



National Tracking Poll #2212033
December 07-09, 2022

Crosstabulation Results

Methodology:

This poll was conducted between December 7-December 9, 2022 among a sample of 2214 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCBR1_1: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Demographic	Yes		No		Don't remember		Total N
Adults	61%	(1346)	33%	(741)	6%	(127)	2214
Gender: Male	64%	(687)	31%	(328)	5%	(55)	1070
Gender: Female	58%	(659)	36%	(413)	6%	(72)	1144
Age: 18-34	60%	(388)	33%	(213)	7%	(42)	643
Age: 35-44	63%	(231)	34%	(123)	3%	(12)	366
Age: 45-64	62%	(445)	32%	(232)	5%	(38)	715
Age: 65+	58%	(282)	35%	(173)	7%	(35)	490
GenZers: 1997-2012	52%	(86)	43%	(70)	5%	(9)	164
Millennials: 1981-1996	63%	(465)	31%	(226)	6%	(43)	734
GenXers: 1965-1980	65%	(349)	31%	(166)	5%	(24)	540
Baby Boomers: 1946-1964	59%	(415)	34%	(237)	7%	(46)	699
PID: Dem (no lean)	60%	(503)	36%	(303)	4%	(32)	838
PID: Ind (no lean)	57%	(394)	33%	(230)	9%	(62)	685
PID: Rep (no lean)	65%	(449)	30%	(209)	5%	(33)	691
PID/Gender: Dem Men	59%	(214)	37%	(133)	5%	(17)	364
PID/Gender: Dem Women	61%	(289)	36%	(169)	3%	(15)	474
PID/Gender: Ind Men	65%	(231)	29%	(102)	6%	(23)	355
PID/Gender: Ind Women	49%	(163)	39%	(128)	12%	(39)	330
PID/Gender: Rep Men	69%	(242)	27%	(93)	4%	(15)	350
PID/Gender: Rep Women	61%	(207)	34%	(116)	5%	(17)	340
Ideo: Liberal (1-3)	62%	(414)	34%	(229)	3%	(23)	666
Ideo: Moderate (4)	59%	(410)	35%	(243)	6%	(39)	691
Ideo: Conservative (5-7)	63%	(446)	30%	(216)	6%	(46)	708
Educ: < College	60%	(860)	35%	(503)	5%	(76)	1440
Educ: Bachelors degree	64%	(313)	29%	(144)	7%	(34)	492
Educ: Post-grad	61%	(173)	33%	(94)	6%	(16)	283
Income: Under 50k	58%	(709)	36%	(436)	6%	(72)	1217
Income: 50k-100k	65%	(450)	31%	(212)	5%	(34)	696
Income: 100k+	62%	(186)	31%	(93)	7%	(22)	301

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Table MCBR1_1: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Demographic	Yes		No		Don't remember		Total N
Adults	61%	(1346)	33%	(741)	6%	(127)	2214
Ethnicity: White	61%	(1039)	33%	(562)	7%	(113)	1714
Ethnicity: Hispanic	61%	(227)	34%	(128)	5%	(19)	374
Ethnicity: Black	65%	(183)	34%	(96)	1%	(3)	283
Ethnicity: Other	57%	(123)	38%	(83)	5%	(11)	217
All Christian	63%	(646)	33%	(335)	5%	(46)	1027
All Non-Christian	55%	(65)	38%	(44)	7%	(8)	118
Atheist	63%	(62)	34%	(34)	2%	(2)	99
Agnostic/Nothing in particular	56%	(343)	36%	(223)	8%	(51)	618
Something Else	65%	(230)	30%	(104)	5%	(19)	352
Religious Non-Protestant/Catholic	58%	(81)	36%	(51)	6%	(8)	141
Evangelical	63%	(356)	31%	(173)	6%	(33)	562
Non-Evangelical	63%	(490)	33%	(255)	4%	(30)	776
Community: Urban	63%	(380)	32%	(192)	5%	(28)	600
Community: Suburban	59%	(622)	34%	(361)	7%	(74)	1058
Community: Rural	62%	(344)	34%	(188)	4%	(25)	556
Employ: Private Sector	66%	(516)	30%	(230)	4%	(31)	778
Employ: Government	62%	(84)	33%	(45)	5%	(7)	136
Employ: Self-Employed	66%	(128)	30%	(58)	4%	(7)	193
Employ: Homemaker	52%	(87)	39%	(66)	10%	(16)	170
Employ: Retired	58%	(311)	36%	(190)	6%	(34)	535
Employ: Unemployed	55%	(137)	38%	(95)	7%	(18)	250
Employ: Other	58%	(64)	36%	(39)	7%	(8)	111
Military HH: Yes	63%	(169)	31%	(82)	6%	(16)	267
Military HH: No	60%	(1177)	34%	(659)	6%	(111)	1947
RD/WT: Right Direction	64%	(453)	32%	(225)	4%	(27)	704
RD/WT: Wrong Track	59%	(893)	34%	(516)	7%	(100)	1510
Biden Job Approve	63%	(603)	33%	(314)	4%	(41)	957
Biden Job Disapprove	61%	(707)	33%	(382)	6%	(71)	1160

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Table MCBR1_1: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Demographic	Yes		No		Don't remember		Total N
Adults	61%	(1346)	33%	(741)	6%	(127)	2214
Biden Job Strongly Approve	64%	(278)	33%	(143)	3%	(11)	432
Biden Job Somewhat Approve	62%	(325)	33%	(171)	6%	(30)	525
Biden Job Somewhat Disapprove	64%	(207)	31%	(100)	5%	(17)	323
Biden Job Strongly Disapprove	60%	(500)	34%	(281)	7%	(55)	837
Favorable of Biden	63%	(611)	33%	(321)	4%	(39)	971
Unfavorable of Biden	60%	(685)	33%	(380)	6%	(71)	1136
Very Favorable of Biden	62%	(291)	34%	(160)	3%	(15)	466
Somewhat Favorable of Biden	63%	(320)	32%	(161)	5%	(24)	505
Somewhat Unfavorable of Biden	64%	(175)	31%	(84)	5%	(14)	272
Very Unfavorable of Biden	59%	(510)	34%	(296)	7%	(57)	863
#1 Issue: Economy	63%	(608)	32%	(313)	5%	(50)	971
#1 Issue: Security	58%	(128)	38%	(83)	4%	(9)	219
#1 Issue: Health Care	57%	(101)	36%	(64)	6%	(11)	175
#1 Issue: Medicare / Social Security	56%	(141)	38%	(96)	5%	(14)	251
#1 Issue: Women's Issues	64%	(165)	29%	(75)	7%	(18)	258
#1 Issue: Education	61%	(45)	33%	(25)	6%	(4)	74
#1 Issue: Energy	58%	(82)	35%	(49)	7%	(9)	141
#1 Issue: Other	61%	(77)	29%	(37)	9%	(12)	126
2022 House Vote: Democrat	62%	(554)	34%	(308)	4%	(36)	898
2022 House Vote: Republican	66%	(474)	28%	(201)	5%	(38)	714
2022 House Vote: Someone else	47%	(27)	51%	(29)	2%	(1)	57
2022 House Vote: Didnt Vote	53%	(291)	37%	(202)	9%	(52)	545
2020 Vote: Joe Biden	62%	(581)	34%	(318)	4%	(39)	938
2020 Vote: Donald Trump	65%	(501)	30%	(228)	5%	(42)	771
2020 Vote: Other	53%	(35)	34%	(22)	13%	(9)	66
2020 Vote: Didn't Vote	52%	(229)	39%	(173)	8%	(37)	438
2018 House Vote: Democrat	63%	(487)	33%	(255)	4%	(34)	775
2018 House Vote: Republican	66%	(421)	29%	(188)	5%	(31)	640
2018 House Vote: Someone else	53%	(32)	40%	(24)	8%	(5)	62
2018 House Vote: Didnt Vote	55%	(406)	37%	(274)	8%	(57)	737

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Table MCBR1_1: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
TV

Demographic	Yes		No		Don't remember		Total N
Adults	61%	(1346)	33%	(741)	6%	(127)	2214
4-Region: Northeast	58%	(221)	38%	(145)	5%	(18)	383
4-Region: Midwest	62%	(284)	31%	(142)	7%	(31)	457
4-Region: South	62%	(526)	32%	(266)	6%	(53)	846
4-Region: West	60%	(315)	36%	(188)	5%	(24)	527
Social Media User	61%	(1312)	33%	(709)	5%	(116)	2137
Interested in Attending Event	76%	(745)	21%	(208)	3%	(27)	980
Heard About Live Shopping	75%	(513)	23%	(157)	3%	(18)	688
Have not Heard About Live Shopping	55%	(833)	38%	(584)	7%	(109)	1526
Participated in Event Within Year	76%	(320)	22%	(91)	2%	(11)	421

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

Table MCBR1_2: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Podcast

Demographic	Yes		No		Don't remember		Total N
Adults	17%	(366)	77%	(1709)	6%	(140)	2214
Gender: Male	21%	(226)	73%	(781)	6%	(63)	1070
Gender: Female	12%	(140)	81%	(928)	7%	(77)	1144
Age: 18-34	24%	(156)	68%	(439)	7%	(48)	643
Age: 35-44	23%	(86)	72%	(263)	5%	(17)	366
Age: 45-64	13%	(95)	81%	(577)	6%	(43)	715
Age: 65+	6%	(28)	88%	(429)	7%	(32)	490
GenZers: 1997-2012	20%	(33)	73%	(120)	6%	(10)	164
Millennials: 1981-1996	26%	(189)	67%	(493)	7%	(52)	734
GenXers: 1965-1980	15%	(82)	79%	(426)	6%	(32)	540
Baby Boomers: 1946-1964	8%	(58)	85%	(595)	6%	(45)	699
PID: Dem (no lean)	16%	(136)	78%	(652)	6%	(51)	838
PID: Ind (no lean)	18%	(123)	75%	(511)	8%	(51)	685
PID: Rep (no lean)	16%	(107)	79%	(546)	5%	(38)	691
PID/Gender: Dem Men	20%	(72)	74%	(268)	7%	(25)	364
PID/Gender: Dem Women	13%	(64)	81%	(384)	5%	(26)	474
PID/Gender: Ind Men	23%	(82)	71%	(252)	6%	(21)	355
PID/Gender: Ind Women	12%	(40)	78%	(259)	9%	(31)	330
PID/Gender: Rep Men	21%	(72)	75%	(261)	5%	(17)	350
PID/Gender: Rep Women	10%	(35)	84%	(285)	6%	(20)	340
Ideo: Liberal (1-3)	18%	(123)	76%	(503)	6%	(40)	666
Ideo: Moderate (4)	17%	(118)	77%	(536)	5%	(37)	691
Ideo: Conservative (5-7)	16%	(112)	79%	(558)	5%	(38)	708
Educ: < College	16%	(232)	77%	(1115)	6%	(93)	1440
Educ: Bachelors degree	16%	(81)	77%	(379)	7%	(32)	492
Educ: Post-grad	19%	(53)	76%	(215)	5%	(15)	283
Income: Under 50k	15%	(181)	78%	(952)	7%	(84)	1217
Income: 50k-100k	18%	(128)	76%	(528)	6%	(40)	696
Income: 100k+	19%	(56)	76%	(229)	5%	(16)	301
Ethnicity: White	14%	(248)	79%	(1355)	6%	(111)	1714
Ethnicity: Hispanic	26%	(99)	69%	(259)	4%	(17)	374
Ethnicity: Black	26%	(73)	68%	(193)	6%	(17)	283

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Table MCBR1_2: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Podcast

Demographic	Yes		No		Don't remember		Total N
Adults	17%	(366)	77%	(1709)	6%	(140)	2214
Ethnicity: Other	21%	(45)	74%	(161)	5%	(12)	217
All Christian	16%	(167)	78%	(800)	6%	(60)	1027
All Non-Christian	20%	(23)	76%	(90)	4%	(5)	118
Atheist	21%	(20)	78%	(77)	1%	(1)	99
Agnostic/Nothing in particular	16%	(101)	75%	(463)	9%	(54)	618
Something Else	15%	(54)	79%	(279)	6%	(20)	352
Religious Non-Protestant/Catholic	20%	(28)	76%	(108)	4%	(6)	141
Evangelical	16%	(88)	77%	(434)	7%	(40)	562
Non-Evangelical	15%	(120)	80%	(619)	5%	(36)	776
Community: Urban	22%	(134)	70%	(422)	7%	(44)	600
Community: Suburban	15%	(156)	79%	(834)	6%	(68)	1058
Community: Rural	14%	(75)	81%	(453)	5%	(28)	556
Employ: Private Sector	24%	(188)	70%	(545)	6%	(45)	778
Employ: Government	19%	(26)	76%	(104)	4%	(6)	136
Employ: Self-Employed	28%	(55)	65%	(125)	7%	(14)	193
Employ: Homemaker	10%	(17)	86%	(146)	4%	(6)	170
Employ: Retired	5%	(27)	89%	(475)	6%	(32)	535
Employ: Unemployed	9%	(23)	82%	(206)	9%	(22)	250
Employ: Other	21%	(23)	70%	(77)	9%	(10)	111
Military HH: Yes	15%	(39)	79%	(212)	6%	(16)	267
Military HH: No	17%	(327)	77%	(1497)	6%	(124)	1947
RD/WT: Right Direction	20%	(140)	74%	(524)	6%	(40)	704
RD/WT: Wrong Track	15%	(225)	78%	(1185)	7%	(99)	1510
Biden Job Approve	17%	(160)	77%	(741)	6%	(57)	957
Biden Job Disapprove	17%	(193)	77%	(899)	6%	(68)	1160
Biden Job Strongly Approve	19%	(80)	75%	(326)	6%	(26)	432
Biden Job Somewhat Approve	15%	(80)	79%	(415)	6%	(31)	525
Biden Job Somewhat Disapprove	18%	(58)	76%	(245)	6%	(21)	323
Biden Job Strongly Disapprove	16%	(134)	78%	(654)	6%	(48)	837
Favorable of Biden	17%	(167)	77%	(748)	6%	(55)	971
Unfavorable of Biden	16%	(183)	78%	(883)	6%	(70)	1136

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Table MCBR1_2: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Podcast

Demographic	Yes		No		Don't remember		Total N
Adults	17%	(366)	77%	(1709)	6%	(140)	2214
Very Favorable of Biden	18%	(86)	75%	(351)	6%	(29)	466
Somewhat Favorable of Biden	16%	(81)	79%	(397)	5%	(26)	505
Somewhat Unfavorable of Biden	20%	(54)	74%	(202)	6%	(17)	272
Very Unfavorable of Biden	15%	(130)	79%	(681)	6%	(53)	863
#1 Issue: Economy	17%	(168)	77%	(743)	6%	(60)	971
#1 Issue: Security	14%	(30)	80%	(176)	6%	(13)	219
#1 Issue: Health Care	23%	(39)	73%	(128)	5%	(8)	175
#1 Issue: Medicare / Social Security	7%	(19)	85%	(214)	7%	(18)	251
#1 Issue: Women's Issues	19%	(48)	75%	(192)	7%	(17)	258
#1 Issue: Education	12%	(9)	80%	(59)	8%	(6)	74
#1 Issue: Energy	26%	(37)	68%	(95)	6%	(8)	141
#1 Issue: Other	12%	(15)	81%	(102)	7%	(9)	126
2022 House Vote: Democrat	19%	(167)	76%	(679)	6%	(52)	898
2022 House Vote: Republican	18%	(126)	77%	(552)	5%	(36)	714
2022 House Vote: Someone else	17%	(10)	81%	(46)	3%	(1)	57
2022 House Vote: Didn't Vote	12%	(63)	79%	(432)	9%	(50)	545
2020 Vote: Joe Biden	19%	(175)	76%	(713)	5%	(50)	938
2020 Vote: Donald Trump	16%	(121)	79%	(609)	5%	(41)	771
2020 Vote: Other	29%	(19)	65%	(43)	7%	(4)	66
2020 Vote: Didn't Vote	11%	(50)	79%	(344)	10%	(44)	438
2018 House Vote: Democrat	18%	(142)	76%	(587)	6%	(46)	775
2018 House Vote: Republican	18%	(115)	77%	(494)	5%	(31)	640
2018 House Vote: Someone else	26%	(16)	68%	(42)	7%	(4)	62
2018 House Vote: Didn't Vote	13%	(93)	80%	(586)	8%	(58)	737
4-Region: Northeast	17%	(64)	78%	(300)	5%	(19)	383
4-Region: Midwest	15%	(68)	79%	(360)	6%	(30)	457
4-Region: South	15%	(130)	78%	(661)	6%	(55)	846
4-Region: West	20%	(104)	73%	(387)	7%	(37)	527
Social Media User	17%	(365)	77%	(1636)	6%	(137)	2137
Interested in Attending Event	27%	(262)	68%	(667)	5%	(51)	980

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Table MCBR1_2: *Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?*
Podcast

Demographic	Yes		No		Don't remember		Total N
Adults	17%	(366)	77%	(1709)	6%	(140)	2214
Heard About Live Shopping	28%	(195)	66%	(454)	6%	(39)	688
Have not Heard About Live Shopping	11%	(171)	82%	(1254)	7%	(101)	1526
Participated in Event Within Year	34%	(144)	60%	(251)	6%	(27)	421

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

Table MCBR1_3: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Web search

Demographic	Yes		No		Don't remember		Total N
Adults	63%	(1405)	31%	(686)	6%	(123)	2214
Gender: Male	67%	(718)	28%	(296)	5%	(56)	1070
Gender: Female	60%	(687)	34%	(390)	6%	(67)	1144
Age: 18-34	67%	(433)	27%	(173)	6%	(38)	643
Age: 35-44	68%	(251)	28%	(104)	3%	(11)	366
Age: 45-64	62%	(443)	32%	(229)	6%	(43)	715
Age: 65+	57%	(278)	37%	(180)	7%	(32)	490
GenZers: 1997-2012	55%	(90)	41%	(67)	4%	(7)	164
Millennials: 1981-1996	70%	(515)	25%	(181)	5%	(39)	734
GenXers: 1965-1980	64%	(345)	30%	(163)	6%	(32)	540
Baby Boomers: 1946-1964	61%	(425)	34%	(236)	5%	(38)	699
PID: Dem (no lean)	63%	(526)	33%	(277)	4%	(36)	838
PID: Ind (no lean)	63%	(432)	29%	(201)	8%	(53)	685
PID: Rep (no lean)	65%	(448)	30%	(209)	5%	(35)	691
PID/Gender: Dem Men	65%	(237)	31%	(113)	4%	(15)	364
PID/Gender: Dem Women	61%	(289)	35%	(164)	4%	(21)	474
PID/Gender: Ind Men	68%	(241)	26%	(91)	6%	(22)	355
PID/Gender: Ind Women	58%	(190)	33%	(109)	9%	(31)	330
PID/Gender: Rep Men	69%	(240)	26%	(92)	5%	(19)	350
PID/Gender: Rep Women	61%	(207)	34%	(117)	5%	(16)	340
Ideo: Liberal (1-3)	69%	(461)	26%	(174)	5%	(30)	666
Ideo: Moderate (4)	62%	(428)	33%	(226)	5%	(38)	691
Ideo: Conservative (5-7)	63%	(447)	32%	(223)	5%	(37)	708
Educ: < College	60%	(864)	34%	(491)	6%	(85)	1440
Educ: Bachelors degree	70%	(344)	25%	(124)	5%	(24)	492
Educ: Post-grad	70%	(198)	25%	(70)	5%	(15)	283
Income: Under 50k	59%	(724)	35%	(427)	5%	(66)	1217
Income: 50k-100k	68%	(470)	26%	(183)	6%	(43)	696
Income: 100k+	70%	(211)	25%	(76)	5%	(14)	301
Ethnicity: White	64%	(1094)	30%	(523)	6%	(97)	1714
Ethnicity: Hispanic	65%	(245)	30%	(112)	5%	(18)	374
Ethnicity: Black	62%	(175)	34%	(97)	4%	(11)	283

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Table MCBR1_3: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Web search

Demographic	Yes		No		Don't remember		Total N
Adults	63%	(1405)	31%	(686)	6%	(123)	2214
Ethnicity: Other	63%	(137)	30%	(66)	7%	(15)	217
All Christian	63%	(651)	31%	(323)	5%	(53)	1027
All Non-Christian	58%	(69)	35%	(41)	7%	(9)	118
Atheist	73%	(72)	23%	(23)	3%	(3)	99
Agnostic/Nothing in particular	62%	(383)	31%	(192)	7%	(43)	618
Something Else	65%	(230)	30%	(107)	4%	(15)	352
Religious Non-Protestant/Catholic	60%	(84)	34%	(48)	6%	(9)	141
Evangelical	61%	(342)	33%	(187)	6%	(33)	562
Non-Evangelical	66%	(514)	29%	(228)	4%	(34)	776
Community: Urban	63%	(379)	31%	(184)	6%	(37)	600
Community: Suburban	64%	(680)	30%	(317)	6%	(61)	1058
Community: Rural	62%	(346)	33%	(184)	5%	(26)	556
Employ: Private Sector	71%	(551)	25%	(198)	4%	(29)	778
Employ: Government	70%	(96)	27%	(36)	3%	(4)	136
Employ: Self-Employed	73%	(141)	24%	(46)	3%	(6)	193
Employ: Homemaker	56%	(95)	40%	(68)	4%	(6)	170
Employ: Retired	56%	(298)	38%	(204)	6%	(33)	535
Employ: Unemployed	56%	(141)	33%	(82)	11%	(28)	250
Employ: Other	56%	(62)	32%	(36)	12%	(13)	111
Military HH: Yes	67%	(179)	28%	(74)	5%	(14)	267
Military HH: No	63%	(1226)	31%	(612)	6%	(109)	1947
RD/WT: Right Direction	62%	(440)	34%	(238)	4%	(26)	704
RD/WT: Wrong Track	64%	(965)	30%	(448)	6%	(97)	1510
Biden Job Approve	62%	(598)	33%	(316)	5%	(44)	957
Biden Job Disapprove	66%	(770)	28%	(330)	5%	(60)	1160
Biden Job Strongly Approve	63%	(273)	32%	(137)	5%	(22)	432
Biden Job Somewhat Approve	62%	(325)	34%	(179)	4%	(22)	525
Biden Job Somewhat Disapprove	73%	(235)	23%	(75)	4%	(13)	323
Biden Job Strongly Disapprove	64%	(535)	31%	(255)	6%	(47)	837
Favorable of Biden	64%	(620)	31%	(305)	5%	(45)	971
Unfavorable of Biden	65%	(740)	30%	(337)	5%	(59)	1136

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Table MCBR1_3: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Web search

Demographic	Yes		No		Don't remember		Total N
Adults	63%	(1405)	31%	(686)	6%	(123)	2214
Very Favorable of Biden	61%	(286)	34%	(158)	5%	(22)	466
Somewhat Favorable of Biden	66%	(334)	29%	(147)	5%	(23)	505
Somewhat Unfavorable of Biden	69%	(187)	26%	(71)	5%	(14)	272
Very Unfavorable of Biden	64%	(553)	31%	(266)	5%	(44)	863
#1 Issue: Economy	67%	(649)	28%	(273)	5%	(49)	971
#1 Issue: Security	60%	(132)	34%	(75)	5%	(12)	219
#1 Issue: Health Care	62%	(109)	33%	(58)	5%	(8)	175
#1 Issue: Medicare / Social Security	49%	(124)	44%	(111)	6%	(16)	251
#1 Issue: Women's Issues	69%	(177)	25%	(64)	6%	(16)	258
#1 Issue: Education	68%	(50)	26%	(19)	6%	(5)	74
#1 Issue: Energy	63%	(88)	33%	(47)	4%	(6)	141
#1 Issue: Other	60%	(75)	31%	(39)	10%	(12)	126
2022 House Vote: Democrat	65%	(587)	30%	(268)	5%	(43)	898
2022 House Vote: Republican	67%	(478)	29%	(203)	5%	(32)	714
2022 House Vote: Someone else	53%	(30)	46%	(26)	1%	(1)	57
2022 House Vote: Didn't Vote	57%	(309)	34%	(188)	9%	(48)	545
2020 Vote: Joe Biden	66%	(623)	29%	(273)	4%	(42)	938
2020 Vote: Donald Trump	66%	(507)	30%	(228)	5%	(36)	771
2020 Vote: Other	66%	(44)	32%	(21)	2%	(2)	66
2020 Vote: Didn't Vote	53%	(232)	37%	(163)	10%	(43)	438
2018 House Vote: Democrat	64%	(500)	31%	(241)	4%	(35)	775
2018 House Vote: Republican	67%	(427)	29%	(187)	4%	(26)	640
2018 House Vote: Someone else	51%	(32)	35%	(22)	13%	(8)	62
2018 House Vote: Didn't Vote	61%	(446)	32%	(236)	7%	(54)	737
4-Region: Northeast	63%	(242)	32%	(121)	5%	(21)	383
4-Region: Midwest	62%	(284)	33%	(149)	5%	(24)	457
4-Region: South	63%	(536)	31%	(264)	5%	(46)	846
4-Region: West	65%	(343)	29%	(151)	6%	(33)	527
Social Media User	64%	(1376)	30%	(649)	5%	(113)	2137
Interested in Attending Event	76%	(748)	21%	(207)	3%	(25)	980

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Table MCBR1_3: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Web search

Demographic	Yes		No		Don't remember		Total N
Adults	63%	(1405)	31%	(686)	6%	(123)	2214
Heard About Live Shopping	75%	(515)	22%	(153)	3%	(20)	688
Have not Heard About Live Shopping	58%	(890)	35%	(533)	7%	(103)	1526
Participated in Event Within Year	71%	(301)	25%	(107)	3%	(13)	421

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

Table MCBR1_4: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Social media

Demographic	Yes		No		Don't remember		Total N
Adults	49%	(1077)	46%	(1025)	5%	(113)	2214
Gender: Male	46%	(494)	49%	(520)	5%	(56)	1070
Gender: Female	51%	(582)	44%	(505)	5%	(57)	1144
Age: 18-34	68%	(439)	26%	(169)	6%	(36)	643
Age: 35-44	58%	(211)	39%	(141)	4%	(13)	366
Age: 45-64	42%	(301)	52%	(374)	6%	(41)	715
Age: 65+	26%	(126)	70%	(341)	5%	(23)	490
GenZers: 1997-2012	66%	(108)	28%	(46)	6%	(10)	164
Millennials: 1981-1996	65%	(479)	29%	(216)	5%	(38)	734
GenXers: 1965-1980	49%	(264)	46%	(248)	5%	(27)	540
Baby Boomers: 1946-1964	30%	(212)	64%	(450)	5%	(36)	699
PID: Dem (no lean)	48%	(399)	48%	(405)	4%	(34)	838
PID: Ind (no lean)	48%	(327)	45%	(311)	7%	(47)	685
PID: Rep (no lean)	51%	(351)	45%	(308)	5%	(31)	691
PID/Gender: Dem Men	42%	(154)	53%	(194)	4%	(16)	364
PID/Gender: Dem Women	52%	(245)	44%	(211)	4%	(18)	474
PID/Gender: Ind Men	47%	(165)	48%	(171)	5%	(18)	355
PID/Gender: Ind Women	49%	(161)	42%	(140)	9%	(29)	330
PID/Gender: Rep Men	50%	(175)	44%	(154)	6%	(22)	350
PID/Gender: Rep Women	52%	(176)	45%	(154)	3%	(10)	340
Ideo: Liberal (1-3)	50%	(334)	46%	(305)	4%	(27)	666
Ideo: Moderate (4)	51%	(351)	44%	(302)	6%	(39)	691
Ideo: Conservative (5-7)	45%	(320)	50%	(356)	5%	(32)	708
Educ: < College	50%	(714)	45%	(643)	6%	(82)	1440
Educ: Bachelors degree	47%	(231)	50%	(244)	3%	(17)	492
Educ: Post-grad	47%	(132)	49%	(138)	5%	(13)	283
Income: Under 50k	48%	(587)	46%	(561)	6%	(69)	1217
Income: 50k-100k	51%	(355)	45%	(312)	4%	(29)	696
Income: 100k+	45%	(134)	51%	(152)	5%	(14)	301
Ethnicity: White	46%	(795)	48%	(830)	5%	(89)	1714
Ethnicity: Hispanic	62%	(232)	33%	(125)	4%	(17)	374
Ethnicity: Black	56%	(159)	40%	(113)	4%	(11)	283

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Table MCBR1_4: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Social media

Demographic	Yes		No		Don't remember		Total N
Adults	49%	(1077)	46%	(1025)	5%	(113)	2214
Ethnicity: Other	56%	(123)	38%	(82)	6%	(12)	217
All Christian	46%	(475)	49%	(508)	4%	(45)	1027
All Non-Christian	44%	(52)	53%	(63)	2%	(3)	118
Atheist	50%	(50)	47%	(46)	3%	(3)	99
Agnostic/Nothing in particular	48%	(298)	45%	(280)	6%	(40)	618
Something Else	57%	(202)	36%	(128)	6%	(22)	352
Religious Non-Protestant/Catholic	44%	(62)	54%	(76)	2%	(3)	141
Evangelical	53%	(300)	41%	(230)	6%	(33)	562
Non-Evangelical	46%	(355)	50%	(388)	4%	(33)	776
Community: Urban	53%	(317)	42%	(253)	5%	(30)	600
Community: Suburban	46%	(487)	48%	(512)	6%	(59)	1058
Community: Rural	49%	(273)	47%	(259)	4%	(24)	556
Employ: Private Sector	60%	(464)	36%	(280)	4%	(34)	778
Employ: Government	56%	(77)	38%	(52)	5%	(7)	136
Employ: Self-Employed	55%	(106)	41%	(79)	4%	(8)	193
Employ: Homemaker	51%	(86)	46%	(78)	3%	(6)	170
Employ: Retired	28%	(149)	67%	(360)	5%	(26)	535
Employ: Unemployed	47%	(118)	46%	(115)	7%	(17)	250
Employ: Other	47%	(52)	42%	(47)	11%	(12)	111
Military HH: Yes	42%	(112)	52%	(139)	6%	(16)	267
Military HH: No	50%	(964)	46%	(886)	5%	(97)	1947
RD/WT: Right Direction	49%	(346)	46%	(327)	5%	(32)	704
RD/WT: Wrong Track	48%	(731)	46%	(698)	5%	(81)	1510
Biden Job Approve	48%	(460)	47%	(452)	5%	(45)	957
Biden Job Disapprove	50%	(575)	45%	(527)	5%	(58)	1160
Biden Job Strongly Approve	48%	(209)	47%	(202)	5%	(21)	432
Biden Job Somewhat Approve	48%	(252)	48%	(250)	4%	(24)	525
Biden Job Somewhat Disapprove	54%	(173)	41%	(132)	6%	(18)	323
Biden Job Strongly Disapprove	48%	(402)	47%	(396)	5%	(39)	837
Favorable of Biden	49%	(472)	47%	(454)	5%	(44)	971
Unfavorable of Biden	49%	(554)	46%	(525)	5%	(57)	1136

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Table MCBR1_4: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Social media

Demographic	Yes		No		Don't remember		Total N
Adults	49%	(1077)	46%	(1025)	5%	(113)	2214
Very Favorable of Biden	47%	(219)	48%	(224)	5%	(23)	466
Somewhat Favorable of Biden	50%	(253)	46%	(230)	4%	(21)	505
Somewhat Unfavorable of Biden	53%	(145)	41%	(113)	6%	(15)	272
Very Unfavorable of Biden	47%	(410)	48%	(412)	5%	(42)	863
#1 Issue: Economy	53%	(515)	43%	(420)	4%	(36)	971
#1 Issue: Security	42%	(92)	51%	(112)	7%	(14)	219
#1 Issue: Health Care	51%	(90)	44%	(77)	5%	(9)	175
#1 Issue: Medicare / Social Security	28%	(71)	66%	(166)	6%	(14)	251
#1 Issue: Women's Issues	58%	(149)	37%	(95)	5%	(13)	258
#1 Issue: Education	62%	(46)	32%	(24)	6%	(5)	74
#1 Issue: Energy	45%	(64)	47%	(65)	8%	(11)	141
#1 Issue: Other	40%	(51)	51%	(64)	9%	(11)	126
2022 House Vote: Democrat	49%	(436)	47%	(426)	4%	(36)	898
2022 House Vote: Republican	51%	(363)	45%	(320)	4%	(30)	714
2022 House Vote: Someone else	32%	(18)	62%	(36)	6%	(4)	57
2022 House Vote: Didn't Vote	48%	(259)	45%	(243)	8%	(43)	545
2020 Vote: Joe Biden	48%	(454)	47%	(445)	4%	(39)	938
2020 Vote: Donald Trump	49%	(376)	46%	(358)	5%	(38)	771
2020 Vote: Other	43%	(28)	49%	(33)	8%	(5)	66
2020 Vote: Didn't Vote	50%	(219)	43%	(189)	7%	(30)	438
2018 House Vote: Democrat	48%	(369)	48%	(370)	5%	(37)	775
2018 House Vote: Republican	48%	(310)	48%	(306)	4%	(24)	640
2018 House Vote: Someone else	45%	(28)	46%	(28)	9%	(5)	62
2018 House Vote: Didn't Vote	50%	(370)	44%	(321)	6%	(46)	737
4-Region: Northeast	45%	(173)	52%	(197)	3%	(13)	383
4-Region: Midwest	50%	(228)	45%	(204)	5%	(25)	457
4-Region: South	51%	(433)	43%	(368)	5%	(45)	846
4-Region: West	46%	(242)	48%	(255)	6%	(30)	527
Social Media User	50%	(1076)	45%	(952)	5%	(110)	2137
Interested in Attending Event	69%	(678)	27%	(266)	4%	(36)	980

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Table MCBR1_4: *Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?*
Social media

Demographic	Yes		No		Don't remember		Total N
Adults	49%	(1077)	46%	(1025)	5%	(113)	2214
Heard About Live Shopping	71%	(487)	26%	(182)	3%	(19)	688
Have not Heard About Live Shopping	39%	(589)	55%	(843)	6%	(94)	1526
Participated in Event Within Year	76%	(320)	21%	(90)	3%	(12)	421

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

Table MCBR1_5: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Magazine

Demographic	Yes		No		Don't remember		Total N
Adults	29%	(643)	62%	(1366)	9%	(205)	2214
Gender: Male	30%	(319)	61%	(655)	9%	(96)	1070
Gender: Female	28%	(324)	62%	(711)	10%	(110)	1144
Age: 18-34	23%	(148)	69%	(446)	8%	(50)	643
Age: 35-44	29%	(106)	63%	(231)	8%	(30)	366
Age: 45-64	32%	(226)	58%	(416)	10%	(73)	715
Age: 65+	33%	(164)	56%	(273)	11%	(53)	490
GenZers: 1997-2012	15%	(25)	79%	(129)	6%	(10)	164
Millennials: 1981-1996	26%	(188)	65%	(480)	9%	(66)	734
GenXers: 1965-1980	32%	(171)	59%	(321)	9%	(48)	540
Baby Boomers: 1946-1964	34%	(238)	55%	(388)	10%	(73)	699
PID: Dem (no lean)	30%	(249)	62%	(523)	8%	(66)	838
PID: Ind (no lean)	27%	(188)	61%	(416)	12%	(81)	685
PID: Rep (no lean)	30%	(205)	62%	(427)	8%	(58)	691
PID/Gender: Dem Men	28%	(102)	63%	(229)	9%	(34)	364
PID/Gender: Dem Women	31%	(148)	62%	(294)	7%	(33)	474
PID/Gender: Ind Men	30%	(107)	59%	(210)	11%	(38)	355
PID/Gender: Ind Women	25%	(81)	62%	(206)	13%	(43)	330
PID/Gender: Rep Men	31%	(110)	62%	(216)	7%	(24)	350
PID/Gender: Rep Women	28%	(95)	62%	(211)	10%	(34)	340
Ideo: Liberal (1-3)	32%	(216)	59%	(394)	8%	(56)	666
Ideo: Moderate (4)	28%	(195)	64%	(439)	8%	(57)	691
Ideo: Conservative (5-7)	29%	(208)	61%	(433)	9%	(66)	708
Educ: < College	25%	(354)	66%	(952)	9%	(133)	1440
Educ: Bachelors degree	35%	(173)	54%	(264)	11%	(55)	492
Educ: Post-grad	41%	(116)	53%	(150)	6%	(17)	283
Income: Under 50k	25%	(301)	66%	(799)	10%	(117)	1217
Income: 50k-100k	33%	(227)	59%	(409)	9%	(60)	696
Income: 100k+	38%	(114)	53%	(158)	9%	(28)	301
Ethnicity: White	30%	(510)	61%	(1039)	10%	(166)	1714
Ethnicity: Hispanic	28%	(105)	64%	(240)	8%	(30)	374
Ethnicity: Black	28%	(78)	65%	(184)	7%	(21)	283

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Table MCBR1_5: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Magazine

Demographic	Yes	No	Don't remember	Total N
Adults	29% (643)	62% (1366)	9% (205)	2214
Ethnicity: Other	25% (55)	66% (143)	9% (19)	217
All Christian	33% (337)	58% (599)	9% (92)	1027
All Non-Christian	36% (42)	61% (72)	3% (4)	118
Atheist	26% (26)	63% (62)	11% (11)	99
Agnostic/Nothing in particular	23% (144)	66% (409)	10% (64)	618
Something Else	27% (94)	64% (224)	10% (34)	352
Religious Non-Protestant/Catholic	36% (51)	60% (84)	4% (6)	141
Evangelical	28% (155)	64% (359)	9% (49)	562
Non-Evangelical	33% (259)	57% (444)	9% (73)	776
Community: Urban	31% (184)	60% (357)	10% (58)	600
Community: Suburban	30% (313)	61% (647)	9% (98)	1058
Community: Rural	26% (146)	65% (361)	9% (49)	556
Employ: Private Sector	36% (277)	57% (442)	8% (59)	778
Employ: Government	31% (43)	59% (80)	10% (14)	136
Employ: Self-Employed	30% (57)	64% (123)	7% (13)	193
Employ: Homemaker	21% (35)	69% (117)	11% (18)	170
Employ: Retired	29% (153)	60% (323)	11% (59)	535
Employ: Unemployed	18% (45)	71% (177)	11% (28)	250
Employ: Other	25% (28)	67% (74)	8% (9)	111
Military HH: Yes	32% (86)	57% (152)	11% (29)	267
Military HH: No	29% (557)	62% (1214)	9% (176)	1947
RD/WT: Right Direction	33% (233)	60% (422)	7% (49)	704
RD/WT: Wrong Track	27% (410)	62% (943)	10% (156)	1510
Biden Job Approve	31% (294)	61% (580)	9% (83)	957
Biden Job Disapprove	29% (336)	62% (717)	9% (107)	1160
Biden Job Strongly Approve	36% (157)	58% (249)	6% (26)	432
Biden Job Somewhat Approve	26% (137)	63% (331)	11% (57)	525
Biden Job Somewhat Disapprove	32% (104)	59% (191)	9% (29)	323
Biden Job Strongly Disapprove	28% (232)	63% (526)	9% (78)	837
Favorable of Biden	32% (307)	60% (578)	9% (85)	971
Unfavorable of Biden	28% (320)	63% (711)	9% (105)	1136

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Table MCBR1_5: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Magazine

Demographic	Yes		No		Don't remember		Total N
Adults	29%	(643)	62%	(1366)	9%	(205)	2214
Very Favorable of Biden	35%	(164)	59%	(274)	6%	(29)	466
Somewhat Favorable of Biden	28%	(144)	60%	(305)	11%	(56)	505
Somewhat Unfavorable of Biden	29%	(79)	61%	(167)	9%	(26)	272
Very Unfavorable of Biden	28%	(240)	63%	(544)	9%	(79)	863
#1 Issue: Economy	31%	(303)	61%	(588)	8%	(80)	971
#1 Issue: Security	28%	(61)	63%	(137)	9%	(21)	219
#1 Issue: Health Care	28%	(49)	60%	(105)	12%	(22)	175
#1 Issue: Medicare / Social Security	26%	(66)	66%	(165)	8%	(20)	251
#1 Issue: Women's Issues	31%	(80)	59%	(152)	10%	(26)	258
#1 Issue: Education	23%	(17)	67%	(49)	11%	(8)	74
#1 Issue: Energy	25%	(35)	69%	(96)	7%	(9)	141
#1 Issue: Other	26%	(32)	59%	(74)	15%	(19)	126
2022 House Vote: Democrat	33%	(297)	60%	(538)	7%	(63)	898
2022 House Vote: Republican	32%	(230)	59%	(418)	9%	(66)	714
2022 House Vote: Someone else	21%	(12)	72%	(41)	7%	(4)	57
2022 House Vote: Didn't Vote	19%	(104)	68%	(369)	13%	(72)	545
2020 Vote: Joe Biden	31%	(292)	61%	(568)	8%	(79)	938
2020 Vote: Donald Trump	32%	(244)	59%	(458)	9%	(69)	771
2020 Vote: Other	18%	(12)	76%	(50)	6%	(4)	66
2020 Vote: Didn't Vote	22%	(95)	66%	(289)	12%	(54)	438
2018 House Vote: Democrat	34%	(266)	58%	(449)	8%	(60)	775
2018 House Vote: Republican	31%	(201)	60%	(386)	8%	(53)	640
2018 House Vote: Someone else	21%	(13)	67%	(41)	12%	(7)	62
2018 House Vote: Didn't Vote	22%	(163)	66%	(489)	12%	(85)	737
4-Region: Northeast	28%	(108)	63%	(240)	9%	(35)	383
4-Region: Midwest	28%	(129)	63%	(286)	9%	(42)	457
4-Region: South	29%	(249)	61%	(519)	9%	(78)	846
4-Region: West	30%	(157)	61%	(321)	9%	(50)	527
Social Media User	29%	(625)	62%	(1315)	9%	(197)	2137
Interested in Attending Event	40%	(392)	54%	(532)	6%	(56)	980

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Table MCBR1_5: *Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?*
Magazine

Demographic	Yes		No		Don't remember		Total N
Adults	29%	(643)	62%	(1366)	9%	(205)	2214
Heard About Live Shopping	38%	(258)	55%	(380)	7%	(49)	688
Have not Heard About Live Shopping	25%	(384)	65%	(986)	10%	(156)	1526
Participated in Event Within Year	39%	(163)	54%	(228)	7%	(30)	421

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

Table MCBR1_6: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Advertisement in-store

Demographic	Yes		No		Don't remember		Total N
Adults	51%	(1131)	41%	(911)	8%	(172)	2214
Gender: Male	52%	(555)	41%	(438)	7%	(76)	1070
Gender: Female	50%	(576)	41%	(473)	8%	(96)	1144
Age: 18-34	50%	(319)	43%	(276)	7%	(48)	643
Age: 35-44	51%	(188)	42%	(153)	7%	(26)	366
Age: 45-64	53%	(379)	38%	(272)	9%	(64)	715
Age: 65+	50%	(246)	43%	(210)	7%	(34)	490
GenZers: 1997-2012	40%	(65)	53%	(87)	7%	(12)	164
Millennials: 1981-1996	52%	(382)	41%	(298)	7%	(54)	734
GenXers: 1965-1980	53%	(287)	38%	(206)	9%	(47)	540
Baby Boomers: 1946-1964	52%	(365)	40%	(279)	8%	(54)	699
PID: Dem (no lean)	52%	(434)	41%	(345)	7%	(58)	838
PID: Ind (no lean)	45%	(308)	44%	(305)	11%	(73)	685
PID: Rep (no lean)	56%	(389)	38%	(261)	6%	(41)	691
PID/Gender: Dem Men	53%	(192)	40%	(147)	7%	(25)	364
PID/Gender: Dem Women	51%	(243)	42%	(198)	7%	(33)	474
PID/Gender: Ind Men	47%	(167)	44%	(156)	9%	(32)	355
PID/Gender: Ind Women	43%	(141)	45%	(148)	12%	(41)	330
PID/Gender: Rep Men	56%	(196)	39%	(135)	5%	(19)	350
PID/Gender: Rep Women	57%	(193)	37%	(126)	6%	(22)	340
Ideo: Liberal (1-3)	53%	(351)	41%	(270)	7%	(45)	666
Ideo: Moderate (4)	50%	(343)	42%	(292)	8%	(57)	691
Ideo: Conservative (5-7)	54%	(383)	40%	(281)	6%	(43)	708
Educ: < College	49%	(712)	42%	(612)	8%	(116)	1440
Educ: Bachelors degree	56%	(275)	38%	(184)	7%	(32)	492
Educ: Post-grad	51%	(144)	41%	(115)	9%	(24)	283
Income: Under 50k	48%	(583)	43%	(528)	9%	(107)	1217
Income: 50k-100k	53%	(369)	41%	(285)	6%	(42)	696
Income: 100k+	60%	(180)	33%	(98)	8%	(23)	301
Ethnicity: White	52%	(885)	40%	(693)	8%	(135)	1714
Ethnicity: Hispanic	45%	(168)	48%	(179)	7%	(27)	374
Ethnicity: Black	47%	(133)	46%	(129)	7%	(21)	283

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Table MCBR1_6: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Advertisement in-store

Demographic	Yes		No		Don't remember		Total N
Adults	51%	(1131)	41%	(911)	8%	(172)	2214
Ethnicity: Other	52%	(113)	41%	(89)	7%	(16)	217
All Christian	54%	(557)	39%	(397)	7%	(74)	1027
All Non-Christian	39%	(46)	53%	(62)	8%	(9)	118
Atheist	53%	(52)	42%	(42)	5%	(5)	99
Agnostic/Nothing in particular	48%	(295)	43%	(265)	9%	(58)	618
Something Else	51%	(181)	41%	(145)	7%	(26)	352
Religious Non-Protestant/Catholic	42%	(59)	50%	(70)	8%	(12)	141
Evangelical	53%	(299)	40%	(224)	7%	(39)	562
Non-Evangelical	53%	(412)	40%	(307)	7%	(57)	776
Community: Urban	50%	(302)	41%	(243)	9%	(54)	600
Community: Suburban	52%	(555)	40%	(423)	8%	(80)	1058
Community: Rural	49%	(274)	44%	(245)	7%	(38)	556
Employ: Private Sector	58%	(448)	38%	(293)	5%	(37)	778
Employ: Government	51%	(69)	41%	(56)	8%	(12)	136
Employ: Self-Employed	55%	(105)	39%	(74)	7%	(13)	193
Employ: Homemaker	47%	(79)	42%	(71)	11%	(19)	170
Employ: Retired	50%	(266)	42%	(227)	8%	(41)	535
Employ: Unemployed	39%	(97)	49%	(124)	12%	(30)	250
Employ: Other	43%	(48)	42%	(46)	15%	(16)	111
Military HH: Yes	56%	(149)	37%	(99)	7%	(19)	267
Military HH: No	50%	(982)	42%	(812)	8%	(153)	1947
RD/WT: Right Direction	51%	(360)	42%	(298)	7%	(47)	704
RD/WT: Wrong Track	51%	(771)	41%	(613)	8%	(125)	1510
Biden Job Approve	52%	(494)	41%	(395)	7%	(69)	957
Biden Job Disapprove	53%	(618)	40%	(459)	7%	(83)	1160
Biden Job Strongly Approve	52%	(223)	42%	(182)	6%	(26)	432
Biden Job Somewhat Approve	51%	(270)	41%	(213)	8%	(42)	525
Biden Job Somewhat Disapprove	54%	(173)	39%	(125)	8%	(25)	323
Biden Job Strongly Disapprove	53%	(445)	40%	(334)	7%	(58)	837
Favorable of Biden	52%	(504)	41%	(394)	7%	(72)	971
Unfavorable of Biden	53%	(596)	40%	(459)	7%	(81)	1136

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Table MCBR1_6: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Advertisement in-store

Demographic	Yes		No		Don't remember		Total N
Adults	51%	(1131)	41%	(911)	8%	(172)	2214
Very Favorable of Biden	50%	(235)	43%	(203)	6%	(28)	466
Somewhat Favorable of Biden	53%	(269)	38%	(192)	9%	(44)	505
Somewhat Unfavorable of Biden	54%	(148)	37%	(101)	8%	(23)	272
Very Unfavorable of Biden	52%	(448)	41%	(358)	7%	(58)	863
#1 Issue: Economy	53%	(518)	40%	(391)	6%	(61)	971
#1 Issue: Security	47%	(104)	44%	(97)	8%	(18)	219
#1 Issue: Health Care	48%	(84)	42%	(73)	10%	(18)	175
#1 Issue: Medicare / Social Security	46%	(114)	49%	(122)	6%	(15)	251
#1 Issue: Women's Issues	57%	(147)	34%	(88)	9%	(22)	258
#1 Issue: Education	54%	(40)	33%	(24)	13%	(9)	74
#1 Issue: Energy	48%	(68)	44%	(62)	7%	(10)	141
#1 Issue: Other	44%	(55)	42%	(53)	14%	(17)	126
2022 House Vote: Democrat	52%	(471)	41%	(366)	7%	(61)	898
2022 House Vote: Republican	56%	(401)	38%	(271)	6%	(41)	714
2022 House Vote: Someone else	32%	(18)	63%	(36)	5%	(3)	57
2022 House Vote: Didn't Vote	44%	(240)	44%	(238)	12%	(66)	545
2020 Vote: Joe Biden	53%	(495)	40%	(374)	7%	(69)	938
2020 Vote: Donald Trump	55%	(427)	39%	(302)	5%	(42)	771
2020 Vote: Other	43%	(29)	46%	(31)	11%	(7)	66
2020 Vote: Didn't Vote	41%	(180)	46%	(204)	12%	(55)	438
2018 House Vote: Democrat	52%	(405)	40%	(312)	8%	(59)	775
2018 House Vote: Republican	56%	(359)	38%	(245)	6%	(36)	640
2018 House Vote: Someone else	41%	(25)	51%	(31)	8%	(5)	62
2018 House Vote: Didn't Vote	46%	(342)	44%	(323)	10%	(72)	737
4-Region: Northeast	49%	(186)	44%	(169)	7%	(28)	383
4-Region: Midwest	51%	(235)	40%	(185)	8%	(37)	457
4-Region: South	52%	(439)	41%	(345)	7%	(62)	846
4-Region: West	51%	(271)	40%	(212)	8%	(44)	527
Social Media User	52%	(1105)	41%	(870)	8%	(163)	2137
Interested in Attending Event	64%	(628)	31%	(306)	5%	(47)	980

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Table MCBR1_6: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Advertisement in-store

Demographic	Yes		No		Don't remember		Total N
Adults	51%	(1131)	41%	(911)	8%	(172)	2214
Heard About Live Shopping	60%	(412)	35%	(238)	6%	(39)	688
Have not Heard About Live Shopping	47%	(719)	44%	(673)	9%	(134)	1526
Participated in Event Within Year	55%	(233)	38%	(158)	7%	(30)	421

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

Table MCBR1_7: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Billboard

Demographic	Yes		No		Don't remember		Total N
Adults	20%	(433)	72%	(1586)	9%	(195)	2214
Gender: Male	21%	(226)	71%	(760)	8%	(83)	1070
Gender: Female	18%	(207)	72%	(825)	10%	(112)	1144
Age: 18-34	22%	(144)	70%	(453)	7%	(46)	643
Age: 35-44	23%	(83)	70%	(256)	7%	(27)	366
Age: 45-64	20%	(142)	71%	(507)	9%	(65)	715
Age: 65+	13%	(64)	75%	(369)	12%	(57)	490
GenZers: 1997-2012	16%	(26)	78%	(127)	7%	(11)	164
Millennials: 1981-1996	23%	(172)	69%	(504)	8%	(58)	734
GenXers: 1965-1980	21%	(115)	70%	(377)	9%	(48)	540
Baby Boomers: 1946-1964	16%	(113)	73%	(511)	11%	(75)	699
PID: Dem (no lean)	18%	(152)	73%	(614)	9%	(72)	838
PID: Ind (no lean)	19%	(131)	71%	(485)	10%	(69)	685
PID: Rep (no lean)	22%	(150)	71%	(487)	8%	(54)	691
PID/Gender: Dem Men	16%	(57)	76%	(276)	9%	(32)	364
PID/Gender: Dem Women	20%	(95)	71%	(339)	9%	(41)	474
PID/Gender: Ind Men	23%	(83)	69%	(245)	8%	(27)	355
PID/Gender: Ind Women	14%	(48)	73%	(240)	13%	(42)	330
PID/Gender: Rep Men	24%	(86)	69%	(240)	7%	(24)	350
PID/Gender: Rep Women	19%	(64)	73%	(247)	9%	(29)	340
Ideo: Liberal (1-3)	19%	(125)	73%	(484)	9%	(57)	666
Ideo: Moderate (4)	19%	(131)	72%	(498)	9%	(62)	691
Ideo: Conservative (5-7)	22%	(154)	71%	(500)	8%	(54)	708
Educ: < College	20%	(291)	71%	(1020)	9%	(128)	1440
Educ: Bachelors degree	18%	(90)	73%	(359)	9%	(42)	492
Educ: Post-grad	18%	(52)	73%	(206)	9%	(24)	283
Income: Under 50k	20%	(240)	71%	(868)	9%	(109)	1217
Income: 50k-100k	19%	(135)	72%	(502)	9%	(60)	696
Income: 100k+	19%	(58)	72%	(216)	9%	(27)	301
Ethnicity: White	18%	(316)	72%	(1242)	9%	(157)	1714
Ethnicity: Hispanic	24%	(89)	71%	(266)	5%	(20)	374
Ethnicity: Black	26%	(74)	67%	(188)	7%	(20)	283

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Table MCBR1_7: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?

Billboard

Demographic	Yes		No		Don't remember		Total N
Adults	20%	(433)	72%	(1586)	9%	(195)	2214
Ethnicity: Other	20%	(43)	72%	(156)	8%	(18)	217
All Christian	21%	(214)	71%	(729)	8%	(84)	1027
All Non-Christian	19%	(22)	73%	(87)	8%	(9)	118
Atheist	14%	(14)	72%	(71)	14%	(14)	99
Agnostic/Nothing in particular	17%	(104)	73%	(450)	10%	(64)	618
Something Else	23%	(79)	71%	(249)	7%	(24)	352
Religious Non-Protestant/Catholic	19%	(27)	73%	(103)	8%	(11)	141
Evangelical	23%	(127)	71%	(398)	7%	(38)	562
Non-Evangelical	20%	(158)	71%	(551)	9%	(67)	776
Community: Urban	23%	(136)	68%	(407)	9%	(57)	600
Community: Suburban	19%	(197)	73%	(769)	9%	(93)	1058
Community: Rural	18%	(101)	74%	(410)	8%	(46)	556
Employ: Private Sector	24%	(188)	69%	(534)	7%	(56)	778
Employ: Government	18%	(25)	72%	(99)	9%	(13)	136
Employ: Self-Employed	29%	(56)	62%	(120)	9%	(17)	193
Employ: Homemaker	17%	(28)	74%	(125)	10%	(16)	170
Employ: Retired	13%	(70)	77%	(409)	10%	(55)	535
Employ: Unemployed	13%	(34)	77%	(193)	10%	(24)	250
Employ: Other	24%	(26)	68%	(75)	8%	(9)	111
Military HH: Yes	19%	(50)	72%	(193)	9%	(25)	267
Military HH: No	20%	(383)	72%	(1393)	9%	(170)	1947
RD/WT: Right Direction	22%	(151)	71%	(501)	7%	(52)	704
RD/WT: Wrong Track	19%	(282)	72%	(1085)	10%	(143)	1510
Biden Job Approve	20%	(190)	72%	(687)	8%	(80)	957
Biden Job Disapprove	20%	(230)	71%	(827)	9%	(103)	1160
Biden Job Strongly Approve	22%	(95)	70%	(304)	8%	(33)	432
Biden Job Somewhat Approve	18%	(95)	73%	(383)	9%	(48)	525
Biden Job Somewhat Disapprove	21%	(68)	69%	(222)	11%	(34)	323
Biden Job Strongly Disapprove	19%	(163)	72%	(605)	8%	(69)	837
Favorable of Biden	19%	(186)	72%	(698)	9%	(87)	971
Unfavorable of Biden	20%	(223)	72%	(813)	9%	(99)	1136

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Table MCBR1_7: Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?
Billboard

Demographic	Yes		No		Don't remember		Total N
Adults	20%	(433)	72%	(1586)	9%	(195)	2214
Very Favorable of Biden	20%	(95)	72%	(334)	8%	(37)	466
Somewhat Favorable of Biden	18%	(91)	72%	(364)	10%	(50)	505
Somewhat Unfavorable of Biden	20%	(54)	70%	(191)	10%	(27)	272
Very Unfavorable of Biden	20%	(169)	72%	(622)	8%	(72)	863
#1 Issue: Economy	21%	(208)	70%	(684)	8%	(79)	971
#1 Issue: Security	21%	(47)	70%	(154)	8%	(19)	219
#1 Issue: Health Care	16%	(28)	75%	(131)	9%	(16)	175
#1 Issue: Medicare / Social Security	14%	(36)	77%	(193)	9%	(23)	251
#1 Issue: Women's Issues	17%	(44)	71%	(183)	12%	(30)	258
#1 Issue: Education	17%	(13)	71%	(53)	11%	(8)	74
#1 Issue: Energy	23%	(33)	71%	(99)	6%	(9)	141
#1 Issue: Other	19%	(24)	71%	(89)	10%	(12)	126
2022 House Vote: Democrat	19%	(175)	73%	(652)	8%	(71)	898
2022 House Vote: Republican	22%	(157)	70%	(500)	8%	(57)	714
2022 House Vote: Someone else	22%	(13)	72%	(41)	6%	(3)	57
2022 House Vote: Didn't Vote	16%	(88)	72%	(393)	12%	(64)	545
2020 Vote: Joe Biden	20%	(184)	72%	(678)	8%	(77)	938
2020 Vote: Donald Trump	21%	(165)	71%	(549)	7%	(57)	771
2020 Vote: Other	21%	(14)	67%	(45)	12%	(8)	66
2020 Vote: Didn't Vote	16%	(71)	72%	(314)	12%	(53)	438
2018 House Vote: Democrat	19%	(150)	71%	(551)	10%	(74)	775
2018 House Vote: Republican	23%	(145)	70%	(450)	7%	(46)	640
2018 House Vote: Someone else	18%	(11)	68%	(42)	13%	(8)	62
2018 House Vote: Didn't Vote	17%	(127)	74%	(543)	9%	(67)	737
4-Region: Northeast	18%	(67)	76%	(291)	7%	(25)	383
4-Region: Midwest	19%	(87)	71%	(325)	10%	(45)	457
4-Region: South	21%	(180)	70%	(596)	8%	(70)	846
4-Region: West	19%	(98)	71%	(374)	10%	(55)	527
Social Media User	20%	(426)	71%	(1525)	9%	(187)	2137
Interested in Attending Event	30%	(293)	63%	(619)	7%	(69)	980

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Table MCBR1_7: *Have you ever made a purchase because you saw, read, or heard about a product on the following platforms?*
Billboard

Demographic	Yes		No		Don't remember		Total N
Adults	20%	(433)	72%	(1586)	9%	(195)	2214
Heard About Live Shopping	31%	(214)	63%	(433)	6%	(41)	688
Have not Heard About Live Shopping	14%	(219)	76%	(1153)	10%	(154)	1526
Participated in Event Within Year	32%	(133)	63%	(266)	5%	(22)	421

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

Table MCBR2: *How much have you seen, read, or heard about live shopping events held on social media platforms?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	23%	(506)	28%	(627)	41%	(899)	2214
Gender: Male	9%	(96)	22%	(235)	29%	(308)	40%	(431)	1070
Gender: Female	7%	(86)	24%	(271)	28%	(319)	41%	(468)	1144
Age: 18-34	16%	(105)	27%	(170)	31%	(198)	26%	(170)	643
Age: 35-44	11%	(40)	29%	(106)	28%	(103)	32%	(116)	366
Age: 45-64	4%	(27)	23%	(163)	28%	(202)	45%	(323)	715
Age: 65+	2%	(9)	14%	(67)	25%	(123)	59%	(290)	490
GenZers: 1997-2012	18%	(30)	27%	(44)	31%	(50)	24%	(39)	164
Millennials: 1981-1996	15%	(107)	27%	(200)	29%	(210)	30%	(217)	734
GenXers: 1965-1980	5%	(29)	25%	(136)	31%	(168)	38%	(208)	540
Baby Boomers: 1946-1964	2%	(16)	17%	(120)	27%	(185)	54%	(378)	699
PID: Dem (no lean)	10%	(84)	23%	(197)	27%	(223)	40%	(334)	838
PID: Ind (no lean)	6%	(44)	22%	(150)	28%	(191)	44%	(299)	685
PID: Rep (no lean)	8%	(54)	23%	(159)	31%	(212)	38%	(265)	691
PID/Gender: Dem Men	9%	(34)	23%	(83)	27%	(98)	41%	(149)	364
PID/Gender: Dem Women	11%	(50)	24%	(113)	26%	(126)	39%	(185)	474
PID/Gender: Ind Men	9%	(33)	21%	(74)	29%	(102)	41%	(146)	355
PID/Gender: Ind Women	4%	(12)	23%	(77)	27%	(89)	46%	(153)	330
PID/Gender: Rep Men	9%	(30)	22%	(78)	31%	(107)	39%	(135)	350
PID/Gender: Rep Women	7%	(24)	24%	(81)	31%	(105)	38%	(130)	340
Ideo: Liberal (1-3)	9%	(63)	25%	(168)	25%	(168)	40%	(268)	666
Ideo: Moderate (4)	8%	(53)	25%	(170)	28%	(196)	39%	(273)	691
Ideo: Conservative (5-7)	7%	(51)	20%	(142)	31%	(222)	41%	(292)	708
Educ: < College	8%	(114)	24%	(348)	28%	(406)	40%	(573)	1440
Educ: Bachelors degree	8%	(40)	21%	(105)	30%	(146)	41%	(201)	492
Educ: Post-grad	10%	(29)	19%	(53)	27%	(76)	44%	(125)	283
Income: Under 50k	7%	(89)	25%	(299)	27%	(324)	42%	(506)	1217
Income: 50k-100k	9%	(66)	22%	(153)	31%	(216)	38%	(262)	696
Income: 100k+	9%	(28)	18%	(54)	29%	(88)	44%	(131)	301
Ethnicity: White	7%	(115)	22%	(379)	28%	(482)	43%	(738)	1714
Ethnicity: Hispanic	14%	(54)	24%	(88)	30%	(111)	32%	(121)	374
Ethnicity: Black	14%	(38)	27%	(75)	28%	(78)	32%	(91)	283
Ethnicity: Other	13%	(28)	24%	(52)	31%	(68)	32%	(70)	217

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Table MCBR2: *How much have you seen, read, or heard about live shopping events held on social media platforms?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	23%	(506)	28%	(627)	41%	(899)	2214
All Christian	8%	(85)	23%	(236)	27%	(273)	42%	(433)	1027
All Non-Christian	7%	(9)	30%	(35)	23%	(27)	40%	(47)	118
Atheist	9%	(9)	18%	(17)	20%	(19)	54%	(53)	99
Agnostic/Nothing in particular	8%	(48)	22%	(133)	33%	(203)	38%	(234)	618
Something Else	9%	(32)	24%	(84)	30%	(105)	37%	(132)	352
Religious Non-Protestant/Catholic	7%	(10)	28%	(40)	21%	(29)	44%	(61)	141
Evangelical	12%	(68)	23%	(130)	28%	(157)	37%	(208)	562
Non-Evangelical	6%	(45)	23%	(180)	28%	(218)	43%	(333)	776
Community: Urban	11%	(65)	25%	(147)	28%	(171)	36%	(217)	600
Community: Suburban	7%	(79)	20%	(210)	29%	(305)	44%	(463)	1058
Community: Rural	7%	(37)	27%	(149)	27%	(152)	39%	(219)	556
Employ: Private Sector	10%	(79)	26%	(199)	31%	(239)	34%	(261)	778
Employ: Government	15%	(21)	29%	(40)	26%	(35)	29%	(40)	136
Employ: Self-Employed	17%	(32)	23%	(45)	29%	(57)	31%	(60)	193
Employ: Homemaker	4%	(7)	27%	(46)	27%	(47)	41%	(69)	170
Employ: Retired	2%	(12)	15%	(81)	26%	(139)	57%	(302)	535
Employ: Unemployed	8%	(19)	21%	(53)	25%	(63)	46%	(115)	250
Employ: Other	7%	(8)	22%	(24)	36%	(40)	36%	(39)	111
Military HH: Yes	5%	(12)	18%	(48)	27%	(72)	50%	(134)	267
Military HH: No	9%	(169)	24%	(458)	28%	(555)	39%	(765)	1947
RD/WT: Right Direction	12%	(87)	26%	(185)	24%	(169)	37%	(264)	704
RD/WT: Wrong Track	6%	(95)	21%	(322)	30%	(458)	42%	(635)	1510
Biden Job Approve	11%	(101)	26%	(246)	24%	(226)	40%	(385)	957
Biden Job Disapprove	6%	(72)	21%	(248)	32%	(371)	40%	(470)	1160
Biden Job Strongly Approve	15%	(64)	25%	(108)	22%	(95)	38%	(166)	432
Biden Job Somewhat Approve	7%	(37)	26%	(139)	25%	(131)	42%	(219)	525
Biden Job Somewhat Disapprove	6%	(21)	26%	(84)	32%	(102)	36%	(116)	323
Biden Job Strongly Disapprove	6%	(51)	19%	(163)	32%	(269)	42%	(353)	837
Favorable of Biden	10%	(99)	25%	(240)	25%	(246)	40%	(385)	971
Unfavorable of Biden	6%	(68)	22%	(248)	31%	(352)	41%	(467)	1136

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Table MCBR2: *How much have you seen, read, or heard about live shopping events held on social media platforms?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	23%	(506)	28%	(627)	41%	(899)	2214
Very Favorable of Biden	13%	(60)	25%	(118)	24%	(114)	37%	(174)	466
Somewhat Favorable of Biden	8%	(40)	24%	(122)	26%	(133)	42%	(210)	505
Somewhat Unfavorable of Biden	6%	(17)	28%	(77)	28%	(75)	38%	(103)	272
Very Unfavorable of Biden	6%	(51)	20%	(171)	32%	(277)	42%	(364)	863
#1 Issue: Economy	8%	(79)	22%	(211)	31%	(304)	39%	(376)	971
#1 Issue: Security	11%	(24)	18%	(39)	27%	(60)	44%	(97)	219
#1 Issue: Health Care	13%	(22)	27%	(47)	25%	(43)	36%	(63)	175
#1 Issue: Medicare / Social Security	6%	(14)	19%	(48)	23%	(58)	52%	(131)	251
#1 Issue: Women's Issues	9%	(22)	27%	(70)	31%	(81)	33%	(85)	258
#1 Issue: Education	13%	(9)	42%	(31)	25%	(18)	21%	(15)	74
#1 Issue: Energy	5%	(7)	28%	(39)	27%	(38)	40%	(56)	141
#1 Issue: Other	3%	(4)	17%	(21)	20%	(25)	60%	(75)	126
2022 House Vote: Democrat	10%	(89)	25%	(225)	25%	(226)	40%	(359)	898
2022 House Vote: Republican	7%	(50)	23%	(167)	31%	(223)	38%	(274)	714
2022 House Vote: Someone else	6%	(3)	18%	(10)	32%	(18)	44%	(25)	57
2022 House Vote: Didn't Vote	7%	(40)	19%	(104)	29%	(160)	44%	(240)	545
2020 Vote: Joe Biden	10%	(95)	24%	(226)	27%	(249)	39%	(368)	938
2020 Vote: Donald Trump	6%	(46)	23%	(174)	31%	(240)	40%	(312)	771
2020 Vote: Other	4%	(3)	22%	(15)	28%	(19)	45%	(30)	66
2020 Vote: Didn't Vote	9%	(38)	21%	(91)	27%	(120)	43%	(189)	438
2018 House Vote: Democrat	9%	(71)	24%	(187)	26%	(203)	41%	(314)	775
2018 House Vote: Republican	7%	(42)	23%	(150)	30%	(191)	40%	(256)	640
2018 House Vote: Someone else	7%	(4)	22%	(14)	28%	(17)	43%	(27)	62
2018 House Vote: Didn't Vote	9%	(65)	21%	(155)	29%	(216)	41%	(301)	737
4-Region: Northeast	8%	(30)	25%	(96)	26%	(101)	41%	(156)	383
4-Region: Midwest	7%	(31)	24%	(112)	26%	(121)	43%	(194)	457
4-Region: South	9%	(72)	23%	(198)	30%	(250)	39%	(326)	846
4-Region: West	9%	(49)	19%	(100)	29%	(155)	42%	(222)	527
Social Media User	9%	(182)	23%	(502)	29%	(621)	39%	(832)	2137
Interested in Attending Event	16%	(157)	33%	(320)	31%	(304)	20%	(199)	980
Heard About Live Shopping	26%	(182)	74%	(506)	—	(0)	—	(0)	688
Have not Heard About Live Shopping	—	(0)	—	(0)	41%	(627)	59%	(899)	1526

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Table MCBR2: *How much have you seen, read, or heard about live shopping events held on social media platforms?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	23%	(506)	28%	(627)	41%	(899)	2214
Participated in Event Within Year	31%	(129)	46%	(195)	19%	(81)	4%	(16)	421

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

Table MCBR3: Live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. Have you ever participated in a live shopping event on a social media platform?

Demographic	Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, within the past year		Yes, more than a year ago		No, never		Total N
Adults	7%	(154)	6%	(126)	4%	(80)	3%	(61)	3%	(76)	78%	(1717)	2214
Gender: Male	8%	(87)	7%	(78)	3%	(35)	3%	(28)	3%	(30)	76%	(811)	1070
Gender: Female	6%	(67)	4%	(48)	4%	(45)	3%	(33)	4%	(46)	79%	(905)	1144
Age: 18-34	12%	(77)	10%	(67)	6%	(40)	4%	(24)	4%	(24)	64%	(412)	643
Age: 35-44	9%	(33)	8%	(28)	6%	(21)	3%	(12)	4%	(16)	70%	(255)	366
Age: 45-64	5%	(38)	3%	(24)	2%	(15)	2%	(16)	4%	(29)	83%	(593)	715
Age: 65+	1%	(6)	1%	(7)	1%	(4)	2%	(9)	1%	(7)	93%	(457)	490
GenZers: 1997-2012	14%	(23)	9%	(15)	9%	(14)	7%	(11)	3%	(5)	59%	(96)	164
Millennials: 1981-1996	11%	(82)	9%	(65)	5%	(38)	3%	(23)	4%	(29)	68%	(497)	734
GenXers: 1965-1980	6%	(31)	6%	(30)	3%	(19)	2%	(12)	4%	(24)	78%	(424)	540
Baby Boomers: 1946-1964	3%	(18)	2%	(13)	1%	(9)	2%	(15)	3%	(19)	89%	(624)	699
PID: Dem (no lean)	9%	(75)	5%	(45)	4%	(30)	2%	(18)	3%	(29)	76%	(640)	838
PID: Ind (no lean)	5%	(35)	5%	(34)	3%	(21)	2%	(16)	3%	(19)	82%	(560)	685
PID: Rep (no lean)	6%	(45)	7%	(47)	4%	(28)	4%	(27)	4%	(28)	75%	(516)	691
PID/Gender: Dem Men	11%	(41)	8%	(29)	3%	(10)	2%	(7)	2%	(9)	74%	(269)	364
PID/Gender: Dem Women	7%	(34)	3%	(16)	4%	(21)	2%	(11)	4%	(21)	78%	(371)	474
PID/Gender: Ind Men	6%	(22)	6%	(22)	4%	(14)	2%	(8)	2%	(6)	80%	(284)	355
PID/Gender: Ind Women	4%	(13)	4%	(13)	2%	(7)	3%	(9)	4%	(13)	84%	(276)	330
PID/Gender: Rep Men	7%	(24)	8%	(28)	3%	(11)	4%	(13)	5%	(16)	74%	(258)	350
PID/Gender: Rep Women	6%	(21)	6%	(19)	5%	(18)	4%	(14)	4%	(12)	76%	(258)	340
Ideo: Liberal (1-3)	6%	(43)	6%	(37)	4%	(26)	4%	(26)	2%	(16)	78%	(519)	666
Ideo: Moderate (4)	8%	(58)	7%	(50)	5%	(31)	2%	(13)	4%	(26)	74%	(514)	691
Ideo: Conservative (5-7)	7%	(47)	5%	(35)	3%	(19)	3%	(20)	5%	(32)	78%	(555)	708
Educ: < College	7%	(94)	6%	(81)	4%	(58)	3%	(46)	4%	(54)	77%	(1106)	1440
Educ: Bachelors degree	7%	(33)	6%	(30)	3%	(17)	2%	(11)	3%	(16)	78%	(384)	492
Educ: Post-grad	10%	(27)	5%	(14)	2%	(4)	1%	(4)	2%	(7)	80%	(226)	283
Income: Under 50k	7%	(82)	6%	(75)	4%	(44)	2%	(30)	4%	(48)	77%	(938)	1217
Income: 50k-100k	6%	(45)	6%	(39)	4%	(25)	3%	(21)	3%	(23)	78%	(542)	696
Income: 100k+	9%	(28)	4%	(12)	3%	(10)	3%	(10)	2%	(5)	79%	(236)	301

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Table MCBR3: Live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. Have you ever participated in a live shopping event on a social media platform?

Demographic	Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, within the past year		Yes, more than a year ago		No, never	Total N
Adults	7%	(154)	6%	(126)	4%	(80)	3%	(61)	3%	(76)	78% (1717)	2214
Ethnicity: White	6%	(106)	4%	(77)	3%	(52)	3%	(45)	4%	(63)	80% (1371)	1714
Ethnicity: Hispanic	10%	(37)	10%	(36)	5%	(20)	4%	(15)	3%	(10)	68% (256)	374
Ethnicity: Black	11%	(30)	11%	(32)	4%	(13)	3%	(8)	2%	(6)	69% (194)	283
Ethnicity: Other	8%	(18)	8%	(17)	7%	(15)	4%	(8)	3%	(7)	70% (152)	217
All Christian	8%	(82)	6%	(61)	4%	(36)	2%	(22)	4%	(40)	77% (788)	1027
All Non-Christian	6%	(7)	14%	(17)	2%	(3)	1%	(1)	1%	(1)	76% (89)	118
Atheist	6%	(6)	6%	(6)	1%	(1)	1%	(1)	1%	(1)	85% (84)	99
Agnostic/Nothing in particular	5%	(32)	4%	(25)	4%	(25)	4%	(25)	4%	(25)	78% (485)	618
Something Else	8%	(27)	5%	(17)	4%	(14)	4%	(13)	3%	(10)	77% (271)	352
Religious Non-Protestant/Catholic	7%	(11)	12%	(17)	2%	(3)	1%	(1)	2%	(3)	76% (107)	141
Evangelical	9%	(52)	8%	(44)	4%	(20)	3%	(20)	4%	(22)	72% (405)	562
Non-Evangelical	6%	(50)	4%	(33)	4%	(27)	2%	(15)	3%	(26)	80% (624)	776
Community: Urban	11%	(63)	8%	(47)	5%	(30)	3%	(16)	3%	(18)	71% (425)	600
Community: Suburban	5%	(56)	5%	(58)	3%	(29)	3%	(31)	3%	(37)	80% (847)	1058
Community: Rural	6%	(35)	4%	(21)	4%	(20)	3%	(14)	4%	(22)	80% (444)	556
Employ: Private Sector	9%	(72)	9%	(68)	4%	(33)	3%	(24)	4%	(30)	71% (551)	778
Employ: Government	13%	(18)	9%	(12)	3%	(4)	4%	(6)	5%	(7)	65% (89)	136
Employ: Self-Employed	14%	(27)	9%	(17)	3%	(7)	3%	(7)	2%	(5)	68% (131)	193
Employ: Homemaker	3%	(5)	4%	(6)	5%	(8)	4%	(7)	4%	(7)	80% (135)	170
Employ: Retired	2%	(11)	2%	(8)	1%	(6)	2%	(9)	2%	(13)	91% (487)	535
Employ: Unemployed	4%	(9)	3%	(9)	4%	(10)	1%	(4)	4%	(9)	83% (209)	250
Employ: Other	8%	(8)	3%	(3)	5%	(6)	2%	(2)	2%	(2)	80% (89)	111
Military HH: Yes	5%	(14)	5%	(12)	1%	(2)	5%	(12)	3%	(9)	81% (217)	267
Military HH: No	7%	(141)	6%	(114)	4%	(77)	3%	(49)	3%	(68)	77% (1499)	1947
RD/WT: Right Direction	11%	(76)	7%	(48)	4%	(27)	2%	(16)	3%	(20)	73% (517)	704
RD/WT: Wrong Track	5%	(78)	5%	(78)	3%	(52)	3%	(45)	4%	(56)	79% (1199)	1510
Biden Job Approve	9%	(84)	6%	(56)	4%	(42)	2%	(18)	3%	(31)	76% (727)	957
Biden Job Disapprove	6%	(69)	6%	(70)	3%	(36)	3%	(39)	4%	(44)	78% (902)	1160

Continued on next page

Table MCBR3: Live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. Have you ever participated in a live shopping event on a social media platform?

Demographic	Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, within the past year		Yes, more than a year ago		No, never	Total N	
Adults	7%	(154)	6%	(126)	4%	(80)	3%	(61)	3%	(76)	78%	(1717)	2214
Biden Job Strongly Approve	12%	(50)	6%	(27)	5%	(20)	2%	(10)	3%	(13)	72%	(311)	432
Biden Job Somewhat Approve	6%	(34)	5%	(28)	4%	(21)	2%	(8)	3%	(18)	79%	(416)	525
Biden Job Somewhat Disapprove	6%	(18)	6%	(21)	5%	(15)	4%	(12)	4%	(13)	76%	(246)	323
Biden Job Strongly Disapprove	6%	(51)	6%	(50)	3%	(21)	3%	(27)	4%	(31)	78%	(656)	837
Favorable of Biden	9%	(86)	5%	(51)	4%	(34)	2%	(19)	3%	(29)	77%	(751)	971
Unfavorable of Biden	6%	(63)	7%	(74)	4%	(44)	4%	(41)	4%	(44)	77%	(870)	1136
Very Favorable of Biden	11%	(51)	6%	(29)	4%	(21)	2%	(12)	3%	(13)	73%	(341)	466
Somewhat Favorable of Biden	7%	(34)	4%	(22)	3%	(14)	2%	(8)	3%	(17)	81%	(410)	505
Somewhat Unfavorable of Biden	5%	(14)	7%	(20)	5%	(14)	4%	(11)	5%	(13)	74%	(201)	272
Very Unfavorable of Biden	6%	(49)	6%	(54)	3%	(30)	3%	(30)	4%	(31)	78%	(670)	863
#1 Issue: Economy	6%	(63)	6%	(63)	4%	(35)	3%	(27)	4%	(38)	77%	(745)	971
#1 Issue: Security	8%	(16)	5%	(11)	2%	(4)	3%	(7)	4%	(8)	79%	(172)	219
#1 Issue: Health Care	10%	(18)	10%	(17)	6%	(10)	1%	(2)	2%	(4)	71%	(124)	175
#1 Issue: Medicare / Social Security	7%	(17)	2%	(5)	1%	(4)	3%	(6)	3%	(8)	84%	(211)	251
#1 Issue: Women’s Issues	7%	(17)	3%	(8)	5%	(13)	3%	(8)	4%	(11)	78%	(200)	258
#1 Issue: Education	14%	(10)	8%	(6)	10%	(7)	5%	(4)	3%	(3)	60%	(44)	74
#1 Issue: Energy	6%	(8)	12%	(16)	4%	(6)	2%	(3)	—	(1)	75%	(106)	141
#1 Issue: Other	3%	(4)	1%	(1)	—	(0)	3%	(4)	3%	(4)	90%	(113)	126
2022 House Vote: Democrat	9%	(79)	6%	(52)	4%	(31)	2%	(19)	3%	(31)	76%	(685)	898
2022 House Vote: Republican	7%	(51)	7%	(49)	4%	(29)	3%	(24)	4%	(25)	75%	(535)	714
2022 House Vote: Someone else	6%	(3)	1%	(1)	1%	(1)	7%	(4)	—	(0)	84%	(48)	57
2022 House Vote: Didn't Vote	4%	(21)	4%	(24)	3%	(18)	3%	(14)	4%	(20)	82%	(449)	545
2020 Vote: Joe Biden	8%	(78)	6%	(53)	3%	(32)	2%	(21)	3%	(30)	77%	(725)	938
2020 Vote: Donald Trump	6%	(49)	6%	(45)	3%	(24)	4%	(29)	4%	(29)	77%	(596)	771
2020 Vote: Other	6%	(4)	5%	(3)	1%	(1)	1%	(1)	1%	(1)	87%	(57)	66
2020 Vote: Didn't Vote	5%	(23)	6%	(25)	5%	(23)	3%	(12)	4%	(17)	77%	(339)	438

Continued on next page

Table MCBR3: Live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. Have you ever participated in a live shopping event on a social media platform?

Demographic	Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, within the past year		Yes, more than a year ago		No, never		Total N
Adults	7%	(154)	6%	(126)	4%	(80)	3%	(61)	3%	(76)	78%	(1717)	2214
2018 House Vote: Democrat	9%	(66)	5%	(41)	4%	(29)	2%	(15)	3%	(23)	77%	(601)	775
2018 House Vote: Republican	7%	(42)	6%	(41)	4%	(23)	4%	(28)	3%	(22)	76%	(486)	640
2018 House Vote: Someone else	6%	(4)	1%	(1)	1%	(1)	2%	(1)	—	(0)	89%	(55)	62
2018 House Vote: Didnt Vote	6%	(42)	6%	(43)	4%	(27)	2%	(18)	4%	(32)	78%	(575)	737
4-Region: Northeast	8%	(31)	9%	(35)	4%	(15)	2%	(8)	3%	(10)	74%	(285)	383
4-Region: Midwest	6%	(26)	3%	(15)	4%	(20)	4%	(18)	4%	(17)	79%	(361)	457
4-Region: South	6%	(51)	7%	(55)	3%	(26)	3%	(25)	4%	(32)	78%	(656)	846
4-Region: West	9%	(47)	4%	(20)	3%	(18)	2%	(10)	3%	(17)	79%	(415)	527
Social Media User	7%	(154)	6%	(125)	4%	(80)	3%	(61)	4%	(76)	77%	(1641)	2137
Interested in Attending Event	14%	(136)	10%	(102)	6%	(63)	4%	(42)	5%	(45)	60%	(592)	980
Heard About Live Shopping	20%	(140)	14%	(94)	8%	(58)	5%	(33)	7%	(47)	46%	(317)	688
Have not Heard About Live Shopping	1%	(14)	2%	(32)	1%	(22)	2%	(28)	2%	(29)	92%	(1400)	1526
Participated in Event Within Year	37%	(154)	30%	(126)	19%	(80)	15%	(61)	—	(0)	—	(0)	421

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

Table MCBR4_1NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Twitter

Demographic	Selected		Not Selected		Total N
Adults	22%	(94)	78%	(328)	421
Gender: Male	31%	(70)	69%	(158)	228
Gender: Female	12%	(24)	88%	(169)	193
Age: 18-34	25%	(52)	75%	(156)	207
Age: 35-44	18%	(17)	82%	(77)	94
Age: 45-64	23%	(22)	77%	(72)	93
GenZers: 1997-2012	30%	(19)	70%	(44)	63
Millennials: 1981-1996	20%	(41)	80%	(167)	208
GenXers: 1965-1980	26%	(24)	74%	(69)	93
Baby Boomers: 1946-1964	17%	(9)	83%	(46)	55
PID: Dem (no lean)	20%	(34)	80%	(134)	168
PID: Ind (no lean)	21%	(22)	79%	(84)	106
PID: Rep (no lean)	25%	(37)	75%	(109)	146
PID/Gender: Dem Men	29%	(25)	71%	(62)	87
PID/Gender: Dem Women	11%	(9)	89%	(73)	82
PID/Gender: Ind Men	24%	(16)	76%	(50)	66
PID/Gender: Rep Men	39%	(29)	61%	(47)	76
PID/Gender: Rep Women	11%	(8)	89%	(63)	71
Ideo: Liberal (1-3)	22%	(29)	78%	(103)	132
Ideo: Moderate (4)	23%	(35)	77%	(117)	152
Ideo: Conservative (5-7)	25%	(30)	75%	(91)	121
Educ: < College	21%	(59)	79%	(221)	280
Educ: Bachelors degree	17%	(15)	83%	(76)	92
Educ: Post-grad	39%	(19)	61%	(30)	50
Income: Under 50k	23%	(53)	77%	(177)	231
Income: 50k-100k	19%	(25)	81%	(106)	131
Income: 100k+	26%	(15)	74%	(44)	59
Ethnicity: White	19%	(55)	81%	(225)	280
Ethnicity: Hispanic	28%	(31)	72%	(78)	109
Ethnicity: Black	30%	(25)	70%	(58)	83
Ethnicity: Other	24%	(14)	76%	(45)	59

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Table MCBR4_1NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Twitter

Demographic	Selected		Not Selected		Total N
Adults	22%	(94)	78%	(328)	421
All Christian	26%	(53)	74%	(147)	200
Agnostic/Nothing in particular	17%	(19)	83%	(90)	108
Something Else	13%	(9)	87%	(62)	71
Evangelical	23%	(31)	77%	(104)	136
Non-Evangelical	23%	(29)	77%	(96)	125
Community: Urban	31%	(48)	69%	(109)	157
Community: Suburban	20%	(34)	80%	(140)	174
Community: Rural	13%	(12)	87%	(79)	91
Employ: Private Sector	25%	(50)	75%	(147)	197
Employ: Self-Employed	23%	(13)	77%	(44)	57
Military HH: No	22%	(85)	78%	(296)	380
RD/WT: Right Direction	26%	(43)	74%	(125)	167
RD/WT: Wrong Track	20%	(51)	80%	(203)	254
Biden Job Approve	24%	(48)	76%	(152)	200
Biden Job Disapprove	21%	(46)	79%	(169)	214
Biden Job Strongly Approve	28%	(30)	72%	(78)	108
Biden Job Somewhat Approve	19%	(17)	81%	(74)	92
Biden Job Somewhat Disapprove	16%	(11)	84%	(55)	65
Biden Job Strongly Disapprove	23%	(35)	77%	(114)	149
Favorable of Biden	21%	(39)	79%	(151)	190
Unfavorable of Biden	24%	(52)	76%	(169)	221
Very Favorable of Biden	25%	(28)	75%	(85)	113
Somewhat Favorable of Biden	15%	(11)	85%	(66)	78
Somewhat Unfavorable of Biden	24%	(14)	76%	(44)	58
Very Unfavorable of Biden	23%	(38)	77%	(125)	163
#1 Issue: Economy	21%	(39)	79%	(149)	188
2022 House Vote: Democrat	20%	(36)	80%	(146)	182
2022 House Vote: Republican	27%	(42)	73%	(111)	154
2022 House Vote: Didnt Vote	20%	(15)	80%	(61)	76

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Table MCBR4_1NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Twitter

Demographic	Selected		Not Selected		Total N
Adults	22%	(94)	78%	(328)	421
2020 Vote: Joe Biden	19%	(36)	81%	(148)	184
2020 Vote: Donald Trump	26%	(39)	74%	(108)	147
2020 Vote: Didn't Vote	21%	(17)	79%	(65)	82
2018 House Vote: Democrat	22%	(33)	78%	(119)	152
2018 House Vote: Republican	24%	(33)	76%	(100)	133
2018 House Vote: Didnt Vote	22%	(28)	78%	(102)	130
4-Region: Northeast	19%	(17)	81%	(72)	89
4-Region: Midwest	10%	(8)	90%	(71)	79
4-Region: South	25%	(39)	75%	(119)	158
4-Region: West	31%	(30)	69%	(66)	96
Social Media User	22%	(94)	78%	(326)	420
Interested in Attending Event	23%	(80)	77%	(263)	344
Heard About Live Shopping	25%	(81)	75%	(243)	325
Have not Heard About Live Shopping	13%	(12)	87%	(84)	97
Participated in Event Within Year	22%	(94)	78%	(328)	421

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

Table MCBR4_2NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Facebook

Demographic	Selected		Not Selected		Total N
Adults	70%	(294)	30%	(127)	421
Gender: Male	70%	(160)	30%	(68)	228
Gender: Female	70%	(134)	30%	(59)	193
Age: 18-34	62%	(129)	38%	(78)	207
Age: 35-44	76%	(72)	24%	(22)	94
Age: 45-64	74%	(69)	26%	(24)	93
GenZers: 1997-2012	39%	(24)	61%	(39)	63
Millennials: 1981-1996	74%	(154)	26%	(54)	208
GenXers: 1965-1980	75%	(69)	25%	(23)	93
Baby Boomers: 1946-1964	80%	(44)	20%	(11)	55
PID: Dem (no lean)	71%	(120)	29%	(48)	168
PID: Ind (no lean)	62%	(66)	38%	(41)	106
PID: Rep (no lean)	74%	(108)	26%	(38)	146
PID/Gender: Dem Men	74%	(64)	26%	(22)	87
PID/Gender: Dem Women	68%	(56)	32%	(26)	82
PID/Gender: Ind Men	59%	(39)	41%	(27)	66
PID/Gender: Rep Men	75%	(57)	25%	(19)	76
PID/Gender: Rep Women	72%	(51)	28%	(19)	71
Ideo: Liberal (1-3)	69%	(91)	31%	(41)	132
Ideo: Moderate (4)	70%	(106)	30%	(46)	152
Ideo: Conservative (5-7)	70%	(85)	30%	(36)	121
Educ: < College	70%	(196)	30%	(84)	280
Educ: Bachelors degree	65%	(59)	35%	(32)	92
Educ: Post-grad	79%	(39)	21%	(11)	50
Income: Under 50k	68%	(158)	32%	(73)	231
Income: 50k-100k	71%	(93)	29%	(38)	131
Income: 100k+	74%	(44)	26%	(16)	59
Ethnicity: White	73%	(205)	27%	(75)	280
Ethnicity: Hispanic	55%	(60)	45%	(48)	109
Ethnicity: Black	65%	(54)	35%	(29)	83
Ethnicity: Other	60%	(35)	40%	(23)	59

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Table MCBR4_2NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Facebook

Demographic	Selected		Not Selected		Total N
Adults	70%	(294)	30%	(127)	421
All Christian	70%	(140)	30%	(60)	200
Agnostic/Nothing in particular	68%	(73)	32%	(35)	108
Something Else	73%	(52)	27%	(19)	71
Evangelical	75%	(102)	25%	(33)	136
Non-Evangelical	65%	(82)	35%	(43)	125
Community: Urban	69%	(108)	31%	(49)	157
Community: Suburban	67%	(116)	33%	(58)	174
Community: Rural	77%	(70)	23%	(20)	91
Employ: Private Sector	77%	(151)	23%	(46)	197
Employ: Self-Employed	56%	(32)	44%	(25)	57
Military HH: No	69%	(263)	31%	(118)	380
RD/WT: Right Direction	70%	(117)	30%	(50)	167
RD/WT: Wrong Track	70%	(177)	30%	(77)	254
Biden Job Approve	68%	(135)	32%	(64)	200
Biden Job Disapprove	72%	(154)	28%	(60)	214
Biden Job Strongly Approve	71%	(77)	29%	(31)	108
Biden Job Somewhat Approve	64%	(58)	36%	(33)	92
Biden Job Somewhat Disapprove	66%	(43)	34%	(22)	65
Biden Job Strongly Disapprove	74%	(111)	26%	(38)	149
Favorable of Biden	70%	(133)	30%	(58)	190
Unfavorable of Biden	70%	(154)	30%	(67)	221
Very Favorable of Biden	75%	(84)	25%	(28)	113
Somewhat Favorable of Biden	62%	(48)	38%	(29)	78
Somewhat Unfavorable of Biden	55%	(32)	45%	(26)	58
Very Unfavorable of Biden	75%	(122)	25%	(41)	163
#1 Issue: Economy	71%	(134)	29%	(54)	188
2022 House Vote: Democrat	67%	(122)	33%	(60)	182
2022 House Vote: Republican	73%	(113)	27%	(41)	154
2022 House Vote: Didnt Vote	73%	(55)	27%	(21)	76

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Table MCBR4_2NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Facebook

Demographic	Selected		Not Selected		Total N
Adults	70%	(294)	30%	(127)	421
2020 Vote: Joe Biden	66%	(122)	34%	(62)	184
2020 Vote: Donald Trump	77%	(114)	23%	(33)	147
2020 Vote: Didn't Vote	67%	(55)	33%	(27)	82
2018 House Vote: Democrat	68%	(103)	32%	(49)	152
2018 House Vote: Republican	76%	(101)	24%	(32)	133
2018 House Vote: Didn't Vote	66%	(86)	34%	(44)	130
4-Region: Northeast	71%	(63)	29%	(26)	89
4-Region: Midwest	79%	(63)	21%	(16)	79
4-Region: South	73%	(115)	27%	(43)	158
4-Region: West	56%	(54)	44%	(42)	96
Social Media User	70%	(294)	30%	(126)	420
Interested in Attending Event	70%	(241)	30%	(102)	344
Heard About Live Shopping	69%	(225)	31%	(100)	325
Have not Heard About Live Shopping	72%	(69)	28%	(27)	97
Participated in Event Within Year	70%	(294)	30%	(127)	421

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

Table MCBR4_3NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	16%	(66)	84%	(355)	421
Gender: Male	19%	(42)	81%	(186)	228
Gender: Female	12%	(23)	88%	(169)	193
Age: 18-34	23%	(47)	77%	(161)	207
Age: 35-44	14%	(14)	86%	(81)	94
Age: 45-64	5%	(5)	95%	(89)	93
GenZers: 1997-2012	25%	(16)	75%	(47)	63
Millennials: 1981-1996	20%	(41)	80%	(167)	208
GenXers: 1965-1980	7%	(7)	93%	(86)	93
Baby Boomers: 1946-1964	5%	(3)	95%	(53)	55
PID: Dem (no lean)	17%	(28)	83%	(140)	168
PID: Ind (no lean)	16%	(17)	84%	(89)	106
PID: Rep (no lean)	14%	(21)	86%	(126)	146
PID/Gender: Dem Men	20%	(17)	80%	(69)	87
PID/Gender: Dem Women	13%	(11)	87%	(71)	82
PID/Gender: Ind Men	20%	(13)	80%	(53)	66
PID/Gender: Rep Men	16%	(12)	84%	(64)	76
PID/Gender: Rep Women	12%	(8)	88%	(62)	71
Ideo: Liberal (1-3)	18%	(24)	82%	(107)	132
Ideo: Moderate (4)	15%	(23)	85%	(129)	152
Ideo: Conservative (5-7)	14%	(17)	86%	(104)	121
Educ: < College	17%	(47)	83%	(233)	280
Educ: Bachelors degree	10%	(9)	90%	(83)	92
Educ: Post-grad	21%	(10)	79%	(39)	50
Income: Under 50k	16%	(36)	84%	(195)	231
Income: 50k-100k	14%	(18)	86%	(113)	131
Income: 100k+	19%	(11)	81%	(48)	59
Ethnicity: White	14%	(39)	86%	(241)	280
Ethnicity: Hispanic	13%	(14)	87%	(94)	109
Ethnicity: Black	23%	(19)	77%	(64)	83
Ethnicity: Other	15%	(9)	85%	(50)	59

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Table MCBR4_3NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	16%	(66)	84%	(355)	421
All Christian	14%	(28)	86%	(172)	200
Agnostic/Nothing in particular	12%	(13)	88%	(95)	108
Something Else	15%	(10)	85%	(61)	71
Evangelical	13%	(17)	87%	(118)	136
Non-Evangelical	16%	(19)	84%	(106)	125
Community: Urban	15%	(24)	85%	(133)	157
Community: Suburban	16%	(27)	84%	(146)	174
Community: Rural	17%	(15)	83%	(76)	91
Employ: Private Sector	18%	(36)	82%	(161)	197
Employ: Self-Employed	13%	(8)	87%	(50)	57
Military HH: No	15%	(58)	85%	(323)	380
RD/WT: Right Direction	18%	(29)	82%	(138)	167
RD/WT: Wrong Track	14%	(37)	86%	(217)	254
Biden Job Approve	17%	(34)	83%	(166)	200
Biden Job Disapprove	15%	(31)	85%	(183)	214
Biden Job Strongly Approve	23%	(25)	77%	(83)	108
Biden Job Somewhat Approve	10%	(9)	90%	(83)	92
Biden Job Somewhat Disapprove	14%	(9)	86%	(56)	65
Biden Job Strongly Disapprove	15%	(22)	85%	(127)	149
Favorable of Biden	16%	(30)	84%	(160)	190
Unfavorable of Biden	15%	(33)	85%	(188)	221
Very Favorable of Biden	20%	(23)	80%	(90)	113
Somewhat Favorable of Biden	9%	(7)	91%	(71)	78
Somewhat Unfavorable of Biden	22%	(13)	78%	(46)	58
Very Unfavorable of Biden	13%	(21)	87%	(142)	163
#1 Issue: Economy	16%	(30)	84%	(158)	188
2022 House Vote: Democrat	19%	(34)	81%	(148)	182
2022 House Vote: Republican	15%	(24)	85%	(130)	154
2022 House Vote: Didnt Vote	11%	(8)	89%	(68)	76

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Table MCBR4_3NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	16%	(66)	84%	(355)	421
2020 Vote: Joe Biden	16%	(30)	84%	(153)	184
2020 Vote: Donald Trump	18%	(27)	82%	(120)	147
2020 Vote: Didn't Vote	10%	(9)	90%	(74)	82
2018 House Vote: Democrat	16%	(24)	84%	(127)	152
2018 House Vote: Republican	19%	(26)	81%	(107)	133
2018 House Vote: Didnt Vote	12%	(16)	88%	(114)	130
4-Region: Northeast	10%	(9)	90%	(80)	89
4-Region: Midwest	15%	(12)	85%	(67)	79
4-Region: South	21%	(33)	79%	(125)	158
4-Region: West	13%	(12)	87%	(83)	96
Social Media User	16%	(66)	84%	(354)	420
Interested in Attending Event	16%	(54)	84%	(289)	344
Heard About Live Shopping	18%	(58)	82%	(267)	325
Have not Heard About Live Shopping	8%	(8)	92%	(88)	97
Participated in Event Within Year	16%	(66)	84%	(355)	421

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

Table MCBR4_4NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Instagram

Demographic	Selected		Not Selected		Total N
Adults	40%	(170)	60%	(252)	421
Gender: Male	48%	(109)	52%	(120)	228
Gender: Female	32%	(61)	68%	(132)	193
Age: 18-34	53%	(110)	47%	(97)	207
Age: 35-44	32%	(30)	68%	(64)	94
Age: 45-64	29%	(27)	71%	(67)	93
GenZers: 1997-2012	53%	(33)	47%	(30)	63
Millennials: 1981-1996	46%	(96)	54%	(112)	208
GenXers: 1965-1980	34%	(31)	66%	(61)	93
Baby Boomers: 1946-1964	17%	(9)	83%	(46)	55
PID: Dem (no lean)	46%	(77)	54%	(91)	168
PID: Ind (no lean)	41%	(44)	59%	(62)	106
PID: Rep (no lean)	33%	(49)	67%	(98)	146
PID/Gender: Dem Men	51%	(45)	49%	(42)	87
PID/Gender: Dem Women	40%	(33)	60%	(49)	82
PID/Gender: Ind Men	48%	(31)	52%	(35)	66
PID/Gender: Rep Men	43%	(33)	57%	(43)	76
PID/Gender: Rep Women	22%	(16)	78%	(55)	71
Ideo: Liberal (1-3)	44%	(58)	56%	(73)	132
Ideo: Moderate (4)	41%	(62)	59%	(90)	152
Ideo: Conservative (5-7)	35%	(43)	65%	(78)	121
Educ: < College	38%	(106)	62%	(174)	280
Educ: Bachelors degree	40%	(36)	60%	(55)	92
Educ: Post-grad	56%	(28)	44%	(22)	50
Income: Under 50k	40%	(92)	60%	(139)	231
Income: 50k-100k	37%	(49)	63%	(83)	131
Income: 100k+	49%	(29)	51%	(30)	59
Ethnicity: White	33%	(93)	67%	(187)	280
Ethnicity: Hispanic	54%	(59)	46%	(50)	109
Ethnicity: Black	57%	(47)	43%	(36)	83
Ethnicity: Other	51%	(30)	49%	(29)	59

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Table MCBR4_4NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Instagram

Demographic	Selected		Not Selected		Total N
Adults	40%	(170)	60%	(252)	421
All Christian	41%	(82)	59%	(118)	200
Agnostic/Nothing in particular	34%	(37)	66%	(71)	108
Something Else	44%	(31)	56%	(40)	71
Evangelical	45%	(61)	55%	(74)	136
Non-Evangelical	39%	(49)	61%	(76)	125
Community: Urban	51%	(79)	49%	(77)	157
Community: Suburban	37%	(65)	63%	(109)	174
Community: Rural	28%	(25)	72%	(65)	91
Employ: Private Sector	42%	(82)	58%	(115)	197
Employ: Self-Employed	52%	(30)	48%	(27)	57
Military HH: No	41%	(155)	59%	(225)	380
RD/WT: Right Direction	45%	(76)	55%	(92)	167
RD/WT: Wrong Track	37%	(94)	63%	(160)	254
Biden Job Approve	45%	(90)	55%	(110)	200
Biden Job Disapprove	37%	(79)	63%	(136)	214
Biden Job Strongly Approve	45%	(48)	55%	(60)	108
Biden Job Somewhat Approve	45%	(41)	55%	(51)	92
Biden Job Somewhat Disapprove	36%	(23)	64%	(42)	65
Biden Job Strongly Disapprove	37%	(55)	63%	(94)	149
Favorable of Biden	46%	(88)	54%	(102)	190
Unfavorable of Biden	35%	(78)	65%	(144)	221
Very Favorable of Biden	47%	(53)	53%	(59)	113
Somewhat Favorable of Biden	44%	(35)	56%	(43)	78
Somewhat Unfavorable of Biden	31%	(18)	69%	(40)	58
Very Unfavorable of Biden	37%	(60)	63%	(103)	163
#1 Issue: Economy	39%	(73)	61%	(115)	188
2022 House Vote: Democrat	47%	(86)	53%	(97)	182
2022 House Vote: Republican	40%	(62)	60%	(92)	154
2022 House Vote: Didnt Vote	27%	(21)	73%	(55)	76

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Table MCBR4_4NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Instagram

Demographic	Selected		Not Selected		Total N
Adults	40%	(170)	60%	(252)	421
2020 Vote: Joe Biden	48%	(88)	52%	(96)	184
2020 Vote: Donald Trump	38%	(56)	62%	(91)	147
2020 Vote: Didn't Vote	30%	(24)	70%	(58)	82
2018 House Vote: Democrat	42%	(64)	58%	(88)	152
2018 House Vote: Republican	41%	(54)	59%	(79)	133
2018 House Vote: Didnt Vote	38%	(50)	62%	(80)	130
4-Region: Northeast	42%	(37)	58%	(51)	89
4-Region: Midwest	35%	(28)	65%	(51)	79
4-Region: South	39%	(62)	61%	(96)	158
4-Region: West	44%	(43)	56%	(53)	96
Social Media User	40%	(170)	60%	(250)	420
Interested in Attending Event	44%	(150)	56%	(194)	344
Heard About Live Shopping	45%	(147)	55%	(178)	325
Have not Heard About Live Shopping	23%	(22)	77%	(74)	97
Participated in Event Within Year	40%	(170)	60%	(252)	421

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

Table MCBR4_5NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
TikTok

Demographic	Selected		Not Selected		Total N
Adults	25%	(104)	75%	(317)	421
Gender: Male	25%	(57)	75%	(171)	228
Gender: Female	24%	(47)	76%	(146)	193
Age: 18-34	29%	(60)	71%	(147)	207
Age: 35-44	21%	(20)	79%	(74)	94
Age: 45-64	24%	(22)	76%	(71)	93
GenZers: 1997-2012	34%	(21)	66%	(42)	63
Millennials: 1981-1996	25%	(52)	75%	(156)	208
GenXers: 1965-1980	29%	(27)	71%	(66)	93
Baby Boomers: 1946-1964	8%	(5)	92%	(51)	55
PID: Dem (no lean)	28%	(47)	72%	(122)	168
PID: Ind (no lean)	19%	(20)	81%	(86)	106
PID: Rep (no lean)	26%	(38)	74%	(109)	146
PID/Gender: Dem Men	28%	(24)	72%	(62)	87
PID/Gender: Dem Women	28%	(23)	72%	(59)	82
PID/Gender: Ind Men	18%	(12)	82%	(54)	66
PID/Gender: Rep Men	28%	(21)	72%	(55)	76
PID/Gender: Rep Women	24%	(17)	76%	(54)	71
Ideo: Liberal (1-3)	29%	(38)	71%	(93)	132
Ideo: Moderate (4)	24%	(36)	76%	(116)	152
Ideo: Conservative (5-7)	24%	(29)	76%	(92)	121
Educ: < College	24%	(66)	76%	(214)	280
Educ: Bachelors degree	24%	(22)	76%	(70)	92
Educ: Post-grad	34%	(17)	66%	(33)	50
Income: Under 50k	23%	(54)	77%	(177)	231
Income: 50k-100k	27%	(35)	73%	(96)	131
Income: 100k+	26%	(16)	74%	(44)	59
Ethnicity: White	23%	(64)	77%	(216)	280
Ethnicity: Hispanic	26%	(29)	74%	(80)	109
Ethnicity: Black	30%	(25)	70%	(58)	83
Ethnicity: Other	28%	(16)	72%	(42)	59

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Table MCBR4_5NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
TikTok

Demographic	Selected		Not Selected		Total N
Adults	25%	(104)	75%	(317)	421
All Christian	26%	(52)	74%	(148)	200
Agnostic/Nothing in particular	22%	(24)	78%	(84)	108
Something Else	21%	(15)	79%	(56)	71
Evangelical	27%	(36)	73%	(99)	136
Non-Evangelical	23%	(29)	77%	(96)	125
Community: Urban	33%	(52)	67%	(105)	157
Community: Suburban	21%	(37)	79%	(137)	174
Community: Rural	18%	(16)	82%	(75)	91
Employ: Private Sector	27%	(53)	73%	(144)	197
Employ: Self-Employed	21%	(12)	79%	(45)	57
Military HH: No	25%	(96)	75%	(284)	380
RD/WT: Right Direction	31%	(51)	69%	(116)	167
RD/WT: Wrong Track	21%	(53)	79%	(201)	254
Biden Job Approve	27%	(55)	73%	(145)	200
Biden Job Disapprove	23%	(49)	77%	(166)	214
Biden Job Strongly Approve	32%	(34)	68%	(74)	108
Biden Job Somewhat Approve	22%	(20)	78%	(71)	92
Biden Job Somewhat Disapprove	26%	(17)	74%	(48)	65
Biden Job Strongly Disapprove	21%	(32)	79%	(117)	149
Favorable of Biden	27%	(51)	73%	(139)	190
Unfavorable of Biden	24%	(53)	76%	(169)	221
Very Favorable of Biden	28%	(32)	72%	(81)	113
Somewhat Favorable of Biden	24%	(19)	76%	(59)	78
Somewhat Unfavorable of Biden	23%	(14)	77%	(45)	58
Very Unfavorable of Biden	24%	(39)	76%	(124)	163
#1 Issue: Economy	24%	(45)	76%	(143)	188
2022 House Vote: Democrat	27%	(49)	73%	(134)	182
2022 House Vote: Republican	26%	(40)	74%	(114)	154
2022 House Vote: Didnt Vote	21%	(16)	79%	(60)	76

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Table MCBR4_5NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
TikTok

Demographic	Selected		Not Selected		Total N
Adults	25%	(104)	75%	(317)	421
2020 Vote: Joe Biden	27%	(49)	73%	(135)	184
2020 Vote: Donald Trump	26%	(39)	74%	(108)	147
2020 Vote: Didn't Vote	21%	(17)	79%	(65)	82
2018 House Vote: Democrat	26%	(40)	74%	(112)	152
2018 House Vote: Republican	26%	(34)	74%	(99)	133
2018 House Vote: Didnt Vote	23%	(30)	77%	(100)	130
4-Region: Northeast	25%	(22)	75%	(66)	89
4-Region: Midwest	21%	(16)	79%	(63)	79
4-Region: South	25%	(39)	75%	(119)	158
4-Region: West	28%	(27)	72%	(69)	96
Social Media User	25%	(104)	75%	(315)	420
Interested in Attending Event	26%	(90)	74%	(253)	344
Heard About Live Shopping	29%	(93)	71%	(232)	325
Have not Heard About Live Shopping	12%	(12)	88%	(85)	97
Participated in Event Within Year	25%	(104)	75%	(317)	421

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

Table MCBR4_6NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Reddit

Demographic	Selected		Not Selected		Total N
Adults	10%	(41)	90%	(380)	421
Gender: Male	14%	(33)	86%	(196)	228
Gender: Female	4%	(8)	96%	(184)	193
Age: 18-34	9%	(19)	91%	(188)	207
Age: 35-44	13%	(13)	87%	(82)	94
Age: 45-64	7%	(7)	93%	(87)	93
GenZers: 1997-2012	11%	(7)	89%	(56)	63
Millennials: 1981-1996	10%	(20)	90%	(188)	208
GenXers: 1965-1980	8%	(7)	92%	(85)	93
Baby Boomers: 1946-1964	12%	(6)	88%	(49)	55
PID: Dem (no lean)	11%	(18)	89%	(150)	168
PID: Ind (no lean)	10%	(11)	90%	(95)	106
PID: Rep (no lean)	8%	(12)	92%	(135)	146
PID/Gender: Dem Men	12%	(11)	88%	(76)	87
PID/Gender: Dem Women	9%	(8)	91%	(74)	82
PID/Gender: Ind Men	17%	(11)	83%	(55)	66
PID/Gender: Rep Men	14%	(11)	86%	(65)	76
PID/Gender: Rep Women	1%	(1)	99%	(70)	71
Ideo: Liberal (1-3)	11%	(14)	89%	(118)	132
Ideo: Moderate (4)	13%	(20)	87%	(132)	152
Ideo: Conservative (5-7)	5%	(6)	95%	(115)	121
Educ: < College	9%	(24)	91%	(256)	280
Educ: Bachelors degree	7%	(6)	93%	(86)	92
Educ: Post-grad	21%	(11)	79%	(39)	50
Income: Under 50k	6%	(14)	94%	(216)	231
Income: 50k-100k	12%	(16)	88%	(115)	131
Income: 100k+	18%	(10)	82%	(49)	59
Ethnicity: White	9%	(24)	91%	(256)	280
Ethnicity: Hispanic	15%	(17)	85%	(92)	109
Ethnicity: Black	9%	(7)	91%	(76)	83
Ethnicity: Other	17%	(10)	83%	(49)	59

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Table MCBR4_6NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Reddit

Demographic	Selected		Not Selected		Total N
Adults	10%	(41)	90%	(380)	421
All Christian	8%	(17)	92%	(183)	200
Agnostic/Nothing in particular	7%	(8)	93%	(100)	108
Something Else	8%	(6)	92%	(65)	71
Evangelical	10%	(14)	90%	(122)	136
Non-Evangelical	7%	(9)	93%	(117)	125
Community: Urban	13%	(21)	87%	(136)	157
Community: Suburban	9%	(15)	91%	(158)	174
Community: Rural	5%	(5)	95%	(86)	91
Employ: Private Sector	13%	(25)	87%	(172)	197
Employ: Self-Employed	12%	(7)	88%	(50)	57
Military HH: No	10%	(39)	90%	(342)	380
RD/WT: Right Direction	14%	(24)	86%	(144)	167
RD/WT: Wrong Track	7%	(17)	93%	(237)	254
Biden Job Approve	15%	(30)	85%	(170)	200
Biden Job Disapprove	5%	(11)	95%	(203)	214
Biden Job Strongly Approve	15%	(17)	85%	(91)	108
Biden Job Somewhat Approve	14%	(13)	86%	(79)	92
Biden Job Somewhat Disapprove	6%	(4)	94%	(62)	65
Biden Job Strongly Disapprove	5%	(8)	95%	(141)	149
Favorable of Biden	14%	(26)	86%	(164)	190
Unfavorable of Biden	6%	(13)	94%	(208)	221
Very Favorable of Biden	12%	(13)	88%	(100)	113
Somewhat Favorable of Biden	17%	(13)	83%	(65)	78
Somewhat Unfavorable of Biden	2%	(1)	98%	(57)	58
Very Unfavorable of Biden	7%	(12)	93%	(151)	163
#1 Issue: Economy	13%	(24)	87%	(163)	188
2022 House Vote: Democrat	13%	(24)	87%	(158)	182
2022 House Vote: Republican	7%	(10)	93%	(143)	154
2022 House Vote: Didnt Vote	9%	(7)	91%	(70)	76

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Table MCBR4_6NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Reddit

Demographic	Selected		Not Selected		Total N
Adults	10%	(41)	90%	(380)	421
2020 Vote: Joe Biden	10%	(19)	90%	(165)	184
2020 Vote: Donald Trump	8%	(12)	92%	(135)	147
2020 Vote: Didn't Vote	13%	(10)	87%	(72)	82
2018 House Vote: Democrat	9%	(14)	91%	(138)	152
2018 House Vote: Republican	8%	(10)	92%	(123)	133
2018 House Vote: Didn't Vote	13%	(16)	87%	(114)	130
4-Region: Northeast	5%	(4)	95%	(85)	89
4-Region: Midwest	8%	(6)	92%	(73)	79
4-Region: South	9%	(14)	91%	(144)	158
4-Region: West	18%	(17)	82%	(79)	96
Social Media User	10%	(41)	90%	(379)	420
Interested in Attending Event	11%	(37)	89%	(307)	344
Heard About Live Shopping	10%	(33)	90%	(291)	325
Have not Heard About Live Shopping	8%	(8)	92%	(89)	97
Participated in Event Within Year	10%	(41)	90%	(380)	421

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

Table MCBR4_7NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
YouTube

Demographic	Selected		Not Selected		Total N
Adults	42%	(177)	58%	(245)	421
Gender: Male	53%	(120)	47%	(108)	228
Gender: Female	29%	(56)	71%	(137)	193
Age: 18-34	49%	(102)	51%	(105)	207
Age: 35-44	35%	(33)	65%	(61)	94
Age: 45-64	36%	(33)	64%	(60)	93
GenZers: 1997-2012	43%	(27)	57%	(36)	63
Millennials: 1981-1996	47%	(98)	53%	(110)	208
GenXers: 1965-1980	38%	(35)	62%	(58)	93
Baby Boomers: 1946-1964	29%	(16)	71%	(39)	55
PID: Dem (no lean)	47%	(79)	53%	(89)	168
PID: Ind (no lean)	36%	(38)	64%	(68)	106
PID: Rep (no lean)	40%	(59)	60%	(87)	146
PID/Gender: Dem Men	64%	(56)	36%	(31)	87
PID/Gender: Dem Women	29%	(24)	71%	(58)	82
PID/Gender: Ind Men	36%	(24)	64%	(42)	66
PID/Gender: Rep Men	54%	(41)	46%	(35)	76
PID/Gender: Rep Women	26%	(18)	74%	(53)	71
Ideo: Liberal (1-3)	45%	(59)	55%	(73)	132
Ideo: Moderate (4)	39%	(59)	61%	(93)	152
Ideo: Conservative (5-7)	44%	(53)	56%	(68)	121
Educ: < College	40%	(113)	60%	(167)	280
Educ: Bachelors degree	43%	(39)	57%	(53)	92
Educ: Post-grad	49%	(25)	51%	(25)	50
Income: Under 50k	45%	(104)	55%	(127)	231
Income: 50k-100k	32%	(42)	68%	(89)	131
Income: 100k+	51%	(30)	49%	(29)	59
Ethnicity: White	37%	(105)	63%	(175)	280
Ethnicity: Hispanic	48%	(52)	52%	(56)	109
Ethnicity: Black	53%	(44)	47%	(39)	83
Ethnicity: Other	48%	(28)	52%	(31)	59

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Table MCBR4_7NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
YouTube

Demographic	Selected		Not Selected		Total N
Adults	42%	(177)	58%	(245)	421
All Christian	47%	(93)	53%	(107)	200
Agnostic/Nothing in particular	34%	(37)	66%	(72)	108
Something Else	40%	(28)	60%	(43)	71
Evangelical	51%	(69)	49%	(67)	136
Non-Evangelical	42%	(52)	58%	(73)	125
Community: Urban	56%	(87)	44%	(69)	157
Community: Suburban	34%	(59)	66%	(115)	174
Community: Rural	34%	(31)	66%	(60)	91
Employ: Private Sector	39%	(76)	61%	(121)	197
Employ: Self-Employed	53%	(30)	47%	(27)	57
Military HH: No	42%	(159)	58%	(221)	380
RD/WT: Right Direction	57%	(95)	43%	(72)	167
RD/WT: Wrong Track	32%	(81)	68%	(172)	254
Biden Job Approve	54%	(107)	46%	(92)	200
Biden Job Disapprove	31%	(67)	69%	(147)	214
Biden Job Strongly Approve	58%	(62)	42%	(46)	108
Biden Job Somewhat Approve	49%	(45)	51%	(47)	92
Biden Job Somewhat Disapprove	44%	(29)	56%	(36)	65
Biden Job Strongly Disapprove	26%	(38)	74%	(111)	149
Favorable of Biden	51%	(98)	49%	(92)	190
Unfavorable of Biden	33%	(73)	67%	(148)	221
Very Favorable of Biden	56%	(64)	44%	(49)	113
Somewhat Favorable of Biden	44%	(34)	56%	(43)	78
Somewhat Unfavorable of Biden	48%	(28)	52%	(31)	58
Very Unfavorable of Biden	28%	(45)	72%	(118)	163
#1 Issue: Economy	35%	(66)	65%	(122)	188
2022 House Vote: Democrat	45%	(82)	55%	(100)	182
2022 House Vote: Republican	42%	(64)	58%	(90)	154
2022 House Vote: Didnt Vote	39%	(30)	61%	(47)	76

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Table MCBR4_7NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
YouTube

Demographic	Selected		Not Selected		Total N
Adults	42%	(177)	58%	(245)	421
2020 Vote: Joe Biden	46%	(85)	54%	(99)	184
2020 Vote: Donald Trump	37%	(54)	63%	(93)	147
2020 Vote: Didn't Vote	44%	(36)	56%	(46)	82
2018 House Vote: Democrat	44%	(67)	56%	(85)	152
2018 House Vote: Republican	37%	(49)	63%	(84)	133
2018 House Vote: Didnt Vote	46%	(59)	54%	(71)	130
4-Region: Northeast	38%	(34)	62%	(55)	89
4-Region: Midwest	34%	(27)	66%	(52)	79
4-Region: South	38%	(61)	62%	(97)	158
4-Region: West	58%	(56)	42%	(40)	96
Social Media User	42%	(175)	58%	(245)	420
Interested in Attending Event	44%	(150)	56%	(194)	344
Heard About Live Shopping	45%	(146)	55%	(179)	325
Have not Heard About Live Shopping	32%	(31)	68%	(66)	97
Participated in Event Within Year	42%	(177)	58%	(245)	421

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

Table MCBR4_8NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
WhatsApp

Demographic	Selected		Not Selected		Total N
Adults	11%	(45)	89%	(376)	421
Gender: Male	14%	(31)	86%	(197)	228
Gender: Female	7%	(14)	93%	(179)	193
Age: 18-34	15%	(32)	85%	(176)	207
Age: 35-44	5%	(5)	95%	(89)	94
Age: 45-64	8%	(8)	92%	(86)	93
GenZers: 1997-2012	22%	(14)	78%	(49)	63
Millennials: 1981-1996	9%	(19)	91%	(189)	208
GenXers: 1965-1980	11%	(11)	89%	(82)	93
Baby Boomers: 1946-1964	2%	(1)	98%	(54)	55
PID: Dem (no lean)	12%	(20)	88%	(149)	168
PID: Ind (no lean)	10%	(10)	90%	(96)	106
PID: Rep (no lean)	10%	(15)	90%	(132)	146
PID/Gender: Dem Men	15%	(13)	85%	(73)	87
PID/Gender: Dem Women	8%	(6)	92%	(75)	82
PID/Gender: Ind Men	11%	(7)	89%	(59)	66
PID/Gender: Rep Men	14%	(10)	86%	(65)	76
PID/Gender: Rep Women	6%	(4)	94%	(66)	71
Ideo: Liberal (1-3)	21%	(27)	79%	(104)	132
Ideo: Moderate (4)	6%	(9)	94%	(143)	152
Ideo: Conservative (5-7)	7%	(8)	93%	(112)	121
Educ: < College	9%	(24)	91%	(256)	280
Educ: Bachelors degree	6%	(6)	94%	(86)	92
Educ: Post-grad	30%	(15)	70%	(35)	50
Income: Under 50k	8%	(19)	92%	(212)	231
Income: 50k-100k	10%	(14)	90%	(118)	131
Income: 100k+	21%	(12)	79%	(47)	59
Ethnicity: White	9%	(25)	91%	(255)	280
Ethnicity: Hispanic	18%	(20)	82%	(89)	109
Ethnicity: Black	17%	(14)	83%	(69)	83
Ethnicity: Other	10%	(6)	90%	(53)	59

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Table MCBR4_8NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
WhatsApp

Demographic	Selected		Not Selected		Total N
Adults	11%	(45)	89%	(376)	421
All Christian	10%	(19)	90%	(180)	200
Agnostic/Nothing in particular	8%	(9)	92%	(99)	108
Something Else	8%	(6)	92%	(65)	71
Evangelical	10%	(13)	90%	(123)	136
Non-Evangelical	8%	(10)	92%	(115)	125
Community: Urban	17%	(26)	83%	(130)	157
Community: Suburban	9%	(15)	91%	(159)	174
Community: Rural	4%	(4)	96%	(87)	91
Employ: Private Sector	13%	(26)	87%	(171)	197
Employ: Self-Employed	11%	(6)	89%	(51)	57
Military HH: No	10%	(40)	90%	(341)	380
RD/WT: Right Direction	15%	(26)	85%	(142)	167
RD/WT: Wrong Track	8%	(19)	92%	(235)	254
Biden Job Approve	14%	(28)	86%	(172)	200
Biden Job Disapprove	8%	(17)	92%	(197)	214
Biden Job Strongly Approve	16%	(17)	84%	(91)	108
Biden Job Somewhat Approve	12%	(11)	88%	(81)	92
Biden Job Somewhat Disapprove	5%	(3)	95%	(62)	65
Biden Job Strongly Disapprove	9%	(14)	91%	(136)	149
Favorable of Biden	14%	(27)	86%	(163)	190
Unfavorable of Biden	7%	(16)	93%	(205)	221
Very Favorable of Biden	16%	(18)	84%	(94)	113
Somewhat Favorable of Biden	11%	(9)	89%	(69)	78
Somewhat Unfavorable of Biden	8%	(5)	92%	(54)	58
Very Unfavorable of Biden	7%	(12)	93%	(151)	163
#1 Issue: Economy	7%	(14)	93%	(174)	188
2022 House Vote: Democrat	11%	(21)	89%	(161)	182
2022 House Vote: Republican	9%	(13)	91%	(140)	154
2022 House Vote: Didnt Vote	9%	(7)	91%	(69)	76

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Table MCBR4_8NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
WhatsApp

Demographic	Selected		Not Selected		Total N
Adults	11%	(45)	89%	(376)	421
2020 Vote: Joe Biden	11%	(20)	89%	(164)	184
2020 Vote: Donald Trump	11%	(17)	89%	(130)	147
2020 Vote: Didn't Vote	10%	(8)	90%	(74)	82
2018 House Vote: Democrat	10%	(15)	90%	(136)	152
2018 House Vote: Republican	13%	(17)	87%	(115)	133
2018 House Vote: Didn't Vote	9%	(11)	91%	(119)	130
4-Region: Northeast	10%	(9)	90%	(80)	89
4-Region: Midwest	6%	(5)	94%	(74)	79
4-Region: South	13%	(21)	87%	(137)	158
4-Region: West	11%	(10)	89%	(86)	96
Social Media User	11%	(45)	89%	(375)	420
Interested in Attending Event	10%	(35)	90%	(309)	344
Heard About Live Shopping	12%	(37)	88%	(287)	325
Have not Heard About Live Shopping	8%	(7)	92%	(89)	97
Participated in Event Within Year	11%	(45)	89%	(376)	421

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

Table MCBR4_9NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	3%	(13)	97%	(408)	421
Gender: Male	1%	(3)	99%	(225)	228
Gender: Female	5%	(10)	95%	(183)	193
Age: 18-34	2%	(5)	98%	(203)	207
Age: 35-44	2%	(2)	98%	(93)	94
Age: 45-64	5%	(5)	95%	(89)	93
GenZers: 1997-2012	7%	(4)	93%	(59)	63
Millennials: 1981-1996	1%	(2)	99%	(206)	208
GenXers: 1965-1980	3%	(3)	97%	(89)	93
Baby Boomers: 1946-1964	6%	(3)	94%	(52)	55
PID: Dem (no lean)	3%	(5)	97%	(163)	168
PID: Ind (no lean)	5%	(5)	95%	(101)	106
PID: Rep (no lean)	1%	(2)	99%	(144)	146
PID/Gender: Dem Men	3%	(2)	97%	(84)	87
PID/Gender: Dem Women	4%	(3)	96%	(79)	82
PID/Gender: Ind Men	1%	(1)	99%	(65)	66
PID/Gender: Rep Men	—	(0)	100%	(76)	76
PID/Gender: Rep Women	3%	(2)	97%	(69)	71
Ideo: Liberal (1-3)	3%	(4)	97%	(127)	132
Ideo: Moderate (4)	3%	(5)	97%	(147)	152
Ideo: Conservative (5-7)	2%	(2)	98%	(118)	121
Educ: < College	3%	(10)	97%	(270)	280
Educ: Bachelors degree	1%	(1)	99%	(91)	92
Educ: Post-grad	5%	(2)	95%	(47)	50
Income: Under 50k	4%	(9)	96%	(222)	231
Income: 50k-100k	3%	(4)	97%	(127)	131
Income: 100k+	—	(0)	100%	(59)	59
Ethnicity: White	3%	(10)	97%	(270)	280
Ethnicity: Hispanic	2%	(2)	98%	(107)	109
Ethnicity: Black	1%	(1)	99%	(82)	83
Ethnicity: Other	4%	(2)	96%	(56)	59

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Table MCBR4_9NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	3%	(13)	97%	(408)	421
All Christian	3%	(5)	97%	(195)	200
Agnostic/Nothing in particular	4%	(4)	96%	(104)	108
Something Else	3%	(2)	97%	(69)	71
Evangelical	3%	(4)	97%	(131)	136
Non-Evangelical	2%	(3)	98%	(123)	125
Community: Urban	1%	(1)	99%	(155)	157
Community: Suburban	5%	(8)	95%	(165)	174
Community: Rural	4%	(3)	96%	(87)	91
Employ: Private Sector	2%	(4)	98%	(193)	197
Employ: Self-Employed	—	(0)	100%	(57)	57
Military HH: No	3%	(12)	97%	(368)	380
RD/WT: Right Direction	1%	(2)	99%	(166)	167
RD/WT: Wrong Track	4%	(11)	96%	(243)	254
Biden Job Approve	2%	(5)	98%	(195)	200
Biden Job Disapprove	3%	(6)	97%	(208)	214
Biden Job Strongly Approve	3%	(3)	97%	(105)	108
Biden Job Somewhat Approve	2%	(2)	98%	(90)	92
Biden Job Somewhat Disapprove	4%	(2)	96%	(63)	65
Biden Job Strongly Disapprove	2%	(4)	98%	(146)	149
Favorable of Biden	3%	(5)	97%	(185)	190
Unfavorable of Biden	3%	(8)	97%	(214)	221
Very Favorable of Biden	2%	(3)	98%	(110)	113
Somewhat Favorable of Biden	3%	(3)	97%	(75)	78
Somewhat Unfavorable of Biden	7%	(4)	93%	(54)	58
Very Unfavorable of Biden	2%	(4)	98%	(159)	163
#1 Issue: Economy	1%	(3)	99%	(185)	188
2022 House Vote: Democrat	3%	(5)	97%	(177)	182
2022 House Vote: Republican	2%	(3)	98%	(151)	154
2022 House Vote: Didnt Vote	4%	(3)	96%	(73)	76

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Table MCBR4_9NET: Which social media platforms did you use to attend live shopping event(s) within the past year? Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	3%	(13)	97%	(408)	421
2020 Vote: Joe Biden	3%	(5)	97%	(178)	184
2020 Vote: Donald Trump	1%	(1)	99%	(146)	147
2020 Vote: Didn't Vote	6%	(5)	94%	(77)	82
2018 House Vote: Democrat	4%	(5)	96%	(146)	152
2018 House Vote: Republican	1%	(1)	99%	(131)	133
2018 House Vote: Didnt Vote	3%	(4)	97%	(126)	130
4-Region: Northeast	5%	(4)	95%	(84)	89
4-Region: Midwest	4%	(3)	96%	(76)	79
4-Region: South	2%	(4)	98%	(154)	158
4-Region: West	2%	(1)	98%	(94)	96
Social Media User	3%	(13)	97%	(407)	420
Interested in Attending Event	2%	(8)	98%	(335)	344
Heard About Live Shopping	2%	(8)	98%	(317)	325
Have not Heard About Live Shopping	5%	(5)	95%	(92)	97
Participated in Event Within Year	3%	(13)	97%	(408)	421

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

Table MCBR5: *And how satisfied or unsatisfied were you with your experience attending live shopping event(s) within the past year?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat unsatisfied		Very unsatisfied		Don't know / No opinion		Total N
Adults	47%	(197)	39%	(166)	6%	(26)	4%	(16)	4%	(17)	421
Gender: Male	53%	(122)	34%	(78)	5%	(11)	3%	(8)	4%	(9)	228
Gender: Female	39%	(75)	45%	(88)	7%	(14)	4%	(8)	4%	(7)	193
Age: 18-34	49%	(102)	36%	(74)	6%	(13)	5%	(10)	4%	(8)	207
Age: 35-44	44%	(42)	47%	(44)	4%	(3)	1%	(1)	4%	(4)	94
Age: 45-64	49%	(46)	33%	(31)	10%	(9)	4%	(4)	4%	(3)	93
GenZers: 1997-2012	53%	(33)	32%	(20)	7%	(4)	3%	(2)	5%	(3)	63
Millennials: 1981-1996	47%	(98)	40%	(83)	4%	(9)	5%	(9)	4%	(9)	208
GenXers: 1965-1980	52%	(48)	34%	(32)	7%	(6)	3%	(3)	4%	(3)	93
Baby Boomers: 1946-1964	28%	(16)	56%	(31)	11%	(6)	4%	(2)	2%	(1)	55
PID: Dem (no lean)	52%	(87)	37%	(63)	5%	(9)	3%	(5)	3%	(5)	168
PID: Ind (no lean)	35%	(37)	42%	(45)	8%	(8)	6%	(7)	9%	(10)	106
PID: Rep (no lean)	50%	(73)	40%	(59)	6%	(9)	3%	(5)	1%	(2)	146
PID/Gender: Dem Men	57%	(49)	34%	(29)	4%	(3)	3%	(3)	3%	(2)	87
PID/Gender: Dem Women	46%	(38)	41%	(33)	7%	(5)	3%	(2)	4%	(3)	82
PID/Gender: Ind Men	40%	(26)	36%	(23)	8%	(5)	8%	(5)	9%	(6)	66
PID/Gender: Rep Men	61%	(47)	34%	(25)	3%	(2)	—	(0)	2%	(2)	76
PID/Gender: Rep Women	37%	(26)	47%	(33)	9%	(6)	7%	(5)	—	(0)	71
Ideo: Liberal (1-3)	48%	(63)	39%	(51)	7%	(9)	5%	(6)	2%	(2)	132
Ideo: Moderate (4)	44%	(68)	42%	(63)	4%	(6)	4%	(5)	6%	(10)	152
Ideo: Conservative (5-7)	50%	(60)	38%	(46)	8%	(9)	3%	(4)	2%	(3)	121
Educ: < College	44%	(122)	41%	(115)	5%	(15)	5%	(13)	6%	(16)	280
Educ: Bachelors degree	46%	(42)	41%	(37)	8%	(8)	4%	(3)	1%	(1)	92
Educ: Post-grad	66%	(33)	28%	(14)	6%	(3)	—	(0)	—	(0)	50
Income: Under 50k	42%	(96)	44%	(101)	5%	(12)	5%	(12)	4%	(9)	231
Income: 50k-100k	50%	(66)	34%	(45)	8%	(10)	3%	(4)	5%	(7)	131
Income: 100k+	59%	(35)	32%	(19)	6%	(3)	1%	(1)	2%	(1)	59
Ethnicity: White	46%	(130)	41%	(115)	6%	(17)	3%	(9)	3%	(9)	280
Ethnicity: Hispanic	49%	(54)	41%	(45)	1%	(1)	3%	(3)	5%	(6)	109
Ethnicity: Black	56%	(47)	32%	(27)	6%	(5)	3%	(2)	3%	(3)	83
Ethnicity: Other	34%	(20)	41%	(24)	7%	(4)	9%	(5)	9%	(6)	59

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Table MCBR5: *And how satisfied or unsatisfied were you with your experience attending live shopping event(s) within the past year?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat unsatisfied		Very unsatisfied		Don't know / No opinion		Total N
Adults	47%	(197)	39%	(166)	6%	(26)	4%	(16)	4%	(17)	421
All Christian	50%	(100)	40%	(80)	5%	(10)	3%	(6)	2%	(4)	200
Agnostic/Nothing in particular	37%	(40)	39%	(42)	9%	(10)	6%	(7)	9%	(10)	108
Something Else	48%	(34)	42%	(30)	5%	(3)	3%	(2)	2%	(2)	71
Evangelical	57%	(77)	32%	(43)	4%	(6)	5%	(7)	2%	(2)	136
Non-Evangelical	42%	(52)	50%	(62)	5%	(7)	1%	(1)	3%	(4)	125
Community: Urban	55%	(86)	35%	(55)	4%	(7)	2%	(2)	5%	(7)	157
Community: Suburban	39%	(67)	47%	(82)	7%	(13)	3%	(5)	4%	(6)	174
Community: Rural	48%	(44)	32%	(29)	6%	(6)	10%	(9)	4%	(3)	91
Employ: Private Sector	52%	(103)	37%	(73)	5%	(9)	3%	(5)	4%	(7)	197
Employ: Self-Employed	53%	(31)	31%	(18)	4%	(2)	6%	(3)	6%	(3)	57
Military HH: No	47%	(180)	40%	(151)	6%	(22)	3%	(13)	4%	(15)	380
RD/WT: Right Direction	58%	(97)	34%	(57)	4%	(6)	1%	(2)	3%	(5)	167
RD/WT: Wrong Track	39%	(99)	43%	(109)	8%	(19)	6%	(14)	5%	(12)	254
Biden Job Approve	53%	(105)	38%	(76)	5%	(10)	1%	(3)	3%	(6)	200
Biden Job Disapprove	42%	(91)	41%	(88)	7%	(15)	6%	(13)	4%	(8)	214
Biden Job Strongly Approve	72%	(78)	23%	(25)	4%	(4)	—	(0)	1%	(1)	108
Biden Job Somewhat Approve	29%	(27)	55%	(51)	6%	(6)	3%	(3)	6%	(6)	92
Biden Job Somewhat Disapprove	38%	(25)	44%	(29)	5%	(3)	5%	(3)	9%	(6)	65
Biden Job Strongly Disapprove	45%	(67)	39%	(59)	8%	(11)	6%	(10)	2%	(3)	149
Favorable of Biden	56%	(106)	35%	(66)	5%	(10)	1%	(3)	3%	(6)	190
Unfavorable of Biden	39%	(87)	43%	(96)	7%	(16)	6%	(13)	4%	(10)	221
Very Favorable of Biden	67%	(75)	28%	(31)	3%	(4)	1%	(1)	1%	(1)	113
Somewhat Favorable of Biden	39%	(31)	45%	(35)	7%	(6)	2%	(2)	6%	(4)	78
Somewhat Unfavorable of Biden	40%	(23)	46%	(27)	6%	(3)	2%	(1)	6%	(4)	58
Very Unfavorable of Biden	39%	(64)	42%	(69)	8%	(13)	7%	(11)	4%	(6)	163
#1 Issue: Economy	45%	(85)	41%	(76)	6%	(11)	3%	(5)	5%	(10)	188
2022 House Vote: Democrat	49%	(90)	37%	(67)	4%	(8)	5%	(8)	5%	(9)	182
2022 House Vote: Republican	51%	(78)	39%	(60)	6%	(10)	3%	(5)	1%	(2)	154
2022 House Vote: Didn't Vote	35%	(26)	43%	(33)	10%	(7)	4%	(3)	9%	(7)	76

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Table MCBR5: *And how satisfied or unsatisfied were you with your experience attending live shopping event(s) within the past year?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat unsatisfied		Very unsatisfied		Don't know / No opinion		Total N
Adults	47%	(197)	39%	(166)	6%	(26)	4%	(16)	4%	(17)	421
2020 Vote: Joe Biden	52%	(95)	37%	(68)	4%	(8)	4%	(7)	3%	(6)	184
2020 Vote: Donald Trump	48%	(70)	40%	(59)	6%	(9)	4%	(6)	2%	(3)	147
2020 Vote: Didn't Vote	35%	(29)	41%	(34)	10%	(8)	4%	(3)	10%	(8)	82
2018 House Vote: Democrat	53%	(81)	36%	(54)	4%	(7)	4%	(6)	3%	(5)	152
2018 House Vote: Republican	48%	(64)	40%	(53)	7%	(9)	4%	(6)	1%	(2)	133
2018 House Vote: Didn't Vote	39%	(50)	43%	(55)	7%	(9)	4%	(5)	8%	(11)	130
4-Region: Northeast	41%	(37)	46%	(41)	7%	(6)	2%	(2)	4%	(3)	89
4-Region: Midwest	43%	(34)	48%	(38)	4%	(3)	2%	(1)	4%	(3)	79
4-Region: South	49%	(77)	36%	(57)	7%	(11)	5%	(8)	3%	(5)	158
4-Region: West	52%	(50)	32%	(30)	5%	(5)	6%	(5)	5%	(5)	96
Social Media User	47%	(197)	39%	(164)	6%	(26)	4%	(16)	4%	(17)	420
Interested in Attending Event	53%	(181)	37%	(127)	5%	(17)	2%	(8)	3%	(10)	344
Heard About Live Shopping	53%	(171)	37%	(119)	4%	(14)	3%	(9)	3%	(10)	325
Have not Heard About Live Shopping	26%	(25)	48%	(46)	11%	(11)	8%	(7)	7%	(6)	97
Participated in Event Within Year	47%	(197)	39%	(166)	6%	(26)	4%	(16)	4%	(17)	421

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

Table MCBR6_1: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Clothes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	21%	(456)	29%	(646)	12%	(276)	29%	(648)	9% (188)	2214
Gender: Male	19%	(201)	28%	(304)	13%	(143)	32%	(342)	7% (80)	1070
Gender: Female	22%	(255)	30%	(342)	12%	(133)	27%	(306)	9% (108)	1144
Age: 18-34	31%	(199)	32%	(206)	11%	(72)	16%	(106)	9% (60)	643
Age: 35-44	24%	(87)	35%	(128)	11%	(40)	21%	(76)	10% (36)	366
Age: 45-64	18%	(132)	30%	(217)	13%	(90)	31%	(220)	8% (56)	715
Age: 65+	8%	(38)	20%	(96)	15%	(74)	50%	(246)	7% (36)	490
GenZers: 1997-2012	34%	(57)	35%	(58)	10%	(17)	14%	(23)	6% (10)	164
Millennials: 1981-1996	27%	(200)	32%	(238)	11%	(79)	19%	(141)	10% (77)	734
GenXers: 1965-1980	23%	(126)	30%	(162)	14%	(74)	26%	(139)	7% (40)	540
Baby Boomers: 1946-1964	10%	(72)	25%	(178)	14%	(95)	42%	(297)	8% (57)	699
PID: Dem (no lean)	23%	(195)	28%	(237)	11%	(95)	31%	(258)	6% (53)	838
PID: Ind (no lean)	17%	(118)	29%	(199)	13%	(91)	28%	(192)	12% (84)	685
PID: Rep (no lean)	21%	(143)	30%	(209)	13%	(90)	29%	(197)	7% (51)	691
PID/Gender: Dem Men	20%	(72)	31%	(111)	12%	(44)	32%	(117)	5% (19)	364
PID/Gender: Dem Women	26%	(122)	27%	(126)	11%	(50)	30%	(141)	7% (34)	474
PID/Gender: Ind Men	16%	(56)	26%	(93)	13%	(48)	33%	(119)	11% (40)	355
PID/Gender: Ind Women	19%	(62)	32%	(107)	13%	(44)	22%	(74)	13% (44)	330
PID/Gender: Rep Men	21%	(72)	29%	(100)	15%	(51)	30%	(106)	6% (21)	350
PID/Gender: Rep Women	21%	(71)	32%	(109)	11%	(39)	27%	(91)	9% (30)	340
Ideo: Liberal (1-3)	20%	(134)	27%	(177)	13%	(88)	34%	(229)	6% (38)	666
Ideo: Moderate (4)	22%	(154)	34%	(232)	10%	(71)	25%	(173)	9% (61)	691
Ideo: Conservative (5-7)	20%	(141)	28%	(198)	15%	(105)	31%	(220)	6% (44)	708
Educ: < College	23%	(326)	31%	(442)	11%	(164)	26%	(369)	10% (138)	1440
Educ: Bachelors degree	16%	(80)	26%	(130)	16%	(79)	35%	(172)	6% (30)	492
Educ: Post-grad	18%	(50)	26%	(74)	12%	(33)	38%	(106)	7% (20)	283

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Table MCBR6_1: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Clothes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	21%	(456)	29%	(646)	12%	(276)	29%	(648)	9% (188)	2214
Income: Under 50k	22%	(268)	29%	(359)	12%	(150)	26%	(319)	10% (121)	1217
Income: 50k-100k	18%	(128)	30%	(211)	11%	(79)	33%	(228)	7% (49)	696
Income: 100k+	20%	(59)	25%	(76)	15%	(46)	34%	(101)	6% (18)	301
Ethnicity: White	18%	(311)	29%	(490)	14%	(235)	32%	(544)	8% (134)	1714
Ethnicity: Hispanic	32%	(120)	29%	(108)	9%	(34)	19%	(70)	11% (42)	374
Ethnicity: Black	32%	(91)	30%	(85)	8%	(23)	21%	(59)	9% (25)	283
Ethnicity: Other	25%	(54)	32%	(70)	8%	(18)	21%	(46)	14% (30)	217
All Christian	19%	(199)	29%	(298)	13%	(134)	31%	(322)	7% (74)	1027
All Non-Christian	18%	(22)	27%	(31)	8%	(10)	35%	(41)	11% (14)	118
Atheist	16%	(16)	19%	(19)	14%	(14)	45%	(45)	6% (6)	99
Agnostic/Nothing in particular	19%	(117)	30%	(184)	13%	(81)	27%	(169)	11% (67)	618
Something Else	29%	(103)	32%	(114)	10%	(37)	20%	(70)	8% (29)	352
Religious Non-Protestant/Catholic	20%	(28)	26%	(36)	9%	(12)	35%	(49)	11% (15)	141
Evangelical	29%	(161)	27%	(150)	13%	(72)	24%	(137)	8% (43)	562
Non-Evangelical	16%	(127)	33%	(256)	12%	(93)	31%	(243)	7% (56)	776
Community: Urban	27%	(161)	26%	(154)	11%	(64)	27%	(163)	10% (59)	600
Community: Suburban	17%	(180)	32%	(340)	13%	(135)	30%	(322)	8% (81)	1058
Community: Rural	21%	(115)	27%	(152)	14%	(77)	29%	(164)	9% (49)	556
Employ: Private Sector	24%	(185)	31%	(243)	13%	(104)	25%	(191)	7% (55)	778
Employ: Government	33%	(45)	27%	(37)	9%	(12)	20%	(27)	11% (15)	136
Employ: Self-Employed	24%	(46)	34%	(65)	10%	(20)	23%	(45)	9% (18)	193
Employ: Homemaker	24%	(41)	31%	(52)	11%	(18)	27%	(46)	7% (12)	170
Employ: Retired	9%	(48)	23%	(122)	16%	(84)	45%	(241)	7% (40)	535
Employ: Unemployed	18%	(46)	31%	(79)	11%	(28)	27%	(69)	11% (29)	250
Employ: Other	28%	(31)	31%	(34)	7%	(7)	21%	(23)	13% (15)	111
Military HH: Yes	17%	(46)	24%	(65)	16%	(43)	36%	(97)	6% (15)	267
Military HH: No	21%	(409)	30%	(581)	12%	(233)	28%	(551)	9% (173)	1947

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Table MCBR6_1: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Clothes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	21%	(456)	29%	(646)	12%	(276)	29%	(648)	9% (188)	2214
RD/WT: Right Direction	25%	(177)	30%	(213)	11%	(77)	26%	(186)	7% (52)	704
RD/WT: Wrong Track	18%	(279)	29%	(433)	13%	(199)	31%	(462)	9% (136)	1510
Biden Job Approve	22%	(211)	30%	(283)	12%	(110)	30%	(283)	7% (70)	957
Biden Job Disapprove	20%	(232)	29%	(336)	14%	(163)	30%	(350)	7% (79)	1160
Biden Job Strongly Approve	28%	(122)	26%	(113)	9%	(40)	30%	(130)	6% (27)	432
Biden Job Somewhat Approve	17%	(89)	32%	(170)	13%	(70)	29%	(153)	8% (44)	525
Biden Job Somewhat Disapprove	19%	(63)	31%	(101)	16%	(52)	27%	(87)	6% (20)	323
Biden Job Strongly Disapprove	20%	(169)	28%	(234)	13%	(111)	31%	(263)	7% (59)	837
Favorable of Biden	22%	(210)	29%	(282)	12%	(117)	30%	(292)	7% (69)	971
Unfavorable of Biden	20%	(226)	30%	(336)	14%	(156)	30%	(337)	7% (80)	1136
Very Favorable of Biden	28%	(129)	26%	(120)	9%	(44)	32%	(147)	6% (26)	466
Somewhat Favorable of Biden	16%	(81)	32%	(163)	14%	(73)	29%	(145)	8% (43)	505
Somewhat Unfavorable of Biden	20%	(56)	33%	(91)	17%	(46)	23%	(63)	6% (17)	272
Very Unfavorable of Biden	20%	(170)	28%	(245)	13%	(109)	32%	(274)	7% (64)	863
#1 Issue: Economy	21%	(203)	31%	(297)	13%	(129)	27%	(266)	8% (76)	971
#1 Issue: Security	18%	(39)	31%	(68)	10%	(22)	33%	(71)	9% (19)	219
#1 Issue: Health Care	28%	(49)	24%	(41)	14%	(25)	25%	(44)	9% (17)	175
#1 Issue: Medicare / Social Security	14%	(35)	25%	(62)	14%	(36)	41%	(104)	6% (15)	251
#1 Issue: Women's Issues	26%	(67)	31%	(79)	11%	(27)	23%	(59)	10% (26)	258
#1 Issue: Education	21%	(16)	38%	(28)	13%	(9)	15%	(11)	13% (10)	74
#1 Issue: Energy	25%	(36)	29%	(41)	10%	(13)	30%	(42)	6% (8)	141
#1 Issue: Other	10%	(12)	24%	(30)	12%	(15)	41%	(52)	14% (17)	126
2022 House Vote: Democrat	22%	(194)	28%	(255)	11%	(99)	32%	(291)	7% (59)	898
2022 House Vote: Republican	21%	(148)	29%	(206)	14%	(102)	30%	(214)	6% (44)	714
2022 House Vote: Someone else	14%	(8)	19%	(11)	16%	(9)	32%	(18)	20% (12)	57
2022 House Vote: Didnt Vote	20%	(106)	32%	(174)	12%	(65)	23%	(125)	14% (74)	545

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Table MCBR6_1: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Clothes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	21%	(456)	29%	(646)	12%	(276)	29%	(648)	9% (188)	2214
2020 Vote: Joe Biden	22%	(203)	28%	(262)	12%	(115)	31%	(292)	7% (66)	938
2020 Vote: Donald Trump	18%	(142)	30%	(232)	15%	(115)	29%	(226)	7% (57)	771
2020 Vote: Other	21%	(14)	21%	(14)	14%	(9)	28%	(19)	16% (11)	66
2020 Vote: Didn't Vote	22%	(97)	31%	(138)	8%	(37)	25%	(111)	13% (55)	438
2018 House Vote: Democrat	22%	(170)	26%	(200)	13%	(99)	33%	(256)	6% (50)	775
2018 House Vote: Republican	18%	(114)	30%	(192)	14%	(90)	31%	(198)	7% (46)	640
2018 House Vote: Someone else	24%	(15)	25%	(16)	12%	(7)	21%	(13)	18% (11)	62
2018 House Vote: Didnt Vote	21%	(157)	32%	(238)	11%	(80)	25%	(181)	11% (81)	737
4-Region: Northeast	20%	(77)	29%	(112)	12%	(45)	32%	(123)	7% (26)	383
4-Region: Midwest	19%	(85)	28%	(130)	14%	(63)	32%	(146)	7% (33)	457
4-Region: South	21%	(178)	31%	(259)	13%	(108)	26%	(221)	9% (80)	846
4-Region: West	22%	(116)	28%	(146)	11%	(59)	30%	(158)	9% (49)	527
Social Media User	21%	(456)	30%	(639)	12%	(265)	28%	(597)	8% (181)	2137
Interested in Attending Event	38%	(369)	39%	(386)	11%	(109)	8%	(79)	4% (38)	980
Heard About Live Shopping	40%	(273)	34%	(235)	9%	(64)	13%	(88)	4% (29)	688
Have not Heard About Live Shopping	12%	(183)	27%	(411)	14%	(212)	37%	(560)	10% (159)	1526
Participated in Event Within Year	49%	(207)	33%	(140)	9%	(37)	6%	(25)	3% (13)	421

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

Table MCBR6_2: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Shoes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(416)	26%	(585)	13%	(289)	33%	(734)	9%	(190)	2214
Gender: Male	19%	(205)	26%	(281)	13%	(139)	34%	(364)	8%	(81)	1070
Gender: Female	18%	(211)	27%	(304)	13%	(150)	32%	(371)	10%	(109)	1144
Age: 18-34	27%	(176)	32%	(204)	12%	(79)	19%	(125)	9%	(60)	643
Age: 35-44	22%	(82)	31%	(114)	13%	(47)	23%	(84)	10%	(38)	366
Age: 45-64	17%	(123)	28%	(197)	13%	(90)	34%	(243)	9%	(62)	715
Age: 65+	7%	(35)	14%	(71)	15%	(73)	58%	(282)	6%	(30)	490
GenZers: 1997-2012	30%	(50)	36%	(59)	11%	(19)	16%	(26)	7%	(11)	164
Millennials: 1981-1996	24%	(178)	31%	(224)	12%	(90)	22%	(163)	11%	(79)	734
GenXers: 1965-1980	23%	(125)	26%	(141)	13%	(69)	30%	(160)	9%	(46)	540
Baby Boomers: 1946-1964	9%	(63)	22%	(152)	14%	(101)	48%	(334)	7%	(49)	699
PID: Dem (no lean)	21%	(179)	26%	(217)	12%	(104)	34%	(282)	7%	(56)	838
PID: Ind (no lean)	17%	(117)	25%	(172)	14%	(93)	33%	(226)	11%	(79)	685
PID: Rep (no lean)	17%	(120)	29%	(197)	13%	(92)	33%	(227)	8%	(55)	691
PID/Gender: Dem Men	19%	(69)	30%	(109)	12%	(44)	33%	(121)	6%	(21)	364
PID/Gender: Dem Women	23%	(111)	23%	(107)	13%	(60)	34%	(161)	7%	(35)	474
PID/Gender: Ind Men	20%	(70)	21%	(74)	14%	(49)	36%	(127)	10%	(35)	355
PID/Gender: Ind Women	14%	(46)	30%	(98)	13%	(43)	30%	(99)	13%	(44)	330
PID/Gender: Rep Men	19%	(66)	28%	(98)	13%	(45)	33%	(116)	7%	(25)	350
PID/Gender: Rep Women	16%	(54)	29%	(99)	14%	(46)	33%	(111)	9%	(30)	340
Ideo: Liberal (1-3)	19%	(127)	24%	(159)	14%	(90)	38%	(251)	6%	(39)	666
Ideo: Moderate (4)	22%	(155)	29%	(201)	12%	(82)	28%	(192)	9%	(62)	691
Ideo: Conservative (5-7)	16%	(115)	26%	(183)	14%	(100)	37%	(264)	6%	(46)	708
Educ: < College	21%	(306)	27%	(393)	12%	(179)	30%	(426)	9%	(136)	1440
Educ: Bachelors degree	15%	(72)	26%	(127)	14%	(67)	40%	(194)	7%	(32)	492
Educ: Post-grad	14%	(39)	23%	(66)	15%	(43)	40%	(114)	8%	(22)	283

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Table MCBR6_2: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Shoes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	19%	(416)	26%	(585)	13%	(289)	33%	(734)	9% (190)	2214
Income: Under 50k	20%	(246)	26%	(318)	13%	(156)	31%	(372)	10% (124)	1217
Income: 50k-100k	18%	(125)	27%	(187)	13%	(89)	36%	(247)	7% (48)	696
Income: 100k+	15%	(45)	27%	(80)	14%	(43)	38%	(115)	6% (17)	301
Ethnicity: White	16%	(271)	25%	(437)	14%	(238)	37%	(631)	8% (137)	1714
Ethnicity: Hispanic	30%	(111)	31%	(117)	8%	(30)	21%	(80)	10% (37)	374
Ethnicity: Black	32%	(91)	30%	(84)	11%	(32)	19%	(53)	8% (23)	283
Ethnicity: Other	25%	(54)	30%	(64)	9%	(19)	23%	(50)	14% (30)	217
All Christian	18%	(189)	25%	(262)	14%	(142)	35%	(362)	7% (72)	1027
All Non-Christian	15%	(18)	27%	(32)	9%	(10)	41%	(48)	8% (9)	118
Atheist	12%	(12)	15%	(14)	20%	(20)	47%	(46)	7% (7)	99
Agnostic/Nothing in particular	19%	(119)	26%	(163)	12%	(72)	32%	(198)	11% (66)	618
Something Else	22%	(79)	32%	(114)	13%	(45)	23%	(79)	10% (36)	352
Religious Non-Protestant/Catholic	15%	(22)	28%	(39)	9%	(13)	41%	(57)	7% (9)	141
Evangelical	24%	(134)	26%	(148)	13%	(74)	28%	(159)	8% (47)	562
Non-Evangelical	16%	(125)	28%	(215)	14%	(107)	35%	(270)	8% (59)	776
Community: Urban	28%	(166)	26%	(154)	10%	(58)	28%	(169)	9% (53)	600
Community: Suburban	14%	(153)	28%	(295)	15%	(155)	35%	(370)	8% (85)	1058
Community: Rural	18%	(98)	24%	(136)	14%	(75)	35%	(195)	9% (52)	556
Employ: Private Sector	24%	(184)	28%	(216)	13%	(102)	28%	(220)	7% (55)	778
Employ: Government	27%	(37)	28%	(38)	9%	(12)	22%	(29)	15% (20)	136
Employ: Self-Employed	23%	(45)	31%	(60)	13%	(26)	24%	(45)	9% (17)	193
Employ: Homemaker	19%	(32)	26%	(45)	16%	(26)	33%	(56)	6% (11)	170
Employ: Retired	8%	(42)	19%	(104)	15%	(82)	50%	(269)	7% (38)	535
Employ: Unemployed	17%	(42)	29%	(72)	11%	(26)	33%	(83)	11% (28)	250
Employ: Other	21%	(23)	32%	(36)	11%	(12)	22%	(24)	15% (16)	111
Military HH: Yes	13%	(36)	27%	(72)	14%	(38)	40%	(106)	6% (15)	267
Military HH: No	20%	(381)	26%	(514)	13%	(250)	32%	(628)	9% (174)	1947

Continued on next page

Table MCBR6_2: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Shoes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	19%	(416)	26%	(585)	13%	(289)	33%	(734)	9% (190)	2214
RD/WT: Right Direction	24%	(169)	28%	(194)	11%	(80)	29%	(206)	8% (56)	704
RD/WT: Wrong Track	16%	(248)	26%	(391)	14%	(209)	35%	(528)	9% (133)	1510
Biden Job Approve	21%	(203)	26%	(248)	13%	(122)	33%	(312)	8% (73)	957
Biden Job Disapprove	17%	(201)	26%	(307)	14%	(164)	35%	(405)	7% (82)	1160
Biden Job Strongly Approve	26%	(114)	25%	(106)	10%	(43)	33%	(141)	6% (28)	432
Biden Job Somewhat Approve	17%	(89)	27%	(141)	15%	(79)	33%	(171)	9% (45)	525
Biden Job Somewhat Disapprove	17%	(55)	29%	(92)	17%	(55)	31%	(99)	7% (22)	323
Biden Job Strongly Disapprove	17%	(146)	26%	(215)	13%	(109)	37%	(306)	7% (60)	837
Favorable of Biden	21%	(201)	26%	(252)	13%	(122)	33%	(323)	7% (73)	971
Unfavorable of Biden	17%	(198)	27%	(305)	14%	(160)	35%	(392)	7% (81)	1136
Very Favorable of Biden	25%	(119)	24%	(111)	10%	(47)	35%	(161)	6% (28)	466
Somewhat Favorable of Biden	16%	(82)	28%	(141)	15%	(75)	32%	(162)	9% (45)	505
Somewhat Unfavorable of Biden	17%	(47)	29%	(79)	17%	(47)	30%	(82)	6% (16)	272
Very Unfavorable of Biden	17%	(150)	26%	(226)	13%	(113)	36%	(310)	8% (65)	863
#1 Issue: Economy	20%	(197)	29%	(282)	12%	(119)	31%	(298)	8% (74)	971
#1 Issue: Security	11%	(24)	31%	(67)	14%	(31)	36%	(79)	8% (18)	219
#1 Issue: Health Care	24%	(42)	24%	(42)	12%	(21)	31%	(54)	9% (16)	175
#1 Issue: Medicare / Social Security	14%	(36)	19%	(48)	14%	(34)	46%	(116)	7% (17)	251
#1 Issue: Women's Issues	23%	(59)	24%	(63)	13%	(33)	29%	(74)	12% (30)	258
#1 Issue: Education	23%	(17)	29%	(21)	17%	(13)	19%	(14)	12% (9)	74
#1 Issue: Energy	23%	(33)	21%	(30)	16%	(22)	32%	(45)	7% (10)	141
#1 Issue: Other	8%	(10)	25%	(31)	12%	(15)	43%	(55)	12% (15)	126
2022 House Vote: Democrat	21%	(184)	25%	(226)	12%	(112)	36%	(322)	6% (55)	898
2022 House Vote: Republican	18%	(126)	27%	(192)	14%	(99)	35%	(249)	7% (47)	714
2022 House Vote: Someone else	18%	(10)	18%	(10)	13%	(7)	28%	(16)	23% (13)	57
2022 House Vote: Didnt Vote	18%	(96)	29%	(157)	13%	(70)	27%	(148)	14% (75)	545

Continued on next page

Table MCBR6_2: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Shoes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(416)	26%	(585)	13%	(289)	33%	(734)	9%	(190)	2214
2020 Vote: Joe Biden	20%	(187)	25%	(233)	13%	(123)	35%	(328)	7%	(67)	938
2020 Vote: Donald Trump	17%	(127)	27%	(205)	14%	(112)	35%	(270)	7%	(58)	771
2020 Vote: Other	6%	(4)	37%	(24)	16%	(11)	25%	(16)	17%	(11)	66
2020 Vote: Didn't Vote	22%	(98)	28%	(123)	10%	(44)	27%	(120)	12%	(53)	438
2018 House Vote: Democrat	20%	(157)	23%	(181)	14%	(105)	36%	(282)	6%	(50)	775
2018 House Vote: Republican	17%	(107)	26%	(166)	13%	(84)	37%	(236)	7%	(46)	640
2018 House Vote: Someone else	13%	(8)	32%	(20)	17%	(11)	17%	(10)	21%	(13)	62
2018 House Vote: Didnt Vote	20%	(144)	30%	(218)	12%	(89)	28%	(205)	11%	(80)	737
4-Region: Northeast	18%	(69)	26%	(100)	12%	(46)	36%	(138)	8%	(29)	383
4-Region: Midwest	17%	(78)	23%	(104)	17%	(76)	35%	(161)	8%	(38)	457
4-Region: South	19%	(164)	28%	(239)	13%	(109)	30%	(256)	9%	(79)	846
4-Region: West	20%	(105)	27%	(143)	11%	(58)	34%	(179)	8%	(43)	527
Social Media User	19%	(415)	27%	(578)	13%	(281)	32%	(678)	9%	(186)	2137
Interested in Attending Event	33%	(325)	38%	(371)	14%	(134)	12%	(115)	4%	(34)	980
Heard About Live Shopping	38%	(260)	30%	(210)	10%	(72)	16%	(111)	5%	(36)	688
Have not Heard About Live Shopping	10%	(156)	25%	(375)	14%	(217)	41%	(624)	10%	(154)	1526
Participated in Event Within Year	46%	(192)	32%	(136)	12%	(51)	8%	(32)	2%	(10)	421

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

Table MCBR6_3: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Fashion accessories, such as watches and jewelry

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	23%	(508)	17%	(368)	37%	(824)	9%	(191)	2214
Gender: Male	12%	(127)	20%	(214)	18%	(190)	43%	(457)	8%	(81)	1070
Gender: Female	17%	(196)	26%	(294)	16%	(178)	32%	(366)	10%	(110)	1144
Age: 18-34	22%	(139)	26%	(167)	20%	(129)	23%	(148)	9%	(61)	643
Age: 35-44	20%	(75)	27%	(99)	16%	(57)	27%	(99)	10%	(36)	366
Age: 45-64	12%	(83)	23%	(164)	16%	(114)	41%	(291)	9%	(63)	715
Age: 65+	6%	(27)	16%	(77)	14%	(68)	58%	(286)	6%	(31)	490
GenZers: 1997-2012	31%	(50)	26%	(42)	19%	(32)	18%	(30)	6%	(10)	164
Millennials: 1981-1996	19%	(140)	27%	(196)	18%	(133)	26%	(187)	11%	(77)	734
GenXers: 1965-1980	17%	(90)	23%	(123)	16%	(88)	35%	(192)	9%	(47)	540
Baby Boomers: 1946-1964	6%	(43)	19%	(133)	16%	(111)	51%	(357)	8%	(54)	699
PID: Dem (no lean)	17%	(145)	24%	(198)	15%	(127)	37%	(308)	7%	(61)	838
PID: Ind (no lean)	12%	(84)	21%	(141)	18%	(125)	38%	(261)	11%	(74)	685
PID: Rep (no lean)	14%	(95)	24%	(169)	17%	(116)	37%	(255)	8%	(56)	691
PID/Gender: Dem Men	14%	(49)	25%	(92)	14%	(52)	41%	(149)	6%	(22)	364
PID/Gender: Dem Women	20%	(95)	22%	(106)	16%	(75)	33%	(159)	8%	(39)	474
PID/Gender: Ind Men	10%	(35)	14%	(48)	21%	(75)	46%	(164)	9%	(33)	355
PID/Gender: Ind Women	15%	(49)	28%	(93)	15%	(50)	30%	(98)	12%	(41)	330
PID/Gender: Rep Men	12%	(43)	21%	(73)	18%	(63)	41%	(145)	7%	(26)	350
PID/Gender: Rep Women	15%	(51)	28%	(95)	16%	(53)	32%	(110)	9%	(31)	340
Ideo: Liberal (1-3)	16%	(107)	21%	(137)	16%	(109)	41%	(275)	6%	(37)	666
Ideo: Moderate (4)	16%	(109)	27%	(186)	17%	(115)	32%	(220)	9%	(62)	691
Ideo: Conservative (5-7)	12%	(86)	21%	(152)	18%	(127)	41%	(291)	7%	(52)	708
Educ: < College	17%	(241)	24%	(350)	17%	(246)	32%	(464)	10%	(139)	1440
Educ: Bachelors degree	10%	(51)	20%	(99)	17%	(84)	46%	(226)	6%	(31)	492
Educ: Post-grad	11%	(31)	21%	(59)	13%	(37)	47%	(133)	8%	(22)	283

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Table MCBR6_3: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Fashion accessories, such as watches and jewelry

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	23%	(508)	17%	(368)	37%	(824)	9%	(191)	2214
Income: Under 50k	16%	(190)	23%	(274)	17%	(212)	34%	(416)	10%	(125)	1217
Income: 50k-100k	12%	(87)	25%	(172)	16%	(109)	40%	(281)	7%	(48)	696
Income: 100k+	15%	(46)	20%	(61)	16%	(48)	42%	(126)	6%	(19)	301
Ethnicity: White	12%	(202)	21%	(367)	18%	(301)	41%	(711)	8%	(134)	1714
Ethnicity: Hispanic	21%	(77)	25%	(93)	18%	(67)	25%	(95)	11%	(43)	374
Ethnicity: Black	26%	(73)	29%	(81)	15%	(42)	22%	(62)	9%	(26)	283
Ethnicity: Other	22%	(49)	28%	(60)	12%	(25)	23%	(51)	15%	(32)	217
All Christian	14%	(146)	24%	(248)	16%	(164)	38%	(394)	7%	(76)	1027
All Non-Christian	15%	(17)	21%	(25)	14%	(16)	44%	(51)	7%	(9)	118
Atheist	7%	(7)	12%	(12)	17%	(17)	57%	(56)	7%	(7)	99
Agnostic/Nothing in particular	13%	(81)	21%	(132)	17%	(108)	38%	(234)	10%	(64)	618
Something Else	20%	(72)	26%	(92)	18%	(64)	25%	(88)	10%	(36)	352
Religious Non-Protestant/Catholic	14%	(20)	20%	(28)	15%	(22)	44%	(62)	6%	(9)	141
Evangelical	20%	(115)	24%	(136)	16%	(92)	30%	(170)	9%	(49)	562
Non-Evangelical	12%	(92)	25%	(196)	16%	(127)	38%	(299)	8%	(62)	776
Community: Urban	20%	(122)	22%	(131)	16%	(94)	33%	(196)	9%	(56)	600
Community: Suburban	13%	(133)	24%	(249)	17%	(175)	39%	(416)	8%	(84)	1058
Community: Rural	12%	(67)	23%	(128)	18%	(99)	38%	(211)	9%	(51)	556
Employ: Private Sector	16%	(122)	26%	(199)	18%	(137)	34%	(261)	8%	(59)	778
Employ: Government	25%	(34)	23%	(32)	14%	(19)	27%	(37)	10%	(14)	136
Employ: Self-Employed	23%	(44)	23%	(45)	18%	(35)	27%	(51)	9%	(18)	193
Employ: Homemaker	22%	(37)	23%	(39)	15%	(26)	34%	(57)	6%	(11)	170
Employ: Retired	5%	(26)	18%	(97)	14%	(76)	55%	(295)	8%	(40)	535
Employ: Unemployed	13%	(33)	22%	(56)	17%	(44)	36%	(90)	11%	(28)	250
Employ: Other	18%	(20)	26%	(28)	20%	(22)	22%	(24)	15%	(16)	111
Military HH: Yes	10%	(27)	22%	(59)	17%	(44)	45%	(119)	7%	(18)	267
Military HH: No	15%	(296)	23%	(449)	17%	(324)	36%	(705)	9%	(173)	1947

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Table MCBR6_3: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Fashion accessories, such as watches and jewelry

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	15%	(323)	23%	(508)	17%	(368)	37%	(824)	9% (191)	2214
RD/WT: Right Direction	17%	(118)	25%	(178)	16%	(112)	34%	(239)	8% (57)	704
RD/WT: Wrong Track	14%	(205)	22%	(330)	17%	(256)	39%	(584)	9% (135)	1510
Biden Job Approve	17%	(161)	24%	(228)	15%	(146)	37%	(355)	7% (68)	957
Biden Job Disapprove	13%	(152)	23%	(263)	19%	(215)	38%	(446)	7% (85)	1160
Biden Job Strongly Approve	20%	(87)	22%	(95)	14%	(61)	37%	(160)	7% (29)	432
Biden Job Somewhat Approve	14%	(74)	25%	(133)	16%	(85)	37%	(195)	7% (39)	525
Biden Job Somewhat Disapprove	13%	(42)	27%	(88)	20%	(66)	32%	(105)	7% (22)	323
Biden Job Strongly Disapprove	13%	(109)	21%	(175)	18%	(149)	41%	(341)	7% (63)	837
Favorable of Biden	17%	(164)	23%	(225)	15%	(143)	38%	(367)	7% (71)	971
Unfavorable of Biden	13%	(144)	24%	(269)	19%	(215)	38%	(428)	7% (81)	1136
Very Favorable of Biden	20%	(96)	23%	(105)	12%	(56)	39%	(182)	6% (28)	466
Somewhat Favorable of Biden	14%	(69)	24%	(120)	17%	(87)	37%	(185)	9% (43)	505
Somewhat Unfavorable of Biden	12%	(32)	30%	(81)	24%	(64)	28%	(78)	7% (18)	272
Very Unfavorable of Biden	13%	(112)	22%	(188)	17%	(151)	41%	(350)	7% (63)	863
#1 Issue: Economy	14%	(136)	25%	(244)	17%	(169)	35%	(344)	8% (78)	971
#1 Issue: Security	10%	(22)	25%	(56)	17%	(36)	39%	(86)	9% (19)	219
#1 Issue: Health Care	16%	(29)	23%	(41)	16%	(28)	34%	(60)	10% (17)	175
#1 Issue: Medicare / Social Security	12%	(30)	19%	(47)	14%	(36)	48%	(122)	6% (16)	251
#1 Issue: Women's Issues	21%	(54)	24%	(61)	16%	(40)	29%	(74)	11% (28)	258
#1 Issue: Education	26%	(19)	23%	(17)	14%	(10)	24%	(18)	13% (10)	74
#1 Issue: Energy	17%	(24)	17%	(23)	19%	(26)	39%	(54)	9% (12)	141
#1 Issue: Other	7%	(9)	14%	(18)	17%	(21)	52%	(66)	10% (12)	126
2022 House Vote: Democrat	17%	(150)	23%	(204)	15%	(133)	39%	(352)	7% (59)	898
2022 House Vote: Republican	13%	(91)	23%	(161)	19%	(133)	39%	(279)	7% (49)	714
2022 House Vote: Someone else	11%	(6)	15%	(9)	14%	(8)	42%	(24)	19% (11)	57
2022 House Vote: Didnt Vote	14%	(77)	25%	(134)	17%	(93)	31%	(169)	13% (72)	545

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Table MCBR6_3: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Fashion accessories, such as watches and jewelry

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	23%	(508)	17%	(368)	37%	(824)	9%	(191)	2214
2020 Vote: Joe Biden	16%	(153)	23%	(212)	15%	(143)	39%	(361)	7%	(68)	938
2020 Vote: Donald Trump	13%	(97)	23%	(177)	18%	(136)	39%	(302)	8%	(60)	771
2020 Vote: Other	7%	(5)	24%	(16)	21%	(14)	33%	(22)	15%	(10)	66
2020 Vote: Didn't Vote	16%	(68)	24%	(103)	17%	(75)	32%	(139)	12%	(53)	438
2018 House Vote: Democrat	17%	(131)	22%	(169)	15%	(120)	39%	(302)	7%	(54)	775
2018 House Vote: Republican	12%	(80)	22%	(143)	17%	(110)	41%	(263)	7%	(46)	640
2018 House Vote: Someone else	9%	(6)	26%	(16)	12%	(8)	37%	(23)	16%	(10)	62
2018 House Vote: Didnt Vote	15%	(107)	24%	(180)	18%	(131)	32%	(236)	11%	(82)	737
4-Region: Northeast	13%	(49)	23%	(88)	17%	(66)	39%	(148)	8%	(32)	383
4-Region: Midwest	14%	(63)	23%	(107)	15%	(69)	40%	(182)	8%	(36)	457
4-Region: South	15%	(129)	25%	(209)	18%	(151)	32%	(274)	10%	(83)	846
4-Region: West	15%	(82)	20%	(103)	16%	(82)	42%	(219)	8%	(41)	527
Social Media User	15%	(322)	24%	(503)	17%	(359)	36%	(767)	9%	(186)	2137
Interested in Attending Event	27%	(262)	36%	(349)	19%	(186)	15%	(143)	4%	(40)	980
Heard About Live Shopping	28%	(196)	34%	(231)	16%	(110)	17%	(118)	5%	(34)	688
Have not Heard About Live Shopping	8%	(128)	18%	(277)	17%	(258)	46%	(706)	10%	(157)	1526
Participated in Event Within Year	36%	(150)	38%	(159)	15%	(64)	8%	(34)	3%	(14)	421

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

Table MCBR6_4: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Furniture/home decor

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	25%	(548)	17%	(368)	36%	(805)	9% (205)	2214
Gender: Male	12%	(130)	24%	(260)	17%	(181)	39%	(417)	8% (81)	1070
Gender: Female	14%	(158)	25%	(288)	16%	(186)	34%	(388)	11% (124)	1144
Age: 18-34	21%	(133)	29%	(186)	18%	(113)	23%	(145)	10% (65)	643
Age: 35-44	16%	(60)	29%	(105)	19%	(68)	25%	(92)	11% (42)	366
Age: 45-64	10%	(75)	26%	(183)	16%	(113)	39%	(281)	9% (63)	715
Age: 65+	4%	(20)	15%	(74)	15%	(73)	59%	(287)	7% (36)	490
GenZers: 1997-2012	24%	(39)	27%	(44)	22%	(35)	20%	(33)	7% (12)	164
Millennials: 1981-1996	18%	(135)	29%	(216)	16%	(121)	24%	(179)	11% (83)	734
GenXers: 1965-1980	14%	(77)	25%	(136)	16%	(87)	35%	(190)	9% (50)	540
Baby Boomers: 1946-1964	5%	(34)	21%	(147)	17%	(120)	49%	(343)	8% (54)	699
PID: Dem (no lean)	14%	(117)	25%	(209)	17%	(144)	37%	(310)	7% (59)	838
PID: Ind (no lean)	10%	(71)	24%	(167)	17%	(119)	36%	(247)	12% (82)	685
PID: Rep (no lean)	14%	(100)	25%	(172)	15%	(106)	36%	(249)	9% (64)	691
PID/Gender: Dem Men	12%	(44)	27%	(100)	17%	(61)	38%	(139)	6% (21)	364
PID/Gender: Dem Women	16%	(74)	23%	(109)	17%	(83)	36%	(171)	8% (38)	474
PID/Gender: Ind Men	9%	(32)	23%	(82)	19%	(66)	41%	(144)	9% (31)	355
PID/Gender: Ind Women	12%	(39)	26%	(85)	16%	(52)	31%	(103)	15% (51)	330
PID/Gender: Rep Men	15%	(54)	22%	(78)	16%	(54)	38%	(135)	8% (29)	350
PID/Gender: Rep Women	14%	(46)	28%	(94)	15%	(51)	34%	(114)	10% (35)	340
Ideo: Liberal (1-3)	13%	(85)	24%	(161)	16%	(108)	40%	(269)	7% (43)	666
Ideo: Moderate (4)	14%	(97)	29%	(199)	17%	(115)	31%	(216)	9% (63)	691
Ideo: Conservative (5-7)	13%	(95)	22%	(158)	17%	(117)	40%	(285)	7% (53)	708
Educ: < College	14%	(205)	26%	(372)	16%	(237)	33%	(476)	10% (150)	1440
Educ: Bachelors degree	11%	(54)	23%	(112)	16%	(79)	44%	(214)	7% (32)	492
Educ: Post-grad	10%	(28)	23%	(64)	18%	(52)	41%	(115)	8% (23)	283

Continued on next page

Table MCBR6_4: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Furniture/home decor

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	25%	(548)	17%	(368)	36%	(805)	9% (205)	2214
Income: Under 50k	13%	(158)	25%	(305)	17%	(203)	35%	(420)	11% (130)	1217
Income: 50k-100k	13%	(93)	23%	(157)	18%	(122)	38%	(266)	8% (57)	696
Income: 100k+	12%	(36)	28%	(85)	14%	(43)	39%	(118)	6% (18)	301
Ethnicity: White	11%	(186)	24%	(414)	17%	(289)	39%	(671)	9% (154)	1714
Ethnicity: Hispanic	20%	(75)	27%	(100)	14%	(53)	29%	(107)	10% (39)	374
Ethnicity: Black	25%	(69)	27%	(77)	16%	(44)	26%	(73)	7% (19)	283
Ethnicity: Other	15%	(33)	26%	(57)	16%	(35)	28%	(61)	15% (32)	217
All Christian	14%	(141)	24%	(242)	17%	(170)	38%	(392)	8% (83)	1027
All Non-Christian	16%	(19)	20%	(24)	13%	(15)	42%	(50)	8% (10)	118
Atheist	6%	(6)	21%	(21)	17%	(17)	49%	(48)	7% (7)	99
Agnostic/Nothing in particular	11%	(66)	25%	(155)	18%	(113)	35%	(216)	11% (69)	618
Something Else	16%	(56)	30%	(107)	15%	(53)	28%	(100)	11% (37)	352
Religious Non-Protestant/Catholic	15%	(21)	25%	(35)	11%	(16)	42%	(59)	7% (10)	141
Evangelical	19%	(108)	24%	(137)	16%	(90)	31%	(175)	9% (52)	562
Non-Evangelical	10%	(80)	26%	(199)	16%	(126)	39%	(305)	9% (66)	776
Community: Urban	17%	(101)	27%	(159)	15%	(89)	33%	(196)	9% (54)	600
Community: Suburban	10%	(110)	23%	(247)	19%	(199)	39%	(408)	9% (94)	1058
Community: Rural	14%	(76)	26%	(142)	14%	(80)	36%	(201)	10% (57)	556
Employ: Private Sector	17%	(129)	29%	(223)	17%	(130)	31%	(243)	7% (54)	778
Employ: Government	17%	(23)	28%	(38)	12%	(16)	27%	(37)	17% (23)	136
Employ: Self-Employed	20%	(38)	29%	(55)	18%	(35)	27%	(51)	7% (14)	193
Employ: Homemaker	15%	(25)	23%	(38)	21%	(36)	34%	(58)	7% (12)	170
Employ: Retired	4%	(23)	18%	(98)	16%	(88)	53%	(282)	8% (43)	535
Employ: Unemployed	10%	(24)	21%	(53)	15%	(37)	40%	(99)	15% (36)	250
Employ: Other	18%	(20)	27%	(30)	15%	(17)	24%	(26)	16% (17)	111
Military HH: Yes	9%	(24)	25%	(68)	12%	(32)	46%	(124)	7% (19)	267
Military HH: No	14%	(264)	25%	(480)	17%	(335)	35%	(682)	10% (186)	1947

Continued on next page

Table MCBR6_4: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Furniture/home decor

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	25%	(548)	17%	(368)	36%	(805)	9% (205)	2214
RD/WT: Right Direction	17%	(116)	27%	(187)	16%	(112)	33%	(231)	8% (58)	704
RD/WT: Wrong Track	11%	(171)	24%	(361)	17%	(256)	38%	(574)	10% (147)	1510
Biden Job Approve	15%	(140)	24%	(234)	17%	(166)	36%	(346)	7% (72)	957
Biden Job Disapprove	12%	(139)	26%	(299)	17%	(195)	37%	(434)	8% (93)	1160
Biden Job Strongly Approve	21%	(91)	22%	(93)	14%	(61)	36%	(156)	7% (31)	432
Biden Job Somewhat Approve	9%	(50)	27%	(140)	20%	(105)	36%	(190)	8% (40)	525
Biden Job Somewhat Disapprove	9%	(30)	32%	(102)	19%	(62)	32%	(103)	8% (26)	323
Biden Job Strongly Disapprove	13%	(109)	24%	(197)	16%	(133)	40%	(332)	8% (66)	837
Favorable of Biden	14%	(136)	25%	(243)	16%	(157)	37%	(358)	8% (77)	971
Unfavorable of Biden	12%	(142)	25%	(284)	18%	(199)	37%	(420)	8% (91)	1136
Very Favorable of Biden	19%	(90)	23%	(109)	13%	(63)	37%	(172)	7% (32)	466
Somewhat Favorable of Biden	9%	(45)	26%	(133)	19%	(94)	37%	(186)	9% (45)	505
Somewhat Unfavorable of Biden	10%	(26)	32%	(87)	22%	(60)	30%	(82)	6% (17)	272
Very Unfavorable of Biden	13%	(115)	23%	(198)	16%	(139)	39%	(337)	9% (74)	863
#1 Issue: Economy	14%	(136)	26%	(255)	15%	(148)	36%	(352)	8% (79)	971
#1 Issue: Security	12%	(26)	19%	(41)	20%	(44)	40%	(88)	9% (20)	219
#1 Issue: Health Care	12%	(21)	24%	(42)	22%	(39)	32%	(56)	10% (17)	175
#1 Issue: Medicare / Social Security	11%	(29)	20%	(51)	13%	(34)	47%	(117)	8% (20)	251
#1 Issue: Women's Issues	16%	(41)	29%	(74)	15%	(38)	31%	(80)	10% (25)	258
#1 Issue: Education	14%	(11)	26%	(20)	19%	(14)	22%	(16)	18% (13)	74
#1 Issue: Energy	12%	(17)	27%	(39)	23%	(32)	28%	(40)	10% (14)	141
#1 Issue: Other	6%	(8)	21%	(26)	16%	(20)	44%	(55)	13% (17)	126
2022 House Vote: Democrat	13%	(119)	24%	(217)	17%	(150)	39%	(353)	7% (59)	898
2022 House Vote: Republican	14%	(98)	24%	(169)	18%	(128)	37%	(267)	7% (52)	714
2022 House Vote: Someone else	3%	(2)	12%	(7)	25%	(14)	29%	(17)	30% (17)	57
2022 House Vote: Didnt Vote	13%	(69)	28%	(155)	14%	(75)	31%	(168)	14% (77)	545

Continued on next page

Table MCBR6_4: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Furniture/home decor

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	25%	(548)	17%	(368)	36%	(805)	9% (205)	2214
2020 Vote: Joe Biden	13%	(124)	24%	(228)	17%	(159)	39%	(362)	7% (66)	938
2020 Vote: Donald Trump	13%	(99)	24%	(184)	17%	(129)	38%	(292)	9% (67)	771
2020 Vote: Other	12%	(8)	17%	(11)	20%	(13)	34%	(23)	17% (12)	66
2020 Vote: Didn't Vote	13%	(57)	28%	(125)	15%	(67)	29%	(129)	14% (60)	438
2018 House Vote: Democrat	15%	(113)	23%	(181)	16%	(122)	39%	(304)	7% (56)	775
2018 House Vote: Republican	12%	(76)	24%	(155)	17%	(110)	39%	(248)	8% (52)	640
2018 House Vote: Someone else	10%	(6)	19%	(12)	22%	(13)	28%	(17)	22% (13)	62
2018 House Vote: Didnt Vote	13%	(93)	27%	(200)	17%	(123)	32%	(236)	11% (84)	737
4-Region: Northeast	15%	(57)	24%	(92)	16%	(62)	38%	(145)	7% (27)	383
4-Region: Midwest	14%	(63)	23%	(105)	18%	(81)	36%	(166)	9% (42)	457
4-Region: South	14%	(121)	25%	(208)	16%	(138)	34%	(292)	10% (87)	846
4-Region: West	9%	(48)	27%	(142)	16%	(86)	38%	(202)	9% (49)	527
Social Media User	13%	(287)	25%	(543)	17%	(361)	35%	(747)	9% (200)	2137
Interested in Attending Event	25%	(243)	37%	(367)	19%	(186)	15%	(147)	4% (37)	980
Heard About Live Shopping	25%	(173)	32%	(220)	18%	(126)	19%	(131)	5% (38)	688
Have not Heard About Live Shopping	7%	(114)	22%	(328)	16%	(241)	44%	(675)	11% (168)	1526
Participated in Event Within Year	34%	(143)	31%	(132)	20%	(83)	12%	(49)	3% (14)	421

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

Table MCBR6_5: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Personal electronics

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(392)	27%	(598)	15%	(324)	32%	(701)	9%	(199)	2214
Gender: Male	23%	(249)	28%	(304)	12%	(129)	29%	(312)	7%	(75)	1070
Gender: Female	12%	(143)	26%	(293)	17%	(195)	34%	(389)	11%	(125)	1144
Age: 18-34	26%	(169)	28%	(182)	16%	(103)	20%	(130)	9%	(58)	643
Age: 35-44	22%	(82)	30%	(111)	15%	(55)	21%	(78)	11%	(41)	366
Age: 45-64	14%	(103)	31%	(218)	12%	(88)	34%	(240)	9%	(66)	715
Age: 65+	8%	(38)	18%	(86)	16%	(78)	52%	(253)	7%	(35)	490
GenZers: 1997-2012	26%	(42)	31%	(52)	17%	(27)	22%	(36)	4%	(7)	164
Millennials: 1981-1996	25%	(180)	28%	(207)	15%	(112)	21%	(153)	11%	(82)	734
GenXers: 1965-1980	19%	(104)	30%	(162)	14%	(74)	28%	(153)	9%	(47)	540
Baby Boomers: 1946-1964	9%	(63)	23%	(164)	15%	(105)	44%	(308)	8%	(59)	699
PID: Dem (no lean)	18%	(148)	28%	(238)	14%	(115)	34%	(281)	7%	(56)	838
PID: Ind (no lean)	17%	(119)	25%	(173)	16%	(110)	29%	(197)	13%	(87)	685
PID: Rep (no lean)	18%	(125)	27%	(187)	14%	(99)	32%	(222)	8%	(57)	691
PID/Gender: Dem Men	25%	(91)	30%	(109)	10%	(38)	31%	(111)	4%	(14)	364
PID/Gender: Dem Women	12%	(56)	27%	(129)	16%	(77)	36%	(170)	9%	(42)	474
PID/Gender: Ind Men	21%	(75)	27%	(96)	15%	(52)	27%	(96)	10%	(36)	355
PID/Gender: Ind Women	13%	(44)	23%	(76)	17%	(58)	31%	(101)	15%	(51)	330
PID/Gender: Rep Men	24%	(83)	28%	(99)	11%	(39)	30%	(104)	7%	(25)	350
PID/Gender: Rep Women	12%	(42)	26%	(88)	18%	(60)	35%	(118)	9%	(32)	340
Ideo: Liberal (1-3)	16%	(109)	27%	(179)	13%	(90)	37%	(247)	6%	(41)	666
Ideo: Moderate (4)	20%	(135)	30%	(207)	15%	(105)	26%	(178)	10%	(66)	691
Ideo: Conservative (5-7)	17%	(122)	25%	(179)	16%	(111)	34%	(242)	8%	(53)	708
Educ: < College	20%	(287)	28%	(399)	14%	(201)	28%	(408)	10%	(145)	1440
Educ: Bachelors degree	14%	(67)	25%	(125)	16%	(80)	38%	(186)	7%	(33)	492
Educ: Post-grad	13%	(38)	26%	(74)	15%	(43)	37%	(106)	8%	(21)	283

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Table MCBR6_5: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Personal electronics

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(392)	27%	(598)	15%	(324)	32%	(701)	9%	(199)	2214
Income: Under 50k	19%	(229)	26%	(321)	15%	(182)	29%	(358)	10%	(128)	1217
Income: 50k-100k	16%	(111)	28%	(196)	15%	(102)	34%	(238)	7%	(49)	696
Income: 100k+	18%	(53)	27%	(81)	14%	(41)	35%	(104)	7%	(22)	301
Ethnicity: White	15%	(252)	27%	(459)	15%	(265)	34%	(586)	9%	(151)	1714
Ethnicity: Hispanic	28%	(106)	28%	(106)	12%	(43)	23%	(84)	9%	(35)	374
Ethnicity: Black	33%	(94)	26%	(75)	10%	(28)	23%	(64)	8%	(22)	283
Ethnicity: Other	21%	(45)	29%	(64)	14%	(31)	23%	(51)	12%	(27)	217
All Christian	19%	(191)	25%	(256)	14%	(148)	35%	(357)	7%	(76)	1027
All Non-Christian	13%	(15)	32%	(38)	12%	(14)	34%	(40)	9%	(10)	118
Atheist	10%	(10)	24%	(23)	14%	(14)	44%	(44)	7%	(7)	99
Agnostic/Nothing in particular	17%	(104)	29%	(181)	15%	(91)	28%	(175)	11%	(67)	618
Something Else	20%	(72)	28%	(100)	16%	(57)	24%	(85)	11%	(38)	352
Religious Non-Protestant/Catholic	16%	(22)	28%	(39)	13%	(18)	36%	(51)	7%	(10)	141
Evangelical	22%	(126)	26%	(148)	13%	(75)	29%	(162)	9%	(51)	562
Non-Evangelical	16%	(124)	26%	(203)	16%	(123)	34%	(264)	8%	(62)	776
Community: Urban	25%	(150)	24%	(142)	12%	(74)	29%	(173)	10%	(61)	600
Community: Suburban	14%	(150)	28%	(298)	16%	(166)	34%	(359)	8%	(85)	1058
Community: Rural	17%	(92)	28%	(157)	15%	(84)	30%	(169)	10%	(54)	556
Employ: Private Sector	22%	(174)	29%	(226)	17%	(131)	25%	(191)	7%	(56)	778
Employ: Government	22%	(30)	27%	(37)	9%	(12)	30%	(40)	13%	(17)	136
Employ: Self-Employed	27%	(53)	29%	(57)	11%	(21)	23%	(44)	9%	(18)	193
Employ: Homemaker	13%	(22)	22%	(37)	20%	(34)	36%	(60)	9%	(15)	170
Employ: Retired	8%	(42)	22%	(119)	15%	(80)	47%	(253)	8%	(42)	535
Employ: Unemployed	15%	(36)	30%	(75)	10%	(26)	33%	(83)	12%	(30)	250
Employ: Other	22%	(24)	33%	(36)	9%	(10)	22%	(24)	15%	(16)	111
Military HH: Yes	17%	(45)	27%	(72)	14%	(36)	36%	(95)	7%	(19)	267
Military HH: No	18%	(347)	27%	(525)	15%	(288)	31%	(605)	9%	(181)	1947

Continued on next page

Table MCBR6_5: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Personal electronics

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(392)	27%	(598)	15%	(324)	32%	(701)	9%	(199)	2214
RD/WT: Right Direction	22%	(156)	28%	(199)	12%	(84)	29%	(206)	8%	(59)	704
RD/WT: Wrong Track	16%	(236)	26%	(398)	16%	(240)	33%	(494)	9%	(141)	1510
Biden Job Approve	20%	(187)	26%	(246)	14%	(138)	33%	(314)	7%	(72)	957
Biden Job Disapprove	17%	(193)	29%	(335)	15%	(176)	32%	(368)	8%	(88)	1160
Biden Job Strongly Approve	24%	(104)	25%	(109)	12%	(51)	32%	(139)	7%	(28)	432
Biden Job Somewhat Approve	16%	(84)	26%	(137)	17%	(87)	33%	(174)	8%	(43)	525
Biden Job Somewhat Disapprove	16%	(51)	32%	(103)	15%	(50)	30%	(98)	7%	(22)	323
Biden Job Strongly Disapprove	17%	(142)	28%	(232)	15%	(126)	32%	(270)	8%	(66)	837
Favorable of Biden	19%	(180)	27%	(259)	14%	(137)	33%	(322)	7%	(72)	971
Unfavorable of Biden	17%	(191)	29%	(325)	16%	(180)	31%	(352)	8%	(88)	1136
Very Favorable of Biden	25%	(118)	23%	(109)	11%	(52)	34%	(157)	6%	(29)	466
Somewhat Favorable of Biden	12%	(63)	30%	(150)	17%	(85)	33%	(164)	9%	(43)	505
Somewhat Unfavorable of Biden	15%	(41)	33%	(90)	18%	(48)	28%	(75)	7%	(18)	272
Very Unfavorable of Biden	17%	(150)	27%	(234)	15%	(132)	32%	(277)	8%	(69)	863
#1 Issue: Economy	19%	(186)	30%	(291)	14%	(137)	29%	(282)	8%	(76)	971
#1 Issue: Security	16%	(36)	25%	(54)	17%	(37)	32%	(71)	10%	(22)	219
#1 Issue: Health Care	22%	(39)	25%	(44)	13%	(23)	30%	(53)	9%	(16)	175
#1 Issue: Medicare / Social Security	11%	(28)	25%	(63)	16%	(39)	42%	(105)	6%	(15)	251
#1 Issue: Women's Issues	15%	(38)	26%	(68)	18%	(46)	28%	(72)	13%	(34)	258
#1 Issue: Education	20%	(15)	34%	(25)	12%	(9)	22%	(16)	11%	(8)	74
#1 Issue: Energy	23%	(33)	24%	(33)	12%	(17)	33%	(47)	8%	(11)	141
#1 Issue: Other	14%	(17)	15%	(19)	14%	(17)	44%	(55)	14%	(18)	126
2022 House Vote: Democrat	18%	(166)	26%	(231)	15%	(135)	35%	(312)	6%	(54)	898
2022 House Vote: Republican	19%	(139)	27%	(194)	15%	(110)	31%	(218)	7%	(53)	714
2022 House Vote: Someone else	13%	(8)	20%	(11)	14%	(8)	29%	(17)	24%	(13)	57
2022 House Vote: Didnt Vote	15%	(80)	30%	(161)	13%	(71)	28%	(153)	15%	(79)	545

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Table MCBR6_5: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Personal electronics

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(392)	27%	(598)	15%	(324)	32%	(701)	9%	(199)	2214
2020 Vote: Joe Biden	19%	(177)	27%	(250)	14%	(131)	34%	(314)	7%	(66)	938
2020 Vote: Donald Trump	16%	(126)	28%	(218)	16%	(125)	31%	(243)	8%	(60)	771
2020 Vote: Other	15%	(10)	27%	(18)	10%	(7)	30%	(20)	18%	(12)	66
2020 Vote: Didn't Vote	18%	(79)	26%	(112)	14%	(62)	28%	(124)	14%	(61)	438
2018 House Vote: Democrat	19%	(150)	25%	(195)	14%	(109)	35%	(272)	6%	(49)	775
2018 House Vote: Republican	18%	(117)	26%	(166)	16%	(100)	32%	(203)	8%	(54)	640
2018 House Vote: Someone else	17%	(10)	20%	(12)	16%	(10)	30%	(18)	18%	(11)	62
2018 House Vote: Didnt Vote	15%	(114)	30%	(224)	14%	(106)	28%	(207)	12%	(86)	737
4-Region: Northeast	19%	(75)	24%	(91)	15%	(56)	34%	(129)	9%	(33)	383
4-Region: Midwest	14%	(66)	28%	(128)	16%	(75)	33%	(152)	8%	(37)	457
4-Region: South	17%	(144)	29%	(245)	15%	(129)	29%	(246)	10%	(82)	846
4-Region: West	20%	(107)	26%	(135)	12%	(65)	33%	(173)	9%	(47)	527
Social Media User	18%	(390)	28%	(594)	15%	(315)	30%	(646)	9%	(193)	2137
Interested in Attending Event	32%	(318)	37%	(362)	15%	(146)	12%	(113)	4%	(40)	980
Heard About Live Shopping	35%	(240)	30%	(208)	12%	(83)	17%	(120)	5%	(37)	688
Have not Heard About Live Shopping	10%	(152)	26%	(390)	16%	(241)	38%	(580)	11%	(162)	1526
Participated in Event Within Year	44%	(187)	29%	(123)	13%	(55)	11%	(45)	3%	(11)	421

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

Table MCBR6_6: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Books/games

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	15%	(330)	27%	(599)	17%	(370)	32%	(717)	9% (197)	2214
Gender: Male	15%	(159)	28%	(304)	16%	(173)	33%	(357)	7% (76)	1070
Gender: Female	15%	(171)	26%	(295)	17%	(197)	31%	(359)	11% (121)	1144
Age: 18-34	24%	(156)	30%	(195)	17%	(112)	19%	(125)	9% (55)	643
Age: 35-44	17%	(61)	32%	(118)	14%	(53)	25%	(91)	12% (43)	366
Age: 45-64	11%	(80)	29%	(206)	16%	(116)	35%	(250)	9% (64)	715
Age: 65+	7%	(33)	16%	(80)	18%	(90)	51%	(251)	7% (35)	490
GenZers: 1997-2012	23%	(38)	33%	(54)	19%	(31)	20%	(32)	6% (9)	164
Millennials: 1981-1996	21%	(158)	31%	(226)	16%	(118)	21%	(155)	11% (78)	734
GenXers: 1965-1980	15%	(83)	29%	(156)	16%	(85)	32%	(172)	8% (44)	540
Baby Boomers: 1946-1964	7%	(52)	22%	(156)	18%	(128)	43%	(302)	9% (62)	699
PID: Dem (no lean)	18%	(148)	26%	(218)	16%	(134)	33%	(280)	7% (58)	838
PID: Ind (no lean)	14%	(93)	28%	(190)	16%	(112)	31%	(211)	12% (79)	685
PID: Rep (no lean)	13%	(90)	28%	(191)	18%	(124)	33%	(225)	9% (60)	691
PID/Gender: Dem Men	16%	(58)	29%	(106)	15%	(55)	34%	(125)	6% (21)	364
PID/Gender: Dem Women	19%	(90)	24%	(112)	17%	(80)	33%	(156)	8% (37)	474
PID/Gender: Ind Men	15%	(54)	27%	(94)	18%	(64)	32%	(114)	8% (29)	355
PID/Gender: Ind Women	12%	(39)	29%	(96)	14%	(48)	29%	(97)	15% (50)	330
PID/Gender: Rep Men	14%	(48)	30%	(104)	16%	(55)	34%	(119)	7% (26)	350
PID/Gender: Rep Women	12%	(42)	26%	(88)	20%	(70)	31%	(106)	10% (34)	340
Ideo: Liberal (1-3)	19%	(126)	26%	(172)	15%	(98)	34%	(225)	7% (45)	666
Ideo: Moderate (4)	15%	(101)	30%	(209)	17%	(120)	29%	(201)	9% (60)	691
Ideo: Conservative (5-7)	12%	(86)	27%	(192)	18%	(129)	36%	(252)	7% (49)	708
Educ: < College	16%	(225)	27%	(384)	18%	(254)	30%	(433)	10% (143)	1440
Educ: Bachelors degree	13%	(65)	28%	(140)	14%	(71)	37%	(183)	7% (33)	492
Educ: Post-grad	14%	(40)	27%	(75)	16%	(45)	36%	(101)	8% (22)	283

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Table MCBR6_6: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Books/games

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	15%	(330)	27%	(599)	17%	(370)	32%	(717)	9% (197)	2214
Income: Under 50k	17%	(202)	26%	(319)	15%	(187)	32%	(388)	10% (121)	1217
Income: 50k-100k	14%	(94)	29%	(201)	17%	(116)	33%	(228)	8% (57)	696
Income: 100k+	11%	(34)	26%	(79)	22%	(67)	34%	(101)	6% (19)	301
Ethnicity: White	14%	(232)	26%	(449)	17%	(298)	34%	(584)	9% (151)	1714
Ethnicity: Hispanic	20%	(75)	33%	(123)	15%	(56)	23%	(85)	10% (36)	374
Ethnicity: Black	20%	(58)	31%	(87)	18%	(52)	24%	(67)	7% (19)	283
Ethnicity: Other	19%	(41)	29%	(63)	9%	(20)	30%	(66)	13% (27)	217
All Christian	14%	(141)	26%	(269)	19%	(194)	34%	(348)	7% (75)	1027
All Non-Christian	18%	(22)	22%	(25)	17%	(20)	34%	(40)	9% (10)	118
Atheist	17%	(17)	21%	(21)	11%	(11)	43%	(43)	7% (7)	99
Agnostic/Nothing in particular	16%	(100)	28%	(171)	14%	(89)	32%	(196)	10% (62)	618
Something Else	14%	(50)	32%	(113)	16%	(56)	25%	(90)	12% (44)	352
Religious Non-Protestant/Catholic	19%	(27)	25%	(35)	16%	(23)	32%	(46)	7% (10)	141
Evangelical	15%	(87)	27%	(154)	18%	(103)	30%	(166)	9% (53)	562
Non-Evangelical	12%	(93)	27%	(213)	18%	(142)	34%	(264)	8% (64)	776
Community: Urban	20%	(117)	26%	(158)	16%	(96)	30%	(178)	8% (51)	600
Community: Suburban	13%	(134)	28%	(295)	17%	(181)	34%	(359)	8% (89)	1058
Community: Rural	14%	(79)	26%	(146)	17%	(94)	32%	(180)	10% (57)	556
Employ: Private Sector	18%	(138)	31%	(241)	17%	(135)	27%	(207)	7% (57)	778
Employ: Government	16%	(21)	30%	(42)	14%	(20)	27%	(37)	12% (16)	136
Employ: Self-Employed	20%	(39)	30%	(58)	20%	(39)	21%	(41)	8% (16)	193
Employ: Homemaker	16%	(26)	24%	(41)	22%	(37)	31%	(52)	7% (13)	170
Employ: Retired	7%	(37)	19%	(103)	18%	(97)	48%	(255)	8% (44)	535
Employ: Unemployed	16%	(40)	29%	(71)	9%	(24)	34%	(84)	13% (31)	250
Employ: Other	17%	(19)	29%	(32)	11%	(12)	30%	(33)	13% (14)	111
Military HH: Yes	13%	(36)	28%	(74)	19%	(50)	34%	(91)	6% (16)	267
Military HH: No	15%	(295)	27%	(525)	16%	(321)	32%	(626)	9% (181)	1947

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Table MCBR6_6: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Books/games

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(330)	27%	(599)	17%	(370)	32%	(717)	9%	(197)	2214
RD/WT: Right Direction	19%	(137)	27%	(193)	14%	(99)	31%	(216)	8%	(59)	704
RD/WT: Wrong Track	13%	(194)	27%	(407)	18%	(271)	33%	(500)	9%	(138)	1510
Biden Job Approve	18%	(175)	27%	(257)	15%	(147)	32%	(305)	8%	(74)	957
Biden Job Disapprove	13%	(150)	28%	(325)	19%	(217)	33%	(381)	7%	(87)	1160
Biden Job Strongly Approve	23%	(101)	24%	(104)	13%	(55)	33%	(143)	7%	(29)	432
Biden Job Somewhat Approve	14%	(74)	29%	(153)	18%	(93)	31%	(162)	9%	(45)	525
Biden Job Somewhat Disapprove	13%	(43)	31%	(102)	21%	(67)	28%	(91)	7%	(21)	323
Biden Job Strongly Disapprove	13%	(107)	27%	(224)	18%	(150)	35%	(290)	8%	(66)	837
Favorable of Biden	18%	(177)	26%	(249)	16%	(154)	33%	(318)	7%	(72)	971
Unfavorable of Biden	12%	(141)	29%	(335)	18%	(203)	32%	(367)	8%	(90)	1136
Very Favorable of Biden	23%	(107)	24%	(112)	14%	(64)	33%	(154)	6%	(30)	466
Somewhat Favorable of Biden	14%	(70)	27%	(138)	18%	(90)	32%	(164)	8%	(43)	505
Somewhat Unfavorable of Biden	14%	(37)	37%	(100)	17%	(46)	25%	(69)	7%	(20)	272
Very Unfavorable of Biden	12%	(104)	27%	(235)	18%	(157)	34%	(297)	8%	(70)	863
#1 Issue: Economy	14%	(136)	29%	(285)	17%	(164)	31%	(302)	9%	(85)	971
#1 Issue: Security	11%	(24)	27%	(59)	16%	(35)	38%	(84)	8%	(17)	219
#1 Issue: Health Care	14%	(25)	35%	(61)	13%	(22)	29%	(51)	9%	(16)	175
#1 Issue: Medicare / Social Security	14%	(35)	16%	(40)	21%	(52)	43%	(107)	7%	(18)	251
#1 Issue: Women's Issues	23%	(58)	29%	(75)	15%	(39)	23%	(59)	10%	(27)	258
#1 Issue: Education	21%	(16)	35%	(26)	15%	(11)	18%	(13)	11%	(8)	74
#1 Issue: Energy	22%	(30)	22%	(32)	18%	(25)	30%	(43)	7%	(11)	141
#1 Issue: Other	5%	(7)	18%	(23)	18%	(22)	46%	(58)	13%	(17)	126
2022 House Vote: Democrat	16%	(148)	26%	(233)	17%	(150)	35%	(310)	6%	(57)	898
2022 House Vote: Republican	14%	(98)	28%	(203)	18%	(129)	33%	(232)	7%	(52)	714
2022 House Vote: Someone else	10%	(6)	26%	(15)	19%	(11)	23%	(13)	22%	(13)	57
2022 House Vote: Didnt Vote	14%	(79)	27%	(148)	15%	(80)	30%	(162)	14%	(76)	545

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Table MCBR6_6: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Books/games

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(330)	27%	(599)	17%	(370)	32%	(717)	9%	(197)	2214
2020 Vote: Joe Biden	17%	(155)	28%	(260)	17%	(159)	32%	(300)	7%	(65)	938
2020 Vote: Donald Trump	13%	(97)	27%	(211)	19%	(150)	33%	(252)	8%	(61)	771
2020 Vote: Other	21%	(14)	29%	(19)	10%	(6)	26%	(17)	14%	(10)	66
2020 Vote: Didn't Vote	15%	(64)	25%	(109)	13%	(55)	34%	(147)	14%	(62)	438
2018 House Vote: Democrat	16%	(128)	25%	(196)	17%	(132)	34%	(267)	7%	(53)	775
2018 House Vote: Republican	13%	(81)	27%	(173)	19%	(119)	34%	(215)	8%	(53)	640
2018 House Vote: Someone else	19%	(12)	28%	(17)	10%	(6)	26%	(16)	17%	(10)	62
2018 House Vote: Didnt Vote	15%	(110)	29%	(213)	15%	(114)	30%	(219)	11%	(81)	737
4-Region: Northeast	16%	(63)	26%	(101)	16%	(63)	32%	(124)	9%	(33)	383
4-Region: Midwest	13%	(61)	26%	(120)	18%	(81)	36%	(163)	7%	(32)	457
4-Region: South	15%	(128)	27%	(230)	16%	(131)	32%	(267)	11%	(90)	846
4-Region: West	15%	(78)	28%	(148)	18%	(95)	31%	(163)	8%	(42)	527
Social Media User	15%	(330)	28%	(591)	17%	(361)	31%	(665)	9%	(190)	2137
Interested in Attending Event	25%	(245)	41%	(403)	17%	(170)	13%	(126)	4%	(36)	980
Heard About Live Shopping	29%	(200)	34%	(231)	15%	(106)	16%	(113)	6%	(38)	688
Have not Heard About Live Shopping	9%	(131)	24%	(368)	17%	(264)	40%	(604)	10%	(159)	1526
Participated in Event Within Year	32%	(136)	36%	(152)	16%	(67)	13%	(54)	3%	(13)	421

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

Table MCBR6_7: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Exercise equipment

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	11%	(245)	18%	(389)	17%	(383)	45%	(988)	9% (209)	2214
Gender: Male	13%	(138)	20%	(212)	17%	(177)	43%	(457)	8% (86)	1070
Gender: Female	9%	(107)	15%	(177)	18%	(206)	46%	(532)	11% (122)	1144
Age: 18-34	18%	(117)	23%	(148)	18%	(118)	30%	(195)	10% (65)	643
Age: 35-44	14%	(53)	25%	(91)	17%	(61)	32%	(118)	12% (43)	366
Age: 45-64	9%	(61)	16%	(117)	18%	(128)	48%	(344)	9% (66)	715
Age: 65+	3%	(14)	7%	(33)	16%	(76)	68%	(331)	7% (36)	490
GenZers: 1997-2012	24%	(39)	25%	(42)	13%	(21)	32%	(53)	5% (9)	164
Millennials: 1981-1996	16%	(117)	22%	(165)	19%	(139)	31%	(227)	12% (85)	734
GenXers: 1965-1980	11%	(60)	20%	(107)	19%	(101)	41%	(223)	9% (49)	540
Baby Boomers: 1946-1964	4%	(28)	11%	(74)	17%	(116)	60%	(418)	9% (63)	699
PID: Dem (no lean)	13%	(111)	17%	(140)	17%	(144)	45%	(378)	8% (65)	838
PID: Ind (no lean)	9%	(62)	18%	(121)	16%	(112)	44%	(303)	13% (87)	685
PID: Rep (no lean)	10%	(72)	18%	(127)	18%	(128)	45%	(307)	8% (57)	691
PID/Gender: Dem Men	15%	(53)	19%	(70)	15%	(56)	43%	(158)	8% (28)	364
PID/Gender: Dem Women	12%	(58)	15%	(70)	19%	(88)	47%	(221)	8% (37)	474
PID/Gender: Ind Men	10%	(37)	18%	(64)	18%	(65)	44%	(155)	10% (35)	355
PID/Gender: Ind Women	8%	(26)	17%	(58)	14%	(46)	45%	(148)	16% (53)	330
PID/Gender: Rep Men	14%	(48)	22%	(78)	16%	(56)	41%	(144)	7% (24)	350
PID/Gender: Rep Women	7%	(23)	14%	(49)	21%	(72)	48%	(163)	10% (32)	340
Ideo: Liberal (1-3)	12%	(78)	17%	(112)	16%	(107)	49%	(327)	6% (42)	666
Ideo: Moderate (4)	11%	(79)	20%	(137)	19%	(134)	40%	(273)	10% (68)	691
Ideo: Conservative (5-7)	11%	(76)	17%	(124)	17%	(123)	47%	(335)	7% (50)	708
Educ: < College	11%	(162)	17%	(247)	18%	(260)	43%	(621)	10% (150)	1440
Educ: Bachelors degree	9%	(46)	21%	(104)	15%	(71)	47%	(233)	8% (37)	492
Educ: Post-grad	13%	(38)	13%	(38)	18%	(51)	47%	(134)	8% (22)	283

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Table MCBR6_7: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Exercise equipment

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	11%	(245)	18%	(389)	17%	(383)	45%	(988)	9% (209)	2214
Income: Under 50k	11%	(129)	16%	(190)	18%	(221)	45%	(544)	11% (133)	1217
Income: 50k-100k	11%	(80)	21%	(143)	16%	(112)	44%	(306)	8% (55)	696
Income: 100k+	12%	(36)	18%	(55)	17%	(50)	46%	(138)	7% (21)	301
Ethnicity: White	8%	(140)	16%	(277)	18%	(305)	49%	(838)	9% (154)	1714
Ethnicity: Hispanic	21%	(77)	24%	(90)	17%	(62)	28%	(107)	10% (38)	374
Ethnicity: Black	22%	(62)	23%	(66)	16%	(46)	30%	(84)	9% (25)	283
Ethnicity: Other	20%	(43)	21%	(45)	15%	(32)	31%	(67)	14% (30)	217
All Christian	11%	(108)	18%	(186)	18%	(183)	46%	(468)	8% (82)	1027
All Non-Christian	17%	(20)	16%	(18)	10%	(12)	47%	(55)	10% (12)	118
Atheist	5%	(5)	12%	(12)	16%	(16)	58%	(57)	9% (9)	99
Agnostic/Nothing in particular	10%	(62)	18%	(113)	16%	(97)	46%	(282)	10% (63)	618
Something Else	14%	(49)	17%	(59)	21%	(75)	36%	(126)	12% (42)	352
Religious Non-Protestant/Catholic	16%	(23)	14%	(20)	12%	(17)	48%	(67)	10% (14)	141
Evangelical	14%	(80)	16%	(90)	19%	(107)	40%	(227)	10% (58)	562
Non-Evangelical	9%	(72)	19%	(148)	18%	(143)	45%	(350)	8% (64)	776
Community: Urban	14%	(82)	21%	(125)	16%	(99)	39%	(234)	10% (60)	600
Community: Suburban	10%	(105)	17%	(179)	17%	(183)	47%	(501)	8% (89)	1058
Community: Rural	10%	(58)	15%	(85)	18%	(101)	46%	(254)	11% (60)	556
Employ: Private Sector	14%	(108)	22%	(174)	19%	(151)	36%	(280)	8% (64)	778
Employ: Government	20%	(27)	21%	(29)	9%	(12)	37%	(50)	13% (18)	136
Employ: Self-Employed	18%	(35)	25%	(48)	15%	(28)	36%	(70)	6% (12)	193
Employ: Homemaker	10%	(17)	10%	(16)	23%	(39)	47%	(79)	10% (17)	170
Employ: Retired	3%	(15)	9%	(47)	16%	(87)	64%	(342)	8% (44)	535
Employ: Unemployed	8%	(20)	14%	(34)	17%	(44)	48%	(119)	13% (33)	250
Employ: Other	12%	(13)	25%	(27)	14%	(15)	36%	(39)	14% (15)	111
Military HH: Yes	6%	(17)	17%	(45)	17%	(45)	53%	(141)	7% (18)	267
Military HH: No	12%	(228)	18%	(343)	17%	(338)	44%	(848)	10% (190)	1947

Continued on next page

Table MCBR6_7: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Exercise equipment

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(245)	18%	(389)	17%	(383)	45%	(988)	9%	(209)	2214
RD/WT: Right Direction	14%	(101)	21%	(148)	15%	(108)	40%	(280)	10%	(67)	704
RD/WT: Wrong Track	10%	(144)	16%	(241)	18%	(275)	47%	(708)	9%	(142)	1510
Biden Job Approve	13%	(128)	18%	(175)	17%	(158)	43%	(415)	9%	(82)	957
Biden Job Disapprove	10%	(111)	18%	(204)	19%	(217)	46%	(539)	8%	(89)	1160
Biden Job Strongly Approve	17%	(73)	17%	(72)	15%	(66)	43%	(188)	8%	(34)	432
Biden Job Somewhat Approve	10%	(55)	20%	(103)	17%	(92)	43%	(227)	9%	(48)	525
Biden Job Somewhat Disapprove	11%	(36)	17%	(54)	21%	(69)	43%	(138)	8%	(27)	323
Biden Job Strongly Disapprove	9%	(75)	18%	(150)	18%	(148)	48%	(401)	7%	(62)	837
Favorable of Biden	13%	(129)	18%	(172)	16%	(158)	44%	(430)	8%	(82)	971
Unfavorable of Biden	9%	(104)	18%	(206)	19%	(214)	46%	(519)	8%	(92)	1136
Very Favorable of Biden	17%	(77)	17%	(78)	15%	(69)	45%	(209)	7%	(33)	466
Somewhat Favorable of Biden	10%	(52)	19%	(94)	18%	(89)	44%	(221)	10%	(49)	505
Somewhat Unfavorable of Biden	10%	(28)	18%	(48)	22%	(59)	42%	(113)	9%	(24)	272
Very Unfavorable of Biden	9%	(76)	18%	(158)	18%	(155)	47%	(406)	8%	(68)	863
#1 Issue: Economy	11%	(106)	20%	(197)	18%	(173)	43%	(413)	8%	(81)	971
#1 Issue: Security	9%	(21)	16%	(34)	17%	(36)	51%	(111)	8%	(17)	219
#1 Issue: Health Care	19%	(33)	16%	(28)	13%	(23)	41%	(72)	11%	(20)	175
#1 Issue: Medicare / Social Security	8%	(19)	12%	(29)	17%	(43)	57%	(143)	7%	(17)	251
#1 Issue: Women's Issues	13%	(34)	15%	(38)	22%	(56)	39%	(100)	11%	(29)	258
#1 Issue: Education	12%	(9)	21%	(16)	19%	(14)	29%	(21)	19%	(14)	74
#1 Issue: Energy	13%	(18)	21%	(29)	14%	(20)	42%	(59)	10%	(15)	141
#1 Issue: Other	5%	(6)	14%	(17)	13%	(16)	56%	(70)	13%	(16)	126
2022 House Vote: Democrat	12%	(107)	17%	(154)	17%	(152)	47%	(419)	7%	(66)	898
2022 House Vote: Republican	11%	(77)	18%	(129)	19%	(137)	45%	(318)	7%	(52)	714
2022 House Vote: Someone else	6%	(3)	15%	(9)	12%	(7)	43%	(25)	24%	(14)	57
2022 House Vote: Didnt Vote	10%	(57)	18%	(97)	16%	(86)	42%	(227)	14%	(77)	545

Continued on next page

Table MCBR6_7: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Exercise equipment

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	11%	(245)	18%	(389)	17%	(383)	45%	(988)	9% (209)	2214
2020 Vote: Joe Biden	13%	(120)	16%	(154)	17%	(161)	45%	(426)	8% (77)	938
2020 Vote: Donald Trump	9%	(72)	18%	(139)	20%	(151)	45%	(346)	8% (63)	771
2020 Vote: Other	5%	(3)	25%	(17)	10%	(7)	45%	(30)	15% (10)	66
2020 Vote: Didn't Vote	11%	(50)	18%	(79)	15%	(64)	43%	(187)	13% (58)	438
2018 House Vote: Democrat	12%	(96)	16%	(128)	17%	(131)	46%	(355)	8% (65)	775
2018 House Vote: Republican	10%	(66)	17%	(110)	18%	(114)	47%	(302)	7% (48)	640
2018 House Vote: Someone else	13%	(8)	16%	(10)	12%	(7)	38%	(23)	22% (14)	62
2018 House Vote: Didnt Vote	10%	(75)	19%	(142)	18%	(131)	42%	(307)	11% (82)	737
4-Region: Northeast	13%	(50)	17%	(66)	16%	(61)	46%	(177)	8% (30)	383
4-Region: Midwest	10%	(47)	18%	(83)	17%	(79)	45%	(208)	9% (40)	457
4-Region: South	10%	(88)	17%	(147)	18%	(151)	44%	(371)	11% (89)	846
4-Region: West	11%	(60)	18%	(93)	18%	(92)	44%	(233)	9% (49)	527
Social Media User	11%	(244)	18%	(386)	18%	(375)	43%	(929)	10% (203)	2137
Interested in Attending Event	21%	(206)	26%	(260)	21%	(207)	26%	(258)	5% (50)	980
Heard About Live Shopping	26%	(177)	25%	(169)	17%	(118)	25%	(174)	7% (51)	688
Have not Heard About Live Shopping	4%	(68)	14%	(220)	17%	(265)	53%	(815)	10% (158)	1526
Participated in Event Within Year	31%	(130)	30%	(126)	17%	(73)	17%	(72)	5% (21)	421

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

Table MCBR6_8: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Beauty / personal care products

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(317)	24%	(523)	15%	(323)	37%	(820)	10%	(231)	2214
Gender: Male	9%	(94)	18%	(195)	18%	(196)	46%	(487)	9%	(98)	1070
Gender: Female	20%	(223)	29%	(327)	11%	(128)	29%	(333)	12%	(133)	1144
Age: 18-34	22%	(139)	26%	(168)	16%	(100)	25%	(163)	11%	(73)	643
Age: 35-44	18%	(67)	26%	(97)	14%	(52)	29%	(108)	11%	(42)	366
Age: 45-64	12%	(86)	24%	(169)	15%	(106)	39%	(282)	10%	(73)	715
Age: 65+	5%	(25)	18%	(90)	13%	(65)	55%	(268)	9%	(42)	490
GenZers: 1997-2012	25%	(41)	28%	(46)	12%	(19)	27%	(45)	8%	(13)	164
Millennials: 1981-1996	20%	(146)	25%	(185)	16%	(119)	27%	(195)	12%	(89)	734
GenXers: 1965-1980	17%	(90)	26%	(139)	13%	(73)	35%	(187)	9%	(51)	540
Baby Boomers: 1946-1964	5%	(38)	20%	(142)	15%	(106)	49%	(339)	10%	(73)	699
PID: Dem (no lean)	19%	(155)	23%	(191)	14%	(118)	36%	(301)	9%	(73)	838
PID: Ind (no lean)	10%	(67)	22%	(154)	16%	(108)	38%	(263)	14%	(94)	685
PID: Rep (no lean)	14%	(95)	26%	(178)	14%	(97)	37%	(256)	9%	(64)	691
PID/Gender: Dem Men	11%	(38)	21%	(77)	16%	(59)	44%	(160)	8%	(30)	364
PID/Gender: Dem Women	25%	(117)	24%	(114)	13%	(60)	30%	(140)	9%	(44)	474
PID/Gender: Ind Men	7%	(23)	13%	(46)	21%	(74)	49%	(173)	11%	(39)	355
PID/Gender: Ind Women	13%	(44)	32%	(107)	10%	(34)	27%	(91)	16%	(54)	330
PID/Gender: Rep Men	9%	(32)	20%	(72)	18%	(63)	44%	(154)	8%	(29)	350
PID/Gender: Rep Women	18%	(63)	31%	(107)	10%	(34)	30%	(102)	10%	(35)	340
Ideo: Liberal (1-3)	18%	(121)	20%	(135)	13%	(87)	41%	(273)	7%	(50)	666
Ideo: Moderate (4)	13%	(89)	28%	(194)	16%	(111)	32%	(219)	11%	(78)	691
Ideo: Conservative (5-7)	13%	(93)	23%	(165)	15%	(105)	41%	(292)	8%	(54)	708
Educ: < College	16%	(228)	24%	(352)	14%	(204)	34%	(488)	12%	(168)	1440
Educ: Bachelors degree	12%	(60)	22%	(110)	15%	(73)	42%	(207)	8%	(41)	492
Educ: Post-grad	10%	(29)	22%	(61)	16%	(46)	44%	(125)	8%	(22)	283

Continued on next page

Table MCBR6_8: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Beauty / personal care products

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(317)	24%	(523)	15%	(323)	37%	(820)	10%	(231)	2214
Income: Under 50k	15%	(179)	24%	(298)	13%	(164)	35%	(425)	12%	(151)	1217
Income: 50k-100k	14%	(96)	22%	(152)	16%	(110)	40%	(278)	9%	(59)	696
Income: 100k+	14%	(42)	24%	(73)	16%	(49)	39%	(117)	7%	(21)	301
Ethnicity: White	12%	(214)	23%	(388)	15%	(253)	41%	(695)	10%	(164)	1714
Ethnicity: Hispanic	19%	(73)	28%	(105)	12%	(46)	29%	(108)	11%	(43)	374
Ethnicity: Black	23%	(66)	26%	(73)	14%	(39)	26%	(74)	11%	(31)	283
Ethnicity: Other	17%	(37)	28%	(62)	15%	(32)	23%	(50)	17%	(36)	217
All Christian	14%	(145)	24%	(246)	16%	(161)	37%	(384)	9%	(91)	1027
All Non-Christian	13%	(15)	20%	(24)	13%	(16)	41%	(48)	13%	(15)	118
Atheist	9%	(9)	14%	(14)	16%	(16)	52%	(51)	9%	(9)	99
Agnostic/Nothing in particular	13%	(79)	24%	(150)	14%	(87)	37%	(232)	11%	(71)	618
Something Else	19%	(68)	25%	(90)	12%	(44)	30%	(105)	13%	(46)	352
Religious Non-Protestant/Catholic	11%	(16)	22%	(30)	13%	(18)	41%	(57)	14%	(19)	141
Evangelical	20%	(112)	25%	(139)	12%	(70)	33%	(184)	10%	(57)	562
Non-Evangelical	12%	(96)	24%	(188)	16%	(126)	38%	(292)	9%	(74)	776
Community: Urban	19%	(112)	23%	(136)	14%	(85)	33%	(199)	11%	(68)	600
Community: Suburban	12%	(127)	24%	(252)	15%	(157)	40%	(425)	9%	(97)	1058
Community: Rural	14%	(78)	24%	(134)	15%	(82)	35%	(197)	12%	(66)	556
Employ: Private Sector	17%	(131)	26%	(202)	16%	(127)	33%	(254)	8%	(65)	778
Employ: Government	20%	(27)	25%	(34)	16%	(21)	26%	(35)	14%	(20)	136
Employ: Self-Employed	18%	(35)	28%	(53)	12%	(24)	35%	(67)	7%	(14)	193
Employ: Homemaker	20%	(35)	30%	(50)	13%	(22)	27%	(46)	10%	(16)	170
Employ: Retired	7%	(37)	17%	(88)	13%	(72)	53%	(283)	10%	(55)	535
Employ: Unemployed	11%	(28)	22%	(55)	12%	(30)	40%	(100)	15%	(38)	250
Employ: Other	15%	(17)	26%	(29)	19%	(21)	24%	(26)	16%	(17)	111
Military HH: Yes	10%	(26)	22%	(60)	13%	(36)	46%	(122)	9%	(23)	267
Military HH: No	15%	(291)	24%	(463)	15%	(288)	36%	(698)	11%	(208)	1947

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Table MCBR6_8: *Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?*

Beauty / personal care products

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(317)	24%	(523)	15%	(323)	37%	(820)	10%	(231)	2214
RD/WT: Right Direction	18%	(126)	25%	(175)	14%	(102)	33%	(233)	10%	(68)	704
RD/WT: Wrong Track	13%	(191)	23%	(347)	15%	(221)	39%	(587)	11%	(162)	1510
Biden Job Approve	16%	(157)	26%	(246)	14%	(133)	35%	(333)	9%	(89)	957
Biden Job Disapprove	13%	(153)	22%	(259)	16%	(182)	40%	(466)	9%	(101)	1160
Biden Job Strongly Approve	22%	(95)	24%	(103)	12%	(52)	34%	(147)	8%	(34)	432
Biden Job Somewhat Approve	12%	(62)	27%	(142)	15%	(81)	35%	(186)	10%	(54)	525
Biden Job Somewhat Disapprove	14%	(47)	24%	(79)	16%	(50)	36%	(117)	9%	(30)	323
Biden Job Strongly Disapprove	13%	(106)	22%	(180)	16%	(131)	42%	(349)	8%	(70)	837
Favorable of Biden	17%	(162)	25%	(239)	14%	(135)	35%	(344)	9%	(91)	971
Unfavorable of Biden	13%	(145)	23%	(260)	16%	(183)	39%	(447)	9%	(101)	1136
Very Favorable of Biden	22%	(102)	23%	(108)	11%	(53)	36%	(167)	8%	(36)	466
Somewhat Favorable of Biden	12%	(60)	26%	(131)	16%	(82)	35%	(177)	11%	(55)	505
Somewhat Unfavorable of Biden	14%	(37)	25%	(69)	18%	(49)	33%	(91)	9%	(25)	272
Very Unfavorable of Biden	12%	(107)	22%	(190)	16%	(134)	41%	(356)	9%	(76)	863
#1 Issue: Economy	15%	(142)	26%	(250)	15%	(146)	36%	(345)	9%	(88)	971
#1 Issue: Security	13%	(29)	18%	(40)	13%	(28)	44%	(97)	11%	(25)	219
#1 Issue: Health Care	15%	(27)	22%	(38)	21%	(37)	31%	(54)	11%	(19)	175
#1 Issue: Medicare / Social Security	10%	(26)	24%	(61)	12%	(30)	44%	(109)	10%	(25)	251
#1 Issue: Women's Issues	22%	(57)	24%	(61)	14%	(35)	30%	(76)	11%	(28)	258
#1 Issue: Education	16%	(12)	30%	(22)	15%	(11)	23%	(17)	16%	(12)	74
#1 Issue: Energy	14%	(19)	18%	(26)	13%	(19)	44%	(62)	10%	(14)	141
#1 Issue: Other	4%	(5)	19%	(24)	14%	(17)	47%	(59)	16%	(20)	126
2022 House Vote: Democrat	17%	(150)	22%	(194)	15%	(135)	38%	(344)	8%	(75)	898
2022 House Vote: Republican	12%	(89)	24%	(168)	17%	(119)	39%	(275)	9%	(63)	714
2022 House Vote: Someone else	5%	(3)	23%	(13)	15%	(9)	38%	(22)	20%	(11)	57
2022 House Vote: Didnt Vote	14%	(76)	27%	(147)	11%	(61)	33%	(180)	15%	(81)	545

Continued on next page

Table MCBR6_8: Again, live shopping events allow brands and/or sellers to connect with consumers in real time via social media platforms. Sellers host livestream events via social media and can showcase products in real world settings, describe product details or purchasing options, and/or interact directly with their audience. To what extent would you be interested in purchasing the following types of products from a live shopping event on social media?

Beauty / personal care products

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	14%	(317)	24%	(523)	15%	(323)	37%	(820)	10% (231)	2214
2020 Vote: Joe Biden	16%	(153)	23%	(217)	14%	(134)	38%	(352)	9% (83)	938
2020 Vote: Donald Trump	12%	(92)	23%	(177)	16%	(123)	39%	(303)	10% (76)	771
2020 Vote: Other	6%	(4)	23%	(15)	20%	(13)	34%	(23)	17% (11)	66
2020 Vote: Didn't Vote	16%	(69)	26%	(114)	12%	(53)	32%	(142)	14% (60)	438
2018 House Vote: Democrat	17%	(133)	21%	(166)	15%	(113)	38%	(294)	9% (69)	775
2018 House Vote: Republican	12%	(74)	22%	(144)	17%	(107)	39%	(251)	10% (63)	640
2018 House Vote: Someone else	3%	(2)	27%	(17)	18%	(11)	31%	(19)	20% (13)	62
2018 House Vote: Didnt Vote	15%	(108)	27%	(196)	12%	(92)	35%	(255)	12% (86)	737
4-Region: Northeast	14%	(55)	24%	(90)	16%	(61)	37%	(143)	9% (34)	383
4-Region: Midwest	14%	(62)	24%	(111)	16%	(71)	37%	(169)	10% (44)	457
4-Region: South	16%	(138)	23%	(198)	14%	(115)	35%	(294)	12% (101)	846
4-Region: West	12%	(62)	23%	(123)	14%	(76)	41%	(214)	10% (52)	527
Social Media User	15%	(317)	24%	(520)	15%	(314)	36%	(764)	10% (223)	2137
Interested in Attending Event	27%	(263)	35%	(347)	16%	(159)	16%	(159)	5% (52)	980
Heard About Live Shopping	30%	(204)	31%	(212)	15%	(100)	18%	(123)	7% (49)	688
Have not Heard About Live Shopping	7%	(113)	20%	(311)	15%	(223)	46%	(697)	12% (182)	1526
Participated in Event Within Year	36%	(151)	35%	(146)	14%	(61)	11%	(46)	4% (17)	421

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

Table MCBR7_1NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Celebrity

Demographic	Selected		Not Selected		Total N
Adults	16%	(357)	84%	(1857)	2214
Gender: Male	15%	(163)	85%	(907)	1070
Gender: Female	17%	(194)	83%	(950)	1144
Age: 18-34	25%	(158)	75%	(485)	643
Age: 35-44	18%	(65)	82%	(301)	366
Age: 45-64	15%	(108)	85%	(607)	715
Age: 65+	5%	(27)	95%	(463)	490
GenZers: 1997-2012	25%	(41)	75%	(124)	164
Millennials: 1981-1996	22%	(162)	78%	(572)	734
GenXers: 1965-1980	16%	(89)	84%	(451)	540
Baby Boomers: 1946-1964	9%	(65)	91%	(633)	699
PID: Dem (no lean)	22%	(188)	78%	(650)	838
PID: Ind (no lean)	13%	(89)	87%	(597)	685
PID: Rep (no lean)	12%	(80)	88%	(610)	691
PID/Gender: Dem Men	22%	(80)	78%	(284)	364
PID/Gender: Dem Women	23%	(108)	77%	(366)	474
PID/Gender: Ind Men	13%	(45)	87%	(310)	355
PID/Gender: Ind Women	13%	(44)	87%	(286)	330
PID/Gender: Rep Men	11%	(38)	89%	(313)	350
PID/Gender: Rep Women	13%	(43)	87%	(298)	340
Ideo: Liberal (1-3)	19%	(128)	81%	(538)	666
Ideo: Moderate (4)	18%	(128)	82%	(564)	691
Ideo: Conservative (5-7)	11%	(77)	89%	(630)	708
Educ: < College	17%	(246)	83%	(1194)	1440
Educ: Bachelors degree	17%	(82)	83%	(409)	492
Educ: Post-grad	10%	(29)	90%	(253)	283
Income: Under 50k	17%	(209)	83%	(1009)	1217
Income: 50k-100k	16%	(112)	84%	(584)	696
Income: 100k+	12%	(37)	88%	(264)	301
Ethnicity: White	14%	(245)	86%	(1469)	1714
Ethnicity: Hispanic	22%	(83)	78%	(292)	374

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Table MCBR7_1NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Celebrity

Demographic	Selected		Not Selected		Total N
Adults	16%	(357)	84%	(1857)	2214
Ethnicity: Black	23%	(64)	77%	(219)	283
Ethnicity: Other	23%	(49)	77%	(168)	217
All Christian	15%	(154)	85%	(874)	1027
All Non-Christian	17%	(20)	83%	(98)	118
Atheist	12%	(12)	88%	(87)	99
Agnostic/Nothing in particular	18%	(108)	82%	(510)	618
Something Else	18%	(64)	82%	(289)	352
Religious Non-Protestant/Catholic	15%	(22)	85%	(119)	141
Evangelical	15%	(86)	85%	(476)	562
Non-Evangelical	16%	(124)	84%	(652)	776
Community: Urban	19%	(112)	81%	(487)	600
Community: Suburban	16%	(173)	84%	(885)	1058
Community: Rural	13%	(72)	87%	(485)	556
Employ: Private Sector	19%	(149)	81%	(629)	778
Employ: Government	17%	(24)	83%	(113)	136
Employ: Self-Employed	22%	(43)	78%	(150)	193
Employ: Homemaker	16%	(28)	84%	(142)	170
Employ: Retired	7%	(39)	93%	(496)	535
Employ: Unemployed	16%	(39)	84%	(211)	250
Employ: Other	25%	(28)	75%	(83)	111
Military HH: Yes	10%	(28)	90%	(239)	267
Military HH: No	17%	(330)	83%	(1617)	1947
RD/WT: Right Direction	18%	(130)	82%	(575)	704
RD/WT: Wrong Track	15%	(228)	85%	(1282)	1510
Biden Job Approve	19%	(184)	81%	(774)	957
Biden Job Disapprove	14%	(162)	86%	(998)	1160
Biden Job Strongly Approve	23%	(99)	77%	(333)	432
Biden Job Somewhat Approve	16%	(85)	84%	(441)	525
Biden Job Somewhat Disapprove	21%	(67)	79%	(257)	323
Biden Job Strongly Disapprove	11%	(95)	89%	(741)	837

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Table MCBR7_1NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Celebrity

Demographic	Selected		Not Selected		Total N
Adults	16%	(357)	84%	(1857)	2214
Favorable of Biden	19%	(188)	81%	(782)	971
Unfavorable of Biden	13%	(153)	87%	(982)	1136
Very Favorable of Biden	23%	(106)	77%	(360)	466
Somewhat Favorable of Biden	16%	(82)	84%	(423)	505
Somewhat Unfavorable of Biden	19%	(51)	81%	(222)	272
Very Unfavorable of Biden	12%	(103)	88%	(761)	863
#1 Issue: Economy	18%	(172)	82%	(799)	971
#1 Issue: Security	13%	(28)	87%	(191)	219
#1 Issue: Health Care	17%	(30)	83%	(145)	175
#1 Issue: Medicare / Social Security	12%	(30)	88%	(221)	251
#1 Issue: Women's Issues	18%	(47)	82%	(210)	258
#1 Issue: Education	23%	(17)	77%	(57)	74
#1 Issue: Energy	12%	(17)	88%	(123)	141
#1 Issue: Other	12%	(15)	88%	(111)	126
2022 House Vote: Democrat	19%	(173)	81%	(725)	898
2022 House Vote: Republican	11%	(80)	89%	(634)	714
2022 House Vote: Someone else	11%	(7)	89%	(51)	57
2022 House Vote: Didn't Vote	18%	(98)	82%	(447)	545
2020 Vote: Joe Biden	19%	(178)	81%	(760)	938
2020 Vote: Donald Trump	11%	(87)	89%	(684)	771
2020 Vote: Other	12%	(8)	88%	(58)	66
2020 Vote: Didn't Vote	19%	(84)	81%	(354)	438
2018 House Vote: Democrat	18%	(140)	82%	(635)	775
2018 House Vote: Republican	11%	(72)	89%	(569)	640
2018 House Vote: Someone else	13%	(8)	87%	(54)	62
2018 House Vote: Didn't Vote	19%	(137)	81%	(599)	737
4-Region: Northeast	11%	(44)	89%	(340)	383
4-Region: Midwest	15%	(70)	85%	(387)	457
4-Region: South	17%	(147)	83%	(699)	846
4-Region: West	18%	(97)	82%	(431)	527

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Table MCBR7_1NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Celebrity

Demographic	Selected		Not Selected		Total N
Adults	16%	(357)	84%	(1857)	2214
Social Media User	17%	(354)	83%	(1783)	2137
Interested in Attending Event	26%	(259)	74%	(721)	980
Heard About Live Shopping	26%	(180)	74%	(508)	688
Have not Heard About Live Shopping	12%	(178)	88%	(1348)	1526
Participated in Event Within Year	27%	(115)	73%	(306)	421

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

Table MCBR7_2NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional athlete

Demographic	Selected		Not Selected		Total N
Adults	12%	(265)	88%	(1949)	2214
Gender: Male	16%	(175)	84%	(895)	1070
Gender: Female	8%	(91)	92%	(1054)	1144
Age: 18-34	17%	(108)	83%	(536)	643
Age: 35-44	15%	(55)	85%	(311)	366
Age: 45-64	11%	(82)	89%	(633)	715
Age: 65+	4%	(21)	96%	(469)	490
GenZers: 1997-2012	19%	(32)	81%	(132)	164
Millennials: 1981-1996	16%	(115)	84%	(619)	734
GenXers: 1965-1980	13%	(69)	87%	(471)	540
Baby Boomers: 1946-1964	7%	(46)	93%	(652)	699
PID: Dem (no lean)	14%	(116)	86%	(722)	838
PID: Ind (no lean)	10%	(68)	90%	(618)	685
PID: Rep (no lean)	12%	(81)	88%	(609)	691
PID/Gender: Dem Men	19%	(69)	81%	(295)	364
PID/Gender: Dem Women	10%	(48)	90%	(426)	474
PID/Gender: Ind Men	14%	(49)	86%	(306)	355
PID/Gender: Ind Women	6%	(19)	94%	(311)	330
PID/Gender: Rep Men	16%	(57)	84%	(293)	350
PID/Gender: Rep Women	7%	(24)	93%	(316)	340
Ideo: Liberal (1-3)	12%	(82)	88%	(584)	666
Ideo: Moderate (4)	13%	(90)	87%	(601)	691
Ideo: Conservative (5-7)	12%	(82)	88%	(626)	708
Educ: < College	12%	(176)	88%	(1264)	1440
Educ: Bachelors degree	11%	(54)	89%	(438)	492
Educ: Post-grad	13%	(36)	87%	(247)	283
Income: Under 50k	10%	(127)	90%	(1090)	1217
Income: 50k-100k	14%	(97)	86%	(599)	696
Income: 100k+	14%	(41)	86%	(259)	301
Ethnicity: White	11%	(189)	89%	(1525)	1714
Ethnicity: Hispanic	20%	(75)	80%	(300)	374

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Table MCBR7_2NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Professional athlete

Demographic	Selected		Not Selected		Total N
Adults	12%	(265)	88%	(1949)	2214
Ethnicity: Black	18%	(50)	82%	(233)	283
Ethnicity: Other	12%	(27)	88%	(191)	217
All Christian	12%	(128)	88%	(899)	1027
All Non-Christian	13%	(15)	87%	(103)	118
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	12%	(73)	88%	(544)	618
Something Else	12%	(44)	88%	(309)	352
Religious Non-Protestant/Catholic	12%	(16)	88%	(125)	141
Evangelical	13%	(71)	87%	(491)	562
Non-Evangelical	12%	(97)	88%	(679)	776
Community: Urban	14%	(82)	86%	(518)	600
Community: Suburban	11%	(120)	89%	(938)	1058
Community: Rural	11%	(63)	89%	(493)	556
Employ: Private Sector	16%	(128)	84%	(650)	778
Employ: Government	15%	(21)	85%	(115)	136
Employ: Self-Employed	14%	(27)	86%	(167)	193
Employ: Homemaker	6%	(11)	94%	(159)	170
Employ: Retired	7%	(36)	93%	(499)	535
Employ: Unemployed	8%	(20)	92%	(230)	250
Employ: Other	15%	(17)	85%	(94)	111
Military HH: Yes	9%	(25)	91%	(242)	267
Military HH: No	12%	(240)	88%	(1707)	1947
RD/WT: Right Direction	14%	(97)	86%	(608)	704
RD/WT: Wrong Track	11%	(169)	89%	(1341)	1510
Biden Job Approve	12%	(117)	88%	(841)	957
Biden Job Disapprove	12%	(144)	88%	(1016)	1160
Biden Job Strongly Approve	15%	(65)	85%	(367)	432
Biden Job Somewhat Approve	10%	(52)	90%	(474)	525
Biden Job Somewhat Disapprove	15%	(50)	85%	(274)	323
Biden Job Strongly Disapprove	11%	(94)	89%	(742)	837

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Table MCBR7_2NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional athlete

Demographic	Selected		Not Selected		Total N
Adults	12%	(265)	88%	(1949)	2214
Favorable of Biden	12%	(112)	88%	(859)	971
Unfavorable of Biden	13%	(149)	87%	(987)	1136
Very Favorable of Biden	13%	(58)	87%	(408)	466
Somewhat Favorable of Biden	11%	(54)	89%	(451)	505
Somewhat Unfavorable of Biden	17%	(45)	83%	(227)	272
Very Unfavorable of Biden	12%	(103)	88%	(760)	863
#1 Issue: Economy	16%	(152)	84%	(819)	971
#1 Issue: Security	10%	(22)	90%	(197)	219
#1 Issue: Health Care	8%	(14)	92%	(161)	175
#1 Issue: Medicare / Social Security	5%	(12)	95%	(238)	251
#1 Issue: Women's Issues	8%	(20)	92%	(237)	258
#1 Issue: Education	16%	(12)	84%	(62)	74
#1 Issue: Energy	16%	(22)	84%	(118)	141
#1 Issue: Other	7%	(9)	93%	(117)	126
2022 House Vote: Democrat	13%	(113)	87%	(785)	898
2022 House Vote: Republican	12%	(85)	88%	(628)	714
2022 House Vote: Someone else	13%	(8)	87%	(50)	57
2022 House Vote: Didn't Vote	11%	(60)	89%	(485)	545
2020 Vote: Joe Biden	13%	(126)	87%	(813)	938
2020 Vote: Donald Trump	12%	(95)	88%	(676)	771
2020 Vote: Other	7%	(5)	93%	(61)	66
2020 Vote: Didn't Vote	9%	(39)	91%	(398)	438
2018 House Vote: Democrat	13%	(100)	87%	(676)	775
2018 House Vote: Republican	12%	(78)	88%	(562)	640
2018 House Vote: Someone else	9%	(5)	91%	(56)	62
2018 House Vote: Didn't Vote	11%	(82)	89%	(654)	737
4-Region: Northeast	14%	(53)	86%	(330)	383
4-Region: Midwest	12%	(55)	88%	(402)	457
4-Region: South	12%	(100)	88%	(746)	846
4-Region: West	11%	(57)	89%	(470)	527

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Table MCBR7_2NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional athlete

Demographic	Selected		Not Selected		Total N
Adults	12%	(265)	88%	(1949)	2214
Social Media User	12%	(262)	88%	(1876)	2137
Interested in Attending Event	19%	(189)	81%	(791)	980
Heard About Live Shopping	19%	(130)	81%	(559)	688
Have not Heard About Live Shopping	9%	(136)	91%	(1390)	1526
Participated in Event Within Year	22%	(94)	78%	(328)	421

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

Table MCBR7_3NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Collegiate athlete

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2088)	2214
Gender: Male	8%	(81)	92%	(989)	1070
Gender: Female	4%	(45)	96%	(1099)	1144
Age: 18-34	10%	(62)	90%	(581)	643
Age: 35-44	5%	(20)	95%	(346)	366
Age: 45-64	5%	(36)	95%	(679)	715
Age: 65+	2%	(8)	98%	(482)	490
GenZers: 1997-2012	10%	(17)	90%	(147)	164
Millennials: 1981-1996	8%	(62)	92%	(672)	734
GenXers: 1965-1980	5%	(26)	95%	(514)	540
Baby Boomers: 1946-1964	3%	(21)	97%	(677)	699
PID: Dem (no lean)	7%	(55)	93%	(783)	838
PID: Ind (no lean)	4%	(31)	96%	(655)	685
PID: Rep (no lean)	6%	(41)	94%	(650)	691
PID/Gender: Dem Men	9%	(31)	91%	(333)	364
PID/Gender: Dem Women	5%	(23)	95%	(450)	474
PID/Gender: Ind Men	6%	(21)	94%	(335)	355
PID/Gender: Ind Women	3%	(10)	97%	(320)	330
PID/Gender: Rep Men	8%	(29)	92%	(321)	350
PID/Gender: Rep Women	3%	(12)	97%	(329)	340
Ideo: Liberal (1-3)	7%	(44)	93%	(622)	666
Ideo: Moderate (4)	6%	(42)	94%	(650)	691
Ideo: Conservative (5-7)	5%	(37)	95%	(670)	708
Educ: < College	6%	(80)	94%	(1360)	1440
Educ: Bachelors degree	6%	(29)	94%	(463)	492
Educ: Post-grad	6%	(18)	94%	(265)	283
Income: Under 50k	5%	(63)	95%	(1154)	1217
Income: 50k-100k	6%	(41)	94%	(655)	696
Income: 100k+	7%	(21)	93%	(279)	301
Ethnicity: White	5%	(86)	95%	(1628)	1714
Ethnicity: Hispanic	11%	(41)	89%	(334)	374

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Table MCBR7_3NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Collegiate athlete

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2088)	2214
Ethnicity: Black	8%	(22)	92%	(260)	283
Ethnicity: Other	8%	(18)	92%	(200)	217
All Christian	6%	(58)	94%	(970)	1027
All Non-Christian	7%	(9)	93%	(109)	118
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	6%	(37)	94%	(581)	618
Something Else	6%	(20)	94%	(333)	352
Religious Non-Protestant/Catholic	7%	(10)	93%	(131)	141
Evangelical	7%	(40)	93%	(523)	562
Non-Evangelical	5%	(37)	95%	(739)	776
Community: Urban	7%	(45)	93%	(555)	600
Community: Suburban	5%	(55)	95%	(1003)	1058
Community: Rural	5%	(26)	95%	(530)	556
Employ: Private Sector	8%	(60)	92%	(718)	778
Employ: Government	8%	(11)	92%	(125)	136
Employ: Self-Employed	8%	(15)	92%	(178)	193
Employ: Homemaker	2%	(3)	98%	(167)	170
Employ: Retired	2%	(13)	98%	(522)	535
Employ: Unemployed	4%	(10)	96%	(241)	250
Employ: Other	9%	(10)	91%	(101)	111
Military HH: Yes	5%	(12)	95%	(255)	267
Military HH: No	6%	(114)	94%	(1833)	1947
RD/WT: Right Direction	8%	(53)	92%	(652)	704
RD/WT: Wrong Track	5%	(73)	95%	(1436)	1510
Biden Job Approve	7%	(64)	93%	(894)	957
Biden Job Disapprove	5%	(60)	95%	(1100)	1160
Biden Job Strongly Approve	9%	(39)	91%	(393)	432
Biden Job Somewhat Approve	5%	(24)	95%	(501)	525
Biden Job Somewhat Disapprove	7%	(24)	93%	(299)	323
Biden Job Strongly Disapprove	4%	(36)	96%	(800)	837

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Table MCBR7_3NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
Collegiate athlete

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2088)	2214
Favorable of Biden	6%	(58)	94%	(913)	971
Unfavorable of Biden	6%	(63)	94%	(1072)	1136
Very Favorable of Biden	8%	(35)	92%	(431)	466
Somewhat Favorable of Biden	4%	(22)	96%	(482)	505
Somewhat Unfavorable of Biden	8%	(22)	92%	(251)	272
Very Unfavorable of Biden	5%	(42)	95%	(822)	863
#1 Issue: Economy	8%	(74)	92%	(897)	971
#1 Issue: Security	4%	(9)	96%	(210)	219
#1 Issue: Health Care	6%	(11)	94%	(164)	175
#1 Issue: Medicare / Social Security	3%	(7)	97%	(244)	251
#1 Issue: Women's Issues	3%	(7)	97%	(250)	258
#1 Issue: Education	3%	(3)	97%	(71)	74
#1 Issue: Energy	6%	(9)	94%	(132)	141
#1 Issue: Other	4%	(5)	96%	(121)	126
2022 House Vote: Democrat	5%	(47)	95%	(851)	898
2022 House Vote: Republican	7%	(47)	93%	(667)	714
2022 House Vote: Someone else	5%	(3)	95%	(54)	57
2022 House Vote: Didn't Vote	5%	(29)	95%	(516)	545
2020 Vote: Joe Biden	7%	(62)	93%	(876)	938
2020 Vote: Donald Trump	5%	(40)	95%	(732)	771
2020 Vote: Other	5%	(4)	95%	(63)	66
2020 Vote: Didn't Vote	5%	(21)	95%	(417)	438
2018 House Vote: Democrat	6%	(44)	94%	(731)	775
2018 House Vote: Republican	4%	(28)	96%	(612)	640
2018 House Vote: Someone else	9%	(5)	91%	(56)	62
2018 House Vote: Didn't Vote	7%	(48)	93%	(688)	737
4-Region: Northeast	7%	(26)	93%	(358)	383
4-Region: Midwest	4%	(20)	96%	(437)	457
4-Region: South	5%	(39)	95%	(807)	846
4-Region: West	8%	(41)	92%	(486)	527

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Table MCBR7_3NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Collegiate athlete

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2088)	2214
Social Media User	6%	(126)	94%	(2011)	2137
Interested in Attending Event	10%	(100)	90%	(880)	980
Heard About Live Shopping	10%	(72)	90%	(616)	688
Have not Heard About Live Shopping	4%	(54)	96%	(1472)	1526
Participated in Event Within Year	15%	(62)	85%	(360)	421

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

Table MCBR7_4NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional expert (such as a doctor, lawyer, author, etc.)

Demographic	Selected		Not Selected		Total N
Adults	19%	(413)	81%	(1801)	2214
Gender: Male	21%	(222)	79%	(848)	1070
Gender: Female	17%	(191)	83%	(954)	1144
Age: 18-34	21%	(137)	79%	(506)	643
Age: 35-44	18%	(66)	82%	(300)	366
Age: 45-64	18%	(127)	82%	(588)	715
Age: 65+	17%	(83)	83%	(407)	490
GenZers: 1997-2012	20%	(32)	80%	(132)	164
Millennials: 1981-1996	21%	(157)	79%	(577)	734
GenXers: 1965-1980	16%	(89)	84%	(451)	540
Baby Boomers: 1946-1964	17%	(120)	83%	(579)	699
PID: Dem (no lean)	21%	(178)	79%	(660)	838
PID: Ind (no lean)	18%	(124)	82%	(561)	685
PID: Rep (no lean)	16%	(111)	84%	(580)	691
PID/Gender: Dem Men	23%	(85)	77%	(280)	364
PID/Gender: Dem Women	20%	(94)	80%	(380)	474
PID/Gender: Ind Men	21%	(74)	79%	(281)	355
PID/Gender: Ind Women	15%	(50)	85%	(280)	330
PID/Gender: Rep Men	18%	(64)	82%	(287)	350
PID/Gender: Rep Women	14%	(47)	86%	(293)	340
Ideo: Liberal (1-3)	25%	(165)	75%	(501)	666
Ideo: Moderate (4)	18%	(121)	82%	(570)	691
Ideo: Conservative (5-7)	16%	(112)	84%	(596)	708
Educ: < College	15%	(221)	85%	(1219)	1440
Educ: Bachelors degree	23%	(111)	77%	(380)	492
Educ: Post-grad	29%	(81)	71%	(202)	283
Income: Under 50k	16%	(200)	84%	(1018)	1217
Income: 50k-100k	21%	(144)	79%	(552)	696
Income: 100k+	23%	(69)	77%	(232)	301
Ethnicity: White	19%	(331)	81%	(1383)	1714
Ethnicity: Hispanic	19%	(70)	81%	(304)	374

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Table MCBR7_4NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional expert (such as a doctor, lawyer, author, etc.)

Demographic	Selected		Not Selected		Total N
Adults	19%	(413)	81%	(1801)	2214
Ethnicity: Black	16%	(45)	84%	(238)	283
Ethnicity: Other	17%	(36)	83%	(181)	217
All Christian	19%	(192)	81%	(835)	1027
All Non-Christian	20%	(24)	80%	(94)	118
Atheist	14%	(14)	86%	(85)	99
Agnostic/Nothing in particular	19%	(119)	81%	(499)	618
Something Else	18%	(65)	82%	(288)	352
Religious Non-Protestant/Catholic	21%	(29)	79%	(112)	141
Evangelical	17%	(97)	83%	(466)	562
Non-Evangelical	19%	(148)	81%	(628)	776
Community: Urban	22%	(130)	78%	(470)	600
Community: Suburban	18%	(194)	82%	(863)	1058
Community: Rural	16%	(89)	84%	(468)	556
Employ: Private Sector	21%	(161)	79%	(616)	778
Employ: Government	19%	(26)	81%	(111)	136
Employ: Self-Employed	24%	(47)	76%	(146)	193
Employ: Homemaker	13%	(23)	87%	(147)	170
Employ: Retired	18%	(94)	82%	(441)	535
Employ: Unemployed	12%	(29)	88%	(221)	250
Employ: Other	23%	(25)	77%	(85)	111
Military HH: Yes	22%	(57)	78%	(209)	267
Military HH: No	18%	(355)	82%	(1592)	1947
RD/WT: Right Direction	21%	(145)	79%	(559)	704
RD/WT: Wrong Track	18%	(267)	82%	(1242)	1510
Biden Job Approve	21%	(203)	79%	(755)	957
Biden Job Disapprove	18%	(205)	82%	(955)	1160
Biden Job Strongly Approve	22%	(96)	78%	(336)	432
Biden Job Somewhat Approve	20%	(107)	80%	(419)	525
Biden Job Somewhat Disapprove	21%	(66)	79%	(257)	323
Biden Job Strongly Disapprove	17%	(138)	83%	(698)	837

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Table MCBR7_4NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional expert (such as a doctor, lawyer, author, etc.)

Demographic	Selected		Not Selected		Total N
Adults	19%	(413)	81%	(1801)	2214
Favorable of Biden	21%	(204)	79%	(767)	971
Unfavorable of Biden	18%	(202)	82%	(934)	1136
Very Favorable of Biden	21%	(100)	79%	(366)	466
Somewhat Favorable of Biden	21%	(104)	79%	(400)	505
Somewhat Unfavorable of Biden	23%	(64)	77%	(209)	272
Very Unfavorable of Biden	16%	(138)	84%	(725)	863
#1 Issue: Economy	20%	(191)	80%	(779)	971
#1 Issue: Security	17%	(37)	83%	(182)	219
#1 Issue: Health Care	15%	(27)	85%	(149)	175
#1 Issue: Medicare / Social Security	16%	(40)	84%	(211)	251
#1 Issue: Women's Issues	23%	(59)	77%	(199)	258
#1 Issue: Education	20%	(15)	80%	(59)	74
#1 Issue: Energy	19%	(27)	81%	(114)	141
#1 Issue: Other	14%	(17)	86%	(109)	126
2022 House Vote: Democrat	22%	(201)	78%	(697)	898
2022 House Vote: Republican	17%	(122)	83%	(592)	714
2022 House Vote: Someone else	11%	(7)	89%	(51)	57
2022 House Vote: Didn't Vote	15%	(83)	85%	(462)	545
2020 Vote: Joe Biden	22%	(208)	78%	(731)	938
2020 Vote: Donald Trump	17%	(128)	83%	(643)	771
2020 Vote: Other	27%	(18)	73%	(48)	66
2020 Vote: Didn't Vote	13%	(59)	87%	(379)	438
2018 House Vote: Democrat	23%	(176)	77%	(599)	775
2018 House Vote: Republican	18%	(115)	82%	(525)	640
2018 House Vote: Someone else	23%	(14)	77%	(47)	62
2018 House Vote: Didn't Vote	15%	(107)	85%	(630)	737
4-Region: Northeast	20%	(77)	80%	(307)	383
4-Region: Midwest	20%	(93)	80%	(364)	457
4-Region: South	18%	(149)	82%	(696)	846
4-Region: West	18%	(94)	82%	(434)	527

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Table MCBR7_4NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Professional expert (such as a doctor, lawyer, author, etc.)

Demographic	Selected		Not Selected		Total N
Adults	19%	(413)	81%	(1801)	2214
Social Media User	19%	(408)	81%	(1729)	2137
Interested in Attending Event	26%	(259)	74%	(721)	980
Heard About Live Shopping	23%	(157)	77%	(531)	688
Have not Heard About Live Shopping	17%	(255)	83%	(1271)	1526
Participated in Event Within Year	24%	(100)	76%	(321)	421

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

Table MCBR7_5NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Social media influencer

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1825)	2214
Gender: Male	15%	(163)	85%	(906)	1070
Gender: Female	20%	(226)	80%	(918)	1144
Age: 18-34	35%	(226)	65%	(417)	643
Age: 35-44	19%	(71)	81%	(295)	366
Age: 45-64	10%	(71)	90%	(644)	715
Age: 65+	4%	(21)	96%	(469)	490
GenZers: 1997-2012	33%	(55)	67%	(109)	164
Millennials: 1981-1996	31%	(229)	69%	(505)	734
GenXers: 1965-1980	11%	(60)	89%	(480)	540
Baby Boomers: 1946-1964	6%	(45)	94%	(653)	699
PID: Dem (no lean)	21%	(177)	79%	(661)	838
PID: Ind (no lean)	16%	(111)	84%	(574)	685
PID: Rep (no lean)	15%	(101)	85%	(590)	691
PID/Gender: Dem Men	20%	(71)	80%	(293)	364
PID/Gender: Dem Women	22%	(106)	78%	(368)	474
PID/Gender: Ind Men	14%	(51)	86%	(304)	355
PID/Gender: Ind Women	18%	(60)	82%	(270)	330
PID/Gender: Rep Men	12%	(41)	88%	(309)	350
PID/Gender: Rep Women	18%	(60)	82%	(280)	340
Ideo: Liberal (1-3)	22%	(143)	78%	(523)	666
Ideo: Moderate (4)	18%	(127)	82%	(564)	691
Ideo: Conservative (5-7)	13%	(94)	87%	(613)	708
Educ: < College	19%	(272)	81%	(1168)	1440
Educ: Bachelors degree	17%	(81)	83%	(410)	492
Educ: Post-grad	13%	(36)	87%	(247)	283
Income: Under 50k	19%	(235)	81%	(982)	1217
Income: 50k-100k	17%	(115)	83%	(581)	696
Income: 100k+	13%	(40)	87%	(261)	301
Ethnicity: White	15%	(258)	85%	(1456)	1714
Ethnicity: Hispanic	27%	(101)	73%	(274)	374

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Table MCBR7_5NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Social media influencer

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1825)	2214
Ethnicity: Black	26%	(74)	74%	(209)	283
Ethnicity: Other	27%	(58)	73%	(159)	217
All Christian	15%	(159)	85%	(868)	1027
All Non-Christian	23%	(27)	77%	(91)	118
Atheist	15%	(15)	85%	(84)	99
Agnostic/Nothing in particular	18%	(113)	82%	(505)	618
Something Else	21%	(75)	79%	(277)	352
Religious Non-Protestant/Catholic	21%	(30)	79%	(111)	141
Evangelical	17%	(96)	83%	(466)	562
Non-Evangelical	17%	(130)	83%	(646)	776
Community: Urban	22%	(130)	78%	(470)	600
Community: Suburban	15%	(159)	85%	(899)	1058
Community: Rural	18%	(101)	82%	(456)	556
Employ: Private Sector	22%	(170)	78%	(608)	778
Employ: Government	23%	(32)	77%	(105)	136
Employ: Self-Employed	22%	(43)	78%	(151)	193
Employ: Homemaker	26%	(44)	74%	(126)	170
Employ: Retired	5%	(29)	95%	(506)	535
Employ: Unemployed	18%	(45)	82%	(206)	250
Employ: Other	18%	(20)	82%	(90)	111
Military HH: Yes	11%	(30)	89%	(237)	267
Military HH: No	18%	(359)	82%	(1588)	1947
RD/WT: Right Direction	19%	(132)	81%	(572)	704
RD/WT: Wrong Track	17%	(257)	83%	(1252)	1510
Biden Job Approve	18%	(176)	82%	(782)	957
Biden Job Disapprove	17%	(201)	83%	(959)	1160
Biden Job Strongly Approve	21%	(89)	79%	(343)	432
Biden Job Somewhat Approve	16%	(86)	84%	(439)	525
Biden Job Somewhat Disapprove	21%	(67)	79%	(257)	323
Biden Job Strongly Disapprove	16%	(134)	84%	(703)	837

Continued on next page

Table MCBR7_5NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Social media influencer

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1825)	2214
Favorable of Biden	19%	(186)	81%	(785)	971
Unfavorable of Biden	16%	(186)	84%	(950)	1136
Very Favorable of Biden	22%	(103)	78%	(364)	466
Somewhat Favorable of Biden	17%	(84)	83%	(421)	505
Somewhat Unfavorable of Biden	21%	(56)	79%	(216)	272
Very Unfavorable of Biden	15%	(130)	85%	(734)	863
#1 Issue: Economy	19%	(183)	81%	(787)	971
#1 Issue: Security	14%	(30)	86%	(189)	219
#1 Issue: Health Care	17%	(29)	83%	(146)	175
#1 Issue: Medicare / Social Security	9%	(23)	91%	(228)	251
#1 Issue: Women's Issues	26%	(68)	74%	(190)	258
#1 Issue: Education	15%	(11)	85%	(62)	74
#1 Issue: Energy	23%	(33)	77%	(108)	141
#1 Issue: Other	9%	(12)	91%	(114)	126
2022 House Vote: Democrat	20%	(176)	80%	(722)	898
2022 House Vote: Republican	13%	(93)	87%	(620)	714
2022 House Vote: Someone else	5%	(3)	95%	(55)	57
2022 House Vote: Didn't Vote	21%	(117)	79%	(428)	545
2020 Vote: Joe Biden	19%	(180)	81%	(758)	938
2020 Vote: Donald Trump	13%	(104)	87%	(668)	771
2020 Vote: Other	18%	(12)	82%	(55)	66
2020 Vote: Didn't Vote	21%	(94)	79%	(344)	438
2018 House Vote: Democrat	18%	(141)	82%	(635)	775
2018 House Vote: Republican	13%	(82)	87%	(558)	640
2018 House Vote: Someone else	17%	(10)	83%	(51)	62
2018 House Vote: Didn't Vote	21%	(157)	79%	(580)	737
4-Region: Northeast	16%	(60)	84%	(323)	383
4-Region: Midwest	16%	(74)	84%	(383)	457
4-Region: South	18%	(155)	82%	(691)	846
4-Region: West	19%	(100)	81%	(427)	527

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Table MCBR7_5NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Social media influencer

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1825)	2214
Social Media User	18%	(388)	82%	(1749)	2137
Interested in Attending Event	32%	(318)	68%	(662)	980
Heard About Live Shopping	31%	(216)	69%	(472)	688
Have not Heard About Live Shopping	11%	(173)	89%	(1353)	1526
Participated in Event Within Year	37%	(155)	63%	(266)	421

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

Table MCBR7_6NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Brand / company representative

Demographic	Selected		Not Selected		Total N
Adults	33%	(737)	67%	(1477)	2214
Gender: Male	33%	(357)	67%	(713)	1070
Gender: Female	33%	(380)	67%	(765)	1144
Age: 18-34	35%	(226)	65%	(417)	643
Age: 35-44	34%	(126)	66%	(240)	366
Age: 45-64	35%	(251)	65%	(464)	715
Age: 65+	27%	(133)	73%	(356)	490
GenZers: 1997-2012	38%	(63)	62%	(102)	164
Millennials: 1981-1996	35%	(253)	65%	(481)	734
GenXers: 1965-1980	35%	(189)	65%	(351)	540
Baby Boomers: 1946-1964	31%	(218)	69%	(481)	699
PID: Dem (no lean)	33%	(279)	67%	(559)	838
PID: Ind (no lean)	32%	(216)	68%	(469)	685
PID: Rep (no lean)	35%	(242)	65%	(449)	691
PID/Gender: Dem Men	32%	(116)	68%	(249)	364
PID/Gender: Dem Women	34%	(163)	66%	(311)	474
PID/Gender: Ind Men	34%	(120)	66%	(236)	355
PID/Gender: Ind Women	29%	(96)	71%	(234)	330
PID/Gender: Rep Men	35%	(122)	65%	(229)	350
PID/Gender: Rep Women	35%	(120)	65%	(220)	340
Ideo: Liberal (1-3)	33%	(221)	67%	(446)	666
Ideo: Moderate (4)	35%	(244)	65%	(448)	691
Ideo: Conservative (5-7)	33%	(237)	67%	(471)	708
Educ: < College	33%	(469)	67%	(970)	1440
Educ: Bachelors degree	33%	(160)	67%	(332)	492
Educ: Post-grad	38%	(107)	62%	(175)	283
Income: Under 50k	31%	(380)	69%	(837)	1217
Income: 50k-100k	34%	(236)	66%	(460)	696
Income: 100k+	40%	(120)	60%	(181)	301
Ethnicity: White	34%	(578)	66%	(1136)	1714
Ethnicity: Hispanic	35%	(131)	65%	(244)	374

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Table MCBR7_6NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Brand / company representative

Demographic	Selected		Not Selected		Total N
Adults	33%	(737)	67%	(1477)	2214
Ethnicity: Black	34%	(97)	66%	(185)	283
Ethnicity: Other	28%	(61)	72%	(156)	217
All Christian	35%	(355)	65%	(672)	1027
All Non-Christian	28%	(33)	72%	(85)	118
Atheist	16%	(16)	84%	(83)	99
Agnostic/Nothing in particular	32%	(195)	68%	(423)	618
Something Else	39%	(138)	61%	(215)	352
Religious Non-Protestant/Catholic	30%	(42)	70%	(99)	141
Evangelical	36%	(203)	64%	(360)	562
Non-Evangelical	36%	(277)	64%	(499)	776
Community: Urban	35%	(208)	65%	(391)	600
Community: Suburban	33%	(346)	67%	(712)	1058
Community: Rural	33%	(182)	67%	(374)	556
Employ: Private Sector	38%	(295)	62%	(482)	778
Employ: Government	28%	(38)	72%	(98)	136
Employ: Self-Employed	32%	(62)	68%	(131)	193
Employ: Homemaker	36%	(61)	64%	(108)	170
Employ: Retired	31%	(164)	69%	(371)	535
Employ: Unemployed	25%	(62)	75%	(188)	250
Employ: Other	37%	(41)	63%	(70)	111
Military HH: Yes	33%	(87)	67%	(180)	267
Military HH: No	33%	(650)	67%	(1297)	1947
RD/WT: Right Direction	33%	(235)	67%	(469)	704
RD/WT: Wrong Track	33%	(502)	67%	(1008)	1510
Biden Job Approve	33%	(315)	67%	(642)	957
Biden Job Disapprove	35%	(400)	65%	(760)	1160
Biden Job Strongly Approve	33%	(142)	67%	(290)	432
Biden Job Somewhat Approve	33%	(173)	67%	(352)	525
Biden Job Somewhat Disapprove	39%	(125)	61%	(199)	323
Biden Job Strongly Disapprove	33%	(276)	67%	(561)	837

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Table MCBR7_6NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Brand / company representative

Demographic	Selected		Not Selected		Total N
Adults	33%	(737)	67%	(1477)	2214
Favorable of Biden	33%	(318)	67%	(652)	971
Unfavorable of Biden	34%	(388)	66%	(747)	1136
Very Favorable of Biden	34%	(157)	66%	(309)	466
Somewhat Favorable of Biden	32%	(162)	68%	(343)	505
Somewhat Unfavorable of Biden	36%	(99)	64%	(173)	272
Very Unfavorable of Biden	33%	(289)	67%	(574)	863
#1 Issue: Economy	35%	(340)	65%	(631)	971
#1 Issue: Security	30%	(66)	70%	(153)	219
#1 Issue: Health Care	33%	(57)	67%	(118)	175
#1 Issue: Medicare / Social Security	29%	(72)	71%	(179)	251
#1 Issue: Women's Issues	39%	(100)	61%	(157)	258
#1 Issue: Education	38%	(28)	62%	(46)	74
#1 Issue: Energy	28%	(40)	72%	(101)	141
#1 Issue: Other	26%	(33)	74%	(93)	126
2022 House Vote: Democrat	34%	(305)	66%	(593)	898
2022 House Vote: Republican	37%	(263)	63%	(451)	714
2022 House Vote: Someone else	20%	(12)	80%	(46)	57
2022 House Vote: Didn't Vote	29%	(157)	71%	(388)	545
2020 Vote: Joe Biden	34%	(323)	66%	(615)	938
2020 Vote: Donald Trump	35%	(270)	65%	(501)	771
2020 Vote: Other	27%	(18)	73%	(48)	66
2020 Vote: Didn't Vote	29%	(125)	71%	(312)	438
2018 House Vote: Democrat	33%	(257)	67%	(518)	775
2018 House Vote: Republican	38%	(244)	62%	(397)	640
2018 House Vote: Someone else	30%	(18)	70%	(43)	62
2018 House Vote: Didn't Vote	30%	(217)	70%	(519)	737
4-Region: Northeast	34%	(132)	66%	(251)	383
4-Region: Midwest	33%	(150)	67%	(307)	457
4-Region: South	36%	(301)	64%	(545)	846
4-Region: West	29%	(153)	71%	(374)	527

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Table MCBR7_6NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Brand / company representative

Demographic	Selected		Not Selected		Total N
Adults	33%	(737)	67%	(1477)	2214
Social Media User	34%	(724)	66%	(1413)	2137
Interested in Attending Event	49%	(483)	51%	(497)	980
Heard About Live Shopping	44%	(300)	56%	(388)	688
Have not Heard About Live Shopping	29%	(436)	71%	(1089)	1526
Participated in Event Within Year	43%	(182)	57%	(239)	421

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

Table MCBR7_7NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	1%	(33)	99%	(2181)	2214
Gender: Male	1%	(13)	99%	(1056)	1070
Gender: Female	2%	(19)	98%	(1125)	1144
Age: 18-34	1%	(7)	99%	(636)	643
Age: 35-44	2%	(6)	98%	(360)	366
Age: 45-64	2%	(13)	98%	(702)	715
Age: 65+	1%	(7)	99%	(483)	490
GenZers: 1997-2012	—	(1)	100%	(163)	164
Millennials: 1981-1996	1%	(9)	99%	(725)	734
GenXers: 1965-1980	2%	(12)	98%	(528)	540
Baby Boomers: 1946-1964	1%	(8)	99%	(691)	699
PID: Dem (no lean)	1%	(4)	99%	(834)	838
PID: Ind (no lean)	2%	(12)	98%	(673)	685
PID: Rep (no lean)	2%	(16)	98%	(674)	691
PID/Gender: Dem Men	1%	(3)	99%	(361)	364
PID/Gender: Dem Women	—	(1)	100%	(473)	474
PID/Gender: Ind Men	1%	(5)	99%	(350)	355
PID/Gender: Ind Women	2%	(7)	98%	(323)	330
PID/Gender: Rep Men	1%	(5)	99%	(345)	350
PID/Gender: Rep Women	3%	(11)	97%	(329)	340
Ideo: Liberal (1-3)	1%	(9)	99%	(657)	666
Ideo: Moderate (4)	—	(3)	100%	(688)	691
Ideo: Conservative (5-7)	2%	(16)	98%	(692)	708
Educ: < College	1%	(21)	99%	(1419)	1440
Educ: Bachelors degree	1%	(7)	99%	(485)	492
Educ: Post-grad	2%	(5)	98%	(278)	283
Income: Under 50k	2%	(23)	98%	(1194)	1217
Income: 50k-100k	—	(3)	100%	(693)	696
Income: 100k+	2%	(7)	98%	(294)	301
Ethnicity: White	2%	(31)	98%	(1683)	1714
Ethnicity: Hispanic	—	(0)	100%	(374)	374

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Table MCBR7_7NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	1%	(33)	99%	(2181)	2214
Ethnicity: Black	—	(1)	100%	(281)	283
Ethnicity: Other	—	(1)	100%	(217)	217
All Christian	1%	(14)	99%	(1014)	1027
All Non-Christian	—	(0)	100%	(118)	118
Atheist	1%	(1)	99%	(97)	99
Agnostic/Nothing in particular	1%	(7)	99%	(611)	618
Something Else	3%	(11)	97%	(342)	352
Religious Non-Protestant/Catholic	—	(0)	100%	(141)	141
Evangelical	2%	(11)	98%	(551)	562
Non-Evangelical	2%	(13)	98%	(763)	776
Community: Urban	1%	(6)	99%	(594)	600
Community: Suburban	1%	(12)	99%	(1046)	1058
Community: Rural	3%	(15)	97%	(542)	556
Employ: Private Sector	2%	(13)	98%	(765)	778
Employ: Government	2%	(2)	98%	(134)	136
Employ: Self-Employed	2%	(4)	98%	(189)	193
Employ: Homemaker	1%	(2)	99%	(168)	170
Employ: Retired	1%	(7)	99%	(528)	535
Employ: Unemployed	2%	(4)	98%	(246)	250
Employ: Other	—	(0)	100%	(111)	111
Military HH: Yes	1%	(2)	99%	(264)	267
Military HH: No	2%	(30)	98%	(1917)	1947
RD/WT: Right Direction	—	(2)	100%	(703)	704
RD/WT: Wrong Track	2%	(31)	98%	(1479)	1510
Biden Job Approve	1%	(5)	99%	(953)	957
Biden Job Disapprove	2%	(26)	98%	(1134)	1160
Biden Job Strongly Approve	—	(2)	100%	(430)	432
Biden Job Somewhat Approve	1%	(3)	99%	(522)	525
Biden Job Somewhat Disapprove	1%	(3)	99%	(320)	323
Biden Job Strongly Disapprove	3%	(23)	97%	(814)	837

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Table MCBR7_7NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	1%	(33)	99%	(2181)	2214
Favorable of Biden	1%	(5)	99%	(966)	971
Unfavorable of Biden	2%	(26)	98%	(1110)	1136
Very Favorable of Biden	—	(2)	100%	(465)	466
Somewhat Favorable of Biden	1%	(3)	99%	(501)	505
Somewhat Unfavorable of Biden	1%	(4)	99%	(269)	272
Very Unfavorable of Biden	3%	(22)	97%	(841)	863
#1 Issue: Economy	2%	(17)	98%	(954)	971
#1 Issue: Security	1%	(2)	99%	(217)	219
#1 Issue: Health Care	1%	(1)	99%	(174)	175
#1 Issue: Medicare / Social Security	1%	(1)	99%	(249)	251
#1 Issue: Women's Issues	1%	(3)	99%	(254)	258
#1 Issue: Education	2%	(2)	98%	(72)	74
#1 Issue: Energy	—	(1)	100%	(140)	141
#1 Issue: Other	5%	(6)	95%	(120)	126
2022 House Vote: Democrat	—	(3)	100%	(895)	898
2022 House Vote: Republican	2%	(18)	98%	(696)	714
2022 House Vote: Someone else	2%	(1)	98%	(56)	57
2022 House Vote: Didn't Vote	2%	(11)	98%	(534)	545
2020 Vote: Joe Biden	—	(4)	100%	(935)	938
2020 Vote: Donald Trump	3%	(21)	97%	(750)	771
2020 Vote: Other	2%	(2)	98%	(65)	66
2020 Vote: Didn't Vote	1%	(6)	99%	(432)	438
2018 House Vote: Democrat	—	(2)	100%	(773)	775
2018 House Vote: Republican	3%	(18)	97%	(623)	640
2018 House Vote: Someone else	2%	(1)	98%	(61)	62
2018 House Vote: Didn't Vote	2%	(12)	98%	(725)	737
4-Region: Northeast	1%	(6)	99%	(378)	383
4-Region: Midwest	1%	(6)	99%	(451)	457
4-Region: South	1%	(12)	99%	(834)	846
4-Region: West	2%	(9)	98%	(519)	527

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Table MCBR7_7NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	1%	(33)	99%	(2181)	2214
Social Media User	1%	(31)	99%	(2107)	2137
Interested in Attending Event	2%	(22)	98%	(958)	980
Heard About Live Shopping	2%	(12)	98%	(676)	688
Have not Heard About Live Shopping	1%	(21)	99%	(1505)	1526
Participated in Event Within Year	1%	(6)	99%	(415)	421

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

Table MCBR7_8NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
None of these

Demographic	Selected		Not Selected		Total N
Adults	42%	(926)	58%	(1288)	2214
Gender: Male	40%	(429)	60%	(641)	1070
Gender: Female	43%	(497)	57%	(647)	1144
Age: 18-34	27%	(175)	73%	(469)	643
Age: 35-44	37%	(137)	63%	(229)	366
Age: 45-64	45%	(319)	55%	(396)	715
Age: 65+	60%	(296)	40%	(194)	490
GenZers: 1997-2012	24%	(39)	76%	(125)	164
Millennials: 1981-1996	31%	(228)	69%	(506)	734
GenXers: 1965-1980	42%	(228)	58%	(312)	540
Baby Boomers: 1946-1964	54%	(378)	46%	(320)	699
PID: Dem (no lean)	38%	(320)	62%	(518)	838
PID: Ind (no lean)	47%	(320)	53%	(366)	685
PID: Rep (no lean)	41%	(286)	59%	(404)	691
PID/Gender: Dem Men	37%	(134)	63%	(230)	364
PID/Gender: Dem Women	39%	(186)	61%	(288)	474
PID/Gender: Ind Men	45%	(158)	55%	(197)	355
PID/Gender: Ind Women	49%	(161)	51%	(169)	330
PID/Gender: Rep Men	39%	(136)	61%	(214)	350
PID/Gender: Rep Women	44%	(150)	56%	(190)	340
Ideo: Liberal (1-3)	37%	(245)	63%	(421)	666
Ideo: Moderate (4)	40%	(279)	60%	(413)	691
Ideo: Conservative (5-7)	45%	(322)	55%	(386)	708
Educ: < College	43%	(619)	57%	(821)	1440
Educ: Bachelors degree	41%	(199)	59%	(293)	492
Educ: Post-grad	38%	(108)	62%	(174)	283
Income: Under 50k	44%	(531)	56%	(686)	1217
Income: 50k-100k	40%	(278)	60%	(418)	696
Income: 100k+	39%	(117)	61%	(184)	301
Ethnicity: White	44%	(752)	56%	(962)	1714
Ethnicity: Hispanic	32%	(121)	68%	(253)	374

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Table MCBR7_8NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
None of these

Demographic	Selected		Not Selected		Total N
Adults	42%	(926)	58%	(1288)	2214
Ethnicity: Black	32%	(90)	68%	(192)	283
Ethnicity: Other	39%	(84)	61%	(134)	217
All Christian	43%	(442)	57%	(585)	1027
All Non-Christian	41%	(48)	59%	(70)	118
Atheist	57%	(57)	43%	(42)	99
Agnostic/Nothing in particular	41%	(253)	59%	(365)	618
Something Else	36%	(127)	64%	(225)	352
Religious Non-Protestant/Catholic	41%	(57)	59%	(84)	141
Evangelical	41%	(230)	59%	(332)	562
Non-Evangelical	42%	(324)	58%	(452)	776
Community: Urban	38%	(230)	62%	(370)	600
Community: Suburban	43%	(458)	57%	(600)	1058
Community: Rural	43%	(238)	57%	(318)	556
Employ: Private Sector	34%	(263)	66%	(515)	778
Employ: Government	34%	(47)	66%	(89)	136
Employ: Self-Employed	33%	(64)	67%	(130)	193
Employ: Homemaker	44%	(75)	56%	(95)	170
Employ: Retired	56%	(298)	44%	(237)	535
Employ: Unemployed	47%	(118)	53%	(132)	250
Employ: Other	39%	(43)	61%	(67)	111
Military HH: Yes	49%	(130)	51%	(137)	267
Military HH: No	41%	(796)	59%	(1151)	1947
RD/WT: Right Direction	38%	(265)	62%	(440)	704
RD/WT: Wrong Track	44%	(661)	56%	(848)	1510
Biden Job Approve	40%	(379)	60%	(579)	957
Biden Job Disapprove	42%	(487)	58%	(673)	1160
Biden Job Strongly Approve	36%	(156)	64%	(276)	432
Biden Job Somewhat Approve	42%	(223)	58%	(303)	525
Biden Job Somewhat Disapprove	36%	(115)	64%	(208)	323
Biden Job Strongly Disapprove	44%	(372)	56%	(465)	837

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Table MCBR7_8NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
None of these

Demographic	Selected		Not Selected		Total N
Adults	42%	(926)	58%	(1288)	2214
Favorable of Biden	40%	(388)	60%	(583)	971
Unfavorable of Biden	42%	(477)	58%	(658)	1136
Very Favorable of Biden	36%	(169)	64%	(297)	466
Somewhat Favorable of Biden	43%	(219)	57%	(286)	505
Somewhat Unfavorable of Biden	35%	(95)	65%	(177)	272
Very Unfavorable of Biden	44%	(382)	56%	(481)	863
#1 Issue: Economy	39%	(383)	61%	(588)	971
#1 Issue: Security	45%	(99)	55%	(120)	219
#1 Issue: Health Care	40%	(69)	60%	(106)	175
#1 Issue: Medicare / Social Security	55%	(137)	45%	(113)	251
#1 Issue: Women's Issues	33%	(85)	67%	(172)	258
#1 Issue: Education	28%	(21)	72%	(53)	74
#1 Issue: Energy	41%	(57)	59%	(83)	141
#1 Issue: Other	59%	(74)	41%	(52)	126
2022 House Vote: Democrat	38%	(345)	62%	(553)	898
2022 House Vote: Republican	42%	(299)	58%	(414)	714
2022 House Vote: Someone else	59%	(34)	41%	(23)	57
2022 House Vote: Didn't Vote	45%	(247)	55%	(298)	545
2020 Vote: Joe Biden	38%	(357)	62%	(582)	938
2020 Vote: Donald Trump	43%	(331)	57%	(441)	771
2020 Vote: Other	50%	(33)	50%	(33)	66
2020 Vote: Didn't Vote	47%	(206)	53%	(232)	438
2018 House Vote: Democrat	39%	(305)	61%	(471)	775
2018 House Vote: Republican	41%	(260)	59%	(381)	640
2018 House Vote: Someone else	50%	(31)	50%	(31)	62
2018 House Vote: Didn't Vote	45%	(331)	55%	(406)	737
4-Region: Northeast	42%	(160)	58%	(223)	383
4-Region: Midwest	44%	(203)	56%	(254)	457
4-Region: South	40%	(339)	60%	(507)	846
4-Region: West	43%	(225)	57%	(303)	527

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Table MCBR7_8NET: Which of the following people would you be interested in purchasing a product from during a live shopping event? Please select all that apply.
None of these

Demographic	Selected		Not Selected		Total N
Adults	42%	(926)	58%	(1288)	2214
Social Media User	41%	(868)	59%	(1269)	2137
Interested in Attending Event	14%	(134)	86%	(846)	980
Heard About Live Shopping	19%	(130)	81%	(558)	688
Have not Heard About Live Shopping	52%	(796)	48%	(730)	1526
Participated in Event Within Year	11%	(47)	89%	(374)	421

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

Table MCBR8_1: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Good-quality production (has good lighting, sound/camera quality, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(997)	29%	(645)	7%	(149)	8%	(179)	11%	(244)	2214
Gender: Male	43%	(460)	31%	(326)	7%	(76)	10%	(104)	10%	(103)	1070
Gender: Female	47%	(537)	28%	(318)	6%	(73)	7%	(75)	12%	(141)	1144
Age: 18-34	47%	(303)	29%	(189)	7%	(47)	6%	(40)	10%	(64)	643
Age: 35-44	45%	(164)	31%	(112)	7%	(27)	6%	(21)	11%	(41)	366
Age: 45-64	48%	(342)	29%	(207)	6%	(42)	7%	(50)	10%	(74)	715
Age: 65+	38%	(187)	28%	(136)	7%	(34)	14%	(68)	13%	(65)	490
GenZers: 1997-2012	47%	(77)	26%	(42)	8%	(13)	7%	(11)	13%	(21)	164
Millennials: 1981-1996	46%	(335)	31%	(224)	8%	(55)	6%	(46)	10%	(73)	734
GenXers: 1965-1980	50%	(268)	27%	(144)	7%	(38)	6%	(34)	10%	(56)	540
Baby Boomers: 1946-1964	42%	(295)	31%	(217)	4%	(31)	10%	(73)	12%	(82)	699
PID: Dem (no lean)	46%	(389)	29%	(244)	5%	(41)	8%	(65)	12%	(99)	838
PID: Ind (no lean)	43%	(298)	27%	(182)	7%	(49)	11%	(74)	12%	(82)	685
PID: Rep (no lean)	45%	(310)	32%	(218)	9%	(60)	6%	(40)	9%	(63)	691
PID/Gender: Dem Men	47%	(170)	29%	(106)	5%	(19)	8%	(30)	11%	(39)	364
PID/Gender: Dem Women	46%	(219)	29%	(138)	5%	(22)	7%	(35)	13%	(59)	474
PID/Gender: Ind Men	41%	(145)	28%	(100)	8%	(27)	15%	(52)	9%	(32)	355
PID/Gender: Ind Women	46%	(153)	25%	(83)	7%	(22)	7%	(22)	15%	(51)	330
PID/Gender: Rep Men	41%	(145)	34%	(120)	9%	(30)	7%	(23)	9%	(32)	350
PID/Gender: Rep Women	48%	(165)	29%	(98)	9%	(30)	5%	(17)	9%	(31)	340
Ideo: Liberal (1-3)	43%	(288)	30%	(198)	7%	(45)	9%	(60)	11%	(75)	666
Ideo: Moderate (4)	45%	(314)	31%	(216)	6%	(39)	7%	(52)	10%	(71)	691
Ideo: Conservative (5-7)	48%	(337)	28%	(199)	8%	(59)	8%	(54)	8%	(58)	708
Educ: < College	46%	(664)	27%	(390)	7%	(99)	8%	(117)	12%	(169)	1440
Educ: Bachelors degree	41%	(203)	36%	(176)	7%	(35)	8%	(37)	8%	(40)	492
Educ: Post-grad	46%	(129)	28%	(79)	5%	(15)	9%	(24)	12%	(35)	283
Income: Under 50k	45%	(542)	28%	(341)	7%	(81)	8%	(102)	12%	(152)	1217
Income: 50k-100k	45%	(315)	31%	(213)	7%	(51)	7%	(52)	9%	(64)	696
Income: 100k+	46%	(139)	30%	(91)	6%	(17)	8%	(25)	9%	(29)	301
Ethnicity: White	45%	(767)	29%	(499)	7%	(117)	8%	(144)	11%	(186)	1714

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Table MCBR8_1: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Good-quality production (has good lighting, sound/camera quality, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(997)	29%	(645)	7%	(149)	8%	(179)	11%	(244)	2214
Ethnicity: Hispanic	45%	(167)	30%	(113)	5%	(20)	10%	(37)	10%	(38)	374
Ethnicity: Black	47%	(133)	27%	(77)	8%	(23)	6%	(17)	12%	(33)	283
Ethnicity: Other	45%	(97)	31%	(68)	4%	(9)	8%	(17)	12%	(26)	217
All Christian	46%	(468)	30%	(304)	6%	(66)	9%	(88)	10%	(101)	1027
All Non-Christian	40%	(47)	37%	(44)	7%	(8)	9%	(11)	7%	(8)	118
Atheist	36%	(36)	26%	(26)	6%	(6)	15%	(15)	16%	(16)	99
Agnostic/Nothing in particular	42%	(259)	29%	(180)	8%	(52)	7%	(43)	14%	(84)	618
Something Else	53%	(187)	26%	(91)	5%	(17)	6%	(22)	10%	(35)	352
Religious Non-Protestant/Catholic	44%	(62)	32%	(45)	7%	(10)	9%	(13)	7%	(10)	141
Evangelical	49%	(274)	29%	(162)	6%	(36)	5%	(26)	11%	(64)	562
Non-Evangelical	46%	(356)	29%	(226)	6%	(45)	10%	(81)	9%	(68)	776
Community: Urban	45%	(272)	28%	(166)	7%	(44)	8%	(49)	12%	(69)	600
Community: Suburban	43%	(460)	31%	(324)	7%	(73)	9%	(91)	10%	(110)	1058
Community: Rural	48%	(265)	28%	(155)	6%	(32)	7%	(39)	12%	(66)	556
Employ: Private Sector	47%	(369)	31%	(242)	7%	(58)	8%	(59)	6%	(49)	778
Employ: Government	47%	(64)	33%	(45)	4%	(5)	6%	(8)	10%	(14)	136
Employ: Self-Employed	43%	(83)	33%	(65)	10%	(19)	5%	(10)	8%	(16)	193
Employ: Homemaker	53%	(90)	22%	(38)	6%	(9)	7%	(12)	12%	(20)	170
Employ: Retired	42%	(224)	28%	(151)	7%	(37)	11%	(58)	12%	(65)	535
Employ: Unemployed	37%	(92)	29%	(72)	6%	(14)	11%	(27)	18%	(45)	250
Employ: Other	52%	(58)	20%	(22)	3%	(3)	3%	(3)	22%	(24)	111
Military HH: Yes	41%	(110)	29%	(78)	8%	(22)	11%	(29)	11%	(28)	267
Military HH: No	46%	(887)	29%	(566)	7%	(127)	8%	(150)	11%	(216)	1947
RD/WT: Right Direction	47%	(332)	29%	(205)	5%	(38)	7%	(51)	11%	(78)	704
RD/WT: Wrong Track	44%	(664)	29%	(440)	7%	(111)	8%	(128)	11%	(166)	1510
Biden Job Approve	47%	(449)	30%	(286)	5%	(51)	7%	(69)	11%	(101)	957
Biden Job Disapprove	45%	(520)	30%	(345)	8%	(96)	8%	(96)	9%	(104)	1160

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Table MCBR8_1: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Good-quality production (has good lighting, sound/camera quality, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(997)	29%	(645)	7%	(149)	8%	(179)	11%	(244)	2214
Biden Job Strongly Approve	50%	(214)	29%	(123)	4%	(19)	8%	(35)	10%	(41)	432
Biden Job Somewhat Approve	45%	(235)	31%	(163)	6%	(33)	7%	(35)	11%	(60)	525
Biden Job Somewhat Disapprove	41%	(133)	34%	(111)	8%	(26)	6%	(20)	10%	(34)	323
Biden Job Strongly Disapprove	46%	(387)	28%	(234)	8%	(70)	9%	(76)	8%	(70)	837
Favorable of Biden	46%	(448)	30%	(293)	5%	(52)	7%	(71)	11%	(107)	971
Unfavorable of Biden	45%	(515)	30%	(336)	8%	(89)	8%	(92)	9%	(103)	1136
Very Favorable of Biden	49%	(229)	28%	(129)	5%	(23)	9%	(43)	9%	(42)	466
Somewhat Favorable of Biden	43%	(219)	33%	(164)	6%	(29)	5%	(27)	13%	(65)	505
Somewhat Unfavorable of Biden	45%	(122)	34%	(91)	8%	(21)	6%	(16)	8%	(23)	272
Very Unfavorable of Biden	46%	(394)	28%	(244)	8%	(68)	9%	(77)	9%	(81)	863
#1 Issue: Economy	46%	(449)	30%	(292)	6%	(60)	8%	(79)	9%	(90)	971
#1 Issue: Security	42%	(92)	32%	(70)	8%	(17)	9%	(19)	9%	(21)	219
#1 Issue: Health Care	42%	(73)	30%	(52)	9%	(16)	8%	(14)	12%	(20)	175
#1 Issue: Medicare / Social Security	40%	(100)	32%	(80)	8%	(21)	8%	(20)	12%	(30)	251
#1 Issue: Women's Issues	48%	(125)	25%	(63)	8%	(19)	7%	(18)	13%	(32)	258
#1 Issue: Education	50%	(37)	30%	(23)	5%	(4)	—	(0)	14%	(11)	74
#1 Issue: Energy	51%	(71)	24%	(33)	4%	(6)	14%	(20)	7%	(10)	141
#1 Issue: Other	39%	(49)	25%	(31)	5%	(6)	7%	(9)	24%	(31)	126
2022 House Vote: Democrat	46%	(409)	30%	(270)	5%	(41)	9%	(82)	11%	(96)	898
2022 House Vote: Republican	46%	(330)	30%	(214)	8%	(55)	8%	(54)	9%	(61)	714
2022 House Vote: Someone else	45%	(26)	18%	(10)	4%	(2)	10%	(6)	24%	(13)	57
2022 House Vote: Didn't Vote	43%	(233)	28%	(150)	9%	(51)	7%	(37)	14%	(74)	545
2020 Vote: Joe Biden	46%	(431)	30%	(282)	5%	(49)	8%	(75)	11%	(101)	938
2020 Vote: Donald Trump	45%	(344)	31%	(240)	9%	(67)	7%	(55)	8%	(65)	771
2020 Vote: Other	50%	(33)	14%	(9)	5%	(3)	17%	(12)	14%	(9)	66
2020 Vote: Didn't Vote	43%	(189)	26%	(113)	7%	(30)	8%	(36)	16%	(69)	438

Continued on next page

Table MCBR8_1: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Good-quality production (has good lighting, sound/camera quality, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(997)	29%	(645)	7%	(149)	8%	(179)	11%	(244)	2214
2018 House Vote: Democrat	47%	(364)	29%	(224)	5%	(40)	8%	(63)	11%	(85)	775
2018 House Vote: Republican	46%	(296)	31%	(199)	7%	(47)	8%	(49)	8%	(49)	640
2018 House Vote: Someone else	43%	(26)	19%	(11)	9%	(5)	13%	(8)	16%	(10)	62
2018 House Vote: Didnt Vote	42%	(310)	29%	(211)	8%	(57)	8%	(58)	14%	(101)	737
4-Region: Northeast	42%	(161)	29%	(111)	6%	(24)	9%	(35)	14%	(52)	383
4-Region: Midwest	42%	(191)	33%	(150)	7%	(32)	7%	(32)	12%	(53)	457
4-Region: South	45%	(380)	31%	(260)	7%	(59)	7%	(63)	10%	(84)	846
4-Region: West	50%	(265)	23%	(123)	7%	(34)	9%	(49)	11%	(56)	527
Social Media User	46%	(973)	29%	(628)	7%	(142)	8%	(161)	11%	(233)	2137
Interested in Attending Event	60%	(591)	31%	(301)	5%	(52)	1%	(13)	2%	(24)	980
Heard About Live Shopping	55%	(379)	31%	(213)	6%	(38)	3%	(23)	5%	(35)	688
Have not Heard About Live Shopping	40%	(617)	28%	(432)	7%	(112)	10%	(156)	14%	(210)	1526
Participated in Event Within Year	55%	(233)	30%	(128)	9%	(36)	2%	(10)	3%	(13)	421

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

Table MCBR8_2: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Entertainment

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(423)	29%	(637)	20%	(451)	20%	(433)	12%	(270)	2214
Gender: Male	20%	(217)	29%	(312)	20%	(212)	21%	(226)	10%	(104)	1070
Gender: Female	18%	(206)	28%	(325)	21%	(239)	18%	(207)	14%	(166)	1144
Age: 18-34	28%	(183)	36%	(233)	14%	(88)	11%	(73)	10%	(66)	643
Age: 35-44	24%	(87)	34%	(125)	18%	(64)	11%	(41)	13%	(49)	366
Age: 45-64	16%	(117)	27%	(192)	25%	(180)	20%	(143)	12%	(83)	715
Age: 65+	7%	(36)	18%	(87)	24%	(119)	36%	(176)	15%	(71)	490
GenZers: 1997-2012	32%	(53)	33%	(54)	16%	(26)	9%	(15)	10%	(16)	164
Millennials: 1981-1996	26%	(194)	36%	(263)	14%	(101)	12%	(86)	12%	(90)	734
GenXers: 1965-1980	19%	(105)	29%	(158)	24%	(130)	16%	(89)	11%	(58)	540
Baby Boomers: 1946-1964	10%	(70)	22%	(154)	25%	(172)	30%	(210)	13%	(93)	699
PID: Dem (no lean)	20%	(168)	30%	(249)	19%	(157)	18%	(155)	13%	(108)	838
PID: Ind (no lean)	16%	(109)	28%	(194)	20%	(139)	22%	(153)	13%	(92)	685
PID: Rep (no lean)	21%	(146)	28%	(194)	22%	(155)	18%	(125)	10%	(70)	691
PID/Gender: Dem Men	22%	(79)	30%	(111)	19%	(68)	17%	(63)	12%	(43)	364
PID/Gender: Dem Women	19%	(89)	29%	(139)	19%	(89)	19%	(92)	14%	(65)	474
PID/Gender: Ind Men	17%	(61)	27%	(97)	20%	(69)	27%	(96)	9%	(31)	355
PID/Gender: Ind Women	14%	(47)	29%	(97)	21%	(69)	17%	(56)	18%	(60)	330
PID/Gender: Rep Men	22%	(77)	30%	(104)	21%	(74)	19%	(66)	8%	(30)	350
PID/Gender: Rep Women	21%	(70)	26%	(90)	24%	(81)	17%	(59)	12%	(40)	340
Ideo: Liberal (1-3)	18%	(119)	30%	(199)	20%	(135)	20%	(132)	12%	(81)	666
Ideo: Moderate (4)	20%	(137)	33%	(225)	18%	(121)	18%	(127)	12%	(81)	691
Ideo: Conservative (5-7)	20%	(140)	25%	(178)	24%	(172)	22%	(153)	9%	(63)	708
Educ: < College	21%	(306)	29%	(421)	19%	(272)	17%	(250)	13%	(191)	1440
Educ: Bachelors degree	16%	(77)	30%	(150)	22%	(107)	23%	(114)	9%	(44)	492
Educ: Post-grad	14%	(40)	24%	(67)	26%	(72)	24%	(69)	12%	(35)	283
Income: Under 50k	20%	(245)	27%	(333)	19%	(237)	19%	(231)	14%	(171)	1217
Income: 50k-100k	17%	(121)	32%	(225)	20%	(142)	20%	(137)	10%	(71)	696
Income: 100k+	19%	(58)	26%	(80)	24%	(72)	21%	(64)	9%	(28)	301
Ethnicity: White	16%	(278)	28%	(487)	22%	(380)	21%	(362)	12%	(207)	1714

Continued on next page

Table MCBR8_2: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
Entertainment

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(423)	29%	(637)	20%	(451)	20%	(433)	12%	(270)	2214
Ethnicity: Hispanic	25%	(92)	36%	(136)	13%	(50)	15%	(55)	11%	(42)	374
Ethnicity: Black	33%	(94)	27%	(76)	16%	(45)	13%	(36)	11%	(32)	283
Ethnicity: Other	24%	(51)	34%	(74)	12%	(26)	16%	(35)	14%	(31)	217
All Christian	19%	(195)	27%	(275)	23%	(233)	21%	(215)	11%	(109)	1027
All Non-Christian	19%	(22)	31%	(36)	18%	(22)	24%	(28)	8%	(9)	118
Atheist	14%	(14)	22%	(22)	21%	(21)	27%	(27)	16%	(16)	99
Agnostic/Nothing in particular	16%	(100)	32%	(199)	18%	(113)	18%	(113)	15%	(92)	618
Something Else	26%	(92)	30%	(104)	18%	(64)	14%	(50)	12%	(43)	352
Religious Non-Protestant/Catholic	19%	(27)	29%	(41)	20%	(28)	24%	(34)	8%	(12)	141
Evangelical	24%	(134)	26%	(144)	21%	(117)	17%	(97)	13%	(71)	562
Non-Evangelical	19%	(144)	29%	(222)	22%	(171)	21%	(161)	10%	(78)	776
Community: Urban	24%	(142)	28%	(169)	15%	(92)	20%	(118)	13%	(79)	600
Community: Suburban	17%	(179)	31%	(326)	22%	(230)	19%	(202)	11%	(120)	1058
Community: Rural	18%	(103)	25%	(142)	23%	(129)	20%	(113)	13%	(70)	556
Employ: Private Sector	23%	(183)	34%	(268)	19%	(145)	16%	(128)	7%	(54)	778
Employ: Government	22%	(30)	34%	(46)	17%	(24)	16%	(22)	11%	(14)	136
Employ: Self-Employed	19%	(36)	36%	(69)	19%	(37)	17%	(33)	9%	(18)	193
Employ: Homemaker	22%	(37)	30%	(51)	18%	(31)	16%	(28)	14%	(23)	170
Employ: Retired	10%	(51)	19%	(103)	25%	(133)	32%	(173)	14%	(76)	535
Employ: Unemployed	21%	(53)	23%	(59)	22%	(54)	14%	(34)	20%	(50)	250
Employ: Other	21%	(23)	28%	(31)	18%	(20)	11%	(12)	22%	(24)	111
Military HH: Yes	14%	(37)	26%	(69)	23%	(62)	25%	(66)	13%	(34)	267
Military HH: No	20%	(386)	29%	(569)	20%	(389)	19%	(367)	12%	(236)	1947
RD/WT: Right Direction	23%	(165)	30%	(211)	17%	(117)	17%	(123)	13%	(88)	704
RD/WT: Wrong Track	17%	(258)	28%	(426)	22%	(334)	21%	(310)	12%	(181)	1510
Biden Job Approve	21%	(200)	30%	(290)	18%	(174)	18%	(176)	12%	(117)	957
Biden Job Disapprove	18%	(205)	28%	(327)	23%	(270)	21%	(243)	10%	(115)	1160

Continued on next page

Table MCBR8_2: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Entertainment

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(423)	29%	(637)	20%	(451)	20%	(433)	12%	(270)	2214
Biden Job Strongly Approve	26%	(112)	27%	(117)	15%	(66)	20%	(86)	12%	(52)	432
Biden Job Somewhat Approve	17%	(88)	33%	(173)	21%	(108)	17%	(91)	12%	(65)	525
Biden Job Somewhat Disapprove	18%	(58)	30%	(98)	26%	(83)	16%	(53)	10%	(33)	323
Biden Job Strongly Disapprove	18%	(148)	27%	(229)	22%	(187)	23%	(190)	10%	(82)	837
Favorable of Biden	20%	(196)	30%	(290)	19%	(181)	19%	(181)	13%	(121)	971
Unfavorable of Biden	19%	(214)	28%	(318)	23%	(261)	20%	(229)	10%	(114)	1136
Very Favorable of Biden	25%	(116)	26%	(121)	17%	(79)	21%	(97)	11%	(53)	466
Somewhat Favorable of Biden	16%	(80)	34%	(169)	20%	(102)	17%	(85)	14%	(68)	505
Somewhat Unfavorable of Biden	17%	(46)	33%	(90)	27%	(73)	15%	(40)	9%	(24)	272
Very Unfavorable of Biden	19%	(168)	26%	(228)	22%	(188)	22%	(189)	10%	(89)	863
#1 Issue: Economy	19%	(189)	31%	(302)	20%	(196)	19%	(185)	10%	(98)	971
#1 Issue: Security	18%	(40)	25%	(54)	26%	(58)	20%	(44)	10%	(23)	219
#1 Issue: Health Care	23%	(41)	30%	(53)	16%	(28)	18%	(32)	13%	(22)	175
#1 Issue: Medicare / Social Security	15%	(37)	22%	(55)	21%	(53)	27%	(68)	15%	(37)	251
#1 Issue: Women's Issues	20%	(51)	34%	(87)	20%	(53)	13%	(34)	13%	(32)	258
#1 Issue: Education	26%	(19)	36%	(27)	14%	(11)	10%	(7)	13%	(10)	74
#1 Issue: Energy	21%	(30)	26%	(37)	19%	(26)	26%	(37)	7%	(10)	141
#1 Issue: Other	12%	(15)	17%	(22)	22%	(27)	20%	(25)	29%	(37)	126
2022 House Vote: Democrat	19%	(172)	30%	(270)	18%	(164)	20%	(180)	12%	(112)	898
2022 House Vote: Republican	21%	(149)	26%	(184)	23%	(165)	21%	(152)	9%	(64)	714
2022 House Vote: Someone else	13%	(8)	29%	(16)	19%	(11)	19%	(11)	20%	(12)	57
2022 House Vote: Didn't Vote	17%	(94)	31%	(167)	20%	(111)	17%	(90)	15%	(82)	545
2020 Vote: Joe Biden	20%	(188)	30%	(282)	19%	(178)	19%	(176)	12%	(115)	938
2020 Vote: Donald Trump	19%	(146)	27%	(208)	24%	(187)	21%	(161)	9%	(70)	771
2020 Vote: Other	8%	(5)	32%	(21)	19%	(12)	26%	(17)	15%	(10)	66
2020 Vote: Didn't Vote	19%	(85)	29%	(127)	17%	(75)	18%	(78)	17%	(74)	438

Continued on next page

Table MCBR8_2: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
Entertainment

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(423)	29%	(637)	20%	(451)	20%	(433)	12%	(270)	2214
2018 House Vote: Democrat	20%	(158)	29%	(225)	19%	(145)	19%	(151)	12%	(97)	775
2018 House Vote: Republican	19%	(120)	28%	(179)	24%	(156)	21%	(132)	8%	(53)	640
2018 House Vote: Someone else	16%	(10)	29%	(18)	16%	(10)	24%	(15)	15%	(9)	62
2018 House Vote: Didnt Vote	18%	(135)	29%	(215)	19%	(140)	18%	(135)	15%	(110)	737
4-Region: Northeast	19%	(72)	27%	(102)	23%	(87)	19%	(74)	13%	(49)	383
4-Region: Midwest	18%	(80)	29%	(134)	21%	(94)	21%	(94)	12%	(55)	457
4-Region: South	21%	(175)	27%	(232)	21%	(182)	18%	(150)	13%	(108)	846
4-Region: West	18%	(96)	32%	(169)	17%	(89)	22%	(115)	11%	(58)	527
Social Media User	20%	(421)	29%	(626)	20%	(436)	18%	(394)	12%	(260)	2137
Interested in Attending Event	32%	(312)	35%	(347)	22%	(212)	8%	(82)	3%	(27)	980
Heard About Live Shopping	34%	(237)	34%	(236)	16%	(112)	10%	(69)	5%	(34)	688
Have not Heard About Live Shopping	12%	(187)	26%	(401)	22%	(339)	24%	(364)	15%	(236)	1526
Participated in Event Within Year	41%	(171)	34%	(144)	13%	(54)	9%	(39)	3%	(14)	421

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

Table MCBR8_3: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Opportunity to directly interact with the host and ask questions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(643)	32%	(715)	13%	(282)	15%	(325)	11%	(250)	2214
Gender: Male	28%	(300)	32%	(343)	13%	(144)	16%	(175)	10%	(108)	1070
Gender: Female	30%	(343)	32%	(371)	12%	(138)	13%	(150)	12%	(142)	1144
Age: 18-34	33%	(212)	37%	(238)	10%	(65)	9%	(55)	11%	(73)	643
Age: 35-44	32%	(118)	33%	(121)	12%	(45)	11%	(41)	11%	(41)	366
Age: 45-64	29%	(204)	32%	(228)	16%	(113)	14%	(100)	10%	(70)	715
Age: 65+	22%	(108)	26%	(127)	12%	(60)	26%	(129)	13%	(65)	490
GenZers: 1997-2012	30%	(49)	35%	(58)	12%	(20)	8%	(13)	15%	(24)	164
Millennials: 1981-1996	33%	(244)	37%	(270)	10%	(73)	9%	(67)	11%	(80)	734
GenXers: 1965-1980	29%	(156)	33%	(176)	16%	(86)	13%	(72)	9%	(50)	540
Baby Boomers: 1946-1964	26%	(181)	28%	(196)	13%	(89)	21%	(148)	12%	(85)	699
PID: Dem (no lean)	31%	(258)	31%	(258)	13%	(106)	14%	(116)	12%	(101)	838
PID: Ind (no lean)	25%	(170)	34%	(233)	13%	(88)	16%	(110)	12%	(83)	685
PID: Rep (no lean)	31%	(215)	32%	(223)	13%	(88)	14%	(99)	9%	(65)	691
PID/Gender: Dem Men	31%	(112)	31%	(112)	16%	(57)	12%	(43)	11%	(41)	364
PID/Gender: Dem Women	31%	(146)	31%	(146)	10%	(49)	15%	(73)	13%	(60)	474
PID/Gender: Ind Men	22%	(78)	33%	(119)	13%	(47)	21%	(75)	10%	(36)	355
PID/Gender: Ind Women	28%	(92)	35%	(115)	12%	(41)	11%	(35)	14%	(47)	330
PID/Gender: Rep Men	31%	(109)	32%	(113)	11%	(40)	16%	(57)	9%	(31)	350
PID/Gender: Rep Women	31%	(106)	32%	(110)	14%	(48)	12%	(42)	10%	(35)	340
Ideo: Liberal (1-3)	29%	(190)	31%	(208)	14%	(91)	16%	(105)	11%	(72)	666
Ideo: Moderate (4)	29%	(199)	35%	(244)	12%	(85)	12%	(84)	12%	(80)	691
Ideo: Conservative (5-7)	31%	(221)	30%	(215)	13%	(93)	17%	(119)	8%	(59)	708
Educ: < College	30%	(436)	31%	(447)	13%	(180)	14%	(201)	12%	(176)	1440
Educ: Bachelors degree	27%	(132)	35%	(174)	13%	(63)	16%	(80)	9%	(42)	492
Educ: Post-grad	26%	(74)	33%	(94)	14%	(39)	16%	(45)	11%	(31)	283
Income: Under 50k	30%	(370)	31%	(372)	12%	(143)	14%	(172)	13%	(160)	1217
Income: 50k-100k	28%	(193)	35%	(241)	14%	(95)	15%	(107)	9%	(61)	696
Income: 100k+	27%	(80)	34%	(102)	15%	(44)	15%	(46)	9%	(28)	301
Ethnicity: White	27%	(469)	32%	(549)	13%	(227)	17%	(284)	11%	(185)	1714

Continued on next page

Table MCBR8_3: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Opportunity to directly interact with the host and ask questions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(643)	32%	(715)	13%	(282)	15%	(325)	11%	(250)	2214
Ethnicity: Hispanic	32%	(119)	37%	(139)	7%	(26)	14%	(52)	11%	(40)	374
Ethnicity: Black	39%	(109)	31%	(87)	12%	(34)	6%	(18)	12%	(35)	283
Ethnicity: Other	30%	(64)	36%	(79)	10%	(21)	10%	(22)	14%	(30)	217
All Christian	31%	(323)	32%	(326)	12%	(119)	15%	(154)	10%	(106)	1027
All Non-Christian	26%	(31)	42%	(49)	12%	(15)	14%	(16)	5%	(6)	118
Atheist	15%	(15)	31%	(31)	9%	(9)	25%	(25)	19%	(19)	99
Agnostic/Nothing in particular	24%	(150)	32%	(199)	14%	(89)	15%	(90)	15%	(90)	618
Something Else	35%	(124)	31%	(110)	14%	(50)	11%	(40)	8%	(29)	352
Religious Non-Protestant/Catholic	29%	(40)	40%	(57)	12%	(17)	13%	(18)	6%	(9)	141
Evangelical	35%	(195)	29%	(164)	13%	(73)	13%	(71)	11%	(60)	562
Non-Evangelical	30%	(235)	33%	(257)	12%	(94)	15%	(118)	9%	(71)	776
Community: Urban	31%	(184)	31%	(183)	12%	(73)	15%	(89)	12%	(71)	600
Community: Suburban	28%	(292)	34%	(355)	13%	(136)	15%	(158)	11%	(116)	1058
Community: Rural	30%	(166)	32%	(177)	13%	(73)	14%	(78)	11%	(62)	556
Employ: Private Sector	33%	(254)	34%	(266)	13%	(102)	14%	(107)	6%	(49)	778
Employ: Government	27%	(37)	40%	(54)	12%	(16)	11%	(15)	11%	(14)	136
Employ: Self-Employed	31%	(59)	34%	(65)	14%	(26)	10%	(19)	12%	(23)	193
Employ: Homemaker	33%	(56)	33%	(56)	14%	(23)	9%	(16)	11%	(19)	170
Employ: Retired	26%	(140)	27%	(145)	12%	(64)	23%	(121)	12%	(65)	535
Employ: Unemployed	23%	(59)	32%	(79)	13%	(33)	14%	(35)	18%	(45)	250
Employ: Other	26%	(29)	31%	(34)	13%	(14)	9%	(10)	21%	(23)	111
Military HH: Yes	27%	(71)	28%	(75)	14%	(39)	18%	(49)	13%	(33)	267
Military HH: No	29%	(571)	33%	(640)	13%	(244)	14%	(276)	11%	(216)	1947
RD/WT: Right Direction	33%	(231)	30%	(213)	13%	(90)	13%	(88)	12%	(82)	704
RD/WT: Wrong Track	27%	(412)	33%	(502)	13%	(192)	16%	(237)	11%	(167)	1510
Biden Job Approve	33%	(311)	31%	(296)	13%	(126)	13%	(125)	10%	(100)	957
Biden Job Disapprove	27%	(315)	35%	(401)	13%	(151)	16%	(184)	9%	(109)	1160

Continued on next page

Table MCBR8_3: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Opportunity to directly interact with the host and ask questions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(643)	32%	(715)	13%	(282)	15%	(325)	11%	(250)	2214
Biden Job Strongly Approve	39%	(168)	25%	(110)	11%	(47)	15%	(64)	10%	(43)	432
Biden Job Somewhat Approve	27%	(143)	35%	(186)	15%	(78)	12%	(62)	11%	(56)	525
Biden Job Somewhat Disapprove	21%	(69)	42%	(136)	15%	(48)	12%	(39)	10%	(32)	323
Biden Job Strongly Disapprove	29%	(246)	32%	(264)	12%	(104)	17%	(145)	9%	(78)	837
Favorable of Biden	32%	(308)	31%	(297)	13%	(124)	14%	(132)	11%	(110)	971
Unfavorable of Biden	28%	(317)	35%	(395)	13%	(148)	15%	(173)	9%	(103)	1136
Very Favorable of Biden	38%	(175)	26%	(121)	11%	(54)	15%	(71)	10%	(45)	466
Somewhat Favorable of Biden	26%	(133)	35%	(175)	14%	(71)	12%	(61)	13%	(65)	505
Somewhat Unfavorable of Biden	22%	(59)	48%	(132)	15%	(40)	9%	(24)	6%	(18)	272
Very Unfavorable of Biden	30%	(258)	30%	(263)	12%	(108)	17%	(149)	10%	(85)	863
#1 Issue: Economy	28%	(270)	37%	(359)	13%	(123)	13%	(131)	9%	(89)	971
#1 Issue: Security	28%	(61)	30%	(65)	15%	(33)	17%	(37)	10%	(23)	219
#1 Issue: Health Care	30%	(53)	36%	(63)	11%	(19)	13%	(22)	10%	(18)	175
#1 Issue: Medicare / Social Security	27%	(68)	26%	(66)	14%	(35)	21%	(52)	12%	(30)	251
#1 Issue: Women's Issues	34%	(88)	30%	(76)	11%	(27)	13%	(32)	13%	(34)	258
#1 Issue: Education	38%	(28)	28%	(20)	17%	(12)	4%	(3)	14%	(10)	74
#1 Issue: Energy	35%	(49)	29%	(41)	11%	(15)	18%	(25)	7%	(10)	141
#1 Issue: Other	21%	(26)	19%	(24)	14%	(17)	18%	(23)	28%	(35)	126
2022 House Vote: Democrat	31%	(277)	31%	(275)	11%	(102)	16%	(145)	11%	(100)	898
2022 House Vote: Republican	31%	(224)	32%	(230)	14%	(97)	15%	(104)	8%	(59)	714
2022 House Vote: Someone else	27%	(15)	31%	(18)	7%	(4)	14%	(8)	21%	(12)	57
2022 House Vote: Didn't Vote	23%	(126)	35%	(192)	15%	(80)	12%	(68)	15%	(79)	545
2020 Vote: Joe Biden	31%	(291)	31%	(295)	12%	(111)	14%	(136)	11%	(106)	938
2020 Vote: Donald Trump	30%	(228)	32%	(247)	15%	(112)	15%	(113)	9%	(71)	771
2020 Vote: Other	13%	(9)	46%	(30)	6%	(4)	21%	(14)	15%	(10)	66
2020 Vote: Didn't Vote	26%	(115)	32%	(142)	13%	(55)	14%	(63)	14%	(63)	438

Continued on next page

Table MCBR8_3: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Opportunity to directly interact with the host and ask questions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(643)	32%	(715)	13%	(282)	15%	(325)	11%	(250)	2214
2018 House Vote: Democrat	32%	(244)	30%	(229)	11%	(89)	16%	(125)	11%	(88)	775
2018 House Vote: Republican	33%	(209)	31%	(200)	15%	(94)	14%	(88)	7%	(48)	640
2018 House Vote: Someone else	17%	(10)	39%	(24)	11%	(7)	16%	(10)	17%	(10)	62
2018 House Vote: Didnt Vote	24%	(179)	35%	(261)	12%	(92)	14%	(102)	14%	(103)	737
4-Region: Northeast	29%	(111)	31%	(117)	13%	(51)	14%	(52)	14%	(52)	383
4-Region: Midwest	29%	(132)	34%	(157)	13%	(58)	13%	(60)	11%	(51)	457
4-Region: South	30%	(257)	33%	(278)	13%	(110)	13%	(113)	10%	(88)	846
4-Region: West	27%	(143)	31%	(163)	12%	(63)	19%	(100)	11%	(58)	527
Social Media User	30%	(631)	33%	(702)	13%	(271)	14%	(298)	11%	(236)	2137
Interested in Attending Event	44%	(428)	40%	(388)	11%	(104)	4%	(39)	2%	(22)	980
Heard About Live Shopping	42%	(286)	37%	(252)	11%	(77)	5%	(37)	5%	(36)	688
Have not Heard About Live Shopping	23%	(357)	30%	(462)	13%	(205)	19%	(288)	14%	(213)	1526
Participated in Event Within Year	47%	(199)	33%	(141)	9%	(39)	6%	(26)	4%	(16)	421

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

Table MCBR8_4: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see the product from all angles / dimensions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	29%	(640)	6%	(137)	7%	(165)	10%	(231)	2214
Gender: Male	44%	(467)	30%	(325)	8%	(81)	9%	(99)	9%	(98)	1070
Gender: Female	50%	(573)	28%	(315)	5%	(56)	6%	(66)	12%	(134)	1144
Age: 18-34	43%	(278)	32%	(205)	8%	(51)	6%	(36)	11%	(73)	643
Age: 35-44	45%	(165)	29%	(107)	7%	(24)	8%	(30)	11%	(40)	366
Age: 45-64	53%	(378)	28%	(198)	5%	(33)	7%	(48)	8%	(59)	715
Age: 65+	45%	(220)	27%	(131)	6%	(29)	10%	(51)	12%	(60)	490
GenZers: 1997-2012	36%	(59)	34%	(55)	9%	(14)	7%	(11)	15%	(25)	164
Millennials: 1981-1996	45%	(330)	32%	(232)	7%	(50)	6%	(46)	10%	(75)	734
GenXers: 1965-1980	51%	(276)	27%	(146)	7%	(37)	7%	(37)	8%	(44)	540
Baby Boomers: 1946-1964	50%	(349)	27%	(185)	4%	(29)	8%	(57)	11%	(79)	699
PID: Dem (no lean)	50%	(422)	26%	(221)	5%	(45)	7%	(60)	11%	(90)	838
PID: Ind (no lean)	43%	(294)	29%	(196)	7%	(48)	9%	(61)	13%	(86)	685
PID: Rep (no lean)	47%	(325)	32%	(224)	6%	(44)	6%	(43)	8%	(55)	691
PID/Gender: Dem Men	48%	(176)	27%	(99)	7%	(25)	8%	(31)	9%	(34)	364
PID/Gender: Dem Women	52%	(246)	26%	(121)	4%	(20)	6%	(30)	12%	(57)	474
PID/Gender: Ind Men	40%	(141)	29%	(103)	8%	(28)	13%	(45)	11%	(39)	355
PID/Gender: Ind Women	46%	(152)	28%	(93)	6%	(21)	5%	(16)	14%	(48)	330
PID/Gender: Rep Men	43%	(150)	35%	(123)	8%	(28)	7%	(24)	7%	(26)	350
PID/Gender: Rep Women	51%	(175)	30%	(101)	5%	(16)	6%	(20)	9%	(29)	340
Ideo: Liberal (1-3)	48%	(322)	28%	(184)	5%	(33)	8%	(56)	11%	(70)	666
Ideo: Moderate (4)	46%	(318)	29%	(198)	8%	(54)	7%	(48)	11%	(74)	691
Ideo: Conservative (5-7)	47%	(336)	33%	(233)	6%	(41)	7%	(50)	7%	(48)	708
Educ: < College	46%	(660)	28%	(410)	7%	(94)	7%	(105)	12%	(172)	1440
Educ: Bachelors degree	50%	(248)	29%	(144)	6%	(29)	7%	(36)	7%	(35)	492
Educ: Post-grad	47%	(133)	31%	(87)	5%	(15)	8%	(24)	9%	(25)	283
Income: Under 50k	45%	(552)	28%	(337)	7%	(80)	8%	(97)	12%	(151)	1217
Income: 50k-100k	48%	(337)	30%	(212)	5%	(38)	7%	(50)	8%	(59)	696
Income: 100k+	50%	(151)	31%	(92)	6%	(19)	6%	(18)	7%	(21)	301
Ethnicity: White	47%	(813)	29%	(504)	6%	(103)	7%	(124)	10%	(169)	1714

Continued on next page

Table MCBR8_4: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see the product from all angles / dimensions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	29%	(640)	6%	(137)	7%	(165)	10%	(231)	2214
Ethnicity: Hispanic	42%	(155)	31%	(116)	7%	(28)	10%	(38)	10%	(37)	374
Ethnicity: Black	48%	(136)	24%	(69)	8%	(22)	7%	(19)	13%	(36)	283
Ethnicity: Other	42%	(92)	31%	(67)	6%	(12)	10%	(21)	12%	(25)	217
All Christian	49%	(502)	29%	(299)	6%	(57)	8%	(81)	9%	(88)	1027
All Non-Christian	51%	(60)	26%	(31)	6%	(8)	10%	(11)	7%	(8)	118
Atheist	37%	(37)	27%	(27)	7%	(7)	14%	(14)	14%	(14)	99
Agnostic/Nothing in particular	42%	(262)	29%	(182)	7%	(45)	6%	(38)	15%	(91)	618
Something Else	51%	(179)	29%	(101)	6%	(21)	6%	(20)	9%	(30)	352
Religious Non-Protestant/Catholic	55%	(77)	23%	(32)	6%	(9)	10%	(14)	6%	(9)	141
Evangelical	49%	(273)	31%	(176)	6%	(36)	4%	(24)	10%	(54)	562
Non-Evangelical	50%	(385)	28%	(219)	5%	(41)	9%	(72)	8%	(59)	776
Community: Urban	44%	(264)	30%	(179)	6%	(34)	8%	(49)	12%	(73)	600
Community: Suburban	47%	(499)	30%	(314)	7%	(69)	7%	(75)	10%	(101)	1058
Community: Rural	50%	(278)	26%	(147)	6%	(34)	7%	(41)	10%	(57)	556
Employ: Private Sector	48%	(372)	32%	(247)	7%	(55)	7%	(57)	6%	(47)	778
Employ: Government	49%	(66)	29%	(39)	6%	(9)	6%	(8)	10%	(14)	136
Employ: Self-Employed	46%	(88)	31%	(60)	8%	(15)	7%	(13)	9%	(18)	193
Employ: Homemaker	50%	(84)	30%	(51)	3%	(6)	5%	(9)	11%	(19)	170
Employ: Retired	50%	(266)	25%	(135)	6%	(31)	9%	(48)	10%	(54)	535
Employ: Unemployed	43%	(107)	26%	(65)	5%	(13)	8%	(21)	18%	(44)	250
Employ: Other	42%	(46)	26%	(29)	5%	(6)	4%	(4)	23%	(25)	111
Military HH: Yes	41%	(110)	32%	(85)	5%	(14)	11%	(29)	10%	(28)	267
Military HH: No	48%	(930)	28%	(555)	6%	(123)	7%	(136)	10%	(203)	1947
RD/WT: Right Direction	47%	(330)	29%	(201)	6%	(40)	7%	(53)	11%	(80)	704
RD/WT: Wrong Track	47%	(711)	29%	(439)	6%	(97)	7%	(112)	10%	(151)	1510
Biden Job Approve	50%	(475)	28%	(268)	6%	(53)	7%	(67)	10%	(95)	957
Biden Job Disapprove	46%	(538)	31%	(358)	7%	(81)	8%	(88)	8%	(95)	1160

Continued on next page

Table MCBR8_4: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see the product from all angles / dimensions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	29%	(640)	6%	(137)	7%	(165)	10%	(231)	2214
Biden Job Strongly Approve	54%	(234)	23%	(99)	3%	(11)	9%	(40)	11%	(48)	432
Biden Job Somewhat Approve	46%	(241)	32%	(169)	8%	(42)	5%	(26)	9%	(47)	525
Biden Job Somewhat Disapprove	48%	(156)	31%	(100)	7%	(24)	5%	(17)	8%	(27)	323
Biden Job Strongly Disapprove	46%	(382)	31%	(258)	7%	(57)	9%	(71)	8%	(68)	837
Favorable of Biden	50%	(487)	27%	(263)	6%	(55)	7%	(63)	10%	(101)	971
Unfavorable of Biden	46%	(523)	32%	(362)	6%	(71)	8%	(86)	8%	(94)	1136
Very Favorable of Biden	53%	(248)	21%	(99)	6%	(29)	9%	(41)	10%	(49)	466
Somewhat Favorable of Biden	47%	(239)	33%	(165)	5%	(27)	4%	(22)	10%	(52)	505
Somewhat Unfavorable of Biden	44%	(121)	38%	(102)	6%	(17)	5%	(14)	7%	(18)	272
Very Unfavorable of Biden	47%	(403)	30%	(260)	6%	(54)	8%	(71)	9%	(76)	863
#1 Issue: Economy	47%	(460)	32%	(306)	5%	(49)	7%	(71)	9%	(84)	971
#1 Issue: Security	47%	(102)	30%	(65)	6%	(14)	8%	(17)	10%	(22)	219
#1 Issue: Health Care	42%	(73)	30%	(53)	11%	(19)	7%	(13)	9%	(17)	175
#1 Issue: Medicare / Social Security	48%	(120)	26%	(65)	7%	(17)	8%	(21)	12%	(29)	251
#1 Issue: Women's Issues	52%	(134)	24%	(62)	6%	(15)	7%	(17)	11%	(29)	258
#1 Issue: Education	45%	(33)	33%	(24)	5%	(4)	1%	(1)	15%	(11)	74
#1 Issue: Energy	45%	(63)	28%	(40)	9%	(13)	12%	(16)	6%	(9)	141
#1 Issue: Other	44%	(55)	20%	(25)	5%	(6)	6%	(8)	25%	(31)	126
2022 House Vote: Democrat	50%	(451)	26%	(229)	5%	(49)	8%	(74)	11%	(95)	898
2022 House Vote: Republican	47%	(335)	33%	(232)	6%	(46)	7%	(53)	7%	(48)	714
2022 House Vote: Someone else	42%	(24)	25%	(14)	5%	(3)	10%	(6)	18%	(11)	57
2022 House Vote: Didn't Vote	42%	(230)	30%	(165)	7%	(40)	6%	(32)	14%	(78)	545
2020 Vote: Joe Biden	51%	(479)	26%	(248)	5%	(50)	7%	(66)	10%	(95)	938
2020 Vote: Donald Trump	45%	(350)	34%	(260)	7%	(52)	7%	(54)	7%	(55)	771
2020 Vote: Other	48%	(32)	13%	(9)	5%	(3)	19%	(12)	15%	(10)	66
2020 Vote: Didn't Vote	41%	(179)	28%	(124)	7%	(32)	7%	(32)	16%	(71)	438

Continued on next page

Table MCBR8_4: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see the product from all angles / dimensions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	29%	(640)	6%	(137)	7%	(165)	10%	(231)	2214
2018 House Vote: Democrat	53%	(408)	25%	(195)	5%	(37)	7%	(56)	10%	(80)	775
2018 House Vote: Republican	47%	(302)	33%	(212)	7%	(45)	7%	(44)	6%	(37)	640
2018 House Vote: Someone else	38%	(24)	23%	(14)	6%	(4)	13%	(8)	19%	(12)	62
2018 House Vote: Didnt Vote	42%	(307)	30%	(219)	7%	(51)	8%	(57)	14%	(102)	737
4-Region: Northeast	47%	(181)	26%	(101)	6%	(23)	8%	(30)	13%	(48)	383
4-Region: Midwest	47%	(213)	29%	(133)	7%	(31)	7%	(32)	11%	(48)	457
4-Region: South	46%	(391)	32%	(267)	6%	(53)	7%	(55)	9%	(80)	846
4-Region: West	48%	(255)	26%	(139)	6%	(31)	9%	(47)	10%	(55)	527
Social Media User	47%	(1015)	29%	(621)	6%	(134)	7%	(148)	10%	(220)	2137
Interested in Attending Event	61%	(597)	30%	(294)	4%	(44)	2%	(22)	2%	(23)	980
Heard About Live Shopping	56%	(387)	28%	(191)	7%	(48)	4%	(26)	5%	(36)	688
Have not Heard About Live Shopping	43%	(653)	29%	(449)	6%	(89)	9%	(139)	13%	(195)	1526
Participated in Event Within Year	50%	(212)	31%	(131)	9%	(38)	4%	(17)	6%	(24)	421

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

Table MCBR8_5: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see different options of the same product (i.e., different colors, sizes, styles, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(940)	35%	(768)	5%	(121)	8%	(176)	9%	(209)	2214
Gender: Male	40%	(425)	36%	(381)	6%	(67)	10%	(109)	8%	(89)	1070
Gender: Female	45%	(516)	34%	(388)	5%	(54)	6%	(67)	11%	(120)	1144
Age: 18-34	45%	(292)	31%	(202)	8%	(51)	6%	(36)	10%	(61)	643
Age: 35-44	39%	(144)	40%	(145)	3%	(12)	7%	(27)	10%	(38)	366
Age: 45-64	43%	(309)	37%	(265)	5%	(34)	7%	(49)	8%	(58)	715
Age: 65+	40%	(195)	32%	(156)	5%	(23)	13%	(63)	11%	(52)	490
GenZers: 1997-2012	43%	(70)	32%	(53)	9%	(14)	4%	(6)	12%	(20)	164
Millennials: 1981-1996	44%	(324)	34%	(246)	6%	(45)	7%	(48)	10%	(70)	734
GenXers: 1965-1980	41%	(224)	39%	(212)	5%	(27)	7%	(37)	8%	(41)	540
Baby Boomers: 1946-1964	42%	(293)	34%	(235)	4%	(29)	10%	(69)	10%	(72)	699
PID: Dem (no lean)	48%	(401)	32%	(271)	3%	(25)	8%	(64)	9%	(78)	838
PID: Ind (no lean)	35%	(240)	37%	(252)	7%	(50)	10%	(68)	11%	(76)	685
PID: Rep (no lean)	43%	(300)	36%	(246)	7%	(45)	6%	(44)	8%	(55)	691
PID/Gender: Dem Men	47%	(170)	33%	(122)	3%	(12)	9%	(31)	8%	(30)	364
PID/Gender: Dem Women	49%	(231)	31%	(149)	3%	(13)	7%	(32)	10%	(48)	474
PID/Gender: Ind Men	32%	(112)	37%	(132)	8%	(29)	14%	(49)	9%	(33)	355
PID/Gender: Ind Women	39%	(127)	36%	(120)	6%	(21)	6%	(19)	13%	(43)	330
PID/Gender: Rep Men	41%	(142)	36%	(127)	7%	(26)	8%	(29)	8%	(27)	350
PID/Gender: Rep Women	46%	(158)	35%	(119)	6%	(20)	5%	(16)	8%	(29)	340
Ideo: Liberal (1-3)	43%	(289)	34%	(223)	5%	(32)	9%	(61)	9%	(60)	666
Ideo: Moderate (4)	41%	(284)	38%	(261)	5%	(31)	8%	(56)	9%	(60)	691
Ideo: Conservative (5-7)	44%	(309)	35%	(246)	7%	(48)	7%	(52)	7%	(53)	708
Educ: < College	44%	(628)	32%	(464)	6%	(86)	7%	(108)	11%	(154)	1440
Educ: Bachelors degree	40%	(196)	40%	(196)	6%	(27)	8%	(41)	6%	(31)	492
Educ: Post-grad	41%	(117)	38%	(108)	3%	(8)	9%	(26)	8%	(24)	283
Income: Under 50k	43%	(526)	33%	(403)	5%	(61)	8%	(95)	11%	(133)	1217
Income: 50k-100k	40%	(280)	38%	(263)	7%	(48)	8%	(53)	8%	(53)	696
Income: 100k+	45%	(135)	34%	(103)	4%	(12)	9%	(28)	8%	(24)	301
Ethnicity: White	42%	(715)	36%	(611)	5%	(86)	9%	(146)	9%	(155)	1714

Continued on next page

Table MCBR8_5: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see different options of the same product (i.e., different colors, sizes, styles, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(940)	35%	(768)	5%	(121)	8%	(176)	9%	(209)	2214
Ethnicity: Hispanic	43%	(159)	34%	(127)	3%	(13)	12%	(45)	8%	(30)	374
Ethnicity: Black	51%	(145)	26%	(75)	8%	(22)	4%	(12)	10%	(29)	283
Ethnicity: Other	37%	(80)	38%	(82)	6%	(12)	8%	(18)	12%	(25)	217
All Christian	44%	(450)	35%	(364)	5%	(49)	8%	(87)	8%	(78)	1027
All Non-Christian	42%	(49)	40%	(47)	7%	(8)	9%	(10)	3%	(4)	118
Atheist	34%	(33)	28%	(27)	8%	(8)	17%	(17)	13%	(13)	99
Agnostic/Nothing in particular	37%	(229)	36%	(223)	7%	(42)	7%	(42)	13%	(83)	618
Something Else	51%	(180)	30%	(107)	4%	(13)	6%	(21)	9%	(32)	352
Religious Non-Protestant/Catholic	44%	(63)	37%	(52)	6%	(9)	9%	(13)	3%	(4)	141
Evangelical	48%	(269)	33%	(186)	5%	(30)	4%	(24)	10%	(54)	562
Non-Evangelical	43%	(336)	35%	(275)	4%	(32)	10%	(79)	7%	(53)	776
Community: Urban	43%	(260)	32%	(194)	7%	(42)	8%	(45)	10%	(59)	600
Community: Suburban	43%	(458)	35%	(365)	5%	(52)	9%	(90)	9%	(92)	1058
Community: Rural	40%	(223)	37%	(209)	5%	(26)	7%	(40)	11%	(59)	556
Employ: Private Sector	44%	(345)	36%	(283)	6%	(46)	8%	(65)	5%	(39)	778
Employ: Government	46%	(62)	37%	(50)	3%	(4)	6%	(8)	9%	(13)	136
Employ: Self-Employed	37%	(72)	42%	(82)	9%	(17)	4%	(8)	7%	(14)	193
Employ: Homemaker	44%	(75)	35%	(59)	3%	(5)	7%	(12)	11%	(19)	170
Employ: Retired	43%	(232)	32%	(170)	5%	(28)	10%	(52)	10%	(53)	535
Employ: Unemployed	36%	(89)	33%	(83)	5%	(12)	10%	(25)	16%	(41)	250
Employ: Other	44%	(48)	27%	(30)	5%	(5)	4%	(5)	20%	(22)	111
Military HH: Yes	39%	(104)	36%	(95)	7%	(19)	10%	(26)	9%	(24)	267
Military HH: No	43%	(837)	35%	(673)	5%	(101)	8%	(150)	10%	(185)	1947
RD/WT: Right Direction	44%	(309)	34%	(237)	6%	(42)	7%	(52)	9%	(64)	704
RD/WT: Wrong Track	42%	(631)	35%	(531)	5%	(78)	8%	(124)	10%	(145)	1510
Biden Job Approve	45%	(431)	34%	(328)	5%	(45)	8%	(73)	9%	(82)	957
Biden Job Disapprove	41%	(481)	36%	(423)	6%	(72)	8%	(93)	8%	(91)	1160

Continued on next page

Table MCBR8_5: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see different options of the same product (i.e., different colors, sizes, styles, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(940)	35%	(768)	5%	(121)	8%	(176)	9%	(209)	2214
Biden Job Strongly Approve	48%	(205)	30%	(130)	5%	(21)	9%	(38)	9%	(37)	432
Biden Job Somewhat Approve	43%	(225)	38%	(198)	4%	(23)	7%	(34)	8%	(45)	525
Biden Job Somewhat Disapprove	41%	(134)	41%	(132)	5%	(17)	5%	(17)	7%	(24)	323
Biden Job Strongly Disapprove	41%	(347)	35%	(291)	7%	(56)	9%	(76)	8%	(67)	837
Favorable of Biden	45%	(434)	34%	(330)	5%	(48)	7%	(71)	9%	(88)	971
Unfavorable of Biden	41%	(471)	37%	(421)	5%	(62)	8%	(90)	8%	(91)	1136
Very Favorable of Biden	47%	(221)	30%	(141)	5%	(22)	9%	(41)	9%	(41)	466
Somewhat Favorable of Biden	42%	(212)	38%	(189)	5%	(27)	6%	(29)	9%	(47)	505
Somewhat Unfavorable of Biden	40%	(110)	46%	(126)	2%	(6)	4%	(12)	7%	(18)	272
Very Unfavorable of Biden	42%	(361)	34%	(295)	7%	(57)	9%	(78)	8%	(73)	863
#1 Issue: Economy	41%	(399)	39%	(375)	5%	(49)	8%	(76)	7%	(73)	971
#1 Issue: Security	41%	(90)	36%	(78)	5%	(11)	10%	(21)	9%	(19)	219
#1 Issue: Health Care	44%	(77)	32%	(57)	6%	(11)	7%	(12)	10%	(18)	175
#1 Issue: Medicare / Social Security	43%	(108)	29%	(74)	8%	(19)	9%	(23)	11%	(27)	251
#1 Issue: Women's Issues	49%	(127)	29%	(75)	4%	(11)	6%	(17)	11%	(28)	258
#1 Issue: Education	42%	(31)	39%	(29)	6%	(4)	1%	(1)	12%	(9)	74
#1 Issue: Energy	45%	(63)	33%	(47)	5%	(6)	13%	(18)	4%	(6)	141
#1 Issue: Other	36%	(46)	26%	(33)	7%	(8)	7%	(9)	24%	(30)	126
2022 House Vote: Democrat	44%	(397)	34%	(302)	4%	(40)	9%	(79)	9%	(80)	898
2022 House Vote: Republican	43%	(305)	36%	(260)	6%	(42)	8%	(54)	7%	(53)	714
2022 House Vote: Someone else	31%	(18)	38%	(22)	3%	(1)	12%	(7)	16%	(9)	57
2022 House Vote: Didn't Vote	40%	(220)	34%	(185)	7%	(37)	7%	(36)	12%	(67)	545
2020 Vote: Joe Biden	45%	(423)	34%	(317)	4%	(41)	8%	(74)	9%	(83)	938
2020 Vote: Donald Trump	41%	(318)	37%	(286)	7%	(55)	7%	(55)	7%	(58)	771
2020 Vote: Other	40%	(27)	26%	(17)	4%	(3)	19%	(12)	11%	(8)	66
2020 Vote: Didn't Vote	39%	(172)	34%	(148)	5%	(22)	8%	(35)	14%	(61)	438

Continued on next page

Table MCBR8_5: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Ability to see different options of the same product (i.e., different colors, sizes, styles, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(940)	35%	(768)	5%	(121)	8%	(176)	9%	(209)	2214
2018 House Vote: Democrat	46%	(355)	33%	(259)	4%	(31)	8%	(60)	9%	(70)	775
2018 House Vote: Republican	44%	(282)	36%	(230)	6%	(40)	8%	(48)	6%	(40)	640
2018 House Vote: Someone else	32%	(20)	26%	(16)	13%	(8)	15%	(9)	14%	(9)	62
2018 House Vote: Didnt Vote	38%	(283)	36%	(264)	6%	(41)	8%	(58)	12%	(91)	737
4-Region: Northeast	41%	(156)	34%	(131)	5%	(19)	8%	(32)	12%	(45)	383
4-Region: Midwest	41%	(189)	35%	(161)	6%	(26)	8%	(37)	10%	(45)	457
4-Region: South	44%	(372)	36%	(303)	5%	(42)	6%	(53)	9%	(75)	846
4-Region: West	42%	(223)	33%	(174)	6%	(33)	10%	(54)	8%	(44)	527
Social Media User	43%	(917)	35%	(746)	5%	(114)	7%	(159)	9%	(202)	2137
Interested in Attending Event	56%	(549)	37%	(363)	4%	(37)	2%	(18)	1%	(13)	980
Heard About Live Shopping	50%	(345)	37%	(255)	5%	(37)	3%	(23)	4%	(28)	688
Have not Heard About Live Shopping	39%	(595)	34%	(513)	5%	(83)	10%	(152)	12%	(182)	1526
Participated in Event Within Year	50%	(211)	38%	(162)	5%	(21)	3%	(14)	3%	(13)	421

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

Table MCBR8_6: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An easy checkout process

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	53%	(1183)	25%	(563)	5%	(100)	7%	(151)	10%	(217)	2214
Gender: Male	50%	(534)	27%	(292)	5%	(59)	9%	(92)	9%	(94)	1070
Gender: Female	57%	(649)	24%	(272)	4%	(42)	5%	(59)	11%	(123)	1144
Age: 18-34	52%	(332)	26%	(168)	7%	(43)	5%	(34)	10%	(67)	643
Age: 35-44	54%	(197)	27%	(97)	3%	(13)	6%	(22)	10%	(37)	366
Age: 45-64	58%	(416)	24%	(174)	4%	(26)	6%	(41)	8%	(58)	715
Age: 65+	49%	(238)	25%	(125)	4%	(18)	11%	(54)	11%	(55)	490
GenZers: 1997-2012	46%	(75)	23%	(38)	9%	(15)	4%	(7)	17%	(28)	164
Millennials: 1981-1996	53%	(392)	27%	(201)	5%	(35)	6%	(41)	9%	(64)	734
GenXers: 1965-1980	58%	(312)	23%	(124)	5%	(26)	6%	(33)	8%	(45)	540
Baby Boomers: 1946-1964	53%	(369)	26%	(182)	2%	(16)	8%	(59)	10%	(73)	699
PID: Dem (no lean)	56%	(467)	24%	(199)	4%	(34)	7%	(57)	10%	(81)	838
PID: Ind (no lean)	51%	(348)	24%	(166)	5%	(33)	9%	(62)	11%	(76)	685
PID: Rep (no lean)	53%	(368)	29%	(198)	5%	(33)	5%	(32)	9%	(60)	691
PID/Gender: Dem Men	50%	(181)	28%	(103)	5%	(20)	7%	(25)	10%	(35)	364
PID/Gender: Dem Women	60%	(286)	20%	(96)	3%	(15)	7%	(32)	10%	(45)	474
PID/Gender: Ind Men	49%	(173)	24%	(84)	5%	(19)	14%	(49)	8%	(30)	355
PID/Gender: Ind Women	53%	(175)	25%	(82)	4%	(14)	4%	(13)	14%	(46)	330
PID/Gender: Rep Men	51%	(180)	30%	(104)	6%	(20)	5%	(18)	8%	(29)	350
PID/Gender: Rep Women	55%	(188)	27%	(93)	4%	(13)	4%	(14)	9%	(32)	340
Ideo: Liberal (1-3)	53%	(350)	25%	(163)	4%	(26)	9%	(58)	10%	(69)	666
Ideo: Moderate (4)	53%	(364)	27%	(184)	5%	(38)	6%	(42)	9%	(63)	691
Ideo: Conservative (5-7)	56%	(397)	27%	(189)	4%	(28)	6%	(44)	7%	(50)	708
Educ: < College	55%	(785)	23%	(332)	5%	(68)	7%	(99)	11%	(156)	1440
Educ: Bachelors degree	52%	(257)	30%	(147)	4%	(21)	7%	(33)	7%	(33)	492
Educ: Post-grad	50%	(141)	30%	(84)	4%	(12)	7%	(19)	10%	(27)	283
Income: Under 50k	52%	(638)	24%	(294)	5%	(66)	7%	(82)	11%	(136)	1217
Income: 50k-100k	56%	(387)	26%	(179)	4%	(26)	7%	(48)	8%	(57)	696
Income: 100k+	52%	(157)	30%	(90)	3%	(8)	7%	(22)	8%	(23)	301
Ethnicity: White	53%	(915)	26%	(446)	4%	(71)	7%	(123)	9%	(159)	1714

Continued on next page

Table MCBR8_6: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

An easy checkout process

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	53%	(1183)	25%	(563)	5%	(100)	7%	(151)	10%	(217)	2214
Ethnicity: Hispanic	52%	(195)	23%	(87)	4%	(14)	11%	(39)	10%	(39)	374
Ethnicity: Black	58%	(164)	22%	(61)	5%	(14)	4%	(12)	11%	(32)	283
Ethnicity: Other	48%	(104)	26%	(56)	7%	(15)	7%	(16)	12%	(26)	217
All Christian	55%	(566)	26%	(264)	4%	(37)	7%	(74)	8%	(86)	1027
All Non-Christian	46%	(54)	37%	(43)	4%	(5)	7%	(8)	6%	(7)	118
Atheist	41%	(41)	24%	(24)	8%	(8)	12%	(12)	15%	(14)	99
Agnostic/Nothing in particular	51%	(312)	24%	(150)	6%	(38)	6%	(37)	13%	(80)	618
Something Else	60%	(210)	23%	(82)	3%	(12)	6%	(19)	8%	(29)	352
Religious Non-Protestant/Catholic	51%	(72)	32%	(44)	5%	(7)	7%	(10)	6%	(8)	141
Evangelical	57%	(318)	28%	(155)	3%	(15)	4%	(23)	9%	(50)	562
Non-Evangelical	56%	(432)	24%	(186)	4%	(32)	9%	(68)	8%	(59)	776
Community: Urban	52%	(313)	24%	(147)	6%	(37)	8%	(46)	10%	(57)	600
Community: Suburban	54%	(572)	25%	(264)	4%	(44)	7%	(75)	10%	(102)	1058
Community: Rural	54%	(298)	27%	(152)	3%	(18)	5%	(30)	10%	(57)	556
Employ: Private Sector	55%	(430)	28%	(218)	5%	(41)	6%	(50)	5%	(40)	778
Employ: Government	51%	(69)	23%	(32)	8%	(11)	5%	(7)	13%	(18)	136
Employ: Self-Employed	58%	(111)	26%	(50)	4%	(8)	4%	(8)	8%	(16)	193
Employ: Homemaker	56%	(95)	24%	(40)	5%	(8)	4%	(7)	12%	(20)	170
Employ: Retired	52%	(278)	26%	(137)	3%	(15)	10%	(52)	10%	(53)	535
Employ: Unemployed	50%	(126)	22%	(55)	3%	(8)	9%	(22)	16%	(39)	250
Employ: Other	53%	(58)	22%	(24)	2%	(2)	4%	(4)	20%	(22)	111
Military HH: Yes	50%	(134)	26%	(71)	5%	(12)	9%	(25)	10%	(26)	267
Military HH: No	54%	(1049)	25%	(493)	5%	(88)	6%	(126)	10%	(191)	1947
RD/WT: Right Direction	54%	(381)	24%	(172)	5%	(34)	7%	(46)	10%	(71)	704
RD/WT: Wrong Track	53%	(801)	26%	(391)	4%	(66)	7%	(105)	10%	(146)	1510
Biden Job Approve	56%	(536)	24%	(229)	5%	(45)	6%	(60)	9%	(87)	957
Biden Job Disapprove	53%	(610)	28%	(324)	5%	(54)	7%	(79)	8%	(93)	1160

Continued on next page

Table MCBR8_6: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An easy checkout process

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	53%	(1183)	25%	(563)	5%	(100)	7%	(151)	10%	(217)	2214
Biden Job Strongly Approve	59%	(255)	21%	(92)	3%	(13)	8%	(34)	9%	(38)	432
Biden Job Somewhat Approve	54%	(282)	26%	(137)	6%	(32)	5%	(26)	9%	(49)	525
Biden Job Somewhat Disapprove	51%	(166)	32%	(104)	5%	(15)	4%	(13)	8%	(26)	323
Biden Job Strongly Disapprove	53%	(445)	26%	(220)	5%	(39)	8%	(67)	8%	(67)	837
Favorable of Biden	56%	(542)	24%	(235)	4%	(40)	6%	(62)	9%	(91)	971
Unfavorable of Biden	53%	(598)	27%	(312)	5%	(57)	7%	(75)	8%	(95)	1136
Very Favorable of Biden	58%	(272)	20%	(94)	4%	(18)	9%	(43)	8%	(40)	466
Somewhat Favorable of Biden	54%	(270)	28%	(141)	4%	(23)	4%	(20)	10%	(51)	505
Somewhat Unfavorable of Biden	52%	(140)	31%	(84)	7%	(19)	4%	(10)	7%	(20)	272
Very Unfavorable of Biden	53%	(457)	26%	(228)	4%	(38)	8%	(66)	9%	(75)	863
#1 Issue: Economy	54%	(521)	29%	(280)	3%	(30)	7%	(64)	8%	(76)	971
#1 Issue: Security	52%	(114)	27%	(59)	4%	(9)	8%	(17)	9%	(20)	219
#1 Issue: Health Care	45%	(79)	25%	(44)	12%	(21)	7%	(12)	11%	(19)	175
#1 Issue: Medicare / Social Security	52%	(131)	26%	(65)	5%	(12)	7%	(18)	10%	(25)	251
#1 Issue: Women's Issues	62%	(161)	18%	(47)	4%	(11)	6%	(15)	9%	(24)	258
#1 Issue: Education	51%	(38)	25%	(19)	5%	(4)	—	(0)	18%	(14)	74
#1 Issue: Energy	57%	(79)	19%	(27)	6%	(9)	12%	(17)	6%	(9)	141
#1 Issue: Other	47%	(60)	18%	(23)	4%	(6)	7%	(9)	23%	(29)	126
2022 House Vote: Democrat	57%	(511)	22%	(199)	3%	(30)	8%	(76)	9%	(83)	898
2022 House Vote: Republican	53%	(381)	28%	(200)	5%	(38)	6%	(44)	7%	(51)	714
2022 House Vote: Someone else	43%	(25)	20%	(11)	2%	(1)	13%	(7)	22%	(12)	57
2022 House Vote: Didn't Vote	49%	(267)	28%	(153)	6%	(31)	4%	(24)	13%	(70)	545
2020 Vote: Joe Biden	57%	(538)	23%	(218)	3%	(29)	7%	(66)	9%	(88)	938
2020 Vote: Donald Trump	53%	(410)	29%	(223)	5%	(35)	6%	(44)	8%	(59)	771
2020 Vote: Other	42%	(28)	23%	(16)	5%	(3)	18%	(12)	11%	(8)	66
2020 Vote: Didn't Vote	47%	(207)	24%	(106)	7%	(32)	7%	(30)	14%	(63)	438

Continued on next page

Table MCBR8_6: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An easy checkout process

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	53%	(1183)	25%	(563)	5%	(100)	7%	(151)	10%	(217)	2214
2018 House Vote: Democrat	57%	(445)	23%	(179)	3%	(24)	7%	(55)	9%	(73)	775
2018 House Vote: Republican	55%	(354)	29%	(183)	4%	(23)	6%	(38)	7%	(43)	640
2018 House Vote: Someone else	43%	(26)	24%	(15)	8%	(5)	15%	(10)	10%	(6)	62
2018 House Vote: Didnt Vote	49%	(357)	25%	(187)	7%	(49)	7%	(49)	13%	(94)	737
4-Region: Northeast	54%	(207)	23%	(88)	5%	(19)	7%	(26)	11%	(43)	383
4-Region: Midwest	52%	(239)	27%	(125)	4%	(19)	6%	(28)	10%	(46)	457
4-Region: South	55%	(469)	25%	(212)	5%	(38)	5%	(45)	10%	(81)	846
4-Region: West	51%	(267)	26%	(138)	5%	(24)	10%	(51)	9%	(47)	527
Social Media User	54%	(1155)	25%	(540)	5%	(96)	7%	(140)	10%	(206)	2137
Interested in Attending Event	67%	(659)	25%	(246)	5%	(45)	1%	(13)	2%	(17)	980
Heard About Live Shopping	60%	(416)	27%	(184)	5%	(34)	3%	(21)	5%	(32)	688
Have not Heard About Live Shopping	50%	(767)	25%	(379)	4%	(66)	9%	(130)	12%	(184)	1526
Participated in Event Within Year	56%	(236)	27%	(115)	9%	(36)	3%	(12)	5%	(23)	421

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

Table MCBR8_7: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

On-time shipping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	48%	(1056)	27%	(592)	6%	(141)	8%	(184)	11%	(240)	2214
Gender: Male	45%	(482)	27%	(290)	8%	(83)	10%	(111)	10%	(104)	1070
Gender: Female	50%	(574)	26%	(302)	5%	(59)	6%	(74)	12%	(137)	1144
Age: 18-34	50%	(322)	28%	(182)	6%	(41)	5%	(32)	10%	(65)	643
Age: 35-44	45%	(166)	28%	(101)	8%	(30)	7%	(27)	12%	(43)	366
Age: 45-64	51%	(363)	26%	(188)	5%	(38)	8%	(57)	10%	(69)	715
Age: 65+	42%	(206)	25%	(121)	6%	(32)	14%	(69)	13%	(62)	490
GenZers: 1997-2012	40%	(66)	32%	(53)	11%	(18)	3%	(5)	13%	(22)	164
Millennials: 1981-1996	50%	(369)	27%	(201)	6%	(45)	6%	(44)	10%	(76)	734
GenXers: 1965-1980	50%	(272)	27%	(144)	7%	(36)	7%	(40)	9%	(48)	540
Baby Boomers: 1946-1964	46%	(322)	25%	(175)	5%	(36)	12%	(81)	12%	(85)	699
PID: Dem (no lean)	49%	(407)	27%	(224)	5%	(45)	8%	(71)	11%	(91)	838
PID: Ind (no lean)	44%	(302)	25%	(174)	8%	(52)	10%	(71)	13%	(86)	685
PID: Rep (no lean)	50%	(347)	28%	(194)	6%	(44)	6%	(42)	9%	(63)	691
PID/Gender: Dem Men	45%	(165)	28%	(103)	7%	(26)	9%	(33)	10%	(38)	364
PID/Gender: Dem Women	51%	(242)	26%	(121)	4%	(19)	8%	(38)	11%	(53)	474
PID/Gender: Ind Men	42%	(150)	25%	(88)	7%	(26)	15%	(54)	10%	(36)	355
PID/Gender: Ind Women	46%	(152)	26%	(86)	8%	(26)	5%	(17)	15%	(50)	330
PID/Gender: Rep Men	48%	(167)	28%	(99)	9%	(30)	7%	(23)	9%	(30)	350
PID/Gender: Rep Women	53%	(180)	28%	(95)	4%	(14)	6%	(19)	10%	(33)	340
Ideo: Liberal (1-3)	46%	(309)	28%	(186)	6%	(37)	9%	(62)	11%	(72)	666
Ideo: Moderate (4)	48%	(329)	29%	(199)	6%	(39)	9%	(60)	9%	(65)	691
Ideo: Conservative (5-7)	51%	(361)	25%	(178)	8%	(54)	8%	(55)	9%	(60)	708
Educ: < College	49%	(704)	25%	(357)	7%	(94)	8%	(114)	12%	(169)	1440
Educ: Bachelors degree	47%	(230)	29%	(145)	6%	(30)	9%	(45)	9%	(42)	492
Educ: Post-grad	43%	(122)	32%	(90)	6%	(16)	9%	(25)	10%	(29)	283
Income: Under 50k	46%	(560)	26%	(314)	7%	(85)	8%	(100)	13%	(159)	1217
Income: 50k-100k	50%	(346)	27%	(190)	5%	(38)	9%	(64)	8%	(58)	696
Income: 100k+	50%	(149)	29%	(88)	6%	(19)	7%	(21)	8%	(24)	301
Ethnicity: White	48%	(822)	26%	(450)	6%	(104)	9%	(150)	11%	(188)	1714

Continued on next page

Table MCBR8_7: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

On-time shipping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	48%	(1056)	27%	(592)	6%	(141)	8%	(184)	11%	(240)	2214
Ethnicity: Hispanic	49%	(182)	24%	(90)	6%	(22)	11%	(40)	11%	(41)	374
Ethnicity: Black	47%	(132)	31%	(87)	7%	(21)	6%	(16)	10%	(27)	283
Ethnicity: Other	47%	(101)	26%	(56)	7%	(16)	9%	(19)	12%	(25)	217
All Christian	48%	(494)	27%	(280)	6%	(64)	8%	(86)	10%	(103)	1027
All Non-Christian	44%	(52)	32%	(38)	9%	(11)	9%	(10)	5%	(6)	118
Atheist	40%	(39)	20%	(19)	6%	(6)	17%	(17)	17%	(16)	99
Agnostic/Nothing in particular	44%	(274)	27%	(167)	7%	(43)	8%	(51)	13%	(83)	618
Something Else	56%	(196)	25%	(88)	5%	(16)	6%	(20)	9%	(32)	352
Religious Non-Protestant/Catholic	46%	(64)	32%	(45)	9%	(13)	9%	(12)	5%	(7)	141
Evangelical	53%	(300)	26%	(143)	6%	(32)	5%	(29)	10%	(58)	562
Non-Evangelical	47%	(367)	28%	(217)	6%	(44)	10%	(74)	9%	(73)	776
Community: Urban	46%	(278)	26%	(158)	7%	(43)	8%	(51)	12%	(71)	600
Community: Suburban	48%	(504)	27%	(291)	6%	(61)	9%	(92)	10%	(110)	1058
Community: Rural	49%	(274)	26%	(144)	7%	(37)	8%	(42)	11%	(60)	556
Employ: Private Sector	48%	(377)	29%	(222)	8%	(62)	8%	(65)	7%	(52)	778
Employ: Government	46%	(63)	38%	(52)	2%	(3)	5%	(7)	9%	(12)	136
Employ: Self-Employed	48%	(93)	31%	(60)	8%	(15)	7%	(13)	6%	(12)	193
Employ: Homemaker	58%	(98)	21%	(35)	5%	(9)	4%	(8)	12%	(20)	170
Employ: Retired	46%	(246)	24%	(126)	6%	(29)	12%	(63)	13%	(70)	535
Employ: Unemployed	44%	(109)	25%	(61)	5%	(12)	10%	(25)	17%	(43)	250
Employ: Other	52%	(58)	19%	(22)	5%	(6)	3%	(3)	20%	(23)	111
Military HH: Yes	47%	(125)	24%	(65)	7%	(19)	11%	(30)	11%	(28)	267
Military HH: No	48%	(931)	27%	(527)	6%	(122)	8%	(154)	11%	(212)	1947
RD/WT: Right Direction	49%	(348)	25%	(174)	6%	(45)	8%	(56)	12%	(82)	704
RD/WT: Wrong Track	47%	(708)	28%	(418)	6%	(97)	9%	(129)	10%	(158)	1510
Biden Job Approve	49%	(470)	26%	(252)	6%	(55)	8%	(80)	10%	(100)	957
Biden Job Disapprove	48%	(557)	28%	(324)	7%	(83)	8%	(92)	9%	(104)	1160

Continued on next page

Table MCBR8_7: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

On-time shipping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	48%	(1056)	27%	(592)	6%	(141)	8%	(184)	11%	(240)	2214
Biden Job Strongly Approve	52%	(226)	22%	(95)	6%	(25)	9%	(39)	11%	(47)	432
Biden Job Somewhat Approve	46%	(244)	30%	(157)	6%	(30)	8%	(41)	10%	(53)	525
Biden Job Somewhat Disapprove	46%	(148)	34%	(111)	6%	(19)	4%	(13)	10%	(32)	323
Biden Job Strongly Disapprove	49%	(409)	25%	(213)	8%	(64)	9%	(79)	9%	(72)	837
Favorable of Biden	49%	(478)	26%	(253)	6%	(56)	8%	(78)	11%	(105)	971
Unfavorable of Biden	48%	(545)	28%	(317)	7%	(81)	8%	(90)	9%	(102)	1136
Very Favorable of Biden	51%	(238)	22%	(102)	6%	(29)	11%	(50)	10%	(47)	466
Somewhat Favorable of Biden	48%	(241)	30%	(151)	5%	(27)	6%	(28)	11%	(58)	505
Somewhat Unfavorable of Biden	46%	(125)	37%	(100)	5%	(14)	5%	(13)	8%	(22)	272
Very Unfavorable of Biden	49%	(420)	25%	(218)	8%	(67)	9%	(77)	9%	(81)	863
#1 Issue: Economy	49%	(476)	29%	(282)	6%	(54)	8%	(75)	9%	(84)	971
#1 Issue: Security	45%	(98)	27%	(59)	8%	(18)	9%	(19)	11%	(24)	219
#1 Issue: Health Care	41%	(71)	31%	(55)	8%	(14)	7%	(12)	13%	(22)	175
#1 Issue: Medicare / Social Security	47%	(118)	25%	(62)	6%	(16)	11%	(28)	11%	(27)	251
#1 Issue: Women's Issues	54%	(138)	24%	(61)	5%	(13)	7%	(19)	10%	(27)	258
#1 Issue: Education	48%	(35)	26%	(19)	9%	(6)	3%	(2)	15%	(11)	74
#1 Issue: Energy	54%	(76)	19%	(27)	8%	(11)	11%	(16)	8%	(11)	141
#1 Issue: Other	34%	(43)	22%	(27)	7%	(9)	10%	(13)	27%	(34)	126
2022 House Vote: Democrat	49%	(437)	26%	(233)	5%	(41)	10%	(92)	11%	(95)	898
2022 House Vote: Republican	49%	(348)	29%	(206)	6%	(45)	7%	(52)	9%	(62)	714
2022 House Vote: Someone else	34%	(20)	31%	(18)	5%	(3)	13%	(7)	18%	(10)	57
2022 House Vote: Didn't Vote	46%	(251)	25%	(135)	10%	(53)	6%	(33)	13%	(73)	545
2020 Vote: Joe Biden	51%	(474)	26%	(242)	5%	(44)	8%	(79)	11%	(99)	938
2020 Vote: Donald Trump	48%	(374)	28%	(219)	7%	(57)	7%	(55)	9%	(67)	771
2020 Vote: Other	34%	(22)	27%	(18)	9%	(6)	20%	(13)	10%	(7)	66
2020 Vote: Didn't Vote	42%	(186)	26%	(112)	8%	(35)	9%	(38)	15%	(68)	438

Continued on next page

Table MCBR8_7: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

On-time shipping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	48%	(1056)	27%	(592)	6%	(141)	8%	(184)	11%	(240)	2214
2018 House Vote: Democrat	51%	(395)	25%	(193)	4%	(35)	9%	(71)	11%	(83)	775
2018 House Vote: Republican	49%	(314)	29%	(189)	7%	(42)	7%	(48)	8%	(49)	640
2018 House Vote: Someone else	43%	(26)	19%	(12)	8%	(5)	15%	(10)	14%	(9)	62
2018 House Vote: Didnt Vote	44%	(321)	27%	(199)	8%	(60)	8%	(56)	14%	(100)	737
4-Region: Northeast	45%	(172)	27%	(105)	7%	(25)	10%	(37)	11%	(44)	383
4-Region: Midwest	48%	(221)	27%	(123)	5%	(24)	8%	(36)	12%	(54)	457
4-Region: South	48%	(405)	29%	(247)	7%	(56)	6%	(54)	10%	(84)	846
4-Region: West	49%	(258)	22%	(118)	7%	(36)	11%	(57)	11%	(58)	527
Social Media User	48%	(1028)	27%	(578)	6%	(135)	8%	(166)	11%	(231)	2137
Interested in Attending Event	61%	(602)	30%	(292)	5%	(52)	1%	(13)	2%	(21)	980
Heard About Live Shopping	56%	(387)	28%	(196)	8%	(53)	3%	(19)	5%	(33)	688
Have not Heard About Live Shopping	44%	(669)	26%	(397)	6%	(88)	11%	(165)	14%	(207)	1526
Participated in Event Within Year	53%	(224)	31%	(129)	10%	(43)	3%	(11)	3%	(14)	421

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

Table MCBR8_8: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Fast shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	44%	(967)	30%	(660)	8%	(178)	9%	(190)	10%	(218)	2214
Gender: Male	43%	(457)	31%	(336)	7%	(79)	10%	(110)	8%	(87)	1070
Gender: Female	45%	(510)	28%	(323)	9%	(99)	7%	(81)	11%	(131)	1144
Age: 18-34	47%	(300)	28%	(183)	9%	(56)	6%	(40)	10%	(65)	643
Age: 35-44	45%	(165)	33%	(121)	5%	(20)	8%	(29)	9%	(31)	366
Age: 45-64	45%	(319)	31%	(222)	8%	(55)	8%	(56)	9%	(63)	715
Age: 65+	37%	(183)	27%	(134)	10%	(47)	13%	(66)	12%	(60)	490
GenZers: 1997-2012	40%	(66)	28%	(47)	10%	(16)	9%	(15)	12%	(20)	164
Millennials: 1981-1996	47%	(345)	30%	(221)	8%	(56)	6%	(44)	9%	(68)	734
GenXers: 1965-1980	47%	(255)	30%	(162)	7%	(37)	8%	(43)	8%	(44)	540
Baby Boomers: 1946-1964	40%	(278)	31%	(213)	8%	(56)	11%	(74)	11%	(78)	699
PID: Dem (no lean)	45%	(379)	31%	(256)	7%	(56)	8%	(69)	9%	(79)	838
PID: Ind (no lean)	41%	(278)	28%	(190)	10%	(68)	11%	(72)	11%	(78)	685
PID: Rep (no lean)	45%	(311)	31%	(214)	8%	(55)	7%	(50)	9%	(61)	691
PID/Gender: Dem Men	43%	(156)	33%	(121)	6%	(23)	9%	(33)	8%	(31)	364
PID/Gender: Dem Women	47%	(223)	28%	(134)	7%	(32)	8%	(36)	10%	(49)	474
PID/Gender: Ind Men	41%	(147)	27%	(98)	9%	(30)	15%	(52)	8%	(28)	355
PID/Gender: Ind Women	40%	(131)	28%	(92)	11%	(37)	6%	(20)	15%	(50)	330
PID/Gender: Rep Men	44%	(154)	33%	(117)	7%	(26)	7%	(25)	8%	(28)	350
PID/Gender: Rep Women	46%	(157)	29%	(97)	9%	(29)	7%	(25)	10%	(33)	340
Ideo: Liberal (1-3)	43%	(284)	31%	(208)	8%	(54)	9%	(61)	9%	(60)	666
Ideo: Moderate (4)	44%	(306)	30%	(210)	8%	(57)	8%	(58)	9%	(60)	691
Ideo: Conservative (5-7)	45%	(318)	31%	(219)	7%	(52)	8%	(60)	8%	(59)	708
Educ: < College	45%	(653)	28%	(402)	7%	(106)	8%	(118)	11%	(161)	1440
Educ: Bachelors degree	41%	(202)	33%	(164)	9%	(45)	10%	(47)	7%	(33)	492
Educ: Post-grad	40%	(112)	33%	(94)	10%	(28)	9%	(25)	9%	(24)	283
Income: Under 50k	43%	(526)	29%	(348)	8%	(103)	8%	(101)	12%	(140)	1217
Income: 50k-100k	45%	(315)	30%	(206)	8%	(56)	9%	(62)	8%	(56)	696
Income: 100k+	42%	(126)	35%	(106)	7%	(20)	9%	(27)	7%	(22)	301
Ethnicity: White	42%	(726)	31%	(524)	8%	(142)	9%	(159)	9%	(162)	1714

Continued on next page

Table MCBR8_8: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Fast shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	44%	(967)	30%	(660)	8%	(178)	9%	(190)	10%	(218)	2214
Ethnicity: Hispanic	44%	(164)	30%	(111)	6%	(22)	11%	(43)	9%	(35)	374
Ethnicity: Black	54%	(153)	25%	(71)	5%	(15)	5%	(13)	11%	(31)	283
Ethnicity: Other	41%	(88)	29%	(64)	10%	(22)	8%	(18)	12%	(25)	217
All Christian	44%	(448)	30%	(310)	7%	(77)	10%	(100)	9%	(92)	1027
All Non-Christian	44%	(52)	35%	(41)	7%	(8)	9%	(11)	5%	(6)	118
Atheist	31%	(31)	27%	(27)	11%	(11)	17%	(17)	13%	(13)	99
Agnostic/Nothing in particular	41%	(252)	30%	(185)	10%	(60)	7%	(43)	13%	(78)	618
Something Else	52%	(184)	28%	(97)	6%	(22)	6%	(20)	8%	(30)	352
Religious Non-Protestant/Catholic	46%	(65)	32%	(45)	7%	(9)	9%	(12)	6%	(9)	141
Evangelical	49%	(278)	29%	(163)	6%	(36)	5%	(30)	10%	(56)	562
Non-Evangelical	43%	(333)	30%	(234)	8%	(60)	11%	(88)	8%	(61)	776
Community: Urban	45%	(269)	28%	(170)	8%	(50)	9%	(51)	10%	(59)	600
Community: Suburban	42%	(442)	31%	(328)	8%	(86)	9%	(98)	10%	(104)	1058
Community: Rural	46%	(256)	29%	(161)	8%	(42)	7%	(41)	10%	(55)	556
Employ: Private Sector	46%	(355)	33%	(259)	8%	(63)	8%	(64)	5%	(37)	778
Employ: Government	43%	(58)	27%	(37)	10%	(13)	12%	(16)	8%	(11)	136
Employ: Self-Employed	48%	(92)	33%	(63)	5%	(10)	7%	(14)	7%	(14)	193
Employ: Homemaker	50%	(85)	23%	(40)	8%	(14)	6%	(10)	12%	(21)	170
Employ: Retired	38%	(204)	31%	(165)	8%	(44)	11%	(61)	11%	(60)	535
Employ: Unemployed	39%	(98)	27%	(68)	8%	(21)	8%	(21)	17%	(42)	250
Employ: Other	51%	(56)	17%	(18)	8%	(9)	3%	(3)	22%	(24)	111
Military HH: Yes	41%	(109)	30%	(80)	7%	(19)	12%	(31)	10%	(28)	267
Military HH: No	44%	(858)	30%	(579)	8%	(160)	8%	(159)	10%	(191)	1947
RD/WT: Right Direction	47%	(329)	29%	(202)	7%	(49)	8%	(55)	10%	(69)	704
RD/WT: Wrong Track	42%	(638)	30%	(458)	9%	(129)	9%	(136)	10%	(149)	1510
Biden Job Approve	46%	(439)	30%	(288)	8%	(76)	7%	(70)	9%	(85)	957
Biden Job Disapprove	43%	(502)	31%	(359)	8%	(94)	9%	(109)	8%	(96)	1160

Continued on next page

Table MCBR8_8: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Fast shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	44%	(967)	30%	(660)	8%	(178)	9%	(190)	10%	(218)	2214
Biden Job Strongly Approve	53%	(228)	26%	(111)	4%	(18)	9%	(37)	9%	(38)	432
Biden Job Somewhat Approve	40%	(211)	34%	(178)	11%	(57)	6%	(33)	9%	(47)	525
Biden Job Somewhat Disapprove	41%	(132)	34%	(109)	9%	(29)	8%	(27)	8%	(26)	323
Biden Job Strongly Disapprove	44%	(370)	30%	(250)	8%	(65)	10%	(82)	8%	(70)	837
Favorable of Biden	45%	(437)	31%	(300)	7%	(70)	8%	(74)	9%	(90)	971
Unfavorable of Biden	44%	(497)	30%	(342)	9%	(100)	9%	(104)	8%	(94)	1136
Very Favorable of Biden	52%	(243)	25%	(116)	5%	(22)	10%	(46)	8%	(39)	466
Somewhat Favorable of Biden	39%	(195)	36%	(183)	9%	(48)	6%	(28)	10%	(51)	505
Somewhat Unfavorable of Biden	45%	(122)	30%	(81)	12%	(32)	7%	(19)	7%	(18)	272
Very Unfavorable of Biden	43%	(375)	30%	(261)	8%	(67)	10%	(85)	9%	(76)	863
#1 Issue: Economy	42%	(410)	33%	(319)	8%	(82)	8%	(82)	8%	(78)	971
#1 Issue: Security	40%	(87)	34%	(74)	9%	(19)	9%	(19)	9%	(20)	219
#1 Issue: Health Care	43%	(76)	30%	(52)	8%	(15)	8%	(14)	11%	(19)	175
#1 Issue: Medicare / Social Security	45%	(112)	24%	(60)	9%	(23)	10%	(26)	12%	(30)	251
#1 Issue: Women's Issues	49%	(126)	25%	(65)	9%	(23)	7%	(18)	10%	(27)	258
#1 Issue: Education	49%	(37)	30%	(22)	4%	(3)	6%	(5)	11%	(8)	74
#1 Issue: Energy	51%	(71)	26%	(36)	6%	(8)	14%	(20)	4%	(6)	141
#1 Issue: Other	39%	(49)	25%	(31)	5%	(7)	6%	(7)	25%	(32)	126
2022 House Vote: Democrat	45%	(401)	30%	(267)	7%	(63)	10%	(86)	9%	(81)	898
2022 House Vote: Republican	46%	(329)	29%	(206)	9%	(66)	8%	(57)	8%	(56)	714
2022 House Vote: Someone else	30%	(17)	24%	(14)	12%	(7)	16%	(9)	18%	(11)	57
2022 House Vote: Didn't Vote	41%	(221)	32%	(172)	8%	(42)	7%	(39)	13%	(71)	545
2020 Vote: Joe Biden	46%	(431)	30%	(282)	7%	(63)	8%	(77)	9%	(85)	938
2020 Vote: Donald Trump	44%	(337)	31%	(238)	9%	(71)	8%	(65)	8%	(61)	771
2020 Vote: Other	38%	(25)	21%	(14)	10%	(7)	21%	(14)	11%	(7)	66
2020 Vote: Didn't Vote	40%	(174)	29%	(127)	9%	(38)	8%	(34)	15%	(65)	438

Continued on next page

Table MCBR8_8: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Fast shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	44%	(967)	30%	(660)	8%	(178)	9%	(190)	10%	(218)	2214
2018 House Vote: Democrat	47%	(366)	28%	(218)	7%	(53)	8%	(66)	9%	(73)	775
2018 House Vote: Republican	45%	(290)	30%	(189)	9%	(61)	9%	(56)	7%	(45)	640
2018 House Vote: Someone else	39%	(24)	24%	(15)	16%	(10)	8%	(5)	12%	(8)	62
2018 House Vote: Didnt Vote	39%	(288)	32%	(237)	7%	(55)	9%	(63)	13%	(93)	737
4-Region: Northeast	41%	(157)	31%	(120)	7%	(28)	9%	(34)	11%	(44)	383
4-Region: Midwest	44%	(200)	29%	(134)	10%	(44)	7%	(34)	10%	(45)	457
4-Region: South	46%	(390)	30%	(250)	8%	(65)	7%	(58)	10%	(83)	846
4-Region: West	42%	(220)	30%	(156)	8%	(41)	12%	(65)	9%	(46)	527
Social Media User	44%	(946)	30%	(637)	8%	(172)	8%	(174)	10%	(208)	2137
Interested in Attending Event	58%	(569)	31%	(300)	7%	(71)	2%	(22)	2%	(19)	980
Heard About Live Shopping	54%	(374)	29%	(200)	8%	(55)	4%	(31)	4%	(29)	688
Have not Heard About Live Shopping	39%	(593)	30%	(459)	8%	(124)	10%	(160)	12%	(190)	1526
Participated in Event Within Year	52%	(221)	30%	(126)	9%	(38)	6%	(24)	3%	(13)	421

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

Table MCBR8_9: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Free shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1201)	25%	(550)	5%	(116)	6%	(142)	9%	(205)	2214
Gender: Male	49%	(524)	28%	(296)	6%	(67)	8%	(90)	9%	(92)	1070
Gender: Female	59%	(677)	22%	(253)	4%	(49)	5%	(52)	10%	(113)	1144
Age: 18-34	49%	(314)	28%	(182)	8%	(48)	6%	(36)	10%	(63)	643
Age: 35-44	50%	(182)	31%	(112)	6%	(20)	5%	(18)	9%	(34)	366
Age: 45-64	59%	(424)	24%	(170)	4%	(29)	5%	(39)	7%	(53)	715
Age: 65+	57%	(281)	18%	(86)	4%	(18)	10%	(49)	11%	(56)	490
GenZers: 1997-2012	44%	(72)	26%	(42)	14%	(23)	4%	(7)	12%	(19)	164
Millennials: 1981-1996	50%	(366)	29%	(214)	6%	(42)	6%	(45)	9%	(67)	734
GenXers: 1965-1980	55%	(297)	28%	(151)	5%	(25)	5%	(28)	7%	(39)	540
Baby Boomers: 1946-1964	61%	(424)	18%	(124)	4%	(26)	7%	(52)	10%	(72)	699
PID: Dem (no lean)	57%	(480)	24%	(201)	4%	(30)	6%	(52)	9%	(76)	838
PID: Ind (no lean)	49%	(335)	25%	(169)	7%	(50)	9%	(58)	11%	(73)	685
PID: Rep (no lean)	56%	(387)	26%	(179)	5%	(36)	5%	(32)	8%	(56)	691
PID/Gender: Dem Men	53%	(192)	27%	(100)	4%	(15)	7%	(25)	9%	(32)	364
PID/Gender: Dem Women	61%	(287)	21%	(101)	3%	(15)	6%	(26)	9%	(45)	474
PID/Gender: Ind Men	43%	(154)	27%	(96)	9%	(30)	13%	(45)	8%	(30)	355
PID/Gender: Ind Women	55%	(181)	22%	(73)	6%	(20)	4%	(13)	13%	(43)	330
PID/Gender: Rep Men	51%	(178)	29%	(100)	6%	(22)	6%	(20)	9%	(31)	350
PID/Gender: Rep Women	61%	(209)	23%	(79)	4%	(14)	4%	(12)	7%	(25)	340
Ideo: Liberal (1-3)	57%	(378)	23%	(154)	5%	(31)	7%	(45)	9%	(57)	666
Ideo: Moderate (4)	49%	(342)	29%	(200)	6%	(41)	7%	(46)	9%	(63)	691
Ideo: Conservative (5-7)	59%	(416)	24%	(170)	4%	(30)	6%	(43)	7%	(48)	708
Educ: < College	54%	(775)	24%	(348)	6%	(83)	6%	(85)	10%	(149)	1440
Educ: Bachelors degree	56%	(275)	26%	(128)	4%	(21)	7%	(35)	7%	(33)	492
Educ: Post-grad	53%	(150)	26%	(74)	5%	(13)	8%	(22)	8%	(23)	283
Income: Under 50k	54%	(652)	24%	(295)	5%	(65)	6%	(75)	11%	(130)	1217
Income: 50k-100k	53%	(372)	26%	(183)	6%	(41)	7%	(47)	8%	(54)	696
Income: 100k+	59%	(177)	24%	(72)	4%	(11)	7%	(20)	7%	(21)	301
Ethnicity: White	55%	(949)	25%	(424)	5%	(88)	6%	(107)	9%	(147)	1714

Continued on next page

Table MCBR8_9: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Free shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1201)	25%	(550)	5%	(116)	6%	(142)	9%	(205)	2214
Ethnicity: Hispanic	49%	(185)	25%	(92)	6%	(22)	11%	(40)	10%	(36)	374
Ethnicity: Black	53%	(149)	26%	(73)	5%	(15)	6%	(16)	11%	(30)	283
Ethnicity: Other	47%	(103)	24%	(53)	6%	(14)	9%	(19)	13%	(29)	217
All Christian	57%	(590)	23%	(236)	5%	(49)	7%	(69)	8%	(83)	1027
All Non-Christian	53%	(63)	28%	(33)	9%	(10)	7%	(8)	3%	(4)	118
Atheist	39%	(39)	30%	(29)	4%	(4)	14%	(13)	14%	(14)	99
Agnostic/Nothing in particular	50%	(306)	26%	(163)	6%	(37)	6%	(35)	12%	(76)	618
Something Else	58%	(203)	25%	(88)	5%	(16)	4%	(15)	8%	(29)	352
Religious Non-Protestant/Catholic	57%	(80)	25%	(35)	8%	(11)	7%	(10)	3%	(4)	141
Evangelical	61%	(343)	23%	(128)	3%	(20)	3%	(16)	10%	(55)	562
Non-Evangelical	55%	(426)	24%	(187)	6%	(43)	8%	(65)	7%	(55)	776
Community: Urban	52%	(312)	26%	(154)	5%	(32)	7%	(45)	9%	(57)	600
Community: Suburban	53%	(563)	25%	(269)	5%	(57)	7%	(71)	9%	(97)	1058
Community: Rural	59%	(326)	23%	(126)	5%	(27)	5%	(26)	9%	(51)	556
Employ: Private Sector	53%	(416)	29%	(228)	7%	(52)	6%	(49)	4%	(34)	778
Employ: Government	53%	(72)	22%	(30)	5%	(7)	7%	(9)	12%	(17)	136
Employ: Self-Employed	52%	(101)	33%	(63)	3%	(7)	5%	(10)	6%	(12)	193
Employ: Homemaker	62%	(105)	21%	(36)	3%	(6)	4%	(7)	9%	(15)	170
Employ: Retired	60%	(322)	18%	(97)	4%	(22)	8%	(41)	10%	(53)	535
Employ: Unemployed	46%	(116)	25%	(63)	4%	(11)	8%	(21)	16%	(39)	250
Employ: Other	48%	(53)	23%	(25)	3%	(3)	3%	(3)	23%	(26)	111
Military HH: Yes	53%	(143)	26%	(68)	4%	(10)	8%	(20)	9%	(25)	267
Military HH: No	54%	(1058)	25%	(481)	5%	(106)	6%	(121)	9%	(180)	1947
RD/WT: Right Direction	55%	(387)	25%	(174)	5%	(36)	5%	(36)	10%	(72)	704
RD/WT: Wrong Track	54%	(814)	25%	(376)	5%	(80)	7%	(106)	9%	(133)	1510
Biden Job Approve	58%	(551)	23%	(223)	4%	(43)	6%	(53)	9%	(88)	957
Biden Job Disapprove	53%	(619)	27%	(314)	6%	(68)	7%	(77)	7%	(82)	1160

Continued on next page

Table MCBR8_9: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Free shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1201)	25%	(550)	5%	(116)	6%	(142)	9%	(205)	2214
Biden Job Strongly Approve	64%	(276)	18%	(77)	3%	(15)	6%	(26)	9%	(38)	432
Biden Job Somewhat Approve	52%	(275)	28%	(146)	5%	(28)	5%	(27)	9%	(50)	525
Biden Job Somewhat Disapprove	51%	(163)	33%	(107)	6%	(18)	3%	(11)	7%	(24)	323
Biden Job Strongly Disapprove	54%	(456)	25%	(207)	6%	(50)	8%	(66)	7%	(58)	837
Favorable of Biden	57%	(556)	24%	(236)	4%	(41)	5%	(52)	9%	(86)	971
Unfavorable of Biden	53%	(607)	27%	(303)	6%	(68)	6%	(72)	8%	(85)	1136
Very Favorable of Biden	62%	(290)	18%	(84)	4%	(18)	7%	(33)	9%	(41)	466
Somewhat Favorable of Biden	53%	(267)	30%	(151)	5%	(23)	4%	(19)	9%	(45)	505
Somewhat Unfavorable of Biden	50%	(135)	32%	(87)	6%	(16)	5%	(12)	8%	(22)	272
Very Unfavorable of Biden	55%	(472)	25%	(216)	6%	(52)	7%	(60)	7%	(63)	863
#1 Issue: Economy	53%	(518)	28%	(274)	4%	(39)	7%	(66)	8%	(73)	971
#1 Issue: Security	52%	(114)	27%	(60)	5%	(11)	6%	(13)	10%	(21)	219
#1 Issue: Health Care	50%	(87)	27%	(47)	9%	(16)	5%	(8)	10%	(17)	175
#1 Issue: Medicare / Social Security	63%	(158)	15%	(38)	6%	(14)	6%	(15)	10%	(25)	251
#1 Issue: Women's Issues	59%	(152)	21%	(54)	4%	(10)	7%	(17)	10%	(25)	258
#1 Issue: Education	54%	(40)	20%	(15)	15%	(11)	—	(0)	11%	(8)	74
#1 Issue: Energy	55%	(77)	24%	(34)	6%	(9)	10%	(15)	4%	(6)	141
#1 Issue: Other	43%	(54)	22%	(28)	5%	(7)	6%	(7)	24%	(30)	126
2022 House Vote: Democrat	56%	(503)	24%	(215)	4%	(37)	7%	(63)	9%	(80)	898
2022 House Vote: Republican	56%	(398)	25%	(179)	6%	(41)	6%	(43)	7%	(53)	714
2022 House Vote: Someone else	45%	(26)	21%	(12)	8%	(5)	9%	(5)	16%	(9)	57
2022 House Vote: Didn't Vote	50%	(275)	26%	(144)	6%	(34)	6%	(30)	12%	(63)	545
2020 Vote: Joe Biden	57%	(536)	24%	(221)	3%	(32)	7%	(63)	9%	(86)	938
2020 Vote: Donald Trump	56%	(432)	25%	(195)	7%	(50)	6%	(42)	7%	(51)	771
2020 Vote: Other	43%	(28)	26%	(17)	5%	(4)	15%	(10)	11%	(7)	66
2020 Vote: Didn't Vote	47%	(205)	26%	(116)	7%	(30)	6%	(27)	14%	(61)	438

Continued on next page

Table MCBR8_9: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

Free shipping options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1201)	25%	(550)	5%	(116)	6%	(142)	9%	(205)	2214
2018 House Vote: Democrat	59%	(459)	21%	(164)	4%	(28)	7%	(51)	9%	(73)	775
2018 House Vote: Republican	57%	(366)	25%	(162)	6%	(40)	6%	(35)	6%	(37)	640
2018 House Vote: Someone else	47%	(29)	23%	(14)	8%	(5)	12%	(8)	10%	(6)	62
2018 House Vote: Didnt Vote	47%	(347)	29%	(210)	6%	(43)	6%	(48)	12%	(89)	737
4-Region: Northeast	54%	(207)	24%	(93)	5%	(21)	6%	(25)	10%	(38)	383
4-Region: Midwest	55%	(250)	24%	(109)	6%	(27)	6%	(26)	10%	(46)	457
4-Region: South	56%	(473)	26%	(219)	5%	(41)	5%	(45)	8%	(68)	846
4-Region: West	51%	(271)	25%	(129)	5%	(28)	9%	(46)	10%	(53)	527
Social Media User	54%	(1163)	25%	(539)	5%	(111)	6%	(127)	9%	(198)	2137
Interested in Attending Event	64%	(627)	28%	(273)	5%	(47)	1%	(14)	2%	(19)	980
Heard About Live Shopping	59%	(403)	29%	(197)	6%	(44)	2%	(17)	4%	(27)	688
Have not Heard About Live Shopping	52%	(798)	23%	(352)	5%	(73)	8%	(125)	12%	(178)	1526
Participated in Event Within Year	55%	(231)	30%	(127)	9%	(36)	2%	(10)	4%	(17)	421

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

Table MCBR8_10: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An endorsement by a celebrity or influencer you like

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(410)	20%	(432)	38%	(850)	11%	(242)	2214
Gender: Male	14%	(149)	19%	(201)	19%	(203)	39%	(412)	10%	(104)	1070
Gender: Female	11%	(131)	18%	(209)	20%	(229)	38%	(438)	12%	(138)	1144
Age: 18-34	18%	(119)	25%	(162)	21%	(137)	23%	(149)	12%	(76)	643
Age: 35-44	15%	(55)	25%	(90)	17%	(62)	33%	(119)	11%	(39)	366
Age: 45-64	12%	(84)	16%	(114)	20%	(144)	42%	(304)	10%	(69)	715
Age: 65+	4%	(22)	9%	(44)	18%	(88)	57%	(278)	12%	(58)	490
GenZers: 1997-2012	20%	(33)	24%	(40)	23%	(38)	18%	(30)	15%	(24)	164
Millennials: 1981-1996	17%	(127)	25%	(182)	19%	(141)	28%	(205)	11%	(80)	734
GenXers: 1965-1980	14%	(76)	18%	(96)	21%	(115)	37%	(199)	10%	(54)	540
Baby Boomers: 1946-1964	6%	(41)	13%	(89)	18%	(127)	52%	(363)	11%	(78)	699
PID: Dem (no lean)	15%	(128)	23%	(189)	15%	(128)	37%	(308)	10%	(84)	838
PID: Ind (no lean)	8%	(56)	16%	(108)	23%	(158)	40%	(274)	13%	(90)	685
PID: Rep (no lean)	14%	(96)	16%	(112)	21%	(146)	39%	(268)	10%	(68)	691
PID/Gender: Dem Men	16%	(59)	24%	(87)	16%	(57)	35%	(126)	9%	(34)	364
PID/Gender: Dem Women	15%	(69)	22%	(102)	15%	(71)	38%	(182)	11%	(50)	474
PID/Gender: Ind Men	9%	(31)	14%	(51)	22%	(79)	44%	(155)	11%	(40)	355
PID/Gender: Ind Women	7%	(25)	17%	(57)	24%	(80)	36%	(119)	15%	(50)	330
PID/Gender: Rep Men	17%	(59)	18%	(63)	19%	(67)	37%	(131)	9%	(30)	350
PID/Gender: Rep Women	11%	(37)	14%	(49)	23%	(78)	40%	(137)	11%	(38)	340
Ideo: Liberal (1-3)	13%	(86)	18%	(119)	18%	(120)	41%	(274)	10%	(67)	666
Ideo: Moderate (4)	13%	(91)	22%	(153)	22%	(150)	32%	(224)	11%	(75)	691
Ideo: Conservative (5-7)	13%	(91)	16%	(112)	20%	(138)	43%	(308)	8%	(59)	708
Educ: < College	15%	(209)	19%	(272)	19%	(280)	35%	(502)	12%	(176)	1440
Educ: Bachelors degree	9%	(45)	18%	(90)	20%	(99)	45%	(219)	8%	(38)	492
Educ: Post-grad	9%	(25)	17%	(48)	19%	(53)	46%	(129)	10%	(27)	283
Income: Under 50k	14%	(169)	18%	(219)	21%	(254)	35%	(426)	12%	(149)	1217
Income: 50k-100k	10%	(72)	20%	(143)	19%	(132)	41%	(284)	9%	(66)	696
Income: 100k+	13%	(39)	16%	(48)	15%	(46)	47%	(140)	9%	(27)	301
Ethnicity: White	11%	(184)	17%	(285)	20%	(341)	42%	(720)	11%	(184)	1714

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Table MCBR8_10: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An endorsement by a celebrity or influencer you like

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(410)	20%	(432)	38%	(850)	11%	(242)	2214
Ethnicity: Hispanic	20%	(73)	24%	(89)	19%	(70)	26%	(97)	12%	(45)	374
Ethnicity: Black	24%	(68)	24%	(68)	20%	(56)	21%	(59)	11%	(31)	283
Ethnicity: Other	13%	(27)	26%	(57)	16%	(35)	33%	(71)	13%	(27)	217
All Christian	13%	(137)	18%	(187)	19%	(199)	39%	(403)	10%	(101)	1027
All Non-Christian	14%	(16)	24%	(28)	14%	(16)	43%	(50)	6%	(7)	118
Atheist	8%	(8)	13%	(13)	18%	(18)	49%	(48)	13%	(13)	99
Agnostic/Nothing in particular	9%	(58)	19%	(119)	20%	(122)	38%	(235)	14%	(84)	618
Something Else	17%	(61)	18%	(63)	22%	(77)	32%	(114)	10%	(37)	352
Religious Non-Protestant/Catholic	12%	(17)	23%	(33)	13%	(18)	45%	(63)	7%	(9)	141
Evangelical	18%	(103)	17%	(97)	19%	(108)	33%	(188)	12%	(66)	562
Non-Evangelical	11%	(88)	19%	(147)	21%	(160)	40%	(313)	9%	(68)	776
Community: Urban	17%	(102)	21%	(126)	20%	(123)	31%	(183)	11%	(65)	600
Community: Suburban	11%	(115)	17%	(181)	19%	(206)	42%	(443)	11%	(113)	1058
Community: Rural	11%	(63)	18%	(102)	19%	(103)	40%	(224)	12%	(64)	556
Employ: Private Sector	14%	(109)	23%	(176)	20%	(158)	37%	(284)	7%	(51)	778
Employ: Government	19%	(26)	22%	(30)	17%	(23)	30%	(41)	12%	(16)	136
Employ: Self-Employed	16%	(31)	21%	(41)	23%	(45)	31%	(61)	8%	(15)	193
Employ: Homemaker	11%	(19)	17%	(29)	24%	(41)	35%	(60)	11%	(19)	170
Employ: Retired	7%	(37)	11%	(59)	18%	(96)	53%	(285)	11%	(59)	535
Employ: Unemployed	12%	(29)	18%	(46)	16%	(40)	34%	(85)	20%	(50)	250
Employ: Other	23%	(26)	16%	(18)	20%	(22)	21%	(23)	20%	(23)	111
Military HH: Yes	6%	(15)	13%	(35)	18%	(48)	52%	(139)	11%	(30)	267
Military HH: No	14%	(265)	19%	(375)	20%	(384)	37%	(711)	11%	(212)	1947
RD/WT: Right Direction	16%	(116)	22%	(158)	20%	(141)	30%	(213)	11%	(77)	704
RD/WT: Wrong Track	11%	(164)	17%	(252)	19%	(292)	42%	(637)	11%	(165)	1510
Biden Job Approve	15%	(148)	21%	(202)	18%	(176)	35%	(338)	10%	(94)	957
Biden Job Disapprove	10%	(119)	18%	(205)	21%	(243)	42%	(486)	9%	(107)	1160

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Table MCBR8_10: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An endorsement by a celebrity or influencer you like

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(410)	20%	(432)	38%	(850)	11%	(242)	2214
Biden Job Strongly Approve	21%	(92)	22%	(93)	14%	(59)	34%	(146)	10%	(42)	432
Biden Job Somewhat Approve	11%	(56)	21%	(109)	22%	(118)	37%	(192)	10%	(52)	525
Biden Job Somewhat Disapprove	10%	(34)	22%	(73)	23%	(73)	35%	(114)	9%	(30)	323
Biden Job Strongly Disapprove	10%	(86)	16%	(132)	20%	(170)	45%	(372)	9%	(77)	837
Favorable of Biden	15%	(145)	21%	(202)	18%	(174)	36%	(349)	10%	(100)	971
Unfavorable of Biden	11%	(120)	17%	(197)	21%	(238)	42%	(474)	9%	(107)	1136
Very Favorable of Biden	19%	(91)	22%	(103)	13%	(62)	36%	(167)	9%	(44)	466
Somewhat Favorable of Biden	11%	(54)	20%	(100)	22%	(113)	36%	(182)	11%	(56)	505
Somewhat Unfavorable of Biden	9%	(25)	24%	(66)	24%	(66)	35%	(94)	8%	(21)	272
Very Unfavorable of Biden	11%	(94)	15%	(131)	20%	(172)	44%	(379)	10%	(86)	863
#1 Issue: Economy	13%	(123)	20%	(197)	19%	(182)	39%	(380)	9%	(90)	971
#1 Issue: Security	11%	(25)	18%	(39)	20%	(44)	40%	(88)	11%	(24)	219
#1 Issue: Health Care	17%	(30)	25%	(44)	17%	(31)	32%	(57)	8%	(14)	175
#1 Issue: Medicare / Social Security	13%	(33)	11%	(29)	20%	(50)	44%	(109)	12%	(30)	251
#1 Issue: Women's Issues	13%	(35)	19%	(49)	24%	(61)	33%	(85)	11%	(28)	258
#1 Issue: Education	14%	(11)	26%	(19)	16%	(12)	27%	(20)	17%	(12)	74
#1 Issue: Energy	12%	(16)	15%	(21)	27%	(38)	39%	(55)	8%	(11)	141
#1 Issue: Other	6%	(8)	10%	(12)	12%	(16)	46%	(57)	26%	(33)	126
2022 House Vote: Democrat	14%	(125)	21%	(187)	16%	(143)	39%	(353)	10%	(90)	898
2022 House Vote: Republican	11%	(81)	15%	(110)	21%	(153)	43%	(304)	9%	(65)	714
2022 House Vote: Someone else	7%	(4)	9%	(5)	17%	(9)	45%	(26)	22%	(13)	57
2022 House Vote: Didn't Vote	13%	(70)	20%	(107)	23%	(126)	31%	(167)	14%	(74)	545
2020 Vote: Joe Biden	14%	(132)	21%	(201)	17%	(162)	37%	(349)	10%	(94)	938
2020 Vote: Donald Trump	11%	(83)	15%	(118)	21%	(166)	43%	(333)	9%	(72)	771
2020 Vote: Other	6%	(4)	10%	(7)	22%	(14)	50%	(33)	12%	(8)	66
2020 Vote: Didn't Vote	14%	(61)	19%	(84)	21%	(90)	31%	(135)	15%	(68)	438

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Table MCBR8_10: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*
An endorsement by a celebrity or influencer you like

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(410)	20%	(432)	38%	(850)	11%	(242)	2214
2018 House Vote: Democrat	15%	(113)	19%	(147)	18%	(137)	39%	(299)	10%	(80)	775
2018 House Vote: Republican	11%	(68)	16%	(99)	21%	(132)	44%	(284)	9%	(56)	640
2018 House Vote: Someone else	12%	(8)	8%	(5)	19%	(12)	48%	(29)	13%	(8)	62
2018 House Vote: Didnt Vote	12%	(91)	21%	(158)	21%	(151)	32%	(238)	13%	(98)	737
4-Region: Northeast	12%	(48)	16%	(61)	19%	(75)	40%	(154)	12%	(46)	383
4-Region: Midwest	10%	(46)	19%	(88)	22%	(100)	37%	(171)	11%	(52)	457
4-Region: South	13%	(111)	19%	(161)	19%	(164)	38%	(321)	11%	(89)	846
4-Region: West	14%	(75)	19%	(101)	18%	(93)	39%	(204)	10%	(55)	527
Social Media User	13%	(280)	19%	(402)	20%	(422)	37%	(798)	11%	(235)	2137
Interested in Attending Event	21%	(208)	28%	(278)	25%	(241)	23%	(229)	2%	(24)	980
Heard About Live Shopping	24%	(166)	25%	(170)	21%	(141)	24%	(168)	6%	(43)	688
Have not Heard About Live Shopping	7%	(114)	16%	(239)	19%	(291)	45%	(682)	13%	(199)	1526
Participated in Event Within Year	28%	(119)	30%	(128)	21%	(87)	15%	(65)	5%	(22)	421

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

Table MCBR8_11: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

A tutorial so you can see how the product is used

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(812)	34%	(753)	9%	(207)	10%	(213)	10%	(229)	2214
Gender: Male	35%	(374)	34%	(368)	11%	(116)	11%	(118)	9%	(94)	1070
Gender: Female	38%	(438)	34%	(384)	8%	(91)	8%	(95)	12%	(135)	1144
Age: 18-34	37%	(241)	36%	(229)	11%	(72)	5%	(34)	11%	(68)	643
Age: 35-44	34%	(123)	37%	(137)	8%	(28)	10%	(37)	11%	(41)	366
Age: 45-64	39%	(279)	33%	(233)	10%	(69)	10%	(73)	8%	(61)	715
Age: 65+	35%	(170)	31%	(153)	8%	(38)	14%	(69)	12%	(59)	490
GenZers: 1997-2012	34%	(56)	30%	(50)	16%	(26)	6%	(9)	14%	(23)	164
Millennials: 1981-1996	36%	(267)	38%	(275)	9%	(64)	7%	(52)	10%	(76)	734
GenXers: 1965-1980	40%	(215)	33%	(178)	9%	(51)	10%	(51)	8%	(45)	540
Baby Boomers: 1946-1964	35%	(246)	33%	(231)	9%	(60)	12%	(83)	11%	(78)	699
PID: Dem (no lean)	39%	(324)	34%	(282)	7%	(60)	9%	(78)	11%	(94)	838
PID: Ind (no lean)	33%	(224)	33%	(223)	11%	(78)	11%	(75)	12%	(85)	685
PID: Rep (no lean)	38%	(264)	36%	(247)	10%	(69)	9%	(60)	7%	(50)	691
PID/Gender: Dem Men	36%	(131)	37%	(135)	7%	(26)	9%	(34)	10%	(38)	364
PID/Gender: Dem Women	41%	(193)	31%	(147)	7%	(34)	9%	(45)	12%	(57)	474
PID/Gender: Ind Men	30%	(106)	32%	(113)	13%	(47)	15%	(54)	10%	(34)	355
PID/Gender: Ind Women	36%	(118)	33%	(110)	9%	(31)	6%	(21)	15%	(51)	330
PID/Gender: Rep Men	39%	(137)	34%	(120)	12%	(42)	9%	(30)	6%	(22)	350
PID/Gender: Rep Women	37%	(128)	38%	(128)	8%	(27)	9%	(30)	8%	(28)	340
Ideo: Liberal (1-3)	37%	(247)	35%	(233)	7%	(46)	10%	(69)	11%	(71)	666
Ideo: Moderate (4)	36%	(247)	33%	(229)	10%	(72)	11%	(73)	10%	(69)	691
Ideo: Conservative (5-7)	39%	(273)	35%	(248)	11%	(75)	9%	(62)	7%	(51)	708
Educ: < College	38%	(542)	32%	(458)	9%	(135)	9%	(136)	12%	(168)	1440
Educ: Bachelors degree	34%	(167)	40%	(196)	10%	(47)	10%	(48)	7%	(34)	492
Educ: Post-grad	36%	(103)	35%	(99)	9%	(25)	10%	(29)	10%	(27)	283
Income: Under 50k	37%	(450)	32%	(384)	10%	(116)	10%	(118)	12%	(150)	1217
Income: 50k-100k	37%	(257)	36%	(251)	9%	(66)	10%	(68)	8%	(55)	696
Income: 100k+	35%	(106)	39%	(118)	8%	(26)	9%	(27)	8%	(24)	301
Ethnicity: White	36%	(618)	34%	(584)	10%	(165)	10%	(179)	10%	(167)	1714

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Table MCBR8_11: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

A tutorial so you can see how the product is used

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(812)	34%	(753)	9%	(207)	10%	(213)	10%	(229)	2214
Ethnicity: Hispanic	37%	(139)	35%	(132)	9%	(33)	11%	(40)	8%	(31)	374
Ethnicity: Black	42%	(118)	31%	(88)	8%	(22)	6%	(18)	13%	(36)	283
Ethnicity: Other	35%	(76)	37%	(80)	9%	(19)	7%	(16)	12%	(26)	217
All Christian	39%	(402)	34%	(345)	8%	(84)	10%	(107)	9%	(89)	1027
All Non-Christian	37%	(43)	38%	(45)	9%	(11)	12%	(14)	4%	(4)	118
Atheist	18%	(18)	36%	(35)	14%	(14)	17%	(17)	15%	(15)	99
Agnostic/Nothing in particular	32%	(199)	34%	(212)	11%	(67)	9%	(56)	14%	(84)	618
Something Else	42%	(149)	33%	(116)	9%	(31)	5%	(19)	11%	(37)	352
Religious Non-Protestant/Catholic	38%	(53)	38%	(54)	9%	(13)	11%	(16)	4%	(5)	141
Evangelical	43%	(244)	31%	(177)	8%	(47)	6%	(36)	10%	(59)	562
Non-Evangelical	37%	(288)	35%	(271)	9%	(66)	11%	(87)	8%	(64)	776
Community: Urban	38%	(228)	33%	(198)	8%	(51)	9%	(57)	11%	(66)	600
Community: Suburban	35%	(369)	35%	(372)	10%	(103)	10%	(109)	10%	(104)	1058
Community: Rural	39%	(215)	33%	(182)	10%	(53)	8%	(47)	11%	(59)	556
Employ: Private Sector	37%	(291)	36%	(280)	11%	(87)	10%	(76)	6%	(44)	778
Employ: Government	39%	(53)	39%	(53)	8%	(11)	6%	(8)	9%	(12)	136
Employ: Self-Employed	37%	(71)	38%	(74)	9%	(17)	5%	(10)	11%	(21)	193
Employ: Homemaker	40%	(67)	32%	(55)	8%	(14)	7%	(12)	13%	(22)	170
Employ: Retired	37%	(199)	32%	(170)	7%	(40)	13%	(70)	10%	(56)	535
Employ: Unemployed	31%	(78)	32%	(79)	9%	(24)	11%	(27)	17%	(43)	250
Employ: Other	43%	(48)	25%	(27)	6%	(7)	6%	(6)	20%	(22)	111
Military HH: Yes	33%	(88)	37%	(98)	6%	(17)	13%	(34)	11%	(30)	267
Military HH: No	37%	(724)	34%	(655)	10%	(190)	9%	(179)	10%	(199)	1947
RD/WT: Right Direction	39%	(275)	33%	(231)	8%	(57)	9%	(65)	11%	(77)	704
RD/WT: Wrong Track	36%	(537)	35%	(522)	10%	(150)	10%	(148)	10%	(152)	1510
Biden Job Approve	39%	(371)	35%	(331)	8%	(74)	9%	(86)	10%	(95)	957
Biden Job Disapprove	36%	(415)	35%	(403)	11%	(132)	10%	(117)	8%	(94)	1160

Continued on next page

Table MCBR8_11: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

A tutorial so you can see how the product is used

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(812)	34%	(753)	9%	(207)	10%	(213)	10%	(229)	2214
Biden Job Strongly Approve	45%	(196)	27%	(118)	6%	(28)	11%	(47)	10%	(43)	432
Biden Job Somewhat Approve	33%	(175)	41%	(213)	9%	(46)	7%	(39)	10%	(52)	525
Biden Job Somewhat Disapprove	35%	(112)	38%	(122)	10%	(33)	8%	(25)	9%	(31)	323
Biden Job Strongly Disapprove	36%	(303)	34%	(280)	12%	(98)	11%	(92)	8%	(63)	837
Favorable of Biden	39%	(377)	34%	(333)	7%	(71)	9%	(87)	11%	(102)	971
Unfavorable of Biden	36%	(405)	35%	(400)	11%	(125)	10%	(112)	8%	(93)	1136
Very Favorable of Biden	43%	(202)	29%	(136)	6%	(29)	12%	(54)	10%	(45)	466
Somewhat Favorable of Biden	35%	(175)	39%	(197)	8%	(42)	7%	(34)	11%	(57)	505
Somewhat Unfavorable of Biden	33%	(90)	42%	(114)	11%	(30)	6%	(17)	8%	(21)	272
Very Unfavorable of Biden	36%	(315)	33%	(287)	11%	(95)	11%	(95)	8%	(72)	863
#1 Issue: Economy	36%	(349)	38%	(367)	9%	(84)	9%	(87)	9%	(84)	971
#1 Issue: Security	38%	(83)	31%	(68)	10%	(23)	11%	(25)	9%	(20)	219
#1 Issue: Health Care	38%	(67)	32%	(56)	13%	(24)	9%	(15)	7%	(13)	175
#1 Issue: Medicare / Social Security	38%	(96)	29%	(72)	8%	(21)	12%	(30)	12%	(31)	251
#1 Issue: Women's Issues	40%	(103)	31%	(79)	10%	(26)	9%	(22)	11%	(27)	258
#1 Issue: Education	40%	(30)	39%	(29)	2%	(2)	4%	(3)	14%	(11)	74
#1 Issue: Energy	38%	(53)	31%	(44)	11%	(15)	13%	(18)	8%	(11)	141
#1 Issue: Other	25%	(31)	30%	(38)	10%	(12)	10%	(13)	25%	(32)	126
2022 House Vote: Democrat	38%	(341)	33%	(292)	8%	(74)	11%	(95)	11%	(96)	898
2022 House Vote: Republican	37%	(266)	36%	(255)	11%	(77)	10%	(70)	6%	(46)	714
2022 House Vote: Someone else	26%	(15)	32%	(18)	10%	(6)	12%	(7)	20%	(11)	57
2022 House Vote: Didn't Vote	35%	(191)	34%	(187)	9%	(50)	8%	(42)	14%	(75)	545
2020 Vote: Joe Biden	39%	(366)	33%	(312)	7%	(69)	10%	(92)	11%	(100)	938
2020 Vote: Donald Trump	37%	(283)	36%	(276)	11%	(85)	10%	(74)	7%	(53)	771
2020 Vote: Other	33%	(22)	26%	(17)	11%	(7)	19%	(13)	11%	(8)	66
2020 Vote: Didn't Vote	32%	(142)	34%	(148)	10%	(46)	8%	(34)	16%	(69)	438

Continued on next page

Table MCBR8_11: *If you were to attend a live shopping event in the future, how important to you, if at all, would it be for the event to offer each of the following?*

A tutorial so you can see how the product is used

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(812)	34%	(753)	9%	(207)	10%	(213)	10%	(229)	2214
2018 House Vote: Democrat	42%	(323)	30%	(233)	7%	(53)	10%	(81)	11%	(85)	775
2018 House Vote: Republican	36%	(233)	38%	(245)	10%	(66)	9%	(60)	6%	(37)	640
2018 House Vote: Someone else	31%	(19)	26%	(16)	16%	(10)	15%	(9)	12%	(8)	62
2018 House Vote: Didnt Vote	32%	(237)	35%	(259)	11%	(78)	9%	(64)	14%	(100)	737
4-Region: Northeast	35%	(134)	32%	(124)	11%	(42)	10%	(37)	12%	(46)	383
4-Region: Midwest	36%	(166)	34%	(154)	9%	(40)	10%	(48)	11%	(50)	457
4-Region: South	37%	(316)	35%	(293)	9%	(78)	9%	(74)	10%	(85)	846
4-Region: West	37%	(197)	34%	(181)	9%	(47)	10%	(54)	9%	(48)	527
Social Media User	37%	(798)	34%	(731)	9%	(200)	9%	(190)	10%	(219)	2137
Interested in Attending Event	51%	(497)	37%	(360)	7%	(72)	3%	(29)	2%	(22)	980
Heard About Live Shopping	45%	(313)	37%	(254)	8%	(56)	4%	(30)	5%	(35)	688
Have not Heard About Live Shopping	33%	(500)	33%	(498)	10%	(151)	12%	(183)	13%	(194)	1526
Participated in Event Within Year	45%	(190)	36%	(150)	10%	(43)	5%	(23)	4%	(15)	421

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

Table MCBR9: *If you were to attend a live shopping event in the future, what would be your preferred length of the event?*

Demographic	Under 5 minutes	5-10 minutes	11-20 minutes	21-30 minutes	31-40 minutes	41-50 minutes	51-60 minutes	Longer than an hour	Don't know / No opinion	Total
Adults	9%(199)	15%(337)	17%(372)	21%(459)	7%(146)	2% (55)	6%(125)	3% (73)	20%(448)	2214
Gender: Male	9% (101)	16% (167)	17% (183)	21%(229)	6% (60)	3% (28)	6% (61)	3% (34)	19%(206)	1070
Gender: Female	9% (98)	15%(170)	17%(189)	20%(229)	8% (86)	2% (27)	6% (64)	3% (38)	21%(242)	1144
Age: 18-34	8% (51)	15% (94)	18% (117)	21%(132)	8% (53)	5% (33)	6% (36)	3% (18)	17%(109)	643
Age: 35-44	11% (40)	14% (51)	16% (60)	21% (78)	9% (33)	2% (8)	6% (21)	4% (15)	17% (61)	366
Age: 45-64	8% (58)	17% (119)	17%(120)	23%(164)	7% (47)	2% (11)	6% (41)	3% (25)	18% (131)	715
Age: 65+	10% (51)	15% (73)	15% (75)	17% (84)	3% (14)	1% (3)	6% (28)	3% (15)	30%(147)	490
GenZers: 1997-2012	8% (12)	17% (28)	21% (35)	20% (33)	10% (16)	2% (3)	5% (9)	3% (4)	14% (24)	164
Millennials: 1981-1996	9% (65)	13% (98)	17% (122)	22% (158)	8% (61)	5% (34)	6% (44)	3% (23)	17% (128)	734
GenXers: 1965-1980	9% (47)	17% (92)	17% (90)	24% (127)	6% (31)	2% (9)	4% (23)	4% (23)	18% (98)	540
Baby Boomers: 1946-1964	10% (66)	16%(108)	16% (115)	19%(130)	5% (35)	1% (7)	7% (46)	3% (19)	25%(172)	699
PID: Dem (no lean)	9% (73)	14% (116)	18%(154)	21%(176)	8% (65)	3% (21)	6% (50)	3% (29)	19%(155)	838
PID: Ind (no lean)	11% (76)	16% (110)	15%(100)	17% (118)	6% (40)	2% (14)	5% (38)	2% (17)	25%(172)	685
PID: Rep (no lean)	7% (51)	16% (111)	17% (118)	24%(165)	6% (41)	3% (19)	6% (38)	4% (27)	17%(120)	691
PID/Gender: Dem Men	8% (31)	13% (47)	19% (68)	23% (85)	6% (21)	3% (10)	7% (26)	3% (11)	18% (66)	364
PID/Gender: Dem Women	9% (42)	15% (70)	18% (86)	19% (91)	9% (44)	3% (12)	5% (23)	4% (17)	19% (89)	474
PID/Gender: Ind Men	12% (43)	17% (60)	14% (51)	18% (64)	6% (22)	2% (6)	5% (17)	2% (6)	24% (85)	355
PID/Gender: Ind Women	10% (33)	15% (51)	15% (48)	16% (54)	5% (18)	2% (8)	6% (20)	3% (10)	26% (87)	330
PID/Gender: Rep Men	8% (28)	17% (61)	18% (64)	23% (80)	5% (16)	4% (12)	5% (18)	5% (17)	16% (55)	350
PID/Gender: Rep Women	7% (23)	15% (50)	16% (55)	25% (84)	7% (25)	2% (7)	6% (20)	3% (11)	19% (66)	340
Ideo: Liberal (1-3)	11% (73)	14% (93)	20% (130)	20% (134)	7% (45)	2% (15)	5% (35)	2% (15)	19% (126)	666
Ideo: Moderate (4)	8% (54)	15%(104)	17% (117)	22% (154)	8% (55)	3% (21)	5% (38)	4% (26)	18% (122)	691
Ideo: Conservative (5-7)	8% (56)	17%(122)	15%(108)	22% (152)	6% (40)	2% (14)	7% (48)	4% (26)	20%(142)	708
Educ: < College	8% (119)	15%(214)	17%(244)	21%(297)	7% (98)	2% (33)	6% (81)	4% (55)	21%(299)	1440
Educ: Bachelors degree	11% (52)	15% (75)	17% (86)	22% (107)	5% (25)	3% (12)	6% (28)	2% (9)	20% (97)	492
Educ: Post-grad	10% (29)	17% (48)	15% (43)	20% (55)	8% (23)	3% (9)	6% (17)	3% (8)	18% (51)	283
Income: Under 50k	8% (102)	15%(184)	16% (191)	21%(252)	6% (79)	2% (29)	5% (66)	3% (41)	22%(273)	1217
Income: 50k-100k	9% (64)	15%(105)	19% (131)	21% (145)	7% (46)	2% (13)	6% (45)	3% (23)	18% (125)	696
Income: 100k+	11% (34)	16% (48)	16% (49)	21% (62)	7% (21)	4% (13)	5% (14)	3% (9)	17% (50)	301
Ethnicity: White	9% (157)	17%(287)	17%(292)	21%(352)	6% (95)	2% (32)	5% (91)	2% (42)	21%(365)	1714
Ethnicity: Hispanic	9% (34)	12% (46)	21% (78)	18% (69)	7% (28)	4% (16)	6% (22)	5% (19)	17% (63)	374

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Table MCBR9: *If you were to attend a live shopping event in the future, what would be your preferred length of the event?*

Demographic	Under 5 minutes	5-10 minutes	11-20 minutes	21-30 minutes	31-40 minutes	41-50 minutes	51-60 minutes	Longer than an hour	Don't know / No opinion	Total
Adults	9% (199)	15% (337)	17% (372)	21% (459)	7% (146)	2% (55)	6% (125)	3% (73)	20% (448)	2214
Ethnicity: Black	8% (22)	9% (25)	13% (36)	21% (60)	10% (29)	5% (15)	9% (25)	8% (22)	17% (48)	283
Ethnicity: Other	9% (21)	12% (25)	20% (44)	22% (47)	10% (22)	3% (7)	4% (9)	4% (8)	16% (35)	217
All Christian	7% (73)	16% (161)	19% (194)	20% (209)	7% (68)	3% (32)	6% (65)	3% (34)	19% (192)	1027
All Non-Christian	14% (16)	14% (16)	11% (13)	19% (22)	6% (7)	3% (4)	5% (6)	7% (9)	21% (24)	118
Atheist	16% (16)	12% (12)	12% (12)	21% (21)	6% (5)	— (0)	4% (4)	— (0)	30% (29)	99
Agnostic/Nothing in particular	7% (46)	17% (103)	14% (89)	21% (130)	6% (39)	2% (10)	5% (34)	3% (16)	24% (150)	618
Something Else	14% (48)	13% (45)	18% (63)	22% (76)	8% (27)	2% (9)	5% (17)	4% (14)	15% (53)	352
Religious Non-Protestant/Catholic	12% (17)	17% (23)	11% (15)	19% (27)	8% (12)	3% (4)	6% (8)	6% (9)	19% (26)	141
Evangelical	7% (40)	15% (86)	19% (107)	24% (133)	7% (38)	3% (19)	5% (26)	4% (23)	16% (90)	562
Non-Evangelical	10% (80)	14% (111)	19% (144)	18% (142)	7% (51)	3% (21)	7% (52)	3% (25)	19% (150)	776
Community: Urban	10% (59)	15% (92)	16% (94)	19% (116)	8% (46)	3% (20)	6% (35)	3% (20)	20% (117)	600
Community: Suburban	9% (93)	15% (163)	17% (181)	21% (225)	6% (63)	2% (25)	5% (55)	3% (33)	21% (219)	1058
Community: Rural	8% (47)	15% (82)	17% (96)	21% (118)	7% (38)	2% (9)	6% (35)	4% (20)	20% (111)	556
Employ: Private Sector	9% (73)	16% (121)	18% (141)	24% (184)	7% (58)	3% (23)	7% (51)	3% (21)	14% (106)	778
Employ: Government	9% (12)	13% (18)	21% (29)	16% (22)	9% (12)	6% (8)	5% (7)	4% (5)	17% (23)	136
Employ: Self-Employed	9% (18)	21% (42)	15% (29)	23% (44)	6% (12)	3% (6)	4% (7)	4% (8)	14% (28)	193
Employ: Homemaker	8% (13)	13% (23)	17% (28)	20% (34)	8% (14)	2% (3)	4% (7)	5% (9)	22% (38)	170
Employ: Retired	9% (51)	16% (86)	16% (85)	17% (93)	4% (21)	2% (9)	6% (30)	3% (18)	27% (143)	535
Employ: Unemployed	11% (26)	12% (29)	13% (34)	19% (47)	8% (20)	1% (3)	5% (13)	4% (9)	28% (69)	250
Employ: Other	3% (3)	12% (13)	14% (15)	25% (28)	6% (6)	2% (2)	8% (9)	1% (1)	30% (33)	111
Military HH: Yes	8% (21)	20% (54)	16% (42)	15% (41)	4% (11)	3% (8)	8% (21)	4% (11)	22% (58)	267
Military HH: No	9% (178)	15% (283)	17% (330)	21% (418)	7% (136)	2% (46)	5% (105)	3% (62)	20% (390)	1947
RD/WT: Right Direction	9% (62)	14% (95)	18% (128)	18% (125)	8% (54)	3% (23)	7% (47)	4% (30)	20% (139)	704
RD/WT: Wrong Track	9% (137)	16% (242)	16% (243)	22% (334)	6% (93)	2% (32)	5% (79)	3% (42)	20% (309)	1510
Biden Job Approve	9% (82)	14% (133)	19% (180)	20% (194)	7% (66)	3% (26)	6% (60)	4% (34)	19% (182)	957
Biden Job Disapprove	9% (107)	16% (191)	16% (185)	22% (256)	7% (77)	2% (28)	5% (58)	3% (36)	19% (222)	1160
Biden Job Strongly Approve	7% (32)	12% (54)	19% (82)	22% (97)	8% (35)	2% (7)	7% (29)	3% (14)	19% (82)	432
Biden Job Somewhat Approve	10% (50)	15% (79)	19% (97)	18% (97)	6% (31)	4% (19)	6% (31)	4% (20)	19% (100)	525
Biden Job Somewhat Disapprove	10% (32)	18% (58)	15% (49)	21% (68)	10% (31)	3% (9)	5% (16)	4% (13)	15% (47)	323
Biden Job Strongly Disapprove	9% (75)	16% (132)	16% (136)	23% (188)	5% (46)	2% (19)	5% (43)	3% (23)	21% (174)	837

Continued on next page

Table MCBR9: *If you were to attend a live shopping event in the future, what would be your preferred length of the event?*

Demographic	Under 5 minutes	5-10 minutes	11-20 minutes	21-30 minutes	31-40 minutes	41-50 minutes	51-60 minutes	Longer than an hour	Don't know / No opinion	Total
Adults	9% (199)	15% (337)	17% (372)	21% (459)	7% (146)	2% (55)	6% (125)	3% (73)	20% (448)	2214
Favorable of Biden	9% (88)	14% (140)	18% (177)	20% (197)	7% (67)	2% (24)	6% (61)	4% (35)	19% (181)	971
Unfavorable of Biden	8% (96)	16% (183)	17% (188)	22% (251)	7% (75)	3% (29)	5% (57)	3% (36)	19% (220)	1136
Very Favorable of Biden	7% (34)	14% (64)	19% (87)	21% (96)	7% (34)	2% (7)	7% (34)	3% (14)	20% (95)	466
Somewhat Favorable of Biden	11% (54)	15% (76)	18% (90)	20% (101)	6% (32)	3% (17)	5% (27)	4% (21)	17% (86)	505
Somewhat Unfavorable of Biden	7% (20)	14% (38)	17% (48)	24% (67)	8% (23)	3% (8)	5% (14)	5% (14)	15% (42)	272
Very Unfavorable of Biden	9% (76)	17% (145)	16% (141)	21% (184)	6% (52)	3% (22)	5% (43)	3% (22)	21% (179)	863
#1 Issue: Economy	9% (84)	16% (157)	16% (155)	24% (231)	6% (58)	3% (25)	6% (59)	3% (30)	18% (171)	971
#1 Issue: Security	5% (11)	14% (32)	23% (50)	21% (47)	5% (11)	3% (6)	4% (8)	2% (4)	23% (50)	219
#1 Issue: Health Care	11% (19)	14% (24)	20% (36)	17% (30)	8% (14)	5% (9)	5% (8)	5% (8)	16% (28)	175
#1 Issue: Medicare / Social Security	10% (24)	16% (41)	14% (36)	20% (51)	5% (12)	1% (2)	5% (11)	3% (7)	27% (67)	251
#1 Issue: Women's Issues	12% (32)	15% (40)	14% (36)	15% (38)	9% (23)	4% (9)	8% (21)	3% (9)	19% (49)	258
#1 Issue: Education	9% (6)	15% (11)	27% (20)	20% (15)	8% (6)	3% (2)	7% (5)	2% (1)	10% (8)	74
#1 Issue: Energy	7% (11)	12% (17)	21% (30)	19% (27)	11% (15)	— (1)	5% (8)	5% (7)	19% (26)	141
#1 Issue: Other	10% (13)	13% (16)	8% (10)	16% (20)	6% (7)	1% (1)	3% (4)	5% (6)	39% (49)	126
2022 House Vote: Democrat	9% (81)	15% (132)	17% (157)	20% (184)	8% (68)	3% (28)	6% (51)	3% (29)	19% (169)	898
2022 House Vote: Republican	7% (53)	16% (111)	17% (124)	24% (171)	6% (40)	3% (18)	6% (44)	3% (22)	18% (131)	714
2022 House Vote: Someone else	17% (10)	19% (11)	17% (10)	18% (10)	— (0)	3% (2)	3% (2)	— (0)	23% (13)	57
2022 House Vote: Didn't Vote	10% (55)	15% (84)	15% (81)	17% (93)	7% (39)	1% (6)	5% (30)	4% (22)	25% (135)	545
2020 Vote: Joe Biden	9% (80)	14% (135)	18% (165)	21% (199)	7% (67)	3% (27)	6% (59)	3% (28)	19% (177)	938
2020 Vote: Donald Trump	8% (58)	18% (137)	18% (141)	23% (176)	5% (36)	2% (14)	6% (45)	4% (28)	18% (137)	771
2020 Vote: Other	15% (10)	12% (8)	13% (9)	14% (9)	5% (3)	2% (1)	9% (6)	— (0)	30% (20)	66
2020 Vote: Didn't Vote	12% (51)	13% (57)	13% (57)	17% (75)	9% (40)	3% (12)	3% (15)	4% (16)	26% (115)	438
2018 House Vote: Democrat	8% (63)	16% (120)	16% (122)	21% (160)	7% (55)	3% (21)	6% (50)	4% (29)	20% (156)	775
2018 House Vote: Republican	9% (60)	16% (101)	18% (113)	23% (150)	5% (34)	2% (16)	6% (41)	3% (19)	17% (106)	640
2018 House Vote: Someone else	19% (12)	11% (7)	12% (7)	22% (14)	— (0)	4% (2)	5% (3)	— (0)	27% (16)	62
2018 House Vote: Didn't Vote	9% (65)	15% (109)	18% (129)	18% (135)	8% (57)	2% (15)	4% (31)	3% (25)	23% (169)	737
4-Region: Northeast	9% (34)	16% (60)	18% (67)	21% (80)	7% (25)	3% (11)	5% (18)	3% (10)	20% (77)	383
4-Region: Midwest	8% (37)	14% (62)	17% (76)	18% (82)	7% (34)	3% (16)	7% (31)	3% (15)	23% (105)	457
4-Region: South	9% (72)	16% (134)	16% (136)	22% (188)	5% (46)	2% (17)	6% (53)	4% (35)	19% (165)	846
4-Region: West	11% (56)	15% (81)	18% (93)	21% (109)	8% (42)	2% (11)	4% (23)	2% (13)	19% (101)	527

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Table MCBR9: *If you were to attend a live shopping event in the future, what would be your preferred length of the event?*

Demographic	Under 5 minutes	5-10 minutes	11-20 minutes	21-30 minutes	31-40 minutes	41-50 minutes	51-60 minutes	Longer than an hour	Don't know / No opinion	Total
Adults	9%(199)	15%(337)	17%(372)	21%(459)	7%(146)	2% (55)	6% (125)	3% (73)	20%(448)	2214
Social Media User	9%(186)	15%(329)	17% (361)	21%(446)	7%(144)	3% (55)	6% (121)	3% (73)	20%(422)	2137
Interested in Attending Event	4% (40)	14% (138)	22% (215)	28%(273)	10% (101)	5% (45)	9% (84)	5% (51)	3% (33)	980
Heard About Live Shopping	6% (43)	13% (87)	22% (153)	25% (173)	11% (73)	4% (30)	7% (48)	3% (22)	8% (57)	688
Have not Heard About Live Shopping	10% (156)	16%(250)	14% (218)	19%(285)	5% (73)	2% (24)	5% (77)	3% (50)	26% (391)	1526
Participated in Event Within Year	4% (17)	12% (52)	23% (99)	27% (116)	13% (56)	7% (28)	7% (29)	4% (16)	2% (9)	421

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

Table MCBR10: *Would you consider attending a live shopping event on social media in the future?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(297)	31%	(683)	20%	(453)	20%	(448)	15%	(333)	2214
Gender: Male	14%	(147)	30%	(323)	22%	(231)	22%	(231)	13%	(137)	1070
Gender: Female	13%	(150)	31%	(360)	19%	(222)	19%	(217)	17%	(196)	1144
Age: 18-34	20%	(126)	38%	(241)	18%	(114)	12%	(77)	13%	(85)	643
Age: 35-44	16%	(57)	35%	(130)	17%	(63)	16%	(59)	16%	(57)	366
Age: 45-64	13%	(92)	31%	(221)	22%	(156)	18%	(130)	16%	(117)	715
Age: 65+	4%	(21)	19%	(91)	25%	(120)	37%	(182)	15%	(74)	490
GenZers: 1997-2012	18%	(30)	38%	(62)	22%	(36)	12%	(20)	10%	(16)	164
Millennials: 1981-1996	19%	(141)	35%	(259)	16%	(120)	14%	(101)	15%	(112)	734
GenXers: 1965-1980	15%	(83)	35%	(190)	18%	(98)	16%	(88)	15%	(81)	540
Baby Boomers: 1946-1964	6%	(39)	23%	(162)	26%	(184)	29%	(203)	16%	(111)	699
PID: Dem (no lean)	16%	(132)	33%	(272)	18%	(148)	20%	(171)	14%	(115)	838
PID: Ind (no lean)	10%	(68)	30%	(205)	21%	(143)	22%	(152)	17%	(117)	685
PID: Rep (no lean)	14%	(97)	30%	(206)	23%	(162)	18%	(126)	15%	(101)	691
PID/Gender: Dem Men	17%	(61)	32%	(116)	18%	(66)	19%	(70)	14%	(51)	364
PID/Gender: Dem Women	15%	(71)	33%	(157)	17%	(81)	21%	(101)	14%	(64)	474
PID/Gender: Ind Men	10%	(37)	30%	(107)	23%	(81)	25%	(90)	11%	(40)	355
PID/Gender: Ind Women	9%	(31)	30%	(98)	19%	(63)	19%	(62)	23%	(77)	330
PID/Gender: Rep Men	14%	(49)	29%	(100)	24%	(84)	20%	(71)	13%	(46)	350
PID/Gender: Rep Women	14%	(48)	31%	(106)	23%	(78)	16%	(54)	16%	(55)	340
Ideo: Liberal (1-3)	14%	(96)	30%	(201)	21%	(140)	22%	(145)	13%	(85)	666
Ideo: Moderate (4)	13%	(92)	35%	(245)	17%	(121)	18%	(127)	15%	(107)	691
Ideo: Conservative (5-7)	14%	(101)	28%	(198)	23%	(165)	22%	(154)	13%	(90)	708
Educ: < College	13%	(187)	32%	(459)	19%	(267)	19%	(275)	17%	(252)	1440
Educ: Bachelors degree	14%	(68)	30%	(146)	25%	(124)	22%	(106)	10%	(47)	492
Educ: Post-grad	15%	(42)	28%	(78)	22%	(62)	24%	(68)	12%	(33)	283
Income: Under 50k	13%	(156)	31%	(383)	19%	(229)	19%	(230)	18%	(219)	1217
Income: 50k-100k	14%	(95)	30%	(209)	22%	(153)	23%	(159)	12%	(80)	696
Income: 100k+	15%	(46)	30%	(91)	23%	(70)	20%	(60)	11%	(34)	301
Ethnicity: White	12%	(201)	30%	(507)	23%	(389)	22%	(369)	15%	(249)	1714
Ethnicity: Hispanic	21%	(80)	38%	(143)	13%	(48)	14%	(52)	14%	(51)	374
Ethnicity: Black	23%	(66)	35%	(100)	12%	(35)	16%	(45)	13%	(37)	283

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Table MCBR10: *Would you consider attending a live shopping event on social media in the future?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(297)	31%	(683)	20%	(453)	20%	(448)	15%	(333)	2214
Ethnicity: Other	14%	(30)	35%	(77)	13%	(29)	16%	(35)	22%	(47)	217
All Christian	15%	(153)	29%	(297)	22%	(222)	21%	(217)	13%	(139)	1027
All Non-Christian	12%	(14)	31%	(36)	20%	(24)	26%	(30)	11%	(13)	118
Atheist	7%	(7)	24%	(23)	19%	(19)	34%	(34)	16%	(16)	99
Agnostic/Nothing in particular	10%	(61)	31%	(194)	21%	(129)	19%	(118)	19%	(116)	618
Something Else	18%	(62)	38%	(132)	17%	(59)	14%	(49)	14%	(50)	352
Religious Non-Protestant/Catholic	13%	(18)	32%	(45)	21%	(29)	24%	(34)	9%	(13)	141
Evangelical	19%	(109)	31%	(173)	20%	(111)	15%	(84)	15%	(85)	562
Non-Evangelical	13%	(98)	31%	(240)	21%	(160)	23%	(177)	13%	(101)	776
Community: Urban	19%	(113)	28%	(167)	18%	(108)	20%	(120)	15%	(91)	600
Community: Suburban	11%	(111)	32%	(341)	22%	(234)	20%	(212)	15%	(160)	1058
Community: Rural	13%	(72)	31%	(175)	20%	(111)	21%	(116)	15%	(82)	556
Employ: Private Sector	17%	(134)	36%	(282)	19%	(151)	16%	(125)	11%	(86)	778
Employ: Government	19%	(26)	36%	(49)	22%	(30)	12%	(16)	12%	(16)	136
Employ: Self-Employed	21%	(41)	37%	(71)	15%	(28)	15%	(29)	12%	(23)	193
Employ: Homemaker	11%	(19)	29%	(50)	22%	(38)	16%	(27)	21%	(35)	170
Employ: Retired	6%	(32)	21%	(112)	26%	(138)	32%	(169)	16%	(84)	535
Employ: Unemployed	9%	(23)	28%	(71)	17%	(43)	24%	(60)	21%	(53)	250
Employ: Other	15%	(17)	28%	(31)	16%	(18)	15%	(17)	25%	(28)	111
Military HH: Yes	10%	(27)	30%	(79)	18%	(49)	27%	(73)	15%	(40)	267
Military HH: No	14%	(270)	31%	(605)	21%	(404)	19%	(376)	15%	(293)	1947
RD/WT: Right Direction	18%	(127)	29%	(206)	18%	(130)	20%	(140)	14%	(102)	704
RD/WT: Wrong Track	11%	(170)	32%	(478)	21%	(323)	20%	(308)	15%	(231)	1510
Biden Job Approve	15%	(143)	31%	(301)	20%	(189)	21%	(202)	13%	(122)	957
Biden Job Disapprove	13%	(150)	32%	(367)	22%	(252)	20%	(232)	14%	(159)	1160
Biden Job Strongly Approve	22%	(95)	28%	(122)	15%	(64)	23%	(100)	12%	(52)	432
Biden Job Somewhat Approve	9%	(48)	34%	(179)	24%	(125)	20%	(103)	13%	(70)	525
Biden Job Somewhat Disapprove	12%	(38)	38%	(124)	22%	(72)	15%	(47)	13%	(41)	323
Biden Job Strongly Disapprove	13%	(112)	29%	(243)	22%	(180)	22%	(185)	14%	(118)	837
Favorable of Biden	15%	(144)	31%	(300)	19%	(186)	22%	(209)	14%	(132)	971
Unfavorable of Biden	13%	(144)	32%	(365)	22%	(254)	19%	(220)	13%	(152)	1136

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Table MCBR10: *Would you consider attending a live shopping event on social media in the future?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(297)	31%	(683)	20%	(453)	20%	(448)	15%	(333)	2214
Very Favorable of Biden	22%	(102)	27%	(124)	15%	(71)	23%	(109)	13%	(60)	466
Somewhat Favorable of Biden	8%	(42)	35%	(176)	23%	(115)	20%	(100)	14%	(71)	505
Somewhat Unfavorable of Biden	12%	(32)	42%	(114)	24%	(66)	12%	(31)	11%	(30)	272
Very Unfavorable of Biden	13%	(112)	29%	(251)	22%	(188)	22%	(189)	14%	(122)	863
#1 Issue: Economy	14%	(134)	35%	(345)	19%	(181)	18%	(178)	14%	(133)	971
#1 Issue: Security	14%	(30)	26%	(56)	27%	(59)	18%	(39)	16%	(34)	219
#1 Issue: Health Care	18%	(32)	25%	(44)	18%	(31)	16%	(28)	23%	(40)	175
#1 Issue: Medicare / Social Security	11%	(27)	18%	(45)	22%	(55)	29%	(74)	20%	(50)	251
#1 Issue: Women's Issues	15%	(38)	36%	(92)	19%	(50)	17%	(44)	13%	(33)	258
#1 Issue: Education	12%	(9)	37%	(28)	31%	(23)	9%	(6)	11%	(8)	74
#1 Issue: Energy	12%	(17)	30%	(42)	20%	(29)	27%	(38)	10%	(14)	141
#1 Issue: Other	8%	(10)	25%	(31)	20%	(25)	32%	(40)	16%	(20)	126
2022 House Vote: Democrat	16%	(141)	31%	(278)	19%	(167)	23%	(210)	11%	(102)	898
2022 House Vote: Republican	15%	(104)	31%	(219)	22%	(156)	20%	(142)	13%	(93)	714
2022 House Vote: Someone else	6%	(4)	20%	(11)	29%	(17)	23%	(13)	22%	(13)	57
2022 House Vote: Didnt Vote	9%	(48)	32%	(175)	21%	(114)	15%	(83)	23%	(125)	545
2020 Vote: Joe Biden	16%	(150)	31%	(294)	19%	(176)	21%	(201)	12%	(117)	938
2020 Vote: Donald Trump	13%	(98)	31%	(236)	23%	(178)	20%	(152)	14%	(107)	771
2020 Vote: Other	8%	(5)	26%	(17)	24%	(16)	17%	(11)	24%	(16)	66
2020 Vote: Didn't Vote	10%	(43)	31%	(136)	19%	(82)	19%	(84)	21%	(93)	438
2018 House Vote: Democrat	17%	(131)	28%	(220)	19%	(147)	23%	(179)	13%	(99)	775
2018 House Vote: Republican	13%	(80)	31%	(201)	23%	(149)	20%	(130)	13%	(80)	640
2018 House Vote: Someone else	7%	(4)	30%	(19)	24%	(15)	23%	(14)	16%	(10)	62
2018 House Vote: Didnt Vote	11%	(81)	33%	(244)	19%	(142)	17%	(126)	20%	(144)	737
4-Region: Northeast	14%	(55)	32%	(121)	21%	(79)	19%	(72)	15%	(56)	383
4-Region: Midwest	13%	(58)	30%	(138)	21%	(98)	21%	(96)	15%	(67)	457
4-Region: South	13%	(111)	32%	(270)	20%	(167)	20%	(172)	15%	(127)	846
4-Region: West	14%	(72)	29%	(155)	21%	(110)	21%	(109)	16%	(82)	527
Social Media User	14%	(297)	32%	(680)	20%	(431)	19%	(407)	15%	(322)	2137
Interested in Attending Event	30%	(297)	70%	(683)	—	(0)	—	(0)	—	(0)	980

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Table MCBR10: *Would you consider attending a live shopping event on social media in the future?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(297)	31%	(683)	20%	(453)	20%	(448)	15%	(333)	2214
Heard About Live Shopping	29%	(202)	40%	(275)	13%	(88)	7%	(47)	11%	(75)	688
Have not Heard About Live Shopping	6%	(95)	27%	(408)	24%	(365)	26%	(401)	17%	(257)	1526
Participated in Event Within Year	42%	(176)	40%	(168)	10%	(43)	2%	(8)	6%	(26)	421

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

Table MCBR11_1: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping in stores

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(493)	25%	(222)	21%	(186)	901
Gender: Male	57%	(263)	24%	(111)	19%	(88)	463
Gender: Female	52%	(229)	25%	(111)	22%	(99)	439
Age: 18-34	41%	(79)	31%	(59)	28%	(53)	191
Age: 35-44	45%	(55)	32%	(39)	23%	(28)	122
Age: 45-64	58%	(166)	22%	(62)	20%	(57)	286
Age: 65+	63%	(192)	20%	(62)	16%	(49)	303
GenZers: 1997-2012	38%	(21)	35%	(19)	27%	(15)	55
Millennials: 1981-1996	44%	(98)	29%	(63)	27%	(60)	221
GenXers: 1965-1980	53%	(98)	26%	(49)	21%	(38)	186
Baby Boomers: 1946-1964	61%	(237)	21%	(83)	17%	(67)	387
PID: Dem (no lean)	54%	(172)	24%	(77)	22%	(69)	318
PID: Ind (no lean)	49%	(145)	27%	(80)	24%	(71)	295
PID: Rep (no lean)	61%	(176)	23%	(66)	16%	(46)	288
PID/Gender: Dem Men	56%	(77)	23%	(32)	21%	(28)	136
PID/Gender: Dem Women	53%	(96)	25%	(45)	23%	(41)	182
PID/Gender: Ind Men	54%	(92)	26%	(45)	20%	(34)	170
PID/Gender: Ind Women	42%	(53)	28%	(35)	30%	(37)	125
PID/Gender: Rep Men	61%	(95)	23%	(35)	17%	(26)	156
PID/Gender: Rep Women	61%	(81)	23%	(31)	15%	(20)	132
Ideo: Liberal (1-3)	50%	(141)	27%	(77)	23%	(66)	285
Ideo: Moderate (4)	53%	(130)	27%	(66)	21%	(52)	248
Ideo: Conservative (5-7)	61%	(193)	22%	(69)	18%	(57)	319
Educ: < College	56%	(302)	22%	(121)	22%	(119)	541
Educ: Bachelors degree	54%	(123)	27%	(62)	19%	(44)	230
Educ: Post-grad	52%	(68)	30%	(39)	18%	(23)	130
Income: Under 50k	55%	(253)	22%	(102)	23%	(105)	459
Income: 50k-100k	53%	(166)	28%	(86)	19%	(60)	312
Income: 100k+	57%	(74)	27%	(35)	17%	(22)	130
Ethnicity: White	57%	(431)	25%	(187)	19%	(140)	758
Ethnicity: Hispanic	59%	(59)	19%	(19)	23%	(23)	100
Ethnicity: Black	45%	(36)	21%	(17)	34%	(27)	80

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Table MCBR11_1: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping in stores*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(493)	25%	(222)	21%	(186)	901
Ethnicity: Other	41%	(26)	30%	(19)	29%	(19)	64
All Christian	62%	(272)	23%	(100)	15%	(68)	439
All Non-Christian	47%	(25)	23%	(12)	30%	(16)	54
Atheist	40%	(21)	37%	(20)	23%	(12)	53
Agnostic/Nothing in particular	46%	(114)	25%	(62)	29%	(71)	247
Something Else	56%	(61)	26%	(28)	18%	(20)	109
Religious Non-Protestant/Catholic	48%	(31)	24%	(15)	28%	(18)	64
Evangelical	60%	(116)	22%	(44)	18%	(35)	195
Non-Evangelical	62%	(209)	23%	(79)	15%	(49)	337
Community: Urban	48%	(110)	24%	(56)	27%	(63)	229
Community: Suburban	55%	(245)	26%	(114)	19%	(86)	446
Community: Rural	60%	(137)	23%	(52)	16%	(37)	227
Employ: Private Sector	47%	(128)	30%	(83)	23%	(64)	276
Employ: Self-Employed	50%	(29)	34%	(19)	16%	(9)	57
Employ: Homemaker	57%	(37)	27%	(17)	17%	(11)	65
Employ: Retired	62%	(190)	20%	(62)	18%	(55)	307
Employ: Unemployed	58%	(60)	13%	(14)	29%	(29)	103
Military HH: Yes	62%	(75)	21%	(26)	17%	(20)	121
Military HH: No	54%	(418)	25%	(196)	21%	(166)	780
RD/WT: Right Direction	48%	(130)	27%	(72)	25%	(68)	270
RD/WT: Wrong Track	57%	(363)	24%	(150)	19%	(119)	631
Biden Job Approve	53%	(209)	24%	(95)	22%	(87)	391
Biden Job Disapprove	56%	(269)	26%	(124)	19%	(91)	484
Biden Job Strongly Approve	57%	(93)	20%	(33)	23%	(37)	163
Biden Job Somewhat Approve	51%	(116)	27%	(62)	22%	(50)	228
Biden Job Somewhat Disapprove	46%	(55)	36%	(43)	18%	(21)	120
Biden Job Strongly Disapprove	59%	(215)	22%	(80)	19%	(70)	365
Favorable of Biden	53%	(209)	26%	(101)	22%	(85)	395
Unfavorable of Biden	56%	(266)	25%	(120)	19%	(89)	475

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Table MCBR11_1: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping in stores

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(493)	25%	(222)	21%	(186)	901
Very Favorable of Biden	59%	(106)	19%	(34)	22%	(39)	180
Somewhat Favorable of Biden	48%	(103)	31%	(66)	21%	(46)	215
Somewhat Unfavorable of Biden	47%	(46)	34%	(33)	19%	(19)	97
Very Unfavorable of Biden	58%	(220)	23%	(87)	19%	(70)	377
#1 Issue: Economy	56%	(200)	24%	(87)	20%	(72)	359
#1 Issue: Security	62%	(61)	19%	(19)	19%	(18)	98
#1 Issue: Health Care	47%	(28)	28%	(17)	25%	(15)	60
#1 Issue: Medicare / Social Security	62%	(79)	19%	(25)	19%	(24)	128
#1 Issue: Women's Issues	42%	(40)	34%	(32)	24%	(22)	94
#1 Issue: Energy	57%	(38)	27%	(18)	16%	(11)	67
#1 Issue: Other	54%	(35)	21%	(14)	26%	(17)	66
2022 House Vote: Democrat	53%	(201)	26%	(99)	21%	(78)	377
2022 House Vote: Republican	61%	(183)	22%	(64)	17%	(51)	298
2022 House Vote: Didnt Vote	47%	(93)	26%	(51)	27%	(53)	197
2020 Vote: Joe Biden	53%	(201)	26%	(99)	21%	(78)	377
2020 Vote: Donald Trump	58%	(191)	25%	(84)	17%	(56)	331
2020 Vote: Didn't Vote	50%	(83)	22%	(36)	28%	(47)	166
2018 House Vote: Democrat	55%	(178)	25%	(81)	20%	(67)	326
2018 House Vote: Republican	60%	(167)	23%	(64)	17%	(49)	279
2018 House Vote: Didnt Vote	49%	(131)	27%	(73)	24%	(64)	268
4-Region: Northeast	54%	(81)	23%	(35)	23%	(35)	151
4-Region: Midwest	60%	(116)	24%	(47)	16%	(31)	194
4-Region: South	58%	(197)	21%	(72)	20%	(69)	338
4-Region: West	46%	(99)	31%	(68)	23%	(51)	218
Social Media User	54%	(450)	25%	(210)	21%	(178)	839
Heard About Live Shopping	46%	(63)	34%	(45)	20%	(27)	135
Have not Heard About Live Shopping	56%	(430)	23%	(177)	21%	(159)	766
Participated in Event Within Year	33%	(17)	40%	(20)	28%	(14)	52

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

Table MCBR11_2: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping through other online channels, such as ordering products directly from a brand's or retailer's website*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(441)	27%	(243)	24%	(217)	901
Gender: Male	47%	(216)	29%	(133)	24%	(113)	463
Gender: Female	51%	(225)	25%	(110)	24%	(104)	439
Age: 18-34	47%	(89)	30%	(58)	23%	(44)	191
Age: 35-44	35%	(43)	31%	(38)	33%	(41)	122
Age: 45-64	49%	(140)	28%	(79)	23%	(67)	286
Age: 65+	56%	(169)	23%	(69)	21%	(65)	303
GenZers: 1997-2012	47%	(26)	22%	(12)	31%	(17)	55
Millennials: 1981-1996	43%	(96)	30%	(67)	26%	(58)	221
GenXers: 1965-1980	46%	(86)	29%	(54)	24%	(45)	186
Baby Boomers: 1946-1964	52%	(200)	25%	(98)	23%	(89)	387
PID: Dem (no lean)	51%	(161)	27%	(86)	23%	(72)	318
PID: Ind (no lean)	47%	(140)	28%	(83)	24%	(72)	295
PID: Rep (no lean)	49%	(140)	26%	(74)	25%	(73)	288
PID/Gender: Dem Men	45%	(62)	32%	(44)	23%	(31)	136
PID/Gender: Dem Women	55%	(99)	23%	(42)	22%	(41)	182
PID/Gender: Ind Men	50%	(85)	25%	(43)	25%	(43)	170
PID/Gender: Ind Women	44%	(55)	33%	(41)	23%	(29)	125
PID/Gender: Rep Men	45%	(70)	30%	(47)	25%	(39)	156
PID/Gender: Rep Women	53%	(70)	21%	(27)	26%	(34)	132
Ideo: Liberal (1-3)	53%	(152)	28%	(80)	18%	(52)	285
Ideo: Moderate (4)	45%	(111)	28%	(70)	27%	(67)	248
Ideo: Conservative (5-7)	50%	(161)	26%	(84)	23%	(75)	319
Educ: < College	44%	(240)	28%	(152)	28%	(149)	541
Educ: Bachelors degree	53%	(123)	24%	(56)	22%	(52)	230
Educ: Post-grad	60%	(79)	27%	(36)	12%	(16)	130
Income: Under 50k	45%	(206)	27%	(123)	28%	(130)	459
Income: 50k-100k	50%	(155)	29%	(89)	22%	(68)	312
Income: 100k+	62%	(80)	24%	(31)	14%	(19)	130
Ethnicity: White	50%	(380)	27%	(202)	23%	(176)	758
Ethnicity: Hispanic	43%	(43)	24%	(24)	33%	(33)	100
Ethnicity: Black	47%	(37)	24%	(19)	29%	(23)	80

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Table MCBR11_2: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping through other online channels, such as ordering products directly from a brand's or retailer's website*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(441)	27%	(243)	24%	(217)	901
Ethnicity: Other	38%	(24)	34%	(22)	28%	(18)	64
All Christian	51%	(222)	28%	(123)	22%	(94)	439
All Non-Christian	51%	(27)	27%	(15)	22%	(12)	54
Atheist	50%	(26)	28%	(15)	22%	(12)	53
Agnostic/Nothing in particular	45%	(110)	26%	(65)	29%	(72)	247
Something Else	51%	(56)	24%	(26)	25%	(27)	109
Religious Non-Protestant/Catholic	49%	(32)	29%	(18)	22%	(14)	64
Evangelical	47%	(92)	28%	(55)	24%	(48)	195
Non-Evangelical	53%	(178)	26%	(87)	21%	(72)	337
Community: Urban	44%	(100)	30%	(69)	26%	(59)	229
Community: Suburban	51%	(228)	27%	(119)	22%	(99)	446
Community: Rural	50%	(113)	24%	(55)	26%	(59)	227
Employ: Private Sector	46%	(126)	28%	(78)	26%	(71)	276
Employ: Self-Employed	49%	(28)	29%	(17)	22%	(13)	57
Employ: Homemaker	50%	(32)	26%	(17)	24%	(16)	65
Employ: Retired	55%	(169)	25%	(78)	20%	(60)	307
Employ: Unemployed	42%	(43)	27%	(28)	31%	(32)	103
Military HH: Yes	51%	(62)	27%	(33)	22%	(27)	121
Military HH: No	49%	(379)	27%	(211)	24%	(190)	780
RD/WT: Right Direction	45%	(122)	30%	(81)	25%	(67)	270
RD/WT: Wrong Track	51%	(319)	26%	(163)	24%	(149)	631
Biden Job Approve	52%	(203)	27%	(104)	22%	(84)	391
Biden Job Disapprove	47%	(229)	28%	(135)	25%	(121)	484
Biden Job Strongly Approve	52%	(85)	27%	(44)	21%	(34)	163
Biden Job Somewhat Approve	52%	(118)	26%	(59)	22%	(51)	228
Biden Job Somewhat Disapprove	46%	(55)	30%	(36)	24%	(28)	120
Biden Job Strongly Disapprove	48%	(174)	27%	(98)	25%	(92)	365
Favorable of Biden	52%	(204)	27%	(107)	21%	(84)	395
Unfavorable of Biden	48%	(227)	27%	(129)	25%	(119)	475

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Table MCBR11_2: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I prefer shopping through other online channels, such as ordering products directly from a brand's or retailer's website

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(441)	27%	(243)	24%	(217)	901
Very Favorable of Biden	52%	(93)	27%	(48)	22%	(39)	180
Somewhat Favorable of Biden	52%	(111)	27%	(59)	21%	(45)	215
Somewhat Unfavorable of Biden	52%	(51)	31%	(30)	17%	(16)	97
Very Unfavorable of Biden	47%	(176)	26%	(99)	27%	(102)	377
#1 Issue: Economy	48%	(172)	27%	(97)	25%	(89)	359
#1 Issue: Security	47%	(47)	23%	(23)	29%	(29)	98
#1 Issue: Health Care	53%	(31)	31%	(18)	17%	(10)	60
#1 Issue: Medicare / Social Security	47%	(61)	24%	(30)	29%	(37)	128
#1 Issue: Women's Issues	49%	(46)	33%	(32)	18%	(17)	94
#1 Issue: Energy	44%	(30)	32%	(22)	23%	(16)	67
#1 Issue: Other	62%	(41)	22%	(15)	15%	(10)	66
2022 House Vote: Democrat	54%	(204)	27%	(103)	18%	(69)	377
2022 House Vote: Republican	50%	(148)	26%	(78)	24%	(71)	298
2022 House Vote: Didn't Vote	41%	(81)	27%	(53)	32%	(63)	197
2020 Vote: Joe Biden	52%	(196)	28%	(106)	20%	(75)	377
2020 Vote: Donald Trump	49%	(163)	28%	(92)	23%	(76)	331
2020 Vote: Didn't Vote	43%	(72)	25%	(41)	32%	(54)	166
2018 House Vote: Democrat	53%	(173)	27%	(89)	19%	(63)	326
2018 House Vote: Republican	52%	(144)	26%	(73)	22%	(62)	279
2018 House Vote: Didn't Vote	44%	(117)	25%	(68)	31%	(82)	268
4-Region: Northeast	43%	(65)	32%	(48)	25%	(37)	151
4-Region: Midwest	48%	(92)	27%	(53)	25%	(48)	194
4-Region: South	52%	(177)	24%	(81)	24%	(81)	338
4-Region: West	49%	(107)	28%	(61)	23%	(50)	218
Social Media User	48%	(407)	28%	(231)	24%	(201)	839
Heard About Live Shopping	45%	(61)	31%	(42)	24%	(32)	135
Have not Heard About Live Shopping	50%	(380)	26%	(202)	24%	(185)	766
Participated in Event Within Year	31%	(16)	36%	(19)	33%	(17)	52

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

Table MCBR11_3: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the products would be of good quality

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(304)	38%	(342)	28%	(255)	901
Gender: Male	33%	(154)	38%	(177)	29%	(132)	463
Gender: Female	34%	(150)	38%	(165)	28%	(123)	439
Age: 18-34	32%	(60)	36%	(69)	32%	(61)	191
Age: 35-44	27%	(33)	38%	(47)	35%	(43)	122
Age: 45-64	32%	(90)	38%	(109)	30%	(86)	286
Age: 65+	40%	(121)	39%	(117)	22%	(65)	303
GenZers: 1997-2012	32%	(18)	40%	(22)	28%	(15)	55
Millennials: 1981-1996	31%	(68)	35%	(77)	34%	(76)	221
GenXers: 1965-1980	31%	(58)	39%	(72)	30%	(56)	186
Baby Boomers: 1946-1964	35%	(137)	39%	(152)	25%	(98)	387
PID: Dem (no lean)	36%	(114)	37%	(118)	27%	(86)	318
PID: Ind (no lean)	31%	(92)	35%	(104)	34%	(100)	295
PID: Rep (no lean)	34%	(99)	42%	(120)	24%	(69)	288
PID/Gender: Dem Men	33%	(45)	39%	(54)	28%	(38)	136
PID/Gender: Dem Women	38%	(69)	36%	(65)	27%	(48)	182
PID/Gender: Ind Men	32%	(55)	35%	(59)	33%	(57)	170
PID/Gender: Ind Women	30%	(37)	36%	(45)	35%	(43)	125
PID/Gender: Rep Men	35%	(54)	41%	(64)	24%	(38)	156
PID/Gender: Rep Women	34%	(45)	42%	(56)	24%	(31)	132
Ideo: Liberal (1-3)	35%	(101)	38%	(107)	27%	(77)	285
Ideo: Moderate (4)	27%	(67)	42%	(103)	31%	(77)	248
Ideo: Conservative (5-7)	39%	(123)	37%	(119)	24%	(78)	319
Educ: < College	33%	(180)	37%	(200)	30%	(161)	541
Educ: Bachelors degree	31%	(72)	40%	(92)	28%	(65)	230
Educ: Post-grad	40%	(51)	38%	(49)	23%	(29)	130
Income: Under 50k	34%	(158)	36%	(167)	29%	(134)	459
Income: 50k-100k	33%	(102)	39%	(121)	28%	(89)	312
Income: 100k+	34%	(44)	42%	(54)	25%	(32)	130
Ethnicity: White	33%	(249)	39%	(296)	28%	(213)	758
Ethnicity: Hispanic	36%	(36)	39%	(39)	25%	(25)	100
Ethnicity: Black	37%	(29)	34%	(27)	29%	(24)	80

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Table MCBR11_3: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the products would be of good quality

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(304)	38%	(342)	28%	(255)	901
Ethnicity: Other	40%	(26)	30%	(19)	30%	(19)	64
All Christian	34%	(151)	38%	(168)	27%	(120)	439
All Non-Christian	31%	(17)	45%	(24)	24%	(13)	54
Atheist	43%	(23)	22%	(12)	35%	(18)	53
Agnostic/Nothing in particular	30%	(75)	39%	(95)	31%	(77)	247
Something Else	36%	(39)	39%	(42)	25%	(28)	109
Religious Non-Protestant/Catholic	34%	(22)	42%	(27)	23%	(15)	64
Evangelical	31%	(60)	43%	(85)	26%	(51)	195
Non-Evangelical	36%	(123)	36%	(121)	28%	(93)	337
Community: Urban	32%	(72)	40%	(91)	29%	(65)	229
Community: Suburban	33%	(149)	39%	(172)	28%	(124)	446
Community: Rural	36%	(83)	35%	(79)	29%	(66)	227
Employ: Private Sector	34%	(93)	38%	(104)	29%	(79)	276
Employ: Self-Employed	27%	(15)	36%	(21)	37%	(21)	57
Employ: Homemaker	38%	(25)	41%	(27)	20%	(13)	65
Employ: Retired	36%	(111)	38%	(116)	26%	(79)	307
Employ: Unemployed	35%	(36)	29%	(30)	36%	(38)	103
Military HH: Yes	36%	(44)	36%	(44)	28%	(34)	121
Military HH: No	33%	(261)	38%	(298)	28%	(221)	780
RD/WT: Right Direction	33%	(89)	38%	(103)	29%	(78)	270
RD/WT: Wrong Track	34%	(215)	38%	(239)	28%	(178)	631
Biden Job Approve	36%	(140)	35%	(139)	29%	(112)	391
Biden Job Disapprove	32%	(157)	40%	(195)	27%	(132)	484
Biden Job Strongly Approve	40%	(66)	32%	(52)	28%	(45)	163
Biden Job Somewhat Approve	33%	(74)	38%	(87)	29%	(67)	228
Biden Job Somewhat Disapprove	28%	(34)	44%	(52)	28%	(33)	120
Biden Job Strongly Disapprove	34%	(123)	39%	(143)	27%	(99)	365
Favorable of Biden	37%	(146)	36%	(142)	27%	(107)	395
Unfavorable of Biden	32%	(150)	40%	(190)	28%	(135)	475

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Table MCBR11_3: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the products would be of good quality

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(304)	38%	(342)	28%	(255)	901
Very Favorable of Biden	43%	(78)	30%	(53)	27%	(48)	180
Somewhat Favorable of Biden	32%	(69)	41%	(88)	27%	(58)	215
Somewhat Unfavorable of Biden	25%	(24)	44%	(43)	31%	(30)	97
Very Unfavorable of Biden	33%	(126)	39%	(147)	28%	(104)	377
#1 Issue: Economy	32%	(115)	39%	(141)	29%	(103)	359
#1 Issue: Security	25%	(24)	45%	(44)	31%	(30)	98
#1 Issue: Health Care	38%	(22)	35%	(21)	28%	(17)	60
#1 Issue: Medicare / Social Security	40%	(51)	35%	(45)	25%	(33)	128
#1 Issue: Women's Issues	31%	(29)	39%	(37)	30%	(28)	94
#1 Issue: Energy	32%	(21)	36%	(24)	32%	(21)	67
#1 Issue: Other	47%	(31)	26%	(17)	27%	(18)	66
2022 House Vote: Democrat	37%	(141)	37%	(140)	26%	(96)	377
2022 House Vote: Republican	32%	(96)	41%	(122)	27%	(79)	298
2022 House Vote: Didn't Vote	28%	(55)	35%	(68)	38%	(74)	197
2020 Vote: Joe Biden	34%	(130)	38%	(145)	27%	(103)	377
2020 Vote: Donald Trump	33%	(108)	42%	(137)	26%	(85)	331
2020 Vote: Didn't Vote	34%	(57)	31%	(52)	34%	(57)	166
2018 House Vote: Democrat	35%	(115)	38%	(123)	27%	(87)	326
2018 House Vote: Republican	32%	(88)	43%	(119)	26%	(71)	279
2018 House Vote: Didn't Vote	32%	(85)	35%	(93)	34%	(90)	268
4-Region: Northeast	29%	(43)	43%	(64)	29%	(43)	151
4-Region: Midwest	32%	(63)	44%	(85)	24%	(46)	194
4-Region: South	36%	(122)	35%	(117)	29%	(99)	338
4-Region: West	35%	(76)	34%	(75)	31%	(67)	218
Social Media User	34%	(286)	37%	(313)	29%	(240)	839
Heard About Live Shopping	27%	(36)	39%	(52)	35%	(47)	135
Have not Heard About Live Shopping	35%	(268)	38%	(289)	27%	(209)	766
Participated in Event Within Year	20%	(10)	53%	(27)	26%	(14)	52

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

Table MCBR11_4: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?*
I am not comfortable making purchases over social media

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(483)	26%	(235)	20%	(184)	901
Gender: Male	52%	(242)	27%	(127)	20%	(94)	463
Gender: Female	55%	(241)	25%	(108)	21%	(90)	439
Age: 18-34	40%	(76)	33%	(62)	27%	(52)	191
Age: 35-44	46%	(57)	34%	(41)	20%	(24)	122
Age: 45-64	53%	(151)	26%	(73)	21%	(61)	286
Age: 65+	66%	(199)	19%	(58)	15%	(46)	303
GenZers: 1997-2012	29%	(16)	37%	(21)	33%	(18)	55
Millennials: 1981-1996	47%	(103)	29%	(64)	24%	(54)	221
GenXers: 1965-1980	49%	(92)	29%	(53)	22%	(41)	186
Baby Boomers: 1946-1964	61%	(235)	24%	(91)	16%	(61)	387
PID: Dem (no lean)	58%	(185)	23%	(72)	19%	(61)	318
PID: Ind (no lean)	49%	(144)	28%	(82)	23%	(69)	295
PID: Rep (no lean)	53%	(153)	28%	(80)	19%	(54)	288
PID/Gender: Dem Men	55%	(75)	21%	(29)	24%	(33)	136
PID/Gender: Dem Women	61%	(111)	24%	(43)	15%	(28)	182
PID/Gender: Ind Men	52%	(89)	28%	(47)	20%	(34)	170
PID/Gender: Ind Women	44%	(55)	28%	(35)	28%	(35)	125
PID/Gender: Rep Men	50%	(78)	33%	(51)	17%	(27)	156
PID/Gender: Rep Women	57%	(75)	23%	(30)	21%	(27)	132
Ideo: Liberal (1-3)	53%	(150)	27%	(78)	20%	(57)	285
Ideo: Moderate (4)	54%	(135)	25%	(63)	20%	(50)	248
Ideo: Conservative (5-7)	55%	(176)	25%	(81)	20%	(62)	319
Educ: < College	53%	(289)	25%	(134)	22%	(119)	541
Educ: Bachelors degree	53%	(121)	28%	(64)	20%	(45)	230
Educ: Post-grad	56%	(73)	29%	(37)	15%	(20)	130
Income: Under 50k	53%	(241)	26%	(118)	22%	(100)	459
Income: 50k-100k	53%	(166)	27%	(84)	20%	(62)	312
Income: 100k+	58%	(75)	25%	(33)	17%	(22)	130
Ethnicity: White	54%	(407)	27%	(202)	20%	(148)	758
Ethnicity: Hispanic	58%	(58)	28%	(28)	15%	(15)	100
Ethnicity: Black	50%	(40)	24%	(19)	26%	(20)	80

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Table MCBR11_4: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am not comfortable making purchases over social media*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(483)	26%	(235)	20%	(184)	901
Ethnicity: Other	56%	(36)	20%	(13)	24%	(15)	64
All Christian	56%	(245)	25%	(110)	19%	(84)	439
All Non-Christian	52%	(28)	27%	(15)	21%	(11)	54
Atheist	59%	(31)	19%	(10)	22%	(12)	53
Agnostic/Nothing in particular	50%	(124)	26%	(65)	23%	(58)	247
Something Else	50%	(55)	33%	(35)	17%	(18)	109
Religious Non-Protestant/Catholic	54%	(34)	26%	(16)	20%	(13)	64
Evangelical	51%	(99)	28%	(55)	21%	(41)	195
Non-Evangelical	57%	(191)	26%	(86)	18%	(59)	337
Community: Urban	47%	(108)	29%	(67)	23%	(53)	229
Community: Suburban	56%	(248)	26%	(116)	18%	(81)	446
Community: Rural	56%	(127)	23%	(51)	22%	(49)	227
Employ: Private Sector	45%	(125)	31%	(85)	24%	(66)	276
Employ: Self-Employed	52%	(30)	35%	(20)	13%	(7)	57
Employ: Homemaker	59%	(39)	20%	(13)	21%	(14)	65
Employ: Retired	64%	(196)	19%	(57)	17%	(53)	307
Employ: Unemployed	55%	(57)	24%	(25)	21%	(21)	103
Military HH: Yes	55%	(67)	21%	(26)	24%	(29)	121
Military HH: No	53%	(416)	27%	(209)	20%	(155)	780
RD/WT: Right Direction	52%	(141)	28%	(75)	20%	(54)	270
RD/WT: Wrong Track	54%	(342)	25%	(160)	21%	(129)	631
Biden Job Approve	57%	(221)	23%	(90)	20%	(80)	391
Biden Job Disapprove	51%	(247)	29%	(140)	20%	(97)	484
Biden Job Strongly Approve	53%	(87)	26%	(42)	21%	(34)	163
Biden Job Somewhat Approve	59%	(134)	21%	(48)	20%	(46)	228
Biden Job Somewhat Disapprove	48%	(57)	30%	(36)	22%	(26)	120
Biden Job Strongly Disapprove	52%	(189)	29%	(104)	20%	(71)	365
Favorable of Biden	55%	(219)	25%	(98)	20%	(78)	395
Unfavorable of Biden	51%	(241)	29%	(136)	20%	(97)	475

Continued on next page

Table MCBR11_4: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am not comfortable making purchases over social media

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(483)	26%	(235)	20%	(184)	901
Very Favorable of Biden	58%	(104)	23%	(42)	19%	(34)	180
Somewhat Favorable of Biden	54%	(115)	26%	(56)	21%	(44)	215
Somewhat Unfavorable of Biden	51%	(50)	28%	(28)	21%	(20)	97
Very Unfavorable of Biden	51%	(192)	29%	(109)	20%	(77)	377
#1 Issue: Economy	52%	(185)	26%	(95)	22%	(79)	359
#1 Issue: Security	52%	(51)	26%	(26)	22%	(22)	98
#1 Issue: Health Care	48%	(29)	30%	(18)	22%	(13)	60
#1 Issue: Medicare / Social Security	59%	(75)	21%	(27)	20%	(26)	128
#1 Issue: Women's Issues	52%	(49)	28%	(27)	20%	(19)	94
#1 Issue: Energy	59%	(40)	25%	(17)	16%	(10)	67
#1 Issue: Other	64%	(42)	19%	(13)	17%	(11)	66
2022 House Vote: Democrat	58%	(217)	25%	(93)	18%	(67)	377
2022 House Vote: Republican	54%	(159)	25%	(75)	21%	(63)	298
2022 House Vote: Didnt Vote	44%	(87)	31%	(61)	25%	(49)	197
2020 Vote: Joe Biden	57%	(215)	24%	(92)	19%	(71)	377
2020 Vote: Donald Trump	52%	(172)	28%	(93)	20%	(67)	331
2020 Vote: Didn't Vote	47%	(78)	27%	(46)	26%	(43)	166
2018 House Vote: Democrat	57%	(186)	24%	(79)	19%	(60)	326
2018 House Vote: Republican	55%	(153)	26%	(73)	19%	(53)	279
2018 House Vote: Didnt Vote	47%	(125)	28%	(76)	25%	(67)	268
4-Region: Northeast	50%	(75)	28%	(43)	22%	(33)	151
4-Region: Midwest	55%	(106)	29%	(56)	17%	(32)	194
4-Region: South	55%	(187)	22%	(75)	23%	(76)	338
4-Region: West	53%	(115)	28%	(61)	19%	(42)	218
Social Media User	53%	(440)	27%	(224)	21%	(175)	839
Heard About Live Shopping	40%	(54)	34%	(46)	26%	(36)	135
Have not Heard About Live Shopping	56%	(428)	25%	(189)	19%	(148)	766
Participated in Event Within Year	33%	(17)	46%	(24)	21%	(11)	52

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

Table MCBR11_5: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am not comfortable making a purchase on-the-spot in real time*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(399)	29%	(258)	27%	(245)	901
Gender: Male	41%	(189)	30%	(138)	29%	(136)	463
Gender: Female	48%	(210)	27%	(120)	25%	(109)	439
Age: 18-34	44%	(84)	25%	(49)	31%	(58)	191
Age: 35-44	31%	(38)	30%	(37)	38%	(47)	122
Age: 45-64	40%	(114)	31%	(89)	29%	(83)	286
Age: 65+	54%	(163)	28%	(84)	19%	(56)	303
GenZers: 1997-2012	26%	(15)	35%	(19)	39%	(22)	55
Millennials: 1981-1996	44%	(96)	25%	(55)	32%	(70)	221
GenXers: 1965-1980	38%	(71)	32%	(59)	29%	(55)	186
Baby Boomers: 1946-1964	48%	(187)	29%	(112)	23%	(88)	387
PID: Dem (no lean)	45%	(142)	30%	(96)	25%	(80)	318
PID: Ind (no lean)	45%	(134)	25%	(73)	30%	(88)	295
PID: Rep (no lean)	42%	(122)	31%	(89)	27%	(76)	288
PID/Gender: Dem Men	35%	(48)	34%	(46)	31%	(42)	136
PID/Gender: Dem Women	52%	(95)	27%	(50)	21%	(37)	182
PID/Gender: Ind Men	47%	(80)	24%	(41)	29%	(50)	170
PID/Gender: Ind Women	43%	(54)	26%	(32)	31%	(39)	125
PID/Gender: Rep Men	39%	(61)	33%	(51)	28%	(44)	156
PID/Gender: Rep Women	46%	(61)	29%	(38)	25%	(32)	132
Ideo: Liberal (1-3)	48%	(136)	27%	(76)	26%	(73)	285
Ideo: Moderate (4)	44%	(109)	29%	(72)	27%	(67)	248
Ideo: Conservative (5-7)	44%	(141)	30%	(95)	26%	(83)	319
Educ: < College	44%	(238)	27%	(148)	29%	(155)	541
Educ: Bachelors degree	44%	(102)	28%	(65)	27%	(63)	230
Educ: Post-grad	45%	(58)	35%	(45)	20%	(26)	130
Income: Under 50k	45%	(204)	28%	(127)	28%	(128)	459
Income: 50k-100k	44%	(137)	26%	(80)	31%	(95)	312
Income: 100k+	44%	(58)	39%	(51)	17%	(22)	130
Ethnicity: White	45%	(340)	29%	(223)	26%	(195)	758
Ethnicity: Hispanic	57%	(57)	21%	(21)	22%	(22)	100
Ethnicity: Black	39%	(31)	26%	(21)	35%	(28)	80

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Table MCBR11_5: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am not comfortable making a purchase on-the-spot in real time*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(399)	29%	(258)	27%	(245)	901
Ethnicity: Other	44%	(28)	22%	(14)	33%	(21)	64
All Christian	45%	(198)	30%	(133)	25%	(108)	439
All Non-Christian	47%	(25)	32%	(17)	21%	(11)	54
Atheist	45%	(24)	14%	(8)	41%	(22)	53
Agnostic/Nothing in particular	43%	(106)	27%	(66)	30%	(74)	247
Something Else	41%	(45)	31%	(34)	28%	(30)	109
Religious Non-Protestant/Catholic	48%	(31)	32%	(21)	20%	(13)	64
Evangelical	43%	(83)	30%	(59)	27%	(53)	195
Non-Evangelical	46%	(154)	31%	(103)	24%	(80)	337
Community: Urban	40%	(92)	30%	(68)	30%	(69)	229
Community: Suburban	46%	(205)	29%	(129)	25%	(111)	446
Community: Rural	45%	(101)	27%	(61)	29%	(65)	227
Employ: Private Sector	40%	(109)	30%	(84)	30%	(83)	276
Employ: Self-Employed	41%	(24)	28%	(16)	31%	(18)	57
Employ: Homemaker	54%	(35)	24%	(16)	22%	(14)	65
Employ: Retired	49%	(150)	30%	(93)	21%	(64)	307
Employ: Unemployed	48%	(50)	13%	(14)	38%	(39)	103
Military HH: Yes	53%	(64)	27%	(33)	20%	(25)	121
Military HH: No	43%	(335)	29%	(225)	28%	(220)	780
RD/WT: Right Direction	41%	(112)	29%	(79)	29%	(79)	270
RD/WT: Wrong Track	45%	(287)	28%	(179)	26%	(165)	631
Biden Job Approve	45%	(178)	28%	(108)	27%	(106)	391
Biden Job Disapprove	43%	(207)	30%	(146)	27%	(132)	484
Biden Job Strongly Approve	45%	(74)	28%	(46)	26%	(43)	163
Biden Job Somewhat Approve	46%	(104)	27%	(61)	27%	(63)	228
Biden Job Somewhat Disapprove	46%	(55)	32%	(38)	23%	(27)	120
Biden Job Strongly Disapprove	42%	(152)	29%	(108)	29%	(105)	365
Favorable of Biden	46%	(183)	27%	(108)	26%	(104)	395
Unfavorable of Biden	42%	(198)	30%	(144)	28%	(133)	475

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Table MCBR11_5: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am not comfortable making a purchase on-the-spot in real time

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(399)	29%	(258)	27%	(245)	901
Very Favorable of Biden	48%	(86)	26%	(47)	26%	(46)	180
Somewhat Favorable of Biden	45%	(97)	28%	(60)	27%	(58)	215
Somewhat Unfavorable of Biden	47%	(45)	33%	(32)	20%	(19)	97
Very Unfavorable of Biden	40%	(153)	30%	(111)	30%	(113)	377
#1 Issue: Economy	45%	(160)	28%	(101)	27%	(98)	359
#1 Issue: Security	34%	(34)	38%	(37)	28%	(27)	98
#1 Issue: Health Care	44%	(26)	27%	(16)	29%	(17)	60
#1 Issue: Medicare / Social Security	48%	(62)	27%	(34)	25%	(32)	128
#1 Issue: Women's Issues	39%	(37)	30%	(28)	31%	(29)	94
#1 Issue: Energy	42%	(29)	34%	(23)	24%	(16)	67
#1 Issue: Other	55%	(36)	16%	(11)	29%	(19)	66
2022 House Vote: Democrat	48%	(181)	29%	(108)	23%	(88)	377
2022 House Vote: Republican	43%	(129)	29%	(85)	28%	(84)	298
2022 House Vote: Didnt Vote	40%	(79)	28%	(55)	32%	(64)	197
2020 Vote: Joe Biden	46%	(172)	29%	(111)	25%	(94)	377
2020 Vote: Donald Trump	45%	(149)	29%	(96)	26%	(85)	331
2020 Vote: Didn't Vote	39%	(64)	26%	(43)	35%	(59)	166
2018 House Vote: Democrat	49%	(160)	28%	(91)	23%	(74)	326
2018 House Vote: Republican	43%	(121)	29%	(82)	27%	(76)	279
2018 House Vote: Didnt Vote	40%	(107)	27%	(73)	33%	(88)	268
4-Region: Northeast	41%	(61)	32%	(49)	27%	(41)	151
4-Region: Midwest	43%	(83)	32%	(61)	26%	(50)	194
4-Region: South	42%	(142)	28%	(95)	30%	(101)	338
4-Region: West	52%	(112)	24%	(53)	24%	(53)	218
Social Media User	44%	(371)	29%	(239)	27%	(228)	839
Heard About Live Shopping	31%	(42)	33%	(45)	36%	(48)	135
Have not Heard About Live Shopping	47%	(357)	28%	(213)	26%	(196)	766
Participated in Event Within Year	33%	(17)	36%	(18)	31%	(16)	52

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

Table MCBR11_6: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the sellers*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(308)	36%	(326)	30%	(268)	901
Gender: Male	35%	(164)	34%	(158)	30%	(141)	463
Gender: Female	33%	(144)	38%	(168)	29%	(127)	439
Age: 18-34	34%	(64)	38%	(72)	29%	(54)	191
Age: 35-44	27%	(33)	41%	(50)	32%	(39)	122
Age: 45-64	33%	(93)	36%	(102)	32%	(90)	286
Age: 65+	39%	(117)	34%	(102)	28%	(84)	303
GenZers: 1997-2012	30%	(17)	34%	(19)	36%	(20)	55
Millennials: 1981-1996	34%	(74)	38%	(85)	28%	(62)	221
GenXers: 1965-1980	33%	(61)	38%	(70)	30%	(55)	186
Baby Boomers: 1946-1964	34%	(132)	35%	(137)	31%	(118)	387
PID: Dem (no lean)	38%	(120)	33%	(106)	29%	(92)	318
PID: Ind (no lean)	31%	(92)	34%	(100)	35%	(103)	295
PID: Rep (no lean)	33%	(95)	42%	(120)	25%	(73)	288
PID/Gender: Dem Men	34%	(46)	34%	(47)	32%	(44)	136
PID/Gender: Dem Women	41%	(74)	33%	(59)	27%	(48)	182
PID/Gender: Ind Men	34%	(57)	31%	(52)	36%	(61)	170
PID/Gender: Ind Women	28%	(35)	39%	(48)	33%	(42)	125
PID/Gender: Rep Men	39%	(61)	38%	(60)	23%	(35)	156
PID/Gender: Rep Women	26%	(35)	46%	(60)	28%	(37)	132
Ideo: Liberal (1-3)	34%	(98)	36%	(102)	30%	(85)	285
Ideo: Moderate (4)	30%	(75)	38%	(93)	32%	(80)	248
Ideo: Conservative (5-7)	39%	(124)	35%	(112)	26%	(83)	319
Educ: < College	34%	(183)	36%	(194)	30%	(165)	541
Educ: Bachelors degree	35%	(81)	36%	(83)	29%	(67)	230
Educ: Post-grad	34%	(44)	38%	(50)	28%	(36)	130
Income: Under 50k	35%	(160)	34%	(155)	31%	(144)	459
Income: 50k-100k	35%	(109)	37%	(115)	28%	(88)	312
Income: 100k+	29%	(38)	43%	(56)	28%	(36)	130
Ethnicity: White	34%	(258)	37%	(277)	29%	(223)	758
Ethnicity: Hispanic	36%	(36)	44%	(44)	20%	(20)	100
Ethnicity: Black	30%	(24)	38%	(30)	32%	(25)	80

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Table MCBR11_6: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the sellers*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(308)	36%	(326)	30%	(268)	901
Ethnicity: Other	41%	(26)	29%	(19)	30%	(19)	64
All Christian	34%	(151)	37%	(161)	29%	(126)	439
All Non-Christian	32%	(17)	40%	(22)	28%	(15)	54
Atheist	45%	(24)	22%	(12)	33%	(18)	53
Agnostic/Nothing in particular	33%	(80)	37%	(90)	31%	(76)	247
Something Else	32%	(35)	38%	(41)	30%	(32)	109
Religious Non-Protestant/Catholic	33%	(21)	43%	(27)	25%	(16)	64
Evangelical	35%	(68)	37%	(73)	28%	(54)	195
Non-Evangelical	33%	(112)	36%	(122)	31%	(103)	337
Community: Urban	33%	(76)	33%	(74)	34%	(78)	229
Community: Suburban	34%	(150)	39%	(172)	28%	(123)	446
Community: Rural	36%	(82)	35%	(79)	29%	(66)	227
Employ: Private Sector	37%	(102)	33%	(91)	30%	(83)	276
Employ: Self-Employed	30%	(17)	35%	(20)	35%	(20)	57
Employ: Homemaker	40%	(26)	42%	(27)	18%	(12)	65
Employ: Retired	35%	(108)	35%	(108)	30%	(91)	307
Employ: Unemployed	33%	(34)	34%	(35)	34%	(35)	103
Military HH: Yes	37%	(45)	37%	(44)	26%	(32)	121
Military HH: No	34%	(262)	36%	(282)	30%	(236)	780
RD/WT: Right Direction	33%	(89)	35%	(95)	32%	(86)	270
RD/WT: Wrong Track	35%	(219)	37%	(231)	29%	(182)	631
Biden Job Approve	35%	(137)	34%	(134)	31%	(121)	391
Biden Job Disapprove	35%	(168)	37%	(181)	28%	(136)	484
Biden Job Strongly Approve	37%	(61)	32%	(53)	30%	(50)	163
Biden Job Somewhat Approve	33%	(76)	35%	(81)	31%	(72)	228
Biden Job Somewhat Disapprove	31%	(37)	38%	(45)	32%	(38)	120
Biden Job Strongly Disapprove	36%	(131)	37%	(136)	27%	(98)	365
Favorable of Biden	36%	(143)	33%	(130)	31%	(122)	395
Unfavorable of Biden	33%	(158)	39%	(185)	28%	(131)	475

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Table MCBR11_6: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I don't trust the sellers

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(308)	36%	(326)	30%	(268)	901
Very Favorable of Biden	42%	(75)	29%	(51)	29%	(53)	180
Somewhat Favorable of Biden	31%	(68)	36%	(78)	32%	(69)	215
Somewhat Unfavorable of Biden	26%	(25)	42%	(41)	32%	(31)	97
Very Unfavorable of Biden	35%	(133)	38%	(145)	26%	(100)	377
#1 Issue: Economy	34%	(122)	36%	(130)	30%	(107)	359
#1 Issue: Security	32%	(31)	42%	(41)	26%	(26)	98
#1 Issue: Health Care	34%	(20)	36%	(22)	30%	(18)	60
#1 Issue: Medicare / Social Security	39%	(51)	27%	(35)	33%	(43)	128
#1 Issue: Women's Issues	25%	(24)	46%	(43)	29%	(27)	94
#1 Issue: Energy	32%	(21)	37%	(25)	32%	(21)	67
#1 Issue: Other	43%	(28)	30%	(19)	27%	(18)	66
2022 House Vote: Democrat	37%	(139)	33%	(125)	30%	(113)	377
2022 House Vote: Republican	34%	(101)	38%	(114)	28%	(83)	298
2022 House Vote: Didn't Vote	29%	(57)	39%	(77)	32%	(63)	197
2020 Vote: Joe Biden	35%	(134)	34%	(128)	31%	(115)	377
2020 Vote: Donald Trump	31%	(104)	41%	(137)	27%	(90)	331
2020 Vote: Didn't Vote	38%	(62)	31%	(52)	31%	(52)	166
2018 House Vote: Democrat	36%	(116)	34%	(112)	30%	(98)	326
2018 House Vote: Republican	34%	(95)	37%	(102)	29%	(82)	279
2018 House Vote: Didn't Vote	31%	(84)	38%	(103)	30%	(82)	268
4-Region: Northeast	30%	(46)	39%	(59)	31%	(46)	151
4-Region: Midwest	35%	(68)	38%	(73)	28%	(53)	194
4-Region: South	33%	(113)	36%	(123)	30%	(102)	338
4-Region: West	37%	(81)	33%	(71)	30%	(66)	218
Social Media User	34%	(285)	36%	(303)	30%	(251)	839
Heard About Live Shopping	29%	(39)	32%	(44)	39%	(53)	135
Have not Heard About Live Shopping	35%	(269)	37%	(282)	28%	(215)	766
Participated in Event Within Year	25%	(13)	49%	(25)	26%	(13)	52

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

Table MCBR11_7: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about having issues with shipping*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(200)	37%	(337)	40%	(364)	901
Gender: Male	19%	(86)	38%	(178)	43%	(198)	463
Gender: Female	26%	(114)	36%	(159)	38%	(166)	439
Age: 18-34	20%	(37)	37%	(70)	44%	(83)	191
Age: 35-44	23%	(28)	33%	(40)	44%	(54)	122
Age: 45-64	20%	(56)	39%	(112)	41%	(118)	286
Age: 65+	26%	(79)	38%	(115)	36%	(108)	303
GenZers: 1997-2012	18%	(10)	33%	(18)	49%	(27)	55
Millennials: 1981-1996	21%	(46)	35%	(77)	44%	(98)	221
GenXers: 1965-1980	20%	(37)	43%	(79)	37%	(69)	186
Baby Boomers: 1946-1964	23%	(91)	37%	(143)	40%	(153)	387
PID: Dem (no lean)	26%	(83)	37%	(117)	37%	(119)	318
PID: Ind (no lean)	19%	(57)	34%	(101)	46%	(137)	295
PID: Rep (no lean)	21%	(60)	41%	(119)	38%	(108)	288
PID/Gender: Dem Men	21%	(29)	39%	(54)	39%	(53)	136
PID/Gender: Dem Women	29%	(53)	35%	(63)	36%	(65)	182
PID/Gender: Ind Men	17%	(30)	34%	(58)	49%	(83)	170
PID/Gender: Ind Women	22%	(28)	34%	(43)	43%	(54)	125
PID/Gender: Rep Men	18%	(27)	43%	(66)	40%	(62)	156
PID/Gender: Rep Women	25%	(33)	40%	(53)	35%	(46)	132
Ideo: Liberal (1-3)	21%	(58)	37%	(104)	43%	(122)	285
Ideo: Moderate (4)	25%	(63)	39%	(96)	36%	(89)	248
Ideo: Conservative (5-7)	21%	(69)	37%	(119)	41%	(131)	319
Educ: < College	25%	(138)	36%	(196)	38%	(207)	541
Educ: Bachelors degree	17%	(39)	38%	(88)	45%	(103)	230
Educ: Post-grad	18%	(24)	41%	(53)	41%	(53)	130
Income: Under 50k	25%	(113)	38%	(174)	37%	(172)	459
Income: 50k-100k	20%	(64)	37%	(116)	42%	(132)	312
Income: 100k+	17%	(23)	36%	(47)	46%	(60)	130
Ethnicity: White	21%	(160)	37%	(284)	41%	(314)	758
Ethnicity: Hispanic	23%	(23)	41%	(41)	37%	(37)	100
Ethnicity: Black	31%	(25)	33%	(26)	36%	(29)	80

Continued on next page

Table MCBR11_7: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about having issues with shipping*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(200)	37%	(337)	40%	(364)	901
Ethnicity: Other	25%	(16)	42%	(27)	33%	(21)	64
All Christian	23%	(101)	39%	(172)	38%	(166)	439
All Non-Christian	25%	(14)	33%	(18)	42%	(22)	54
Atheist	25%	(13)	33%	(18)	42%	(22)	53
Agnostic/Nothing in particular	19%	(46)	36%	(89)	45%	(111)	247
Something Else	25%	(27)	37%	(40)	38%	(42)	109
Religious Non-Protestant/Catholic	23%	(14)	32%	(21)	45%	(29)	64
Evangelical	26%	(51)	39%	(77)	34%	(67)	195
Non-Evangelical	22%	(74)	39%	(130)	39%	(132)	337
Community: Urban	19%	(42)	35%	(80)	46%	(106)	229
Community: Suburban	23%	(103)	39%	(175)	38%	(167)	446
Community: Rural	24%	(54)	36%	(81)	40%	(91)	227
Employ: Private Sector	17%	(47)	37%	(103)	46%	(126)	276
Employ: Self-Employed	23%	(13)	27%	(15)	50%	(29)	57
Employ: Homemaker	33%	(22)	42%	(27)	25%	(16)	65
Employ: Retired	24%	(74)	38%	(117)	38%	(116)	307
Employ: Unemployed	28%	(29)	29%	(30)	43%	(44)	103
Military HH: Yes	25%	(30)	41%	(49)	34%	(42)	121
Military HH: No	22%	(170)	37%	(288)	41%	(322)	780
RD/WT: Right Direction	25%	(66)	35%	(95)	40%	(109)	270
RD/WT: Wrong Track	21%	(134)	38%	(242)	40%	(256)	631
Biden Job Approve	27%	(105)	36%	(139)	38%	(147)	391
Biden Job Disapprove	19%	(92)	39%	(191)	42%	(201)	484
Biden Job Strongly Approve	26%	(43)	37%	(60)	37%	(60)	163
Biden Job Somewhat Approve	27%	(62)	35%	(79)	38%	(87)	228
Biden Job Somewhat Disapprove	18%	(22)	42%	(50)	40%	(48)	120
Biden Job Strongly Disapprove	19%	(70)	39%	(141)	42%	(153)	365
Favorable of Biden	26%	(103)	36%	(143)	38%	(148)	395
Unfavorable of Biden	19%	(88)	39%	(185)	43%	(202)	475

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Table MCBR11_7: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about having issues with shipping

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(200)	37%	(337)	40%	(364)	901
Very Favorable of Biden	31%	(56)	33%	(60)	35%	(63)	180
Somewhat Favorable of Biden	22%	(47)	39%	(83)	39%	(85)	215
Somewhat Unfavorable of Biden	20%	(20)	38%	(37)	42%	(40)	97
Very Unfavorable of Biden	18%	(68)	39%	(148)	43%	(162)	377
#1 Issue: Economy	20%	(71)	39%	(140)	41%	(148)	359
#1 Issue: Security	14%	(14)	38%	(38)	47%	(46)	98
#1 Issue: Health Care	22%	(13)	35%	(21)	43%	(25)	60
#1 Issue: Medicare / Social Security	36%	(46)	29%	(37)	36%	(46)	128
#1 Issue: Women's Issues	15%	(14)	47%	(44)	38%	(36)	94
#1 Issue: Energy	22%	(15)	38%	(25)	40%	(27)	67
#1 Issue: Other	29%	(19)	30%	(20)	41%	(27)	66
2022 House Vote: Democrat	25%	(94)	37%	(139)	38%	(144)	377
2022 House Vote: Republican	17%	(50)	41%	(122)	42%	(126)	298
2022 House Vote: Didnt Vote	24%	(48)	34%	(67)	42%	(82)	197
2020 Vote: Joe Biden	24%	(91)	36%	(134)	40%	(152)	377
2020 Vote: Donald Trump	18%	(61)	41%	(136)	40%	(134)	331
2020 Vote: Didn't Vote	25%	(42)	36%	(60)	39%	(65)	166
2018 House Vote: Democrat	25%	(83)	37%	(121)	37%	(122)	326
2018 House Vote: Republican	20%	(55)	42%	(117)	38%	(107)	279
2018 House Vote: Didnt Vote	20%	(53)	34%	(91)	46%	(124)	268
4-Region: Northeast	22%	(34)	32%	(48)	46%	(69)	151
4-Region: Midwest	21%	(40)	39%	(76)	40%	(78)	194
4-Region: South	25%	(84)	36%	(123)	39%	(131)	338
4-Region: West	19%	(42)	41%	(90)	40%	(87)	218
Social Media User	23%	(189)	38%	(317)	40%	(333)	839
Heard About Live Shopping	21%	(28)	39%	(53)	40%	(54)	135
Have not Heard About Live Shopping	23%	(172)	37%	(284)	40%	(310)	766
Participated in Event Within Year	20%	(10)	55%	(28)	24%	(13)	52

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

Table MCBR11_8: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about the security of my personal information, such as payment method and shipping address*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(394)	31%	(280)	25%	(227)	901
Gender: Male	38%	(174)	35%	(164)	27%	(125)	463
Gender: Female	50%	(220)	27%	(116)	23%	(102)	439
Age: 18-34	34%	(65)	29%	(56)	37%	(70)	191
Age: 35-44	36%	(44)	27%	(33)	37%	(46)	122
Age: 45-64	41%	(117)	34%	(98)	24%	(70)	286
Age: 65+	55%	(168)	31%	(94)	14%	(41)	303
GenZers: 1997-2012	30%	(17)	24%	(14)	45%	(25)	55
Millennials: 1981-1996	36%	(80)	28%	(62)	36%	(80)	221
GenXers: 1965-1980	42%	(78)	34%	(62)	25%	(46)	186
Baby Boomers: 1946-1964	48%	(186)	34%	(133)	18%	(68)	387
PID: Dem (no lean)	46%	(146)	28%	(90)	26%	(82)	318
PID: Ind (no lean)	40%	(119)	30%	(90)	29%	(86)	295
PID: Rep (no lean)	45%	(129)	35%	(100)	20%	(59)	288
PID/Gender: Dem Men	39%	(54)	29%	(40)	31%	(43)	136
PID/Gender: Dem Women	50%	(92)	28%	(51)	22%	(40)	182
PID/Gender: Ind Men	36%	(61)	34%	(58)	30%	(51)	170
PID/Gender: Ind Women	47%	(58)	26%	(32)	28%	(35)	125
PID/Gender: Rep Men	38%	(59)	42%	(66)	20%	(31)	156
PID/Gender: Rep Women	53%	(70)	26%	(34)	21%	(28)	132
Ideo: Liberal (1-3)	41%	(117)	32%	(91)	27%	(77)	285
Ideo: Moderate (4)	42%	(103)	31%	(76)	28%	(68)	248
Ideo: Conservative (5-7)	46%	(146)	34%	(108)	20%	(65)	319
Educ: < College	43%	(235)	29%	(159)	27%	(148)	541
Educ: Bachelors degree	44%	(101)	35%	(81)	21%	(49)	230
Educ: Post-grad	45%	(58)	32%	(41)	24%	(31)	130
Income: Under 50k	45%	(205)	30%	(139)	25%	(116)	459
Income: 50k-100k	43%	(133)	30%	(94)	27%	(85)	312
Income: 100k+	43%	(57)	36%	(47)	20%	(27)	130
Ethnicity: White	43%	(326)	32%	(245)	25%	(187)	758
Ethnicity: Hispanic	48%	(48)	27%	(27)	25%	(26)	100
Ethnicity: Black	43%	(34)	26%	(21)	31%	(24)	80

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Table MCBR11_8: *To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about the security of my personal information, such as payment method and shipping address*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(394)	31%	(280)	25%	(227)	901
Ethnicity: Other	53%	(34)	23%	(15)	24%	(16)	64
All Christian	46%	(202)	34%	(147)	20%	(90)	439
All Non-Christian	42%	(23)	29%	(15)	29%	(16)	54
Atheist	38%	(20)	20%	(11)	42%	(22)	53
Agnostic/Nothing in particular	38%	(94)	32%	(78)	30%	(75)	247
Something Else	51%	(55)	26%	(29)	23%	(25)	109
Religious Non-Protestant/Catholic	41%	(26)	27%	(17)	32%	(20)	64
Evangelical	44%	(85)	32%	(62)	25%	(48)	195
Non-Evangelical	49%	(164)	33%	(111)	18%	(62)	337
Community: Urban	35%	(81)	36%	(82)	29%	(66)	229
Community: Suburban	48%	(215)	27%	(120)	25%	(111)	446
Community: Rural	43%	(98)	35%	(79)	22%	(50)	227
Employ: Private Sector	37%	(102)	33%	(90)	31%	(84)	276
Employ: Self-Employed	37%	(21)	32%	(18)	32%	(18)	57
Employ: Homemaker	53%	(35)	34%	(22)	14%	(9)	65
Employ: Retired	50%	(154)	33%	(100)	17%	(52)	307
Employ: Unemployed	46%	(47)	22%	(23)	32%	(33)	103
Military HH: Yes	51%	(61)	29%	(35)	21%	(25)	121
Military HH: No	43%	(332)	32%	(246)	26%	(202)	780
RD/WT: Right Direction	45%	(120)	30%	(82)	25%	(68)	270
RD/WT: Wrong Track	43%	(273)	31%	(198)	25%	(159)	631
Biden Job Approve	46%	(178)	29%	(113)	26%	(101)	391
Biden Job Disapprove	43%	(207)	34%	(163)	24%	(115)	484
Biden Job Strongly Approve	48%	(78)	28%	(45)	24%	(40)	163
Biden Job Somewhat Approve	44%	(100)	30%	(67)	27%	(61)	228
Biden Job Somewhat Disapprove	41%	(50)	34%	(41)	24%	(29)	120
Biden Job Strongly Disapprove	43%	(157)	33%	(122)	23%	(86)	365
Favorable of Biden	46%	(182)	29%	(115)	25%	(98)	395
Unfavorable of Biden	42%	(198)	34%	(161)	24%	(116)	475

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Table MCBR11_8: To what extent are the following reasons why you would not consider attending a live shopping event on social media in the future?
I am worried about the security of my personal information, such as payment method and shipping address

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(394)	31%	(280)	25%	(227)	901
Very Favorable of Biden	54%	(97)	25%	(45)	21%	(38)	180
Somewhat Favorable of Biden	39%	(85)	33%	(70)	28%	(60)	215
Somewhat Unfavorable of Biden	40%	(39)	36%	(35)	23%	(23)	97
Very Unfavorable of Biden	42%	(158)	33%	(126)	25%	(93)	377
#1 Issue: Economy	43%	(154)	32%	(115)	25%	(90)	359
#1 Issue: Security	42%	(41)	34%	(34)	24%	(23)	98
#1 Issue: Health Care	43%	(26)	29%	(17)	28%	(17)	60
#1 Issue: Medicare / Social Security	50%	(64)	29%	(37)	21%	(27)	128
#1 Issue: Women's Issues	42%	(40)	32%	(30)	26%	(25)	94
#1 Issue: Energy	38%	(26)	29%	(19)	33%	(22)	67
#1 Issue: Other	49%	(32)	29%	(19)	23%	(15)	66
2022 House Vote: Democrat	47%	(176)	32%	(119)	22%	(82)	377
2022 House Vote: Republican	42%	(125)	35%	(105)	23%	(68)	298
2022 House Vote: Didn't Vote	41%	(81)	26%	(51)	33%	(65)	197
2020 Vote: Joe Biden	45%	(171)	31%	(118)	23%	(88)	377
2020 Vote: Donald Trump	44%	(146)	34%	(113)	22%	(72)	331
2020 Vote: Didn't Vote	40%	(66)	27%	(45)	33%	(55)	166
2018 House Vote: Democrat	48%	(158)	29%	(95)	22%	(73)	326
2018 House Vote: Republican	42%	(116)	35%	(99)	23%	(63)	279
2018 House Vote: Didn't Vote	41%	(109)	28%	(76)	31%	(84)	268
4-Region: Northeast	43%	(65)	35%	(52)	22%	(33)	151
4-Region: Midwest	44%	(85)	33%	(64)	23%	(45)	194
4-Region: South	46%	(155)	30%	(101)	24%	(83)	338
4-Region: West	41%	(89)	29%	(64)	30%	(66)	218
Social Media User	43%	(362)	31%	(259)	26%	(217)	839
Heard About Live Shopping	29%	(40)	36%	(49)	34%	(47)	135
Have not Heard About Live Shopping	46%	(354)	30%	(231)	24%	(180)	766
Participated in Event Within Year	19%	(10)	44%	(23)	37%	(19)	52

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

Table MCBRdem1_1: Do you use any of the following social media platforms?
Twitter

Demographic	Yes		No		Total N
Adults	37%	(821)	63%	(1393)	2214
Gender: Male	43%	(455)	57%	(614)	1070
Gender: Female	32%	(366)	68%	(779)	1144
Age: 18-34	49%	(314)	51%	(329)	643
Age: 35-44	42%	(153)	58%	(213)	366
Age: 45-64	35%	(253)	65%	(463)	715
Age: 65+	21%	(101)	79%	(388)	490
GenZers: 1997-2012	54%	(89)	46%	(75)	164
Millennials: 1981-1996	45%	(334)	55%	(400)	734
GenXers: 1965-1980	37%	(202)	63%	(338)	540
Baby Boomers: 1946-1964	26%	(182)	74%	(517)	699
PID: Dem (no lean)	42%	(354)	58%	(485)	838
PID: Ind (no lean)	33%	(226)	67%	(459)	685
PID: Rep (no lean)	35%	(241)	65%	(449)	691
PID/Gender: Dem Men	48%	(173)	52%	(191)	364
PID/Gender: Dem Women	38%	(180)	62%	(294)	474
PID/Gender: Ind Men	38%	(134)	62%	(221)	355
PID/Gender: Ind Women	28%	(92)	72%	(238)	330
PID/Gender: Rep Men	42%	(148)	58%	(202)	350
PID/Gender: Rep Women	27%	(93)	73%	(247)	340
Ideo: Liberal (1-3)	42%	(279)	58%	(387)	666
Ideo: Moderate (4)	38%	(263)	62%	(428)	691
Ideo: Conservative (5-7)	34%	(243)	66%	(464)	708
Educ: < College	35%	(498)	65%	(941)	1440
Educ: Bachelors degree	42%	(208)	58%	(283)	492
Educ: Post-grad	41%	(115)	59%	(168)	283
Income: Under 50k	35%	(430)	65%	(787)	1217
Income: 50k-100k	39%	(270)	61%	(426)	696
Income: 100k+	40%	(121)	60%	(179)	301
Ethnicity: White	34%	(574)	66%	(1140)	1714
Ethnicity: Hispanic	45%	(168)	55%	(207)	374
Ethnicity: Black	51%	(144)	49%	(138)	283

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Table MCBRdem1_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Adults	37%	(821)	63%	(1393)	2214
Ethnicity: Other	47%	(103)	53%	(115)	217
All Christian	36%	(372)	64%	(656)	1027
All Non-Christian	43%	(50)	57%	(68)	118
Atheist	39%	(38)	61%	(60)	99
Agnostic/Nothing in particular	36%	(225)	64%	(393)	618
Something Else	39%	(136)	61%	(216)	352
Religious Non-Protestant/Catholic	41%	(58)	59%	(83)	141
Evangelical	39%	(218)	61%	(345)	562
Non-Evangelical	35%	(269)	65%	(506)	776
Community: Urban	43%	(256)	57%	(344)	600
Community: Suburban	35%	(374)	65%	(684)	1058
Community: Rural	34%	(191)	66%	(365)	556
Employ: Private Sector	46%	(355)	54%	(423)	778
Employ: Government	43%	(59)	57%	(78)	136
Employ: Self-Employed	50%	(97)	50%	(96)	193
Employ: Homemaker	28%	(48)	72%	(122)	170
Employ: Retired	20%	(108)	80%	(427)	535
Employ: Unemployed	36%	(89)	64%	(161)	250
Employ: Other	38%	(42)	62%	(69)	111
Military HH: Yes	35%	(94)	65%	(173)	267
Military HH: No	37%	(727)	63%	(1220)	1947
RD/WT: Right Direction	41%	(288)	59%	(416)	704
RD/WT: Wrong Track	35%	(533)	65%	(977)	1510
Biden Job Approve	40%	(383)	60%	(575)	957
Biden Job Disapprove	36%	(421)	64%	(739)	1160
Biden Job Strongly Approve	42%	(181)	58%	(251)	432
Biden Job Somewhat Approve	38%	(202)	62%	(323)	525
Biden Job Somewhat Disapprove	38%	(122)	62%	(202)	323
Biden Job Strongly Disapprove	36%	(299)	64%	(537)	837
Favorable of Biden	40%	(390)	60%	(580)	971
Unfavorable of Biden	36%	(408)	64%	(727)	1136

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Table MCBRdem1_1: Do you use any of the following social media platforms?
Twitter

Demographic	Yes		No		Total N
Adults	37%	(821)	63%	(1393)	2214
Very Favorable of Biden	43%	(200)	57%	(267)	466
Somewhat Favorable of Biden	38%	(191)	62%	(314)	505
Somewhat Unfavorable of Biden	35%	(97)	65%	(176)	272
Very Unfavorable of Biden	36%	(312)	64%	(551)	863
#1 Issue: Economy	40%	(389)	60%	(582)	971
#1 Issue: Security	32%	(69)	68%	(150)	219
#1 Issue: Health Care	42%	(73)	58%	(102)	175
#1 Issue: Medicare / Social Security	24%	(59)	76%	(192)	251
#1 Issue: Women's Issues	38%	(98)	62%	(160)	258
#1 Issue: Education	49%	(36)	51%	(38)	74
#1 Issue: Energy	38%	(54)	62%	(87)	141
#1 Issue: Other	34%	(43)	66%	(83)	126
2022 House Vote: Democrat	41%	(365)	59%	(533)	898
2022 House Vote: Republican	38%	(270)	62%	(444)	714
2022 House Vote: Someone else	31%	(18)	69%	(40)	57
2022 House Vote: Didn't Vote	31%	(169)	69%	(376)	545
2020 Vote: Joe Biden	41%	(382)	59%	(557)	938
2020 Vote: Donald Trump	38%	(290)	62%	(481)	771
2020 Vote: Other	32%	(21)	68%	(45)	66
2020 Vote: Didn't Vote	29%	(128)	71%	(310)	438
2018 House Vote: Democrat	40%	(311)	60%	(464)	775
2018 House Vote: Republican	35%	(226)	65%	(414)	640
2018 House Vote: Someone else	38%	(23)	62%	(38)	62
2018 House Vote: Didn't Vote	35%	(260)	65%	(476)	737
4-Region: Northeast	38%	(147)	62%	(236)	383
4-Region: Midwest	33%	(153)	67%	(304)	457
4-Region: South	38%	(320)	62%	(526)	846
4-Region: West	38%	(201)	62%	(326)	527
Social Media User	38%	(821)	62%	(1316)	2137
Interested in Attending Event	49%	(480)	51%	(500)	980

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Table MCBRdem1_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Adults	37%	(821)	63%	(1393)	2214
Heard About Live Shopping	54%	(374)	46%	(314)	688
Have not Heard About Live Shopping	29%	(448)	71%	(1078)	1526
Participated in Event Within Year	59%	(248)	41%	(173)	421

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

Table MCBRdem1_2: Do you use any of the following social media platforms?
Facebook

Demographic	Yes		No		Total N
Adults	81%	(1804)	19%	(410)	2214
Gender: Male	76%	(814)	24%	(256)	1070
Gender: Female	87%	(990)	13%	(154)	1144
Age: 18-34	80%	(515)	20%	(128)	643
Age: 35-44	88%	(322)	12%	(44)	366
Age: 45-64	82%	(587)	18%	(128)	715
Age: 65+	77%	(379)	23%	(110)	490
GenZers: 1997-2012	70%	(115)	30%	(50)	164
Millennials: 1981-1996	85%	(625)	15%	(109)	734
GenXers: 1965-1980	85%	(461)	15%	(79)	540
Baby Boomers: 1946-1964	78%	(546)	22%	(153)	699
PID: Dem (no lean)	84%	(700)	16%	(138)	838
PID: Ind (no lean)	77%	(525)	23%	(160)	685
PID: Rep (no lean)	84%	(579)	16%	(112)	691
PID/Gender: Dem Men	80%	(290)	20%	(74)	364
PID/Gender: Dem Women	86%	(410)	14%	(64)	474
PID/Gender: Ind Men	72%	(255)	28%	(100)	355
PID/Gender: Ind Women	82%	(271)	18%	(60)	330
PID/Gender: Rep Men	77%	(269)	23%	(82)	350
PID/Gender: Rep Women	91%	(310)	9%	(30)	340
Ideo: Liberal (1-3)	81%	(543)	19%	(124)	666
Ideo: Moderate (4)	81%	(560)	19%	(131)	691
Ideo: Conservative (5-7)	81%	(572)	19%	(136)	708
Educ: < College	83%	(1197)	17%	(242)	1440
Educ: Bachelors degree	78%	(384)	22%	(108)	492
Educ: Post-grad	79%	(223)	21%	(60)	283
Income: Under 50k	84%	(1023)	16%	(195)	1217
Income: 50k-100k	80%	(554)	20%	(142)	696
Income: 100k+	76%	(228)	24%	(73)	301
Ethnicity: White	82%	(1402)	18%	(312)	1714
Ethnicity: Hispanic	76%	(285)	24%	(90)	374
Ethnicity: Black	81%	(229)	19%	(54)	283

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Table MCBRdem1_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Adults	81%	(1804)	19%	(410)	2214
Ethnicity: Other	80%	(174)	20%	(44)	217
All Christian	83%	(850)	17%	(177)	1027
All Non-Christian	73%	(86)	27%	(32)	118
Atheist	72%	(71)	28%	(28)	99
Agnostic/Nothing in particular	80%	(494)	20%	(124)	618
Something Else	86%	(304)	14%	(49)	352
Religious Non-Protestant/Catholic	77%	(109)	23%	(32)	141
Evangelical	85%	(478)	15%	(84)	562
Non-Evangelical	82%	(636)	18%	(140)	776
Community: Urban	80%	(478)	20%	(122)	600
Community: Suburban	79%	(836)	21%	(222)	1058
Community: Rural	88%	(490)	12%	(66)	556
Employ: Private Sector	83%	(642)	17%	(136)	778
Employ: Government	85%	(116)	15%	(20)	136
Employ: Self-Employed	83%	(160)	17%	(33)	193
Employ: Homemaker	92%	(156)	8%	(13)	170
Employ: Retired	77%	(413)	23%	(122)	535
Employ: Unemployed	83%	(209)	17%	(42)	250
Employ: Other	75%	(83)	25%	(27)	111
Military HH: Yes	80%	(213)	20%	(54)	267
Military HH: No	82%	(1591)	18%	(356)	1947
RD/WT: Right Direction	79%	(555)	21%	(149)	704
RD/WT: Wrong Track	83%	(1249)	17%	(261)	1510
Biden Job Approve	80%	(764)	20%	(193)	957
Biden Job Disapprove	83%	(963)	17%	(196)	1160
Biden Job Strongly Approve	82%	(353)	18%	(79)	432
Biden Job Somewhat Approve	78%	(411)	22%	(115)	525
Biden Job Somewhat Disapprove	85%	(274)	15%	(49)	323
Biden Job Strongly Disapprove	82%	(689)	18%	(147)	837
Favorable of Biden	81%	(785)	19%	(185)	971
Unfavorable of Biden	82%	(933)	18%	(203)	1136

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Table MCBRdem1_2: Do you use any of the following social media platforms?
Facebook

Demographic	Yes		No		Total N
Adults	81%	(1804)	19%	(410)	2214
Very Favorable of Biden	82%	(382)	18%	(85)	466
Somewhat Favorable of Biden	80%	(404)	20%	(101)	505
Somewhat Unfavorable of Biden	83%	(226)	17%	(47)	272
Very Unfavorable of Biden	82%	(707)	18%	(156)	863
#1 Issue: Economy	82%	(792)	18%	(179)	971
#1 Issue: Security	81%	(177)	19%	(42)	219
#1 Issue: Health Care	79%	(138)	21%	(37)	175
#1 Issue: Medicare / Social Security	81%	(203)	19%	(48)	251
#1 Issue: Women's Issues	83%	(213)	17%	(45)	258
#1 Issue: Education	88%	(65)	12%	(9)	74
#1 Issue: Energy	80%	(113)	20%	(27)	141
#1 Issue: Other	82%	(103)	18%	(23)	126
2022 House Vote: Democrat	80%	(720)	20%	(178)	898
2022 House Vote: Republican	82%	(582)	18%	(132)	714
2022 House Vote: Someone else	83%	(47)	17%	(10)	57
2022 House Vote: Didn't Vote	83%	(455)	17%	(90)	545
2020 Vote: Joe Biden	81%	(762)	19%	(176)	938
2020 Vote: Donald Trump	82%	(629)	18%	(143)	771
2020 Vote: Other	75%	(49)	25%	(17)	66
2020 Vote: Didn't Vote	83%	(364)	17%	(74)	438
2018 House Vote: Democrat	82%	(635)	18%	(141)	775
2018 House Vote: Republican	81%	(522)	19%	(119)	640
2018 House Vote: Someone else	78%	(48)	22%	(14)	62
2018 House Vote: Didn't Vote	81%	(600)	19%	(137)	737
4-Region: Northeast	78%	(299)	22%	(84)	383
4-Region: Midwest	84%	(386)	16%	(71)	457
4-Region: South	83%	(704)	17%	(142)	846
4-Region: West	78%	(414)	22%	(114)	527
Social Media User	84%	(1804)	16%	(333)	2137
Interested in Attending Event	87%	(852)	13%	(128)	980

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Table MCBRdem1_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Adults	81%	(1804)	19%	(410)	2214
Heard About Live Shopping	88%	(608)	12%	(80)	688
Have not Heard About Live Shopping	78%	(1196)	22%	(330)	1526
Participated in Event Within Year	90%	(379)	10%	(43)	421

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

Table MCBRdem1_3: Do you use any of the following social media platforms?
Snapchat

Demographic	Yes		No		Total N
Adults	31%	(688)	69%	(1526)	2214
Gender: Male	28%	(302)	72%	(767)	1070
Gender: Female	34%	(385)	66%	(759)	1144
Age: 18-34	58%	(374)	42%	(269)	643
Age: 35-44	41%	(149)	59%	(217)	366
Age: 45-64	18%	(130)	82%	(586)	715
Age: 65+	7%	(35)	93%	(454)	490
GenZers: 1997-2012	74%	(122)	26%	(42)	164
Millennials: 1981-1996	50%	(364)	50%	(369)	734
GenXers: 1965-1980	24%	(127)	76%	(413)	540
Baby Boomers: 1946-1964	10%	(70)	90%	(629)	699
PID: Dem (no lean)	30%	(254)	70%	(584)	838
PID: Ind (no lean)	32%	(221)	68%	(464)	685
PID: Rep (no lean)	31%	(212)	69%	(478)	691
PID/Gender: Dem Men	26%	(96)	74%	(268)	364
PID/Gender: Dem Women	33%	(158)	67%	(316)	474
PID/Gender: Ind Men	28%	(101)	72%	(254)	355
PID/Gender: Ind Women	36%	(120)	64%	(210)	330
PID/Gender: Rep Men	30%	(105)	70%	(245)	350
PID/Gender: Rep Women	31%	(107)	69%	(234)	340
Ideo: Liberal (1-3)	31%	(206)	69%	(460)	666
Ideo: Moderate (4)	35%	(241)	65%	(450)	691
Ideo: Conservative (5-7)	25%	(177)	75%	(531)	708
Educ: < College	33%	(481)	67%	(959)	1440
Educ: Bachelors degree	29%	(142)	71%	(350)	492
Educ: Post-grad	23%	(65)	77%	(218)	283
Income: Under 50k	30%	(369)	70%	(848)	1217
Income: 50k-100k	32%	(225)	68%	(471)	696
Income: 100k+	31%	(94)	69%	(207)	301
Ethnicity: White	29%	(490)	71%	(1224)	1714
Ethnicity: Hispanic	46%	(174)	54%	(201)	374
Ethnicity: Black	41%	(116)	59%	(167)	283

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Table MCBRdem1_3: Do you use any of the following social media platforms?

Snapchat

Demographic	Yes		No		Total N
Adults	31%	(688)	69%	(1526)	2214
Ethnicity: Other	38%	(82)	62%	(135)	217
All Christian	28%	(291)	72%	(736)	1027
All Non-Christian	27%	(31)	73%	(87)	118
Atheist	32%	(32)	68%	(67)	99
Agnostic/Nothing in particular	33%	(204)	67%	(413)	618
Something Else	37%	(129)	63%	(223)	352
Religious Non-Protestant/Catholic	28%	(39)	72%	(102)	141
Evangelical	31%	(174)	69%	(388)	562
Non-Evangelical	29%	(227)	71%	(549)	776
Community: Urban	33%	(200)	67%	(400)	600
Community: Suburban	29%	(309)	71%	(749)	1058
Community: Rural	32%	(179)	68%	(378)	556
Employ: Private Sector	42%	(325)	58%	(453)	778
Employ: Government	49%	(67)	51%	(69)	136
Employ: Self-Employed	30%	(57)	70%	(136)	193
Employ: Homemaker	36%	(61)	64%	(108)	170
Employ: Retired	7%	(40)	93%	(495)	535
Employ: Unemployed	30%	(75)	70%	(176)	250
Employ: Other	33%	(37)	67%	(74)	111
Military HH: Yes	26%	(68)	74%	(199)	267
Military HH: No	32%	(620)	68%	(1328)	1947
RD/WT: Right Direction	29%	(202)	71%	(503)	704
RD/WT: Wrong Track	32%	(486)	68%	(1023)	1510
Biden Job Approve	30%	(285)	70%	(673)	957
Biden Job Disapprove	31%	(363)	69%	(797)	1160
Biden Job Strongly Approve	28%	(119)	72%	(313)	432
Biden Job Somewhat Approve	31%	(165)	69%	(360)	525
Biden Job Somewhat Disapprove	39%	(126)	61%	(197)	323
Biden Job Strongly Disapprove	28%	(237)	72%	(599)	837
Favorable of Biden	29%	(280)	71%	(690)	971
Unfavorable of Biden	32%	(364)	68%	(771)	1136

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Table MCBRdem1_3: Do you use any of the following social media platforms?
Snapchat

Demographic	Yes		No		Total N
Adults	31%	(688)	69%	(1526)	2214
Very Favorable of Biden	28%	(130)	72%	(336)	466
Somewhat Favorable of Biden	30%	(151)	70%	(354)	505
Somewhat Unfavorable of Biden	38%	(103)	62%	(170)	272
Very Unfavorable of Biden	30%	(262)	70%	(602)	863
#1 Issue: Economy	33%	(319)	67%	(651)	971
#1 Issue: Security	23%	(50)	77%	(169)	219
#1 Issue: Health Care	35%	(62)	65%	(113)	175
#1 Issue: Medicare / Social Security	14%	(34)	86%	(217)	251
#1 Issue: Women's Issues	42%	(108)	58%	(149)	258
#1 Issue: Education	56%	(41)	44%	(33)	74
#1 Issue: Energy	31%	(44)	69%	(96)	141
#1 Issue: Other	22%	(28)	78%	(98)	126
2022 House Vote: Democrat	31%	(279)	69%	(620)	898
2022 House Vote: Republican	28%	(201)	72%	(512)	714
2022 House Vote: Someone else	32%	(18)	68%	(39)	57
2022 House Vote: Didn't Vote	35%	(190)	65%	(355)	545
2020 Vote: Joe Biden	29%	(277)	71%	(662)	938
2020 Vote: Donald Trump	31%	(238)	69%	(534)	771
2020 Vote: Other	40%	(26)	60%	(40)	66
2020 Vote: Didn't Vote	34%	(147)	66%	(291)	438
2018 House Vote: Democrat	30%	(234)	70%	(541)	775
2018 House Vote: Republican	26%	(169)	74%	(471)	640
2018 House Vote: Someone else	37%	(23)	63%	(39)	62
2018 House Vote: Didn't Vote	35%	(261)	65%	(475)	737
4-Region: Northeast	27%	(104)	73%	(279)	383
4-Region: Midwest	37%	(171)	63%	(286)	457
4-Region: South	30%	(256)	70%	(590)	846
4-Region: West	30%	(157)	70%	(370)	527
Social Media User	32%	(688)	68%	(1450)	2137
Interested in Attending Event	44%	(436)	56%	(544)	980

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Table MCBRdem1_3: *Do you use any of the following social media platforms?*
Snapchat

Demographic	Yes		No		Total N
Adults	31%	(688)	69%	(1526)	2214
Heard About Live Shopping	47%	(322)	53%	(366)	688
Have not Heard About Live Shopping	24%	(365)	76%	(1161)	1526
Participated in Event Within Year	56%	(238)	44%	(184)	421

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

Table MCBRdem1_4: Do you use any of the following social media platforms?
Instagram

Demographic	Yes		No		Total N
Adults	54%	(1193)	46%	(1021)	2214
Gender: Male	51%	(545)	49%	(525)	1070
Gender: Female	57%	(648)	43%	(496)	1144
Age: 18-34	75%	(480)	25%	(163)	643
Age: 35-44	66%	(242)	34%	(124)	366
Age: 45-64	46%	(329)	54%	(386)	715
Age: 65+	29%	(142)	71%	(348)	490
GenZers: 1997-2012	83%	(136)	17%	(29)	164
Millennials: 1981-1996	70%	(515)	30%	(218)	734
GenXers: 1965-1980	54%	(291)	46%	(249)	540
Baby Boomers: 1946-1964	33%	(231)	67%	(468)	699
PID: Dem (no lean)	58%	(485)	42%	(353)	838
PID: Ind (no lean)	52%	(358)	48%	(327)	685
PID: Rep (no lean)	51%	(350)	49%	(341)	691
PID/Gender: Dem Men	54%	(196)	46%	(168)	364
PID/Gender: Dem Women	61%	(289)	39%	(185)	474
PID/Gender: Ind Men	49%	(175)	51%	(180)	355
PID/Gender: Ind Women	55%	(183)	45%	(148)	330
PID/Gender: Rep Men	49%	(173)	51%	(177)	350
PID/Gender: Rep Women	52%	(177)	48%	(164)	340
Ideo: Liberal (1-3)	58%	(390)	42%	(277)	666
Ideo: Moderate (4)	55%	(379)	45%	(313)	691
Ideo: Conservative (5-7)	49%	(345)	51%	(363)	708
Educ: < College	52%	(753)	48%	(686)	1440
Educ: Bachelors degree	58%	(285)	42%	(206)	492
Educ: Post-grad	54%	(154)	46%	(129)	283
Income: Under 50k	52%	(635)	48%	(582)	1217
Income: 50k-100k	56%	(390)	44%	(306)	696
Income: 100k+	56%	(168)	44%	(133)	301
Ethnicity: White	49%	(843)	51%	(871)	1714
Ethnicity: Hispanic	74%	(277)	26%	(98)	374
Ethnicity: Black	68%	(192)	32%	(91)	283

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Table MCBRdem1_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes		No		Total N
Adults	54%	(1193)	46%	(1021)	2214
Ethnicity: Other	72%	(157)	28%	(60)	217
All Christian	50%	(516)	50%	(512)	1027
All Non-Christian	51%	(60)	49%	(58)	118
Atheist	57%	(56)	43%	(43)	99
Agnostic/Nothing in particular	57%	(351)	43%	(267)	618
Something Else	60%	(210)	40%	(142)	352
Religious Non-Protestant/Catholic	52%	(73)	48%	(67)	141
Evangelical	52%	(292)	48%	(271)	562
Non-Evangelical	52%	(405)	48%	(371)	776
Community: Urban	60%	(357)	40%	(242)	600
Community: Suburban	54%	(568)	46%	(490)	1058
Community: Rural	48%	(267)	52%	(289)	556
Employ: Private Sector	61%	(476)	39%	(302)	778
Employ: Government	70%	(96)	30%	(40)	136
Employ: Self-Employed	67%	(130)	33%	(63)	193
Employ: Homemaker	61%	(104)	39%	(66)	170
Employ: Retired	29%	(156)	71%	(379)	535
Employ: Unemployed	56%	(140)	44%	(111)	250
Employ: Other	53%	(58)	47%	(52)	111
Military HH: Yes	47%	(125)	53%	(142)	267
Military HH: No	55%	(1067)	45%	(880)	1947
RD/WT: Right Direction	54%	(377)	46%	(327)	704
RD/WT: Wrong Track	54%	(815)	46%	(694)	1510
Biden Job Approve	55%	(530)	45%	(428)	957
Biden Job Disapprove	53%	(613)	47%	(547)	1160
Biden Job Strongly Approve	52%	(224)	48%	(208)	432
Biden Job Somewhat Approve	58%	(305)	42%	(220)	525
Biden Job Somewhat Disapprove	59%	(190)	41%	(133)	323
Biden Job Strongly Disapprove	51%	(423)	49%	(414)	837
Favorable of Biden	54%	(528)	46%	(443)	971
Unfavorable of Biden	54%	(608)	46%	(528)	1136

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Table MCBRdem1_4: Do you use any of the following social media platforms?
Instagram

Demographic	Yes		No		Total N
Adults	54%	(1193)	46%	(1021)	2214
Very Favorable of Biden	52%	(240)	48%	(226)	466
Somewhat Favorable of Biden	57%	(288)	43%	(217)	505
Somewhat Unfavorable of Biden	62%	(169)	38%	(103)	272
Very Unfavorable of Biden	51%	(439)	49%	(425)	863
#1 Issue: Economy	58%	(567)	42%	(404)	971
#1 Issue: Security	42%	(91)	58%	(128)	219
#1 Issue: Health Care	56%	(98)	44%	(78)	175
#1 Issue: Medicare / Social Security	36%	(90)	64%	(161)	251
#1 Issue: Women's Issues	67%	(173)	33%	(85)	258
#1 Issue: Education	71%	(52)	29%	(21)	74
#1 Issue: Energy	49%	(69)	51%	(71)	141
#1 Issue: Other	42%	(53)	58%	(73)	126
2022 House Vote: Democrat	57%	(509)	43%	(389)	898
2022 House Vote: Republican	51%	(363)	49%	(350)	714
2022 House Vote: Someone else	50%	(29)	50%	(28)	57
2022 House Vote: Didn't Vote	53%	(291)	47%	(254)	545
2020 Vote: Joe Biden	58%	(543)	42%	(395)	938
2020 Vote: Donald Trump	50%	(385)	50%	(386)	771
2020 Vote: Other	52%	(34)	48%	(32)	66
2020 Vote: Didn't Vote	52%	(230)	48%	(208)	438
2018 House Vote: Democrat	56%	(433)	44%	(342)	775
2018 House Vote: Republican	48%	(307)	52%	(333)	640
2018 House Vote: Someone else	61%	(37)	39%	(24)	62
2018 House Vote: Didn't Vote	56%	(415)	44%	(322)	737
4-Region: Northeast	52%	(198)	48%	(186)	383
4-Region: Midwest	52%	(236)	48%	(221)	457
4-Region: South	54%	(457)	46%	(389)	846
4-Region: West	57%	(302)	43%	(225)	527
Social Media User	56%	(1193)	44%	(945)	2137
Interested in Attending Event	71%	(691)	29%	(289)	980

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Table MCBRdem1_4: *Do you use any of the following social media platforms?*
Instagram

Demographic	Yes		No		Total N
Adults	54%	(1193)	46%	(1021)	2214
Heard About Live Shopping	72%	(498)	28%	(190)	688
Have not Heard About Live Shopping	46%	(695)	54%	(831)	1526
Participated in Event Within Year	79%	(333)	21%	(88)	421

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

Table MCBRdem1_5: Do you use any of the following social media platforms?
TikTok

Demographic	Yes		No		Total N
Adults	38%	(839)	62%	(1375)	2214
Gender: Male	34%	(369)	66%	(701)	1070
Gender: Female	41%	(470)	59%	(674)	1144
Age: 18-34	60%	(383)	40%	(260)	643
Age: 35-44	45%	(166)	55%	(200)	366
Age: 45-64	31%	(220)	69%	(495)	715
Age: 65+	14%	(70)	86%	(420)	490
GenZers: 1997-2012	70%	(115)	30%	(49)	164
Millennials: 1981-1996	53%	(389)	47%	(345)	734
GenXers: 1965-1980	37%	(200)	63%	(340)	540
Baby Boomers: 1946-1964	19%	(130)	81%	(569)	699
PID: Dem (no lean)	41%	(344)	59%	(494)	838
PID: Ind (no lean)	37%	(252)	63%	(433)	685
PID: Rep (no lean)	35%	(243)	65%	(447)	691
PID/Gender: Dem Men	35%	(127)	65%	(237)	364
PID/Gender: Dem Women	46%	(217)	54%	(257)	474
PID/Gender: Ind Men	34%	(122)	66%	(233)	355
PID/Gender: Ind Women	39%	(130)	61%	(200)	330
PID/Gender: Rep Men	34%	(119)	66%	(231)	350
PID/Gender: Rep Women	36%	(124)	64%	(217)	340
Ideo: Liberal (1-3)	42%	(283)	58%	(384)	666
Ideo: Moderate (4)	42%	(293)	58%	(399)	691
Ideo: Conservative (5-7)	28%	(199)	72%	(509)	708
Educ: < College	41%	(590)	59%	(850)	1440
Educ: Bachelors degree	33%	(162)	67%	(329)	492
Educ: Post-grad	31%	(87)	69%	(196)	283
Income: Under 50k	39%	(479)	61%	(738)	1217
Income: 50k-100k	37%	(256)	63%	(440)	696
Income: 100k+	35%	(104)	65%	(197)	301
Ethnicity: White	35%	(594)	65%	(1120)	1714
Ethnicity: Hispanic	52%	(194)	48%	(181)	374
Ethnicity: Black	52%	(147)	48%	(136)	283

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Table MCBRdem1_5: Do you use any of the following social media platforms?

TikTok

Demographic	Yes		No		Total N
Adults	38%	(839)	62%	(1375)	2214
Ethnicity: Other	45%	(98)	55%	(119)	217
All Christian	33%	(341)	67%	(686)	1027
All Non-Christian	28%	(33)	72%	(85)	118
Atheist	34%	(34)	66%	(65)	99
Agnostic/Nothing in particular	44%	(269)	56%	(349)	618
Something Else	46%	(162)	54%	(190)	352
Religious Non-Protestant/Catholic	26%	(36)	74%	(104)	141
Evangelical	42%	(236)	58%	(327)	562
Non-Evangelical	33%	(253)	67%	(523)	776
Community: Urban	41%	(247)	59%	(352)	600
Community: Suburban	35%	(373)	65%	(685)	1058
Community: Rural	39%	(219)	61%	(337)	556
Employ: Private Sector	45%	(351)	55%	(427)	778
Employ: Government	53%	(73)	47%	(64)	136
Employ: Self-Employed	40%	(78)	60%	(115)	193
Employ: Homemaker	44%	(74)	56%	(96)	170
Employ: Retired	15%	(81)	85%	(453)	535
Employ: Unemployed	43%	(109)	57%	(141)	250
Employ: Other	42%	(47)	58%	(64)	111
Military HH: Yes	33%	(88)	67%	(179)	267
Military HH: No	39%	(751)	61%	(1196)	1947
RD/WT: Right Direction	39%	(273)	61%	(431)	704
RD/WT: Wrong Track	38%	(566)	62%	(943)	1510
Biden Job Approve	40%	(387)	60%	(571)	957
Biden Job Disapprove	35%	(401)	65%	(759)	1160
Biden Job Strongly Approve	39%	(168)	61%	(264)	432
Biden Job Somewhat Approve	42%	(219)	58%	(306)	525
Biden Job Somewhat Disapprove	39%	(127)	61%	(196)	323
Biden Job Strongly Disapprove	33%	(274)	67%	(563)	837
Favorable of Biden	40%	(393)	60%	(578)	971
Unfavorable of Biden	35%	(402)	65%	(734)	1136

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Table MCBRdem1_5: Do you use any of the following social media platforms?
TikTok

Demographic	Yes		No		Total N
Adults	38%	(839)	62%	(1375)	2214
Very Favorable of Biden	37%	(174)	63%	(292)	466
Somewhat Favorable of Biden	43%	(219)	57%	(285)	505
Somewhat Unfavorable of Biden	41%	(113)	59%	(159)	272
Very Unfavorable of Biden	33%	(289)	67%	(574)	863
#1 Issue: Economy	39%	(378)	61%	(592)	971
#1 Issue: Security	28%	(62)	72%	(157)	219
#1 Issue: Health Care	43%	(75)	57%	(101)	175
#1 Issue: Medicare / Social Security	22%	(54)	78%	(197)	251
#1 Issue: Women's Issues	52%	(133)	48%	(125)	258
#1 Issue: Education	61%	(45)	39%	(29)	74
#1 Issue: Energy	40%	(56)	60%	(85)	141
#1 Issue: Other	29%	(36)	71%	(90)	126
2022 House Vote: Democrat	39%	(353)	61%	(546)	898
2022 House Vote: Republican	33%	(233)	67%	(481)	714
2022 House Vote: Someone else	33%	(19)	67%	(38)	57
2022 House Vote: Didn't Vote	43%	(235)	57%	(310)	545
2020 Vote: Joe Biden	40%	(374)	60%	(564)	938
2020 Vote: Donald Trump	33%	(254)	67%	(517)	771
2020 Vote: Other	38%	(25)	62%	(41)	66
2020 Vote: Didn't Vote	42%	(185)	58%	(253)	438
2018 House Vote: Democrat	38%	(298)	62%	(477)	775
2018 House Vote: Republican	30%	(191)	70%	(450)	640
2018 House Vote: Someone else	31%	(19)	69%	(42)	62
2018 House Vote: Didn't Vote	45%	(331)	55%	(406)	737
4-Region: Northeast	37%	(143)	63%	(241)	383
4-Region: Midwest	38%	(175)	62%	(282)	457
4-Region: South	40%	(340)	60%	(506)	846
4-Region: West	34%	(182)	66%	(346)	527
Social Media User	39%	(839)	61%	(1298)	2137
Interested in Attending Event	55%	(539)	45%	(441)	980

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Table MCBRdem1_5: Do you use any of the following social media platforms?

TikTok

Demographic	Yes		No		Total N
Adults	38%	(839)	62%	(1375)	2214
Heard About Live Shopping	56%	(385)	44%	(303)	688
Have not Heard About Live Shopping	30%	(454)	70%	(1072)	1526
Participated in Event Within Year	61%	(257)	39%	(164)	421

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

Table MCBRdem1_6: Do you use any of the following social media platforms?
Reddit

Demographic	Yes		No		Total N
Adults	23%	(507)	77%	(1707)	2214
Gender: Male	29%	(307)	71%	(762)	1070
Gender: Female	17%	(200)	83%	(945)	1144
Age: 18-34	36%	(229)	64%	(414)	643
Age: 35-44	31%	(115)	69%	(251)	366
Age: 45-64	19%	(132)	81%	(583)	715
Age: 65+	6%	(31)	94%	(458)	490
GenZers: 1997-2012	29%	(48)	71%	(116)	164
Millennials: 1981-1996	36%	(264)	64%	(470)	734
GenXers: 1965-1980	21%	(113)	79%	(427)	540
Baby Boomers: 1946-1964	11%	(78)	89%	(621)	699
PID: Dem (no lean)	26%	(216)	74%	(622)	838
PID: Ind (no lean)	23%	(158)	77%	(527)	685
PID: Rep (no lean)	19%	(133)	81%	(557)	691
PID/Gender: Dem Men	30%	(109)	70%	(255)	364
PID/Gender: Dem Women	23%	(107)	77%	(366)	474
PID/Gender: Ind Men	30%	(105)	70%	(250)	355
PID/Gender: Ind Women	16%	(53)	84%	(277)	330
PID/Gender: Rep Men	27%	(94)	73%	(257)	350
PID/Gender: Rep Women	12%	(39)	88%	(301)	340
Ideo: Liberal (1-3)	31%	(205)	69%	(462)	666
Ideo: Moderate (4)	23%	(159)	77%	(533)	691
Ideo: Conservative (5-7)	17%	(123)	83%	(585)	708
Educ: < College	21%	(309)	79%	(1130)	1440
Educ: Bachelors degree	26%	(126)	74%	(366)	492
Educ: Post-grad	25%	(72)	75%	(211)	283
Income: Under 50k	21%	(252)	79%	(965)	1217
Income: 50k-100k	25%	(174)	75%	(522)	696
Income: 100k+	27%	(81)	73%	(220)	301
Ethnicity: White	21%	(363)	79%	(1351)	1714
Ethnicity: Hispanic	33%	(123)	67%	(252)	374
Ethnicity: Black	26%	(75)	74%	(208)	283

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Table MCBRdem1_6: Do you use any of the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Adults	23%	(507)	77%	(1707)	2214
Ethnicity: Other	32%	(70)	68%	(148)	217
All Christian	20%	(209)	80%	(819)	1027
All Non-Christian	18%	(22)	82%	(96)	118
Atheist	30%	(30)	70%	(69)	99
Agnostic/Nothing in particular	26%	(162)	74%	(456)	618
Something Else	24%	(85)	76%	(267)	352
Religious Non-Protestant/Catholic	22%	(31)	78%	(110)	141
Evangelical	19%	(106)	81%	(457)	562
Non-Evangelical	22%	(169)	78%	(607)	776
Community: Urban	28%	(168)	72%	(432)	600
Community: Suburban	23%	(241)	77%	(817)	1058
Community: Rural	18%	(99)	82%	(457)	556
Employ: Private Sector	30%	(235)	70%	(543)	778
Employ: Government	30%	(41)	70%	(95)	136
Employ: Self-Employed	34%	(66)	66%	(127)	193
Employ: Homemaker	16%	(26)	84%	(143)	170
Employ: Retired	9%	(49)	91%	(485)	535
Employ: Unemployed	18%	(46)	82%	(204)	250
Employ: Other	26%	(29)	74%	(82)	111
Military HH: Yes	19%	(50)	81%	(217)	267
Military HH: No	23%	(457)	77%	(1490)	1947
RD/WT: Right Direction	24%	(167)	76%	(537)	704
RD/WT: Wrong Track	23%	(340)	77%	(1170)	1510
Biden Job Approve	24%	(233)	76%	(725)	957
Biden Job Disapprove	22%	(258)	78%	(902)	1160
Biden Job Strongly Approve	23%	(101)	77%	(331)	432
Biden Job Somewhat Approve	25%	(132)	75%	(394)	525
Biden Job Somewhat Disapprove	28%	(89)	72%	(234)	323
Biden Job Strongly Disapprove	20%	(169)	80%	(668)	837
Favorable of Biden	24%	(228)	76%	(742)	971
Unfavorable of Biden	23%	(256)	77%	(879)	1136

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Table MCBRdem1_6: Do you use any of the following social media platforms?
Reddit

Demographic	Yes		No		Total N
Adults	23%	(507)	77%	(1707)	2214
Very Favorable of Biden	22%	(104)	78%	(362)	466
Somewhat Favorable of Biden	25%	(124)	75%	(380)	505
Somewhat Unfavorable of Biden	27%	(73)	73%	(200)	272
Very Unfavorable of Biden	21%	(184)	79%	(680)	863
#1 Issue: Economy	26%	(251)	74%	(720)	971
#1 Issue: Security	15%	(33)	85%	(186)	219
#1 Issue: Health Care	28%	(49)	72%	(127)	175
#1 Issue: Medicare / Social Security	11%	(28)	89%	(223)	251
#1 Issue: Women's Issues	26%	(66)	74%	(192)	258
#1 Issue: Education	25%	(19)	75%	(55)	74
#1 Issue: Energy	29%	(41)	71%	(100)	141
#1 Issue: Other	17%	(21)	83%	(104)	126
2022 House Vote: Democrat	25%	(228)	75%	(670)	898
2022 House Vote: Republican	20%	(140)	80%	(573)	714
2022 House Vote: Someone else	22%	(13)	78%	(45)	57
2022 House Vote: Didn't Vote	23%	(126)	77%	(419)	545
2020 Vote: Joe Biden	25%	(237)	75%	(702)	938
2020 Vote: Donald Trump	19%	(148)	81%	(623)	771
2020 Vote: Other	30%	(20)	70%	(47)	66
2020 Vote: Didn't Vote	23%	(103)	77%	(335)	438
2018 House Vote: Democrat	24%	(188)	76%	(587)	775
2018 House Vote: Republican	17%	(111)	83%	(529)	640
2018 House Vote: Someone else	25%	(15)	75%	(46)	62
2018 House Vote: Didn't Vote	26%	(192)	74%	(544)	737
4-Region: Northeast	22%	(83)	78%	(301)	383
4-Region: Midwest	21%	(96)	79%	(361)	457
4-Region: South	21%	(181)	79%	(665)	846
4-Region: West	28%	(147)	72%	(381)	527
Social Media User	24%	(507)	76%	(1630)	2137
Interested in Attending Event	31%	(308)	69%	(672)	980

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Table MCBRdem1_6: Do you use any of the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Adults	23%	(507)	77%	(1707)	2214
Heard About Live Shopping	33%	(228)	67%	(460)	688
Have not Heard About Live Shopping	18%	(279)	82%	(1247)	1526
Participated in Event Within Year	35%	(146)	65%	(275)	421

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

Table MCBRdem1_7: Do you use any of the following social media platforms?
YouTube

Demographic	Yes		No		Total N
Adults	84%	(1861)	16%	(353)	2214
Gender: Male	86%	(922)	14%	(147)	1070
Gender: Female	82%	(938)	18%	(206)	1144
Age: 18-34	96%	(614)	4%	(29)	643
Age: 35-44	90%	(331)	10%	(35)	366
Age: 45-64	84%	(601)	16%	(114)	715
Age: 65+	64%	(314)	36%	(176)	490
GenZers: 1997-2012	97%	(159)	3%	(5)	164
Millennials: 1981-1996	94%	(687)	6%	(47)	734
GenXers: 1965-1980	88%	(473)	12%	(67)	540
Baby Boomers: 1946-1964	71%	(499)	29%	(200)	699
PID: Dem (no lean)	84%	(706)	16%	(132)	838
PID: Ind (no lean)	86%	(586)	14%	(99)	685
PID: Rep (no lean)	82%	(568)	18%	(122)	691
PID/Gender: Dem Men	87%	(317)	13%	(47)	364
PID/Gender: Dem Women	82%	(389)	18%	(85)	474
PID/Gender: Ind Men	85%	(300)	15%	(55)	355
PID/Gender: Ind Women	87%	(286)	13%	(44)	330
PID/Gender: Rep Men	87%	(305)	13%	(45)	350
PID/Gender: Rep Women	77%	(264)	23%	(77)	340
Ideo: Liberal (1-3)	86%	(575)	14%	(91)	666
Ideo: Moderate (4)	85%	(587)	15%	(105)	691
Ideo: Conservative (5-7)	81%	(572)	19%	(136)	708
Educ: < College	85%	(1222)	15%	(218)	1440
Educ: Bachelors degree	82%	(403)	18%	(89)	492
Educ: Post-grad	83%	(236)	17%	(47)	283
Income: Under 50k	87%	(1053)	13%	(164)	1217
Income: 50k-100k	82%	(568)	18%	(128)	696
Income: 100k+	79%	(239)	21%	(62)	301
Ethnicity: White	82%	(1406)	18%	(308)	1714
Ethnicity: Hispanic	91%	(340)	9%	(35)	374
Ethnicity: Black	91%	(258)	9%	(24)	283

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Table MCBRdem1_7: Do you use any of the following social media platforms?

YouTube

Demographic	Yes		No		Total N
Adults	84%	(1861)	16%	(353)	2214
Ethnicity: Other	90%	(196)	10%	(21)	217
All Christian	81%	(835)	19%	(193)	1027
All Non-Christian	78%	(92)	22%	(26)	118
Atheist	82%	(80)	18%	(18)	99
Agnostic/Nothing in particular	87%	(539)	13%	(79)	618
Something Else	89%	(314)	11%	(38)	352
Religious Non-Protestant/Catholic	81%	(114)	19%	(27)	141
Evangelical	84%	(474)	16%	(88)	562
Non-Evangelical	82%	(636)	18%	(140)	776
Community: Urban	86%	(517)	14%	(83)	600
Community: Suburban	82%	(868)	18%	(190)	1058
Community: Rural	85%	(475)	15%	(81)	556
Employ: Private Sector	88%	(683)	12%	(95)	778
Employ: Government	91%	(124)	9%	(13)	136
Employ: Self-Employed	92%	(177)	8%	(16)	193
Employ: Homemaker	82%	(139)	18%	(30)	170
Employ: Retired	69%	(367)	31%	(168)	535
Employ: Unemployed	94%	(235)	6%	(15)	250
Employ: Other	88%	(97)	12%	(13)	111
Military HH: Yes	79%	(210)	21%	(57)	267
Military HH: No	85%	(1651)	15%	(296)	1947
RD/WT: Right Direction	85%	(595)	15%	(109)	704
RD/WT: Wrong Track	84%	(1265)	16%	(245)	1510
Biden Job Approve	83%	(797)	17%	(160)	957
Biden Job Disapprove	84%	(977)	16%	(183)	1160
Biden Job Strongly Approve	83%	(358)	17%	(74)	432
Biden Job Somewhat Approve	84%	(440)	16%	(86)	525
Biden Job Somewhat Disapprove	90%	(290)	10%	(34)	323
Biden Job Strongly Disapprove	82%	(687)	18%	(149)	837
Favorable of Biden	84%	(812)	16%	(159)	971
Unfavorable of Biden	84%	(952)	16%	(183)	1136

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Table MCBRdem1_7: Do you use any of the following social media platforms?
YouTube

Demographic	Yes		No		Total N
Adults	84%	(1861)	16%	(353)	2214
Very Favorable of Biden	82%	(384)	18%	(82)	466
Somewhat Favorable of Biden	85%	(428)	15%	(76)	505
Somewhat Unfavorable of Biden	90%	(244)	10%	(28)	272
Very Unfavorable of Biden	82%	(708)	18%	(155)	863
#1 Issue: Economy	87%	(845)	13%	(125)	971
#1 Issue: Security	76%	(168)	24%	(52)	219
#1 Issue: Health Care	85%	(150)	15%	(25)	175
#1 Issue: Medicare / Social Security	73%	(184)	27%	(66)	251
#1 Issue: Women's Issues	90%	(231)	10%	(26)	258
#1 Issue: Education	89%	(66)	11%	(8)	74
#1 Issue: Energy	85%	(119)	15%	(21)	141
#1 Issue: Other	77%	(97)	23%	(29)	126
2022 House Vote: Democrat	83%	(748)	17%	(150)	898
2022 House Vote: Republican	83%	(591)	17%	(123)	714
2022 House Vote: Someone else	84%	(48)	16%	(9)	57
2022 House Vote: Didn't Vote	87%	(474)	13%	(71)	545
2020 Vote: Joe Biden	84%	(786)	16%	(152)	938
2020 Vote: Donald Trump	82%	(636)	18%	(136)	771
2020 Vote: Other	84%	(56)	16%	(11)	66
2020 Vote: Didn't Vote	87%	(383)	13%	(55)	438
2018 House Vote: Democrat	82%	(639)	18%	(136)	775
2018 House Vote: Republican	81%	(520)	19%	(120)	640
2018 House Vote: Someone else	86%	(53)	14%	(8)	62
2018 House Vote: Didn't Vote	88%	(648)	12%	(89)	737
4-Region: Northeast	83%	(318)	17%	(65)	383
4-Region: Midwest	82%	(375)	18%	(83)	457
4-Region: South	85%	(717)	15%	(129)	846
4-Region: West	85%	(451)	15%	(77)	527
Social Media User	87%	(1861)	13%	(277)	2137
Interested in Attending Event	92%	(906)	8%	(74)	980

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Table MCBRdem1_7: Do you use any of the following social media platforms?

YouTube

Demographic	Yes		No		Total N
Adults	84%	(1861)	16%	(353)	2214
Heard About Live Shopping	93%	(637)	7%	(51)	688
Have not Heard About Live Shopping	80%	(1224)	20%	(302)	1526
Participated in Event Within Year	94%	(396)	6%	(25)	421

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

Table MCBRdem1_8: Do you use any of the following social media platforms?
WhatsApp

Demographic	Yes		No		Total N
Adults	19%	(429)	81%	(1785)	2214
Gender: Male	23%	(248)	77%	(821)	1070
Gender: Female	16%	(181)	84%	(964)	1144
Age: 18-34	24%	(156)	76%	(488)	643
Age: 35-44	22%	(79)	78%	(287)	366
Age: 45-64	18%	(128)	82%	(587)	715
Age: 65+	13%	(66)	87%	(424)	490
GenZers: 1997-2012	24%	(39)	76%	(125)	164
Millennials: 1981-1996	23%	(167)	77%	(566)	734
GenXers: 1965-1980	20%	(107)	80%	(433)	540
Baby Boomers: 1946-1964	15%	(105)	85%	(594)	699
PID: Dem (no lean)	22%	(187)	78%	(651)	838
PID: Ind (no lean)	17%	(119)	83%	(566)	685
PID: Rep (no lean)	18%	(123)	82%	(568)	691
PID/Gender: Dem Men	29%	(107)	71%	(257)	364
PID/Gender: Dem Women	17%	(80)	83%	(394)	474
PID/Gender: Ind Men	18%	(66)	82%	(290)	355
PID/Gender: Ind Women	16%	(53)	84%	(277)	330
PID/Gender: Rep Men	22%	(76)	78%	(275)	350
PID/Gender: Rep Women	14%	(47)	86%	(293)	340
Ideo: Liberal (1-3)	22%	(145)	78%	(522)	666
Ideo: Moderate (4)	21%	(142)	79%	(549)	691
Ideo: Conservative (5-7)	17%	(121)	83%	(587)	708
Educ: < College	16%	(235)	84%	(1204)	1440
Educ: Bachelors degree	22%	(108)	78%	(384)	492
Educ: Post-grad	30%	(86)	70%	(197)	283
Income: Under 50k	16%	(197)	84%	(1021)	1217
Income: 50k-100k	20%	(141)	80%	(555)	696
Income: 100k+	30%	(91)	70%	(210)	301
Ethnicity: White	16%	(276)	84%	(1438)	1714
Ethnicity: Hispanic	31%	(117)	69%	(257)	374
Ethnicity: Black	28%	(80)	72%	(202)	283

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Table MCBRdem1_8: Do you use any of the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Adults	19%	(429)	81%	(1785)	2214
Ethnicity: Other	34%	(73)	66%	(144)	217
All Christian	21%	(212)	79%	(815)	1027
All Non-Christian	35%	(41)	65%	(77)	118
Atheist	15%	(15)	85%	(84)	99
Agnostic/Nothing in particular	15%	(94)	85%	(523)	618
Something Else	19%	(67)	81%	(285)	352
Religious Non-Protestant/Catholic	33%	(46)	67%	(95)	141
Evangelical	20%	(111)	80%	(452)	562
Non-Evangelical	20%	(157)	80%	(618)	776
Community: Urban	26%	(157)	74%	(443)	600
Community: Suburban	18%	(195)	82%	(863)	1058
Community: Rural	14%	(78)	86%	(479)	556
Employ: Private Sector	23%	(182)	77%	(596)	778
Employ: Government	24%	(33)	76%	(104)	136
Employ: Self-Employed	26%	(49)	74%	(144)	193
Employ: Homemaker	16%	(28)	84%	(142)	170
Employ: Retired	13%	(71)	87%	(464)	535
Employ: Unemployed	14%	(35)	86%	(216)	250
Employ: Other	13%	(14)	87%	(96)	111
Military HH: Yes	16%	(44)	84%	(223)	267
Military HH: No	20%	(385)	80%	(1562)	1947
RD/WT: Right Direction	23%	(162)	77%	(543)	704
RD/WT: Wrong Track	18%	(267)	82%	(1242)	1510
Biden Job Approve	22%	(206)	78%	(752)	957
Biden Job Disapprove	17%	(199)	83%	(961)	1160
Biden Job Strongly Approve	22%	(94)	78%	(339)	432
Biden Job Somewhat Approve	21%	(112)	79%	(413)	525
Biden Job Somewhat Disapprove	21%	(67)	79%	(256)	323
Biden Job Strongly Disapprove	16%	(131)	84%	(705)	837
Favorable of Biden	22%	(217)	78%	(754)	971
Unfavorable of Biden	16%	(187)	84%	(949)	1136

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Table MCBRdem1_8: *Do you use any of the following social media platforms?*
WhatsApp

Demographic	Yes		No		Total N
Adults	19%	(429)	81%	(1785)	2214
Very Favorable of Biden	24%	(110)	76%	(356)	466
Somewhat Favorable of Biden	21%	(107)	79%	(398)	505
Somewhat Unfavorable of Biden	17%	(46)	83%	(227)	272
Very Unfavorable of Biden	16%	(141)	84%	(722)	863
#1 Issue: Economy	20%	(192)	80%	(779)	971
#1 Issue: Security	23%	(51)	77%	(169)	219
#1 Issue: Health Care	26%	(45)	74%	(130)	175
#1 Issue: Medicare / Social Security	16%	(41)	84%	(210)	251
#1 Issue: Women's Issues	19%	(48)	81%	(209)	258
#1 Issue: Education	19%	(14)	81%	(60)	74
#1 Issue: Energy	18%	(25)	82%	(115)	141
#1 Issue: Other	9%	(12)	91%	(114)	126
2022 House Vote: Democrat	22%	(201)	78%	(698)	898
2022 House Vote: Republican	18%	(126)	82%	(587)	714
2022 House Vote: Someone else	15%	(8)	85%	(49)	57
2022 House Vote: Didn't Vote	17%	(94)	83%	(451)	545
2020 Vote: Joe Biden	22%	(209)	78%	(729)	938
2020 Vote: Donald Trump	17%	(133)	83%	(638)	771
2020 Vote: Other	14%	(9)	86%	(57)	66
2020 Vote: Didn't Vote	18%	(78)	82%	(360)	438
2018 House Vote: Democrat	22%	(169)	78%	(606)	775
2018 House Vote: Republican	18%	(112)	82%	(528)	640
2018 House Vote: Someone else	17%	(10)	83%	(51)	62
2018 House Vote: Didn't Vote	19%	(137)	81%	(600)	737
4-Region: Northeast	25%	(94)	75%	(289)	383
4-Region: Midwest	11%	(50)	89%	(407)	457
4-Region: South	21%	(178)	79%	(668)	846
4-Region: West	20%	(107)	80%	(421)	527
Social Media User	20%	(429)	80%	(1709)	2137
Interested in Attending Event	26%	(260)	74%	(721)	980

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Table MCBRdem1_8: Do you use any of the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Adults	19%	(429)	81%	(1785)	2214
Heard About Live Shopping	30%	(204)	70%	(484)	688
Have not Heard About Live Shopping	15%	(224)	85%	(1301)	1526
Participated in Event Within Year	35%	(146)	65%	(275)	421

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	2214	100%
xdemGender	Gender: Male	1070	48%
	Gender: Female	1144	52%
	N	2214	
age	Age: 18-34	643	29%
	Age: 35-44	366	17%
	Age: 45-64	715	32%
	Age: 65+	490	22%
	N	2214	
demAgeGeneration	GenZers: 1997-2012	164	7%
	Millennials: 1981-1996	734	33%
	GenXers: 1965-1980	540	24%
	Baby Boomers: 1946-1964	699	32%
	N	2137	
xpid3	PID: Dem (no lean)	838	38%
	PID: Ind (no lean)	685	31%
	PID: Rep (no lean)	691	31%
	N	2214	
xpidGender	PID/Gender: Dem Men	364	16%
	PID/Gender: Dem Women	474	21%
	PID/Gender: Ind Men	355	16%
	PID/Gender: Ind Women	330	15%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	340	15%
	N	2214	
xdemIdeo3	Ideo: Liberal (1-3)	666	30%
	Ideo: Moderate (4)	691	31%
	Ideo: Conservative (5-7)	708	32%
	N	2065	
xeduc3	Educ: < College	1440	65%
	Educ: Bachelors degree	492	22%
	Educ: Post-grad	283	13%
	N	2214	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1217	55%
	Income: 50k-100k	696	31%
	Income: 100k+	301	14%
	N	2214	
xdemWhite	Ethnicity: White	1714	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	1027	46%
	All Non-Christian	118	5%
	Atheist	99	4%
	Agnostic/Nothing in particular	618	28%
	Something Else	352	16%
	N	2214	
xdemReligOther	Religious Non-Protestant/Catholic	141	6%
xdemEvang	Evangelical	562	25%
	Non-Evangelical	776	35%
	N	1338	
xdemUsr	Community: Urban	600	27%
	Community: Suburban	1058	48%
	Community: Rural	556	25%
	N	2214	
xdemEmploy	Employ: Private Sector	778	35%
	Employ: Government	136	6%
	Employ: Self-Employed	193	9%
	Employ: Homemaker	170	8%
	Employ: Student	41	2%
	Employ: Retired	535	24%
	Employ: Unemployed	250	11%
	Employ: Other	111	5%
	N	2214	
xdemMilHH1	Military HH: Yes	267	12%
	Military HH: No	1947	88%
	N	2214	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	704	32%
	RD/WT: Wrong Track	1510	68%
	N	2214	
xdemBidenApprove	Biden Job Approve	957	43%
	Biden Job Disapprove	1160	52%
	N	2117	
xdemBidenApprove2	Biden Job Strongly Approve	432	20%
	Biden Job Somewhat Approve	525	24%
	Biden Job Somewhat Disapprove	323	15%
	Biden Job Strongly Disapprove	837	38%
	N	2117	
xdemBidenFav	Favorable of Biden	971	44%
	Unfavorable of Biden	1136	51%
	N	2106	
xdemBidenFavFull	Very Favorable of Biden	466	21%
	Somewhat Favorable of Biden	505	23%
	Somewhat Unfavorable of Biden	272	12%
	Very Unfavorable of Biden	863	39%
	N	2106	
xnr3	#1 Issue: Economy	971	44%
	#1 Issue: Security	219	10%
	#1 Issue: Health Care	175	8%
	#1 Issue: Medicare / Social Security	251	11%
	#1 Issue: Women's Issues	258	12%
	#1 Issue: Education	74	3%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	126	6%
	N	2214	
xsubVote22O	2022 House Vote: Democrat	898	41%
	2022 House Vote: Republican	714	32%
	2022 House Vote: Someone else	57	3%
	2022 House Vote: Didn't Vote	545	25%
	N	2214	
xsubVote20O	2020 Vote: Joe Biden	938	42%
	2020 Vote: Donald Trump	771	35%
	2020 Vote: Other	66	3%
	2020 Vote: Didn't Vote	438	20%
	N	2214	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	775	35%
	2018 House Vote: Republican	640	29%
	2018 House Vote: Someone else	62	3%
	2018 House Vote: Didnt Vote	737	33%
	N	2214	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	457	21%
	4-Region: South	846	38%
	4-Region: West	527	24%
	N	2214	
MCBRxdem1	Social Media User	2137	97%
MCBRxdem2	Interested in Attending Event	980	44%
MCBRxdem3	Heard About Live Shopping	688	31%
	Have not Heard About Live Shopping	1526	69%
	N	2214	
MCBRxdem4	Participated in Event Within Year	421	19%

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

