360 |
| Religious Non-Protestant/Catholic | 25% | (35) | 7% | (10) | 68% | (96) | 141 |
| Evangelical | 13% | (71) | 7% | (41) | 80% | (439) | 551 |
| Non-Evangelical | 18% | (138) | 5% | (38) | 77% | (575) | 750 |
| Community: Urban | 15% | (93) | 10% | (62) | 75% | (457) | 612 |
| Community: Suburban | 18% | (192) | 5% | (55) | 77% | (802) | 1049 |
| Community: Rural | 10% | (57) | 5% | (25) | 85% | (468) | 550 |
| Employ: Private Sector | 21% | (156) | 7% | (54) | 72% | (547) | 758 |
| Employ: Government | 24% | (26) | 9% | (10) | 66% | (72) | 108 |
| Employ: Self-Employed | 12% | (24) | 13% | (26) | 76% | (153) | 202 |
| Employ: Homemaker | 5% | (7) | 3% | (5) | 92% | (138) | 150 |
| Employ: Student | 7% | (5) | 14% | (10) | 79% | (54) | 68 |
| Employ: Retired | 20% | (111) | 2% | (14) | 78% | (441) | 566 |
| Employ: Unemployed | 2% | (6) | 7% | (17) | 91% | (228) | 250 |
| Employ: Other | 6% | (7) | 6% | (6) | 88% | (95) | 108 |
| Military HH: Yes | 22% | (71) | 6% | (21) | 71% | (228) | 319 |
| Military HH: No | 14% | (271) | 6% | (121) | 79% | (1500) | 1892 |
| RD/WT: Right Direction | 19% | (124) | 8% | (54) | 73% | (491) | 669 |
| RD/WT: Wrong Track | 14% | (217) | 6% | (88) | 80% | (1236) | 1542 |
| Biden Job Approve | 17% | (160) | 8% | (72) | 76% | (724) | 956 |
| Biden Job Disapprove | 15% | (177) | 5% | (61) | 80% | (926) | 1164 |

Continued on next page

**Table MCFI1_3:** *Do you or anyone in your household have any of the following services or accounts? Certificate of Deposit (also known as CD) or Term Deposit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (341) | 6% | (142) | 78% | (1728) | 2211 |
| Biden Job Strongly Approve | 19% | (76) | 9% | (34) | 72% | (281) | 390 |
| Biden Job Somewhat Approve | 15% | (84) | 7% | (38) | 78% | (444) | 566 |
| Biden Job Somewhat Disapprove | 12% | (40) | 8% | (25) | 80% | (257) | 323 |
| Biden Job Strongly Disapprove | 16% | (136) | 4% | (36) | 80% | (669) | 841 |
| Favorable of Biden | 16% | (156) | 8% | (72) | 76% | (732) | 960 |
| Unfavorable of Biden | 16% | (182) | 5% | (61) | 79% | (929) | 1172 |
| Very Favorable of Biden | 20% | (79) | 8% | (33) | 72% | (289) | 401 |
| Somewhat Favorable of Biden | 14% | (76) | 7% | (40) | 79% | (442) | 558 |
| Somewhat Unfavorable of Biden | 15% | (43) | 8% | (23) | 77% | (223) | 290 |
| Very Unfavorable of Biden | 16% | (139) | 4% | (39) | 80% | (705) | 883 |
| #1 Issue: Economy | 15% | (147) | 6% | (60) | 78% | (746) | 953 |
| #1 Issue: Security | 16% | (40) | 3% | (8) | 80% | (197) | 246 |
| #1 Issue: Health Care | 21% | (31) | 11% | (17) | 67% | (97) | 145 |
| #1 Issue: Medicare / Social Security | 17% | (38) | 1% | (2) | 82% | (188) | 229 |
| #1 Issue: Women's Issues | 11% | (35) | 9% | (29) | 80% | (258) | 322 |
| #1 Issue: Education | 15% | (12) | 10% | (8) | 75% | (60) | 80 |
| #1 Issue: Energy | 14% | (18) | 10% | (13) | 76% | (98) | 128 |
| #1 Issue: Other | 19% | (21) | 5% | (5) | 76% | (83) | 109 |
| 2020 Vote: Joe Biden | 19% | (179) | 8% | (73) | 74% | (701) | 953 |
| 2020 Vote: Donald Trump | 17% | (130) | 4% | (31) | 78% | (589) | 750 |
| 2020 Vote: Other | 24% | (15) | 3% | (2) | 73% | (45) | 61 |
| 2020 Vote: Didn't Vote | 4% | (17) | 8% | (36) | 88% | (393) | 446 |
| 2018 House Vote: Democrat | 20% | (150) | 6% | (48) | 74% | (567) | 765 |
| 2018 House Vote: Republican | 20% | (125) | 6% | (34) | 74% | (458) | 617 |
| 2018 House Vote: Someone else | 14% | (7) | 1% | (1) | 85% | (42) | 50 |
| 2016 Vote: Hillary Clinton | 20% | (134) | 7% | (45) | 74% | (504) | 682 |
| 2016 Vote: Donald Trump | 19% | (130) | 4% | (31) | 77% | (534) | 695 |
| 2016 Vote: Other | 23% | (27) | 5% | (5) | 72% | (83) | 116 |
| 2016 Vote: Didn't Vote | 7% | (51) | 9% | (61) | 84% | (605) | 717 |

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**Table MCFI1_3:** *Do you or anyone in your household have any of the following services or accounts? Certificate of Deposit (also known as CD) or Term Deposit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (341) | 6% | (142) | 78% | (1728) | 2211 |
| Voted in 2014: Yes | 21% | (267) | 6% | (72) | 73% | (914) | 1253 |
| Voted in 2014: No | 8% | (75) | 7% | (70) | 85% | (813) | 958 |
| 4-Region: Northeast | 17% | (64) | 6% | (23) | 77% | (296) | 383 |
| 4-Region: Midwest | 14% | (63) | 6% | (29) | 80% | (365) | 457 |
| 4-Region: South | 15% | (124) | 7% | (56) | 79% | (666) | 845 |
| 4-Region: West | 17% | (91) | 6% | (34) | 76% | (401) | 527 |

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

**Table MCFI1_4:** *Do you or anyone in your household have any of the following services or accounts?*
*Credit card*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 68% | (1512) | 11% | (248) | 20% | (451) | 2211 |
| Gender: Male | 74% | (792) | 9% | (99) | 17% | (177) | 1068 |
| Gender: Female | 63% | (720) | 13% | (149) | 24% | (274) | 1143 |
| Age: 18-34 | 53% | (342) | 19% | (124) | 27% | (176) | 642 |
| Age: 35-44 | 61% | (223) | 13% | (47) | 26% | (96) | 366 |
| Age: 45-64 | 72% | (517) | 8% | (59) | 19% | (138) | 714 |
| Age: 65+ | 88% | (430) | 4% | (19) | 8% | (40) | 489 |
| GenZers: 1997-2012 | 49% | (112) | 25% | (56) | 26% | (60) | 228 |
| Millennials: 1981-1996 | 57% | (388) | 15% | (102) | 28% | (191) | 681 |
| GenXers: 1965-1980 | 69% | (345) | 9% | (47) | 21% | (105) | 497 |
| Baby Boomers: 1946-1964 | 83% | (604) | 6% | (40) | 12% | (86) | 731 |
| PID: Dem (no lean) | 68% | (573) | 12% | (106) | 20% | (170) | 849 |
| PID: Ind (no lean) | 65% | (448) | 10% | (70) | 24% | (166) | 684 |
| PID: Rep (no lean) | 72% | (491) | 11% | (72) | 17% | (115) | 678 |
| PID/Gender: Dem Men | 73% | (278) | 9% | (35) | 18% | (69) | 382 |
| PID/Gender: Dem Women | 63% | (295) | 15% | (71) | 22% | (101) | 467 |
| PID/Gender: Ind Men | 74% | (244) | 6% | (21) | 20% | (66) | 332 |
| PID/Gender: Ind Women | 58% | (204) | 14% | (49) | 28% | (100) | 353 |
| PID/Gender: Rep Men | 76% | (270) | 12% | (42) | 12% | (42) | 354 |
| PID/Gender: Rep Women | 68% | (221) | 9% | (30) | 23% | (73) | 323 |
| Ideo: Liberal (1-3) | 68% | (443) | 13% | (86) | 19% | (122) | 651 |
| Ideo: Moderate (4) | 69% | (480) | 10% | (71) | 21% | (144) | 695 |
| Ideo: Conservative (5-7) | 73% | (536) | 9% | (67) | 17% | (126) | 729 |
| Educ: < College | 60% | (857) | 13% | (180) | 28% | (401) | 1438 |
| Educ: Bachelors degree | 82% | (401) | 10% | (51) | 8% | (39) | 491 |
| Educ: Post-grad | 90% | (254) | 6% | (17) | 4% | (11) | 282 |
| Income: Under 50k | 56% | (657) | 12% | (141) | 32% | (379) | 1177 |
| Income: 50k-100k | 79% | (554) | 12% | (84) | 9% | (61) | 698 |
| Income: 100k+ | 90% | (301) | 7% | (24) | 3% | (11) | 336 |
| Ethnicity: White | 71% | (1210) | 11% | (186) | 18% | (315) | 1712 |

Continued on next page

**Table MCFI1_4:** *Do you or anyone in your household have any of the following services or accounts?*
*Credit card*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 68% | (1512) | 11% | (248) | 20% | (451) | 2211 |
| Ethnicity: Hispanic | 58% | (217) | 17% | (65) | 25% | (92) | 374 |
| Ethnicity: Black | 56% | (159) | 13% | (37) | 31% | (87) | 282 |
| Ethnicity: Other | 66% | (143) | 12% | (25) | 23% | (49) | 217 |
| All Christian | 76% | (749) | 9% | (85) | 15% | (151) | 985 |
| All Non-Christian | 78% | (89) | 16% | (18) | 6% | (7) | 114 |
| Atheist | 66% | (74) | 11% | (13) | 22% | (25) | 111 |
| Agnostic/Nothing in particular | 62% | (396) | 14% | (89) | 24% | (156) | 641 |
| Something Else | 57% | (204) | 12% | (43) | 31% | (113) | 360 |
| Religious Non-Protestant/Catholic | 80% | (112) | 13% | (19) | 7% | (10) | 141 |
| Evangelical | 66% | (366) | 12% | (67) | 21% | (118) | 551 |
| Non-Evangelical | 74% | (553) | 8% | (58) | 18% | (139) | 750 |
| Community: Urban | 63% | (388) | 14% | (87) | 22% | (137) | 612 |
| Community: Suburban | 73% | (769) | 11% | (115) | 16% | (165) | 1049 |
| Community: Rural | 64% | (354) | 9% | (47) | 27% | (148) | 550 |
| Employ: Private Sector | 78% | (592) | 11% | (80) | 11% | (85) | 758 |
| Employ: Government | 77% | (83) | 7% | (8) | 16% | (17) | 108 |
| Employ: Self-Employed | 58% | (116) | 15% | (31) | 27% | (55) | 202 |
| Employ: Homemaker | 48% | (73) | 12% | (17) | 40% | (60) | 150 |
| Employ: Student | 33% | (23) | 33% | (23) | 33% | (23) | 68 |
| Employ: Retired | 82% | (465) | 6% | (36) | 11% | (65) | 566 |
| Employ: Unemployed | 38% | (95) | 16% | (41) | 46% | (114) | 250 |
| Employ: Other | 59% | (64) | 11% | (12) | 30% | (32) | 108 |
| Military HH: Yes | 75% | (238) | 8% | (27) | 17% | (54) | 319 |
| Military HH: No | 67% | (1274) | 12% | (221) | 21% | (397) | 1892 |
| RD/WT: Right Direction | 67% | (448) | 11% | (77) | 22% | (144) | 669 |
| RD/WT: Wrong Track | 69% | (1064) | 11% | (172) | 20% | (307) | 1542 |
| Biden Job Approve | 69% | (662) | 12% | (117) | 19% | (177) | 956 |
| Biden Job Disapprove | 70% | (813) | 10% | (118) | 20% | (234) | 1164 |

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**Table MCFI1_4:** *Do you or anyone in your household have any of the following services or accounts?*
*Credit card*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 68% | (1512) | 11% | (248) | 20% | (451) | 2211 |
| Biden Job Strongly Approve | 73% | (284) | 9% | (34) | 18% | (71) | 390 |
| Biden Job Somewhat Approve | 67% | (377) | 15% | (83) | 19% | (106) | 566 |
| Biden Job Somewhat Disapprove | 65% | (209) | 13% | (42) | 22% | (72) | 323 |
| Biden Job Strongly Disapprove | 72% | (604) | 9% | (76) | 19% | (161) | 841 |
| Favorable of Biden | 69% | (665) | 11% | (109) | 19% | (186) | 960 |
| Unfavorable of Biden | 69% | (812) | 11% | (128) | 20% | (233) | 1172 |
| Very Favorable of Biden | 72% | (289) | 9% | (35) | 19% | (77) | 401 |
| Somewhat Favorable of Biden | 67% | (376) | 13% | (74) | 19% | (109) | 558 |
| Somewhat Unfavorable of Biden | 62% | (181) | 13% | (39) | 24% | (70) | 290 |
| Very Unfavorable of Biden | 71% | (631) | 10% | (89) | 18% | (163) | 883 |
| #1 Issue: Economy | 73% | (699) | 10% | (95) | 17% | (160) | 953 |
| #1 Issue: Security | 72% | (176) | 10% | (23) | 19% | (46) | 246 |
| #1 Issue: Health Care | 58% | (84) | 14% | (20) | 28% | (41) | 145 |
| #1 Issue: Medicare / Social Security | 75% | (172) | 5% | (12) | 20% | (45) | 229 |
| #1 Issue: Women's Issues | 55% | (177) | 17% | (54) | 28% | (90) | 322 |
| #1 Issue: Education | 54% | (43) | 14% | (11) | 32% | (25) | 80 |
| #1 Issue: Energy | 65% | (84) | 16% | (20) | 19% | (24) | 128 |
| #1 Issue: Other | 70% | (77) | 11% | (12) | 19% | (20) | 109 |
| 2020 Vote: Joe Biden | 74% | (702) | 10% | (98) | 16% | (153) | 953 |
| 2020 Vote: Donald Trump | 75% | (563) | 10% | (76) | 15% | (112) | 750 |
| 2020 Vote: Other | 86% | (53) | 5% | (3) | 10% | (6) | 61 |
| 2020 Vote: Didn't Vote | 44% | (194) | 16% | (72) | 40% | (180) | 446 |
| 2018 House Vote: Democrat | 77% | (587) | 9% | (72) | 14% | (106) | 765 |
| 2018 House Vote: Republican | 78% | (480) | 9% | (58) | 13% | (79) | 617 |
| 2018 House Vote: Someone else | 65% | (32) | 8% | (4) | 28% | (14) | 50 |
| 2016 Vote: Hillary Clinton | 76% | (521) | 9% | (64) | 14% | (97) | 682 |
| 2016 Vote: Donald Trump | 80% | (554) | 7% | (48) | 13% | (93) | 695 |
| 2016 Vote: Other | 81% | (94) | 7% | (9) | 12% | (14) | 116 |
| 2016 Vote: Didn't Vote | 48% | (342) | 18% | (128) | 34% | (247) | 717 |

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**Table MCFI1_4:** *Do you or anyone in your household have any of the following services or accounts?*
*Credit card*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 68% | (1512) | 11% | (248) | 20% | (451) | 2211 |
| Voted in 2014: Yes | 79% | (990) | 8% | (97) | 13% | (166) | 1253 |
| Voted in 2014: No | 55% | (522) | 16% | (151) | 30% | (284) | 958 |
| 4-Region: Northeast | 77% | (295) | 10% | (37) | 13% | (51) | 383 |
| 4-Region: Midwest | 69% | (314) | 11% | (50) | 20% | (93) | 457 |
| 4-Region: South | 66% | (561) | 12% | (98) | 22% | (185) | 845 |
| 4-Region: West | 65% | (341) | 12% | (64) | 23% | (121) | 527 |

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

**Table MCFI1_5:** *Do you or anyone in your household have any of the following services or accounts?*
*Mortgage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 27% | (599) | 9% | (203) | 64% | (1409) | 2211 |
| Gender: Male | 31% | (333) | 7% | (78) | 61% | (657) | 1068 |
| Gender: Female | 23% | (266) | 11% | (124) | 66% | (752) | 1143 |
| Age: 18-34 | 20% | (126) | 16% | (103) | 64% | (413) | 642 |
| Age: 35-44 | 28% | (102) | 12% | (43) | 60% | (220) | 366 |
| Age: 45-64 | 32% | (227) | 6% | (43) | 62% | (445) | 714 |
| Age: 65+ | 30% | (145) | 3% | (14) | 68% | (330) | 489 |
| GenZers: 1997-2012 | 14% | (32) | 22% | (50) | 64% | (145) | 228 |
| Millennials: 1981-1996 | 25% | (169) | 12% | (83) | 63% | (429) | 681 |
| GenXers: 1965-1980 | 31% | (154) | 8% | (41) | 61% | (301) | 497 |
| Baby Boomers: 1946-1964 | 30% | (220) | 3% | (25) | 67% | (486) | 731 |
| PID: Dem (no lean) | 26% | (218) | 11% | (94) | 63% | (537) | 849 |
| PID: Ind (no lean) | 23% | (160) | 8% | (58) | 68% | (467) | 684 |
| PID: Rep (no lean) | 33% | (222) | 7% | (51) | 60% | (405) | 678 |
| PID/Gender: Dem Men | 29% | (111) | 10% | (38) | 61% | (234) | 382 |
| PID/Gender: Dem Women | 23% | (107) | 12% | (57) | 65% | (303) | 467 |
| PID/Gender: Ind Men | 28% | (91) | 6% | (20) | 67% | (221) | 332 |
| PID/Gender: Ind Women | 19% | (68) | 11% | (38) | 70% | (246) | 353 |
| PID/Gender: Rep Men | 37% | (131) | 6% | (21) | 57% | (202) | 354 |
| PID/Gender: Rep Women | 28% | (91) | 9% | (29) | 63% | (203) | 323 |
| Ideo: Liberal (1-3) | 27% | (176) | 11% | (74) | 62% | (402) | 651 |
| Ideo: Moderate (4) | 25% | (174) | 9% | (61) | 66% | (460) | 695 |
| Ideo: Conservative (5-7) | 31% | (224) | 7% | (49) | 62% | (455) | 729 |
| Educ: < College | 21% | (300) | 9% | (135) | 70% | (1002) | 1438 |
| Educ: Bachelors degree | 39% | (190) | 10% | (52) | 51% | (249) | 491 |
| Educ: Post-grad | 39% | (109) | 6% | (16) | 56% | (157) | 282 |
| Income: Under 50k | 16% | (192) | 7% | (88) | 76% | (897) | 1177 |
| Income: 50k-100k | 34% | (240) | 12% | (86) | 53% | (372) | 698 |
| Income: 100k+ | 50% | (168) | 9% | (29) | 41% | (139) | 336 |
| Ethnicity: White | 28% | (484) | 9% | (156) | 63% | (1071) | 1712 |

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**Table MCFI1_5:** *Do you or anyone in your household have any of the following services or accounts?*
*Mortgage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 27% | (599) | 9% | (203) | 64% | (1409) | 2211 |
| Ethnicity: Hispanic | 23% | (86) | 13% | (48) | 64% | (240) | 374 |
| Ethnicity: Black | 23% | (64) | 9% | (25) | 69% | (194) | 282 |
| Ethnicity: Other | 24% | (52) | 10% | (21) | 66% | (144) | 217 |
| All Christian | 32% | (318) | 8% | (75) | 60% | (592) | 985 |
| All Non-Christian | 31% | (36) | 6% | (7) | 62% | (71) | 114 |
| Atheist | 19% | (21) | 12% | (13) | 69% | (77) | 111 |
| Agnostic/Nothing in particular | 22% | (140) | 11% | (68) | 68% | (433) | 641 |
| Something Else | 24% | (86) | 11% | (38) | 66% | (236) | 360 |
| Religious Non-Protestant/Catholic | 31% | (44) | 6% | (8) | 63% | (89) | 141 |
| Evangelical | 26% | (146) | 10% | (57) | 63% | (348) | 551 |
| Non-Evangelical | 33% | (245) | 7% | (54) | 60% | (452) | 750 |
| Community: Urban | 22% | (133) | 11% | (66) | 68% | (413) | 612 |
| Community: Suburban | 31% | (330) | 10% | (100) | 59% | (618) | 1049 |
| Community: Rural | 25% | (136) | 7% | (37) | 69% | (377) | 550 |
| Employ: Private Sector | 37% | (281) | 7% | (53) | 56% | (424) | 758 |
| Employ: Government | 37% | (40) | 21% | (23) | 42% | (45) | 108 |
| Employ: Self-Employed | 25% | (50) | 15% | (31) | 60% | (121) | 202 |
| Employ: Homemaker | 26% | (39) | 12% | (18) | 62% | (93) | 150 |
| Employ: Student | 7% | (4) | 21% | (14) | 73% | (49) | 68 |
| Employ: Retired | 26% | (147) | 4% | (24) | 70% | (395) | 566 |
| Employ: Unemployed | 8% | (20) | 11% | (27) | 81% | (204) | 250 |
| Employ: Other | 17% | (18) | 12% | (13) | 71% | (77) | 108 |
| Military HH: Yes | 29% | (94) | 9% | (29) | 61% | (196) | 319 |
| Military HH: No | 27% | (505) | 9% | (173) | 64% | (1213) | 1892 |
| RD/WT: Right Direction | 27% | (178) | 11% | (76) | 62% | (415) | 669 |
| RD/WT: Wrong Track | 27% | (421) | 8% | (127) | 64% | (994) | 1542 |
| Biden Job Approve | 26% | (251) | 11% | (105) | 63% | (600) | 956 |
| Biden Job Disapprove | 29% | (336) | 7% | (85) | 64% | (744) | 1164 |

Continued on next page

**Table MCFI1_5:** *Do you or anyone in your household have any of the following services or accounts?*
*Mortgage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 27% | (599) | 9% | (203) | 64% | (1409) | 2211 |
| Biden Job Strongly Approve | 28% | (110) | 9% | (34) | 63% | (246) | 390 |
| Biden Job Somewhat Approve | 25% | (141) | 13% | (71) | 63% | (354) | 566 |
| Biden Job Somewhat Disapprove | 26% | (85) | 8% | (25) | 66% | (214) | 323 |
| Biden Job Strongly Disapprove | 30% | (251) | 7% | (60) | 63% | (530) | 841 |
| Favorable of Biden | 26% | (251) | 10% | (94) | 64% | (615) | 960 |
| Unfavorable of Biden | 29% | (341) | 8% | (96) | 63% | (736) | 1172 |
| Very Favorable of Biden | 26% | (105) | 9% | (37) | 65% | (260) | 401 |
| Somewhat Favorable of Biden | 26% | (146) | 10% | (57) | 64% | (355) | 558 |
| Somewhat Unfavorable of Biden | 27% | (78) | 11% | (31) | 62% | (181) | 290 |
| Very Unfavorable of Biden | 30% | (263) | 7% | (65) | 63% | (555) | 883 |
| #1 Issue: Economy | 31% | (295) | 8% | (81) | 61% | (577) | 953 |
| #1 Issue: Security | 27% | (67) | 6% | (15) | 67% | (164) | 246 |
| #1 Issue: Health Care | 28% | (40) | 15% | (22) | 57% | (83) | 145 |
| #1 Issue: Medicare / Social Security | 23% | (53) | 5% | (12) | 72% | (164) | 229 |
| #1 Issue: Women's Issues | 21% | (69) | 11% | (36) | 67% | (216) | 322 |
| #1 Issue: Education | 19% | (16) | 20% | (16) | 60% | (48) | 80 |
| #1 Issue: Energy | 23% | (30) | 13% | (17) | 64% | (81) | 128 |
| #1 Issue: Other | 27% | (30) | 4% | (4) | 69% | (76) | 109 |
| 2020 Vote: Joe Biden | 29% | (272) | 9% | (90) | 62% | (591) | 953 |
| 2020 Vote: Donald Trump | 32% | (237) | 7% | (53) | 61% | (461) | 750 |
| 2020 Vote: Other | 47% | (29) | 10% | (6) | 43% | (27) | 61 |
| 2020 Vote: Didn't Vote | 14% | (62) | 12% | (54) | 74% | (330) | 446 |
| 2018 House Vote: Democrat | 30% | (226) | 9% | (69) | 61% | (470) | 765 |
| 2018 House Vote: Republican | 35% | (216) | 8% | (51) | 57% | (350) | 617 |
| 2018 House Vote: Someone else | 28% | (14) | 6% | (3) | 66% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 30% | (207) | 9% | (60) | 61% | (415) | 682 |
| 2016 Vote: Donald Trump | 34% | (239) | 6% | (44) | 59% | (412) | 695 |
| 2016 Vote: Other | 35% | (41) | 5% | (6) | 60% | (69) | 116 |
| 2016 Vote: Didn't Vote | 15% | (111) | 13% | (93) | 72% | (513) | 717 |

Continued on next page

**Table MCFI1_5:** *Do you or anyone in your household have any of the following services or accounts?*
*Mortgage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 27% | (599) | 9% | (203) | 64% | (1409) | 2211 |
| Voted in 2014: Yes | 33% | (419) | 8% | (95) | 59% | (740) | 1253 |
| Voted in 2014: No | 19% | (181) | 11% | (108) | 70% | (669) | 958 |
| 4-Region: Northeast | 26% | (100) | 8% | (30) | 66% | (252) | 383 |
| 4-Region: Midwest | 33% | (151) | 9% | (40) | 58% | (266) | 457 |
| 4-Region: South | 24% | (206) | 10% | (86) | 65% | (553) | 845 |
| 4-Region: West | 27% | (143) | 9% | (46) | 64% | (338) | 527 |

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

**Table MCFI1_6:** *Do you or anyone in your household have any of the following services or accounts?*
*Home equity loan or line of credit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 10% | (218) | 6% | (134) | 84% | (1858) | 2211 |
| Gender: Male | 13% | (135) | 6% | (61) | 82% | (872) | 1068 |
| Gender: Female | 7% | (83) | 6% | (73) | 86% | (986) | 1143 |
| Age: 18-34 | 12% | (77) | 12% | (77) | 76% | (488) | 642 |
| Age: 35-44 | 11% | (39) | 6% | (24) | 83% | (303) | 366 |
| Age: 45-64 | 9% | (62) | 4% | (28) | 87% | (624) | 714 |
| Age: 65+ | 8% | (40) | 1% | (6) | 91% | (443) | 489 |
| GenZers: 1997-2012 | 9% | (21) | 15% | (35) | 76% | (173) | 228 |
| Millennials: 1981-1996 | 13% | (89) | 8% | (57) | 79% | (535) | 681 |
| GenXers: 1965-1980 | 7% | (37) | 5% | (26) | 87% | (434) | 497 |
| Baby Boomers: 1946-1964 | 8% | (61) | 2% | (14) | 90% | (655) | 731 |
| PID: Dem (no lean) | 10% | (86) | 7% | (63) | 82% | (700) | 849 |
| PID: Ind (no lean) | 9% | (60) | 5% | (37) | 86% | (587) | 684 |
| PID: Rep (no lean) | 11% | (72) | 5% | (34) | 84% | (571) | 678 |
| PID/Gender: Dem Men | 14% | (54) | 6% | (23) | 80% | (305) | 382 |
| PID/Gender: Dem Women | 7% | (32) | 9% | (40) | 85% | (395) | 467 |
| PID/Gender: Ind Men | 10% | (35) | 4% | (12) | 86% | (285) | 332 |
| PID/Gender: Ind Women | 7% | (26) | 7% | (25) | 86% | (302) | 353 |
| PID/Gender: Rep Men | 13% | (46) | 7% | (26) | 80% | (282) | 354 |
| PID/Gender: Rep Women | 8% | (26) | 2% | (8) | 90% | (290) | 323 |
| Ideo: Liberal (1-3) | 11% | (69) | 8% | (50) | 82% | (533) | 651 |
| Ideo: Moderate (4) | 9% | (63) | 9% | (60) | 82% | (572) | 695 |
| Ideo: Conservative (5-7) | 10% | (75) | 2% | (17) | 87% | (636) | 729 |
| Educ: < College | 9% | (124) | 7% | (97) | 85% | (1216) | 1438 |
| Educ: Bachelors degree | 11% | (55) | 5% | (25) | 84% | (412) | 491 |
| Educ: Post-grad | 14% | (40) | 4% | (12) | 82% | (230) | 282 |
| Income: Under 50k | 6% | (74) | 6% | (66) | 88% | (1037) | 1177 |
| Income: 50k-100k | 12% | (81) | 7% | (48) | 82% | (569) | 698 |
| Income: 100k+ | 19% | (63) | 6% | (21) | 75% | (252) | 336 |
| Ethnicity: White | 10% | (166) | 6% | (97) | 85% | (1448) | 1712 |

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**Table MCFI1_6:** *Do you or anyone in your household have any of the following services or accounts?*
*Home equity loan or line of credit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 10% | (218) | 6% | (134) | 84% | (1858) | 2211 |
| Ethnicity: Hispanic | 12% | (44) | 13% | (50) | 75% | (280) | 374 |
| Ethnicity: Black | 9% | (27) | 8% | (22) | 83% | (234) | 282 |
| Ethnicity: Other | 12% | (25) | 7% | (16) | 81% | (176) | 217 |
| All Christian | 11% | (108) | 5% | (49) | 84% | (828) | 985 |
| All Non-Christian | 16% | (18) | 5% | (6) | 79% | (90) | 114 |
| Atheist | 9% | (10) | 6% | (7) | 86% | (95) | 111 |
| Agnostic/Nothing in particular | 7% | (45) | 7% | (47) | 86% | (549) | 641 |
| Something Else | 10% | (38) | 7% | (26) | 82% | (297) | 360 |
| Religious Non-Protestant/Catholic | 16% | (23) | 8% | (12) | 76% | (107) | 141 |
| Evangelical | 13% | (74) | 7% | (40) | 79% | (437) | 551 |
| Non-Evangelical | 9% | (64) | 4% | (28) | 88% | (658) | 750 |
| Community: Urban | 9% | (58) | 9% | (54) | 82% | (500) | 612 |
| Community: Suburban | 10% | (106) | 6% | (63) | 84% | (880) | 1049 |
| Community: Rural | 10% | (55) | 3% | (17) | 87% | (478) | 550 |
| Employ: Private Sector | 15% | (115) | 5% | (38) | 80% | (605) | 758 |
| Employ: Government | 13% | (14) | 7% | (8) | 80% | (87) | 108 |
| Employ: Self-Employed | 11% | (22) | 14% | (28) | 76% | (153) | 202 |
| Employ: Homemaker | 5% | (7) | 10% | (15) | 85% | (129) | 150 |
| Employ: Student | 5% | (4) | 11% | (8) | 83% | (57) | 68 |
| Employ: Retired | 7% | (39) | 2% | (9) | 91% | (518) | 566 |
| Employ: Unemployed | 4% | (10) | 7% | (17) | 89% | (224) | 250 |
| Employ: Other | 8% | (8) | 12% | (13) | 80% | (87) | 108 |
| Military HH: Yes | 10% | (32) | 5% | (16) | 85% | (270) | 319 |
| Military HH: No | 10% | (186) | 6% | (118) | 84% | (1588) | 1892 |
| RD/WT: Right Direction | 11% | (73) | 8% | (55) | 81% | (541) | 669 |
| RD/WT: Wrong Track | 9% | (146) | 5% | (79) | 85% | (1317) | 1542 |
| Biden Job Approve | 10% | (94) | 8% | (80) | 82% | (782) | 956 |
| Biden Job Disapprove | 10% | (120) | 4% | (48) | 86% | (997) | 1164 |

Continued on next page

**Table MCFI1_6:** *Do you or anyone in your household have any of the following services or accounts?*
*Home equity loan or line of credit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 10% | (218) | 6% | (134) | 84% | (1858) | 2211 |
| Biden Job Strongly Approve | 13% | (50) | 6% | (22) | 82% | (318) | 390 |
| Biden Job Somewhat Approve | 8% | (44) | 10% | (58) | 82% | (464) | 566 |
| Biden Job Somewhat Disapprove | 14% | (46) | 7% | (22) | 79% | (255) | 323 |
| Biden Job Strongly Disapprove | 9% | (74) | 3% | (26) | 88% | (742) | 841 |
| Favorable of Biden | 10% | (92) | 7% | (70) | 83% | (797) | 960 |
| Unfavorable of Biden | 11% | (126) | 5% | (60) | 84% | (987) | 1172 |
| Very Favorable of Biden | 12% | (47) | 6% | (25) | 82% | (329) | 401 |
| Somewhat Favorable of Biden | 8% | (45) | 8% | (45) | 84% | (468) | 558 |
| Somewhat Unfavorable of Biden | 14% | (40) | 8% | (24) | 78% | (225) | 290 |
| Very Unfavorable of Biden | 10% | (85) | 4% | (36) | 86% | (762) | 883 |
| #1 Issue: Economy | 11% | (101) | 5% | (45) | 85% | (807) | 953 |
| #1 Issue: Security | 8% | (20) | 4% | (10) | 88% | (215) | 246 |
| #1 Issue: Health Care | 13% | (19) | 10% | (14) | 77% | (111) | 145 |
| #1 Issue: Medicare / Social Security | 8% | (18) | 2% | (5) | 90% | (206) | 229 |
| #1 Issue: Women's Issues | 9% | (28) | 9% | (30) | 82% | (263) | 322 |
| #1 Issue: Education | 17% | (13) | 15% | (12) | 69% | (55) | 80 |
| #1 Issue: Energy | 5% | (6) | 11% | (15) | 83% | (107) | 128 |
| #1 Issue: Other | 10% | (11) | 3% | (4) | 86% | (94) | 109 |
| 2020 Vote: Joe Biden | 11% | (106) | 7% | (62) | 82% | (785) | 953 |
| 2020 Vote: Donald Trump | 11% | (82) | 4% | (27) | 86% | (642) | 750 |
| 2020 Vote: Other | 16% | (10) | 7% | (4) | 77% | (47) | 61 |
| 2020 Vote: Didn't Vote | 5% | (21) | 9% | (41) | 86% | (384) | 446 |
| 2018 House Vote: Democrat | 11% | (87) | 6% | (46) | 83% | (633) | 765 |
| 2018 House Vote: Republican | 12% | (71) | 6% | (34) | 83% | (512) | 617 |
| 2018 House Vote: Someone else | 11% | (6) | 2% | (1) | 87% | (43) | 50 |
| 2016 Vote: Hillary Clinton | 11% | (72) | 6% | (39) | 84% | (571) | 682 |
| 2016 Vote: Donald Trump | 12% | (81) | 4% | (25) | 85% | (589) | 695 |
| 2016 Vote: Other | 13% | (14) | 3% | (4) | 84% | (97) | 116 |
| 2016 Vote: Didn't Vote | 7% | (50) | 9% | (66) | 84% | (600) | 717 |

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**Table MCFI1_6:** *Do you or anyone in your household have any of the following services or accounts?*
*Home equity loan or line of credit*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 10% | (218) | 6% | (134) | 84% | (1858) | 2211 |
| Voted in 2014: Yes | 11% | (143) | 5% | (63) | 84% | (1048) | 1253 |
| Voted in 2014: No | 8% | (76) | 7% | (72) | 85% | (811) | 958 |
| 4-Region: Northeast | 10% | (39) | 5% | (20) | 85% | (324) | 383 |
| 4-Region: Midwest | 11% | (49) | 6% | (25) | 84% | (383) | 457 |
| 4-Region: South | 10% | (82) | 7% | (59) | 83% | (704) | 845 |
| 4-Region: West | 9% | (49) | 6% | (30) | 85% | (448) | 527 |

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

**Table MCFI1_7:** *Do you or anyone in your household have any of the following services or accounts?*
*Automobile loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 21% | (472) | 9% | (206) | 69% | (1532) | 2211 |
| Gender: Male | 22% | (236) | 9% | (100) | 69% | (733) | 1068 |
| Gender: Female | 21% | (237) | 9% | (106) | 70% | (800) | 1143 |
| Age: 18-34 | 18% | (115) | 16% | (101) | 66% | (427) | 642 |
| Age: 35-44 | 27% | (97) | 12% | (43) | 62% | (225) | 366 |
| Age: 45-64 | 23% | (167) | 6% | (45) | 70% | (502) | 714 |
| Age: 65+ | 19% | (93) | 4% | (18) | 77% | (378) | 489 |
| GenZers: 1997-2012 | 11% | (25) | 20% | (45) | 69% | (158) | 228 |
| Millennials: 1981-1996 | 23% | (158) | 12% | (80) | 65% | (443) | 681 |
| GenXers: 1965-1980 | 24% | (122) | 9% | (43) | 67% | (333) | 497 |
| Baby Boomers: 1946-1964 | 21% | (154) | 5% | (37) | 74% | (539) | 731 |
| PID: Dem (no lean) | 23% | (196) | 9% | (76) | 68% | (577) | 849 |
| PID: Ind (no lean) | 17% | (114) | 10% | (71) | 73% | (499) | 684 |
| PID: Rep (no lean) | 24% | (163) | 9% | (59) | 67% | (456) | 678 |
| PID/Gender: Dem Men | 23% | (87) | 9% | (35) | 68% | (260) | 382 |
| PID/Gender: Dem Women | 23% | (109) | 9% | (41) | 68% | (317) | 467 |
| PID/Gender: Ind Men | 18% | (61) | 8% | (28) | 73% | (243) | 332 |
| PID/Gender: Ind Women | 15% | (53) | 12% | (43) | 73% | (257) | 353 |
| PID/Gender: Rep Men | 25% | (88) | 10% | (37) | 65% | (230) | 354 |
| PID/Gender: Rep Women | 23% | (75) | 7% | (23) | 70% | (226) | 323 |
| Ideo: Liberal (1-3) | 24% | (156) | 10% | (68) | 66% | (428) | 651 |
| Ideo: Moderate (4) | 21% | (145) | 10% | (72) | 69% | (478) | 695 |
| Ideo: Conservative (5-7) | 21% | (153) | 7% | (53) | 72% | (523) | 729 |
| Educ: < College | 19% | (268) | 10% | (143) | 71% | (1027) | 1438 |
| Educ: Bachelors degree | 26% | (127) | 10% | (47) | 65% | (317) | 491 |
| Educ: Post-grad | 27% | (77) | 6% | (17) | 67% | (189) | 282 |
| Income: Under 50k | 13% | (155) | 9% | (102) | 78% | (920) | 1177 |
| Income: 50k-100k | 30% | (211) | 11% | (78) | 59% | (409) | 698 |
| Income: 100k+ | 31% | (106) | 8% | (27) | 61% | (203) | 336 |
| Ethnicity: White | 23% | (394) | 9% | (155) | 68% | (1163) | 1712 |

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**Table MCFI1_7:** *Do you or anyone in your household have any of the following services or accounts?*
*Automobile loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 21% | (472) | 9% | (206) | 69% | (1532) | 2211 |
| Ethnicity: Hispanic | 17% | (65) | 19% | (73) | 63% | (236) | 374 |
| Ethnicity: Black | 16% | (46) | 7% | (19) | 77% | (218) | 282 |
| Ethnicity: Other | 15% | (33) | 15% | (33) | 70% | (151) | 217 |
| All Christian | 23% | (231) | 9% | (88) | 68% | (665) | 985 |
| All Non-Christian | 21% | (24) | 11% | (13) | 68% | (78) | 114 |
| Atheist | 18% | (20) | 10% | (11) | 72% | (80) | 111 |
| Agnostic/Nothing in particular | 18% | (117) | 10% | (67) | 71% | (457) | 641 |
| Something Else | 23% | (81) | 7% | (27) | 70% | (252) | 360 |
| Religious Non-Protestant/Catholic | 20% | (29) | 13% | (19) | 66% | (93) | 141 |
| Evangelical | 23% | (128) | 9% | (48) | 68% | (375) | 551 |
| Non-Evangelical | 24% | (177) | 8% | (57) | 69% | (516) | 750 |
| Community: Urban | 20% | (124) | 11% | (67) | 69% | (421) | 612 |
| Community: Suburban | 21% | (223) | 9% | (94) | 70% | (732) | 1049 |
| Community: Rural | 23% | (125) | 8% | (45) | 69% | (379) | 550 |
| Employ: Private Sector | 31% | (237) | 8% | (62) | 61% | (458) | 758 |
| Employ: Government | 37% | (40) | 14% | (15) | 49% | (53) | 108 |
| Employ: Self-Employed | 18% | (36) | 16% | (33) | 66% | (133) | 202 |
| Employ: Homemaker | 10% | (15) | 11% | (17) | 79% | (118) | 150 |
| Employ: Student | 10% | (7) | 20% | (14) | 70% | (48) | 68 |
| Employ: Retired | 18% | (101) | 5% | (30) | 77% | (436) | 566 |
| Employ: Unemployed | 7% | (17) | 9% | (23) | 84% | (210) | 250 |
| Employ: Other | 19% | (20) | 11% | (12) | 70% | (76) | 108 |
| Military HH: Yes | 24% | (78) | 11% | (34) | 65% | (208) | 319 |
| Military HH: No | 21% | (395) | 9% | (172) | 70% | (1325) | 1892 |
| RD/WT: Right Direction | 19% | (127) | 10% | (70) | 71% | (472) | 669 |
| RD/WT: Wrong Track | 22% | (346) | 9% | (136) | 69% | (1060) | 1542 |
| Biden Job Approve | 21% | (204) | 10% | (99) | 68% | (654) | 956 |
| Biden Job Disapprove | 22% | (258) | 8% | (98) | 69% | (808) | 1164 |

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**Table MCFI1_7:** *Do you or anyone in your household have any of the following services or accounts?*
*Automobile loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 21% | (472) | 9% | (206) | 69% | (1532) | 2211 |
| Biden Job Strongly Approve | 25% | (96) | 7% | (26) | 69% | (269) | 390 |
| Biden Job Somewhat Approve | 19% | (108) | 13% | (73) | 68% | (385) | 566 |
| Biden Job Somewhat Disapprove | 21% | (69) | 11% | (36) | 67% | (218) | 323 |
| Biden Job Strongly Disapprove | 23% | (189) | 7% | (62) | 70% | (590) | 841 |
| Favorable of Biden | 21% | (199) | 10% | (94) | 69% | (666) | 960 |
| Unfavorable of Biden | 22% | (262) | 9% | (106) | 69% | (805) | 1172 |
| Very Favorable of Biden | 25% | (102) | 7% | (26) | 68% | (273) | 401 |
| Somewhat Favorable of Biden | 17% | (97) | 12% | (68) | 70% | (393) | 558 |
| Somewhat Unfavorable of Biden | 23% | (67) | 13% | (36) | 64% | (186) | 290 |
| Very Unfavorable of Biden | 22% | (195) | 8% | (69) | 70% | (619) | 883 |
| #1 Issue: Economy | 24% | (230) | 9% | (88) | 67% | (635) | 953 |
| #1 Issue: Security | 20% | (49) | 9% | (22) | 71% | (174) | 246 |
| #1 Issue: Health Care | 15% | (21) | 16% | (23) | 70% | (101) | 145 |
| #1 Issue: Medicare / Social Security | 21% | (47) | 3% | (7) | 76% | (174) | 229 |
| #1 Issue: Women's Issues | 20% | (63) | 11% | (36) | 69% | (222) | 322 |
| #1 Issue: Education | 24% | (19) | 15% | (12) | 61% | (49) | 80 |
| #1 Issue: Energy | 21% | (27) | 9% | (12) | 70% | (89) | 128 |
| #1 Issue: Other | 14% | (15) | 5% | (6) | 81% | (88) | 109 |
| 2020 Vote: Joe Biden | 24% | (228) | 8% | (79) | 68% | (646) | 953 |
| 2020 Vote: Donald Trump | 24% | (181) | 8% | (60) | 68% | (510) | 750 |
| 2020 Vote: Other | 19% | (12) | 16% | (10) | 65% | (40) | 61 |
| 2020 Vote: Didn't Vote | 12% | (52) | 13% | (57) | 75% | (337) | 446 |
| 2018 House Vote: Democrat | 26% | (196) | 7% | (53) | 67% | (517) | 765 |
| 2018 House Vote: Republican | 23% | (141) | 9% | (56) | 68% | (420) | 617 |
| 2018 House Vote: Someone else | 13% | (7) | 8% | (4) | 79% | (40) | 50 |
| 2016 Vote: Hillary Clinton | 25% | (172) | 7% | (46) | 68% | (463) | 682 |
| 2016 Vote: Donald Trump | 24% | (169) | 8% | (54) | 68% | (472) | 695 |
| 2016 Vote: Other | 17% | (20) | 10% | (11) | 73% | (85) | 116 |
| 2016 Vote: Didn't Vote | 15% | (111) | 13% | (94) | 71% | (511) | 717 |

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**Table MCFI1_7:** *Do you or anyone in your household have any of the following services or accounts?*
*Automobile loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 21% | (472) | 9% | (206) | 69% | (1532) | 2211 |
| Voted in 2014: Yes | 24% | (304) | 7% | (93) | 68% | (857) | 1253 |
| Voted in 2014: No | 18% | (168) | 12% | (114) | 71% | (676) | 958 |
| 4-Region: Northeast | 21% | (79) | 9% | (33) | 71% | (271) | 383 |
| 4-Region: Midwest | 24% | (111) | 8% | (36) | 68% | (310) | 457 |
| 4-Region: South | 25% | (210) | 10% | (88) | 65% | (547) | 845 |
| 4-Region: West | 14% | (72) | 9% | (50) | 77% | (405) | 527 |

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

**Table MCFI1_8:** *Do you or anyone in your household have any of the following services or accounts?*
*Student loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (325) | 6% | (139) | 79% | (1747) | 2211 |
| Gender: Male | 14% | (146) | 6% | (63) | 80% | (859) | 1068 |
| Gender: Female | 16% | (179) | 7% | (76) | 78% | (888) | 1143 |
| Age: 18-34 | 24% | (156) | 12% | (79) | 63% | (407) | 642 |
| Age: 35-44 | 18% | (66) | 8% | (28) | 74% | (271) | 366 |
| Age: 45-64 | 12% | (83) | 4% | (26) | 85% | (605) | 714 |
| Age: 65+ | 4% | (19) | 1% | (6) | 95% | (464) | 489 |
| GenZers: 1997-2012 | 16% | (36) | 19% | (42) | 66% | (149) | 228 |
| Millennials: 1981-1996 | 25% | (168) | 9% | (59) | 67% | (454) | 681 |
| GenXers: 1965-1980 | 15% | (72) | 5% | (23) | 81% | (402) | 497 |
| Baby Boomers: 1946-1964 | 6% | (47) | 2% | (13) | 92% | (670) | 731 |
| PID: Dem (no lean) | 18% | (150) | 8% | (64) | 75% | (636) | 849 |
| PID: Ind (no lean) | 14% | (98) | 6% | (40) | 80% | (546) | 684 |
| PID: Rep (no lean) | 11% | (78) | 5% | (35) | 83% | (565) | 678 |
| PID/Gender: Dem Men | 19% | (74) | 6% | (24) | 74% | (284) | 382 |
| PID/Gender: Dem Women | 16% | (76) | 9% | (40) | 75% | (351) | 467 |
| PID/Gender: Ind Men | 11% | (36) | 6% | (18) | 84% | (277) | 332 |
| PID/Gender: Ind Women | 17% | (61) | 6% | (22) | 76% | (269) | 353 |
| PID/Gender: Rep Men | 10% | (36) | 6% | (21) | 84% | (298) | 354 |
| PID/Gender: Rep Women | 13% | (42) | 4% | (14) | 83% | (267) | 323 |
| Ideo: Liberal (1-3) | 19% | (125) | 7% | (47) | 74% | (480) | 651 |
| Ideo: Moderate (4) | 13% | (90) | 8% | (58) | 79% | (546) | 695 |
| Ideo: Conservative (5-7) | 12% | (85) | 4% | (28) | 84% | (615) | 729 |
| Educ: < College | 11% | (165) | 7% | (100) | 82% | (1172) | 1438 |
| Educ: Bachelors degree | 21% | (105) | 6% | (28) | 73% | (358) | 491 |
| Educ: Post-grad | 19% | (55) | 4% | (11) | 77% | (216) | 282 |
| Income: Under 50k | 13% | (159) | 6% | (67) | 81% | (951) | 1177 |
| Income: 50k-100k | 16% | (115) | 7% | (50) | 76% | (533) | 698 |
| Income: 100k+ | 15% | (51) | 6% | (22) | 78% | (263) | 336 |
| Ethnicity: White | 14% | (233) | 6% | (98) | 81% | (1381) | 1712 |

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**Table MCFI1_8:** *Do you or anyone in your household have any of the following services or accounts?*
*Student loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (325) | 6% | (139) | 79% | (1747) | 2211 |
| Ethnicity: Hispanic | 20% | (75) | 12% | (44) | 68% | (255) | 374 |
| Ethnicity: Black | 18% | (52) | 9% | (25) | 73% | (205) | 282 |
| Ethnicity: Other | 18% | (40) | 8% | (17) | 74% | (161) | 217 |
| All Christian | 11% | (109) | 5% | (46) | 84% | (830) | 985 |
| All Non-Christian | 12% | (14) | 10% | (11) | 78% | (89) | 114 |
| Atheist | 20% | (22) | 12% | (14) | 68% | (75) | 111 |
| Agnostic/Nothing in particular | 19% | (120) | 7% | (45) | 74% | (476) | 641 |
| Something Else | 17% | (60) | 6% | (23) | 77% | (277) | 360 |
| Religious Non-Protestant/Catholic | 12% | (17) | 9% | (13) | 79% | (112) | 141 |
| Evangelical | 13% | (70) | 7% | (37) | 81% | (444) | 551 |
| Non-Evangelical | 13% | (96) | 4% | (30) | 83% | (624) | 750 |
| Community: Urban | 18% | (110) | 10% | (58) | 72% | (444) | 612 |
| Community: Suburban | 14% | (151) | 5% | (51) | 81% | (846) | 1049 |
| Community: Rural | 11% | (63) | 5% | (30) | 83% | (457) | 550 |
| Employ: Private Sector | 20% | (149) | 7% | (50) | 74% | (558) | 758 |
| Employ: Government | 26% | (28) | 6% | (7) | 68% | (74) | 108 |
| Employ: Self-Employed | 12% | (25) | 12% | (24) | 76% | (154) | 202 |
| Employ: Homemaker | 16% | (24) | 4% | (6) | 80% | (120) | 150 |
| Employ: Student | 29% | (20) | 17% | (12) | 54% | (36) | 68 |
| Employ: Retired | 5% | (28) | 1% | (8) | 94% | (530) | 566 |
| Employ: Unemployed | 15% | (37) | 9% | (22) | 76% | (191) | 250 |
| Employ: Other | 14% | (15) | 9% | (10) | 77% | (84) | 108 |
| Military HH: Yes | 13% | (41) | 5% | (16) | 82% | (263) | 319 |
| Military HH: No | 15% | (284) | 7% | (123) | 78% | (1484) | 1892 |
| RD/WT: Right Direction | 15% | (103) | 9% | (58) | 76% | (508) | 669 |
| RD/WT: Wrong Track | 14% | (222) | 5% | (82) | 80% | (1239) | 1542 |
| Biden Job Approve | 16% | (154) | 7% | (70) | 77% | (732) | 956 |
| Biden Job Disapprove | 13% | (157) | 5% | (63) | 81% | (945) | 1164 |

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**Table MCFI1_8:** *Do you or anyone in your household have any of the following services or accounts?*
*Student loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (325) | 6% | (139) | 79% | (1747) | 2211 |
| Biden Job Strongly Approve | 14% | (53) | 7% | (26) | 80% | (311) | 390 |
| Biden Job Somewhat Approve | 18% | (101) | 8% | (44) | 74% | (421) | 566 |
| Biden Job Somewhat Disapprove | 20% | (63) | 6% | (19) | 74% | (240) | 323 |
| Biden Job Strongly Disapprove | 11% | (93) | 5% | (44) | 84% | (704) | 841 |
| Favorable of Biden | 16% | (156) | 7% | (70) | 77% | (734) | 960 |
| Unfavorable of Biden | 13% | (157) | 6% | (66) | 81% | (950) | 1172 |
| Very Favorable of Biden | 13% | (54) | 7% | (27) | 80% | (321) | 401 |
| Somewhat Favorable of Biden | 18% | (102) | 8% | (43) | 74% | (413) | 558 |
| Somewhat Unfavorable of Biden | 18% | (51) | 8% | (23) | 74% | (216) | 290 |
| Very Unfavorable of Biden | 12% | (106) | 5% | (43) | 83% | (734) | 883 |
| #1 Issue: Economy | 16% | (154) | 6% | (57) | 78% | (742) | 953 |
| #1 Issue: Security | 9% | (22) | 4% | (10) | 87% | (214) | 246 |
| #1 Issue: Health Care | 18% | (26) | 13% | (18) | 70% | (101) | 145 |
| #1 Issue: Medicare / Social Security | 7% | (15) | 2% | (5) | 91% | (209) | 229 |
| #1 Issue: Women's Issues | 19% | (62) | 8% | (26) | 72% | (233) | 322 |
| #1 Issue: Education | 25% | (20) | 9% | (7) | 66% | (53) | 80 |
| #1 Issue: Energy | 14% | (17) | 9% | (11) | 78% | (99) | 128 |
| #1 Issue: Other | 8% | (9) | 4% | (5) | 87% | (96) | 109 |
| 2020 Vote: Joe Biden | 17% | (165) | 6% | (58) | 77% | (730) | 953 |
| 2020 Vote: Donald Trump | 11% | (79) | 5% | (38) | 84% | (633) | 750 |
| 2020 Vote: Other | 32% | (20) | 5% | (3) | 63% | (39) | 61 |
| 2020 Vote: Didn't Vote | 14% | (61) | 9% | (40) | 77% | (345) | 446 |
| 2018 House Vote: Democrat | 18% | (140) | 5% | (38) | 77% | (587) | 765 |
| 2018 House Vote: Republican | 12% | (72) | 6% | (36) | 82% | (508) | 617 |
| 2018 House Vote: Someone else | 17% | (9) | 6% | (3) | 77% | (38) | 50 |
| 2016 Vote: Hillary Clinton | 18% | (122) | 6% | (40) | 76% | (520) | 682 |
| 2016 Vote: Donald Trump | 11% | (74) | 5% | (36) | 84% | (585) | 695 |
| 2016 Vote: Other | 22% | (26) | 5% | (5) | 73% | (85) | 116 |
| 2016 Vote: Didn't Vote | 14% | (103) | 8% | (59) | 77% | (555) | 717 |

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**Table MCFI1_8:** *Do you or anyone in your household have any of the following services or accounts?*
*Student loan*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 15% | (325) | 6% | (139) | 79% | (1747) | 2211 |
| Voted in 2014: Yes | 14% | (179) | 5% | (64) | 81% | (1010) | 1253 |
| Voted in 2014: No | 15% | (146) | 8% | (75) | 77% | (737) | 958 |
| 4-Region: Northeast | 14% | (54) | 6% | (24) | 80% | (304) | 383 |
| 4-Region: Midwest | 14% | (65) | 6% | (25) | 80% | (366) | 457 |
| 4-Region: South | 15% | (127) | 7% | (59) | 78% | (659) | 845 |
| 4-Region: West | 15% | (79) | 6% | (31) | 79% | (417) | 527 |

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

**Table MCFI1_9:** *Do you or anyone in your household have any of the following services or accounts?*
*An employer-sponsored retirement account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 30% | (661) | 11% | (250) | 59% | (1300) | 2211 |
| Gender: Male | 34% | (368) | 11% | (116) | 55% | (584) | 1068 |
| Gender: Female | 26% | (293) | 12% | (134) | 63% | (715) | 1143 |
| Age: 18-34 | 24% | (157) | 16% | (105) | 59% | (380) | 642 |
| Age: 35-44 | 32% | (116) | 14% | (50) | 55% | (200) | 366 |
| Age: 45-64 | 36% | (258) | 10% | (71) | 54% | (385) | 714 |
| Age: 65+ | 27% | (130) | 5% | (24) | 68% | (335) | 489 |
| GenZers: 1997-2012 | 13% | (30) | 20% | (46) | 67% | (152) | 228 |
| Millennials: 1981-1996 | 31% | (210) | 14% | (97) | 55% | (374) | 681 |
| GenXers: 1965-1980 | 34% | (168) | 12% | (58) | 55% | (272) | 497 |
| Baby Boomers: 1946-1964 | 32% | (237) | 6% | (47) | 61% | (446) | 731 |
| PID: Dem (no lean) | 32% | (271) | 12% | (105) | 56% | (474) | 849 |
| PID: Ind (no lean) | 25% | (169) | 10% | (67) | 66% | (449) | 684 |
| PID: Rep (no lean) | 33% | (222) | 12% | (78) | 56% | (378) | 678 |
| PID/Gender: Dem Men | 35% | (133) | 11% | (44) | 54% | (206) | 382 |
| PID/Gender: Dem Women | 29% | (137) | 13% | (61) | 57% | (268) | 467 |
| PID/Gender: Ind Men | 31% | (104) | 11% | (36) | 58% | (192) | 332 |
| PID/Gender: Ind Women | 18% | (65) | 9% | (31) | 73% | (257) | 353 |
| PID/Gender: Rep Men | 37% | (131) | 10% | (37) | 53% | (187) | 354 |
| PID/Gender: Rep Women | 28% | (91) | 13% | (41) | 59% | (191) | 323 |
| Ideo: Liberal (1-3) | 31% | (200) | 12% | (78) | 57% | (374) | 651 |
| Ideo: Moderate (4) | 30% | (205) | 13% | (89) | 58% | (400) | 695 |
| Ideo: Conservative (5-7) | 33% | (240) | 10% | (72) | 57% | (417) | 729 |
| Educ: < College | 20% | (291) | 12% | (173) | 68% | (973) | 1438 |
| Educ: Bachelors degree | 46% | (225) | 11% | (56) | 43% | (210) | 491 |
| Educ: Post-grad | 51% | (145) | 7% | (20) | 41% | (117) | 282 |
| Income: Under 50k | 16% | (191) | 8% | (92) | 76% | (895) | 1177 |
| Income: 50k-100k | 40% | (278) | 15% | (105) | 45% | (314) | 698 |
| Income: 100k+ | 57% | (192) | 16% | (53) | 27% | (91) | 336 |
| Ethnicity: White | 31% | (535) | 10% | (173) | 59% | (1003) | 1712 |

Continued on next page

**Table MCFI1_9:** *Do you or anyone in your household have any of the following services or accounts?*
*An employer-sponsored retirement account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 30% | (661) | 11% | (250) | 59% | (1300) | 2211 |
| Ethnicity: Hispanic | 24% | (91) | 16% | (60) | 60% | (223) | 374 |
| Ethnicity: Black | 26% | (73) | 14% | (40) | 60% | (170) | 282 |
| Ethnicity: Other | 25% | (53) | 17% | (37) | 59% | (127) | 217 |
| All Christian | 35% | (348) | 10% | (103) | 54% | (534) | 985 |
| All Non-Christian | 41% | (47) | 16% | (18) | 43% | (49) | 114 |
| Atheist | 29% | (32) | 11% | (12) | 60% | (67) | 111 |
| Agnostic/Nothing in particular | 25% | (161) | 11% | (68) | 64% | (412) | 641 |
| Something Else | 20% | (73) | 14% | (49) | 66% | (238) | 360 |
| Religious Non-Protestant/Catholic | 37% | (52) | 18% | (25) | 45% | (63) | 141 |
| Evangelical | 29% | (158) | 12% | (67) | 59% | (326) | 551 |
| Non-Evangelical | 33% | (250) | 10% | (74) | 57% | (426) | 750 |
| Community: Urban | 29% | (176) | 12% | (75) | 59% | (362) | 612 |
| Community: Suburban | 34% | (351) | 13% | (136) | 53% | (561) | 1049 |
| Community: Rural | 24% | (134) | 7% | (39) | 69% | (377) | 550 |
| Employ: Private Sector | 50% | (380) | 9% | (68) | 41% | (309) | 758 |
| Employ: Government | 55% | (60) | 13% | (14) | 32% | (34) | 108 |
| Employ: Self-Employed | 18% | (36) | 18% | (37) | 64% | (129) | 202 |
| Employ: Homemaker | 9% | (13) | 25% | (37) | 67% | (100) | 150 |
| Employ: Student | 11% | (8) | 13% | (9) | 75% | (51) | 68 |
| Employ: Retired | 24% | (133) | 6% | (36) | 70% | (397) | 566 |
| Employ: Unemployed | 5% | (11) | 13% | (33) | 82% | (206) | 250 |
| Employ: Other | 18% | (20) | 15% | (16) | 67% | (72) | 108 |
| Military HH: Yes | 31% | (99) | 13% | (43) | 56% | (177) | 319 |
| Military HH: No | 30% | (562) | 11% | (207) | 59% | (1123) | 1892 |
| RD/WT: Right Direction | 30% | (200) | 12% | (82) | 58% | (387) | 669 |
| RD/WT: Wrong Track | 30% | (461) | 11% | (168) | 59% | (912) | 1542 |
| Biden Job Approve | 31% | (296) | 12% | (116) | 57% | (544) | 956 |
| Biden Job Disapprove | 30% | (355) | 11% | (123) | 59% | (686) | 1164 |

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**Table MCFI1_9:** *Do you or anyone in your household have any of the following services or accounts?*
*An employer-sponsored retirement account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 30% | (661) | 11% | (250) | 59% | (1300) | 2211 |
| Biden Job Strongly Approve | 32% | (126) | 10% | (40) | 57% | (224) | 390 |
| Biden Job Somewhat Approve | 30% | (171) | 13% | (75) | 57% | (320) | 566 |
| Biden Job Somewhat Disapprove | 32% | (104) | 12% | (38) | 56% | (181) | 323 |
| Biden Job Strongly Disapprove | 30% | (251) | 10% | (85) | 60% | (505) | 841 |
| Favorable of Biden | 30% | (290) | 12% | (118) | 58% | (552) | 960 |
| Unfavorable of Biden | 31% | (359) | 11% | (126) | 59% | (688) | 1172 |
| Very Favorable of Biden | 30% | (121) | 11% | (43) | 59% | (238) | 401 |
| Somewhat Favorable of Biden | 30% | (169) | 13% | (75) | 56% | (314) | 558 |
| Somewhat Unfavorable of Biden | 32% | (93) | 12% | (35) | 56% | (162) | 290 |
| Very Unfavorable of Biden | 30% | (266) | 10% | (91) | 60% | (526) | 883 |
| #1 Issue: Economy | 33% | (315) | 11% | (109) | 55% | (529) | 953 |
| #1 Issue: Security | 27% | (67) | 9% | (23) | 64% | (156) | 246 |
| #1 Issue: Health Care | 29% | (42) | 19% | (27) | 52% | (75) | 145 |
| #1 Issue: Medicare / Social Security | 26% | (60) | 6% | (15) | 67% | (154) | 229 |
| #1 Issue: Women's Issues | 28% | (89) | 14% | (46) | 58% | (187) | 322 |
| #1 Issue: Education | 27% | (22) | 10% | (8) | 63% | (50) | 80 |
| #1 Issue: Energy | 30% | (39) | 8% | (10) | 62% | (79) | 128 |
| #1 Issue: Other | 26% | (28) | 11% | (12) | 63% | (69) | 109 |
| 2020 Vote: Joe Biden | 36% | (339) | 11% | (109) | 53% | (505) | 953 |
| 2020 Vote: Donald Trump | 33% | (248) | 11% | (79) | 56% | (423) | 750 |
| 2020 Vote: Other | 45% | (28) | 11% | (7) | 43% | (27) | 61 |
| 2020 Vote: Didn't Vote | 10% | (46) | 12% | (56) | 77% | (344) | 446 |
| 2018 House Vote: Democrat | 37% | (281) | 12% | (89) | 52% | (395) | 765 |
| 2018 House Vote: Republican | 38% | (233) | 11% | (70) | 51% | (315) | 617 |
| 2018 House Vote: Someone else | 26% | (13) | 8% | (4) | 66% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 37% | (254) | 11% | (75) | 52% | (353) | 682 |
| 2016 Vote: Donald Trump | 37% | (254) | 9% | (59) | 55% | (382) | 695 |
| 2016 Vote: Other | 44% | (51) | 14% | (16) | 42% | (48) | 116 |
| 2016 Vote: Didn't Vote | 14% | (100) | 14% | (99) | 72% | (517) | 717 |

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**Table MCFI1_9:** *Do you or anyone in your household have any of the following services or accounts?*
*An employer-sponsored retirement account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 30% | (661) | 11% | (250) | 59% | (1300) | 2211 |
| Voted in 2014: Yes | 37% | (468) | 11% | (133) | 52% | (653) | 1253 |
| Voted in 2014: No | 20% | (194) | 12% | (117) | 68% | (647) | 958 |
| 4-Region: Northeast | 37% | (140) | 10% | (37) | 54% | (206) | 383 |
| 4-Region: Midwest | 31% | (142) | 10% | (45) | 59% | (269) | 457 |
| 4-Region: South | 29% | (248) | 12% | (98) | 59% | (499) | 845 |
| 4-Region: West | 25% | (131) | 13% | (70) | 62% | (326) | 527 |

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

**Table MCFI1_10:** *Do you or anyone in your household have any of the following services or accounts?*
*IRA or Roth IRA*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (639) | 8% | (184) | 63% | (1388) | 2211 |
| Gender: Male | 35% | (377) | 8% | (82) | 57% | (609) | 1068 |
| Gender: Female | 23% | (262) | 9% | (102) | 68% | (779) | 1143 |
| Age: 18-34 | 16% | (104) | 14% | (89) | 70% | (449) | 642 |
| Age: 35-44 | 22% | (81) | 10% | (36) | 68% | (248) | 366 |
| Age: 45-64 | 33% | (235) | 6% | (44) | 61% | (436) | 714 |
| Age: 65+ | 45% | (220) | 3% | (15) | 52% | (254) | 489 |
| GenZers: 1997-2012 | 10% | (23) | 16% | (37) | 74% | (168) | 228 |
| Millennials: 1981-1996 | 20% | (137) | 12% | (79) | 68% | (465) | 681 |
| GenXers: 1965-1980 | 27% | (132) | 7% | (36) | 66% | (329) | 497 |
| Baby Boomers: 1946-1964 | 43% | (316) | 4% | (28) | 53% | (387) | 731 |
| PID: Dem (no lean) | 26% | (217) | 10% | (81) | 65% | (551) | 849 |
| PID: Ind (no lean) | 28% | (192) | 6% | (42) | 66% | (450) | 684 |
| PID: Rep (no lean) | 34% | (230) | 9% | (60) | 57% | (387) | 678 |
| PID/Gender: Dem Men | 31% | (117) | 9% | (36) | 60% | (230) | 382 |
| PID/Gender: Dem Women | 21% | (100) | 10% | (46) | 69% | (321) | 467 |
| PID/Gender: Ind Men | 35% | (117) | 5% | (17) | 60% | (197) | 332 |
| PID/Gender: Ind Women | 21% | (75) | 7% | (25) | 72% | (253) | 353 |
| PID/Gender: Rep Men | 40% | (143) | 8% | (30) | 51% | (182) | 354 |
| PID/Gender: Rep Women | 27% | (87) | 9% | (31) | 63% | (205) | 323 |
| Ideo: Liberal (1-3) | 26% | (171) | 10% | (66) | 64% | (415) | 651 |
| Ideo: Moderate (4) | 28% | (196) | 9% | (64) | 63% | (435) | 695 |
| Ideo: Conservative (5-7) | 35% | (259) | 6% | (47) | 58% | (423) | 729 |
| Educ: < College | 18% | (264) | 7% | (108) | 74% | (1066) | 1438 |
| Educ: Bachelors degree | 46% | (227) | 10% | (48) | 44% | (215) | 491 |
| Educ: Post-grad | 52% | (148) | 10% | (28) | 38% | (107) | 282 |
| Income: Under 50k | 15% | (173) | 6% | (66) | 80% | (938) | 1177 |
| Income: 50k-100k | 40% | (279) | 11% | (76) | 49% | (343) | 698 |
| Income: 100k+ | 56% | (186) | 12% | (42) | 32% | (107) | 336 |
| Ethnicity: White | 32% | (542) | 8% | (143) | 60% | (1027) | 1712 |

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**Table MCFI1_10:** *Do you or anyone in your household have any of the following services or accounts?*
*IRA or Roth IRA*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (639) | 8% | (184) | 63% | (1388) | 2211 |
| Ethnicity: Hispanic | 19% | (70) | 14% | (53) | 67% | (252) | 374 |
| Ethnicity: Black | 15% | (44) | 6% | (18) | 78% | (221) | 282 |
| Ethnicity: Other | 25% | (54) | 10% | (23) | 65% | (140) | 217 |
| All Christian | 36% | (350) | 8% | (83) | 56% | (551) | 985 |
| All Non-Christian | 46% | (52) | 13% | (15) | 42% | (47) | 114 |
| Atheist | 31% | (34) | 7% | (7) | 62% | (69) | 111 |
| Agnostic/Nothing in particular | 22% | (144) | 8% | (52) | 69% | (445) | 641 |
| Something Else | 16% | (59) | 7% | (26) | 76% | (275) | 360 |
| Religious Non-Protestant/Catholic | 41% | (57) | 11% | (16) | 48% | (68) | 141 |
| Evangelical | 24% | (135) | 8% | (46) | 67% | (370) | 551 |
| Non-Evangelical | 35% | (264) | 8% | (58) | 57% | (428) | 750 |
| Community: Urban | 24% | (148) | 10% | (62) | 66% | (403) | 612 |
| Community: Suburban | 35% | (362) | 9% | (93) | 57% | (594) | 1049 |
| Community: Rural | 24% | (130) | 5% | (29) | 71% | (391) | 550 |
| Employ: Private Sector | 37% | (278) | 8% | (57) | 56% | (423) | 758 |
| Employ: Government | 38% | (41) | 14% | (15) | 48% | (51) | 108 |
| Employ: Self-Employed | 20% | (41) | 12% | (24) | 68% | (137) | 202 |
| Employ: Homemaker | 11% | (17) | 11% | (17) | 78% | (117) | 150 |
| Employ: Student | 9% | (6) | 21% | (14) | 70% | (47) | 68 |
| Employ: Retired | 41% | (234) | 4% | (24) | 54% | (308) | 566 |
| Employ: Unemployed | 5% | (14) | 9% | (22) | 86% | (215) | 250 |
| Employ: Other | 8% | (9) | 9% | (10) | 83% | (90) | 108 |
| Military HH: Yes | 37% | (119) | 8% | (24) | 55% | (176) | 319 |
| Military HH: No | 28% | (520) | 8% | (159) | 64% | (1212) | 1892 |
| RD/WT: Right Direction | 30% | (198) | 10% | (65) | 61% | (406) | 669 |
| RD/WT: Wrong Track | 29% | (441) | 8% | (118) | 64% | (982) | 1542 |
| Biden Job Approve | 27% | (261) | 10% | (100) | 62% | (596) | 956 |
| Biden Job Disapprove | 31% | (366) | 7% | (78) | 62% | (720) | 1164 |

Continued on next page

**Table MCFI1_10:** *Do you or anyone in your household have any of the following services or accounts?*
*IRA or Roth IRA*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (639) | 8% | (184) | 63% | (1388) | 2211 |
| Biden Job Strongly Approve | 30% | (118) | 9% | (35) | 61% | (238) | 390 |
| Biden Job Somewhat Approve | 25% | (143) | 11% | (65) | 63% | (358) | 566 |
| Biden Job Somewhat Disapprove | 29% | (92) | 7% | (22) | 64% | (208) | 323 |
| Biden Job Strongly Disapprove | 32% | (273) | 7% | (56) | 61% | (512) | 841 |
| Favorable of Biden | 28% | (266) | 9% | (89) | 63% | (605) | 960 |
| Unfavorable of Biden | 31% | (360) | 8% | (89) | 62% | (723) | 1172 |
| Very Favorable of Biden | 28% | (112) | 9% | (35) | 63% | (254) | 401 |
| Somewhat Favorable of Biden | 27% | (153) | 10% | (54) | 63% | (351) | 558 |
| Somewhat Unfavorable of Biden | 27% | (78) | 8% | (24) | 65% | (188) | 290 |
| Very Unfavorable of Biden | 32% | (282) | 7% | (65) | 61% | (536) | 883 |
| #1 Issue: Economy | 31% | (291) | 8% | (72) | 62% | (590) | 953 |
| #1 Issue: Security | 30% | (72) | 8% | (21) | 62% | (152) | 246 |
| #1 Issue: Health Care | 26% | (37) | 9% | (13) | 65% | (95) | 145 |
| #1 Issue: Medicare / Social Security | 31% | (71) | 5% | (12) | 64% | (145) | 229 |
| #1 Issue: Women's Issues | 22% | (72) | 12% | (38) | 66% | (211) | 322 |
| #1 Issue: Education | 24% | (19) | 16% | (13) | 60% | (48) | 80 |
| #1 Issue: Energy | 28% | (36) | 8% | (10) | 64% | (82) | 128 |
| #1 Issue: Other | 37% | (40) | 4% | (4) | 59% | (65) | 109 |
| 2020 Vote: Joe Biden | 32% | (300) | 9% | (85) | 60% | (567) | 953 |
| 2020 Vote: Donald Trump | 36% | (268) | 7% | (56) | 57% | (427) | 750 |
| 2020 Vote: Other | 49% | (30) | 12% | (7) | 39% | (24) | 61 |
| 2020 Vote: Didn't Vote | 9% | (41) | 8% | (35) | 83% | (370) | 446 |
| 2018 House Vote: Democrat | 35% | (265) | 8% | (61) | 57% | (440) | 765 |
| 2018 House Vote: Republican | 39% | (243) | 9% | (58) | 51% | (316) | 617 |
| 2018 House Vote: Someone else | 31% | (15) | 3% | (1) | 66% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 34% | (232) | 8% | (52) | 58% | (399) | 682 |
| 2016 Vote: Donald Trump | 37% | (260) | 7% | (50) | 55% | (384) | 695 |
| 2016 Vote: Other | 47% | (55) | 9% | (10) | 44% | (50) | 116 |
| 2016 Vote: Didn't Vote | 13% | (92) | 10% | (71) | 77% | (553) | 717 |

Continued on next page

**Table MCFI1_10:** *Do you or anyone in your household have any of the following services or accounts?*
*IRA or Roth IRA*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (639) | 8% | (184) | 63% | (1388) | 2211 |
| Voted in 2014: Yes | 38% | (478) | 8% | (101) | 54% | (675) | 1253 |
| Voted in 2014: No | 17% | (162) | 9% | (83) | 74% | (713) | 958 |
| 4-Region: Northeast | 34% | (129) | 7% | (26) | 60% | (228) | 383 |
| 4-Region: Midwest | 31% | (143) | 7% | (34) | 61% | (279) | 457 |
| 4-Region: South | 25% | (211) | 8% | (66) | 67% | (568) | 845 |
| 4-Region: West | 30% | (157) | 11% | (58) | 59% | (312) | 527 |

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

**Table MCFI1_11:** *Do you or anyone in your household have any of the following services or accounts?*
*Personal brokerage or trading account that you manage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (484) | 7% | (147) | 71% | (1580) | 2211 |
| Gender: Male | 30% | (322) | 7% | (78) | 63% | (668) | 1068 |
| Gender: Female | 14% | (162) | 6% | (69) | 80% | (912) | 1143 |
| Age: 18-34 | 19% | (121) | 14% | (90) | 67% | (432) | 642 |
| Age: 35-44 | 18% | (67) | 6% | (23) | 75% | (276) | 366 |
| Age: 45-64 | 24% | (168) | 4% | (27) | 73% | (518) | 714 |
| Age: 65+ | 26% | (128) | 2% | (7) | 72% | (354) | 489 |
| GenZers: 1997-2012 | 14% | (31) | 17% | (39) | 69% | (158) | 228 |
| Millennials: 1981-1996 | 20% | (138) | 10% | (66) | 70% | (478) | 681 |
| GenXers: 1965-1980 | 22% | (112) | 6% | (30) | 71% | (355) | 497 |
| Baby Boomers: 1946-1964 | 25% | (184) | 2% | (12) | 73% | (535) | 731 |
| PID: Dem (no lean) | 21% | (181) | 8% | (64) | 71% | (605) | 849 |
| PID: Ind (no lean) | 21% | (143) | 6% | (40) | 73% | (501) | 684 |
| PID: Rep (no lean) | 24% | (160) | 6% | (43) | 70% | (474) | 678 |
| PID/Gender: Dem Men | 30% | (114) | 7% | (28) | 63% | (240) | 382 |
| PID/Gender: Dem Women | 14% | (66) | 8% | (35) | 78% | (365) | 467 |
| PID/Gender: Ind Men | 30% | (100) | 7% | (24) | 63% | (208) | 332 |
| PID/Gender: Ind Women | 12% | (43) | 5% | (16) | 83% | (293) | 353 |
| PID/Gender: Rep Men | 30% | (108) | 7% | (26) | 62% | (221) | 354 |
| PID/Gender: Rep Women | 16% | (52) | 5% | (17) | 78% | (254) | 323 |
| Ideo: Liberal (1-3) | 21% | (134) | 8% | (52) | 71% | (466) | 651 |
| Ideo: Moderate (4) | 23% | (162) | 7% | (51) | 69% | (482) | 695 |
| Ideo: Conservative (5-7) | 25% | (181) | 5% | (36) | 70% | (512) | 729 |
| Educ: < College | 13% | (194) | 8% | (110) | 79% | (1134) | 1438 |
| Educ: Bachelors degree | 36% | (178) | 4% | (22) | 59% | (291) | 491 |
| Educ: Post-grad | 40% | (112) | 6% | (16) | 55% | (155) | 282 |
| Income: Under 50k | 12% | (139) | 7% | (80) | 81% | (958) | 1177 |
| Income: 50k-100k | 26% | (183) | 7% | (46) | 67% | (469) | 698 |
| Income: 100k+ | 48% | (162) | 6% | (21) | 46% | (153) | 336 |
| Ethnicity: White | 22% | (376) | 6% | (100) | 72% | (1236) | 1712 |

Continued on next page

**Table MCFI1_11:** *Do you or anyone in your household have any of the following services or accounts?*
*Personal brokerage or trading account that you manage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (484) | 7% | (147) | 71% | (1580) | 2211 |
| Ethnicity: Hispanic | 21% | (79) | 16% | (60) | 63% | (235) | 374 |
| Ethnicity: Black | 15% | (44) | 9% | (24) | 76% | (215) | 282 |
| Ethnicity: Other | 29% | (64) | 11% | (24) | 60% | (130) | 217 |
| All Christian | 24% | (237) | 6% | (56) | 70% | (692) | 985 |
| All Non-Christian | 49% | (56) | 7% | (8) | 43% | (50) | 114 |
| Atheist | 27% | (30) | 4% | (4) | 69% | (77) | 111 |
| Agnostic/Nothing in particular | 19% | (122) | 8% | (49) | 73% | (470) | 641 |
| Something Else | 11% | (38) | 8% | (30) | 81% | (291) | 360 |
| Religious Non-Protestant/Catholic | 43% | (61) | 6% | (8) | 51% | (72) | 141 |
| Evangelical | 18% | (100) | 8% | (46) | 73% | (405) | 551 |
| Non-Evangelical | 22% | (165) | 5% | (39) | 73% | (546) | 750 |
| Community: Urban | 24% | (148) | 8% | (51) | 68% | (414) | 612 |
| Community: Suburban | 24% | (253) | 7% | (68) | 69% | (727) | 1049 |
| Community: Rural | 15% | (82) | 5% | (28) | 80% | (439) | 550 |
| Employ: Private Sector | 31% | (232) | 6% | (46) | 63% | (480) | 758 |
| Employ: Government | 25% | (27) | 10% | (10) | 66% | (71) | 108 |
| Employ: Self-Employed | 24% | (49) | 10% | (21) | 65% | (132) | 202 |
| Employ: Homemaker | 8% | (11) | 9% | (13) | 84% | (126) | 150 |
| Employ: Student | 12% | (8) | 22% | (15) | 66% | (45) | 68 |
| Employ: Retired | 24% | (134) | 2% | (9) | 75% | (423) | 566 |
| Employ: Unemployed | 6% | (14) | 9% | (22) | 85% | (214) | 250 |
| Employ: Other | 8% | (9) | 10% | (11) | 82% | (89) | 108 |
| Military HH: Yes | 22% | (70) | 6% | (20) | 72% | (229) | 319 |
| Military HH: No | 22% | (414) | 7% | (127) | 71% | (1351) | 1892 |
| RD/WT: Right Direction | 26% | (175) | 8% | (56) | 65% | (438) | 669 |
| RD/WT: Wrong Track | 20% | (309) | 6% | (91) | 74% | (1142) | 1542 |
| Biden Job Approve | 22% | (209) | 7% | (65) | 71% | (682) | 956 |
| Biden Job Disapprove | 22% | (261) | 6% | (71) | 71% | (832) | 1164 |

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**Table MCFI1_11:** *Do you or anyone in your household have any of the following services or accounts?*
*Personal brokerage or trading account that you manage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (484) | 7% | (147) | 71% | (1580) | 2211 |
| Biden Job Strongly Approve | 23% | (89) | 6% | (23) | 71% | (278) | 390 |
| Biden Job Somewhat Approve | 21% | (120) | 7% | (42) | 71% | (404) | 566 |
| Biden Job Somewhat Disapprove | 19% | (62) | 11% | (34) | 70% | (227) | 323 |
| Biden Job Strongly Disapprove | 24% | (199) | 4% | (37) | 72% | (605) | 841 |
| Favorable of Biden | 22% | (215) | 7% | (63) | 71% | (681) | 960 |
| Unfavorable of Biden | 22% | (257) | 7% | (77) | 71% | (838) | 1172 |
| Very Favorable of Biden | 22% | (88) | 5% | (21) | 73% | (293) | 401 |
| Somewhat Favorable of Biden | 23% | (127) | 8% | (43) | 70% | (388) | 558 |
| Somewhat Unfavorable of Biden | 18% | (53) | 13% | (37) | 69% | (200) | 290 |
| Very Unfavorable of Biden | 23% | (204) | 5% | (40) | 72% | (638) | 883 |
| #1 Issue: Economy | 24% | (232) | 6% | (53) | 70% | (669) | 953 |
| #1 Issue: Security | 17% | (43) | 4% | (10) | 79% | (193) | 246 |
| #1 Issue: Health Care | 27% | (39) | 11% | (16) | 62% | (90) | 145 |
| #1 Issue: Medicare / Social Security | 22% | (51) | 1% | (3) | 76% | (175) | 229 |
| #1 Issue: Women's Issues | 16% | (52) | 10% | (31) | 74% | (238) | 322 |
| #1 Issue: Education | 18% | (14) | 20% | (16) | 62% | (49) | 80 |
| #1 Issue: Energy | 18% | (23) | 11% | (14) | 71% | (91) | 128 |
| #1 Issue: Other | 27% | (29) | 4% | (5) | 69% | (76) | 109 |
| 2020 Vote: Joe Biden | 26% | (247) | 6% | (56) | 68% | (650) | 953 |
| 2020 Vote: Donald Trump | 24% | (177) | 5% | (40) | 71% | (533) | 750 |
| 2020 Vote: Other | 37% | (22) | 7% | (4) | 56% | (35) | 61 |
| 2020 Vote: Didn't Vote | 8% | (37) | 10% | (46) | 81% | (362) | 446 |
| 2018 House Vote: Democrat | 27% | (204) | 6% | (48) | 67% | (514) | 765 |
| 2018 House Vote: Republican | 27% | (165) | 5% | (33) | 68% | (420) | 617 |
| 2018 House Vote: Someone else | 27% | (13) | 6% | (3) | 67% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 28% | (191) | 5% | (37) | 67% | (454) | 682 |
| 2016 Vote: Donald Trump | 25% | (171) | 6% | (38) | 70% | (485) | 695 |
| 2016 Vote: Other | 31% | (35) | 3% | (3) | 66% | (77) | 116 |
| 2016 Vote: Didn't Vote | 12% | (86) | 10% | (69) | 78% | (562) | 717 |

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**Table MCFI1_11:** *Do you or anyone in your household have any of the following services or accounts?*
*Personal brokerage or trading account that you manage*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (484) | 7% | (147) | 71% | (1580) | 2211 |
| Voted in 2014: Yes | 28% | (346) | 6% | (69) | 67% | (838) | 1253 |
| Voted in 2014: No | 14% | (138) | 8% | (78) | 77% | (742) | 958 |
| 4-Region: Northeast | 24% | (92) | 5% | (21) | 71% | (270) | 383 |
| 4-Region: Midwest | 21% | (94) | 5% | (24) | 74% | (339) | 457 |
| 4-Region: South | 20% | (170) | 6% | (49) | 74% | (625) | 845 |
| 4-Region: West | 24% | (128) | 10% | (54) | 66% | (346) | 527 |

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

**Table MCFI1_12:** *Do you or anyone in your household have any of the following services or accounts?*
*Managed Investment account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (495) | 7% | (151) | 71% | (1565) | 2211 |
| Gender: Male | 27% | (289) | 7% | (73) | 66% | (706) | 1068 |
| Gender: Female | 18% | (206) | 7% | (78) | 75% | (858) | 1143 |
| Age: 18-34 | 17% | (111) | 12% | (77) | 71% | (454) | 642 |
| Age: 35-44 | 17% | (63) | 7% | (26) | 76% | (277) | 366 |
| Age: 45-64 | 23% | (165) | 5% | (35) | 72% | (515) | 714 |
| Age: 65+ | 32% | (158) | 3% | (12) | 65% | (319) | 489 |
| GenZers: 1997-2012 | 15% | (34) | 16% | (36) | 69% | (158) | 228 |
| Millennials: 1981-1996 | 18% | (124) | 9% | (60) | 73% | (497) | 681 |
| GenXers: 1965-1980 | 18% | (88) | 6% | (28) | 77% | (381) | 497 |
| Baby Boomers: 1946-1964 | 31% | (225) | 3% | (24) | 66% | (481) | 731 |
| PID: Dem (no lean) | 24% | (201) | 9% | (72) | 68% | (576) | 849 |
| PID: Ind (no lean) | 18% | (123) | 6% | (39) | 76% | (523) | 684 |
| PID: Rep (no lean) | 25% | (171) | 6% | (40) | 69% | (466) | 678 |
| PID/Gender: Dem Men | 29% | (113) | 8% | (30) | 63% | (240) | 382 |
| PID/Gender: Dem Women | 19% | (89) | 9% | (42) | 72% | (336) | 467 |
| PID/Gender: Ind Men | 23% | (77) | 5% | (17) | 72% | (237) | 332 |
| PID/Gender: Ind Women | 13% | (45) | 6% | (22) | 81% | (286) | 353 |
| PID/Gender: Rep Men | 28% | (99) | 7% | (26) | 65% | (229) | 354 |
| PID/Gender: Rep Women | 22% | (72) | 4% | (14) | 73% | (237) | 323 |
| Ideo: Liberal (1-3) | 23% | (150) | 9% | (59) | 68% | (443) | 651 |
| Ideo: Moderate (4) | 22% | (154) | 7% | (46) | 71% | (494) | 695 |
| Ideo: Conservative (5-7) | 25% | (184) | 5% | (37) | 70% | (508) | 729 |
| Educ: < College | 15% | (217) | 6% | (88) | 79% | (1133) | 1438 |
| Educ: Bachelors degree | 33% | (164) | 9% | (45) | 57% | (282) | 491 |
| Educ: Post-grad | 40% | (114) | 6% | (18) | 53% | (150) | 282 |
| Income: Under 50k | 12% | (146) | 5% | (61) | 82% | (971) | 1177 |
| Income: 50k-100k | 30% | (212) | 9% | (62) | 61% | (424) | 698 |
| Income: 100k+ | 41% | (138) | 8% | (28) | 51% | (170) | 336 |
| Ethnicity: White | 24% | (413) | 6% | (104) | 70% | (1195) | 1712 |

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**Table MCFI1_12:** *Do you or anyone in your household have any of the following services or accounts?*
*Managed Investment account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (495) | 7% | (151) | 71% | (1565) | 2211 |
| Ethnicity: Hispanic | 16% | (60) | 14% | (52) | 70% | (262) | 374 |
| Ethnicity: Black | 15% | (42) | 8% | (22) | 78% | (219) | 282 |
| Ethnicity: Other | 19% | (40) | 12% | (26) | 70% | (151) | 217 |
| All Christian | 29% | (282) | 6% | (59) | 65% | (643) | 985 |
| All Non-Christian | 31% | (35) | 12% | (13) | 57% | (65) | 114 |
| Atheist | 26% | (29) | 7% | (8) | 67% | (75) | 111 |
| Agnostic/Nothing in particular | 14% | (90) | 7% | (47) | 79% | (504) | 641 |
| Something Else | 16% | (59) | 7% | (23) | 77% | (277) | 360 |
| Religious Non-Protestant/Catholic | 29% | (41) | 10% | (15) | 60% | (85) | 141 |
| Evangelical | 23% | (128) | 6% | (35) | 71% | (389) | 551 |
| Non-Evangelical | 27% | (201) | 6% | (46) | 67% | (504) | 750 |
| Community: Urban | 22% | (136) | 8% | (49) | 70% | (428) | 612 |
| Community: Suburban | 26% | (269) | 7% | (77) | 67% | (703) | 1049 |
| Community: Rural | 16% | (91) | 5% | (25) | 79% | (434) | 550 |
| Employ: Private Sector | 31% | (232) | 5% | (38) | 64% | (488) | 758 |
| Employ: Government | 26% | (29) | 13% | (14) | 61% | (65) | 108 |
| Employ: Self-Employed | 17% | (35) | 14% | (27) | 69% | (139) | 202 |
| Employ: Homemaker | 9% | (14) | 8% | (12) | 83% | (124) | 150 |
| Employ: Student | 15% | (10) | 21% | (14) | 64% | (43) | 68 |
| Employ: Retired | 26% | (149) | 3% | (15) | 71% | (402) | 566 |
| Employ: Unemployed | 5% | (13) | 7% | (17) | 88% | (220) | 250 |
| Employ: Other | 12% | (13) | 12% | (13) | 76% | (83) | 108 |
| Military HH: Yes | 25% | (79) | 7% | (23) | 68% | (217) | 319 |
| Military HH: No | 22% | (416) | 7% | (128) | 71% | (1348) | 1892 |
| RD/WT: Right Direction | 26% | (171) | 9% | (62) | 65% | (436) | 669 |
| RD/WT: Wrong Track | 21% | (325) | 6% | (89) | 73% | (1129) | 1542 |
| Biden Job Approve | 24% | (234) | 8% | (81) | 67% | (641) | 956 |
| Biden Job Disapprove | 22% | (253) | 5% | (64) | 73% | (847) | 1164 |

Continued on next page

**Table MCFI1_12:** *Do you or anyone in your household have any of the following services or accounts?*
*Managed Investment account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (495) | 7% | (151) | 71% | (1565) | 2211 |
| Biden Job Strongly Approve | 29% | (113) | 7% | (28) | 64% | (249) | 390 |
| Biden Job Somewhat Approve | 21% | (121) | 9% | (53) | 69% | (392) | 566 |
| Biden Job Somewhat Disapprove | 18% | (59) | 8% | (25) | 74% | (239) | 323 |
| Biden Job Strongly Disapprove | 23% | (194) | 5% | (39) | 72% | (609) | 841 |
| Favorable of Biden | 24% | (232) | 9% | (83) | 67% | (645) | 960 |
| Unfavorable of Biden | 22% | (254) | 5% | (63) | 73% | (855) | 1172 |
| Very Favorable of Biden | 26% | (103) | 8% | (32) | 66% | (266) | 401 |
| Somewhat Favorable of Biden | 23% | (129) | 9% | (51) | 68% | (378) | 558 |
| Somewhat Unfavorable of Biden | 17% | (50) | 9% | (26) | 74% | (214) | 290 |
| Very Unfavorable of Biden | 23% | (203) | 4% | (38) | 73% | (642) | 883 |
| #1 Issue: Economy | 24% | (226) | 5% | (48) | 71% | (679) | 953 |
| #1 Issue: Security | 18% | (45) | 7% | (17) | 75% | (184) | 246 |
| #1 Issue: Health Care | 21% | (30) | 15% | (22) | 64% | (93) | 145 |
| #1 Issue: Medicare / Social Security | 26% | (61) | 2% | (5) | 71% | (163) | 229 |
| #1 Issue: Women's Issues | 19% | (63) | 10% | (32) | 71% | (227) | 322 |
| #1 Issue: Education | 20% | (16) | 14% | (11) | 66% | (52) | 80 |
| #1 Issue: Energy | 26% | (33) | 9% | (11) | 66% | (84) | 128 |
| #1 Issue: Other | 20% | (21) | 5% | (6) | 75% | (82) | 109 |
| 2020 Vote: Joe Biden | 26% | (249) | 8% | (78) | 66% | (626) | 953 |
| 2020 Vote: Donald Trump | 26% | (191) | 5% | (41) | 69% | (518) | 750 |
| 2020 Vote: Other | 27% | (16) | 1% | (1) | 72% | (44) | 61 |
| 2020 Vote: Didn't Vote | 9% | (38) | 7% | (31) | 84% | (376) | 446 |
| 2018 House Vote: Democrat | 26% | (202) | 8% | (60) | 66% | (503) | 765 |
| 2018 House Vote: Republican | 29% | (178) | 6% | (36) | 65% | (403) | 617 |
| 2018 House Vote: Someone else | 18% | (9) | 4% | (2) | 79% | (39) | 50 |
| 2016 Vote: Hillary Clinton | 28% | (190) | 8% | (52) | 64% | (440) | 682 |
| 2016 Vote: Donald Trump | 28% | (196) | 5% | (34) | 67% | (465) | 695 |
| 2016 Vote: Other | 25% | (29) | 3% | (4) | 71% | (83) | 116 |
| 2016 Vote: Didn't Vote | 11% | (80) | 8% | (60) | 80% | (577) | 717 |

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**Table MCFI1_12:** *Do you or anyone in your household have any of the following services or accounts?*
*Managed Investment account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 22% | (495) | 7% | (151) | 71% | (1565) | 2211 |
| Voted in 2014: Yes | 29% | (361) | 7% | (85) | 64% | (808) | 1253 |
| Voted in 2014: No | 14% | (135) | 7% | (66) | 79% | (757) | 958 |
| 4-Region: Northeast | 26% | (101) | 7% | (26) | 67% | (255) | 383 |
| 4-Region: Midwest | 23% | (107) | 8% | (35) | 69% | (315) | 457 |
| 4-Region: South | 20% | (167) | 6% | (50) | 74% | (628) | 845 |
| 4-Region: West | 23% | (120) | 8% | (40) | 70% | (367) | 527 |

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

**Table MCFI1_13:** *Do you or anyone in your household have any of the following services or accounts? Robo-advisor investment accounts (such as Betterment, Nutmeg, Vaamo, Bento, Wealthsimple, etc.)*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 4% | (88) | 4% | (89) | 92% | (2034) | 2211 |
| Gender: Male | 6% | (66) | 4% | (46) | 89% | (956) | 1068 |
| Gender: Female | 2% | (22) | 4% | (43) | 94% | (1078) | 1143 |
| Age: 18-34 | 6% | (39) | 7% | (43) | 87% | (560) | 642 |
| Age: 35-44 | 6% | (24) | 6% | (22) | 88% | (320) | 366 |
| Age: 45-64 | 3% | (22) | 2% | (17) | 95% | (675) | 714 |
| Age: 65+ | 1% | (4) | 1% | (7) | 98% | (479) | 489 |
| GenZers: 1997-2012 | 3% | (7) | 8% | (19) | 89% | (202) | 228 |
| Millennials: 1981-1996 | 8% | (51) | 6% | (39) | 87% | (591) | 681 |
| GenXers: 1965-1980 | 4% | (20) | 4% | (20) | 92% | (457) | 497 |
| Baby Boomers: 1946-1964 | 1% | (7) | 1% | (10) | 98% | (713) | 731 |
| PID: Dem (no lean) | 4% | (38) | 5% | (42) | 91% | (769) | 849 |
| PID: Ind (no lean) | 3% | (18) | 3% | (20) | 94% | (646) | 684 |
| PID: Rep (no lean) | 5% | (33) | 4% | (27) | 91% | (618) | 678 |
| PID/Gender: Dem Men | 8% | (29) | 6% | (24) | 86% | (330) | 382 |
| PID/Gender: Dem Women | 2% | (9) | 4% | (18) | 94% | (439) | 467 |
| PID/Gender: Ind Men | 4% | (14) | 3% | (9) | 93% | (308) | 332 |
| PID/Gender: Ind Women | 1% | (3) | 3% | (11) | 96% | (338) | 353 |
| PID/Gender: Rep Men | 7% | (23) | 4% | (13) | 90% | (318) | 354 |
| PID/Gender: Rep Women | 3% | (9) | 4% | (14) | 93% | (301) | 323 |
| Ideo: Liberal (1-3) | 5% | (31) | 5% | (33) | 90% | (587) | 651 |
| Ideo: Moderate (4) | 4% | (25) | 5% | (38) | 91% | (632) | 695 |
| Ideo: Conservative (5-7) | 4% | (31) | 2% | (16) | 94% | (682) | 729 |
| Educ: < College | 3% | (42) | 4% | (51) | 94% | (1345) | 1438 |
| Educ: Bachelors degree | 5% | (25) | 5% | (26) | 90% | (439) | 491 |
| Educ: Post-grad | 7% | (21) | 4% | (12) | 88% | (249) | 282 |
| Income: Under 50k | 3% | (31) | 3% | (40) | 94% | (1106) | 1177 |
| Income: 50k-100k | 5% | (34) | 5% | (35) | 90% | (629) | 698 |
| Income: 100k+ | 7% | (23) | 4% | (15) | 89% | (298) | 336 |
| Ethnicity: White | 4% | (66) | 3% | (56) | 93% | (1590) | 1712 |

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**Table MCFI1_13:** *Do you or anyone in your household have any of the following services or accounts? Robo-advisor investment accounts (such as Betterment, Nutmeg, Vaamo, Bento, Wealthsimple, etc.)*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 4% | (88) | 4% | (89) | 92% | (2034) | 2211 |
| Ethnicity: Hispanic | 5% | (20) | 8% | (30) | 87% | (324) | 374 |
| Ethnicity: Black | 4% | (12) | 7% | (19) | 89% | (252) | 282 |
| Ethnicity: Other | 5% | (10) | 7% | (14) | 89% | (192) | 217 |
| All Christian | 4% | (42) | 4% | (44) | 91% | (899) | 985 |
| All Non-Christian | 7% | (8) | 4% | (4) | 89% | (102) | 114 |
| Atheist | 8% | (9) | 5% | (6) | 87% | (97) | 111 |
| Agnostic/Nothing in particular | 2% | (16) | 4% | (25) | 94% | (600) | 641 |
| Something Else | 4% | (13) | 3% | (10) | 93% | (337) | 360 |
| Religious Non-Protestant/Catholic | 6% | (8) | 4% | (5) | 91% | (128) | 141 |
| Evangelical | 5% | (26) | 6% | (34) | 89% | (491) | 551 |
| Non-Evangelical | 4% | (29) | 2% | (18) | 94% | (703) | 750 |
| Community: Urban | 6% | (36) | 5% | (31) | 89% | (546) | 612 |
| Community: Suburban | 4% | (39) | 4% | (44) | 92% | (965) | 1049 |
| Community: Rural | 2% | (13) | 2% | (14) | 95% | (523) | 550 |
| Employ: Private Sector | 7% | (51) | 5% | (37) | 88% | (670) | 758 |
| Employ: Government | 4% | (4) | 7% | (8) | 89% | (96) | 108 |
| Employ: Self-Employed | 6% | (13) | 6% | (13) | 87% | (177) | 202 |
| Employ: Homemaker | 1% | (2) | 4% | (6) | 95% | (142) | 150 |
| Employ: Student | 4% | (3) | 9% | (6) | 87% | (59) | 68 |
| Employ: Retired | 1% | (4) | 1% | (6) | 98% | (556) | 566 |
| Employ: Unemployed | 5% | (12) | 2% | (4) | 93% | (234) | 250 |
| Employ: Other | — | (0) | 9% | (9) | 91% | (99) | 108 |
| Military HH: Yes | 3% | (10) | 4% | (12) | 93% | (297) | 319 |
| Military HH: No | 4% | (78) | 4% | (77) | 92% | (1737) | 1892 |
| RD/WT: Right Direction | 6% | (37) | 6% | (39) | 89% | (593) | 669 |
| RD/WT: Wrong Track | 3% | (51) | 3% | (50) | 93% | (1441) | 1542 |
| Biden Job Approve | 4% | (43) | 5% | (53) | 90% | (861) | 956 |
| Biden Job Disapprove | 4% | (43) | 3% | (34) | 93% | (1088) | 1164 |

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**Table MCFI1_13:** *Do you or anyone in your household have any of the following services or accounts? Robo-advisor investment accounts (such as Betterment, Nutmeg, Vaamo, Bento, Wealthsimple, etc.)*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 4% | (88) | 4% | (89) | 92% | (2034) | 2211 |
| Biden Job Strongly Approve | 6% | (24) | 6% | (22) | 88% | (344) | 390 |
| Biden Job Somewhat Approve | 3% | (19) | 5% | (31) | 91% | (517) | 566 |
| Biden Job Somewhat Disapprove | 4% | (13) | 4% | (12) | 92% | (297) | 323 |
| Biden Job Strongly Disapprove | 3% | (29) | 3% | (21) | 94% | (791) | 841 |
| Favorable of Biden | 5% | (43) | 5% | (44) | 91% | (873) | 960 |
| Unfavorable of Biden | 3% | (40) | 4% | (42) | 93% | (1090) | 1172 |
| Very Favorable of Biden | 5% | (21) | 5% | (20) | 90% | (360) | 401 |
| Somewhat Favorable of Biden | 4% | (22) | 4% | (23) | 92% | (513) | 558 |
| Somewhat Unfavorable of Biden | 4% | (12) | 5% | (15) | 91% | (263) | 290 |
| Very Unfavorable of Biden | 3% | (29) | 3% | (27) | 94% | (827) | 883 |
| #1 Issue: Economy | 5% | (45) | 3% | (30) | 92% | (879) | 953 |
| #1 Issue: Security | 4% | (11) | 1% | (2) | 95% | (233) | 246 |
| #1 Issue: Health Care | 7% | (10) | 7% | (10) | 86% | (124) | 145 |
| #1 Issue: Medicare / Social Security | 2% | (5) | 1% | (3) | 97% | (221) | 229 |
| #1 Issue: Women's Issues | 2% | (8) | 8% | (26) | 90% | (288) | 322 |
| #1 Issue: Education | 5% | (4) | 10% | (8) | 85% | (68) | 80 |
| #1 Issue: Energy | 3% | (4) | 5% | (7) | 92% | (117) | 128 |
| #1 Issue: Other | 2% | (2) | 4% | (4) | 95% | (103) | 109 |
| 2020 Vote: Joe Biden | 5% | (46) | 5% | (45) | 90% | (863) | 953 |
| 2020 Vote: Donald Trump | 4% | (32) | 4% | (27) | 92% | (691) | 750 |
| 2020 Vote: Other | 1% | (1) | 4% | (3) | 95% | (58) | 61 |
| 2020 Vote: Didn't Vote | 2% | (10) | 3% | (14) | 95% | (422) | 446 |
| 2018 House Vote: Democrat | 4% | (32) | 6% | (42) | 90% | (691) | 765 |
| 2018 House Vote: Republican | 6% | (35) | 3% | (21) | 91% | (562) | 617 |
| 2018 House Vote: Someone else | 2% | (1) | 4% | (2) | 94% | (47) | 50 |
| 2016 Vote: Hillary Clinton | 5% | (31) | 5% | (35) | 90% | (616) | 682 |
| 2016 Vote: Donald Trump | 5% | (34) | 3% | (21) | 92% | (640) | 695 |
| 2016 Vote: Other | 3% | (4) | 3% | (3) | 94% | (109) | 116 |
| 2016 Vote: Didn't Vote | 3% | (19) | 4% | (30) | 93% | (668) | 717 |

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**Table MCFI1_13:** *Do you or anyone in your household have any of the following services or accounts? Robo-advisor investment accounts (such as Betterment, Nutmeg, Vaamo, Bento, Wealthsimple, etc.)*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 4% | (88) | 4% | (89) | 92% | (2034) | 2211 |
| Voted in 2014: Yes | 4% | (55) | 4% | (55) | 91% | (1143) | 1253 |
| Voted in 2014: No | 4% | (34) | 3% | (33) | 93% | (891) | 958 |
| 4-Region: Northeast | 5% | (20) | 3% | (13) | 92% | (350) | 383 |
| 4-Region: Midwest | 4% | (19) | 5% | (25) | 90% | (413) | 457 |
| 4-Region: South | 4% | (30) | 4% | (33) | 93% | (782) | 845 |
| 4-Region: West | 4% | (20) | 3% | (18) | 93% | (489) | 527 |

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

**Table MCFI1_14:** *Do you or anyone in your household have any of the following services or accounts?*
*Money market account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 18% | (407) | 6% | (132) | 76% | (1672) | 2211 |
| Gender: Male | 24% | (252) | 6% | (60) | 71% | (755) | 1068 |
| Gender: Female | 14% | (155) | 6% | (71) | 80% | (917) | 1143 |
| Age: 18-34 | 12% | (77) | 10% | (64) | 78% | (501) | 642 |
| Age: 35-44 | 15% | (56) | 7% | (24) | 78% | (286) | 366 |
| Age: 45-64 | 18% | (129) | 4% | (29) | 78% | (556) | 714 |
| Age: 65+ | 30% | (145) | 3% | (14) | 68% | (330) | 489 |
| GenZers: 1997-2012 | 9% | (19) | 12% | (27) | 80% | (181) | 228 |
| Millennials: 1981-1996 | 14% | (96) | 8% | (56) | 78% | (529) | 681 |
| GenXers: 1965-1980 | 14% | (72) | 5% | (24) | 81% | (401) | 497 |
| Baby Boomers: 1946-1964 | 27% | (197) | 3% | (21) | 70% | (512) | 731 |
| PID: Dem (no lean) | 18% | (155) | 8% | (70) | 73% | (624) | 849 |
| PID: Ind (no lean) | 16% | (113) | 4% | (29) | 79% | (542) | 684 |
| PID: Rep (no lean) | 20% | (138) | 5% | (33) | 75% | (506) | 678 |
| PID/Gender: Dem Men | 24% | (91) | 8% | (29) | 69% | (263) | 382 |
| PID/Gender: Dem Women | 14% | (65) | 9% | (41) | 77% | (361) | 467 |
| PID/Gender: Ind Men | 23% | (77) | 3% | (11) | 74% | (244) | 332 |
| PID/Gender: Ind Women | 10% | (36) | 5% | (18) | 85% | (298) | 353 |
| PID/Gender: Rep Men | 24% | (85) | 6% | (21) | 70% | (249) | 354 |
| PID/Gender: Rep Women | 17% | (54) | 4% | (12) | 80% | (258) | 323 |
| Ideo: Liberal (1-3) | 20% | (131) | 6% | (41) | 74% | (479) | 651 |
| Ideo: Moderate (4) | 16% | (110) | 8% | (57) | 76% | (527) | 695 |
| Ideo: Conservative (5-7) | 22% | (157) | 4% | (30) | 74% | (542) | 729 |
| Educ: < College | 11% | (160) | 6% | (84) | 83% | (1194) | 1438 |
| Educ: Bachelors degree | 28% | (137) | 7% | (33) | 65% | (321) | 491 |
| Educ: Post-grad | 39% | (109) | 6% | (16) | 56% | (157) | 282 |
| Income: Under 50k | 9% | (100) | 5% | (61) | 86% | (1016) | 1177 |
| Income: 50k-100k | 25% | (174) | 7% | (51) | 68% | (472) | 698 |
| Income: 100k+ | 39% | (132) | 6% | (20) | 55% | (184) | 336 |
| Ethnicity: White | 20% | (334) | 5% | (93) | 75% | (1284) | 1712 |

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**Table MCFI1_14:** *Do you or anyone in your household have any of the following services or accounts?*
*Money market account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 18% | (407) | 6% | (132) | 76% | (1672) | 2211 |
| Ethnicity: Hispanic | 14% | (53) | 13% | (50) | 73% | (271) | 374 |
| Ethnicity: Black | 12% | (35) | 8% | (21) | 80% | (226) | 282 |
| Ethnicity: Other | 17% | (38) | 8% | (18) | 75% | (162) | 217 |
| All Christian | 23% | (222) | 6% | (56) | 72% | (707) | 985 |
| All Non-Christian | 39% | (45) | 8% | (9) | 53% | (60) | 114 |
| Atheist | 14% | (16) | 6% | (7) | 80% | (88) | 111 |
| Agnostic/Nothing in particular | 15% | (94) | 7% | (44) | 78% | (502) | 641 |
| Something Else | 8% | (30) | 4% | (16) | 87% | (314) | 360 |
| Religious Non-Protestant/Catholic | 35% | (49) | 6% | (9) | 59% | (83) | 141 |
| Evangelical | 15% | (81) | 7% | (38) | 78% | (432) | 551 |
| Non-Evangelical | 22% | (162) | 4% | (31) | 74% | (557) | 750 |
| Community: Urban | 16% | (100) | 7% | (45) | 76% | (467) | 612 |
| Community: Suburban | 21% | (223) | 6% | (64) | 73% | (762) | 1049 |
| Community: Rural | 15% | (84) | 4% | (23) | 81% | (443) | 550 |
| Employ: Private Sector | 22% | (170) | 7% | (53) | 71% | (535) | 758 |
| Employ: Government | 25% | (27) | 8% | (9) | 67% | (73) | 108 |
| Employ: Self-Employed | 15% | (30) | 10% | (19) | 76% | (153) | 202 |
| Employ: Homemaker | 7% | (10) | 9% | (13) | 85% | (127) | 150 |
| Employ: Student | 6% | (4) | 18% | (12) | 76% | (51) | 68 |
| Employ: Retired | 26% | (148) | 2% | (12) | 72% | (406) | 566 |
| Employ: Unemployed | 4% | (11) | 2% | (6) | 93% | (234) | 250 |
| Employ: Other | 7% | (8) | 7% | (7) | 86% | (93) | 108 |
| Military HH: Yes | 24% | (77) | 4% | (12) | 72% | (230) | 319 |
| Military HH: No | 17% | (329) | 6% | (120) | 76% | (1443) | 1892 |
| RD/WT: Right Direction | 22% | (145) | 8% | (51) | 71% | (473) | 669 |
| RD/WT: Wrong Track | 17% | (261) | 5% | (81) | 78% | (1200) | 1542 |
| Biden Job Approve | 20% | (195) | 8% | (80) | 71% | (682) | 956 |
| Biden Job Disapprove | 18% | (205) | 4% | (50) | 78% | (910) | 1164 |

Continued on next page

**Table MCFI1_14:** *Do you or anyone in your household have any of the following services or accounts?*
*Money market account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 18% | (407) | 6% | (132) | 76% | (1672) | 2211 |
| Biden Job Strongly Approve | 23% | (91) | 7% | (28) | 69% | (271) | 390 |
| Biden Job Somewhat Approve | 18% | (104) | 9% | (52) | 72% | (410) | 566 |
| Biden Job Somewhat Disapprove | 16% | (52) | 5% | (16) | 79% | (255) | 323 |
| Biden Job Strongly Disapprove | 18% | (152) | 4% | (34) | 78% | (655) | 841 |
| Favorable of Biden | 20% | (195) | 8% | (73) | 72% | (692) | 960 |
| Unfavorable of Biden | 17% | (203) | 5% | (58) | 78% | (911) | 1172 |
| Very Favorable of Biden | 23% | (93) | 6% | (25) | 71% | (283) | 401 |
| Somewhat Favorable of Biden | 18% | (102) | 9% | (48) | 73% | (409) | 558 |
| Somewhat Unfavorable of Biden | 16% | (47) | 7% | (20) | 77% | (223) | 290 |
| Very Unfavorable of Biden | 18% | (156) | 4% | (38) | 78% | (688) | 883 |
| #1 Issue: Economy | 18% | (175) | 5% | (45) | 77% | (733) | 953 |
| #1 Issue: Security | 18% | (45) | 4% | (10) | 77% | (190) | 246 |
| #1 Issue: Health Care | 18% | (27) | 10% | (15) | 72% | (104) | 145 |
| #1 Issue: Medicare / Social Security | 20% | (45) | 3% | (8) | 77% | (176) | 229 |
| #1 Issue: Women's Issues | 17% | (53) | 7% | (23) | 76% | (245) | 322 |
| #1 Issue: Education | 15% | (12) | 20% | (16) | 65% | (52) | 80 |
| #1 Issue: Energy | 18% | (23) | 10% | (12) | 73% | (93) | 128 |
| #1 Issue: Other | 25% | (27) | 3% | (3) | 73% | (79) | 109 |
| 2020 Vote: Joe Biden | 22% | (205) | 7% | (70) | 71% | (678) | 953 |
| 2020 Vote: Donald Trump | 21% | (155) | 5% | (35) | 75% | (561) | 750 |
| 2020 Vote: Other | 33% | (21) | 1% | (1) | 65% | (40) | 61 |
| 2020 Vote: Didn't Vote | 6% | (26) | 6% | (26) | 88% | (394) | 446 |
| 2018 House Vote: Democrat | 23% | (175) | 7% | (53) | 70% | (537) | 765 |
| 2018 House Vote: Republican | 24% | (149) | 6% | (35) | 70% | (433) | 617 |
| 2018 House Vote: Someone else | 22% | (11) | 7% | (4) | 71% | (35) | 50 |
| 2016 Vote: Hillary Clinton | 23% | (158) | 7% | (49) | 70% | (475) | 682 |
| 2016 Vote: Donald Trump | 23% | (159) | 3% | (24) | 74% | (512) | 695 |
| 2016 Vote: Other | 31% | (36) | 4% | (5) | 65% | (76) | 116 |
| 2016 Vote: Didn't Vote | 8% | (54) | 8% | (55) | 85% | (608) | 717 |

Continued on next page

**Table MCFI1_14:** *Do you or anyone in your household have any of the following services or accounts?*
*Money market account*

| Demographic | Yes, I use/have this | | Yes, my household uses/has this but I do not | | No | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 18% | (407) | 6% | (132) | 76% | (1672) | 2211 |
| Voted in 2014: Yes | 25% | (316) | 6% | (72) | 69% | (865) | 1253 |
| Voted in 2014: No | 10% | (91) | 6% | (59) | 84% | (807) | 958 |
| 4-Region: Northeast | 20% | (75) | 5% | (19) | 75% | (289) | 383 |
| 4-Region: Midwest | 17% | (79) | 4% | (18) | 79% | (360) | 457 |
| 4-Region: South | 17% | (140) | 6% | (49) | 78% | (656) | 845 |
| 4-Region: West | 21% | (113) | 9% | (45) | 70% | (369) | 527 |

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

**Table MCFI2_1:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Brick and mortar banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 21% | (473) | 48% | (1067) | 17% | (370) | 14% | (301) | 2211 |
| Gender: Male | 22% | (240) | 51% | (544) | 16% | (168) | 11% | (116) | 1068 |
| Gender: Female | 20% | (233) | 46% | (523) | 18% | (202) | 16% | (185) | 1143 |
| Age: 18-34 | 13% | (81) | 43% | (278) | 23% | (150) | 21% | (132) | 642 |
| Age: 35-44 | 19% | (71) | 42% | (152) | 20% | (74) | 19% | (69) | 366 |
| Age: 45-64 | 22% | (158) | 53% | (378) | 14% | (102) | 11% | (75) | 714 |
| Age: 65+ | 33% | (162) | 53% | (258) | 9% | (44) | 5% | (25) | 489 |
| GenZers: 1997-2012 | 11% | (26) | 40% | (91) | 27% | (62) | 21% | (49) | 228 |
| Millennials: 1981-1996 | 15% | (103) | 43% | (296) | 22% | (148) | 20% | (134) | 681 |
| GenXers: 1965-1980 | 20% | (102) | 49% | (245) | 16% | (79) | 14% | (71) | 497 |
| Baby Boomers: 1946-1964 | 30% | (218) | 54% | (394) | 11% | (78) | 6% | (41) | 731 |
| PID: Dem (no lean) | 20% | (174) | 47% | (399) | 18% | (152) | 15% | (124) | 849 |
| PID: Ind (no lean) | 18% | (124) | 49% | (336) | 18% | (120) | 15% | (104) | 684 |
| PID: Rep (no lean) | 26% | (175) | 49% | (331) | 14% | (98) | 11% | (74) | 678 |
| PID/Gender: Dem Men | 22% | (86) | 50% | (190) | 16% | (61) | 12% | (44) | 382 |
| PID/Gender: Dem Women | 19% | (88) | 45% | (209) | 19% | (91) | 17% | (79) | 467 |
| PID/Gender: Ind Men | 20% | (67) | 50% | (167) | 17% | (56) | 12% | (41) | 332 |
| PID/Gender: Ind Women | 16% | (57) | 48% | (169) | 18% | (64) | 18% | (62) | 353 |
| PID/Gender: Rep Men | 24% | (87) | 53% | (187) | 14% | (51) | 8% | (30) | 354 |
| PID/Gender: Rep Women | 27% | (88) | 45% | (144) | 15% | (47) | 14% | (44) | 323 |
| Ideo: Liberal (1-3) | 21% | (135) | 47% | (306) | 19% | (125) | 13% | (86) | 651 |
| Ideo: Moderate (4) | 19% | (131) | 50% | (350) | 17% | (120) | 13% | (93) | 695 |
| Ideo: Conservative (5-7) | 26% | (193) | 50% | (365) | 13% | (97) | 10% | (74) | 729 |
| Educ: < College | 20% | (292) | 44% | (633) | 18% | (260) | 18% | (253) | 1438 |
| Educ: Bachelors degree | 20% | (99) | 57% | (282) | 16% | (78) | 7% | (33) | 491 |
| Educ: Post-grad | 29% | (82) | 54% | (152) | 12% | (33) | 5% | (15) | 282 |
| Income: Under 50k | 19% | (228) | 44% | (515) | 18% | (218) | 18% | (216) | 1177 |
| Income: 50k-100k | 23% | (159) | 53% | (370) | 15% | (107) | 9% | (63) | 698 |
| Income: 100k+ | 26% | (86) | 54% | (182) | 14% | (46) | 7% | (22) | 336 |
| Ethnicity: White | 23% | (400) | 50% | (861) | 14% | (246) | 12% | (204) | 1712 |
| Ethnicity: Hispanic | 12% | (43) | 44% | (163) | 23% | (88) | 21% | (80) | 374 |
| Ethnicity: Black | 16% | (44) | 42% | (120) | 23% | (65) | 19% | (54) | 282 |

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**Table MCFI2_1:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Brick and mortar banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 21% | (473) | 48% | (1067) | 17% | (370) | 14% | (301) | 2211 |
| Ethnicity: Other | 13% | (29) | 39% | (86) | 27% | (59) | 20% | (44) | 217 |
| All Christian | 27% | (267) | 52% | (513) | 12% | (116) | 9% | (89) | 985 |
| All Non-Christian | 20% | (23) | 46% | (53) | 27% | (31) | 6% | (7) | 114 |
| Atheist | 20% | (22) | 57% | (63) | 10% | (12) | 13% | (15) | 111 |
| Agnostic/Nothing in particular | 15% | (98) | 45% | (289) | 20% | (127) | 20% | (127) | 641 |
| Something Else | 17% | (63) | 41% | (149) | 23% | (84) | 18% | (64) | 360 |
| Religious Non-Protestant/Catholic | 22% | (31) | 45% | (64) | 26% | (36) | 8% | (11) | 141 |
| Evangelical | 24% | (132) | 47% | (257) | 16% | (87) | 14% | (75) | 551 |
| Non-Evangelical | 24% | (184) | 52% | (390) | 14% | (105) | 9% | (71) | 750 |
| Community: Urban | 21% | (130) | 44% | (272) | 19% | (114) | 16% | (96) | 612 |
| Community: Suburban | 21% | (221) | 52% | (542) | 16% | (171) | 11% | (115) | 1049 |
| Community: Rural | 22% | (122) | 46% | (253) | 15% | (85) | 16% | (90) | 550 |
| Employ: Private Sector | 22% | (164) | 52% | (396) | 17% | (129) | 9% | (68) | 758 |
| Employ: Government | 21% | (22) | 40% | (44) | 20% | (22) | 19% | (20) | 108 |
| Employ: Self-Employed | 19% | (38) | 50% | (101) | 18% | (35) | 14% | (28) | 202 |
| Employ: Homemaker | 15% | (22) | 46% | (70) | 18% | (26) | 21% | (32) | 150 |
| Employ: Student | 4% | (3) | 36% | (24) | 35% | (24) | 25% | (17) | 68 |
| Employ: Retired | 30% | (167) | 52% | (295) | 10% | (57) | 8% | (48) | 566 |
| Employ: Unemployed | 14% | (36) | 39% | (98) | 21% | (54) | 25% | (63) | 250 |
| Employ: Other | 18% | (20) | 37% | (40) | 21% | (23) | 23% | (25) | 108 |
| Military HH: Yes | 25% | (81) | 51% | (161) | 16% | (51) | 8% | (26) | 319 |
| Military HH: No | 21% | (392) | 48% | (905) | 17% | (319) | 15% | (275) | 1892 |
| RD/WT: Right Direction | 25% | (169) | 48% | (320) | 15% | (98) | 12% | (81) | 669 |
| RD/WT: Wrong Track | 20% | (303) | 48% | (747) | 18% | (272) | 14% | (220) | 1542 |
| Biden Job Approve | 23% | (217) | 49% | (467) | 16% | (157) | 12% | (116) | 956 |
| Biden Job Disapprove | 22% | (251) | 49% | (569) | 16% | (187) | 14% | (158) | 1164 |
| Biden Job Strongly Approve | 31% | (121) | 44% | (173) | 12% | (46) | 13% | (50) | 390 |
| Biden Job Somewhat Approve | 17% | (96) | 52% | (294) | 20% | (111) | 12% | (66) | 566 |
| Biden Job Somewhat Disapprove | 17% | (56) | 49% | (157) | 21% | (66) | 13% | (43) | 323 |
| Biden Job Strongly Disapprove | 23% | (196) | 49% | (412) | 14% | (120) | 14% | (114) | 841 |

Continued on next page

**Table MCFI2_1:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Brick and mortar banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 21% | (473) | 48% | (1067) | 17% | (370) | 14% | (301) | 2211 |
| Favorable of Biden | 24% | (227) | 48% | (459) | 16% | (157) | 12% | (117) | 960 |
| Unfavorable of Biden | 21% | (241) | 50% | (581) | 17% | (194) | 13% | (157) | 1172 |
| Very Favorable of Biden | 31% | (123) | 43% | (173) | 14% | (56) | 12% | (50) | 401 |
| Somewhat Favorable of Biden | 19% | (104) | 51% | (286) | 18% | (101) | 12% | (67) | 558 |
| Somewhat Unfavorable of Biden | 16% | (46) | 50% | (145) | 22% | (63) | 12% | (35) | 290 |
| Very Unfavorable of Biden | 22% | (195) | 49% | (436) | 15% | (131) | 14% | (122) | 883 |
| #1 Issue: Economy | 21% | (205) | 52% | (494) | 15% | (143) | 12% | (111) | 953 |
| #1 Issue: Security | 28% | (69) | 48% | (117) | 14% | (33) | 11% | (26) | 246 |
| #1 Issue: Health Care | 18% | (26) | 44% | (64) | 19% | (28) | 19% | (27) | 145 |
| #1 Issue: Medicare / Social Security | 33% | (75) | 48% | (111) | 12% | (26) | 8% | (17) | 229 |
| #1 Issue: Women's Issues | 16% | (50) | 43% | (139) | 22% | (72) | 19% | (61) | 322 |
| #1 Issue: Education | 8% | (7) | 37% | (30) | 30% | (24) | 25% | (20) | 80 |
| #1 Issue: Energy | 17% | (22) | 46% | (58) | 17% | (22) | 20% | (25) | 128 |
| #1 Issue: Other | 17% | (19) | 50% | (55) | 20% | (22) | 12% | (14) | 109 |
| 2020 Vote: Joe Biden | 23% | (219) | 50% | (479) | 16% | (156) | 10% | (99) | 953 |
| 2020 Vote: Donald Trump | 25% | (187) | 51% | (383) | 14% | (102) | 10% | (78) | 750 |
| 2020 Vote: Other | 18% | (11) | 54% | (33) | 17% | (10) | 11% | (7) | 61 |
| 2020 Vote: Didn't Vote | 12% | (55) | 38% | (171) | 23% | (102) | 26% | (117) | 446 |
| 2018 House Vote: Democrat | 23% | (178) | 50% | (381) | 16% | (120) | 11% | (86) | 765 |
| 2018 House Vote: Republican | 28% | (172) | 51% | (312) | 14% | (84) | 8% | (49) | 617 |
| 2018 House Vote: Someone else | 13% | (7) | 52% | (26) | 12% | (6) | 23% | (12) | 50 |
| 2016 Vote: Hillary Clinton | 25% | (169) | 51% | (351) | 15% | (104) | 9% | (59) | 682 |
| 2016 Vote: Donald Trump | 27% | (185) | 53% | (368) | 12% | (86) | 8% | (56) | 695 |
| 2016 Vote: Other | 18% | (21) | 58% | (67) | 13% | (15) | 11% | (13) | 116 |
| 2016 Vote: Didn't Vote | 13% | (96) | 39% | (281) | 23% | (166) | 24% | (174) | 717 |
| Voted in 2014: Yes | 26% | (329) | 52% | (647) | 13% | (164) | 9% | (113) | 1253 |
| Voted in 2014: No | 15% | (144) | 44% | (420) | 21% | (206) | 20% | (188) | 958 |
| 4-Region: Northeast | 22% | (83) | 52% | (200) | 15% | (59) | 11% | (41) | 383 |
| 4-Region: Midwest | 23% | (106) | 50% | (230) | 15% | (70) | 11% | (51) | 457 |
| 4-Region: South | 22% | (182) | 44% | (373) | 17% | (148) | 17% | (142) | 845 |
| 4-Region: West | 19% | (102) | 50% | (264) | 18% | (93) | 13% | (68) | 527 |

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

**Table MCFI2_2:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit unions*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (673) | 44% | (979) | 13% | (294) | 12% | (264) | 2211 |
| Gender: Male | 32% | (347) | 45% | (480) | 12% | (130) | 10% | (111) | 1068 |
| Gender: Female | 29% | (326) | 44% | (499) | 14% | (164) | 13% | (153) | 1143 |
| Age: 18-34 | 23% | (146) | 41% | (266) | 20% | (129) | 16% | (101) | 642 |
| Age: 35-44 | 27% | (97) | 42% | (154) | 15% | (56) | 16% | (59) | 366 |
| Age: 45-64 | 29% | (207) | 51% | (362) | 10% | (74) | 10% | (71) | 714 |
| Age: 65+ | 45% | (222) | 40% | (198) | 7% | (35) | 7% | (33) | 489 |
| GenZers: 1997-2012 | 22% | (51) | 37% | (84) | 26% | (59) | 15% | (34) | 228 |
| Millennials: 1981-1996 | 24% | (167) | 42% | (288) | 17% | (114) | 16% | (112) | 681 |
| GenXers: 1965-1980 | 27% | (134) | 50% | (248) | 11% | (56) | 12% | (58) | 497 |
| Baby Boomers: 1946-1964 | 40% | (291) | 44% | (324) | 8% | (60) | 8% | (56) | 731 |
| PID: Dem (no lean) | 31% | (265) | 44% | (375) | 12% | (102) | 13% | (106) | 849 |
| PID: Ind (no lean) | 28% | (195) | 45% | (307) | 14% | (94) | 13% | (88) | 684 |
| PID: Rep (no lean) | 31% | (213) | 44% | (297) | 14% | (98) | 10% | (70) | 678 |
| PID/Gender: Dem Men | 31% | (120) | 46% | (177) | 12% | (46) | 10% | (39) | 382 |
| PID/Gender: Dem Women | 31% | (146) | 43% | (199) | 12% | (56) | 14% | (67) | 467 |
| PID/Gender: Ind Men | 32% | (106) | 45% | (148) | 12% | (39) | 12% | (39) | 332 |
| PID/Gender: Ind Women | 25% | (89) | 45% | (159) | 16% | (55) | 14% | (50) | 353 |
| PID/Gender: Rep Men | 34% | (121) | 44% | (155) | 13% | (45) | 9% | (33) | 354 |
| PID/Gender: Rep Women | 28% | (92) | 44% | (142) | 16% | (53) | 11% | (37) | 323 |
| Ideo: Liberal (1-3) | 33% | (212) | 45% | (291) | 14% | (90) | 9% | (59) | 651 |
| Ideo: Moderate (4) | 26% | (183) | 47% | (323) | 13% | (91) | 14% | (97) | 695 |
| Ideo: Conservative (5-7) | 35% | (256) | 43% | (314) | 12% | (91) | 9% | (68) | 729 |
| Educ: < College | 29% | (412) | 42% | (601) | 14% | (207) | 15% | (217) | 1438 |
| Educ: Bachelors degree | 31% | (150) | 49% | (243) | 13% | (66) | 7% | (32) | 491 |
| Educ: Post-grad | 39% | (111) | 48% | (135) | 8% | (21) | 5% | (14) | 282 |
| Income: Under 50k | 27% | (315) | 44% | (513) | 14% | (163) | 16% | (186) | 1177 |
| Income: 50k-100k | 35% | (245) | 44% | (309) | 13% | (90) | 8% | (54) | 698 |
| Income: 100k+ | 34% | (113) | 47% | (158) | 12% | (41) | 7% | (23) | 336 |
| Ethnicity: White | 33% | (559) | 44% | (756) | 12% | (211) | 11% | (185) | 1712 |
| Ethnicity: Hispanic | 25% | (92) | 45% | (168) | 16% | (60) | 14% | (54) | 374 |
| Ethnicity: Black | 25% | (70) | 47% | (132) | 17% | (47) | 12% | (34) | 282 |

Continued on next page

**Table MCFI2_2:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit unions*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (673) | 44% | (979) | 13% | (294) | 12% | (264) | 2211 |
| Ethnicity: Other | 20% | (43) | 42% | (91) | 17% | (37) | 21% | (45) | 217 |
| All Christian | 36% | (350) | 45% | (444) | 11% | (108) | 8% | (82) | 985 |
| All Non-Christian | 26% | (29) | 46% | (52) | 18% | (21) | 11% | (12) | 114 |
| Atheist | 34% | (37) | 43% | (48) | 12% | (13) | 11% | (12) | 111 |
| Agnostic/Nothing in particular | 25% | (158) | 44% | (285) | 14% | (92) | 17% | (107) | 641 |
| Something Else | 27% | (98) | 42% | (150) | 17% | (61) | 14% | (51) | 360 |
| Religious Non-Protestant/Catholic | 29% | (41) | 46% | (64) | 16% | (23) | 10% | (13) | 141 |
| Evangelical | 30% | (166) | 42% | (234) | 14% | (76) | 14% | (75) | 551 |
| Non-Evangelical | 35% | (266) | 46% | (343) | 12% | (88) | 7% | (54) | 750 |
| Community: Urban | 31% | (189) | 43% | (265) | 13% | (78) | 13% | (81) | 612 |
| Community: Suburban | 32% | (333) | 46% | (477) | 13% | (135) | 10% | (103) | 1049 |
| Community: Rural | 27% | (151) | 43% | (237) | 15% | (81) | 15% | (81) | 550 |
| Employ: Private Sector | 31% | (231) | 47% | (358) | 14% | (104) | 8% | (64) | 758 |
| Employ: Government | 33% | (36) | 47% | (50) | 12% | (13) | 8% | (9) | 108 |
| Employ: Self-Employed | 23% | (47) | 46% | (93) | 17% | (34) | 14% | (29) | 202 |
| Employ: Homemaker | 27% | (41) | 38% | (57) | 15% | (23) | 20% | (30) | 150 |
| Employ: Student | 24% | (16) | 33% | (22) | 15% | (10) | 28% | (19) | 68 |
| Employ: Retired | 40% | (229) | 44% | (250) | 7% | (38) | 9% | (50) | 566 |
| Employ: Unemployed | 18% | (44) | 44% | (109) | 20% | (50) | 19% | (47) | 250 |
| Employ: Other | 27% | (30) | 36% | (39) | 21% | (22) | 16% | (17) | 108 |
| Military HH: Yes | 44% | (141) | 37% | (119) | 11% | (37) | 7% | (23) | 319 |
| Military HH: No | 28% | (532) | 45% | (861) | 14% | (258) | 13% | (242) | 1892 |
| RD/WT: Right Direction | 35% | (235) | 42% | (283) | 11% | (74) | 12% | (78) | 669 |
| RD/WT: Wrong Track | 28% | (438) | 45% | (697) | 14% | (220) | 12% | (186) | 1542 |
| Biden Job Approve | 33% | (318) | 45% | (429) | 11% | (109) | 10% | (100) | 956 |
| Biden Job Disapprove | 29% | (341) | 44% | (515) | 15% | (172) | 12% | (137) | 1164 |
| Biden Job Strongly Approve | 38% | (150) | 40% | (157) | 10% | (41) | 11% | (43) | 390 |
| Biden Job Somewhat Approve | 30% | (169) | 48% | (272) | 12% | (68) | 10% | (57) | 566 |
| Biden Job Somewhat Disapprove | 25% | (80) | 46% | (148) | 20% | (65) | 9% | (30) | 323 |
| Biden Job Strongly Disapprove | 31% | (261) | 44% | (366) | 13% | (107) | 13% | (107) | 841 |

Continued on next page

**Table MCFI2_2:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit unions*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (673) | 44% | (979) | 13% | (294) | 12% | (264) | 2211 |
| Favorable of Biden | 34% | (326) | 45% | (432) | 11% | (108) | 10% | (93) | 960 |
| Unfavorable of Biden | 29% | (341) | 44% | (516) | 15% | (174) | 12% | (142) | 1172 |
| Very Favorable of Biden | 40% | (161) | 41% | (164) | 9% | (36) | 10% | (41) | 401 |
| Somewhat Favorable of Biden | 30% | (165) | 48% | (268) | 13% | (73) | 9% | (52) | 558 |
| Somewhat Unfavorable of Biden | 25% | (73) | 48% | (139) | 18% | (52) | 9% | (26) | 290 |
| Very Unfavorable of Biden | 30% | (267) | 43% | (377) | 14% | (122) | 13% | (116) | 883 |
| #1 Issue: Economy | 30% | (282) | 48% | (459) | 13% | (122) | 9% | (90) | 953 |
| #1 Issue: Security | 38% | (92) | 37% | (92) | 15% | (37) | 10% | (25) | 246 |
| #1 Issue: Health Care | 24% | (35) | 47% | (68) | 17% | (24) | 12% | (18) | 145 |
| #1 Issue: Medicare / Social Security | 39% | (90) | 45% | (103) | 7% | (15) | 9% | (22) | 229 |
| #1 Issue: Women's Issues | 28% | (89) | 37% | (119) | 16% | (53) | 19% | (61) | 322 |
| #1 Issue: Education | 24% | (19) | 39% | (31) | 16% | (13) | 21% | (17) | 80 |
| #1 Issue: Energy | 29% | (38) | 41% | (52) | 15% | (19) | 15% | (20) | 128 |
| #1 Issue: Other | 26% | (28) | 52% | (56) | 11% | (12) | 11% | (12) | 109 |
| 2020 Vote: Joe Biden | 35% | (332) | 44% | (421) | 12% | (112) | 9% | (88) | 953 |
| 2020 Vote: Donald Trump | 33% | (246) | 45% | (341) | 11% | (85) | 10% | (78) | 750 |
| 2020 Vote: Other | 30% | (18) | 37% | (23) | 20% | (12) | 13% | (8) | 61 |
| 2020 Vote: Didn't Vote | 17% | (76) | 44% | (194) | 19% | (85) | 20% | (90) | 446 |
| 2018 House Vote: Democrat | 34% | (260) | 47% | (361) | 10% | (76) | 9% | (69) | 765 |
| 2018 House Vote: Republican | 36% | (224) | 44% | (274) | 11% | (71) | 8% | (48) | 617 |
| 2018 House Vote: Someone else | 18% | (9) | 44% | (22) | 16% | (8) | 21% | (11) | 50 |
| 2016 Vote: Hillary Clinton | 35% | (241) | 46% | (312) | 11% | (72) | 8% | (57) | 682 |
| 2016 Vote: Donald Trump | 35% | (245) | 45% | (314) | 11% | (77) | 8% | (59) | 695 |
| 2016 Vote: Other | 34% | (40) | 48% | (56) | 11% | (13) | 6% | (7) | 116 |
| 2016 Vote: Didn't Vote | 20% | (146) | 41% | (297) | 18% | (132) | 20% | (142) | 717 |
| Voted in 2014: Yes | 36% | (446) | 45% | (569) | 10% | (127) | 9% | (111) | 1253 |
| Voted in 2014: No | 24% | (227) | 43% | (410) | 18% | (168) | 16% | (153) | 958 |
| 4-Region: Northeast | 31% | (118) | 48% | (183) | 12% | (48) | 9% | (34) | 383 |
| 4-Region: Midwest | 32% | (145) | 44% | (203) | 13% | (61) | 11% | (48) | 457 |
| 4-Region: South | 29% | (241) | 42% | (356) | 15% | (125) | 15% | (123) | 845 |
| 4-Region: West | 32% | (168) | 45% | (237) | 12% | (61) | 11% | (59) | 527 |

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

**Table MCFI2_3:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit card companies*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 15% | (332) | 48% | (1060) | 24% | (520) | 14% | (300) | 2211 |
| Gender: Male | 18% | (193) | 48% | (509) | 23% | (247) | 11% | (120) | 1068 |
| Gender: Female | 12% | (139) | 48% | (551) | 24% | (274) | 16% | (180) | 1143 |
| Age: 18-34 | 15% | (94) | 41% | (265) | 26% | (170) | 18% | (113) | 642 |
| Age: 35-44 | 13% | (47) | 45% | (164) | 25% | (93) | 17% | (62) | 366 |
| Age: 45-64 | 13% | (96) | 50% | (354) | 24% | (168) | 13% | (96) | 714 |
| Age: 65+ | 19% | (95) | 56% | (276) | 18% | (90) | 6% | (28) | 489 |
| GenZers: 1997-2012 | 20% | (45) | 39% | (88) | 22% | (50) | 20% | (44) | 228 |
| Millennials: 1981-1996 | 12% | (81) | 42% | (286) | 29% | (197) | 17% | (117) | 681 |
| GenXers: 1965-1980 | 13% | (62) | 49% | (242) | 23% | (113) | 16% | (79) | 497 |
| Baby Boomers: 1946-1964 | 18% | (130) | 55% | (401) | 20% | (144) | 8% | (55) | 731 |
| PID: Dem (no lean) | 17% | (143) | 49% | (412) | 19% | (165) | 15% | (130) | 849 |
| PID: Ind (no lean) | 11% | (78) | 46% | (316) | 28% | (189) | 15% | (101) | 684 |
| PID: Rep (no lean) | 16% | (111) | 49% | (331) | 25% | (167) | 10% | (68) | 678 |
| PID/Gender: Dem Men | 19% | (74) | 48% | (185) | 18% | (69) | 15% | (55) | 382 |
| PID/Gender: Dem Women | 15% | (69) | 49% | (227) | 21% | (96) | 16% | (74) | 467 |
| PID/Gender: Ind Men | 16% | (53) | 47% | (155) | 25% | (83) | 12% | (41) | 332 |
| PID/Gender: Ind Women | 7% | (25) | 46% | (162) | 30% | (105) | 17% | (60) | 353 |
| PID/Gender: Rep Men | 19% | (66) | 48% | (170) | 27% | (95) | 7% | (23) | 354 |
| PID/Gender: Rep Women | 14% | (45) | 50% | (161) | 22% | (72) | 14% | (45) | 323 |
| Ideo: Liberal (1-3) | 15% | (95) | 47% | (303) | 24% | (158) | 15% | (95) | 651 |
| Ideo: Moderate (4) | 12% | (82) | 53% | (365) | 22% | (152) | 14% | (95) | 695 |
| Ideo: Conservative (5-7) | 20% | (143) | 47% | (343) | 24% | (173) | 10% | (70) | 729 |
| Educ: < College | 13% | (192) | 46% | (655) | 25% | (361) | 16% | (230) | 1438 |
| Educ: Bachelors degree | 17% | (86) | 50% | (244) | 23% | (111) | 10% | (50) | 491 |
| Educ: Post-grad | 19% | (54) | 57% | (161) | 17% | (48) | 7% | (20) | 282 |
| Income: Under 50k | 13% | (150) | 44% | (517) | 26% | (302) | 18% | (209) | 1177 |
| Income: 50k-100k | 16% | (114) | 52% | (362) | 21% | (149) | 11% | (74) | 698 |
| Income: 100k+ | 20% | (68) | 54% | (181) | 21% | (70) | 5% | (17) | 336 |
| Ethnicity: White | 15% | (261) | 49% | (834) | 24% | (409) | 12% | (208) | 1712 |
| Ethnicity: Hispanic | 15% | (55) | 49% | (182) | 19% | (72) | 18% | (66) | 374 |
| Ethnicity: Black | 14% | (39) | 43% | (122) | 25% | (70) | 18% | (50) | 282 |

Continued on next page

**Table MCFI2_3:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit card companies*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 15% | (332) | 48% | (1060) | 24% | (520) | 14% | (300) | 2211 |
| Ethnicity: Other | 14% | (31) | 48% | (104) | 19% | (40) | 19% | (42) | 217 |
| All Christian | 18% | (182) | 52% | (509) | 20% | (200) | 10% | (94) | 985 |
| All Non-Christian | 23% | (26) | 44% | (50) | 21% | (24) | 12% | (14) | 114 |
| Atheist | 13% | (14) | 47% | (52) | 26% | (29) | 14% | (16) | 111 |
| Agnostic/Nothing in particular | 11% | (72) | 42% | (269) | 27% | (172) | 20% | (129) | 641 |
| Something Else | 11% | (38) | 50% | (180) | 26% | (95) | 13% | (47) | 360 |
| Religious Non-Protestant/Catholic | 23% | (32) | 47% | (66) | 20% | (29) | 10% | (14) | 141 |
| Evangelical | 17% | (94) | 52% | (287) | 18% | (101) | 12% | (69) | 551 |
| Non-Evangelical | 15% | (115) | 50% | (379) | 25% | (187) | 9% | (70) | 750 |
| Community: Urban | 17% | (104) | 47% | (287) | 21% | (129) | 15% | (92) | 612 |
| Community: Suburban | 14% | (150) | 51% | (540) | 23% | (245) | 11% | (113) | 1049 |
| Community: Rural | 14% | (77) | 42% | (233) | 26% | (146) | 17% | (94) | 550 |
| Employ: Private Sector | 16% | (124) | 50% | (382) | 23% | (175) | 10% | (76) | 758 |
| Employ: Government | 18% | (19) | 44% | (48) | 26% | (28) | 13% | (14) | 108 |
| Employ: Self-Employed | 14% | (29) | 44% | (88) | 28% | (57) | 14% | (28) | 202 |
| Employ: Homemaker | 6% | (9) | 46% | (69) | 25% | (38) | 23% | (35) | 150 |
| Employ: Student | 6% | (4) | 37% | (25) | 28% | (19) | 29% | (20) | 68 |
| Employ: Retired | 18% | (104) | 54% | (304) | 19% | (105) | 9% | (53) | 566 |
| Employ: Unemployed | 10% | (26) | 39% | (98) | 27% | (68) | 24% | (59) | 250 |
| Employ: Other | 15% | (16) | 42% | (46) | 28% | (31) | 14% | (15) | 108 |
| Military HH: Yes | 18% | (56) | 44% | (141) | 28% | (89) | 10% | (33) | 319 |
| Military HH: No | 15% | (275) | 49% | (919) | 23% | (431) | 14% | (267) | 1892 |
| RD/WT: Right Direction | 21% | (139) | 49% | (326) | 18% | (124) | 12% | (81) | 669 |
| RD/WT: Wrong Track | 13% | (193) | 48% | (734) | 26% | (397) | 14% | (219) | 1542 |
| Biden Job Approve | 18% | (173) | 49% | (467) | 21% | (197) | 12% | (119) | 956 |
| Biden Job Disapprove | 13% | (149) | 48% | (558) | 26% | (304) | 13% | (154) | 1164 |
| Biden Job Strongly Approve | 24% | (94) | 46% | (180) | 17% | (67) | 13% | (50) | 390 |
| Biden Job Somewhat Approve | 14% | (79) | 51% | (288) | 23% | (130) | 12% | (69) | 566 |
| Biden Job Somewhat Disapprove | 10% | (33) | 52% | (167) | 25% | (82) | 13% | (41) | 323 |
| Biden Job Strongly Disapprove | 14% | (116) | 46% | (391) | 26% | (222) | 13% | (113) | 841 |

Continued on next page

**Table MCFI2_3:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Credit card companies*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 15% | (332) | 48% | (1060) | 24% | (520) | 14% | (300) | 2211 |
| Favorable of Biden | 18% | (169) | 49% | (474) | 20% | (196) | 13% | (120) | 960 |
| Unfavorable of Biden | 13% | (154) | 48% | (560) | 26% | (306) | 13% | (152) | 1172 |
| Very Favorable of Biden | 25% | (100) | 45% | (182) | 18% | (72) | 12% | (48) | 401 |
| Somewhat Favorable of Biden | 12% | (69) | 52% | (292) | 22% | (124) | 13% | (73) | 558 |
| Somewhat Unfavorable of Biden | 11% | (31) | 53% | (152) | 26% | (76) | 10% | (30) | 290 |
| Very Unfavorable of Biden | 14% | (122) | 46% | (408) | 26% | (230) | 14% | (122) | 883 |
| #1 Issue: Economy | 15% | (140) | 50% | (481) | 23% | (220) | 12% | (112) | 953 |
| #1 Issue: Security | 17% | (41) | 48% | (119) | 24% | (59) | 11% | (26) | 246 |
| #1 Issue: Health Care | 12% | (17) | 50% | (73) | 20% | (29) | 18% | (26) | 145 |
| #1 Issue: Medicare / Social Security | 19% | (44) | 53% | (122) | 18% | (40) | 10% | (23) | 229 |
| #1 Issue: Women's Issues | 15% | (50) | 39% | (125) | 26% | (82) | 20% | (64) | 322 |
| #1 Issue: Education | 15% | (12) | 36% | (29) | 32% | (25) | 17% | (14) | 80 |
| #1 Issue: Energy | 14% | (19) | 45% | (58) | 25% | (32) | 16% | (20) | 128 |
| #1 Issue: Other | 9% | (10) | 49% | (54) | 29% | (32) | 13% | (14) | 109 |
| 2020 Vote: Joe Biden | 16% | (152) | 52% | (492) | 19% | (183) | 13% | (126) | 953 |
| 2020 Vote: Donald Trump | 16% | (119) | 49% | (366) | 26% | (192) | 10% | (73) | 750 |
| 2020 Vote: Other | 11% | (7) | 52% | (32) | 24% | (15) | 12% | (8) | 61 |
| 2020 Vote: Didn't Vote | 12% | (53) | 38% | (170) | 29% | (130) | 21% | (93) | 446 |
| 2018 House Vote: Democrat | 18% | (135) | 49% | (376) | 22% | (165) | 12% | (90) | 765 |
| 2018 House Vote: Republican | 16% | (101) | 51% | (316) | 24% | (148) | 9% | (53) | 617 |
| 2018 House Vote: Someone else | 7% | (4) | 44% | (22) | 34% | (17) | 15% | (7) | 50 |
| 2016 Vote: Hillary Clinton | 18% | (121) | 51% | (345) | 21% | (142) | 11% | (75) | 682 |
| 2016 Vote: Donald Trump | 15% | (107) | 52% | (360) | 25% | (170) | 8% | (58) | 695 |
| 2016 Vote: Other | 11% | (13) | 51% | (59) | 28% | (32) | 9% | (11) | 116 |
| 2016 Vote: Didn't Vote | 13% | (90) | 41% | (294) | 25% | (176) | 22% | (156) | 717 |
| Voted in 2014: Yes | 17% | (212) | 51% | (637) | 23% | (282) | 10% | (122) | 1253 |
| Voted in 2014: No | 12% | (120) | 44% | (423) | 25% | (238) | 19% | (178) | 958 |
| 4-Region: Northeast | 15% | (57) | 51% | (194) | 23% | (90) | 11% | (42) | 383 |
| 4-Region: Midwest | 15% | (69) | 50% | (229) | 23% | (106) | 12% | (53) | 457 |
| 4-Region: South | 15% | (124) | 46% | (388) | 24% | (203) | 15% | (130) | 845 |
| 4-Region: West | 16% | (82) | 47% | (248) | 23% | (122) | 14% | (75) | 527 |

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

**Table MCFI2_4:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Investment management firms*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 11% | (251) | 46% | (1014) | 26% | (569) | 17% | (377) | 2211 |
| Gender: Male | 13% | (138) | 48% | (517) | 24% | (256) | 15% | (157) | 1068 |
| Gender: Female | 10% | (112) | 44% | (498) | 27% | (313) | 19% | (220) | 1143 |
| Age: 18-34 | 10% | (65) | 42% | (267) | 28% | (183) | 20% | (128) | 642 |
| Age: 35-44 | 8% | (31) | 43% | (155) | 27% | (98) | 22% | (81) | 366 |
| Age: 45-64 | 11% | (79) | 48% | (344) | 24% | (170) | 17% | (121) | 714 |
| Age: 65+ | 16% | (76) | 51% | (248) | 24% | (119) | 9% | (46) | 489 |
| GenZers: 1997-2012 | 8% | (19) | 45% | (103) | 25% | (58) | 21% | (48) | 228 |
| Millennials: 1981-1996 | 10% | (69) | 40% | (270) | 30% | (202) | 21% | (140) | 681 |
| GenXers: 1965-1980 | 10% | (48) | 47% | (231) | 24% | (120) | 20% | (98) | 497 |
| Baby Boomers: 1946-1964 | 14% | (101) | 51% | (373) | 24% | (172) | 12% | (84) | 731 |
| PID: Dem (no lean) | 11% | (97) | 46% | (393) | 22% | (189) | 20% | (170) | 849 |
| PID: Ind (no lean) | 9% | (64) | 43% | (295) | 31% | (211) | 17% | (115) | 684 |
| PID: Rep (no lean) | 13% | (90) | 48% | (326) | 25% | (169) | 14% | (92) | 678 |
| PID/Gender: Dem Men | 14% | (55) | 49% | (187) | 18% | (70) | 18% | (71) | 382 |
| PID/Gender: Dem Women | 9% | (42) | 44% | (206) | 26% | (119) | 21% | (99) | 467 |
| PID/Gender: Ind Men | 12% | (38) | 45% | (150) | 29% | (97) | 14% | (47) | 332 |
| PID/Gender: Ind Women | 7% | (25) | 41% | (145) | 32% | (114) | 19% | (68) | 353 |
| PID/Gender: Rep Men | 13% | (46) | 51% | (180) | 25% | (89) | 11% | (40) | 354 |
| PID/Gender: Rep Women | 14% | (45) | 45% | (146) | 25% | (80) | 16% | (52) | 323 |
| Ideo: Liberal (1-3) | 12% | (79) | 43% | (281) | 28% | (184) | 16% | (107) | 651 |
| Ideo: Moderate (4) | 10% | (71) | 49% | (339) | 23% | (162) | 18% | (123) | 695 |
| Ideo: Conservative (5-7) | 13% | (95) | 49% | (356) | 24% | (175) | 14% | (103) | 729 |
| Educ: < College | 9% | (127) | 43% | (622) | 27% | (395) | 20% | (294) | 1438 |
| Educ: Bachelors degree | 15% | (71) | 51% | (252) | 23% | (111) | 11% | (56) | 491 |
| Educ: Post-grad | 19% | (53) | 50% | (140) | 22% | (63) | 9% | (26) | 282 |
| Income: Under 50k | 8% | (96) | 40% | (475) | 30% | (348) | 22% | (258) | 1177 |
| Income: 50k-100k | 14% | (95) | 51% | (358) | 22% | (155) | 13% | (90) | 698 |
| Income: 100k+ | 18% | (59) | 54% | (182) | 20% | (66) | 8% | (28) | 336 |
| Ethnicity: White | 12% | (197) | 47% | (810) | 25% | (435) | 16% | (270) | 1712 |
| Ethnicity: Hispanic | 9% | (35) | 41% | (152) | 28% | (103) | 22% | (84) | 374 |
| Ethnicity: Black | 9% | (27) | 44% | (125) | 26% | (74) | 20% | (56) | 282 |

Continued on next page

**Table MCFI2_4:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Investment management firms*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 11% | (251) | 46% | (1014) | 26% | (569) | 17% | (377) | 2211 |
| Ethnicity: Other | 13% | (27) | 37% | (80) | 27% | (59) | 23% | (51) | 217 |
| All Christian | 15% | (145) | 51% | (503) | 22% | (213) | 12% | (122) | 985 |
| All Non-Christian | 13% | (15) | 52% | (59) | 20% | (23) | 15% | (17) | 114 |
| Atheist | 10% | (11) | 43% | (48) | 29% | (32) | 18% | (20) | 111 |
| Agnostic/Nothing in particular | 7% | (48) | 40% | (255) | 29% | (187) | 24% | (151) | 641 |
| Something Else | 9% | (31) | 41% | (149) | 32% | (114) | 19% | (67) | 360 |
| Religious Non-Protestant/Catholic | 15% | (21) | 51% | (71) | 21% | (29) | 13% | (19) | 141 |
| Evangelical | 13% | (73) | 48% | (264) | 22% | (122) | 17% | (92) | 551 |
| Non-Evangelical | 13% | (94) | 49% | (369) | 26% | (195) | 12% | (92) | 750 |
| Community: Urban | 13% | (81) | 45% | (276) | 22% | (136) | 20% | (120) | 612 |
| Community: Suburban | 11% | (118) | 50% | (522) | 25% | (263) | 14% | (145) | 1049 |
| Community: Rural | 10% | (53) | 39% | (216) | 31% | (169) | 20% | (112) | 550 |
| Employ: Private Sector | 13% | (99) | 51% | (384) | 22% | (170) | 14% | (105) | 758 |
| Employ: Government | 17% | (18) | 43% | (46) | 24% | (26) | 16% | (17) | 108 |
| Employ: Self-Employed | 10% | (21) | 46% | (93) | 24% | (49) | 20% | (40) | 202 |
| Employ: Homemaker | 4% | (7) | 35% | (52) | 34% | (51) | 27% | (41) | 150 |
| Employ: Student | — | (0) | 45% | (31) | 31% | (21) | 23% | (16) | 68 |
| Employ: Retired | 14% | (82) | 49% | (277) | 24% | (136) | 12% | (71) | 566 |
| Employ: Unemployed | 6% | (16) | 37% | (93) | 32% | (81) | 24% | (60) | 250 |
| Employ: Other | 9% | (9) | 35% | (37) | 31% | (34) | 26% | (28) | 108 |
| Military HH: Yes | 13% | (41) | 48% | (154) | 27% | (85) | 12% | (39) | 319 |
| Military HH: No | 11% | (210) | 45% | (860) | 26% | (484) | 18% | (337) | 1892 |
| RD/WT: Right Direction | 15% | (100) | 50% | (332) | 20% | (131) | 16% | (105) | 669 |
| RD/WT: Wrong Track | 10% | (150) | 44% | (682) | 28% | (438) | 18% | (272) | 1542 |
| Biden Job Approve | 14% | (131) | 48% | (461) | 22% | (210) | 16% | (155) | 956 |
| Biden Job Disapprove | 10% | (115) | 45% | (526) | 28% | (329) | 17% | (195) | 1164 |
| Biden Job Strongly Approve | 20% | (76) | 44% | (171) | 20% | (78) | 17% | (65) | 390 |
| Biden Job Somewhat Approve | 10% | (55) | 51% | (290) | 23% | (132) | 16% | (89) | 566 |
| Biden Job Somewhat Disapprove | 8% | (26) | 46% | (147) | 32% | (103) | 15% | (47) | 323 |
| Biden Job Strongly Disapprove | 11% | (89) | 45% | (379) | 27% | (226) | 18% | (148) | 841 |

Continued on next page

**Table MCFI2_4:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Investment management firms*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 11% | (251) | 46% | (1014) | 26% | (569) | 17% | (377) | 2211 |
| Favorable of Biden | 13% | (129) | 48% | (460) | 22% | (214) | 16% | (156) | 960 |
| Unfavorable of Biden | 10% | (118) | 45% | (528) | 28% | (333) | 17% | (194) | 1172 |
| Very Favorable of Biden | 18% | (72) | 42% | (169) | 22% | (86) | 18% | (73) | 401 |
| Somewhat Favorable of Biden | 10% | (57) | 52% | (291) | 23% | (128) | 15% | (83) | 558 |
| Somewhat Unfavorable of Biden | 9% | (25) | 44% | (127) | 34% | (98) | 14% | (39) | 290 |
| Very Unfavorable of Biden | 11% | (93) | 45% | (401) | 27% | (235) | 17% | (154) | 883 |
| #1 Issue: Economy | 12% | (110) | 49% | (470) | 25% | (239) | 14% | (133) | 953 |
| #1 Issue: Security | 11% | (27) | 44% | (108) | 28% | (70) | 16% | (40) | 246 |
| #1 Issue: Health Care | 14% | (20) | 39% | (56) | 25% | (37) | 22% | (32) | 145 |
| #1 Issue: Medicare / Social Security | 13% | (31) | 51% | (117) | 23% | (52) | 13% | (30) | 229 |
| #1 Issue: Women's Issues | 8% | (26) | 41% | (131) | 27% | (86) | 24% | (78) | 322 |
| #1 Issue: Education | 9% | (7) | 39% | (31) | 28% | (23) | 24% | (19) | 80 |
| #1 Issue: Energy | 15% | (20) | 42% | (54) | 23% | (30) | 19% | (25) | 128 |
| #1 Issue: Other | 9% | (9) | 44% | (48) | 30% | (33) | 18% | (19) | 109 |
| 2020 Vote: Joe Biden | 14% | (130) | 47% | (445) | 24% | (230) | 16% | (148) | 953 |
| 2020 Vote: Donald Trump | 12% | (91) | 48% | (364) | 25% | (188) | 14% | (107) | 750 |
| 2020 Vote: Other | 5% | (3) | 52% | (32) | 30% | (18) | 14% | (8) | 61 |
| 2020 Vote: Didn't Vote | 6% | (27) | 39% | (174) | 30% | (132) | 25% | (113) | 446 |
| 2018 House Vote: Democrat | 13% | (103) | 47% | (358) | 24% | (187) | 15% | (118) | 765 |
| 2018 House Vote: Republican | 14% | (89) | 47% | (292) | 25% | (157) | 13% | (79) | 617 |
| 2018 House Vote: Someone else | 3% | (2) | 42% | (21) | 36% | (18) | 20% | (10) | 50 |
| 2016 Vote: Hillary Clinton | 13% | (91) | 48% | (328) | 24% | (161) | 15% | (102) | 682 |
| 2016 Vote: Donald Trump | 14% | (98) | 49% | (342) | 25% | (175) | 11% | (80) | 695 |
| 2016 Vote: Other | 11% | (13) | 49% | (56) | 32% | (37) | 8% | (9) | 116 |
| 2016 Vote: Didn't Vote | 7% | (48) | 40% | (287) | 27% | (195) | 26% | (186) | 717 |
| Voted in 2014: Yes | 14% | (176) | 49% | (609) | 24% | (304) | 13% | (164) | 1253 |
| Voted in 2014: No | 8% | (75) | 42% | (406) | 28% | (265) | 22% | (213) | 958 |
| 4-Region: Northeast | 11% | (40) | 52% | (199) | 25% | (95) | 13% | (48) | 383 |
| 4-Region: Midwest | 11% | (50) | 48% | (217) | 27% | (124) | 14% | (65) | 457 |
| 4-Region: South | 11% | (91) | 42% | (354) | 26% | (221) | 21% | (179) | 845 |
| 4-Region: West | 13% | (69) | 46% | (245) | 24% | (128) | 16% | (84) | 527 |

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

**Table MCFI2_5:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Digital or only-online banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 13% | (290) | 48% | (1059) | 24% | (520) | 15% | (342) | 2211 |
| Gender: Male | 15% | (165) | 49% | (521) | 22% | (237) | 14% | (145) | 1068 |
| Gender: Female | 11% | (124) | 47% | (538) | 25% | (283) | 17% | (197) | 1143 |
| Age: 18-34 | 17% | (107) | 48% | (306) | 22% | (142) | 14% | (88) | 642 |
| Age: 35-44 | 16% | (57) | 49% | (178) | 18% | (67) | 17% | (63) | 366 |
| Age: 45-64 | 10% | (71) | 50% | (354) | 23% | (165) | 17% | (124) | 714 |
| Age: 65+ | 11% | (55) | 45% | (221) | 30% | (145) | 14% | (68) | 489 |
| GenZers: 1997-2012 | 18% | (41) | 41% | (94) | 26% | (59) | 15% | (33) | 228 |
| Millennials: 1981-1996 | 16% | (106) | 49% | (336) | 20% | (138) | 15% | (101) | 681 |
| GenXers: 1965-1980 | 12% | (62) | 50% | (251) | 20% | (99) | 17% | (85) | 497 |
| Baby Boomers: 1946-1964 | 10% | (73) | 47% | (345) | 28% | (205) | 15% | (108) | 731 |
| PID: Dem (no lean) | 13% | (108) | 50% | (425) | 22% | (190) | 15% | (126) | 849 |
| PID: Ind (no lean) | 14% | (95) | 45% | (309) | 24% | (165) | 17% | (115) | 684 |
| PID: Rep (no lean) | 13% | (86) | 48% | (325) | 24% | (165) | 15% | (101) | 678 |
| PID/Gender: Dem Men | 17% | (64) | 52% | (200) | 20% | (75) | 11% | (43) | 382 |
| PID/Gender: Dem Women | 9% | (44) | 48% | (225) | 25% | (115) | 18% | (82) | 467 |
| PID/Gender: Ind Men | 16% | (54) | 44% | (146) | 21% | (71) | 18% | (60) | 332 |
| PID/Gender: Ind Women | 12% | (41) | 46% | (163) | 27% | (94) | 16% | (55) | 353 |
| PID/Gender: Rep Men | 13% | (47) | 49% | (175) | 26% | (91) | 12% | (42) | 354 |
| PID/Gender: Rep Women | 12% | (39) | 46% | (150) | 23% | (74) | 18% | (59) | 323 |
| Ideo: Liberal (1-3) | 14% | (89) | 52% | (336) | 22% | (146) | 12% | (80) | 651 |
| Ideo: Moderate (4) | 13% | (93) | 49% | (343) | 22% | (151) | 16% | (108) | 695 |
| Ideo: Conservative (5-7) | 12% | (90) | 45% | (329) | 27% | (195) | 16% | (114) | 729 |
| Educ: < College | 14% | (196) | 46% | (662) | 23% | (327) | 18% | (252) | 1438 |
| Educ: Bachelors degree | 11% | (55) | 51% | (249) | 26% | (127) | 12% | (60) | 491 |
| Educ: Post-grad | 14% | (38) | 52% | (148) | 23% | (65) | 11% | (31) | 282 |
| Income: Under 50k | 12% | (146) | 45% | (525) | 24% | (284) | 19% | (223) | 1177 |
| Income: 50k-100k | 13% | (89) | 52% | (360) | 24% | (168) | 12% | (82) | 698 |
| Income: 100k+ | 16% | (55) | 52% | (174) | 20% | (69) | 11% | (38) | 336 |
| Ethnicity: White | 12% | (207) | 48% | (821) | 24% | (416) | 16% | (268) | 1712 |
| Ethnicity: Hispanic | 15% | (56) | 47% | (177) | 21% | (78) | 17% | (63) | 374 |
| Ethnicity: Black | 17% | (47) | 51% | (145) | 20% | (56) | 12% | (35) | 282 |

Continued on next page

**Table MCFI2_5:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Digital or only-online banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 13% | (290) | 48% | (1059) | 24% | (520) | 15% | (342) | 2211 |
| Ethnicity: Other | 17% | (37) | 43% | (93) | 22% | (48) | 18% | (40) | 217 |
| All Christian | 11% | (110) | 48% | (472) | 26% | (258) | 15% | (144) | 985 |
| All Non-Christian | 15% | (17) | 44% | (50) | 29% | (33) | 12% | (13) | 114 |
| Atheist | 11% | (13) | 58% | (64) | 18% | (20) | 12% | (14) | 111 |
| Agnostic/Nothing in particular | 15% | (93) | 49% | (314) | 19% | (119) | 18% | (115) | 641 |
| Something Else | 16% | (56) | 44% | (159) | 25% | (88) | 16% | (57) | 360 |
| Religious Non-Protestant/Catholic | 17% | (24) | 41% | (58) | 29% | (41) | 13% | (18) | 141 |
| Evangelical | 14% | (75) | 47% | (257) | 22% | (122) | 18% | (97) | 551 |
| Non-Evangelical | 11% | (83) | 48% | (359) | 28% | (213) | 13% | (95) | 750 |
| Community: Urban | 16% | (99) | 50% | (303) | 19% | (118) | 15% | (92) | 612 |
| Community: Suburban | 12% | (121) | 49% | (510) | 25% | (267) | 14% | (151) | 1049 |
| Community: Rural | 13% | (69) | 45% | (246) | 25% | (135) | 18% | (99) | 550 |
| Employ: Private Sector | 15% | (112) | 52% | (397) | 22% | (164) | 11% | (85) | 758 |
| Employ: Government | 8% | (8) | 52% | (56) | 25% | (27) | 15% | (16) | 108 |
| Employ: Self-Employed | 18% | (36) | 47% | (96) | 20% | (40) | 15% | (30) | 202 |
| Employ: Homemaker | 7% | (10) | 47% | (70) | 18% | (27) | 28% | (43) | 150 |
| Employ: Student | 8% | (5) | 46% | (31) | 26% | (18) | 20% | (14) | 68 |
| Employ: Retired | 11% | (62) | 47% | (263) | 26% | (148) | 16% | (92) | 566 |
| Employ: Unemployed | 15% | (37) | 39% | (99) | 29% | (73) | 17% | (42) | 250 |
| Employ: Other | 17% | (19) | 43% | (47) | 21% | (23) | 18% | (20) | 108 |
| Military HH: Yes | 12% | (39) | 44% | (139) | 29% | (94) | 15% | (48) | 319 |
| Military HH: No | 13% | (251) | 49% | (920) | 23% | (426) | 16% | (294) | 1892 |
| RD/WT: Right Direction | 17% | (112) | 49% | (328) | 21% | (139) | 13% | (89) | 669 |
| RD/WT: Wrong Track | 12% | (177) | 47% | (731) | 25% | (380) | 16% | (254) | 1542 |
| Biden Job Approve | 15% | (148) | 48% | (463) | 23% | (216) | 14% | (130) | 956 |
| Biden Job Disapprove | 11% | (128) | 48% | (558) | 25% | (289) | 16% | (190) | 1164 |
| Biden Job Strongly Approve | 17% | (68) | 46% | (178) | 24% | (92) | 13% | (52) | 390 |
| Biden Job Somewhat Approve | 14% | (80) | 50% | (285) | 22% | (124) | 14% | (78) | 566 |
| Biden Job Somewhat Disapprove | 10% | (31) | 49% | (160) | 27% | (86) | 14% | (46) | 323 |
| Biden Job Strongly Disapprove | 11% | (96) | 47% | (398) | 24% | (203) | 17% | (144) | 841 |

Continued on next page

**Table MCFI2_5:** *How much do you trust the following types of financial services companies to do what is right, if at all?*
*Digital or only-online banks*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 13% | (290) | 48% | (1059) | 24% | (520) | 15% | (342) | 2211 |
| Favorable of Biden | 15% | (147) | 49% | (467) | 23% | (217) | 13% | (128) | 960 |
| Unfavorable of Biden | 11% | (133) | 47% | (555) | 25% | (290) | 17% | (194) | 1172 |
| Very Favorable of Biden | 19% | (75) | 45% | (181) | 22% | (90) | 14% | (56) | 401 |
| Somewhat Favorable of Biden | 13% | (72) | 51% | (287) | 23% | (127) | 13% | (72) | 558 |
| Somewhat Unfavorable of Biden | 11% | (32) | 47% | (137) | 28% | (81) | 14% | (40) | 290 |
| Very Unfavorable of Biden | 11% | (101) | 47% | (418) | 24% | (210) | 17% | (154) | 883 |
| #1 Issue: Economy | 12% | (113) | 50% | (479) | 25% | (236) | 13% | (125) | 953 |
| #1 Issue: Security | 12% | (29) | 49% | (121) | 21% | (50) | 18% | (45) | 246 |
| #1 Issue: Health Care | 15% | (21) | 44% | (64) | 27% | (39) | 14% | (20) | 145 |
| #1 Issue: Medicare / Social Security | 17% | (38) | 44% | (100) | 24% | (56) | 15% | (35) | 229 |
| #1 Issue: Women's Issues | 13% | (41) | 49% | (156) | 22% | (70) | 17% | (55) | 322 |
| #1 Issue: Education | 15% | (12) | 40% | (32) | 21% | (17) | 24% | (19) | 80 |
| #1 Issue: Energy | 21% | (27) | 46% | (58) | 16% | (20) | 18% | (23) | 128 |
| #1 Issue: Other | 7% | (8) | 45% | (49) | 29% | (31) | 19% | (21) | 109 |
| 2020 Vote: Joe Biden | 13% | (121) | 51% | (483) | 23% | (215) | 14% | (134) | 953 |
| 2020 Vote: Donald Trump | 12% | (89) | 47% | (355) | 25% | (184) | 16% | (122) | 750 |
| 2020 Vote: Other | 12% | (8) | 46% | (28) | 25% | (16) | 16% | (10) | 61 |
| 2020 Vote: Didn't Vote | 16% | (71) | 43% | (193) | 23% | (104) | 17% | (77) | 446 |
| 2018 House Vote: Democrat | 13% | (99) | 49% | (375) | 24% | (185) | 14% | (106) | 765 |
| 2018 House Vote: Republican | 12% | (71) | 48% | (299) | 25% | (153) | 15% | (94) | 617 |
| 2018 House Vote: Someone else | 11% | (6) | 46% | (23) | 23% | (11) | 20% | (10) | 50 |
| 2016 Vote: Hillary Clinton | 13% | (91) | 53% | (359) | 21% | (146) | 13% | (86) | 682 |
| 2016 Vote: Donald Trump | 13% | (88) | 48% | (334) | 24% | (167) | 15% | (106) | 695 |
| 2016 Vote: Other | 6% | (7) | 49% | (57) | 30% | (35) | 14% | (17) | 116 |
| 2016 Vote: Didn't Vote | 14% | (103) | 43% | (308) | 24% | (172) | 19% | (134) | 717 |
| Voted in 2014: Yes | 13% | (160) | 48% | (603) | 24% | (299) | 15% | (191) | 1253 |
| Voted in 2014: No | 14% | (130) | 48% | (456) | 23% | (221) | 16% | (151) | 958 |
| 4-Region: Northeast | 15% | (57) | 50% | (191) | 23% | (88) | 12% | (47) | 383 |
| 4-Region: Midwest | 10% | (44) | 48% | (220) | 28% | (126) | 15% | (67) | 457 |
| 4-Region: South | 15% | (125) | 47% | (396) | 21% | (178) | 17% | (146) | 845 |
| 4-Region: West | 12% | (63) | 48% | (253) | 24% | (127) | 16% | (83) | 527 |

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

**Table MCFI3:** *How much have you seen, read or heard in the past three months about 'greenwashing'?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (58) | 10% | (213) | 15% | (325) | 73% | (1615) | 2211 |
| Gender: Male | 3% | (36) | 12% | (124) | 17% | (182) | 68% | (726) | 1068 |
| Gender: Female | 2% | (22) | 8% | (89) | 12% | (143) | 78% | (889) | 1143 |
| Age: 18-34 | 6% | (41) | 15% | (97) | 18% | (117) | 60% | (387) | 642 |
| Age: 35-44 | 4% | (13) | 11% | (40) | 16% | (59) | 69% | (253) | 366 |
| Age: 45-64 | 1% | (4) | 8% | (56) | 14% | (96) | 78% | (557) | 714 |
| Age: 65+ | — | (0) | 4% | (20) | 11% | (52) | 85% | (417) | 489 |
| GenZers: 1997-2012 | 7% | (16) | 14% | (32) | 21% | (47) | 58% | (132) | 228 |
| Millennials: 1981-1996 | 5% | (35) | 13% | (91) | 17% | (115) | 65% | (440) | 681 |
| GenXers: 1965-1980 | 1% | (7) | 10% | (49) | 13% | (65) | 76% | (376) | 497 |
| Baby Boomers: 1946-1964 | — | (0) | 5% | (38) | 12% | (90) | 83% | (603) | 731 |
| PID: Dem (no lean) | 3% | (28) | 11% | (96) | 18% | (150) | 68% | (575) | 849 |
| PID: Ind (no lean) | 2% | (12) | 8% | (55) | 15% | (101) | 75% | (516) | 684 |
| PID: Rep (no lean) | 3% | (18) | 9% | (62) | 11% | (74) | 77% | (524) | 678 |
| PID/Gender: Dem Men | 4% | (16) | 14% | (55) | 20% | (77) | 61% | (235) | 382 |
| PID/Gender: Dem Women | 3% | (13) | 9% | (41) | 16% | (73) | 73% | (340) | 467 |
| PID/Gender: Ind Men | 2% | (6) | 9% | (31) | 18% | (61) | 71% | (234) | 332 |
| PID/Gender: Ind Women | 2% | (6) | 7% | (25) | 11% | (40) | 80% | (282) | 353 |
| PID/Gender: Rep Men | 4% | (14) | 11% | (38) | 13% | (45) | 73% | (257) | 354 |
| PID/Gender: Rep Women | 1% | (4) | 7% | (24) | 9% | (29) | 82% | (267) | 323 |
| Ideo: Liberal (1-3) | 5% | (30) | 11% | (72) | 19% | (125) | 65% | (424) | 651 |
| Ideo: Moderate (4) | 1% | (10) | 10% | (71) | 16% | (111) | 72% | (502) | 695 |
| Ideo: Conservative (5-7) | 2% | (13) | 8% | (61) | 10% | (76) | 79% | (578) | 729 |
| Educ: < College | 2% | (33) | 9% | (123) | 14% | (202) | 75% | (1081) | 1438 |
| Educ: Bachelors degree | 3% | (15) | 11% | (56) | 16% | (80) | 69% | (340) | 491 |
| Educ: Post-grad | 4% | (11) | 12% | (35) | 15% | (42) | 69% | (195) | 282 |
| Income: Under 50k | 2% | (23) | 7% | (87) | 14% | (160) | 77% | (907) | 1177 |
| Income: 50k-100k | 3% | (21) | 12% | (86) | 16% | (109) | 69% | (482) | 698 |
| Income: 100k+ | 4% | (14) | 12% | (40) | 16% | (55) | 67% | (227) | 336 |
| Ethnicity: White | 2% | (40) | 9% | (152) | 14% | (246) | 74% | (1273) | 1712 |
| Ethnicity: Hispanic | 5% | (19) | 14% | (51) | 24% | (91) | 57% | (213) | 374 |
| Ethnicity: Black | 3% | (9) | 12% | (35) | 16% | (44) | 69% | (195) | 282 |
| Ethnicity: Other | 5% | (10) | 12% | (26) | 16% | (34) | 68% | (147) | 217 |

Continued on next page

**Table MCFI3:** *How much have you seen, read or heard in the past three months about 'greenwashing'?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (58) | 10% | (213) | 15% | (325) | 73% | (1615) | 2211 |
| All Christian | 2% | (22) | 9% | (84) | 13% | (131) | 76% | (747) | 985 |
| All Non-Christian | 6% | (7) | 13% | (15) | 22% | (25) | 59% | (67) | 114 |
| Atheist | 3% | (4) | 12% | (13) | 19% | (21) | 66% | (73) | 111 |
| Agnostic/Nothing in particular | 3% | (19) | 11% | (68) | 15% | (96) | 72% | (459) | 641 |
| Something Else | 2% | (7) | 9% | (33) | 14% | (51) | 75% | (268) | 360 |
| Religious Non-Protestant/Catholic | 5% | (7) | 10% | (15) | 19% | (27) | 66% | (93) | 141 |
| Evangelical | 4% | (21) | 11% | (60) | 11% | (61) | 74% | (408) | 551 |
| Non-Evangelical | 1% | (8) | 7% | (51) | 15% | (116) | 77% | (575) | 750 |
| Community: Urban | 4% | (27) | 14% | (83) | 14% | (87) | 68% | (415) | 612 |
| Community: Suburban | 2% | (25) | 9% | (92) | 15% | (159) | 74% | (773) | 1049 |
| Community: Rural | 1% | (6) | 7% | (38) | 14% | (78) | 78% | (427) | 550 |
| Employ: Private Sector | 4% | (28) | 12% | (94) | 17% | (133) | 66% | (503) | 758 |
| Employ: Government | 2% | (2) | 16% | (17) | 15% | (16) | 68% | (74) | 108 |
| Employ: Self-Employed | 6% | (11) | 14% | (28) | 17% | (34) | 64% | (129) | 202 |
| Employ: Homemaker | 2% | (3) | 6% | (8) | 9% | (13) | 84% | (126) | 150 |
| Employ: Student | 12% | (8) | 9% | (6) | 21% | (15) | 58% | (39) | 68 |
| Employ: Retired | — | (0) | 4% | (25) | 11% | (62) | 85% | (480) | 566 |
| Employ: Unemployed | 1% | (4) | 9% | (23) | 14% | (36) | 75% | (188) | 250 |
| Employ: Other | 2% | (2) | 12% | (13) | 16% | (18) | 70% | (76) | 108 |
| Military HH: Yes | 1% | (5) | 6% | (20) | 12% | (38) | 80% | (256) | 319 |
| Military HH: No | 3% | (54) | 10% | (193) | 15% | (287) | 72% | (1359) | 1892 |
| RD/WT: Right Direction | 5% | (34) | 11% | (73) | 19% | (128) | 65% | (434) | 669 |
| RD/WT: Wrong Track | 2% | (24) | 9% | (140) | 13% | (197) | 77% | (1180) | 1542 |
| Biden Job Approve | 4% | (34) | 11% | (106) | 18% | (170) | 68% | (646) | 956 |
| Biden Job Disapprove | 2% | (23) | 8% | (98) | 13% | (152) | 77% | (891) | 1164 |
| Biden Job Strongly Approve | 5% | (20) | 12% | (47) | 17% | (66) | 66% | (257) | 390 |
| Biden Job Somewhat Approve | 2% | (14) | 11% | (60) | 18% | (104) | 69% | (388) | 566 |
| Biden Job Somewhat Disapprove | 1% | (3) | 11% | (36) | 18% | (58) | 70% | (226) | 323 |
| Biden Job Strongly Disapprove | 2% | (20) | 7% | (63) | 11% | (94) | 79% | (664) | 841 |
| Favorable of Biden | 3% | (29) | 10% | (100) | 18% | (168) | 69% | (662) | 960 |
| Unfavorable of Biden | 2% | (25) | 9% | (107) | 13% | (152) | 76% | (888) | 1172 |

Continued on next page

**Table MCFI3:** *How much have you seen, read or heard in the past three months about 'greenwashing'?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (58) | 10% | (213) | 15% | (325) | 73% | (1615) | 2211 |
| Very Favorable of Biden | 5% | (20) | 10% | (42) | 18% | (70) | 67% | (269) | 401 |
| Somewhat Favorable of Biden | 2% | (9) | 10% | (58) | 18% | (98) | 70% | (393) | 558 |
| Somewhat Unfavorable of Biden | 2% | (5) | 10% | (30) | 19% | (54) | 69% | (200) | 290 |
| Very Unfavorable of Biden | 2% | (20) | 9% | (77) | 11% | (97) | 78% | (688) | 883 |
| #1 Issue: Economy | 2% | (21) | 9% | (81) | 14% | (136) | 75% | (715) | 953 |
| #1 Issue: Security | 1% | (3) | 11% | (27) | 13% | (32) | 75% | (183) | 246 |
| #1 Issue: Health Care | 2% | (2) | 14% | (21) | 24% | (34) | 61% | (88) | 145 |
| #1 Issue: Medicare / Social Security | 1% | (3) | 4% | (8) | 9% | (20) | 86% | (197) | 229 |
| #1 Issue: Women's Issues | 7% | (22) | 10% | (32) | 14% | (44) | 70% | (224) | 322 |
| #1 Issue: Education | 6% | (5) | 17% | (13) | 21% | (16) | 57% | (45) | 80 |
| #1 Issue: Energy | 2% | (2) | 20% | (25) | 22% | (29) | 56% | (72) | 128 |
| #1 Issue: Other | 1% | (1) | 5% | (5) | 12% | (13) | 82% | (90) | 109 |
| 2020 Vote: Joe Biden | 3% | (30) | 11% | (101) | 17% | (161) | 69% | (662) | 953 |
| 2020 Vote: Donald Trump | 3% | (20) | 9% | (65) | 12% | (88) | 77% | (577) | 750 |
| 2020 Vote: Other | 1% | (0) | 5% | (3) | 15% | (9) | 79% | (49) | 61 |
| 2020 Vote: Didn't Vote | 2% | (8) | 10% | (44) | 15% | (67) | 73% | (327) | 446 |
| 2018 House Vote: Democrat | 4% | (28) | 10% | (79) | 16% | (121) | 70% | (537) | 765 |
| 2018 House Vote: Republican | 2% | (11) | 10% | (61) | 12% | (74) | 76% | (471) | 617 |
| 2018 House Vote: Someone else | 1% | (1) | 4% | (2) | 16% | (8) | 79% | (40) | 50 |
| 2016 Vote: Hillary Clinton | 3% | (19) | 11% | (72) | 15% | (103) | 71% | (488) | 682 |
| 2016 Vote: Donald Trump | 1% | (10) | 9% | (61) | 13% | (93) | 76% | (531) | 695 |
| 2016 Vote: Other | 5% | (6) | 8% | (9) | 12% | (14) | 75% | (87) | 116 |
| 2016 Vote: Didn't Vote | 3% | (23) | 10% | (71) | 16% | (115) | 71% | (507) | 717 |
| Voted in 2014: Yes | 2% | (27) | 10% | (125) | 14% | (182) | 73% | (919) | 1253 |
| Voted in 2014: No | 3% | (31) | 9% | (88) | 15% | (143) | 73% | (696) | 958 |
| 4-Region: Northeast | 2% | (9) | 11% | (44) | 15% | (56) | 72% | (274) | 383 |
| 4-Region: Midwest | 3% | (12) | 7% | (32) | 15% | (68) | 76% | (345) | 457 |
| 4-Region: South | 2% | (20) | 9% | (78) | 15% | (127) | 73% | (620) | 845 |
| 4-Region: West | 3% | (17) | 11% | (60) | 14% | (74) | 71% | (376) | 527 |

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

**Table MCFI4_1:** *How familiar are you with the following terms, if at all?*
*ESG investing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (80) | 11% | (253) | 18% | (404) | 67% | (1474) | 2211 |
| Gender: Male | 6% | (60) | 17% | (176) | 20% | (213) | 58% | (619) | 1068 |
| Gender: Female | 2% | (20) | 7% | (77) | 17% | (191) | 75% | (856) | 1143 |
| Age: 18-34 | 6% | (37) | 16% | (102) | 25% | (160) | 54% | (344) | 642 |
| Age: 35-44 | 6% | (21) | 12% | (45) | 18% | (65) | 64% | (235) | 366 |
| Age: 45-64 | 2% | (16) | 10% | (74) | 17% | (118) | 71% | (506) | 714 |
| Age: 65+ | 1% | (7) | 6% | (32) | 13% | (61) | 80% | (389) | 489 |
| GenZers: 1997-2012 | 4% | (8) | 15% | (34) | 28% | (65) | 53% | (121) | 228 |
| Millennials: 1981-1996 | 6% | (42) | 15% | (99) | 21% | (144) | 58% | (396) | 681 |
| GenXers: 1965-1980 | 3% | (17) | 10% | (52) | 17% | (85) | 69% | (343) | 497 |
| Baby Boomers: 1946-1964 | 2% | (12) | 8% | (62) | 14% | (104) | 76% | (552) | 731 |
| PID: Dem (no lean) | 4% | (34) | 14% | (116) | 19% | (166) | 63% | (533) | 849 |
| PID: Ind (no lean) | 3% | (24) | 10% | (66) | 17% | (116) | 70% | (479) | 684 |
| PID: Rep (no lean) | 3% | (22) | 10% | (71) | 18% | (122) | 68% | (463) | 678 |
| PID/Gender: Dem Men | 7% | (27) | 20% | (75) | 20% | (75) | 54% | (205) | 382 |
| PID/Gender: Dem Women | 2% | (7) | 9% | (41) | 19% | (91) | 70% | (327) | 467 |
| PID/Gender: Ind Men | 4% | (14) | 15% | (50) | 19% | (63) | 62% | (205) | 332 |
| PID/Gender: Ind Women | 3% | (10) | 4% | (16) | 15% | (53) | 78% | (274) | 353 |
| PID/Gender: Rep Men | 5% | (19) | 14% | (51) | 21% | (76) | 59% | (208) | 354 |
| PID/Gender: Rep Women | 1% | (3) | 6% | (19) | 14% | (46) | 79% | (255) | 323 |
| Ideo: Liberal (1-3) | 3% | (20) | 14% | (88) | 21% | (135) | 63% | (408) | 651 |
| Ideo: Moderate (4) | 3% | (19) | 13% | (88) | 19% | (135) | 65% | (452) | 695 |
| Ideo: Conservative (5-7) | 5% | (38) | 10% | (72) | 17% | (121) | 68% | (497) | 729 |
| Educ: < College | 2% | (31) | 9% | (135) | 17% | (249) | 71% | (1023) | 1438 |
| Educ: Bachelors degree | 6% | (28) | 16% | (76) | 20% | (98) | 59% | (289) | 491 |
| Educ: Post-grad | 7% | (21) | 15% | (42) | 20% | (58) | 57% | (162) | 282 |
| Income: Under 50k | 2% | (28) | 9% | (102) | 16% | (186) | 73% | (862) | 1177 |
| Income: 50k-100k | 4% | (25) | 14% | (95) | 20% | (142) | 62% | (435) | 698 |
| Income: 100k+ | 8% | (27) | 17% | (56) | 23% | (76) | 53% | (177) | 336 |
| Ethnicity: White | 4% | (62) | 10% | (179) | 18% | (305) | 68% | (1166) | 1712 |
| Ethnicity: Hispanic | 5% | (20) | 14% | (52) | 26% | (99) | 55% | (204) | 374 |

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**Table MCFI4_1:** *How familiar are you with the following terms, if at all?*
*ESG investing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (80) | 11% | (253) | 18% | (404) | 67% | (1474) | 2211 |
| Ethnicity: Black | 4% | (11) | 17% | (47) | 15% | (42) | 64% | (182) | 282 |
| Ethnicity: Other | 3% | (7) | 12% | (26) | 26% | (57) | 58% | (127) | 217 |
| All Christian | 4% | (41) | 12% | (116) | 18% | (173) | 67% | (655) | 985 |
| All Non-Christian | 4% | (4) | 25% | (29) | 19% | (22) | 52% | (59) | 114 |
| Atheist | 2% | (2) | 11% | (12) | 23% | (25) | 64% | (71) | 111 |
| Agnostic/Nothing in particular | 4% | (24) | 10% | (63) | 18% | (112) | 69% | (441) | 641 |
| Something Else | 2% | (9) | 9% | (32) | 20% | (72) | 69% | (247) | 360 |
| Religious Non-Protestant/Catholic | 3% | (4) | 21% | (29) | 19% | (27) | 57% | (81) | 141 |
| Evangelical | 5% | (27) | 12% | (66) | 18% | (100) | 65% | (359) | 551 |
| Non-Evangelical | 3% | (21) | 11% | (79) | 18% | (136) | 68% | (513) | 750 |
| Community: Urban | 6% | (34) | 14% | (84) | 20% | (123) | 61% | (372) | 612 |
| Community: Suburban | 3% | (35) | 12% | (128) | 18% | (185) | 67% | (700) | 1049 |
| Community: Rural | 2% | (10) | 7% | (41) | 17% | (96) | 73% | (402) | 550 |
| Employ: Private Sector | 7% | (50) | 18% | (137) | 20% | (152) | 55% | (418) | 758 |
| Employ: Government | 2% | (2) | 15% | (16) | 19% | (20) | 65% | (70) | 108 |
| Employ: Self-Employed | 4% | (9) | 12% | (23) | 30% | (60) | 54% | (110) | 202 |
| Employ: Homemaker | 1% | (1) | 2% | (3) | 12% | (18) | 85% | (128) | 150 |
| Employ: Student | — | (0) | 17% | (12) | 23% | (15) | 60% | (41) | 68 |
| Employ: Retired | 1% | (7) | 6% | (34) | 12% | (67) | 81% | (458) | 566 |
| Employ: Unemployed | 3% | (8) | 9% | (22) | 18% | (46) | 70% | (175) | 250 |
| Employ: Other | 2% | (3) | 5% | (5) | 23% | (25) | 70% | (76) | 108 |
| Military HH: Yes | 2% | (7) | 7% | (23) | 17% | (54) | 74% | (235) | 319 |
| Military HH: No | 4% | (73) | 12% | (229) | 19% | (350) | 66% | (1240) | 1892 |
| RD/WT: Right Direction | 6% | (41) | 15% | (99) | 19% | (124) | 61% | (405) | 669 |
| RD/WT: Wrong Track | 3% | (39) | 10% | (153) | 18% | (280) | 69% | (1069) | 1542 |
| Biden Job Approve | 4% | (39) | 14% | (134) | 18% | (175) | 64% | (609) | 956 |
| Biden Job Disapprove | 3% | (36) | 10% | (112) | 19% | (226) | 68% | (791) | 1164 |

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**Table MCFI4_1:** *How familiar are you with the following terms, if at all?*
*ESG investing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (80) | 11% | (253) | 18% | (404) | 67% | (1474) | 2211 |
| Biden Job Strongly Approve | 8% | (29) | 14% | (54) | 15% | (59) | 64% | (248) | 390 |
| Biden Job Somewhat Approve | 2% | (9) | 14% | (80) | 20% | (116) | 64% | (361) | 566 |
| Biden Job Somewhat Disapprove | 2% | (7) | 8% | (26) | 26% | (85) | 63% | (204) | 323 |
| Biden Job Strongly Disapprove | 3% | (28) | 10% | (85) | 17% | (141) | 70% | (587) | 841 |
| Favorable of Biden | 4% | (39) | 13% | (125) | 18% | (174) | 65% | (621) | 960 |
| Unfavorable of Biden | 3% | (39) | 10% | (121) | 19% | (221) | 67% | (791) | 1172 |
| Very Favorable of Biden | 7% | (29) | 14% | (56) | 15% | (58) | 64% | (258) | 401 |
| Somewhat Favorable of Biden | 2% | (10) | 12% | (69) | 21% | (116) | 65% | (363) | 558 |
| Somewhat Unfavorable of Biden | 3% | (8) | 11% | (31) | 28% | (80) | 59% | (170) | 290 |
| Very Unfavorable of Biden | 3% | (31) | 10% | (90) | 16% | (141) | 70% | (621) | 883 |
| #1 Issue: Economy | 3% | (31) | 13% | (124) | 18% | (167) | 66% | (631) | 953 |
| #1 Issue: Security | 3% | (8) | 7% | (18) | 18% | (43) | 72% | (177) | 246 |
| #1 Issue: Health Care | 6% | (9) | 15% | (21) | 21% | (31) | 58% | (84) | 145 |
| #1 Issue: Medicare / Social Security | 3% | (8) | 6% | (14) | 10% | (24) | 80% | (184) | 229 |
| #1 Issue: Women's Issues | 4% | (13) | 13% | (41) | 18% | (58) | 65% | (210) | 322 |
| #1 Issue: Education | 2% | (2) | 13% | (10) | 40% | (32) | 46% | (36) | 80 |
| #1 Issue: Energy | 6% | (8) | 14% | (18) | 24% | (31) | 56% | (71) | 128 |
| #1 Issue: Other | 2% | (2) | 7% | (7) | 17% | (18) | 74% | (81) | 109 |
| 2020 Vote: Joe Biden | 4% | (42) | 13% | (121) | 18% | (175) | 65% | (616) | 953 |
| 2020 Vote: Donald Trump | 3% | (24) | 11% | (84) | 19% | (144) | 66% | (498) | 750 |
| 2020 Vote: Other | 9% | (6) | 11% | (7) | 18% | (11) | 62% | (38) | 61 |
| 2020 Vote: Didn't Vote | 2% | (9) | 9% | (41) | 17% | (74) | 72% | (322) | 446 |
| 2018 House Vote: Democrat | 4% | (31) | 13% | (99) | 19% | (145) | 64% | (491) | 765 |
| 2018 House Vote: Republican | 4% | (26) | 11% | (68) | 19% | (115) | 66% | (407) | 617 |
| 2018 House Vote: Someone else | 3% | (2) | 12% | (6) | 13% | (6) | 72% | (36) | 50 |
| 2016 Vote: Hillary Clinton | 3% | (24) | 13% | (89) | 17% | (114) | 67% | (455) | 682 |
| 2016 Vote: Donald Trump | 4% | (28) | 11% | (79) | 18% | (124) | 67% | (464) | 695 |
| 2016 Vote: Other | 7% | (8) | 11% | (13) | 19% | (22) | 64% | (74) | 116 |
| 2016 Vote: Didn't Vote | 3% | (21) | 10% | (71) | 20% | (144) | 67% | (481) | 717 |

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**Table MCFI4_1:** *How familiar are you with the following terms, if at all?*
*ESG investing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (80) | 11% | (253) | 18% | (404) | 67% | (1474) | 2211 |
| Voted in 2014: Yes | 4% | (48) | 13% | (158) | 18% | (229) | 65% | (818) | 1253 |
| Voted in 2014: No | 3% | (32) | 10% | (95) | 18% | (175) | 69% | (656) | 958 |
| 4-Region: Northeast | 3% | (11) | 12% | (47) | 15% | (59) | 70% | (266) | 383 |
| 4-Region: Midwest | 4% | (19) | 12% | (53) | 15% | (71) | 69% | (314) | 457 |
| 4-Region: South | 3% | (25) | 12% | (101) | 20% | (172) | 65% | (548) | 845 |
| 4-Region: West | 5% | (25) | 10% | (52) | 20% | (103) | 66% | (347) | 527 |

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

**Table MCFI4_2:** *How familiar are you with the following terms, if at all?*
*ESG ratings*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 11% | (251) | 18% | (407) | 66% | (1469) | 2211 |
| Gender: Male | 6% | (69) | 16% | (170) | 19% | (208) | 58% | (621) | 1068 |
| Gender: Female | 1% | (15) | 7% | (81) | 17% | (199) | 74% | (848) | 1143 |
| Age: 18-34 | 7% | (45) | 15% | (93) | 23% | (145) | 56% | (359) | 642 |
| Age: 35-44 | 5% | (20) | 15% | (55) | 18% | (66) | 61% | (224) | 366 |
| Age: 45-64 | 2% | (13) | 10% | (70) | 18% | (131) | 70% | (500) | 714 |
| Age: 65+ | 1% | (5) | 7% | (32) | 13% | (65) | 79% | (386) | 489 |
| GenZers: 1997-2012 | 5% | (12) | 14% | (32) | 25% | (58) | 55% | (125) | 228 |
| Millennials: 1981-1996 | 7% | (48) | 15% | (103) | 18% | (126) | 59% | (405) | 681 |
| GenXers: 1965-1980 | 3% | (13) | 12% | (57) | 21% | (104) | 65% | (322) | 497 |
| Baby Boomers: 1946-1964 | 1% | (11) | 7% | (54) | 15% | (113) | 76% | (554) | 731 |
| PID: Dem (no lean) | 4% | (37) | 15% | (125) | 16% | (140) | 64% | (547) | 849 |
| PID: Ind (no lean) | 3% | (23) | 8% | (54) | 22% | (150) | 67% | (457) | 684 |
| PID: Rep (no lean) | 3% | (24) | 11% | (71) | 17% | (118) | 69% | (465) | 678 |
| PID/Gender: Dem Men | 8% | (31) | 21% | (82) | 15% | (56) | 56% | (213) | 382 |
| PID/Gender: Dem Women | 1% | (6) | 9% | (44) | 18% | (83) | 72% | (334) | 467 |
| PID/Gender: Ind Men | 5% | (17) | 11% | (36) | 26% | (85) | 58% | (193) | 332 |
| PID/Gender: Ind Women | 2% | (6) | 5% | (18) | 18% | (65) | 75% | (264) | 353 |
| PID/Gender: Rep Men | 6% | (20) | 15% | (52) | 19% | (67) | 61% | (215) | 354 |
| PID/Gender: Rep Women | 1% | (3) | 6% | (19) | 16% | (51) | 77% | (250) | 323 |
| Ideo: Liberal (1-3) | 5% | (32) | 14% | (90) | 19% | (122) | 62% | (407) | 651 |
| Ideo: Moderate (4) | 3% | (18) | 12% | (80) | 22% | (151) | 64% | (446) | 695 |
| Ideo: Conservative (5-7) | 4% | (31) | 10% | (76) | 16% | (119) | 69% | (502) | 729 |
| Educ: < College | 2% | (35) | 9% | (135) | 17% | (249) | 71% | (1020) | 1438 |
| Educ: Bachelors degree | 6% | (30) | 15% | (75) | 21% | (105) | 57% | (281) | 491 |
| Educ: Post-grad | 7% | (19) | 14% | (41) | 19% | (53) | 60% | (169) | 282 |
| Income: Under 50k | 3% | (32) | 7% | (87) | 17% | (202) | 73% | (856) | 1177 |
| Income: 50k-100k | 4% | (27) | 14% | (100) | 19% | (132) | 63% | (439) | 698 |
| Income: 100k+ | 7% | (25) | 19% | (64) | 22% | (73) | 52% | (174) | 336 |
| Ethnicity: White | 3% | (59) | 11% | (183) | 17% | (294) | 69% | (1175) | 1712 |
| Ethnicity: Hispanic | 9% | (32) | 15% | (58) | 20% | (75) | 56% | (209) | 374 |

Continued on next page

**Table MCFI4_2:** *How familiar are you with the following terms, if at all?*
*ESG ratings*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 11% | (251) | 18% | (407) | 66% | (1469) | 2211 |
| Ethnicity: Black | 5% | (15) | 15% | (43) | 17% | (49) | 62% | (176) | 282 |
| Ethnicity: Other | 5% | (10) | 11% | (25) | 29% | (64) | 54% | (118) | 217 |
| All Christian | 4% | (44) | 11% | (111) | 18% | (176) | 66% | (653) | 985 |
| All Non-Christian | 6% | (7) | 23% | (26) | 17% | (19) | 53% | (61) | 114 |
| Atheist | 4% | (5) | 11% | (12) | 19% | (21) | 66% | (74) | 111 |
| Agnostic/Nothing in particular | 3% | (22) | 10% | (62) | 19% | (122) | 68% | (435) | 641 |
| Something Else | 1% | (5) | 11% | (40) | 19% | (68) | 69% | (247) | 360 |
| Religious Non-Protestant/Catholic | 5% | (7) | 19% | (26) | 19% | (27) | 57% | (80) | 141 |
| Evangelical | 5% | (28) | 13% | (69) | 17% | (93) | 66% | (361) | 551 |
| Non-Evangelical | 3% | (21) | 10% | (78) | 19% | (139) | 68% | (513) | 750 |
| Community: Urban | 6% | (38) | 15% | (89) | 19% | (118) | 60% | (367) | 612 |
| Community: Suburban | 3% | (33) | 12% | (124) | 18% | (187) | 67% | (705) | 1049 |
| Community: Rural | 2% | (13) | 7% | (37) | 19% | (102) | 72% | (398) | 550 |
| Employ: Private Sector | 7% | (51) | 18% | (134) | 20% | (152) | 56% | (422) | 758 |
| Employ: Government | 5% | (5) | 13% | (15) | 21% | (23) | 61% | (66) | 108 |
| Employ: Self-Employed | 5% | (10) | 15% | (30) | 28% | (57) | 52% | (106) | 202 |
| Employ: Homemaker | 1% | (2) | 5% | (8) | 12% | (18) | 81% | (122) | 150 |
| Employ: Student | 7% | (5) | 11% | (7) | 19% | (13) | 64% | (43) | 68 |
| Employ: Retired | 1% | (5) | 6% | (32) | 13% | (74) | 80% | (455) | 566 |
| Employ: Unemployed | 2% | (5) | 9% | (22) | 19% | (47) | 70% | (176) | 250 |
| Employ: Other | 1% | (1) | 4% | (4) | 22% | (24) | 74% | (80) | 108 |
| Military HH: Yes | 2% | (6) | 9% | (30) | 15% | (49) | 74% | (235) | 319 |
| Military HH: No | 4% | (78) | 12% | (221) | 19% | (358) | 65% | (1235) | 1892 |
| RD/WT: Right Direction | 6% | (41) | 14% | (93) | 18% | (118) | 62% | (416) | 669 |
| RD/WT: Wrong Track | 3% | (42) | 10% | (158) | 19% | (289) | 68% | (1053) | 1542 |
| Biden Job Approve | 4% | (40) | 13% | (127) | 17% | (167) | 65% | (622) | 956 |
| Biden Job Disapprove | 4% | (41) | 10% | (115) | 20% | (229) | 67% | (780) | 1164 |

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**Table MCFI4_2:** *How familiar are you with the following terms, if at all?*
*ESG ratings*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 11% | (251) | 18% | (407) | 66% | (1469) | 2211 |
| Biden Job Strongly Approve | 7% | (28) | 13% | (50) | 14% | (54) | 66% | (258) | 390 |
| Biden Job Somewhat Approve | 2% | (12) | 14% | (77) | 20% | (113) | 64% | (364) | 566 |
| Biden Job Somewhat Disapprove | 4% | (12) | 9% | (31) | 27% | (87) | 60% | (194) | 323 |
| Biden Job Strongly Disapprove | 3% | (29) | 10% | (84) | 17% | (142) | 70% | (586) | 841 |
| Favorable of Biden | 4% | (38) | 13% | (121) | 17% | (165) | 66% | (635) | 960 |
| Unfavorable of Biden | 4% | (45) | 10% | (118) | 20% | (233) | 66% | (776) | 1172 |
| Very Favorable of Biden | 6% | (25) | 13% | (54) | 15% | (60) | 66% | (264) | 401 |
| Somewhat Favorable of Biden | 2% | (14) | 12% | (67) | 19% | (105) | 67% | (372) | 558 |
| Somewhat Unfavorable of Biden | 3% | (10) | 11% | (32) | 27% | (79) | 58% | (169) | 290 |
| Very Unfavorable of Biden | 4% | (35) | 10% | (86) | 17% | (154) | 69% | (607) | 883 |
| #1 Issue: Economy | 4% | (38) | 13% | (120) | 18% | (170) | 66% | (625) | 953 |
| #1 Issue: Security | 4% | (9) | 8% | (19) | 16% | (40) | 72% | (177) | 246 |
| #1 Issue: Health Care | 5% | (7) | 18% | (26) | 20% | (29) | 57% | (83) | 145 |
| #1 Issue: Medicare / Social Security | 2% | (6) | 6% | (14) | 11% | (26) | 80% | (183) | 229 |
| #1 Issue: Women's Issues | 4% | (14) | 10% | (33) | 18% | (59) | 67% | (216) | 322 |
| #1 Issue: Education | 4% | (3) | 17% | (14) | 27% | (22) | 52% | (41) | 80 |
| #1 Issue: Energy | 4% | (5) | 13% | (16) | 31% | (40) | 52% | (66) | 128 |
| #1 Issue: Other | 2% | (2) | 8% | (9) | 20% | (21) | 70% | (77) | 109 |
| 2020 Vote: Joe Biden | 5% | (47) | 13% | (125) | 17% | (166) | 65% | (616) | 953 |
| 2020 Vote: Donald Trump | 4% | (31) | 11% | (83) | 19% | (140) | 66% | (496) | 750 |
| 2020 Vote: Other | 5% | (3) | 14% | (9) | 18% | (11) | 63% | (38) | 61 |
| 2020 Vote: Didn't Vote | 1% | (3) | 8% | (34) | 20% | (91) | 71% | (318) | 446 |
| 2018 House Vote: Democrat | 4% | (33) | 13% | (103) | 17% | (132) | 65% | (498) | 765 |
| 2018 House Vote: Republican | 5% | (30) | 11% | (70) | 17% | (104) | 67% | (413) | 617 |
| 2018 House Vote: Someone else | 3% | (2) | 9% | (5) | 22% | (11) | 66% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 4% | (27) | 14% | (93) | 16% | (106) | 67% | (456) | 682 |
| 2016 Vote: Donald Trump | 4% | (27) | 12% | (81) | 18% | (126) | 66% | (461) | 695 |
| 2016 Vote: Other | 7% | (8) | 13% | (15) | 22% | (25) | 59% | (68) | 116 |
| 2016 Vote: Didn't Vote | 3% | (22) | 9% | (61) | 21% | (150) | 67% | (483) | 717 |

Continued on next page

**Table MCFI4_2:** *How familiar are you with the following terms, if at all?*
*ESG ratings*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 11% | (251) | 18% | (407) | 66% | (1469) | 2211 |
| Voted in 2014: Yes | 4% | (53) | 13% | (168) | 18% | (220) | 65% | (813) | 1253 |
| Voted in 2014: No | 3% | (31) | 9% | (83) | 20% | (187) | 69% | (657) | 958 |
| 4-Region: Northeast | 4% | (15) | 12% | (45) | 16% | (63) | 68% | (261) | 383 |
| 4-Region: Midwest | 5% | (21) | 10% | (47) | 16% | (74) | 69% | (314) | 457 |
| 4-Region: South | 3% | (27) | 12% | (102) | 20% | (167) | 65% | (548) | 845 |
| 4-Region: West | 4% | (21) | 11% | (56) | 19% | (103) | 66% | (346) | 527 |

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

**Table MCFI4_3:** *How familiar are you with the following terms, if at all?*
*Greenwashing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 9% | (196) | 17% | (374) | 70% | (1558) | 2211 |
| Gender: Male | 5% | (53) | 11% | (116) | 20% | (217) | 64% | (683) | 1068 |
| Gender: Female | 3% | (31) | 7% | (80) | 14% | (157) | 77% | (875) | 1143 |
| Age: 18-34 | 8% | (51) | 15% | (94) | 23% | (146) | 55% | (352) | 642 |
| Age: 35-44 | 5% | (19) | 9% | (34) | 18% | (64) | 68% | (248) | 366 |
| Age: 45-64 | 2% | (14) | 8% | (56) | 15% | (107) | 75% | (537) | 714 |
| Age: 65+ | — | (0) | 2% | (12) | 12% | (56) | 86% | (421) | 489 |
| GenZers: 1997-2012 | 6% | (15) | 15% | (34) | 22% | (50) | 57% | (129) | 228 |
| Millennials: 1981-1996 | 7% | (50) | 12% | (82) | 21% | (141) | 60% | (408) | 681 |
| GenXers: 1965-1980 | 3% | (16) | 9% | (43) | 17% | (82) | 72% | (356) | 497 |
| Baby Boomers: 1946-1964 | — | (4) | 5% | (36) | 13% | (93) | 82% | (598) | 731 |
| PID: Dem (no lean) | 5% | (41) | 12% | (98) | 18% | (156) | 65% | (554) | 849 |
| PID: Ind (no lean) | 3% | (22) | 7% | (47) | 16% | (108) | 74% | (508) | 684 |
| PID: Rep (no lean) | 3% | (22) | 8% | (51) | 16% | (110) | 73% | (495) | 678 |
| PID/Gender: Dem Men | 7% | (26) | 15% | (58) | 20% | (77) | 58% | (221) | 382 |
| PID/Gender: Dem Women | 3% | (14) | 9% | (40) | 17% | (79) | 71% | (333) | 467 |
| PID/Gender: Ind Men | 3% | (11) | 7% | (25) | 21% | (68) | 69% | (228) | 332 |
| PID/Gender: Ind Women | 3% | (11) | 6% | (22) | 11% | (39) | 79% | (280) | 353 |
| PID/Gender: Rep Men | 5% | (17) | 9% | (33) | 20% | (71) | 66% | (233) | 354 |
| PID/Gender: Rep Women | 2% | (5) | 6% | (18) | 12% | (39) | 81% | (262) | 323 |
| Ideo: Liberal (1-3) | 7% | (43) | 12% | (79) | 20% | (132) | 61% | (398) | 651 |
| Ideo: Moderate (4) | 3% | (23) | 10% | (71) | 16% | (110) | 71% | (491) | 695 |
| Ideo: Conservative (5-7) | 2% | (16) | 6% | (45) | 16% | (117) | 76% | (551) | 729 |
| Educ: < College | 3% | (44) | 7% | (104) | 17% | (243) | 73% | (1047) | 1438 |
| Educ: Bachelors degree | 5% | (23) | 12% | (59) | 16% | (81) | 67% | (328) | 491 |
| Educ: Post-grad | 6% | (17) | 12% | (33) | 18% | (50) | 65% | (182) | 282 |
| Income: Under 50k | 3% | (37) | 7% | (78) | 15% | (181) | 75% | (881) | 1177 |
| Income: 50k-100k | 5% | (33) | 10% | (67) | 18% | (126) | 68% | (472) | 698 |
| Income: 100k+ | 4% | (15) | 15% | (50) | 20% | (67) | 61% | (204) | 336 |
| Ethnicity: White | 4% | (62) | 8% | (145) | 16% | (278) | 72% | (1226) | 1712 |
| Ethnicity: Hispanic | 5% | (20) | 14% | (54) | 25% | (92) | 56% | (208) | 374 |

Continued on next page

**Table MCFI4_3:** *How familiar are you with the following terms, if at all?*
*Greenwashing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 9% | (196) | 17% | (374) | 70% | (1558) | 2211 |
| Ethnicity: Black | 4% | (12) | 11% | (30) | 16% | (46) | 69% | (194) | 282 |
| Ethnicity: Other | 4% | (10) | 9% | (20) | 23% | (50) | 63% | (137) | 217 |
| All Christian | 3% | (32) | 8% | (82) | 16% | (155) | 73% | (715) | 985 |
| All Non-Christian | 7% | (8) | 14% | (16) | 21% | (24) | 59% | (67) | 114 |
| Atheist | 7% | (7) | 12% | (14) | 18% | (20) | 63% | (70) | 111 |
| Agnostic/Nothing in particular | 5% | (30) | 11% | (69) | 15% | (94) | 70% | (447) | 641 |
| Something Else | 2% | (7) | 4% | (14) | 22% | (81) | 72% | (258) | 360 |
| Religious Non-Protestant/Catholic | 6% | (8) | 11% | (16) | 18% | (26) | 65% | (92) | 141 |
| Evangelical | 4% | (20) | 8% | (44) | 18% | (100) | 70% | (388) | 551 |
| Non-Evangelical | 3% | (19) | 6% | (49) | 17% | (130) | 74% | (553) | 750 |
| Community: Urban | 8% | (49) | 12% | (71) | 16% | (96) | 65% | (396) | 612 |
| Community: Suburban | 3% | (32) | 9% | (100) | 17% | (178) | 70% | (739) | 1049 |
| Community: Rural | — | (3) | 5% | (25) | 18% | (99) | 77% | (423) | 550 |
| Employ: Private Sector | 6% | (43) | 13% | (102) | 20% | (150) | 61% | (462) | 758 |
| Employ: Government | 4% | (4) | 17% | (19) | 14% | (15) | 66% | (71) | 108 |
| Employ: Self-Employed | 7% | (13) | 11% | (23) | 18% | (37) | 64% | (129) | 202 |
| Employ: Homemaker | 2% | (3) | 3% | (4) | 12% | (18) | 83% | (125) | 150 |
| Employ: Student | 7% | (5) | 17% | (11) | 24% | (16) | 52% | (36) | 68 |
| Employ: Retired | 1% | (3) | 3% | (16) | 12% | (66) | 85% | (481) | 566 |
| Employ: Unemployed | 4% | (10) | 6% | (14) | 20% | (50) | 70% | (176) | 250 |
| Employ: Other | 3% | (3) | 6% | (6) | 19% | (21) | 72% | (78) | 108 |
| Military HH: Yes | 1% | (4) | 5% | (17) | 14% | (45) | 79% | (253) | 319 |
| Military HH: No | 4% | (80) | 9% | (178) | 17% | (328) | 69% | (1305) | 1892 |
| RD/WT: Right Direction | 6% | (39) | 12% | (81) | 19% | (126) | 63% | (423) | 669 |
| RD/WT: Wrong Track | 3% | (46) | 7% | (114) | 16% | (248) | 74% | (1135) | 1542 |
| Biden Job Approve | 5% | (51) | 12% | (112) | 17% | (161) | 66% | (633) | 956 |
| Biden Job Disapprove | 3% | (31) | 7% | (76) | 18% | (204) | 73% | (853) | 1164 |

Continued on next page

**Table MCFI4_3:** *How familiar are you with the following terms, if at all?*
*Greenwashing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 9% | (196) | 17% | (374) | 70% | (1558) | 2211 |
| Biden Job Strongly Approve | 7% | (28) | 12% | (48) | 17% | (66) | 64% | (249) | 390 |
| Biden Job Somewhat Approve | 4% | (23) | 11% | (64) | 17% | (96) | 68% | (384) | 566 |
| Biden Job Somewhat Disapprove | 1% | (4) | 9% | (30) | 25% | (80) | 65% | (209) | 323 |
| Biden Job Strongly Disapprove | 3% | (27) | 6% | (46) | 15% | (124) | 77% | (644) | 841 |
| Favorable of Biden | 6% | (53) | 11% | (108) | 16% | (156) | 67% | (643) | 960 |
| Unfavorable of Biden | 3% | (31) | 7% | (82) | 18% | (206) | 73% | (854) | 1172 |
| Very Favorable of Biden | 7% | (30) | 11% | (43) | 16% | (65) | 66% | (263) | 401 |
| Somewhat Favorable of Biden | 4% | (24) | 12% | (65) | 16% | (90) | 68% | (379) | 558 |
| Somewhat Unfavorable of Biden | 2% | (7) | 9% | (25) | 27% | (77) | 62% | (181) | 290 |
| Very Unfavorable of Biden | 3% | (24) | 6% | (56) | 15% | (129) | 76% | (673) | 883 |
| #1 Issue: Economy | 4% | (38) | 9% | (82) | 16% | (153) | 71% | (680) | 953 |
| #1 Issue: Security | 1% | (4) | 6% | (16) | 19% | (46) | 73% | (180) | 246 |
| #1 Issue: Health Care | 10% | (14) | 11% | (16) | 22% | (32) | 57% | (82) | 145 |
| #1 Issue: Medicare / Social Security | 3% | (8) | 3% | (6) | 9% | (20) | 85% | (195) | 229 |
| #1 Issue: Women's Issues | 3% | (11) | 13% | (43) | 15% | (48) | 68% | (220) | 322 |
| #1 Issue: Education | 5% | (4) | 11% | (9) | 31% | (25) | 53% | (42) | 80 |
| #1 Issue: Energy | 4% | (5) | 14% | (18) | 28% | (36) | 53% | (68) | 128 |
| #1 Issue: Other | 1% | (1) | 5% | (6) | 12% | (13) | 82% | (90) | 109 |
| 2020 Vote: Joe Biden | 6% | (53) | 11% | (101) | 16% | (155) | 68% | (644) | 953 |
| 2020 Vote: Donald Trump | 3% | (20) | 8% | (59) | 17% | (131) | 72% | (540) | 750 |
| 2020 Vote: Other | 2% | (1) | 6% | (4) | 17% | (11) | 74% | (46) | 61 |
| 2020 Vote: Didn't Vote | 2% | (10) | 7% | (32) | 17% | (77) | 73% | (328) | 446 |
| 2018 House Vote: Democrat | 5% | (38) | 10% | (80) | 17% | (127) | 68% | (520) | 765 |
| 2018 House Vote: Republican | 3% | (20) | 8% | (47) | 16% | (100) | 73% | (451) | 617 |
| 2018 House Vote: Someone else | 1% | (1) | — | (0) | 23% | (11) | 76% | (38) | 50 |
| 2016 Vote: Hillary Clinton | 5% | (34) | 11% | (72) | 15% | (102) | 69% | (473) | 682 |
| 2016 Vote: Donald Trump | 2% | (17) | 8% | (55) | 17% | (117) | 73% | (506) | 695 |
| 2016 Vote: Other | 5% | (6) | 5% | (5) | 17% | (19) | 73% | (85) | 116 |
| 2016 Vote: Didn't Vote | 4% | (26) | 9% | (63) | 19% | (135) | 69% | (491) | 717 |

Continued on next page

**Table MCFI4_3:** *How familiar are you with the following terms, if at all?*
*Greenwashing*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 4% | (84) | 9% | (196) | 17% | (374) | 70% | (1558) | 2211 |
| Voted in 2014: Yes | 4% | (48) | 8% | (106) | 17% | (213) | 71% | (886) | 1253 |
| Voted in 2014: No | 4% | (37) | 9% | (89) | 17% | (161) | 70% | (671) | 958 |
| 4-Region: Northeast | 5% | (19) | 9% | (34) | 15% | (56) | 72% | (274) | 383 |
| 4-Region: Midwest | 2% | (8) | 9% | (43) | 16% | (74) | 73% | (332) | 457 |
| 4-Region: South | 4% | (31) | 9% | (74) | 17% | (147) | 70% | (593) | 845 |
| 4-Region: West | 5% | (27) | 9% | (45) | 19% | (98) | 68% | (358) | 527 |

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

**Table MCFI4_4:** *How familiar are you with the following terms, if at all?*
*Sustainable lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (109) | 16% | (346) | 23% | (509) | 56% | (1247) | 2211 |
| Gender: Male | 7% | (76) | 20% | (214) | 24% | (252) | 49% | (526) | 1068 |
| Gender: Female | 3% | (33) | 12% | (132) | 22% | (257) | 63% | (721) | 1143 |
| Age: 18-34 | 11% | (68) | 19% | (125) | 28% | (178) | 42% | (271) | 642 |
| Age: 35-44 | 7% | (25) | 18% | (64) | 27% | (99) | 49% | (178) | 366 |
| Age: 45-64 | 2% | (15) | 16% | (115) | 20% | (144) | 62% | (440) | 714 |
| Age: 65+ | — | (1) | 9% | (42) | 18% | (87) | 73% | (359) | 489 |
| GenZers: 1997-2012 | 9% | (20) | 21% | (47) | 29% | (65) | 42% | (96) | 228 |
| Millennials: 1981-1996 | 10% | (67) | 19% | (127) | 26% | (180) | 45% | (307) | 681 |
| GenXers: 1965-1980 | 4% | (19) | 16% | (78) | 23% | (116) | 57% | (284) | 497 |
| Baby Boomers: 1946-1964 | — | (3) | 12% | (88) | 19% | (138) | 69% | (501) | 731 |
| PID: Dem (no lean) | 7% | (58) | 17% | (148) | 22% | (189) | 53% | (454) | 849 |
| PID: Ind (no lean) | 4% | (27) | 14% | (98) | 24% | (168) | 57% | (391) | 684 |
| PID: Rep (no lean) | 3% | (24) | 15% | (100) | 22% | (152) | 59% | (403) | 678 |
| PID/Gender: Dem Men | 13% | (49) | 21% | (81) | 21% | (81) | 45% | (172) | 382 |
| PID/Gender: Dem Women | 2% | (10) | 14% | (67) | 23% | (108) | 60% | (281) | 467 |
| PID/Gender: Ind Men | 4% | (12) | 19% | (63) | 26% | (87) | 51% | (170) | 332 |
| PID/Gender: Ind Women | 4% | (15) | 10% | (35) | 23% | (81) | 63% | (221) | 353 |
| PID/Gender: Rep Men | 4% | (16) | 20% | (71) | 24% | (84) | 52% | (183) | 354 |
| PID/Gender: Rep Women | 2% | (8) | 9% | (29) | 21% | (67) | 68% | (219) | 323 |
| Ideo: Liberal (1-3) | 8% | (52) | 17% | (111) | 27% | (176) | 48% | (313) | 651 |
| Ideo: Moderate (4) | 5% | (34) | 17% | (120) | 22% | (155) | 56% | (386) | 695 |
| Ideo: Conservative (5-7) | 3% | (19) | 15% | (109) | 21% | (155) | 61% | (445) | 729 |
| Educ: < College | 4% | (58) | 13% | (190) | 23% | (338) | 59% | (852) | 1438 |
| Educ: Bachelors degree | 6% | (30) | 19% | (95) | 24% | (117) | 51% | (249) | 491 |
| Educ: Post-grad | 7% | (21) | 21% | (61) | 19% | (54) | 52% | (147) | 282 |
| Income: Under 50k | 4% | (43) | 13% | (148) | 23% | (271) | 61% | (715) | 1177 |
| Income: 50k-100k | 6% | (39) | 17% | (120) | 23% | (161) | 54% | (378) | 698 |
| Income: 100k+ | 8% | (27) | 23% | (78) | 23% | (77) | 46% | (154) | 336 |
| Ethnicity: White | 4% | (72) | 15% | (249) | 23% | (396) | 58% | (995) | 1712 |
| Ethnicity: Hispanic | 11% | (40) | 17% | (63) | 26% | (96) | 47% | (176) | 374 |

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**Table MCFI4_4:** *How familiar are you with the following terms, if at all?*
*Sustainable lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (109) | 16% | (346) | 23% | (509) | 56% | (1247) | 2211 |
| Ethnicity: Black | 7% | (20) | 23% | (64) | 19% | (55) | 51% | (143) | 282 |
| Ethnicity: Other | 8% | (17) | 15% | (32) | 27% | (58) | 51% | (110) | 217 |
| All Christian | 5% | (48) | 14% | (140) | 23% | (222) | 58% | (575) | 985 |
| All Non-Christian | 9% | (10) | 22% | (25) | 17% | (19) | 52% | (60) | 114 |
| Atheist | 6% | (7) | 17% | (19) | 27% | (30) | 49% | (54) | 111 |
| Agnostic/Nothing in particular | 5% | (33) | 15% | (95) | 23% | (148) | 57% | (365) | 641 |
| Something Else | 3% | (12) | 18% | (66) | 25% | (88) | 54% | (194) | 360 |
| Religious Non-Protestant/Catholic | 7% | (10) | 19% | (27) | 20% | (28) | 54% | (76) | 141 |
| Evangelical | 7% | (37) | 18% | (98) | 20% | (108) | 56% | (307) | 551 |
| Non-Evangelical | 3% | (20) | 14% | (105) | 25% | (187) | 58% | (438) | 750 |
| Community: Urban | 9% | (56) | 14% | (84) | 26% | (158) | 51% | (314) | 612 |
| Community: Suburban | 4% | (39) | 17% | (183) | 21% | (224) | 58% | (604) | 1049 |
| Community: Rural | 3% | (14) | 14% | (79) | 23% | (127) | 60% | (330) | 550 |
| Employ: Private Sector | 8% | (64) | 23% | (174) | 23% | (176) | 45% | (343) | 758 |
| Employ: Government | 4% | (4) | 20% | (21) | 27% | (29) | 50% | (54) | 108 |
| Employ: Self-Employed | 10% | (21) | 16% | (33) | 28% | (57) | 45% | (92) | 202 |
| Employ: Homemaker | — | (0) | 9% | (14) | 14% | (21) | 76% | (115) | 150 |
| Employ: Student | 6% | (4) | 22% | (15) | 23% | (16) | 49% | (33) | 68 |
| Employ: Retired | — | (2) | 8% | (47) | 19% | (106) | 73% | (411) | 566 |
| Employ: Unemployed | 4% | (11) | 11% | (27) | 30% | (76) | 54% | (136) | 250 |
| Employ: Other | 3% | (3) | 13% | (15) | 25% | (27) | 58% | (63) | 108 |
| Military HH: Yes | 2% | (7) | 15% | (48) | 20% | (63) | 63% | (201) | 319 |
| Military HH: No | 5% | (102) | 16% | (298) | 24% | (446) | 55% | (1046) | 1892 |
| RD/WT: Right Direction | 9% | (63) | 18% | (120) | 22% | (149) | 50% | (337) | 669 |
| RD/WT: Wrong Track | 3% | (46) | 15% | (226) | 23% | (359) | 59% | (911) | 1542 |
| Biden Job Approve | 7% | (67) | 17% | (162) | 23% | (221) | 53% | (507) | 956 |
| Biden Job Disapprove | 3% | (35) | 15% | (176) | 24% | (274) | 58% | (679) | 1164 |

Continued on next page

**Table MCFI4_4:** *How familiar are you with the following terms, if at all?*
*Sustainable lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (109) | 16% | (346) | 23% | (509) | 56% | (1247) | 2211 |
| Biden Job Strongly Approve | 11% | (41) | 14% | (54) | 23% | (88) | 53% | (207) | 390 |
| Biden Job Somewhat Approve | 5% | (26) | 19% | (108) | 23% | (133) | 53% | (300) | 566 |
| Biden Job Somewhat Disapprove | 4% | (12) | 16% | (51) | 32% | (104) | 48% | (156) | 323 |
| Biden Job Strongly Disapprove | 3% | (23) | 15% | (125) | 20% | (170) | 62% | (524) | 841 |
| Favorable of Biden | 6% | (60) | 16% | (152) | 23% | (223) | 55% | (524) | 960 |
| Unfavorable of Biden | 4% | (44) | 16% | (183) | 23% | (274) | 57% | (672) | 1172 |
| Very Favorable of Biden | 10% | (39) | 16% | (64) | 21% | (85) | 53% | (213) | 401 |
| Somewhat Favorable of Biden | 4% | (22) | 16% | (88) | 25% | (138) | 56% | (310) | 558 |
| Somewhat Unfavorable of Biden | 8% | (22) | 16% | (48) | 30% | (88) | 45% | (132) | 290 |
| Very Unfavorable of Biden | 2% | (22) | 15% | (136) | 21% | (186) | 61% | (540) | 883 |
| #1 Issue: Economy | 5% | (48) | 15% | (147) | 22% | (214) | 57% | (544) | 953 |
| #1 Issue: Security | 1% | (4) | 14% | (34) | 23% | (57) | 62% | (151) | 246 |
| #1 Issue: Health Care | 7% | (10) | 24% | (35) | 24% | (35) | 45% | (65) | 145 |
| #1 Issue: Medicare / Social Security | 4% | (8) | 10% | (22) | 19% | (42) | 68% | (156) | 229 |
| #1 Issue: Women's Issues | 6% | (19) | 15% | (50) | 25% | (81) | 53% | (172) | 322 |
| #1 Issue: Education | 12% | (9) | 18% | (14) | 29% | (23) | 41% | (33) | 80 |
| #1 Issue: Energy | 8% | (10) | 24% | (30) | 27% | (35) | 41% | (52) | 128 |
| #1 Issue: Other | — | (0) | 13% | (14) | 20% | (22) | 67% | (74) | 109 |
| 2020 Vote: Joe Biden | 7% | (70) | 16% | (152) | 23% | (217) | 54% | (515) | 953 |
| 2020 Vote: Donald Trump | 3% | (26) | 15% | (115) | 23% | (174) | 58% | (436) | 750 |
| 2020 Vote: Other | 1% | (0) | 24% | (15) | 19% | (12) | 56% | (35) | 61 |
| 2020 Vote: Didn't Vote | 3% | (14) | 14% | (65) | 24% | (106) | 59% | (262) | 446 |
| 2018 House Vote: Democrat | 7% | (56) | 17% | (131) | 22% | (170) | 53% | (408) | 765 |
| 2018 House Vote: Republican | 4% | (22) | 16% | (101) | 20% | (124) | 60% | (370) | 617 |
| 2018 House Vote: Someone else | 2% | (1) | 15% | (8) | 20% | (10) | 63% | (32) | 50 |
| 2016 Vote: Hillary Clinton | 6% | (42) | 16% | (112) | 21% | (142) | 57% | (387) | 682 |
| 2016 Vote: Donald Trump | 4% | (27) | 15% | (107) | 22% | (153) | 59% | (408) | 695 |
| 2016 Vote: Other | 7% | (8) | 16% | (18) | 22% | (25) | 55% | (64) | 116 |
| 2016 Vote: Didn't Vote | 5% | (33) | 15% | (107) | 26% | (188) | 54% | (388) | 717 |

Continued on next page

**Table MCFI4_4:** *How familiar are you with the following terms, if at all?*
*Sustainable lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (109) | 16% | (346) | 23% | (509) | 56% | (1247) | 2211 |
| Voted in 2014: Yes | 5% | (68) | 17% | (208) | 21% | (260) | 57% | (717) | 1253 |
| Voted in 2014: No | 4% | (41) | 14% | (137) | 26% | (249) | 55% | (531) | 958 |
| 4-Region: Northeast | 6% | (22) | 14% | (54) | 21% | (80) | 59% | (227) | 383 |
| 4-Region: Midwest | 6% | (25) | 14% | (66) | 24% | (109) | 56% | (257) | 457 |
| 4-Region: South | 5% | (40) | 18% | (156) | 21% | (180) | 55% | (469) | 845 |
| 4-Region: West | 4% | (22) | 13% | (70) | 27% | (140) | 56% | (295) | 527 |

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

**Table MCFI4_5:** *How familiar are you with the following terms, if at all?*
*Sustainable finance*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (114) | 18% | (390) | 22% | (481) | 55% | (1225) | 2211 |
| Gender: Male | 7% | (75) | 22% | (232) | 23% | (245) | 48% | (515) | 1068 |
| Gender: Female | 3% | (39) | 14% | (158) | 21% | (236) | 62% | (710) | 1143 |
| Age: 18-34 | 10% | (67) | 26% | (165) | 25% | (162) | 39% | (248) | 642 |
| Age: 35-44 | 7% | (27) | 22% | (79) | 24% | (87) | 47% | (172) | 366 |
| Age: 45-64 | 3% | (20) | 15% | (104) | 21% | (154) | 61% | (436) | 714 |
| Age: 65+ | — | (0) | 9% | (42) | 16% | (78) | 75% | (369) | 489 |
| GenZers: 1997-2012 | 7% | (16) | 29% | (66) | 23% | (53) | 40% | (92) | 228 |
| Millennials: 1981-1996 | 10% | (70) | 23% | (155) | 25% | (172) | 42% | (283) | 681 |
| GenXers: 1965-1980 | 4% | (21) | 18% | (89) | 21% | (105) | 57% | (282) | 497 |
| Baby Boomers: 1946-1964 | 1% | (6) | 10% | (71) | 19% | (140) | 70% | (513) | 731 |
| PID: Dem (no lean) | 6% | (54) | 21% | (175) | 21% | (175) | 52% | (445) | 849 |
| PID: Ind (no lean) | 4% | (29) | 17% | (118) | 22% | (152) | 56% | (385) | 684 |
| PID: Rep (no lean) | 5% | (31) | 14% | (96) | 23% | (154) | 58% | (396) | 678 |
| PID/Gender: Dem Men | 10% | (40) | 26% | (101) | 18% | (69) | 45% | (173) | 382 |
| PID/Gender: Dem Women | 3% | (14) | 16% | (75) | 23% | (106) | 58% | (272) | 467 |
| PID/Gender: Ind Men | 3% | (10) | 22% | (74) | 26% | (86) | 49% | (161) | 332 |
| PID/Gender: Ind Women | 5% | (19) | 12% | (44) | 19% | (65) | 64% | (224) | 353 |
| PID/Gender: Rep Men | 7% | (25) | 16% | (57) | 25% | (90) | 51% | (181) | 354 |
| PID/Gender: Rep Women | 2% | (6) | 12% | (39) | 20% | (64) | 66% | (214) | 323 |
| Ideo: Liberal (1-3) | 7% | (45) | 20% | (133) | 22% | (146) | 50% | (328) | 651 |
| Ideo: Moderate (4) | 5% | (35) | 20% | (140) | 22% | (151) | 53% | (369) | 695 |
| Ideo: Conservative (5-7) | 4% | (26) | 15% | (111) | 22% | (159) | 59% | (433) | 729 |
| Educ: < College | 4% | (64) | 16% | (230) | 21% | (308) | 58% | (836) | 1438 |
| Educ: Bachelors degree | 6% | (27) | 22% | (108) | 23% | (113) | 49% | (242) | 491 |
| Educ: Post-grad | 8% | (22) | 19% | (52) | 21% | (61) | 52% | (147) | 282 |
| Income: Under 50k | 4% | (51) | 14% | (169) | 21% | (248) | 60% | (709) | 1177 |
| Income: 50k-100k | 5% | (34) | 21% | (147) | 22% | (156) | 52% | (361) | 698 |
| Income: 100k+ | 9% | (29) | 22% | (74) | 23% | (78) | 46% | (155) | 336 |
| Ethnicity: White | 4% | (75) | 15% | (263) | 22% | (383) | 58% | (990) | 1712 |
| Ethnicity: Hispanic | 10% | (38) | 26% | (96) | 20% | (73) | 45% | (167) | 374 |

Continued on next page

**Table MCFI4_5:** *How familiar are you with the following terms, if at all?*
*Sustainable finance*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (114) | 18% | (390) | 22% | (481) | 55% | (1225) | 2211 |
| Ethnicity: Black | 7% | (21) | 28% | (79) | 19% | (55) | 45% | (128) | 282 |
| Ethnicity: Other | 8% | (18) | 22% | (48) | 20% | (44) | 50% | (108) | 217 |
| All Christian | 4% | (42) | 17% | (165) | 21% | (206) | 58% | (572) | 985 |
| All Non-Christian | 10% | (12) | 16% | (18) | 21% | (24) | 53% | (60) | 114 |
| Atheist | 6% | (6) | 25% | (28) | 25% | (28) | 44% | (49) | 111 |
| Agnostic/Nothing in particular | 5% | (33) | 19% | (120) | 19% | (123) | 57% | (365) | 641 |
| Something Else | 6% | (21) | 17% | (60) | 28% | (101) | 50% | (179) | 360 |
| Religious Non-Protestant/Catholic | 8% | (12) | 18% | (25) | 21% | (30) | 53% | (74) | 141 |
| Evangelical | 7% | (36) | 18% | (99) | 23% | (127) | 52% | (289) | 551 |
| Non-Evangelical | 3% | (24) | 15% | (114) | 23% | (171) | 59% | (441) | 750 |
| Community: Urban | 9% | (55) | 19% | (117) | 23% | (142) | 49% | (299) | 612 |
| Community: Suburban | 4% | (44) | 18% | (191) | 21% | (218) | 57% | (595) | 1049 |
| Community: Rural | 3% | (15) | 15% | (82) | 22% | (122) | 60% | (331) | 550 |
| Employ: Private Sector | 9% | (67) | 26% | (196) | 23% | (171) | 43% | (323) | 758 |
| Employ: Government | 4% | (4) | 22% | (23) | 25% | (28) | 49% | (53) | 108 |
| Employ: Self-Employed | 9% | (17) | 25% | (50) | 23% | (47) | 43% | (87) | 202 |
| Employ: Homemaker | — | (0) | 9% | (13) | 15% | (22) | 76% | (115) | 150 |
| Employ: Student | 7% | (5) | 27% | (18) | 22% | (15) | 43% | (29) | 68 |
| Employ: Retired | — | (2) | 8% | (48) | 17% | (94) | 75% | (422) | 566 |
| Employ: Unemployed | 5% | (13) | 13% | (33) | 28% | (70) | 54% | (135) | 250 |
| Employ: Other | 5% | (5) | 8% | (8) | 32% | (34) | 56% | (61) | 108 |
| Military HH: Yes | 2% | (8) | 16% | (50) | 17% | (53) | 65% | (209) | 319 |
| Military HH: No | 6% | (106) | 18% | (340) | 23% | (429) | 54% | (1017) | 1892 |
| RD/WT: Right Direction | 8% | (54) | 21% | (143) | 21% | (142) | 49% | (330) | 669 |
| RD/WT: Wrong Track | 4% | (60) | 16% | (247) | 22% | (340) | 58% | (895) | 1542 |
| Biden Job Approve | 6% | (62) | 20% | (196) | 21% | (199) | 52% | (500) | 956 |
| Biden Job Disapprove | 4% | (48) | 16% | (184) | 23% | (268) | 57% | (665) | 1164 |

Continued on next page

**Table MCFI4_5:** *How familiar are you with the following terms, if at all?*
*Sustainable finance*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (114) | 18% | (390) | 22% | (481) | 55% | (1225) | 2211 |
| Biden Job Strongly Approve | 9% | (36) | 16% | (62) | 22% | (85) | 53% | (208) | 390 |
| Biden Job Somewhat Approve | 5% | (26) | 24% | (134) | 20% | (114) | 52% | (292) | 566 |
| Biden Job Somewhat Disapprove | 4% | (13) | 18% | (59) | 27% | (88) | 50% | (162) | 323 |
| Biden Job Strongly Disapprove | 4% | (35) | 15% | (125) | 21% | (179) | 60% | (502) | 841 |
| Favorable of Biden | 6% | (59) | 19% | (179) | 21% | (205) | 54% | (517) | 960 |
| Unfavorable of Biden | 5% | (54) | 17% | (197) | 22% | (263) | 56% | (659) | 1172 |
| Very Favorable of Biden | 9% | (35) | 18% | (73) | 19% | (76) | 54% | (217) | 401 |
| Somewhat Favorable of Biden | 4% | (24) | 19% | (106) | 23% | (128) | 54% | (301) | 558 |
| Somewhat Unfavorable of Biden | 6% | (18) | 22% | (64) | 26% | (74) | 46% | (133) | 290 |
| Very Unfavorable of Biden | 4% | (36) | 15% | (132) | 21% | (189) | 60% | (525) | 883 |
| #1 Issue: Economy | 6% | (57) | 17% | (161) | 22% | (211) | 55% | (524) | 953 |
| #1 Issue: Security | 1% | (3) | 14% | (35) | 22% | (53) | 63% | (154) | 246 |
| #1 Issue: Health Care | 8% | (11) | 24% | (35) | 23% | (33) | 46% | (66) | 145 |
| #1 Issue: Medicare / Social Security | 4% | (10) | 8% | (19) | 15% | (35) | 72% | (165) | 229 |
| #1 Issue: Women's Issues | 6% | (18) | 20% | (64) | 21% | (69) | 53% | (171) | 322 |
| #1 Issue: Education | 7% | (6) | 32% | (26) | 33% | (26) | 27% | (22) | 80 |
| #1 Issue: Energy | 7% | (9) | 29% | (37) | 25% | (33) | 39% | (50) | 128 |
| #1 Issue: Other | — | (0) | 12% | (13) | 19% | (21) | 69% | (75) | 109 |
| 2020 Vote: Joe Biden | 7% | (64) | 18% | (174) | 21% | (197) | 54% | (519) | 953 |
| 2020 Vote: Donald Trump | 4% | (28) | 16% | (120) | 22% | (164) | 58% | (439) | 750 |
| 2020 Vote: Other | 4% | (2) | 20% | (12) | 20% | (12) | 56% | (34) | 61 |
| 2020 Vote: Didn't Vote | 4% | (20) | 19% | (84) | 24% | (108) | 52% | (234) | 446 |
| 2018 House Vote: Democrat | 7% | (53) | 19% | (147) | 21% | (159) | 53% | (406) | 765 |
| 2018 House Vote: Republican | 4% | (28) | 15% | (95) | 22% | (133) | 58% | (361) | 617 |
| 2018 House Vote: Someone else | — | (0) | 16% | (8) | 18% | (9) | 65% | (33) | 50 |
| 2016 Vote: Hillary Clinton | 6% | (41) | 17% | (118) | 19% | (131) | 57% | (392) | 682 |
| 2016 Vote: Donald Trump | 4% | (29) | 16% | (109) | 21% | (145) | 59% | (411) | 695 |
| 2016 Vote: Other | 5% | (6) | 16% | (19) | 27% | (31) | 52% | (60) | 116 |
| 2016 Vote: Didn't Vote | 5% | (38) | 20% | (145) | 24% | (174) | 50% | (360) | 717 |

Continued on next page

**Table MCFI4_5:** *How familiar are you with the following terms, if at all?*
*Sustainable finance*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (114) | 18% | (390) | 22% | (481) | 55% | (1225) | 2211 |
| Voted in 2014: Yes | 5% | (65) | 17% | (213) | 21% | (259) | 57% | (716) | 1253 |
| Voted in 2014: No | 5% | (49) | 19% | (177) | 23% | (222) | 53% | (509) | 958 |
| 4-Region: Northeast | 6% | (22) | 17% | (65) | 19% | (71) | 59% | (225) | 383 |
| 4-Region: Midwest | 4% | (19) | 17% | (78) | 21% | (94) | 58% | (265) | 457 |
| 4-Region: South | 6% | (49) | 19% | (161) | 21% | (181) | 54% | (454) | 845 |
| 4-Region: West | 5% | (24) | 16% | (86) | 26% | (135) | 53% | (282) | 527 |

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

**Table MCFI4_6:** *How familiar are you with the following terms, if at all?*
*Green lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (68) | 12% | (264) | 20% | (448) | 65% | (1432) | 2211 |
| Gender: Male | 5% | (50) | 16% | (175) | 23% | (242) | 56% | (601) | 1068 |
| Gender: Female | 2% | (18) | 8% | (89) | 18% | (206) | 73% | (831) | 1143 |
| Age: 18-34 | 7% | (44) | 15% | (97) | 26% | (167) | 52% | (335) | 642 |
| Age: 35-44 | 4% | (16) | 14% | (50) | 21% | (76) | 61% | (223) | 366 |
| Age: 45-64 | 1% | (8) | 12% | (87) | 20% | (141) | 67% | (479) | 714 |
| Age: 65+ | — | (0) | 6% | (29) | 13% | (64) | 81% | (395) | 489 |
| GenZers: 1997-2012 | 6% | (13) | 15% | (34) | 27% | (61) | 52% | (119) | 228 |
| Millennials: 1981-1996 | 6% | (43) | 14% | (94) | 23% | (160) | 56% | (385) | 681 |
| GenXers: 1965-1980 | 2% | (11) | 13% | (66) | 21% | (103) | 64% | (317) | 497 |
| Baby Boomers: 1946-1964 | — | (1) | 9% | (66) | 16% | (115) | 75% | (548) | 731 |
| PID: Dem (no lean) | 4% | (35) | 14% | (115) | 21% | (176) | 62% | (524) | 849 |
| PID: Ind (no lean) | 2% | (16) | 11% | (78) | 19% | (133) | 67% | (457) | 684 |
| PID: Rep (no lean) | 3% | (17) | 10% | (70) | 21% | (139) | 67% | (451) | 678 |
| PID/Gender: Dem Men | 6% | (24) | 20% | (76) | 23% | (88) | 51% | (195) | 382 |
| PID/Gender: Dem Women | 2% | (11) | 8% | (39) | 19% | (88) | 71% | (329) | 467 |
| PID/Gender: Ind Men | 3% | (9) | 18% | (58) | 20% | (67) | 59% | (197) | 332 |
| PID/Gender: Ind Women | 2% | (7) | 6% | (20) | 19% | (66) | 74% | (260) | 353 |
| PID/Gender: Rep Men | 5% | (17) | 11% | (41) | 25% | (87) | 59% | (209) | 354 |
| PID/Gender: Rep Women | — | (0) | 9% | (30) | 16% | (52) | 75% | (242) | 323 |
| Ideo: Liberal (1-3) | 5% | (34) | 14% | (89) | 23% | (148) | 58% | (380) | 651 |
| Ideo: Moderate (4) | 2% | (13) | 14% | (95) | 23% | (159) | 62% | (428) | 695 |
| Ideo: Conservative (5-7) | 3% | (18) | 11% | (78) | 17% | (121) | 70% | (511) | 729 |
| Educ: < College | 2% | (34) | 9% | (135) | 20% | (283) | 69% | (986) | 1438 |
| Educ: Bachelors degree | 3% | (17) | 18% | (86) | 21% | (104) | 58% | (285) | 491 |
| Educ: Post-grad | 6% | (17) | 15% | (43) | 22% | (61) | 57% | (161) | 282 |
| Income: Under 50k | 3% | (30) | 10% | (112) | 18% | (214) | 70% | (821) | 1177 |
| Income: 50k-100k | 3% | (22) | 13% | (91) | 23% | (159) | 61% | (426) | 698 |
| Income: 100k+ | 5% | (16) | 18% | (61) | 22% | (74) | 55% | (185) | 336 |
| Ethnicity: White | 3% | (49) | 12% | (198) | 19% | (330) | 66% | (1134) | 1712 |
| Ethnicity: Hispanic | 8% | (29) | 16% | (58) | 26% | (95) | 51% | (191) | 374 |

Continued on next page

**Table MCFI4_6:** *How familiar are you with the following terms, if at all?*
*Green lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (68) | 12% | (264) | 20% | (448) | 65% | (1432) | 2211 |
| Ethnicity: Black | 3% | (9) | 15% | (42) | 23% | (64) | 59% | (167) | 282 |
| Ethnicity: Other | 5% | (10) | 11% | (23) | 24% | (53) | 60% | (131) | 217 |
| All Christian | 3% | (27) | 12% | (117) | 18% | (180) | 67% | (661) | 985 |
| All Non-Christian | 6% | (7) | 20% | (22) | 17% | (19) | 57% | (65) | 114 |
| Atheist | 2% | (2) | 14% | (16) | 25% | (28) | 59% | (65) | 111 |
| Agnostic/Nothing in particular | 4% | (23) | 11% | (71) | 22% | (142) | 63% | (406) | 641 |
| Something Else | 3% | (9) | 11% | (38) | 22% | (78) | 65% | (234) | 360 |
| Religious Non-Protestant/Catholic | 5% | (7) | 16% | (22) | 16% | (22) | 63% | (89) | 141 |
| Evangelical | 4% | (22) | 11% | (63) | 20% | (109) | 65% | (358) | 551 |
| Non-Evangelical | 2% | (15) | 12% | (88) | 19% | (141) | 68% | (507) | 750 |
| Community: Urban | 7% | (42) | 14% | (89) | 20% | (121) | 59% | (360) | 612 |
| Community: Suburban | 2% | (21) | 13% | (135) | 19% | (201) | 66% | (691) | 1049 |
| Community: Rural | 1% | (4) | 7% | (40) | 23% | (125) | 69% | (381) | 550 |
| Employ: Private Sector | 4% | (33) | 19% | (147) | 24% | (178) | 53% | (399) | 758 |
| Employ: Government | 5% | (6) | 14% | (15) | 20% | (22) | 61% | (66) | 108 |
| Employ: Self-Employed | 7% | (15) | 12% | (24) | 25% | (50) | 56% | (112) | 202 |
| Employ: Homemaker | 1% | (1) | 2% | (3) | 13% | (19) | 84% | (127) | 150 |
| Employ: Student | — | (0) | 15% | (11) | 29% | (20) | 56% | (38) | 68 |
| Employ: Retired | 1% | (3) | 6% | (32) | 14% | (79) | 80% | (452) | 566 |
| Employ: Unemployed | 2% | (4) | 11% | (27) | 22% | (56) | 65% | (163) | 250 |
| Employ: Other | 5% | (6) | 4% | (4) | 22% | (23) | 69% | (75) | 108 |
| Military HH: Yes | 1% | (3) | 11% | (34) | 14% | (45) | 74% | (238) | 319 |
| Military HH: No | 3% | (65) | 12% | (230) | 21% | (403) | 63% | (1194) | 1892 |
| RD/WT: Right Direction | 6% | (39) | 15% | (102) | 21% | (140) | 58% | (388) | 669 |
| RD/WT: Wrong Track | 2% | (29) | 10% | (161) | 20% | (308) | 68% | (1043) | 1542 |
| Biden Job Approve | 4% | (43) | 14% | (135) | 20% | (193) | 61% | (586) | 956 |
| Biden Job Disapprove | 2% | (23) | 11% | (123) | 21% | (243) | 67% | (776) | 1164 |

Continued on next page

**Table MCFI4_6:** *How familiar are you with the following terms, if at all?*
*Green lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (68) | 12% | (264) | 20% | (448) | 65% | (1432) | 2211 |
| Biden Job Strongly Approve | 7% | (27) | 14% | (54) | 19% | (76) | 60% | (234) | 390 |
| Biden Job Somewhat Approve | 3% | (16) | 14% | (81) | 21% | (117) | 62% | (352) | 566 |
| Biden Job Somewhat Disapprove | 2% | (5) | 12% | (37) | 26% | (83) | 61% | (197) | 323 |
| Biden Job Strongly Disapprove | 2% | (18) | 10% | (85) | 19% | (160) | 69% | (579) | 841 |
| Favorable of Biden | 4% | (40) | 13% | (122) | 20% | (195) | 63% | (603) | 960 |
| Unfavorable of Biden | 2% | (28) | 11% | (132) | 21% | (241) | 66% | (771) | 1172 |
| Very Favorable of Biden | 7% | (26) | 14% | (56) | 19% | (78) | 60% | (241) | 401 |
| Somewhat Favorable of Biden | 2% | (13) | 12% | (66) | 21% | (117) | 65% | (362) | 558 |
| Somewhat Unfavorable of Biden | 3% | (10) | 15% | (44) | 23% | (66) | 59% | (170) | 290 |
| Very Unfavorable of Biden | 2% | (18) | 10% | (88) | 20% | (175) | 68% | (601) | 883 |
| #1 Issue: Economy | 3% | (27) | 13% | (126) | 19% | (182) | 65% | (618) | 953 |
| #1 Issue: Security | 2% | (4) | 10% | (24) | 23% | (56) | 66% | (162) | 246 |
| #1 Issue: Health Care | 6% | (9) | 15% | (22) | 27% | (40) | 51% | (74) | 145 |
| #1 Issue: Medicare / Social Security | 2% | (6) | 8% | (18) | 11% | (25) | 79% | (181) | 229 |
| #1 Issue: Women's Issues | 5% | (16) | 12% | (38) | 17% | (54) | 66% | (213) | 322 |
| #1 Issue: Education | 5% | (4) | 8% | (7) | 43% | (34) | 44% | (35) | 80 |
| #1 Issue: Energy | 1% | (2) | 17% | (21) | 30% | (39) | 52% | (66) | 128 |
| #1 Issue: Other | — | (0) | 8% | (9) | 17% | (19) | 75% | (82) | 109 |
| 2020 Vote: Joe Biden | 4% | (42) | 14% | (129) | 20% | (189) | 62% | (593) | 953 |
| 2020 Vote: Donald Trump | 2% | (16) | 11% | (85) | 21% | (156) | 66% | (494) | 750 |
| 2020 Vote: Other | 1% | (0) | 9% | (6) | 28% | (17) | 62% | (38) | 61 |
| 2020 Vote: Didn't Vote | 2% | (9) | 10% | (44) | 19% | (86) | 69% | (307) | 446 |
| 2018 House Vote: Democrat | 5% | (35) | 14% | (104) | 21% | (162) | 61% | (465) | 765 |
| 2018 House Vote: Republican | 2% | (15) | 13% | (81) | 19% | (117) | 66% | (404) | 617 |
| 2018 House Vote: Someone else | — | (0) | 6% | (3) | 24% | (12) | 70% | (35) | 50 |
| 2016 Vote: Hillary Clinton | 4% | (27) | 13% | (91) | 20% | (134) | 63% | (430) | 682 |
| 2016 Vote: Donald Trump | 2% | (15) | 12% | (84) | 19% | (134) | 66% | (462) | 695 |
| 2016 Vote: Other | 4% | (5) | 9% | (10) | 23% | (27) | 64% | (74) | 116 |
| 2016 Vote: Didn't Vote | 3% | (21) | 11% | (77) | 21% | (152) | 65% | (466) | 717 |

Continued on next page

**Table MCFI4_6:** *How familiar are you with the following terms, if at all?*
*Green lending*

| Demographic | Very familiar | | Somewhat familiar | | Not too familiar | | Not at all familiar | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 3% | (68) | 12% | (264) | 20% | (448) | 65% | (1432) | 2211 |
| Voted in 2014: Yes | 3% | (36) | 13% | (166) | 21% | (260) | 63% | (791) | 1253 |
| Voted in 2014: No | 3% | (32) | 10% | (98) | 20% | (187) | 67% | (641) | 958 |
| 4-Region: Northeast | 4% | (15) | 11% | (44) | 17% | (65) | 68% | (259) | 383 |
| 4-Region: Midwest | 2% | (7) | 14% | (65) | 18% | (80) | 67% | (304) | 457 |
| 4-Region: South | 3% | (26) | 12% | (98) | 22% | (183) | 64% | (538) | 845 |
| 4-Region: West | 4% | (20) | 11% | (56) | 23% | (119) | 63% | (331) | 527 |

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

**Table MCFI5:** *As you may know, greenwashing is an advertising practice employed by companies to make their goods and services appear more environmentally friendly than may actually be true. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments participate in greenwashing?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (119) | 20% | (435) | 20% | (439) | 10% | (230) | 45% | (988) | 2211 |
| Gender: Male | 6% | (69) | 23% | (244) | 21% | (226) | 9% | (97) | 40% | (432) | 1068 |
| Gender: Female | 4% | (50) | 17% | (191) | 19% | (212) | 12% | (133) | 49% | (556) | 1143 |
| Age: 18-34 | 9% | (59) | 27% | (176) | 21% | (138) | 10% | (62) | 32% | (207) | 642 |
| Age: 35-44 | 8% | (29) | 24% | (87) | 19% | (70) | 8% | (30) | 41% | (149) | 366 |
| Age: 45-64 | 4% | (25) | 17% | (121) | 20% | (144) | 12% | (85) | 47% | (339) | 714 |
| Age: 65+ | 1% | (5) | 10% | (51) | 18% | (86) | 11% | (54) | 60% | (293) | 489 |
| GenZers: 1997-2012 | 10% | (23) | 26% | (59) | 23% | (53) | 11% | (25) | 30% | (68) | 228 |
| Millennials: 1981-1996 | 8% | (57) | 27% | (181) | 20% | (136) | 9% | (59) | 36% | (248) | 681 |
| GenXers: 1965-1980 | 5% | (23) | 19% | (95) | 21% | (103) | 12% | (58) | 44% | (217) | 497 |
| Baby Boomers: 1946-1964 | 2% | (13) | 13% | (92) | 18% | (132) | 10% | (75) | 57% | (418) | 731 |
| PID: Dem (no lean) | 7% | (63) | 23% | (197) | 20% | (166) | 8% | (69) | 42% | (354) | 849 |
| PID: Ind (no lean) | 4% | (29) | 18% | (124) | 18% | (122) | 9% | (61) | 51% | (348) | 684 |
| PID: Rep (no lean) | 4% | (26) | 17% | (115) | 22% | (150) | 15% | (100) | 42% | (286) | 678 |
| PID/Gender: Dem Men | 9% | (34) | 26% | (98) | 19% | (72) | 5% | (21) | 41% | (158) | 382 |
| PID/Gender: Dem Women | 6% | (29) | 21% | (98) | 20% | (95) | 10% | (48) | 42% | (196) | 467 |
| PID/Gender: Ind Men | 5% | (15) | 22% | (75) | 18% | (61) | 9% | (29) | 46% | (152) | 332 |
| PID/Gender: Ind Women | 4% | (14) | 14% | (49) | 18% | (62) | 9% | (32) | 55% | (196) | 353 |
| PID/Gender: Rep Men | 5% | (19) | 20% | (71) | 27% | (94) | 13% | (47) | 34% | (122) | 354 |
| PID/Gender: Rep Women | 2% | (7) | 14% | (44) | 17% | (56) | 16% | (53) | 51% | (164) | 323 |
| Ideo: Liberal (1-3) | 8% | (52) | 28% | (181) | 19% | (123) | 7% | (47) | 38% | (248) | 651 |
| Ideo: Moderate (4) | 4% | (28) | 20% | (136) | 21% | (145) | 11% | (79) | 44% | (308) | 695 |
| Ideo: Conservative (5-7) | 4% | (33) | 15% | (108) | 21% | (151) | 14% | (101) | 46% | (336) | 729 |
| Educ: < College | 4% | (61) | 18% | (252) | 20% | (294) | 12% | (169) | 46% | (661) | 1438 |
| Educ: Bachelors degree | 6% | (31) | 25% | (121) | 20% | (96) | 8% | (37) | 42% | (205) | 491 |
| Educ: Post-grad | 9% | (26) | 22% | (62) | 17% | (48) | 8% | (24) | 43% | (122) | 282 |
| Income: Under 50k | 5% | (55) | 17% | (197) | 20% | (233) | 11% | (133) | 47% | (558) | 1177 |
| Income: 50k-100k | 5% | (33) | 23% | (158) | 20% | (141) | 10% | (68) | 43% | (298) | 698 |
| Income: 100k+ | 9% | (30) | 24% | (80) | 19% | (64) | 9% | (29) | 39% | (132) | 336 |
| Ethnicity: White | 5% | (83) | 18% | (303) | 21% | (354) | 11% | (181) | 46% | (791) | 1712 |

Continued on next page

**Table MCFI5:** *As you may know, greenwashing is an advertising practice employed by companies to make their goods and services appear more environmentally friendly than may actually be true. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments participate in greenwashing?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (119) | 20% | (435) | 20% | (439) | 10% | (230) | 45% | (988) | 2211 |
| Ethnicity: Hispanic | 7% | (24) | 29% | (107) | 23% | (85) | 6% | (23) | 36% | (135) | 374 |
| Ethnicity: Black | 9% | (25) | 23% | (65) | 12% | (33) | 14% | (39) | 42% | (120) | 282 |
| Ethnicity: Other | 5% | (11) | 31% | (67) | 24% | (52) | 4% | (10) | 36% | (78) | 217 |
| All Christian | 5% | (49) | 18% | (179) | 19% | (186) | 10% | (103) | 48% | (469) | 985 |
| All Non-Christian | 12% | (14) | 28% | (31) | 15% | (17) | 9% | (11) | 36% | (40) | 114 |
| Atheist | 5% | (6) | 30% | (33) | 21% | (23) | 7% | (8) | 37% | (42) | 111 |
| Agnostic/Nothing in particular | 5% | (34) | 21% | (133) | 21% | (132) | 12% | (74) | 42% | (269) | 641 |
| Something Else | 5% | (17) | 17% | (60) | 22% | (80) | 10% | (35) | 47% | (168) | 360 |
| Religious Non-Protestant/Catholic | 10% | (14) | 24% | (33) | 16% | (22) | 12% | (16) | 40% | (56) | 141 |
| Evangelical | 6% | (34) | 19% | (103) | 19% | (106) | 11% | (63) | 45% | (246) | 551 |
| Non-Evangelical | 4% | (30) | 17% | (129) | 21% | (154) | 9% | (69) | 49% | (368) | 750 |
| Community: Urban | 9% | (53) | 23% | (139) | 17% | (102) | 9% | (57) | 43% | (262) | 612 |
| Community: Suburban | 5% | (48) | 20% | (215) | 21% | (225) | 9% | (98) | 44% | (464) | 1049 |
| Community: Rural | 3% | (18) | 15% | (82) | 20% | (112) | 14% | (75) | 48% | (262) | 550 |
| Employ: Private Sector | 8% | (63) | 27% | (201) | 21% | (157) | 9% | (68) | 35% | (268) | 758 |
| Employ: Government | 8% | (8) | 30% | (32) | 17% | (19) | 7% | (8) | 38% | (41) | 108 |
| Employ: Self-Employed | 10% | (20) | 18% | (36) | 26% | (53) | 6% | (12) | 40% | (81) | 202 |
| Employ: Homemaker | 1% | (1) | 14% | (22) | 16% | (24) | 16% | (24) | 53% | (80) | 150 |
| Employ: Student | 3% | (2) | 25% | (17) | 17% | (12) | 7% | (5) | 47% | (32) | 68 |
| Employ: Retired | 2% | (11) | 10% | (58) | 18% | (101) | 13% | (71) | 57% | (325) | 566 |
| Employ: Unemployed | 4% | (11) | 17% | (42) | 22% | (56) | 12% | (30) | 44% | (111) | 250 |
| Employ: Other | 2% | (2) | 24% | (26) | 16% | (17) | 12% | (13) | 46% | (50) | 108 |
| Military HH: Yes | 4% | (13) | 15% | (47) | 20% | (63) | 12% | (40) | 49% | (157) | 319 |
| Military HH: No | 6% | (106) | 21% | (389) | 20% | (376) | 10% | (191) | 44% | (831) | 1892 |
| RD/WT: Right Direction | 8% | (54) | 24% | (163) | 18% | (121) | 8% | (54) | 41% | (277) | 669 |
| RD/WT: Wrong Track | 4% | (65) | 18% | (272) | 21% | (318) | 11% | (176) | 46% | (711) | 1542 |
| Biden Job Approve | 7% | (68) | 24% | (230) | 19% | (178) | 8% | (81) | 42% | (399) | 956 |
| Biden Job Disapprove | 4% | (45) | 17% | (197) | 21% | (244) | 12% | (145) | 46% | (533) | 1164 |

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**Table MCFI5:** *As you may know, greenwashing is an advertising practice employed by companies to make their goods and services appear more environmentally friendly than may actually be true. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments participate in greenwashing?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (119) | 20% | (435) | 20% | (439) | 10% | (230) | 45% | (988) | 2211 |
| Biden Job Strongly Approve | 11% | (42) | 24% | (92) | 16% | (62) | 10% | (38) | 40% | (157) | 390 |
| Biden Job Somewhat Approve | 5% | (27) | 24% | (138) | 21% | (116) | 8% | (43) | 43% | (242) | 566 |
| Biden Job Somewhat Disapprove | 2% | (6) | 20% | (66) | 23% | (73) | 8% | (26) | 47% | (153) | 323 |
| Biden Job Strongly Disapprove | 5% | (39) | 16% | (132) | 20% | (171) | 14% | (119) | 45% | (381) | 841 |
| Favorable of Biden | 7% | (63) | 24% | (234) | 18% | (174) | 8% | (80) | 43% | (409) | 960 |
| Unfavorable of Biden | 4% | (51) | 17% | (194) | 21% | (251) | 12% | (143) | 45% | (532) | 1172 |
| Very Favorable of Biden | 10% | (41) | 26% | (103) | 16% | (64) | 9% | (38) | 39% | (156) | 401 |
| Somewhat Favorable of Biden | 4% | (23) | 23% | (131) | 20% | (110) | 8% | (42) | 45% | (253) | 558 |
| Somewhat Unfavorable of Biden | 4% | (13) | 18% | (53) | 23% | (66) | 9% | (25) | 46% | (133) | 290 |
| Very Unfavorable of Biden | 4% | (39) | 16% | (142) | 21% | (185) | 13% | (118) | 45% | (400) | 883 |
| #1 Issue: Economy | 6% | (55) | 22% | (207) | 19% | (184) | 10% | (95) | 43% | (411) | 953 |
| #1 Issue: Security | 4% | (11) | 13% | (32) | 20% | (48) | 14% | (34) | 49% | (120) | 246 |
| #1 Issue: Health Care | 10% | (14) | 24% | (34) | 25% | (36) | 8% | (11) | 34% | (49) | 145 |
| #1 Issue: Medicare / Social Security | 2% | (4) | 10% | (24) | 17% | (40) | 12% | (28) | 58% | (133) | 229 |
| #1 Issue: Women's Issues | 7% | (21) | 21% | (68) | 22% | (70) | 8% | (27) | 42% | (136) | 322 |
| #1 Issue: Education | 5% | (4) | 22% | (18) | 26% | (21) | 10% | (8) | 37% | (30) | 80 |
| #1 Issue: Energy | 5% | (6) | 27% | (34) | 20% | (26) | 10% | (13) | 38% | (49) | 128 |
| #1 Issue: Other | 3% | (4) | 17% | (18) | 13% | (14) | 11% | (12) | 56% | (61) | 109 |
| 2020 Vote: Joe Biden | 8% | (72) | 23% | (220) | 19% | (178) | 8% | (75) | 43% | (409) | 953 |
| 2020 Vote: Donald Trump | 4% | (26) | 18% | (133) | 20% | (154) | 14% | (106) | 44% | (331) | 750 |
| 2020 Vote: Other | 6% | (4) | 14% | (9) | 26% | (16) | 7% | (4) | 47% | (29) | 61 |
| 2020 Vote: Didn't Vote | 4% | (17) | 17% | (74) | 21% | (91) | 10% | (45) | 49% | (219) | 446 |
| 2018 House Vote: Democrat | 8% | (62) | 23% | (179) | 19% | (144) | 8% | (60) | 42% | (320) | 765 |
| 2018 House Vote: Republican | 4% | (26) | 17% | (107) | 21% | (128) | 14% | (83) | 44% | (271) | 617 |
| 2018 House Vote: Someone else | 4% | (2) | 6% | (3) | 23% | (12) | 10% | (5) | 56% | (28) | 50 |
| 2016 Vote: Hillary Clinton | 7% | (44) | 23% | (158) | 18% | (125) | 8% | (57) | 44% | (298) | 682 |
| 2016 Vote: Donald Trump | 4% | (28) | 17% | (120) | 20% | (141) | 13% | (88) | 46% | (319) | 695 |
| 2016 Vote: Other | 8% | (10) | 16% | (19) | 21% | (25) | 10% | (11) | 45% | (52) | 116 |
| 2016 Vote: Didn't Vote | 5% | (36) | 19% | (140) | 21% | (148) | 10% | (74) | 45% | (320) | 717 |

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**Table MCFI5:** *As you may know, greenwashing is an advertising practice employed by companies to make their goods and services appear more environmentally friendly than may actually be true. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments participate in greenwashing?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 5% | (119) | 20% | (435) | 20% | (439) | 10% | (230) | 45% | (988) | 2211 |
| Voted in 2014: Yes | 5% | (69) | 20% | (253) | 19% | (236) | 11% | (134) | 45% | (562) | 1253 |
| Voted in 2014: No | 5% | (50) | 19% | (183) | 21% | (202) | 10% | (97) | 45% | (426) | 958 |
| 4-Region: Northeast | 4% | (15) | 22% | (83) | 18% | (67) | 9% | (35) | 48% | (183) | 383 |
| 4-Region: Midwest | 4% | (16) | 19% | (88) | 21% | (97) | 11% | (50) | 45% | (205) | 457 |
| 4-Region: South | 6% | (52) | 18% | (152) | 20% | (166) | 11% | (92) | 45% | (381) | 845 |
| 4-Region: West | 7% | (35) | 21% | (111) | 21% | (108) | 10% | (53) | 42% | (219) | 527 |

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

**Table MCFI6:** *As you may know, ESG (Environmental, Social, and Governance) criteria are a set of standards for a company's behavior used to measure the social and environmental impact of banking and investments. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments offer banking and investments that follow ESG criteria?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 6% | (127) | 23% | (503) | 16% | (359) | 6% | (133) | 49% | (1090) | 2211 |
| Gender: Male | 8% | (85) | 25% | (271) | 18% | (189) | 6% | (62) | 43% | (461) | 1068 |
| Gender: Female | 4% | (42) | 20% | (232) | 15% | (169) | 6% | (71) | 55% | (629) | 1143 |
| Age: 18-34 | 10% | (61) | 31% | (198) | 19% | (124) | 6% | (38) | 34% | (221) | 642 |
| Age: 35-44 | 8% | (30) | 25% | (90) | 18% | (67) | 7% | (24) | 42% | (155) | 366 |
| Age: 45-64 | 3% | (24) | 19% | (133) | 16% | (112) | 6% | (45) | 56% | (400) | 714 |
| Age: 65+ | 3% | (12) | 17% | (81) | 12% | (56) | 5% | (25) | 64% | (313) | 489 |
| GenZers: 1997-2012 | 9% | (19) | 37% | (84) | 19% | (43) | 7% | (16) | 29% | (66) | 228 |
| Millennials: 1981-1996 | 9% | (60) | 27% | (183) | 19% | (130) | 6% | (41) | 39% | (268) | 681 |
| GenXers: 1965-1980 | 5% | (23) | 22% | (108) | 17% | (85) | 7% | (34) | 50% | (247) | 497 |
| Baby Boomers: 1946-1964 | 3% | (25) | 16% | (115) | 13% | (92) | 5% | (36) | 63% | (463) | 731 |
| PID: Dem (no lean) | 7% | (61) | 27% | (230) | 16% | (134) | 5% | (42) | 45% | (382) | 849 |
| PID: Ind (no lean) | 3% | (23) | 19% | (131) | 16% | (109) | 5% | (36) | 56% | (385) | 684 |
| PID: Rep (no lean) | 6% | (43) | 21% | (141) | 17% | (116) | 8% | (54) | 48% | (323) | 678 |
| PID/Gender: Dem Men | 10% | (38) | 28% | (109) | 16% | (62) | 4% | (17) | 41% | (157) | 382 |
| PID/Gender: Dem Women | 5% | (23) | 26% | (121) | 15% | (72) | 5% | (25) | 48% | (225) | 467 |
| PID/Gender: Ind Men | 3% | (11) | 23% | (76) | 16% | (52) | 5% | (15) | 54% | (178) | 332 |
| PID/Gender: Ind Women | 3% | (11) | 16% | (56) | 16% | (57) | 6% | (21) | 59% | (207) | 353 |
| PID/Gender: Rep Men | 10% | (36) | 24% | (87) | 21% | (75) | 9% | (30) | 36% | (126) | 354 |
| PID/Gender: Rep Women | 2% | (7) | 17% | (55) | 13% | (41) | 7% | (24) | 61% | (197) | 323 |
| Ideo: Liberal (1-3) | 9% | (57) | 29% | (187) | 16% | (106) | 4% | (28) | 42% | (274) | 651 |
| Ideo: Moderate (4) | 4% | (27) | 21% | (149) | 18% | (125) | 7% | (50) | 50% | (344) | 695 |
| Ideo: Conservative (5-7) | 5% | (39) | 21% | (154) | 15% | (110) | 7% | (53) | 51% | (373) | 729 |
| Educ: < College | 5% | (67) | 21% | (300) | 16% | (236) | 7% | (103) | 51% | (733) | 1438 |
| Educ: Bachelors degree | 7% | (32) | 26% | (127) | 17% | (85) | 4% | (21) | 46% | (225) | 491 |
| Educ: Post-grad | 10% | (28) | 27% | (76) | 13% | (38) | 3% | (9) | 47% | (132) | 282 |
| Income: Under 50k | 5% | (54) | 19% | (220) | 17% | (203) | 7% | (83) | 52% | (617) | 1177 |
| Income: 50k-100k | 6% | (43) | 25% | (174) | 17% | (115) | 5% | (33) | 48% | (332) | 698 |
| Income: 100k+ | 9% | (30) | 32% | (108) | 12% | (41) | 5% | (16) | 42% | (141) | 336 |
| Ethnicity: White | 5% | (86) | 21% | (360) | 17% | (286) | 6% | (104) | 51% | (877) | 1712 |

Continued on next page

**Table MCFI6:** *As you may know, ESG (Environmental, Social, and Governance) criteria are a set of standards for a company's behavior used to measure the social and environmental impact of banking and investments. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments offer banking and investments that follow ESG criteria?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 6% | (127) | 23% | (503) | 16% | (359) | 6% | (133) | 49% | (1090) | 2211 |
| Ethnicity: Hispanic | 11% | (40) | 28% | (106) | 20% | (77) | 5% | (17) | 36% | (134) | 374 |
| Ethnicity: Black | 9% | (24) | 27% | (76) | 9% | (26) | 7% | (20) | 48% | (135) | 282 |
| Ethnicity: Other | 8% | (17) | 31% | (67) | 22% | (47) | 4% | (9) | 36% | (78) | 217 |
| All Christian | 6% | (62) | 22% | (221) | 14% | (138) | 5% | (53) | 52% | (511) | 985 |
| All Non-Christian | 6% | (7) | 37% | (42) | 8% | (9) | 6% | (7) | 43% | (49) | 114 |
| Atheist | 7% | (8) | 29% | (32) | 18% | (20) | 5% | (6) | 41% | (46) | 111 |
| Agnostic/Nothing in particular | 5% | (33) | 22% | (141) | 18% | (118) | 7% | (46) | 47% | (303) | 641 |
| Something Else | 4% | (16) | 18% | (66) | 21% | (75) | 6% | (21) | 50% | (182) | 360 |
| Religious Non-Protestant/Catholic | 6% | (9) | 32% | (46) | 10% | (14) | 6% | (9) | 45% | (64) | 141 |
| Evangelical | 8% | (46) | 22% | (120) | 14% | (79) | 5% | (28) | 50% | (277) | 551 |
| Non-Evangelical | 4% | (28) | 21% | (158) | 17% | (127) | 6% | (44) | 52% | (393) | 750 |
| Community: Urban | 11% | (65) | 26% | (162) | 15% | (92) | 6% | (35) | 42% | (259) | 612 |
| Community: Suburban | 5% | (48) | 23% | (239) | 18% | (184) | 6% | (61) | 49% | (517) | 1049 |
| Community: Rural | 2% | (13) | 19% | (102) | 15% | (83) | 7% | (38) | 57% | (314) | 550 |
| Employ: Private Sector | 8% | (62) | 30% | (228) | 17% | (128) | 5% | (38) | 40% | (301) | 758 |
| Employ: Government | 7% | (8) | 29% | (31) | 15% | (16) | 3% | (3) | 46% | (50) | 108 |
| Employ: Self-Employed | 11% | (23) | 29% | (59) | 18% | (35) | 4% | (8) | 38% | (77) | 202 |
| Employ: Homemaker | 2% | (3) | 12% | (18) | 15% | (23) | 10% | (15) | 61% | (92) | 150 |
| Employ: Student | 8% | (5) | 23% | (15) | 17% | (12) | 2% | (2) | 50% | (34) | 68 |
| Employ: Retired | 2% | (12) | 17% | (95) | 11% | (63) | 6% | (32) | 64% | (364) | 566 |
| Employ: Unemployed | 3% | (8) | 17% | (42) | 21% | (53) | 9% | (22) | 50% | (126) | 250 |
| Employ: Other | 6% | (6) | 14% | (15) | 27% | (29) | 12% | (13) | 42% | (46) | 108 |
| Military HH: Yes | 4% | (12) | 23% | (72) | 12% | (40) | 7% | (21) | 55% | (174) | 319 |
| Military HH: No | 6% | (115) | 23% | (431) | 17% | (319) | 6% | (112) | 48% | (916) | 1892 |
| RD/WT: Right Direction | 9% | (63) | 28% | (189) | 13% | (86) | 4% | (30) | 45% | (300) | 669 |
| RD/WT: Wrong Track | 4% | (63) | 20% | (313) | 18% | (273) | 7% | (103) | 51% | (789) | 1542 |
| Biden Job Approve | 8% | (73) | 25% | (240) | 15% | (143) | 4% | (43) | 48% | (458) | 956 |
| Biden Job Disapprove | 4% | (50) | 22% | (255) | 17% | (198) | 8% | (89) | 49% | (573) | 1164 |

Continued on next page

**Table MCFI6:** *As you may know, ESG (Environmental, Social, and Governance) criteria are a set of standards for a company's behavior used to measure the social and environmental impact of banking and investments. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments offer banking and investments that follow ESG criteria?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 6% | (127) | 23% | (503) | 16% | (359) | 6% | (133) | 49% | (1090) | 2211 |
| Biden Job Strongly Approve | 11% | (45) | 25% | (97) | 14% | (53) | 6% | (22) | 45% | (174) | 390 |
| Biden Job Somewhat Approve | 5% | (29) | 25% | (143) | 16% | (90) | 4% | (21) | 50% | (283) | 566 |
| Biden Job Somewhat Disapprove | 3% | (11) | 27% | (87) | 17% | (54) | 5% | (16) | 48% | (155) | 323 |
| Biden Job Strongly Disapprove | 5% | (39) | 20% | (167) | 17% | (145) | 9% | (73) | 50% | (418) | 841 |
| Favorable of Biden | 8% | (72) | 26% | (247) | 14% | (133) | 4% | (42) | 49% | (466) | 960 |
| Unfavorable of Biden | 4% | (52) | 21% | (247) | 18% | (212) | 7% | (87) | 49% | (575) | 1172 |
| Very Favorable of Biden | 11% | (42) | 29% | (117) | 12% | (49) | 5% | (22) | 43% | (172) | 401 |
| Somewhat Favorable of Biden | 5% | (30) | 23% | (130) | 15% | (84) | 4% | (20) | 53% | (294) | 558 |
| Somewhat Unfavorable of Biden | 6% | (17) | 23% | (67) | 19% | (56) | 4% | (13) | 47% | (136) | 290 |
| Very Unfavorable of Biden | 4% | (35) | 20% | (180) | 18% | (156) | 8% | (74) | 50% | (438) | 883 |
| #1 Issue: Economy | 4% | (42) | 26% | (250) | 16% | (148) | 6% | (62) | 47% | (451) | 953 |
| #1 Issue: Security | 4% | (9) | 18% | (45) | 14% | (35) | 9% | (22) | 55% | (134) | 246 |
| #1 Issue: Health Care | 9% | (14) | 28% | (40) | 17% | (25) | 7% | (10) | 39% | (56) | 145 |
| #1 Issue: Medicare / Social Security | 3% | (7) | 14% | (32) | 11% | (26) | 4% | (10) | 67% | (154) | 229 |
| #1 Issue: Women's Issues | 9% | (28) | 24% | (77) | 18% | (57) | 4% | (13) | 46% | (147) | 322 |
| #1 Issue: Education | 13% | (11) | 15% | (12) | 35% | (28) | 8% | (7) | 28% | (23) | 80 |
| #1 Issue: Energy | 9% | (12) | 26% | (33) | 20% | (25) | 3% | (3) | 43% | (55) | 128 |
| #1 Issue: Other | 4% | (5) | 12% | (13) | 14% | (15) | 6% | (7) | 64% | (70) | 109 |
| 2020 Vote: Joe Biden | 7% | (65) | 26% | (249) | 14% | (136) | 5% | (47) | 48% | (455) | 953 |
| 2020 Vote: Donald Trump | 6% | (43) | 22% | (162) | 15% | (112) | 8% | (59) | 50% | (374) | 750 |
| 2020 Vote: Other | 4% | (2) | 14% | (9) | 30% | (18) | 1% | (1) | 51% | (31) | 61 |
| 2020 Vote: Didn't Vote | 4% | (17) | 19% | (83) | 21% | (92) | 6% | (26) | 51% | (229) | 446 |
| 2018 House Vote: Democrat | 8% | (60) | 25% | (188) | 15% | (117) | 5% | (38) | 47% | (363) | 765 |
| 2018 House Vote: Republican | 6% | (39) | 20% | (125) | 15% | (94) | 8% | (47) | 51% | (312) | 617 |
| 2018 House Vote: Someone else | 3% | (2) | 10% | (5) | 22% | (11) | 6% | (3) | 60% | (30) | 50 |
| 2016 Vote: Hillary Clinton | 7% | (46) | 25% | (171) | 15% | (102) | 5% | (32) | 49% | (331) | 682 |
| 2016 Vote: Donald Trump | 6% | (44) | 20% | (141) | 15% | (105) | 7% | (48) | 51% | (357) | 695 |
| 2016 Vote: Other | 6% | (7) | 17% | (20) | 17% | (20) | 4% | (5) | 55% | (64) | 116 |
| 2016 Vote: Didn't Vote | 4% | (28) | 24% | (171) | 18% | (132) | 7% | (48) | 47% | (338) | 717 |

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**Table MCFI6:** *As you may know, ESG (Environmental, Social, and Governance) criteria are a set of standards for a company's behavior used to measure the social and environmental impact of banking and investments. To the best of your knowledge, do the banks and financial institutions you use for your personal banking and investments offer banking and investments that follow ESG criteria?*

| Demographic | Yes, definitely | | Yes, probably | | No, probably not | | No, definitely not | | Don't know / No opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 6% | (127) | 23% | (503) | 16% | (359) | 6% | (133) | 49% | (1090) | 2211 |
| Voted in 2014: Yes | 7% | (87) | 22% | (277) | 15% | (185) | 6% | (74) | 50% | (631) | 1253 |
| Voted in 2014: No | 4% | (39) | 24% | (226) | 18% | (174) | 6% | (59) | 48% | (459) | 958 |
| 4-Region: Northeast | 5% | (20) | 22% | (83) | 17% | (65) | 4% | (15) | 52% | (200) | 383 |
| 4-Region: Midwest | 4% | (20) | 25% | (114) | 15% | (71) | 5% | (23) | 50% | (228) | 457 |
| 4-Region: South | 7% | (58) | 23% | (193) | 15% | (124) | 6% | (53) | 49% | (417) | 845 |
| 4-Region: West | 6% | (29) | 21% | (113) | 19% | (99) | 8% | (41) | 46% | (245) | 527 |

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

**Table MCFI7:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be socially and environmentally conscious in their business practices | | Financial institutions in general do not make genuine efforts to be socially and environmentally conscious in their business practices | | Total N |
|---|---|---|---|---|---|
| Adults | 47% | (1029) | 53% | (1182) | 2211 |
| Gender: Male | 45% | (477) | 55% | (591) | 1068 |
| Gender: Female | 48% | (552) | 52% | (591) | 1143 |
| Age: 18-34 | 42% | (269) | 58% | (373) | 642 |
| Age: 35-44 | 47% | (173) | 53% | (193) | 366 |
| Age: 45-64 | 47% | (334) | 53% | (380) | 714 |
| Age: 65+ | 52% | (253) | 48% | (236) | 489 |
| GenZers: 1997-2012 | 44% | (100) | 56% | (128) | 228 |
| Millennials: 1981-1996 | 43% | (294) | 57% | (388) | 681 |
| GenXers: 1965-1980 | 48% | (237) | 52% | (260) | 497 |
| Baby Boomers: 1946-1964 | 50% | (363) | 50% | (367) | 731 |
| PID: Dem (no lean) | 47% | (401) | 53% | (449) | 849 |
| PID: Ind (no lean) | 43% | (294) | 57% | (390) | 684 |
| PID: Rep (no lean) | 49% | (335) | 51% | (343) | 678 |
| PID/Gender: Dem Men | 49% | (186) | 51% | (196) | 382 |
| PID/Gender: Dem Women | 46% | (214) | 54% | (252) | 467 |
| PID/Gender: Ind Men | 39% | (129) | 61% | (203) | 332 |
| PID/Gender: Ind Women | 47% | (165) | 53% | (188) | 353 |
| PID/Gender: Rep Men | 46% | (162) | 54% | (192) | 354 |
| PID/Gender: Rep Women | 53% | (173) | 47% | (151) | 323 |
| Ideo: Liberal (1-3) | 39% | (253) | 61% | (398) | 651 |
| Ideo: Moderate (4) | 48% | (331) | 52% | (363) | 695 |
| Ideo: Conservative (5-7) | 51% | (372) | 49% | (356) | 729 |
| Educ: < College | 49% | (704) | 51% | (733) | 1438 |
| Educ: Bachelors degree | 41% | (203) | 59% | (288) | 491 |
| Educ: Post-grad | 43% | (122) | 57% | (160) | 282 |
| Income: Under 50k | 47% | (556) | 53% | (621) | 1177 |
| Income: 50k-100k | 47% | (330) | 53% | (368) | 698 |
| Income: 100k+ | 43% | (143) | 57% | (193) | 336 |

Continued on next page

**Table MCFI7:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be socially and environmentally conscious in their business practices | | Financial institutions in general do not make genuine efforts to be socially and environmentally conscious in their business practices | | Total N |
|---|---|---|---|---|---|
| Adults | 47% | (1029) | 53% | (1182) | 2211 |
| Ethnicity: White | 47% | (808) | 53% | (903) | 1712 |
| Ethnicity: Hispanic | 43% | (160) | 57% | (214) | 374 |
| Ethnicity: Black | 46% | (130) | 54% | (152) | 282 |
| Ethnicity: Other | 42% | (91) | 58% | (126) | 217 |
| All Christian | 53% | (518) | 47% | (467) | 985 |
| All Non-Christian | 35% | (40) | 65% | (74) | 114 |
| Atheist | 35% | (39) | 65% | (72) | 111 |
| Agnostic/Nothing in particular | 40% | (254) | 60% | (387) | 641 |
| Something Else | 50% | (179) | 50% | (181) | 360 |
| Religious Non-Protestant/Catholic | 36% | (51) | 64% | (90) | 141 |
| Evangelical | 56% | (309) | 44% | (243) | 551 |
| Non-Evangelical | 49% | (369) | 51% | (382) | 750 |
| Community: Urban | 47% | (286) | 53% | (327) | 612 |
| Community: Suburban | 45% | (472) | 55% | (577) | 1049 |
| Community: Rural | 49% | (272) | 51% | (278) | 550 |
| Employ: Private Sector | 46% | (348) | 54% | (410) | 758 |
| Employ: Government | 39% | (42) | 61% | (66) | 108 |
| Employ: Self-Employed | 45% | (91) | 55% | (111) | 202 |
| Employ: Homemaker | 42% | (63) | 58% | (87) | 150 |
| Employ: Student | 31% | (21) | 69% | (47) | 68 |
| Employ: Retired | 53% | (300) | 47% | (267) | 566 |
| Employ: Unemployed | 48% | (121) | 52% | (130) | 250 |
| Employ: Other | 41% | (44) | 59% | (64) | 108 |
| Military HH: Yes | 46% | (147) | 54% | (173) | 319 |
| Military HH: No | 47% | (883) | 53% | (1009) | 1892 |
| RD/WT: Right Direction | 53% | (355) | 47% | (314) | 669 |
| RD/WT: Wrong Track | 44% | (675) | 56% | (867) | 1542 |

Continued on next page

**Table MCFI7:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be socially and environmentally conscious in their business practices | | Financial institutions in general do not make genuine efforts to be socially and environmentally conscious in their business practices | | Total N |
|---|---|---|---|---|---|
| Adults | 47% | (1029) | 53% | (1182) | 2211 |
| Biden Job Approve | 47% | (452) | 53% | (504) | 956 |
| Biden Job Disapprove | 45% | (522) | 55% | (643) | 1164 |
| Biden Job Strongly Approve | 48% | (186) | 52% | (205) | 390 |
| Biden Job Somewhat Approve | 47% | (267) | 53% | (300) | 566 |
| Biden Job Somewhat Disapprove | 41% | (132) | 59% | (191) | 323 |
| Biden Job Strongly Disapprove | 46% | (390) | 54% | (452) | 841 |
| Favorable of Biden | 49% | (468) | 51% | (492) | 960 |
| Unfavorable of Biden | 44% | (521) | 56% | (651) | 1172 |
| Very Favorable of Biden | 48% | (194) | 52% | (207) | 401 |
| Somewhat Favorable of Biden | 49% | (273) | 51% | (285) | 558 |
| Somewhat Unfavorable of Biden | 41% | (118) | 59% | (171) | 290 |
| Very Unfavorable of Biden | 46% | (403) | 54% | (480) | 883 |
| #1 Issue: Economy | 47% | (445) | 53% | (508) | 953 |
| #1 Issue: Security | 52% | (127) | 48% | (119) | 246 |
| #1 Issue: Health Care | 45% | (65) | 55% | (80) | 145 |
| #1 Issue: Medicare / Social Security | 53% | (121) | 47% | (108) | 229 |
| #1 Issue: Women's Issues | 42% | (135) | 58% | (186) | 322 |
| #1 Issue: Education | 63% | (50) | 37% | (29) | 80 |
| #1 Issue: Energy | 38% | (49) | 62% | (79) | 128 |
| #1 Issue: Other | 34% | (37) | 66% | (72) | 109 |
| 2020 Vote: Joe Biden | 44% | (421) | 56% | (532) | 953 |
| 2020 Vote: Donald Trump | 50% | (374) | 50% | (377) | 750 |
| 2020 Vote: Other | 32% | (20) | 68% | (42) | 61 |
| 2020 Vote: Didn't Vote | 48% | (215) | 52% | (231) | 446 |
| 2018 House Vote: Democrat | 44% | (336) | 56% | (429) | 765 |
| 2018 House Vote: Republican | 51% | (316) | 49% | (301) | 617 |
| 2018 House Vote: Someone else | 47% | (23) | 53% | (27) | 50 |

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**Table MCFI7:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be socially and environmentally conscious in their business practices | | Financial institutions in general do not make genuine efforts to be socially and environmentally conscious in their business practices | | Total N |
|---|---|---|---|---|---|
| Adults | 47% | (1029) | 53% | (1182) | 2211 |
| 2016 Vote: Hillary Clinton | 46% | (315) | 54% | (367) | 682 |
| 2016 Vote: Donald Trump | 49% | (339) | 51% | (356) | 695 |
| 2016 Vote: Other | 36% | (42) | 64% | (74) | 116 |
| 2016 Vote: Didn't Vote | 46% | (331) | 54% | (385) | 717 |
| Voted in 2014: Yes | 47% | (591) | 53% | (662) | 1253 |
| Voted in 2014: No | 46% | (438) | 54% | (520) | 958 |
| 4-Region: Northeast | 45% | (173) | 55% | (210) | 383 |
| 4-Region: Midwest | 42% | (191) | 58% | (266) | 457 |
| 4-Region: South | 52% | (436) | 48% | (409) | 845 |
| 4-Region: West | 44% | (230) | 56% | (297) | 527 |

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

**Table MCFI8:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Financial institutions in general do not make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Total N |
|---|---|---|---|---|---|
| Adults | 61% | (1353) | 39% | (858) | 2211 |
| Gender: Male | 59% | (628) | 41% | (441) | 1068 |
| Gender: Female | 63% | (725) | 37% | (418) | 1143 |
| Age: 18-34 | 56% | (363) | 44% | (280) | 642 |
| Age: 35-44 | 55% | (202) | 45% | (163) | 366 |
| Age: 45-64 | 63% | (451) | 37% | (263) | 714 |
| Age: 65+ | 69% | (336) | 31% | (153) | 489 |
| GenZers: 1997-2012 | 64% | (145) | 36% | (82) | 228 |
| Millennials: 1981-1996 | 53% | (362) | 47% | (320) | 681 |
| GenXers: 1965-1980 | 63% | (315) | 37% | (182) | 497 |
| Baby Boomers: 1946-1964 | 66% | (480) | 34% | (251) | 731 |
| PID: Dem (no lean) | 57% | (486) | 43% | (363) | 849 |
| PID: Ind (no lean) | 59% | (406) | 41% | (278) | 684 |
| PID: Rep (no lean) | 68% | (460) | 32% | (218) | 678 |
| PID/Gender: Dem Men | 57% | (219) | 43% | (163) | 382 |
| PID/Gender: Dem Women | 57% | (267) | 43% | (200) | 467 |
| PID/Gender: Ind Men | 56% | (186) | 44% | (145) | 332 |
| PID/Gender: Ind Women | 62% | (220) | 38% | (133) | 353 |
| PID/Gender: Rep Men | 63% | (222) | 37% | (132) | 354 |
| PID/Gender: Rep Women | 74% | (238) | 26% | (85) | 323 |
| Ideo: Liberal (1-3) | 50% | (324) | 50% | (327) | 651 |
| Ideo: Moderate (4) | 63% | (435) | 37% | (260) | 695 |
| Ideo: Conservative (5-7) | 70% | (508) | 30% | (221) | 729 |
| Educ: < College | 62% | (896) | 38% | (542) | 1438 |
| Educ: Bachelors degree | 59% | (289) | 41% | (202) | 491 |
| Educ: Post-grad | 59% | (168) | 41% | (115) | 282 |

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**Table MCFI8:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Financial institutions in general do not make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Total N |
|---|---|---|---|---|---|
| Adults | 61% | (1353) | 39% | (858) | 2211 |
| Income: Under 50k | 60% | (704) | 40% | (473) | 1177 |
| Income: 50k-100k | 63% | (442) | 37% | (256) | 698 |
| Income: 100k+ | 61% | (206) | 39% | (130) | 336 |
| Ethnicity: White | 64% | (1092) | 36% | (620) | 1712 |
| Ethnicity: Hispanic | 52% | (193) | 48% | (181) | 374 |
| Ethnicity: Black | 52% | (147) | 48% | (136) | 282 |
| Ethnicity: Other | 52% | (114) | 48% | (103) | 217 |
| All Christian | 68% | (670) | 32% | (314) | 985 |
| All Non-Christian | 59% | (68) | 41% | (47) | 114 |
| Atheist | 50% | (56) | 50% | (56) | 111 |
| Agnostic/Nothing in particular | 52% | (333) | 48% | (308) | 641 |
| Something Else | 63% | (226) | 37% | (134) | 360 |
| Religious Non-Protestant/Catholic | 63% | (89) | 37% | (52) | 141 |
| Evangelical | 70% | (386) | 30% | (165) | 551 |
| Non-Evangelical | 64% | (479) | 36% | (272) | 750 |
| Community: Urban | 60% | (370) | 40% | (243) | 612 |
| Community: Suburban | 62% | (654) | 38% | (395) | 1049 |
| Community: Rural | 60% | (329) | 40% | (221) | 550 |
| Employ: Private Sector | 59% | (448) | 41% | (309) | 758 |
| Employ: Government | 64% | (69) | 36% | (39) | 108 |
| Employ: Self-Employed | 61% | (123) | 39% | (79) | 202 |
| Employ: Homemaker | 57% | (86) | 43% | (64) | 150 |
| Employ: Student | 65% | (44) | 35% | (24) | 68 |
| Employ: Retired | 69% | (390) | 31% | (176) | 566 |
| Employ: Unemployed | 56% | (141) | 44% | (109) | 250 |
| Employ: Other | 48% | (52) | 52% | (56) | 108 |

Continued on next page

**Table MCFI8:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Financial institutions in general do not make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Total N |
|---|---|---|---|---|---|
| Adults | 61% | (1353) | 39% | (858) | 2211 |
| Military HH: Yes | 66% | (210) | 34% | (109) | 319 |
| Military HH: No | 60% | (1143) | 40% | (749) | 1892 |
| RD/WT: Right Direction | 62% | (414) | 38% | (255) | 669 |
| RD/WT: Wrong Track | 61% | (938) | 39% | (604) | 1542 |
| Biden Job Approve | 60% | (576) | 40% | (380) | 956 |
| Biden Job Disapprove | 62% | (726) | 38% | (438) | 1164 |
| Biden Job Strongly Approve | 58% | (226) | 42% | (165) | 390 |
| Biden Job Somewhat Approve | 62% | (350) | 38% | (216) | 566 |
| Biden Job Somewhat Disapprove | 55% | (177) | 45% | (146) | 323 |
| Biden Job Strongly Disapprove | 65% | (549) | 35% | (292) | 841 |
| Favorable of Biden | 59% | (565) | 41% | (395) | 960 |
| Unfavorable of Biden | 64% | (749) | 36% | (423) | 1172 |
| Very Favorable of Biden | 59% | (237) | 41% | (164) | 401 |
| Somewhat Favorable of Biden | 59% | (328) | 41% | (231) | 558 |
| Somewhat Unfavorable of Biden | 58% | (168) | 42% | (121) | 290 |
| Very Unfavorable of Biden | 66% | (581) | 34% | (302) | 883 |
| #1 Issue: Economy | 66% | (626) | 34% | (327) | 953 |
| #1 Issue: Security | 68% | (167) | 32% | (79) | 246 |
| #1 Issue: Health Care | 52% | (76) | 48% | (69) | 145 |
| #1 Issue: Medicare / Social Security | 66% | (152) | 34% | (77) | 229 |
| #1 Issue: Women's Issues | 50% | (162) | 50% | (160) | 322 |
| #1 Issue: Education | 58% | (46) | 42% | (34) | 80 |
| #1 Issue: Energy | 51% | (66) | 49% | (62) | 128 |
| #1 Issue: Other | 53% | (58) | 47% | (52) | 109 |

Continued on next page

**Table MCFI8:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | Financial institutionsin general make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Financial institutions in general do not make genuine efforts to be equitable in their business practices by serving customers of all races, ethnicities, and incomes fairly and equally | | Total N |
|---|---|---|---|---|---|
| Adults | 61% | (1353) | 39% | (858) | 2211 |
| 2020 Vote: Joe Biden | 56% | (533) | 44% | (420) | 953 |
| 2020 Vote: Donald Trump | 70% | (527) | 30% | (224) | 750 |
| 2020 Vote: Other | 47% | (29) | 53% | (33) | 61 |
| 2020 Vote: Didn't Vote | 59% | (264) | 41% | (182) | 446 |
| 2018 House Vote: Democrat | 55% | (421) | 45% | (344) | 765 |
| 2018 House Vote: Republican | 72% | (443) | 28% | (174) | 617 |
| 2018 House Vote: Someone else | 58% | (29) | 42% | (21) | 50 |
| 2016 Vote: Hillary Clinton | 56% | (379) | 44% | (303) | 682 |
| 2016 Vote: Donald Trump | 69% | (483) | 31% | (212) | 695 |
| 2016 Vote: Other | 56% | (64) | 44% | (51) | 116 |
| 2016 Vote: Didn't Vote | 59% | (424) | 41% | (292) | 717 |
| Voted in 2014: Yes | 62% | (783) | 38% | (470) | 1253 |
| Voted in 2014: No | 59% | (569) | 41% | (388) | 958 |
| 4-Region: Northeast | 59% | (226) | 41% | (157) | 383 |
| 4-Region: Midwest | 59% | (271) | 41% | (186) | 457 |
| 4-Region: South | 64% | (542) | 36% | (302) | 845 |
| 4-Region: West | 59% | (313) | 41% | (213) | 527 |

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

**Table MCFI9:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | The financial institutions I bank and/or invest with are sincere in any efforts they make to be socially conscious, community minded, and/or equitable | | The financial institutions I bank and/or invest with are insincere in any efforts they make to be socially conscious, community minded, and/or equitable | | Total N |
|---|---|---|---|---|---|
| Adults | 65% | (1430) | 35% | (781) | 2211 |
| Gender: Male | 63% | (672) | 37% | (396) | 1068 |
| Gender: Female | 66% | (757) | 34% | (385) | 1143 |
| Age: 18-34 | 61% | (389) | 39% | (253) | 642 |
| Age: 35-44 | 56% | (206) | 44% | (160) | 366 |
| Age: 45-64 | 66% | (470) | 34% | (244) | 714 |
| Age: 65+ | 75% | (365) | 25% | (124) | 489 |
| GenZers: 1997-2012 | 59% | (135) | 41% | (93) | 228 |
| Millennials: 1981-1996 | 58% | (396) | 42% | (285) | 681 |
| GenXers: 1965-1980 | 65% | (323) | 35% | (174) | 497 |
| Baby Boomers: 1946-1964 | 72% | (524) | 28% | (207) | 731 |
| PID: Dem (no lean) | 62% | (528) | 38% | (321) | 849 |
| PID: Ind (no lean) | 64% | (441) | 36% | (243) | 684 |
| PID: Rep (no lean) | 68% | (460) | 32% | (218) | 678 |
| PID/Gender: Dem Men | 63% | (242) | 37% | (140) | 382 |
| PID/Gender: Dem Women | 61% | (286) | 39% | (181) | 467 |
| PID/Gender: Ind Men | 62% | (205) | 38% | (127) | 332 |
| PID/Gender: Ind Women | 67% | (236) | 33% | (116) | 353 |
| PID/Gender: Rep Men | 64% | (225) | 36% | (129) | 354 |
| PID/Gender: Rep Women | 73% | (235) | 27% | (88) | 323 |
| Ideo: Liberal (1-3) | 61% | (394) | 39% | (257) | 651 |
| Ideo: Moderate (4) | 62% | (433) | 38% | (261) | 695 |
| Ideo: Conservative (5-7) | 70% | (513) | 30% | (216) | 729 |
| Educ: < College | 65% | (940) | 35% | (498) | 1438 |
| Educ: Bachelors degree | 63% | (308) | 37% | (183) | 491 |
| Educ: Post-grad | 64% | (182) | 36% | (101) | 282 |
| Income: Under 50k | 64% | (751) | 36% | (426) | 1177 |
| Income: 50k-100k | 66% | (463) | 34% | (235) | 698 |
| Income: 100k+ | 64% | (215) | 36% | (120) | 336 |

Continued on next page

**Table MCFI9:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | The financial institutions I bank and/or invest with are sincere in any efforts they make to be socially conscious, community minded, and/or equitable | | The financial institutions I bank and/or invest with are insincere in any efforts they make to be socially conscious, community minded, and/or equitable | | Total N |
|---|---|---|---|---|---|
| Adults | 65% | (1430) | 35% | (781) | 2211 |
| Ethnicity: White | 67% | (1147) | 33% | (565) | 1712 |
| Ethnicity: Hispanic | 60% | (224) | 40% | (150) | 374 |
| Ethnicity: Black | 54% | (153) | 46% | (129) | 282 |
| Ethnicity: Other | 60% | (130) | 40% | (87) | 217 |
| All Christian | 71% | (703) | 29% | (282) | 985 |
| All Non-Christian | 56% | (64) | 44% | (50) | 114 |
| Atheist | 60% | (67) | 40% | (44) | 111 |
| Agnostic/Nothing in particular | 57% | (365) | 43% | (276) | 641 |
| Something Else | 64% | (231) | 36% | (129) | 360 |
| Religious Non-Protestant/Catholic | 57% | (80) | 43% | (61) | 141 |
| Evangelical | 69% | (382) | 31% | (169) | 551 |
| Non-Evangelical | 70% | (528) | 30% | (222) | 750 |
| Community: Urban | 62% | (381) | 38% | (231) | 612 |
| Community: Suburban | 65% | (687) | 35% | (362) | 1049 |
| Community: Rural | 66% | (362) | 34% | (188) | 550 |
| Employ: Private Sector | 63% | (474) | 37% | (284) | 758 |
| Employ: Government | 67% | (73) | 33% | (35) | 108 |
| Employ: Self-Employed | 68% | (138) | 32% | (64) | 202 |
| Employ: Homemaker | 61% | (91) | 39% | (59) | 150 |
| Employ: Student | 60% | (41) | 40% | (27) | 68 |
| Employ: Retired | 73% | (415) | 27% | (151) | 566 |
| Employ: Unemployed | 55% | (136) | 45% | (114) | 250 |
| Employ: Other | 57% | (62) | 43% | (47) | 108 |
| Military HH: Yes | 71% | (227) | 29% | (92) | 319 |
| Military HH: No | 64% | (1203) | 36% | (689) | 1892 |
| RD/WT: Right Direction | 65% | (435) | 35% | (234) | 669 |
| RD/WT: Wrong Track | 64% | (995) | 36% | (548) | 1542 |

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**Table MCFI9:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | The financial institutions I bank and/or invest with are sincere in any efforts they make to be socially conscious, community minded, and/or equitable | | The financial institutions I bank and/or invest with are insincere in any efforts they make to be socially conscious, community minded, and/or equitable | | Total N |
|---|---|---|---|---|---|
| Adults | 65% | (1430) | 35% | (781) | 2211 |
| Biden Job Approve | 64% | (613) | 36% | (343) | 956 |
| Biden Job Disapprove | 66% | (764) | 34% | (400) | 1164 |
| Biden Job Strongly Approve | 63% | (248) | 37% | (143) | 390 |
| Biden Job Somewhat Approve | 65% | (366) | 35% | (201) | 566 |
| Biden Job Somewhat Disapprove | 61% | (196) | 39% | (127) | 323 |
| Biden Job Strongly Disapprove | 68% | (568) | 32% | (273) | 841 |
| Favorable of Biden | 65% | (623) | 35% | (337) | 960 |
| Unfavorable of Biden | 65% | (765) | 35% | (407) | 1172 |
| Very Favorable of Biden | 65% | (259) | 35% | (142) | 401 |
| Somewhat Favorable of Biden | 65% | (364) | 35% | (194) | 558 |
| Somewhat Unfavorable of Biden | 59% | (171) | 41% | (118) | 290 |
| Very Unfavorable of Biden | 67% | (594) | 33% | (289) | 883 |
| #1 Issue: Economy | 65% | (621) | 35% | (332) | 953 |
| #1 Issue: Security | 68% | (167) | 32% | (79) | 246 |
| #1 Issue: Health Care | 56% | (81) | 44% | (64) | 145 |
| #1 Issue: Medicare / Social Security | 73% | (167) | 27% | (62) | 229 |
| #1 Issue: Women's Issues | 60% | (194) | 40% | (128) | 322 |
| #1 Issue: Education | 61% | (49) | 39% | (31) | 80 |
| #1 Issue: Energy | 63% | (81) | 37% | (47) | 128 |
| #1 Issue: Other | 64% | (70) | 36% | (39) | 109 |
| 2020 Vote: Joe Biden | 63% | (598) | 37% | (356) | 953 |
| 2020 Vote: Donald Trump | 69% | (515) | 31% | (235) | 750 |
| 2020 Vote: Other | 68% | (42) | 32% | (20) | 61 |
| 2020 Vote: Didn't Vote | 62% | (275) | 38% | (171) | 446 |
| 2018 House Vote: Democrat | 62% | (471) | 38% | (294) | 765 |
| 2018 House Vote: Republican | 70% | (432) | 30% | (185) | 617 |
| 2018 House Vote: Someone else | 74% | (37) | 26% | (13) | 50 |

Continued on next page

**Table MCFI9:** *Even if neither is exactly correct, which of the following statements comes closest to your opinion?*

| Demographic | The financial institutions I bank and/or invest with are sincere in any efforts they make to be socially conscious, community minded, and/or equitable | | The financial institutions I bank and/or invest with are insincere in any efforts they make to be socially conscious, community minded, and/or equitable | | Total N |
|---|---|---|---|---|---|
| Adults | 65% | (1430) | 35% | (781) | 2211 |
| 2016 Vote: Hillary Clinton | 64% | (439) | 36% | (243) | 682 |
| 2016 Vote: Donald Trump | 68% | (473) | 32% | (222) | 695 |
| 2016 Vote: Other | 63% | (73) | 37% | (43) | 116 |
| 2016 Vote: Didn't Vote | 62% | (443) | 38% | (274) | 717 |
| Voted in 2014: Yes | 66% | (833) | 34% | (420) | 1253 |
| Voted in 2014: No | 62% | (597) | 38% | (361) | 958 |
| 4-Region: Northeast | 65% | (249) | 35% | (133) | 383 |
| 4-Region: Midwest | 63% | (288) | 37% | (168) | 457 |
| 4-Region: South | 67% | (567) | 33% | (278) | 845 |
| 4-Region: West | 62% | (325) | 38% | (202) | 527 |

*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 | 2211 | 100% |
| xdemGender | Gender: Male | 1068 | 48% |
| | Gender: Female | 1143 | 52% |
| | *N* | 2211 | |
| age | Age: 18-34 | 642 | 29% |
| | Age: 35-44 | 366 | 17% |
| | Age: 45-64 | 714 | 32% |
| | Age: 65+ | 489 | 22% |
| | *N* | 2211 | |
| demAgeGeneration | GenZers: 1997-2012 | 228 | 10% |
| | Millennials: 1981-1996 | 681 | 31% |
| | GenXers: 1965-1980 | 497 | 22% |
| | Baby Boomers: 1946-1964 | 731 | 33% |
| | *N* | 2137 | |
| xpid3 | PID: Dem (no lean) | 849 | 38% |
| | PID: Ind (no lean) | 684 | 31% |
| | PID: Rep (no lean) | 678 | 31% |
| | *N* | 2211 | |
| xpidGender | PID/Gender: Dem Men | 382 | 17% |
| | PID/Gender: Dem Women | 467 | 21% |
| | PID/Gender: Ind Men | 332 | 15% |
| | PID/Gender: Ind Women | 353 | 16% |
| | PID/Gender: Rep Men | 354 | 16% |
| | PID/Gender: Rep Women | 323 | 15% |
| | *N* | 2211 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 651 | 29% |
| | Ideo: Moderate (4) | 695 | 31% |
| | Ideo: Conservative (5-7) | 729 | 33% |
| | *N* | 2075 | |
| xeduc3 | Educ: < College | 1438 | 65% |
| | Educ: Bachelors degree | 491 | 22% |
| | Educ: Post-grad | 282 | 13% |
| | *N* | 2211 | |

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group | Frequency | Percentage |
|---|---|---|---|
| xdemInc3 | Income: Under 50k | 1177 | 53% |
| | Income: 50k-100k | 698 | 32% |
| | Income: 100k+ | 336 | 15% |
| | *N* | 2211 | |
| xdemWhite | Ethnicity: White | 1712 | 77% |
| xdemHispBin | Ethnicity: Hispanic | 374 | 17% |
| demBlackBin | Ethnicity: Black | 282 | 13% |
| demRaceOther | Ethnicity: Other | 217 | 10% |
| xdemReligion | All Christian | 985 | 45% |
| | All Non-Christian | 114 | 5% |
| | Atheist | 111 | 5% |
| | Agnostic/Nothing in particular | 641 | 29% |
| | Something Else | 360 | 16% |
| | *N* | 2211 | |
| xdemReligOther | Religious Non-Protestant/Catholic | 141 | 6% |
| xdemEvang | Evangelical | 551 | 25% |
| | Non-Evangelical | 750 | 34% |
| | *N* | 1301 | |
| xdemUsr | Community: Urban | 612 | 28% |
| | Community: Suburban | 1049 | 47% |
| | Community: Rural | 550 | 25% |
| | *N* | 2211 | |
| xdemEmploy | Employ: Private Sector | 758 | 34% |
| | Employ: Government | 108 | 5% |
| | Employ: Self-Employed | 202 | 9% |
| | Employ: Homemaker | 150 | 7% |
| | Employ: Student | 68 | 3% |
| | Employ: Retired | 566 | 26% |
| | Employ: Unemployed | 250 | 11% |
| | Employ: Other | 108 | 5% |
| | *N* | 2211 | |
| xdemMilHH1 | Military HH: Yes | 319 | 14% |
| | Military HH: No | 1892 | 86% |
| | *N* | 2211 | |

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group | Frequency | Percentage |
|---|---|---|---|
| xnr1 | RD/WT: Right Direction | 669 | 30% |
| | RD/WT: Wrong Track | 1542 | 70% |
| | *N* | 2211 | |
| xdemBidenApprove | Biden Job Approve | 956 | 43% |
| | Biden Job Disapprove | 1164 | 53% |
| | *N* | 2121 | |
| xdemBidenApprove2 | Biden Job Strongly Approve | 390 | 18% |
| | Biden Job Somewhat Approve | 566 | 26% |
| | Biden Job Somewhat Disapprove | 323 | 15% |
| | Biden Job Strongly Disapprove | 841 | 38% |
| | *N* | 2121 | |
| xdemBidenFav | Favorable of Biden | 960 | 43% |
| | Unfavorable of Biden | 1172 | 53% |
| | *N* | 2132 | |
| xdemBidenFavFull | Very Favorable of Biden | 401 | 18% |
| | Somewhat Favorable of Biden | 558 | 25% |
| | Somewhat Unfavorable of Biden | 290 | 13% |
| | Very Unfavorable of Biden | 883 | 40% |
| | *N* | 2132 | |
| xnr3 | #1 Issue: Economy | 953 | 43% |
| | #1 Issue: Security | 246 | 11% |
| | #1 Issue: Health Care | 145 | 7% |
| | #1 Issue: Medicare / Social Security | 229 | 10% |
| | #1 Issue: Women's Issues | 322 | 15% |
| | #1 Issue: Education | 80 | 4% |
| | #1 Issue: Energy | 128 | 6% |
| | #1 Issue: Other | 109 | 5% |
| | *N* | 2211 | |
| xsubVote20O | 2020 Vote: Joe Biden | 953 | 43% |
| | 2020 Vote: Donald Trump | 750 | 34% |
| | 2020 Vote: Other | 61 | 3% |
| | 2020 Vote: Didn't Vote | 446 | 20% |
| | *N* | 2211 | |
| xsubVote18O | 2018 House Vote: Democrat | 765 | 35% |
| | 2018 House Vote: Republican | 617 | 28% |
| | 2018 House Vote: Someone else | 50 | 2% |
| | *N* | 1432 | |

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group | Frequency | Percentage |
|---|---|---|---|
| xsubVote16O | 2016 Vote: Hillary Clinton | 682 | 31% |
| | 2016 Vote: Donald Trump | 695 | 31% |
| | 2016 Vote: Other | 116 | 5% |
| | 2016 Vote: Didn't Vote | 717 | 32% |
| | *N* | 2209 | |
| xsubVote14O | Voted in 2014: Yes | 1253 | 57% |
| | Voted in 2014: No | 958 | 43% |
| | *N* | 2211 | |
| xreg4 | 4-Region: Northeast | 383 | 17% |
| | 4-Region: Midwest | 457 | 21% |
| | 4-Region: South | 845 | 38% |
| | 4-Region: West | 527 | 24% |
| | *N* | 2211 | |

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

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