MORNING CONSULT

National Tracking Poll #2210187
October 27-29, 2022

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCBR1_1: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Price

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1480)	25%	(544)	5%	(102)	4%	(83)	2210
Gender: Male	65%	(698)	26%	(277)	4%	(46)	4%	(47)	1068
Gender: Female	68%	(782)	23%	(267)	5%	(56)	3%	(37)	1142
Age: 18-34	59%	(380)	28%	(183)	7%	(46)	5%	(33)	642
Age: 35-44	67%	(245)	25%	(93)	4%	(15)	3%	(13)	365
Age: 45-64	70%	(500)	22%	(156)	5%	(33)	3%	(25)	714
Age: 65+	73%	(356)	23%	(113)	2%	(8)	3%	(13)	489
GenZers: 1997-2012	58%	(155)	27%	(73)	9%	(24)	6%	(15)	267
Millennials: 1981-1996	62%	(383)	28%	(175)	5%	(31)	5%	(30)	618
GenXers: 1965-1980	68%	(414)	24%	(149)	5%	(31)	3%	(17)	612
Baby Boomers: 1946-1964	74%	(472)	21%	(131)	2%	(14)	3%	(18)	634
PID: Dem (no lean)	66%	(583)	25%	(222)	5%	(42)	5%	(42)	889
PID: Ind (no lean)	68%	(428)	24%	(151)	5%	(29)	4%	(24)	633
PID: Rep (no lean)	68%	(470)	25%	(171)	4%	(30)	3%	(17)	688
PID/Gender: Dem Men	63%	(246)	26%	(101)	5%	(19)	7%	(27)	393
PID/Gender: Dem Women	68%	(337)	24%	(121)	5%	(23)	3%	(15)	496
PID/Gender: Ind Men	65%	(211)	27%	(86)	4%	(13)	4%	(13)	323
PID/Gender: Ind Women	70%	(217)	21%	(65)	5%	(17)	4%	(11)	310
PID/Gender: Rep Men	69%	(242)	25%	(90)	4%	(14)	2%	(6)	352
PID/Gender: Rep Women	68%	(228)	24%	(81)	5%	(17)	3%	(11)	336
Ideo: Liberal (1-3)	69%	(447)	24%	(159)	4%	(25)	3%	(20)	652
Ideo: Moderate (4)	63%	(483)	27%	(205)	6%	(43)	5%	(36)	766
Ideo: Conservative (5-7)	71%	(468)	23%	(152)	3%	(21)	2%	(15)	656
Educ: < College	66%	(952)	24%	(349)	5%	(77)	4%	(59)	1437
Educ: Bachelors degree	68%	(333)	25%	(122)	4%	(20)	3%	(16)	491
Educ: Post-grad	69%	(196)	26%	(73)	2%	(6)	3%	(8)	282

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Table MCBR1_1: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Price

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1480)	25%	(544)	5%	(102)	4%	(83)	2210
Income: Under 50k	70%	(888)	21%	(264)	5%	(67)	4%	(52)	1270
Income: 50k-100k	65%	(414)	29%	(183)	3%	(21)	3%	(20)	638
Income: 100k+	59%	(179)	32%	(97)	5%	(14)	4%	(11)	302
Ethnicity: White	69%	(1183)	24%	(413)	4%	(68)	3%	(47)	1711
Ethnicity: Hispanic	68%	(253)	22%	(83)	4%	(14)	6%	(23)	374
Ethnicity: Black	59%	(165)	25%	(70)	10%	(28)	7%	(20)	282
Ethnicity: Other	61%	(133)	28%	(62)	3%	(6)	8%	(17)	217
All Christian	69%	(708)	24%	(248)	3%	(35)	4%	(38)	1028
All Non-Christian	64%	(76)	27%	(33)	7%	(8)	2%	(2)	119
Atheist	73%	(66)	20%	(18)	7%	(6)	—	(0)	91
Agnostic/Nothing in particular	62%	(376)	27%	(166)	6%	(34)	5%	(33)	609
Something Else	70%	(255)	22%	(79)	5%	(19)	3%	(11)	364
Religious Non-Protestant/Catholic	65%	(96)	26%	(38)	7%	(10)	2%	(3)	147
Evangelical	70%	(399)	21%	(118)	4%	(24)	5%	(26)	568
Non-Evangelical	68%	(530)	26%	(200)	3%	(27)	3%	(20)	777
Community: Urban	61%	(399)	26%	(174)	8%	(49)	5%	(36)	659
Community: Suburban	69%	(669)	25%	(242)	3%	(27)	3%	(26)	963
Community: Rural	70%	(412)	22%	(129)	4%	(26)	4%	(21)	588
Employ: Private Sector	64%	(426)	28%	(188)	5%	(31)	4%	(24)	669
Employ: Government	66%	(83)	25%	(32)	5%	(6)	4%	(5)	125
Employ: Self-Employed	67%	(133)	24%	(47)	5%	(11)	4%	(8)	198
Employ: Homemaker	70%	(107)	24%	(37)	5%	(7)	2%	(3)	154
Employ: Student	54%	(44)	31%	(25)	9%	(8)	6%	(5)	82
Employ: Retired	73%	(412)	21%	(119)	2%	(11)	4%	(21)	564
Employ: Unemployed	64%	(170)	23%	(61)	8%	(22)	5%	(13)	266
Employ: Other	69%	(105)	23%	(34)	5%	(7)	3%	(5)	151
Military HH: Yes	68%	(191)	23%	(65)	4%	(11)	5%	(13)	281
Military HH: No	67%	(1289)	25%	(479)	5%	(91)	4%	(70)	1929
RD/WT: Right Direction	61%	(418)	27%	(187)	6%	(39)	6%	(41)	685
RD/WT: Wrong Track	70%	(1063)	23%	(357)	4%	(63)	3%	(42)	1525

Table MCBR1_1: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Price

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1480)	25%	(544)	5%	(102)	4%	(83)	2210
Biden Job Approve	65%	(635)	25%	(245)	4%	(43)	5%	(49)	972
Biden Job Disapprove	69%	(793)	24%	(277)	4%	(50)	2%	(23)	1144
Biden Job Strongly Approve	65%	(285)	27%	(118)	3%	(15)	5%	(23)	441
Biden Job Somewhat Approve	66%	(350)	24%	(126)	5%	(29)	5%	(26)	531
Biden Job Somewhat Disapprove	62%	(219)	31%	(111)	5%	(18)	2%	(7)	355
Biden Job Strongly Disapprove	73%	(574)	21%	(166)	4%	(32)	2%	(17)	789
Favorable of Biden	67%	(670)	24%	(242)	4%	(42)	4%	(44)	999
Unfavorable of Biden	69%	(762)	25%	(273)	4%	(50)	2%	(24)	1109
Very Favorable of Biden	68%	(323)	23%	(110)	3%	(15)	5%	(26)	475
Somewhat Favorable of Biden	66%	(347)	25%	(132)	5%	(27)	3%	(18)	524
Somewhat Unfavorable of Biden	60%	(165)	33%	(90)	6%	(17)	2%	(5)	277
Very Unfavorable of Biden	72%	(596)	22%	(183)	4%	(33)	2%	(19)	831
#1 Issue: Economy	69%	(586)	26%	(218)	3%	(23)	3%	(27)	854
#1 Issue: Security	63%	(141)	27%	(60)	7%	(16)	3%	(6)	222
#1 Issue: Health Care	59%	(102)	27%	(47)	5%	(9)	8%	(14)	171
#1 Issue: Medicare / Social Security	76%	(212)	17%	(48)	4%	(12)	3%	(7)	279
#1 Issue: Women's Issues	63%	(219)	26%	(90)	7%	(23)	5%	(16)	347
#1 Issue: Education	57%	(38)	24%	(16)	12%	(8)	8%	(5)	68
#1 Issue: Energy	65%	(89)	26%	(36)	6%	(8)	3%	(4)	138
#1 Issue: Other	72%	(93)	22%	(29)	3%	(4)	3%	(4)	130
2020 Vote: Joe Biden	68%	(635)	24%	(225)	4%	(38)	4%	(39)	938
2020 Vote: Donald Trump	69%	(508)	26%	(189)	4%	(26)	2%	(17)	740
2020 Vote: Other	68%	(45)	26%	(17)	2%	(2)	3%	(2)	66
2020 Vote: Didn't Vote	63%	(293)	24%	(113)	8%	(36)	5%	(25)	466
2018 House Vote: Democrat	69%	(521)	24%	(179)	3%	(25)	5%	(35)	760
2018 House Vote: Republican	71%	(400)	24%	(137)	3%	(17)	2%	(13)	567
2018 House Vote: Someone else	74%	(42)	22%	(12)	1%	(1)	3%	(2)	56

Table MCBR1_1: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Price

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1480)	25%	(544)	5%	(102)	4%	(83)	2210
2016 Vote: Hillary Clinton	68%	(483)	23%	(165)	3%	(22)	5%	(37)	707
2016 Vote: Donald Trump	68%	(445)	26%	(170)	3%	(22)	2%	(13)	650
2016 Vote: Other	77%	(82)	19%	(21)	2%	(2)	3%	(3)	108
2016 Vote: Didn't Vote	63%	(469)	25%	(188)	8%	(56)	4%	(30)	744
Voted in 2014: Yes	69%	(854)	24%	(292)	3%	(38)	4%	(46)	1230
Voted in 2014: No	64%	(627)	26%	(252)	7%	(64)	4%	(38)	980
4-Region: Northeast	67%	(255)	26%	(99)	3%	(11)	5%	(18)	383
4-Region: Midwest	65%	(295)	29%	(131)	5%	(21)	2%	(10)	456
4-Region: South	69%	(585)	21%	(180)	5%	(45)	4%	(34)	844
4-Region: West	66%	(346)	26%	(135)	5%	(24)	4%	(21)	527
Supports Women High Priority	71%	(953)	24%	(325)	3%	(44)	2%	(23)	1345
Have Purchased Because Supported Women	65%	(420)	27%	(174)	5%	(34)	3%	(21)	649

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

Table MCBR1_2: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Quality

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1472)	24%	(529)	6%	(132)	4%	(78)	2210
Gender: Male	68%	(729)	22%	(236)	6%	(61)	4%	(41)	1068
Gender: Female	65%	(743)	26%	(292)	6%	(71)	3%	(37)	1142
Age: 18-34	60%	(388)	27%	(175)	8%	(49)	5%	(30)	642
Age: 35-44	68%	(247)	23%	(84)	7%	(26)	3%	(9)	365
Age: 45-64	66%	(473)	24%	(170)	6%	(46)	4%	(26)	714
Age: 65+	74%	(364)	21%	(101)	2%	(12)	3%	(12)	489
GenZers: 1997-2012	62%	(165)	25%	(67)	8%	(22)	5%	(13)	267
Millennials: 1981-1996	63%	(390)	26%	(163)	7%	(42)	4%	(22)	618
GenXers: 1965-1980	65%	(399)	24%	(145)	7%	(45)	4%	(23)	612
Baby Boomers: 1946-1964	72%	(458)	22%	(139)	3%	(20)	3%	(17)	634
PID: Dem (no lean)	67%	(593)	24%	(212)	6%	(51)	4%	(33)	889
PID: Ind (no lean)	66%	(417)	24%	(151)	6%	(39)	4%	(26)	633
PID: Rep (no lean)	67%	(462)	24%	(166)	6%	(42)	3%	(18)	688
PID/Gender: Dem Men	67%	(265)	22%	(88)	5%	(21)	5%	(19)	393
PID/Gender: Dem Women	66%	(328)	25%	(124)	6%	(29)	3%	(14)	496
PID/Gender: Ind Men	71%	(228)	20%	(66)	6%	(18)	4%	(11)	323
PID/Gender: Ind Women	61%	(189)	27%	(85)	7%	(21)	5%	(15)	310
PID/Gender: Rep Men	67%	(236)	24%	(83)	6%	(21)	3%	(11)	352
PID/Gender: Rep Women	67%	(226)	25%	(83)	6%	(21)	2%	(7)	336
Ideo: Liberal (1-3)	68%	(446)	24%	(154)	5%	(30)	3%	(21)	652
Ideo: Moderate (4)	64%	(487)	25%	(191)	8%	(59)	4%	(29)	766
Ideo: Conservative (5-7)	71%	(467)	23%	(149)	4%	(25)	2%	(15)	656
Educ: < College	65%	(934)	24%	(349)	7%	(97)	4%	(56)	1437
Educ: Bachelors degree	70%	(343)	23%	(115)	4%	(21)	3%	(13)	491
Educ: Post-grad	69%	(195)	23%	(65)	5%	(14)	3%	(9)	282
Income: Under 50k	63%	(805)	27%	(339)	6%	(72)	4%	(55)	1270
Income: 50k-100k	73%	(464)	19%	(121)	7%	(42)	2%	(10)	638
Income: 100k+	67%	(202)	23%	(69)	6%	(18)	4%	(13)	302
Ethnicity: White	68%	(1160)	24%	(411)	5%	(92)	3%	(48)	1711
Ethnicity: Hispanic	66%	(246)	21%	(80)	7%	(27)	5%	(20)	374

Table MCBR1_2: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Quality

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1472)	24%	(529)	6%	(132)	4%	(78)	2210
Ethnicity: Black	61%	(172)	25%	(71)	10%	(27)	4%	(12)	282
Ethnicity: Other	65%	(140)	22%	(47)	6%	(12)	8%	(17)	217
All Christian	69%	(708)	23%	(237)	5%	(52)	3%	(31)	1028
All Non-Christian	67%	(80)	18%	(22)	13%	(16)	1%	(2)	119
Atheist	71%	(65)	21%	(19)	4%	(3)	4%	(4)	91
Agnostic/Nothing in particular	61%	(374)	27%	(167)	6%	(38)	5%	(30)	609
Something Else	68%	(246)	23%	(84)	6%	(22)	3%	(11)	364
Religious Non-Protestant/Catholic	68%	(100)	19%	(27)	12%	(17)	2%	(3)	147
Evangelical	68%	(388)	23%	(128)	5%	(30)	4%	(22)	568
Non-Evangelical	69%	(535)	24%	(184)	5%	(39)	2%	(19)	777
Community: Urban	64%	(421)	24%	(156)	8%	(50)	5%	(31)	659
Community: Suburban	68%	(652)	24%	(234)	6%	(56)	2%	(22)	963
Community: Rural	68%	(399)	24%	(139)	4%	(26)	4%	(24)	588
Employ: Private Sector	66%	(442)	25%	(166)	7%	(45)	2%	(16)	669
Employ: Government	62%	(78)	26%	(33)	11%	(14)	1%	(1)	125
Employ: Self-Employed	67%	(134)	21%	(42)	6%	(12)	5%	(11)	198
Employ: Homemaker	62%	(96)	32%	(49)	4%	(6)	2%	(4)	154
Employ: Student	58%	(48)	30%	(24)	7%	(6)	4%	(4)	82
Employ: Retired	72%	(409)	21%	(120)	3%	(17)	3%	(18)	564
Employ: Unemployed	59%	(157)	27%	(71)	7%	(20)	7%	(19)	266
Employ: Other	72%	(109)	16%	(24)	8%	(12)	4%	(6)	151
Military HH: Yes	69%	(195)	23%	(66)	2%	(7)	5%	(14)	281
Military HH: No	66%	(1277)	24%	(463)	6%	(125)	3%	(64)	1929
RD/WT: Right Direction	64%	(436)	25%	(168)	8%	(52)	4%	(29)	685
RD/WT: Wrong Track	68%	(1036)	24%	(361)	5%	(80)	3%	(49)	1525
Biden Job Approve	67%	(649)	24%	(229)	6%	(60)	4%	(35)	972
Biden Job Disapprove	68%	(773)	24%	(276)	5%	(62)	3%	(33)	1144

Table MCBR1_2: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Quality

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1472)	24%	(529)	6%	(132)	4%	(78)	2210
Biden Job Strongly Approve	70%	(309)	21%	(91)	6%	(24)	4%	(16)	441
Biden Job Somewhat Approve	64%	(340)	26%	(138)	7%	(35)	3%	(18)	531
Biden Job Somewhat Disapprove	62%	(219)	27%	(96)	8%	(30)	3%	(10)	355
Biden Job Strongly Disapprove	70%	(553)	23%	(180)	4%	(32)	3%	(23)	789
Favorable of Biden	68%	(678)	23%	(234)	6%	(55)	3%	(32)	999
Unfavorable of Biden	68%	(749)	24%	(269)	5%	(59)	3%	(31)	1109
Very Favorable of Biden	72%	(341)	19%	(92)	5%	(26)	3%	(16)	475
Somewhat Favorable of Biden	64%	(336)	27%	(142)	6%	(29)	3%	(16)	524
Somewhat Unfavorable of Biden	61%	(170)	29%	(81)	7%	(19)	3%	(8)	277
Very Unfavorable of Biden	70%	(580)	23%	(188)	5%	(40)	3%	(23)	831
#1 Issue: Economy	67%	(576)	23%	(198)	7%	(56)	3%	(24)	854
#1 Issue: Security	71%	(158)	20%	(45)	5%	(12)	4%	(8)	222
#1 Issue: Health Care	58%	(100)	24%	(41)	11%	(18)	7%	(12)	171
#1 Issue: Medicare / Social Security	71%	(199)	22%	(61)	5%	(13)	3%	(7)	279
#1 Issue: Women's Issues	63%	(218)	29%	(100)	5%	(18)	3%	(11)	347
#1 Issue: Education	58%	(39)	33%	(22)	7%	(5)	2%	(1)	68
#1 Issue: Energy	59%	(82)	29%	(40)	4%	(6)	7%	(10)	138
#1 Issue: Other	77%	(101)	16%	(21)	3%	(4)	3%	(4)	130
2020 Vote: Joe Biden	69%	(645)	23%	(213)	5%	(49)	3%	(31)	938
2020 Vote: Donald Trump	68%	(505)	25%	(182)	5%	(37)	2%	(16)	740
2020 Vote: Other	68%	(45)	21%	(14)	5%	(3)	6%	(4)	66
2020 Vote: Didn't Vote	59%	(277)	26%	(120)	9%	(42)	6%	(27)	466
2018 House Vote: Democrat	70%	(529)	22%	(166)	5%	(38)	4%	(27)	760
2018 House Vote: Republican	70%	(396)	24%	(135)	4%	(23)	2%	(12)	567
2018 House Vote: Someone else	59%	(33)	30%	(17)	1%	(1)	9%	(5)	56
2016 Vote: Hillary Clinton	68%	(481)	22%	(159)	6%	(43)	3%	(24)	707
2016 Vote: Donald Trump	69%	(449)	25%	(162)	3%	(23)	2%	(16)	650
2016 Vote: Other	70%	(75)	22%	(24)	3%	(4)	4%	(5)	108
2016 Vote: Didn't Vote	63%	(465)	25%	(183)	8%	(62)	5%	(34)	744

Table MCBR1_2: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Quality

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	67%	(1472)	24%	(529)	6%	(132)	4%	(78)	2210
Voted in 2014: Yes	69%	(851)	23%	(284)	4%	(55)	3%	(39)	1230
Voted in 2014: No	63%	(620)	25%	(245)	8%	(77)	4%	(38)	980
4-Region: Northeast	66%	(251)	26%	(98)	6%	(24)	2%	(9)	383
4-Region: Midwest	66%	(302)	24%	(110)	7%	(33)	3%	(12)	456
4-Region: South	67%	(569)	23%	(190)	6%	(51)	4%	(34)	844
4-Region: West	66%	(350)	25%	(130)	5%	(24)	4%	(23)	527
Supports Women High Priority	72%	(972)	24%	(318)	4%	(50)	—	(5)	1345
Have Purchased Because Supported Women	65%	(421)	25%	(163)	7%	(48)	3%	(16)	649

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

Table MCBR1_3: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Convenience

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	40%	(885)	43%	(949)	12%	(264)	5%	(113)	2210
Gender: Male	38%	(406)	44%	(471)	13%	(134)	5%	(57)	1068
Gender: Female	42%	(479)	42%	(478)	11%	(129)	5%	(56)	1142
Age: 18-34	42%	(272)	38%	(247)	14%	(87)	6%	(36)	642
Age: 35-44	41%	(150)	43%	(157)	12%	(43)	4%	(15)	365
Age: 45-64	38%	(272)	45%	(321)	12%	(84)	5%	(37)	714
Age: 65+	39%	(191)	46%	(223)	10%	(50)	5%	(24)	489
GenZers: 1997-2012	45%	(119)	37%	(98)	13%	(36)	6%	(15)	267
Millennials: 1981-1996	39%	(244)	42%	(261)	13%	(83)	5%	(30)	618
GenXers: 1965-1980	42%	(255)	43%	(262)	10%	(62)	5%	(33)	612
Baby Boomers: 1946-1964	37%	(235)	46%	(293)	12%	(76)	5%	(31)	634
PID: Dem (no lean)	43%	(379)	41%	(366)	10%	(92)	6%	(51)	889
PID: Ind (no lean)	37%	(235)	44%	(277)	13%	(85)	6%	(36)	633
PID: Rep (no lean)	39%	(270)	44%	(306)	12%	(86)	4%	(26)	688
PID/Gender: Dem Men	41%	(163)	41%	(160)	11%	(44)	7%	(26)	393
PID/Gender: Dem Women	44%	(216)	42%	(206)	10%	(49)	5%	(25)	496
PID/Gender: Ind Men	36%	(117)	43%	(140)	15%	(47)	6%	(19)	323
PID/Gender: Ind Women	38%	(119)	44%	(137)	12%	(38)	5%	(17)	310
PID/Gender: Rep Men	36%	(126)	49%	(171)	12%	(43)	3%	(11)	352
PID/Gender: Rep Women	43%	(144)	40%	(135)	13%	(42)	4%	(15)	336
Ideo: Liberal (1-3)	42%	(276)	43%	(278)	10%	(67)	5%	(32)	652
Ideo: Moderate (4)	38%	(293)	43%	(330)	13%	(103)	5%	(40)	766
Ideo: Conservative (5-7)	42%	(273)	45%	(292)	11%	(70)	3%	(21)	656
Educ: < College	41%	(585)	42%	(597)	12%	(176)	6%	(79)	1437
Educ: Bachelors degree	38%	(185)	47%	(228)	11%	(56)	4%	(21)	491
Educ: Post-grad	41%	(115)	44%	(124)	11%	(31)	4%	(12)	282
Income: Under 50k	41%	(526)	41%	(521)	11%	(143)	6%	(80)	1270
Income: 50k-100k	40%	(253)	44%	(281)	13%	(80)	4%	(23)	638
Income: 100k+	35%	(106)	49%	(147)	13%	(40)	3%	(9)	302
Ethnicity: White	40%	(688)	44%	(745)	12%	(203)	4%	(74)	1711
Ethnicity: Hispanic	47%	(175)	34%	(126)	12%	(46)	7%	(27)	374

Table MCBR1_3: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Convenience

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	40%	(885)	43%	(949)	12%	(264)	5%	(113)	2210
Ethnicity: Black	42%	(118)	39%	(110)	12%	(34)	7%	(20)	282
Ethnicity: Other	36%	(78)	43%	(94)	12%	(26)	9%	(19)	217
All Christian	40%	(415)	43%	(445)	11%	(116)	5%	(52)	1028
All Non-Christian	38%	(45)	39%	(47)	18%	(22)	5%	(6)	119
Atheist	43%	(39)	42%	(38)	14%	(12)	2%	(2)	91
Agnostic/Nothing in particular	38%	(234)	44%	(266)	11%	(68)	7%	(40)	609
Something Else	42%	(152)	42%	(153)	13%	(46)	4%	(13)	364
Religious Non-Protestant/Catholic	41%	(60)	37%	(54)	16%	(24)	6%	(8)	147
Evangelical	40%	(225)	44%	(247)	10%	(59)	6%	(37)	568
Non-Evangelical	41%	(318)	43%	(336)	13%	(98)	3%	(25)	777
Community: Urban	42%	(274)	39%	(255)	15%	(96)	5%	(34)	659
Community: Suburban	38%	(368)	46%	(440)	11%	(106)	5%	(48)	963
Community: Rural	41%	(243)	43%	(254)	10%	(61)	5%	(31)	588
Employ: Private Sector	41%	(273)	44%	(295)	12%	(81)	3%	(20)	669
Employ: Government	42%	(53)	36%	(46)	17%	(21)	5%	(6)	125
Employ: Self-Employed	43%	(86)	37%	(73)	14%	(28)	6%	(11)	198
Employ: Homemaker	38%	(58)	50%	(78)	9%	(13)	3%	(5)	154
Employ: Student	35%	(29)	42%	(35)	16%	(13)	7%	(6)	82
Employ: Retired	39%	(221)	45%	(252)	11%	(61)	5%	(31)	564
Employ: Unemployed	40%	(108)	41%	(109)	9%	(23)	10%	(26)	266
Employ: Other	39%	(58)	41%	(62)	15%	(22)	5%	(8)	151
Military HH: Yes	38%	(107)	45%	(126)	11%	(32)	6%	(16)	281
Military HH: No	40%	(778)	43%	(823)	12%	(232)	5%	(97)	1929
RD/WT: Right Direction	40%	(273)	43%	(297)	11%	(72)	6%	(42)	685
RD/WT: Wrong Track	40%	(611)	43%	(652)	13%	(191)	5%	(71)	1525
Biden Job Approve	42%	(411)	41%	(396)	12%	(113)	5%	(52)	972
Biden Job Disapprove	39%	(442)	45%	(519)	12%	(133)	4%	(49)	1144

Table MCBR1_3: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Convenience

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	40%	(885)	43%	(949)	12%	(264)	5%	(113)	2210
Biden Job Strongly Approve	46%	(205)	38%	(166)	10%	(44)	6%	(25)	441
Biden Job Somewhat Approve	39%	(206)	43%	(230)	13%	(69)	5%	(26)	531
Biden Job Somewhat Disapprove	35%	(125)	50%	(177)	11%	(38)	4%	(15)	355
Biden Job Strongly Disapprove	40%	(317)	43%	(342)	12%	(95)	4%	(34)	789
Favorable of Biden	43%	(431)	40%	(403)	12%	(116)	5%	(49)	999
Unfavorable of Biden	38%	(418)	46%	(515)	12%	(132)	4%	(43)	1109
Very Favorable of Biden	48%	(227)	37%	(178)	9%	(45)	5%	(26)	475
Somewhat Favorable of Biden	39%	(204)	43%	(226)	14%	(72)	4%	(23)	524
Somewhat Unfavorable of Biden	31%	(87)	55%	(152)	10%	(28)	4%	(11)	277
Very Unfavorable of Biden	40%	(331)	44%	(363)	13%	(104)	4%	(33)	831
#1 Issue: Economy	38%	(328)	46%	(390)	12%	(103)	4%	(33)	854
#1 Issue: Security	39%	(86)	44%	(98)	12%	(27)	5%	(11)	222
#1 Issue: Health Care	39%	(67)	38%	(66)	15%	(26)	8%	(13)	171
#1 Issue: Medicare / Social Security	44%	(124)	41%	(115)	11%	(30)	4%	(11)	279
#1 Issue: Women's Issues	45%	(156)	39%	(137)	10%	(34)	6%	(21)	347
#1 Issue: Education	40%	(27)	42%	(28)	11%	(7)	7%	(4)	68
#1 Issue: Energy	36%	(50)	41%	(57)	13%	(18)	9%	(13)	138
#1 Issue: Other	36%	(47)	44%	(57)	15%	(20)	4%	(6)	130
2020 Vote: Joe Biden	41%	(387)	42%	(397)	12%	(112)	5%	(43)	938
2020 Vote: Donald Trump	38%	(285)	46%	(343)	12%	(85)	4%	(28)	740
2020 Vote: Other	38%	(25)	46%	(30)	9%	(6)	7%	(5)	66
2020 Vote: Didn't Vote	40%	(188)	39%	(180)	13%	(60)	8%	(38)	466
2018 House Vote: Democrat	42%	(317)	42%	(318)	11%	(81)	6%	(43)	760
2018 House Vote: Republican	40%	(225)	45%	(256)	11%	(65)	4%	(21)	567
2018 House Vote: Someone else	45%	(25)	40%	(22)	9%	(5)	6%	(3)	56
2016 Vote: Hillary Clinton	42%	(298)	42%	(299)	10%	(71)	6%	(39)	707
2016 Vote: Donald Trump	39%	(254)	45%	(294)	12%	(79)	4%	(23)	650
2016 Vote: Other	35%	(37)	50%	(54)	10%	(11)	5%	(6)	108
2016 Vote: Didn't Vote	40%	(294)	41%	(301)	14%	(103)	6%	(45)	744

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Table MCBR1_3: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
Convenience

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	40%	(885)	43%	(949)	12%	(264)	5%	(113)	2210
Voted in 2014: Yes	40%	(498)	43%	(535)	11%	(136)	5%	(61)	1230
Voted in 2014: No	39%	(387)	42%	(414)	13%	(128)	5%	(51)	980
4-Region: Northeast	41%	(156)	46%	(177)	9%	(34)	4%	(16)	383
4-Region: Midwest	39%	(176)	44%	(200)	14%	(64)	4%	(17)	456
4-Region: South	40%	(339)	42%	(353)	12%	(98)	6%	(55)	844
4-Region: West	41%	(214)	42%	(219)	13%	(68)	5%	(25)	527
Supports Women High Priority	46%	(624)	42%	(571)	10%	(129)	2%	(21)	1345
Have Purchased Because Supported Women	46%	(298)	40%	(260)	10%	(66)	4%	(25)	649

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

Table MCBR1_4: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to support women

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(541)	36%	(804)	19%	(424)	20%	(440)	2210
Gender: Male	21%	(220)	34%	(362)	20%	(216)	25%	(269)	1068
Gender: Female	28%	(321)	39%	(442)	18%	(208)	15%	(171)	1142
Age: 18-34	30%	(190)	36%	(234)	16%	(102)	18%	(116)	642
Age: 35-44	25%	(93)	36%	(131)	21%	(76)	18%	(66)	365
Age: 45-64	22%	(159)	38%	(271)	21%	(147)	19%	(137)	714
Age: 65+	20%	(99)	34%	(168)	20%	(100)	25%	(121)	489
GenZers: 1997-2012	33%	(89)	32%	(85)	17%	(46)	18%	(47)	267
Millennials: 1981-1996	26%	(162)	37%	(232)	18%	(113)	18%	(111)	618
GenXers: 1965-1980	24%	(149)	39%	(241)	19%	(114)	18%	(108)	612
Baby Boomers: 1946-1964	20%	(128)	35%	(223)	21%	(132)	24%	(152)	634
PID: Dem (no lean)	34%	(299)	41%	(361)	14%	(126)	12%	(104)	889
PID: Ind (no lean)	20%	(124)	36%	(230)	20%	(130)	24%	(149)	633
PID: Rep (no lean)	17%	(118)	31%	(213)	25%	(169)	27%	(187)	688
PID/Gender: Dem Men	32%	(124)	39%	(152)	15%	(60)	14%	(56)	393
PID/Gender: Dem Women	35%	(174)	42%	(209)	13%	(65)	10%	(48)	496
PID/Gender: Ind Men	15%	(49)	33%	(105)	22%	(70)	31%	(99)	323
PID/Gender: Ind Women	24%	(75)	40%	(125)	19%	(60)	16%	(50)	310
PID/Gender: Rep Men	13%	(47)	30%	(104)	24%	(86)	33%	(114)	352
PID/Gender: Rep Women	21%	(71)	32%	(109)	25%	(83)	22%	(73)	336
Ideo: Liberal (1-3)	36%	(231)	41%	(270)	14%	(88)	10%	(62)	652
Ideo: Moderate (4)	23%	(179)	40%	(304)	19%	(144)	18%	(140)	766
Ideo: Conservative (5-7)	14%	(93)	29%	(192)	25%	(163)	32%	(208)	656
Educ: < College	26%	(368)	36%	(524)	19%	(273)	19%	(272)	1437
Educ: Bachelors degree	23%	(115)	35%	(171)	20%	(98)	22%	(106)	491
Educ: Post-grad	20%	(57)	39%	(109)	19%	(53)	22%	(63)	282
Income: Under 50k	26%	(329)	36%	(462)	19%	(238)	19%	(240)	1270
Income: 50k-100k	24%	(154)	34%	(219)	22%	(138)	20%	(127)	638
Income: 100k+	19%	(57)	41%	(123)	16%	(48)	24%	(74)	302
Ethnicity: White	21%	(365)	36%	(623)	21%	(356)	21%	(367)	1711
Ethnicity: Hispanic	29%	(110)	38%	(143)	15%	(55)	18%	(66)	374

Table MCBR1_4: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to support women

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(541)	36%	(804)	19%	(424)	20%	(440)	2210
Ethnicity: Black	37%	(106)	36%	(101)	15%	(41)	12%	(34)	282
Ethnicity: Other	32%	(70)	37%	(80)	13%	(28)	18%	(39)	217
All Christian	21%	(217)	36%	(367)	20%	(209)	23%	(235)	1028
All Non-Christian	34%	(41)	32%	(38)	21%	(25)	14%	(16)	119
Atheist	19%	(18)	45%	(40)	18%	(17)	18%	(16)	91
Agnostic/Nothing in particular	25%	(153)	36%	(221)	19%	(116)	20%	(119)	609
Something Else	31%	(113)	38%	(139)	16%	(58)	15%	(54)	364
Religious Non-Protestant/Catholic	33%	(48)	32%	(47)	19%	(28)	16%	(23)	147
Evangelical	25%	(145)	35%	(196)	18%	(104)	22%	(124)	568
Non-Evangelical	22%	(173)	38%	(293)	20%	(155)	20%	(155)	777
Community: Urban	28%	(187)	38%	(250)	16%	(103)	18%	(118)	659
Community: Suburban	21%	(201)	36%	(345)	22%	(209)	22%	(208)	963
Community: Rural	26%	(153)	36%	(209)	19%	(112)	19%	(114)	588
Employ: Private Sector	26%	(176)	38%	(255)	18%	(120)	18%	(119)	669
Employ: Government	27%	(33)	40%	(50)	22%	(28)	11%	(14)	125
Employ: Self-Employed	25%	(49)	33%	(65)	22%	(43)	21%	(41)	198
Employ: Homemaker	31%	(47)	36%	(55)	19%	(30)	15%	(22)	154
Employ: Student	25%	(21)	40%	(33)	18%	(15)	17%	(14)	82
Employ: Retired	21%	(119)	33%	(187)	20%	(114)	26%	(145)	564
Employ: Unemployed	24%	(63)	36%	(96)	19%	(49)	22%	(58)	266
Employ: Other	22%	(33)	43%	(64)	18%	(27)	18%	(27)	151
Military HH: Yes	23%	(66)	27%	(75)	20%	(57)	30%	(83)	281
Military HH: No	25%	(475)	38%	(730)	19%	(367)	18%	(357)	1929
RD/WT: Right Direction	34%	(232)	40%	(277)	14%	(98)	11%	(78)	685
RD/WT: Wrong Track	20%	(309)	35%	(527)	21%	(327)	24%	(363)	1525
Biden Job Approve	33%	(322)	41%	(398)	15%	(141)	11%	(111)	972
Biden Job Disapprove	17%	(195)	32%	(371)	23%	(267)	27%	(310)	1144

Table MCBR1_4: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to support women

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(541)	36%	(804)	19%	(424)	20%	(440)	2210
Biden Job Strongly Approve	41%	(182)	37%	(164)	11%	(49)	10%	(46)	441
Biden Job Somewhat Approve	26%	(140)	44%	(234)	17%	(92)	12%	(65)	531
Biden Job Somewhat Disapprove	18%	(63)	43%	(154)	21%	(75)	18%	(63)	355
Biden Job Strongly Disapprove	17%	(132)	28%	(217)	24%	(192)	31%	(248)	789
Favorable of Biden	34%	(340)	41%	(410)	14%	(137)	11%	(111)	999
Unfavorable of Biden	16%	(175)	32%	(357)	24%	(267)	28%	(310)	1109
Very Favorable of Biden	42%	(201)	36%	(173)	10%	(48)	11%	(53)	475
Somewhat Favorable of Biden	27%	(139)	45%	(237)	17%	(89)	11%	(58)	524
Somewhat Unfavorable of Biden	15%	(41)	44%	(121)	24%	(68)	17%	(47)	277
Very Unfavorable of Biden	16%	(133)	28%	(236)	24%	(199)	32%	(263)	831
#1 Issue: Economy	19%	(163)	36%	(307)	22%	(189)	23%	(196)	854
#1 Issue: Security	15%	(33)	32%	(72)	22%	(50)	30%	(68)	222
#1 Issue: Health Care	29%	(49)	38%	(65)	19%	(32)	15%	(25)	171
#1 Issue: Medicare / Social Security	25%	(70)	43%	(119)	15%	(42)	17%	(48)	279
#1 Issue: Women's Issues	44%	(152)	33%	(116)	12%	(43)	11%	(37)	347
#1 Issue: Education	38%	(25)	30%	(21)	21%	(14)	11%	(7)	68
#1 Issue: Energy	23%	(32)	43%	(60)	17%	(23)	17%	(23)	138
#1 Issue: Other	13%	(17)	35%	(45)	24%	(32)	28%	(36)	130
2020 Vote: Joe Biden	32%	(301)	42%	(391)	14%	(135)	12%	(111)	938
2020 Vote: Donald Trump	15%	(113)	30%	(223)	24%	(179)	30%	(226)	740
2020 Vote: Other	22%	(14)	32%	(21)	20%	(13)	27%	(17)	66
2020 Vote: Didn't Vote	24%	(114)	36%	(169)	21%	(97)	18%	(86)	466
2018 House Vote: Democrat	33%	(252)	41%	(309)	14%	(103)	13%	(95)	760
2018 House Vote: Republican	16%	(88)	28%	(158)	26%	(145)	31%	(176)	567
2018 House Vote: Someone else	32%	(18)	28%	(16)	19%	(10)	22%	(12)	56
2016 Vote: Hillary Clinton	34%	(240)	41%	(288)	14%	(98)	11%	(80)	707
2016 Vote: Donald Trump	13%	(86)	30%	(197)	25%	(161)	32%	(207)	650
2016 Vote: Other	18%	(20)	34%	(37)	23%	(25)	24%	(26)	108
2016 Vote: Didn't Vote	26%	(196)	38%	(281)	19%	(141)	17%	(127)	744

Continued on next page

Table MCBR1_4: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to support women

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(541)	36%	(804)	19%	(424)	20%	(440)	2210
Voted in 2014: Yes	24%	(296)	36%	(437)	20%	(241)	21%	(257)	1230
Voted in 2014: No	25%	(245)	38%	(368)	19%	(183)	19%	(184)	980
4-Region: Northeast	24%	(93)	38%	(145)	19%	(73)	19%	(72)	383
4-Region: Midwest	24%	(109)	34%	(155)	23%	(106)	19%	(86)	456
4-Region: South	23%	(195)	37%	(313)	18%	(154)	22%	(182)	844
4-Region: West	27%	(144)	36%	(191)	17%	(92)	19%	(100)	527
Supports Women High Priority	40%	(541)	60%	(804)	—	(0)	—	(0)	1345
Have Purchased Because Supported Women	46%	(300)	37%	(240)	11%	(73)	5%	(36)	649

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

Table MCBR1_5: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be sustainable/ support the environment

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	25%	(542)	37%	(821)	19%	(428)	19%	(418)	2210
Gender: Male	23%	(245)	34%	(364)	20%	(217)	23%	(241)	1068
Gender: Female	26%	(297)	40%	(457)	18%	(211)	16%	(177)	1142
Age: 18-34	28%	(183)	37%	(239)	17%	(111)	17%	(109)	642
Age: 35-44	26%	(94)	38%	(138)	21%	(78)	15%	(55)	365
Age: 45-64	23%	(165)	37%	(264)	19%	(138)	21%	(148)	714
Age: 65+	21%	(101)	37%	(181)	21%	(101)	22%	(106)	489
GenZers: 1997-2012	32%	(86)	35%	(94)	15%	(39)	18%	(48)	267
Millennials: 1981-1996	26%	(158)	40%	(246)	19%	(118)	16%	(97)	618
GenXers: 1965-1980	25%	(156)	37%	(224)	19%	(119)	18%	(113)	612
Baby Boomers: 1946-1964	20%	(129)	36%	(230)	20%	(130)	23%	(145)	634
PID: Dem (no lean)	32%	(286)	41%	(361)	15%	(136)	12%	(106)	889
PID: Ind (no lean)	20%	(126)	37%	(232)	21%	(135)	22%	(141)	633
PID: Rep (no lean)	19%	(130)	33%	(228)	23%	(157)	25%	(172)	688
PID/Gender: Dem Men	33%	(130)	39%	(153)	16%	(62)	12%	(48)	393
PID/Gender: Dem Women	31%	(156)	42%	(208)	15%	(75)	12%	(58)	496
PID/Gender: Ind Men	18%	(59)	31%	(102)	23%	(74)	28%	(89)	323
PID/Gender: Ind Women	22%	(67)	42%	(130)	20%	(61)	17%	(52)	310
PID/Gender: Rep Men	16%	(56)	31%	(110)	23%	(82)	30%	(104)	352
PID/Gender: Rep Women	22%	(74)	35%	(119)	22%	(76)	20%	(68)	336
Ideo: Liberal (1-3)	35%	(226)	42%	(271)	14%	(89)	10%	(66)	652
Ideo: Moderate (4)	22%	(170)	41%	(313)	20%	(156)	17%	(127)	766
Ideo: Conservative (5-7)	17%	(113)	30%	(197)	23%	(150)	30%	(197)	656
Educ: < College	25%	(358)	38%	(547)	19%	(272)	18%	(261)	1437
Educ: Bachelors degree	25%	(122)	34%	(166)	22%	(109)	19%	(94)	491
Educ: Post-grad	22%	(62)	39%	(109)	17%	(47)	23%	(64)	282
Income: Under 50k	25%	(322)	38%	(482)	19%	(237)	18%	(230)	1270
Income: 50k-100k	25%	(158)	37%	(235)	21%	(135)	17%	(110)	638
Income: 100k+	21%	(63)	35%	(104)	19%	(57)	26%	(78)	302
Ethnicity: White	22%	(380)	38%	(647)	20%	(336)	20%	(347)	1711
Ethnicity: Hispanic	32%	(119)	35%	(130)	18%	(68)	15%	(57)	374

Table MCBR1_5: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be sustainable/ support the environment

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	25%	(542)	37%	(821)	19%	(428)	19%	(418)	2210
Ethnicity: Black	34%	(96)	36%	(100)	18%	(51)	12%	(35)	282
Ethnicity: Other	30%	(66)	34%	(74)	19%	(40)	17%	(37)	217
All Christian	23%	(233)	35%	(356)	22%	(221)	21%	(217)	1028
All Non-Christian	33%	(39)	33%	(39)	18%	(21)	17%	(20)	119
Atheist	22%	(20)	48%	(43)	15%	(13)	16%	(15)	91
Agnostic/Nothing in particular	23%	(137)	40%	(243)	17%	(106)	20%	(123)	609
Something Else	31%	(113)	38%	(139)	18%	(67)	12%	(44)	364
Religious Non-Protestant/Catholic	30%	(44)	36%	(53)	15%	(23)	19%	(27)	147
Evangelical	26%	(148)	34%	(194)	20%	(116)	19%	(110)	568
Non-Evangelical	25%	(191)	36%	(282)	21%	(165)	18%	(139)	777
Community: Urban	31%	(206)	37%	(247)	17%	(114)	14%	(92)	659
Community: Suburban	21%	(199)	36%	(351)	22%	(209)	21%	(204)	963
Community: Rural	23%	(137)	38%	(223)	18%	(105)	21%	(123)	588
Employ: Private Sector	26%	(174)	38%	(252)	21%	(139)	16%	(105)	669
Employ: Government	25%	(31)	34%	(42)	27%	(34)	14%	(18)	125
Employ: Self-Employed	26%	(52)	40%	(79)	14%	(28)	20%	(40)	198
Employ: Homemaker	23%	(36)	41%	(64)	19%	(29)	17%	(26)	154
Employ: Student	30%	(25)	32%	(26)	18%	(15)	20%	(16)	82
Employ: Retired	24%	(133)	34%	(192)	20%	(110)	23%	(129)	564
Employ: Unemployed	22%	(60)	38%	(102)	16%	(43)	23%	(62)	266
Employ: Other	22%	(33)	43%	(64)	21%	(32)	15%	(22)	151
Military HH: Yes	23%	(65)	30%	(83)	19%	(53)	28%	(80)	281
Military HH: No	25%	(477)	38%	(738)	19%	(375)	18%	(339)	1929
RD/WT: Right Direction	33%	(229)	38%	(260)	17%	(116)	12%	(79)	685
RD/WT: Wrong Track	21%	(313)	37%	(561)	20%	(312)	22%	(339)	1525
Biden Job Approve	33%	(316)	40%	(390)	16%	(158)	11%	(108)	972
Biden Job Disapprove	18%	(203)	35%	(396)	22%	(250)	26%	(295)	1144

Table MCBR1_5: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be sustainable/ support the environment

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	25%	(542)	37%	(821)	19%	(428)	19%	(418)	2210
Biden Job Strongly Approve	42%	(186)	35%	(155)	14%	(60)	9%	(40)	441
Biden Job Somewhat Approve	24%	(130)	44%	(235)	19%	(98)	13%	(68)	531
Biden Job Somewhat Disapprove	18%	(64)	45%	(158)	23%	(81)	15%	(52)	355
Biden Job Strongly Disapprove	18%	(139)	30%	(237)	21%	(169)	31%	(244)	789
Favorable of Biden	33%	(334)	40%	(403)	16%	(160)	10%	(101)	999
Unfavorable of Biden	16%	(182)	34%	(381)	23%	(250)	27%	(296)	1109
Very Favorable of Biden	44%	(207)	35%	(165)	12%	(56)	10%	(48)	475
Somewhat Favorable of Biden	24%	(127)	46%	(239)	20%	(105)	10%	(53)	524
Somewhat Unfavorable of Biden	17%	(47)	42%	(117)	26%	(72)	15%	(40)	277
Very Unfavorable of Biden	16%	(134)	32%	(264)	21%	(178)	31%	(256)	831
#1 Issue: Economy	19%	(165)	37%	(316)	22%	(187)	22%	(186)	854
#1 Issue: Security	21%	(47)	31%	(69)	22%	(48)	26%	(58)	222
#1 Issue: Health Care	29%	(49)	33%	(56)	22%	(38)	17%	(29)	171
#1 Issue: Medicare / Social Security	27%	(75)	42%	(116)	18%	(49)	14%	(39)	279
#1 Issue: Women's Issues	34%	(117)	40%	(138)	15%	(51)	12%	(40)	347
#1 Issue: Education	22%	(15)	43%	(29)	24%	(16)	11%	(7)	68
#1 Issue: Energy	35%	(49)	34%	(46)	13%	(17)	18%	(25)	138
#1 Issue: Other	19%	(25)	39%	(50)	17%	(21)	26%	(33)	130
2020 Vote: Joe Biden	33%	(311)	41%	(383)	16%	(147)	10%	(97)	938
2020 Vote: Donald Trump	17%	(122)	31%	(228)	23%	(174)	29%	(216)	740
2020 Vote: Other	16%	(11)	34%	(22)	22%	(14)	28%	(18)	66
2020 Vote: Didn't Vote	21%	(98)	40%	(188)	20%	(93)	19%	(87)	466
2018 House Vote: Democrat	33%	(251)	39%	(300)	16%	(118)	12%	(91)	760
2018 House Vote: Republican	18%	(101)	29%	(164)	23%	(129)	31%	(174)	567
2018 House Vote: Someone else	21%	(12)	46%	(26)	10%	(5)	23%	(13)	56
2016 Vote: Hillary Clinton	32%	(227)	41%	(290)	16%	(114)	11%	(76)	707
2016 Vote: Donald Trump	17%	(109)	30%	(197)	22%	(145)	31%	(199)	650
2016 Vote: Other	17%	(18)	40%	(43)	20%	(21)	24%	(25)	108
2016 Vote: Didn't Vote	25%	(188)	39%	(292)	20%	(148)	16%	(116)	744

Table MCBR1_5: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be sustainable/ support the environment

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	25%	(542)	37%	(821)	19%	(428)	19%	(418)	2210
Voted in 2014: Yes	25%	(304)	36%	(444)	19%	(230)	20%	(252)	1230
Voted in 2014: No	24%	(238)	39%	(378)	20%	(198)	17%	(166)	980
4-Region: Northeast	22%	(84)	35%	(134)	23%	(89)	20%	(75)	383
4-Region: Midwest	23%	(104)	37%	(169)	21%	(94)	20%	(90)	456
4-Region: South	24%	(207)	38%	(323)	18%	(153)	19%	(162)	844
4-Region: West	28%	(148)	37%	(195)	17%	(92)	18%	(92)	527
Supports Women High Priority	37%	(495)	49%	(655)	11%	(144)	4%	(51)	1345
Have Purchased Because Supported Women	42%	(270)	40%	(260)	12%	(79)	6%	(39)	649

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

Table MCBR1_6: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be diverse and inclusive

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(534)	35%	(774)	21%	(457)	20%	(444)	2210
Gender: Male	21%	(228)	33%	(356)	20%	(212)	26%	(272)	1068
Gender: Female	27%	(306)	37%	(419)	21%	(245)	15%	(172)	1142
Age: 18-34	30%	(195)	36%	(234)	16%	(105)	17%	(108)	642
Age: 35-44	25%	(92)	33%	(121)	23%	(83)	19%	(69)	365
Age: 45-64	21%	(150)	36%	(257)	22%	(160)	21%	(147)	714
Age: 65+	20%	(97)	33%	(162)	22%	(110)	24%	(120)	489
GenZers: 1997-2012	31%	(84)	35%	(94)	18%	(47)	16%	(42)	267
Millennials: 1981-1996	28%	(171)	36%	(220)	19%	(116)	18%	(111)	618
GenXers: 1965-1980	23%	(144)	37%	(225)	21%	(126)	19%	(117)	612
Baby Boomers: 1946-1964	19%	(123)	33%	(210)	23%	(145)	25%	(156)	634
PID: Dem (no lean)	35%	(309)	38%	(341)	17%	(148)	10%	(92)	889
PID: Ind (no lean)	18%	(116)	32%	(204)	24%	(149)	26%	(163)	633
PID: Rep (no lean)	16%	(109)	33%	(229)	23%	(160)	28%	(190)	688
PID/Gender: Dem Men	33%	(130)	39%	(152)	15%	(60)	13%	(51)	393
PID/Gender: Dem Women	36%	(179)	38%	(188)	18%	(88)	8%	(40)	496
PID/Gender: Ind Men	17%	(54)	27%	(88)	23%	(75)	33%	(106)	323
PID/Gender: Ind Women	20%	(62)	38%	(116)	24%	(74)	18%	(57)	310
PID/Gender: Rep Men	13%	(44)	33%	(115)	22%	(77)	33%	(115)	352
PID/Gender: Rep Women	19%	(65)	34%	(114)	25%	(83)	22%	(75)	336
Ideo: Liberal (1-3)	37%	(238)	40%	(259)	14%	(91)	10%	(63)	652
Ideo: Moderate (4)	23%	(177)	35%	(271)	24%	(182)	18%	(137)	766
Ideo: Conservative (5-7)	14%	(89)	31%	(204)	22%	(146)	33%	(217)	656
Educ: < College	26%	(376)	34%	(496)	21%	(296)	19%	(269)	1437
Educ: Bachelors degree	21%	(101)	36%	(175)	21%	(104)	23%	(111)	491
Educ: Post-grad	20%	(58)	37%	(103)	20%	(57)	23%	(64)	282
Income: Under 50k	26%	(332)	35%	(439)	20%	(258)	19%	(241)	1270
Income: 50k-100k	23%	(145)	35%	(221)	23%	(148)	19%	(124)	638
Income: 100k+	19%	(57)	38%	(114)	17%	(51)	26%	(79)	302
Ethnicity: White	20%	(349)	35%	(604)	22%	(379)	22%	(379)	1711
Ethnicity: Hispanic	34%	(126)	35%	(130)	14%	(53)	18%	(65)	374

Table MCBR1_6: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be diverse and inclusive

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(534)	35%	(774)	21%	(457)	20%	(444)	2210
Ethnicity: Black	40%	(114)	34%	(95)	16%	(46)	10%	(27)	282
Ethnicity: Other	33%	(72)	34%	(75)	15%	(33)	17%	(38)	217
All Christian	21%	(220)	34%	(350)	21%	(212)	24%	(246)	1028
All Non-Christian	32%	(37)	31%	(37)	26%	(31)	11%	(14)	119
Atheist	21%	(19)	39%	(35)	21%	(19)	20%	(18)	91
Agnostic/Nothing in particular	24%	(148)	36%	(219)	20%	(121)	20%	(121)	609
Something Else	30%	(110)	37%	(133)	20%	(74)	13%	(47)	364
Religious Non-Protestant/Catholic	31%	(45)	30%	(44)	27%	(39)	13%	(19)	147
Evangelical	26%	(148)	32%	(183)	19%	(106)	23%	(131)	568
Non-Evangelical	22%	(171)	37%	(289)	21%	(165)	20%	(153)	777
Community: Urban	30%	(195)	36%	(240)	18%	(117)	16%	(106)	659
Community: Suburban	21%	(200)	34%	(332)	22%	(216)	22%	(214)	963
Community: Rural	24%	(139)	34%	(202)	21%	(124)	21%	(124)	588
Employ: Private Sector	26%	(171)	38%	(255)	18%	(118)	19%	(125)	669
Employ: Government	24%	(30)	39%	(49)	20%	(25)	16%	(21)	125
Employ: Self-Employed	25%	(50)	32%	(64)	22%	(43)	21%	(41)	198
Employ: Homemaker	26%	(41)	35%	(55)	23%	(35)	16%	(24)	154
Employ: Student	26%	(22)	36%	(30)	20%	(17)	17%	(14)	82
Employ: Retired	21%	(116)	33%	(187)	21%	(121)	25%	(140)	564
Employ: Unemployed	24%	(63)	33%	(88)	20%	(54)	23%	(61)	266
Employ: Other	28%	(42)	30%	(46)	30%	(45)	12%	(18)	151
Military HH: Yes	20%	(55)	32%	(89)	18%	(51)	31%	(86)	281
Military HH: No	25%	(479)	36%	(685)	21%	(406)	19%	(359)	1929
RD/WT: Right Direction	35%	(242)	35%	(241)	17%	(118)	12%	(83)	685
RD/WT: Wrong Track	19%	(292)	35%	(533)	22%	(339)	24%	(361)	1525
Biden Job Approve	34%	(335)	37%	(359)	18%	(170)	11%	(108)	972
Biden Job Disapprove	15%	(176)	33%	(383)	23%	(262)	28%	(322)	1144

Table MCBR1_6: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be diverse and inclusive

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(534)	35%	(774)	21%	(457)	20%	(444)	2210
Biden Job Strongly Approve	42%	(185)	34%	(148)	15%	(65)	10%	(42)	441
Biden Job Somewhat Approve	28%	(150)	40%	(211)	20%	(105)	12%	(65)	531
Biden Job Somewhat Disapprove	18%	(63)	42%	(148)	24%	(87)	16%	(57)	355
Biden Job Strongly Disapprove	14%	(114)	30%	(235)	22%	(176)	34%	(265)	789
Favorable of Biden	35%	(351)	38%	(375)	18%	(179)	9%	(94)	999
Unfavorable of Biden	14%	(160)	32%	(360)	23%	(259)	30%	(330)	1109
Very Favorable of Biden	43%	(205)	33%	(156)	15%	(71)	9%	(45)	475
Somewhat Favorable of Biden	28%	(147)	42%	(220)	21%	(108)	9%	(49)	524
Somewhat Unfavorable of Biden	17%	(47)	41%	(113)	26%	(73)	16%	(44)	277
Very Unfavorable of Biden	14%	(113)	30%	(247)	22%	(186)	34%	(285)	831
#1 Issue: Economy	20%	(171)	36%	(303)	21%	(176)	24%	(204)	854
#1 Issue: Security	16%	(36)	28%	(62)	24%	(54)	31%	(70)	222
#1 Issue: Health Care	24%	(41)	41%	(70)	20%	(34)	15%	(26)	171
#1 Issue: Medicare / Social Security	27%	(76)	35%	(97)	23%	(64)	15%	(42)	279
#1 Issue: Women's Issues	38%	(132)	36%	(126)	17%	(60)	8%	(29)	347
#1 Issue: Education	33%	(23)	30%	(20)	21%	(14)	16%	(10)	68
#1 Issue: Energy	23%	(32)	42%	(58)	17%	(23)	19%	(26)	138
#1 Issue: Other	18%	(24)	28%	(37)	25%	(32)	29%	(37)	130
2020 Vote: Joe Biden	33%	(313)	39%	(369)	17%	(161)	10%	(96)	938
2020 Vote: Donald Trump	14%	(103)	30%	(223)	24%	(178)	32%	(236)	740
2020 Vote: Other	22%	(15)	24%	(16)	18%	(12)	36%	(23)	66
2020 Vote: Didn't Vote	22%	(104)	36%	(166)	23%	(106)	19%	(89)	466
2018 House Vote: Democrat	32%	(246)	39%	(295)	16%	(123)	13%	(96)	760
2018 House Vote: Republican	14%	(82)	28%	(161)	24%	(138)	33%	(186)	567
2018 House Vote: Someone else	29%	(17)	32%	(18)	16%	(9)	23%	(13)	56
2016 Vote: Hillary Clinton	33%	(231)	39%	(278)	17%	(118)	11%	(80)	707
2016 Vote: Donald Trump	14%	(89)	28%	(184)	25%	(163)	33%	(215)	650
2016 Vote: Other	14%	(16)	40%	(43)	16%	(18)	29%	(32)	108
2016 Vote: Didn't Vote	27%	(199)	36%	(269)	21%	(158)	16%	(118)	744

Table MCBR1_6: *How important of a priority, if at all, are each of the following when it comes to the brands/companies you use?*
The brand/company takes actions to be diverse and inclusive

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority		Total N
Adults	24%	(534)	35%	(774)	21%	(457)	20%	(444)	2210
Voted in 2014: Yes	24%	(293)	35%	(427)	20%	(246)	21%	(263)	1230
Voted in 2014: No	25%	(241)	35%	(347)	22%	(211)	18%	(181)	980
4-Region: Northeast	22%	(85)	35%	(133)	24%	(92)	19%	(73)	383
4-Region: Midwest	24%	(111)	34%	(155)	20%	(92)	22%	(99)	456
4-Region: South	24%	(202)	36%	(301)	20%	(171)	20%	(171)	844
4-Region: West	26%	(136)	35%	(186)	20%	(103)	19%	(101)	527
Supports Women High Priority	37%	(503)	47%	(630)	12%	(166)	3%	(46)	1345
Have Purchased Because Supported Women	42%	(270)	40%	(256)	13%	(85)	6%	(38)	649

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

Table MCBR2_1: *Would you say that companies that go above and beyond to support women...*
want to make the world more fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	35%	(767)	10%	(215)	7%	(144)	16%	(363)	2210
Gender: Male	29%	(311)	33%	(355)	13%	(136)	9%	(91)	16%	(175)	1068
Gender: Female	36%	(410)	36%	(412)	7%	(79)	5%	(53)	17%	(189)	1142
Age: 18-34	35%	(227)	32%	(206)	11%	(70)	7%	(46)	14%	(93)	642
Age: 35-44	34%	(124)	36%	(131)	10%	(36)	7%	(25)	13%	(49)	365
Age: 45-64	30%	(217)	35%	(252)	9%	(62)	6%	(45)	19%	(137)	714
Age: 65+	31%	(152)	36%	(177)	10%	(48)	6%	(28)	17%	(84)	489
GenZers: 1997-2012	37%	(98)	29%	(78)	12%	(32)	8%	(23)	14%	(37)	267
Millennials: 1981-1996	33%	(206)	35%	(215)	10%	(64)	7%	(43)	15%	(91)	618
GenXers: 1965-1980	33%	(200)	36%	(220)	9%	(52)	6%	(38)	16%	(101)	612
Baby Boomers: 1946-1964	30%	(188)	36%	(226)	10%	(60)	6%	(39)	19%	(120)	634
PID: Dem (no lean)	44%	(391)	35%	(309)	7%	(59)	5%	(46)	9%	(84)	889
PID: Ind (no lean)	24%	(150)	37%	(237)	10%	(65)	6%	(37)	23%	(144)	633
PID: Rep (no lean)	26%	(179)	32%	(221)	13%	(91)	9%	(60)	20%	(136)	688
PID/Gender: Dem Men	42%	(163)	32%	(126)	11%	(42)	7%	(27)	9%	(34)	393
PID/Gender: Dem Women	46%	(228)	37%	(183)	3%	(17)	4%	(19)	10%	(49)	496
PID/Gender: Ind Men	20%	(64)	34%	(110)	13%	(41)	9%	(28)	25%	(80)	323
PID/Gender: Ind Women	28%	(86)	41%	(127)	8%	(24)	3%	(9)	21%	(64)	310
PID/Gender: Rep Men	24%	(83)	34%	(119)	15%	(54)	10%	(36)	17%	(60)	352
PID/Gender: Rep Women	29%	(96)	30%	(102)	11%	(37)	7%	(25)	22%	(76)	336
Ideo: Liberal (1-3)	49%	(317)	33%	(212)	6%	(37)	5%	(31)	8%	(55)	652
Ideo: Moderate (4)	30%	(228)	38%	(288)	11%	(81)	5%	(41)	17%	(128)	766
Ideo: Conservative (5-7)	21%	(138)	36%	(234)	14%	(92)	10%	(67)	19%	(126)	656
Educ: < College	33%	(473)	34%	(489)	9%	(128)	7%	(93)	18%	(254)	1437
Educ: Bachelors degree	32%	(157)	37%	(182)	12%	(60)	5%	(27)	13%	(66)	491
Educ: Post-grad	32%	(90)	34%	(97)	10%	(27)	9%	(24)	15%	(43)	282
Income: Under 50k	33%	(424)	33%	(416)	9%	(113)	6%	(82)	19%	(236)	1270
Income: 50k-100k	34%	(215)	37%	(238)	11%	(70)	5%	(35)	13%	(80)	638
Income: 100k+	27%	(81)	38%	(113)	11%	(33)	9%	(28)	16%	(47)	302
Ethnicity: White	31%	(535)	36%	(619)	10%	(163)	6%	(104)	17%	(291)	1711
Ethnicity: Hispanic	40%	(150)	32%	(120)	9%	(33)	6%	(22)	13%	(48)	374

Table MCBR2_1: *Would you say that companies that go above and beyond to support women...*
want to make the world more fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	35%	(767)	10%	(215)	7%	(144)	16%	(363)	2210
Ethnicity: Black	37%	(104)	32%	(90)	10%	(28)	9%	(26)	12%	(34)	282
Ethnicity: Other	38%	(81)	27%	(58)	11%	(24)	7%	(15)	18%	(38)	217
All Christian	30%	(306)	37%	(379)	11%	(115)	8%	(79)	14%	(148)	1028
All Non-Christian	48%	(57)	27%	(32)	7%	(9)	3%	(3)	15%	(18)	119
Atheist	39%	(35)	27%	(25)	9%	(8)	7%	(7)	17%	(16)	91
Agnostic/Nothing in particular	30%	(183)	35%	(214)	9%	(58)	6%	(34)	20%	(120)	609
Something Else	38%	(139)	32%	(118)	7%	(25)	6%	(21)	17%	(61)	364
Religious Non-Protestant/Catholic	46%	(68)	26%	(38)	8%	(12)	3%	(5)	16%	(24)	147
Evangelical	31%	(176)	33%	(189)	11%	(61)	7%	(41)	18%	(101)	568
Non-Evangelical	33%	(254)	38%	(296)	9%	(71)	7%	(57)	13%	(99)	777
Community: Urban	33%	(218)	36%	(234)	11%	(70)	6%	(42)	14%	(95)	659
Community: Suburban	32%	(307)	34%	(331)	9%	(86)	7%	(71)	17%	(168)	963
Community: Rural	33%	(195)	34%	(202)	10%	(59)	5%	(32)	17%	(101)	588
Employ: Private Sector	34%	(228)	37%	(246)	10%	(65)	7%	(46)	12%	(83)	669
Employ: Government	26%	(32)	39%	(48)	13%	(16)	11%	(14)	12%	(15)	125
Employ: Self-Employed	33%	(65)	31%	(62)	14%	(27)	7%	(15)	15%	(30)	198
Employ: Homemaker	39%	(60)	36%	(55)	7%	(11)	3%	(5)	15%	(24)	154
Employ: Student	30%	(25)	35%	(29)	13%	(10)	7%	(6)	15%	(12)	82
Employ: Retired	31%	(175)	35%	(196)	10%	(58)	6%	(34)	18%	(103)	564
Employ: Unemployed	31%	(83)	34%	(89)	8%	(20)	7%	(18)	21%	(56)	266
Employ: Other	35%	(52)	28%	(42)	5%	(7)	5%	(7)	27%	(41)	151
Military HH: Yes	27%	(76)	35%	(99)	9%	(27)	6%	(17)	22%	(63)	281
Military HH: No	33%	(644)	35%	(668)	10%	(188)	7%	(128)	16%	(301)	1929
RD/WT: Right Direction	43%	(292)	34%	(232)	8%	(53)	4%	(31)	11%	(77)	685
RD/WT: Wrong Track	28%	(429)	35%	(535)	11%	(162)	7%	(114)	19%	(287)	1525
Biden Job Approve	44%	(427)	35%	(337)	7%	(72)	4%	(42)	10%	(94)	972
Biden Job Disapprove	24%	(272)	36%	(406)	12%	(137)	9%	(101)	20%	(228)	1144

Table MCBR2_1: *Would you say that companies that go above and beyond to support women...*
want to make the world more fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	35%	(767)	10%	(215)	7%	(144)	16%	(363)	2210
Biden Job Strongly Approve	52%	(229)	28%	(122)	8%	(34)	5%	(20)	8%	(35)	441
Biden Job Somewhat Approve	37%	(198)	41%	(216)	7%	(37)	4%	(21)	11%	(59)	531
Biden Job Somewhat Disapprove	27%	(97)	44%	(155)	10%	(34)	5%	(16)	15%	(52)	355
Biden Job Strongly Disapprove	22%	(175)	32%	(251)	13%	(103)	11%	(84)	22%	(176)	789
Favorable of Biden	46%	(457)	35%	(347)	6%	(60)	4%	(39)	10%	(96)	999
Unfavorable of Biden	21%	(236)	36%	(399)	13%	(147)	9%	(96)	21%	(230)	1109
Very Favorable of Biden	55%	(262)	26%	(124)	6%	(27)	5%	(23)	8%	(39)	475
Somewhat Favorable of Biden	37%	(194)	43%	(223)	6%	(33)	3%	(16)	11%	(57)	524
Somewhat Unfavorable of Biden	22%	(62)	43%	(121)	12%	(32)	4%	(12)	18%	(51)	277
Very Unfavorable of Biden	21%	(174)	33%	(278)	14%	(115)	10%	(84)	22%	(180)	831
#1 Issue: Economy	29%	(246)	37%	(312)	11%	(96)	7%	(59)	17%	(142)	854
#1 Issue: Security	24%	(54)	35%	(78)	13%	(30)	9%	(20)	18%	(41)	222
#1 Issue: Health Care	30%	(52)	33%	(57)	13%	(22)	5%	(9)	19%	(32)	171
#1 Issue: Medicare / Social Security	38%	(106)	36%	(100)	7%	(20)	4%	(11)	15%	(42)	279
#1 Issue: Women's Issues	43%	(150)	35%	(122)	5%	(18)	7%	(23)	10%	(35)	347
#1 Issue: Education	35%	(24)	27%	(18)	17%	(12)	8%	(5)	13%	(9)	68
#1 Issue: Energy	36%	(50)	31%	(42)	10%	(14)	5%	(7)	18%	(25)	138
#1 Issue: Other	30%	(39)	29%	(38)	3%	(4)	8%	(10)	29%	(38)	130
2020 Vote: Joe Biden	41%	(386)	35%	(332)	8%	(71)	5%	(49)	11%	(100)	938
2020 Vote: Donald Trump	21%	(153)	36%	(270)	13%	(99)	9%	(65)	21%	(153)	740
2020 Vote: Other	9%	(6)	45%	(29)	2%	(1)	13%	(9)	32%	(21)	66
2020 Vote: Didn't Vote	38%	(176)	29%	(136)	9%	(44)	5%	(22)	19%	(89)	466
2018 House Vote: Democrat	42%	(317)	36%	(276)	7%	(51)	5%	(39)	10%	(77)	760
2018 House Vote: Republican	22%	(122)	34%	(195)	14%	(82)	9%	(49)	21%	(118)	567
2018 House Vote: Someone else	12%	(6)	45%	(25)	3%	(2)	11%	(6)	29%	(16)	56
2016 Vote: Hillary Clinton	44%	(308)	36%	(253)	6%	(41)	5%	(33)	10%	(73)	707
2016 Vote: Donald Trump	20%	(133)	36%	(233)	15%	(99)	9%	(57)	20%	(128)	650
2016 Vote: Other	18%	(20)	39%	(42)	8%	(9)	10%	(11)	24%	(26)	108
2016 Vote: Didn't Vote	35%	(260)	32%	(239)	9%	(65)	6%	(43)	18%	(137)	744

Continued on next page

Table MCBR2_1: *Would you say that companies that go above and beyond to support women...*
want to make the world more fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	35%	(767)	10%	(215)	7%	(144)	16%	(363)	2210
Voted in 2014: Yes	31%	(386)	36%	(447)	10%	(120)	6%	(79)	16%	(198)	1230
Voted in 2014: No	34%	(334)	33%	(320)	10%	(95)	7%	(65)	17%	(165)	980
4-Region: Northeast	29%	(112)	37%	(142)	11%	(40)	6%	(22)	17%	(66)	383
4-Region: Midwest	31%	(143)	36%	(165)	8%	(35)	6%	(29)	19%	(85)	456
4-Region: South	34%	(290)	32%	(271)	10%	(86)	7%	(59)	16%	(138)	844
4-Region: West	33%	(175)	36%	(189)	10%	(54)	7%	(34)	14%	(75)	527
Supports Women High Priority	44%	(590)	35%	(465)	7%	(92)	4%	(57)	11%	(141)	1345
Have Purchased Because Supported Women	50%	(325)	33%	(213)	7%	(47)	4%	(25)	6%	(39)	649

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

Table MCBR2_2: *Would you say that companies that go above and beyond to support women...*
want to make the world less fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(205)	11%	(250)	23%	(506)	38%	(843)	18%	(406)	2210
Gender: Male	10%	(105)	14%	(149)	25%	(262)	34%	(367)	17%	(185)	1068
Gender: Female	9%	(99)	9%	(101)	21%	(245)	42%	(476)	19%	(221)	1142
Age: 18-34	11%	(70)	15%	(98)	22%	(140)	37%	(238)	15%	(96)	642
Age: 35-44	11%	(40)	10%	(38)	26%	(95)	37%	(136)	15%	(56)	365
Age: 45-64	10%	(69)	10%	(72)	24%	(172)	34%	(246)	22%	(155)	714
Age: 65+	5%	(25)	9%	(42)	20%	(100)	46%	(224)	20%	(98)	489
GenZers: 1997-2012	12%	(32)	15%	(39)	22%	(58)	36%	(97)	15%	(41)	267
Millennials: 1981-1996	11%	(67)	15%	(90)	23%	(143)	36%	(223)	15%	(96)	618
GenXers: 1965-1980	9%	(58)	10%	(62)	26%	(157)	35%	(216)	19%	(118)	612
Baby Boomers: 1946-1964	7%	(46)	8%	(49)	21%	(132)	42%	(268)	22%	(138)	634
PID: Dem (no lean)	11%	(98)	12%	(104)	21%	(191)	45%	(401)	11%	(95)	889
PID: Ind (no lean)	6%	(37)	10%	(65)	24%	(152)	35%	(218)	26%	(162)	633
PID: Rep (no lean)	10%	(69)	12%	(81)	24%	(164)	33%	(224)	22%	(150)	688
PID/Gender: Dem Men	13%	(50)	15%	(60)	23%	(92)	40%	(157)	9%	(34)	393
PID/Gender: Dem Women	10%	(49)	9%	(44)	20%	(99)	49%	(243)	12%	(61)	496
PID/Gender: Ind Men	5%	(15)	11%	(35)	26%	(84)	33%	(105)	26%	(83)	323
PID/Gender: Ind Women	7%	(21)	9%	(29)	22%	(68)	36%	(113)	25%	(78)	310
PID/Gender: Rep Men	12%	(41)	15%	(53)	24%	(86)	30%	(104)	19%	(67)	352
PID/Gender: Rep Women	9%	(29)	8%	(27)	23%	(78)	36%	(120)	25%	(83)	336
Ideo: Liberal (1-3)	11%	(72)	11%	(69)	18%	(119)	50%	(327)	10%	(65)	652
Ideo: Moderate (4)	9%	(70)	13%	(96)	25%	(192)	34%	(257)	20%	(152)	766
Ideo: Conservative (5-7)	8%	(55)	11%	(75)	25%	(166)	34%	(221)	21%	(139)	656
Educ: < College	10%	(137)	12%	(174)	23%	(328)	35%	(508)	20%	(290)	1437
Educ: Bachelors degree	10%	(47)	10%	(47)	24%	(119)	43%	(211)	13%	(66)	491
Educ: Post-grad	7%	(20)	10%	(29)	21%	(59)	44%	(124)	18%	(50)	282
Income: Under 50k	10%	(132)	11%	(144)	22%	(282)	36%	(457)	20%	(256)	1270
Income: 50k-100k	7%	(42)	12%	(74)	23%	(148)	43%	(275)	16%	(99)	638
Income: 100k+	10%	(31)	10%	(31)	25%	(77)	37%	(112)	17%	(51)	302
Ethnicity: White	8%	(145)	11%	(189)	23%	(390)	39%	(663)	19%	(324)	1711
Ethnicity: Hispanic	13%	(47)	11%	(41)	25%	(94)	39%	(147)	12%	(45)	374

Table MCBR2_2: *Would you say that companies that go above and beyond to support women...*
want to make the world less fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(205)	11%	(250)	23%	(506)	38%	(843)	18%	(406)	2210
Ethnicity: Black	14%	(38)	14%	(40)	23%	(66)	35%	(99)	14%	(39)	282
Ethnicity: Other	10%	(21)	10%	(21)	23%	(51)	37%	(81)	20%	(44)	217
All Christian	10%	(100)	12%	(121)	24%	(246)	37%	(382)	17%	(179)	1028
All Non-Christian	13%	(15)	10%	(12)	15%	(18)	49%	(58)	13%	(15)	119
Atheist	4%	(4)	10%	(9)	23%	(21)	51%	(47)	11%	(10)	91
Agnostic/Nothing in particular	8%	(48)	11%	(70)	22%	(133)	37%	(223)	22%	(135)	609
Something Else	10%	(37)	10%	(38)	24%	(88)	37%	(134)	18%	(67)	364
Religious Non-Protestant/Catholic	12%	(17)	9%	(13)	19%	(28)	43%	(63)	17%	(25)	147
Evangelical	12%	(67)	13%	(75)	23%	(132)	33%	(190)	18%	(104)	568
Non-Evangelical	8%	(65)	10%	(79)	24%	(189)	41%	(319)	16%	(125)	777
Community: Urban	13%	(85)	15%	(99)	19%	(125)	36%	(237)	17%	(112)	659
Community: Suburban	7%	(68)	10%	(93)	26%	(247)	39%	(377)	19%	(178)	963
Community: Rural	9%	(51)	10%	(58)	23%	(134)	39%	(230)	20%	(116)	588
Employ: Private Sector	10%	(69)	14%	(94)	24%	(164)	37%	(250)	14%	(91)	669
Employ: Government	8%	(10)	18%	(22)	23%	(29)	36%	(45)	15%	(19)	125
Employ: Self-Employed	11%	(22)	10%	(21)	22%	(44)	37%	(72)	19%	(38)	198
Employ: Homemaker	7%	(11)	7%	(11)	34%	(53)	37%	(57)	15%	(23)	154
Employ: Student	10%	(8)	17%	(14)	27%	(22)	28%	(23)	18%	(15)	82
Employ: Retired	7%	(40)	9%	(51)	21%	(118)	42%	(236)	21%	(120)	564
Employ: Unemployed	11%	(30)	10%	(28)	18%	(49)	36%	(97)	23%	(62)	266
Employ: Other	9%	(13)	6%	(9)	18%	(28)	42%	(64)	25%	(38)	151
Military HH: Yes	5%	(14)	9%	(24)	24%	(66)	41%	(115)	22%	(62)	281
Military HH: No	10%	(191)	12%	(225)	23%	(440)	38%	(728)	18%	(344)	1929
RD/WT: Right Direction	12%	(85)	13%	(87)	20%	(137)	42%	(290)	12%	(85)	685
RD/WT: Wrong Track	8%	(119)	11%	(163)	24%	(369)	36%	(553)	21%	(322)	1525
Biden Job Approve	11%	(106)	12%	(119)	20%	(193)	46%	(445)	11%	(108)	972
Biden Job Disapprove	8%	(94)	11%	(121)	26%	(298)	33%	(373)	23%	(257)	1144

Table MCBR2_2: *Would you say that companies that go above and beyond to support women...*
want to make the world less fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(205)	11%	(250)	23%	(506)	38%	(843)	18%	(406)	2210
Biden Job Strongly Approve	14%	(63)	13%	(57)	15%	(68)	49%	(214)	9%	(38)	441
Biden Job Somewhat Approve	8%	(43)	12%	(62)	23%	(125)	44%	(231)	13%	(70)	531
Biden Job Somewhat Disapprove	6%	(21)	9%	(32)	28%	(99)	38%	(136)	19%	(66)	355
Biden Job Strongly Disapprove	9%	(72)	11%	(89)	25%	(199)	30%	(238)	24%	(191)	789
Favorable of Biden	10%	(103)	11%	(114)	19%	(194)	48%	(479)	11%	(108)	999
Unfavorable of Biden	8%	(88)	11%	(124)	27%	(296)	31%	(339)	24%	(261)	1109
Very Favorable of Biden	13%	(63)	12%	(55)	15%	(72)	51%	(241)	9%	(44)	475
Somewhat Favorable of Biden	8%	(40)	11%	(59)	23%	(122)	45%	(238)	12%	(65)	524
Somewhat Unfavorable of Biden	5%	(13)	11%	(29)	28%	(78)	32%	(89)	24%	(68)	277
Very Unfavorable of Biden	9%	(75)	11%	(95)	26%	(218)	30%	(250)	23%	(193)	831
#1 Issue: Economy	9%	(75)	12%	(104)	24%	(204)	36%	(307)	19%	(163)	854
#1 Issue: Security	10%	(23)	12%	(28)	29%	(64)	27%	(60)	22%	(48)	222
#1 Issue: Health Care	8%	(14)	14%	(24)	24%	(41)	32%	(54)	22%	(38)	171
#1 Issue: Medicare / Social Security	10%	(29)	11%	(30)	22%	(60)	41%	(114)	17%	(46)	279
#1 Issue: Women's Issues	10%	(34)	9%	(32)	18%	(64)	51%	(177)	12%	(40)	347
#1 Issue: Education	16%	(11)	15%	(10)	29%	(20)	25%	(17)	16%	(11)	68
#1 Issue: Energy	7%	(9)	13%	(18)	23%	(31)	39%	(53)	19%	(26)	138
#1 Issue: Other	7%	(9)	3%	(4)	17%	(23)	47%	(61)	26%	(34)	130
2020 Vote: Joe Biden	10%	(94)	11%	(105)	20%	(190)	46%	(435)	12%	(114)	938
2020 Vote: Donald Trump	8%	(58)	11%	(79)	26%	(196)	31%	(231)	24%	(176)	740
2020 Vote: Other	9%	(6)	16%	(11)	17%	(11)	25%	(16)	33%	(21)	66
2020 Vote: Didn't Vote	10%	(47)	12%	(55)	23%	(109)	34%	(161)	20%	(94)	466
2018 House Vote: Democrat	9%	(72)	10%	(77)	21%	(156)	48%	(364)	12%	(91)	760
2018 House Vote: Republican	8%	(43)	11%	(61)	25%	(141)	33%	(185)	24%	(137)	567
2018 House Vote: Someone else	8%	(4)	16%	(9)	15%	(9)	28%	(16)	33%	(18)	56
2016 Vote: Hillary Clinton	10%	(70)	11%	(79)	19%	(134)	49%	(343)	11%	(80)	707
2016 Vote: Donald Trump	7%	(43)	11%	(72)	26%	(171)	33%	(211)	24%	(153)	650
2016 Vote: Other	6%	(6)	7%	(8)	27%	(30)	39%	(42)	21%	(23)	108
2016 Vote: Didn't Vote	12%	(86)	12%	(91)	23%	(172)	33%	(247)	20%	(149)	744

Continued on next page

Table MCBR2_2: *Would you say that companies that go above and beyond to support women...*
want to make the world less fair

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(205)	11%	(250)	23%	(506)	38%	(843)	18%	(406)	2210
Voted in 2014: Yes	8%	(98)	11%	(132)	22%	(272)	41%	(499)	19%	(229)	1230
Voted in 2014: No	11%	(106)	12%	(118)	24%	(234)	35%	(344)	18%	(177)	980
4-Region: Northeast	9%	(35)	11%	(41)	26%	(100)	34%	(129)	20%	(78)	383
4-Region: Midwest	7%	(33)	11%	(51)	22%	(99)	39%	(180)	20%	(93)	456
4-Region: South	9%	(76)	11%	(92)	23%	(192)	39%	(326)	19%	(159)	844
4-Region: West	12%	(61)	13%	(66)	22%	(115)	40%	(209)	14%	(76)	527
Supports Women High Priority	11%	(150)	11%	(149)	21%	(286)	43%	(584)	13%	(175)	1345
Have Purchased Because Supported Women	15%	(98)	12%	(80)	16%	(104)	48%	(311)	8%	(55)	649

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

Table MCBR2_3: *Would you say that companies that go above and beyond to support women...*
are good

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(745)	38%	(850)	7%	(160)	4%	(98)	16%	(357)	2210
Gender: Male	30%	(323)	39%	(414)	9%	(96)	6%	(61)	16%	(174)	1068
Gender: Female	37%	(422)	38%	(435)	6%	(65)	3%	(37)	16%	(184)	1142
Age: 18-34	34%	(216)	40%	(254)	8%	(53)	5%	(35)	13%	(84)	642
Age: 35-44	40%	(147)	37%	(134)	6%	(23)	3%	(13)	13%	(49)	365
Age: 45-64	32%	(225)	37%	(267)	7%	(49)	5%	(34)	19%	(139)	714
Age: 65+	32%	(157)	40%	(194)	7%	(35)	3%	(16)	18%	(86)	489
GenZers: 1997-2012	33%	(88)	36%	(97)	11%	(30)	6%	(16)	13%	(36)	267
Millennials: 1981-1996	35%	(218)	41%	(255)	6%	(39)	5%	(28)	13%	(79)	618
GenXers: 1965-1980	36%	(220)	37%	(226)	6%	(35)	5%	(28)	17%	(102)	612
Baby Boomers: 1946-1964	30%	(192)	38%	(241)	8%	(52)	4%	(23)	20%	(125)	634
PID: Dem (no lean)	45%	(401)	37%	(331)	5%	(48)	4%	(33)	9%	(76)	889
PID: Ind (no lean)	28%	(174)	38%	(243)	7%	(46)	4%	(25)	23%	(145)	633
PID: Rep (no lean)	25%	(170)	40%	(275)	10%	(66)	6%	(40)	20%	(136)	688
PID/Gender: Dem Men	43%	(171)	36%	(143)	7%	(29)	4%	(17)	9%	(34)	393
PID/Gender: Dem Women	46%	(230)	38%	(188)	4%	(19)	3%	(16)	9%	(43)	496
PID/Gender: Ind Men	23%	(73)	39%	(125)	9%	(30)	5%	(17)	24%	(78)	323
PID/Gender: Ind Women	33%	(102)	38%	(118)	5%	(16)	2%	(7)	22%	(67)	310
PID/Gender: Rep Men	23%	(79)	42%	(146)	10%	(37)	8%	(27)	18%	(62)	352
PID/Gender: Rep Women	27%	(91)	38%	(129)	9%	(30)	4%	(13)	22%	(74)	336
Ideo: Liberal (1-3)	47%	(307)	35%	(229)	5%	(34)	3%	(21)	9%	(61)	652
Ideo: Moderate (4)	33%	(254)	41%	(312)	7%	(55)	4%	(28)	15%	(117)	766
Ideo: Conservative (5-7)	22%	(144)	41%	(268)	10%	(65)	6%	(42)	21%	(137)	656
Educ: < College	34%	(487)	37%	(537)	7%	(101)	5%	(71)	17%	(242)	1437
Educ: Bachelors degree	33%	(161)	40%	(196)	9%	(42)	4%	(18)	15%	(74)	491
Educ: Post-grad	34%	(97)	41%	(117)	6%	(18)	3%	(9)	15%	(42)	282
Income: Under 50k	33%	(425)	36%	(462)	7%	(88)	5%	(65)	18%	(230)	1270
Income: 50k-100k	36%	(227)	41%	(260)	7%	(44)	4%	(25)	13%	(82)	638
Income: 100k+	31%	(93)	42%	(127)	9%	(28)	2%	(7)	15%	(46)	302
Ethnicity: White	32%	(553)	40%	(681)	7%	(117)	4%	(70)	17%	(291)	1711
Ethnicity: Hispanic	37%	(139)	41%	(154)	5%	(20)	7%	(25)	10%	(37)	374

Continued on next page

Table MCBR2_3: *Would you say that companies that go above and beyond to support women...*
are good

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(745)	38%	(850)	7%	(160)	4%	(98)	16%	(357)	2210
Ethnicity: Black	40%	(113)	34%	(97)	9%	(26)	6%	(18)	10%	(28)	282
Ethnicity: Other	36%	(79)	33%	(72)	8%	(17)	5%	(10)	17%	(38)	217
All Christian	31%	(319)	41%	(420)	7%	(73)	6%	(59)	15%	(157)	1028
All Non-Christian	48%	(57)	26%	(31)	8%	(10)	4%	(5)	14%	(16)	119
Atheist	38%	(34)	31%	(28)	12%	(11)	2%	(2)	17%	(16)	91
Agnostic/Nothing in particular	31%	(189)	39%	(240)	8%	(47)	3%	(21)	18%	(112)	609
Something Else	40%	(145)	36%	(130)	6%	(21)	3%	(11)	16%	(57)	364
Religious Non-Protestant/Catholic	47%	(69)	27%	(40)	8%	(12)	4%	(5)	14%	(21)	147
Evangelical	31%	(178)	37%	(213)	7%	(41)	6%	(34)	18%	(103)	568
Non-Evangelical	34%	(266)	42%	(327)	6%	(47)	5%	(36)	13%	(101)	777
Community: Urban	37%	(247)	35%	(231)	8%	(53)	6%	(38)	14%	(90)	659
Community: Suburban	32%	(305)	40%	(387)	7%	(63)	4%	(41)	17%	(168)	963
Community: Rural	33%	(193)	39%	(231)	8%	(45)	3%	(19)	17%	(100)	588
Employ: Private Sector	35%	(231)	41%	(273)	7%	(48)	5%	(34)	13%	(84)	669
Employ: Government	33%	(42)	45%	(57)	8%	(10)	4%	(5)	9%	(11)	125
Employ: Self-Employed	33%	(66)	36%	(72)	11%	(21)	2%	(5)	17%	(35)	198
Employ: Homemaker	44%	(69)	37%	(57)	3%	(4)	2%	(3)	14%	(21)	154
Employ: Student	22%	(18)	43%	(35)	15%	(12)	6%	(5)	14%	(11)	82
Employ: Retired	32%	(182)	37%	(210)	8%	(44)	4%	(25)	18%	(104)	564
Employ: Unemployed	30%	(79)	38%	(102)	5%	(13)	6%	(16)	21%	(55)	266
Employ: Other	39%	(58)	29%	(44)	5%	(7)	3%	(5)	24%	(36)	151
Military HH: Yes	31%	(86)	38%	(105)	8%	(22)	3%	(8)	21%	(59)	281
Military HH: No	34%	(658)	39%	(744)	7%	(138)	5%	(90)	15%	(298)	1929
RD/WT: Right Direction	44%	(300)	37%	(251)	6%	(43)	3%	(20)	10%	(71)	685
RD/WT: Wrong Track	29%	(445)	39%	(599)	8%	(117)	5%	(78)	19%	(286)	1525
Biden Job Approve	44%	(426)	38%	(366)	5%	(51)	3%	(31)	10%	(98)	972
Biden Job Disapprove	26%	(293)	40%	(454)	9%	(107)	6%	(65)	20%	(225)	1144

Table MCBR2_3: *Would you say that companies that go above and beyond to support women...*
are good

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(745)	38%	(850)	7%	(160)	4%	(98)	16%	(357)	2210
Biden Job Strongly Approve	54%	(239)	27%	(120)	6%	(26)	4%	(18)	9%	(37)	441
Biden Job Somewhat Approve	35%	(187)	46%	(247)	5%	(24)	2%	(13)	11%	(60)	531
Biden Job Somewhat Disapprove	29%	(105)	47%	(167)	6%	(22)	5%	(19)	12%	(43)	355
Biden Job Strongly Disapprove	24%	(188)	36%	(287)	11%	(84)	6%	(47)	23%	(182)	789
Favorable of Biden	46%	(459)	37%	(370)	5%	(45)	3%	(26)	10%	(99)	999
Unfavorable of Biden	23%	(257)	41%	(451)	10%	(107)	6%	(68)	20%	(226)	1109
Very Favorable of Biden	57%	(273)	27%	(128)	5%	(24)	3%	(13)	8%	(37)	475
Somewhat Favorable of Biden	35%	(186)	46%	(242)	4%	(22)	2%	(13)	12%	(62)	524
Somewhat Unfavorable of Biden	26%	(73)	48%	(132)	6%	(17)	5%	(13)	15%	(43)	277
Very Unfavorable of Biden	22%	(184)	38%	(319)	11%	(89)	7%	(55)	22%	(184)	831
#1 Issue: Economy	30%	(260)	42%	(358)	7%	(60)	5%	(40)	16%	(136)	854
#1 Issue: Security	25%	(56)	39%	(87)	7%	(15)	6%	(14)	23%	(51)	222
#1 Issue: Health Care	31%	(53)	31%	(53)	14%	(23)	4%	(6)	21%	(35)	171
#1 Issue: Medicare / Social Security	39%	(108)	39%	(110)	6%	(18)	3%	(8)	13%	(36)	279
#1 Issue: Women's Issues	46%	(158)	36%	(125)	6%	(21)	4%	(12)	9%	(31)	347
#1 Issue: Education	31%	(21)	38%	(26)	9%	(6)	7%	(5)	14%	(10)	68
#1 Issue: Energy	35%	(49)	37%	(52)	5%	(7)	5%	(7)	17%	(24)	138
#1 Issue: Other	30%	(39)	30%	(39)	7%	(9)	5%	(6)	28%	(36)	130
2020 Vote: Joe Biden	42%	(397)	38%	(358)	5%	(50)	4%	(34)	11%	(100)	938
2020 Vote: Donald Trump	21%	(156)	42%	(310)	10%	(73)	5%	(40)	22%	(161)	740
2020 Vote: Other	22%	(14)	42%	(28)	6%	(4)	5%	(3)	25%	(17)	66
2020 Vote: Didn't Vote	38%	(178)	33%	(154)	7%	(34)	4%	(20)	17%	(80)	466
2018 House Vote: Democrat	45%	(338)	37%	(281)	6%	(42)	3%	(21)	10%	(77)	760
2018 House Vote: Republican	22%	(126)	41%	(233)	10%	(56)	6%	(31)	21%	(120)	567
2018 House Vote: Someone else	20%	(11)	47%	(26)	3%	(1)	4%	(2)	27%	(15)	56
2016 Vote: Hillary Clinton	46%	(324)	36%	(253)	5%	(36)	3%	(20)	10%	(74)	707
2016 Vote: Donald Trump	20%	(131)	42%	(273)	11%	(72)	6%	(40)	21%	(135)	650
2016 Vote: Other	25%	(27)	44%	(47)	5%	(5)	4%	(5)	22%	(24)	108
2016 Vote: Didn't Vote	35%	(264)	37%	(275)	6%	(47)	5%	(34)	17%	(124)	744

Table MCBR2_3: *Would you say that companies that go above and beyond to support women...*
are good

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(745)	38%	(850)	7%	(160)	4%	(98)	16%	(357)	2210
Voted in 2014: Yes	34%	(414)	39%	(477)	8%	(96)	3%	(41)	16%	(202)	1230
Voted in 2014: No	34%	(331)	38%	(372)	7%	(64)	6%	(56)	16%	(156)	980
4-Region: Northeast	33%	(127)	40%	(152)	7%	(28)	2%	(8)	18%	(68)	383
4-Region: Midwest	32%	(144)	37%	(168)	8%	(36)	5%	(21)	19%	(88)	456
4-Region: South	35%	(294)	39%	(330)	6%	(55)	4%	(38)	15%	(128)	844
4-Region: West	34%	(181)	38%	(199)	8%	(42)	6%	(31)	14%	(74)	527
Supports Women High Priority	45%	(609)	37%	(496)	5%	(71)	3%	(37)	10%	(133)	1345
Have Purchased Because Supported Women	51%	(332)	34%	(221)	5%	(36)	3%	(20)	6%	(40)	649

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

Table MCBR2_4: *Would you say that companies that go above and beyond to support women...*
are bad

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(140)	8%	(183)	24%	(534)	43%	(957)	18%	(396)	2210
Gender: Male	8%	(89)	11%	(114)	26%	(280)	37%	(397)	18%	(188)	1068
Gender: Female	4%	(50)	6%	(69)	22%	(255)	49%	(560)	18%	(208)	1142
Age: 18-34	10%	(65)	11%	(73)	22%	(142)	41%	(263)	15%	(99)	642
Age: 35-44	9%	(33)	8%	(30)	27%	(97)	42%	(153)	14%	(52)	365
Age: 45-64	5%	(36)	8%	(59)	25%	(181)	41%	(296)	20%	(143)	714
Age: 65+	1%	(5)	5%	(22)	23%	(115)	50%	(246)	21%	(101)	489
GenZers: 1997-2012	9%	(23)	10%	(28)	21%	(56)	41%	(110)	19%	(50)	267
Millennials: 1981-1996	11%	(66)	11%	(65)	24%	(148)	41%	(255)	13%	(83)	618
GenXers: 1965-1980	5%	(33)	9%	(54)	26%	(158)	42%	(260)	17%	(107)	612
Baby Boomers: 1946-1964	2%	(15)	5%	(31)	26%	(163)	45%	(286)	22%	(139)	634
PID: Dem (no lean)	6%	(57)	11%	(96)	18%	(163)	54%	(476)	11%	(97)	889
PID: Ind (no lean)	5%	(31)	6%	(36)	24%	(150)	41%	(257)	25%	(159)	633
PID: Rep (no lean)	7%	(52)	7%	(51)	32%	(222)	33%	(224)	20%	(139)	688
PID/Gender: Dem Men	9%	(36)	15%	(59)	19%	(76)	47%	(186)	9%	(37)	393
PID/Gender: Dem Women	4%	(21)	7%	(37)	18%	(87)	58%	(290)	12%	(61)	496
PID/Gender: Ind Men	6%	(19)	6%	(20)	26%	(84)	36%	(117)	26%	(84)	323
PID/Gender: Ind Women	4%	(12)	5%	(16)	21%	(66)	45%	(140)	24%	(75)	310
PID/Gender: Rep Men	10%	(34)	10%	(36)	34%	(120)	27%	(94)	19%	(67)	352
PID/Gender: Rep Women	5%	(17)	5%	(16)	30%	(101)	39%	(130)	21%	(72)	336
Ideo: Liberal (1-3)	7%	(44)	8%	(55)	18%	(118)	58%	(378)	9%	(57)	652
Ideo: Moderate (4)	6%	(46)	9%	(68)	25%	(192)	41%	(315)	19%	(146)	766
Ideo: Conservative (5-7)	6%	(43)	9%	(56)	31%	(203)	33%	(217)	21%	(138)	656
Educ: < College	6%	(89)	8%	(118)	23%	(335)	42%	(599)	21%	(296)	1437
Educ: Bachelors degree	6%	(27)	9%	(46)	26%	(129)	45%	(223)	13%	(65)	491
Educ: Post-grad	8%	(23)	7%	(19)	25%	(70)	48%	(135)	12%	(35)	282
Income: Under 50k	6%	(81)	8%	(100)	25%	(311)	40%	(512)	21%	(266)	1270
Income: 50k-100k	5%	(31)	9%	(55)	23%	(146)	51%	(324)	13%	(82)	638
Income: 100k+	9%	(28)	9%	(28)	26%	(78)	40%	(122)	16%	(47)	302
Ethnicity: White	5%	(90)	7%	(124)	26%	(447)	43%	(740)	18%	(310)	1711
Ethnicity: Hispanic	11%	(41)	8%	(31)	21%	(77)	46%	(172)	14%	(53)	374

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Table MCBR2_4: *Would you say that companies that go above and beyond to support women...*
are bad

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(140)	8%	(183)	24%	(534)	43%	(957)	18%	(396)	2210
Ethnicity: Black	10%	(28)	14%	(40)	17%	(47)	46%	(129)	14%	(38)	282
Ethnicity: Other	10%	(22)	9%	(19)	18%	(40)	41%	(88)	22%	(48)	217
All Christian	6%	(65)	9%	(88)	26%	(264)	42%	(433)	17%	(178)	1028
All Non-Christian	7%	(8)	10%	(11)	16%	(19)	52%	(61)	16%	(19)	119
Atheist	3%	(3)	11%	(10)	23%	(21)	50%	(46)	13%	(11)	91
Agnostic/Nothing in particular	5%	(32)	8%	(46)	23%	(141)	44%	(265)	20%	(124)	609
Something Else	9%	(32)	8%	(27)	24%	(89)	42%	(152)	18%	(64)	364
Religious Non-Protestant/Catholic	7%	(11)	9%	(13)	18%	(26)	49%	(71)	17%	(25)	147
Evangelical	9%	(52)	9%	(51)	26%	(149)	36%	(206)	19%	(110)	568
Non-Evangelical	5%	(39)	8%	(61)	25%	(194)	47%	(363)	15%	(120)	777
Community: Urban	10%	(65)	11%	(73)	22%	(143)	42%	(274)	16%	(105)	659
Community: Suburban	5%	(47)	8%	(74)	25%	(239)	45%	(431)	18%	(172)	963
Community: Rural	5%	(28)	6%	(36)	26%	(153)	43%	(253)	20%	(119)	588
Employ: Private Sector	10%	(67)	11%	(72)	24%	(163)	41%	(271)	14%	(95)	669
Employ: Government	5%	(6)	15%	(18)	22%	(27)	43%	(54)	15%	(19)	125
Employ: Self-Employed	7%	(14)	7%	(13)	26%	(52)	44%	(86)	17%	(33)	198
Employ: Homemaker	6%	(9)	6%	(10)	28%	(44)	45%	(70)	15%	(22)	154
Employ: Student	6%	(5)	13%	(11)	26%	(21)	33%	(27)	22%	(18)	82
Employ: Retired	2%	(12)	5%	(30)	25%	(138)	48%	(272)	20%	(111)	564
Employ: Unemployed	8%	(22)	8%	(20)	23%	(61)	38%	(101)	24%	(63)	266
Employ: Other	3%	(4)	6%	(8)	19%	(29)	50%	(76)	22%	(33)	151
Military HH: Yes	3%	(7)	7%	(20)	25%	(69)	45%	(126)	21%	(59)	281
Military HH: No	7%	(132)	8%	(163)	24%	(465)	43%	(832)	17%	(336)	1929
RD/WT: Right Direction	9%	(62)	10%	(71)	16%	(109)	53%	(359)	12%	(84)	685
RD/WT: Wrong Track	5%	(78)	7%	(112)	28%	(426)	39%	(598)	20%	(312)	1525
Biden Job Approve	7%	(68)	10%	(98)	18%	(178)	54%	(522)	11%	(105)	972
Biden Job Disapprove	6%	(69)	7%	(80)	31%	(349)	35%	(402)	21%	(243)	1144

Table MCBR2_4: *Would you say that companies that go above and beyond to support women...*
are bad

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(140)	8%	(183)	24%	(534)	43%	(957)	18%	(396)	2210
Biden Job Strongly Approve	9%	(41)	11%	(49)	14%	(60)	57%	(250)	9%	(39)	441
Biden Job Somewhat Approve	5%	(27)	9%	(49)	22%	(118)	51%	(272)	12%	(66)	531
Biden Job Somewhat Disapprove	5%	(17)	7%	(25)	29%	(105)	41%	(147)	17%	(61)	355
Biden Job Strongly Disapprove	7%	(52)	7%	(55)	31%	(244)	32%	(255)	23%	(182)	789
Favorable of Biden	7%	(68)	9%	(90)	17%	(174)	56%	(558)	11%	(109)	999
Unfavorable of Biden	6%	(65)	8%	(85)	31%	(346)	33%	(369)	22%	(244)	1109
Very Favorable of Biden	10%	(45)	10%	(48)	12%	(58)	59%	(280)	9%	(43)	475
Somewhat Favorable of Biden	4%	(23)	8%	(42)	22%	(116)	53%	(277)	13%	(65)	524
Somewhat Unfavorable of Biden	6%	(16)	8%	(21)	28%	(78)	38%	(105)	21%	(58)	277
Very Unfavorable of Biden	6%	(50)	8%	(63)	32%	(268)	32%	(264)	22%	(186)	831
#1 Issue: Economy	6%	(49)	9%	(76)	27%	(232)	42%	(355)	17%	(142)	854
#1 Issue: Security	9%	(20)	8%	(17)	28%	(61)	32%	(71)	24%	(53)	222
#1 Issue: Health Care	9%	(15)	14%	(24)	23%	(40)	32%	(56)	22%	(37)	171
#1 Issue: Medicare / Social Security	2%	(5)	7%	(18)	23%	(66)	50%	(140)	18%	(51)	279
#1 Issue: Women's Issues	6%	(22)	7%	(26)	16%	(55)	59%	(204)	12%	(41)	347
#1 Issue: Education	18%	(12)	6%	(4)	35%	(23)	27%	(18)	14%	(9)	68
#1 Issue: Energy	6%	(8)	9%	(12)	24%	(33)	40%	(56)	21%	(29)	138
#1 Issue: Other	6%	(8)	4%	(5)	18%	(24)	45%	(58)	26%	(34)	130
2020 Vote: Joe Biden	6%	(59)	9%	(84)	20%	(189)	54%	(503)	11%	(104)	938
2020 Vote: Donald Trump	5%	(37)	9%	(64)	31%	(226)	33%	(248)	22%	(165)	740
2020 Vote: Other	9%	(6)	4%	(2)	23%	(15)	29%	(19)	35%	(23)	66
2020 Vote: Didn't Vote	8%	(38)	7%	(33)	22%	(104)	40%	(188)	22%	(103)	466
2018 House Vote: Democrat	5%	(40)	8%	(63)	18%	(136)	57%	(436)	11%	(85)	760
2018 House Vote: Republican	6%	(31)	8%	(47)	31%	(175)	33%	(186)	22%	(127)	567
2018 House Vote: Someone else	8%	(5)	2%	(1)	25%	(14)	32%	(18)	32%	(18)	56
2016 Vote: Hillary Clinton	6%	(39)	9%	(63)	18%	(127)	56%	(399)	11%	(79)	707
2016 Vote: Donald Trump	5%	(34)	8%	(54)	32%	(207)	32%	(210)	22%	(144)	650
2016 Vote: Other	4%	(5)	—	(0)	32%	(35)	39%	(42)	24%	(26)	108
2016 Vote: Didn't Vote	8%	(61)	9%	(66)	22%	(165)	41%	(306)	20%	(146)	744

Table MCBR2_4: *Would you say that companies that go above and beyond to support women...*
are bad

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(140)	8%	(183)	24%	(534)	43%	(957)	18%	(396)	2210
Voted in 2014: Yes	5%	(57)	8%	(94)	24%	(301)	46%	(560)	18%	(218)	1230
Voted in 2014: No	8%	(82)	9%	(89)	24%	(234)	41%	(397)	18%	(178)	980
4-Region: Northeast	5%	(20)	11%	(41)	25%	(97)	40%	(152)	19%	(73)	383
4-Region: Midwest	4%	(20)	6%	(26)	25%	(115)	47%	(215)	18%	(81)	456
4-Region: South	7%	(55)	8%	(69)	25%	(209)	43%	(362)	18%	(149)	844
4-Region: West	8%	(44)	9%	(47)	22%	(114)	43%	(228)	18%	(93)	527
Supports Women High Priority	7%	(98)	8%	(114)	21%	(280)	52%	(694)	12%	(160)	1345
Have Purchased Because Supported Women	11%	(72)	10%	(62)	18%	(115)	53%	(342)	9%	(57)	649

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

Table MCBR2_5: *Would you say that companies that go above and beyond to support women...*
are caring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(729)	36%	(802)	9%	(203)	5%	(115)	16%	(361)	2210
Gender: Male	29%	(307)	35%	(378)	12%	(131)	7%	(70)	17%	(181)	1068
Gender: Female	37%	(423)	37%	(423)	6%	(72)	4%	(45)	16%	(179)	1142
Age: 18-34	35%	(222)	34%	(221)	11%	(70)	6%	(39)	14%	(90)	642
Age: 35-44	39%	(142)	36%	(130)	7%	(27)	6%	(21)	12%	(45)	365
Age: 45-64	30%	(217)	36%	(259)	10%	(69)	5%	(35)	19%	(134)	714
Age: 65+	30%	(149)	39%	(191)	8%	(37)	4%	(20)	19%	(92)	489
GenZers: 1997-2012	32%	(87)	34%	(90)	13%	(36)	7%	(19)	14%	(36)	267
Millennials: 1981-1996	37%	(231)	35%	(214)	8%	(51)	6%	(38)	14%	(84)	618
GenXers: 1965-1980	33%	(202)	37%	(224)	10%	(59)	5%	(29)	16%	(98)	612
Baby Boomers: 1946-1964	28%	(180)	39%	(245)	8%	(52)	4%	(28)	20%	(129)	634
PID: Dem (no lean)	44%	(395)	35%	(311)	7%	(64)	4%	(36)	9%	(83)	889
PID: Ind (no lean)	26%	(164)	36%	(226)	10%	(63)	6%	(35)	23%	(145)	633
PID: Rep (no lean)	25%	(171)	38%	(264)	11%	(76)	6%	(44)	19%	(133)	688
PID/Gender: Dem Men	41%	(160)	34%	(132)	11%	(44)	5%	(20)	10%	(37)	393
PID/Gender: Dem Women	47%	(235)	36%	(179)	4%	(20)	3%	(16)	9%	(46)	496
PID/Gender: Ind Men	22%	(71)	33%	(108)	12%	(40)	7%	(24)	25%	(80)	323
PID/Gender: Ind Women	30%	(93)	38%	(118)	7%	(23)	4%	(11)	21%	(65)	310
PID/Gender: Rep Men	22%	(76)	39%	(138)	14%	(48)	7%	(26)	18%	(64)	352
PID/Gender: Rep Women	28%	(95)	38%	(126)	9%	(29)	5%	(18)	20%	(69)	336
Ideo: Liberal (1-3)	46%	(297)	35%	(229)	7%	(45)	4%	(24)	9%	(57)	652
Ideo: Moderate (4)	32%	(242)	37%	(286)	10%	(78)	5%	(39)	16%	(122)	766
Ideo: Conservative (5-7)	22%	(145)	39%	(254)	11%	(74)	7%	(48)	21%	(135)	656
Educ: < College	34%	(490)	34%	(493)	10%	(138)	5%	(73)	17%	(243)	1437
Educ: Bachelors degree	31%	(152)	40%	(194)	10%	(48)	5%	(27)	14%	(70)	491
Educ: Post-grad	31%	(87)	41%	(114)	6%	(17)	5%	(15)	17%	(48)	282
Income: Under 50k	34%	(426)	34%	(436)	9%	(114)	5%	(65)	18%	(229)	1270
Income: 50k-100k	33%	(211)	39%	(249)	9%	(58)	5%	(34)	13%	(85)	638
Income: 100k+	31%	(93)	38%	(116)	10%	(31)	5%	(16)	16%	(47)	302
Ethnicity: White	31%	(536)	38%	(644)	9%	(160)	5%	(83)	17%	(288)	1711
Ethnicity: Hispanic	39%	(146)	35%	(132)	8%	(31)	5%	(18)	13%	(48)	374

Table MCBR2_5: *Would you say that companies that go above and beyond to support women...*
are caring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(729)	36%	(802)	9%	(203)	5%	(115)	16%	(361)	2210
Ethnicity: Black	41%	(117)	31%	(89)	9%	(25)	8%	(22)	11%	(30)	282
Ethnicity: Other	35%	(76)	32%	(69)	9%	(19)	5%	(11)	20%	(43)	217
All Christian	31%	(316)	38%	(386)	10%	(99)	6%	(65)	16%	(162)	1028
All Non-Christian	49%	(58)	25%	(30)	7%	(9)	4%	(5)	14%	(17)	119
Atheist	29%	(26)	34%	(31)	16%	(14)	3%	(3)	18%	(17)	91
Agnostic/Nothing in particular	29%	(179)	38%	(233)	9%	(54)	5%	(31)	19%	(113)	609
Something Else	41%	(150)	34%	(122)	8%	(27)	3%	(12)	14%	(52)	364
Religious Non-Protestant/Catholic	47%	(69)	25%	(36)	8%	(12)	5%	(7)	15%	(23)	147
Evangelical	34%	(192)	34%	(191)	10%	(56)	5%	(30)	17%	(99)	568
Non-Evangelical	33%	(256)	40%	(307)	9%	(67)	5%	(42)	13%	(104)	777
Community: Urban	37%	(240)	34%	(221)	10%	(65)	7%	(45)	13%	(87)	659
Community: Suburban	31%	(298)	38%	(364)	9%	(84)	5%	(47)	18%	(171)	963
Community: Rural	32%	(191)	37%	(217)	9%	(54)	4%	(23)	18%	(103)	588
Employ: Private Sector	34%	(227)	37%	(249)	10%	(67)	7%	(44)	12%	(83)	669
Employ: Government	38%	(47)	37%	(46)	8%	(10)	4%	(6)	13%	(16)	125
Employ: Self-Employed	36%	(72)	33%	(65)	10%	(19)	7%	(13)	15%	(29)	198
Employ: Homemaker	37%	(57)	40%	(62)	8%	(13)	3%	(4)	12%	(19)	154
Employ: Student	22%	(18)	42%	(34)	17%	(14)	3%	(3)	16%	(13)	82
Employ: Retired	30%	(169)	37%	(209)	9%	(51)	5%	(28)	19%	(107)	564
Employ: Unemployed	33%	(87)	32%	(85)	8%	(20)	6%	(16)	22%	(58)	266
Employ: Other	35%	(53)	34%	(52)	7%	(10)	1%	(1)	24%	(36)	151
Military HH: Yes	29%	(82)	35%	(98)	10%	(29)	5%	(14)	21%	(58)	281
Military HH: No	34%	(648)	36%	(704)	9%	(174)	5%	(102)	16%	(302)	1929
RD/WT: Right Direction	45%	(308)	34%	(236)	7%	(45)	4%	(25)	10%	(71)	685
RD/WT: Wrong Track	28%	(421)	37%	(566)	10%	(159)	6%	(90)	19%	(290)	1525
Biden Job Approve	44%	(428)	36%	(345)	7%	(64)	4%	(37)	10%	(98)	972
Biden Job Disapprove	24%	(280)	37%	(429)	12%	(135)	7%	(78)	19%	(222)	1144

Table MCBR2_5: *Would you say that companies that go above and beyond to support women...*
are caring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(729)	36%	(802)	9%	(203)	5%	(115)	16%	(361)	2210
Biden Job Strongly Approve	54%	(238)	28%	(122)	4%	(18)	5%	(23)	9%	(39)	441
Biden Job Somewhat Approve	36%	(189)	42%	(223)	9%	(46)	3%	(14)	11%	(59)	531
Biden Job Somewhat Disapprove	27%	(94)	43%	(154)	13%	(47)	4%	(15)	12%	(44)	355
Biden Job Strongly Disapprove	24%	(186)	35%	(275)	11%	(88)	8%	(63)	23%	(178)	789
Favorable of Biden	44%	(443)	37%	(368)	6%	(60)	3%	(30)	10%	(97)	999
Unfavorable of Biden	23%	(251)	37%	(413)	12%	(137)	7%	(79)	21%	(227)	1109
Very Favorable of Biden	56%	(264)	28%	(132)	5%	(25)	4%	(18)	7%	(36)	475
Somewhat Favorable of Biden	34%	(179)	45%	(235)	7%	(35)	2%	(12)	12%	(62)	524
Somewhat Unfavorable of Biden	24%	(67)	42%	(116)	14%	(38)	3%	(10)	17%	(47)	277
Very Unfavorable of Biden	22%	(184)	36%	(298)	12%	(99)	8%	(70)	22%	(181)	831
#1 Issue: Economy	30%	(255)	37%	(318)	11%	(92)	6%	(53)	16%	(136)	854
#1 Issue: Security	22%	(48)	41%	(91)	12%	(26)	5%	(12)	21%	(46)	222
#1 Issue: Health Care	28%	(47)	36%	(62)	11%	(19)	6%	(10)	19%	(33)	171
#1 Issue: Medicare / Social Security	41%	(114)	36%	(100)	8%	(22)	2%	(6)	13%	(37)	279
#1 Issue: Women's Issues	46%	(161)	31%	(109)	7%	(23)	5%	(18)	10%	(35)	347
#1 Issue: Education	33%	(23)	45%	(30)	8%	(5)	6%	(4)	8%	(6)	68
#1 Issue: Energy	35%	(48)	36%	(49)	5%	(7)	4%	(6)	20%	(28)	138
#1 Issue: Other	25%	(33)	32%	(42)	7%	(9)	5%	(6)	31%	(40)	130
2020 Vote: Joe Biden	42%	(393)	36%	(338)	7%	(65)	4%	(40)	11%	(102)	938
2020 Vote: Donald Trump	22%	(164)	39%	(287)	11%	(85)	7%	(50)	21%	(155)	740
2020 Vote: Other	10%	(6)	41%	(27)	10%	(6)	10%	(6)	29%	(19)	66
2020 Vote: Didn't Vote	36%	(166)	32%	(150)	10%	(47)	4%	(19)	18%	(85)	466
2018 House Vote: Democrat	45%	(338)	35%	(268)	6%	(46)	4%	(31)	10%	(75)	760
2018 House Vote: Republican	22%	(125)	38%	(218)	12%	(68)	7%	(40)	21%	(116)	567
2018 House Vote: Someone else	20%	(11)	43%	(24)	5%	(3)	6%	(3)	26%	(15)	56
2016 Vote: Hillary Clinton	45%	(319)	36%	(255)	6%	(40)	4%	(28)	9%	(66)	707
2016 Vote: Donald Trump	22%	(143)	38%	(247)	12%	(78)	7%	(45)	21%	(137)	650
2016 Vote: Other	17%	(18)	43%	(46)	11%	(12)	8%	(8)	22%	(23)	108
2016 Vote: Didn't Vote	33%	(249)	34%	(254)	10%	(74)	5%	(34)	18%	(133)	744

Table MCBR2_5: *Would you say that companies that go above and beyond to support women...*
are caring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(729)	36%	(802)	9%	(203)	5%	(115)	16%	(361)	2210
Voted in 2014: Yes	33%	(409)	38%	(466)	9%	(106)	5%	(60)	15%	(189)	1230
Voted in 2014: No	33%	(321)	34%	(336)	10%	(97)	6%	(55)	18%	(172)	980
4-Region: Northeast	31%	(119)	38%	(146)	9%	(35)	4%	(15)	18%	(68)	383
4-Region: Midwest	31%	(143)	36%	(166)	9%	(40)	6%	(28)	17%	(80)	456
4-Region: South	34%	(289)	37%	(315)	8%	(71)	5%	(40)	15%	(130)	844
4-Region: West	34%	(178)	33%	(175)	11%	(58)	6%	(32)	16%	(83)	527
Supports Women High Priority	44%	(597)	36%	(486)	6%	(87)	3%	(40)	10%	(136)	1345
Have Purchased Because Supported Women	52%	(335)	34%	(221)	5%	(32)	3%	(20)	6%	(40)	649

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

Table MCBR2_6: *Would you say that companies that go above and beyond to support women...*
are inspiring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(718)	35%	(769)	10%	(228)	7%	(145)	16%	(351)	2210
Gender: Male	28%	(296)	35%	(369)	14%	(149)	8%	(87)	16%	(166)	1068
Gender: Female	37%	(422)	35%	(400)	7%	(79)	5%	(57)	16%	(185)	1142
Age: 18-34	35%	(226)	32%	(208)	13%	(82)	7%	(46)	12%	(80)	642
Age: 35-44	37%	(135)	36%	(131)	7%	(26)	6%	(23)	14%	(50)	365
Age: 45-64	31%	(220)	36%	(258)	9%	(65)	7%	(48)	17%	(123)	714
Age: 65+	28%	(137)	35%	(171)	11%	(55)	6%	(28)	20%	(98)	489
GenZers: 1997-2012	34%	(90)	29%	(79)	16%	(44)	7%	(18)	13%	(36)	267
Millennials: 1981-1996	35%	(219)	36%	(223)	9%	(57)	7%	(44)	12%	(75)	618
GenXers: 1965-1980	34%	(209)	35%	(216)	9%	(53)	7%	(41)	15%	(93)	612
Baby Boomers: 1946-1964	27%	(172)	36%	(227)	11%	(68)	6%	(36)	21%	(131)	634
PID: Dem (no lean)	43%	(381)	34%	(305)	8%	(74)	5%	(48)	9%	(80)	889
PID: Ind (no lean)	26%	(166)	35%	(222)	11%	(70)	5%	(34)	22%	(141)	633
PID: Rep (no lean)	25%	(171)	35%	(242)	12%	(84)	9%	(62)	19%	(129)	688
PID/Gender: Dem Men	40%	(158)	34%	(133)	12%	(48)	6%	(25)	7%	(28)	393
PID/Gender: Dem Women	45%	(223)	35%	(172)	5%	(26)	5%	(23)	10%	(52)	496
PID/Gender: Ind Men	20%	(66)	32%	(103)	14%	(47)	8%	(26)	25%	(82)	323
PID/Gender: Ind Women	32%	(100)	38%	(119)	7%	(23)	3%	(9)	19%	(59)	310
PID/Gender: Rep Men	20%	(71)	38%	(134)	15%	(54)	10%	(36)	16%	(56)	352
PID/Gender: Rep Women	30%	(99)	32%	(108)	9%	(30)	8%	(25)	22%	(73)	336
Ideo: Liberal (1-3)	46%	(300)	33%	(216)	7%	(49)	6%	(40)	7%	(48)	652
Ideo: Moderate (4)	31%	(238)	37%	(287)	10%	(79)	5%	(40)	16%	(123)	766
Ideo: Conservative (5-7)	21%	(141)	35%	(232)	14%	(92)	9%	(60)	20%	(132)	656
Educ: < College	34%	(484)	34%	(489)	10%	(144)	6%	(88)	16%	(233)	1437
Educ: Bachelors degree	30%	(149)	37%	(183)	12%	(57)	6%	(32)	14%	(71)	491
Educ: Post-grad	30%	(85)	34%	(97)	10%	(28)	9%	(25)	17%	(48)	282
Income: Under 50k	33%	(418)	33%	(422)	10%	(125)	7%	(83)	18%	(223)	1270
Income: 50k-100k	33%	(212)	38%	(244)	11%	(68)	6%	(36)	12%	(77)	638
Income: 100k+	29%	(88)	34%	(102)	12%	(35)	8%	(25)	17%	(51)	302
Ethnicity: White	31%	(530)	36%	(623)	10%	(170)	7%	(114)	16%	(274)	1711
Ethnicity: Hispanic	40%	(150)	34%	(128)	9%	(35)	7%	(25)	10%	(36)	374

Table MCBR2_6: *Would you say that companies that go above and beyond to support women...*
are inspiring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(718)	35%	(769)	10%	(228)	7%	(145)	16%	(351)	2210
Ethnicity: Black	42%	(118)	27%	(76)	11%	(32)	7%	(19)	13%	(36)	282
Ethnicity: Other	32%	(70)	32%	(69)	12%	(26)	5%	(12)	19%	(41)	217
All Christian	31%	(316)	35%	(362)	11%	(113)	8%	(84)	15%	(153)	1028
All Non-Christian	37%	(44)	31%	(36)	12%	(14)	7%	(8)	14%	(17)	119
Atheist	41%	(37)	24%	(22)	14%	(12)	4%	(3)	17%	(15)	91
Agnostic/Nothing in particular	30%	(181)	36%	(222)	11%	(65)	6%	(37)	17%	(104)	609
Something Else	38%	(139)	35%	(126)	7%	(24)	3%	(12)	17%	(62)	364
Religious Non-Protestant/Catholic	38%	(56)	31%	(45)	11%	(17)	5%	(8)	14%	(21)	147
Evangelical	32%	(183)	33%	(189)	10%	(59)	7%	(41)	17%	(96)	568
Non-Evangelical	32%	(252)	37%	(287)	9%	(74)	7%	(55)	14%	(109)	777
Community: Urban	36%	(238)	32%	(209)	10%	(66)	8%	(55)	14%	(91)	659
Community: Suburban	30%	(290)	36%	(351)	11%	(102)	6%	(57)	17%	(163)	963
Community: Rural	32%	(190)	36%	(209)	10%	(60)	6%	(33)	16%	(96)	588
Employ: Private Sector	34%	(230)	37%	(247)	10%	(68)	7%	(49)	11%	(75)	669
Employ: Government	30%	(38)	38%	(48)	10%	(12)	9%	(12)	13%	(16)	125
Employ: Self-Employed	35%	(69)	32%	(64)	13%	(26)	8%	(16)	12%	(23)	198
Employ: Homemaker	45%	(69)	34%	(52)	6%	(9)	2%	(3)	14%	(21)	154
Employ: Student	24%	(20)	35%	(28)	17%	(14)	7%	(6)	17%	(14)	82
Employ: Retired	28%	(156)	34%	(193)	12%	(66)	6%	(35)	20%	(114)	564
Employ: Unemployed	30%	(81)	34%	(91)	9%	(23)	6%	(17)	20%	(54)	266
Employ: Other	37%	(56)	30%	(46)	6%	(9)	4%	(6)	23%	(34)	151
Military HH: Yes	29%	(83)	31%	(88)	10%	(27)	6%	(18)	23%	(65)	281
Military HH: No	33%	(635)	35%	(681)	10%	(201)	7%	(127)	15%	(286)	1929
RD/WT: Right Direction	44%	(302)	33%	(224)	7%	(47)	5%	(34)	11%	(77)	685
RD/WT: Wrong Track	27%	(416)	36%	(545)	12%	(181)	7%	(110)	18%	(274)	1525
Biden Job Approve	42%	(409)	35%	(341)	8%	(82)	5%	(46)	10%	(95)	972
Biden Job Disapprove	25%	(281)	35%	(406)	12%	(141)	8%	(97)	19%	(219)	1144

Table MCBR2_6: *Would you say that companies that go above and beyond to support women...*
are inspiring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(718)	35%	(769)	10%	(228)	7%	(145)	16%	(351)	2210
Biden Job Strongly Approve	50%	(222)	26%	(116)	7%	(32)	6%	(25)	10%	(45)	441
Biden Job Somewhat Approve	35%	(187)	42%	(225)	9%	(49)	4%	(20)	9%	(50)	531
Biden Job Somewhat Disapprove	27%	(97)	43%	(153)	11%	(37)	7%	(23)	12%	(44)	355
Biden Job Strongly Disapprove	23%	(184)	32%	(253)	13%	(104)	9%	(73)	22%	(175)	789
Favorable of Biden	43%	(433)	35%	(345)	8%	(81)	4%	(41)	10%	(99)	999
Unfavorable of Biden	23%	(250)	36%	(402)	13%	(142)	9%	(95)	20%	(220)	1109
Very Favorable of Biden	51%	(243)	28%	(134)	7%	(32)	5%	(22)	9%	(44)	475
Somewhat Favorable of Biden	36%	(190)	40%	(211)	9%	(49)	4%	(19)	10%	(55)	524
Somewhat Unfavorable of Biden	25%	(68)	46%	(127)	10%	(27)	5%	(14)	15%	(42)	277
Very Unfavorable of Biden	22%	(182)	33%	(275)	14%	(115)	10%	(82)	21%	(178)	831
#1 Issue: Economy	30%	(259)	35%	(302)	11%	(93)	8%	(66)	16%	(134)	854
#1 Issue: Security	24%	(53)	38%	(84)	10%	(23)	8%	(17)	20%	(45)	222
#1 Issue: Health Care	28%	(48)	29%	(49)	19%	(33)	5%	(8)	19%	(32)	171
#1 Issue: Medicare / Social Security	35%	(99)	37%	(103)	9%	(25)	4%	(12)	15%	(41)	279
#1 Issue: Women's Issues	43%	(150)	34%	(118)	8%	(27)	6%	(20)	10%	(33)	347
#1 Issue: Education	36%	(24)	34%	(23)	12%	(8)	6%	(4)	12%	(8)	68
#1 Issue: Energy	37%	(51)	35%	(48)	6%	(8)	7%	(10)	15%	(21)	138
#1 Issue: Other	26%	(34)	32%	(41)	9%	(12)	6%	(8)	27%	(36)	130
2020 Vote: Joe Biden	40%	(373)	35%	(330)	9%	(85)	5%	(51)	10%	(98)	938
2020 Vote: Donald Trump	23%	(167)	34%	(254)	13%	(98)	9%	(66)	21%	(155)	740
2020 Vote: Other	11%	(7)	51%	(33)	—	(0)	11%	(7)	27%	(18)	66
2020 Vote: Didn't Vote	37%	(171)	32%	(151)	10%	(45)	4%	(20)	17%	(79)	466
2018 House Vote: Democrat	42%	(317)	35%	(268)	7%	(55)	5%	(40)	11%	(81)	760
2018 House Vote: Republican	23%	(128)	33%	(189)	15%	(86)	8%	(45)	21%	(119)	567
2018 House Vote: Someone else	12%	(7)	47%	(27)	8%	(4)	10%	(5)	24%	(13)	56
2016 Vote: Hillary Clinton	43%	(307)	34%	(240)	7%	(49)	5%	(36)	11%	(74)	707
2016 Vote: Donald Trump	21%	(138)	35%	(228)	15%	(96)	8%	(55)	20%	(133)	650
2016 Vote: Other	15%	(16)	45%	(48)	10%	(11)	9%	(9)	22%	(24)	108
2016 Vote: Didn't Vote	34%	(257)	34%	(253)	10%	(71)	6%	(44)	16%	(120)	744

Table MCBR2_6: *Would you say that companies that go above and beyond to support women...*
are inspiring

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(718)	35%	(769)	10%	(228)	7%	(145)	16%	(351)	2210
Voted in 2014: Yes	32%	(397)	35%	(432)	11%	(130)	6%	(74)	16%	(198)	1230
Voted in 2014: No	33%	(321)	34%	(337)	10%	(98)	7%	(71)	16%	(153)	980
4-Region: Northeast	30%	(116)	36%	(139)	13%	(48)	5%	(19)	16%	(60)	383
4-Region: Midwest	30%	(138)	35%	(159)	10%	(47)	7%	(33)	18%	(80)	456
4-Region: South	33%	(281)	34%	(289)	10%	(84)	7%	(56)	16%	(134)	844
4-Region: West	35%	(182)	35%	(182)	9%	(49)	7%	(37)	15%	(77)	527
Supports Women High Priority	44%	(594)	35%	(475)	7%	(90)	4%	(48)	10%	(139)	1345
Have Purchased Because Supported Women	50%	(327)	32%	(209)	6%	(39)	6%	(38)	5%	(36)	649

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

Table MCBR2_7: *Would you say that companies that go above and beyond to support women...*
are likable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(728)	39%	(855)	7%	(157)	5%	(114)	16%	(356)	2210
Gender: Male	28%	(300)	40%	(428)	9%	(96)	7%	(74)	16%	(170)	1068
Gender: Female	37%	(428)	37%	(426)	5%	(61)	3%	(40)	16%	(187)	1142
Age: 18-34	37%	(236)	36%	(228)	8%	(52)	7%	(42)	13%	(84)	642
Age: 35-44	37%	(137)	40%	(145)	5%	(19)	4%	(16)	13%	(48)	365
Age: 45-64	32%	(226)	38%	(269)	7%	(50)	5%	(37)	19%	(133)	714
Age: 65+	26%	(129)	44%	(213)	7%	(36)	4%	(19)	19%	(92)	489
GenZers: 1997-2012	36%	(96)	30%	(81)	12%	(31)	8%	(21)	14%	(37)	267
Millennials: 1981-1996	37%	(226)	40%	(248)	6%	(36)	5%	(33)	12%	(76)	618
GenXers: 1965-1980	35%	(213)	37%	(229)	7%	(42)	4%	(27)	17%	(101)	612
Baby Boomers: 1946-1964	27%	(172)	41%	(260)	7%	(46)	5%	(29)	20%	(126)	634
PID: Dem (no lean)	43%	(384)	38%	(337)	5%	(48)	4%	(34)	10%	(85)	889
PID: Ind (no lean)	28%	(179)	39%	(245)	6%	(38)	4%	(28)	23%	(143)	633
PID: Rep (no lean)	24%	(166)	40%	(273)	10%	(71)	7%	(51)	19%	(128)	688
PID/Gender: Dem Men	40%	(156)	38%	(148)	8%	(30)	5%	(21)	10%	(38)	393
PID/Gender: Dem Women	46%	(228)	38%	(189)	4%	(18)	3%	(14)	10%	(47)	496
PID/Gender: Ind Men	23%	(75)	39%	(125)	8%	(26)	6%	(21)	24%	(76)	323
PID/Gender: Ind Women	34%	(104)	39%	(119)	4%	(12)	2%	(8)	21%	(66)	310
PID/Gender: Rep Men	20%	(69)	44%	(155)	11%	(40)	9%	(32)	16%	(55)	352
PID/Gender: Rep Women	29%	(96)	35%	(118)	9%	(31)	6%	(19)	22%	(73)	336
Ideo: Liberal (1-3)	46%	(298)	36%	(234)	5%	(34)	4%	(29)	9%	(57)	652
Ideo: Moderate (4)	32%	(248)	41%	(314)	7%	(52)	4%	(30)	16%	(122)	766
Ideo: Conservative (5-7)	22%	(143)	41%	(269)	10%	(64)	7%	(48)	20%	(132)	656
Educ: < College	34%	(489)	37%	(535)	7%	(102)	5%	(77)	16%	(234)	1437
Educ: Bachelors degree	30%	(150)	42%	(204)	8%	(38)	4%	(21)	16%	(78)	491
Educ: Post-grad	32%	(89)	41%	(115)	6%	(17)	6%	(16)	16%	(45)	282
Income: Under 50k	33%	(422)	37%	(464)	7%	(85)	6%	(74)	18%	(225)	1270
Income: 50k-100k	34%	(219)	42%	(267)	7%	(44)	4%	(23)	13%	(85)	638
Income: 100k+	29%	(87)	41%	(124)	9%	(29)	5%	(16)	15%	(46)	302
Ethnicity: White	31%	(538)	39%	(672)	7%	(121)	5%	(88)	17%	(292)	1711
Ethnicity: Hispanic	40%	(149)	37%	(137)	6%	(22)	6%	(22)	12%	(44)	374

Table MCBR2_7: *Would you say that companies that go above and beyond to support women...*
are likable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(728)	39%	(855)	7%	(157)	5%	(114)	16%	(356)	2210
Ethnicity: Black	41%	(115)	35%	(100)	7%	(21)	6%	(18)	10%	(29)	282
Ethnicity: Other	35%	(76)	38%	(82)	7%	(16)	4%	(8)	16%	(36)	217
All Christian	30%	(313)	39%	(402)	8%	(81)	7%	(68)	16%	(164)	1028
All Non-Christian	42%	(50)	34%	(40)	5%	(6)	4%	(5)	16%	(19)	119
Atheist	36%	(33)	33%	(30)	9%	(8)	6%	(5)	16%	(15)	91
Agnostic/Nothing in particular	32%	(194)	40%	(244)	7%	(42)	4%	(26)	17%	(103)	609
Something Else	38%	(138)	38%	(139)	6%	(21)	3%	(10)	15%	(55)	364
Religious Non-Protestant/Catholic	41%	(60)	32%	(46)	6%	(8)	4%	(6)	18%	(26)	147
Evangelical	31%	(177)	38%	(218)	8%	(47)	6%	(32)	17%	(95)	568
Non-Evangelical	33%	(256)	40%	(314)	7%	(51)	6%	(45)	14%	(110)	777
Community: Urban	37%	(245)	37%	(241)	8%	(53)	6%	(39)	12%	(80)	659
Community: Suburban	30%	(287)	40%	(389)	7%	(65)	5%	(49)	18%	(172)	963
Community: Rural	33%	(196)	38%	(225)	7%	(39)	4%	(25)	18%	(104)	588
Employ: Private Sector	36%	(238)	39%	(258)	8%	(52)	6%	(40)	12%	(80)	669
Employ: Government	30%	(37)	43%	(53)	7%	(9)	6%	(8)	14%	(17)	125
Employ: Self-Employed	36%	(71)	37%	(72)	11%	(21)	5%	(9)	12%	(24)	198
Employ: Homemaker	39%	(61)	39%	(60)	6%	(9)	2%	(3)	14%	(21)	154
Employ: Student	18%	(15)	46%	(38)	6%	(5)	9%	(7)	21%	(18)	82
Employ: Retired	28%	(159)	39%	(223)	7%	(41)	5%	(26)	20%	(115)	564
Employ: Unemployed	34%	(90)	37%	(97)	5%	(14)	6%	(17)	18%	(48)	266
Employ: Other	37%	(56)	35%	(52)	5%	(7)	2%	(3)	21%	(32)	151
Military HH: Yes	28%	(78)	40%	(111)	7%	(19)	4%	(11)	22%	(61)	281
Military HH: No	34%	(649)	39%	(744)	7%	(138)	5%	(102)	15%	(295)	1929
RD/WT: Right Direction	43%	(296)	35%	(240)	5%	(34)	4%	(28)	13%	(86)	685
RD/WT: Wrong Track	28%	(432)	40%	(615)	8%	(123)	6%	(86)	18%	(270)	1525
Biden Job Approve	43%	(419)	38%	(366)	5%	(47)	3%	(33)	11%	(108)	972
Biden Job Disapprove	25%	(283)	41%	(469)	9%	(104)	7%	(79)	18%	(210)	1144

Continued on next page

Table MCBR2_7: *Would you say that companies that go above and beyond to support women...*
are likable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(728)	39%	(855)	7%	(157)	5%	(114)	16%	(356)	2210
Biden Job Strongly Approve	52%	(228)	30%	(132)	5%	(22)	5%	(20)	9%	(38)	441
Biden Job Somewhat Approve	36%	(191)	44%	(234)	5%	(25)	2%	(12)	13%	(70)	531
Biden Job Somewhat Disapprove	29%	(104)	47%	(166)	5%	(19)	6%	(21)	13%	(45)	355
Biden Job Strongly Disapprove	23%	(179)	38%	(302)	11%	(85)	7%	(58)	21%	(164)	789
Favorable of Biden	45%	(447)	37%	(374)	4%	(45)	3%	(28)	11%	(105)	999
Unfavorable of Biden	23%	(251)	42%	(461)	10%	(107)	7%	(76)	19%	(214)	1109
Very Favorable of Biden	52%	(249)	31%	(148)	4%	(19)	3%	(15)	9%	(44)	475
Somewhat Favorable of Biden	38%	(198)	43%	(226)	5%	(25)	2%	(13)	12%	(62)	524
Somewhat Unfavorable of Biden	26%	(73)	47%	(130)	6%	(18)	4%	(11)	17%	(46)	277
Very Unfavorable of Biden	21%	(178)	40%	(331)	11%	(89)	8%	(66)	20%	(167)	831
#1 Issue: Economy	29%	(252)	41%	(354)	8%	(65)	6%	(51)	16%	(133)	854
#1 Issue: Security	25%	(56)	38%	(85)	8%	(18)	6%	(13)	23%	(50)	222
#1 Issue: Health Care	34%	(58)	31%	(53)	11%	(19)	4%	(7)	20%	(34)	171
#1 Issue: Medicare / Social Security	38%	(106)	36%	(101)	7%	(20)	4%	(11)	15%	(42)	279
#1 Issue: Women's Issues	44%	(154)	37%	(129)	5%	(17)	5%	(17)	9%	(31)	347
#1 Issue: Education	28%	(19)	45%	(30)	11%	(7)	5%	(3)	11%	(8)	68
#1 Issue: Energy	37%	(51)	37%	(51)	2%	(2)	6%	(8)	19%	(26)	138
#1 Issue: Other	25%	(32)	41%	(53)	6%	(8)	4%	(5)	24%	(32)	130
2020 Vote: Joe Biden	41%	(388)	38%	(360)	5%	(45)	4%	(37)	12%	(108)	938
2020 Vote: Donald Trump	22%	(159)	41%	(306)	10%	(75)	7%	(51)	20%	(149)	740
2020 Vote: Other	8%	(5)	53%	(35)	3%	(2)	11%	(7)	26%	(17)	66
2020 Vote: Didn't Vote	38%	(175)	33%	(154)	8%	(36)	4%	(19)	18%	(82)	466
2018 House Vote: Democrat	43%	(329)	39%	(294)	4%	(33)	3%	(25)	10%	(80)	760
2018 House Vote: Republican	21%	(120)	41%	(232)	11%	(61)	7%	(37)	21%	(117)	567
2018 House Vote: Someone else	14%	(8)	52%	(29)	1%	(1)	11%	(6)	22%	(13)	56
2016 Vote: Hillary Clinton	44%	(313)	39%	(272)	4%	(25)	3%	(23)	11%	(74)	707
2016 Vote: Donald Trump	20%	(129)	41%	(267)	11%	(70)	8%	(49)	21%	(135)	650
2016 Vote: Other	17%	(18)	50%	(54)	4%	(4)	8%	(8)	21%	(22)	108
2016 Vote: Didn't Vote	36%	(268)	35%	(261)	8%	(58)	4%	(33)	17%	(124)	744

Continued on next page

Table MCBR2_7: *Would you say that companies that go above and beyond to support women...*
are likable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(728)	39%	(855)	7%	(157)	5%	(114)	16%	(356)	2210
Voted in 2014: Yes	32%	(393)	40%	(495)	7%	(89)	5%	(55)	16%	(197)	1230
Voted in 2014: No	34%	(335)	37%	(360)	7%	(68)	6%	(58)	16%	(159)	980
4-Region: Northeast	28%	(108)	43%	(163)	6%	(24)	4%	(16)	19%	(71)	383
4-Region: Midwest	34%	(154)	36%	(162)	9%	(42)	6%	(25)	16%	(73)	456
4-Region: South	33%	(278)	40%	(336)	7%	(60)	5%	(39)	15%	(131)	844
4-Region: West	36%	(187)	37%	(193)	6%	(31)	6%	(33)	16%	(82)	527
Supports Women High Priority	45%	(602)	37%	(502)	5%	(69)	3%	(43)	10%	(130)	1345
Have Purchased Because Supported Women	51%	(328)	35%	(225)	5%	(30)	4%	(24)	6%	(42)	649

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

Table MCBR2_8: *Would you say that companies that go above and beyond to support women...*
are unlikeable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(168)	11%	(237)	25%	(547)	38%	(830)	19%	(428)	2210
Gender: Male	10%	(104)	12%	(127)	27%	(287)	32%	(345)	19%	(206)	1068
Gender: Female	6%	(64)	10%	(110)	23%	(260)	42%	(485)	20%	(223)	1142
Age: 18-34	9%	(56)	15%	(94)	24%	(154)	36%	(229)	17%	(110)	642
Age: 35-44	10%	(37)	10%	(35)	24%	(89)	41%	(152)	14%	(52)	365
Age: 45-64	7%	(51)	11%	(75)	26%	(182)	35%	(249)	22%	(157)	714
Age: 65+	5%	(24)	7%	(33)	25%	(121)	41%	(202)	22%	(109)	489
GenZers: 1997-2012	9%	(23)	15%	(41)	24%	(65)	32%	(86)	20%	(52)	267
Millennials: 1981-1996	10%	(61)	12%	(77)	23%	(145)	40%	(245)	15%	(90)	618
GenXers: 1965-1980	7%	(41)	11%	(66)	26%	(162)	37%	(226)	19%	(117)	612
Baby Boomers: 1946-1964	6%	(37)	7%	(47)	25%	(161)	37%	(238)	24%	(152)	634
PID: Dem (no lean)	8%	(73)	11%	(94)	22%	(192)	48%	(426)	12%	(104)	889
PID: Ind (no lean)	5%	(34)	9%	(60)	26%	(165)	33%	(208)	26%	(167)	633
PID: Rep (no lean)	9%	(62)	12%	(82)	28%	(190)	29%	(197)	23%	(157)	688
PID/Gender: Dem Men	10%	(40)	14%	(57)	24%	(94)	41%	(162)	10%	(40)	393
PID/Gender: Dem Women	7%	(33)	8%	(38)	20%	(98)	53%	(263)	13%	(64)	496
PID/Gender: Ind Men	6%	(20)	8%	(25)	27%	(88)	30%	(97)	29%	(93)	323
PID/Gender: Ind Women	4%	(14)	11%	(35)	25%	(77)	36%	(110)	24%	(74)	310
PID/Gender: Rep Men	13%	(44)	13%	(45)	30%	(105)	24%	(85)	20%	(72)	352
PID/Gender: Rep Women	5%	(18)	11%	(38)	25%	(84)	33%	(112)	25%	(85)	336
Ideo: Liberal (1-3)	8%	(55)	10%	(62)	20%	(131)	53%	(343)	9%	(61)	652
Ideo: Moderate (4)	7%	(50)	12%	(94)	26%	(196)	34%	(263)	21%	(163)	766
Ideo: Conservative (5-7)	9%	(56)	11%	(72)	29%	(193)	29%	(187)	23%	(148)	656
Educ: < College	7%	(103)	10%	(147)	25%	(363)	36%	(512)	22%	(311)	1437
Educ: Bachelors degree	8%	(38)	13%	(62)	22%	(109)	44%	(215)	13%	(66)	491
Educ: Post-grad	9%	(27)	9%	(27)	27%	(75)	36%	(103)	18%	(51)	282
Income: Under 50k	8%	(104)	11%	(135)	24%	(307)	35%	(445)	22%	(280)	1270
Income: 50k-100k	5%	(34)	10%	(61)	25%	(158)	45%	(289)	15%	(97)	638
Income: 100k+	10%	(31)	14%	(41)	27%	(82)	32%	(97)	17%	(52)	302
Ethnicity: White	6%	(110)	11%	(187)	25%	(427)	38%	(646)	20%	(340)	1711
Ethnicity: Hispanic	10%	(36)	7%	(27)	27%	(102)	41%	(153)	15%	(56)	374

Table MCBR2_8: *Would you say that companies that go above and beyond to support women...*
are unlikeable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(168)	11%	(237)	25%	(547)	38%	(830)	19%	(428)	2210
Ethnicity: Black	15%	(42)	11%	(31)	21%	(59)	38%	(106)	16%	(44)	282
Ethnicity: Other	8%	(16)	9%	(18)	28%	(61)	36%	(77)	20%	(44)	217
All Christian	9%	(88)	11%	(113)	25%	(259)	37%	(376)	19%	(192)	1028
All Non-Christian	10%	(12)	8%	(9)	19%	(22)	45%	(54)	18%	(22)	119
Atheist	6%	(6)	10%	(9)	22%	(20)	47%	(42)	15%	(13)	91
Agnostic/Nothing in particular	6%	(36)	11%	(65)	24%	(147)	37%	(226)	22%	(136)	609
Something Else	7%	(27)	11%	(40)	27%	(98)	36%	(132)	18%	(66)	364
Religious Non-Protestant/Catholic	10%	(14)	12%	(17)	18%	(26)	42%	(61)	19%	(28)	147
Evangelical	10%	(58)	12%	(69)	26%	(148)	32%	(181)	20%	(113)	568
Non-Evangelical	7%	(52)	9%	(71)	26%	(205)	40%	(314)	17%	(135)	777
Community: Urban	11%	(74)	13%	(83)	21%	(136)	38%	(250)	18%	(116)	659
Community: Suburban	6%	(57)	10%	(99)	26%	(246)	39%	(373)	20%	(188)	963
Community: Rural	6%	(37)	9%	(55)	28%	(165)	35%	(208)	21%	(124)	588
Employ: Private Sector	9%	(62)	13%	(90)	22%	(149)	40%	(270)	15%	(98)	669
Employ: Government	8%	(10)	14%	(17)	29%	(37)	32%	(41)	16%	(21)	125
Employ: Self-Employed	8%	(16)	10%	(20)	28%	(56)	37%	(73)	17%	(34)	198
Employ: Homemaker	8%	(13)	11%	(16)	29%	(45)	38%	(59)	14%	(22)	154
Employ: Student	2%	(2)	23%	(19)	23%	(19)	24%	(20)	28%	(23)	82
Employ: Retired	6%	(36)	7%	(38)	26%	(144)	38%	(212)	24%	(133)	564
Employ: Unemployed	9%	(23)	11%	(28)	25%	(65)	33%	(88)	23%	(62)	266
Employ: Other	5%	(7)	5%	(8)	21%	(31)	45%	(68)	24%	(36)	151
Military HH: Yes	5%	(15)	8%	(24)	25%	(71)	37%	(103)	24%	(69)	281
Military HH: No	8%	(153)	11%	(213)	25%	(476)	38%	(728)	19%	(360)	1929
RD/WT: Right Direction	10%	(67)	11%	(76)	19%	(131)	46%	(312)	14%	(98)	685
RD/WT: Wrong Track	7%	(101)	11%	(160)	27%	(416)	34%	(518)	22%	(331)	1525
Biden Job Approve	8%	(80)	10%	(96)	21%	(204)	48%	(466)	13%	(127)	972
Biden Job Disapprove	8%	(87)	12%	(136)	28%	(324)	30%	(344)	22%	(253)	1144

Continued on next page

Table MCBR2_8: *Would you say that companies that go above and beyond to support women...*
are unlikeable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(168)	11%	(237)	25%	(547)	38%	(830)	19%	(428)	2210
Biden Job Strongly Approve	10%	(45)	11%	(49)	14%	(64)	52%	(230)	12%	(54)	441
Biden Job Somewhat Approve	7%	(35)	9%	(47)	26%	(140)	44%	(236)	14%	(73)	531
Biden Job Somewhat Disapprove	5%	(18)	12%	(44)	33%	(117)	34%	(121)	15%	(54)	355
Biden Job Strongly Disapprove	9%	(69)	12%	(92)	26%	(207)	28%	(222)	25%	(199)	789
Favorable of Biden	8%	(82)	9%	(92)	21%	(208)	49%	(492)	12%	(125)	999
Unfavorable of Biden	7%	(78)	12%	(136)	29%	(320)	29%	(318)	23%	(256)	1109
Very Favorable of Biden	11%	(50)	9%	(44)	16%	(74)	53%	(251)	12%	(57)	475
Somewhat Favorable of Biden	6%	(32)	9%	(48)	26%	(135)	46%	(241)	13%	(67)	524
Somewhat Unfavorable of Biden	4%	(12)	14%	(39)	31%	(86)	32%	(89)	19%	(51)	277
Very Unfavorable of Biden	8%	(66)	12%	(97)	28%	(234)	28%	(229)	25%	(205)	831
#1 Issue: Economy	8%	(69)	11%	(97)	28%	(239)	33%	(286)	19%	(164)	854
#1 Issue: Security	7%	(15)	14%	(31)	27%	(59)	27%	(61)	25%	(56)	222
#1 Issue: Health Care	10%	(18)	14%	(25)	23%	(39)	29%	(49)	24%	(40)	171
#1 Issue: Medicare / Social Security	7%	(18)	12%	(32)	23%	(64)	41%	(113)	18%	(51)	279
#1 Issue: Women's Issues	6%	(20)	7%	(23)	21%	(72)	54%	(189)	12%	(43)	347
#1 Issue: Education	10%	(7)	18%	(12)	28%	(19)	32%	(22)	12%	(8)	68
#1 Issue: Energy	7%	(9)	8%	(11)	23%	(31)	41%	(56)	22%	(31)	138
#1 Issue: Other	9%	(12)	5%	(6)	18%	(23)	41%	(54)	27%	(35)	130
2020 Vote: Joe Biden	7%	(68)	9%	(81)	22%	(209)	49%	(456)	13%	(124)	938
2020 Vote: Donald Trump	7%	(55)	13%	(95)	27%	(204)	28%	(208)	24%	(179)	740
2020 Vote: Other	10%	(7)	4%	(3)	21%	(14)	27%	(18)	38%	(25)	66
2020 Vote: Didn't Vote	8%	(38)	13%	(59)	26%	(120)	32%	(148)	22%	(101)	466
2018 House Vote: Democrat	7%	(52)	8%	(61)	21%	(158)	51%	(390)	13%	(98)	760
2018 House Vote: Republican	8%	(46)	12%	(66)	26%	(146)	28%	(161)	26%	(149)	567
2018 House Vote: Someone else	9%	(5)	9%	(5)	18%	(10)	31%	(17)	33%	(19)	56
2016 Vote: Hillary Clinton	7%	(53)	9%	(65)	20%	(139)	51%	(362)	13%	(89)	707
2016 Vote: Donald Trump	7%	(48)	13%	(84)	26%	(169)	29%	(188)	25%	(162)	650
2016 Vote: Other	4%	(5)	5%	(6)	30%	(32)	34%	(36)	27%	(29)	108
2016 Vote: Didn't Vote	8%	(62)	11%	(83)	28%	(207)	33%	(245)	20%	(147)	744

Table MCBR2_8: *Would you say that companies that go above and beyond to support women...*
are unlikeable

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(168)	11%	(237)	25%	(547)	38%	(830)	19%	(428)	2210
Voted in 2014: Yes	7%	(88)	10%	(125)	22%	(277)	41%	(498)	20%	(241)	1230
Voted in 2014: No	8%	(80)	11%	(112)	28%	(270)	34%	(332)	19%	(187)	980
4-Region: Northeast	10%	(37)	11%	(40)	24%	(92)	35%	(135)	20%	(78)	383
4-Region: Midwest	5%	(25)	10%	(46)	24%	(109)	42%	(190)	19%	(86)	456
4-Region: South	7%	(63)	11%	(90)	26%	(222)	36%	(304)	19%	(165)	844
4-Region: West	8%	(43)	11%	(60)	23%	(123)	38%	(202)	19%	(99)	527
Supports Women High Priority	8%	(114)	10%	(139)	24%	(316)	45%	(601)	13%	(176)	1345
Have Purchased Because Supported Women	12%	(77)	12%	(76)	18%	(117)	48%	(314)	10%	(65)	649

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

Table MCBR2_9: *Would you say that companies that go above and beyond to support women...*
are authentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(636)	35%	(774)	12%	(270)	6%	(142)	18%	(388)	2210
Gender: Male	26%	(277)	34%	(361)	16%	(166)	8%	(84)	17%	(180)	1068
Gender: Female	31%	(358)	36%	(414)	9%	(104)	5%	(58)	18%	(208)	1142
Age: 18-34	30%	(194)	34%	(217)	12%	(77)	7%	(47)	17%	(107)	642
Age: 35-44	33%	(119)	34%	(124)	13%	(48)	6%	(21)	15%	(54)	365
Age: 45-64	27%	(193)	36%	(255)	13%	(91)	6%	(40)	19%	(135)	714
Age: 65+	26%	(130)	36%	(178)	11%	(54)	7%	(34)	19%	(93)	489
GenZers: 1997-2012	29%	(78)	32%	(86)	10%	(27)	9%	(25)	19%	(51)	267
Millennials: 1981-1996	32%	(196)	35%	(218)	13%	(82)	6%	(35)	14%	(87)	618
GenXers: 1965-1980	30%	(184)	34%	(206)	13%	(79)	6%	(36)	18%	(107)	612
Baby Boomers: 1946-1964	25%	(156)	38%	(239)	12%	(76)	7%	(41)	19%	(121)	634
PID: Dem (no lean)	37%	(328)	38%	(340)	9%	(77)	5%	(47)	11%	(98)	889
PID: Ind (no lean)	23%	(143)	33%	(208)	13%	(82)	6%	(39)	26%	(162)	633
PID: Rep (no lean)	24%	(165)	33%	(227)	16%	(112)	8%	(56)	19%	(128)	688
PID/Gender: Dem Men	37%	(144)	34%	(135)	13%	(50)	6%	(24)	10%	(40)	393
PID/Gender: Dem Women	37%	(183)	41%	(205)	5%	(27)	5%	(23)	12%	(58)	496
PID/Gender: Ind Men	18%	(59)	32%	(102)	15%	(50)	9%	(28)	26%	(84)	323
PID/Gender: Ind Women	27%	(84)	34%	(106)	10%	(32)	3%	(11)	25%	(78)	310
PID/Gender: Rep Men	21%	(74)	35%	(123)	19%	(66)	9%	(32)	16%	(57)	352
PID/Gender: Rep Women	27%	(91)	31%	(103)	14%	(46)	7%	(24)	21%	(72)	336
Ideo: Liberal (1-3)	39%	(253)	36%	(237)	8%	(55)	6%	(36)	11%	(70)	652
Ideo: Moderate (4)	28%	(212)	38%	(290)	12%	(93)	4%	(32)	18%	(140)	766
Ideo: Conservative (5-7)	21%	(140)	33%	(215)	17%	(113)	10%	(66)	19%	(122)	656
Educ: < College	29%	(421)	34%	(481)	11%	(158)	6%	(92)	20%	(285)	1437
Educ: Bachelors degree	29%	(144)	36%	(177)	16%	(76)	6%	(28)	13%	(65)	491
Educ: Post-grad	25%	(71)	41%	(115)	13%	(36)	8%	(22)	14%	(38)	282
Income: Under 50k	30%	(375)	33%	(413)	11%	(140)	7%	(86)	20%	(255)	1270
Income: 50k-100k	30%	(188)	37%	(238)	13%	(82)	6%	(36)	14%	(92)	638
Income: 100k+	24%	(72)	41%	(122)	16%	(48)	6%	(20)	13%	(40)	302
Ethnicity: White	27%	(461)	36%	(620)	12%	(213)	6%	(103)	18%	(313)	1711
Ethnicity: Hispanic	34%	(127)	33%	(123)	12%	(44)	6%	(24)	15%	(56)	374

Table MCBR2_9: *Would you say that companies that go above and beyond to support women...*
are authentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(636)	35%	(774)	12%	(270)	6%	(142)	18%	(388)	2210
Ethnicity: Black	37%	(104)	33%	(92)	9%	(25)	9%	(25)	12%	(35)	282
Ethnicity: Other	32%	(70)	28%	(61)	15%	(32)	6%	(13)	18%	(40)	217
All Christian	28%	(289)	35%	(355)	14%	(145)	8%	(82)	15%	(157)	1028
All Non-Christian	40%	(47)	34%	(41)	4%	(5)	7%	(9)	14%	(17)	119
Atheist	28%	(25)	30%	(27)	21%	(19)	4%	(3)	18%	(17)	91
Agnostic/Nothing in particular	26%	(160)	36%	(219)	11%	(65)	5%	(32)	22%	(133)	609
Something Else	32%	(115)	37%	(133)	10%	(36)	5%	(16)	17%	(63)	364
Religious Non-Protestant/Catholic	38%	(56)	30%	(44)	7%	(10)	8%	(12)	17%	(24)	147
Evangelical	29%	(163)	34%	(195)	14%	(77)	7%	(41)	16%	(92)	568
Non-Evangelical	29%	(225)	37%	(287)	12%	(96)	7%	(52)	15%	(117)	777
Community: Urban	31%	(202)	33%	(216)	14%	(90)	8%	(51)	15%	(99)	659
Community: Suburban	28%	(266)	36%	(345)	12%	(116)	6%	(60)	18%	(177)	963
Community: Rural	29%	(168)	36%	(214)	11%	(64)	5%	(30)	19%	(111)	588
Employ: Private Sector	31%	(205)	35%	(236)	16%	(108)	6%	(42)	12%	(79)	669
Employ: Government	30%	(38)	41%	(52)	11%	(14)	6%	(8)	11%	(14)	125
Employ: Self-Employed	29%	(58)	32%	(64)	16%	(31)	8%	(15)	15%	(30)	198
Employ: Homemaker	35%	(54)	34%	(52)	9%	(14)	3%	(5)	19%	(29)	154
Employ: Student	13%	(11)	45%	(37)	9%	(7)	10%	(9)	22%	(18)	82
Employ: Retired	27%	(153)	35%	(196)	12%	(66)	7%	(39)	20%	(110)	564
Employ: Unemployed	26%	(70)	35%	(94)	7%	(20)	7%	(18)	24%	(64)	266
Employ: Other	31%	(47)	29%	(44)	7%	(10)	4%	(6)	29%	(43)	151
Military HH: Yes	24%	(66)	32%	(91)	14%	(39)	7%	(19)	23%	(66)	281
Military HH: No	30%	(570)	35%	(683)	12%	(231)	6%	(123)	17%	(322)	1929
RD/WT: Right Direction	40%	(276)	34%	(235)	7%	(51)	4%	(28)	14%	(94)	685
RD/WT: Wrong Track	24%	(359)	35%	(539)	14%	(219)	7%	(113)	19%	(294)	1525
Biden Job Approve	37%	(361)	37%	(359)	9%	(87)	4%	(41)	13%	(125)	972
Biden Job Disapprove	22%	(255)	34%	(392)	16%	(179)	9%	(97)	19%	(222)	1144

Table MCBR2_9: *Would you say that companies that go above and beyond to support women...*
are authentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(636)	35%	(774)	12%	(270)	6%	(142)	18%	(388)	2210
Biden Job Strongly Approve	46%	(203)	32%	(139)	6%	(27)	5%	(23)	11%	(48)	441
Biden Job Somewhat Approve	30%	(158)	41%	(219)	11%	(60)	3%	(18)	14%	(77)	531
Biden Job Somewhat Disapprove	22%	(79)	41%	(145)	15%	(54)	5%	(19)	16%	(58)	355
Biden Job Strongly Disapprove	22%	(176)	31%	(247)	16%	(125)	10%	(78)	21%	(164)	789
Favorable of Biden	39%	(385)	37%	(374)	8%	(78)	3%	(34)	13%	(127)	999
Unfavorable of Biden	20%	(220)	34%	(379)	17%	(187)	9%	(97)	20%	(225)	1109
Very Favorable of Biden	48%	(229)	32%	(150)	6%	(30)	4%	(21)	10%	(45)	475
Somewhat Favorable of Biden	30%	(156)	43%	(224)	9%	(48)	3%	(14)	16%	(82)	524
Somewhat Unfavorable of Biden	19%	(52)	41%	(115)	14%	(39)	5%	(14)	20%	(57)	277
Very Unfavorable of Biden	20%	(167)	32%	(265)	18%	(148)	10%	(83)	20%	(168)	831
#1 Issue: Economy	26%	(221)	36%	(304)	15%	(128)	7%	(64)	16%	(138)	854
#1 Issue: Security	25%	(57)	30%	(67)	14%	(31)	8%	(17)	23%	(50)	222
#1 Issue: Health Care	29%	(49)	30%	(51)	14%	(24)	6%	(10)	22%	(37)	171
#1 Issue: Medicare / Social Security	33%	(93)	39%	(108)	10%	(28)	3%	(8)	16%	(44)	279
#1 Issue: Women's Issues	36%	(125)	41%	(144)	5%	(17)	5%	(19)	12%	(43)	347
#1 Issue: Education	28%	(19)	28%	(19)	23%	(15)	7%	(5)	15%	(10)	68
#1 Issue: Energy	32%	(44)	31%	(42)	11%	(15)	6%	(8)	21%	(29)	138
#1 Issue: Other	22%	(28)	30%	(39)	10%	(12)	10%	(12)	29%	(38)	130
2020 Vote: Joe Biden	36%	(337)	38%	(357)	9%	(83)	5%	(49)	12%	(112)	938
2020 Vote: Donald Trump	21%	(153)	34%	(252)	18%	(130)	8%	(60)	20%	(146)	740
2020 Vote: Other	9%	(6)	40%	(27)	9%	(6)	10%	(7)	31%	(20)	66
2020 Vote: Didn't Vote	30%	(140)	30%	(139)	11%	(51)	6%	(27)	24%	(110)	466
2018 House Vote: Democrat	37%	(278)	39%	(296)	9%	(69)	4%	(32)	11%	(84)	760
2018 House Vote: Republican	21%	(119)	33%	(185)	18%	(104)	8%	(47)	20%	(112)	567
2018 House Vote: Someone else	10%	(6)	46%	(26)	5%	(3)	11%	(6)	28%	(16)	56
2016 Vote: Hillary Clinton	39%	(274)	38%	(270)	8%	(59)	4%	(29)	11%	(76)	707
2016 Vote: Donald Trump	20%	(127)	33%	(217)	19%	(121)	9%	(60)	19%	(125)	650
2016 Vote: Other	12%	(13)	44%	(47)	11%	(12)	9%	(9)	24%	(26)	108
2016 Vote: Didn't Vote	30%	(222)	32%	(239)	10%	(77)	6%	(44)	22%	(161)	744

Continued on next page

Table MCBR2_9: *Would you say that companies that go above and beyond to support women...*
are authentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(636)	35%	(774)	12%	(270)	6%	(142)	18%	(388)	2210
Voted in 2014: Yes	29%	(352)	37%	(454)	13%	(160)	6%	(70)	16%	(194)	1230
Voted in 2014: No	29%	(283)	33%	(320)	11%	(111)	7%	(72)	20%	(194)	980
4-Region: Northeast	28%	(108)	36%	(136)	12%	(46)	5%	(19)	19%	(74)	383
4-Region: Midwest	28%	(128)	35%	(159)	12%	(54)	8%	(35)	18%	(81)	456
4-Region: South	29%	(249)	35%	(299)	11%	(97)	6%	(51)	18%	(148)	844
4-Region: West	29%	(151)	34%	(180)	14%	(73)	7%	(37)	16%	(86)	527
Supports Women High Priority	39%	(526)	38%	(506)	8%	(105)	3%	(44)	12%	(164)	1345
Have Purchased Because Supported Women	46%	(301)	37%	(238)	5%	(33)	5%	(29)	7%	(48)	649

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

Table MCBR2_10: *Would you say that companies that go above and beyond to support women...*
are inauthentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(209)	16%	(345)	24%	(527)	30%	(652)	22%	(477)	2210
Gender: Male	11%	(118)	19%	(205)	24%	(255)	26%	(283)	19%	(207)	1068
Gender: Female	8%	(91)	12%	(140)	24%	(272)	32%	(369)	24%	(270)	1142
Age: 18-34	12%	(76)	15%	(97)	26%	(169)	26%	(167)	21%	(134)	642
Age: 35-44	11%	(40)	22%	(81)	20%	(74)	30%	(109)	17%	(60)	365
Age: 45-64	9%	(66)	14%	(103)	23%	(166)	28%	(201)	25%	(178)	714
Age: 65+	6%	(27)	13%	(64)	24%	(117)	36%	(175)	21%	(105)	489
GenZers: 1997-2012	9%	(25)	13%	(35)	30%	(79)	23%	(62)	25%	(66)	267
Millennials: 1981-1996	13%	(80)	20%	(121)	21%	(133)	28%	(173)	18%	(111)	618
GenXers: 1965-1980	9%	(58)	16%	(96)	25%	(151)	30%	(181)	21%	(128)	612
Baby Boomers: 1946-1964	7%	(42)	14%	(87)	22%	(139)	33%	(211)	24%	(155)	634
PID: Dem (no lean)	10%	(87)	14%	(126)	23%	(209)	38%	(337)	15%	(130)	889
PID: Ind (no lean)	9%	(56)	15%	(93)	25%	(155)	23%	(148)	28%	(180)	633
PID: Rep (no lean)	10%	(66)	18%	(126)	24%	(162)	24%	(166)	24%	(167)	688
PID/Gender: Dem Men	10%	(41)	19%	(73)	23%	(90)	37%	(146)	11%	(43)	393
PID/Gender: Dem Women	9%	(46)	11%	(54)	24%	(119)	39%	(191)	17%	(87)	496
PID/Gender: Ind Men	11%	(34)	17%	(54)	25%	(80)	20%	(65)	27%	(89)	323
PID/Gender: Ind Women	7%	(22)	13%	(39)	24%	(75)	27%	(83)	29%	(91)	310
PID/Gender: Rep Men	12%	(43)	22%	(78)	24%	(85)	20%	(71)	21%	(75)	352
PID/Gender: Rep Women	7%	(23)	14%	(48)	23%	(78)	28%	(95)	27%	(92)	336
Ideo: Liberal (1-3)	11%	(74)	12%	(77)	24%	(160)	40%	(263)	12%	(78)	652
Ideo: Moderate (4)	8%	(64)	17%	(132)	24%	(183)	27%	(210)	23%	(177)	766
Ideo: Conservative (5-7)	9%	(60)	20%	(128)	24%	(155)	24%	(155)	24%	(157)	656
Educ: < College	9%	(132)	15%	(209)	24%	(339)	28%	(400)	25%	(356)	1437
Educ: Bachelors degree	10%	(47)	18%	(88)	23%	(114)	34%	(168)	15%	(74)	491
Educ: Post-grad	11%	(31)	17%	(48)	26%	(73)	30%	(84)	17%	(47)	282
Income: Under 50k	10%	(127)	14%	(181)	24%	(301)	27%	(348)	25%	(314)	1270
Income: 50k-100k	9%	(55)	15%	(93)	25%	(158)	34%	(218)	18%	(114)	638
Income: 100k+	9%	(28)	24%	(71)	22%	(68)	29%	(86)	16%	(49)	302
Ethnicity: White	9%	(146)	15%	(261)	25%	(428)	29%	(501)	22%	(375)	1711
Ethnicity: Hispanic	10%	(37)	16%	(59)	23%	(86)	32%	(120)	19%	(71)	374

Continued on next page

Table MCBR2_10: *Would you say that companies that go above and beyond to support women...*
are inauthentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(209)	16%	(345)	24%	(527)	30%	(652)	22%	(477)	2210
Ethnicity: Black	13%	(36)	16%	(46)	20%	(55)	33%	(94)	18%	(51)	282
Ethnicity: Other	13%	(27)	18%	(38)	20%	(43)	26%	(57)	23%	(51)	217
All Christian	11%	(109)	18%	(181)	22%	(231)	29%	(300)	20%	(206)	1028
All Non-Christian	10%	(12)	16%	(19)	21%	(25)	38%	(46)	14%	(17)	119
Atheist	6%	(5)	12%	(11)	30%	(27)	36%	(33)	17%	(15)	91
Agnostic/Nothing in particular	7%	(45)	15%	(92)	24%	(147)	29%	(175)	25%	(150)	609
Something Else	10%	(38)	11%	(42)	26%	(96)	27%	(99)	24%	(89)	364
Religious Non-Protestant/Catholic	10%	(15)	16%	(24)	21%	(32)	35%	(51)	17%	(25)	147
Evangelical	12%	(69)	18%	(101)	22%	(124)	25%	(140)	24%	(135)	568
Non-Evangelical	9%	(71)	15%	(114)	25%	(193)	32%	(250)	19%	(149)	777
Community: Urban	14%	(92)	19%	(123)	19%	(123)	30%	(197)	19%	(124)	659
Community: Suburban	8%	(73)	14%	(134)	26%	(247)	31%	(301)	22%	(208)	963
Community: Rural	7%	(44)	15%	(88)	27%	(157)	26%	(154)	25%	(145)	588
Employ: Private Sector	11%	(75)	21%	(141)	21%	(143)	30%	(202)	16%	(107)	669
Employ: Government	9%	(11)	19%	(23)	25%	(32)	26%	(32)	21%	(27)	125
Employ: Self-Employed	14%	(28)	11%	(22)	25%	(49)	31%	(61)	19%	(37)	198
Employ: Homemaker	6%	(10)	12%	(18)	27%	(42)	31%	(48)	24%	(37)	154
Employ: Student	5%	(4)	18%	(15)	31%	(25)	18%	(15)	27%	(23)	82
Employ: Retired	8%	(44)	14%	(79)	22%	(125)	33%	(186)	23%	(131)	564
Employ: Unemployed	10%	(27)	11%	(30)	30%	(79)	22%	(58)	27%	(71)	266
Employ: Other	6%	(9)	11%	(16)	21%	(31)	33%	(50)	29%	(44)	151
Military HH: Yes	7%	(19)	13%	(36)	27%	(75)	28%	(79)	26%	(72)	281
Military HH: No	10%	(190)	16%	(309)	23%	(451)	30%	(573)	21%	(405)	1929
RD/WT: Right Direction	12%	(82)	14%	(97)	20%	(134)	39%	(267)	15%	(105)	685
RD/WT: Wrong Track	8%	(127)	16%	(248)	26%	(392)	25%	(385)	24%	(373)	1525
Biden Job Approve	11%	(103)	13%	(131)	24%	(233)	37%	(359)	15%	(146)	972
Biden Job Disapprove	9%	(103)	18%	(209)	24%	(280)	24%	(273)	24%	(279)	1144

Table MCBR2_10: *Would you say that companies that go above and beyond to support women...*
are inauthentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(209)	16%	(345)	24%	(527)	30%	(652)	22%	(477)	2210
Biden Job Strongly Approve	13%	(59)	13%	(58)	16%	(69)	44%	(196)	13%	(58)	441
Biden Job Somewhat Approve	8%	(43)	14%	(73)	31%	(164)	31%	(163)	16%	(88)	531
Biden Job Somewhat Disapprove	6%	(21)	17%	(59)	31%	(111)	25%	(90)	21%	(74)	355
Biden Job Strongly Disapprove	10%	(82)	19%	(150)	21%	(169)	23%	(183)	26%	(205)	789
Favorable of Biden	10%	(102)	13%	(126)	24%	(235)	38%	(382)	15%	(154)	999
Unfavorable of Biden	9%	(100)	19%	(211)	24%	(271)	23%	(250)	25%	(277)	1109
Very Favorable of Biden	14%	(67)	12%	(56)	16%	(77)	45%	(215)	13%	(61)	475
Somewhat Favorable of Biden	7%	(35)	13%	(70)	30%	(159)	32%	(167)	18%	(93)	524
Somewhat Unfavorable of Biden	5%	(14)	17%	(48)	32%	(89)	22%	(61)	23%	(65)	277
Very Unfavorable of Biden	10%	(85)	20%	(162)	22%	(183)	23%	(189)	26%	(212)	831
#1 Issue: Economy	10%	(85)	18%	(152)	24%	(204)	27%	(227)	22%	(186)	854
#1 Issue: Security	9%	(21)	20%	(44)	26%	(57)	20%	(45)	25%	(56)	222
#1 Issue: Health Care	13%	(22)	19%	(33)	18%	(31)	25%	(43)	25%	(43)	171
#1 Issue: Medicare / Social Security	8%	(21)	12%	(35)	23%	(64)	37%	(104)	20%	(55)	279
#1 Issue: Women's Issues	8%	(26)	8%	(29)	27%	(93)	40%	(140)	17%	(59)	347
#1 Issue: Education	13%	(9)	22%	(15)	29%	(19)	19%	(13)	17%	(12)	68
#1 Issue: Energy	10%	(14)	13%	(18)	26%	(36)	30%	(41)	22%	(30)	138
#1 Issue: Other	8%	(10)	15%	(20)	17%	(22)	31%	(40)	29%	(37)	130
2020 Vote: Joe Biden	9%	(86)	13%	(126)	24%	(227)	38%	(361)	15%	(138)	938
2020 Vote: Donald Trump	9%	(65)	19%	(142)	23%	(172)	23%	(170)	26%	(190)	740
2020 Vote: Other	13%	(9)	15%	(10)	17%	(11)	17%	(11)	37%	(24)	66
2020 Vote: Didn't Vote	11%	(49)	14%	(67)	25%	(116)	24%	(111)	27%	(124)	466
2018 House Vote: Democrat	9%	(70)	13%	(98)	23%	(176)	40%	(307)	14%	(109)	760
2018 House Vote: Republican	9%	(53)	18%	(104)	23%	(130)	23%	(132)	26%	(148)	567
2018 House Vote: Someone else	9%	(5)	26%	(15)	16%	(9)	22%	(12)	27%	(15)	56
2016 Vote: Hillary Clinton	9%	(65)	14%	(96)	21%	(150)	42%	(299)	14%	(97)	707
2016 Vote: Donald Trump	9%	(57)	20%	(128)	24%	(157)	22%	(142)	26%	(166)	650
2016 Vote: Other	10%	(11)	14%	(15)	24%	(26)	25%	(26)	26%	(28)	108
2016 Vote: Didn't Vote	10%	(76)	14%	(106)	26%	(193)	25%	(184)	25%	(185)	744

Continued on next page

Table MCBR2_10: *Would you say that companies that go above and beyond to support women...*
are inauthentic

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(209)	16%	(345)	24%	(527)	30%	(652)	22%	(477)	2210
Voted in 2014: Yes	9%	(113)	16%	(196)	23%	(280)	32%	(395)	20%	(246)	1230
Voted in 2014: No	10%	(97)	15%	(149)	25%	(246)	26%	(257)	24%	(231)	980
4-Region: Northeast	12%	(44)	17%	(64)	24%	(93)	26%	(101)	21%	(80)	383
4-Region: Midwest	8%	(37)	15%	(70)	22%	(101)	33%	(150)	22%	(98)	456
4-Region: South	8%	(70)	15%	(125)	25%	(215)	29%	(247)	22%	(187)	844
4-Region: West	11%	(58)	16%	(86)	22%	(117)	29%	(154)	21%	(112)	527
Supports Women High Priority	11%	(141)	14%	(186)	24%	(318)	35%	(477)	17%	(222)	1345
Have Purchased Because Supported Women	14%	(90)	15%	(100)	20%	(131)	39%	(255)	11%	(72)	649

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

Table MCBR3: *Have you ever purchased from a company because they took an action that supported women?*

Demographic	Yes		No		Total N
Adults	29%	(649)	71%	(1561)	2210
Gender: Male	27%	(290)	73%	(778)	1068
Gender: Female	31%	(359)	69%	(783)	1142
Age: 18-34	40%	(257)	60%	(385)	642
Age: 35-44	33%	(122)	67%	(243)	365
Age: 45-64	25%	(176)	75%	(538)	714
Age: 65+	19%	(93)	81%	(395)	489
GenZers: 1997-2012	39%	(105)	61%	(162)	267
Millennials: 1981-1996	39%	(244)	61%	(375)	618
GenXers: 1965-1980	26%	(162)	74%	(450)	612
Baby Boomers: 1946-1964	20%	(127)	80%	(507)	634
PID: Dem (no lean)	38%	(340)	62%	(549)	889
PID: Ind (no lean)	28%	(175)	72%	(458)	633
PID: Rep (no lean)	20%	(135)	80%	(553)	688
PID/Gender: Dem Men	38%	(149)	62%	(243)	393
PID/Gender: Dem Women	38%	(190)	62%	(306)	496
PID/Gender: Ind Men	24%	(77)	76%	(246)	323
PID/Gender: Ind Women	31%	(97)	69%	(212)	310
PID/Gender: Rep Men	18%	(63)	82%	(288)	352
PID/Gender: Rep Women	21%	(71)	79%	(265)	336
Ideo: Liberal (1-3)	43%	(281)	57%	(370)	652
Ideo: Moderate (4)	27%	(208)	73%	(558)	766
Ideo: Conservative (5-7)	18%	(117)	82%	(540)	656
Educ: < College	26%	(380)	74%	(1057)	1437
Educ: Bachelors degree	36%	(174)	64%	(316)	491
Educ: Post-grad	34%	(95)	66%	(187)	282
Income: Under 50k	28%	(360)	72%	(911)	1270
Income: 50k-100k	32%	(206)	68%	(432)	638
Income: 100k+	28%	(83)	72%	(218)	302
Ethnicity: White	27%	(460)	73%	(1251)	1711
Ethnicity: Hispanic	33%	(122)	67%	(252)	374
Ethnicity: Black	37%	(103)	63%	(179)	282
Ethnicity: Other	40%	(86)	60%	(131)	217

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Table MCBR3: *Have you ever purchased from a company because they took an action that supported women?*

Demographic	Yes		No		Total N
Adults	29%	(649)	71%	(1561)	2210
All Christian	26%	(266)	74%	(762)	1028
All Non-Christian	49%	(58)	51%	(61)	119
Atheist	31%	(28)	69%	(62)	91
Agnostic/Nothing in particular	29%	(177)	71%	(432)	609
Something Else	33%	(120)	67%	(243)	364
Religious Non-Protestant/Catholic	47%	(69)	53%	(78)	147
Evangelical	28%	(158)	72%	(411)	568
Non-Evangelical	27%	(211)	73%	(565)	777
Community: Urban	35%	(233)	65%	(426)	659
Community: Suburban	27%	(256)	73%	(707)	963
Community: Rural	27%	(159)	73%	(429)	588
Employ: Private Sector	35%	(236)	65%	(433)	669
Employ: Government	42%	(52)	58%	(73)	125
Employ: Self-Employed	31%	(61)	69%	(137)	198
Employ: Homemaker	32%	(50)	68%	(104)	154
Employ: Student	43%	(35)	57%	(47)	82
Employ: Retired	19%	(106)	81%	(458)	564
Employ: Unemployed	27%	(73)	73%	(194)	266
Employ: Other	24%	(36)	76%	(115)	151
Military HH: Yes	25%	(70)	75%	(211)	281
Military HH: No	30%	(579)	70%	(1350)	1929
RD/WT: Right Direction	42%	(285)	58%	(400)	685
RD/WT: Wrong Track	24%	(364)	76%	(1161)	1525
Biden Job Approve	40%	(384)	60%	(587)	972
Biden Job Disapprove	21%	(238)	79%	(906)	1144
Biden Job Strongly Approve	45%	(200)	55%	(241)	441
Biden Job Somewhat Approve	35%	(185)	65%	(346)	531
Biden Job Somewhat Disapprove	30%	(106)	70%	(249)	355
Biden Job Strongly Disapprove	17%	(132)	83%	(656)	789
Favorable of Biden	40%	(404)	60%	(595)	999
Unfavorable of Biden	20%	(216)	80%	(892)	1109

Continued on next page

Table MCBR3: *Have you ever purchased from a company because they took an action that supported women?*

Demographic	Yes		No		Total N
Adults	29%	(649)	71%	(1561)	2210
Very Favorable of Biden	43%	(207)	57%	(269)	475
Somewhat Favorable of Biden	38%	(197)	62%	(326)	524
Somewhat Unfavorable of Biden	28%	(77)	72%	(200)	277
Very Unfavorable of Biden	17%	(139)	83%	(692)	831
#1 Issue: Economy	25%	(214)	75%	(640)	854
#1 Issue: Security	23%	(52)	77%	(171)	222
#1 Issue: Health Care	33%	(56)	67%	(115)	171
#1 Issue: Medicare / Social Security	24%	(67)	76%	(213)	279
#1 Issue: Women's Issues	49%	(170)	51%	(178)	347
#1 Issue: Education	42%	(28)	58%	(39)	68
#1 Issue: Energy	30%	(41)	70%	(97)	138
#1 Issue: Other	16%	(21)	84%	(109)	130
2020 Vote: Joe Biden	39%	(370)	61%	(569)	938
2020 Vote: Donald Trump	19%	(138)	81%	(602)	740
2020 Vote: Other	22%	(14)	78%	(51)	66
2020 Vote: Didn't Vote	27%	(127)	73%	(339)	466
2018 House Vote: Democrat	40%	(302)	60%	(458)	760
2018 House Vote: Republican	18%	(102)	82%	(465)	567
2018 House Vote: Someone else	37%	(21)	63%	(35)	56
2016 Vote: Hillary Clinton	39%	(279)	61%	(428)	707
2016 Vote: Donald Trump	17%	(109)	83%	(541)	650
2016 Vote: Other	29%	(31)	71%	(76)	108
2016 Vote: Didn't Vote	31%	(230)	69%	(514)	744
Voted in 2014: Yes	30%	(363)	70%	(867)	1230
Voted in 2014: No	29%	(286)	71%	(694)	980
4-Region: Northeast	31%	(118)	69%	(264)	383
4-Region: Midwest	28%	(127)	72%	(329)	456
4-Region: South	28%	(233)	72%	(612)	844
4-Region: West	32%	(171)	68%	(356)	527
Supports Women High Priority	40%	(540)	60%	(805)	1345
Have Purchased Because Supported Women	100%	(649)	—	(0)	649

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

Table MCBR4_1: *Do you think companies have a responsibility to provide gender-focused support to?*
female employees (such as family-planning benefits)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(758)	31%	(696)	11%	(250)	9%	(192)	14%	(314)	2210
Gender: Male	30%	(319)	32%	(339)	13%	(142)	12%	(127)	13%	(141)	1068
Gender: Female	38%	(439)	31%	(357)	9%	(108)	6%	(65)	15%	(173)	1142
Age: 18-34	36%	(230)	32%	(203)	12%	(78)	8%	(48)	13%	(83)	642
Age: 35-44	34%	(126)	35%	(128)	10%	(36)	7%	(25)	14%	(50)	365
Age: 45-64	33%	(235)	30%	(215)	11%	(77)	10%	(71)	16%	(116)	714
Age: 65+	34%	(168)	31%	(149)	12%	(59)	10%	(48)	13%	(65)	489
GenZers: 1997-2012	31%	(83)	32%	(85)	13%	(36)	7%	(20)	16%	(44)	267
Millennials: 1981-1996	38%	(234)	32%	(196)	11%	(67)	7%	(44)	12%	(77)	618
GenXers: 1965-1980	33%	(205)	32%	(198)	10%	(64)	9%	(52)	15%	(94)	612
Baby Boomers: 1946-1964	32%	(206)	32%	(203)	11%	(70)	11%	(70)	13%	(85)	634
PID: Dem (no lean)	47%	(420)	32%	(282)	9%	(77)	3%	(31)	9%	(79)	889
PID: Ind (no lean)	29%	(182)	32%	(205)	11%	(67)	9%	(59)	19%	(121)	633
PID: Rep (no lean)	23%	(157)	30%	(209)	15%	(106)	15%	(103)	17%	(114)	688
PID/Gender: Dem Men	44%	(174)	32%	(126)	12%	(46)	4%	(16)	8%	(30)	393
PID/Gender: Dem Women	50%	(246)	31%	(155)	6%	(31)	3%	(14)	10%	(49)	496
PID/Gender: Ind Men	24%	(79)	31%	(100)	12%	(40)	15%	(48)	18%	(57)	323
PID/Gender: Ind Women	33%	(103)	34%	(105)	9%	(27)	3%	(11)	21%	(64)	310
PID/Gender: Rep Men	19%	(67)	32%	(112)	16%	(56)	18%	(63)	15%	(54)	352
PID/Gender: Rep Women	27%	(90)	29%	(97)	15%	(50)	12%	(40)	18%	(59)	336
Ideo: Liberal (1-3)	54%	(349)	29%	(191)	6%	(37)	3%	(21)	8%	(54)	652
Ideo: Moderate (4)	30%	(230)	35%	(270)	12%	(94)	7%	(55)	15%	(118)	766
Ideo: Conservative (5-7)	21%	(140)	31%	(203)	16%	(104)	17%	(112)	15%	(97)	656
Educ: < College	32%	(460)	31%	(450)	12%	(171)	8%	(118)	17%	(238)	1437
Educ: Bachelors degree	39%	(191)	30%	(148)	12%	(58)	9%	(46)	10%	(48)	491
Educ: Post-grad	38%	(107)	34%	(97)	7%	(21)	10%	(28)	10%	(28)	282
Income: Under 50k	33%	(414)	31%	(390)	12%	(151)	8%	(101)	17%	(214)	1270
Income: 50k-100k	38%	(240)	32%	(202)	11%	(73)	9%	(55)	10%	(67)	638
Income: 100k+	34%	(104)	34%	(103)	9%	(26)	12%	(36)	11%	(34)	302
Ethnicity: White	34%	(575)	32%	(551)	11%	(181)	9%	(155)	15%	(249)	1711
Ethnicity: Hispanic	40%	(148)	32%	(120)	10%	(36)	8%	(29)	11%	(41)	374

Table MCBR4_1: *Do you think companies have a responsibility to provide gender-focused support to?*
female employees (such as family-planning benefits)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(758)	31%	(696)	11%	(250)	9%	(192)	14%	(314)	2210
Ethnicity: Black	38%	(106)	29%	(81)	15%	(42)	6%	(16)	13%	(37)	282
Ethnicity: Other	36%	(77)	29%	(63)	12%	(26)	10%	(22)	13%	(28)	217
All Christian	31%	(317)	33%	(341)	13%	(136)	11%	(110)	12%	(125)	1028
All Non-Christian	51%	(61)	27%	(32)	5%	(6)	8%	(10)	8%	(10)	119
Atheist	49%	(44)	24%	(22)	11%	(10)	9%	(8)	7%	(6)	91
Agnostic/Nothing in particular	33%	(201)	30%	(181)	10%	(60)	8%	(48)	20%	(119)	609
Something Else	37%	(136)	33%	(120)	11%	(38)	4%	(16)	15%	(54)	364
Religious Non-Protestant/Catholic	47%	(70)	28%	(41)	8%	(12)	7%	(11)	9%	(14)	147
Evangelical	31%	(175)	33%	(189)	12%	(71)	10%	(58)	13%	(75)	568
Non-Evangelical	34%	(261)	33%	(256)	12%	(96)	9%	(67)	12%	(97)	777
Community: Urban	38%	(251)	31%	(201)	10%	(68)	7%	(49)	14%	(91)	659
Community: Suburban	34%	(323)	32%	(311)	11%	(107)	9%	(86)	14%	(136)	963
Community: Rural	31%	(184)	31%	(184)	13%	(75)	10%	(58)	15%	(87)	588
Employ: Private Sector	37%	(248)	32%	(211)	11%	(73)	9%	(63)	11%	(73)	669
Employ: Government	34%	(43)	30%	(37)	16%	(20)	6%	(7)	14%	(18)	125
Employ: Self-Employed	32%	(64)	32%	(64)	13%	(26)	12%	(24)	10%	(20)	198
Employ: Homemaker	33%	(51)	33%	(51)	9%	(14)	5%	(8)	20%	(30)	154
Employ: Student	26%	(21)	38%	(31)	12%	(10)	8%	(7)	16%	(13)	82
Employ: Retired	35%	(197)	30%	(167)	12%	(69)	10%	(54)	14%	(77)	564
Employ: Unemployed	29%	(78)	34%	(90)	9%	(23)	8%	(21)	21%	(55)	266
Employ: Other	37%	(56)	29%	(44)	10%	(15)	6%	(9)	18%	(28)	151
Military HH: Yes	33%	(94)	28%	(80)	11%	(31)	12%	(33)	15%	(43)	281
Military HH: No	34%	(664)	32%	(616)	11%	(219)	8%	(159)	14%	(271)	1929
RD/WT: Right Direction	46%	(318)	33%	(227)	7%	(47)	4%	(25)	10%	(67)	685
RD/WT: Wrong Track	29%	(440)	31%	(468)	13%	(203)	11%	(167)	16%	(247)	1525
Biden Job Approve	49%	(477)	32%	(307)	7%	(69)	3%	(33)	9%	(87)	972
Biden Job Disapprove	22%	(256)	33%	(372)	15%	(174)	14%	(155)	16%	(186)	1144

Table MCBR4_1: *Do you think companies have a responsibility to provide gender-focused support to?*
female employees (such as family-planning benefits)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(758)	31%	(696)	11%	(250)	9%	(192)	14%	(314)	2210
Biden Job Strongly Approve	57%	(250)	29%	(128)	4%	(15)	3%	(12)	8%	(34)	441
Biden Job Somewhat Approve	43%	(226)	34%	(179)	10%	(53)	4%	(21)	10%	(52)	531
Biden Job Somewhat Disapprove	26%	(92)	39%	(138)	13%	(48)	10%	(35)	12%	(43)	355
Biden Job Strongly Disapprove	21%	(165)	30%	(234)	16%	(126)	15%	(120)	18%	(143)	789
Favorable of Biden	49%	(494)	32%	(315)	7%	(72)	3%	(27)	9%	(91)	999
Unfavorable of Biden	22%	(241)	32%	(355)	15%	(172)	14%	(157)	17%	(185)	1109
Very Favorable of Biden	58%	(274)	27%	(129)	5%	(25)	2%	(10)	8%	(38)	475
Somewhat Favorable of Biden	42%	(220)	36%	(186)	9%	(47)	3%	(17)	10%	(53)	524
Somewhat Unfavorable of Biden	27%	(74)	37%	(102)	13%	(36)	10%	(27)	14%	(38)	277
Very Unfavorable of Biden	20%	(167)	30%	(253)	16%	(135)	16%	(130)	18%	(146)	831
#1 Issue: Economy	28%	(242)	32%	(277)	14%	(120)	10%	(88)	15%	(127)	854
#1 Issue: Security	25%	(55)	33%	(74)	14%	(31)	12%	(26)	16%	(36)	222
#1 Issue: Health Care	31%	(53)	33%	(56)	9%	(16)	7%	(12)	21%	(35)	171
#1 Issue: Medicare / Social Security	41%	(114)	31%	(87)	10%	(28)	7%	(20)	11%	(32)	279
#1 Issue: Women's Issues	52%	(182)	29%	(100)	6%	(22)	4%	(14)	8%	(29)	347
#1 Issue: Education	37%	(25)	30%	(20)	15%	(10)	8%	(6)	10%	(6)	68
#1 Issue: Energy	40%	(55)	33%	(45)	9%	(12)	5%	(6)	14%	(19)	138
#1 Issue: Other	25%	(32)	28%	(37)	8%	(10)	16%	(20)	23%	(30)	130
2020 Vote: Joe Biden	48%	(448)	32%	(299)	8%	(75)	3%	(29)	9%	(86)	938
2020 Vote: Donald Trump	20%	(150)	31%	(229)	16%	(118)	16%	(122)	16%	(121)	740
2020 Vote: Other	21%	(14)	33%	(22)	16%	(11)	13%	(9)	17%	(11)	66
2020 Vote: Didn't Vote	31%	(146)	31%	(145)	10%	(46)	7%	(32)	21%	(96)	466
2018 House Vote: Democrat	49%	(374)	31%	(236)	7%	(54)	4%	(27)	9%	(68)	760
2018 House Vote: Republican	21%	(117)	31%	(174)	16%	(90)	17%	(97)	16%	(89)	567
2018 House Vote: Someone else	21%	(12)	38%	(21)	10%	(5)	6%	(3)	26%	(14)	56
2016 Vote: Hillary Clinton	51%	(362)	31%	(216)	7%	(51)	3%	(18)	8%	(59)	707
2016 Vote: Donald Trump	21%	(135)	31%	(198)	16%	(102)	17%	(111)	16%	(104)	650
2016 Vote: Other	24%	(26)	39%	(42)	10%	(11)	13%	(14)	13%	(14)	108
2016 Vote: Didn't Vote	32%	(235)	32%	(239)	11%	(85)	6%	(48)	18%	(137)	744

Table MCBR4_1: *Do you think companies have a responsibility to provide gender-focused support to?*
female employees (such as family-planning benefits)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(758)	31%	(696)	11%	(250)	9%	(192)	14%	(314)	2210
Voted in 2014: Yes	36%	(445)	32%	(388)	10%	(126)	9%	(112)	13%	(160)	1230
Voted in 2014: No	32%	(313)	31%	(308)	13%	(124)	8%	(80)	16%	(154)	980
4-Region: Northeast	37%	(141)	31%	(118)	12%	(45)	8%	(32)	12%	(47)	383
4-Region: Midwest	30%	(138)	33%	(151)	13%	(59)	9%	(42)	15%	(67)	456
4-Region: South	34%	(287)	31%	(260)	10%	(88)	9%	(76)	16%	(134)	844
4-Region: West	37%	(193)	32%	(167)	11%	(58)	8%	(42)	13%	(66)	527
Supports Women High Priority	45%	(601)	33%	(444)	9%	(122)	3%	(40)	10%	(138)	1345
Have Purchased Because Supported Women	57%	(367)	30%	(192)	5%	(35)	3%	(21)	5%	(35)	649

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

Table MCBR4_2: *Do you think companies have a responsibility to provide gender-focused support to?*
female customers (such as covering some of the costs for female-specific products)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	26%	(572)	27%	(587)	17%	(379)	13%	(277)	18%	(395)	2210
Gender: Male	24%	(261)	27%	(285)	18%	(191)	16%	(166)	15%	(165)	1068
Gender: Female	27%	(311)	26%	(301)	16%	(188)	10%	(111)	20%	(231)	1142
Age: 18-34	32%	(203)	30%	(191)	14%	(87)	10%	(64)	15%	(97)	642
Age: 35-44	28%	(103)	29%	(106)	14%	(50)	11%	(41)	18%	(66)	365
Age: 45-64	24%	(171)	25%	(175)	18%	(130)	14%	(99)	19%	(139)	714
Age: 65+	20%	(95)	23%	(114)	23%	(112)	15%	(73)	19%	(93)	489
GenZers: 1997-2012	30%	(81)	32%	(85)	12%	(33)	8%	(23)	17%	(45)	267
Millennials: 1981-1996	30%	(187)	28%	(176)	15%	(93)	10%	(64)	16%	(98)	618
GenXers: 1965-1980	27%	(163)	26%	(158)	16%	(98)	13%	(80)	19%	(114)	612
Baby Boomers: 1946-1964	20%	(126)	23%	(149)	23%	(144)	16%	(98)	18%	(117)	634
PID: Dem (no lean)	36%	(321)	31%	(272)	15%	(133)	5%	(46)	13%	(117)	889
PID: Ind (no lean)	21%	(134)	23%	(143)	19%	(121)	14%	(86)	24%	(149)	633
PID: Rep (no lean)	17%	(117)	25%	(171)	18%	(126)	21%	(145)	19%	(129)	688
PID/Gender: Dem Men	38%	(148)	33%	(128)	16%	(62)	5%	(19)	9%	(36)	393
PID/Gender: Dem Women	35%	(173)	29%	(144)	14%	(71)	5%	(27)	16%	(81)	496
PID/Gender: Ind Men	19%	(62)	20%	(64)	21%	(68)	19%	(60)	21%	(69)	323
PID/Gender: Ind Women	23%	(72)	26%	(79)	17%	(53)	8%	(26)	26%	(80)	310
PID/Gender: Rep Men	15%	(51)	27%	(93)	17%	(61)	25%	(87)	17%	(59)	352
PID/Gender: Rep Women	19%	(65)	23%	(78)	19%	(65)	17%	(58)	21%	(70)	336
Ideo: Liberal (1-3)	41%	(264)	29%	(186)	16%	(101)	4%	(24)	12%	(76)	652
Ideo: Moderate (4)	21%	(162)	29%	(224)	18%	(136)	11%	(82)	21%	(162)	766
Ideo: Conservative (5-7)	17%	(110)	23%	(149)	19%	(126)	24%	(161)	17%	(110)	656
Educ: < College	25%	(360)	26%	(374)	17%	(242)	12%	(172)	20%	(288)	1437
Educ: Bachelors degree	28%	(136)	29%	(144)	16%	(79)	13%	(62)	14%	(70)	491
Educ: Post-grad	27%	(76)	24%	(69)	21%	(58)	15%	(42)	13%	(37)	282
Income: Under 50k	25%	(321)	27%	(348)	16%	(209)	11%	(136)	20%	(257)	1270
Income: 50k-100k	27%	(175)	25%	(158)	19%	(121)	13%	(86)	15%	(99)	638
Income: 100k+	25%	(76)	27%	(81)	16%	(50)	18%	(55)	13%	(40)	302
Ethnicity: White	24%	(409)	26%	(441)	18%	(312)	14%	(231)	19%	(318)	1711
Ethnicity: Hispanic	33%	(122)	29%	(107)	15%	(54)	10%	(37)	14%	(54)	374

Continued on next page

Table MCBR4_2: *Do you think companies have a responsibility to provide gender-focused support to?*
female customers (such as covering some of the costs for female-specific products)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	26%	(572)	27%	(587)	17%	(379)	13%	(277)	18%	(395)	2210
Ethnicity: Black	37%	(104)	28%	(79)	11%	(32)	9%	(26)	15%	(42)	282
Ethnicity: Other	27%	(60)	31%	(66)	17%	(36)	9%	(19)	17%	(36)	217
All Christian	23%	(242)	26%	(265)	20%	(203)	15%	(158)	16%	(160)	1028
All Non-Christian	37%	(44)	28%	(33)	11%	(13)	9%	(11)	14%	(17)	119
Atheist	39%	(35)	28%	(26)	10%	(9)	13%	(11)	10%	(9)	91
Agnostic/Nothing in particular	24%	(145)	26%	(160)	14%	(87)	12%	(70)	24%	(146)	609
Something Else	29%	(106)	28%	(102)	18%	(67)	7%	(26)	17%	(62)	364
Religious Non-Protestant/Catholic	36%	(53)	25%	(37)	16%	(24)	8%	(12)	14%	(21)	147
Evangelical	24%	(137)	25%	(145)	19%	(108)	15%	(87)	16%	(91)	568
Non-Evangelical	25%	(192)	28%	(218)	19%	(147)	12%	(95)	16%	(124)	777
Community: Urban	30%	(198)	31%	(201)	12%	(79)	10%	(67)	17%	(113)	659
Community: Suburban	25%	(239)	25%	(241)	19%	(179)	13%	(125)	19%	(179)	963
Community: Rural	23%	(135)	24%	(144)	21%	(122)	14%	(85)	18%	(103)	588
Employ: Private Sector	30%	(199)	28%	(190)	16%	(106)	13%	(89)	13%	(85)	669
Employ: Government	30%	(38)	23%	(29)	21%	(26)	10%	(12)	16%	(20)	125
Employ: Self-Employed	27%	(53)	23%	(46)	16%	(32)	19%	(38)	15%	(30)	198
Employ: Homemaker	26%	(39)	29%	(45)	11%	(17)	9%	(14)	25%	(38)	154
Employ: Student	19%	(16)	44%	(36)	13%	(11)	4%	(3)	20%	(16)	82
Employ: Retired	21%	(118)	23%	(132)	22%	(127)	14%	(82)	19%	(105)	564
Employ: Unemployed	25%	(67)	26%	(68)	13%	(33)	9%	(24)	28%	(74)	266
Employ: Other	28%	(43)	27%	(40)	18%	(27)	9%	(14)	18%	(27)	151
Military HH: Yes	24%	(67)	23%	(65)	18%	(52)	17%	(47)	18%	(51)	281
Military HH: No	26%	(505)	27%	(522)	17%	(328)	12%	(230)	18%	(344)	1929
RD/WT: Right Direction	36%	(246)	32%	(217)	14%	(92)	4%	(28)	15%	(101)	685
RD/WT: Wrong Track	21%	(326)	24%	(370)	19%	(287)	16%	(249)	19%	(294)	1525
Biden Job Approve	37%	(355)	30%	(289)	15%	(148)	5%	(50)	13%	(130)	972
Biden Job Disapprove	18%	(200)	24%	(275)	20%	(226)	19%	(220)	19%	(223)	1144

Table MCBR4_2: *Do you think companies have a responsibility to provide gender-focused support to?*
female customers (such as covering some of the costs for female-specific products)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	26%	(572)	27%	(587)	17%	(379)	13%	(277)	18%	(395)	2210
Biden Job Strongly Approve	44%	(195)	27%	(120)	13%	(56)	4%	(19)	11%	(50)	441
Biden Job Somewhat Approve	30%	(160)	32%	(169)	17%	(92)	6%	(31)	15%	(79)	531
Biden Job Somewhat Disapprove	19%	(68)	31%	(109)	20%	(72)	11%	(40)	19%	(66)	355
Biden Job Strongly Disapprove	17%	(132)	21%	(166)	20%	(154)	23%	(180)	20%	(156)	789
Favorable of Biden	37%	(365)	30%	(300)	15%	(149)	5%	(52)	13%	(132)	999
Unfavorable of Biden	16%	(181)	24%	(268)	20%	(220)	20%	(217)	20%	(222)	1109
Very Favorable of Biden	45%	(214)	26%	(123)	13%	(64)	4%	(20)	11%	(54)	475
Somewhat Favorable of Biden	29%	(151)	34%	(177)	16%	(85)	6%	(32)	15%	(78)	524
Somewhat Unfavorable of Biden	20%	(55)	29%	(81)	17%	(48)	12%	(32)	22%	(61)	277
Very Unfavorable of Biden	15%	(126)	23%	(187)	21%	(172)	22%	(185)	19%	(161)	831
#1 Issue: Economy	22%	(190)	26%	(218)	19%	(159)	15%	(130)	18%	(157)	854
#1 Issue: Security	15%	(34)	28%	(62)	18%	(41)	20%	(45)	18%	(41)	222
#1 Issue: Health Care	29%	(49)	25%	(43)	14%	(24)	9%	(15)	23%	(40)	171
#1 Issue: Medicare / Social Security	27%	(75)	28%	(77)	18%	(50)	11%	(30)	17%	(47)	279
#1 Issue: Women's Issues	41%	(142)	31%	(106)	12%	(41)	3%	(12)	13%	(46)	347
#1 Issue: Education	29%	(19)	32%	(22)	17%	(11)	12%	(8)	10%	(7)	68
#1 Issue: Energy	34%	(47)	22%	(31)	18%	(25)	7%	(9)	19%	(26)	138
#1 Issue: Other	11%	(15)	21%	(27)	22%	(28)	22%	(28)	25%	(32)	130
2020 Vote: Joe Biden	36%	(334)	31%	(287)	15%	(145)	5%	(49)	13%	(123)	938
2020 Vote: Donald Trump	14%	(106)	23%	(172)	20%	(147)	23%	(167)	20%	(148)	740
2020 Vote: Other	20%	(13)	17%	(11)	21%	(14)	18%	(12)	24%	(16)	66
2020 Vote: Didn't Vote	25%	(118)	25%	(117)	16%	(74)	10%	(48)	23%	(108)	466
2018 House Vote: Democrat	36%	(275)	29%	(218)	16%	(120)	5%	(40)	14%	(106)	760
2018 House Vote: Republican	14%	(82)	21%	(118)	22%	(124)	24%	(138)	18%	(104)	567
2018 House Vote: Someone else	17%	(10)	29%	(16)	14%	(8)	10%	(5)	31%	(17)	56
2016 Vote: Hillary Clinton	38%	(265)	30%	(215)	15%	(104)	4%	(31)	13%	(91)	707
2016 Vote: Donald Trump	13%	(87)	23%	(149)	20%	(133)	24%	(158)	19%	(122)	650
2016 Vote: Other	19%	(21)	23%	(25)	22%	(24)	17%	(18)	19%	(20)	108
2016 Vote: Didn't Vote	27%	(198)	26%	(196)	16%	(118)	9%	(70)	22%	(162)	744

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Table MCBR4_2: *Do you think companies have a responsibility to provide gender-focused support to?*
female customers (such as covering some of the costs for female-specific products)

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	26%	(572)	27%	(587)	17%	(379)	13%	(277)	18%	(395)	2210
Voted in 2014: Yes	26%	(325)	26%	(315)	18%	(220)	13%	(164)	17%	(207)	1230
Voted in 2014: No	25%	(247)	28%	(272)	16%	(160)	12%	(113)	19%	(189)	980
4-Region: Northeast	27%	(104)	27%	(103)	16%	(63)	13%	(49)	17%	(64)	383
4-Region: Midwest	23%	(104)	26%	(118)	19%	(86)	13%	(61)	19%	(88)	456
4-Region: South	26%	(219)	25%	(213)	17%	(145)	13%	(113)	18%	(155)	844
4-Region: West	28%	(145)	29%	(153)	16%	(86)	10%	(53)	17%	(88)	527
Supports Women High Priority	36%	(481)	30%	(408)	15%	(200)	4%	(59)	15%	(197)	1345
Have Purchased Because Supported Women	48%	(314)	29%	(190)	10%	(62)	4%	(24)	9%	(59)	649

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

Table MCBR5: *Thinking about anything you've seen, read, or heard with regards to companies taking actions to support women, which of the following best describes why you think these companies take these actions?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	25%	(558)	40%	(876)	19%	(429)	16%	(347)	2210
Gender: Male	23%	(241)	38%	(411)	25%	(269)	14%	(147)	1068
Gender: Female	28%	(316)	41%	(465)	14%	(160)	18%	(201)	1142
Age: 18-34	22%	(143)	44%	(286)	20%	(126)	14%	(88)	642
Age: 35-44	28%	(103)	37%	(134)	20%	(72)	16%	(57)	365
Age: 45-64	26%	(188)	38%	(273)	17%	(119)	19%	(133)	714
Age: 65+	25%	(123)	38%	(183)	23%	(112)	14%	(70)	489
GenZers: 1997-2012	21%	(55)	43%	(114)	23%	(60)	14%	(38)	267
Millennials: 1981-1996	26%	(161)	42%	(258)	18%	(114)	14%	(85)	618
GenXers: 1965-1980	27%	(164)	39%	(237)	16%	(95)	19%	(116)	612
Baby Boomers: 1946-1964	25%	(156)	38%	(239)	22%	(141)	16%	(98)	634
PID: Dem (no lean)	32%	(286)	44%	(388)	13%	(115)	11%	(101)	889
PID: Ind (no lean)	18%	(117)	42%	(267)	19%	(121)	20%	(128)	633
PID: Rep (no lean)	23%	(155)	32%	(221)	28%	(193)	17%	(118)	688
PID/Gender: Dem Men	28%	(108)	45%	(176)	18%	(71)	10%	(37)	393
PID/Gender: Dem Women	36%	(177)	43%	(212)	9%	(44)	13%	(63)	496
PID/Gender: Ind Men	18%	(59)	39%	(126)	24%	(77)	19%	(61)	323
PID/Gender: Ind Women	19%	(58)	45%	(141)	14%	(44)	22%	(67)	310
PID/Gender: Rep Men	21%	(74)	31%	(109)	34%	(121)	14%	(48)	352
PID/Gender: Rep Women	24%	(81)	33%	(112)	21%	(72)	21%	(70)	336
Ideo: Liberal (1-3)	31%	(204)	46%	(303)	14%	(92)	8%	(53)	652
Ideo: Moderate (4)	26%	(200)	41%	(318)	15%	(111)	18%	(137)	766
Ideo: Conservative (5-7)	19%	(127)	32%	(212)	33%	(215)	16%	(102)	656
Educ: < College	27%	(384)	38%	(549)	17%	(243)	18%	(261)	1437
Educ: Bachelors degree	21%	(104)	45%	(219)	22%	(107)	13%	(61)	491
Educ: Post-grad	24%	(69)	38%	(109)	28%	(79)	9%	(25)	282
Income: Under 50k	26%	(328)	39%	(492)	18%	(222)	18%	(228)	1270
Income: 50k-100k	24%	(153)	43%	(277)	19%	(122)	13%	(85)	638
Income: 100k+	25%	(76)	36%	(107)	28%	(84)	11%	(34)	302
Ethnicity: White	25%	(432)	39%	(665)	21%	(353)	15%	(261)	1711

Table MCBR5: *Thinking about anything you've seen, read, or heard with regards to companies taking actions to support women, which of the following best describes why you think these companies take these actions?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	25%	(558)	40%	(876)	19%	(429)	16%	(347)	2210
Ethnicity: Hispanic	29%	(109)	41%	(152)	16%	(58)	15%	(55)	374
Ethnicity: Black	28%	(78)	41%	(117)	14%	(41)	17%	(47)	282
Ethnicity: Other	22%	(47)	44%	(95)	17%	(36)	18%	(39)	217
All Christian	27%	(273)	37%	(381)	22%	(229)	14%	(144)	1028
All Non-Christian	35%	(42)	40%	(47)	13%	(15)	12%	(14)	119
Atheist	21%	(19)	45%	(41)	21%	(19)	12%	(11)	91
Agnostic/Nothing in particular	22%	(131)	43%	(265)	16%	(96)	19%	(116)	609
Something Else	25%	(92)	39%	(142)	19%	(69)	17%	(61)	364
Religious Non-Protestant/Catholic	35%	(52)	37%	(55)	13%	(19)	14%	(21)	147
Evangelical	25%	(140)	36%	(203)	22%	(127)	17%	(99)	568
Non-Evangelical	27%	(211)	39%	(303)	21%	(163)	13%	(100)	777
Community: Urban	28%	(183)	39%	(257)	19%	(127)	14%	(92)	659
Community: Suburban	25%	(240)	41%	(393)	20%	(191)	14%	(139)	963
Community: Rural	23%	(134)	38%	(226)	19%	(112)	20%	(117)	588
Employ: Private Sector	26%	(173)	41%	(275)	20%	(135)	13%	(85)	669
Employ: Government	25%	(31)	46%	(57)	18%	(23)	11%	(14)	125
Employ: Self-Employed	30%	(60)	38%	(75)	22%	(43)	10%	(20)	198
Employ: Homemaker	32%	(49)	33%	(51)	15%	(23)	20%	(31)	154
Employ: Student	20%	(17)	50%	(41)	18%	(15)	12%	(10)	82
Employ: Retired	25%	(139)	37%	(208)	23%	(132)	15%	(85)	564
Employ: Unemployed	21%	(57)	37%	(99)	15%	(39)	27%	(71)	266
Employ: Other	20%	(31)	46%	(69)	14%	(20)	20%	(30)	151
Military HH: Yes	19%	(53)	40%	(112)	23%	(65)	18%	(51)	281
Military HH: No	26%	(505)	40%	(764)	19%	(364)	15%	(296)	1929
RD/WT: Right Direction	35%	(239)	41%	(282)	11%	(73)	13%	(92)	685
RD/WT: Wrong Track	21%	(319)	39%	(594)	23%	(356)	17%	(256)	1525
Biden Job Approve	32%	(316)	44%	(431)	12%	(118)	11%	(107)	972
Biden Job Disapprove	20%	(230)	36%	(416)	27%	(304)	17%	(194)	1144

Table MCBR5: *Thinking about anything you've seen, read, or heard with regards to companies taking actions to support women, which of the following best describes why you think these companies take these actions?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	25%	(558)	40%	(876)	19%	(429)	16%	(347)	2210
Biden Job Strongly Approve	38%	(166)	42%	(185)	12%	(52)	9%	(38)	441
Biden Job Somewhat Approve	28%	(149)	46%	(246)	13%	(67)	13%	(69)	531
Biden Job Somewhat Disapprove	25%	(87)	49%	(174)	14%	(49)	13%	(45)	355
Biden Job Strongly Disapprove	18%	(142)	31%	(242)	32%	(254)	19%	(150)	789
Favorable of Biden	34%	(336)	45%	(446)	11%	(110)	11%	(107)	999
Unfavorable of Biden	19%	(205)	36%	(402)	28%	(308)	17%	(193)	1109
Very Favorable of Biden	35%	(168)	43%	(205)	12%	(57)	10%	(46)	475
Somewhat Favorable of Biden	32%	(168)	46%	(241)	10%	(53)	12%	(62)	524
Somewhat Unfavorable of Biden	20%	(57)	50%	(139)	16%	(43)	14%	(39)	277
Very Unfavorable of Biden	18%	(149)	32%	(264)	32%	(265)	19%	(154)	831
#1 Issue: Economy	25%	(216)	37%	(317)	23%	(192)	15%	(129)	854
#1 Issue: Security	22%	(48)	37%	(83)	26%	(58)	15%	(34)	222
#1 Issue: Health Care	26%	(44)	36%	(61)	16%	(28)	22%	(38)	171
#1 Issue: Medicare / Social Security	30%	(84)	41%	(115)	15%	(41)	14%	(39)	279
#1 Issue: Women's Issues	26%	(91)	49%	(170)	10%	(36)	14%	(50)	347
#1 Issue: Education	26%	(18)	40%	(27)	22%	(15)	12%	(8)	68
#1 Issue: Energy	24%	(32)	44%	(61)	17%	(23)	15%	(21)	138
#1 Issue: Other	19%	(24)	32%	(42)	28%	(36)	21%	(28)	130
2020 Vote: Joe Biden	30%	(283)	47%	(442)	12%	(117)	10%	(96)	938
2020 Vote: Donald Trump	19%	(142)	35%	(256)	30%	(226)	16%	(117)	740
2020 Vote: Other	13%	(8)	38%	(25)	22%	(14)	28%	(18)	66
2020 Vote: Didn't Vote	27%	(124)	33%	(154)	16%	(72)	25%	(116)	466
2018 House Vote: Democrat	32%	(240)	45%	(344)	13%	(96)	11%	(80)	760
2018 House Vote: Republican	19%	(105)	35%	(199)	32%	(182)	14%	(81)	567
2018 House Vote: Someone else	21%	(12)	39%	(22)	21%	(12)	19%	(11)	56
2016 Vote: Hillary Clinton	33%	(231)	46%	(325)	11%	(80)	10%	(71)	707
2016 Vote: Donald Trump	18%	(120)	34%	(220)	33%	(213)	15%	(97)	650
2016 Vote: Other	15%	(16)	43%	(46)	26%	(28)	16%	(17)	108
2016 Vote: Didn't Vote	25%	(189)	38%	(284)	15%	(108)	22%	(163)	744

Table MCBR5: *Thinking about anything you've seen, read, or heard with regards to companies taking actions to support women, which of the following best describes why you think these companies take these actions?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	25%	(558)	40%	(876)	19%	(429)	16%	(347)	2210
Voted in 2014: Yes	26%	(321)	40%	(490)	21%	(263)	13%	(156)	1230
Voted in 2014: No	24%	(237)	39%	(386)	17%	(166)	20%	(192)	980
4-Region: Northeast	24%	(92)	37%	(142)	21%	(81)	18%	(68)	383
4-Region: Midwest	27%	(121)	41%	(186)	18%	(84)	14%	(65)	456
4-Region: South	24%	(205)	40%	(337)	18%	(155)	17%	(147)	844
4-Region: West	26%	(139)	40%	(211)	21%	(109)	13%	(68)	527
Supports Women High Priority	32%	(432)	44%	(588)	12%	(160)	12%	(166)	1345
Have Purchased Because Supported Women	35%	(230)	43%	(279)	13%	(85)	8%	(55)	649

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

Table MCBR6: *You previously mentioned that when companies take actions to support women, you feel they do this at least in part for publicity. Do you think this is true for all brands, or do you think there are exceptions where some brands primarily want to do good?*

Demographic	This is true for all brands		There are some exceptions (some brands primarily want to do good)		Total N
Adults	28%	(362)	72%	(944)	1305
Gender: Male	31%	(209)	69%	(471)	680
Gender: Female	24%	(152)	76%	(473)	625
Age: 18-34	27%	(111)	73%	(300)	411
Age: 35-44	29%	(59)	71%	(147)	206
Age: 45-64	30%	(119)	70%	(274)	393
Age: 65+	25%	(73)	75%	(223)	296
GenZers: 1997-2012	23%	(40)	77%	(134)	174
Millennials: 1981-1996	29%	(107)	71%	(265)	372
GenXers: 1965-1980	31%	(102)	69%	(229)	332
Baby Boomers: 1946-1964	26%	(100)	74%	(280)	380
PID: Dem (no lean)	25%	(127)	75%	(376)	503
PID: Ind (no lean)	31%	(118)	69%	(270)	388
PID: Rep (no lean)	28%	(116)	72%	(298)	414
PID/Gender: Dem Men	21%	(53)	79%	(195)	247
PID/Gender: Dem Women	29%	(74)	71%	(182)	255
PID/Gender: Ind Men	41%	(83)	59%	(120)	203
PID/Gender: Ind Women	19%	(35)	81%	(150)	185
PID/Gender: Rep Men	32%	(73)	68%	(157)	229
PID/Gender: Rep Women	23%	(43)	77%	(141)	185
Ideo: Liberal (1-3)	22%	(87)	78%	(308)	395
Ideo: Moderate (4)	30%	(130)	70%	(299)	429
Ideo: Conservative (5-7)	31%	(134)	69%	(294)	427
Educ: < College	28%	(224)	72%	(569)	792
Educ: Bachelors degree	28%	(91)	72%	(234)	325
Educ: Post-grad	25%	(47)	75%	(141)	188
Income: Under 50k	29%	(204)	71%	(510)	714
Income: 50k-100k	28%	(111)	72%	(288)	399
Income: 100k+	24%	(46)	76%	(146)	192
Ethnicity: White	27%	(279)	73%	(738)	1017

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Table MCBR6: *You previously mentioned that when companies take actions to support women, you feel they do this at least in part for publicity. Do you think this is true for all brands, or do you think there are exceptions where some brands primarily want to do good?*

Demographic	This is true for all brands		There are some exceptions (some brands primarily want to do good)		Total N
Adults	28%	(362)	72%	(944)	1305
Ethnicity: Hispanic	29%	(62)	71%	(148)	210
Ethnicity: Black	32%	(50)	68%	(107)	157
Ethnicity: Other	25%	(33)	75%	(98)	131
All Christian	30%	(181)	70%	(429)	610
All Non-Christian	25%	(16)	75%	(47)	63
Atheist	26%	(16)	74%	(44)	60
Agnostic/Nothing in particular	27%	(97)	73%	(264)	361
Something Else	24%	(52)	76%	(159)	211
Religious Non-Protestant/Catholic	24%	(18)	76%	(56)	74
Evangelical	32%	(105)	68%	(224)	330
Non-Evangelical	27%	(124)	73%	(343)	466
Community: Urban	30%	(114)	70%	(270)	384
Community: Suburban	27%	(156)	73%	(428)	584
Community: Rural	27%	(91)	73%	(246)	337
Employ: Private Sector	31%	(126)	69%	(285)	410
Employ: Government	29%	(23)	71%	(57)	80
Employ: Self-Employed	30%	(35)	70%	(83)	118
Employ: Homemaker	21%	(16)	79%	(58)	73
Employ: Student	18%	(10)	82%	(45)	55
Employ: Retired	27%	(90)	73%	(250)	340
Employ: Unemployed	27%	(37)	73%	(101)	138
Employ: Other	27%	(25)	73%	(65)	90
Military HH: Yes	22%	(39)	78%	(138)	177
Military HH: No	29%	(322)	71%	(806)	1128
RD/WT: Right Direction	24%	(83)	76%	(271)	354
RD/WT: Wrong Track	29%	(278)	71%	(673)	951
Biden Job Approve	24%	(134)	76%	(415)	549
Biden Job Disapprove	31%	(221)	69%	(499)	720

Table MCBR6: *You previously mentioned that when companies take actions to support women, you feel they do this at least in part for publicity. Do you think this is true for all brands, or do you think there are exceptions where some brands primarily want to do good?*

Demographic	This is true for all brands		There are some exceptions (some brands primarily want to do good)		Total N
Adults	28%	(362)	72%	(944)	1305
Biden Job Strongly Approve	21%	(51)	79%	(186)	236
Biden Job Somewhat Approve	27%	(84)	73%	(229)	313
Biden Job Somewhat Disapprove	27%	(59)	73%	(164)	223
Biden Job Strongly Disapprove	33%	(162)	67%	(335)	497
Favorable of Biden	26%	(144)	74%	(413)	556
Unfavorable of Biden	30%	(212)	70%	(498)	711
Very Favorable of Biden	24%	(62)	76%	(200)	262
Somewhat Favorable of Biden	28%	(81)	72%	(213)	294
Somewhat Unfavorable of Biden	24%	(45)	76%	(137)	182
Very Unfavorable of Biden	32%	(168)	68%	(361)	529
#1 Issue: Economy	33%	(166)	67%	(343)	509
#1 Issue: Security	26%	(36)	74%	(105)	141
#1 Issue: Health Care	35%	(31)	65%	(58)	89
#1 Issue: Medicare / Social Security	28%	(44)	72%	(112)	156
#1 Issue: Women's Issues	19%	(40)	81%	(166)	206
#1 Issue: Energy	20%	(17)	80%	(67)	84
#1 Issue: Other	23%	(18)	77%	(60)	78
2020 Vote: Joe Biden	24%	(134)	76%	(425)	558
2020 Vote: Donald Trump	31%	(147)	69%	(335)	482
2020 Vote: Didn't Vote	27%	(60)	73%	(166)	226
2018 House Vote: Democrat	27%	(117)	73%	(323)	440
2018 House Vote: Republican	29%	(110)	71%	(271)	381
2016 Vote: Hillary Clinton	25%	(100)	75%	(305)	405
2016 Vote: Donald Trump	31%	(133)	69%	(301)	433
2016 Vote: Other	32%	(23)	68%	(51)	74
2016 Vote: Didn't Vote	27%	(106)	73%	(286)	392
Voted in 2014: Yes	28%	(209)	72%	(545)	754
Voted in 2014: No	28%	(152)	72%	(399)	551

Table MCBR6: *You previously mentioned that when companies take actions to support women, you feel they do this at least in part for publicity. Do you think this is true for all brands, or do you think there are exceptions where some brands primarily want to do good?*

Demographic	This is true for all brands		There are some exceptions (some brands primarily want to do good)		Total N
Adults	28%	(362)	72%	(944)	1305
4-Region: Northeast	32%	(72)	68%	(151)	223
4-Region: Midwest	27%	(74)	73%	(197)	270
4-Region: South	28%	(136)	72%	(356)	492
4-Region: West	25%	(80)	75%	(239)	320
Supports Women High Priority	23%	(174)	77%	(574)	748
Have Purchased Because Supported Women	21%	(76)	79%	(289)	364

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

Table MCBR7_1: *To what extent do you support or oppose companies taking the following actions?*

Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(881)	31%	(681)	6%	(132)	4%	(78)	20%	(438)	2210
Gender: Male	32%	(339)	33%	(357)	7%	(75)	5%	(50)	23%	(247)	1068
Gender: Female	47%	(542)	28%	(324)	5%	(57)	2%	(28)	17%	(191)	1142
Age: 18-34	44%	(281)	28%	(183)	8%	(53)	4%	(27)	15%	(98)	642
Age: 35-44	44%	(161)	29%	(106)	7%	(27)	3%	(10)	17%	(61)	365
Age: 45-64	37%	(265)	30%	(215)	5%	(37)	4%	(30)	23%	(166)	714
Age: 65+	36%	(174)	36%	(177)	3%	(14)	2%	(11)	23%	(112)	489
GenZers: 1997-2012	46%	(123)	25%	(67)	8%	(21)	6%	(15)	15%	(41)	267
Millennials: 1981-1996	42%	(259)	30%	(188)	9%	(56)	3%	(16)	16%	(98)	618
GenXers: 1965-1980	41%	(252)	29%	(179)	5%	(29)	5%	(30)	20%	(122)	612
Baby Boomers: 1946-1964	35%	(225)	34%	(215)	3%	(21)	3%	(16)	25%	(157)	634
PID: Dem (no lean)	49%	(439)	30%	(266)	6%	(57)	2%	(18)	12%	(108)	889
PID: Ind (no lean)	38%	(242)	27%	(170)	5%	(33)	2%	(13)	28%	(175)	633
PID: Rep (no lean)	29%	(200)	36%	(246)	6%	(41)	7%	(46)	22%	(155)	688
PID/Gender: Dem Men	44%	(173)	33%	(128)	8%	(30)	3%	(10)	13%	(52)	393
PID/Gender: Dem Women	54%	(266)	28%	(138)	6%	(27)	2%	(8)	11%	(56)	496
PID/Gender: Ind Men	29%	(93)	29%	(93)	6%	(20)	3%	(8)	33%	(108)	323
PID/Gender: Ind Women	48%	(149)	25%	(77)	4%	(13)	1%	(5)	22%	(67)	310
PID/Gender: Rep Men	21%	(73)	39%	(136)	7%	(25)	9%	(31)	25%	(87)	352
PID/Gender: Rep Women	38%	(127)	33%	(109)	5%	(16)	5%	(15)	20%	(68)	336
Ideo: Liberal (1-3)	58%	(376)	23%	(149)	6%	(41)	3%	(18)	11%	(69)	652
Ideo: Moderate (4)	35%	(267)	35%	(269)	7%	(53)	2%	(16)	21%	(161)	766
Ideo: Conservative (5-7)	28%	(186)	37%	(243)	5%	(34)	6%	(40)	23%	(153)	656
Educ: < College	40%	(578)	30%	(430)	6%	(85)	4%	(52)	20%	(292)	1437
Educ: Bachelors degree	39%	(191)	34%	(166)	6%	(31)	3%	(16)	18%	(87)	491
Educ: Post-grad	40%	(113)	30%	(85)	6%	(16)	3%	(9)	21%	(59)	282
Income: Under 50k	41%	(521)	29%	(367)	6%	(70)	4%	(45)	21%	(268)	1270
Income: 50k-100k	41%	(260)	34%	(218)	6%	(41)	3%	(18)	16%	(101)	638
Income: 100k+	33%	(100)	32%	(97)	7%	(21)	5%	(15)	23%	(69)	302
Ethnicity: White	38%	(659)	32%	(553)	5%	(93)	4%	(64)	20%	(342)	1711
Ethnicity: Hispanic	45%	(168)	27%	(102)	7%	(28)	5%	(17)	16%	(59)	374

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Table MCBR7_1: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(881)	31%	(681)	6%	(132)	4%	(78)	20%	(438)	2210
Ethnicity: Black	46%	(130)	27%	(75)	8%	(23)	3%	(7)	16%	(47)	282
Ethnicity: Other	43%	(93)	24%	(53)	7%	(16)	3%	(6)	23%	(49)	217
All Christian	35%	(358)	34%	(349)	6%	(58)	5%	(53)	20%	(209)	1028
All Non-Christian	51%	(61)	22%	(27)	6%	(7)	3%	(3)	18%	(21)	119
Atheist	53%	(48)	22%	(20)	11%	(10)	1%	(1)	13%	(12)	91
Agnostic/Nothing in particular	39%	(236)	29%	(179)	6%	(39)	2%	(14)	23%	(142)	609
Something Else	49%	(178)	30%	(107)	5%	(18)	2%	(7)	15%	(54)	364
Religious Non-Protestant/Catholic	46%	(67)	26%	(38)	6%	(8)	2%	(3)	21%	(30)	147
Evangelical	40%	(225)	30%	(173)	7%	(39)	4%	(20)	19%	(111)	568
Non-Evangelical	38%	(296)	34%	(264)	5%	(36)	5%	(39)	18%	(142)	777
Community: Urban	43%	(283)	28%	(184)	7%	(48)	4%	(24)	18%	(121)	659
Community: Suburban	39%	(374)	31%	(301)	5%	(49)	4%	(36)	21%	(203)	963
Community: Rural	38%	(225)	33%	(196)	6%	(35)	3%	(18)	19%	(114)	588
Employ: Private Sector	42%	(279)	30%	(200)	8%	(51)	4%	(30)	16%	(109)	669
Employ: Government	39%	(49)	31%	(39)	10%	(12)	4%	(5)	16%	(20)	125
Employ: Self-Employed	46%	(90)	24%	(48)	8%	(16)	5%	(10)	17%	(34)	198
Employ: Homemaker	43%	(66)	35%	(54)	4%	(6)	1%	(2)	17%	(27)	154
Employ: Student	41%	(34)	36%	(30)	5%	(4)	4%	(3)	14%	(12)	82
Employ: Retired	37%	(208)	34%	(190)	3%	(19)	2%	(14)	24%	(133)	564
Employ: Unemployed	34%	(90)	28%	(74)	7%	(20)	4%	(11)	27%	(72)	266
Employ: Other	43%	(65)	31%	(47)	3%	(5)	2%	(3)	21%	(32)	151
Military HH: Yes	40%	(113)	30%	(85)	4%	(12)	3%	(7)	22%	(62)	281
Military HH: No	40%	(768)	31%	(596)	6%	(119)	4%	(70)	19%	(376)	1929
RD/WT: Right Direction	47%	(319)	30%	(206)	7%	(45)	2%	(16)	14%	(98)	685
RD/WT: Wrong Track	37%	(562)	31%	(475)	6%	(87)	4%	(62)	22%	(340)	1525
Biden Job Approve	49%	(478)	30%	(289)	6%	(59)	2%	(23)	13%	(122)	972
Biden Job Disapprove	32%	(370)	33%	(378)	6%	(72)	5%	(54)	24%	(270)	1144

Table MCBR7_1: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(881)	31%	(681)	6%	(132)	4%	(78)	20%	(438)	2210
Biden Job Strongly Approve	57%	(250)	21%	(91)	7%	(31)	2%	(11)	13%	(58)	441
Biden Job Somewhat Approve	43%	(228)	37%	(198)	5%	(29)	2%	(12)	12%	(64)	531
Biden Job Somewhat Disapprove	38%	(135)	34%	(119)	7%	(24)	2%	(6)	20%	(70)	355
Biden Job Strongly Disapprove	30%	(234)	33%	(259)	6%	(47)	6%	(47)	25%	(201)	789
Favorable of Biden	51%	(509)	30%	(297)	5%	(51)	2%	(15)	13%	(126)	999
Unfavorable of Biden	31%	(345)	33%	(364)	7%	(76)	5%	(61)	24%	(264)	1109
Very Favorable of Biden	59%	(282)	20%	(95)	5%	(22)	2%	(10)	14%	(67)	475
Somewhat Favorable of Biden	43%	(227)	39%	(202)	6%	(30)	1%	(5)	11%	(60)	524
Somewhat Unfavorable of Biden	36%	(100)	29%	(82)	8%	(23)	3%	(9)	23%	(64)	277
Very Unfavorable of Biden	29%	(245)	34%	(282)	6%	(53)	6%	(52)	24%	(200)	831
#1 Issue: Economy	37%	(314)	32%	(272)	6%	(49)	4%	(38)	21%	(180)	854
#1 Issue: Security	24%	(54)	38%	(84)	7%	(16)	5%	(12)	25%	(56)	222
#1 Issue: Health Care	41%	(70)	28%	(48)	6%	(10)	1%	(2)	24%	(41)	171
#1 Issue: Medicare / Social Security	39%	(108)	33%	(92)	6%	(16)	2%	(6)	20%	(57)	279
#1 Issue: Women's Issues	58%	(200)	23%	(80)	6%	(19)	3%	(9)	11%	(39)	347
#1 Issue: Education	42%	(28)	33%	(22)	7%	(5)	2%	(2)	16%	(11)	68
#1 Issue: Energy	43%	(60)	33%	(46)	7%	(10)	4%	(5)	13%	(18)	138
#1 Issue: Other	35%	(46)	29%	(38)	5%	(7)	3%	(4)	28%	(36)	130
2020 Vote: Joe Biden	50%	(464)	29%	(276)	6%	(58)	2%	(15)	13%	(126)	938
2020 Vote: Donald Trump	28%	(205)	36%	(266)	6%	(46)	6%	(46)	24%	(177)	740
2020 Vote: Other	30%	(20)	30%	(19)	3%	(2)	5%	(3)	32%	(21)	66
2020 Vote: Didn't Vote	41%	(192)	26%	(120)	6%	(26)	3%	(14)	24%	(114)	466
2018 House Vote: Democrat	50%	(383)	29%	(222)	5%	(38)	1%	(10)	14%	(106)	760
2018 House Vote: Republican	28%	(159)	37%	(208)	6%	(32)	6%	(35)	23%	(133)	567
2018 House Vote: Someone else	39%	(22)	29%	(16)	5%	(3)	4%	(2)	23%	(13)	56
2016 Vote: Hillary Clinton	51%	(359)	30%	(209)	5%	(37)	1%	(7)	13%	(95)	707
2016 Vote: Donald Trump	28%	(180)	36%	(234)	6%	(38)	6%	(42)	24%	(157)	650
2016 Vote: Other	39%	(42)	36%	(38)	2%	(2)	3%	(3)	20%	(22)	108
2016 Vote: Didn't Vote	40%	(299)	27%	(200)	7%	(55)	3%	(25)	22%	(165)	744

Continued on next page

Table MCBR7_1: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(881)	31%	(681)	6%	(132)	4%	(78)	20%	(438)	2210
Voted in 2014: Yes	40%	(487)	33%	(404)	5%	(62)	3%	(38)	19%	(238)	1230
Voted in 2014: No	40%	(394)	28%	(277)	7%	(70)	4%	(39)	20%	(200)	980
4-Region: Northeast	39%	(150)	29%	(112)	7%	(27)	4%	(14)	21%	(80)	383
4-Region: Midwest	40%	(181)	32%	(145)	6%	(29)	2%	(11)	20%	(91)	456
4-Region: South	39%	(326)	31%	(262)	6%	(50)	4%	(30)	21%	(177)	844
4-Region: West	43%	(225)	31%	(163)	5%	(26)	4%	(23)	17%	(89)	527
Supports Women High Priority	50%	(674)	29%	(384)	6%	(80)	2%	(33)	13%	(174)	1345
Have Purchased Because Supported Women	56%	(362)	26%	(171)	7%	(46)	2%	(13)	9%	(57)	649

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

Table MCBR7_2: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(853)	27%	(593)	7%	(161)	6%	(134)	21%	(469)	2210
Gender: Male	30%	(324)	29%	(308)	9%	(93)	9%	(96)	23%	(247)	1068
Gender: Female	46%	(529)	25%	(284)	6%	(68)	3%	(38)	19%	(223)	1142
Age: 18-34	43%	(277)	26%	(165)	7%	(47)	6%	(41)	17%	(112)	642
Age: 35-44	41%	(149)	30%	(109)	5%	(17)	5%	(20)	19%	(71)	365
Age: 45-64	36%	(259)	26%	(186)	8%	(59)	6%	(39)	24%	(170)	714
Age: 65+	35%	(169)	27%	(132)	8%	(38)	7%	(34)	24%	(116)	489
GenZers: 1997-2012	42%	(112)	24%	(65)	8%	(22)	7%	(18)	19%	(50)	267
Millennials: 1981-1996	44%	(269)	28%	(172)	6%	(37)	6%	(34)	17%	(105)	618
GenXers: 1965-1980	39%	(239)	26%	(156)	8%	(46)	6%	(38)	22%	(133)	612
Baby Boomers: 1946-1964	33%	(208)	28%	(176)	8%	(49)	6%	(40)	25%	(161)	634
PID: Dem (no lean)	50%	(444)	26%	(227)	6%	(56)	4%	(34)	14%	(128)	889
PID: Ind (no lean)	33%	(212)	26%	(163)	7%	(45)	5%	(33)	29%	(181)	633
PID: Rep (no lean)	29%	(197)	29%	(202)	9%	(61)	10%	(67)	23%	(161)	688
PID/Gender: Dem Men	43%	(167)	30%	(116)	7%	(28)	6%	(22)	15%	(59)	393
PID/Gender: Dem Women	56%	(277)	22%	(111)	6%	(27)	3%	(13)	14%	(69)	496
PID/Gender: Ind Men	24%	(77)	29%	(94)	7%	(22)	8%	(25)	32%	(105)	323
PID/Gender: Ind Women	43%	(134)	23%	(70)	7%	(22)	2%	(8)	25%	(76)	310
PID/Gender: Rep Men	23%	(79)	28%	(99)	12%	(42)	14%	(49)	24%	(83)	352
PID/Gender: Rep Women	35%	(118)	31%	(104)	6%	(19)	5%	(18)	23%	(78)	336
Ideo: Liberal (1-3)	57%	(371)	22%	(141)	5%	(31)	4%	(25)	13%	(84)	652
Ideo: Moderate (4)	35%	(268)	30%	(227)	7%	(57)	5%	(38)	23%	(177)	766
Ideo: Conservative (5-7)	25%	(165)	31%	(207)	10%	(68)	10%	(68)	23%	(149)	656
Educ: < College	39%	(554)	27%	(392)	6%	(92)	5%	(74)	23%	(325)	1437
Educ: Bachelors degree	38%	(185)	26%	(129)	9%	(45)	9%	(42)	18%	(90)	491
Educ: Post-grad	40%	(113)	25%	(71)	9%	(25)	7%	(19)	19%	(55)	282
Income: Under 50k	39%	(498)	25%	(324)	7%	(84)	6%	(70)	23%	(295)	1270
Income: 50k-100k	39%	(248)	29%	(186)	8%	(52)	6%	(37)	18%	(114)	638
Income: 100k+	35%	(107)	28%	(83)	8%	(25)	9%	(27)	20%	(60)	302
Ethnicity: White	39%	(660)	27%	(462)	7%	(122)	6%	(107)	21%	(359)	1711
Ethnicity: Hispanic	40%	(151)	27%	(100)	5%	(17)	8%	(31)	20%	(74)	374

Table MCBR7_2: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(853)	27%	(593)	7%	(161)	6%	(134)	21%	(469)	2210
Ethnicity: Black	40%	(113)	25%	(71)	12%	(35)	4%	(12)	18%	(51)	282
Ethnicity: Other	37%	(80)	27%	(60)	2%	(4)	7%	(15)	27%	(59)	217
All Christian	34%	(352)	29%	(302)	8%	(83)	8%	(80)	21%	(211)	1028
All Non-Christian	43%	(51)	30%	(35)	5%	(6)	7%	(8)	15%	(18)	119
Atheist	55%	(50)	24%	(22)	4%	(4)	2%	(2)	14%	(13)	91
Agnostic/Nothing in particular	40%	(242)	22%	(133)	7%	(41)	6%	(35)	26%	(158)	609
Something Else	43%	(157)	28%	(101)	7%	(27)	3%	(10)	19%	(69)	364
Religious Non-Protestant/Catholic	41%	(60)	31%	(45)	4%	(6)	6%	(8)	19%	(27)	147
Evangelical	35%	(197)	26%	(150)	10%	(55)	7%	(42)	22%	(124)	568
Non-Evangelical	38%	(296)	30%	(234)	7%	(54)	6%	(47)	19%	(146)	777
Community: Urban	38%	(250)	27%	(175)	9%	(60)	7%	(46)	19%	(127)	659
Community: Suburban	38%	(370)	27%	(258)	6%	(61)	6%	(56)	23%	(218)	963
Community: Rural	40%	(233)	27%	(159)	7%	(40)	6%	(32)	21%	(124)	588
Employ: Private Sector	41%	(273)	27%	(184)	8%	(53)	7%	(48)	17%	(111)	669
Employ: Government	37%	(46)	28%	(35)	14%	(18)	4%	(5)	17%	(21)	125
Employ: Self-Employed	42%	(84)	26%	(52)	7%	(13)	7%	(13)	18%	(36)	198
Employ: Homemaker	44%	(68)	28%	(43)	5%	(7)	3%	(5)	20%	(31)	154
Employ: Student	38%	(32)	30%	(25)	4%	(3)	9%	(7)	19%	(16)	82
Employ: Retired	35%	(200)	26%	(147)	7%	(42)	7%	(37)	25%	(139)	564
Employ: Unemployed	35%	(94)	25%	(66)	6%	(16)	6%	(15)	28%	(75)	266
Employ: Other	37%	(56)	27%	(41)	5%	(8)	3%	(4)	28%	(42)	151
Military HH: Yes	39%	(108)	26%	(73)	5%	(14)	6%	(18)	24%	(68)	281
Military HH: No	39%	(744)	27%	(520)	8%	(147)	6%	(116)	21%	(402)	1929
RD/WT: Right Direction	45%	(307)	28%	(193)	6%	(41)	5%	(34)	16%	(110)	685
RD/WT: Wrong Track	36%	(546)	26%	(400)	8%	(120)	7%	(101)	24%	(360)	1525
Biden Job Approve	49%	(476)	26%	(250)	6%	(59)	4%	(39)	15%	(147)	972
Biden Job Disapprove	30%	(348)	29%	(327)	9%	(100)	8%	(95)	24%	(273)	1144

Table MCBR7_2: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(853)	27%	(593)	7%	(161)	6%	(134)	21%	(469)	2210
Biden Job Strongly Approve	54%	(238)	21%	(92)	5%	(23)	5%	(24)	14%	(64)	441
Biden Job Somewhat Approve	45%	(238)	30%	(158)	7%	(36)	3%	(15)	16%	(83)	531
Biden Job Somewhat Disapprove	33%	(117)	31%	(110)	9%	(30)	5%	(19)	22%	(79)	355
Biden Job Strongly Disapprove	29%	(231)	28%	(217)	9%	(70)	10%	(75)	25%	(195)	789
Favorable of Biden	50%	(496)	26%	(256)	5%	(52)	3%	(34)	16%	(161)	999
Unfavorable of Biden	30%	(330)	29%	(317)	10%	(107)	8%	(94)	23%	(260)	1109
Very Favorable of Biden	55%	(263)	20%	(95)	5%	(25)	4%	(21)	15%	(71)	475
Somewhat Favorable of Biden	44%	(233)	31%	(161)	5%	(27)	3%	(13)	17%	(90)	524
Somewhat Unfavorable of Biden	31%	(87)	30%	(82)	9%	(24)	5%	(15)	25%	(68)	277
Very Unfavorable of Biden	29%	(243)	28%	(235)	10%	(82)	10%	(79)	23%	(192)	831
#1 Issue: Economy	35%	(298)	29%	(246)	7%	(59)	7%	(62)	22%	(188)	854
#1 Issue: Security	24%	(54)	30%	(67)	9%	(20)	11%	(24)	26%	(58)	222
#1 Issue: Health Care	37%	(63)	21%	(36)	9%	(15)	7%	(11)	27%	(46)	171
#1 Issue: Medicare / Social Security	36%	(102)	28%	(79)	9%	(26)	4%	(10)	23%	(63)	279
#1 Issue: Women's Issues	58%	(202)	22%	(75)	5%	(18)	2%	(8)	13%	(44)	347
#1 Issue: Education	42%	(29)	31%	(21)	4%	(3)	6%	(4)	17%	(11)	68
#1 Issue: Energy	45%	(63)	25%	(34)	9%	(13)	5%	(6)	16%	(22)	138
#1 Issue: Other	33%	(43)	28%	(36)	5%	(7)	7%	(9)	28%	(36)	130
2020 Vote: Joe Biden	49%	(462)	25%	(236)	6%	(61)	4%	(33)	16%	(146)	938
2020 Vote: Donald Trump	26%	(193)	31%	(227)	9%	(70)	10%	(74)	24%	(176)	740
2020 Vote: Other	23%	(15)	31%	(21)	4%	(3)	9%	(6)	33%	(22)	66
2020 Vote: Didn't Vote	39%	(183)	23%	(109)	6%	(27)	5%	(22)	27%	(126)	466
2018 House Vote: Democrat	50%	(383)	26%	(196)	5%	(41)	4%	(29)	15%	(111)	760
2018 House Vote: Republican	25%	(141)	31%	(177)	10%	(58)	10%	(54)	24%	(137)	567
2018 House Vote: Someone else	40%	(22)	27%	(15)	5%	(3)	5%	(3)	23%	(13)	56
2016 Vote: Hillary Clinton	51%	(361)	26%	(182)	6%	(42)	3%	(22)	14%	(101)	707
2016 Vote: Donald Trump	25%	(163)	30%	(195)	10%	(63)	11%	(71)	24%	(158)	650
2016 Vote: Other	35%	(38)	28%	(30)	6%	(6)	6%	(7)	25%	(27)	108
2016 Vote: Didn't Vote	39%	(290)	25%	(186)	7%	(50)	5%	(34)	25%	(184)	744

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Table MCBR7_2: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(853)	27%	(593)	7%	(161)	6%	(134)	21%	(469)	2210
Voted in 2014: Yes	38%	(473)	27%	(338)	7%	(92)	7%	(80)	20%	(247)	1230
Voted in 2014: No	39%	(380)	26%	(255)	7%	(69)	6%	(54)	23%	(222)	980
4-Region: Northeast	37%	(143)	26%	(100)	9%	(36)	6%	(21)	21%	(82)	383
4-Region: Midwest	38%	(175)	29%	(133)	6%	(27)	6%	(27)	21%	(95)	456
4-Region: South	39%	(329)	25%	(214)	8%	(69)	5%	(46)	22%	(188)	844
4-Region: West	39%	(206)	28%	(146)	5%	(29)	8%	(41)	20%	(104)	527
Supports Women High Priority	50%	(667)	26%	(346)	7%	(90)	3%	(44)	15%	(198)	1345
Have Purchased Because Supported Women	55%	(359)	24%	(156)	6%	(42)	4%	(27)	10%	(64)	649

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

Table MCBR7_3: *To what extent do you support or oppose companies taking the following actions?*
Companies supporting female-owned suppliers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	41%	(902)	30%	(663)	6%	(140)	4%	(82)	19%	(423)	2210
Gender: Male	35%	(369)	32%	(343)	8%	(81)	5%	(56)	20%	(218)	1068
Gender: Female	47%	(533)	28%	(320)	5%	(59)	2%	(26)	18%	(205)	1142
Age: 18-34	46%	(294)	25%	(159)	8%	(49)	5%	(32)	17%	(108)	642
Age: 35-44	43%	(156)	27%	(99)	8%	(28)	3%	(11)	20%	(72)	365
Age: 45-64	39%	(281)	31%	(222)	6%	(43)	3%	(23)	20%	(144)	714
Age: 65+	35%	(171)	37%	(182)	4%	(20)	3%	(17)	20%	(99)	489
GenZers: 1997-2012	43%	(115)	23%	(61)	10%	(27)	5%	(14)	19%	(50)	267
Millennials: 1981-1996	46%	(285)	26%	(163)	7%	(40)	4%	(24)	17%	(106)	618
GenXers: 1965-1980	41%	(252)	31%	(187)	7%	(42)	3%	(18)	19%	(114)	612
Baby Boomers: 1946-1964	36%	(227)	34%	(218)	5%	(29)	4%	(24)	21%	(136)	634
PID: Dem (no lean)	54%	(484)	26%	(234)	6%	(52)	2%	(18)	11%	(101)	889
PID: Ind (no lean)	35%	(223)	30%	(189)	6%	(36)	3%	(20)	26%	(166)	633
PID: Rep (no lean)	28%	(195)	35%	(240)	8%	(52)	6%	(44)	23%	(156)	688
PID/Gender: Dem Men	50%	(198)	28%	(112)	9%	(34)	2%	(9)	10%	(41)	393
PID/Gender: Dem Women	58%	(286)	25%	(122)	4%	(18)	2%	(10)	12%	(60)	496
PID/Gender: Ind Men	28%	(91)	32%	(103)	5%	(17)	5%	(17)	30%	(96)	323
PID/Gender: Ind Women	43%	(132)	28%	(86)	6%	(19)	1%	(3)	23%	(70)	310
PID/Gender: Rep Men	23%	(81)	37%	(128)	9%	(31)	9%	(31)	23%	(81)	352
PID/Gender: Rep Women	34%	(115)	33%	(112)	6%	(21)	4%	(13)	22%	(75)	336
Ideo: Liberal (1-3)	61%	(397)	21%	(138)	5%	(35)	2%	(14)	10%	(67)	652
Ideo: Moderate (4)	37%	(286)	35%	(266)	6%	(47)	2%	(17)	20%	(150)	766
Ideo: Conservative (5-7)	25%	(164)	37%	(243)	8%	(55)	8%	(51)	22%	(143)	656
Educ: < College	41%	(585)	30%	(425)	6%	(82)	3%	(48)	21%	(297)	1437
Educ: Bachelors degree	41%	(202)	31%	(150)	9%	(45)	4%	(18)	15%	(75)	491
Educ: Post-grad	41%	(115)	31%	(87)	5%	(14)	6%	(16)	18%	(50)	282
Income: Under 50k	42%	(536)	27%	(349)	6%	(72)	3%	(42)	21%	(272)	1270
Income: 50k-100k	41%	(259)	33%	(213)	6%	(41)	4%	(24)	16%	(101)	638
Income: 100k+	36%	(108)	33%	(100)	9%	(27)	5%	(17)	17%	(50)	302
Ethnicity: White	39%	(666)	32%	(545)	6%	(99)	4%	(64)	20%	(336)	1711
Ethnicity: Hispanic	48%	(181)	26%	(97)	4%	(17)	5%	(20)	16%	(60)	374

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Table MCBR7_3: *To what extent do you support or oppose companies taking the following actions?*
Companies supporting female-owned suppliers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	41%	(902)	30%	(663)	6%	(140)	4%	(82)	19%	(423)	2210
Ethnicity: Black	50%	(142)	21%	(60)	9%	(25)	4%	(12)	15%	(43)	282
Ethnicity: Other	43%	(93)	27%	(58)	7%	(16)	3%	(7)	20%	(43)	217
All Christian	37%	(376)	33%	(344)	7%	(73)	5%	(49)	18%	(186)	1028
All Non-Christian	47%	(56)	28%	(33)	5%	(6)	4%	(4)	16%	(19)	119
Atheist	53%	(48)	26%	(23)	6%	(6)	2%	(2)	13%	(12)	91
Agnostic/Nothing in particular	41%	(252)	26%	(161)	5%	(33)	3%	(17)	24%	(147)	609
Something Else	47%	(170)	28%	(102)	6%	(23)	3%	(10)	16%	(59)	364
Religious Non-Protestant/Catholic	45%	(67)	27%	(39)	6%	(8)	3%	(4)	19%	(28)	147
Evangelical	36%	(207)	31%	(177)	8%	(46)	4%	(23)	20%	(115)	568
Non-Evangelical	42%	(323)	32%	(252)	6%	(47)	5%	(36)	15%	(120)	777
Community: Urban	46%	(300)	26%	(170)	7%	(47)	5%	(30)	17%	(111)	659
Community: Suburban	39%	(377)	31%	(297)	6%	(56)	4%	(34)	21%	(199)	963
Community: Rural	38%	(225)	33%	(196)	6%	(37)	3%	(17)	19%	(113)	588
Employ: Private Sector	42%	(281)	30%	(199)	8%	(56)	3%	(22)	17%	(111)	669
Employ: Government	41%	(51)	32%	(41)	8%	(10)	6%	(7)	13%	(17)	125
Employ: Self-Employed	42%	(83)	29%	(58)	8%	(15)	7%	(13)	14%	(28)	198
Employ: Homemaker	47%	(72)	29%	(45)	5%	(8)	1%	(1)	18%	(27)	154
Employ: Student	38%	(31)	28%	(23)	11%	(9)	3%	(2)	21%	(17)	82
Employ: Retired	36%	(203)	35%	(196)	5%	(26)	4%	(20)	21%	(119)	564
Employ: Unemployed	42%	(111)	24%	(65)	4%	(11)	5%	(12)	25%	(67)	266
Employ: Other	46%	(69)	24%	(35)	4%	(6)	3%	(4)	24%	(36)	151
Military HH: Yes	35%	(97)	34%	(94)	6%	(18)	4%	(12)	21%	(60)	281
Military HH: No	42%	(805)	29%	(568)	6%	(122)	4%	(71)	19%	(363)	1929
RD/WT: Right Direction	50%	(344)	28%	(195)	7%	(46)	2%	(11)	13%	(89)	685
RD/WT: Wrong Track	37%	(558)	31%	(468)	6%	(94)	5%	(71)	22%	(334)	1525
Biden Job Approve	54%	(523)	27%	(266)	5%	(52)	2%	(19)	12%	(112)	972
Biden Job Disapprove	30%	(344)	34%	(389)	8%	(87)	5%	(63)	23%	(261)	1144

Table MCBR7_3: *To what extent do you support or oppose companies taking the following actions?*
Companies supporting female-owned suppliers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	41%	(902)	30%	(663)	6%	(140)	4%	(82)	19%	(423)	2210
Biden Job Strongly Approve	61%	(271)	20%	(90)	5%	(21)	2%	(9)	11%	(49)	441
Biden Job Somewhat Approve	47%	(252)	33%	(175)	6%	(31)	2%	(10)	12%	(63)	531
Biden Job Somewhat Disapprove	36%	(129)	36%	(130)	7%	(25)	1%	(3)	19%	(68)	355
Biden Job Strongly Disapprove	27%	(215)	33%	(260)	8%	(62)	8%	(59)	24%	(193)	789
Favorable of Biden	55%	(553)	26%	(263)	5%	(49)	1%	(12)	12%	(121)	999
Unfavorable of Biden	29%	(320)	35%	(384)	8%	(84)	6%	(67)	23%	(253)	1109
Very Favorable of Biden	64%	(303)	20%	(93)	4%	(18)	2%	(7)	11%	(54)	475
Somewhat Favorable of Biden	48%	(250)	32%	(170)	6%	(32)	1%	(5)	13%	(67)	524
Somewhat Unfavorable of Biden	35%	(98)	35%	(97)	7%	(20)	3%	(8)	20%	(56)	277
Very Unfavorable of Biden	27%	(222)	35%	(288)	8%	(64)	7%	(60)	24%	(197)	831
#1 Issue: Economy	35%	(298)	34%	(291)	6%	(55)	5%	(39)	20%	(171)	854
#1 Issue: Security	30%	(67)	29%	(64)	9%	(19)	6%	(14)	26%	(58)	222
#1 Issue: Health Care	38%	(65)	29%	(50)	9%	(15)	1%	(2)	23%	(39)	171
#1 Issue: Medicare / Social Security	44%	(124)	31%	(86)	5%	(13)	2%	(5)	18%	(51)	279
#1 Issue: Women's Issues	61%	(212)	24%	(82)	4%	(14)	2%	(7)	9%	(32)	347
#1 Issue: Education	43%	(29)	20%	(13)	14%	(10)	3%	(2)	20%	(13)	68
#1 Issue: Energy	47%	(64)	28%	(39)	5%	(7)	2%	(3)	18%	(25)	138
#1 Issue: Other	33%	(43)	29%	(38)	6%	(8)	8%	(10)	25%	(32)	130
2020 Vote: Joe Biden	54%	(509)	26%	(246)	5%	(49)	2%	(15)	13%	(119)	938
2020 Vote: Donald Trump	24%	(180)	38%	(279)	9%	(64)	6%	(47)	23%	(170)	740
2020 Vote: Other	25%	(16)	29%	(19)	3%	(2)	10%	(6)	33%	(22)	66
2020 Vote: Didn't Vote	42%	(197)	25%	(118)	5%	(25)	3%	(14)	24%	(112)	466
2018 House Vote: Democrat	54%	(411)	27%	(207)	4%	(33)	2%	(14)	13%	(95)	760
2018 House Vote: Republican	25%	(140)	38%	(217)	8%	(44)	7%	(38)	23%	(129)	567
2018 House Vote: Someone else	38%	(21)	28%	(16)	4%	(2)	6%	(4)	24%	(13)	56
2016 Vote: Hillary Clinton	56%	(397)	26%	(187)	5%	(33)	2%	(11)	11%	(78)	707
2016 Vote: Donald Trump	23%	(151)	38%	(245)	9%	(57)	7%	(42)	24%	(155)	650
2016 Vote: Other	37%	(40)	31%	(34)	4%	(5)	7%	(8)	20%	(22)	108
2016 Vote: Didn't Vote	42%	(313)	26%	(197)	6%	(45)	3%	(22)	23%	(168)	744

Continued on next page

Table MCBR7_3: *To what extent do you support or oppose companies taking the following actions?*
Companies supporting female-owned suppliers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	41%	(902)	30%	(663)	6%	(140)	4%	(82)	19%	(423)	2210
Voted in 2014: Yes	41%	(505)	32%	(389)	6%	(70)	4%	(47)	18%	(218)	1230
Voted in 2014: No	40%	(397)	28%	(274)	7%	(70)	4%	(35)	21%	(205)	980
4-Region: Northeast	40%	(151)	31%	(120)	8%	(30)	3%	(11)	18%	(70)	383
4-Region: Midwest	40%	(181)	29%	(132)	6%	(29)	4%	(18)	21%	(97)	456
4-Region: South	40%	(336)	31%	(262)	6%	(51)	4%	(32)	19%	(163)	844
4-Region: West	44%	(233)	28%	(148)	6%	(30)	4%	(21)	18%	(93)	527
Supports Women High Priority	54%	(732)	28%	(374)	4%	(60)	2%	(23)	12%	(156)	1345
Have Purchased Because Supported Women	61%	(397)	23%	(151)	6%	(37)	2%	(13)	8%	(51)	649

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

Table MCBR7_4: *To what extent do you support or oppose companies taking the following actions?*
Companies donating to women's rights organizations

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(856)	30%	(655)	7%	(148)	5%	(116)	20%	(436)	2210
Gender: Male	32%	(345)	33%	(349)	8%	(88)	7%	(70)	20%	(216)	1068
Gender: Female	45%	(511)	27%	(306)	5%	(60)	4%	(46)	19%	(220)	1142
Age: 18-34	43%	(278)	26%	(167)	9%	(58)	5%	(32)	17%	(107)	642
Age: 35-44	43%	(158)	32%	(117)	3%	(11)	4%	(16)	17%	(63)	365
Age: 45-64	35%	(250)	30%	(212)	7%	(47)	6%	(41)	23%	(163)	714
Age: 65+	35%	(170)	32%	(159)	6%	(31)	5%	(27)	21%	(102)	489
GenZers: 1997-2012	45%	(121)	22%	(58)	9%	(24)	5%	(15)	18%	(49)	267
Millennials: 1981-1996	42%	(259)	30%	(188)	7%	(45)	4%	(27)	16%	(99)	618
GenXers: 1965-1980	39%	(237)	30%	(186)	5%	(32)	5%	(33)	20%	(124)	612
Baby Boomers: 1946-1964	33%	(212)	31%	(198)	7%	(43)	6%	(38)	23%	(143)	634
PID: Dem (no lean)	53%	(474)	28%	(250)	5%	(46)	3%	(23)	11%	(97)	889
PID: Ind (no lean)	34%	(212)	29%	(181)	5%	(33)	5%	(29)	28%	(177)	633
PID: Rep (no lean)	25%	(169)	33%	(224)	10%	(69)	9%	(64)	24%	(162)	688
PID/Gender: Dem Men	49%	(194)	32%	(126)	6%	(25)	2%	(10)	10%	(39)	393
PID/Gender: Dem Women	56%	(280)	25%	(124)	4%	(21)	3%	(13)	12%	(58)	496
PID/Gender: Ind Men	26%	(83)	30%	(98)	6%	(21)	7%	(22)	31%	(100)	323
PID/Gender: Ind Women	42%	(130)	27%	(83)	4%	(12)	2%	(7)	25%	(78)	310
PID/Gender: Rep Men	20%	(69)	36%	(125)	12%	(42)	11%	(38)	22%	(77)	352
PID/Gender: Rep Women	30%	(101)	29%	(99)	8%	(27)	8%	(25)	25%	(85)	336
Ideo: Liberal (1-3)	60%	(392)	24%	(157)	4%	(26)	3%	(18)	9%	(59)	652
Ideo: Moderate (4)	35%	(266)	34%	(262)	7%	(51)	3%	(25)	21%	(163)	766
Ideo: Conservative (5-7)	22%	(145)	33%	(215)	10%	(67)	11%	(72)	24%	(156)	656
Educ: < College	39%	(560)	29%	(417)	6%	(87)	5%	(66)	21%	(307)	1437
Educ: Bachelors degree	38%	(187)	31%	(152)	9%	(44)	6%	(31)	16%	(77)	491
Educ: Post-grad	38%	(108)	31%	(86)	6%	(16)	7%	(19)	19%	(52)	282
Income: Under 50k	38%	(483)	29%	(373)	6%	(81)	5%	(58)	22%	(275)	1270
Income: 50k-100k	42%	(265)	30%	(194)	7%	(47)	5%	(35)	15%	(98)	638
Income: 100k+	36%	(108)	29%	(89)	7%	(20)	8%	(23)	21%	(62)	302
Ethnicity: White	37%	(638)	30%	(520)	6%	(107)	6%	(95)	20%	(351)	1711
Ethnicity: Hispanic	47%	(176)	24%	(90)	6%	(23)	6%	(23)	16%	(62)	374

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Table MCBR7_4: *To what extent do you support or oppose companies taking the following actions?*
Companies donating to women's rights organizations

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(856)	30%	(655)	7%	(148)	5%	(116)	20%	(436)	2210
Ethnicity: Black	46%	(130)	26%	(74)	11%	(30)	3%	(8)	14%	(40)	282
Ethnicity: Other	41%	(88)	28%	(60)	5%	(11)	6%	(12)	21%	(46)	217
All Christian	33%	(336)	33%	(337)	8%	(83)	7%	(72)	19%	(199)	1028
All Non-Christian	43%	(51)	32%	(37)	5%	(6)	5%	(6)	15%	(18)	119
Atheist	54%	(49)	22%	(20)	5%	(5)	5%	(4)	15%	(13)	91
Agnostic/Nothing in particular	41%	(250)	26%	(155)	6%	(34)	4%	(24)	24%	(145)	609
Something Else	47%	(170)	29%	(105)	5%	(19)	3%	(9)	16%	(60)	364
Religious Non-Protestant/Catholic	41%	(60)	32%	(47)	4%	(6)	5%	(7)	18%	(26)	147
Evangelical	34%	(192)	31%	(179)	8%	(48)	6%	(35)	20%	(114)	568
Non-Evangelical	38%	(298)	32%	(248)	7%	(53)	6%	(43)	17%	(135)	777
Community: Urban	43%	(281)	28%	(183)	7%	(46)	6%	(40)	17%	(109)	659
Community: Suburban	38%	(365)	30%	(285)	7%	(64)	5%	(47)	21%	(202)	963
Community: Rural	36%	(210)	32%	(187)	6%	(38)	5%	(29)	21%	(125)	588
Employ: Private Sector	40%	(270)	30%	(199)	8%	(52)	6%	(38)	17%	(111)	669
Employ: Government	41%	(51)	31%	(39)	8%	(10)	6%	(8)	14%	(18)	125
Employ: Self-Employed	40%	(80)	28%	(56)	8%	(16)	6%	(11)	18%	(35)	198
Employ: Homemaker	43%	(67)	30%	(46)	3%	(4)	5%	(7)	20%	(31)	154
Employ: Student	39%	(32)	25%	(21)	13%	(11)	3%	(3)	19%	(16)	82
Employ: Retired	35%	(197)	31%	(173)	7%	(37)	5%	(29)	23%	(128)	564
Employ: Unemployed	36%	(95)	28%	(75)	5%	(13)	6%	(17)	25%	(66)	266
Employ: Other	42%	(64)	31%	(47)	3%	(5)	2%	(4)	21%	(31)	151
Military HH: Yes	33%	(94)	31%	(87)	7%	(19)	7%	(19)	22%	(62)	281
Military HH: No	39%	(762)	29%	(568)	7%	(129)	5%	(97)	19%	(373)	1929
RD/WT: Right Direction	48%	(330)	31%	(215)	5%	(37)	3%	(19)	12%	(83)	685
RD/WT: Wrong Track	34%	(526)	29%	(439)	7%	(111)	6%	(96)	23%	(353)	1525
Biden Job Approve	52%	(501)	30%	(291)	5%	(47)	3%	(25)	11%	(109)	972
Biden Job Disapprove	28%	(320)	31%	(354)	9%	(101)	8%	(91)	24%	(278)	1144

Table MCBR7_4: *To what extent do you support or oppose companies taking the following actions?*
Companies donating to women's rights organizations

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(856)	30%	(655)	7%	(148)	5%	(116)	20%	(436)	2210
Biden Job Strongly Approve	61%	(268)	23%	(100)	4%	(20)	3%	(12)	9%	(42)	441
Biden Job Somewhat Approve	44%	(233)	36%	(191)	5%	(27)	2%	(13)	13%	(67)	531
Biden Job Somewhat Disapprove	37%	(131)	35%	(126)	7%	(24)	3%	(11)	18%	(64)	355
Biden Job Strongly Disapprove	24%	(189)	29%	(228)	10%	(77)	10%	(80)	27%	(214)	789
Favorable of Biden	54%	(535)	29%	(293)	4%	(39)	2%	(19)	11%	(114)	999
Unfavorable of Biden	26%	(291)	31%	(347)	9%	(104)	8%	(91)	25%	(275)	1109
Very Favorable of Biden	63%	(302)	21%	(100)	4%	(18)	2%	(7)	10%	(48)	475
Somewhat Favorable of Biden	45%	(233)	37%	(193)	4%	(20)	2%	(12)	13%	(66)	524
Somewhat Unfavorable of Biden	35%	(97)	33%	(90)	6%	(18)	3%	(10)	22%	(62)	277
Very Unfavorable of Biden	23%	(193)	31%	(257)	10%	(87)	10%	(82)	26%	(213)	831
#1 Issue: Economy	32%	(272)	33%	(283)	7%	(59)	5%	(46)	23%	(193)	854
#1 Issue: Security	27%	(61)	28%	(61)	11%	(24)	9%	(20)	25%	(56)	222
#1 Issue: Health Care	37%	(64)	26%	(45)	9%	(15)	3%	(6)	25%	(42)	171
#1 Issue: Medicare / Social Security	39%	(108)	36%	(100)	5%	(13)	4%	(11)	17%	(47)	279
#1 Issue: Women's Issues	61%	(213)	23%	(81)	4%	(13)	3%	(9)	9%	(31)	347
#1 Issue: Education	44%	(30)	23%	(16)	14%	(9)	5%	(3)	14%	(10)	68
#1 Issue: Energy	47%	(65)	26%	(35)	8%	(10)	2%	(3)	17%	(24)	138
#1 Issue: Other	33%	(42)	26%	(33)	4%	(6)	13%	(17)	24%	(32)	130
2020 Vote: Joe Biden	53%	(493)	28%	(267)	5%	(44)	2%	(23)	12%	(112)	938
2020 Vote: Donald Trump	22%	(162)	32%	(239)	11%	(80)	9%	(68)	26%	(190)	740
2020 Vote: Other	25%	(16)	31%	(20)	1%	(0)	10%	(6)	34%	(22)	66
2020 Vote: Didn't Vote	39%	(184)	28%	(129)	5%	(23)	4%	(18)	24%	(111)	466
2018 House Vote: Democrat	54%	(412)	28%	(215)	3%	(22)	2%	(16)	12%	(94)	760
2018 House Vote: Republican	21%	(120)	32%	(182)	12%	(66)	10%	(56)	25%	(143)	567
2018 House Vote: Someone else	40%	(22)	34%	(19)	—	(0)	5%	(3)	21%	(12)	56
2016 Vote: Hillary Clinton	56%	(396)	28%	(199)	3%	(23)	2%	(11)	11%	(77)	707
2016 Vote: Donald Trump	21%	(133)	32%	(210)	12%	(76)	10%	(65)	25%	(165)	650
2016 Vote: Other	33%	(35)	35%	(38)	2%	(2)	9%	(10)	21%	(23)	108
2016 Vote: Didn't Vote	39%	(291)	28%	(207)	6%	(47)	4%	(29)	23%	(170)	744

Continued on next page

Table MCBR7_4: *To what extent do you support or oppose companies taking the following actions?*
Companies donating to women's rights organizations

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(856)	30%	(655)	7%	(148)	5%	(116)	20%	(436)	2210
Voted in 2014: Yes	39%	(484)	31%	(380)	7%	(85)	5%	(62)	18%	(220)	1230
Voted in 2014: No	38%	(372)	28%	(275)	6%	(63)	6%	(54)	22%	(216)	980
4-Region: Northeast	38%	(146)	28%	(109)	8%	(29)	5%	(18)	21%	(81)	383
4-Region: Midwest	38%	(173)	29%	(133)	8%	(36)	4%	(17)	21%	(97)	456
4-Region: South	38%	(317)	30%	(254)	7%	(58)	5%	(44)	20%	(171)	844
4-Region: West	42%	(220)	30%	(159)	5%	(24)	7%	(37)	16%	(86)	527
Supports Women High Priority	52%	(698)	29%	(391)	5%	(69)	2%	(28)	12%	(158)	1345
Have Purchased Because Supported Women	60%	(386)	25%	(163)	5%	(32)	3%	(19)	8%	(49)	649

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

Table MCBR7_5: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	37%	(827)	31%	(680)	7%	(146)	4%	(87)	21%	(470)	2210
Gender: Male	29%	(305)	34%	(361)	7%	(79)	6%	(66)	24%	(257)	1068
Gender: Female	46%	(522)	28%	(319)	6%	(67)	2%	(21)	19%	(214)	1142
Age: 18-34	40%	(256)	29%	(188)	9%	(59)	4%	(26)	18%	(113)	642
Age: 35-44	41%	(150)	29%	(107)	5%	(19)	4%	(16)	20%	(73)	365
Age: 45-64	36%	(256)	31%	(219)	6%	(39)	4%	(28)	24%	(172)	714
Age: 65+	34%	(165)	34%	(166)	6%	(29)	3%	(16)	23%	(113)	489
GenZers: 1997-2012	40%	(106)	28%	(76)	10%	(28)	4%	(10)	18%	(48)	267
Millennials: 1981-1996	40%	(247)	30%	(186)	7%	(45)	5%	(29)	18%	(111)	618
GenXers: 1965-1980	40%	(244)	29%	(175)	6%	(38)	4%	(25)	21%	(131)	612
Baby Boomers: 1946-1964	33%	(210)	33%	(210)	5%	(31)	3%	(21)	26%	(163)	634
PID: Dem (no lean)	46%	(408)	31%	(273)	6%	(56)	3%	(24)	15%	(129)	889
PID: Ind (no lean)	35%	(224)	28%	(174)	5%	(32)	3%	(19)	29%	(183)	633
PID: Rep (no lean)	28%	(195)	34%	(233)	8%	(58)	6%	(44)	23%	(158)	688
PID/Gender: Dem Men	38%	(150)	35%	(137)	7%	(26)	5%	(20)	15%	(59)	393
PID/Gender: Dem Women	52%	(257)	27%	(136)	6%	(29)	1%	(4)	14%	(70)	496
PID/Gender: Ind Men	27%	(86)	28%	(90)	6%	(19)	5%	(15)	35%	(112)	323
PID/Gender: Ind Women	44%	(138)	27%	(84)	4%	(13)	1%	(4)	23%	(71)	310
PID/Gender: Rep Men	20%	(69)	38%	(134)	10%	(34)	9%	(30)	24%	(85)	352
PID/Gender: Rep Women	38%	(126)	29%	(99)	7%	(24)	4%	(14)	22%	(73)	336
Ideo: Liberal (1-3)	52%	(341)	27%	(173)	6%	(39)	2%	(14)	13%	(85)	652
Ideo: Moderate (4)	34%	(261)	33%	(253)	8%	(60)	3%	(19)	23%	(174)	766
Ideo: Conservative (5-7)	27%	(175)	35%	(227)	7%	(45)	8%	(52)	24%	(156)	656
Educ: < College	38%	(541)	30%	(435)	6%	(86)	3%	(50)	23%	(325)	1437
Educ: Bachelors degree	38%	(187)	29%	(143)	9%	(44)	4%	(22)	19%	(95)	491
Educ: Post-grad	35%	(98)	36%	(102)	6%	(16)	5%	(15)	18%	(50)	282
Income: Under 50k	38%	(482)	29%	(369)	7%	(85)	3%	(43)	23%	(291)	1270
Income: 50k-100k	39%	(247)	33%	(209)	6%	(39)	4%	(23)	19%	(120)	638
Income: 100k+	33%	(98)	34%	(102)	7%	(22)	7%	(21)	20%	(59)	302
Ethnicity: White	37%	(638)	31%	(537)	6%	(103)	4%	(62)	22%	(370)	1711
Ethnicity: Hispanic	39%	(147)	28%	(105)	8%	(29)	6%	(21)	19%	(71)	374

Table MCBR7_5: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	37%	(827)	31%	(680)	7%	(146)	4%	(87)	21%	(470)	2210
Ethnicity: Black	40%	(112)	28%	(80)	11%	(32)	4%	(13)	16%	(45)	282
Ethnicity: Other	35%	(77)	29%	(63)	5%	(11)	5%	(12)	25%	(54)	217
All Christian	35%	(358)	32%	(328)	7%	(69)	6%	(59)	21%	(213)	1028
All Non-Christian	45%	(53)	26%	(31)	5%	(6)	3%	(4)	21%	(24)	119
Atheist	48%	(44)	27%	(24)	6%	(5)	3%	(2)	16%	(15)	91
Agnostic/Nothing in particular	35%	(214)	29%	(177)	6%	(39)	3%	(16)	27%	(163)	609
Something Else	43%	(158)	33%	(119)	7%	(26)	2%	(6)	15%	(55)	364
Religious Non-Protestant/Catholic	42%	(61)	26%	(38)	5%	(8)	4%	(6)	23%	(34)	147
Evangelical	37%	(209)	30%	(169)	7%	(42)	5%	(29)	21%	(119)	568
Non-Evangelical	38%	(293)	34%	(260)	6%	(50)	4%	(34)	18%	(139)	777
Community: Urban	39%	(255)	30%	(194)	8%	(53)	5%	(32)	19%	(124)	659
Community: Suburban	37%	(359)	30%	(293)	6%	(58)	3%	(32)	23%	(222)	963
Community: Rural	36%	(213)	33%	(193)	6%	(34)	4%	(22)	21%	(125)	588
Employ: Private Sector	39%	(261)	31%	(210)	8%	(52)	5%	(32)	17%	(115)	669
Employ: Government	31%	(39)	34%	(42)	13%	(17)	5%	(7)	17%	(21)	125
Employ: Self-Employed	40%	(79)	28%	(55)	9%	(17)	5%	(9)	19%	(38)	198
Employ: Homemaker	47%	(72)	25%	(39)	6%	(9)	—	(1)	22%	(34)	154
Employ: Student	39%	(32)	33%	(28)	8%	(6)	1%	(1)	19%	(16)	82
Employ: Retired	35%	(197)	32%	(182)	5%	(29)	3%	(19)	24%	(137)	564
Employ: Unemployed	34%	(90)	30%	(79)	5%	(13)	5%	(13)	27%	(72)	266
Employ: Other	39%	(59)	31%	(46)	2%	(3)	3%	(5)	25%	(37)	151
Military HH: Yes	38%	(107)	30%	(84)	5%	(15)	4%	(12)	22%	(63)	281
Military HH: No	37%	(720)	31%	(597)	7%	(131)	4%	(74)	21%	(407)	1929
RD/WT: Right Direction	43%	(296)	30%	(208)	8%	(52)	3%	(22)	16%	(107)	685
RD/WT: Wrong Track	35%	(531)	31%	(473)	6%	(94)	4%	(64)	24%	(364)	1525
Biden Job Approve	46%	(446)	31%	(305)	6%	(57)	3%	(27)	14%	(138)	972
Biden Job Disapprove	30%	(346)	32%	(364)	7%	(85)	5%	(59)	25%	(290)	1144

Table MCBR7_5: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	37%	(827)	31%	(680)	7%	(146)	4%	(87)	21%	(470)	2210
Biden Job Strongly Approve	53%	(232)	23%	(101)	7%	(29)	4%	(16)	14%	(62)	441
Biden Job Somewhat Approve	40%	(214)	38%	(203)	5%	(28)	2%	(10)	14%	(76)	531
Biden Job Somewhat Disapprove	33%	(116)	32%	(112)	11%	(40)	1%	(5)	23%	(82)	355
Biden Job Strongly Disapprove	29%	(230)	32%	(252)	6%	(45)	7%	(54)	26%	(208)	789
Favorable of Biden	47%	(467)	32%	(319)	5%	(48)	2%	(21)	14%	(144)	999
Unfavorable of Biden	30%	(332)	31%	(346)	8%	(89)	6%	(62)	25%	(280)	1109
Very Favorable of Biden	55%	(263)	22%	(103)	5%	(26)	3%	(14)	15%	(69)	475
Somewhat Favorable of Biden	39%	(203)	41%	(216)	4%	(22)	1%	(8)	14%	(74)	524
Somewhat Unfavorable of Biden	33%	(92)	28%	(78)	12%	(34)	2%	(4)	25%	(69)	277
Very Unfavorable of Biden	29%	(240)	32%	(267)	7%	(56)	7%	(57)	25%	(210)	831
#1 Issue: Economy	36%	(307)	30%	(257)	7%	(58)	5%	(42)	22%	(190)	854
#1 Issue: Security	21%	(47)	40%	(90)	5%	(12)	6%	(13)	27%	(60)	222
#1 Issue: Health Care	34%	(58)	30%	(51)	9%	(15)	2%	(4)	26%	(44)	171
#1 Issue: Medicare / Social Security	37%	(103)	31%	(86)	7%	(18)	4%	(10)	22%	(61)	279
#1 Issue: Women's Issues	51%	(176)	30%	(105)	4%	(13)	2%	(8)	13%	(45)	347
#1 Issue: Education	43%	(29)	22%	(15)	17%	(12)	1%	(0)	18%	(12)	68
#1 Issue: Energy	41%	(57)	29%	(40)	10%	(13)	2%	(3)	18%	(25)	138
#1 Issue: Other	38%	(50)	28%	(37)	4%	(5)	5%	(7)	24%	(32)	130
2020 Vote: Joe Biden	45%	(425)	30%	(285)	7%	(65)	2%	(22)	15%	(142)	938
2020 Vote: Donald Trump	28%	(204)	35%	(259)	7%	(53)	6%	(48)	24%	(177)	740
2020 Vote: Other	21%	(14)	32%	(21)	2%	(2)	9%	(6)	36%	(23)	66
2020 Vote: Didn't Vote	40%	(185)	25%	(115)	6%	(27)	2%	(11)	27%	(128)	466
2018 House Vote: Democrat	46%	(353)	31%	(235)	5%	(38)	3%	(19)	15%	(114)	760
2018 House Vote: Republican	28%	(162)	34%	(191)	7%	(39)	7%	(37)	24%	(138)	567
2018 House Vote: Someone else	33%	(19)	34%	(19)	—	(0)	6%	(3)	27%	(15)	56
2016 Vote: Hillary Clinton	48%	(339)	30%	(213)	6%	(40)	2%	(16)	14%	(98)	707
2016 Vote: Donald Trump	27%	(173)	34%	(221)	7%	(48)	7%	(48)	25%	(160)	650
2016 Vote: Other	35%	(37)	35%	(38)	1%	(1)	5%	(6)	24%	(26)	108
2016 Vote: Didn't Vote	37%	(276)	28%	(208)	8%	(57)	2%	(16)	25%	(186)	744

Continued on next page

Table MCBR7_5: *To what extent do you support or oppose companies taking the following actions?*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	37%	(827)	31%	(680)	7%	(146)	4%	(87)	21%	(470)	2210
Voted in 2014: Yes	38%	(466)	32%	(394)	6%	(75)	4%	(50)	20%	(245)	1230
Voted in 2014: No	37%	(361)	29%	(286)	7%	(71)	4%	(37)	23%	(225)	980
4-Region: Northeast	39%	(150)	28%	(108)	8%	(29)	3%	(12)	22%	(83)	383
4-Region: Midwest	36%	(162)	35%	(158)	5%	(21)	4%	(18)	21%	(97)	456
4-Region: South	36%	(308)	31%	(261)	7%	(56)	4%	(31)	22%	(189)	844
4-Region: West	39%	(207)	29%	(154)	7%	(39)	5%	(26)	19%	(100)	527
Supports Women High Priority	47%	(628)	30%	(403)	7%	(90)	2%	(32)	14%	(192)	1345
Have Purchased Because Supported Women	52%	(335)	27%	(177)	7%	(44)	3%	(18)	11%	(73)	649

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

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Table MCBR7_6

Table MCBR7_6: *To what extent do you support or oppose companies taking the following actions?*

Companies running a female-centered brand/ marketing campaign

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(711)	33%	(723)	8%	(177)	4%	(98)	23%	(502)	2210
Gender: Male	28%	(294)	34%	(365)	9%	(94)	7%	(73)	23%	(242)	1068
Gender: Female	36%	(417)	31%	(358)	7%	(83)	2%	(25)	23%	(260)	1142
Age: 18-34	37%	(237)	30%	(195)	10%	(62)	5%	(31)	18%	(117)	642
Age: 35-44	35%	(129)	32%	(117)	7%	(26)	4%	(15)	22%	(79)	365
Age: 45-64	30%	(215)	33%	(239)	7%	(52)	4%	(31)	25%	(176)	714
Age: 65+	27%	(130)	35%	(172)	8%	(37)	4%	(20)	26%	(129)	489
GenZers: 1997-2012	36%	(97)	28%	(75)	11%	(29)	5%	(13)	20%	(53)	267
Millennials: 1981-1996	36%	(224)	33%	(202)	8%	(49)	4%	(27)	19%	(116)	618
GenXers: 1965-1980	34%	(207)	32%	(195)	8%	(48)	4%	(26)	22%	(135)	612
Baby Boomers: 1946-1964	26%	(167)	35%	(223)	7%	(43)	4%	(25)	28%	(176)	634
PID: Dem (no lean)	44%	(388)	33%	(290)	5%	(46)	3%	(23)	16%	(142)	889
PID: Ind (no lean)	27%	(172)	33%	(207)	7%	(42)	4%	(22)	30%	(189)	633
PID: Rep (no lean)	22%	(151)	33%	(226)	13%	(88)	8%	(52)	25%	(171)	688
PID/Gender: Dem Men	42%	(165)	34%	(134)	7%	(27)	3%	(13)	14%	(54)	393
PID/Gender: Dem Women	45%	(224)	31%	(156)	4%	(19)	2%	(10)	18%	(88)	496
PID/Gender: Ind Men	20%	(66)	36%	(115)	6%	(19)	6%	(21)	32%	(102)	323
PID/Gender: Ind Women	34%	(105)	30%	(92)	8%	(23)	—	(2)	28%	(87)	310
PID/Gender: Rep Men	18%	(63)	33%	(116)	14%	(47)	11%	(39)	24%	(86)	352
PID/Gender: Rep Women	26%	(88)	33%	(110)	12%	(40)	4%	(13)	25%	(85)	336
Ideo: Liberal (1-3)	50%	(324)	28%	(185)	5%	(32)	3%	(22)	14%	(88)	652
Ideo: Moderate (4)	28%	(217)	37%	(282)	8%	(61)	3%	(23)	24%	(184)	766
Ideo: Conservative (5-7)	20%	(129)	35%	(229)	12%	(77)	8%	(50)	26%	(171)	656
Educ: < College	32%	(457)	32%	(461)	8%	(111)	4%	(54)	25%	(354)	1437
Educ: Bachelors degree	34%	(169)	34%	(165)	9%	(44)	5%	(23)	18%	(90)	491
Educ: Post-grad	30%	(84)	35%	(98)	8%	(22)	7%	(20)	21%	(58)	282
Income: Under 50k	32%	(406)	32%	(413)	7%	(94)	3%	(44)	25%	(313)	1270
Income: 50k-100k	35%	(223)	32%	(206)	9%	(58)	5%	(29)	19%	(122)	638
Income: 100k+	27%	(82)	35%	(104)	8%	(24)	8%	(25)	22%	(67)	302
Ethnicity: White	30%	(511)	34%	(586)	8%	(138)	4%	(75)	23%	(400)	1711
Ethnicity: Hispanic	41%	(153)	27%	(100)	7%	(25)	6%	(24)	19%	(72)	374

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Table MCBR7_6: *To what extent do you support or oppose companies taking the following actions?*
Companies running a female-centered brand/ marketing campaign

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(711)	33%	(723)	8%	(177)	4%	(98)	23%	(502)	2210
Ethnicity: Black	42%	(118)	28%	(80)	8%	(22)	4%	(13)	18%	(50)	282
Ethnicity: Other	38%	(82)	26%	(57)	8%	(16)	4%	(10)	24%	(53)	217
All Christian	30%	(304)	33%	(335)	9%	(94)	6%	(64)	23%	(231)	1028
All Non-Christian	39%	(46)	31%	(37)	4%	(5)	5%	(6)	20%	(24)	119
Atheist	39%	(36)	37%	(34)	7%	(6)	2%	(2)	14%	(13)	91
Agnostic/Nothing in particular	31%	(186)	32%	(194)	8%	(49)	3%	(19)	26%	(160)	609
Something Else	38%	(138)	34%	(123)	6%	(22)	2%	(7)	20%	(74)	364
Religious Non-Protestant/Catholic	37%	(55)	31%	(46)	4%	(6)	5%	(7)	22%	(32)	147
Evangelical	30%	(170)	31%	(177)	10%	(56)	6%	(33)	23%	(133)	568
Non-Evangelical	33%	(257)	34%	(262)	8%	(59)	5%	(37)	21%	(161)	777
Community: Urban	35%	(227)	32%	(213)	8%	(50)	5%	(33)	21%	(135)	659
Community: Suburban	32%	(309)	31%	(298)	8%	(76)	5%	(48)	24%	(233)	963
Community: Rural	30%	(174)	36%	(213)	9%	(50)	3%	(16)	23%	(134)	588
Employ: Private Sector	35%	(232)	33%	(224)	8%	(54)	6%	(40)	18%	(120)	669
Employ: Government	35%	(44)	31%	(39)	11%	(14)	4%	(5)	19%	(23)	125
Employ: Self-Employed	34%	(67)	35%	(70)	10%	(19)	4%	(7)	18%	(35)	198
Employ: Homemaker	35%	(54)	33%	(51)	7%	(11)	3%	(4)	22%	(34)	154
Employ: Student	27%	(22)	33%	(27)	10%	(8)	4%	(3)	26%	(21)	82
Employ: Retired	28%	(156)	34%	(191)	7%	(42)	4%	(23)	27%	(153)	564
Employ: Unemployed	32%	(85)	30%	(80)	6%	(15)	5%	(13)	27%	(73)	266
Employ: Other	34%	(52)	28%	(43)	8%	(12)	1%	(2)	28%	(42)	151
Military HH: Yes	26%	(74)	32%	(91)	8%	(23)	6%	(16)	27%	(76)	281
Military HH: No	33%	(636)	33%	(633)	8%	(153)	4%	(81)	22%	(426)	1929
RD/WT: Right Direction	42%	(288)	32%	(221)	7%	(48)	3%	(19)	16%	(108)	685
RD/WT: Wrong Track	28%	(423)	33%	(502)	8%	(128)	5%	(79)	26%	(394)	1525
Biden Job Approve	43%	(422)	33%	(320)	5%	(49)	3%	(26)	16%	(155)	972
Biden Job Disapprove	23%	(258)	35%	(396)	11%	(123)	6%	(71)	26%	(295)	1144

Continued on next page

Table MCBR7_6: *To what extent do you support or oppose companies taking the following actions?*
Companies running a female-centered brand/ marketing campaign

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(711)	33%	(723)	8%	(177)	4%	(98)	23%	(502)	2210
Biden Job Strongly Approve	53%	(233)	26%	(116)	4%	(16)	3%	(13)	14%	(62)	441
Biden Job Somewhat Approve	36%	(189)	38%	(204)	6%	(32)	3%	(14)	17%	(93)	531
Biden Job Somewhat Disapprove	26%	(93)	39%	(138)	10%	(37)	2%	(7)	23%	(80)	355
Biden Job Strongly Disapprove	21%	(165)	33%	(258)	11%	(87)	8%	(65)	27%	(214)	789
Favorable of Biden	44%	(440)	33%	(329)	4%	(44)	2%	(22)	16%	(164)	999
Unfavorable of Biden	22%	(245)	34%	(379)	11%	(127)	6%	(70)	26%	(287)	1109
Very Favorable of Biden	55%	(262)	24%	(115)	3%	(15)	3%	(12)	15%	(71)	475
Somewhat Favorable of Biden	34%	(178)	41%	(213)	6%	(29)	2%	(10)	18%	(93)	524
Somewhat Unfavorable of Biden	27%	(74)	36%	(99)	9%	(24)	2%	(6)	27%	(75)	277
Very Unfavorable of Biden	21%	(171)	34%	(280)	12%	(103)	8%	(64)	26%	(212)	831
#1 Issue: Economy	28%	(237)	34%	(286)	9%	(79)	5%	(45)	24%	(207)	854
#1 Issue: Security	21%	(47)	31%	(68)	13%	(29)	7%	(16)	28%	(63)	222
#1 Issue: Health Care	32%	(56)	32%	(55)	7%	(13)	1%	(2)	27%	(46)	171
#1 Issue: Medicare / Social Security	32%	(90)	36%	(102)	6%	(16)	3%	(8)	23%	(64)	279
#1 Issue: Women's Issues	53%	(183)	28%	(96)	3%	(11)	3%	(10)	13%	(47)	347
#1 Issue: Education	35%	(24)	30%	(20)	13%	(9)	6%	(4)	16%	(11)	68
#1 Issue: Energy	32%	(44)	40%	(55)	8%	(11)	3%	(4)	17%	(23)	138
#1 Issue: Other	23%	(30)	32%	(42)	6%	(7)	7%	(9)	32%	(41)	130
2020 Vote: Joe Biden	43%	(399)	33%	(313)	5%	(47)	2%	(21)	17%	(158)	938
2020 Vote: Donald Trump	20%	(148)	34%	(251)	13%	(94)	7%	(55)	26%	(192)	740
2020 Vote: Other	23%	(15)	20%	(13)	9%	(6)	10%	(6)	39%	(26)	66
2020 Vote: Didn't Vote	32%	(149)	31%	(147)	6%	(30)	3%	(15)	27%	(126)	466
2018 House Vote: Democrat	43%	(330)	33%	(253)	4%	(30)	2%	(14)	17%	(133)	760
2018 House Vote: Republican	19%	(110)	33%	(187)	13%	(75)	8%	(44)	27%	(151)	567
2018 House Vote: Someone else	31%	(18)	35%	(20)	3%	(2)	9%	(5)	23%	(13)	56
2016 Vote: Hillary Clinton	45%	(315)	34%	(243)	4%	(28)	1%	(9)	16%	(112)	707
2016 Vote: Donald Trump	18%	(117)	35%	(225)	12%	(80)	8%	(52)	27%	(176)	650
2016 Vote: Other	31%	(33)	30%	(32)	8%	(8)	7%	(8)	25%	(26)	108
2016 Vote: Didn't Vote	33%	(245)	30%	(223)	8%	(61)	4%	(27)	25%	(187)	744

Continued on next page

Table MCBR7_6: *To what extent do you support or oppose companies taking the following actions?*
Companies running a female-centered brand/ marketing campaign

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(711)	33%	(723)	8%	(177)	4%	(98)	23%	(502)	2210
Voted in 2014: Yes	33%	(401)	34%	(415)	7%	(87)	4%	(52)	22%	(275)	1230
Voted in 2014: No	32%	(310)	31%	(308)	9%	(89)	5%	(45)	23%	(227)	980
4-Region: Northeast	33%	(124)	31%	(120)	7%	(25)	5%	(19)	25%	(94)	383
4-Region: Midwest	34%	(157)	31%	(143)	9%	(39)	3%	(15)	22%	(102)	456
4-Region: South	31%	(260)	34%	(288)	8%	(66)	4%	(36)	23%	(194)	844
4-Region: West	32%	(169)	33%	(173)	9%	(46)	5%	(28)	21%	(111)	527
Supports Women High Priority	43%	(585)	33%	(437)	6%	(75)	3%	(39)	16%	(210)	1345
Have Purchased Because Supported Women	53%	(341)	29%	(190)	5%	(32)	3%	(20)	10%	(66)	649

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

Table MCBR7_7: *To what extent do you support or oppose companies taking the following actions?*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(851)	29%	(634)	7%	(156)	5%	(120)	20%	(449)	2210
Gender: Male	31%	(331)	31%	(333)	9%	(91)	7%	(77)	22%	(236)	1068
Gender: Female	46%	(520)	26%	(301)	6%	(65)	4%	(43)	19%	(213)	1142
Age: 18-34	42%	(268)	27%	(173)	8%	(52)	7%	(46)	16%	(103)	642
Age: 35-44	40%	(145)	31%	(113)	6%	(22)	4%	(16)	19%	(68)	365
Age: 45-64	36%	(255)	29%	(204)	8%	(55)	5%	(34)	23%	(167)	714
Age: 65+	37%	(182)	29%	(144)	6%	(28)	5%	(25)	23%	(111)	489
GenZers: 1997-2012	40%	(107)	28%	(75)	8%	(22)	6%	(17)	17%	(46)	267
Millennials: 1981-1996	42%	(262)	28%	(171)	7%	(44)	7%	(40)	16%	(102)	618
GenXers: 1965-1980	38%	(231)	29%	(179)	8%	(47)	4%	(26)	21%	(129)	612
Baby Boomers: 1946-1964	35%	(221)	29%	(185)	7%	(42)	5%	(32)	24%	(154)	634
PID: Dem (no lean)	51%	(449)	27%	(237)	5%	(47)	4%	(34)	14%	(121)	889
PID: Ind (no lean)	35%	(221)	27%	(171)	6%	(36)	5%	(32)	27%	(173)	633
PID: Rep (no lean)	26%	(181)	33%	(226)	11%	(73)	8%	(53)	22%	(155)	688
PID/Gender: Dem Men	45%	(176)	30%	(116)	7%	(28)	5%	(20)	13%	(52)	393
PID/Gender: Dem Women	55%	(273)	24%	(120)	4%	(19)	3%	(15)	14%	(69)	496
PID/Gender: Ind Men	26%	(83)	29%	(94)	5%	(16)	7%	(24)	33%	(106)	323
PID/Gender: Ind Women	44%	(137)	25%	(77)	6%	(20)	3%	(8)	22%	(67)	310
PID/Gender: Rep Men	20%	(71)	35%	(122)	13%	(46)	10%	(34)	22%	(78)	352
PID/Gender: Rep Women	33%	(110)	31%	(104)	8%	(26)	6%	(20)	23%	(76)	336
Ideo: Liberal (1-3)	58%	(377)	23%	(149)	4%	(29)	4%	(23)	11%	(74)	652
Ideo: Moderate (4)	34%	(261)	33%	(250)	7%	(55)	4%	(32)	22%	(168)	766
Ideo: Conservative (5-7)	25%	(161)	32%	(210)	11%	(70)	9%	(62)	23%	(153)	656
Educ: < College	38%	(549)	29%	(418)	6%	(89)	5%	(73)	21%	(308)	1437
Educ: Bachelors degree	38%	(187)	28%	(137)	9%	(46)	6%	(31)	18%	(90)	491
Educ: Post-grad	41%	(115)	28%	(79)	7%	(21)	6%	(16)	18%	(52)	282
Income: Under 50k	40%	(507)	27%	(343)	7%	(84)	5%	(59)	22%	(277)	1270
Income: 50k-100k	37%	(238)	32%	(207)	6%	(41)	6%	(39)	18%	(112)	638
Income: 100k+	35%	(106)	28%	(84)	10%	(31)	7%	(21)	20%	(60)	302
Ethnicity: White	38%	(649)	30%	(510)	7%	(112)	5%	(93)	20%	(347)	1711

Table MCBR7_7: *To what extent do you support or oppose companies taking the following actions?*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(851)	29%	(634)	7%	(156)	5%	(120)	20%	(449)	2210
Ethnicity: Hispanic	39%	(148)	28%	(105)	9%	(32)	6%	(24)	17%	(65)	374
Ethnicity: Black	40%	(114)	26%	(73)	10%	(28)	6%	(17)	18%	(50)	282
Ethnicity: Other	40%	(88)	24%	(52)	7%	(16)	5%	(10)	24%	(52)	217
All Christian	35%	(355)	30%	(313)	8%	(85)	7%	(77)	19%	(199)	1028
All Non-Christian	46%	(55)	23%	(27)	7%	(8)	5%	(6)	19%	(23)	119
Atheist	51%	(46)	23%	(21)	5%	(5)	5%	(4)	16%	(15)	91
Agnostic/Nothing in particular	41%	(248)	25%	(150)	6%	(34)	3%	(21)	25%	(155)	609
Something Else	40%	(147)	34%	(123)	7%	(24)	3%	(11)	16%	(58)	364
Religious Non-Protestant/Catholic	44%	(65)	23%	(34)	6%	(9)	4%	(6)	22%	(32)	147
Evangelical	35%	(199)	28%	(161)	10%	(54)	7%	(40)	20%	(115)	568
Non-Evangelical	37%	(286)	34%	(261)	7%	(53)	6%	(45)	17%	(131)	777
Community: Urban	40%	(264)	26%	(170)	8%	(53)	7%	(46)	19%	(127)	659
Community: Suburban	38%	(367)	29%	(277)	7%	(64)	5%	(48)	22%	(208)	963
Community: Rural	37%	(220)	32%	(187)	7%	(39)	5%	(27)	19%	(114)	588
Employ: Private Sector	39%	(260)	29%	(196)	8%	(54)	6%	(40)	18%	(119)	669
Employ: Government	36%	(46)	31%	(39)	9%	(11)	7%	(9)	16%	(20)	125
Employ: Self-Employed	42%	(83)	26%	(52)	9%	(18)	7%	(14)	16%	(31)	198
Employ: Homemaker	43%	(66)	32%	(50)	2%	(4)	2%	(3)	21%	(32)	154
Employ: Student	42%	(35)	33%	(27)	5%	(4)	2%	(2)	17%	(14)	82
Employ: Retired	37%	(211)	29%	(165)	5%	(28)	5%	(28)	23%	(132)	564
Employ: Unemployed	30%	(80)	28%	(74)	9%	(25)	8%	(21)	25%	(67)	266
Employ: Other	47%	(71)	21%	(31)	8%	(12)	2%	(3)	22%	(34)	151
Military HH: Yes	37%	(104)	33%	(92)	5%	(13)	6%	(17)	19%	(55)	281
Military HH: No	39%	(747)	28%	(542)	7%	(143)	5%	(103)	20%	(394)	1929
RD/WT: Right Direction	46%	(313)	29%	(198)	7%	(47)	4%	(28)	14%	(99)	685
RD/WT: Wrong Track	35%	(538)	29%	(436)	7%	(110)	6%	(92)	23%	(350)	1525
Biden Job Approve	50%	(482)	26%	(255)	6%	(60)	4%	(39)	14%	(135)	972
Biden Job Disapprove	30%	(338)	32%	(368)	8%	(93)	7%	(79)	23%	(266)	1144

Table MCBR7_7: *To what extent do you support or oppose companies taking the following actions?*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(851)	29%	(634)	7%	(156)	5%	(120)	20%	(449)	2210
Biden Job Strongly Approve	56%	(246)	19%	(85)	8%	(34)	4%	(16)	14%	(60)	441
Biden Job Somewhat Approve	44%	(236)	32%	(170)	5%	(27)	4%	(23)	14%	(75)	531
Biden Job Somewhat Disapprove	35%	(123)	38%	(135)	5%	(19)	2%	(8)	20%	(70)	355
Biden Job Strongly Disapprove	27%	(215)	29%	(233)	9%	(73)	9%	(72)	25%	(196)	789
Favorable of Biden	51%	(505)	26%	(264)	6%	(57)	3%	(32)	14%	(141)	999
Unfavorable of Biden	28%	(313)	32%	(354)	8%	(93)	8%	(88)	24%	(261)	1109
Very Favorable of Biden	57%	(273)	19%	(91)	6%	(30)	3%	(14)	14%	(67)	475
Somewhat Favorable of Biden	44%	(233)	33%	(172)	5%	(26)	3%	(18)	14%	(74)	524
Somewhat Unfavorable of Biden	30%	(84)	35%	(97)	7%	(19)	5%	(14)	23%	(63)	277
Very Unfavorable of Biden	28%	(229)	31%	(257)	9%	(74)	9%	(74)	24%	(198)	831
#1 Issue: Economy	33%	(285)	31%	(263)	7%	(59)	7%	(58)	22%	(189)	854
#1 Issue: Security	23%	(50)	35%	(77)	10%	(23)	11%	(23)	22%	(48)	222
#1 Issue: Health Care	38%	(65)	25%	(42)	8%	(14)	4%	(7)	25%	(43)	171
#1 Issue: Medicare / Social Security	41%	(113)	30%	(83)	7%	(21)	3%	(7)	20%	(55)	279
#1 Issue: Women's Issues	59%	(204)	22%	(75)	6%	(20)	3%	(9)	11%	(39)	347
#1 Issue: Education	43%	(29)	26%	(18)	11%	(8)	2%	(1)	18%	(12)	68
#1 Issue: Energy	44%	(60)	28%	(39)	5%	(6)	5%	(6)	19%	(26)	138
#1 Issue: Other	34%	(44)	28%	(36)	4%	(5)	6%	(7)	28%	(37)	130
2020 Vote: Joe Biden	49%	(462)	28%	(261)	6%	(53)	3%	(26)	15%	(137)	938
2020 Vote: Donald Trump	26%	(191)	32%	(239)	10%	(74)	9%	(68)	23%	(168)	740
2020 Vote: Other	29%	(19)	31%	(20)	—	(0)	6%	(4)	35%	(23)	66
2020 Vote: Didn't Vote	39%	(180)	24%	(114)	6%	(29)	5%	(22)	26%	(122)	466
2018 House Vote: Democrat	51%	(385)	26%	(194)	6%	(43)	4%	(27)	14%	(110)	760
2018 House Vote: Republican	24%	(136)	34%	(196)	9%	(53)	8%	(46)	24%	(137)	567
2018 House Vote: Someone else	40%	(22)	28%	(16)	2%	(1)	8%	(4)	23%	(13)	56
2016 Vote: Hillary Clinton	52%	(368)	26%	(187)	5%	(36)	3%	(22)	13%	(94)	707
2016 Vote: Donald Trump	24%	(157)	33%	(215)	9%	(61)	10%	(63)	24%	(154)	650
2016 Vote: Other	35%	(38)	31%	(33)	7%	(8)	4%	(4)	23%	(25)	108
2016 Vote: Didn't Vote	39%	(289)	27%	(198)	7%	(51)	4%	(29)	24%	(176)	744

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Table MCBR7_7: *To what extent do you support or oppose companies taking the following actions?*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(851)	29%	(634)	7%	(156)	5%	(120)	20%	(449)	2210
Voted in 2014: Yes	38%	(472)	30%	(366)	7%	(83)	6%	(69)	20%	(241)	1230
Voted in 2014: No	39%	(379)	27%	(268)	7%	(73)	5%	(51)	21%	(208)	980
4-Region: Northeast	41%	(157)	27%	(102)	7%	(29)	4%	(16)	21%	(79)	383
4-Region: Midwest	39%	(176)	30%	(135)	7%	(34)	4%	(20)	20%	(92)	456
4-Region: South	36%	(306)	29%	(246)	7%	(61)	5%	(45)	22%	(185)	844
4-Region: West	40%	(211)	29%	(151)	6%	(33)	7%	(39)	18%	(93)	527
Supports Women High Priority	49%	(657)	28%	(374)	7%	(91)	3%	(42)	13%	(181)	1345
Have Purchased Because Supported Women	56%	(365)	25%	(160)	7%	(45)	2%	(16)	10%	(64)	649

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

Table MCBR8_1NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1468)	2210
Gender: Male	31%	(326)	69%	(742)	1068
Gender: Female	36%	(416)	64%	(727)	1142
Age: 18-34	38%	(244)	62%	(398)	642
Age: 35-44	32%	(116)	68%	(249)	365
Age: 45-64	34%	(240)	66%	(474)	714
Age: 65+	29%	(141)	71%	(347)	489
GenZers: 1997-2012	45%	(121)	55%	(146)	267
Millennials: 1981-1996	32%	(201)	68%	(418)	618
GenXers: 1965-1980	34%	(206)	66%	(406)	612
Baby Boomers: 1946-1964	30%	(192)	70%	(442)	634
PID: Dem (no lean)	32%	(283)	68%	(606)	889
PID: Ind (no lean)	35%	(221)	65%	(412)	633
PID: Rep (no lean)	35%	(238)	65%	(450)	688
PID/Gender: Dem Men	28%	(109)	72%	(284)	393
PID/Gender: Dem Women	35%	(173)	65%	(323)	496
PID/Gender: Ind Men	32%	(102)	68%	(221)	323
PID/Gender: Ind Women	38%	(119)	62%	(191)	310
PID/Gender: Rep Men	33%	(115)	67%	(237)	352
PID/Gender: Rep Women	37%	(123)	63%	(213)	336
Ideo: Liberal (1-3)	34%	(223)	66%	(429)	652
Ideo: Moderate (4)	34%	(261)	66%	(505)	766
Ideo: Conservative (5-7)	32%	(207)	68%	(449)	656
Educ: < College	36%	(516)	64%	(921)	1437
Educ: Bachelors degree	30%	(147)	70%	(344)	491
Educ: Post-grad	28%	(79)	72%	(203)	282
Income: Under 50k	34%	(430)	66%	(840)	1270
Income: 50k-100k	35%	(221)	65%	(416)	638
Income: 100k+	30%	(91)	70%	(211)	302
Ethnicity: White	34%	(577)	66%	(1133)	1711
Ethnicity: Hispanic	40%	(150)	60%	(223)	374

Table MCBR8_1NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1468)	2210
Ethnicity: Black	32%	(91)	68%	(192)	282
Ethnicity: Other	34%	(74)	66%	(143)	217
All Christian	32%	(329)	68%	(699)	1028
All Non-Christian	32%	(37)	68%	(81)	119
Atheist	32%	(29)	68%	(62)	91
Agnostic/Nothing in particular	34%	(209)	66%	(400)	609
Something Else	38%	(138)	62%	(226)	364
Religious Non-Protestant/Catholic	28%	(41)	72%	(106)	147
Evangelical	36%	(207)	64%	(361)	568
Non-Evangelical	32%	(249)	68%	(527)	777
Community: Urban	31%	(206)	69%	(453)	659
Community: Suburban	33%	(315)	67%	(648)	963
Community: Rural	38%	(221)	62%	(367)	588
Employ: Private Sector	32%	(214)	68%	(455)	669
Employ: Government	36%	(45)	64%	(80)	125
Employ: Self-Employed	37%	(73)	63%	(125)	198
Employ: Homemaker	42%	(64)	58%	(90)	154
Employ: Student	38%	(32)	62%	(51)	82
Employ: Retired	30%	(171)	70%	(393)	564
Employ: Unemployed	33%	(88)	67%	(179)	266
Employ: Other	37%	(56)	63%	(95)	151
Military HH: Yes	33%	(91)	67%	(189)	281
Military HH: No	34%	(650)	66%	(1279)	1929
RD/WT: Right Direction	32%	(216)	68%	(469)	685
RD/WT: Wrong Track	34%	(526)	66%	(999)	1525
Biden Job Approve	32%	(308)	68%	(664)	972
Biden Job Disapprove	34%	(394)	66%	(749)	1144

Table MCBR8_1NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1468)	2210
Biden Job Strongly Approve	31%	(134)	69%	(306)	441
Biden Job Somewhat Approve	33%	(173)	67%	(358)	531
Biden Job Somewhat Disapprove	35%	(123)	65%	(232)	355
Biden Job Strongly Disapprove	34%	(271)	66%	(518)	789
Favorable of Biden	33%	(334)	67%	(664)	999
Unfavorable of Biden	33%	(370)	67%	(738)	1109
Very Favorable of Biden	29%	(137)	71%	(339)	475
Somewhat Favorable of Biden	38%	(198)	62%	(326)	524
Somewhat Unfavorable of Biden	34%	(95)	66%	(182)	277
Very Unfavorable of Biden	33%	(275)	67%	(556)	831
#1 Issue: Economy	36%	(308)	64%	(546)	854
#1 Issue: Security	31%	(70)	69%	(152)	222
#1 Issue: Health Care	38%	(64)	62%	(107)	171
#1 Issue: Medicare / Social Security	30%	(85)	70%	(195)	279
#1 Issue: Women's Issues	34%	(118)	66%	(229)	347
#1 Issue: Education	32%	(22)	68%	(46)	68
#1 Issue: Energy	27%	(37)	73%	(101)	138
#1 Issue: Other	29%	(37)	71%	(93)	130
2020 Vote: Joe Biden	33%	(311)	67%	(628)	938
2020 Vote: Donald Trump	31%	(231)	69%	(510)	740
2020 Vote: Other	25%	(16)	75%	(49)	66
2020 Vote: Didn't Vote	40%	(185)	60%	(281)	466
2018 House Vote: Democrat	32%	(241)	68%	(518)	760
2018 House Vote: Republican	31%	(176)	69%	(391)	567
2018 House Vote: Someone else	32%	(18)	68%	(38)	56
2016 Vote: Hillary Clinton	29%	(206)	71%	(500)	707
2016 Vote: Donald Trump	31%	(204)	69%	(446)	650
2016 Vote: Other	41%	(44)	59%	(63)	108
2016 Vote: Didn't Vote	38%	(286)	62%	(458)	744

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Table MCBR8_1NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell their own brand(s) of menstrual products (such as tampons and pads) reducing the price of these items

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1468)	2210
Voted in 2014: Yes	30%	(368)	70%	(862)	1230
Voted in 2014: No	38%	(374)	62%	(606)	980
4-Region: Northeast	28%	(105)	72%	(277)	383
4-Region: Midwest	38%	(172)	62%	(284)	456
4-Region: South	35%	(292)	65%	(553)	844
4-Region: West	33%	(173)	67%	(354)	527
Supports Women High Priority	35%	(472)	65%	(873)	1345
Have Purchased Because Supported Women	32%	(209)	68%	(440)	649

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

Table MCBR8_2NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Gender: Male	25%	(264)	75%	(804)	1068
Gender: Female	34%	(386)	66%	(757)	1142
Age: 18-34	35%	(227)	65%	(415)	642
Age: 35-44	31%	(113)	69%	(252)	365
Age: 45-64	30%	(216)	70%	(498)	714
Age: 65+	19%	(94)	81%	(395)	489
GenZers: 1997-2012	38%	(101)	62%	(166)	267
Millennials: 1981-1996	33%	(207)	67%	(412)	618
GenXers: 1965-1980	32%	(198)	68%	(415)	612
Baby Boomers: 1946-1964	20%	(128)	80%	(506)	634
PID: Dem (no lean)	33%	(291)	67%	(598)	889
PID: Ind (no lean)	26%	(167)	74%	(466)	633
PID: Rep (no lean)	28%	(192)	72%	(496)	688
PID/Gender: Dem Men	29%	(115)	71%	(278)	393
PID/Gender: Dem Women	35%	(176)	65%	(320)	496
PID/Gender: Ind Men	21%	(67)	79%	(257)	323
PID/Gender: Ind Women	32%	(100)	68%	(210)	310
PID/Gender: Rep Men	23%	(82)	77%	(269)	352
PID/Gender: Rep Women	33%	(110)	67%	(226)	336
Ideo: Liberal (1-3)	35%	(229)	65%	(423)	652
Ideo: Moderate (4)	28%	(213)	72%	(553)	766
Ideo: Conservative (5-7)	24%	(159)	76%	(497)	656
Educ: < College	30%	(433)	70%	(1005)	1437
Educ: Bachelors degree	28%	(138)	72%	(353)	491
Educ: Post-grad	28%	(79)	72%	(203)	282
Income: Under 50k	30%	(382)	70%	(888)	1270
Income: 50k-100k	28%	(180)	72%	(458)	638
Income: 100k+	29%	(87)	71%	(215)	302
Ethnicity: White	29%	(491)	71%	(1220)	1711
Ethnicity: Hispanic	29%	(109)	71%	(265)	374

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Table MCBR8_2NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Ethnicity: Black	30%	(84)	70%	(198)	282
Ethnicity: Other	34%	(74)	66%	(143)	217
All Christian	27%	(278)	73%	(750)	1028
All Non-Christian	33%	(39)	67%	(80)	119
Atheist	42%	(38)	58%	(53)	91
Agnostic/Nothing in particular	28%	(169)	72%	(440)	609
Something Else	35%	(126)	65%	(237)	364
Religious Non-Protestant/Catholic	29%	(43)	71%	(104)	147
Evangelical	31%	(176)	69%	(393)	568
Non-Evangelical	28%	(219)	72%	(558)	777
Community: Urban	34%	(226)	66%	(432)	659
Community: Suburban	28%	(268)	72%	(695)	963
Community: Rural	26%	(156)	74%	(432)	588
Employ: Private Sector	32%	(216)	68%	(453)	669
Employ: Government	29%	(36)	71%	(89)	125
Employ: Self-Employed	31%	(61)	69%	(137)	198
Employ: Homemaker	33%	(51)	67%	(103)	154
Employ: Student	50%	(41)	50%	(41)	82
Employ: Retired	22%	(126)	78%	(438)	564
Employ: Unemployed	28%	(73)	72%	(193)	266
Employ: Other	30%	(45)	70%	(106)	151
Military HH: Yes	24%	(68)	76%	(213)	281
Military HH: No	30%	(582)	70%	(1347)	1929
RD/WT: Right Direction	29%	(201)	71%	(484)	685
RD/WT: Wrong Track	29%	(449)	71%	(1077)	1525
Biden Job Approve	32%	(307)	68%	(664)	972
Biden Job Disapprove	27%	(311)	73%	(833)	1144

Table MCBR8_2NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Biden Job Strongly Approve	30%	(131)	70%	(309)	441
Biden Job Somewhat Approve	33%	(176)	67%	(355)	531
Biden Job Somewhat Disapprove	27%	(96)	73%	(259)	355
Biden Job Strongly Disapprove	27%	(215)	73%	(574)	789
Favorable of Biden	32%	(319)	68%	(680)	999
Unfavorable of Biden	27%	(302)	73%	(807)	1109
Very Favorable of Biden	31%	(146)	69%	(329)	475
Somewhat Favorable of Biden	33%	(173)	67%	(350)	524
Somewhat Unfavorable of Biden	26%	(73)	74%	(204)	277
Very Unfavorable of Biden	28%	(229)	72%	(602)	831
#1 Issue: Economy	30%	(259)	70%	(595)	854
#1 Issue: Security	24%	(53)	76%	(170)	222
#1 Issue: Health Care	27%	(46)	73%	(125)	171
#1 Issue: Medicare / Social Security	26%	(72)	74%	(207)	279
#1 Issue: Women's Issues	39%	(135)	61%	(212)	347
#1 Issue: Education	21%	(14)	79%	(53)	68
#1 Issue: Energy	32%	(44)	68%	(94)	138
#1 Issue: Other	19%	(25)	81%	(105)	130
2020 Vote: Joe Biden	32%	(299)	68%	(640)	938
2020 Vote: Donald Trump	26%	(195)	74%	(545)	740
2020 Vote: Other	18%	(12)	82%	(54)	66
2020 Vote: Didn't Vote	31%	(144)	69%	(322)	466
2018 House Vote: Democrat	30%	(226)	70%	(533)	760
2018 House Vote: Republican	25%	(142)	75%	(425)	567
2018 House Vote: Someone else	26%	(15)	74%	(41)	56
2016 Vote: Hillary Clinton	29%	(208)	71%	(498)	707
2016 Vote: Donald Trump	25%	(159)	75%	(491)	650
2016 Vote: Other	28%	(30)	72%	(78)	108
2016 Vote: Didn't Vote	34%	(252)	66%	(492)	744

Table MCBR8_2NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) covering the sales tax on those items in the states that allow them to do so

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Voted in 2014: Yes	27%	(329)	73%	(901)	1230
Voted in 2014: No	33%	(320)	67%	(660)	980
4-Region: Northeast	27%	(102)	73%	(281)	383
4-Region: Midwest	32%	(145)	68%	(311)	456
4-Region: South	28%	(240)	72%	(605)	844
4-Region: West	31%	(163)	69%	(363)	527
Supports Women High Priority	31%	(415)	69%	(930)	1345
Have Purchased Because Supported Women	35%	(227)	65%	(422)	649

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

Table MCBR8_3NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies supporting female-owned suppliers

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Gender: Male	37%	(398)	63%	(669)	1068
Gender: Female	35%	(395)	65%	(747)	1142
Age: 18-34	33%	(210)	67%	(432)	642
Age: 35-44	34%	(124)	66%	(241)	365
Age: 45-64	36%	(258)	64%	(456)	714
Age: 65+	41%	(201)	59%	(288)	489
GenZers: 1997-2012	30%	(80)	70%	(187)	267
Millennials: 1981-1996	34%	(211)	66%	(407)	618
GenXers: 1965-1980	33%	(204)	67%	(408)	612
Baby Boomers: 1946-1964	43%	(272)	57%	(362)	634
PID: Dem (no lean)	43%	(381)	57%	(508)	889
PID: Ind (no lean)	32%	(205)	68%	(429)	633
PID: Rep (no lean)	30%	(207)	70%	(481)	688
PID/Gender: Dem Men	45%	(177)	55%	(215)	393
PID/Gender: Dem Women	41%	(204)	59%	(292)	496
PID/Gender: Ind Men	34%	(110)	66%	(213)	323
PID/Gender: Ind Women	31%	(95)	69%	(215)	310
PID/Gender: Rep Men	32%	(111)	68%	(241)	352
PID/Gender: Rep Women	29%	(96)	71%	(240)	336
Ideo: Liberal (1-3)	42%	(273)	58%	(379)	652
Ideo: Moderate (4)	35%	(268)	65%	(498)	766
Ideo: Conservative (5-7)	33%	(215)	67%	(441)	656
Educ: < College	35%	(501)	65%	(936)	1437
Educ: Bachelors degree	38%	(187)	62%	(304)	491
Educ: Post-grad	37%	(105)	63%	(177)	282
Income: Under 50k	36%	(453)	64%	(817)	1270
Income: 50k-100k	37%	(236)	63%	(402)	638
Income: 100k+	35%	(104)	65%	(198)	302
Ethnicity: White	36%	(612)	64%	(1099)	1711
Ethnicity: Hispanic	34%	(129)	66%	(245)	374

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Table MCBR8_3NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies supporting female-owned suppliers

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Ethnicity: Black	37%	(103)	63%	(179)	282
Ethnicity: Other	36%	(78)	64%	(139)	217
All Christian	37%	(382)	63%	(646)	1028
All Non-Christian	39%	(47)	61%	(72)	119
Atheist	40%	(36)	60%	(55)	91
Agnostic/Nothing in particular	34%	(206)	66%	(403)	609
Something Else	34%	(122)	66%	(242)	364
Religious Non-Protestant/Catholic	38%	(56)	62%	(91)	147
Evangelical	31%	(174)	69%	(394)	568
Non-Evangelical	41%	(316)	59%	(461)	777
Community: Urban	34%	(224)	66%	(435)	659
Community: Suburban	37%	(356)	63%	(608)	963
Community: Rural	36%	(214)	64%	(374)	588
Employ: Private Sector	34%	(229)	66%	(440)	669
Employ: Government	39%	(49)	61%	(76)	125
Employ: Self-Employed	36%	(72)	64%	(126)	198
Employ: Homemaker	30%	(45)	70%	(109)	154
Employ: Student	28%	(23)	72%	(59)	82
Employ: Retired	39%	(222)	61%	(343)	564
Employ: Unemployed	35%	(92)	65%	(174)	266
Employ: Other	40%	(61)	60%	(90)	151
Military HH: Yes	42%	(117)	58%	(163)	281
Military HH: No	35%	(676)	65%	(1253)	1929
RD/WT: Right Direction	41%	(281)	59%	(403)	685
RD/WT: Wrong Track	34%	(512)	66%	(1013)	1525
Biden Job Approve	44%	(428)	56%	(544)	972
Biden Job Disapprove	30%	(346)	70%	(797)	1144

Table MCBR8_3NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies supporting female-owned suppliers

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Biden Job Strongly Approve	45%	(197)	55%	(243)	441
Biden Job Somewhat Approve	43%	(231)	57%	(301)	531
Biden Job Somewhat Disapprove	33%	(116)	67%	(239)	355
Biden Job Strongly Disapprove	29%	(230)	71%	(558)	789
Favorable of Biden	44%	(436)	56%	(563)	999
Unfavorable of Biden	30%	(337)	70%	(772)	1109
Very Favorable of Biden	45%	(215)	55%	(260)	475
Somewhat Favorable of Biden	42%	(221)	58%	(303)	524
Somewhat Unfavorable of Biden	31%	(87)	69%	(190)	277
Very Unfavorable of Biden	30%	(250)	70%	(581)	831
#1 Issue: Economy	33%	(280)	67%	(574)	854
#1 Issue: Security	35%	(79)	65%	(144)	222
#1 Issue: Health Care	30%	(52)	70%	(119)	171
#1 Issue: Medicare / Social Security	39%	(110)	61%	(169)	279
#1 Issue: Women's Issues	41%	(141)	59%	(206)	347
#1 Issue: Education	30%	(20)	70%	(47)	68
#1 Issue: Energy	44%	(61)	56%	(78)	138
#1 Issue: Other	39%	(50)	61%	(79)	130
2020 Vote: Joe Biden	44%	(411)	56%	(528)	938
2020 Vote: Donald Trump	30%	(221)	70%	(519)	740
2020 Vote: Other	39%	(26)	61%	(40)	66
2020 Vote: Didn't Vote	29%	(136)	71%	(330)	466
2018 House Vote: Democrat	43%	(326)	57%	(434)	760
2018 House Vote: Republican	33%	(185)	67%	(382)	567
2018 House Vote: Someone else	34%	(19)	66%	(37)	56
2016 Vote: Hillary Clinton	44%	(313)	56%	(394)	707
2016 Vote: Donald Trump	31%	(199)	69%	(451)	650
2016 Vote: Other	43%	(46)	57%	(61)	108
2016 Vote: Didn't Vote	32%	(235)	68%	(509)	744

Table MCBR8_3NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies supporting female-owned suppliers

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Voted in 2014: Yes	39%	(484)	61%	(746)	1230
Voted in 2014: No	32%	(309)	68%	(671)	980
4-Region: Northeast	33%	(127)	67%	(256)	383
4-Region: Midwest	37%	(169)	63%	(288)	456
4-Region: South	36%	(306)	64%	(538)	844
4-Region: West	36%	(191)	64%	(335)	527
Supports Women High Priority	41%	(553)	59%	(792)	1345
Have Purchased Because Supported Women	43%	(281)	57%	(368)	649

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

Table MCBR8_4NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies donating to women's rights organizations

Demographic	Selected		Not Selected		Total N
Adults	37%	(824)	63%	(1386)	2210
Gender: Male	39%	(412)	61%	(656)	1068
Gender: Female	36%	(412)	64%	(730)	1142
Age: 18-34	41%	(261)	59%	(381)	642
Age: 35-44	40%	(148)	60%	(218)	365
Age: 45-64	35%	(247)	65%	(467)	714
Age: 65+	34%	(168)	66%	(320)	489
GenZers: 1997-2012	40%	(108)	60%	(159)	267
Millennials: 1981-1996	40%	(246)	60%	(372)	618
GenXers: 1965-1980	34%	(211)	66%	(401)	612
Baby Boomers: 1946-1964	36%	(231)	64%	(404)	634
PID: Dem (no lean)	46%	(405)	54%	(484)	889
PID: Ind (no lean)	35%	(222)	65%	(411)	633
PID: Rep (no lean)	29%	(197)	71%	(491)	688
PID/Gender: Dem Men	47%	(187)	53%	(206)	393
PID/Gender: Dem Women	44%	(219)	56%	(278)	496
PID/Gender: Ind Men	35%	(113)	65%	(210)	323
PID/Gender: Ind Women	35%	(109)	65%	(201)	310
PID/Gender: Rep Men	32%	(112)	68%	(240)	352
PID/Gender: Rep Women	25%	(85)	75%	(251)	336
Ideo: Liberal (1-3)	47%	(304)	53%	(347)	652
Ideo: Moderate (4)	38%	(291)	62%	(476)	766
Ideo: Conservative (5-7)	28%	(183)	72%	(474)	656
Educ: < College	36%	(524)	64%	(913)	1437
Educ: Bachelors degree	38%	(184)	62%	(306)	491
Educ: Post-grad	41%	(116)	59%	(166)	282
Income: Under 50k	36%	(461)	64%	(809)	1270
Income: 50k-100k	40%	(253)	60%	(385)	638
Income: 100k+	36%	(110)	64%	(192)	302
Ethnicity: White	37%	(626)	63%	(1085)	1711
Ethnicity: Hispanic	40%	(149)	60%	(225)	374

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Table MCBR8_4NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies donating to women's rights organizations

Demographic	Selected		Not Selected		Total N
Adults	37%	(824)	63%	(1386)	2210
Ethnicity: Black	42%	(118)	58%	(165)	282
Ethnicity: Other	37%	(80)	63%	(137)	217
All Christian	34%	(354)	66%	(674)	1028
All Non-Christian	39%	(46)	61%	(73)	119
Atheist	47%	(42)	53%	(48)	91
Agnostic/Nothing in particular	42%	(254)	58%	(355)	609
Something Else	35%	(128)	65%	(236)	364
Religious Non-Protestant/Catholic	39%	(57)	61%	(90)	147
Evangelical	31%	(176)	69%	(393)	568
Non-Evangelical	38%	(291)	62%	(485)	777
Community: Urban	38%	(248)	62%	(410)	659
Community: Suburban	38%	(363)	62%	(600)	963
Community: Rural	36%	(212)	64%	(376)	588
Employ: Private Sector	41%	(272)	59%	(397)	669
Employ: Government	39%	(48)	61%	(77)	125
Employ: Self-Employed	36%	(71)	64%	(127)	198
Employ: Homemaker	40%	(61)	60%	(93)	154
Employ: Student	36%	(30)	64%	(52)	82
Employ: Retired	33%	(187)	67%	(378)	564
Employ: Unemployed	35%	(94)	65%	(172)	266
Employ: Other	41%	(61)	59%	(89)	151
Military HH: Yes	39%	(110)	61%	(171)	281
Military HH: No	37%	(714)	63%	(1215)	1929
RD/WT: Right Direction	43%	(296)	57%	(388)	685
RD/WT: Wrong Track	35%	(528)	65%	(998)	1525
Biden Job Approve	45%	(434)	55%	(537)	972
Biden Job Disapprove	32%	(366)	68%	(778)	1144

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Table MCBR8_4NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies donating to women's rights organizations

Demographic	Selected		Not Selected		Total N
Adults	37%	(824)	63%	(1386)	2210
Biden Job Strongly Approve	44%	(194)	56%	(246)	441
Biden Job Somewhat Approve	45%	(240)	55%	(291)	531
Biden Job Somewhat Disapprove	42%	(148)	58%	(207)	355
Biden Job Strongly Disapprove	28%	(218)	72%	(570)	789
Favorable of Biden	46%	(456)	54%	(543)	999
Unfavorable of Biden	31%	(339)	69%	(769)	1109
Very Favorable of Biden	48%	(228)	52%	(247)	475
Somewhat Favorable of Biden	43%	(228)	57%	(296)	524
Somewhat Unfavorable of Biden	40%	(111)	60%	(166)	277
Very Unfavorable of Biden	27%	(228)	73%	(603)	831
#1 Issue: Economy	35%	(302)	65%	(552)	854
#1 Issue: Security	28%	(63)	72%	(160)	222
#1 Issue: Health Care	32%	(55)	68%	(116)	171
#1 Issue: Medicare / Social Security	40%	(111)	60%	(168)	279
#1 Issue: Women's Issues	52%	(180)	48%	(167)	347
#1 Issue: Education	27%	(18)	73%	(50)	68
#1 Issue: Energy	42%	(58)	58%	(80)	138
#1 Issue: Other	29%	(38)	71%	(92)	130
2020 Vote: Joe Biden	46%	(435)	54%	(503)	938
2020 Vote: Donald Trump	26%	(190)	74%	(550)	740
2020 Vote: Other	29%	(19)	71%	(47)	66
2020 Vote: Didn't Vote	39%	(180)	61%	(286)	466
2018 House Vote: Democrat	48%	(368)	52%	(392)	760
2018 House Vote: Republican	25%	(142)	75%	(425)	567
2018 House Vote: Someone else	21%	(12)	79%	(44)	56
2016 Vote: Hillary Clinton	50%	(350)	50%	(357)	707
2016 Vote: Donald Trump	26%	(167)	74%	(483)	650
2016 Vote: Other	26%	(28)	74%	(80)	108
2016 Vote: Didn't Vote	37%	(278)	63%	(466)	744

Table MCBR8_4NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies donating to women's rights organizations

Demographic	Selected		Not Selected		Total N
Adults	37%	(824)	63%	(1386)	2210
Voted in 2014: Yes	38%	(467)	62%	(763)	1230
Voted in 2014: No	36%	(357)	64%	(623)	980
4-Region: Northeast	39%	(148)	61%	(234)	383
4-Region: Midwest	36%	(165)	64%	(291)	456
4-Region: South	36%	(301)	64%	(543)	844
4-Region: West	40%	(210)	60%	(317)	527
Supports Women High Priority	44%	(598)	56%	(748)	1345
Have Purchased Because Supported Women	47%	(307)	53%	(342)	649

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

Table MCBR8_5NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Selected		Not Selected		Total N
Adults	30%	(655)	70%	(1555)	2210
Gender: Male	27%	(285)	73%	(783)	1068
Gender: Female	32%	(370)	68%	(773)	1142
Age: 18-34	32%	(206)	68%	(436)	642
Age: 35-44	32%	(116)	68%	(249)	365
Age: 45-64	30%	(214)	70%	(500)	714
Age: 65+	24%	(119)	76%	(370)	489
GenZers: 1997-2012	37%	(99)	63%	(168)	267
Millennials: 1981-1996	29%	(180)	71%	(438)	618
GenXers: 1965-1980	32%	(195)	68%	(417)	612
Baby Boomers: 1946-1964	26%	(164)	74%	(470)	634
PID: Dem (no lean)	28%	(249)	72%	(640)	889
PID: Ind (no lean)	29%	(184)	71%	(449)	633
PID: Rep (no lean)	32%	(222)	68%	(466)	688
PID/Gender: Dem Men	28%	(111)	72%	(282)	393
PID/Gender: Dem Women	28%	(138)	72%	(358)	496
PID/Gender: Ind Men	24%	(77)	76%	(246)	323
PID/Gender: Ind Women	34%	(107)	66%	(203)	310
PID/Gender: Rep Men	28%	(97)	72%	(255)	352
PID/Gender: Rep Women	37%	(125)	63%	(211)	336
Ideo: Liberal (1-3)	27%	(178)	73%	(473)	652
Ideo: Moderate (4)	31%	(238)	69%	(529)	766
Ideo: Conservative (5-7)	30%	(200)	70%	(457)	656
Educ: < College	31%	(441)	69%	(996)	1437
Educ: Bachelors degree	29%	(140)	71%	(351)	491
Educ: Post-grad	26%	(74)	74%	(208)	282
Income: Under 50k	29%	(373)	71%	(898)	1270
Income: 50k-100k	28%	(179)	72%	(458)	638
Income: 100k+	34%	(103)	66%	(199)	302
Ethnicity: White	29%	(503)	71%	(1207)	1711
Ethnicity: Hispanic	36%	(136)	64%	(238)	374

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Table MCBR8_5NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Selected		Not Selected		Total N
Adults	30%	(655)	70%	(1555)	2210
Ethnicity: Black	33%	(92)	67%	(190)	282
Ethnicity: Other	27%	(59)	73%	(158)	217
All Christian	30%	(312)	70%	(716)	1028
All Non-Christian	32%	(38)	68%	(81)	119
Atheist	26%	(23)	74%	(67)	91
Agnostic/Nothing in particular	24%	(147)	76%	(462)	609
Something Else	37%	(134)	63%	(229)	364
Religious Non-Protestant/Catholic	29%	(42)	71%	(105)	147
Evangelical	35%	(200)	65%	(368)	568
Non-Evangelical	30%	(232)	70%	(544)	777
Community: Urban	32%	(211)	68%	(448)	659
Community: Suburban	27%	(263)	73%	(700)	963
Community: Rural	31%	(181)	69%	(407)	588
Employ: Private Sector	32%	(211)	68%	(458)	669
Employ: Government	34%	(43)	66%	(82)	125
Employ: Self-Employed	32%	(63)	68%	(135)	198
Employ: Homemaker	35%	(53)	65%	(101)	154
Employ: Student	26%	(22)	74%	(61)	82
Employ: Retired	25%	(139)	75%	(425)	564
Employ: Unemployed	31%	(82)	69%	(184)	266
Employ: Other	27%	(41)	73%	(109)	151
Military HH: Yes	26%	(73)	74%	(208)	281
Military HH: No	30%	(582)	70%	(1347)	1929
RD/WT: Right Direction	30%	(205)	70%	(479)	685
RD/WT: Wrong Track	29%	(450)	71%	(1076)	1525
Biden Job Approve	29%	(281)	71%	(691)	972
Biden Job Disapprove	30%	(347)	70%	(797)	1144

Table MCBR8_5NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Selected		Not Selected		Total N
Adults	30%	(655)	70%	(1555)	2210
Biden Job Strongly Approve	30%	(133)	70%	(307)	441
Biden Job Somewhat Approve	28%	(148)	72%	(383)	531
Biden Job Somewhat Disapprove	33%	(116)	67%	(239)	355
Biden Job Strongly Disapprove	29%	(230)	71%	(558)	789
Favorable of Biden	28%	(283)	72%	(716)	999
Unfavorable of Biden	31%	(339)	69%	(769)	1109
Very Favorable of Biden	29%	(137)	71%	(339)	475
Somewhat Favorable of Biden	28%	(147)	72%	(377)	524
Somewhat Unfavorable of Biden	31%	(87)	69%	(191)	277
Very Unfavorable of Biden	30%	(253)	70%	(578)	831
#1 Issue: Economy	31%	(261)	69%	(593)	854
#1 Issue: Security	33%	(74)	67%	(148)	222
#1 Issue: Health Care	26%	(45)	74%	(126)	171
#1 Issue: Medicare / Social Security	28%	(78)	72%	(201)	279
#1 Issue: Women's Issues	27%	(94)	73%	(253)	347
#1 Issue: Education	38%	(25)	62%	(42)	68
#1 Issue: Energy	30%	(42)	70%	(96)	138
#1 Issue: Other	27%	(35)	73%	(95)	130
2020 Vote: Joe Biden	28%	(265)	72%	(673)	938
2020 Vote: Donald Trump	32%	(237)	68%	(503)	740
2020 Vote: Other	22%	(14)	78%	(51)	66
2020 Vote: Didn't Vote	30%	(138)	70%	(328)	466
2018 House Vote: Democrat	28%	(212)	72%	(548)	760
2018 House Vote: Republican	32%	(182)	68%	(385)	567
2018 House Vote: Someone else	28%	(16)	72%	(40)	56
2016 Vote: Hillary Clinton	27%	(191)	73%	(515)	707
2016 Vote: Donald Trump	32%	(207)	68%	(443)	650
2016 Vote: Other	28%	(30)	72%	(77)	108
2016 Vote: Didn't Vote	30%	(225)	70%	(519)	744

Table MCBR8_5NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies that sell menstrual products (such as tampons and pads) offering rewards programs/ discounts for regular purchase of these products

Demographic	Selected		Not Selected		Total N
Adults	30%	(655)	70%	(1555)	2210
Voted in 2014: Yes	29%	(362)	71%	(867)	1230
Voted in 2014: No	30%	(292)	70%	(688)	980
4-Region: Northeast	30%	(114)	70%	(269)	383
4-Region: Midwest	29%	(132)	71%	(325)	456
4-Region: South	30%	(253)	70%	(592)	844
4-Region: West	30%	(157)	70%	(370)	527
Supports Women High Priority	33%	(438)	67%	(908)	1345
Have Purchased Because Supported Women	31%	(201)	69%	(448)	649

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

Table MCBR8_6NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies running a female-centered brand/ marketing campaign

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1676)	2210
Gender: Male	27%	(293)	73%	(775)	1068
Gender: Female	21%	(241)	79%	(901)	1142
Age: 18-34	27%	(171)	73%	(471)	642
Age: 35-44	22%	(81)	78%	(285)	365
Age: 45-64	24%	(168)	76%	(546)	714
Age: 65+	23%	(114)	77%	(375)	489
GenZers: 1997-2012	29%	(77)	71%	(190)	267
Millennials: 1981-1996	23%	(143)	77%	(475)	618
GenXers: 1965-1980	25%	(153)	75%	(459)	612
Baby Boomers: 1946-1964	22%	(140)	78%	(494)	634
PID: Dem (no lean)	27%	(236)	73%	(653)	889
PID: Ind (no lean)	22%	(138)	78%	(495)	633
PID: Rep (no lean)	23%	(160)	77%	(528)	688
PID/Gender: Dem Men	29%	(112)	71%	(281)	393
PID/Gender: Dem Women	25%	(123)	75%	(373)	496
PID/Gender: Ind Men	26%	(84)	74%	(239)	323
PID/Gender: Ind Women	18%	(54)	82%	(256)	310
PID/Gender: Rep Men	28%	(97)	72%	(255)	352
PID/Gender: Rep Women	19%	(63)	81%	(273)	336
Ideo: Liberal (1-3)	27%	(173)	73%	(479)	652
Ideo: Moderate (4)	24%	(183)	76%	(583)	766
Ideo: Conservative (5-7)	23%	(150)	77%	(507)	656
Educ: < College	24%	(343)	76%	(1094)	1437
Educ: Bachelors degree	25%	(124)	75%	(367)	491
Educ: Post-grad	24%	(67)	76%	(215)	282
Income: Under 50k	23%	(295)	77%	(975)	1270
Income: 50k-100k	27%	(171)	73%	(466)	638
Income: 100k+	22%	(68)	78%	(234)	302
Ethnicity: White	24%	(408)	76%	(1302)	1711
Ethnicity: Hispanic	26%	(99)	74%	(275)	374

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Table MCBR8_6NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies running a female-centered brand/ marketing campaign

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1676)	2210
Ethnicity: Black	31%	(87)	69%	(195)	282
Ethnicity: Other	18%	(39)	82%	(178)	217
All Christian	25%	(254)	75%	(774)	1028
All Non-Christian	25%	(30)	75%	(89)	119
Atheist	15%	(13)	85%	(77)	91
Agnostic/Nothing in particular	27%	(165)	73%	(444)	609
Something Else	20%	(72)	80%	(291)	364
Religious Non-Protestant/Catholic	24%	(35)	76%	(112)	147
Evangelical	22%	(124)	78%	(444)	568
Non-Evangelical	25%	(191)	75%	(585)	777
Community: Urban	24%	(156)	76%	(503)	659
Community: Suburban	27%	(257)	73%	(706)	963
Community: Rural	21%	(121)	79%	(467)	588
Employ: Private Sector	27%	(183)	73%	(486)	669
Employ: Government	28%	(35)	72%	(90)	125
Employ: Self-Employed	26%	(51)	74%	(147)	198
Employ: Homemaker	15%	(23)	85%	(132)	154
Employ: Student	29%	(24)	71%	(58)	82
Employ: Retired	23%	(131)	77%	(433)	564
Employ: Unemployed	22%	(59)	78%	(207)	266
Employ: Other	18%	(27)	82%	(124)	151
Military HH: Yes	22%	(61)	78%	(220)	281
Military HH: No	25%	(473)	75%	(1456)	1929
RD/WT: Right Direction	27%	(186)	73%	(498)	685
RD/WT: Wrong Track	23%	(348)	77%	(1178)	1525
Biden Job Approve	26%	(254)	74%	(718)	972
Biden Job Disapprove	23%	(259)	77%	(885)	1144

Table MCBR8_6NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies running a female-centered brand/ marketing campaign

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1676)	2210
Biden Job Strongly Approve	26%	(115)	74%	(326)	441
Biden Job Somewhat Approve	26%	(139)	74%	(392)	531
Biden Job Somewhat Disapprove	27%	(94)	73%	(261)	355
Biden Job Strongly Disapprove	21%	(164)	79%	(624)	789
Favorable of Biden	27%	(265)	73%	(734)	999
Unfavorable of Biden	22%	(244)	78%	(865)	1109
Very Favorable of Biden	26%	(125)	74%	(350)	475
Somewhat Favorable of Biden	27%	(140)	73%	(383)	524
Somewhat Unfavorable of Biden	26%	(73)	74%	(204)	277
Very Unfavorable of Biden	21%	(171)	79%	(661)	831
#1 Issue: Economy	24%	(208)	76%	(646)	854
#1 Issue: Security	20%	(44)	80%	(179)	222
#1 Issue: Health Care	25%	(42)	75%	(129)	171
#1 Issue: Medicare / Social Security	21%	(60)	79%	(219)	279
#1 Issue: Women's Issues	28%	(97)	72%	(250)	347
#1 Issue: Education	38%	(26)	62%	(42)	68
#1 Issue: Energy	25%	(34)	75%	(104)	138
#1 Issue: Other	18%	(23)	82%	(107)	130
2020 Vote: Joe Biden	26%	(243)	74%	(695)	938
2020 Vote: Donald Trump	21%	(159)	79%	(582)	740
2020 Vote: Other	22%	(14)	78%	(51)	66
2020 Vote: Didn't Vote	25%	(119)	75%	(348)	466
2018 House Vote: Democrat	26%	(200)	74%	(560)	760
2018 House Vote: Republican	23%	(130)	77%	(437)	567
2018 House Vote: Someone else	16%	(9)	84%	(47)	56
2016 Vote: Hillary Clinton	26%	(186)	74%	(521)	707
2016 Vote: Donald Trump	21%	(139)	79%	(511)	650
2016 Vote: Other	25%	(27)	75%	(81)	108
2016 Vote: Didn't Vote	24%	(181)	76%	(563)	744

Table MCBR8_6NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies running a female-centered brand/ marketing campaign

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1676)	2210
Voted in 2014: Yes	25%	(303)	75%	(927)	1230
Voted in 2014: No	24%	(231)	76%	(749)	980
4-Region: Northeast	24%	(93)	76%	(290)	383
4-Region: Midwest	23%	(105)	77%	(352)	456
4-Region: South	25%	(214)	75%	(630)	844
4-Region: West	23%	(122)	77%	(404)	527
Supports Women High Priority	27%	(366)	73%	(979)	1345
Have Purchased Because Supported Women	30%	(192)	70%	(457)	649

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

Table MCBR8_7NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Selected		Not Selected		Total N
Adults	36%	(791)	64%	(1419)	2210
Gender: Male	32%	(342)	68%	(726)	1068
Gender: Female	39%	(449)	61%	(693)	1142
Age: 18-34	38%	(245)	62%	(397)	642
Age: 35-44	35%	(129)	65%	(236)	365
Age: 45-64	31%	(223)	69%	(490)	714
Age: 65+	39%	(193)	61%	(296)	489
GenZers: 1997-2012	36%	(96)	64%	(171)	267
Millennials: 1981-1996	39%	(239)	61%	(380)	618
GenXers: 1965-1980	32%	(193)	68%	(419)	612
Baby Boomers: 1946-1964	37%	(236)	63%	(398)	634
PID: Dem (no lean)	40%	(352)	60%	(537)	889
PID: Ind (no lean)	34%	(217)	66%	(416)	633
PID: Rep (no lean)	32%	(223)	68%	(465)	688
PID/Gender: Dem Men	38%	(148)	62%	(245)	393
PID/Gender: Dem Women	41%	(203)	59%	(293)	496
PID/Gender: Ind Men	28%	(90)	72%	(234)	323
PID/Gender: Ind Women	41%	(127)	59%	(183)	310
PID/Gender: Rep Men	30%	(104)	70%	(248)	352
PID/Gender: Rep Women	35%	(119)	65%	(218)	336
Ideo: Liberal (1-3)	42%	(276)	58%	(376)	652
Ideo: Moderate (4)	33%	(257)	67%	(510)	766
Ideo: Conservative (5-7)	33%	(218)	67%	(438)	656
Educ: < College	34%	(494)	66%	(943)	1437
Educ: Bachelors degree	40%	(194)	60%	(297)	491
Educ: Post-grad	36%	(103)	64%	(180)	282
Income: Under 50k	35%	(439)	65%	(831)	1270
Income: 50k-100k	39%	(247)	61%	(391)	638
Income: 100k+	35%	(105)	65%	(197)	302
Ethnicity: White	36%	(618)	64%	(1093)	1711

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Table MCBR8_7NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Selected		Not Selected		Total N
Adults	36%	(791)	64%	(1419)	2210
Ethnicity: Hispanic	34%	(126)	66%	(248)	374
Ethnicity: Black	35%	(100)	65%	(183)	282
Ethnicity: Other	34%	(74)	66%	(143)	217
All Christian	36%	(372)	64%	(656)	1028
All Non-Christian	25%	(29)	75%	(90)	119
Atheist	47%	(42)	53%	(48)	91
Agnostic/Nothing in particular	34%	(210)	66%	(399)	609
Something Else	38%	(138)	62%	(226)	364
Religious Non-Protestant/Catholic	23%	(33)	77%	(114)	147
Evangelical	36%	(202)	64%	(366)	568
Non-Evangelical	38%	(293)	62%	(483)	777
Community: Urban	37%	(245)	63%	(414)	659
Community: Suburban	36%	(350)	64%	(613)	963
Community: Rural	33%	(196)	67%	(392)	588
Employ: Private Sector	36%	(243)	64%	(426)	669
Employ: Government	40%	(50)	60%	(75)	125
Employ: Self-Employed	38%	(76)	62%	(122)	198
Employ: Homemaker	33%	(51)	67%	(103)	154
Employ: Student	35%	(29)	65%	(53)	82
Employ: Retired	36%	(204)	64%	(360)	564
Employ: Unemployed	32%	(84)	68%	(182)	266
Employ: Other	35%	(53)	65%	(98)	151
Military HH: Yes	36%	(100)	64%	(181)	281
Military HH: No	36%	(691)	64%	(1239)	1929
RD/WT: Right Direction	38%	(258)	62%	(426)	685
RD/WT: Wrong Track	35%	(533)	65%	(993)	1525
Biden Job Approve	41%	(396)	59%	(576)	972
Biden Job Disapprove	32%	(370)	68%	(773)	1144

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Table MCBR8_7NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Selected		Not Selected		Total N
Adults	36%	(791)	64%	(1419)	2210
Biden Job Strongly Approve	40%	(176)	60%	(264)	441
Biden Job Somewhat Approve	41%	(220)	59%	(312)	531
Biden Job Somewhat Disapprove	39%	(138)	61%	(217)	355
Biden Job Strongly Disapprove	29%	(232)	71%	(557)	789
Favorable of Biden	40%	(402)	60%	(597)	999
Unfavorable of Biden	32%	(358)	68%	(751)	1109
Very Favorable of Biden	37%	(177)	63%	(298)	475
Somewhat Favorable of Biden	43%	(225)	57%	(299)	524
Somewhat Unfavorable of Biden	34%	(96)	66%	(182)	277
Very Unfavorable of Biden	32%	(262)	68%	(569)	831
#1 Issue: Economy	36%	(306)	64%	(548)	854
#1 Issue: Security	32%	(71)	68%	(152)	222
#1 Issue: Health Care	33%	(57)	67%	(114)	171
#1 Issue: Medicare / Social Security	37%	(104)	63%	(176)	279
#1 Issue: Women's Issues	38%	(131)	62%	(216)	347
#1 Issue: Education	34%	(23)	66%	(45)	68
#1 Issue: Energy	40%	(55)	60%	(83)	138
#1 Issue: Other	35%	(45)	65%	(85)	130
2020 Vote: Joe Biden	39%	(362)	61%	(576)	938
2020 Vote: Donald Trump	33%	(242)	67%	(498)	740
2020 Vote: Other	38%	(25)	62%	(41)	66
2020 Vote: Didn't Vote	35%	(162)	65%	(304)	466
2018 House Vote: Democrat	39%	(296)	61%	(464)	760
2018 House Vote: Republican	33%	(187)	67%	(380)	567
2018 House Vote: Someone else	43%	(24)	57%	(32)	56
2016 Vote: Hillary Clinton	40%	(281)	60%	(426)	707
2016 Vote: Donald Trump	31%	(199)	69%	(451)	650
2016 Vote: Other	39%	(42)	61%	(66)	108
2016 Vote: Didn't Vote	36%	(269)	64%	(475)	744

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Table MCBR8_7NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Companies covering the differences in costs to make products they sell that are marketed towards women equal to the costs of those same products for men (such as razors, shaving cream)

Demographic	Selected		Not Selected		Total N
Adults	36%	(791)	64%	(1419)	2210
Voted in 2014: Yes	37%	(454)	63%	(776)	1230
Voted in 2014: No	34%	(337)	66%	(643)	980
4-Region: Northeast	35%	(134)	65%	(248)	383
4-Region: Midwest	36%	(166)	64%	(291)	456
4-Region: South	35%	(296)	65%	(548)	844
4-Region: West	37%	(195)	63%	(332)	527
Supports Women High Priority	38%	(515)	62%	(830)	1345
Have Purchased Because Supported Women	40%	(261)	60%	(388)	649

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

Table MCBR8_8NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Gender: Male	1%	(12)	99%	(1055)	1068
Gender: Female	1%	(13)	99%	(1129)	1142
Age: 18-34	—	(3)	100%	(639)	642
Age: 35-44	1%	(3)	99%	(362)	365
Age: 45-64	2%	(14)	98%	(700)	714
Age: 65+	1%	(6)	99%	(482)	489
GenZers: 1997-2012	—	(0)	100%	(267)	267
Millennials: 1981-1996	1%	(4)	99%	(614)	618
GenXers: 1965-1980	2%	(11)	98%	(601)	612
Baby Boomers: 1946-1964	2%	(10)	98%	(624)	634
PID: Dem (no lean)	1%	(7)	99%	(881)	889
PID: Ind (no lean)	2%	(11)	98%	(622)	633
PID: Rep (no lean)	1%	(7)	99%	(681)	688
PID/Gender: Dem Men	1%	(2)	99%	(391)	393
PID/Gender: Dem Women	1%	(5)	99%	(491)	496
PID/Gender: Ind Men	2%	(8)	98%	(315)	323
PID/Gender: Ind Women	1%	(3)	99%	(307)	310
PID/Gender: Rep Men	1%	(2)	99%	(349)	352
PID/Gender: Rep Women	1%	(5)	99%	(332)	336
Ideo: Liberal (1-3)	1%	(7)	99%	(645)	652
Ideo: Moderate (4)	2%	(12)	98%	(754)	766
Ideo: Conservative (5-7)	—	(2)	100%	(654)	656
Educ: < College	1%	(11)	99%	(1426)	1437
Educ: Bachelors degree	2%	(12)	98%	(479)	491
Educ: Post-grad	1%	(2)	99%	(280)	282
Income: Under 50k	1%	(17)	99%	(1253)	1270
Income: 50k-100k	1%	(6)	99%	(632)	638
Income: 100k+	1%	(3)	99%	(299)	302
Ethnicity: White	1%	(23)	99%	(1688)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCBR8_8NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Ethnicity: Black	—	(1)	100%	(281)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(8)	99%	(1020)	1028
All Non-Christian	2%	(3)	98%	(116)	119
Atheist	—	(0)	100%	(91)	91
Agnostic/Nothing in particular	1%	(6)	99%	(603)	609
Something Else	3%	(9)	97%	(354)	364
Religious Non-Protestant/Catholic	2%	(3)	98%	(144)	147
Evangelical	1%	(6)	99%	(562)	568
Non-Evangelical	1%	(10)	99%	(766)	777
Community: Urban	1%	(8)	99%	(650)	659
Community: Suburban	1%	(10)	99%	(953)	963
Community: Rural	1%	(7)	99%	(581)	588
Employ: Private Sector	1%	(7)	99%	(662)	669
Employ: Government	—	(0)	100%	(125)	125
Employ: Self-Employed	1%	(3)	99%	(195)	198
Employ: Homemaker	3%	(5)	97%	(149)	154
Employ: Student	—	(0)	100%	(82)	82
Employ: Retired	1%	(5)	99%	(559)	564
Employ: Unemployed	2%	(5)	98%	(262)	266
Employ: Other	1%	(2)	99%	(149)	151
Military HH: Yes	2%	(4)	98%	(277)	281
Military HH: No	1%	(21)	99%	(1908)	1929
RD/WT: Right Direction	1%	(10)	99%	(675)	685
RD/WT: Wrong Track	1%	(16)	99%	(1509)	1525
Biden Job Approve	1%	(10)	99%	(962)	972
Biden Job Disapprove	1%	(16)	99%	(1128)	1144

Table MCBR8_8NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Biden Job Strongly Approve	1%	(3)	99%	(438)	441
Biden Job Somewhat Approve	1%	(7)	99%	(525)	531
Biden Job Somewhat Disapprove	—	(2)	100%	(353)	355
Biden Job Strongly Disapprove	2%	(14)	98%	(774)	789
Favorable of Biden	1%	(11)	99%	(988)	999
Unfavorable of Biden	1%	(15)	99%	(1094)	1109
Very Favorable of Biden	1%	(7)	99%	(468)	475
Somewhat Favorable of Biden	1%	(4)	99%	(520)	524
Somewhat Unfavorable of Biden	1%	(2)	99%	(276)	277
Very Unfavorable of Biden	2%	(13)	98%	(818)	831
#1 Issue: Economy	1%	(10)	99%	(844)	854
#1 Issue: Security	1%	(2)	99%	(221)	222
#1 Issue: Health Care	2%	(3)	98%	(168)	171
#1 Issue: Medicare / Social Security	1%	(2)	99%	(277)	279
#1 Issue: Women's Issues	1%	(2)	99%	(345)	347
#1 Issue: Education	—	(0)	100%	(68)	68
#1 Issue: Energy	1%	(2)	99%	(136)	138
#1 Issue: Other	4%	(5)	96%	(124)	130
2020 Vote: Joe Biden	1%	(5)	99%	(933)	938
2020 Vote: Donald Trump	2%	(14)	98%	(726)	740
2020 Vote: Other	3%	(2)	97%	(64)	66
2020 Vote: Didn't Vote	1%	(4)	99%	(462)	466
2018 House Vote: Democrat	1%	(8)	99%	(752)	760
2018 House Vote: Republican	1%	(8)	99%	(559)	567
2018 House Vote: Someone else	—	(0)	100%	(56)	56
2016 Vote: Hillary Clinton	1%	(6)	99%	(701)	707
2016 Vote: Donald Trump	2%	(11)	98%	(639)	650
2016 Vote: Other	1%	(1)	99%	(106)	108
2016 Vote: Didn't Vote	1%	(7)	99%	(737)	744

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Table MCBR8_8NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Voted in 2014: Yes	1%	(15)	99%	(1215)	1230
Voted in 2014: No	1%	(10)	99%	(970)	980
4-Region: Northeast	1%	(3)	99%	(379)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	1%	(10)	99%	(834)	844
4-Region: West	1%	(8)	99%	(519)	527
Supports Women High Priority	1%	(13)	99%	(1332)	1345
Have Purchased Because Supported Women	1%	(6)	99%	(643)	649

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

Table MCBR8_9NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Gender: Male	16%	(170)	84%	(898)	1068
Gender: Female	11%	(124)	89%	(1019)	1142
Age: 18-34	9%	(56)	91%	(586)	642
Age: 35-44	10%	(36)	90%	(329)	365
Age: 45-64	16%	(116)	84%	(598)	714
Age: 65+	17%	(85)	83%	(403)	489
GenZers: 1997-2012	5%	(12)	95%	(255)	267
Millennials: 1981-1996	11%	(68)	89%	(550)	618
GenXers: 1965-1980	14%	(83)	86%	(529)	612
Baby Boomers: 1946-1964	18%	(114)	82%	(521)	634
PID: Dem (no lean)	7%	(65)	93%	(824)	889
PID: Ind (no lean)	15%	(95)	85%	(538)	633
PID: Rep (no lean)	19%	(133)	81%	(554)	688
PID/Gender: Dem Men	9%	(34)	91%	(358)	393
PID/Gender: Dem Women	6%	(31)	94%	(465)	496
PID/Gender: Ind Men	19%	(61)	81%	(262)	323
PID/Gender: Ind Women	11%	(34)	89%	(276)	310
PID/Gender: Rep Men	21%	(74)	79%	(277)	352
PID/Gender: Rep Women	18%	(59)	82%	(277)	336
Ideo: Liberal (1-3)	5%	(33)	95%	(618)	652
Ideo: Moderate (4)	13%	(99)	87%	(668)	766
Ideo: Conservative (5-7)	22%	(142)	78%	(514)	656
Educ: < College	13%	(191)	87%	(1246)	1437
Educ: Bachelors degree	13%	(62)	87%	(428)	491
Educ: Post-grad	14%	(40)	86%	(242)	282
Income: Under 50k	14%	(174)	86%	(1097)	1270
Income: 50k-100k	12%	(75)	88%	(563)	638
Income: 100k+	15%	(45)	85%	(257)	302
Ethnicity: White	14%	(237)	86%	(1474)	1711
Ethnicity: Hispanic	9%	(35)	91%	(339)	374

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Table MCBR8_9NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Ethnicity: Black	10%	(28)	90%	(254)	282
Ethnicity: Other	13%	(29)	87%	(188)	217
All Christian	15%	(154)	85%	(874)	1028
All Non-Christian	13%	(15)	87%	(104)	119
Atheist	12%	(11)	88%	(80)	91
Agnostic/Nothing in particular	13%	(81)	87%	(528)	609
Something Else	9%	(32)	91%	(331)	364
Religious Non-Protestant/Catholic	15%	(22)	85%	(125)	147
Evangelical	14%	(79)	86%	(489)	568
Non-Evangelical	13%	(98)	87%	(678)	777
Community: Urban	12%	(77)	88%	(581)	659
Community: Suburban	14%	(134)	86%	(829)	963
Community: Rural	14%	(83)	86%	(505)	588
Employ: Private Sector	11%	(72)	89%	(597)	669
Employ: Government	9%	(12)	91%	(114)	125
Employ: Self-Employed	13%	(25)	87%	(173)	198
Employ: Homemaker	10%	(15)	90%	(139)	154
Employ: Student	5%	(4)	95%	(79)	82
Employ: Retired	19%	(107)	81%	(457)	564
Employ: Unemployed	18%	(48)	82%	(218)	266
Employ: Other	7%	(10)	93%	(141)	151
Military HH: Yes	16%	(44)	84%	(236)	281
Military HH: No	13%	(249)	87%	(1680)	1929
RD/WT: Right Direction	7%	(46)	93%	(638)	685
RD/WT: Wrong Track	16%	(247)	84%	(1278)	1525
Biden Job Approve	6%	(63)	94%	(909)	972
Biden Job Disapprove	18%	(209)	82%	(935)	1144

Table MCBR8_9NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Biden Job Strongly Approve	5%	(24)	95%	(416)	441
Biden Job Somewhat Approve	7%	(39)	93%	(493)	531
Biden Job Somewhat Disapprove	10%	(36)	90%	(319)	355
Biden Job Strongly Disapprove	22%	(173)	78%	(616)	789
Favorable of Biden	6%	(63)	94%	(936)	999
Unfavorable of Biden	19%	(210)	81%	(898)	1109
Very Favorable of Biden	6%	(27)	94%	(449)	475
Somewhat Favorable of Biden	7%	(36)	93%	(488)	524
Somewhat Unfavorable of Biden	14%	(38)	86%	(240)	277
Very Unfavorable of Biden	21%	(173)	79%	(659)	831
#1 Issue: Economy	14%	(123)	86%	(731)	854
#1 Issue: Security	21%	(48)	79%	(175)	222
#1 Issue: Health Care	12%	(21)	88%	(150)	171
#1 Issue: Medicare / Social Security	16%	(44)	84%	(236)	279
#1 Issue: Women's Issues	4%	(15)	96%	(332)	347
#1 Issue: Education	5%	(4)	95%	(64)	68
#1 Issue: Energy	8%	(11)	92%	(127)	138
#1 Issue: Other	21%	(27)	79%	(103)	130
2020 Vote: Joe Biden	7%	(67)	93%	(872)	938
2020 Vote: Donald Trump	21%	(154)	79%	(586)	740
2020 Vote: Other	24%	(15)	76%	(50)	66
2020 Vote: Didn't Vote	12%	(58)	88%	(409)	466
2018 House Vote: Democrat	7%	(53)	93%	(706)	760
2018 House Vote: Republican	21%	(121)	79%	(446)	567
2018 House Vote: Someone else	16%	(9)	84%	(47)	56
2016 Vote: Hillary Clinton	8%	(54)	92%	(653)	707
2016 Vote: Donald Trump	23%	(146)	77%	(504)	650
2016 Vote: Other	13%	(14)	87%	(93)	108
2016 Vote: Didn't Vote	11%	(79)	89%	(665)	744

Table MCBR8_9NET: *And what are the most impactful actions companies can take to support women? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Voted in 2014: Yes	14%	(171)	86%	(1059)	1230
Voted in 2014: No	12%	(123)	88%	(858)	980
4-Region: Northeast	17%	(63)	83%	(319)	383
4-Region: Midwest	11%	(52)	89%	(404)	456
4-Region: South	13%	(113)	87%	(731)	844
4-Region: West	12%	(65)	88%	(462)	527
Supports Women High Priority	6%	(77)	94%	(1268)	1345
Have Purchased Because Supported Women	2%	(14)	98%	(635)	649

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

Table MCBR9_1: *To what extent do you support or oppose companies taking the following actions for their employees?*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(923)	28%	(618)	8%	(180)	6%	(138)	16%	(351)	2210
Gender: Male	35%	(370)	31%	(328)	9%	(96)	9%	(91)	17%	(182)	1068
Gender: Female	48%	(552)	25%	(290)	7%	(84)	4%	(47)	15%	(169)	1142
Age: 18-34	44%	(285)	26%	(168)	9%	(57)	6%	(37)	15%	(95)	642
Age: 35-44	42%	(153)	35%	(126)	8%	(31)	4%	(16)	11%	(40)	365
Age: 45-64	40%	(287)	27%	(196)	7%	(52)	7%	(52)	18%	(127)	714
Age: 65+	40%	(197)	26%	(127)	8%	(41)	7%	(35)	18%	(89)	489
GenZers: 1997-2012	44%	(119)	24%	(65)	10%	(27)	4%	(11)	17%	(46)	267
Millennials: 1981-1996	44%	(275)	29%	(181)	9%	(55)	6%	(36)	12%	(73)	618
GenXers: 1965-1980	40%	(247)	31%	(187)	7%	(41)	6%	(36)	17%	(101)	612
Baby Boomers: 1946-1964	39%	(250)	26%	(165)	8%	(50)	8%	(49)	19%	(119)	634
PID: Dem (no lean)	52%	(465)	27%	(242)	6%	(53)	4%	(35)	11%	(94)	889
PID: Ind (no lean)	39%	(246)	25%	(161)	8%	(50)	5%	(34)	22%	(142)	633
PID: Rep (no lean)	31%	(211)	31%	(214)	11%	(77)	10%	(69)	17%	(116)	688
PID/Gender: Dem Men	48%	(188)	31%	(123)	6%	(23)	4%	(17)	11%	(41)	393
PID/Gender: Dem Women	56%	(277)	24%	(119)	6%	(30)	4%	(18)	10%	(52)	496
PID/Gender: Ind Men	31%	(101)	25%	(80)	9%	(28)	8%	(26)	27%	(88)	323
PID/Gender: Ind Women	47%	(145)	26%	(81)	7%	(22)	3%	(8)	17%	(54)	310
PID/Gender: Rep Men	23%	(81)	35%	(125)	13%	(46)	14%	(48)	15%	(53)	352
PID/Gender: Rep Women	39%	(130)	27%	(90)	9%	(32)	6%	(21)	19%	(63)	336
Ideo: Liberal (1-3)	59%	(385)	24%	(157)	6%	(37)	3%	(21)	8%	(53)	652
Ideo: Moderate (4)	39%	(300)	30%	(232)	9%	(66)	4%	(31)	18%	(137)	766
Ideo: Conservative (5-7)	28%	(181)	32%	(210)	11%	(74)	12%	(79)	17%	(113)	656
Educ: < College	40%	(576)	28%	(408)	8%	(112)	6%	(85)	18%	(255)	1437
Educ: Bachelors degree	45%	(222)	25%	(124)	10%	(51)	8%	(38)	12%	(57)	491
Educ: Post-grad	44%	(124)	30%	(86)	6%	(17)	5%	(15)	14%	(39)	282
Income: Under 50k	42%	(532)	27%	(343)	7%	(91)	6%	(75)	18%	(230)	1270
Income: 50k-100k	41%	(262)	30%	(194)	10%	(63)	6%	(41)	12%	(77)	638
Income: 100k+	42%	(128)	27%	(81)	9%	(26)	7%	(22)	15%	(44)	302
Ethnicity: White	42%	(720)	29%	(491)	8%	(141)	6%	(103)	15%	(257)	1711
Ethnicity: Hispanic	46%	(173)	24%	(89)	9%	(32)	6%	(23)	15%	(57)	374

Table MCBR9_1: *To what extent do you support or oppose companies taking the following actions for their employees?*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(923)	28%	(618)	8%	(180)	6%	(138)	16%	(351)	2210
Ethnicity: Black	43%	(121)	26%	(74)	9%	(27)	6%	(18)	15%	(43)	282
Ethnicity: Other	38%	(82)	24%	(53)	6%	(13)	8%	(17)	24%	(52)	217
All Christian	40%	(406)	30%	(304)	8%	(84)	9%	(89)	14%	(145)	1028
All Non-Christian	49%	(58)	27%	(32)	8%	(9)	4%	(4)	13%	(15)	119
Atheist	53%	(48)	21%	(19)	6%	(6)	3%	(2)	17%	(15)	91
Agnostic/Nothing in particular	39%	(235)	27%	(164)	9%	(56)	4%	(24)	21%	(129)	609
Something Else	48%	(175)	27%	(98)	7%	(25)	5%	(19)	13%	(47)	364
Religious Non-Protestant/Catholic	44%	(65)	32%	(47)	6%	(9)	3%	(4)	15%	(22)	147
Evangelical	41%	(234)	26%	(150)	9%	(51)	9%	(52)	14%	(82)	568
Non-Evangelical	43%	(331)	30%	(233)	7%	(55)	7%	(55)	13%	(102)	777
Community: Urban	43%	(280)	27%	(176)	8%	(55)	8%	(51)	15%	(98)	659
Community: Suburban	43%	(416)	28%	(269)	8%	(73)	6%	(58)	15%	(148)	963
Community: Rural	39%	(226)	30%	(174)	9%	(53)	5%	(30)	18%	(106)	588
Employ: Private Sector	41%	(277)	30%	(202)	10%	(64)	6%	(42)	13%	(84)	669
Employ: Government	45%	(57)	34%	(42)	7%	(9)	6%	(7)	8%	(10)	125
Employ: Self-Employed	40%	(80)	32%	(63)	6%	(12)	7%	(15)	14%	(28)	198
Employ: Homemaker	52%	(81)	25%	(38)	8%	(12)	3%	(4)	12%	(19)	154
Employ: Student	34%	(28)	33%	(27)	11%	(9)	5%	(4)	17%	(14)	82
Employ: Retired	40%	(224)	25%	(141)	9%	(49)	8%	(46)	18%	(104)	564
Employ: Unemployed	38%	(102)	28%	(75)	7%	(18)	5%	(14)	21%	(57)	266
Employ: Other	49%	(74)	19%	(29)	4%	(6)	4%	(5)	24%	(37)	151
Military HH: Yes	43%	(122)	20%	(56)	9%	(26)	10%	(29)	17%	(48)	281
Military HH: No	42%	(801)	29%	(561)	8%	(154)	6%	(109)	16%	(303)	1929
RD/WT: Right Direction	48%	(329)	30%	(203)	7%	(50)	3%	(19)	12%	(83)	685
RD/WT: Wrong Track	39%	(593)	27%	(415)	9%	(130)	8%	(119)	18%	(268)	1525
Biden Job Approve	52%	(504)	27%	(262)	7%	(71)	3%	(28)	11%	(107)	972
Biden Job Disapprove	33%	(379)	30%	(346)	10%	(109)	9%	(107)	18%	(203)	1144

Table MCBR9_1: *To what extent do you support or oppose companies taking the following actions for their employees?*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(923)	28%	(618)	8%	(180)	6%	(138)	16%	(351)	2210
Biden Job Strongly Approve	60%	(264)	22%	(95)	5%	(21)	4%	(16)	10%	(44)	441
Biden Job Somewhat Approve	45%	(241)	31%	(167)	9%	(49)	2%	(12)	12%	(63)	531
Biden Job Somewhat Disapprove	36%	(127)	34%	(120)	10%	(34)	6%	(20)	15%	(54)	355
Biden Job Strongly Disapprove	32%	(252)	29%	(226)	10%	(75)	11%	(87)	19%	(149)	789
Favorable of Biden	53%	(530)	27%	(270)	6%	(63)	2%	(24)	11%	(112)	999
Unfavorable of Biden	32%	(354)	30%	(337)	10%	(112)	10%	(112)	18%	(195)	1109
Very Favorable of Biden	63%	(297)	19%	(90)	4%	(20)	3%	(12)	12%	(55)	475
Somewhat Favorable of Biden	44%	(233)	34%	(180)	8%	(43)	2%	(12)	11%	(56)	524
Somewhat Unfavorable of Biden	33%	(91)	35%	(98)	10%	(28)	7%	(19)	15%	(41)	277
Very Unfavorable of Biden	32%	(262)	29%	(239)	10%	(83)	11%	(93)	18%	(153)	831
#1 Issue: Economy	39%	(336)	31%	(264)	8%	(70)	6%	(51)	16%	(133)	854
#1 Issue: Security	28%	(63)	31%	(68)	10%	(21)	13%	(30)	18%	(41)	222
#1 Issue: Health Care	38%	(65)	31%	(54)	6%	(11)	4%	(6)	21%	(36)	171
#1 Issue: Medicare / Social Security	41%	(115)	26%	(72)	8%	(23)	5%	(14)	20%	(55)	279
#1 Issue: Women's Issues	58%	(202)	23%	(81)	6%	(22)	3%	(11)	9%	(32)	347
#1 Issue: Education	40%	(27)	31%	(21)	11%	(7)	5%	(4)	13%	(9)	68
#1 Issue: Energy	46%	(63)	24%	(33)	9%	(13)	5%	(7)	16%	(22)	138
#1 Issue: Other	41%	(53)	19%	(25)	10%	(13)	12%	(16)	19%	(24)	130
2020 Vote: Joe Biden	53%	(494)	27%	(249)	6%	(58)	3%	(31)	11%	(108)	938
2020 Vote: Donald Trump	29%	(218)	30%	(221)	12%	(90)	12%	(85)	17%	(126)	740
2020 Vote: Other	27%	(18)	38%	(25)	1%	(1)	4%	(3)	30%	(19)	66
2020 Vote: Didn't Vote	41%	(193)	26%	(123)	7%	(31)	4%	(20)	21%	(99)	466
2018 House Vote: Democrat	54%	(409)	26%	(195)	6%	(48)	3%	(26)	11%	(81)	760
2018 House Vote: Republican	31%	(175)	29%	(165)	12%	(65)	12%	(65)	17%	(97)	567
2018 House Vote: Someone else	39%	(22)	38%	(21)	2%	(1)	—	(0)	21%	(12)	56
2016 Vote: Hillary Clinton	54%	(383)	27%	(194)	6%	(42)	3%	(23)	9%	(65)	707
2016 Vote: Donald Trump	30%	(193)	29%	(186)	12%	(77)	12%	(80)	18%	(115)	650
2016 Vote: Other	39%	(42)	34%	(37)	3%	(3)	4%	(4)	20%	(21)	108
2016 Vote: Didn't Vote	41%	(305)	27%	(199)	8%	(59)	4%	(32)	20%	(150)	744

Table MCBR9_1: *To what extent do you support or oppose companies taking the following actions for their employees?*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(923)	28%	(618)	8%	(180)	6%	(138)	16%	(351)	2210
Voted in 2014: Yes	43%	(525)	28%	(344)	9%	(105)	7%	(91)	13%	(165)	1230
Voted in 2014: No	41%	(398)	28%	(274)	8%	(75)	5%	(47)	19%	(186)	980
4-Region: Northeast	41%	(156)	29%	(111)	8%	(30)	7%	(25)	16%	(60)	383
4-Region: Midwest	40%	(183)	31%	(142)	7%	(32)	7%	(31)	15%	(69)	456
4-Region: South	41%	(344)	29%	(242)	9%	(78)	5%	(44)	16%	(137)	844
4-Region: West	46%	(241)	23%	(123)	8%	(40)	7%	(38)	16%	(85)	527
Supports Women High Priority	51%	(682)	28%	(373)	6%	(86)	3%	(45)	12%	(158)	1345
Have Purchased Because Supported Women	57%	(372)	25%	(162)	5%	(34)	5%	(30)	8%	(51)	649

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

Table MCBR9_2: *To what extent do you support or oppose companies taking the following actions for their employees?*
Ensuring their health insurance plan covers birth control costs

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	25%	(555)	7%	(148)	5%	(114)	13%	(291)	2210
Gender: Male	43%	(455)	26%	(273)	9%	(94)	7%	(79)	16%	(166)	1068
Gender: Female	57%	(647)	25%	(282)	5%	(54)	3%	(34)	11%	(125)	1142
Age: 18-34	50%	(324)	22%	(141)	9%	(56)	5%	(35)	13%	(86)	642
Age: 35-44	53%	(193)	28%	(101)	6%	(23)	4%	(15)	9%	(33)	365
Age: 45-64	49%	(347)	25%	(180)	6%	(40)	5%	(35)	16%	(112)	714
Age: 65+	49%	(239)	27%	(132)	6%	(30)	6%	(28)	12%	(59)	489
GenZers: 1997-2012	49%	(130)	24%	(63)	9%	(25)	6%	(17)	12%	(33)	267
Millennials: 1981-1996	53%	(328)	23%	(142)	7%	(45)	5%	(28)	12%	(75)	618
GenXers: 1965-1980	49%	(302)	27%	(164)	6%	(35)	4%	(25)	14%	(85)	612
Baby Boomers: 1946-1964	48%	(303)	26%	(164)	6%	(39)	6%	(39)	14%	(89)	634
PID: Dem (no lean)	62%	(550)	22%	(199)	5%	(47)	3%	(23)	8%	(71)	889
PID: Ind (no lean)	48%	(301)	23%	(146)	6%	(35)	5%	(31)	19%	(120)	633
PID: Rep (no lean)	37%	(251)	31%	(210)	10%	(67)	9%	(59)	15%	(100)	688
PID/Gender: Dem Men	57%	(226)	24%	(96)	7%	(26)	3%	(12)	8%	(33)	393
PID/Gender: Dem Women	65%	(324)	21%	(102)	4%	(21)	2%	(11)	8%	(37)	496
PID/Gender: Ind Men	40%	(129)	22%	(70)	8%	(26)	8%	(26)	22%	(72)	323
PID/Gender: Ind Women	55%	(172)	24%	(76)	3%	(10)	2%	(5)	15%	(48)	310
PID/Gender: Rep Men	29%	(100)	30%	(107)	12%	(43)	12%	(41)	17%	(60)	352
PID/Gender: Rep Women	45%	(151)	31%	(104)	7%	(24)	5%	(18)	12%	(40)	336
Ideo: Liberal (1-3)	69%	(449)	18%	(116)	4%	(25)	3%	(21)	6%	(41)	652
Ideo: Moderate (4)	48%	(365)	28%	(211)	7%	(57)	3%	(24)	14%	(110)	766
Ideo: Conservative (5-7)	34%	(222)	31%	(205)	10%	(65)	10%	(66)	15%	(99)	656
Educ: < College	48%	(696)	26%	(377)	6%	(86)	5%	(70)	14%	(208)	1437
Educ: Bachelors degree	49%	(240)	24%	(120)	10%	(49)	7%	(33)	10%	(49)	491
Educ: Post-grad	59%	(166)	21%	(58)	5%	(14)	4%	(11)	12%	(34)	282
Income: Under 50k	48%	(612)	25%	(315)	7%	(87)	5%	(63)	15%	(193)	1270
Income: 50k-100k	53%	(338)	26%	(164)	6%	(41)	5%	(32)	10%	(62)	638
Income: 100k+	50%	(152)	25%	(77)	7%	(20)	6%	(18)	12%	(35)	302
Ethnicity: White	51%	(870)	25%	(428)	6%	(110)	6%	(95)	12%	(208)	1711
Ethnicity: Hispanic	56%	(208)	19%	(72)	8%	(30)	5%	(19)	12%	(44)	374

Table MCBR9_2: *To what extent do you support or oppose companies taking the following actions for their employees?*
Ensuring their health insurance plan covers birth control costs

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	25%	(555)	7%	(148)	5%	(114)	13%	(291)	2210
Ethnicity: Black	48%	(135)	26%	(74)	8%	(23)	4%	(12)	13%	(38)	282
Ethnicity: Other	45%	(97)	25%	(54)	7%	(16)	3%	(6)	21%	(45)	217
All Christian	46%	(478)	27%	(282)	8%	(79)	7%	(74)	11%	(115)	1028
All Non-Christian	59%	(70)	22%	(26)	6%	(8)	1%	(1)	11%	(14)	119
Atheist	66%	(60)	16%	(14)	4%	(4)	2%	(1)	12%	(11)	91
Agnostic/Nothing in particular	47%	(286)	25%	(152)	6%	(38)	4%	(22)	18%	(110)	609
Something Else	57%	(208)	22%	(81)	5%	(20)	4%	(14)	11%	(41)	364
Religious Non-Protestant/Catholic	56%	(82)	24%	(35)	5%	(8)	1%	(1)	14%	(21)	147
Evangelical	47%	(268)	25%	(143)	8%	(45)	8%	(47)	11%	(64)	568
Non-Evangelical	51%	(398)	26%	(205)	7%	(51)	5%	(40)	11%	(84)	777
Community: Urban	51%	(333)	26%	(169)	6%	(42)	5%	(30)	13%	(84)	659
Community: Suburban	49%	(477)	25%	(238)	7%	(65)	6%	(56)	13%	(128)	963
Community: Rural	50%	(292)	25%	(148)	7%	(41)	5%	(28)	13%	(79)	588
Employ: Private Sector	50%	(333)	24%	(160)	7%	(50)	6%	(43)	13%	(84)	669
Employ: Government	49%	(61)	29%	(37)	14%	(18)	3%	(4)	4%	(5)	125
Employ: Self-Employed	54%	(107)	23%	(46)	7%	(14)	7%	(13)	9%	(18)	198
Employ: Homemaker	58%	(89)	28%	(43)	3%	(5)	1%	(1)	10%	(16)	154
Employ: Student	40%	(33)	35%	(28)	9%	(8)	3%	(3)	13%	(10)	82
Employ: Retired	49%	(277)	25%	(143)	7%	(40)	5%	(31)	13%	(73)	564
Employ: Unemployed	45%	(119)	26%	(68)	3%	(9)	5%	(12)	22%	(58)	266
Employ: Other	55%	(83)	20%	(30)	3%	(5)	4%	(7)	18%	(27)	151
Military HH: Yes	48%	(136)	23%	(65)	7%	(20)	8%	(22)	13%	(38)	281
Military HH: No	50%	(967)	25%	(490)	7%	(128)	5%	(92)	13%	(253)	1929
RD/WT: Right Direction	59%	(404)	24%	(164)	4%	(29)	3%	(17)	10%	(70)	685
RD/WT: Wrong Track	46%	(698)	26%	(391)	8%	(119)	6%	(96)	15%	(221)	1525
Biden Job Approve	64%	(617)	21%	(208)	4%	(38)	2%	(23)	9%	(85)	972
Biden Job Disapprove	38%	(439)	29%	(337)	9%	(107)	8%	(90)	15%	(171)	1144

Table MCBR9_2: *To what extent do you support or oppose companies taking the following actions for their employees?*
Ensuring their health insurance plan covers birth control costs

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	25%	(555)	7%	(148)	5%	(114)	13%	(291)	2210
Biden Job Strongly Approve	68%	(298)	16%	(72)	4%	(19)	3%	(13)	9%	(39)	441
Biden Job Somewhat Approve	60%	(319)	26%	(136)	4%	(19)	2%	(10)	9%	(47)	531
Biden Job Somewhat Disapprove	43%	(151)	30%	(107)	9%	(31)	3%	(12)	15%	(53)	355
Biden Job Strongly Disapprove	37%	(288)	29%	(229)	10%	(76)	10%	(77)	15%	(118)	789
Favorable of Biden	65%	(646)	22%	(222)	3%	(33)	2%	(17)	8%	(81)	999
Unfavorable of Biden	37%	(413)	29%	(325)	10%	(106)	8%	(94)	15%	(171)	1109
Very Favorable of Biden	71%	(338)	15%	(70)	4%	(17)	2%	(8)	9%	(42)	475
Somewhat Favorable of Biden	59%	(308)	29%	(152)	3%	(16)	2%	(9)	8%	(40)	524
Somewhat Unfavorable of Biden	42%	(117)	28%	(79)	9%	(26)	5%	(13)	16%	(43)	277
Very Unfavorable of Biden	36%	(296)	30%	(246)	10%	(80)	10%	(81)	15%	(128)	831
#1 Issue: Economy	48%	(407)	26%	(224)	7%	(61)	5%	(47)	13%	(115)	854
#1 Issue: Security	30%	(67)	33%	(73)	11%	(25)	9%	(19)	17%	(38)	222
#1 Issue: Health Care	50%	(85)	24%	(42)	7%	(13)	2%	(4)	17%	(28)	171
#1 Issue: Medicare / Social Security	53%	(148)	25%	(69)	5%	(13)	4%	(12)	13%	(38)	279
#1 Issue: Women's Issues	67%	(233)	18%	(62)	5%	(16)	3%	(11)	7%	(25)	347
#1 Issue: Education	39%	(26)	32%	(21)	11%	(8)	3%	(2)	14%	(10)	68
#1 Issue: Energy	53%	(72)	25%	(35)	6%	(9)	3%	(5)	13%	(18)	138
#1 Issue: Other	48%	(63)	22%	(29)	3%	(4)	11%	(14)	15%	(20)	130
2020 Vote: Joe Biden	63%	(590)	22%	(206)	4%	(40)	2%	(22)	9%	(80)	938
2020 Vote: Donald Trump	34%	(249)	31%	(230)	11%	(81)	9%	(70)	15%	(110)	740
2020 Vote: Other	47%	(30)	20%	(13)	3%	(2)	5%	(3)	25%	(16)	66
2020 Vote: Didn't Vote	50%	(233)	23%	(106)	5%	(25)	4%	(18)	18%	(84)	466
2018 House Vote: Democrat	66%	(502)	21%	(161)	3%	(26)	2%	(13)	8%	(57)	760
2018 House Vote: Republican	34%	(195)	31%	(174)	11%	(60)	10%	(59)	14%	(79)	567
2018 House Vote: Someone else	55%	(31)	24%	(13)	4%	(2)	—	(0)	18%	(10)	56
2016 Vote: Hillary Clinton	68%	(477)	20%	(142)	4%	(26)	2%	(12)	7%	(49)	707
2016 Vote: Donald Trump	34%	(224)	30%	(197)	10%	(68)	10%	(68)	14%	(94)	650
2016 Vote: Other	52%	(56)	25%	(27)	7%	(7)	1%	(1)	14%	(15)	108
2016 Vote: Didn't Vote	46%	(344)	25%	(187)	6%	(47)	4%	(33)	18%	(132)	744

Table MCBR9_2: *To what extent do you support or oppose companies taking the following actions for their employees?*
Ensuring their health insurance plan covers birth control costs

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	25%	(555)	7%	(148)	5%	(114)	13%	(291)	2210
Voted in 2014: Yes	53%	(647)	25%	(311)	6%	(78)	5%	(66)	10%	(128)	1230
Voted in 2014: No	46%	(455)	25%	(244)	7%	(71)	5%	(48)	17%	(163)	980
4-Region: Northeast	43%	(165)	28%	(107)	9%	(35)	5%	(18)	15%	(57)	383
4-Region: Midwest	48%	(220)	28%	(129)	6%	(27)	5%	(23)	13%	(59)	456
4-Region: South	50%	(424)	25%	(209)	7%	(59)	5%	(46)	13%	(106)	844
4-Region: West	56%	(293)	21%	(110)	5%	(28)	5%	(27)	13%	(69)	527
Supports Women High Priority	60%	(804)	23%	(314)	5%	(63)	2%	(32)	10%	(133)	1345
Have Purchased Because Supported Women	67%	(433)	20%	(131)	4%	(28)	3%	(16)	6%	(41)	649

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

Table MCBR9_3: *To what extent do you support or oppose companies taking the following actions for their employees?*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(695)	20%	(441)	11%	(247)	20%	(439)	18%	(388)	2210
Gender: Male	30%	(320)	20%	(211)	12%	(129)	22%	(235)	16%	(173)	1068
Gender: Female	33%	(375)	20%	(230)	10%	(119)	18%	(204)	19%	(214)	1142
Age: 18-34	37%	(240)	24%	(153)	11%	(71)	12%	(77)	16%	(102)	642
Age: 35-44	34%	(124)	26%	(93)	12%	(44)	15%	(57)	13%	(47)	365
Age: 45-64	27%	(192)	17%	(120)	10%	(75)	25%	(176)	21%	(151)	714
Age: 65+	28%	(139)	15%	(74)	12%	(58)	27%	(130)	18%	(88)	489
GenZers: 1997-2012	36%	(96)	26%	(68)	14%	(37)	10%	(25)	15%	(40)	267
Millennials: 1981-1996	37%	(230)	24%	(151)	9%	(58)	14%	(87)	15%	(92)	618
GenXers: 1965-1980	28%	(170)	20%	(120)	11%	(70)	21%	(131)	20%	(122)	612
Baby Boomers: 1946-1964	28%	(178)	14%	(91)	12%	(77)	27%	(170)	19%	(118)	634
PID: Dem (no lean)	45%	(404)	23%	(202)	10%	(87)	8%	(70)	14%	(125)	889
PID: Ind (no lean)	28%	(177)	18%	(117)	10%	(61)	21%	(132)	23%	(148)	633
PID: Rep (no lean)	17%	(114)	18%	(122)	15%	(100)	34%	(237)	17%	(115)	688
PID/Gender: Dem Men	45%	(177)	24%	(94)	9%	(37)	8%	(33)	13%	(52)	393
PID/Gender: Dem Women	46%	(228)	22%	(108)	10%	(49)	8%	(37)	15%	(73)	496
PID/Gender: Ind Men	27%	(86)	18%	(57)	11%	(35)	22%	(72)	23%	(73)	323
PID/Gender: Ind Women	29%	(91)	19%	(60)	8%	(26)	19%	(59)	24%	(74)	310
PID/Gender: Rep Men	16%	(57)	17%	(60)	16%	(56)	37%	(130)	14%	(48)	352
PID/Gender: Rep Women	17%	(57)	18%	(62)	13%	(44)	32%	(107)	20%	(67)	336
Ideo: Liberal (1-3)	54%	(351)	22%	(146)	7%	(47)	6%	(37)	11%	(70)	652
Ideo: Moderate (4)	28%	(216)	22%	(165)	14%	(106)	15%	(112)	22%	(168)	766
Ideo: Conservative (5-7)	13%	(87)	17%	(109)	13%	(86)	42%	(272)	15%	(101)	656
Educ: < College	29%	(411)	20%	(289)	12%	(166)	20%	(283)	20%	(288)	1437
Educ: Bachelors degree	35%	(174)	21%	(101)	12%	(60)	21%	(101)	11%	(55)	491
Educ: Post-grad	39%	(111)	18%	(51)	8%	(21)	20%	(56)	16%	(44)	282
Income: Under 50k	30%	(385)	20%	(249)	11%	(144)	18%	(231)	21%	(261)	1270
Income: 50k-100k	32%	(205)	22%	(140)	11%	(72)	21%	(136)	13%	(85)	638
Income: 100k+	35%	(105)	17%	(51)	10%	(31)	24%	(73)	14%	(42)	302
Ethnicity: White	31%	(527)	19%	(326)	11%	(196)	22%	(376)	17%	(287)	1711
Ethnicity: Hispanic	38%	(140)	24%	(90)	8%	(30)	13%	(47)	18%	(66)	374

Continued on next page

Table MCBR9_3: *To what extent do you support or oppose companies taking the following actions for their employees?*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(695)	20%	(441)	11%	(247)	20%	(439)	18%	(388)	2210
Ethnicity: Black	34%	(96)	22%	(63)	13%	(35)	13%	(38)	18%	(50)	282
Ethnicity: Other	33%	(73)	24%	(52)	8%	(16)	12%	(26)	23%	(50)	217
All Christian	26%	(266)	19%	(199)	12%	(126)	27%	(282)	15%	(155)	1028
All Non-Christian	52%	(62)	14%	(16)	8%	(10)	13%	(15)	13%	(15)	119
Atheist	55%	(50)	17%	(16)	12%	(11)	5%	(5)	11%	(10)	91
Agnostic/Nothing in particular	34%	(205)	22%	(134)	9%	(56)	10%	(63)	25%	(151)	609
Something Else	31%	(112)	21%	(76)	12%	(45)	20%	(74)	16%	(58)	364
Religious Non-Protestant/Catholic	47%	(69)	14%	(20)	11%	(16)	12%	(17)	17%	(25)	147
Evangelical	24%	(136)	16%	(90)	12%	(68)	33%	(188)	15%	(86)	568
Non-Evangelical	29%	(227)	23%	(175)	12%	(94)	21%	(164)	15%	(117)	777
Community: Urban	34%	(224)	25%	(162)	10%	(66)	16%	(105)	16%	(102)	659
Community: Suburban	33%	(314)	18%	(178)	11%	(106)	19%	(186)	19%	(180)	963
Community: Rural	27%	(157)	17%	(101)	13%	(76)	25%	(149)	18%	(106)	588
Employ: Private Sector	34%	(228)	24%	(162)	10%	(67)	18%	(123)	13%	(89)	669
Employ: Government	32%	(40)	26%	(32)	12%	(15)	16%	(21)	14%	(17)	125
Employ: Self-Employed	34%	(68)	22%	(43)	8%	(15)	23%	(46)	13%	(26)	198
Employ: Homemaker	32%	(50)	20%	(30)	10%	(15)	22%	(34)	17%	(25)	154
Employ: Student	28%	(23)	27%	(22)	16%	(13)	8%	(7)	20%	(17)	82
Employ: Retired	29%	(164)	14%	(77)	13%	(74)	26%	(147)	18%	(102)	564
Employ: Unemployed	29%	(78)	20%	(54)	8%	(22)	14%	(37)	29%	(76)	266
Employ: Other	29%	(44)	13%	(20)	17%	(25)	17%	(25)	24%	(35)	151
Military HH: Yes	29%	(82)	14%	(39)	13%	(37)	29%	(82)	15%	(41)	281
Military HH: No	32%	(613)	21%	(402)	11%	(210)	18%	(357)	18%	(347)	1929
RD/WT: Right Direction	44%	(299)	23%	(159)	9%	(60)	9%	(60)	16%	(106)	685
RD/WT: Wrong Track	26%	(396)	18%	(282)	12%	(188)	25%	(379)	18%	(281)	1525
Biden Job Approve	46%	(445)	22%	(218)	8%	(78)	9%	(84)	15%	(147)	972
Biden Job Disapprove	19%	(217)	19%	(213)	14%	(163)	31%	(355)	17%	(197)	1144

Table MCBR9_3: *To what extent do you support or oppose companies taking the following actions for their employees?*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(695)	20%	(441)	11%	(247)	20%	(439)	18%	(388)	2210
Biden Job Strongly Approve	53%	(234)	17%	(76)	6%	(27)	8%	(35)	15%	(68)	441
Biden Job Somewhat Approve	40%	(212)	27%	(141)	10%	(51)	9%	(49)	15%	(79)	531
Biden Job Somewhat Disapprove	26%	(91)	26%	(93)	16%	(57)	15%	(52)	18%	(62)	355
Biden Job Strongly Disapprove	16%	(126)	15%	(120)	13%	(106)	38%	(303)	17%	(134)	789
Favorable of Biden	45%	(453)	23%	(233)	9%	(90)	8%	(79)	14%	(144)	999
Unfavorable of Biden	18%	(204)	18%	(199)	14%	(152)	32%	(356)	18%	(197)	1109
Very Favorable of Biden	54%	(257)	16%	(76)	7%	(33)	8%	(36)	15%	(72)	475
Somewhat Favorable of Biden	37%	(196)	30%	(157)	11%	(56)	8%	(42)	14%	(71)	524
Somewhat Unfavorable of Biden	26%	(73)	23%	(65)	14%	(38)	18%	(50)	18%	(51)	277
Very Unfavorable of Biden	16%	(131)	16%	(135)	14%	(114)	37%	(306)	18%	(146)	831
#1 Issue: Economy	23%	(200)	21%	(179)	13%	(114)	24%	(204)	19%	(158)	854
#1 Issue: Security	17%	(38)	19%	(42)	11%	(24)	36%	(80)	17%	(38)	222
#1 Issue: Health Care	36%	(61)	21%	(37)	9%	(16)	13%	(23)	20%	(35)	171
#1 Issue: Medicare / Social Security	33%	(93)	19%	(52)	11%	(29)	15%	(43)	22%	(61)	279
#1 Issue: Women's Issues	55%	(191)	21%	(73)	5%	(18)	6%	(20)	13%	(46)	347
#1 Issue: Education	33%	(22)	25%	(17)	17%	(11)	9%	(6)	17%	(11)	68
#1 Issue: Energy	34%	(46)	23%	(31)	18%	(24)	14%	(19)	12%	(17)	138
#1 Issue: Other	33%	(42)	8%	(10)	9%	(11)	34%	(44)	17%	(22)	130
2020 Vote: Joe Biden	46%	(429)	22%	(209)	10%	(90)	8%	(72)	15%	(138)	938
2020 Vote: Donald Trump	14%	(103)	16%	(122)	15%	(109)	39%	(287)	16%	(119)	740
2020 Vote: Other	28%	(18)	24%	(16)	2%	(2)	18%	(12)	28%	(18)	66
2020 Vote: Didn't Vote	31%	(144)	20%	(95)	10%	(46)	15%	(68)	24%	(112)	466
2018 House Vote: Democrat	47%	(358)	22%	(168)	9%	(66)	8%	(62)	14%	(105)	760
2018 House Vote: Republican	14%	(79)	15%	(85)	14%	(77)	41%	(234)	16%	(91)	567
2018 House Vote: Someone else	27%	(15)	24%	(14)	2%	(1)	23%	(13)	24%	(14)	56
2016 Vote: Hillary Clinton	50%	(350)	21%	(148)	9%	(61)	8%	(57)	13%	(91)	707
2016 Vote: Donald Trump	13%	(86)	17%	(110)	14%	(93)	40%	(262)	15%	(100)	650
2016 Vote: Other	29%	(31)	22%	(24)	6%	(7)	22%	(24)	21%	(22)	108
2016 Vote: Didn't Vote	31%	(227)	21%	(159)	12%	(87)	13%	(97)	23%	(175)	744

Continued on next page

Table MCBR9_3: *To what extent do you support or oppose companies taking the following actions for their employees?*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(695)	20%	(441)	11%	(247)	20%	(439)	18%	(388)	2210
Voted in 2014: Yes	33%	(405)	18%	(227)	11%	(132)	23%	(283)	15%	(183)	1230
Voted in 2014: No	30%	(290)	22%	(214)	12%	(115)	16%	(157)	21%	(204)	980
4-Region: Northeast	34%	(129)	20%	(78)	12%	(47)	17%	(64)	17%	(65)	383
4-Region: Midwest	29%	(134)	20%	(91)	11%	(48)	23%	(103)	18%	(80)	456
4-Region: South	27%	(230)	21%	(173)	12%	(105)	23%	(192)	17%	(144)	844
4-Region: West	38%	(202)	19%	(99)	9%	(47)	15%	(80)	19%	(99)	527
Supports Women High Priority	41%	(555)	22%	(297)	10%	(134)	12%	(156)	15%	(203)	1345
Have Purchased Because Supported Women	50%	(326)	23%	(150)	8%	(52)	10%	(63)	9%	(58)	649

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

Table MCBR9_4: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering mentorship resources for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(859)	33%	(737)	7%	(154)	5%	(100)	16%	(360)	2210
Gender: Male	33%	(354)	36%	(386)	8%	(84)	6%	(69)	16%	(175)	1068
Gender: Female	44%	(505)	31%	(352)	6%	(70)	3%	(31)	16%	(185)	1142
Age: 18-34	42%	(269)	30%	(192)	9%	(55)	5%	(35)	14%	(91)	642
Age: 35-44	39%	(142)	36%	(130)	7%	(26)	4%	(15)	14%	(53)	365
Age: 45-64	39%	(275)	33%	(235)	5%	(38)	5%	(34)	18%	(131)	714
Age: 65+	35%	(173)	37%	(180)	7%	(36)	3%	(15)	17%	(84)	489
GenZers: 1997-2012	43%	(116)	24%	(64)	12%	(31)	5%	(15)	16%	(41)	267
Millennials: 1981-1996	39%	(244)	36%	(222)	7%	(43)	4%	(28)	13%	(82)	618
GenXers: 1965-1980	40%	(248)	33%	(200)	5%	(33)	5%	(30)	17%	(101)	612
Baby Boomers: 1946-1964	36%	(228)	35%	(223)	7%	(42)	4%	(25)	18%	(116)	634
PID: Dem (no lean)	50%	(449)	30%	(268)	5%	(46)	3%	(24)	12%	(102)	889
PID: Ind (no lean)	36%	(227)	31%	(198)	6%	(37)	4%	(24)	23%	(147)	633
PID: Rep (no lean)	27%	(183)	39%	(271)	10%	(71)	8%	(52)	16%	(110)	688
PID/Gender: Dem Men	47%	(183)	33%	(130)	5%	(20)	4%	(16)	11%	(44)	393
PID/Gender: Dem Women	54%	(266)	28%	(138)	5%	(26)	2%	(8)	12%	(58)	496
PID/Gender: Ind Men	30%	(97)	34%	(111)	8%	(24)	4%	(15)	24%	(77)	323
PID/Gender: Ind Women	42%	(130)	28%	(88)	4%	(12)	3%	(9)	23%	(70)	310
PID/Gender: Rep Men	21%	(74)	41%	(145)	11%	(40)	11%	(38)	15%	(54)	352
PID/Gender: Rep Women	32%	(109)	37%	(126)	9%	(31)	4%	(14)	17%	(56)	336
Ideo: Liberal (1-3)	57%	(373)	26%	(169)	5%	(32)	3%	(18)	9%	(60)	652
Ideo: Moderate (4)	36%	(279)	37%	(280)	7%	(54)	2%	(19)	18%	(135)	766
Ideo: Conservative (5-7)	23%	(154)	40%	(262)	10%	(64)	9%	(59)	18%	(117)	656
Educ: < College	38%	(539)	33%	(477)	7%	(100)	4%	(57)	18%	(264)	1437
Educ: Bachelors degree	41%	(202)	32%	(157)	8%	(41)	6%	(28)	13%	(63)	491
Educ: Post-grad	42%	(118)	37%	(103)	5%	(13)	5%	(15)	11%	(32)	282
Income: Under 50k	39%	(493)	32%	(403)	6%	(79)	4%	(52)	19%	(244)	1270
Income: 50k-100k	40%	(254)	36%	(228)	8%	(51)	5%	(30)	12%	(75)	638
Income: 100k+	37%	(112)	35%	(107)	8%	(25)	6%	(17)	14%	(41)	302
Ethnicity: White	37%	(639)	35%	(598)	7%	(120)	5%	(77)	16%	(277)	1711
Ethnicity: Hispanic	41%	(152)	32%	(119)	9%	(32)	6%	(23)	13%	(47)	374

Table MCBR9_4: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering mentorship resources for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(859)	33%	(737)	7%	(154)	5%	(100)	16%	(360)	2210
Ethnicity: Black	50%	(141)	24%	(67)	8%	(22)	5%	(15)	13%	(37)	282
Ethnicity: Other	36%	(79)	33%	(72)	6%	(12)	4%	(8)	21%	(45)	217
All Christian	34%	(348)	37%	(383)	7%	(74)	6%	(64)	15%	(158)	1028
All Non-Christian	49%	(58)	26%	(31)	8%	(10)	4%	(5)	13%	(15)	119
Atheist	53%	(48)	24%	(22)	5%	(4)	1%	(1)	17%	(15)	91
Agnostic/Nothing in particular	40%	(246)	29%	(174)	7%	(42)	3%	(20)	21%	(127)	609
Something Else	44%	(159)	35%	(128)	7%	(24)	2%	(9)	12%	(44)	364
Religious Non-Protestant/Catholic	44%	(65)	27%	(40)	7%	(10)	3%	(5)	19%	(27)	147
Evangelical	36%	(205)	35%	(198)	9%	(49)	6%	(35)	14%	(81)	568
Non-Evangelical	37%	(288)	38%	(296)	6%	(49)	5%	(36)	14%	(108)	777
Community: Urban	42%	(278)	31%	(204)	8%	(50)	6%	(42)	13%	(86)	659
Community: Suburban	38%	(363)	35%	(334)	7%	(69)	4%	(39)	16%	(159)	963
Community: Rural	37%	(218)	34%	(199)	6%	(36)	3%	(19)	20%	(115)	588
Employ: Private Sector	39%	(263)	34%	(229)	8%	(53)	6%	(38)	13%	(86)	669
Employ: Government	46%	(57)	28%	(35)	14%	(17)	4%	(5)	9%	(11)	125
Employ: Self-Employed	39%	(78)	38%	(75)	6%	(12)	5%	(11)	11%	(22)	198
Employ: Homemaker	40%	(62)	39%	(61)	3%	(4)	2%	(3)	16%	(25)	154
Employ: Student	35%	(28)	29%	(24)	15%	(13)	2%	(2)	19%	(15)	82
Employ: Retired	36%	(205)	34%	(191)	7%	(40)	5%	(26)	18%	(102)	564
Employ: Unemployed	39%	(103)	30%	(80)	3%	(8)	4%	(12)	24%	(64)	266
Employ: Other	40%	(61)	28%	(43)	5%	(8)	2%	(3)	23%	(35)	151
Military HH: Yes	36%	(101)	35%	(98)	7%	(20)	5%	(14)	17%	(47)	281
Military HH: No	39%	(758)	33%	(639)	7%	(134)	4%	(86)	16%	(313)	1929
RD/WT: Right Direction	49%	(334)	30%	(207)	5%	(36)	3%	(19)	13%	(88)	685
RD/WT: Wrong Track	34%	(524)	35%	(530)	8%	(118)	5%	(81)	18%	(272)	1525
Biden Job Approve	50%	(489)	31%	(298)	5%	(46)	3%	(25)	12%	(115)	972
Biden Job Disapprove	29%	(335)	37%	(424)	9%	(106)	6%	(73)	18%	(206)	1144

Continued on next page

Table MCBR9_4: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering mentorship resources for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(859)	33%	(737)	7%	(154)	5%	(100)	16%	(360)	2210
Biden Job Strongly Approve	56%	(247)	25%	(111)	4%	(17)	4%	(16)	11%	(49)	441
Biden Job Somewhat Approve	45%	(241)	35%	(187)	5%	(29)	2%	(9)	12%	(66)	531
Biden Job Somewhat Disapprove	34%	(121)	37%	(130)	11%	(40)	3%	(10)	15%	(54)	355
Biden Job Strongly Disapprove	27%	(214)	37%	(294)	8%	(66)	8%	(63)	19%	(151)	789
Favorable of Biden	51%	(511)	31%	(308)	5%	(47)	2%	(18)	12%	(115)	999
Unfavorable of Biden	28%	(309)	38%	(416)	9%	(102)	7%	(79)	18%	(203)	1109
Very Favorable of Biden	59%	(281)	24%	(114)	4%	(18)	1%	(7)	12%	(55)	475
Somewhat Favorable of Biden	44%	(230)	37%	(193)	5%	(28)	2%	(11)	12%	(61)	524
Somewhat Unfavorable of Biden	33%	(93)	34%	(96)	10%	(28)	5%	(13)	17%	(48)	277
Very Unfavorable of Biden	26%	(216)	39%	(320)	9%	(74)	8%	(66)	19%	(155)	831
#1 Issue: Economy	37%	(312)	35%	(299)	8%	(67)	4%	(37)	16%	(138)	854
#1 Issue: Security	25%	(56)	38%	(86)	8%	(18)	10%	(21)	19%	(42)	222
#1 Issue: Health Care	34%	(58)	35%	(59)	7%	(11)	4%	(6)	21%	(37)	171
#1 Issue: Medicare / Social Security	41%	(115)	31%	(86)	5%	(15)	3%	(8)	19%	(54)	279
#1 Issue: Women's Issues	53%	(183)	30%	(103)	6%	(23)	1%	(5)	10%	(34)	347
#1 Issue: Education	37%	(25)	32%	(21)	11%	(7)	8%	(6)	13%	(8)	68
#1 Issue: Energy	47%	(64)	27%	(37)	8%	(11)	4%	(6)	15%	(20)	138
#1 Issue: Other	35%	(46)	35%	(46)	2%	(3)	8%	(10)	19%	(25)	130
2020 Vote: Joe Biden	50%	(465)	30%	(285)	5%	(47)	3%	(25)	12%	(116)	938
2020 Vote: Donald Trump	26%	(190)	38%	(284)	11%	(79)	8%	(56)	18%	(131)	740
2020 Vote: Other	27%	(18)	43%	(28)	1%	(1)	4%	(3)	25%	(16)	66
2020 Vote: Didn't Vote	40%	(186)	30%	(140)	6%	(27)	4%	(16)	21%	(96)	466
2018 House Vote: Democrat	53%	(402)	29%	(219)	4%	(29)	2%	(19)	12%	(92)	760
2018 House Vote: Republican	24%	(136)	40%	(229)	10%	(55)	8%	(46)	18%	(101)	567
2018 House Vote: Someone else	29%	(16)	49%	(27)	—	(0)	—	(0)	22%	(13)	56
2016 Vote: Hillary Clinton	54%	(379)	28%	(201)	4%	(29)	2%	(16)	12%	(82)	707
2016 Vote: Donald Trump	24%	(156)	39%	(252)	10%	(68)	9%	(57)	18%	(117)	650
2016 Vote: Other	35%	(37)	44%	(47)	1%	(1)	3%	(3)	18%	(19)	108
2016 Vote: Didn't Vote	39%	(287)	32%	(237)	7%	(55)	3%	(25)	19%	(141)	744

Table MCBR9_4: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering mentorship resources for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(859)	33%	(737)	7%	(154)	5%	(100)	16%	(360)	2210
Voted in 2014: Yes	40%	(496)	34%	(418)	6%	(80)	4%	(54)	15%	(183)	1230
Voted in 2014: No	37%	(363)	33%	(319)	8%	(75)	5%	(46)	18%	(177)	980
4-Region: Northeast	38%	(147)	33%	(125)	8%	(32)	4%	(14)	17%	(65)	383
4-Region: Midwest	38%	(172)	35%	(158)	6%	(30)	4%	(19)	17%	(79)	456
4-Region: South	39%	(326)	35%	(292)	8%	(63)	4%	(36)	15%	(127)	844
4-Region: West	41%	(214)	31%	(163)	6%	(29)	6%	(32)	17%	(89)	527
Supports Women High Priority	50%	(671)	31%	(420)	5%	(66)	2%	(30)	12%	(158)	1345
Have Purchased Because Supported Women	55%	(356)	30%	(194)	5%	(32)	3%	(20)	7%	(47)	649

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

Table MCBR9_5: *To what extent do you support or oppose companies taking the following actions for their employees?*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	48%	(1052)	30%	(655)	5%	(109)	4%	(92)	14%	(302)	2210
Gender: Male	40%	(422)	34%	(359)	6%	(64)	6%	(64)	15%	(158)	1068
Gender: Female	55%	(630)	26%	(296)	4%	(45)	2%	(27)	13%	(144)	1142
Age: 18-34	50%	(319)	24%	(153)	7%	(45)	5%	(34)	14%	(91)	642
Age: 35-44	46%	(167)	33%	(122)	8%	(28)	3%	(13)	10%	(36)	365
Age: 45-64	45%	(323)	30%	(216)	4%	(26)	4%	(31)	16%	(117)	714
Age: 65+	50%	(243)	33%	(164)	2%	(10)	3%	(15)	12%	(58)	489
GenZers: 1997-2012	50%	(134)	23%	(61)	8%	(21)	5%	(14)	14%	(38)	267
Millennials: 1981-1996	47%	(293)	28%	(175)	8%	(49)	4%	(26)	12%	(76)	618
GenXers: 1965-1980	46%	(281)	31%	(192)	3%	(21)	4%	(24)	15%	(93)	612
Baby Boomers: 1946-1964	49%	(311)	30%	(191)	3%	(18)	4%	(25)	14%	(89)	634
PID: Dem (no lean)	60%	(529)	25%	(219)	5%	(45)	3%	(23)	8%	(72)	889
PID: Ind (no lean)	45%	(285)	28%	(179)	4%	(23)	3%	(20)	20%	(126)	633
PID: Rep (no lean)	35%	(238)	37%	(257)	6%	(41)	7%	(48)	15%	(104)	688
PID/Gender: Dem Men	53%	(207)	29%	(113)	6%	(23)	4%	(14)	9%	(35)	393
PID/Gender: Dem Women	65%	(322)	21%	(105)	4%	(22)	2%	(9)	8%	(37)	496
PID/Gender: Ind Men	36%	(118)	32%	(105)	5%	(16)	4%	(13)	22%	(71)	323
PID/Gender: Ind Women	54%	(167)	24%	(75)	2%	(7)	2%	(7)	18%	(55)	310
PID/Gender: Rep Men	28%	(97)	40%	(141)	7%	(25)	10%	(37)	15%	(52)	352
PID/Gender: Rep Women	42%	(141)	34%	(116)	5%	(16)	4%	(12)	15%	(52)	336
Ideo: Liberal (1-3)	66%	(430)	21%	(135)	3%	(22)	2%	(15)	8%	(49)	652
Ideo: Moderate (4)	46%	(349)	32%	(246)	5%	(40)	3%	(19)	15%	(112)	766
Ideo: Conservative (5-7)	32%	(210)	38%	(251)	7%	(45)	8%	(53)	15%	(97)	656
Educ: < College	47%	(674)	29%	(421)	5%	(68)	4%	(53)	15%	(222)	1437
Educ: Bachelors degree	48%	(237)	31%	(151)	6%	(28)	5%	(26)	10%	(49)	491
Educ: Post-grad	50%	(141)	29%	(83)	5%	(14)	4%	(13)	11%	(32)	282
Income: Under 50k	47%	(596)	29%	(374)	4%	(53)	4%	(48)	16%	(199)	1270
Income: 50k-100k	51%	(323)	29%	(185)	5%	(35)	4%	(27)	11%	(68)	638
Income: 100k+	44%	(133)	32%	(96)	7%	(22)	5%	(16)	12%	(35)	302
Ethnicity: White	47%	(796)	31%	(533)	5%	(82)	4%	(70)	13%	(231)	1711
Ethnicity: Hispanic	51%	(190)	25%	(93)	5%	(20)	5%	(20)	13%	(50)	374

Continued on next page

Table MCBR9_5: *To what extent do you support or oppose companies taking the following actions for their employees?*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	48%	(1052)	30%	(655)	5%	(109)	4%	(92)	14%	(302)	2210
Ethnicity: Black	53%	(149)	24%	(68)	7%	(21)	4%	(12)	11%	(32)	282
Ethnicity: Other	49%	(107)	25%	(54)	3%	(7)	4%	(10)	18%	(39)	217
All Christian	43%	(440)	34%	(351)	5%	(53)	6%	(58)	12%	(126)	1028
All Non-Christian	53%	(63)	27%	(32)	7%	(9)	2%	(2)	11%	(14)	119
Atheist	62%	(56)	23%	(21)	3%	(3)	1%	(1)	11%	(10)	91
Agnostic/Nothing in particular	49%	(299)	25%	(153)	4%	(27)	3%	(18)	19%	(113)	609
Something Else	53%	(194)	27%	(98)	5%	(19)	3%	(13)	11%	(40)	364
Religious Non-Protestant/Catholic	49%	(71)	29%	(43)	8%	(12)	1%	(2)	13%	(19)	147
Evangelical	45%	(256)	30%	(173)	6%	(35)	6%	(36)	12%	(68)	568
Non-Evangelical	46%	(360)	33%	(259)	4%	(33)	4%	(34)	12%	(91)	777
Community: Urban	49%	(320)	28%	(186)	5%	(35)	5%	(33)	13%	(84)	659
Community: Suburban	47%	(451)	30%	(291)	5%	(51)	4%	(38)	14%	(133)	963
Community: Rural	48%	(281)	30%	(178)	4%	(23)	3%	(21)	15%	(85)	588
Employ: Private Sector	45%	(298)	33%	(221)	6%	(40)	5%	(34)	11%	(76)	669
Employ: Government	45%	(57)	30%	(37)	10%	(13)	6%	(7)	9%	(11)	125
Employ: Self-Employed	48%	(95)	35%	(69)	5%	(10)	4%	(9)	8%	(16)	198
Employ: Homemaker	55%	(85)	28%	(44)	5%	(8)	1%	(1)	11%	(16)	154
Employ: Student	41%	(33)	28%	(23)	9%	(7)	3%	(2)	20%	(17)	82
Employ: Retired	50%	(284)	28%	(161)	3%	(19)	4%	(22)	14%	(78)	564
Employ: Unemployed	44%	(118)	25%	(68)	4%	(11)	4%	(10)	22%	(60)	266
Employ: Other	54%	(82)	21%	(32)	1%	(2)	4%	(7)	19%	(28)	151
Military HH: Yes	50%	(140)	29%	(81)	3%	(9)	4%	(12)	13%	(37)	281
Military HH: No	47%	(912)	30%	(573)	5%	(100)	4%	(79)	14%	(265)	1929
RD/WT: Right Direction	56%	(383)	27%	(187)	5%	(36)	2%	(14)	9%	(65)	685
RD/WT: Wrong Track	44%	(669)	31%	(468)	5%	(73)	5%	(77)	16%	(237)	1525
Biden Job Approve	60%	(581)	25%	(247)	4%	(39)	3%	(26)	8%	(80)	972
Biden Job Disapprove	37%	(428)	35%	(400)	6%	(70)	5%	(62)	16%	(183)	1144

Table MCBR9_5: *To what extent do you support or oppose companies taking the following actions for their employees?*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	48%	(1052)	30%	(655)	5%	(109)	4%	(92)	14%	(302)	2210
Biden Job Strongly Approve	63%	(278)	20%	(89)	5%	(23)	3%	(13)	8%	(37)	441
Biden Job Somewhat Approve	57%	(302)	30%	(158)	3%	(16)	2%	(13)	8%	(42)	531
Biden Job Somewhat Disapprove	44%	(156)	31%	(112)	6%	(23)	3%	(10)	15%	(54)	355
Biden Job Strongly Disapprove	35%	(272)	37%	(288)	6%	(47)	7%	(52)	16%	(129)	789
Favorable of Biden	61%	(608)	25%	(247)	4%	(40)	2%	(21)	8%	(82)	999
Unfavorable of Biden	36%	(401)	36%	(395)	6%	(67)	6%	(66)	16%	(179)	1109
Very Favorable of Biden	68%	(323)	17%	(82)	4%	(19)	3%	(12)	8%	(39)	475
Somewhat Favorable of Biden	54%	(285)	32%	(165)	4%	(22)	2%	(9)	8%	(43)	524
Somewhat Unfavorable of Biden	42%	(118)	34%	(96)	6%	(16)	4%	(10)	14%	(38)	277
Very Unfavorable of Biden	34%	(283)	36%	(299)	6%	(51)	7%	(57)	17%	(141)	831
#1 Issue: Economy	44%	(377)	33%	(278)	5%	(43)	4%	(38)	14%	(118)	854
#1 Issue: Security	32%	(72)	38%	(84)	8%	(18)	7%	(16)	15%	(33)	222
#1 Issue: Health Care	42%	(71)	29%	(50)	8%	(13)	3%	(6)	19%	(32)	171
#1 Issue: Medicare / Social Security	53%	(147)	31%	(86)	1%	(3)	3%	(8)	13%	(35)	279
#1 Issue: Women's Issues	65%	(225)	20%	(70)	5%	(17)	2%	(6)	8%	(29)	347
#1 Issue: Education	41%	(28)	30%	(21)	13%	(9)	1%	(1)	14%	(10)	68
#1 Issue: Energy	52%	(72)	26%	(37)	4%	(6)	5%	(6)	13%	(17)	138
#1 Issue: Other	46%	(60)	23%	(30)	1%	(1)	9%	(12)	21%	(28)	130
2020 Vote: Joe Biden	60%	(558)	25%	(238)	4%	(34)	3%	(24)	9%	(83)	938
2020 Vote: Donald Trump	34%	(251)	37%	(273)	7%	(49)	7%	(53)	15%	(113)	740
2020 Vote: Other	34%	(22)	34%	(22)	5%	(3)	5%	(3)	23%	(15)	66
2020 Vote: Didn't Vote	47%	(220)	26%	(121)	5%	(23)	2%	(11)	19%	(91)	466
2018 House Vote: Democrat	62%	(472)	25%	(191)	3%	(27)	2%	(12)	8%	(59)	760
2018 House Vote: Republican	34%	(195)	37%	(212)	6%	(33)	7%	(41)	15%	(86)	567
2018 House Vote: Someone else	38%	(22)	37%	(21)	4%	(2)	—	(0)	21%	(12)	56
2016 Vote: Hillary Clinton	63%	(448)	24%	(172)	3%	(24)	2%	(12)	7%	(50)	707
2016 Vote: Donald Trump	33%	(217)	38%	(246)	6%	(39)	8%	(49)	15%	(98)	650
2016 Vote: Other	42%	(45)	35%	(38)	4%	(5)	3%	(4)	16%	(17)	108
2016 Vote: Didn't Vote	46%	(343)	26%	(197)	6%	(41)	4%	(27)	18%	(137)	744

Table MCBR9_5: *To what extent do you support or oppose companies taking the following actions for their employees?*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	48%	(1052)	30%	(655)	5%	(109)	4%	(92)	14%	(302)	2210
Voted in 2014: Yes	50%	(612)	31%	(385)	4%	(50)	4%	(45)	11%	(138)	1230
Voted in 2014: No	45%	(440)	27%	(269)	6%	(59)	5%	(47)	17%	(164)	980
4-Region: Northeast	48%	(182)	28%	(106)	6%	(25)	3%	(11)	16%	(59)	383
4-Region: Midwest	48%	(217)	32%	(145)	5%	(21)	3%	(14)	13%	(60)	456
4-Region: South	47%	(396)	32%	(267)	4%	(37)	4%	(36)	13%	(109)	844
4-Region: West	49%	(257)	26%	(137)	5%	(27)	6%	(31)	14%	(74)	527
Supports Women High Priority	60%	(805)	25%	(338)	4%	(53)	2%	(25)	9%	(124)	1345
Have Purchased Because Supported Women	66%	(426)	21%	(139)	6%	(36)	1%	(9)	6%	(39)	649

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

Table MCBR9_6: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(891)	31%	(694)	8%	(168)	4%	(95)	16%	(362)	2210
Gender: Male	35%	(376)	33%	(348)	9%	(94)	6%	(68)	17%	(182)	1068
Gender: Female	45%	(515)	30%	(346)	7%	(74)	2%	(27)	16%	(180)	1142
Age: 18-34	46%	(293)	26%	(169)	9%	(55)	5%	(30)	15%	(95)	642
Age: 35-44	43%	(156)	35%	(128)	6%	(23)	4%	(14)	12%	(45)	365
Age: 45-64	39%	(278)	32%	(231)	7%	(48)	4%	(32)	18%	(126)	714
Age: 65+	34%	(164)	34%	(167)	9%	(42)	4%	(20)	20%	(96)	489
GenZers: 1997-2012	44%	(117)	26%	(69)	9%	(25)	4%	(10)	17%	(46)	267
Millennials: 1981-1996	45%	(278)	30%	(188)	7%	(43)	4%	(26)	13%	(82)	618
GenXers: 1965-1980	41%	(251)	32%	(194)	8%	(47)	4%	(27)	15%	(93)	612
Baby Boomers: 1946-1964	35%	(221)	35%	(220)	7%	(43)	5%	(30)	19%	(121)	634
PID: Dem (no lean)	52%	(465)	27%	(243)	6%	(54)	3%	(27)	11%	(100)	889
PID: Ind (no lean)	34%	(217)	33%	(208)	6%	(35)	3%	(22)	24%	(151)	633
PID: Rep (no lean)	30%	(209)	35%	(243)	11%	(79)	7%	(46)	16%	(111)	688
PID/Gender: Dem Men	50%	(198)	28%	(112)	7%	(28)	4%	(15)	10%	(40)	393
PID/Gender: Dem Women	54%	(267)	26%	(131)	5%	(26)	2%	(12)	12%	(60)	496
PID/Gender: Ind Men	28%	(91)	35%	(113)	7%	(21)	5%	(16)	25%	(82)	323
PID/Gender: Ind Women	41%	(126)	31%	(95)	5%	(14)	2%	(6)	22%	(68)	310
PID/Gender: Rep Men	25%	(87)	35%	(124)	13%	(44)	11%	(38)	17%	(59)	352
PID/Gender: Rep Women	36%	(122)	36%	(120)	10%	(34)	3%	(9)	15%	(52)	336
Ideo: Liberal (1-3)	59%	(383)	24%	(154)	6%	(37)	2%	(15)	10%	(63)	652
Ideo: Moderate (4)	37%	(281)	35%	(269)	7%	(57)	3%	(21)	18%	(138)	766
Ideo: Conservative (5-7)	26%	(172)	37%	(245)	11%	(71)	8%	(55)	17%	(114)	656
Educ: < College	39%	(554)	31%	(449)	8%	(119)	4%	(54)	18%	(261)	1437
Educ: Bachelors degree	43%	(209)	33%	(160)	8%	(39)	6%	(29)	11%	(55)	491
Educ: Post-grad	45%	(128)	30%	(85)	4%	(11)	4%	(12)	16%	(46)	282
Income: Under 50k	40%	(508)	31%	(388)	7%	(91)	4%	(45)	19%	(238)	1270
Income: 50k-100k	42%	(269)	32%	(202)	9%	(56)	5%	(29)	13%	(81)	638
Income: 100k+	37%	(113)	35%	(105)	7%	(21)	7%	(21)	14%	(42)	302
Ethnicity: White	39%	(669)	32%	(553)	8%	(140)	4%	(72)	16%	(275)	1711
Ethnicity: Hispanic	45%	(169)	28%	(103)	7%	(27)	5%	(19)	15%	(56)	374

Table MCBR9_6: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(891)	31%	(694)	8%	(168)	4%	(95)	16%	(362)	2210
Ethnicity: Black	46%	(130)	29%	(81)	5%	(15)	5%	(15)	15%	(41)	282
Ethnicity: Other	42%	(92)	27%	(59)	6%	(12)	4%	(9)	21%	(45)	217
All Christian	37%	(382)	34%	(352)	8%	(85)	5%	(54)	15%	(154)	1028
All Non-Christian	57%	(68)	20%	(24)	8%	(10)	4%	(5)	11%	(13)	119
Atheist	53%	(48)	24%	(21)	7%	(6)	—	(0)	16%	(15)	91
Agnostic/Nothing in particular	36%	(220)	31%	(191)	7%	(42)	4%	(24)	22%	(132)	609
Something Else	48%	(173)	29%	(105)	7%	(25)	3%	(12)	13%	(48)	364
Religious Non-Protestant/Catholic	51%	(75)	26%	(38)	6%	(10)	3%	(5)	14%	(20)	147
Evangelical	40%	(227)	31%	(174)	10%	(54)	5%	(31)	15%	(83)	568
Non-Evangelical	40%	(313)	34%	(263)	7%	(54)	5%	(36)	14%	(111)	777
Community: Urban	43%	(280)	30%	(195)	8%	(55)	5%	(30)	15%	(98)	659
Community: Suburban	41%	(398)	31%	(296)	7%	(66)	5%	(45)	17%	(159)	963
Community: Rural	36%	(213)	35%	(203)	8%	(48)	3%	(20)	18%	(104)	588
Employ: Private Sector	41%	(276)	32%	(214)	8%	(50)	6%	(41)	13%	(89)	669
Employ: Government	45%	(57)	32%	(40)	10%	(12)	6%	(7)	7%	(9)	125
Employ: Self-Employed	41%	(82)	33%	(66)	8%	(15)	4%	(8)	14%	(27)	198
Employ: Homemaker	52%	(80)	35%	(53)	2%	(4)	1%	(1)	10%	(16)	154
Employ: Student	29%	(24)	38%	(31)	10%	(8)	4%	(3)	20%	(16)	82
Employ: Retired	36%	(204)	30%	(171)	10%	(54)	4%	(23)	20%	(114)	564
Employ: Unemployed	38%	(102)	29%	(78)	6%	(16)	2%	(5)	25%	(66)	266
Employ: Other	45%	(68)	27%	(41)	6%	(9)	5%	(7)	17%	(26)	151
Military HH: Yes	40%	(111)	29%	(82)	7%	(20)	6%	(16)	18%	(52)	281
Military HH: No	40%	(780)	32%	(612)	8%	(148)	4%	(79)	16%	(310)	1929
RD/WT: Right Direction	52%	(356)	28%	(192)	6%	(42)	2%	(15)	12%	(80)	685
RD/WT: Wrong Track	35%	(535)	33%	(502)	8%	(126)	5%	(81)	18%	(282)	1525
Biden Job Approve	52%	(508)	28%	(271)	5%	(49)	3%	(25)	12%	(119)	972
Biden Job Disapprove	30%	(345)	36%	(411)	10%	(117)	6%	(70)	18%	(201)	1144

Table MCBR9_6: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(891)	31%	(694)	8%	(168)	4%	(95)	16%	(362)	2210
Biden Job Strongly Approve	61%	(270)	19%	(82)	5%	(23)	4%	(15)	11%	(50)	441
Biden Job Somewhat Approve	45%	(238)	36%	(189)	5%	(26)	2%	(10)	13%	(69)	531
Biden Job Somewhat Disapprove	34%	(120)	37%	(130)	10%	(35)	5%	(18)	15%	(52)	355
Biden Job Strongly Disapprove	28%	(225)	36%	(281)	10%	(81)	7%	(52)	19%	(149)	789
Favorable of Biden	52%	(522)	29%	(287)	5%	(49)	2%	(23)	12%	(118)	999
Unfavorable of Biden	30%	(332)	36%	(394)	10%	(114)	6%	(68)	18%	(200)	1109
Very Favorable of Biden	61%	(291)	20%	(95)	5%	(25)	2%	(7)	12%	(58)	475
Somewhat Favorable of Biden	44%	(231)	37%	(193)	5%	(24)	3%	(16)	11%	(60)	524
Somewhat Unfavorable of Biden	32%	(88)	37%	(104)	10%	(28)	4%	(10)	17%	(48)	277
Very Unfavorable of Biden	29%	(244)	35%	(291)	10%	(86)	7%	(58)	18%	(153)	831
#1 Issue: Economy	37%	(317)	34%	(291)	8%	(64)	6%	(47)	16%	(135)	854
#1 Issue: Security	28%	(62)	33%	(73)	10%	(22)	7%	(16)	23%	(50)	222
#1 Issue: Health Care	42%	(71)	32%	(55)	7%	(11)	1%	(2)	19%	(32)	171
#1 Issue: Medicare / Social Security	44%	(122)	32%	(91)	7%	(18)	2%	(6)	15%	(43)	279
#1 Issue: Women's Issues	54%	(187)	26%	(90)	7%	(26)	2%	(8)	11%	(37)	347
#1 Issue: Education	35%	(24)	38%	(26)	11%	(8)	2%	(1)	13%	(9)	68
#1 Issue: Energy	47%	(65)	27%	(37)	6%	(9)	2%	(3)	18%	(25)	138
#1 Issue: Other	33%	(43)	25%	(33)	8%	(11)	9%	(12)	24%	(31)	130
2020 Vote: Joe Biden	52%	(486)	28%	(258)	5%	(51)	3%	(27)	12%	(116)	938
2020 Vote: Donald Trump	26%	(195)	38%	(279)	11%	(84)	7%	(52)	18%	(131)	740
2020 Vote: Other	26%	(17)	39%	(26)	3%	(2)	6%	(4)	26%	(17)	66
2020 Vote: Didn't Vote	42%	(193)	28%	(131)	7%	(31)	3%	(12)	21%	(98)	466
2018 House Vote: Democrat	54%	(408)	27%	(207)	5%	(35)	3%	(20)	12%	(89)	760
2018 House Vote: Republican	26%	(148)	37%	(208)	12%	(66)	7%	(42)	18%	(103)	567
2018 House Vote: Someone else	34%	(19)	38%	(22)	2%	(1)	3%	(1)	22%	(13)	56
2016 Vote: Hillary Clinton	55%	(387)	28%	(197)	4%	(32)	2%	(17)	10%	(74)	707
2016 Vote: Donald Trump	26%	(169)	36%	(232)	13%	(82)	8%	(50)	18%	(117)	650
2016 Vote: Other	37%	(40)	36%	(39)	2%	(2)	5%	(6)	19%	(20)	108
2016 Vote: Didn't Vote	40%	(294)	30%	(225)	7%	(52)	3%	(22)	20%	(151)	744

Table MCBR9_6: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(891)	31%	(694)	8%	(168)	4%	(95)	16%	(362)	2210
Voted in 2014: Yes	41%	(501)	32%	(393)	8%	(93)	5%	(61)	15%	(182)	1230
Voted in 2014: No	40%	(389)	31%	(302)	8%	(75)	3%	(34)	18%	(180)	980
4-Region: Northeast	41%	(157)	31%	(120)	8%	(30)	5%	(18)	15%	(57)	383
4-Region: Midwest	39%	(176)	33%	(151)	7%	(32)	3%	(15)	18%	(81)	456
4-Region: South	39%	(330)	32%	(274)	8%	(71)	4%	(36)	16%	(133)	844
4-Region: West	43%	(227)	28%	(150)	6%	(34)	5%	(25)	17%	(91)	527
Supports Women High Priority	50%	(675)	30%	(405)	6%	(75)	2%	(24)	12%	(165)	1345
Have Purchased Because Supported Women	57%	(370)	27%	(172)	5%	(35)	3%	(20)	8%	(51)	649

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

Table MCBR9_7: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(1046)	28%	(629)	6%	(127)	3%	(76)	15%	(332)	2210
Gender: Male	36%	(384)	33%	(355)	7%	(72)	6%	(59)	18%	(197)	1068
Gender: Female	58%	(661)	24%	(274)	5%	(56)	1%	(16)	12%	(135)	1142
Age: 18-34	50%	(319)	23%	(148)	9%	(60)	4%	(26)	14%	(89)	642
Age: 35-44	49%	(178)	33%	(120)	3%	(12)	3%	(11)	12%	(44)	365
Age: 45-64	47%	(337)	27%	(193)	5%	(36)	4%	(26)	17%	(122)	714
Age: 65+	43%	(212)	34%	(168)	4%	(19)	3%	(12)	16%	(78)	489
GenZers: 1997-2012	50%	(133)	22%	(59)	11%	(29)	4%	(10)	13%	(36)	267
Millennials: 1981-1996	49%	(304)	28%	(175)	6%	(38)	4%	(22)	13%	(79)	618
GenXers: 1965-1980	47%	(289)	27%	(167)	5%	(31)	4%	(24)	16%	(100)	612
Baby Boomers: 1946-1964	45%	(284)	32%	(202)	4%	(25)	3%	(19)	16%	(104)	634
PID: Dem (no lean)	57%	(506)	26%	(233)	6%	(51)	2%	(21)	9%	(79)	889
PID: Ind (no lean)	45%	(288)	24%	(153)	5%	(35)	3%	(17)	22%	(140)	633
PID: Rep (no lean)	37%	(252)	35%	(243)	6%	(42)	5%	(37)	17%	(114)	688
PID/Gender: Dem Men	46%	(182)	32%	(126)	7%	(28)	4%	(17)	10%	(39)	393
PID/Gender: Dem Women	65%	(323)	21%	(107)	5%	(22)	1%	(4)	8%	(40)	496
PID/Gender: Ind Men	33%	(108)	28%	(92)	5%	(17)	4%	(14)	28%	(92)	323
PID/Gender: Ind Women	58%	(180)	20%	(62)	6%	(17)	1%	(4)	15%	(48)	310
PID/Gender: Rep Men	27%	(94)	39%	(138)	7%	(26)	8%	(28)	19%	(66)	352
PID/Gender: Rep Women	47%	(158)	31%	(105)	5%	(16)	3%	(9)	14%	(48)	336
Ideo: Liberal (1-3)	63%	(410)	22%	(143)	5%	(31)	2%	(14)	8%	(54)	652
Ideo: Moderate (4)	44%	(337)	32%	(243)	7%	(50)	2%	(17)	16%	(119)	766
Ideo: Conservative (5-7)	36%	(236)	33%	(219)	7%	(45)	6%	(40)	18%	(117)	656
Educ: < College	48%	(691)	27%	(383)	6%	(91)	3%	(43)	16%	(229)	1437
Educ: Bachelors degree	45%	(222)	31%	(154)	5%	(24)	5%	(24)	14%	(68)	491
Educ: Post-grad	47%	(133)	33%	(92)	4%	(12)	3%	(9)	13%	(36)	282
Income: Under 50k	49%	(619)	27%	(338)	5%	(68)	3%	(40)	16%	(206)	1270
Income: 50k-100k	47%	(302)	30%	(193)	7%	(42)	4%	(24)	12%	(77)	638
Income: 100k+	42%	(126)	32%	(98)	6%	(17)	4%	(12)	16%	(50)	302
Ethnicity: White	47%	(812)	30%	(505)	5%	(85)	4%	(60)	14%	(248)	1711
Ethnicity: Hispanic	46%	(174)	29%	(108)	5%	(20)	5%	(20)	14%	(52)	374

Table MCBR9_7: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(1046)	28%	(629)	6%	(127)	3%	(76)	15%	(332)	2210
Ethnicity: Black	51%	(145)	23%	(66)	10%	(27)	3%	(8)	13%	(36)	282
Ethnicity: Other	41%	(88)	27%	(58)	7%	(15)	3%	(7)	23%	(49)	217
All Christian	44%	(455)	31%	(321)	6%	(62)	5%	(49)	14%	(142)	1028
All Non-Christian	52%	(62)	25%	(29)	8%	(9)	2%	(3)	14%	(16)	119
Atheist	59%	(53)	28%	(25)	1%	(1)	1%	(1)	11%	(10)	91
Agnostic/Nothing in particular	45%	(275)	26%	(161)	6%	(35)	2%	(14)	20%	(124)	609
Something Else	55%	(201)	25%	(93)	5%	(20)	3%	(9)	11%	(41)	364
Religious Non-Protestant/Catholic	51%	(74)	25%	(37)	6%	(9)	2%	(3)	16%	(24)	147
Evangelical	47%	(270)	28%	(159)	6%	(35)	5%	(29)	13%	(75)	568
Non-Evangelical	47%	(367)	31%	(237)	6%	(45)	4%	(29)	13%	(99)	777
Community: Urban	47%	(312)	30%	(195)	6%	(40)	4%	(26)	13%	(85)	659
Community: Suburban	46%	(441)	28%	(268)	6%	(61)	4%	(34)	17%	(159)	963
Community: Rural	50%	(292)	28%	(166)	4%	(26)	3%	(15)	15%	(89)	588
Employ: Private Sector	44%	(297)	30%	(202)	7%	(49)	5%	(35)	13%	(86)	669
Employ: Government	46%	(58)	34%	(43)	6%	(7)	6%	(7)	8%	(11)	125
Employ: Self-Employed	49%	(97)	27%	(54)	6%	(12)	4%	(8)	14%	(28)	198
Employ: Homemaker	63%	(98)	23%	(36)	4%	(6)	—	(0)	10%	(15)	154
Employ: Student	48%	(39)	22%	(18)	15%	(13)	1%	(1)	13%	(11)	82
Employ: Retired	46%	(257)	31%	(177)	4%	(25)	3%	(15)	16%	(91)	564
Employ: Unemployed	45%	(119)	25%	(67)	4%	(11)	3%	(8)	23%	(61)	266
Employ: Other	54%	(82)	21%	(31)	4%	(6)	1%	(2)	20%	(30)	151
Military HH: Yes	49%	(138)	28%	(78)	4%	(12)	3%	(9)	16%	(44)	281
Military HH: No	47%	(908)	29%	(551)	6%	(116)	3%	(67)	15%	(288)	1929
RD/WT: Right Direction	51%	(352)	28%	(195)	7%	(48)	2%	(15)	11%	(75)	685
RD/WT: Wrong Track	45%	(694)	28%	(434)	5%	(80)	4%	(60)	17%	(258)	1525
Biden Job Approve	56%	(544)	25%	(247)	6%	(56)	2%	(24)	10%	(100)	972
Biden Job Disapprove	40%	(462)	32%	(371)	6%	(68)	4%	(51)	17%	(192)	1144

Table MCBR9_7: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(1046)	28%	(629)	6%	(127)	3%	(76)	15%	(332)	2210
Biden Job Strongly Approve	59%	(261)	21%	(93)	6%	(27)	4%	(16)	10%	(43)	441
Biden Job Somewhat Approve	53%	(283)	29%	(154)	5%	(29)	2%	(8)	11%	(58)	531
Biden Job Somewhat Disapprove	43%	(152)	34%	(121)	6%	(22)	3%	(10)	14%	(50)	355
Biden Job Strongly Disapprove	39%	(311)	32%	(249)	6%	(46)	5%	(41)	18%	(142)	789
Favorable of Biden	57%	(565)	27%	(265)	5%	(54)	1%	(13)	10%	(102)	999
Unfavorable of Biden	40%	(439)	32%	(351)	6%	(68)	6%	(61)	17%	(190)	1109
Very Favorable of Biden	62%	(295)	21%	(101)	6%	(26)	1%	(6)	10%	(47)	475
Somewhat Favorable of Biden	52%	(271)	31%	(164)	5%	(27)	1%	(7)	10%	(55)	524
Somewhat Unfavorable of Biden	45%	(126)	30%	(84)	5%	(15)	5%	(13)	14%	(39)	277
Very Unfavorable of Biden	38%	(313)	32%	(267)	6%	(53)	6%	(48)	18%	(151)	831
#1 Issue: Economy	46%	(392)	30%	(255)	5%	(43)	3%	(26)	16%	(138)	854
#1 Issue: Security	33%	(74)	32%	(71)	8%	(18)	8%	(17)	19%	(42)	222
#1 Issue: Health Care	41%	(71)	29%	(50)	9%	(15)	1%	(1)	20%	(35)	171
#1 Issue: Medicare / Social Security	49%	(136)	29%	(82)	6%	(16)	2%	(5)	15%	(41)	279
#1 Issue: Women's Issues	64%	(222)	20%	(70)	6%	(19)	2%	(6)	9%	(31)	347
#1 Issue: Education	37%	(25)	36%	(25)	8%	(5)	9%	(6)	10%	(7)	68
#1 Issue: Energy	51%	(70)	29%	(40)	4%	(6)	5%	(7)	11%	(16)	138
#1 Issue: Other	44%	(57)	28%	(37)	4%	(5)	6%	(8)	18%	(23)	130
2020 Vote: Joe Biden	56%	(524)	27%	(251)	5%	(49)	2%	(22)	10%	(94)	938
2020 Vote: Donald Trump	36%	(264)	34%	(254)	7%	(53)	6%	(43)	17%	(126)	740
2020 Vote: Other	31%	(20)	30%	(20)	1%	(1)	6%	(4)	32%	(21)	66
2020 Vote: Didn't Vote	51%	(238)	22%	(104)	5%	(24)	2%	(8)	20%	(92)	466
2018 House Vote: Democrat	58%	(444)	26%	(194)	4%	(32)	2%	(19)	9%	(71)	760
2018 House Vote: Republican	34%	(195)	35%	(199)	7%	(39)	6%	(33)	18%	(102)	567
2018 House Vote: Someone else	43%	(24)	31%	(17)	4%	(2)	—	(0)	22%	(13)	56
2016 Vote: Hillary Clinton	59%	(419)	25%	(178)	4%	(30)	2%	(15)	9%	(65)	707
2016 Vote: Donald Trump	35%	(224)	35%	(227)	7%	(45)	7%	(42)	17%	(112)	650
2016 Vote: Other	44%	(48)	31%	(33)	5%	(5)	4%	(4)	16%	(17)	108
2016 Vote: Didn't Vote	48%	(354)	26%	(190)	6%	(48)	2%	(14)	19%	(138)	744

Continued on next page

Table MCBR9_7: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(1046)	28%	(629)	6%	(127)	3%	(76)	15%	(332)	2210
Voted in 2014: Yes	48%	(589)	30%	(368)	5%	(60)	4%	(47)	14%	(167)	1230
Voted in 2014: No	47%	(457)	27%	(261)	7%	(68)	3%	(29)	17%	(165)	980
4-Region: Northeast	47%	(179)	28%	(105)	6%	(22)	4%	(14)	16%	(62)	383
4-Region: Midwest	48%	(219)	28%	(129)	6%	(27)	2%	(11)	16%	(71)	456
4-Region: South	48%	(402)	29%	(246)	6%	(47)	3%	(24)	15%	(126)	844
4-Region: West	47%	(246)	28%	(149)	6%	(30)	5%	(27)	14%	(74)	527
Supports Women High Priority	57%	(766)	26%	(355)	4%	(54)	2%	(29)	11%	(142)	1345
Have Purchased Because Supported Women	61%	(395)	25%	(163)	5%	(35)	2%	(15)	6%	(40)	649

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

Table MCBR9_8: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering flexible work schedules for caregivers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	29%	(648)	5%	(106)	4%	(87)	12%	(268)	2210
Gender: Male	43%	(460)	32%	(338)	6%	(69)	5%	(58)	13%	(142)	1068
Gender: Female	56%	(642)	27%	(309)	3%	(37)	3%	(29)	11%	(126)	1142
Age: 18-34	51%	(326)	22%	(144)	8%	(54)	5%	(33)	13%	(85)	642
Age: 35-44	47%	(171)	34%	(123)	5%	(17)	3%	(12)	11%	(41)	365
Age: 45-64	50%	(354)	30%	(215)	3%	(24)	4%	(32)	13%	(90)	714
Age: 65+	51%	(250)	34%	(165)	2%	(12)	2%	(10)	11%	(52)	489
GenZers: 1997-2012	51%	(136)	22%	(58)	8%	(21)	5%	(14)	14%	(38)	267
Millennials: 1981-1996	49%	(305)	27%	(166)	7%	(45)	4%	(26)	12%	(76)	618
GenXers: 1965-1980	50%	(303)	30%	(183)	3%	(20)	5%	(29)	13%	(77)	612
Baby Boomers: 1946-1964	51%	(326)	32%	(206)	3%	(17)	2%	(16)	11%	(69)	634
PID: Dem (no lean)	60%	(530)	24%	(215)	5%	(41)	4%	(33)	8%	(70)	889
PID: Ind (no lean)	46%	(294)	30%	(189)	3%	(20)	2%	(15)	18%	(116)	633
PID: Rep (no lean)	40%	(278)	35%	(243)	7%	(45)	6%	(39)	12%	(82)	688
PID/Gender: Dem Men	53%	(208)	28%	(110)	6%	(24)	4%	(18)	8%	(33)	393
PID/Gender: Dem Women	65%	(321)	21%	(105)	3%	(17)	3%	(16)	7%	(37)	496
PID/Gender: Ind Men	41%	(134)	30%	(98)	5%	(16)	4%	(11)	20%	(64)	323
PID/Gender: Ind Women	52%	(160)	29%	(90)	1%	(4)	1%	(4)	17%	(52)	310
PID/Gender: Rep Men	33%	(118)	37%	(130)	8%	(30)	8%	(29)	13%	(45)	352
PID/Gender: Rep Women	48%	(161)	34%	(114)	5%	(16)	3%	(9)	11%	(37)	336
Ideo: Liberal (1-3)	66%	(433)	19%	(127)	5%	(31)	3%	(17)	7%	(44)	652
Ideo: Moderate (4)	46%	(354)	32%	(242)	5%	(41)	3%	(23)	14%	(106)	766
Ideo: Conservative (5-7)	38%	(250)	38%	(252)	5%	(34)	7%	(44)	12%	(77)	656
Educ: < College	49%	(707)	29%	(415)	4%	(63)	4%	(55)	14%	(196)	1437
Educ: Bachelors degree	50%	(243)	30%	(147)	7%	(33)	5%	(24)	9%	(42)	491
Educ: Post-grad	53%	(151)	30%	(85)	3%	(9)	3%	(8)	10%	(29)	282
Income: Under 50k	50%	(638)	28%	(355)	4%	(55)	4%	(51)	14%	(172)	1270
Income: 50k-100k	50%	(320)	30%	(193)	5%	(34)	4%	(26)	10%	(64)	638
Income: 100k+	48%	(144)	33%	(100)	6%	(17)	3%	(9)	10%	(32)	302
Ethnicity: White	50%	(858)	31%	(523)	5%	(79)	3%	(58)	11%	(192)	1711
Ethnicity: Hispanic	53%	(198)	22%	(83)	8%	(29)	6%	(21)	11%	(43)	374

Continued on next page

Table MCBR9_8: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering flexible work schedules for caregivers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	29%	(648)	5%	(106)	4%	(87)	12%	(268)	2210
Ethnicity: Black	49%	(138)	25%	(71)	7%	(20)	6%	(18)	13%	(36)	282
Ethnicity: Other	49%	(106)	25%	(54)	3%	(7)	5%	(10)	18%	(40)	217
All Christian	47%	(485)	33%	(341)	5%	(48)	4%	(46)	10%	(108)	1028
All Non-Christian	59%	(70)	22%	(26)	6%	(8)	6%	(7)	7%	(9)	119
Atheist	64%	(58)	21%	(19)	4%	(3)	2%	(2)	10%	(9)	91
Agnostic/Nothing in particular	46%	(280)	28%	(173)	5%	(33)	3%	(18)	17%	(107)	609
Something Else	58%	(210)	25%	(89)	4%	(14)	4%	(15)	10%	(35)	364
Religious Non-Protestant/Catholic	53%	(77)	24%	(35)	7%	(11)	6%	(9)	10%	(15)	147
Evangelical	50%	(286)	29%	(162)	6%	(33)	5%	(26)	11%	(61)	568
Non-Evangelical	51%	(395)	32%	(250)	3%	(24)	4%	(33)	10%	(74)	777
Community: Urban	50%	(329)	28%	(185)	5%	(33)	6%	(39)	11%	(73)	659
Community: Suburban	49%	(469)	31%	(296)	5%	(49)	3%	(33)	12%	(116)	963
Community: Rural	52%	(304)	28%	(166)	4%	(24)	3%	(15)	13%	(78)	588
Employ: Private Sector	47%	(315)	31%	(205)	6%	(39)	5%	(33)	11%	(77)	669
Employ: Government	51%	(64)	25%	(31)	8%	(10)	8%	(10)	8%	(10)	125
Employ: Self-Employed	48%	(95)	35%	(69)	3%	(6)	5%	(9)	10%	(19)	198
Employ: Homemaker	57%	(88)	29%	(44)	5%	(7)	1%	(2)	9%	(13)	154
Employ: Student	46%	(37)	29%	(24)	10%	(8)	1%	(1)	15%	(12)	82
Employ: Retired	52%	(291)	32%	(179)	3%	(16)	3%	(18)	11%	(60)	564
Employ: Unemployed	47%	(125)	25%	(66)	4%	(11)	4%	(10)	20%	(54)	266
Employ: Other	57%	(86)	20%	(31)	6%	(8)	3%	(5)	14%	(21)	151
Military HH: Yes	52%	(147)	28%	(79)	3%	(8)	5%	(13)	12%	(34)	281
Military HH: No	50%	(955)	29%	(569)	5%	(98)	4%	(74)	12%	(233)	1929
RD/WT: Right Direction	57%	(388)	26%	(175)	5%	(32)	3%	(22)	10%	(68)	685
RD/WT: Wrong Track	47%	(714)	31%	(472)	5%	(74)	4%	(65)	13%	(200)	1525
Biden Job Approve	58%	(568)	26%	(250)	4%	(39)	3%	(33)	8%	(82)	972
Biden Job Disapprove	43%	(490)	34%	(386)	6%	(67)	5%	(52)	13%	(149)	1144

Table MCBR9_8: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering flexible work schedules for caregivers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	29%	(648)	5%	(106)	4%	(87)	12%	(268)	2210
Biden Job Strongly Approve	66%	(292)	17%	(75)	4%	(18)	4%	(17)	8%	(37)	441
Biden Job Somewhat Approve	52%	(275)	33%	(174)	4%	(21)	3%	(16)	8%	(45)	531
Biden Job Somewhat Disapprove	47%	(165)	33%	(119)	4%	(14)	4%	(16)	12%	(41)	355
Biden Job Strongly Disapprove	41%	(324)	34%	(267)	7%	(53)	5%	(36)	14%	(107)	789
Favorable of Biden	60%	(603)	26%	(261)	4%	(35)	2%	(22)	8%	(78)	999
Unfavorable of Biden	41%	(460)	34%	(375)	6%	(68)	5%	(60)	13%	(146)	1109
Very Favorable of Biden	69%	(330)	16%	(77)	3%	(14)	3%	(12)	9%	(42)	475
Somewhat Favorable of Biden	52%	(273)	35%	(184)	4%	(21)	2%	(10)	7%	(36)	524
Somewhat Unfavorable of Biden	46%	(128)	32%	(88)	5%	(14)	5%	(14)	12%	(33)	277
Very Unfavorable of Biden	40%	(332)	34%	(286)	6%	(53)	6%	(47)	14%	(113)	831
#1 Issue: Economy	48%	(411)	29%	(251)	5%	(41)	4%	(37)	13%	(114)	854
#1 Issue: Security	38%	(84)	38%	(86)	7%	(16)	6%	(13)	11%	(25)	222
#1 Issue: Health Care	49%	(84)	25%	(43)	5%	(8)	3%	(5)	18%	(31)	171
#1 Issue: Medicare / Social Security	54%	(152)	33%	(92)	2%	(5)	2%	(5)	9%	(26)	279
#1 Issue: Women's Issues	63%	(218)	21%	(71)	5%	(17)	4%	(13)	8%	(28)	347
#1 Issue: Education	44%	(30)	29%	(20)	12%	(8)	5%	(3)	10%	(7)	68
#1 Issue: Energy	48%	(67)	32%	(44)	3%	(4)	4%	(6)	13%	(18)	138
#1 Issue: Other	45%	(58)	31%	(41)	5%	(7)	4%	(5)	15%	(19)	130
2020 Vote: Joe Biden	59%	(556)	24%	(229)	5%	(45)	3%	(26)	9%	(81)	938
2020 Vote: Donald Trump	38%	(283)	37%	(278)	6%	(42)	6%	(46)	12%	(92)	740
2020 Vote: Other	44%	(29)	28%	(19)	1%	(1)	4%	(3)	22%	(15)	66
2020 Vote: Didn't Vote	50%	(233)	26%	(123)	4%	(18)	3%	(12)	17%	(80)	466
2018 House Vote: Democrat	63%	(478)	25%	(187)	3%	(25)	2%	(17)	7%	(53)	760
2018 House Vote: Republican	38%	(214)	39%	(220)	6%	(32)	6%	(31)	12%	(69)	567
2018 House Vote: Someone else	48%	(27)	31%	(17)	—	(0)	3%	(2)	18%	(10)	56
2016 Vote: Hillary Clinton	63%	(448)	24%	(168)	4%	(27)	2%	(16)	7%	(48)	707
2016 Vote: Donald Trump	37%	(238)	39%	(253)	6%	(39)	6%	(39)	13%	(81)	650
2016 Vote: Other	54%	(58)	28%	(30)	2%	(2)	3%	(3)	12%	(13)	108
2016 Vote: Didn't Vote	48%	(357)	26%	(195)	5%	(38)	4%	(29)	17%	(125)	744

Table MCBR9_8: *To what extent do you support or oppose companies taking the following actions for their employees?*
Offering flexible work schedules for caregivers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	50%	(1102)	29%	(648)	5%	(106)	4%	(87)	12%	(268)	2210
Voted in 2014: Yes	52%	(645)	31%	(383)	4%	(47)	3%	(41)	9%	(114)	1230
Voted in 2014: No	47%	(457)	27%	(264)	6%	(59)	5%	(46)	16%	(154)	980
4-Region: Northeast	48%	(182)	29%	(113)	5%	(21)	5%	(20)	12%	(47)	383
4-Region: Midwest	50%	(229)	32%	(145)	4%	(18)	3%	(14)	11%	(51)	456
4-Region: South	50%	(419)	29%	(246)	5%	(46)	3%	(26)	13%	(108)	844
4-Region: West	52%	(273)	27%	(144)	4%	(22)	5%	(27)	12%	(62)	527
Supports Women High Priority	59%	(796)	26%	(348)	4%	(57)	2%	(32)	8%	(112)	1345
Have Purchased Because Supported Women	63%	(410)	23%	(150)	5%	(33)	3%	(19)	6%	(36)	649

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

Table MCBR9_9: *To what extent do you support or oppose companies taking the following actions for their employees?*
Requiring internal programming/education around womens topics

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(646)	32%	(718)	11%	(239)	8%	(181)	19%	(427)	2210
Gender: Male	25%	(267)	33%	(352)	13%	(141)	11%	(116)	18%	(191)	1068
Gender: Female	33%	(379)	32%	(365)	9%	(98)	6%	(65)	21%	(235)	1142
Age: 18-34	32%	(207)	31%	(198)	11%	(70)	7%	(48)	18%	(118)	642
Age: 35-44	33%	(122)	34%	(126)	11%	(39)	6%	(21)	16%	(57)	365
Age: 45-64	26%	(185)	34%	(243)	9%	(67)	9%	(63)	22%	(156)	714
Age: 65+	27%	(131)	31%	(151)	13%	(62)	10%	(49)	19%	(95)	489
GenZers: 1997-2012	31%	(84)	29%	(77)	11%	(29)	7%	(18)	22%	(59)	267
Millennials: 1981-1996	34%	(208)	34%	(207)	11%	(65)	6%	(40)	16%	(99)	618
GenXers: 1965-1980	28%	(171)	35%	(212)	10%	(62)	8%	(47)	20%	(120)	612
Baby Boomers: 1946-1964	26%	(162)	31%	(195)	12%	(74)	11%	(68)	21%	(135)	634
PID: Dem (no lean)	41%	(368)	33%	(298)	8%	(70)	4%	(36)	13%	(117)	889
PID: Ind (no lean)	24%	(152)	32%	(202)	8%	(53)	8%	(52)	28%	(174)	633
PID: Rep (no lean)	18%	(125)	32%	(218)	17%	(116)	13%	(93)	20%	(136)	688
PID/Gender: Dem Men	38%	(151)	37%	(145)	10%	(40)	4%	(16)	10%	(41)	393
PID/Gender: Dem Women	44%	(218)	31%	(153)	6%	(30)	4%	(19)	15%	(76)	496
PID/Gender: Ind Men	22%	(70)	28%	(90)	10%	(34)	12%	(38)	28%	(91)	323
PID/Gender: Ind Women	27%	(82)	36%	(111)	6%	(20)	4%	(14)	27%	(83)	310
PID/Gender: Rep Men	13%	(46)	33%	(117)	19%	(67)	17%	(61)	17%	(59)	352
PID/Gender: Rep Women	23%	(79)	30%	(101)	14%	(48)	9%	(31)	23%	(76)	336
Ideo: Liberal (1-3)	45%	(293)	33%	(213)	8%	(53)	4%	(23)	11%	(70)	652
Ideo: Moderate (4)	28%	(218)	34%	(260)	10%	(76)	6%	(44)	22%	(168)	766
Ideo: Conservative (5-7)	15%	(98)	32%	(213)	16%	(106)	16%	(106)	20%	(134)	656
Educ: < College	29%	(415)	32%	(460)	10%	(141)	7%	(101)	22%	(320)	1437
Educ: Bachelors degree	30%	(146)	34%	(168)	11%	(55)	10%	(50)	15%	(72)	491
Educ: Post-grad	30%	(84)	32%	(90)	15%	(43)	11%	(30)	12%	(35)	282
Income: Under 50k	30%	(383)	31%	(392)	9%	(120)	7%	(89)	23%	(287)	1270
Income: 50k-100k	30%	(189)	35%	(226)	11%	(73)	9%	(55)	15%	(95)	638
Income: 100k+	25%	(74)	33%	(100)	15%	(46)	12%	(36)	15%	(45)	302
Ethnicity: White	28%	(477)	32%	(551)	12%	(200)	9%	(153)	19%	(330)	1711
Ethnicity: Hispanic	36%	(133)	32%	(119)	8%	(30)	6%	(23)	18%	(68)	374

Continued on next page

Table MCBR9_9: *To what extent do you support or oppose companies taking the following actions for their employees?*
Requiring internal programming/education around womens topics

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(646)	32%	(718)	11%	(239)	8%	(181)	19%	(427)	2210
Ethnicity: Black	36%	(102)	32%	(90)	9%	(25)	5%	(14)	18%	(51)	282
Ethnicity: Other	31%	(66)	35%	(77)	6%	(14)	6%	(14)	21%	(46)	217
All Christian	27%	(283)	31%	(319)	13%	(129)	11%	(109)	18%	(188)	1028
All Non-Christian	38%	(45)	31%	(37)	10%	(11)	7%	(9)	14%	(17)	119
Atheist	35%	(32)	33%	(30)	9%	(8)	7%	(6)	16%	(14)	91
Agnostic/Nothing in particular	27%	(165)	33%	(198)	9%	(56)	7%	(40)	25%	(150)	609
Something Else	33%	(121)	37%	(134)	9%	(34)	5%	(17)	16%	(57)	364
Religious Non-Protestant/Catholic	37%	(55)	29%	(42)	10%	(15)	6%	(9)	18%	(26)	147
Evangelical	29%	(167)	30%	(172)	13%	(73)	11%	(63)	17%	(94)	568
Non-Evangelical	29%	(223)	34%	(267)	11%	(87)	8%	(61)	18%	(138)	777
Community: Urban	32%	(210)	33%	(219)	9%	(61)	9%	(57)	17%	(111)	659
Community: Suburban	29%	(282)	32%	(308)	11%	(103)	9%	(87)	19%	(183)	963
Community: Rural	26%	(153)	32%	(190)	13%	(75)	6%	(36)	23%	(133)	588
Employ: Private Sector	32%	(211)	35%	(235)	11%	(72)	9%	(57)	14%	(94)	669
Employ: Government	30%	(38)	37%	(46)	13%	(16)	8%	(10)	12%	(15)	125
Employ: Self-Employed	28%	(56)	29%	(57)	12%	(24)	15%	(30)	16%	(31)	198
Employ: Homemaker	31%	(48)	33%	(51)	8%	(13)	5%	(8)	23%	(35)	154
Employ: Student	28%	(23)	33%	(27)	12%	(10)	1%	(0)	27%	(22)	82
Employ: Retired	27%	(154)	29%	(166)	13%	(75)	10%	(54)	21%	(116)	564
Employ: Unemployed	26%	(69)	34%	(90)	5%	(13)	7%	(19)	28%	(75)	266
Employ: Other	31%	(47)	30%	(45)	12%	(18)	2%	(3)	26%	(38)	151
Military HH: Yes	30%	(84)	25%	(70)	14%	(39)	12%	(33)	20%	(55)	281
Military HH: No	29%	(562)	34%	(647)	10%	(200)	8%	(148)	19%	(371)	1929
RD/WT: Right Direction	38%	(263)	36%	(248)	8%	(54)	4%	(26)	14%	(94)	685
RD/WT: Wrong Track	25%	(383)	31%	(470)	12%	(185)	10%	(155)	22%	(332)	1525
Biden Job Approve	39%	(380)	36%	(351)	8%	(76)	4%	(38)	13%	(128)	972
Biden Job Disapprove	21%	(241)	31%	(350)	14%	(163)	12%	(141)	22%	(249)	1144

Table MCBR9_9: *To what extent do you support or oppose companies taking the following actions for their employees?*
Requiring internal programming/education around womens topics

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(646)	32%	(718)	11%	(239)	8%	(181)	19%	(427)	2210
Biden Job Strongly Approve	48%	(211)	29%	(130)	7%	(32)	4%	(19)	11%	(49)	441
Biden Job Somewhat Approve	32%	(169)	42%	(221)	8%	(44)	4%	(19)	15%	(79)	531
Biden Job Somewhat Disapprove	22%	(77)	41%	(145)	11%	(38)	5%	(16)	22%	(79)	355
Biden Job Strongly Disapprove	21%	(164)	26%	(205)	16%	(126)	16%	(124)	22%	(170)	789
Favorable of Biden	40%	(396)	37%	(369)	7%	(68)	3%	(29)	14%	(136)	999
Unfavorable of Biden	20%	(222)	30%	(331)	15%	(163)	13%	(149)	22%	(243)	1109
Very Favorable of Biden	49%	(234)	30%	(143)	6%	(27)	3%	(14)	12%	(57)	475
Somewhat Favorable of Biden	31%	(163)	43%	(226)	8%	(41)	3%	(15)	15%	(80)	524
Somewhat Unfavorable of Biden	21%	(58)	38%	(105)	10%	(28)	8%	(22)	24%	(65)	277
Very Unfavorable of Biden	20%	(164)	27%	(227)	16%	(135)	15%	(128)	21%	(178)	831
#1 Issue: Economy	25%	(215)	33%	(284)	12%	(104)	9%	(77)	20%	(175)	854
#1 Issue: Security	19%	(42)	32%	(70)	13%	(29)	13%	(29)	24%	(53)	222
#1 Issue: Health Care	31%	(53)	33%	(56)	10%	(17)	4%	(7)	22%	(38)	171
#1 Issue: Medicare / Social Security	32%	(90)	34%	(95)	10%	(27)	4%	(12)	19%	(54)	279
#1 Issue: Women's Issues	43%	(148)	32%	(112)	8%	(29)	3%	(12)	13%	(46)	347
#1 Issue: Education	29%	(20)	33%	(22)	12%	(8)	12%	(8)	14%	(10)	68
#1 Issue: Energy	35%	(48)	30%	(41)	12%	(16)	7%	(10)	16%	(22)	138
#1 Issue: Other	23%	(30)	28%	(36)	7%	(9)	21%	(27)	21%	(28)	130
2020 Vote: Joe Biden	40%	(375)	34%	(322)	8%	(72)	3%	(31)	15%	(138)	938
2020 Vote: Donald Trump	17%	(126)	30%	(221)	18%	(130)	16%	(118)	20%	(145)	740
2020 Vote: Other	26%	(17)	31%	(20)	2%	(1)	12%	(8)	28%	(19)	66
2020 Vote: Didn't Vote	27%	(128)	33%	(155)	8%	(35)	5%	(23)	27%	(125)	466
2018 House Vote: Democrat	40%	(306)	35%	(268)	8%	(58)	4%	(28)	13%	(99)	760
2018 House Vote: Republican	16%	(93)	30%	(172)	16%	(92)	17%	(94)	20%	(116)	567
2018 House Vote: Someone else	25%	(14)	35%	(19)	12%	(7)	4%	(2)	24%	(13)	56
2016 Vote: Hillary Clinton	41%	(290)	36%	(255)	8%	(56)	3%	(22)	12%	(84)	707
2016 Vote: Donald Trump	17%	(109)	30%	(193)	17%	(110)	17%	(109)	20%	(130)	650
2016 Vote: Other	28%	(30)	31%	(33)	12%	(12)	10%	(10)	20%	(22)	108
2016 Vote: Didn't Vote	29%	(217)	32%	(236)	8%	(60)	5%	(40)	26%	(191)	744

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Table MCBR9_9: *To what extent do you support or oppose companies taking the following actions for their employees?*
Requiring internal programming/education around womens topics

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(646)	32%	(718)	11%	(239)	8%	(181)	19%	(427)	2210
Voted in 2014: Yes	30%	(365)	33%	(402)	12%	(148)	9%	(115)	16%	(199)	1230
Voted in 2014: No	29%	(280)	32%	(315)	9%	(91)	7%	(66)	23%	(227)	980
4-Region: Northeast	27%	(103)	37%	(140)	9%	(34)	8%	(30)	20%	(76)	383
4-Region: Midwest	28%	(128)	32%	(144)	13%	(59)	8%	(39)	19%	(87)	456
4-Region: South	28%	(237)	34%	(285)	11%	(92)	8%	(67)	19%	(162)	844
4-Region: West	34%	(177)	28%	(148)	10%	(54)	9%	(45)	19%	(102)	527
Supports Women High Priority	40%	(533)	35%	(474)	7%	(91)	3%	(45)	15%	(203)	1345
Have Purchased Because Supported Women	47%	(307)	34%	(220)	6%	(41)	3%	(20)	9%	(61)	649

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

Table MCBR10_1NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Gender: Male	25%	(265)	75%	(803)	1068
Gender: Female	28%	(317)	72%	(825)	1142
Age: 18-34	30%	(194)	70%	(448)	642
Age: 35-44	28%	(101)	72%	(264)	365
Age: 45-64	24%	(169)	76%	(545)	714
Age: 65+	24%	(118)	76%	(371)	489
GenZers: 1997-2012	28%	(74)	72%	(193)	267
Millennials: 1981-1996	30%	(186)	70%	(432)	618
GenXers: 1965-1980	24%	(147)	76%	(465)	612
Baby Boomers: 1946-1964	24%	(152)	76%	(482)	634
PID: Dem (no lean)	28%	(246)	72%	(643)	889
PID: Ind (no lean)	26%	(165)	74%	(468)	633
PID: Rep (no lean)	25%	(170)	75%	(518)	688
PID/Gender: Dem Men	26%	(103)	74%	(290)	393
PID/Gender: Dem Women	29%	(144)	71%	(353)	496
PID/Gender: Ind Men	26%	(84)	74%	(239)	323
PID/Gender: Ind Women	26%	(81)	74%	(229)	310
PID/Gender: Rep Men	22%	(78)	78%	(274)	352
PID/Gender: Rep Women	27%	(92)	73%	(244)	336
Ideo: Liberal (1-3)	29%	(191)	71%	(460)	652
Ideo: Moderate (4)	26%	(200)	74%	(566)	766
Ideo: Conservative (5-7)	25%	(162)	75%	(494)	656
Educ: < College	26%	(375)	74%	(1062)	1437
Educ: Bachelors degree	24%	(115)	76%	(375)	491
Educ: Post-grad	33%	(92)	67%	(190)	282
Income: Under 50k	26%	(328)	74%	(942)	1270
Income: 50k-100k	25%	(158)	75%	(479)	638
Income: 100k+	32%	(96)	68%	(206)	302
Ethnicity: White	27%	(455)	73%	(1256)	1711
Ethnicity: Hispanic	25%	(94)	75%	(280)	374

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Table MCBR10_1NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Ethnicity: Black	23%	(65)	77%	(217)	282
Ethnicity: Other	28%	(62)	72%	(155)	217
All Christian	28%	(285)	72%	(743)	1028
All Non-Christian	26%	(31)	74%	(88)	119
Atheist	28%	(25)	72%	(66)	91
Agnostic/Nothing in particular	24%	(147)	76%	(462)	609
Something Else	26%	(94)	74%	(270)	364
Religious Non-Protestant/Catholic	24%	(36)	76%	(111)	147
Evangelical	27%	(153)	73%	(415)	568
Non-Evangelical	28%	(214)	72%	(563)	777
Community: Urban	25%	(164)	75%	(495)	659
Community: Suburban	28%	(274)	72%	(689)	963
Community: Rural	24%	(144)	76%	(445)	588
Employ: Private Sector	28%	(185)	72%	(484)	669
Employ: Government	28%	(36)	72%	(90)	125
Employ: Self-Employed	27%	(53)	73%	(145)	198
Employ: Homemaker	30%	(46)	70%	(108)	154
Employ: Student	23%	(19)	77%	(63)	82
Employ: Retired	23%	(132)	77%	(432)	564
Employ: Unemployed	25%	(67)	75%	(199)	266
Employ: Other	29%	(43)	71%	(108)	151
Military HH: Yes	27%	(76)	73%	(205)	281
Military HH: No	26%	(506)	74%	(1423)	1929
RD/WT: Right Direction	29%	(196)	71%	(489)	685
RD/WT: Wrong Track	25%	(386)	75%	(1139)	1525
Biden Job Approve	29%	(282)	71%	(690)	972
Biden Job Disapprove	25%	(284)	75%	(860)	1144

Table MCBR10_1NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Biden Job Strongly Approve	27%	(120)	73%	(321)	441
Biden Job Somewhat Approve	30%	(162)	70%	(369)	531
Biden Job Somewhat Disapprove	24%	(86)	76%	(269)	355
Biden Job Strongly Disapprove	25%	(198)	75%	(591)	789
Favorable of Biden	29%	(289)	71%	(710)	999
Unfavorable of Biden	24%	(271)	76%	(837)	1109
Very Favorable of Biden	29%	(138)	71%	(337)	475
Somewhat Favorable of Biden	29%	(151)	71%	(373)	524
Somewhat Unfavorable of Biden	22%	(61)	78%	(216)	277
Very Unfavorable of Biden	25%	(210)	75%	(621)	831
#1 Issue: Economy	27%	(230)	73%	(624)	854
#1 Issue: Security	19%	(43)	81%	(180)	222
#1 Issue: Health Care	28%	(48)	72%	(123)	171
#1 Issue: Medicare / Social Security	25%	(70)	75%	(209)	279
#1 Issue: Women's Issues	31%	(108)	69%	(240)	347
#1 Issue: Education	28%	(19)	72%	(49)	68
#1 Issue: Energy	25%	(35)	75%	(103)	138
#1 Issue: Other	23%	(29)	77%	(101)	130
2020 Vote: Joe Biden	30%	(277)	70%	(661)	938
2020 Vote: Donald Trump	25%	(183)	75%	(557)	740
2020 Vote: Other	19%	(13)	81%	(53)	66
2020 Vote: Didn't Vote	23%	(109)	77%	(357)	466
2018 House Vote: Democrat	29%	(219)	71%	(541)	760
2018 House Vote: Republican	25%	(141)	75%	(427)	567
2018 House Vote: Someone else	20%	(11)	80%	(45)	56
2016 Vote: Hillary Clinton	29%	(202)	71%	(505)	707
2016 Vote: Donald Trump	23%	(152)	77%	(498)	650
2016 Vote: Other	27%	(29)	73%	(79)	108
2016 Vote: Didn't Vote	27%	(198)	73%	(546)	744

Table MCBR10_1NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Adding family-planning benefits (such as coverage for IVF, surrogacy, adoption)

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Voted in 2014: Yes	25%	(313)	75%	(917)	1230
Voted in 2014: No	27%	(269)	73%	(711)	980
4-Region: Northeast	24%	(93)	76%	(290)	383
4-Region: Midwest	29%	(131)	71%	(325)	456
4-Region: South	25%	(213)	75%	(631)	844
4-Region: West	27%	(145)	73%	(382)	527
Supports Women High Priority	28%	(371)	72%	(975)	1345
Have Purchased Because Supported Women	29%	(191)	71%	(458)	649

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

Table MCBR10_2NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Ensuring their health insurance plan covers birth control costs

Demographic	Selected		Not Selected		Total N
Adults	37%	(822)	63%	(1388)	2210
Gender: Male	33%	(347)	67%	(720)	1068
Gender: Female	42%	(475)	58%	(667)	1142
Age: 18-34	38%	(246)	62%	(396)	642
Age: 35-44	33%	(120)	67%	(246)	365
Age: 45-64	35%	(248)	65%	(466)	714
Age: 65+	43%	(209)	57%	(280)	489
GenZers: 1997-2012	41%	(109)	59%	(158)	267
Millennials: 1981-1996	35%	(217)	65%	(401)	618
GenXers: 1965-1980	35%	(215)	65%	(397)	612
Baby Boomers: 1946-1964	38%	(243)	62%	(391)	634
PID: Dem (no lean)	42%	(375)	58%	(514)	889
PID: Ind (no lean)	36%	(225)	64%	(408)	633
PID: Rep (no lean)	32%	(222)	68%	(466)	688
PID/Gender: Dem Men	39%	(155)	61%	(238)	393
PID/Gender: Dem Women	44%	(220)	56%	(276)	496
PID/Gender: Ind Men	30%	(96)	70%	(227)	323
PID/Gender: Ind Women	42%	(129)	58%	(181)	310
PID/Gender: Rep Men	27%	(96)	73%	(255)	352
PID/Gender: Rep Women	37%	(126)	63%	(211)	336
Ideo: Liberal (1-3)	47%	(304)	53%	(347)	652
Ideo: Moderate (4)	33%	(255)	67%	(511)	766
Ideo: Conservative (5-7)	33%	(214)	67%	(442)	656
Educ: < College	37%	(529)	63%	(908)	1437
Educ: Bachelors degree	37%	(184)	63%	(307)	491
Educ: Post-grad	39%	(109)	61%	(173)	282
Income: Under 50k	36%	(454)	64%	(816)	1270
Income: 50k-100k	42%	(266)	58%	(372)	638
Income: 100k+	34%	(102)	66%	(200)	302
Ethnicity: White	39%	(668)	61%	(1043)	1711
Ethnicity: Hispanic	36%	(135)	64%	(239)	374

Table MCBR10_2NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Ensuring their health insurance plan covers birth control costs

Demographic	Selected		Not Selected		Total N
Adults	37%	(822)	63%	(1388)	2210
Ethnicity: Black	30%	(83)	70%	(199)	282
Ethnicity: Other	33%	(71)	67%	(146)	217
All Christian	35%	(355)	65%	(673)	1028
All Non-Christian	37%	(44)	63%	(75)	119
Atheist	54%	(49)	46%	(42)	91
Agnostic/Nothing in particular	35%	(216)	65%	(393)	609
Something Else	44%	(159)	56%	(204)	364
Religious Non-Protestant/Catholic	34%	(51)	66%	(96)	147
Evangelical	34%	(192)	66%	(377)	568
Non-Evangelical	40%	(311)	60%	(465)	777
Community: Urban	32%	(210)	68%	(449)	659
Community: Suburban	39%	(373)	61%	(591)	963
Community: Rural	41%	(240)	59%	(348)	588
Employ: Private Sector	36%	(239)	64%	(430)	669
Employ: Government	38%	(48)	62%	(77)	125
Employ: Self-Employed	37%	(73)	63%	(125)	198
Employ: Homemaker	37%	(57)	63%	(97)	154
Employ: Student	37%	(31)	63%	(51)	82
Employ: Retired	40%	(225)	60%	(339)	564
Employ: Unemployed	34%	(89)	66%	(177)	266
Employ: Other	40%	(60)	60%	(91)	151
Military HH: Yes	38%	(106)	62%	(175)	281
Military HH: No	37%	(716)	63%	(1213)	1929
RD/WT: Right Direction	37%	(255)	63%	(429)	685
RD/WT: Wrong Track	37%	(567)	63%	(958)	1525
Biden Job Approve	42%	(405)	58%	(567)	972
Biden Job Disapprove	33%	(382)	67%	(761)	1144

Table MCBR10_2NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Ensuring their health insurance plan covers birth control costs

Demographic	Selected		Not Selected		Total N
Adults	37%	(822)	63%	(1388)	2210
Biden Job Strongly Approve	40%	(175)	60%	(266)	441
Biden Job Somewhat Approve	43%	(230)	57%	(301)	531
Biden Job Somewhat Disapprove	36%	(129)	64%	(226)	355
Biden Job Strongly Disapprove	32%	(253)	68%	(535)	789
Favorable of Biden	44%	(436)	56%	(563)	999
Unfavorable of Biden	32%	(358)	68%	(751)	1109
Very Favorable of Biden	39%	(184)	61%	(291)	475
Somewhat Favorable of Biden	48%	(252)	52%	(271)	524
Somewhat Unfavorable of Biden	34%	(94)	66%	(183)	277
Very Unfavorable of Biden	32%	(264)	68%	(568)	831
#1 Issue: Economy	35%	(299)	65%	(555)	854
#1 Issue: Security	29%	(64)	71%	(158)	222
#1 Issue: Health Care	32%	(55)	68%	(117)	171
#1 Issue: Medicare / Social Security	37%	(104)	63%	(175)	279
#1 Issue: Women's Issues	49%	(169)	51%	(178)	347
#1 Issue: Education	35%	(23)	65%	(44)	68
#1 Issue: Energy	40%	(55)	60%	(83)	138
#1 Issue: Other	41%	(53)	59%	(77)	130
2020 Vote: Joe Biden	43%	(405)	57%	(533)	938
2020 Vote: Donald Trump	31%	(228)	69%	(513)	740
2020 Vote: Other	39%	(25)	61%	(40)	66
2020 Vote: Didn't Vote	35%	(164)	65%	(302)	466
2018 House Vote: Democrat	43%	(328)	57%	(432)	760
2018 House Vote: Republican	31%	(175)	69%	(392)	567
2018 House Vote: Someone else	43%	(24)	57%	(32)	56
2016 Vote: Hillary Clinton	42%	(294)	58%	(413)	707
2016 Vote: Donald Trump	30%	(198)	70%	(452)	650
2016 Vote: Other	48%	(52)	52%	(56)	108
2016 Vote: Didn't Vote	37%	(278)	63%	(466)	744

Table MCBR10_2NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Ensuring their health insurance plan covers birth control costs

Demographic	Selected		Not Selected		Total N
Adults	37%	(822)	63%	(1388)	2210
Voted in 2014: Yes	39%	(482)	61%	(748)	1230
Voted in 2014: No	35%	(340)	65%	(640)	980
4-Region: Northeast	35%	(134)	65%	(249)	383
4-Region: Midwest	37%	(171)	63%	(286)	456
4-Region: South	38%	(321)	62%	(524)	844
4-Region: West	37%	(197)	63%	(329)	527
Supports Women High Priority	41%	(547)	59%	(799)	1345
Have Purchased Because Supported Women	40%	(259)	60%	(390)	649

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

Table MCBR10_3NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Gender: Male	24%	(253)	76%	(814)	1068
Gender: Female	20%	(224)	80%	(918)	1142
Age: 18-34	26%	(169)	74%	(473)	642
Age: 35-44	26%	(94)	74%	(272)	365
Age: 45-64	18%	(131)	82%	(583)	714
Age: 65+	17%	(84)	83%	(405)	489
GenZers: 1997-2012	30%	(80)	70%	(187)	267
Millennials: 1981-1996	25%	(155)	75%	(464)	618
GenXers: 1965-1980	21%	(128)	79%	(484)	612
Baby Boomers: 1946-1964	16%	(102)	84%	(532)	634
PID: Dem (no lean)	29%	(256)	71%	(633)	889
PID: Ind (no lean)	20%	(128)	80%	(506)	633
PID: Rep (no lean)	14%	(94)	86%	(594)	688
PID/Gender: Dem Men	32%	(124)	68%	(269)	393
PID/Gender: Dem Women	26%	(131)	74%	(365)	496
PID/Gender: Ind Men	23%	(75)	77%	(248)	323
PID/Gender: Ind Women	17%	(52)	83%	(257)	310
PID/Gender: Rep Men	15%	(54)	85%	(297)	352
PID/Gender: Rep Women	12%	(40)	88%	(296)	336
Ideo: Liberal (1-3)	32%	(211)	68%	(441)	652
Ideo: Moderate (4)	20%	(153)	80%	(614)	766
Ideo: Conservative (5-7)	13%	(83)	87%	(573)	656
Educ: < College	21%	(300)	79%	(1137)	1437
Educ: Bachelors degree	23%	(112)	77%	(378)	491
Educ: Post-grad	23%	(65)	77%	(217)	282
Income: Under 50k	20%	(252)	80%	(1018)	1270
Income: 50k-100k	24%	(155)	76%	(483)	638
Income: 100k+	23%	(70)	77%	(232)	302
Ethnicity: White	21%	(364)	79%	(1347)	1711
Ethnicity: Hispanic	29%	(109)	71%	(265)	374

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Table MCBR10_3NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Ethnicity: Black	23%	(65)	77%	(217)	282
Ethnicity: Other	22%	(48)	78%	(169)	217
All Christian	17%	(179)	83%	(849)	1028
All Non-Christian	29%	(34)	71%	(85)	119
Atheist	38%	(35)	62%	(56)	91
Agnostic/Nothing in particular	26%	(158)	74%	(451)	609
Something Else	20%	(71)	80%	(293)	364
Religious Non-Protestant/Catholic	25%	(36)	75%	(111)	147
Evangelical	15%	(83)	85%	(485)	568
Non-Evangelical	20%	(158)	80%	(618)	777
Community: Urban	24%	(157)	76%	(502)	659
Community: Suburban	23%	(218)	77%	(745)	963
Community: Rural	17%	(103)	83%	(486)	588
Employ: Private Sector	26%	(176)	74%	(493)	669
Employ: Government	32%	(40)	68%	(85)	125
Employ: Self-Employed	24%	(47)	76%	(151)	198
Employ: Homemaker	17%	(26)	83%	(128)	154
Employ: Student	30%	(25)	70%	(58)	82
Employ: Retired	15%	(82)	85%	(482)	564
Employ: Unemployed	21%	(55)	79%	(211)	266
Employ: Other	18%	(27)	82%	(124)	151
Military HH: Yes	20%	(56)	80%	(225)	281
Military HH: No	22%	(422)	78%	(1508)	1929
RD/WT: Right Direction	28%	(194)	72%	(491)	685
RD/WT: Wrong Track	19%	(283)	81%	(1242)	1525
Biden Job Approve	30%	(293)	70%	(679)	972
Biden Job Disapprove	14%	(164)	86%	(980)	1144

Table MCBR10_3NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Biden Job Strongly Approve	36%	(156)	64%	(284)	441
Biden Job Somewhat Approve	26%	(137)	74%	(394)	531
Biden Job Somewhat Disapprove	20%	(70)	80%	(285)	355
Biden Job Strongly Disapprove	12%	(94)	88%	(695)	789
Favorable of Biden	30%	(296)	70%	(703)	999
Unfavorable of Biden	14%	(156)	86%	(953)	1109
Very Favorable of Biden	33%	(157)	67%	(318)	475
Somewhat Favorable of Biden	27%	(139)	73%	(385)	524
Somewhat Unfavorable of Biden	20%	(55)	80%	(222)	277
Very Unfavorable of Biden	12%	(100)	88%	(731)	831
#1 Issue: Economy	16%	(141)	84%	(713)	854
#1 Issue: Security	18%	(39)	82%	(183)	222
#1 Issue: Health Care	22%	(37)	78%	(134)	171
#1 Issue: Medicare / Social Security	21%	(59)	79%	(221)	279
#1 Issue: Women's Issues	36%	(125)	64%	(222)	347
#1 Issue: Education	23%	(15)	77%	(52)	68
#1 Issue: Energy	23%	(31)	77%	(107)	138
#1 Issue: Other	23%	(29)	77%	(101)	130
2020 Vote: Joe Biden	28%	(264)	72%	(674)	938
2020 Vote: Donald Trump	11%	(84)	89%	(656)	740
2020 Vote: Other	16%	(11)	84%	(55)	66
2020 Vote: Didn't Vote	25%	(118)	75%	(348)	466
2018 House Vote: Democrat	30%	(228)	70%	(532)	760
2018 House Vote: Republican	11%	(60)	89%	(507)	567
2018 House Vote: Someone else	13%	(7)	87%	(49)	56
2016 Vote: Hillary Clinton	29%	(203)	71%	(504)	707
2016 Vote: Donald Trump	11%	(72)	89%	(578)	650
2016 Vote: Other	17%	(18)	83%	(90)	108
2016 Vote: Didn't Vote	25%	(185)	75%	(559)	744

Table MCBR10_3NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Paying for employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Voted in 2014: Yes	21%	(253)	79%	(977)	1230
Voted in 2014: No	23%	(224)	77%	(756)	980
4-Region: Northeast	22%	(85)	78%	(298)	383
4-Region: Midwest	23%	(103)	77%	(354)	456
4-Region: South	20%	(169)	80%	(676)	844
4-Region: West	23%	(121)	77%	(405)	527
Supports Women High Priority	26%	(356)	74%	(989)	1345
Have Purchased Because Supported Women	32%	(207)	68%	(442)	649

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

Table MCBR10_4NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering mentorship resources for female employees

Demographic	Selected		Not Selected		Total N
Adults	19%	(426)	81%	(1784)	2210
Gender: Male	22%	(230)	78%	(838)	1068
Gender: Female	17%	(197)	83%	(946)	1142
Age: 18-34	18%	(115)	82%	(527)	642
Age: 35-44	20%	(72)	80%	(293)	365
Age: 45-64	22%	(157)	78%	(557)	714
Age: 65+	17%	(82)	83%	(407)	489
GenZers: 1997-2012	17%	(45)	83%	(223)	267
Millennials: 1981-1996	19%	(119)	81%	(499)	618
GenXers: 1965-1980	21%	(127)	79%	(485)	612
Baby Boomers: 1946-1964	19%	(121)	81%	(513)	634
PID: Dem (no lean)	20%	(174)	80%	(715)	889
PID: Ind (no lean)	19%	(119)	81%	(514)	633
PID: Rep (no lean)	19%	(134)	81%	(554)	688
PID/Gender: Dem Men	23%	(89)	77%	(304)	393
PID/Gender: Dem Women	17%	(85)	83%	(411)	496
PID/Gender: Ind Men	19%	(63)	81%	(260)	323
PID/Gender: Ind Women	18%	(56)	82%	(254)	310
PID/Gender: Rep Men	22%	(78)	78%	(274)	352
PID/Gender: Rep Women	17%	(56)	83%	(280)	336
Ideo: Liberal (1-3)	19%	(124)	81%	(527)	652
Ideo: Moderate (4)	23%	(174)	77%	(592)	766
Ideo: Conservative (5-7)	16%	(108)	84%	(548)	656
Educ: < College	19%	(266)	81%	(1171)	1437
Educ: Bachelors degree	21%	(105)	79%	(385)	491
Educ: Post-grad	19%	(55)	81%	(227)	282
Income: Under 50k	19%	(236)	81%	(1034)	1270
Income: 50k-100k	20%	(127)	80%	(511)	638
Income: 100k+	21%	(63)	79%	(239)	302
Ethnicity: White	18%	(307)	82%	(1404)	1711
Ethnicity: Hispanic	24%	(90)	76%	(284)	374

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Table MCBR10_4NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering mentorship resources for female employees

Demographic	Selected		Not Selected		Total N
Adults	19%	(426)	81%	(1784)	2210
Ethnicity: Black	25%	(69)	75%	(213)	282
Ethnicity: Other	23%	(50)	77%	(167)	217
All Christian	23%	(232)	77%	(796)	1028
All Non-Christian	22%	(26)	78%	(93)	119
Atheist	10%	(9)	90%	(81)	91
Agnostic/Nothing in particular	16%	(98)	84%	(511)	609
Something Else	17%	(62)	83%	(302)	364
Religious Non-Protestant/Catholic	18%	(27)	82%	(120)	147
Evangelical	21%	(119)	79%	(449)	568
Non-Evangelical	22%	(167)	78%	(609)	777
Community: Urban	21%	(136)	79%	(523)	659
Community: Suburban	19%	(187)	81%	(776)	963
Community: Rural	17%	(103)	83%	(485)	588
Employ: Private Sector	21%	(140)	79%	(529)	669
Employ: Government	28%	(35)	72%	(90)	125
Employ: Self-Employed	21%	(42)	79%	(156)	198
Employ: Homemaker	10%	(15)	90%	(139)	154
Employ: Student	20%	(16)	80%	(66)	82
Employ: Retired	18%	(101)	82%	(464)	564
Employ: Unemployed	17%	(46)	83%	(220)	266
Employ: Other	21%	(32)	79%	(119)	151
Military HH: Yes	18%	(49)	82%	(232)	281
Military HH: No	20%	(377)	80%	(1552)	1929
RD/WT: Right Direction	22%	(151)	78%	(534)	685
RD/WT: Wrong Track	18%	(276)	82%	(1250)	1525
Biden Job Approve	20%	(196)	80%	(775)	972
Biden Job Disapprove	19%	(221)	81%	(923)	1144

Table MCBR10_4NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering mentorship resources for female employees

Demographic	Selected		Not Selected		Total N
Adults	19%	(426)	81%	(1784)	2210
Biden Job Strongly Approve	23%	(100)	77%	(340)	441
Biden Job Somewhat Approve	18%	(96)	82%	(435)	531
Biden Job Somewhat Disapprove	21%	(76)	79%	(279)	355
Biden Job Strongly Disapprove	18%	(145)	82%	(644)	789
Favorable of Biden	20%	(198)	80%	(801)	999
Unfavorable of Biden	19%	(210)	81%	(899)	1109
Very Favorable of Biden	21%	(99)	79%	(377)	475
Somewhat Favorable of Biden	19%	(99)	81%	(425)	524
Somewhat Unfavorable of Biden	21%	(58)	79%	(219)	277
Very Unfavorable of Biden	18%	(151)	82%	(680)	831
#1 Issue: Economy	21%	(176)	79%	(678)	854
#1 Issue: Security	20%	(45)	80%	(177)	222
#1 Issue: Health Care	20%	(35)	80%	(137)	171
#1 Issue: Medicare / Social Security	19%	(54)	81%	(225)	279
#1 Issue: Women's Issues	15%	(51)	85%	(296)	347
#1 Issue: Education	14%	(10)	86%	(58)	68
#1 Issue: Energy	28%	(38)	72%	(100)	138
#1 Issue: Other	13%	(17)	87%	(113)	130
2020 Vote: Joe Biden	20%	(192)	80%	(746)	938
2020 Vote: Donald Trump	19%	(139)	81%	(601)	740
2020 Vote: Other	17%	(11)	83%	(54)	66
2020 Vote: Didn't Vote	18%	(83)	82%	(383)	466
2018 House Vote: Democrat	20%	(150)	80%	(609)	760
2018 House Vote: Republican	19%	(105)	81%	(462)	567
2018 House Vote: Someone else	19%	(11)	81%	(46)	56
2016 Vote: Hillary Clinton	21%	(148)	79%	(558)	707
2016 Vote: Donald Trump	19%	(124)	81%	(526)	650
2016 Vote: Other	16%	(18)	84%	(90)	108
2016 Vote: Didn't Vote	18%	(136)	82%	(607)	744

Table MCBR10_4NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Offering mentorship resources for female employees

Demographic	Selected		Not Selected		Total N
Adults	19%	(426)	81%	(1784)	2210
Voted in 2014: Yes	20%	(242)	80%	(987)	1230
Voted in 2014: No	19%	(184)	81%	(796)	980
4-Region: Northeast	19%	(75)	81%	(308)	383
4-Region: Midwest	17%	(77)	83%	(380)	456
4-Region: South	20%	(172)	80%	(672)	844
4-Region: West	20%	(103)	80%	(424)	527
Supports Women High Priority	22%	(293)	78%	(1052)	1345
Have Purchased Because Supported Women	22%	(141)	78%	(508)	649

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

Table MCBR10_5NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Selected		Not Selected		Total N
Adults	35%	(774)	65%	(1436)	2210
Gender: Male	32%	(346)	68%	(721)	1068
Gender: Female	37%	(427)	63%	(715)	1142
Age: 18-34	30%	(192)	70%	(450)	642
Age: 35-44	34%	(123)	66%	(242)	365
Age: 45-64	35%	(247)	65%	(466)	714
Age: 65+	43%	(211)	57%	(278)	489
GenZers: 1997-2012	32%	(87)	68%	(180)	267
Millennials: 1981-1996	30%	(187)	70%	(431)	618
GenXers: 1965-1980	33%	(204)	67%	(408)	612
Baby Boomers: 1946-1964	42%	(267)	58%	(367)	634
PID: Dem (no lean)	38%	(337)	62%	(552)	889
PID: Ind (no lean)	33%	(209)	67%	(424)	633
PID: Rep (no lean)	33%	(228)	67%	(460)	688
PID/Gender: Dem Men	34%	(133)	66%	(260)	393
PID/Gender: Dem Women	41%	(204)	59%	(292)	496
PID/Gender: Ind Men	31%	(101)	69%	(222)	323
PID/Gender: Ind Women	35%	(108)	65%	(202)	310
PID/Gender: Rep Men	32%	(112)	68%	(240)	352
PID/Gender: Rep Women	34%	(116)	66%	(221)	336
Ideo: Liberal (1-3)	39%	(252)	61%	(399)	652
Ideo: Moderate (4)	34%	(262)	66%	(504)	766
Ideo: Conservative (5-7)	32%	(210)	68%	(446)	656
Educ: < College	33%	(475)	67%	(962)	1437
Educ: Bachelors degree	39%	(192)	61%	(299)	491
Educ: Post-grad	38%	(107)	62%	(175)	282
Income: Under 50k	34%	(430)	66%	(841)	1270
Income: 50k-100k	37%	(238)	63%	(400)	638
Income: 100k+	35%	(106)	65%	(196)	302
Ethnicity: White	35%	(598)	65%	(1113)	1711
Ethnicity: Hispanic	32%	(121)	68%	(252)	374

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Table MCBR10_5NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Selected		Not Selected		Total N
Adults	35%	(774)	65%	(1436)	2210
Ethnicity: Black	35%	(99)	65%	(183)	282
Ethnicity: Other	35%	(77)	65%	(140)	217
All Christian	36%	(374)	64%	(654)	1028
All Non-Christian	34%	(40)	66%	(79)	119
Atheist	29%	(26)	71%	(64)	91
Agnostic/Nothing in particular	32%	(195)	68%	(414)	609
Something Else	38%	(138)	62%	(226)	364
Religious Non-Protestant/Catholic	31%	(46)	69%	(101)	147
Evangelical	38%	(216)	62%	(353)	568
Non-Evangelical	36%	(283)	64%	(493)	777
Community: Urban	34%	(226)	66%	(433)	659
Community: Suburban	35%	(341)	65%	(622)	963
Community: Rural	35%	(206)	65%	(382)	588
Employ: Private Sector	33%	(218)	67%	(451)	669
Employ: Government	34%	(43)	66%	(82)	125
Employ: Self-Employed	38%	(75)	62%	(123)	198
Employ: Homemaker	28%	(43)	72%	(111)	154
Employ: Student	37%	(30)	63%	(52)	82
Employ: Retired	40%	(227)	60%	(337)	564
Employ: Unemployed	31%	(82)	69%	(184)	266
Employ: Other	36%	(55)	64%	(96)	151
Military HH: Yes	39%	(109)	61%	(172)	281
Military HH: No	34%	(665)	66%	(1265)	1929
RD/WT: Right Direction	37%	(251)	63%	(434)	685
RD/WT: Wrong Track	34%	(523)	66%	(1003)	1525
Biden Job Approve	39%	(379)	61%	(593)	972
Biden Job Disapprove	32%	(364)	68%	(780)	1144

Table MCBR10_5NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Selected		Not Selected		Total N
Adults	35%	(774)	65%	(1436)	2210
Biden Job Strongly Approve	37%	(162)	63%	(279)	441
Biden Job Somewhat Approve	41%	(217)	59%	(315)	531
Biden Job Somewhat Disapprove	35%	(126)	65%	(229)	355
Biden Job Strongly Disapprove	30%	(238)	70%	(551)	789
Favorable of Biden	39%	(394)	61%	(605)	999
Unfavorable of Biden	32%	(354)	68%	(754)	1109
Very Favorable of Biden	39%	(183)	61%	(292)	475
Somewhat Favorable of Biden	40%	(210)	60%	(313)	524
Somewhat Unfavorable of Biden	39%	(109)	61%	(169)	277
Very Unfavorable of Biden	30%	(246)	70%	(586)	831
#1 Issue: Economy	34%	(288)	66%	(566)	854
#1 Issue: Security	30%	(67)	70%	(155)	222
#1 Issue: Health Care	35%	(60)	65%	(111)	171
#1 Issue: Medicare / Social Security	38%	(105)	62%	(174)	279
#1 Issue: Women's Issues	36%	(124)	64%	(223)	347
#1 Issue: Education	34%	(23)	66%	(45)	68
#1 Issue: Energy	41%	(57)	59%	(81)	138
#1 Issue: Other	37%	(49)	63%	(81)	130
2020 Vote: Joe Biden	39%	(370)	61%	(568)	938
2020 Vote: Donald Trump	33%	(241)	67%	(499)	740
2020 Vote: Other	33%	(21)	67%	(44)	66
2020 Vote: Didn't Vote	30%	(141)	70%	(325)	466
2018 House Vote: Democrat	40%	(305)	60%	(455)	760
2018 House Vote: Republican	33%	(185)	67%	(382)	567
2018 House Vote: Someone else	31%	(18)	69%	(38)	56
2016 Vote: Hillary Clinton	43%	(303)	57%	(404)	707
2016 Vote: Donald Trump	32%	(211)	68%	(439)	650
2016 Vote: Other	28%	(30)	72%	(77)	108
2016 Vote: Didn't Vote	31%	(229)	69%	(515)	744

Table MCBR10_5NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Creating systems to ensure fairness in hiring/ promotion practices for female employees

Demographic	Selected		Not Selected		Total N
Adults	35%	(774)	65%	(1436)	2210
Voted in 2014: Yes	37%	(455)	63%	(775)	1230
Voted in 2014: No	32%	(318)	68%	(662)	980
4-Region: Northeast	36%	(137)	64%	(245)	383
4-Region: Midwest	37%	(167)	63%	(289)	456
4-Region: South	35%	(294)	65%	(550)	844
4-Region: West	33%	(175)	67%	(352)	527
Supports Women High Priority	38%	(514)	62%	(831)	1345
Have Purchased Because Supported Women	39%	(251)	61%	(398)	649

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

Table MCBR10_6NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Selected		Not Selected		Total N
Adults	25%	(559)	75%	(1651)	2210
Gender: Male	22%	(238)	78%	(830)	1068
Gender: Female	28%	(321)	72%	(821)	1142
Age: 18-34	26%	(169)	74%	(473)	642
Age: 35-44	27%	(99)	73%	(266)	365
Age: 45-64	26%	(189)	74%	(525)	714
Age: 65+	21%	(102)	79%	(387)	489
GenZers: 1997-2012	24%	(65)	76%	(202)	267
Millennials: 1981-1996	27%	(169)	73%	(449)	618
GenXers: 1965-1980	27%	(167)	73%	(445)	612
Baby Boomers: 1946-1964	22%	(140)	78%	(494)	634
PID: Dem (no lean)	26%	(234)	74%	(655)	889
PID: Ind (no lean)	24%	(154)	76%	(479)	633
PID: Rep (no lean)	25%	(171)	75%	(517)	688
PID/Gender: Dem Men	22%	(86)	78%	(306)	393
PID/Gender: Dem Women	30%	(148)	70%	(348)	496
PID/Gender: Ind Men	22%	(71)	78%	(253)	323
PID/Gender: Ind Women	27%	(83)	73%	(227)	310
PID/Gender: Rep Men	23%	(81)	77%	(271)	352
PID/Gender: Rep Women	27%	(90)	73%	(246)	336
Ideo: Liberal (1-3)	23%	(148)	77%	(503)	652
Ideo: Moderate (4)	28%	(216)	72%	(550)	766
Ideo: Conservative (5-7)	25%	(161)	75%	(495)	656
Educ: < College	26%	(374)	74%	(1063)	1437
Educ: Bachelors degree	26%	(126)	74%	(365)	491
Educ: Post-grad	21%	(59)	79%	(223)	282
Income: Under 50k	26%	(329)	74%	(942)	1270
Income: 50k-100k	24%	(156)	76%	(482)	638
Income: 100k+	25%	(74)	75%	(228)	302
Ethnicity: White	25%	(423)	75%	(1288)	1711
Ethnicity: Hispanic	25%	(93)	75%	(281)	374

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Table MCBR10_6NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Selected		Not Selected		Total N
Adults	25%	(559)	75%	(1651)	2210
Ethnicity: Black	31%	(86)	69%	(196)	282
Ethnicity: Other	23%	(50)	77%	(167)	217
All Christian	25%	(258)	75%	(770)	1028
All Non-Christian	19%	(23)	81%	(96)	119
Atheist	29%	(26)	71%	(64)	91
Agnostic/Nothing in particular	23%	(141)	77%	(468)	609
Something Else	31%	(111)	69%	(252)	364
Religious Non-Protestant/Catholic	19%	(27)	81%	(120)	147
Evangelical	27%	(154)	73%	(415)	568
Non-Evangelical	27%	(206)	73%	(570)	777
Community: Urban	28%	(186)	72%	(472)	659
Community: Suburban	23%	(224)	77%	(739)	963
Community: Rural	25%	(149)	75%	(439)	588
Employ: Private Sector	27%	(180)	73%	(489)	669
Employ: Government	30%	(37)	70%	(88)	125
Employ: Self-Employed	24%	(47)	76%	(151)	198
Employ: Homemaker	28%	(44)	72%	(110)	154
Employ: Student	20%	(17)	80%	(66)	82
Employ: Retired	23%	(127)	77%	(437)	564
Employ: Unemployed	25%	(67)	75%	(199)	266
Employ: Other	26%	(40)	74%	(111)	151
Military HH: Yes	24%	(66)	76%	(214)	281
Military HH: No	26%	(493)	74%	(1437)	1929
RD/WT: Right Direction	23%	(157)	77%	(527)	685
RD/WT: Wrong Track	26%	(402)	74%	(1124)	1525
Biden Job Approve	26%	(253)	74%	(719)	972
Biden Job Disapprove	25%	(287)	75%	(856)	1144

Table MCBR10_6NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Selected		Not Selected		Total N
Adults	25%	(559)	75%	(1651)	2210
Biden Job Strongly Approve	23%	(101)	77%	(339)	441
Biden Job Somewhat Approve	29%	(152)	71%	(380)	531
Biden Job Somewhat Disapprove	25%	(88)	75%	(267)	355
Biden Job Strongly Disapprove	25%	(199)	75%	(590)	789
Favorable of Biden	26%	(257)	74%	(742)	999
Unfavorable of Biden	25%	(278)	75%	(831)	1109
Very Favorable of Biden	23%	(110)	77%	(366)	475
Somewhat Favorable of Biden	28%	(147)	72%	(376)	524
Somewhat Unfavorable of Biden	23%	(64)	77%	(213)	277
Very Unfavorable of Biden	26%	(213)	74%	(618)	831
#1 Issue: Economy	28%	(239)	72%	(615)	854
#1 Issue: Security	22%	(48)	78%	(174)	222
#1 Issue: Health Care	25%	(43)	75%	(128)	171
#1 Issue: Medicare / Social Security	25%	(69)	75%	(210)	279
#1 Issue: Women's Issues	21%	(74)	79%	(273)	347
#1 Issue: Education	27%	(18)	73%	(50)	68
#1 Issue: Energy	33%	(45)	67%	(93)	138
#1 Issue: Other	18%	(23)	82%	(107)	130
2020 Vote: Joe Biden	26%	(240)	74%	(698)	938
2020 Vote: Donald Trump	25%	(184)	75%	(556)	740
2020 Vote: Other	18%	(12)	82%	(53)	66
2020 Vote: Didn't Vote	26%	(123)	74%	(343)	466
2018 House Vote: Democrat	26%	(200)	74%	(560)	760
2018 House Vote: Republican	24%	(133)	76%	(434)	567
2018 House Vote: Someone else	21%	(12)	79%	(44)	56
2016 Vote: Hillary Clinton	26%	(181)	74%	(526)	707
2016 Vote: Donald Trump	23%	(152)	77%	(498)	650
2016 Vote: Other	17%	(19)	83%	(89)	108
2016 Vote: Didn't Vote	28%	(206)	72%	(538)	744

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Table MCBR10_6NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering monthly benefits to caregivers (either by providing monthly reimbursements or offering direct caregiving services)

Demographic	Selected		Not Selected		Total N
Adults	25%	(559)	75%	(1651)	2210
Voted in 2014: Yes	24%	(297)	76%	(933)	1230
Voted in 2014: No	27%	(262)	73%	(718)	980
4-Region: Northeast	27%	(102)	73%	(280)	383
4-Region: Midwest	25%	(114)	75%	(343)	456
4-Region: South	24%	(202)	76%	(643)	844
4-Region: West	27%	(142)	73%	(385)	527
Supports Women High Priority	27%	(367)	73%	(978)	1345
Have Purchased Because Supported Women	27%	(174)	73%	(475)	649

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

Table MCBR10_7NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Gender: Male	22%	(232)	78%	(836)	1068
Gender: Female	31%	(351)	69%	(791)	1142
Age: 18-34	29%	(188)	71%	(454)	642
Age: 35-44	28%	(101)	72%	(264)	365
Age: 45-64	26%	(189)	74%	(525)	714
Age: 65+	21%	(104)	79%	(385)	489
GenZers: 1997-2012	33%	(87)	67%	(180)	267
Millennials: 1981-1996	27%	(168)	73%	(450)	618
GenXers: 1965-1980	29%	(176)	71%	(436)	612
Baby Boomers: 1946-1964	21%	(132)	79%	(502)	634
PID: Dem (no lean)	25%	(221)	75%	(668)	889
PID: Ind (no lean)	28%	(176)	72%	(457)	633
PID: Rep (no lean)	27%	(185)	73%	(503)	688
PID/Gender: Dem Men	21%	(84)	79%	(309)	393
PID/Gender: Dem Women	28%	(137)	72%	(359)	496
PID/Gender: Ind Men	20%	(66)	80%	(257)	323
PID/Gender: Ind Women	35%	(110)	65%	(200)	310
PID/Gender: Rep Men	23%	(81)	77%	(270)	352
PID/Gender: Rep Women	31%	(104)	69%	(233)	336
Ideo: Liberal (1-3)	25%	(162)	75%	(489)	652
Ideo: Moderate (4)	27%	(206)	73%	(560)	766
Ideo: Conservative (5-7)	26%	(173)	74%	(483)	656
Educ: < College	30%	(430)	70%	(1007)	1437
Educ: Bachelors degree	21%	(101)	79%	(389)	491
Educ: Post-grad	18%	(51)	82%	(231)	282
Income: Under 50k	30%	(378)	70%	(892)	1270
Income: 50k-100k	24%	(153)	76%	(485)	638
Income: 100k+	17%	(51)	83%	(251)	302
Ethnicity: White	26%	(446)	74%	(1265)	1711
Ethnicity: Hispanic	25%	(95)	75%	(279)	374

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Table MCBR10_7NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Ethnicity: Black	30%	(84)	70%	(199)	282
Ethnicity: Other	24%	(53)	76%	(164)	217
All Christian	25%	(252)	75%	(776)	1028
All Non-Christian	16%	(19)	84%	(100)	119
Atheist	23%	(21)	77%	(70)	91
Agnostic/Nothing in particular	29%	(176)	71%	(433)	609
Something Else	32%	(115)	68%	(248)	364
Religious Non-Protestant/Catholic	16%	(23)	84%	(123)	147
Evangelical	29%	(167)	71%	(402)	568
Non-Evangelical	25%	(195)	75%	(582)	777
Community: Urban	27%	(175)	73%	(484)	659
Community: Suburban	24%	(234)	76%	(729)	963
Community: Rural	29%	(173)	71%	(415)	588
Employ: Private Sector	26%	(177)	74%	(492)	669
Employ: Government	25%	(31)	75%	(94)	125
Employ: Self-Employed	28%	(55)	72%	(143)	198
Employ: Homemaker	34%	(52)	66%	(102)	154
Employ: Student	33%	(27)	67%	(55)	82
Employ: Retired	23%	(131)	77%	(434)	564
Employ: Unemployed	25%	(67)	75%	(199)	266
Employ: Other	28%	(43)	72%	(108)	151
Military HH: Yes	25%	(69)	75%	(212)	281
Military HH: No	27%	(513)	73%	(1416)	1929
RD/WT: Right Direction	24%	(167)	76%	(517)	685
RD/WT: Wrong Track	27%	(415)	73%	(1110)	1525
Biden Job Approve	24%	(232)	76%	(739)	972
Biden Job Disapprove	28%	(325)	72%	(818)	1144

Table MCBR10_7NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Biden Job Strongly Approve	23%	(100)	77%	(341)	441
Biden Job Somewhat Approve	25%	(133)	75%	(398)	531
Biden Job Somewhat Disapprove	28%	(100)	72%	(255)	355
Biden Job Strongly Disapprove	29%	(226)	71%	(563)	789
Favorable of Biden	25%	(246)	75%	(753)	999
Unfavorable of Biden	28%	(314)	72%	(794)	1109
Very Favorable of Biden	24%	(113)	76%	(362)	475
Somewhat Favorable of Biden	26%	(134)	74%	(390)	524
Somewhat Unfavorable of Biden	26%	(71)	74%	(206)	277
Very Unfavorable of Biden	29%	(243)	71%	(588)	831
#1 Issue: Economy	28%	(235)	72%	(619)	854
#1 Issue: Security	26%	(58)	74%	(165)	222
#1 Issue: Health Care	26%	(44)	74%	(127)	171
#1 Issue: Medicare / Social Security	22%	(60)	78%	(219)	279
#1 Issue: Women's Issues	30%	(104)	70%	(244)	347
#1 Issue: Education	23%	(16)	77%	(52)	68
#1 Issue: Energy	22%	(31)	78%	(107)	138
#1 Issue: Other	27%	(35)	73%	(95)	130
2020 Vote: Joe Biden	24%	(226)	76%	(712)	938
2020 Vote: Donald Trump	27%	(203)	73%	(537)	740
2020 Vote: Other	15%	(10)	85%	(56)	66
2020 Vote: Didn't Vote	31%	(143)	69%	(323)	466
2018 House Vote: Democrat	22%	(171)	78%	(589)	760
2018 House Vote: Republican	28%	(162)	72%	(406)	567
2018 House Vote: Someone else	37%	(21)	63%	(35)	56
2016 Vote: Hillary Clinton	22%	(157)	78%	(550)	707
2016 Vote: Donald Trump	27%	(178)	73%	(472)	650
2016 Vote: Other	27%	(29)	73%	(79)	108
2016 Vote: Didn't Vote	29%	(219)	71%	(525)	744

Table MCBR10_7NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering menstrual products (such as tampons and pads) in women's restrooms at offices

Demographic	Selected		Not Selected		Total N
Adults	26%	(582)	74%	(1628)	2210
Voted in 2014: Yes	25%	(303)	75%	(926)	1230
Voted in 2014: No	28%	(279)	72%	(701)	980
4-Region: Northeast	23%	(89)	77%	(294)	383
4-Region: Midwest	30%	(135)	70%	(321)	456
4-Region: South	27%	(229)	73%	(615)	844
4-Region: West	24%	(129)	76%	(398)	527
Supports Women High Priority	26%	(350)	74%	(995)	1345
Have Purchased Because Supported Women	27%	(175)	73%	(474)	649

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

Table MCBR10_8NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering flexible work schedules for caregivers

Demographic	Selected		Not Selected		Total N
Adults	38%	(833)	62%	(1377)	2210
Gender: Male	34%	(360)	66%	(707)	1068
Gender: Female	41%	(473)	59%	(670)	1142
Age: 18-34	32%	(204)	68%	(438)	642
Age: 35-44	36%	(132)	64%	(233)	365
Age: 45-64	39%	(276)	61%	(437)	714
Age: 65+	45%	(220)	55%	(269)	489
GenZers: 1997-2012	33%	(89)	67%	(178)	267
Millennials: 1981-1996	33%	(201)	67%	(417)	618
GenXers: 1965-1980	36%	(221)	64%	(391)	612
Baby Boomers: 1946-1964	46%	(294)	54%	(340)	634
PID: Dem (no lean)	36%	(319)	64%	(570)	889
PID: Ind (no lean)	37%	(233)	63%	(400)	633
PID: Rep (no lean)	41%	(281)	59%	(407)	688
PID/Gender: Dem Men	32%	(127)	68%	(266)	393
PID/Gender: Dem Women	39%	(193)	61%	(304)	496
PID/Gender: Ind Men	32%	(105)	68%	(219)	323
PID/Gender: Ind Women	41%	(128)	59%	(182)	310
PID/Gender: Rep Men	37%	(129)	63%	(223)	352
PID/Gender: Rep Women	45%	(152)	55%	(184)	336
Ideo: Liberal (1-3)	37%	(240)	63%	(412)	652
Ideo: Moderate (4)	36%	(273)	64%	(494)	766
Ideo: Conservative (5-7)	43%	(280)	57%	(376)	656
Educ: < College	36%	(514)	64%	(923)	1437
Educ: Bachelors degree	40%	(198)	60%	(293)	491
Educ: Post-grad	43%	(122)	57%	(161)	282
Income: Under 50k	37%	(466)	63%	(804)	1270
Income: 50k-100k	38%	(242)	62%	(396)	638
Income: 100k+	41%	(125)	59%	(177)	302
Ethnicity: White	40%	(676)	60%	(1035)	1711
Ethnicity: Hispanic	29%	(108)	71%	(265)	374

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Table MCBR10_8NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

Offering flexible work schedules for caregivers

Demographic	Selected		Not Selected		Total N
Adults	38%	(833)	62%	(1377)	2210
Ethnicity: Black	35%	(98)	65%	(184)	282
Ethnicity: Other	27%	(59)	73%	(158)	217
All Christian	43%	(437)	57%	(591)	1028
All Non-Christian	30%	(36)	70%	(83)	119
Atheist	36%	(33)	64%	(58)	91
Agnostic/Nothing in particular	32%	(195)	68%	(414)	609
Something Else	36%	(132)	64%	(232)	364
Religious Non-Protestant/Catholic	35%	(51)	65%	(96)	147
Evangelical	36%	(206)	64%	(362)	568
Non-Evangelical	44%	(340)	56%	(437)	777
Community: Urban	30%	(195)	70%	(463)	659
Community: Suburban	41%	(394)	59%	(569)	963
Community: Rural	41%	(243)	59%	(345)	588
Employ: Private Sector	33%	(223)	67%	(446)	669
Employ: Government	33%	(41)	67%	(84)	125
Employ: Self-Employed	36%	(72)	64%	(126)	198
Employ: Homemaker	42%	(65)	58%	(89)	154
Employ: Student	48%	(39)	52%	(43)	82
Employ: Retired	44%	(248)	56%	(317)	564
Employ: Unemployed	34%	(90)	66%	(177)	266
Employ: Other	37%	(56)	63%	(95)	151
Military HH: Yes	42%	(118)	58%	(162)	281
Military HH: No	37%	(715)	63%	(1214)	1929
RD/WT: Right Direction	34%	(231)	66%	(454)	685
RD/WT: Wrong Track	40%	(603)	60%	(923)	1525
Biden Job Approve	36%	(345)	64%	(627)	972
Biden Job Disapprove	39%	(451)	61%	(693)	1144

Table MCBR10_8NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering flexible work schedules for caregivers

Demographic	Selected		Not Selected		Total N
Adults	38%	(833)	62%	(1377)	2210
Biden Job Strongly Approve	34%	(149)	66%	(292)	441
Biden Job Somewhat Approve	37%	(197)	63%	(335)	531
Biden Job Somewhat Disapprove	41%	(144)	59%	(211)	355
Biden Job Strongly Disapprove	39%	(307)	61%	(482)	789
Favorable of Biden	37%	(365)	63%	(634)	999
Unfavorable of Biden	40%	(440)	60%	(669)	1109
Very Favorable of Biden	34%	(164)	66%	(312)	475
Somewhat Favorable of Biden	38%	(201)	62%	(322)	524
Somewhat Unfavorable of Biden	40%	(111)	60%	(167)	277
Very Unfavorable of Biden	40%	(329)	60%	(502)	831
#1 Issue: Economy	37%	(320)	63%	(534)	854
#1 Issue: Security	35%	(78)	65%	(144)	222
#1 Issue: Health Care	29%	(50)	71%	(121)	171
#1 Issue: Medicare / Social Security	44%	(122)	56%	(157)	279
#1 Issue: Women's Issues	42%	(145)	58%	(202)	347
#1 Issue: Education	32%	(21)	68%	(46)	68
#1 Issue: Energy	38%	(53)	62%	(85)	138
#1 Issue: Other	33%	(43)	67%	(87)	130
2020 Vote: Joe Biden	37%	(343)	63%	(596)	938
2020 Vote: Donald Trump	41%	(302)	59%	(438)	740
2020 Vote: Other	32%	(21)	68%	(45)	66
2020 Vote: Didn't Vote	36%	(168)	64%	(298)	466
2018 House Vote: Democrat	39%	(294)	61%	(466)	760
2018 House Vote: Republican	40%	(227)	60%	(340)	567
2018 House Vote: Someone else	40%	(22)	60%	(34)	56
2016 Vote: Hillary Clinton	40%	(280)	60%	(427)	707
2016 Vote: Donald Trump	40%	(260)	60%	(390)	650
2016 Vote: Other	40%	(43)	60%	(65)	108
2016 Vote: Didn't Vote	34%	(249)	66%	(495)	744

Table MCBR10_8NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Offering flexible work schedules for caregivers

Demographic	Selected		Not Selected		Total N
Adults	38%	(833)	62%	(1377)	2210
Voted in 2014: Yes	41%	(507)	59%	(723)	1230
Voted in 2014: No	33%	(326)	67%	(654)	980
4-Region: Northeast	35%	(135)	65%	(248)	383
4-Region: Midwest	41%	(189)	59%	(268)	456
4-Region: South	40%	(337)	60%	(507)	844
4-Region: West	33%	(173)	67%	(354)	527
Supports Women High Priority	38%	(511)	62%	(835)	1345
Have Purchased Because Supported Women	35%	(229)	65%	(420)	649

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

Table MCBR10_9NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Requiring internal programming/education around womens topics

Demographic	Selected		Not Selected		Total N
Adults	12%	(269)	88%	(1941)	2210
Gender: Male	14%	(153)	86%	(915)	1068
Gender: Female	10%	(116)	90%	(1026)	1142
Age: 18-34	16%	(100)	84%	(542)	642
Age: 35-44	12%	(45)	88%	(321)	365
Age: 45-64	10%	(73)	90%	(641)	714
Age: 65+	11%	(52)	89%	(437)	489
GenZers: 1997-2012	17%	(46)	83%	(221)	267
Millennials: 1981-1996	13%	(79)	87%	(539)	618
GenXers: 1965-1980	12%	(72)	88%	(540)	612
Baby Boomers: 1946-1964	10%	(63)	90%	(571)	634
PID: Dem (no lean)	17%	(147)	83%	(742)	889
PID: Ind (no lean)	9%	(56)	91%	(577)	633
PID: Rep (no lean)	10%	(66)	90%	(622)	688
PID/Gender: Dem Men	22%	(85)	78%	(308)	393
PID/Gender: Dem Women	12%	(62)	88%	(435)	496
PID/Gender: Ind Men	9%	(31)	91%	(293)	323
PID/Gender: Ind Women	8%	(26)	92%	(284)	310
PID/Gender: Rep Men	10%	(37)	90%	(315)	352
PID/Gender: Rep Women	9%	(29)	91%	(307)	336
Ideo: Liberal (1-3)	15%	(99)	85%	(553)	652
Ideo: Moderate (4)	13%	(97)	87%	(669)	766
Ideo: Conservative (5-7)	9%	(61)	91%	(595)	656
Educ: < College	12%	(173)	88%	(1264)	1437
Educ: Bachelors degree	16%	(78)	84%	(413)	491
Educ: Post-grad	6%	(17)	94%	(265)	282
Income: Under 50k	13%	(159)	87%	(1111)	1270
Income: 50k-100k	12%	(75)	88%	(563)	638
Income: 100k+	12%	(35)	88%	(267)	302
Ethnicity: White	10%	(176)	90%	(1534)	1711
Ethnicity: Hispanic	16%	(58)	84%	(316)	374

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Table MCBR10_9NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Requiring internal programming/education around womens topics

Demographic	Selected		Not Selected		Total N
Adults	12%	(269)	88%	(1941)	2210
Ethnicity: Black	19%	(55)	81%	(228)	282
Ethnicity: Other	18%	(38)	82%	(179)	217
All Christian	12%	(124)	88%	(904)	1028
All Non-Christian	21%	(25)	79%	(94)	119
Atheist	8%	(7)	92%	(84)	91
Agnostic/Nothing in particular	11%	(66)	89%	(542)	609
Something Else	13%	(47)	87%	(317)	364
Religious Non-Protestant/Catholic	20%	(29)	80%	(118)	147
Evangelical	12%	(66)	88%	(502)	568
Non-Evangelical	13%	(98)	87%	(679)	777
Community: Urban	16%	(108)	84%	(550)	659
Community: Suburban	11%	(105)	89%	(859)	963
Community: Rural	10%	(56)	90%	(532)	588
Employ: Private Sector	13%	(85)	87%	(584)	669
Employ: Government	14%	(17)	86%	(108)	125
Employ: Self-Employed	12%	(25)	88%	(173)	198
Employ: Homemaker	14%	(22)	86%	(133)	154
Employ: Student	15%	(13)	85%	(70)	82
Employ: Retired	10%	(58)	90%	(506)	564
Employ: Unemployed	12%	(32)	88%	(234)	266
Employ: Other	11%	(17)	89%	(134)	151
Military HH: Yes	10%	(28)	90%	(253)	281
Military HH: No	12%	(241)	88%	(1688)	1929
RD/WT: Right Direction	16%	(112)	84%	(572)	685
RD/WT: Wrong Track	10%	(157)	90%	(1369)	1525
Biden Job Approve	16%	(152)	84%	(820)	972
Biden Job Disapprove	9%	(105)	91%	(1039)	1144

Table MCBR10_9NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Requiring internal programming/education around womens topics

Demographic	Selected		Not Selected		Total N
Adults	12%	(269)	88%	(1941)	2210
Biden Job Strongly Approve	19%	(82)	81%	(359)	441
Biden Job Somewhat Approve	13%	(70)	87%	(461)	531
Biden Job Somewhat Disapprove	11%	(38)	89%	(318)	355
Biden Job Strongly Disapprove	9%	(68)	91%	(721)	789
Favorable of Biden	15%	(154)	85%	(845)	999
Unfavorable of Biden	9%	(100)	91%	(1009)	1109
Very Favorable of Biden	17%	(83)	83%	(392)	475
Somewhat Favorable of Biden	13%	(70)	87%	(453)	524
Somewhat Unfavorable of Biden	10%	(29)	90%	(248)	277
Very Unfavorable of Biden	9%	(71)	91%	(760)	831
#1 Issue: Economy	11%	(93)	89%	(761)	854
#1 Issue: Security	16%	(36)	84%	(186)	222
#1 Issue: Health Care	14%	(24)	86%	(147)	171
#1 Issue: Medicare / Social Security	12%	(34)	88%	(245)	279
#1 Issue: Women's Issues	10%	(35)	90%	(312)	347
#1 Issue: Education	23%	(15)	77%	(52)	68
#1 Issue: Energy	15%	(20)	85%	(118)	138
#1 Issue: Other	8%	(10)	92%	(120)	130
2020 Vote: Joe Biden	16%	(146)	84%	(792)	938
2020 Vote: Donald Trump	9%	(64)	91%	(676)	740
2020 Vote: Other	11%	(7)	89%	(58)	66
2020 Vote: Didn't Vote	11%	(52)	89%	(414)	466
2018 House Vote: Democrat	16%	(123)	84%	(637)	760
2018 House Vote: Republican	9%	(53)	91%	(514)	567
2018 House Vote: Someone else	13%	(7)	87%	(49)	56
2016 Vote: Hillary Clinton	16%	(113)	84%	(594)	707
2016 Vote: Donald Trump	10%	(65)	90%	(585)	650
2016 Vote: Other	8%	(9)	92%	(99)	108
2016 Vote: Didn't Vote	11%	(83)	89%	(661)	744

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Table MCBR10_9NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Requiring internal programming/education around womens topics

Demographic	Selected		Not Selected		Total N
Adults	12%	(269)	88%	(1941)	2210
Voted in 2014: Yes	12%	(153)	88%	(1077)	1230
Voted in 2014: No	12%	(116)	88%	(864)	980
4-Region: Northeast	15%	(58)	85%	(324)	383
4-Region: Midwest	7%	(34)	93%	(422)	456
4-Region: South	12%	(103)	88%	(742)	844
4-Region: West	14%	(74)	86%	(453)	527
Supports Women High Priority	15%	(204)	85%	(1142)	1345
Have Purchased Because Supported Women	15%	(98)	85%	(551)	649

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

Table MCBR10_10NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Gender: Male	1%	(11)	99%	(1056)	1068
Gender: Female	1%	(6)	99%	(1136)	1142
Age: 18-34	1%	(4)	99%	(638)	642
Age: 35-44	1%	(4)	99%	(361)	365
Age: 45-64	1%	(7)	99%	(707)	714
Age: 65+	1%	(3)	99%	(486)	489
GenZers: 1997-2012	—	(1)	100%	(266)	267
Millennials: 1981-1996	1%	(6)	99%	(613)	618
GenXers: 1965-1980	1%	(5)	99%	(607)	612
Baby Boomers: 1946-1964	1%	(7)	99%	(627)	634
PID: Dem (no lean)	—	(4)	100%	(885)	889
PID: Ind (no lean)	1%	(9)	99%	(625)	633
PID: Rep (no lean)	1%	(5)	99%	(683)	688
PID/Gender: Dem Men	1%	(3)	99%	(390)	393
PID/Gender: Dem Women	—	(1)	100%	(495)	496
PID/Gender: Ind Men	2%	(7)	98%	(317)	323
PID/Gender: Ind Women	1%	(2)	99%	(308)	310
PID/Gender: Rep Men	—	(2)	100%	(350)	352
PID/Gender: Rep Women	1%	(3)	99%	(333)	336
Ideo: Liberal (1-3)	—	(1)	100%	(651)	652
Ideo: Moderate (4)	1%	(7)	99%	(759)	766
Ideo: Conservative (5-7)	—	(1)	100%	(655)	656
Educ: < College	1%	(8)	99%	(1429)	1437
Educ: Bachelors degree	2%	(8)	98%	(483)	491
Educ: Post-grad	1%	(2)	99%	(280)	282
Income: Under 50k	1%	(13)	99%	(1258)	1270
Income: 50k-100k	—	(3)	100%	(635)	638
Income: 100k+	1%	(3)	99%	(299)	302
Ethnicity: White	1%	(12)	99%	(1698)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCBR10_10NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Ethnicity: Black	1%	(2)	99%	(280)	282
Ethnicity: Other	1%	(3)	99%	(214)	217
All Christian	—	(3)	100%	(1025)	1028
All Non-Christian	2%	(3)	98%	(116)	119
Atheist	—	(0)	100%	(91)	91
Agnostic/Nothing in particular	1%	(4)	99%	(605)	609
Something Else	2%	(8)	98%	(355)	364
Religious Non-Protestant/Catholic	2%	(3)	98%	(144)	147
Evangelical	1%	(5)	99%	(564)	568
Non-Evangelical	1%	(6)	99%	(770)	777
Community: Urban	1%	(6)	99%	(653)	659
Community: Suburban	1%	(8)	99%	(955)	963
Community: Rural	1%	(4)	99%	(584)	588
Employ: Private Sector	—	(3)	100%	(666)	669
Employ: Government	—	(0)	100%	(125)	125
Employ: Self-Employed	—	(0)	100%	(198)	198
Employ: Homemaker	3%	(5)	97%	(150)	154
Employ: Student	—	(0)	100%	(82)	82
Employ: Retired	1%	(3)	99%	(561)	564
Employ: Unemployed	2%	(5)	98%	(261)	266
Employ: Other	2%	(2)	98%	(149)	151
Military HH: Yes	2%	(5)	98%	(276)	281
Military HH: No	1%	(13)	99%	(1916)	1929
RD/WT: Right Direction	1%	(4)	99%	(681)	685
RD/WT: Wrong Track	1%	(14)	99%	(1511)	1525
Biden Job Approve	—	(4)	100%	(968)	972
Biden Job Disapprove	1%	(14)	99%	(1130)	1144

Table MCBR10_10NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Biden Job Strongly Approve	—	(1)	100%	(439)	441
Biden Job Somewhat Approve	1%	(3)	99%	(529)	531
Biden Job Somewhat Disapprove	1%	(4)	99%	(352)	355
Biden Job Strongly Disapprove	1%	(10)	99%	(779)	789
Favorable of Biden	—	(4)	100%	(995)	999
Unfavorable of Biden	1%	(14)	99%	(1095)	1109
Very Favorable of Biden	—	(2)	100%	(473)	475
Somewhat Favorable of Biden	—	(2)	100%	(522)	524
Somewhat Unfavorable of Biden	1%	(2)	99%	(275)	277
Very Unfavorable of Biden	1%	(11)	99%	(820)	831
#1 Issue: Economy	1%	(7)	99%	(847)	854
#1 Issue: Security	1%	(2)	99%	(220)	222
#1 Issue: Health Care	1%	(2)	99%	(169)	171
#1 Issue: Medicare / Social Security	—	(0)	100%	(279)	279
#1 Issue: Women's Issues	—	(1)	100%	(347)	347
#1 Issue: Education	—	(0)	100%	(68)	68
#1 Issue: Energy	1%	(2)	99%	(136)	138
#1 Issue: Other	3%	(4)	97%	(126)	130
2020 Vote: Joe Biden	—	(2)	100%	(937)	938
2020 Vote: Donald Trump	1%	(10)	99%	(730)	740
2020 Vote: Other	—	(0)	100%	(66)	66
2020 Vote: Didn't Vote	1%	(6)	99%	(460)	466
2018 House Vote: Democrat	—	(4)	100%	(756)	760
2018 House Vote: Republican	1%	(7)	99%	(560)	567
2018 House Vote: Someone else	—	(0)	100%	(56)	56
2016 Vote: Hillary Clinton	—	(3)	100%	(704)	707
2016 Vote: Donald Trump	1%	(9)	99%	(641)	650
2016 Vote: Other	—	(0)	100%	(108)	108
2016 Vote: Didn't Vote	1%	(6)	99%	(738)	744

Table MCBR10_10NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Voted in 2014: Yes	1%	(9)	99%	(1220)	1230
Voted in 2014: No	1%	(8)	99%	(972)	980
4-Region: Northeast	1%	(2)	99%	(380)	383
4-Region: Midwest	—	(2)	100%	(454)	456
4-Region: South	1%	(7)	99%	(838)	844
4-Region: West	1%	(7)	99%	(520)	527
Supports Women High Priority	1%	(7)	99%	(1338)	1345
Have Purchased Because Supported Women	1%	(4)	99%	(645)	649

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

Table MCBR10_11NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	11%	(237)	89%	(1973)	2210
Gender: Male	14%	(146)	86%	(921)	1068
Gender: Female	8%	(91)	92%	(1051)	1142
Age: 18-34	9%	(59)	91%	(583)	642
Age: 35-44	9%	(33)	91%	(332)	365
Age: 45-64	13%	(91)	87%	(623)	714
Age: 65+	11%	(55)	89%	(434)	489
GenZers: 1997-2012	7%	(18)	93%	(249)	267
Millennials: 1981-1996	10%	(62)	90%	(556)	618
GenXers: 1965-1980	12%	(75)	88%	(537)	612
Baby Boomers: 1946-1964	11%	(71)	89%	(563)	634
PID: Dem (no lean)	6%	(52)	94%	(837)	889
PID: Ind (no lean)	13%	(80)	87%	(553)	633
PID: Rep (no lean)	15%	(106)	85%	(582)	688
PID/Gender: Dem Men	7%	(27)	93%	(366)	393
PID/Gender: Dem Women	5%	(25)	95%	(472)	496
PID/Gender: Ind Men	16%	(51)	84%	(272)	323
PID/Gender: Ind Women	9%	(29)	91%	(281)	310
PID/Gender: Rep Men	19%	(68)	81%	(283)	352
PID/Gender: Rep Women	11%	(37)	89%	(299)	336
Ideo: Liberal (1-3)	4%	(29)	96%	(623)	652
Ideo: Moderate (4)	11%	(81)	89%	(686)	766
Ideo: Conservative (5-7)	17%	(111)	83%	(546)	656
Educ: < College	11%	(158)	89%	(1279)	1437
Educ: Bachelors degree	10%	(48)	90%	(442)	491
Educ: Post-grad	11%	(31)	89%	(251)	282
Income: Under 50k	11%	(143)	89%	(1127)	1270
Income: 50k-100k	10%	(64)	90%	(574)	638
Income: 100k+	10%	(30)	90%	(272)	302
Ethnicity: White	11%	(191)	89%	(1520)	1711
Ethnicity: Hispanic	12%	(44)	88%	(329)	374

Table MCBR10_11NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	11%	(237)	89%	(1973)	2210
Ethnicity: Black	7%	(19)	93%	(263)	282
Ethnicity: Other	13%	(27)	87%	(190)	217
All Christian	11%	(111)	89%	(917)	1028
All Non-Christian	12%	(14)	88%	(105)	119
Atheist	12%	(11)	88%	(80)	91
Agnostic/Nothing in particular	13%	(79)	87%	(530)	609
Something Else	6%	(23)	94%	(340)	364
Religious Non-Protestant/Catholic	13%	(20)	87%	(127)	147
Evangelical	10%	(55)	90%	(514)	568
Non-Evangelical	9%	(71)	91%	(706)	777
Community: Urban	11%	(70)	89%	(589)	659
Community: Suburban	10%	(98)	90%	(865)	963
Community: Rural	12%	(69)	88%	(519)	588
Employ: Private Sector	10%	(65)	90%	(604)	669
Employ: Government	8%	(10)	92%	(116)	125
Employ: Self-Employed	10%	(21)	90%	(177)	198
Employ: Homemaker	10%	(15)	90%	(139)	154
Employ: Student	6%	(5)	94%	(78)	82
Employ: Retired	13%	(73)	87%	(491)	564
Employ: Unemployed	15%	(41)	85%	(225)	266
Employ: Other	5%	(8)	95%	(143)	151
Military HH: Yes	10%	(28)	90%	(253)	281
Military HH: No	11%	(210)	89%	(1720)	1929
RD/WT: Right Direction	7%	(46)	93%	(639)	685
RD/WT: Wrong Track	13%	(192)	87%	(1334)	1525
Biden Job Approve	5%	(50)	95%	(922)	972
Biden Job Disapprove	15%	(172)	85%	(972)	1144

Table MCBR10_11NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*
They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	11%	(237)	89%	(1973)	2210
Biden Job Strongly Approve	5%	(21)	95%	(420)	441
Biden Job Somewhat Approve	5%	(29)	95%	(503)	531
Biden Job Somewhat Disapprove	11%	(37)	89%	(318)	355
Biden Job Strongly Disapprove	17%	(135)	83%	(654)	789
Favorable of Biden	5%	(48)	95%	(951)	999
Unfavorable of Biden	15%	(172)	85%	(937)	1109
Very Favorable of Biden	5%	(25)	95%	(451)	475
Somewhat Favorable of Biden	4%	(23)	96%	(500)	524
Somewhat Unfavorable of Biden	12%	(34)	88%	(243)	277
Very Unfavorable of Biden	17%	(137)	83%	(694)	831
#1 Issue: Economy	12%	(104)	88%	(750)	854
#1 Issue: Security	19%	(42)	81%	(181)	222
#1 Issue: Health Care	8%	(14)	92%	(157)	171
#1 Issue: Medicare / Social Security	12%	(32)	88%	(247)	279
#1 Issue: Women's Issues	5%	(16)	95%	(332)	347
#1 Issue: Education	5%	(3)	95%	(64)	68
#1 Issue: Energy	6%	(8)	94%	(130)	138
#1 Issue: Other	14%	(18)	86%	(112)	130
2020 Vote: Joe Biden	5%	(50)	95%	(889)	938
2020 Vote: Donald Trump	17%	(122)	83%	(618)	740
2020 Vote: Other	21%	(14)	79%	(52)	66
2020 Vote: Didn't Vote	11%	(51)	89%	(415)	466
2018 House Vote: Democrat	5%	(37)	95%	(723)	760
2018 House Vote: Republican	17%	(97)	83%	(471)	567
2018 House Vote: Someone else	12%	(7)	88%	(49)	56
2016 Vote: Hillary Clinton	5%	(36)	95%	(670)	707
2016 Vote: Donald Trump	17%	(111)	83%	(539)	650
2016 Vote: Other	15%	(17)	85%	(91)	108
2016 Vote: Didn't Vote	10%	(73)	90%	(671)	744

Continued on next page

Table MCBR10_11NET: *And what are the most impactful actions companies can take to support their female employees? Please select up to 3. If you don't think they should take any actions, select 'they should not take any actions.'*

They should not take any actions

Demographic	Selected		Not Selected		Total N
Adults	11%	(237)	89%	(1973)	2210
Voted in 2014: Yes	10%	(126)	90%	(1103)	1230
Voted in 2014: No	11%	(111)	89%	(869)	980
4-Region: Northeast	11%	(43)	89%	(339)	383
4-Region: Midwest	9%	(43)	91%	(414)	456
4-Region: South	11%	(92)	89%	(752)	844
4-Region: West	11%	(59)	89%	(467)	527
Supports Women High Priority	5%	(72)	95%	(1273)	1345
Have Purchased Because Supported Women	3%	(17)	97%	(632)	649

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

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*
CVS reducing the price of their store brand menstrual products (such as tampons and pads)

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	18%	(389)	17%	(372)	57%	(1252)	2210
Gender: Male	9%	(96)	18%	(191)	18%	(196)	55%	(585)	1068
Gender: Female	9%	(101)	17%	(198)	15%	(176)	58%	(667)	1142
Age: 18-34	12%	(75)	22%	(143)	21%	(136)	45%	(287)	642
Age: 35-44	12%	(44)	21%	(77)	18%	(65)	49%	(181)	365
Age: 45-64	8%	(58)	18%	(127)	15%	(104)	59%	(425)	714
Age: 65+	4%	(20)	9%	(43)	14%	(66)	74%	(360)	489
GenZers: 1997-2012	12%	(33)	20%	(53)	24%	(63)	44%	(117)	267
Millennials: 1981-1996	12%	(72)	23%	(140)	20%	(123)	46%	(284)	618
GenXers: 1965-1980	10%	(59)	20%	(122)	15%	(91)	56%	(340)	612
Baby Boomers: 1946-1964	5%	(29)	11%	(67)	14%	(86)	71%	(453)	634
PID: Dem (no lean)	11%	(101)	20%	(181)	18%	(157)	51%	(449)	889
PID: Ind (no lean)	6%	(38)	15%	(95)	17%	(106)	62%	(395)	633
PID: Rep (no lean)	8%	(58)	16%	(113)	16%	(109)	59%	(408)	688
PID/Gender: Dem Men	12%	(49)	20%	(77)	21%	(84)	46%	(183)	393
PID/Gender: Dem Women	11%	(52)	21%	(104)	15%	(73)	54%	(267)	496
PID/Gender: Ind Men	6%	(20)	14%	(44)	18%	(57)	63%	(203)	323
PID/Gender: Ind Women	6%	(18)	16%	(51)	16%	(49)	62%	(193)	310
PID/Gender: Rep Men	8%	(27)	20%	(70)	16%	(55)	57%	(200)	352
PID/Gender: Rep Women	9%	(31)	13%	(43)	16%	(54)	62%	(208)	336
Ideo: Liberal (1-3)	12%	(76)	17%	(109)	18%	(114)	54%	(353)	652
Ideo: Moderate (4)	10%	(74)	22%	(165)	18%	(142)	50%	(385)	766
Ideo: Conservative (5-7)	6%	(37)	14%	(91)	16%	(102)	65%	(427)	656
Educ: < College	10%	(139)	16%	(231)	18%	(252)	57%	(816)	1437
Educ: Bachelors degree	8%	(38)	22%	(106)	17%	(81)	54%	(266)	491
Educ: Post-grad	7%	(20)	19%	(52)	14%	(39)	61%	(171)	282
Income: Under 50k	10%	(132)	17%	(210)	17%	(216)	56%	(712)	1270
Income: 50k-100k	7%	(45)	19%	(120)	16%	(99)	59%	(374)	638
Income: 100k+	6%	(19)	20%	(59)	19%	(57)	55%	(167)	302
Ethnicity: White	8%	(130)	16%	(281)	15%	(263)	61%	(1036)	1711
Ethnicity: Hispanic	11%	(42)	23%	(85)	21%	(79)	45%	(167)	374
Ethnicity: Black	15%	(41)	23%	(65)	21%	(59)	41%	(117)	282

Continued on next page

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*
CVS reducing the price of their store brand menstrual products (such as tampons and pads)

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	18%	(389)	17%	(372)	57%	(1252)	2210
Ethnicity: Other	12%	(25)	20%	(43)	23%	(49)	46%	(100)	217
All Christian	9%	(93)	17%	(176)	15%	(155)	59%	(603)	1028
All Non-Christian	11%	(13)	28%	(33)	17%	(20)	44%	(52)	119
Atheist	7%	(6)	9%	(8)	18%	(16)	66%	(60)	91
Agnostic/Nothing in particular	8%	(49)	17%	(105)	17%	(104)	58%	(351)	609
Something Else	10%	(35)	18%	(67)	21%	(76)	51%	(186)	364
Religious Non-Protestant/Catholic	11%	(17)	25%	(37)	17%	(25)	47%	(68)	147
Evangelical	10%	(57)	18%	(101)	17%	(96)	55%	(313)	568
Non-Evangelical	8%	(63)	17%	(132)	17%	(129)	58%	(453)	777
Community: Urban	13%	(83)	25%	(164)	19%	(127)	43%	(285)	659
Community: Suburban	7%	(71)	14%	(137)	17%	(162)	62%	(593)	963
Community: Rural	7%	(43)	15%	(88)	14%	(83)	64%	(374)	588
Employ: Private Sector	12%	(79)	25%	(168)	19%	(125)	44%	(297)	669
Employ: Government	11%	(14)	23%	(29)	21%	(26)	46%	(57)	125
Employ: Self-Employed	13%	(25)	19%	(37)	15%	(30)	54%	(106)	198
Employ: Homemaker	7%	(10)	18%	(28)	13%	(19)	62%	(96)	154
Employ: Student	7%	(5)	18%	(15)	25%	(21)	50%	(41)	82
Employ: Retired	4%	(25)	10%	(57)	14%	(79)	71%	(403)	564
Employ: Unemployed	11%	(28)	15%	(41)	15%	(40)	59%	(157)	266
Employ: Other	6%	(9)	10%	(15)	21%	(32)	63%	(95)	151
Military HH: Yes	8%	(22)	11%	(30)	15%	(42)	66%	(186)	281
Military HH: No	9%	(175)	19%	(359)	17%	(330)	55%	(1066)	1929
RD/WT: Right Direction	12%	(83)	23%	(161)	19%	(131)	45%	(310)	685
RD/WT: Wrong Track	7%	(114)	15%	(228)	16%	(241)	62%	(942)	1525
Biden Job Approve	11%	(109)	20%	(193)	18%	(171)	51%	(499)	972
Biden Job Disapprove	7%	(81)	16%	(182)	17%	(190)	60%	(692)	1144
Biden Job Strongly Approve	15%	(67)	20%	(89)	15%	(65)	50%	(220)	441
Biden Job Somewhat Approve	8%	(42)	20%	(104)	20%	(105)	53%	(280)	531
Biden Job Somewhat Disapprove	7%	(24)	24%	(84)	19%	(68)	50%	(178)	355
Biden Job Strongly Disapprove	7%	(56)	12%	(97)	15%	(121)	65%	(514)	789

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*
CVS reducing the price of their store brand menstrual products (such as tampons and pads)

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	18%	(389)	17%	(372)	57%	(1252)	2210
Favorable of Biden	11%	(112)	20%	(198)	17%	(171)	52%	(518)	999
Unfavorable of Biden	7%	(72)	16%	(172)	17%	(184)	61%	(680)	1109
Very Favorable of Biden	15%	(72)	20%	(93)	14%	(67)	51%	(243)	475
Somewhat Favorable of Biden	8%	(40)	20%	(105)	20%	(104)	52%	(275)	524
Somewhat Unfavorable of Biden	5%	(15)	21%	(58)	18%	(49)	56%	(155)	277
Very Unfavorable of Biden	7%	(58)	14%	(114)	16%	(135)	63%	(525)	831
#1 Issue: Economy	8%	(67)	19%	(161)	17%	(145)	56%	(480)	854
#1 Issue: Security	5%	(11)	19%	(43)	17%	(38)	59%	(130)	222
#1 Issue: Health Care	13%	(23)	20%	(34)	20%	(34)	47%	(80)	171
#1 Issue: Medicare / Social Security	8%	(22)	13%	(35)	14%	(38)	66%	(183)	279
#1 Issue: Women's Issues	12%	(41)	19%	(64)	20%	(68)	50%	(174)	347
#1 Issue: Education	12%	(8)	26%	(18)	21%	(14)	40%	(27)	68
#1 Issue: Energy	16%	(21)	12%	(17)	12%	(17)	60%	(83)	138
#1 Issue: Other	2%	(2)	13%	(16)	14%	(18)	72%	(93)	130
2020 Vote: Joe Biden	10%	(96)	21%	(201)	18%	(168)	50%	(473)	938
2020 Vote: Donald Trump	7%	(53)	15%	(110)	16%	(119)	62%	(458)	740
2020 Vote: Other	13%	(9)	5%	(3)	22%	(14)	60%	(40)	66
2020 Vote: Didn't Vote	8%	(40)	16%	(74)	15%	(70)	61%	(282)	466
2018 House Vote: Democrat	11%	(80)	21%	(158)	17%	(130)	51%	(391)	760
2018 House Vote: Republican	7%	(41)	14%	(80)	15%	(84)	64%	(362)	567
2018 House Vote: Someone else	11%	(6)	8%	(5)	23%	(13)	58%	(32)	56
2016 Vote: Hillary Clinton	11%	(76)	20%	(144)	18%	(126)	51%	(361)	707
2016 Vote: Donald Trump	6%	(37)	15%	(98)	13%	(87)	66%	(428)	650
2016 Vote: Other	8%	(9)	11%	(12)	27%	(29)	54%	(58)	108
2016 Vote: Didn't Vote	10%	(74)	18%	(136)	17%	(129)	55%	(406)	744
Voted in 2014: Yes	9%	(110)	17%	(208)	16%	(195)	58%	(717)	1230
Voted in 2014: No	9%	(86)	18%	(181)	18%	(177)	55%	(535)	980
4-Region: Northeast	9%	(35)	20%	(78)	16%	(61)	55%	(209)	383
4-Region: Midwest	7%	(34)	17%	(76)	16%	(75)	60%	(272)	456
4-Region: South	9%	(74)	18%	(151)	16%	(139)	57%	(481)	844
4-Region: West	10%	(54)	16%	(84)	19%	(97)	55%	(291)	527

Continued on next page

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*
CVS reducing the price of their store brand menstrual products (such as tampons and pads)

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	18%	(389)	17%	(372)	57%	(1252)	2210
Supports Women High Priority	11%	(154)	21%	(279)	18%	(245)	50%	(666)	1345
Have Purchased Because Supported Women	17%	(113)	26%	(170)	19%	(126)	37%	(239)	649

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

Table MCBR11_2: *How much have you seen, read, or heard about the following, if at all?*
CVS covering the sales tax on their store brand menstrual products (such as tampons and pads), in the states where they are legally allowed to do so

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	17%	(372)	17%	(378)	57%	(1254)	2210
Gender: Male	9%	(101)	18%	(188)	19%	(198)	54%	(581)	1068
Gender: Female	9%	(105)	16%	(184)	16%	(180)	59%	(673)	1142
Age: 18-34	13%	(84)	20%	(131)	21%	(136)	45%	(290)	642
Age: 35-44	12%	(43)	23%	(83)	14%	(49)	52%	(191)	365
Age: 45-64	8%	(60)	16%	(117)	17%	(123)	58%	(414)	714
Age: 65+	4%	(19)	8%	(41)	14%	(69)	74%	(359)	489
GenZers: 1997-2012	13%	(35)	19%	(52)	22%	(59)	45%	(120)	267
Millennials: 1981-1996	13%	(79)	22%	(139)	18%	(113)	46%	(287)	618
GenXers: 1965-1980	10%	(62)	18%	(109)	17%	(102)	55%	(340)	612
Baby Boomers: 1946-1964	4%	(28)	10%	(63)	15%	(93)	71%	(449)	634
PID: Dem (no lean)	12%	(109)	18%	(162)	18%	(159)	52%	(459)	889
PID: Ind (no lean)	5%	(33)	16%	(100)	17%	(109)	62%	(391)	633
PID: Rep (no lean)	9%	(64)	16%	(110)	16%	(109)	59%	(404)	688
PID/Gender: Dem Men	13%	(53)	17%	(67)	23%	(92)	46%	(181)	393
PID/Gender: Dem Women	11%	(56)	19%	(94)	14%	(68)	56%	(278)	496
PID/Gender: Ind Men	4%	(15)	17%	(54)	16%	(52)	63%	(203)	323
PID/Gender: Ind Women	6%	(19)	15%	(46)	18%	(57)	61%	(188)	310
PID/Gender: Rep Men	10%	(34)	19%	(66)	15%	(54)	56%	(198)	352
PID/Gender: Rep Women	9%	(30)	13%	(44)	16%	(55)	61%	(207)	336
Ideo: Liberal (1-3)	12%	(78)	16%	(106)	17%	(113)	54%	(355)	652
Ideo: Moderate (4)	9%	(72)	20%	(151)	20%	(152)	51%	(391)	766
Ideo: Conservative (5-7)	7%	(46)	14%	(92)	15%	(98)	64%	(420)	656
Educ: < College	9%	(133)	16%	(234)	17%	(247)	57%	(823)	1437
Educ: Bachelors degree	11%	(53)	17%	(85)	18%	(89)	54%	(263)	491
Educ: Post-grad	7%	(20)	19%	(52)	15%	(41)	60%	(168)	282
Income: Under 50k	11%	(134)	17%	(214)	16%	(210)	56%	(713)	1270
Income: 50k-100k	8%	(51)	16%	(103)	18%	(116)	58%	(368)	638
Income: 100k+	7%	(22)	18%	(55)	17%	(52)	57%	(173)	302
Ethnicity: White	8%	(134)	16%	(269)	16%	(276)	60%	(1032)	1711
Ethnicity: Hispanic	13%	(50)	22%	(81)	20%	(75)	45%	(168)	374
Ethnicity: Black	15%	(41)	22%	(63)	19%	(55)	44%	(123)	282

Table MCBR11_2: *How much have you seen, read, or heard about the following, if at all?*

CVS covering the sales tax on their store brand menstrual products (such as tampons and pads), in the states where they are legally allowed to do so

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	17%	(372)	17%	(378)	57%	(1254)	2210
Ethnicity: Other	14%	(31)	19%	(40)	22%	(47)	46%	(99)	217
All Christian	10%	(103)	15%	(154)	16%	(164)	59%	(606)	1028
All Non-Christian	13%	(16)	29%	(34)	18%	(21)	41%	(48)	119
Atheist	9%	(8)	8%	(7)	20%	(18)	64%	(58)	91
Agnostic/Nothing in particular	8%	(46)	17%	(102)	18%	(110)	58%	(351)	609
Something Else	9%	(33)	21%	(75)	18%	(64)	52%	(190)	364
Religious Non-Protestant/Catholic	13%	(19)	24%	(36)	19%	(28)	44%	(64)	147
Evangelical	10%	(56)	19%	(109)	16%	(89)	55%	(315)	568
Non-Evangelical	9%	(70)	15%	(116)	17%	(131)	59%	(459)	777
Community: Urban	14%	(94)	22%	(142)	20%	(133)	44%	(289)	659
Community: Suburban	7%	(70)	14%	(135)	16%	(157)	62%	(601)	963
Community: Rural	7%	(42)	16%	(94)	15%	(88)	62%	(365)	588
Employ: Private Sector	14%	(91)	22%	(150)	18%	(122)	46%	(306)	669
Employ: Government	12%	(15)	23%	(28)	16%	(21)	49%	(61)	125
Employ: Self-Employed	11%	(21)	17%	(34)	16%	(32)	56%	(110)	198
Employ: Homemaker	6%	(9)	16%	(25)	14%	(21)	65%	(99)	154
Employ: Student	9%	(7)	20%	(16)	25%	(20)	46%	(38)	82
Employ: Retired	4%	(21)	11%	(60)	16%	(90)	70%	(393)	564
Employ: Unemployed	12%	(33)	15%	(39)	16%	(42)	57%	(152)	266
Employ: Other	6%	(8)	13%	(19)	20%	(30)	62%	(93)	151
Military HH: Yes	9%	(25)	11%	(32)	13%	(37)	67%	(187)	281
Military HH: No	9%	(181)	18%	(340)	18%	(340)	55%	(1067)	1929
RD/WT: Right Direction	14%	(96)	21%	(146)	18%	(123)	47%	(319)	685
RD/WT: Wrong Track	7%	(110)	15%	(225)	17%	(254)	61%	(936)	1525
Biden Job Approve	12%	(121)	18%	(179)	18%	(171)	52%	(501)	972
Biden Job Disapprove	7%	(79)	15%	(175)	17%	(197)	61%	(693)	1144
Biden Job Strongly Approve	17%	(75)	20%	(87)	13%	(59)	50%	(220)	441
Biden Job Somewhat Approve	9%	(46)	17%	(93)	21%	(111)	53%	(281)	531
Biden Job Somewhat Disapprove	8%	(29)	21%	(74)	20%	(70)	51%	(182)	355
Biden Job Strongly Disapprove	6%	(50)	13%	(101)	16%	(127)	65%	(511)	789

Table MCBR11_2: *How much have you seen, read, or heard about the following, if at all?*
CVS covering the sales tax on their store brand menstrual products (such as tampons and pads), in the states where they are legally allowed to do so

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	17%	(372)	17%	(378)	57%	(1254)	2210
Favorable of Biden	12%	(123)	18%	(179)	18%	(176)	52%	(520)	999
Unfavorable of Biden	6%	(71)	15%	(170)	17%	(187)	61%	(681)	1109
Very Favorable of Biden	18%	(85)	17%	(79)	15%	(72)	50%	(239)	475
Somewhat Favorable of Biden	7%	(38)	19%	(100)	20%	(104)	54%	(281)	524
Somewhat Unfavorable of Biden	5%	(14)	20%	(55)	16%	(45)	59%	(163)	277
Very Unfavorable of Biden	7%	(57)	14%	(115)	17%	(142)	62%	(518)	831
#1 Issue: Economy	8%	(68)	19%	(162)	16%	(138)	57%	(486)	854
#1 Issue: Security	9%	(21)	15%	(33)	18%	(39)	58%	(130)	222
#1 Issue: Health Care	11%	(19)	23%	(40)	21%	(36)	45%	(77)	171
#1 Issue: Medicare / Social Security	7%	(20)	12%	(34)	16%	(44)	65%	(181)	279
#1 Issue: Women's Issues	14%	(48)	16%	(54)	18%	(63)	52%	(182)	347
#1 Issue: Education	17%	(12)	19%	(13)	25%	(17)	38%	(26)	68
#1 Issue: Energy	13%	(18)	14%	(19)	15%	(20)	59%	(82)	138
#1 Issue: Other	2%	(2)	12%	(16)	15%	(20)	70%	(92)	130
2020 Vote: Joe Biden	12%	(108)	19%	(179)	19%	(178)	50%	(473)	938
2020 Vote: Donald Trump	7%	(54)	15%	(107)	15%	(110)	63%	(468)	740
2020 Vote: Other	7%	(5)	13%	(9)	19%	(12)	61%	(40)	66
2020 Vote: Didn't Vote	8%	(39)	16%	(77)	17%	(77)	59%	(273)	466
2018 House Vote: Democrat	12%	(91)	18%	(140)	17%	(132)	52%	(398)	760
2018 House Vote: Republican	6%	(36)	15%	(87)	14%	(82)	64%	(362)	567
2018 House Vote: Someone else	4%	(2)	17%	(10)	20%	(11)	58%	(33)	56
2016 Vote: Hillary Clinton	12%	(84)	18%	(126)	19%	(131)	52%	(365)	707
2016 Vote: Donald Trump	7%	(44)	14%	(93)	14%	(88)	65%	(425)	650
2016 Vote: Other	4%	(4)	16%	(17)	25%	(27)	56%	(60)	108
2016 Vote: Didn't Vote	10%	(74)	18%	(135)	18%	(131)	54%	(404)	744
Voted in 2014: Yes	9%	(113)	16%	(196)	16%	(198)	59%	(723)	1230
Voted in 2014: No	10%	(93)	18%	(176)	18%	(180)	54%	(531)	980
4-Region: Northeast	11%	(43)	16%	(62)	18%	(68)	55%	(209)	383
4-Region: Midwest	8%	(37)	16%	(74)	16%	(73)	60%	(273)	456
4-Region: South	8%	(69)	18%	(155)	16%	(137)	57%	(484)	844
4-Region: West	11%	(58)	15%	(81)	19%	(100)	55%	(288)	527

Table MCBR11_2: *How much have you seen, read, or heard about the following, if at all?*
CVS covering the sales tax on their store brand menstrual products (such as tampons and pads), in the states where they are legally allowed to do so

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	17%	(372)	17%	(378)	57%	(1254)	2210
Supports Women High Priority	12%	(165)	20%	(268)	19%	(253)	49%	(659)	1345
Have Purchased Because Supported Women	17%	(113)	26%	(171)	18%	(116)	38%	(250)	649

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

Table MCBR11_3: *How much have you seen, read, or heard about the following, if at all?*

Walmart adding family-planning benefits (such as coverage for IVF, surrogacy, adoption) for its workers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(215)	17%	(383)	16%	(358)	57%	(1253)	2210
Gender: Male	11%	(114)	19%	(198)	18%	(189)	53%	(566)	1068
Gender: Female	9%	(101)	16%	(185)	15%	(169)	60%	(687)	1142
Age: 18-34	13%	(85)	23%	(150)	19%	(119)	45%	(289)	642
Age: 35-44	13%	(49)	21%	(77)	17%	(63)	48%	(176)	365
Age: 45-64	9%	(66)	17%	(122)	15%	(110)	58%	(415)	714
Age: 65+	3%	(15)	7%	(35)	14%	(66)	76%	(373)	489
GenZers: 1997-2012	11%	(30)	22%	(60)	19%	(50)	48%	(128)	267
Millennials: 1981-1996	14%	(89)	23%	(143)	19%	(115)	44%	(272)	618
GenXers: 1965-1980	11%	(66)	18%	(111)	16%	(98)	55%	(337)	612
Baby Boomers: 1946-1964	5%	(29)	10%	(61)	14%	(89)	72%	(455)	634
PID: Dem (no lean)	12%	(109)	20%	(176)	16%	(145)	52%	(459)	889
PID: Ind (no lean)	7%	(42)	16%	(101)	16%	(100)	62%	(390)	633
PID: Rep (no lean)	9%	(64)	16%	(107)	16%	(113)	59%	(404)	688
PID/Gender: Dem Men	16%	(63)	19%	(74)	19%	(74)	46%	(181)	393
PID/Gender: Dem Women	9%	(46)	20%	(101)	14%	(71)	56%	(278)	496
PID/Gender: Ind Men	7%	(23)	18%	(57)	16%	(52)	59%	(192)	323
PID/Gender: Ind Women	6%	(20)	14%	(43)	16%	(48)	64%	(199)	310
PID/Gender: Rep Men	8%	(28)	19%	(66)	18%	(63)	55%	(194)	352
PID/Gender: Rep Women	11%	(35)	12%	(41)	15%	(50)	63%	(210)	336
Ideo: Liberal (1-3)	13%	(85)	16%	(106)	18%	(114)	53%	(347)	652
Ideo: Moderate (4)	10%	(78)	22%	(167)	16%	(125)	52%	(396)	766
Ideo: Conservative (5-7)	6%	(43)	14%	(91)	16%	(104)	64%	(419)	656
Educ: < College	10%	(143)	17%	(244)	16%	(227)	57%	(823)	1437
Educ: Bachelors degree	9%	(43)	19%	(92)	20%	(96)	53%	(259)	491
Educ: Post-grad	10%	(29)	17%	(47)	12%	(35)	61%	(171)	282
Income: Under 50k	10%	(133)	17%	(221)	15%	(185)	58%	(731)	1270
Income: 50k-100k	8%	(52)	18%	(116)	19%	(120)	55%	(350)	638
Income: 100k+	10%	(30)	15%	(46)	18%	(53)	57%	(172)	302
Ethnicity: White	9%	(150)	15%	(264)	16%	(272)	60%	(1025)	1711
Ethnicity: Hispanic	13%	(47)	23%	(87)	20%	(76)	44%	(164)	374
Ethnicity: Black	15%	(43)	23%	(66)	18%	(52)	43%	(121)	282

Table MCBR11_3: *How much have you seen, read, or heard about the following, if at all?*

Walmart adding family-planning benefits (such as coverage for IVF, surrogacy, adoption) for its workers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(215)	17%	(383)	16%	(358)	57%	(1253)	2210
Ethnicity: Other	10%	(22)	24%	(53)	16%	(35)	49%	(107)	217
All Christian	10%	(107)	15%	(150)	16%	(163)	59%	(608)	1028
All Non-Christian	11%	(14)	34%	(40)	12%	(14)	43%	(52)	119
Atheist	7%	(6)	10%	(10)	21%	(19)	62%	(56)	91
Agnostic/Nothing in particular	8%	(51)	19%	(118)	16%	(100)	56%	(341)	609
Something Else	10%	(38)	18%	(66)	17%	(63)	54%	(197)	364
Religious Non-Protestant/Catholic	10%	(15)	32%	(47)	11%	(17)	46%	(68)	147
Evangelical	13%	(71)	15%	(88)	18%	(100)	54%	(309)	568
Non-Evangelical	8%	(65)	15%	(117)	16%	(121)	61%	(473)	777
Community: Urban	16%	(106)	21%	(136)	19%	(123)	45%	(293)	659
Community: Suburban	8%	(73)	16%	(156)	15%	(145)	61%	(590)	963
Community: Rural	6%	(36)	16%	(91)	15%	(90)	63%	(370)	588
Employ: Private Sector	14%	(91)	23%	(154)	20%	(132)	44%	(292)	669
Employ: Government	10%	(12)	28%	(35)	19%	(24)	43%	(54)	125
Employ: Self-Employed	14%	(27)	18%	(35)	14%	(28)	55%	(108)	198
Employ: Homemaker	6%	(9)	16%	(24)	15%	(23)	64%	(99)	154
Employ: Student	11%	(9)	26%	(21)	13%	(11)	50%	(41)	82
Employ: Retired	5%	(28)	9%	(48)	14%	(79)	72%	(409)	564
Employ: Unemployed	12%	(31)	17%	(44)	13%	(35)	59%	(156)	266
Employ: Other	6%	(9)	14%	(22)	17%	(26)	63%	(94)	151
Military HH: Yes	8%	(22)	11%	(31)	14%	(39)	67%	(188)	281
Military HH: No	10%	(193)	18%	(352)	17%	(319)	55%	(1065)	1929
RD/WT: Right Direction	15%	(103)	22%	(151)	17%	(115)	46%	(316)	685
RD/WT: Wrong Track	7%	(112)	15%	(233)	16%	(243)	61%	(938)	1525
Biden Job Approve	13%	(124)	18%	(180)	17%	(166)	52%	(502)	972
Biden Job Disapprove	7%	(85)	17%	(190)	16%	(180)	60%	(689)	1144
Biden Job Strongly Approve	18%	(81)	18%	(78)	14%	(62)	50%	(220)	441
Biden Job Somewhat Approve	8%	(43)	19%	(102)	20%	(104)	53%	(282)	531
Biden Job Somewhat Disapprove	6%	(21)	24%	(85)	22%	(77)	48%	(172)	355
Biden Job Strongly Disapprove	8%	(64)	13%	(105)	13%	(103)	65%	(516)	789

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Table MCBR11_3: *How much have you seen, read, or heard about the following, if at all?*

Walmart adding family-planning benefits (such as coverage for IVF, surrogacy, adoption) for its workers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(215)	17%	(383)	16%	(358)	57%	(1253)	2210
Favorable of Biden	13%	(126)	19%	(186)	17%	(170)	52%	(517)	999
Unfavorable of Biden	7%	(79)	16%	(177)	16%	(173)	61%	(680)	1109
Very Favorable of Biden	18%	(84)	16%	(77)	15%	(71)	51%	(244)	475
Somewhat Favorable of Biden	8%	(43)	21%	(109)	19%	(99)	52%	(273)	524
Somewhat Unfavorable of Biden	6%	(17)	18%	(51)	18%	(49)	58%	(160)	277
Very Unfavorable of Biden	7%	(62)	15%	(126)	15%	(123)	63%	(520)	831
#1 Issue: Economy	9%	(76)	18%	(156)	18%	(154)	55%	(469)	854
#1 Issue: Security	9%	(19)	17%	(37)	14%	(31)	61%	(136)	222
#1 Issue: Health Care	17%	(29)	21%	(36)	16%	(27)	46%	(79)	171
#1 Issue: Medicare / Social Security	7%	(20)	12%	(34)	13%	(35)	68%	(190)	279
#1 Issue: Women's Issues	12%	(42)	20%	(70)	16%	(57)	52%	(179)	347
#1 Issue: Education	13%	(9)	25%	(17)	25%	(17)	37%	(25)	68
#1 Issue: Energy	10%	(14)	17%	(23)	13%	(17)	60%	(83)	138
#1 Issue: Other	5%	(7)	8%	(11)	15%	(20)	71%	(93)	130
2020 Vote: Joe Biden	12%	(109)	20%	(188)	17%	(161)	51%	(480)	938
2020 Vote: Donald Trump	8%	(57)	14%	(103)	16%	(116)	63%	(465)	740
2020 Vote: Other	10%	(7)	14%	(9)	20%	(13)	56%	(37)	66
2020 Vote: Didn't Vote	9%	(43)	18%	(84)	15%	(68)	58%	(271)	466
2018 House Vote: Democrat	12%	(94)	19%	(141)	18%	(134)	51%	(390)	760
2018 House Vote: Republican	7%	(41)	14%	(80)	16%	(93)	62%	(354)	567
2018 House Vote: Someone else	9%	(5)	13%	(7)	15%	(8)	63%	(35)	56
2016 Vote: Hillary Clinton	12%	(88)	19%	(131)	17%	(120)	52%	(368)	707
2016 Vote: Donald Trump	6%	(41)	13%	(87)	16%	(102)	64%	(419)	650
2016 Vote: Other	6%	(6)	13%	(14)	27%	(29)	53%	(57)	108
2016 Vote: Didn't Vote	11%	(80)	20%	(149)	14%	(106)	55%	(409)	744
Voted in 2014: Yes	9%	(115)	16%	(199)	17%	(206)	58%	(710)	1230
Voted in 2014: No	10%	(101)	19%	(184)	16%	(153)	55%	(543)	980
4-Region: Northeast	10%	(38)	18%	(71)	17%	(65)	54%	(208)	383
4-Region: Midwest	7%	(30)	19%	(86)	13%	(61)	61%	(280)	456
4-Region: South	11%	(92)	16%	(134)	16%	(136)	57%	(482)	844
4-Region: West	10%	(55)	18%	(92)	18%	(96)	54%	(283)	527

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Table MCBR11_3: *How much have you seen, read, or heard about the following, if at all?*

Walmart adding family-planning benefits (such as coverage for IVF, surrogacy, adoption) for its workers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(215)	17%	(383)	16%	(358)	57%	(1253)	2210
Supports Women High Priority	13%	(175)	21%	(278)	17%	(225)	50%	(667)	1345
Have Purchased Because Supported Women	19%	(124)	25%	(161)	17%	(113)	39%	(251)	649

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

Table MCBR11_4: *How much have you seen, read, or heard about the following, if at all?*

Several large employers (such as Apple, Uber, Walmart, Disney, and Meta) offering to pay for female employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(286)	25%	(550)	16%	(349)	46%	(1025)	2210
Gender: Male	12%	(132)	29%	(305)	17%	(183)	42%	(448)	1068
Gender: Female	13%	(154)	21%	(246)	14%	(166)	51%	(577)	1142
Age: 18-34	16%	(106)	28%	(177)	17%	(112)	39%	(248)	642
Age: 35-44	17%	(62)	26%	(95)	13%	(47)	44%	(161)	365
Age: 45-64	11%	(80)	24%	(170)	15%	(105)	50%	(358)	714
Age: 65+	8%	(39)	22%	(108)	17%	(85)	53%	(258)	489
GenZers: 1997-2012	18%	(47)	22%	(58)	20%	(53)	41%	(109)	267
Millennials: 1981-1996	17%	(105)	29%	(180)	15%	(95)	39%	(238)	618
GenXers: 1965-1980	11%	(69)	25%	(154)	14%	(86)	49%	(302)	612
Baby Boomers: 1946-1964	9%	(57)	23%	(143)	16%	(103)	52%	(331)	634
PID: Dem (no lean)	16%	(142)	27%	(242)	16%	(147)	40%	(358)	889
PID: Ind (no lean)	9%	(56)	24%	(154)	15%	(96)	52%	(328)	633
PID: Rep (no lean)	13%	(88)	22%	(154)	15%	(107)	49%	(340)	688
PID/Gender: Dem Men	15%	(58)	31%	(120)	20%	(80)	34%	(135)	393
PID/Gender: Dem Women	17%	(84)	25%	(123)	13%	(67)	45%	(223)	496
PID/Gender: Ind Men	10%	(32)	26%	(86)	16%	(51)	48%	(155)	323
PID/Gender: Ind Women	8%	(24)	22%	(68)	15%	(45)	56%	(173)	310
PID/Gender: Rep Men	12%	(42)	28%	(99)	15%	(53)	45%	(158)	352
PID/Gender: Rep Women	14%	(46)	16%	(55)	16%	(54)	54%	(182)	336
Ideo: Liberal (1-3)	19%	(121)	28%	(186)	17%	(109)	36%	(236)	652
Ideo: Moderate (4)	11%	(83)	26%	(197)	16%	(125)	47%	(363)	766
Ideo: Conservative (5-7)	10%	(68)	23%	(148)	16%	(105)	51%	(336)	656
Educ: < College	12%	(178)	21%	(296)	15%	(217)	52%	(747)	1437
Educ: Bachelors degree	14%	(67)	33%	(163)	18%	(89)	35%	(171)	491
Educ: Post-grad	14%	(41)	32%	(92)	15%	(43)	38%	(107)	282
Income: Under 50k	13%	(162)	22%	(284)	15%	(195)	50%	(630)	1270
Income: 50k-100k	13%	(82)	25%	(159)	17%	(111)	45%	(285)	638
Income: 100k+	14%	(41)	36%	(108)	14%	(43)	37%	(111)	302
Ethnicity: White	12%	(213)	24%	(414)	16%	(272)	47%	(812)	1711
Ethnicity: Hispanic	16%	(59)	23%	(87)	21%	(79)	40%	(149)	374

Table MCBR11_4: *How much have you seen, read, or heard about the following, if at all?*
Several large employers (such as Apple, Uber, Walmart, Disney, and Meta) offering to pay for female employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(286)	25%	(550)	16%	(349)	46%	(1025)	2210
Ethnicity: Black	17%	(47)	26%	(72)	16%	(44)	42%	(120)	282
Ethnicity: Other	12%	(26)	30%	(64)	15%	(33)	43%	(93)	217
All Christian	13%	(137)	24%	(250)	16%	(164)	46%	(477)	1028
All Non-Christian	18%	(22)	34%	(40)	17%	(20)	31%	(37)	119
Atheist	18%	(16)	29%	(27)	13%	(12)	39%	(36)	91
Agnostic/Nothing in particular	10%	(62)	26%	(159)	16%	(100)	47%	(288)	609
Something Else	13%	(49)	20%	(74)	15%	(53)	51%	(187)	364
Religious Non-Protestant/Catholic	17%	(25)	30%	(44)	16%	(23)	37%	(55)	147
Evangelical	13%	(74)	23%	(129)	16%	(89)	49%	(277)	568
Non-Evangelical	13%	(102)	24%	(184)	16%	(124)	47%	(366)	777
Community: Urban	16%	(106)	28%	(184)	18%	(119)	38%	(250)	659
Community: Suburban	11%	(110)	25%	(243)	16%	(152)	48%	(459)	963
Community: Rural	12%	(70)	21%	(124)	13%	(78)	54%	(316)	588
Employ: Private Sector	16%	(107)	29%	(197)	19%	(126)	36%	(239)	669
Employ: Government	13%	(17)	39%	(49)	14%	(18)	33%	(41)	125
Employ: Self-Employed	16%	(32)	23%	(46)	14%	(28)	47%	(93)	198
Employ: Homemaker	9%	(14)	21%	(32)	8%	(13)	62%	(95)	154
Employ: Student	17%	(14)	32%	(26)	16%	(13)	36%	(29)	82
Employ: Retired	9%	(50)	21%	(120)	16%	(89)	54%	(305)	564
Employ: Unemployed	15%	(39)	19%	(52)	12%	(33)	53%	(142)	266
Employ: Other	9%	(13)	19%	(28)	19%	(29)	53%	(81)	151
Military HH: Yes	11%	(31)	23%	(66)	13%	(36)	53%	(149)	281
Military HH: No	13%	(255)	25%	(484)	16%	(313)	45%	(876)	1929
RD/WT: Right Direction	18%	(120)	31%	(214)	16%	(110)	35%	(241)	685
RD/WT: Wrong Track	11%	(166)	22%	(337)	16%	(239)	51%	(784)	1525
Biden Job Approve	16%	(158)	30%	(290)	16%	(153)	38%	(371)	972
Biden Job Disapprove	11%	(121)	22%	(248)	16%	(183)	52%	(591)	1144

Table MCBR11_4: *How much have you seen, read, or heard about the following, if at all?*

Several large employers (such as Apple, Uber, Walmart, Disney, and Meta) offering to pay for female employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(286)	25%	(550)	16%	(349)	46%	(1025)	2210
Biden Job Strongly Approve	20%	(90)	31%	(136)	15%	(65)	34%	(149)	441
Biden Job Somewhat Approve	13%	(68)	29%	(153)	17%	(88)	42%	(222)	531
Biden Job Somewhat Disapprove	8%	(29)	27%	(95)	19%	(68)	46%	(163)	355
Biden Job Strongly Disapprove	12%	(91)	19%	(153)	15%	(115)	54%	(429)	789
Favorable of Biden	17%	(167)	28%	(276)	16%	(164)	39%	(392)	999
Unfavorable of Biden	9%	(104)	23%	(253)	15%	(169)	52%	(582)	1109
Very Favorable of Biden	22%	(104)	28%	(132)	15%	(72)	35%	(168)	475
Somewhat Favorable of Biden	12%	(63)	28%	(144)	18%	(92)	43%	(224)	524
Somewhat Unfavorable of Biden	7%	(20)	24%	(68)	17%	(47)	51%	(142)	277
Very Unfavorable of Biden	10%	(84)	22%	(186)	15%	(122)	53%	(440)	831
#1 Issue: Economy	12%	(105)	24%	(202)	17%	(141)	47%	(405)	854
#1 Issue: Security	10%	(22)	26%	(57)	15%	(33)	49%	(110)	222
#1 Issue: Health Care	16%	(28)	26%	(45)	15%	(26)	42%	(72)	171
#1 Issue: Medicare / Social Security	10%	(29)	20%	(55)	16%	(45)	54%	(150)	279
#1 Issue: Women's Issues	20%	(69)	28%	(98)	14%	(48)	38%	(132)	347
#1 Issue: Education	16%	(11)	29%	(20)	20%	(14)	34%	(23)	68
#1 Issue: Energy	10%	(14)	27%	(37)	15%	(20)	49%	(67)	138
#1 Issue: Other	6%	(8)	27%	(36)	16%	(21)	50%	(65)	130
2020 Vote: Joe Biden	15%	(143)	31%	(290)	17%	(160)	37%	(345)	938
2020 Vote: Donald Trump	10%	(76)	22%	(166)	17%	(123)	51%	(376)	740
2020 Vote: Other	20%	(13)	21%	(14)	11%	(7)	48%	(32)	66
2020 Vote: Didn't Vote	11%	(53)	17%	(81)	13%	(59)	59%	(273)	466
2018 House Vote: Democrat	16%	(125)	31%	(233)	17%	(127)	36%	(275)	760
2018 House Vote: Republican	10%	(56)	24%	(138)	17%	(98)	49%	(276)	567
2018 House Vote: Someone else	18%	(10)	13%	(7)	14%	(8)	55%	(31)	56
2016 Vote: Hillary Clinton	18%	(124)	31%	(219)	15%	(107)	36%	(256)	707
2016 Vote: Donald Trump	9%	(60)	22%	(144)	16%	(107)	52%	(338)	650
2016 Vote: Other	13%	(13)	27%	(29)	18%	(19)	43%	(46)	108
2016 Vote: Didn't Vote	12%	(88)	21%	(157)	15%	(115)	52%	(384)	744

Table MCBR11_4: *How much have you seen, read, or heard about the following, if at all?*

Several large employers (such as Apple, Uber, Walmart, Disney, and Meta) offering to pay for female employees' travel expenses if they are in need of an abortion and live in a state where it is banned

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(286)	25%	(550)	16%	(349)	46%	(1025)	2210
Voted in 2014: Yes	14%	(168)	28%	(340)	15%	(189)	43%	(533)	1230
Voted in 2014: No	12%	(118)	21%	(210)	16%	(160)	50%	(492)	980
4-Region: Northeast	13%	(50)	27%	(102)	15%	(58)	45%	(172)	383
4-Region: Midwest	12%	(57)	23%	(107)	15%	(69)	49%	(224)	456
4-Region: South	12%	(104)	24%	(202)	15%	(127)	49%	(411)	844
4-Region: West	14%	(74)	26%	(139)	18%	(94)	42%	(219)	527
Supports Women High Priority	15%	(208)	28%	(377)	16%	(221)	40%	(539)	1345
Have Purchased Because Supported Women	22%	(145)	33%	(215)	15%	(99)	29%	(191)	649

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2210	100%
xdemGender	Gender: Male	1068	48%
	Gender: Female	1142	52%
	N	2210	
age	Age: 18-34	642	29%
	Age: 35-44	365	17%
	Age: 45-64	714	32%
	Age: 65+	489	22%
	N	2210	
demAgeGeneration	GenZers: 1997-2012	267	12%
	Millennials: 1981-1996	618	28%
	GenXers: 1965-1980	612	28%
	Baby Boomers: 1946-1964	634	29%
	N	2132	
xpid3	PID: Dem (no lean)	889	40%
	PID: Ind (no lean)	633	29%
	PID: Rep (no lean)	688	31%
	N	2210	
xpidGender	PID/Gender: Dem Men	393	18%
	PID/Gender: Dem Women	496	22%
	PID/Gender: Ind Men	323	15%
	PID/Gender: Ind Women	310	14%
	PID/Gender: Rep Men	352	16%
	PID/Gender: Rep Women	336	15%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	652	29%
	Ideo: Moderate (4)	766	35%
	Ideo: Conservative (5-7)	656	30%
	N	2074	
xeduc3	Educ: < College	1437	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	282	13%
	N	2210	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1270	57%
	Income: 50k-100k	638	29%
	Income: 100k+	302	14%
	N	2210	
xdemWhite	Ethnicity: White	1711	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	282	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	1028	47%
	All Non-Christian	119	5%
	Atheist	91	4%
	Agnostic/Nothing in particular	609	28%
	Something Else	364	16%
	N	2210	
xdemReligOther	Religious Non-Protestant/Catholic	147	7%
xdemEvang	Evangelical	568	26%
	Non-Evangelical	777	35%
	N	1345	
xdemUsr	Community: Urban	659	30%
	Community: Suburban	963	44%
	Community: Rural	588	27%
	N	2210	
xdemEmploy	Employ: Private Sector	669	30%
	Employ: Government	125	6%
	Employ: Self-Employed	198	9%
	Employ: Homemaker	154	7%
	Employ: Student	82	4%
	Employ: Retired	564	26%
	Employ: Unemployed	266	12%
	Employ: Other	151	7%
	N	2210	
xdemMilHH1	Military HH: Yes	281	13%
	Military HH: No	1929	87%
	N	2210	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	685	31%
	RD/WT: Wrong Track	1525	69%
	N	2210	
xdemBidenApprove	Biden Job Approve	972	44%
	Biden Job Disapprove	1144	52%
	N	2116	
xdemBidenApprove2	Biden Job Strongly Approve	441	20%
	Biden Job Somewhat Approve	531	24%
	Biden Job Somewhat Disapprove	355	16%
	Biden Job Strongly Disapprove	789	36%
	N	2116	
xdemBidenFav	Favorable of Biden	999	45%
	Unfavorable of Biden	1109	50%
	N	2108	
xdemBidenFavFull	Very Favorable of Biden	475	22%
	Somewhat Favorable of Biden	524	24%
	Somewhat Unfavorable of Biden	277	13%
	Very Unfavorable of Biden	831	38%
	N	2108	
xnr3	#1 Issue: Economy	854	39%
	#1 Issue: Security	222	10%
	#1 Issue: Health Care	171	8%
	#1 Issue: Medicare / Social Security	279	13%
	#1 Issue: Women's Issues	347	16%
	#1 Issue: Education	68	3%
	#1 Issue: Energy	138	6%
	#1 Issue: Other	130	6%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	938	42%
	2020 Vote: Donald Trump	740	33%
	2020 Vote: Other	66	3%
	2020 Vote: Didn't Vote	466	21%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	760	34%
	2018 House Vote: Republican	567	26%
	2018 House Vote: Someone else	56	3%
	N	1383	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	650	29%
	2016 Vote: Other	108	5%
	2016 Vote: Didn't Vote	744	34%
	N	2208	
xsubVote14O	Voted in 2014: Yes	1230	56%
	Voted in 2014: No	980	44%
	N	2210	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	456	21%
	4-Region: South	844	38%
	4-Region: West	527	24%
	N	2210	
MCBRxdem1	Supports Women High Priority	1345	61%
MCBRxdem2	Have Purchased Because Supported Women	649	29%

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