MORNING CONSULT

National Tracking Poll #2301120
January 23-25, 2023

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCBR1_1: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Sports teams

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	28%	(624)	34%	(758)	13%	(280)	10%	(217)	15%	(322)	2201
Gender: Male	29%	(307)	34%	(369)	16%	(169)	10%	(110)	11%	(117)	1070
Gender: Female	28%	(317)	34%	(388)	10%	(112)	10%	(107)	18%	(203)	1127
Age: 18-34	30%	(189)	31%	(198)	16%	(99)	9%	(59)	14%	(86)	631
Age: 35-44	29%	(106)	35%	(131)	10%	(38)	8%	(31)	18%	(65)	372
Age: 45-64	28%	(196)	34%	(242)	13%	(94)	10%	(69)	15%	(110)	711
Age: 65+	27%	(133)	38%	(186)	10%	(49)	12%	(58)	12%	(60)	487
GenZers: 1997-2012	31%	(76)	28%	(69)	18%	(44)	11%	(28)	13%	(32)	249
Millennials: 1981-1996	30%	(204)	35%	(239)	12%	(83)	7%	(49)	16%	(111)	686
GenXers: 1965-1980	29%	(160)	34%	(188)	11%	(62)	10%	(55)	15%	(83)	548
Baby Boomers: 1946-1964	25%	(164)	37%	(243)	13%	(83)	13%	(84)	13%	(86)	660
PID: Dem (no lean)	37%	(327)	39%	(348)	10%	(93)	4%	(33)	10%	(86)	887
PID: Ind (no lean)	20%	(122)	33%	(208)	12%	(74)	12%	(77)	23%	(141)	623
PID: Rep (no lean)	25%	(174)	29%	(201)	16%	(114)	15%	(107)	14%	(94)	691
PID/Gender: Dem Men	38%	(155)	43%	(177)	10%	(43)	4%	(15)	6%	(24)	414
PID/Gender: Dem Women	36%	(172)	36%	(170)	11%	(50)	4%	(18)	13%	(62)	472
PID/Gender: Ind Men	19%	(61)	31%	(96)	18%	(56)	13%	(40)	19%	(58)	311
PID/Gender: Ind Women	20%	(61)	36%	(112)	6%	(18)	12%	(37)	26%	(81)	310
PID/Gender: Rep Men	26%	(91)	28%	(95)	20%	(70)	16%	(55)	10%	(34)	345
PID/Gender: Rep Women	24%	(84)	31%	(106)	13%	(44)	15%	(52)	17%	(60)	346
Ideo: Liberal (1-3)	39%	(261)	37%	(245)	11%	(76)	4%	(27)	9%	(60)	669
Ideo: Moderate (4)	26%	(187)	38%	(278)	12%	(85)	8%	(56)	17%	(121)	728
Ideo: Conservative (5-7)	22%	(146)	31%	(210)	17%	(116)	17%	(118)	13%	(86)	677
Educ: < College	28%	(405)	32%	(453)	12%	(175)	9%	(133)	19%	(272)	1438
Educ: Bachelors degree	27%	(131)	42%	(204)	14%	(66)	11%	(53)	6%	(31)	484
Educ: Post-grad	32%	(89)	36%	(101)	14%	(39)	11%	(31)	7%	(18)	278

Table MCBR1_1: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Sports teams

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	28%	(624)	34%	(758)	13%	(280)	10%	(217)	15%	(322)	2201
Income: Under 50k	29%	(346)	31%	(376)	12%	(142)	9%	(113)	19%	(224)	1202
Income: 50k-100k	28%	(185)	37%	(242)	14%	(93)	11%	(73)	10%	(66)	658
Income: 100k+	27%	(93)	41%	(139)	13%	(46)	9%	(31)	9%	(31)	341
Ethnicity: White	27%	(454)	34%	(585)	13%	(226)	11%	(180)	15%	(254)	1698
Ethnicity: Hispanic	28%	(105)	31%	(119)	18%	(69)	7%	(28)	15%	(58)	379
Ethnicity: Black	38%	(106)	32%	(91)	9%	(25)	7%	(20)	14%	(41)	283
Ethnicity: Other	29%	(64)	37%	(82)	13%	(29)	8%	(17)	12%	(27)	220
All Christian	28%	(284)	37%	(378)	13%	(136)	11%	(107)	10%	(103)	1008
All Non-Christian	34%	(45)	33%	(43)	15%	(21)	7%	(9)	11%	(15)	133
Atheist	31%	(33)	32%	(33)	16%	(17)	12%	(13)	9%	(9)	104
Agnostic/Nothing in particular	24%	(149)	32%	(196)	11%	(69)	9%	(58)	23%	(140)	612
Something Else	33%	(113)	31%	(108)	11%	(37)	9%	(30)	16%	(54)	343
Religious Non-Protestant/Catholic	32%	(49)	36%	(54)	16%	(24)	7%	(11)	10%	(15)	152
Evangelical	33%	(176)	30%	(157)	13%	(68)	10%	(55)	13%	(70)	525
Non-Evangelical	27%	(212)	40%	(313)	13%	(100)	10%	(77)	11%	(87)	788
Community: Urban	29%	(184)	37%	(233)	11%	(66)	7%	(45)	16%	(100)	628
Community: Suburban	28%	(288)	34%	(349)	14%	(144)	11%	(111)	12%	(121)	1013
Community: Rural	27%	(152)	31%	(176)	13%	(70)	11%	(61)	18%	(101)	561
Employ: Private Sector	28%	(209)	37%	(269)	15%	(107)	11%	(78)	10%	(72)	735
Employ: Government	37%	(38)	34%	(35)	12%	(12)	8%	(8)	10%	(10)	103
Employ: Self-Employed	33%	(65)	32%	(65)	11%	(23)	7%	(13)	17%	(34)	200
Employ: Homemaker	23%	(35)	35%	(51)	8%	(12)	11%	(16)	23%	(34)	148
Employ: Student	22%	(14)	33%	(21)	27%	(18)	5%	(3)	12%	(8)	65
Employ: Retired	26%	(149)	36%	(202)	12%	(69)	12%	(69)	13%	(76)	566
Employ: Unemployed	31%	(88)	27%	(78)	11%	(31)	8%	(24)	23%	(66)	286
Employ: Other	27%	(26)	37%	(37)	8%	(8)	5%	(5)	23%	(22)	99
Military HH: Yes	23%	(60)	39%	(102)	16%	(43)	10%	(26)	11%	(30)	261
Military HH: No	29%	(564)	34%	(656)	12%	(238)	10%	(191)	15%	(292)	1940
RD/WT: Right Direction	37%	(268)	40%	(294)	10%	(75)	4%	(27)	9%	(69)	733
RD/WT: Wrong Track	24%	(356)	32%	(464)	14%	(206)	13%	(190)	17%	(252)	1468

Continued on next page

Table MCBR1_1: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Sports teams

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	28%	(624)	34%	(758)	13%	(280)	10%	(217)	15%	(322)	2201
Biden Job Approve	37%	(355)	40%	(383)	10%	(95)	4%	(37)	10%	(92)	962
Biden Job Disapprove	22%	(260)	31%	(357)	16%	(184)	15%	(170)	16%	(187)	1157
Biden Job Strongly Approve	42%	(176)	37%	(155)	8%	(34)	5%	(21)	9%	(37)	423
Biden Job Somewhat Approve	33%	(179)	42%	(228)	11%	(61)	3%	(17)	10%	(55)	540
Biden Job Somewhat Disapprove	22%	(76)	43%	(150)	18%	(62)	2%	(8)	15%	(52)	348
Biden Job Strongly Disapprove	23%	(184)	25%	(206)	15%	(122)	20%	(162)	17%	(135)	810
Favorable of Biden	38%	(362)	38%	(371)	11%	(103)	4%	(35)	10%	(95)	966
Unfavorable of Biden	22%	(247)	31%	(345)	15%	(171)	15%	(171)	16%	(184)	1118
Very Favorable of Biden	44%	(207)	34%	(159)	8%	(38)	4%	(17)	10%	(45)	466
Somewhat Favorable of Biden	31%	(155)	42%	(212)	13%	(66)	3%	(17)	10%	(50)	500
Somewhat Unfavorable of Biden	25%	(77)	41%	(127)	14%	(43)	5%	(15)	15%	(48)	310
Very Unfavorable of Biden	21%	(171)	27%	(218)	16%	(127)	19%	(156)	17%	(137)	808
#1 Issue: Economy	24%	(224)	36%	(336)	14%	(130)	11%	(100)	15%	(139)	929
#1 Issue: Security	25%	(62)	27%	(67)	15%	(37)	18%	(43)	15%	(36)	246
#1 Issue: Health Care	33%	(58)	34%	(60)	16%	(27)	4%	(8)	14%	(24)	177
#1 Issue: Medicare / Social Security	34%	(99)	35%	(101)	8%	(23)	10%	(29)	14%	(41)	292
#1 Issue: Women's Issues	38%	(91)	33%	(78)	11%	(27)	4%	(9)	13%	(31)	235
#1 Issue: Education	28%	(26)	39%	(36)	13%	(12)	7%	(6)	13%	(12)	93
#1 Issue: Energy	31%	(37)	38%	(47)	12%	(14)	6%	(8)	13%	(16)	122
#1 Issue: Other	26%	(28)	30%	(32)	9%	(10)	13%	(14)	22%	(23)	107
2022 House Vote: Democrat	37%	(330)	40%	(361)	11%	(100)	3%	(30)	9%	(81)	902
2022 House Vote: Republican	22%	(143)	33%	(220)	16%	(107)	19%	(124)	10%	(66)	660
2022 House Vote: Someone else	15%	(8)	31%	(17)	3%	(2)	23%	(13)	29%	(16)	57
2022 House Vote: Didnt Vote	25%	(143)	27%	(159)	12%	(72)	9%	(50)	27%	(158)	583
2020 Vote: Joe Biden	35%	(327)	41%	(389)	11%	(102)	4%	(34)	10%	(95)	948
2020 Vote: Donald Trump	21%	(148)	32%	(218)	16%	(110)	19%	(129)	13%	(87)	692
2020 Vote: Other	26%	(21)	33%	(27)	4%	(3)	10%	(8)	27%	(22)	81
2020 Vote: Didn't Vote	27%	(128)	26%	(124)	14%	(66)	9%	(46)	25%	(118)	480

Table MCBR1_1: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Sports teams

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	28%	(624)	34%	(758)	13%	(280)	10%	(217)	15%	(322)	2201
2018 House Vote: Democrat	36%	(285)	41%	(326)	10%	(76)	4%	(31)	9%	(69)	787
2018 House Vote: Republican	22%	(132)	31%	(189)	17%	(105)	18%	(111)	11%	(68)	606
2018 House Vote: Someone else	16%	(10)	41%	(25)	3%	(2)	12%	(7)	28%	(17)	61
2018 House Vote: Didnt Vote	26%	(198)	29%	(218)	13%	(97)	9%	(67)	22%	(168)	747
4-Region: Northeast	30%	(116)	40%	(155)	12%	(48)	6%	(22)	11%	(44)	386
4-Region: Midwest	29%	(133)	34%	(156)	11%	(50)	12%	(55)	13%	(61)	455
4-Region: South	29%	(245)	32%	(265)	11%	(93)	10%	(87)	18%	(149)	839
4-Region: West	25%	(130)	35%	(181)	17%	(90)	10%	(53)	13%	(67)	521
M&Ms Avid Fan	37%	(322)	34%	(297)	12%	(100)	7%	(61)	10%	(85)	865
M&Ms Fan	29%	(570)	35%	(684)	13%	(253)	9%	(182)	13%	(258)	1948

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

Table MCBR1_2: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Movies and TV shows

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(687)	38%	(832)	9%	(207)	9%	(205)	12%	(271)	2201
Gender: Male	28%	(304)	37%	(398)	12%	(132)	11%	(123)	11%	(114)	1070
Gender: Female	34%	(381)	38%	(434)	7%	(75)	7%	(82)	14%	(156)	1127
Age: 18-34	37%	(233)	37%	(231)	7%	(42)	9%	(59)	10%	(66)	631
Age: 35-44	34%	(126)	35%	(131)	8%	(30)	8%	(31)	15%	(54)	372
Age: 45-64	29%	(205)	38%	(268)	10%	(72)	10%	(70)	13%	(95)	711
Age: 65+	25%	(123)	41%	(202)	13%	(62)	9%	(45)	11%	(55)	487
GenZers: 1997-2012	43%	(108)	32%	(79)	6%	(16)	10%	(26)	8%	(21)	249
Millennials: 1981-1996	34%	(230)	39%	(264)	7%	(46)	8%	(55)	13%	(90)	686
GenXers: 1965-1980	33%	(180)	38%	(210)	9%	(47)	9%	(47)	12%	(64)	548
Baby Boomers: 1946-1964	22%	(146)	40%	(262)	13%	(89)	11%	(74)	14%	(90)	660
PID: Dem (no lean)	41%	(363)	41%	(364)	9%	(76)	2%	(17)	8%	(67)	887
PID: Ind (no lean)	25%	(153)	36%	(227)	9%	(59)	10%	(64)	19%	(120)	623
PID: Rep (no lean)	25%	(171)	35%	(241)	10%	(72)	18%	(123)	12%	(83)	691
PID/Gender: Dem Men	39%	(164)	44%	(184)	9%	(38)	2%	(10)	5%	(19)	414
PID/Gender: Dem Women	42%	(199)	38%	(180)	8%	(38)	2%	(7)	10%	(48)	472
PID/Gender: Ind Men	19%	(59)	35%	(109)	15%	(45)	12%	(38)	19%	(60)	311
PID/Gender: Ind Women	30%	(92)	38%	(118)	4%	(14)	8%	(26)	19%	(60)	310
PID/Gender: Rep Men	23%	(81)	30%	(105)	14%	(49)	22%	(74)	10%	(35)	345
PID/Gender: Rep Women	26%	(90)	39%	(136)	7%	(23)	14%	(49)	14%	(48)	346
Ideo: Liberal (1-3)	44%	(293)	38%	(257)	6%	(43)	5%	(32)	7%	(45)	669
Ideo: Moderate (4)	28%	(204)	41%	(296)	11%	(80)	6%	(46)	14%	(101)	728
Ideo: Conservative (5-7)	22%	(152)	37%	(247)	12%	(80)	17%	(115)	12%	(82)	677
Educ: < College	32%	(461)	35%	(506)	8%	(121)	9%	(131)	15%	(218)	1438
Educ: Bachelors degree	30%	(143)	43%	(210)	11%	(53)	9%	(44)	7%	(34)	484
Educ: Post-grad	30%	(83)	42%	(116)	12%	(33)	10%	(29)	7%	(18)	278
Income: Under 50k	33%	(394)	35%	(415)	8%	(99)	9%	(110)	15%	(183)	1202
Income: 50k-100k	29%	(189)	42%	(279)	10%	(68)	10%	(64)	9%	(58)	658
Income: 100k+	30%	(104)	40%	(138)	12%	(40)	9%	(30)	9%	(29)	341
Ethnicity: White	29%	(498)	37%	(631)	10%	(173)	11%	(179)	13%	(217)	1698
Ethnicity: Hispanic	34%	(129)	33%	(123)	9%	(32)	13%	(49)	12%	(46)	379

Table MCBR1_2: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?* *Movies and TV shows*

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(687)	38%	(832)	9%	(207)	9%	(205)	12%	(271)	2201
Ethnicity: Black	45%	(126)	38%	(107)	5%	(14)	3%	(8)	10%	(28)	283
Ethnicity: Other	28%	(63)	43%	(94)	9%	(20)	8%	(18)	12%	(26)	220
All Christian	29%	(294)	38%	(387)	11%	(112)	11%	(112)	10%	(102)	1008
All Non-Christian	37%	(49)	34%	(45)	15%	(19)	5%	(7)	10%	(13)	133
Atheist	36%	(37)	39%	(40)	6%	(6)	10%	(10)	10%	(10)	104
Agnostic/Nothing in particular	28%	(173)	37%	(228)	8%	(51)	9%	(53)	18%	(108)	612
Something Else	39%	(134)	38%	(131)	5%	(18)	6%	(22)	11%	(38)	343
Religious Non-Protestant/Catholic	35%	(53)	35%	(54)	14%	(22)	6%	(9)	9%	(14)	152
Evangelical	36%	(190)	36%	(187)	8%	(44)	8%	(45)	11%	(59)	525
Non-Evangelical	29%	(226)	40%	(318)	10%	(82)	11%	(83)	10%	(78)	788
Community: Urban	33%	(208)	40%	(249)	6%	(40)	8%	(49)	13%	(82)	628
Community: Suburban	30%	(304)	37%	(379)	11%	(111)	11%	(113)	11%	(107)	1013
Community: Rural	31%	(176)	36%	(204)	10%	(56)	8%	(43)	15%	(82)	561
Employ: Private Sector	31%	(225)	41%	(301)	9%	(70)	11%	(80)	8%	(60)	735
Employ: Government	40%	(41)	32%	(33)	12%	(12)	7%	(7)	10%	(10)	103
Employ: Self-Employed	38%	(76)	32%	(63)	6%	(13)	11%	(21)	13%	(27)	200
Employ: Homemaker	30%	(44)	40%	(59)	8%	(11)	6%	(9)	17%	(25)	148
Employ: Student	34%	(22)	30%	(19)	12%	(8)	12%	(8)	11%	(7)	65
Employ: Retired	26%	(147)	38%	(218)	13%	(72)	10%	(56)	13%	(74)	566
Employ: Unemployed	35%	(100)	35%	(101)	5%	(16)	7%	(20)	17%	(49)	286
Employ: Other	32%	(32)	39%	(38)	5%	(5)	5%	(5)	19%	(19)	99
Military HH: Yes	23%	(59)	43%	(112)	16%	(41)	9%	(23)	10%	(26)	261
Military HH: No	32%	(628)	37%	(720)	9%	(166)	9%	(182)	13%	(244)	1940
RD/WT: Right Direction	41%	(299)	39%	(289)	8%	(60)	4%	(26)	8%	(59)	733
RD/WT: Wrong Track	26%	(388)	37%	(543)	10%	(147)	12%	(178)	14%	(212)	1468
Biden Job Approve	41%	(397)	40%	(390)	8%	(75)	3%	(28)	8%	(73)	962
Biden Job Disapprove	23%	(271)	37%	(425)	11%	(132)	14%	(164)	14%	(165)	1157

Table MCBR1_2: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Movies and TV shows

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(687)	38%	(832)	9%	(207)	9%	(205)	12%	(271)	2201
Biden Job Strongly Approve	46%	(195)	38%	(160)	6%	(27)	2%	(10)	7%	(31)	423
Biden Job Somewhat Approve	37%	(202)	43%	(229)	9%	(48)	3%	(19)	8%	(42)	540
Biden Job Somewhat Disapprove	29%	(101)	43%	(151)	12%	(42)	3%	(12)	12%	(41)	348
Biden Job Strongly Disapprove	21%	(170)	34%	(274)	11%	(89)	19%	(152)	15%	(124)	810
Favorable of Biden	41%	(394)	41%	(392)	8%	(77)	3%	(28)	8%	(75)	966
Unfavorable of Biden	23%	(259)	37%	(410)	11%	(129)	14%	(160)	14%	(160)	1118
Very Favorable of Biden	47%	(217)	37%	(174)	6%	(29)	3%	(13)	7%	(34)	466
Somewhat Favorable of Biden	35%	(177)	44%	(219)	10%	(48)	3%	(15)	8%	(41)	500
Somewhat Unfavorable of Biden	33%	(102)	42%	(129)	12%	(37)	2%	(6)	12%	(36)	310
Very Unfavorable of Biden	19%	(157)	35%	(281)	11%	(91)	19%	(154)	15%	(124)	808
#1 Issue: Economy	27%	(247)	41%	(378)	11%	(104)	9%	(84)	12%	(116)	929
#1 Issue: Security	28%	(70)	29%	(71)	11%	(28)	16%	(40)	15%	(36)	246
#1 Issue: Health Care	44%	(77)	31%	(55)	7%	(12)	8%	(14)	10%	(18)	177
#1 Issue: Medicare / Social Security	31%	(90)	39%	(113)	10%	(28)	8%	(23)	13%	(37)	292
#1 Issue: Women's Issues	42%	(99)	37%	(87)	7%	(16)	5%	(11)	10%	(23)	235
#1 Issue: Education	35%	(33)	41%	(38)	6%	(6)	10%	(10)	7%	(6)	93
#1 Issue: Energy	35%	(42)	41%	(50)	5%	(6)	10%	(12)	10%	(12)	122
#1 Issue: Other	27%	(29)	36%	(39)	7%	(7)	10%	(11)	20%	(21)	107
2022 House Vote: Democrat	41%	(366)	41%	(374)	10%	(87)	2%	(16)	6%	(58)	902
2022 House Vote: Republican	21%	(141)	37%	(242)	13%	(85)	18%	(122)	11%	(71)	660
2022 House Vote: Someone else	19%	(11)	33%	(19)	8%	(5)	15%	(9)	24%	(13)	57
2022 House Vote: Didnt Vote	29%	(169)	34%	(197)	5%	(30)	10%	(58)	22%	(129)	583
2020 Vote: Joe Biden	39%	(370)	42%	(400)	9%	(83)	2%	(20)	8%	(75)	948
2020 Vote: Donald Trump	22%	(151)	36%	(248)	13%	(88)	18%	(125)	11%	(79)	692
2020 Vote: Other	25%	(20)	39%	(32)	4%	(3)	9%	(7)	24%	(19)	81
2020 Vote: Didn't Vote	30%	(146)	32%	(152)	7%	(33)	11%	(52)	20%	(96)	480
2018 House Vote: Democrat	41%	(320)	41%	(325)	9%	(74)	2%	(19)	6%	(50)	787
2018 House Vote: Republican	22%	(135)	35%	(213)	12%	(73)	19%	(114)	12%	(71)	606
2018 House Vote: Someone else	14%	(9)	46%	(28)	8%	(5)	8%	(5)	24%	(15)	61
2018 House Vote: Didnt Vote	30%	(223)	36%	(267)	7%	(55)	9%	(67)	18%	(135)	747

Table MCBR1_2: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Movies and TV shows

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(687)	38%	(832)	9%	(207)	9%	(205)	12%	(271)	2201
4-Region: Northeast	31%	(118)	41%	(158)	11%	(42)	9%	(34)	9%	(33)	386
4-Region: Midwest	36%	(163)	34%	(157)	9%	(42)	9%	(40)	11%	(52)	455
4-Region: South	33%	(279)	35%	(298)	10%	(80)	8%	(69)	14%	(114)	839
4-Region: West	24%	(127)	42%	(220)	8%	(42)	12%	(62)	14%	(71)	521
M&Ms Avid Fan	39%	(339)	37%	(320)	8%	(72)	7%	(61)	8%	(72)	865
M&Ms Fan	32%	(620)	39%	(751)	9%	(184)	9%	(171)	11%	(222)	1948

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

Table MCBR1_3: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Celebrities and influencers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(567)	36%	(793)	13%	(277)	12%	(265)	14%	(299)	2201
Gender: Male	24%	(252)	34%	(367)	17%	(183)	14%	(148)	11%	(120)	1070
Gender: Female	28%	(313)	38%	(426)	8%	(94)	10%	(117)	16%	(178)	1127
Age: 18-34	33%	(208)	32%	(205)	12%	(77)	9%	(58)	13%	(84)	631
Age: 35-44	25%	(93)	35%	(132)	11%	(40)	12%	(46)	16%	(61)	372
Age: 45-64	24%	(169)	38%	(272)	12%	(87)	12%	(88)	13%	(96)	711
Age: 65+	20%	(97)	38%	(185)	15%	(74)	15%	(73)	12%	(58)	487
GenZers: 1997-2012	35%	(88)	35%	(88)	11%	(28)	9%	(22)	10%	(24)	249
Millennials: 1981-1996	29%	(202)	32%	(222)	12%	(82)	10%	(70)	16%	(110)	686
GenXers: 1965-1980	27%	(148)	39%	(211)	12%	(64)	10%	(57)	12%	(68)	548
Baby Boomers: 1946-1964	17%	(114)	39%	(254)	14%	(91)	17%	(110)	14%	(91)	660
PID: Dem (no lean)	33%	(292)	44%	(388)	9%	(81)	5%	(48)	9%	(77)	887
PID: Ind (no lean)	19%	(121)	33%	(208)	14%	(88)	13%	(83)	20%	(123)	623
PID: Rep (no lean)	22%	(154)	28%	(197)	16%	(108)	19%	(134)	14%	(99)	691
PID/Gender: Dem Men	31%	(130)	45%	(185)	12%	(51)	5%	(22)	6%	(27)	414
PID/Gender: Dem Women	34%	(162)	43%	(203)	6%	(30)	6%	(26)	11%	(51)	472
PID/Gender: Ind Men	16%	(49)	32%	(99)	20%	(61)	15%	(48)	17%	(54)	311
PID/Gender: Ind Women	23%	(71)	35%	(109)	8%	(26)	11%	(35)	22%	(68)	310
PID/Gender: Rep Men	21%	(73)	24%	(83)	21%	(71)	23%	(78)	12%	(40)	345
PID/Gender: Rep Women	23%	(81)	33%	(114)	11%	(37)	16%	(55)	17%	(59)	346
Ideo: Liberal (1-3)	35%	(233)	41%	(271)	11%	(73)	6%	(41)	8%	(51)	669
Ideo: Moderate (4)	22%	(160)	40%	(292)	13%	(95)	9%	(68)	16%	(113)	728
Ideo: Conservative (5-7)	20%	(138)	30%	(204)	15%	(103)	21%	(144)	13%	(88)	677
Educ: < College	26%	(373)	34%	(490)	12%	(170)	12%	(169)	16%	(237)	1438
Educ: Bachelors degree	27%	(129)	38%	(186)	15%	(74)	11%	(54)	8%	(40)	484
Educ: Post-grad	23%	(64)	42%	(118)	12%	(33)	15%	(41)	8%	(22)	278
Income: Under 50k	27%	(323)	33%	(394)	12%	(148)	11%	(133)	17%	(203)	1202
Income: 50k-100k	24%	(161)	40%	(261)	13%	(87)	13%	(87)	10%	(63)	658
Income: 100k+	24%	(83)	41%	(139)	12%	(42)	13%	(44)	10%	(33)	341
Ethnicity: White	24%	(406)	36%	(611)	14%	(232)	13%	(224)	13%	(227)	1698
Ethnicity: Hispanic	25%	(94)	36%	(136)	13%	(49)	14%	(54)	12%	(46)	379

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Table MCBR1_3: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Celebrities and influencers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(567)	36%	(793)	13%	(277)	12%	(265)	14%	(299)	2201
Ethnicity: Black	39%	(110)	36%	(103)	6%	(17)	6%	(17)	13%	(36)	283
Ethnicity: Other	23%	(51)	36%	(80)	13%	(28)	11%	(24)	17%	(37)	220
All Christian	25%	(254)	35%	(357)	14%	(142)	14%	(144)	11%	(111)	1008
All Non-Christian	28%	(37)	35%	(47)	20%	(26)	6%	(8)	11%	(15)	133
Atheist	34%	(35)	33%	(34)	9%	(10)	12%	(12)	11%	(12)	104
Agnostic/Nothing in particular	22%	(136)	36%	(222)	12%	(73)	12%	(72)	18%	(109)	612
Something Else	30%	(104)	39%	(133)	8%	(27)	8%	(27)	15%	(52)	343
Religious Non-Protestant/Catholic	25%	(39)	37%	(57)	19%	(29)	7%	(11)	11%	(16)	152
Evangelical	30%	(160)	32%	(166)	12%	(65)	13%	(67)	13%	(68)	525
Non-Evangelical	24%	(191)	39%	(307)	13%	(101)	12%	(98)	12%	(91)	788
Community: Urban	26%	(166)	37%	(230)	12%	(74)	10%	(61)	15%	(96)	628
Community: Suburban	25%	(253)	37%	(372)	12%	(124)	14%	(145)	12%	(119)	1013
Community: Rural	26%	(148)	34%	(192)	14%	(80)	10%	(59)	15%	(83)	561
Employ: Private Sector	27%	(202)	34%	(252)	14%	(106)	14%	(101)	10%	(74)	735
Employ: Government	35%	(36)	34%	(35)	12%	(13)	7%	(7)	11%	(11)	103
Employ: Self-Employed	30%	(60)	32%	(64)	14%	(27)	11%	(22)	13%	(27)	200
Employ: Homemaker	27%	(40)	30%	(44)	14%	(20)	11%	(16)	19%	(28)	148
Employ: Student	25%	(16)	41%	(26)	17%	(11)	3%	(2)	15%	(10)	65
Employ: Retired	20%	(113)	40%	(226)	13%	(73)	14%	(82)	13%	(72)	566
Employ: Unemployed	25%	(72)	38%	(108)	9%	(24)	8%	(24)	20%	(58)	286
Employ: Other	28%	(28)	38%	(38)	4%	(4)	11%	(11)	19%	(19)	99
Military HH: Yes	19%	(50)	42%	(111)	16%	(41)	13%	(33)	10%	(26)	261
Military HH: No	27%	(516)	35%	(683)	12%	(236)	12%	(231)	14%	(273)	1940
RD/WT: Right Direction	35%	(258)	39%	(287)	11%	(84)	5%	(38)	9%	(66)	733
RD/WT: Wrong Track	21%	(308)	34%	(506)	13%	(194)	15%	(227)	16%	(233)	1468
Biden Job Approve	35%	(333)	42%	(403)	10%	(94)	5%	(53)	8%	(80)	962
Biden Job Disapprove	19%	(224)	32%	(370)	16%	(182)	18%	(203)	15%	(178)	1157

Table MCBR1_3: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Celebrities and influencers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(567)	36%	(793)	13%	(277)	12%	(265)	14%	(299)	2201
Biden Job Strongly Approve	39%	(165)	39%	(164)	8%	(35)	6%	(26)	8%	(32)	423
Biden Job Somewhat Approve	31%	(167)	44%	(238)	11%	(59)	5%	(27)	9%	(48)	540
Biden Job Somewhat Disapprove	17%	(59)	44%	(153)	19%	(66)	5%	(17)	15%	(52)	348
Biden Job Strongly Disapprove	20%	(164)	27%	(217)	14%	(117)	23%	(186)	16%	(126)	810
Favorable of Biden	34%	(332)	42%	(404)	11%	(102)	5%	(46)	9%	(83)	966
Unfavorable of Biden	19%	(213)	32%	(359)	16%	(173)	18%	(201)	15%	(172)	1118
Very Favorable of Biden	40%	(187)	37%	(172)	9%	(41)	6%	(26)	9%	(40)	466
Somewhat Favorable of Biden	29%	(145)	46%	(232)	12%	(60)	4%	(21)	8%	(42)	500
Somewhat Unfavorable of Biden	22%	(67)	44%	(136)	15%	(48)	4%	(12)	15%	(47)	310
Very Unfavorable of Biden	18%	(145)	28%	(223)	16%	(125)	23%	(190)	15%	(125)	808
#1 Issue: Economy	23%	(212)	37%	(346)	13%	(122)	13%	(120)	14%	(129)	929
#1 Issue: Security	27%	(67)	23%	(56)	14%	(35)	21%	(52)	15%	(36)	246
#1 Issue: Health Care	35%	(61)	34%	(60)	16%	(28)	3%	(6)	12%	(21)	177
#1 Issue: Medicare / Social Security	23%	(68)	42%	(123)	12%	(35)	11%	(32)	11%	(33)	292
#1 Issue: Women's Issues	37%	(86)	36%	(84)	9%	(22)	5%	(12)	13%	(30)	235
#1 Issue: Education	18%	(16)	44%	(41)	12%	(11)	15%	(14)	11%	(10)	93
#1 Issue: Energy	26%	(31)	43%	(53)	12%	(15)	10%	(13)	8%	(10)	122
#1 Issue: Other	22%	(24)	28%	(30)	9%	(10)	15%	(16)	26%	(28)	107
2022 House Vote: Democrat	32%	(293)	44%	(400)	10%	(88)	5%	(44)	9%	(77)	902
2022 House Vote: Republican	19%	(123)	28%	(185)	18%	(118)	23%	(151)	13%	(83)	660
2022 House Vote: Someone else	12%	(7)	33%	(19)	12%	(7)	16%	(9)	28%	(16)	57
2022 House Vote: Didnt Vote	25%	(144)	33%	(190)	11%	(64)	11%	(61)	21%	(124)	583
2020 Vote: Joe Biden	32%	(300)	44%	(413)	10%	(95)	5%	(50)	9%	(90)	948
2020 Vote: Donald Trump	20%	(136)	28%	(192)	17%	(115)	22%	(152)	14%	(97)	692
2020 Vote: Other	17%	(14)	36%	(30)	10%	(8)	19%	(15)	18%	(14)	81
2020 Vote: Didn't Vote	24%	(117)	33%	(159)	12%	(59)	10%	(47)	20%	(98)	480
2018 House Vote: Democrat	33%	(256)	43%	(341)	10%	(82)	5%	(42)	9%	(67)	787
2018 House Vote: Republican	20%	(120)	28%	(170)	17%	(104)	22%	(136)	12%	(76)	606
2018 House Vote: Someone else	18%	(11)	44%	(27)	7%	(4)	9%	(5)	23%	(14)	61
2018 House Vote: Didnt Vote	24%	(180)	34%	(256)	12%	(87)	11%	(82)	19%	(142)	747

Table MCBR1_3: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Celebrities and influencers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(567)	36%	(793)	13%	(277)	12%	(265)	14%	(299)	2201
4-Region: Northeast	24%	(94)	37%	(143)	15%	(57)	13%	(51)	10%	(40)	386
4-Region: Midwest	30%	(136)	35%	(157)	12%	(53)	11%	(48)	13%	(60)	455
4-Region: South	27%	(225)	35%	(294)	11%	(90)	13%	(105)	15%	(126)	839
4-Region: West	21%	(112)	38%	(199)	15%	(77)	12%	(60)	14%	(73)	521
M&Ms Avid Fan	34%	(292)	35%	(305)	11%	(97)	11%	(94)	9%	(76)	865
M&Ms Fan	27%	(522)	37%	(719)	13%	(244)	11%	(219)	13%	(244)	1948

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

Table MCBR1_4: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Musicians and performers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(562)	36%	(802)	13%	(282)	11%	(250)	14%	(305)	2201
Gender: Male	24%	(255)	35%	(371)	17%	(179)	13%	(141)	12%	(125)	1070
Gender: Female	27%	(306)	38%	(431)	9%	(102)	10%	(109)	16%	(179)	1127
Age: 18-34	29%	(184)	33%	(210)	13%	(84)	12%	(75)	12%	(77)	631
Age: 35-44	25%	(94)	37%	(139)	10%	(35)	10%	(38)	17%	(65)	372
Age: 45-64	24%	(173)	35%	(251)	14%	(101)	11%	(80)	15%	(107)	711
Age: 65+	23%	(111)	42%	(202)	13%	(61)	12%	(56)	11%	(56)	487
GenZers: 1997-2012	31%	(76)	32%	(81)	15%	(36)	12%	(30)	10%	(26)	249
Millennials: 1981-1996	27%	(184)	35%	(243)	11%	(78)	11%	(75)	15%	(106)	686
GenXers: 1965-1980	26%	(144)	37%	(205)	13%	(69)	9%	(51)	15%	(80)	548
Baby Boomers: 1946-1964	22%	(144)	38%	(248)	14%	(91)	13%	(89)	13%	(88)	660
PID: Dem (no lean)	34%	(299)	43%	(380)	10%	(90)	4%	(36)	9%	(83)	887
PID: Ind (no lean)	20%	(125)	33%	(204)	14%	(86)	12%	(75)	21%	(133)	623
PID: Rep (no lean)	20%	(139)	32%	(218)	15%	(105)	20%	(139)	13%	(90)	691
PID/Gender: Dem Men	32%	(132)	46%	(189)	12%	(50)	4%	(17)	6%	(26)	414
PID/Gender: Dem Women	35%	(166)	40%	(190)	9%	(41)	4%	(18)	12%	(56)	472
PID/Gender: Ind Men	18%	(55)	27%	(85)	21%	(67)	13%	(42)	20%	(62)	311
PID/Gender: Ind Women	22%	(69)	39%	(119)	6%	(19)	11%	(34)	22%	(69)	310
PID/Gender: Rep Men	20%	(68)	28%	(97)	18%	(63)	24%	(82)	10%	(36)	345
PID/Gender: Rep Women	21%	(71)	35%	(121)	12%	(42)	16%	(57)	16%	(54)	346
Ideo: Liberal (1-3)	35%	(232)	40%	(270)	11%	(71)	7%	(44)	8%	(52)	669
Ideo: Moderate (4)	23%	(169)	39%	(282)	13%	(95)	9%	(65)	16%	(116)	728
Ideo: Conservative (5-7)	18%	(125)	32%	(220)	17%	(113)	19%	(126)	14%	(93)	677
Educ: < College	26%	(376)	33%	(476)	12%	(175)	12%	(166)	17%	(246)	1438
Educ: Bachelors degree	24%	(116)	44%	(213)	15%	(70)	10%	(47)	8%	(38)	484
Educ: Post-grad	25%	(70)	41%	(114)	13%	(37)	13%	(36)	8%	(21)	278
Income: Under 50k	27%	(329)	34%	(410)	11%	(137)	10%	(123)	17%	(203)	1202
Income: 50k-100k	22%	(144)	40%	(266)	14%	(89)	13%	(87)	11%	(72)	658
Income: 100k+	26%	(90)	37%	(126)	16%	(56)	12%	(40)	9%	(29)	341
Ethnicity: White	24%	(412)	36%	(615)	13%	(225)	13%	(218)	13%	(229)	1698
Ethnicity: Hispanic	30%	(112)	26%	(100)	15%	(58)	16%	(59)	13%	(49)	379

Table MCBR1_4: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Musicians and performers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(562)	36%	(802)	13%	(282)	11%	(250)	14%	(305)	2201
Ethnicity: Black	36%	(102)	35%	(100)	8%	(23)	6%	(17)	15%	(41)	283
Ethnicity: Other	22%	(48)	40%	(87)	16%	(34)	7%	(15)	16%	(35)	220
All Christian	25%	(253)	37%	(375)	13%	(134)	14%	(142)	10%	(104)	1008
All Non-Christian	32%	(42)	37%	(50)	14%	(19)	6%	(8)	11%	(15)	133
Atheist	30%	(32)	32%	(33)	15%	(15)	12%	(12)	11%	(11)	104
Agnostic/Nothing in particular	21%	(131)	35%	(212)	14%	(83)	10%	(62)	20%	(125)	612
Something Else	30%	(104)	39%	(132)	9%	(32)	7%	(25)	15%	(50)	343
Religious Non-Protestant/Catholic	31%	(46)	39%	(59)	14%	(22)	7%	(11)	10%	(15)	152
Evangelical	30%	(158)	34%	(180)	11%	(59)	11%	(60)	13%	(68)	525
Non-Evangelical	24%	(188)	39%	(311)	13%	(103)	13%	(101)	11%	(85)	788
Community: Urban	27%	(169)	37%	(230)	11%	(67)	11%	(68)	15%	(93)	628
Community: Suburban	24%	(246)	36%	(369)	14%	(145)	13%	(128)	12%	(124)	1013
Community: Rural	26%	(147)	36%	(203)	12%	(70)	9%	(53)	16%	(88)	561
Employ: Private Sector	26%	(194)	38%	(281)	13%	(95)	13%	(93)	10%	(72)	735
Employ: Government	31%	(32)	35%	(36)	14%	(15)	11%	(11)	8%	(8)	103
Employ: Self-Employed	29%	(58)	35%	(70)	14%	(28)	7%	(14)	15%	(29)	200
Employ: Homemaker	24%	(35)	31%	(45)	13%	(19)	10%	(14)	24%	(35)	148
Employ: Student	22%	(14)	26%	(17)	20%	(13)	21%	(14)	11%	(7)	65
Employ: Retired	21%	(120)	40%	(227)	14%	(79)	12%	(69)	13%	(71)	566
Employ: Unemployed	31%	(89)	31%	(88)	8%	(23)	9%	(25)	21%	(61)	286
Employ: Other	21%	(21)	39%	(38)	10%	(10)	9%	(9)	21%	(21)	99
Military HH: Yes	20%	(53)	40%	(105)	16%	(43)	13%	(35)	10%	(25)	261
Military HH: No	26%	(509)	36%	(697)	12%	(239)	11%	(215)	14%	(280)	1940
RD/WT: Right Direction	35%	(255)	41%	(297)	12%	(85)	4%	(29)	9%	(68)	733
RD/WT: Wrong Track	21%	(308)	34%	(505)	13%	(197)	15%	(221)	16%	(237)	1468
Biden Job Approve	34%	(327)	42%	(406)	11%	(104)	4%	(35)	9%	(91)	962
Biden Job Disapprove	19%	(224)	32%	(371)	15%	(175)	18%	(206)	16%	(181)	1157

Continued on next page

Table MCBR1_4: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Musicians and performers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(562)	36%	(802)	13%	(282)	11%	(250)	14%	(305)	2201
Biden Job Strongly Approve	39%	(166)	41%	(171)	8%	(32)	4%	(16)	9%	(36)	423
Biden Job Somewhat Approve	30%	(161)	43%	(235)	13%	(72)	3%	(18)	10%	(54)	540
Biden Job Somewhat Disapprove	21%	(74)	43%	(150)	15%	(52)	6%	(20)	15%	(52)	348
Biden Job Strongly Disapprove	19%	(151)	27%	(221)	15%	(123)	23%	(186)	16%	(129)	810
Favorable of Biden	34%	(328)	42%	(407)	11%	(104)	3%	(33)	10%	(94)	966
Unfavorable of Biden	19%	(210)	33%	(364)	15%	(169)	18%	(199)	16%	(176)	1118
Very Favorable of Biden	41%	(191)	38%	(178)	7%	(32)	4%	(21)	9%	(43)	466
Somewhat Favorable of Biden	27%	(137)	46%	(229)	14%	(72)	2%	(12)	10%	(50)	500
Somewhat Unfavorable of Biden	23%	(70)	45%	(140)	13%	(41)	4%	(12)	15%	(47)	310
Very Unfavorable of Biden	17%	(140)	28%	(224)	16%	(128)	23%	(187)	16%	(129)	808
#1 Issue: Economy	21%	(193)	38%	(356)	15%	(140)	11%	(102)	15%	(139)	929
#1 Issue: Security	27%	(67)	31%	(76)	10%	(26)	19%	(47)	13%	(31)	246
#1 Issue: Health Care	33%	(59)	34%	(60)	11%	(19)	9%	(16)	13%	(23)	177
#1 Issue: Medicare / Social Security	25%	(73)	39%	(114)	14%	(41)	10%	(29)	12%	(35)	292
#1 Issue: Women's Issues	39%	(91)	33%	(79)	9%	(22)	6%	(13)	13%	(30)	235
#1 Issue: Education	26%	(24)	41%	(38)	12%	(11)	12%	(11)	10%	(10)	93
#1 Issue: Energy	27%	(33)	38%	(46)	9%	(11)	16%	(19)	10%	(13)	122
#1 Issue: Other	21%	(23)	32%	(34)	12%	(13)	12%	(13)	23%	(25)	107
2022 House Vote: Democrat	34%	(311)	42%	(379)	11%	(100)	4%	(32)	9%	(80)	902
2022 House Vote: Republican	16%	(103)	32%	(214)	19%	(124)	21%	(138)	12%	(81)	660
2022 House Vote: Someone else	20%	(11)	36%	(20)	4%	(2)	17%	(10)	23%	(13)	57
2022 House Vote: Didnt Vote	24%	(137)	32%	(189)	10%	(56)	12%	(70)	22%	(131)	583
2020 Vote: Joe Biden	33%	(311)	42%	(402)	11%	(101)	4%	(41)	10%	(92)	948
2020 Vote: Donald Trump	17%	(115)	31%	(216)	18%	(122)	21%	(142)	14%	(96)	692
2020 Vote: Other	24%	(20)	31%	(25)	9%	(7)	10%	(8)	26%	(21)	81
2020 Vote: Didn't Vote	24%	(116)	33%	(159)	11%	(51)	12%	(58)	20%	(96)	480
2018 House Vote: Democrat	34%	(265)	42%	(332)	11%	(87)	5%	(38)	8%	(65)	787
2018 House Vote: Republican	18%	(109)	32%	(193)	18%	(107)	21%	(125)	12%	(73)	606
2018 House Vote: Someone else	13%	(8)	48%	(29)	6%	(3)	9%	(6)	24%	(15)	61
2018 House Vote: Didnt Vote	24%	(181)	33%	(248)	11%	(85)	11%	(81)	20%	(152)	747

Continued on next page

Table MCBR1_4: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Musicians and performers

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	26%	(562)	36%	(802)	13%	(282)	11%	(250)	14%	(305)	2201
4-Region: Northeast	24%	(92)	40%	(156)	14%	(52)	11%	(42)	11%	(44)	386
4-Region: Midwest	29%	(130)	32%	(147)	14%	(64)	12%	(54)	13%	(59)	455
4-Region: South	27%	(227)	36%	(302)	11%	(93)	11%	(89)	15%	(128)	839
4-Region: West	22%	(113)	38%	(197)	14%	(73)	12%	(65)	14%	(74)	521
M&Ms Avid Fan	33%	(287)	36%	(313)	12%	(102)	9%	(74)	10%	(89)	865
M&Ms Fan	26%	(503)	37%	(724)	13%	(251)	11%	(215)	13%	(255)	1948

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

Table MCBR1_5: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have a large target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	33%	(725)	35%	(763)	9%	(203)	8%	(186)	15%	(324)	2201
Gender: Male	31%	(328)	35%	(373)	12%	(128)	10%	(105)	13%	(135)	1070
Gender: Female	35%	(394)	35%	(390)	7%	(75)	7%	(81)	17%	(188)	1127
Age: 18-34	40%	(255)	31%	(193)	9%	(55)	7%	(47)	13%	(80)	631
Age: 35-44	34%	(125)	34%	(127)	7%	(26)	6%	(24)	19%	(71)	372
Age: 45-64	29%	(209)	36%	(257)	10%	(71)	9%	(64)	16%	(111)	711
Age: 65+	28%	(136)	38%	(187)	11%	(51)	10%	(51)	13%	(62)	487
GenZers: 1997-2012	47%	(117)	25%	(62)	10%	(26)	7%	(18)	11%	(27)	249
Millennials: 1981-1996	36%	(250)	34%	(232)	7%	(49)	6%	(44)	16%	(112)	686
GenXers: 1965-1980	33%	(181)	35%	(190)	9%	(50)	8%	(45)	15%	(82)	548
Baby Boomers: 1946-1964	23%	(155)	40%	(261)	11%	(74)	11%	(74)	15%	(96)	660
PID: Dem (no lean)	44%	(392)	36%	(320)	7%	(61)	3%	(29)	10%	(86)	887
PID: Ind (no lean)	25%	(155)	35%	(216)	9%	(58)	10%	(61)	21%	(132)	623
PID: Rep (no lean)	26%	(178)	33%	(227)	12%	(84)	14%	(96)	15%	(106)	691
PID/Gender: Dem Men	42%	(175)	40%	(165)	7%	(29)	4%	(15)	7%	(31)	414
PID/Gender: Dem Women	46%	(216)	33%	(155)	7%	(32)	3%	(14)	12%	(55)	472
PID/Gender: Ind Men	20%	(64)	35%	(108)	15%	(48)	11%	(33)	19%	(58)	311
PID/Gender: Ind Women	29%	(90)	35%	(108)	3%	(10)	9%	(28)	24%	(73)	310
PID/Gender: Rep Men	26%	(89)	29%	(100)	15%	(51)	17%	(57)	14%	(47)	345
PID/Gender: Rep Women	26%	(89)	37%	(127)	9%	(32)	11%	(38)	17%	(59)	346
Ideo: Liberal (1-3)	46%	(310)	34%	(227)	9%	(57)	3%	(21)	8%	(54)	669
Ideo: Moderate (4)	29%	(213)	38%	(273)	10%	(75)	6%	(45)	17%	(122)	728
Ideo: Conservative (5-7)	24%	(163)	35%	(240)	10%	(68)	16%	(109)	14%	(98)	677
Educ: < College	33%	(482)	32%	(457)	8%	(121)	8%	(111)	19%	(267)	1438
Educ: Bachelors degree	32%	(156)	41%	(197)	10%	(49)	10%	(46)	8%	(37)	484
Educ: Post-grad	31%	(87)	39%	(109)	12%	(33)	10%	(29)	7%	(20)	278
Income: Under 50k	33%	(401)	31%	(374)	8%	(98)	8%	(102)	19%	(227)	1202
Income: 50k-100k	31%	(205)	38%	(250)	11%	(75)	9%	(58)	11%	(71)	658
Income: 100k+	35%	(119)	41%	(140)	9%	(30)	8%	(27)	8%	(26)	341
Ethnicity: White	30%	(515)	36%	(613)	10%	(162)	9%	(157)	15%	(251)	1698
Ethnicity: Hispanic	33%	(126)	34%	(128)	9%	(35)	8%	(32)	15%	(58)	379

Table MCBR1_5: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have a large target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	33%	(725)	35%	(763)	9%	(203)	8%	(186)	15%	(324)	2201
Ethnicity: Black	49%	(139)	26%	(72)	5%	(15)	6%	(16)	14%	(41)	283
Ethnicity: Other	32%	(71)	36%	(78)	12%	(26)	5%	(12)	15%	(32)	220
All Christian	30%	(307)	38%	(384)	10%	(101)	10%	(100)	11%	(116)	1008
All Non-Christian	37%	(49)	33%	(44)	14%	(19)	6%	(8)	10%	(13)	133
Atheist	46%	(48)	28%	(29)	8%	(9)	9%	(10)	8%	(9)	104
Agnostic/Nothing in particular	32%	(194)	32%	(197)	7%	(46)	8%	(50)	21%	(126)	612
Something Else	37%	(127)	32%	(109)	8%	(29)	5%	(18)	18%	(60)	343
Religious Non-Protestant/Catholic	34%	(52)	36%	(54)	15%	(23)	6%	(9)	9%	(13)	152
Evangelical	34%	(178)	34%	(179)	8%	(41)	9%	(48)	15%	(78)	525
Non-Evangelical	31%	(245)	38%	(296)	11%	(84)	8%	(65)	12%	(97)	788
Community: Urban	36%	(229)	33%	(207)	8%	(50)	7%	(45)	15%	(96)	628
Community: Suburban	33%	(332)	36%	(362)	10%	(103)	10%	(99)	12%	(118)	1013
Community: Rural	29%	(165)	35%	(194)	9%	(50)	7%	(42)	20%	(110)	561
Employ: Private Sector	35%	(255)	38%	(278)	9%	(68)	9%	(64)	9%	(69)	735
Employ: Government	38%	(39)	30%	(31)	14%	(15)	5%	(5)	12%	(13)	103
Employ: Self-Employed	41%	(81)	31%	(61)	8%	(15)	10%	(19)	12%	(23)	200
Employ: Homemaker	32%	(47)	28%	(42)	11%	(17)	8%	(12)	21%	(31)	148
Employ: Student	34%	(22)	36%	(24)	14%	(9)	5%	(3)	10%	(7)	65
Employ: Retired	27%	(152)	37%	(209)	11%	(61)	10%	(57)	15%	(86)	566
Employ: Unemployed	34%	(97)	29%	(83)	5%	(14)	7%	(21)	25%	(71)	286
Employ: Other	31%	(31)	36%	(36)	4%	(4)	4%	(4)	24%	(24)	99
Military HH: Yes	26%	(67)	43%	(112)	10%	(27)	10%	(25)	11%	(29)	261
Military HH: No	34%	(657)	34%	(652)	9%	(176)	8%	(160)	15%	(295)	1940
RD/WT: Right Direction	42%	(308)	36%	(265)	9%	(66)	3%	(22)	10%	(72)	733
RD/WT: Wrong Track	28%	(417)	34%	(498)	9%	(137)	11%	(164)	17%	(252)	1468
Biden Job Approve	45%	(430)	35%	(337)	7%	(72)	3%	(29)	10%	(94)	962
Biden Job Disapprove	24%	(282)	35%	(408)	11%	(131)	13%	(148)	16%	(189)	1157

Table MCBR1_5: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have a large target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	33%	(725)	35%	(763)	9%	(203)	8%	(186)	15%	(324)	2201
Biden Job Strongly Approve	47%	(198)	37%	(154)	6%	(27)	2%	(10)	8%	(33)	423
Biden Job Somewhat Approve	43%	(233)	34%	(183)	8%	(45)	3%	(18)	11%	(61)	540
Biden Job Somewhat Disapprove	28%	(98)	45%	(158)	11%	(38)	2%	(7)	14%	(47)	348
Biden Job Strongly Disapprove	23%	(183)	31%	(250)	12%	(93)	17%	(141)	17%	(142)	810
Favorable of Biden	44%	(427)	36%	(347)	7%	(66)	3%	(31)	10%	(96)	966
Unfavorable of Biden	25%	(275)	34%	(382)	12%	(129)	13%	(145)	17%	(187)	1118
Very Favorable of Biden	49%	(229)	32%	(149)	7%	(35)	2%	(9)	9%	(43)	466
Somewhat Favorable of Biden	39%	(197)	39%	(197)	6%	(32)	4%	(22)	10%	(52)	500
Somewhat Unfavorable of Biden	34%	(105)	40%	(124)	8%	(26)	2%	(7)	16%	(48)	310
Very Unfavorable of Biden	21%	(170)	32%	(257)	13%	(103)	17%	(138)	17%	(139)	808
#1 Issue: Economy	30%	(277)	38%	(354)	9%	(83)	9%	(83)	14%	(133)	929
#1 Issue: Security	25%	(62)	34%	(83)	10%	(24)	15%	(38)	16%	(39)	246
#1 Issue: Health Care	43%	(76)	26%	(46)	15%	(27)	2%	(3)	15%	(26)	177
#1 Issue: Medicare / Social Security	33%	(95)	36%	(107)	9%	(25)	10%	(28)	13%	(37)	292
#1 Issue: Women's Issues	46%	(109)	28%	(67)	7%	(16)	3%	(8)	15%	(35)	235
#1 Issue: Education	32%	(30)	34%	(32)	13%	(12)	6%	(5)	15%	(14)	93
#1 Issue: Energy	36%	(44)	39%	(48)	6%	(7)	8%	(10)	10%	(13)	122
#1 Issue: Other	30%	(32)	26%	(28)	8%	(9)	11%	(12)	25%	(27)	107
2022 House Vote: Democrat	44%	(393)	37%	(337)	7%	(67)	3%	(24)	9%	(80)	902
2022 House Vote: Republican	22%	(148)	35%	(233)	13%	(89)	16%	(108)	13%	(83)	660
2022 House Vote: Someone else	22%	(12)	27%	(15)	8%	(5)	14%	(8)	29%	(16)	57
2022 House Vote: Didnt Vote	29%	(172)	31%	(179)	7%	(42)	8%	(46)	25%	(145)	583
2020 Vote: Joe Biden	41%	(392)	39%	(365)	7%	(67)	3%	(29)	10%	(96)	948
2020 Vote: Donald Trump	23%	(156)	34%	(237)	12%	(85)	16%	(114)	14%	(99)	692
2020 Vote: Other	20%	(16)	41%	(33)	8%	(7)	6%	(5)	26%	(21)	81
2020 Vote: Didn't Vote	34%	(161)	27%	(128)	9%	(44)	8%	(39)	23%	(109)	480
2018 House Vote: Democrat	43%	(335)	39%	(303)	7%	(59)	3%	(24)	8%	(66)	787
2018 House Vote: Republican	22%	(135)	35%	(213)	13%	(76)	16%	(97)	14%	(85)	606
2018 House Vote: Someone else	19%	(11)	40%	(24)	7%	(4)	8%	(5)	27%	(16)	61
2018 House Vote: Didnt Vote	33%	(244)	30%	(223)	9%	(64)	8%	(60)	21%	(156)	747

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Table MCBR1_5: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have a large target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	33%	(725)	35%	(763)	9%	(203)	8%	(186)	15%	(324)	2201
4-Region: Northeast	31%	(120)	39%	(151)	12%	(48)	6%	(24)	11%	(42)	386
4-Region: Midwest	37%	(169)	34%	(153)	7%	(33)	9%	(40)	13%	(59)	455
4-Region: South	33%	(281)	32%	(268)	9%	(75)	8%	(65)	18%	(150)	839
4-Region: West	30%	(155)	36%	(190)	9%	(47)	11%	(57)	14%	(72)	521
M&Ms Avid Fan	41%	(351)	34%	(291)	9%	(76)	6%	(55)	11%	(92)	865
M&Ms Fan	34%	(653)	35%	(691)	9%	(178)	8%	(158)	14%	(268)	1948

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

Table MCBR1_6: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have children as a target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	32%	(694)	34%	(738)	10%	(211)	10%	(222)	15%	(335)	2201
Gender: Male	28%	(304)	33%	(351)	12%	(132)	12%	(132)	14%	(152)	1070
Gender: Female	34%	(389)	34%	(387)	7%	(79)	8%	(91)	16%	(181)	1127
Age: 18-34	37%	(232)	31%	(197)	9%	(54)	9%	(59)	14%	(88)	631
Age: 35-44	37%	(137)	32%	(117)	8%	(30)	7%	(25)	17%	(62)	372
Age: 45-64	28%	(201)	36%	(253)	10%	(70)	11%	(75)	16%	(112)	711
Age: 65+	26%	(124)	35%	(171)	12%	(57)	13%	(63)	15%	(72)	487
GenZers: 1997-2012	33%	(83)	32%	(80)	9%	(23)	11%	(28)	14%	(35)	249
Millennials: 1981-1996	39%	(270)	30%	(209)	8%	(57)	7%	(46)	15%	(106)	686
GenXers: 1965-1980	30%	(162)	36%	(198)	9%	(47)	10%	(55)	16%	(86)	548
Baby Boomers: 1946-1964	25%	(165)	34%	(225)	12%	(81)	13%	(88)	15%	(101)	660
PID: Dem (no lean)	42%	(372)	35%	(309)	8%	(68)	5%	(41)	11%	(97)	887
PID: Ind (no lean)	25%	(158)	33%	(206)	9%	(54)	12%	(74)	21%	(131)	623
PID: Rep (no lean)	24%	(164)	32%	(224)	13%	(89)	16%	(107)	16%	(107)	691
PID/Gender: Dem Men	38%	(156)	38%	(158)	9%	(36)	6%	(23)	10%	(42)	414
PID/Gender: Dem Women	46%	(216)	32%	(151)	7%	(32)	4%	(19)	12%	(55)	472
PID/Gender: Ind Men	23%	(73)	30%	(92)	11%	(35)	15%	(45)	21%	(65)	311
PID/Gender: Ind Women	27%	(85)	37%	(114)	6%	(19)	9%	(29)	21%	(64)	310
PID/Gender: Rep Men	22%	(75)	29%	(101)	18%	(61)	18%	(64)	13%	(45)	345
PID/Gender: Rep Women	26%	(89)	35%	(123)	8%	(28)	13%	(43)	18%	(63)	346
Ideo: Liberal (1-3)	43%	(288)	36%	(238)	8%	(53)	4%	(28)	9%	(61)	669
Ideo: Moderate (4)	30%	(218)	35%	(253)	9%	(67)	9%	(64)	17%	(126)	728
Ideo: Conservative (5-7)	24%	(160)	31%	(208)	13%	(87)	17%	(118)	15%	(104)	677
Educ: < College	31%	(446)	32%	(454)	9%	(128)	10%	(140)	19%	(271)	1438
Educ: Bachelors degree	32%	(153)	38%	(184)	13%	(61)	10%	(48)	8%	(37)	484
Educ: Post-grad	34%	(95)	36%	(100)	8%	(22)	12%	(34)	10%	(27)	278
Income: Under 50k	31%	(374)	31%	(376)	10%	(118)	10%	(118)	18%	(216)	1202
Income: 50k-100k	31%	(202)	36%	(238)	10%	(63)	11%	(75)	12%	(80)	658
Income: 100k+	35%	(119)	36%	(124)	9%	(30)	9%	(29)	11%	(39)	341
Ethnicity: White	30%	(513)	34%	(578)	10%	(165)	11%	(191)	15%	(252)	1698
Ethnicity: Hispanic	29%	(111)	35%	(134)	10%	(39)	11%	(40)	14%	(55)	379

Table MCBR1_6: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have children as a target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	32%	(694)	34%	(738)	10%	(211)	10%	(222)	15%	(335)	2201
Ethnicity: Black	42%	(118)	28%	(81)	8%	(22)	5%	(14)	17%	(48)	283
Ethnicity: Other	29%	(63)	36%	(80)	11%	(24)	8%	(17)	16%	(35)	220
All Christian	29%	(296)	35%	(353)	12%	(119)	11%	(116)	12%	(125)	1008
All Non-Christian	29%	(38)	34%	(46)	15%	(20)	11%	(14)	12%	(15)	133
Atheist	46%	(47)	23%	(24)	7%	(7)	12%	(12)	13%	(13)	104
Agnostic/Nothing in particular	32%	(197)	31%	(190)	6%	(35)	10%	(60)	21%	(131)	612
Something Else	34%	(116)	37%	(126)	9%	(30)	6%	(21)	15%	(50)	343
Religious Non-Protestant/Catholic	26%	(40)	37%	(57)	15%	(22)	10%	(16)	12%	(18)	152
Evangelical	32%	(168)	34%	(181)	11%	(59)	10%	(51)	13%	(67)	525
Non-Evangelical	30%	(236)	36%	(282)	11%	(85)	10%	(80)	13%	(105)	788
Community: Urban	33%	(207)	31%	(192)	10%	(62)	9%	(57)	17%	(109)	628
Community: Suburban	32%	(322)	35%	(354)	9%	(93)	11%	(115)	13%	(129)	1013
Community: Rural	30%	(165)	34%	(192)	10%	(56)	9%	(50)	17%	(96)	561
Employ: Private Sector	34%	(248)	36%	(263)	9%	(68)	10%	(76)	11%	(80)	735
Employ: Government	38%	(39)	28%	(29)	13%	(13)	8%	(8)	13%	(14)	103
Employ: Self-Employed	36%	(72)	35%	(70)	6%	(12)	11%	(22)	12%	(23)	200
Employ: Homemaker	35%	(52)	22%	(32)	10%	(14)	10%	(14)	24%	(35)	148
Employ: Student	38%	(24)	25%	(16)	12%	(8)	11%	(7)	14%	(9)	65
Employ: Retired	24%	(136)	35%	(196)	13%	(72)	12%	(69)	16%	(92)	566
Employ: Unemployed	32%	(92)	34%	(99)	6%	(16)	7%	(21)	20%	(58)	286
Employ: Other	31%	(31)	34%	(33)	7%	(7)	4%	(4)	24%	(24)	99
Military HH: Yes	28%	(74)	37%	(96)	12%	(32)	10%	(27)	13%	(33)	261
Military HH: No	32%	(621)	33%	(642)	9%	(180)	10%	(196)	16%	(301)	1940
RD/WT: Right Direction	41%	(302)	35%	(258)	9%	(64)	4%	(30)	11%	(80)	733
RD/WT: Wrong Track	27%	(392)	33%	(480)	10%	(148)	13%	(192)	17%	(255)	1468
Biden Job Approve	43%	(412)	35%	(339)	7%	(71)	4%	(41)	10%	(100)	962
Biden Job Disapprove	23%	(269)	33%	(378)	12%	(140)	15%	(172)	17%	(198)	1157

Table MCBR1_6: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have children as a target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	32%	(694)	34%	(738)	10%	(211)	10%	(222)	15%	(335)	2201
Biden Job Strongly Approve	45%	(192)	36%	(153)	5%	(22)	4%	(15)	10%	(41)	423
Biden Job Somewhat Approve	41%	(220)	34%	(186)	9%	(49)	5%	(26)	11%	(59)	540
Biden Job Somewhat Disapprove	29%	(99)	41%	(144)	11%	(39)	4%	(15)	14%	(50)	348
Biden Job Strongly Disapprove	21%	(170)	29%	(234)	12%	(100)	19%	(157)	18%	(148)	810
Favorable of Biden	43%	(413)	35%	(339)	7%	(65)	5%	(47)	11%	(103)	966
Unfavorable of Biden	22%	(251)	33%	(369)	12%	(138)	15%	(165)	17%	(195)	1118
Very Favorable of Biden	47%	(219)	35%	(162)	5%	(23)	3%	(15)	10%	(47)	466
Somewhat Favorable of Biden	39%	(194)	35%	(177)	8%	(42)	6%	(32)	11%	(56)	500
Somewhat Unfavorable of Biden	28%	(85)	44%	(135)	10%	(31)	2%	(8)	16%	(51)	310
Very Unfavorable of Biden	20%	(166)	29%	(234)	13%	(107)	20%	(158)	18%	(144)	808
#1 Issue: Economy	27%	(252)	37%	(344)	10%	(95)	9%	(86)	16%	(153)	929
#1 Issue: Security	24%	(60)	30%	(75)	10%	(26)	17%	(43)	17%	(43)	246
#1 Issue: Health Care	42%	(74)	34%	(59)	7%	(13)	4%	(7)	13%	(23)	177
#1 Issue: Medicare / Social Security	31%	(89)	31%	(92)	10%	(28)	13%	(39)	15%	(44)	292
#1 Issue: Women's Issues	50%	(118)	26%	(61)	6%	(15)	6%	(14)	12%	(27)	235
#1 Issue: Education	30%	(28)	34%	(32)	18%	(17)	7%	(6)	11%	(10)	93
#1 Issue: Energy	36%	(43)	34%	(41)	8%	(10)	13%	(16)	9%	(11)	122
#1 Issue: Other	29%	(31)	32%	(34)	7%	(7)	11%	(11)	22%	(23)	107
2022 House Vote: Democrat	42%	(383)	36%	(327)	7%	(65)	5%	(43)	9%	(84)	902
2022 House Vote: Republican	21%	(136)	31%	(201)	16%	(104)	19%	(123)	14%	(95)	660
2022 House Vote: Someone else	24%	(14)	40%	(23)	3%	(2)	12%	(7)	21%	(12)	57
2022 House Vote: Didnt Vote	28%	(162)	32%	(187)	7%	(41)	8%	(49)	25%	(144)	583
2020 Vote: Joe Biden	41%	(388)	37%	(348)	7%	(65)	5%	(44)	11%	(104)	948
2020 Vote: Donald Trump	21%	(147)	30%	(209)	16%	(107)	17%	(119)	16%	(109)	692
2020 Vote: Other	22%	(18)	50%	(40)	2%	(2)	7%	(5)	19%	(16)	81
2020 Vote: Didn't Vote	30%	(142)	29%	(142)	8%	(37)	11%	(54)	22%	(106)	480
2018 House Vote: Democrat	41%	(326)	37%	(291)	7%	(56)	5%	(40)	9%	(74)	787
2018 House Vote: Republican	20%	(120)	33%	(198)	15%	(92)	17%	(104)	15%	(91)	606
2018 House Vote: Someone else	24%	(15)	44%	(27)	3%	(2)	9%	(6)	19%	(12)	61
2018 House Vote: Didnt Vote	31%	(233)	30%	(222)	8%	(61)	10%	(72)	21%	(158)	747

Continued on next page

Table MCBR1_6: *To what extent do you think each of the following people or entities are responsible for promoting diversity and inclusion?*
Brands that have children as a target audience

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	32%	(694)	34%	(738)	10%	(211)	10%	(222)	15%	(335)	2201
4-Region: Northeast	31%	(120)	34%	(131)	12%	(46)	11%	(41)	13%	(49)	386
4-Region: Midwest	34%	(154)	34%	(156)	8%	(36)	9%	(42)	15%	(66)	455
4-Region: South	33%	(275)	34%	(283)	9%	(74)	9%	(75)	16%	(132)	839
4-Region: West	28%	(146)	32%	(168)	11%	(55)	12%	(64)	17%	(88)	521
M&Ms Avid Fan	38%	(326)	33%	(286)	9%	(81)	9%	(74)	11%	(98)	865
M&Ms Fan	32%	(628)	34%	(667)	10%	(188)	9%	(185)	14%	(280)	1948

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

Table MCBR4: *Some brands are initiating a rebranding process in an effort to be more modern and inclusive. In some cases, this includes changing the appearance of established and well-known characters to address modern issues and represent diversity.Are you favorable or unfavorable of brands taking on these rebranding efforts?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(402)	34%	(746)	15%	(338)	13%	(277)	20%	(437)	2201
Gender: Male	20%	(211)	34%	(366)	17%	(182)	14%	(154)	15%	(157)	1070
Gender: Female	17%	(189)	34%	(381)	14%	(156)	11%	(124)	25%	(278)	1127
Age: 18-34	25%	(156)	33%	(205)	14%	(87)	8%	(51)	21%	(132)	631
Age: 35-44	19%	(71)	38%	(141)	10%	(37)	10%	(37)	23%	(85)	372
Age: 45-64	17%	(118)	33%	(234)	18%	(125)	14%	(98)	19%	(136)	711
Age: 65+	12%	(57)	34%	(165)	18%	(90)	19%	(90)	17%	(85)	487
GenZers: 1997-2012	24%	(60)	33%	(81)	16%	(40)	6%	(14)	22%	(55)	249
Millennials: 1981-1996	23%	(155)	34%	(236)	12%	(80)	9%	(62)	22%	(152)	686
GenXers: 1965-1980	19%	(102)	35%	(191)	16%	(89)	14%	(76)	16%	(90)	548
Baby Boomers: 1946-1964	12%	(79)	34%	(224)	18%	(117)	18%	(116)	19%	(124)	660
PID: Dem (no lean)	29%	(255)	41%	(368)	9%	(82)	5%	(43)	16%	(140)	887
PID: Ind (no lean)	11%	(70)	30%	(186)	19%	(121)	10%	(64)	29%	(182)	623
PID: Rep (no lean)	11%	(78)	28%	(193)	20%	(136)	25%	(170)	17%	(115)	691
PID/Gender: Dem Men	33%	(135)	43%	(178)	9%	(37)	5%	(22)	10%	(43)	414
PID/Gender: Dem Women	25%	(119)	40%	(190)	10%	(45)	4%	(21)	21%	(97)	472
PID/Gender: Ind Men	11%	(36)	30%	(94)	24%	(76)	12%	(38)	22%	(67)	311
PID/Gender: Ind Women	11%	(33)	30%	(92)	15%	(45)	8%	(26)	37%	(113)	310
PID/Gender: Rep Men	12%	(40)	27%	(94)	20%	(70)	27%	(93)	14%	(47)	345
PID/Gender: Rep Women	11%	(37)	28%	(98)	19%	(66)	22%	(77)	20%	(68)	346
Ideo: Liberal (1-3)	33%	(221)	41%	(272)	11%	(73)	4%	(27)	11%	(77)	669
Ideo: Moderate (4)	14%	(102)	36%	(261)	15%	(107)	9%	(69)	26%	(189)	728
Ideo: Conservative (5-7)	10%	(66)	27%	(183)	21%	(145)	26%	(177)	16%	(105)	677
Educ: < College	17%	(245)	30%	(437)	16%	(237)	12%	(177)	24%	(342)	1438
Educ: Bachelors degree	20%	(96)	42%	(204)	12%	(59)	14%	(66)	12%	(60)	484
Educ: Post-grad	22%	(61)	38%	(105)	15%	(42)	12%	(34)	13%	(35)	278
Income: Under 50k	19%	(224)	32%	(379)	14%	(172)	11%	(138)	24%	(289)	1202
Income: 50k-100k	16%	(107)	35%	(229)	19%	(122)	15%	(96)	16%	(104)	658
Income: 100k+	21%	(71)	41%	(139)	13%	(44)	13%	(44)	13%	(44)	341
Ethnicity: White	16%	(275)	33%	(567)	16%	(278)	15%	(248)	19%	(330)	1698

Table MCBR4: *Some brands are initiating a rebranding process in an effort to be more modern and inclusive. In some cases, this includes changing the appearance of established and well-known characters to address modern issues and represent diversity.Are you favorable or unfavorable of brands taking on these rebranding efforts?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(402)	34%	(746)	15%	(338)	13%	(277)	20%	(437)	2201
Ethnicity: Hispanic	18%	(67)	35%	(133)	16%	(61)	8%	(30)	23%	(88)	379
Ethnicity: Black	32%	(91)	36%	(100)	9%	(26)	6%	(18)	17%	(48)	283
Ethnicity: Other	17%	(37)	36%	(79)	15%	(34)	5%	(11)	27%	(59)	220
All Christian	17%	(174)	35%	(356)	16%	(163)	17%	(170)	14%	(145)	1008
All Non-Christian	28%	(38)	29%	(39)	16%	(21)	8%	(11)	19%	(25)	133
Atheist	22%	(23)	38%	(40)	7%	(7)	13%	(14)	19%	(20)	104
Agnostic/Nothing in particular	18%	(108)	31%	(190)	15%	(93)	9%	(55)	27%	(166)	612
Something Else	18%	(60)	35%	(121)	16%	(54)	8%	(28)	23%	(80)	343
Religious Non-Protestant/Catholic	26%	(39)	32%	(49)	17%	(26)	8%	(12)	17%	(26)	152
Evangelical	20%	(103)	32%	(169)	15%	(78)	16%	(85)	17%	(90)	525
Non-Evangelical	16%	(125)	37%	(292)	17%	(134)	13%	(104)	17%	(133)	788
Community: Urban	25%	(160)	33%	(207)	13%	(81)	9%	(55)	20%	(125)	628
Community: Suburban	17%	(171)	36%	(361)	16%	(159)	14%	(141)	18%	(181)	1013
Community: Rural	13%	(72)	32%	(178)	18%	(99)	14%	(81)	23%	(131)	561
Employ: Private Sector	23%	(170)	36%	(267)	15%	(111)	12%	(85)	14%	(102)	735
Employ: Government	19%	(19)	41%	(42)	15%	(16)	11%	(11)	15%	(15)	103
Employ: Self-Employed	24%	(48)	31%	(62)	17%	(34)	12%	(24)	16%	(31)	200
Employ: Homemaker	15%	(22)	27%	(40)	13%	(20)	10%	(14)	36%	(53)	148
Employ: Student	16%	(10)	29%	(19)	26%	(17)	4%	(3)	24%	(16)	65
Employ: Retired	11%	(65)	35%	(200)	18%	(100)	18%	(101)	18%	(99)	566
Employ: Unemployed	17%	(50)	30%	(84)	8%	(22)	11%	(32)	34%	(98)	286
Employ: Other	18%	(18)	33%	(32)	19%	(19)	7%	(7)	23%	(23)	99
Military HH: Yes	12%	(30)	36%	(94)	23%	(61)	16%	(41)	14%	(35)	261
Military HH: No	19%	(372)	34%	(652)	14%	(277)	12%	(236)	21%	(402)	1940
RD/WT: Right Direction	29%	(213)	40%	(296)	10%	(76)	4%	(31)	16%	(118)	733
RD/WT: Wrong Track	13%	(189)	31%	(451)	18%	(263)	17%	(246)	22%	(319)	1468
Biden Job Approve	29%	(275)	41%	(391)	11%	(102)	4%	(42)	16%	(152)	962
Biden Job Disapprove	11%	(122)	30%	(345)	20%	(232)	20%	(233)	19%	(225)	1157

Table MCBR4: *Some brands are initiating a rebranding process in an effort to be more modern and inclusive. In some cases, this includes changing the appearance of established and well-known characters to address modern issues and represent diversity.Are you favorable or unfavorable of brands taking on these rebranding efforts?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(402)	34%	(746)	15%	(338)	13%	(277)	20%	(437)	2201
Biden Job Strongly Approve	38%	(161)	35%	(147)	10%	(40)	5%	(21)	13%	(53)	423
Biden Job Somewhat Approve	21%	(114)	45%	(244)	11%	(61)	4%	(21)	18%	(99)	540
Biden Job Somewhat Disapprove	12%	(41)	45%	(158)	19%	(65)	6%	(21)	18%	(63)	348
Biden Job Strongly Disapprove	10%	(82)	23%	(187)	21%	(168)	26%	(212)	20%	(162)	810
Favorable of Biden	28%	(272)	40%	(385)	12%	(113)	5%	(44)	16%	(152)	966
Unfavorable of Biden	10%	(116)	29%	(325)	20%	(219)	21%	(230)	20%	(227)	1118
Very Favorable of Biden	36%	(167)	33%	(152)	11%	(50)	5%	(25)	15%	(72)	466
Somewhat Favorable of Biden	21%	(105)	47%	(233)	12%	(62)	4%	(20)	16%	(80)	500
Somewhat Unfavorable of Biden	12%	(37)	41%	(128)	13%	(39)	10%	(30)	25%	(76)	310
Very Unfavorable of Biden	10%	(79)	24%	(197)	22%	(180)	25%	(201)	19%	(151)	808
#1 Issue: Economy	14%	(133)	35%	(325)	16%	(148)	13%	(124)	21%	(199)	929
#1 Issue: Security	16%	(40)	27%	(66)	19%	(46)	21%	(50)	18%	(44)	246
#1 Issue: Health Care	27%	(47)	36%	(64)	17%	(30)	4%	(7)	16%	(28)	177
#1 Issue: Medicare / Social Security	17%	(49)	34%	(100)	14%	(42)	15%	(44)	19%	(57)	292
#1 Issue: Women's Issues	30%	(71)	34%	(80)	10%	(24)	8%	(20)	18%	(41)	235
#1 Issue: Education	19%	(18)	40%	(37)	13%	(12)	9%	(9)	19%	(17)	93
#1 Issue: Energy	19%	(24)	39%	(48)	16%	(20)	6%	(8)	19%	(23)	122
#1 Issue: Other	19%	(21)	25%	(27)	16%	(17)	14%	(15)	25%	(27)	107
2022 House Vote: Democrat	29%	(263)	40%	(363)	10%	(89)	6%	(51)	15%	(137)	902
2022 House Vote: Republican	10%	(67)	27%	(181)	21%	(137)	25%	(168)	16%	(106)	660
2022 House Vote: Someone else	6%	(3)	28%	(16)	21%	(12)	10%	(6)	35%	(20)	57
2022 House Vote: Didnt Vote	12%	(69)	32%	(187)	17%	(101)	9%	(53)	30%	(174)	583
2020 Vote: Joe Biden	27%	(260)	41%	(386)	10%	(92)	6%	(56)	16%	(153)	948
2020 Vote: Donald Trump	10%	(66)	27%	(186)	22%	(149)	25%	(175)	17%	(116)	692
2020 Vote: Other	10%	(8)	49%	(40)	11%	(9)	13%	(10)	17%	(14)	81
2020 Vote: Didn't Vote	14%	(68)	28%	(135)	18%	(88)	7%	(36)	32%	(154)	480

Continued on next page

Table MCBR4: *Some brands are initiating a rebranding process in an effort to be more modern and inclusive. In some cases, this includes changing the appearance of established and well-known characters to address modern issues and represent diversity.Are you favorable or unfavorable of brands taking on these rebranding efforts?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(402)	34%	(746)	15%	(338)	13%	(277)	20%	(437)	2201
2018 House Vote: Democrat	29%	(228)	41%	(325)	10%	(75)	6%	(49)	14%	(110)	787
2018 House Vote: Republican	9%	(57)	30%	(183)	21%	(127)	25%	(152)	14%	(87)	606
2018 House Vote: Someone else	2%	(1)	24%	(15)	17%	(10)	13%	(8)	44%	(27)	61
2018 House Vote: Didnt Vote	15%	(115)	30%	(224)	17%	(126)	9%	(68)	29%	(214)	747
4-Region: Northeast	19%	(75)	35%	(134)	17%	(67)	11%	(41)	18%	(69)	386
4-Region: Midwest	21%	(97)	34%	(154)	15%	(67)	13%	(58)	17%	(79)	455
4-Region: South	18%	(149)	32%	(272)	17%	(142)	13%	(111)	20%	(165)	839
4-Region: West	16%	(81)	36%	(186)	12%	(62)	13%	(67)	24%	(124)	521
M&Ms Avid Fan	27%	(237)	34%	(290)	15%	(129)	12%	(101)	12%	(107)	865
M&Ms Fan	19%	(374)	35%	(677)	16%	(304)	13%	(245)	18%	(349)	1948

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

Table MCBR5_1: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(360)	31%	(329)	9%	(93)	13%	(137)	14%	(149)	1068
Gender: Male	31%	(165)	31%	(164)	10%	(51)	16%	(84)	13%	(69)	534
Gender: Female	36%	(193)	31%	(163)	8%	(42)	10%	(53)	15%	(80)	531
Age: 18-34	41%	(128)	27%	(84)	7%	(23)	12%	(36)	13%	(39)	309
Age: 35-44	41%	(74)	30%	(54)	5%	(9)	4%	(7)	20%	(36)	179
Age: 45-64	29%	(101)	31%	(108)	10%	(36)	15%	(54)	14%	(48)	348
Age: 65+	25%	(57)	36%	(82)	11%	(25)	18%	(41)	11%	(26)	232
GenZers: 1997-2012	41%	(47)	29%	(34)	4%	(5)	13%	(15)	13%	(14)	115
Millennials: 1981-1996	40%	(135)	29%	(98)	7%	(24)	7%	(25)	16%	(54)	336
GenXers: 1965-1980	33%	(89)	29%	(77)	10%	(27)	14%	(38)	15%	(39)	270
Baby Boomers: 1946-1964	26%	(82)	34%	(107)	11%	(36)	17%	(55)	12%	(37)	317
PID: Dem (no lean)	48%	(208)	30%	(129)	5%	(23)	4%	(18)	12%	(51)	430
PID: Ind (no lean)	26%	(77)	31%	(94)	10%	(28)	13%	(38)	21%	(61)	298
PID: Rep (no lean)	22%	(75)	31%	(106)	12%	(42)	24%	(81)	11%	(36)	340
PID/Gender: Dem Men	48%	(96)	32%	(63)	5%	(11)	5%	(9)	11%	(21)	201
PID/Gender: Dem Women	49%	(112)	29%	(66)	5%	(12)	4%	(9)	13%	(30)	229
PID/Gender: Ind Men	22%	(33)	28%	(42)	10%	(15)	18%	(27)	22%	(33)	151
PID/Gender: Ind Women	29%	(42)	35%	(50)	9%	(13)	8%	(11)	19%	(28)	145
PID/Gender: Rep Men	20%	(36)	32%	(59)	14%	(26)	26%	(48)	8%	(14)	182
PID/Gender: Rep Women	25%	(39)	30%	(47)	10%	(17)	21%	(33)	14%	(22)	158
Ideo: Liberal (1-3)	57%	(184)	27%	(89)	3%	(10)	5%	(15)	8%	(26)	325
Ideo: Moderate (4)	24%	(86)	37%	(130)	9%	(33)	10%	(35)	20%	(69)	353
Ideo: Conservative (5-7)	22%	(77)	29%	(101)	14%	(47)	25%	(85)	10%	(35)	346
Educ: < College	33%	(223)	29%	(195)	8%	(57)	14%	(93)	16%	(110)	678
Educ: Bachelors degree	35%	(86)	34%	(83)	6%	(15)	13%	(31)	12%	(28)	243
Educ: Post-grad	35%	(52)	34%	(50)	14%	(21)	10%	(14)	7%	(10)	147
Income: Under 50k	32%	(173)	30%	(162)	8%	(42)	11%	(59)	18%	(98)	533
Income: 50k-100k	36%	(131)	31%	(113)	9%	(35)	16%	(58)	8%	(30)	368
Income: 100k+	33%	(56)	32%	(53)	10%	(17)	12%	(21)	12%	(21)	167
Ethnicity: White	31%	(255)	32%	(258)	9%	(74)	14%	(114)	13%	(109)	811
Ethnicity: Hispanic	43%	(67)	24%	(38)	8%	(13)	13%	(21)	12%	(19)	158

Table MCBR5_1: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(360)	31%	(329)	9%	(93)	13%	(137)	14%	(149)	1068
Ethnicity: Black	48%	(69)	26%	(37)	5%	(7)	7%	(11)	14%	(20)	144
Ethnicity: Other	32%	(36)	30%	(34)	10%	(12)	11%	(12)	17%	(19)	113
All Christian	31%	(156)	32%	(161)	11%	(53)	15%	(77)	10%	(52)	499
All Non-Christian	43%	(29)	29%	(20)	7%	(5)	7%	(5)	15%	(10)	69
Atheist	48%	(28)	25%	(15)	4%	(2)	14%	(8)	9%	(5)	58
Agnostic/Nothing in particular	32%	(88)	31%	(87)	7%	(20)	10%	(29)	19%	(53)	276
Something Else	36%	(59)	28%	(46)	8%	(13)	11%	(18)	17%	(29)	166
Religious Non-Protestant/Catholic	40%	(32)	33%	(26)	7%	(5)	8%	(6)	13%	(10)	79
Evangelical	34%	(84)	30%	(74)	8%	(19)	16%	(38)	12%	(30)	246
Non-Evangelical	32%	(127)	31%	(124)	12%	(46)	13%	(52)	13%	(50)	399
Community: Urban	42%	(132)	28%	(87)	5%	(16)	12%	(36)	13%	(40)	311
Community: Suburban	33%	(168)	34%	(175)	8%	(39)	13%	(68)	12%	(61)	511
Community: Rural	25%	(60)	27%	(67)	15%	(38)	13%	(33)	20%	(48)	246
Employ: Private Sector	39%	(145)	30%	(112)	10%	(35)	10%	(37)	11%	(42)	371
Employ: Government	40%	(20)	22%	(11)	11%	(5)	12%	(6)	15%	(8)	50
Employ: Self-Employed	37%	(34)	26%	(24)	7%	(6)	18%	(17)	11%	(11)	92
Employ: Homemaker	32%	(25)	35%	(26)	2%	(2)	13%	(10)	18%	(13)	76
Employ: Retired	27%	(75)	35%	(96)	11%	(31)	17%	(46)	10%	(28)	277
Employ: Unemployed	30%	(33)	28%	(30)	6%	(7)	9%	(10)	27%	(30)	109
Employ: Other	32%	(16)	41%	(20)	3%	(2)	8%	(4)	16%	(8)	50
Military HH: Yes	23%	(28)	38%	(46)	14%	(17)	15%	(18)	10%	(12)	121
Military HH: No	35%	(333)	30%	(283)	8%	(76)	13%	(120)	14%	(136)	947
RD/WT: Right Direction	42%	(142)	36%	(121)	6%	(19)	4%	(14)	11%	(38)	334
RD/WT: Wrong Track	30%	(218)	28%	(208)	10%	(74)	17%	(123)	15%	(111)	734
Biden Job Approve	46%	(212)	34%	(157)	6%	(28)	4%	(18)	10%	(47)	462
Biden Job Disapprove	25%	(143)	29%	(164)	11%	(64)	21%	(117)	14%	(79)	567
Biden Job Strongly Approve	51%	(100)	29%	(56)	7%	(14)	4%	(8)	8%	(16)	195
Biden Job Somewhat Approve	42%	(112)	38%	(101)	5%	(14)	4%	(9)	12%	(31)	267
Biden Job Somewhat Disapprove	34%	(53)	36%	(56)	6%	(9)	9%	(15)	14%	(22)	156
Biden Job Strongly Disapprove	22%	(89)	26%	(108)	13%	(55)	25%	(103)	14%	(57)	412

Table MCBR5_1: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(360)	31%	(329)	9%	(93)	13%	(137)	14%	(149)	1068
Favorable of Biden	46%	(217)	34%	(158)	6%	(28)	3%	(15)	12%	(54)	472
Unfavorable of Biden	24%	(128)	29%	(158)	12%	(65)	22%	(118)	14%	(73)	542
Very Favorable of Biden	51%	(110)	27%	(58)	6%	(13)	4%	(8)	12%	(26)	215
Somewhat Favorable of Biden	41%	(106)	39%	(100)	6%	(14)	3%	(7)	11%	(28)	257
Somewhat Unfavorable of Biden	30%	(42)	38%	(53)	10%	(14)	12%	(16)	10%	(15)	141
Very Unfavorable of Biden	21%	(85)	26%	(105)	13%	(51)	25%	(101)	15%	(59)	401
#1 Issue: Economy	31%	(143)	33%	(151)	11%	(50)	12%	(55)	13%	(59)	459
#1 Issue: Security	20%	(24)	30%	(36)	9%	(11)	27%	(32)	13%	(16)	118
#1 Issue: Health Care	40%	(35)	29%	(26)	9%	(8)	11%	(10)	11%	(10)	88
#1 Issue: Medicare / Social Security	31%	(44)	33%	(47)	10%	(15)	11%	(15)	15%	(22)	142
#1 Issue: Women's Issues	55%	(64)	19%	(22)	3%	(3)	7%	(8)	16%	(19)	116
#1 Issue: Energy	40%	(23)	34%	(20)	6%	(3)	6%	(3)	15%	(9)	58
#1 Issue: Other	36%	(18)	24%	(12)	6%	(3)	14%	(7)	20%	(10)	50
2022 House Vote: Democrat	48%	(207)	31%	(135)	5%	(23)	3%	(15)	12%	(54)	434
2022 House Vote: Republican	21%	(70)	31%	(101)	16%	(51)	23%	(75)	9%	(30)	327
2022 House Vote: Didnt Vote	28%	(77)	29%	(81)	7%	(19)	15%	(42)	21%	(59)	277
2020 Vote: Joe Biden	47%	(207)	30%	(135)	6%	(25)	4%	(18)	13%	(58)	443
2020 Vote: Donald Trump	23%	(83)	31%	(108)	14%	(49)	22%	(76)	10%	(36)	351
2020 Vote: Didn't Vote	24%	(55)	31%	(73)	6%	(15)	17%	(40)	22%	(52)	235
2018 House Vote: Democrat	46%	(178)	31%	(120)	6%	(23)	3%	(13)	14%	(54)	388
2018 House Vote: Republican	22%	(64)	29%	(84)	17%	(49)	23%	(68)	9%	(26)	291
2018 House Vote: Didnt Vote	31%	(112)	31%	(114)	6%	(20)	14%	(52)	18%	(65)	364
4-Region: Northeast	35%	(64)	29%	(54)	9%	(16)	11%	(21)	16%	(30)	184
4-Region: Midwest	33%	(76)	28%	(65)	10%	(23)	13%	(31)	15%	(35)	229
4-Region: South	35%	(140)	28%	(114)	10%	(40)	14%	(55)	13%	(53)	404
4-Region: West	32%	(80)	38%	(95)	6%	(14)	12%	(30)	12%	(31)	251
M&Ms Avid Fan	43%	(187)	27%	(117)	7%	(30)	11%	(47)	11%	(48)	430
M&Ms Fan	35%	(340)	31%	(302)	9%	(85)	12%	(112)	12%	(120)	959

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

Table MCBR5_2: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different genders

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(295)	28%	(303)	13%	(136)	15%	(165)	16%	(170)	1068
Gender: Male	24%	(129)	30%	(162)	13%	(71)	19%	(104)	13%	(69)	534
Gender: Female	31%	(165)	26%	(140)	12%	(65)	12%	(62)	19%	(101)	531
Age: 18-34	32%	(100)	30%	(93)	12%	(37)	10%	(31)	15%	(47)	309
Age: 35-44	34%	(61)	27%	(48)	12%	(21)	9%	(17)	18%	(33)	179
Age: 45-64	24%	(82)	29%	(101)	12%	(43)	18%	(62)	17%	(58)	348
Age: 65+	22%	(51)	26%	(60)	15%	(34)	24%	(55)	13%	(31)	232
GenZers: 1997-2012	32%	(37)	42%	(48)	9%	(10)	7%	(8)	11%	(12)	115
Millennials: 1981-1996	34%	(115)	24%	(80)	12%	(41)	11%	(38)	18%	(62)	336
GenXers: 1965-1980	24%	(65)	31%	(83)	12%	(34)	17%	(45)	16%	(44)	270
Baby Boomers: 1946-1964	22%	(70)	26%	(82)	15%	(47)	22%	(71)	15%	(46)	317
PID: Dem (no lean)	42%	(179)	29%	(127)	10%	(44)	4%	(17)	15%	(64)	430
PID: Ind (no lean)	18%	(55)	29%	(87)	12%	(37)	17%	(51)	23%	(68)	298
PID: Rep (no lean)	18%	(61)	26%	(89)	16%	(55)	29%	(98)	11%	(38)	340
PID/Gender: Dem Men	36%	(72)	36%	(71)	11%	(22)	5%	(10)	13%	(25)	201
PID/Gender: Dem Women	46%	(106)	24%	(55)	10%	(22)	3%	(7)	17%	(38)	229
PID/Gender: Ind Men	16%	(24)	29%	(44)	13%	(20)	22%	(33)	20%	(30)	151
PID/Gender: Ind Women	20%	(29)	29%	(43)	12%	(17)	12%	(18)	26%	(38)	145
PID/Gender: Rep Men	18%	(32)	26%	(46)	16%	(29)	33%	(61)	8%	(14)	182
PID/Gender: Rep Women	18%	(29)	27%	(42)	16%	(26)	23%	(37)	15%	(24)	158
Ideo: Liberal (1-3)	49%	(159)	32%	(104)	6%	(20)	3%	(11)	10%	(31)	325
Ideo: Moderate (4)	19%	(68)	30%	(105)	14%	(51)	12%	(43)	25%	(87)	353
Ideo: Conservative (5-7)	16%	(56)	24%	(85)	18%	(64)	31%	(106)	10%	(35)	346
Educ: < College	26%	(178)	27%	(183)	13%	(85)	15%	(101)	19%	(131)	678
Educ: Bachelors degree	34%	(81)	29%	(70)	12%	(28)	16%	(39)	10%	(24)	243
Educ: Post-grad	24%	(35)	34%	(50)	15%	(22)	17%	(26)	10%	(15)	147
Income: Under 50k	28%	(151)	25%	(133)	12%	(67)	14%	(77)	20%	(105)	533
Income: 50k-100k	28%	(102)	31%	(113)	13%	(49)	17%	(62)	11%	(42)	368
Income: 100k+	25%	(43)	34%	(56)	12%	(20)	16%	(26)	14%	(23)	167
Ethnicity: White	26%	(209)	28%	(225)	14%	(114)	17%	(142)	15%	(121)	811
Ethnicity: Hispanic	31%	(49)	31%	(49)	10%	(16)	11%	(18)	16%	(26)	158

Table MCBR5_2: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different genders

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(295)	28%	(303)	13%	(136)	15%	(165)	16%	(170)	1068
Ethnicity: Black	41%	(59)	26%	(38)	7%	(11)	9%	(14)	16%	(23)	144
Ethnicity: Other	24%	(27)	35%	(40)	10%	(11)	9%	(10)	22%	(25)	113
All Christian	25%	(124)	29%	(145)	16%	(78)	20%	(98)	11%	(54)	499
All Non-Christian	38%	(26)	30%	(21)	7%	(5)	8%	(6)	16%	(11)	69
Atheist	41%	(24)	31%	(18)	3%	(2)	16%	(9)	9%	(5)	58
Agnostic/Nothing in particular	26%	(71)	28%	(77)	11%	(30)	12%	(32)	24%	(65)	276
Something Else	29%	(49)	25%	(42)	13%	(21)	12%	(21)	20%	(34)	166
Religious Non-Protestant/Catholic	36%	(29)	32%	(26)	10%	(8)	7%	(6)	14%	(11)	79
Evangelical	28%	(68)	21%	(51)	12%	(30)	24%	(58)	15%	(37)	246
Non-Evangelical	25%	(100)	32%	(128)	16%	(65)	14%	(56)	13%	(50)	399
Community: Urban	36%	(111)	31%	(95)	7%	(23)	11%	(35)	15%	(47)	311
Community: Suburban	28%	(140)	29%	(148)	12%	(62)	17%	(86)	15%	(75)	511
Community: Rural	18%	(43)	24%	(59)	21%	(51)	18%	(44)	20%	(48)	246
Employ: Private Sector	30%	(112)	30%	(112)	14%	(53)	13%	(49)	12%	(45)	371
Employ: Government	33%	(16)	22%	(11)	9%	(4)	15%	(7)	21%	(11)	50
Employ: Self-Employed	37%	(34)	28%	(26)	9%	(8)	16%	(15)	11%	(10)	92
Employ: Homemaker	30%	(23)	24%	(18)	14%	(10)	10%	(8)	22%	(17)	76
Employ: Retired	23%	(63)	27%	(75)	14%	(40)	24%	(65)	12%	(34)	277
Employ: Unemployed	22%	(24)	21%	(23)	13%	(14)	12%	(13)	32%	(34)	109
Employ: Other	20%	(10)	42%	(21)	5%	(3)	9%	(5)	23%	(11)	50
Military HH: Yes	21%	(25)	31%	(37)	14%	(17)	19%	(23)	15%	(18)	121
Military HH: No	28%	(269)	28%	(265)	13%	(119)	15%	(142)	16%	(152)	947
RD/WT: Right Direction	38%	(126)	32%	(107)	12%	(39)	5%	(15)	14%	(47)	334
RD/WT: Wrong Track	23%	(169)	27%	(195)	13%	(97)	20%	(150)	17%	(123)	734
Biden Job Approve	41%	(190)	32%	(148)	10%	(46)	4%	(19)	13%	(58)	462
Biden Job Disapprove	17%	(99)	26%	(147)	16%	(89)	25%	(143)	16%	(90)	567
Biden Job Strongly Approve	49%	(96)	27%	(54)	6%	(12)	5%	(10)	12%	(23)	195
Biden Job Somewhat Approve	35%	(94)	36%	(95)	13%	(34)	4%	(10)	13%	(35)	267
Biden Job Somewhat Disapprove	23%	(37)	35%	(55)	12%	(19)	10%	(16)	18%	(29)	156
Biden Job Strongly Disapprove	15%	(63)	22%	(91)	17%	(69)	31%	(127)	15%	(61)	412

Table MCBR5_2: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?* *To represent different genders*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(295)	28%	(303)	13%	(136)	15%	(165)	16%	(170)	1068
Favorable of Biden	40%	(190)	33%	(155)	9%	(43)	4%	(20)	13%	(63)	472
Unfavorable of Biden	17%	(92)	25%	(136)	16%	(88)	26%	(140)	16%	(85)	542
Very Favorable of Biden	50%	(106)	24%	(52)	7%	(15)	4%	(9)	15%	(33)	215
Somewhat Favorable of Biden	33%	(84)	40%	(103)	11%	(28)	4%	(11)	12%	(30)	257
Somewhat Unfavorable of Biden	21%	(29)	30%	(42)	15%	(22)	11%	(15)	23%	(32)	141
Very Unfavorable of Biden	16%	(63)	24%	(94)	17%	(67)	31%	(125)	13%	(52)	401
#1 Issue: Economy	24%	(111)	28%	(130)	15%	(68)	17%	(78)	16%	(72)	459
#1 Issue: Security	10%	(12)	36%	(42)	12%	(14)	27%	(32)	15%	(18)	118
#1 Issue: Health Care	32%	(28)	35%	(31)	9%	(8)	9%	(8)	15%	(13)	88
#1 Issue: Medicare / Social Security	27%	(38)	27%	(39)	15%	(21)	14%	(20)	17%	(24)	142
#1 Issue: Women's Issues	49%	(57)	18%	(21)	8%	(9)	6%	(7)	18%	(21)	116
#1 Issue: Energy	38%	(22)	21%	(12)	15%	(9)	5%	(3)	21%	(12)	58
#1 Issue: Other	32%	(16)	24%	(12)	13%	(7)	18%	(9)	14%	(7)	50
2022 House Vote: Democrat	41%	(176)	30%	(132)	9%	(37)	5%	(22)	16%	(67)	434
2022 House Vote: Republican	15%	(50)	24%	(78)	19%	(61)	32%	(104)	11%	(35)	327
2022 House Vote: Didnt Vote	23%	(63)	30%	(84)	12%	(33)	13%	(35)	22%	(62)	277
2020 Vote: Joe Biden	39%	(174)	30%	(133)	10%	(43)	6%	(26)	15%	(67)	443
2020 Vote: Donald Trump	17%	(59)	23%	(80)	18%	(63)	30%	(107)	12%	(42)	351
2020 Vote: Didn't Vote	22%	(52)	30%	(71)	10%	(23)	13%	(30)	24%	(57)	235
2018 House Vote: Democrat	40%	(156)	31%	(119)	9%	(37)	5%	(19)	15%	(57)	388
2018 House Vote: Republican	16%	(47)	26%	(75)	17%	(50)	33%	(95)	8%	(24)	291
2018 House Vote: Didnt Vote	24%	(86)	28%	(101)	13%	(46)	12%	(45)	23%	(85)	364
4-Region: Northeast	24%	(44)	28%	(51)	16%	(30)	14%	(25)	18%	(34)	184
4-Region: Midwest	28%	(64)	27%	(62)	14%	(32)	15%	(35)	16%	(37)	229
4-Region: South	28%	(113)	28%	(112)	13%	(52)	19%	(76)	13%	(50)	404
4-Region: West	29%	(74)	31%	(77)	9%	(22)	12%	(30)	19%	(48)	251
M&Ms Avid Fan	35%	(151)	27%	(115)	10%	(44)	15%	(63)	13%	(58)	430
M&Ms Fan	29%	(278)	28%	(273)	13%	(122)	15%	(141)	15%	(146)	959

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

Table MCBR5_3: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(339)	31%	(330)	12%	(133)	11%	(120)	14%	(146)	1068
Gender: Male	26%	(141)	32%	(168)	16%	(86)	13%	(71)	13%	(68)	534
Gender: Female	37%	(197)	30%	(160)	9%	(48)	9%	(49)	15%	(78)	531
Age: 18-34	39%	(121)	29%	(88)	10%	(32)	10%	(29)	12%	(39)	309
Age: 35-44	37%	(66)	30%	(53)	9%	(17)	5%	(10)	19%	(34)	179
Age: 45-64	27%	(96)	32%	(112)	15%	(53)	12%	(41)	13%	(46)	348
Age: 65+	25%	(57)	33%	(76)	14%	(32)	18%	(41)	12%	(27)	232
GenZers: 1997-2012	42%	(48)	31%	(36)	7%	(8)	12%	(14)	8%	(9)	115
Millennials: 1981-1996	36%	(122)	29%	(99)	11%	(36)	7%	(22)	17%	(58)	336
GenXers: 1965-1980	30%	(81)	32%	(86)	15%	(40)	10%	(27)	14%	(37)	270
Baby Boomers: 1946-1964	26%	(83)	31%	(98)	14%	(45)	17%	(53)	12%	(37)	317
PID: Dem (no lean)	44%	(189)	31%	(135)	10%	(43)	3%	(12)	12%	(51)	430
PID: Ind (no lean)	24%	(72)	32%	(96)	15%	(44)	10%	(31)	19%	(55)	298
PID: Rep (no lean)	23%	(78)	29%	(99)	14%	(46)	23%	(77)	12%	(39)	340
PID/Gender: Dem Men	38%	(75)	35%	(71)	11%	(23)	3%	(7)	12%	(24)	201
PID/Gender: Dem Women	49%	(113)	28%	(64)	9%	(20)	2%	(6)	12%	(26)	229
PID/Gender: Ind Men	17%	(26)	30%	(45)	21%	(31)	14%	(21)	18%	(28)	151
PID/Gender: Ind Women	31%	(44)	34%	(50)	9%	(13)	7%	(10)	19%	(28)	145
PID/Gender: Rep Men	22%	(39)	29%	(52)	17%	(32)	24%	(43)	9%	(16)	182
PID/Gender: Rep Women	25%	(39)	30%	(47)	9%	(15)	21%	(33)	15%	(24)	158
Ideo: Liberal (1-3)	52%	(169)	29%	(95)	5%	(16)	5%	(17)	9%	(28)	325
Ideo: Moderate (4)	23%	(83)	35%	(125)	14%	(49)	8%	(28)	19%	(68)	353
Ideo: Conservative (5-7)	22%	(74)	29%	(100)	19%	(65)	21%	(71)	10%	(36)	346
Educ: < College	31%	(207)	29%	(195)	12%	(85)	12%	(81)	16%	(111)	678
Educ: Bachelors degree	36%	(88)	31%	(74)	12%	(28)	10%	(25)	11%	(27)	243
Educ: Post-grad	30%	(44)	41%	(61)	14%	(21)	10%	(14)	5%	(8)	147
Income: Under 50k	32%	(170)	29%	(155)	11%	(60)	11%	(59)	17%	(89)	533
Income: 50k-100k	34%	(125)	31%	(114)	14%	(52)	11%	(39)	10%	(37)	368
Income: 100k+	27%	(45)	36%	(60)	13%	(21)	13%	(22)	12%	(19)	167
Ethnicity: White	31%	(250)	32%	(256)	13%	(103)	12%	(98)	13%	(105)	811
Ethnicity: Hispanic	39%	(62)	27%	(43)	12%	(18)	9%	(14)	13%	(20)	158

Table MCBR5_3: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(339)	31%	(330)	12%	(133)	11%	(120)	14%	(146)	1068
Ethnicity: Black	43%	(61)	25%	(37)	11%	(15)	8%	(11)	14%	(20)	144
Ethnicity: Other	25%	(28)	33%	(37)	14%	(15)	10%	(11)	18%	(21)	113
All Christian	30%	(151)	31%	(156)	15%	(77)	13%	(64)	10%	(50)	499
All Non-Christian	39%	(27)	28%	(19)	7%	(5)	8%	(5)	19%	(13)	69
Atheist	39%	(23)	33%	(19)	3%	(2)	14%	(8)	11%	(6)	58
Agnostic/Nothing in particular	31%	(87)	31%	(85)	11%	(31)	9%	(25)	18%	(49)	276
Something Else	31%	(51)	30%	(50)	12%	(19)	11%	(18)	16%	(27)	166
Religious Non-Protestant/Catholic	39%	(31)	27%	(22)	10%	(8)	8%	(6)	16%	(13)	79
Evangelical	30%	(74)	31%	(77)	12%	(29)	13%	(32)	14%	(34)	246
Non-Evangelical	31%	(125)	31%	(122)	16%	(63)	11%	(46)	11%	(43)	399
Community: Urban	36%	(111)	33%	(103)	11%	(34)	8%	(25)	12%	(38)	311
Community: Suburban	33%	(171)	32%	(161)	11%	(59)	11%	(58)	12%	(62)	511
Community: Rural	24%	(58)	27%	(65)	16%	(40)	15%	(37)	19%	(46)	246
Employ: Private Sector	35%	(128)	33%	(122)	12%	(44)	9%	(32)	12%	(45)	371
Employ: Government	31%	(15)	27%	(14)	17%	(9)	10%	(5)	15%	(7)	50
Employ: Self-Employed	37%	(34)	25%	(23)	18%	(16)	10%	(10)	9%	(8)	92
Employ: Homemaker	39%	(29)	35%	(27)	8%	(6)	5%	(4)	12%	(9)	76
Employ: Retired	25%	(70)	31%	(85)	15%	(40)	17%	(48)	12%	(33)	277
Employ: Unemployed	29%	(32)	28%	(31)	11%	(12)	9%	(10)	22%	(25)	109
Employ: Other	29%	(15)	42%	(21)	5%	(2)	6%	(3)	18%	(9)	50
Military HH: Yes	26%	(31)	32%	(39)	20%	(25)	13%	(16)	9%	(11)	121
Military HH: No	33%	(309)	31%	(291)	11%	(109)	11%	(104)	14%	(135)	947
RD/WT: Right Direction	37%	(122)	38%	(126)	10%	(35)	4%	(13)	11%	(38)	334
RD/WT: Wrong Track	30%	(217)	28%	(204)	13%	(98)	15%	(107)	15%	(107)	734
Biden Job Approve	42%	(192)	34%	(159)	11%	(51)	2%	(12)	11%	(49)	462
Biden Job Disapprove	25%	(140)	29%	(162)	14%	(82)	19%	(107)	13%	(76)	567
Biden Job Strongly Approve	45%	(88)	32%	(63)	10%	(20)	2%	(4)	10%	(19)	195
Biden Job Somewhat Approve	39%	(104)	36%	(96)	11%	(31)	3%	(7)	11%	(29)	267
Biden Job Somewhat Disapprove	37%	(58)	33%	(51)	8%	(12)	8%	(13)	14%	(22)	156
Biden Job Strongly Disapprove	20%	(82)	27%	(111)	17%	(70)	23%	(94)	13%	(55)	412

Table MCBR5_3: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(339)	31%	(330)	12%	(133)	11%	(120)	14%	(146)	1068
Favorable of Biden	42%	(197)	35%	(163)	10%	(48)	2%	(12)	11%	(52)	472
Unfavorable of Biden	23%	(124)	29%	(156)	16%	(84)	19%	(105)	13%	(72)	542
Very Favorable of Biden	47%	(102)	28%	(61)	9%	(20)	2%	(5)	12%	(27)	215
Somewhat Favorable of Biden	37%	(95)	40%	(102)	11%	(28)	3%	(7)	10%	(25)	257
Somewhat Unfavorable of Biden	30%	(42)	37%	(52)	12%	(17)	10%	(14)	12%	(16)	141
Very Unfavorable of Biden	20%	(81)	26%	(104)	17%	(67)	23%	(92)	14%	(56)	401
#1 Issue: Economy	28%	(130)	33%	(151)	16%	(73)	9%	(43)	13%	(61)	459
#1 Issue: Security	21%	(25)	28%	(33)	15%	(17)	26%	(31)	11%	(13)	118
#1 Issue: Health Care	35%	(30)	36%	(32)	10%	(9)	10%	(9)	10%	(9)	88
#1 Issue: Medicare / Social Security	28%	(40)	32%	(46)	12%	(17)	12%	(17)	16%	(23)	142
#1 Issue: Women's Issues	53%	(62)	21%	(25)	2%	(3)	7%	(8)	16%	(19)	116
#1 Issue: Energy	34%	(20)	31%	(18)	9%	(5)	5%	(3)	20%	(12)	58
#1 Issue: Other	35%	(17)	25%	(13)	14%	(7)	11%	(6)	15%	(8)	50
2022 House Vote: Democrat	44%	(191)	32%	(138)	9%	(38)	2%	(10)	13%	(57)	434
2022 House Vote: Republican	20%	(66)	33%	(107)	16%	(54)	21%	(69)	9%	(31)	327
2022 House Vote: Didnt Vote	28%	(78)	26%	(72)	14%	(38)	13%	(35)	20%	(54)	277
2020 Vote: Joe Biden	42%	(187)	32%	(142)	9%	(41)	4%	(16)	13%	(58)	443
2020 Vote: Donald Trump	22%	(78)	31%	(111)	16%	(56)	20%	(71)	10%	(35)	351
2020 Vote: Didn't Vote	25%	(59)	28%	(65)	13%	(29)	13%	(30)	22%	(51)	235
2018 House Vote: Democrat	42%	(162)	33%	(128)	9%	(34)	3%	(12)	13%	(52)	388
2018 House Vote: Republican	21%	(60)	30%	(86)	18%	(51)	22%	(64)	10%	(30)	291
2018 House Vote: Didnt Vote	30%	(110)	29%	(106)	13%	(47)	11%	(38)	17%	(61)	364
4-Region: Northeast	28%	(51)	33%	(61)	12%	(22)	12%	(22)	15%	(28)	184
4-Region: Midwest	32%	(73)	29%	(67)	16%	(36)	10%	(23)	13%	(29)	229
4-Region: South	34%	(137)	26%	(106)	13%	(54)	12%	(49)	14%	(57)	404
4-Region: West	31%	(79)	38%	(95)	9%	(22)	10%	(25)	12%	(31)	251
M&Ms Avid Fan	42%	(180)	28%	(120)	8%	(35)	12%	(52)	10%	(44)	430
M&Ms Fan	33%	(319)	32%	(303)	12%	(112)	11%	(105)	13%	(120)	959

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

Table MCBR5_4: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(357)	31%	(336)	10%	(109)	10%	(104)	15%	(162)	1068
Gender: Male	31%	(166)	31%	(168)	12%	(65)	13%	(69)	13%	(67)	534
Gender: Female	36%	(190)	31%	(167)	8%	(45)	7%	(35)	18%	(95)	531
Age: 18-34	39%	(121)	31%	(97)	10%	(32)	7%	(23)	12%	(37)	309
Age: 35-44	38%	(69)	31%	(56)	6%	(10)	4%	(7)	21%	(37)	179
Age: 45-64	29%	(101)	34%	(117)	9%	(31)	12%	(40)	17%	(58)	348
Age: 65+	29%	(66)	28%	(65)	15%	(36)	15%	(34)	13%	(31)	232
GenZers: 1997-2012	41%	(47)	37%	(42)	11%	(13)	5%	(6)	6%	(7)	115
Millennials: 1981-1996	39%	(131)	29%	(98)	7%	(24)	6%	(22)	18%	(61)	336
GenXers: 1965-1980	31%	(84)	32%	(87)	11%	(29)	10%	(27)	16%	(43)	270
Baby Boomers: 1946-1964	27%	(85)	32%	(102)	12%	(39)	15%	(47)	14%	(44)	317
PID: Dem (no lean)	51%	(219)	31%	(132)	3%	(12)	3%	(13)	12%	(53)	430
PID: Ind (no lean)	24%	(71)	32%	(97)	13%	(38)	9%	(27)	22%	(65)	298
PID: Rep (no lean)	20%	(67)	32%	(107)	17%	(58)	19%	(63)	13%	(44)	340
PID/Gender: Dem Men	49%	(98)	35%	(71)	3%	(7)	4%	(8)	8%	(17)	201
PID/Gender: Dem Women	53%	(120)	27%	(62)	2%	(6)	2%	(5)	16%	(36)	229
PID/Gender: Ind Men	21%	(32)	29%	(44)	16%	(24)	12%	(19)	22%	(33)	151
PID/Gender: Ind Women	27%	(39)	35%	(51)	10%	(15)	6%	(9)	22%	(32)	145
PID/Gender: Rep Men	20%	(36)	29%	(53)	19%	(34)	23%	(42)	9%	(17)	182
PID/Gender: Rep Women	20%	(31)	34%	(54)	15%	(24)	13%	(21)	18%	(28)	158
Ideo: Liberal (1-3)	54%	(177)	31%	(100)	4%	(14)	2%	(7)	8%	(27)	325
Ideo: Moderate (4)	27%	(96)	35%	(124)	9%	(32)	7%	(26)	21%	(76)	353
Ideo: Conservative (5-7)	20%	(71)	30%	(104)	17%	(60)	19%	(67)	13%	(44)	346
Educ: < College	31%	(208)	31%	(210)	10%	(66)	10%	(67)	19%	(128)	678
Educ: Bachelors degree	38%	(93)	31%	(75)	10%	(25)	10%	(25)	10%	(25)	243
Educ: Post-grad	38%	(55)	35%	(52)	13%	(19)	8%	(12)	6%	(9)	147
Income: Under 50k	31%	(166)	30%	(157)	12%	(64)	9%	(47)	19%	(99)	533
Income: 50k-100k	37%	(138)	32%	(119)	9%	(33)	10%	(37)	11%	(41)	368
Income: 100k+	32%	(54)	36%	(60)	7%	(12)	12%	(20)	13%	(21)	167
Ethnicity: White	32%	(257)	32%	(256)	12%	(96)	10%	(84)	15%	(118)	811
Ethnicity: Hispanic	44%	(69)	30%	(48)	10%	(16)	3%	(5)	13%	(20)	158

Table MCBR5_4: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(357)	31%	(336)	10%	(109)	10%	(104)	15%	(162)	1068
Ethnicity: Black	47%	(68)	29%	(41)	5%	(7)	6%	(8)	14%	(21)	144
Ethnicity: Other	29%	(32)	35%	(39)	5%	(6)	10%	(11)	21%	(23)	113
All Christian	31%	(153)	32%	(161)	13%	(63)	12%	(62)	12%	(61)	499
All Non-Christian	39%	(27)	32%	(22)	7%	(5)	4%	(3)	17%	(12)	69
Atheist	51%	(30)	26%	(15)	1%	(1)	13%	(8)	9%	(5)	58
Agnostic/Nothing in particular	33%	(91)	30%	(81)	11%	(29)	7%	(19)	20%	(55)	276
Something Else	34%	(57)	34%	(56)	7%	(11)	8%	(13)	17%	(29)	166
Religious Non-Protestant/Catholic	37%	(29)	32%	(25)	13%	(10)	4%	(3)	15%	(12)	79
Evangelical	31%	(76)	31%	(77)	11%	(27)	12%	(29)	15%	(37)	246
Non-Evangelical	33%	(131)	34%	(134)	10%	(41)	10%	(41)	13%	(52)	399
Community: Urban	43%	(134)	34%	(104)	5%	(14)	6%	(19)	13%	(39)	311
Community: Suburban	34%	(173)	31%	(160)	10%	(53)	11%	(56)	14%	(70)	511
Community: Rural	20%	(50)	29%	(72)	17%	(42)	12%	(29)	22%	(53)	246
Employ: Private Sector	36%	(135)	33%	(121)	9%	(34)	9%	(34)	12%	(46)	371
Employ: Government	47%	(23)	21%	(10)	11%	(5)	5%	(3)	16%	(8)	50
Employ: Self-Employed	44%	(40)	24%	(22)	12%	(11)	9%	(8)	12%	(11)	92
Employ: Homemaker	32%	(24)	42%	(32)	2%	(1)	10%	(7)	15%	(12)	76
Employ: Retired	29%	(80)	32%	(90)	13%	(36)	13%	(36)	12%	(34)	277
Employ: Unemployed	28%	(30)	26%	(28)	10%	(11)	8%	(9)	29%	(32)	109
Employ: Other	20%	(10)	33%	(17)	16%	(8)	8%	(4)	22%	(11)	50
Military HH: Yes	32%	(39)	32%	(38)	12%	(15)	12%	(14)	12%	(15)	121
Military HH: No	34%	(318)	31%	(298)	10%	(95)	9%	(89)	16%	(147)	947
RD/WT: Right Direction	43%	(145)	37%	(122)	6%	(19)	2%	(7)	12%	(40)	334
RD/WT: Wrong Track	29%	(212)	29%	(214)	12%	(90)	13%	(96)	17%	(121)	734
Biden Job Approve	48%	(221)	33%	(152)	5%	(25)	2%	(11)	11%	(53)	462
Biden Job Disapprove	23%	(130)	31%	(174)	15%	(83)	16%	(91)	16%	(89)	567
Biden Job Strongly Approve	53%	(104)	31%	(61)	2%	(3)	3%	(6)	11%	(21)	195
Biden Job Somewhat Approve	44%	(118)	34%	(91)	8%	(22)	2%	(6)	12%	(31)	267
Biden Job Somewhat Disapprove	35%	(54)	36%	(57)	8%	(12)	6%	(9)	15%	(24)	156
Biden Job Strongly Disapprove	18%	(76)	29%	(117)	17%	(71)	20%	(82)	16%	(65)	412

Table MCBR5_4: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(357)	31%	(336)	10%	(109)	10%	(104)	15%	(162)	1068
Favorable of Biden	48%	(227)	33%	(156)	4%	(21)	3%	(12)	12%	(56)	472
Unfavorable of Biden	22%	(118)	30%	(165)	16%	(85)	16%	(89)	16%	(85)	542
Very Favorable of Biden	56%	(120)	28%	(61)	2%	(4)	1%	(3)	13%	(27)	215
Somewhat Favorable of Biden	42%	(107)	37%	(96)	7%	(17)	4%	(9)	11%	(29)	257
Somewhat Unfavorable of Biden	30%	(42)	37%	(52)	12%	(16)	9%	(12)	13%	(18)	141
Very Unfavorable of Biden	19%	(76)	28%	(113)	17%	(68)	19%	(76)	17%	(67)	401
#1 Issue: Economy	31%	(141)	33%	(149)	12%	(56)	9%	(43)	15%	(70)	459
#1 Issue: Security	15%	(18)	34%	(40)	18%	(21)	20%	(23)	13%	(16)	118
#1 Issue: Health Care	46%	(40)	33%	(29)	5%	(5)	5%	(5)	11%	(10)	88
#1 Issue: Medicare / Social Security	31%	(44)	32%	(45)	11%	(15)	10%	(14)	17%	(24)	142
#1 Issue: Women's Issues	52%	(61)	22%	(26)	3%	(3)	6%	(7)	16%	(19)	116
#1 Issue: Energy	40%	(23)	28%	(16)	4%	(2)	5%	(3)	23%	(14)	58
#1 Issue: Other	32%	(16)	31%	(16)	11%	(5)	11%	(6)	15%	(8)	50
2022 House Vote: Democrat	49%	(211)	32%	(139)	4%	(18)	2%	(9)	13%	(58)	434
2022 House Vote: Republican	19%	(61)	32%	(104)	19%	(63)	20%	(64)	11%	(35)	327
2022 House Vote: Didnt Vote	29%	(79)	30%	(82)	9%	(26)	9%	(26)	23%	(65)	277
2020 Vote: Joe Biden	48%	(213)	32%	(140)	5%	(21)	3%	(12)	13%	(57)	443
2020 Vote: Donald Trump	19%	(68)	31%	(110)	18%	(62)	19%	(68)	12%	(43)	351
2020 Vote: Didn't Vote	28%	(65)	32%	(75)	7%	(17)	9%	(20)	24%	(57)	235
2018 House Vote: Democrat	48%	(184)	33%	(130)	4%	(15)	2%	(7)	13%	(51)	388
2018 House Vote: Republican	20%	(57)	29%	(84)	20%	(57)	21%	(60)	11%	(32)	291
2018 House Vote: Didnt Vote	30%	(109)	31%	(112)	9%	(33)	9%	(32)	21%	(76)	364
4-Region: Northeast	32%	(59)	33%	(61)	8%	(15)	7%	(13)	20%	(36)	184
4-Region: Midwest	34%	(78)	28%	(64)	13%	(31)	11%	(25)	13%	(31)	229
4-Region: South	35%	(141)	31%	(124)	11%	(43)	10%	(41)	14%	(55)	404
4-Region: West	31%	(79)	35%	(87)	8%	(21)	10%	(24)	16%	(40)	251
M&Ms Avid Fan	42%	(182)	27%	(115)	10%	(44)	10%	(43)	11%	(45)	430
M&Ms Fan	34%	(324)	32%	(310)	10%	(100)	9%	(88)	14%	(138)	959

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

Table MCBR5_5: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(253)	34%	(366)	13%	(134)	12%	(133)	17%	(182)	1068
Gender: Male	22%	(118)	35%	(186)	15%	(79)	16%	(83)	13%	(68)	534
Gender: Female	25%	(134)	34%	(178)	10%	(55)	9%	(50)	21%	(114)	531
Age: 18-34	30%	(92)	35%	(108)	11%	(34)	9%	(27)	16%	(48)	309
Age: 35-44	29%	(52)	31%	(56)	11%	(21)	6%	(10)	23%	(42)	179
Age: 45-64	23%	(78)	33%	(115)	13%	(47)	15%	(53)	16%	(55)	348
Age: 65+	14%	(31)	38%	(87)	14%	(32)	19%	(44)	16%	(37)	232
GenZers: 1997-2012	30%	(34)	39%	(45)	14%	(16)	8%	(9)	9%	(10)	115
Millennials: 1981-1996	29%	(97)	33%	(110)	9%	(31)	8%	(25)	22%	(73)	336
GenXers: 1965-1980	25%	(69)	31%	(85)	14%	(39)	13%	(35)	16%	(43)	270
Baby Boomers: 1946-1964	16%	(50)	35%	(112)	14%	(46)	19%	(59)	16%	(50)	317
PID: Dem (no lean)	35%	(149)	35%	(152)	9%	(38)	6%	(24)	16%	(67)	430
PID: Ind (no lean)	18%	(53)	33%	(100)	12%	(35)	13%	(40)	24%	(71)	298
PID: Rep (no lean)	15%	(52)	34%	(114)	18%	(61)	20%	(69)	13%	(44)	340
PID/Gender: Dem Men	35%	(71)	37%	(73)	10%	(20)	6%	(12)	12%	(24)	201
PID/Gender: Dem Women	34%	(78)	34%	(78)	8%	(18)	5%	(12)	19%	(43)	229
PID/Gender: Ind Men	13%	(20)	36%	(54)	15%	(22)	17%	(26)	19%	(28)	151
PID/Gender: Ind Women	22%	(32)	31%	(44)	9%	(13)	9%	(14)	29%	(42)	145
PID/Gender: Rep Men	15%	(27)	32%	(58)	20%	(36)	24%	(45)	9%	(16)	182
PID/Gender: Rep Women	15%	(24)	36%	(56)	15%	(24)	16%	(25)	18%	(29)	158
Ideo: Liberal (1-3)	39%	(126)	36%	(118)	10%	(33)	4%	(13)	11%	(35)	325
Ideo: Moderate (4)	19%	(68)	37%	(129)	10%	(34)	10%	(35)	25%	(87)	353
Ideo: Conservative (5-7)	14%	(48)	32%	(109)	19%	(65)	23%	(78)	13%	(45)	346
Educ: < College	24%	(166)	30%	(204)	12%	(82)	14%	(92)	20%	(134)	678
Educ: Bachelors degree	26%	(64)	37%	(90)	12%	(28)	10%	(24)	15%	(36)	243
Educ: Post-grad	16%	(23)	49%	(71)	16%	(23)	12%	(17)	8%	(12)	147
Income: Under 50k	24%	(127)	32%	(170)	14%	(73)	12%	(63)	19%	(100)	533
Income: 50k-100k	26%	(96)	33%	(122)	12%	(43)	13%	(47)	16%	(59)	368
Income: 100k+	18%	(29)	44%	(74)	10%	(17)	14%	(24)	14%	(23)	167
Ethnicity: White	22%	(180)	34%	(278)	14%	(113)	14%	(110)	16%	(131)	811
Ethnicity: Hispanic	29%	(46)	26%	(40)	15%	(24)	10%	(16)	20%	(31)	158

Continued on next page

Table MCBR5_5: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(253)	34%	(366)	13%	(134)	12%	(133)	17%	(182)	1068
Ethnicity: Black	39%	(56)	25%	(35)	9%	(14)	8%	(11)	20%	(28)	144
Ethnicity: Other	15%	(17)	47%	(53)	6%	(7)	11%	(12)	21%	(23)	113
All Christian	23%	(115)	34%	(171)	15%	(77)	15%	(75)	12%	(61)	499
All Non-Christian	29%	(20)	39%	(27)	5%	(3)	5%	(4)	22%	(15)	69
Atheist	31%	(18)	31%	(18)	6%	(3)	19%	(11)	14%	(8)	58
Agnostic/Nothing in particular	22%	(62)	34%	(95)	10%	(28)	10%	(29)	23%	(62)	276
Something Else	23%	(38)	33%	(55)	13%	(22)	9%	(15)	22%	(36)	166
Religious Non-Protestant/Catholic	27%	(22)	41%	(33)	6%	(5)	5%	(4)	20%	(16)	79
Evangelical	24%	(60)	30%	(74)	14%	(33)	17%	(41)	15%	(38)	246
Non-Evangelical	23%	(91)	36%	(144)	16%	(63)	11%	(45)	14%	(57)	399
Community: Urban	31%	(97)	31%	(96)	10%	(31)	11%	(33)	17%	(54)	311
Community: Suburban	23%	(116)	38%	(193)	11%	(56)	13%	(66)	16%	(80)	511
Community: Rural	16%	(40)	32%	(78)	19%	(47)	14%	(34)	19%	(47)	246
Employ: Private Sector	27%	(101)	37%	(139)	12%	(44)	10%	(38)	13%	(49)	371
Employ: Government	24%	(12)	30%	(15)	17%	(9)	7%	(4)	22%	(11)	50
Employ: Self-Employed	35%	(32)	28%	(26)	10%	(9)	14%	(13)	12%	(11)	92
Employ: Homemaker	27%	(20)	26%	(20)	5%	(4)	12%	(9)	30%	(23)	76
Employ: Retired	16%	(44)	37%	(103)	14%	(38)	18%	(50)	15%	(41)	277
Employ: Unemployed	19%	(21)	36%	(39)	11%	(12)	11%	(12)	24%	(26)	109
Employ: Other	18%	(9)	31%	(16)	16%	(8)	11%	(6)	24%	(12)	50
Military HH: Yes	17%	(21)	42%	(50)	15%	(19)	16%	(20)	9%	(11)	121
Military HH: No	25%	(232)	33%	(316)	12%	(115)	12%	(113)	18%	(170)	947
RD/WT: Right Direction	33%	(110)	38%	(126)	9%	(29)	6%	(19)	15%	(51)	334
RD/WT: Wrong Track	20%	(143)	33%	(240)	14%	(105)	16%	(114)	18%	(131)	734
Biden Job Approve	33%	(152)	37%	(173)	10%	(47)	5%	(24)	14%	(66)	462
Biden Job Disapprove	17%	(94)	33%	(188)	15%	(86)	19%	(106)	17%	(94)	567
Biden Job Strongly Approve	37%	(73)	35%	(69)	8%	(15)	6%	(12)	13%	(26)	195
Biden Job Somewhat Approve	30%	(79)	39%	(105)	12%	(32)	4%	(12)	15%	(40)	267
Biden Job Somewhat Disapprove	26%	(41)	43%	(68)	5%	(8)	8%	(13)	16%	(25)	156
Biden Job Strongly Disapprove	13%	(53)	29%	(120)	19%	(78)	23%	(93)	17%	(68)	412

Table MCBR5_5: *Do you support or oppose brands changing the appearance of established and well-known characters for the following reasons?*
To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(253)	34%	(366)	13%	(134)	12%	(133)	17%	(182)	1068
Favorable of Biden	33%	(157)	38%	(177)	10%	(47)	5%	(22)	15%	(69)	472
Unfavorable of Biden	15%	(81)	33%	(176)	16%	(86)	20%	(108)	17%	(89)	542
Very Favorable of Biden	39%	(84)	32%	(68)	9%	(19)	5%	(11)	15%	(33)	215
Somewhat Favorable of Biden	28%	(73)	42%	(109)	11%	(28)	4%	(11)	14%	(36)	257
Somewhat Unfavorable of Biden	22%	(31)	36%	(51)	10%	(15)	11%	(15)	21%	(29)	141
Very Unfavorable of Biden	12%	(50)	31%	(126)	18%	(72)	23%	(94)	15%	(60)	401
#1 Issue: Economy	19%	(85)	37%	(169)	14%	(66)	12%	(53)	19%	(85)	459
#1 Issue: Security	14%	(17)	31%	(36)	12%	(14)	27%	(31)	16%	(19)	118
#1 Issue: Health Care	34%	(30)	36%	(32)	14%	(12)	7%	(6)	10%	(9)	88
#1 Issue: Medicare / Social Security	24%	(33)	36%	(51)	12%	(17)	13%	(18)	16%	(23)	142
#1 Issue: Women's Issues	39%	(46)	24%	(28)	11%	(12)	8%	(9)	18%	(21)	116
#1 Issue: Energy	30%	(17)	42%	(24)	7%	(4)	7%	(4)	14%	(8)	58
#1 Issue: Other	22%	(11)	29%	(15)	12%	(6)	15%	(7)	22%	(11)	50
2022 House Vote: Democrat	33%	(144)	37%	(159)	8%	(36)	5%	(22)	17%	(73)	434
2022 House Vote: Republican	16%	(54)	33%	(106)	17%	(56)	21%	(68)	13%	(42)	327
2022 House Vote: Didnt Vote	19%	(52)	32%	(88)	14%	(39)	14%	(38)	22%	(60)	277
2020 Vote: Joe Biden	33%	(145)	38%	(168)	9%	(38)	5%	(23)	15%	(69)	443
2020 Vote: Donald Trump	17%	(58)	31%	(107)	17%	(59)	21%	(72)	16%	(55)	351
2020 Vote: Didn't Vote	18%	(43)	31%	(72)	12%	(27)	15%	(34)	25%	(58)	235
2018 House Vote: Democrat	34%	(132)	36%	(138)	9%	(33)	4%	(16)	18%	(69)	388
2018 House Vote: Republican	16%	(46)	32%	(94)	20%	(59)	20%	(59)	11%	(33)	291
2018 House Vote: Didnt Vote	20%	(73)	34%	(122)	11%	(40)	15%	(54)	21%	(75)	364
4-Region: Northeast	19%	(36)	37%	(69)	11%	(20)	13%	(24)	19%	(35)	184
4-Region: Midwest	23%	(52)	33%	(77)	15%	(35)	14%	(31)	15%	(34)	229
4-Region: South	25%	(99)	31%	(127)	14%	(56)	14%	(55)	16%	(66)	404
4-Region: West	26%	(66)	38%	(94)	9%	(22)	9%	(23)	19%	(47)	251
M&Ms Avid Fan	32%	(140)	33%	(140)	10%	(44)	12%	(53)	12%	(53)	430
M&Ms Fan	25%	(244)	35%	(334)	13%	(123)	11%	(108)	16%	(151)	959

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

Table MCBR6_1: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(350)	29%	(326)	11%	(126)	12%	(131)	18%	(200)	1133
Gender: Male	27%	(142)	30%	(161)	14%	(73)	13%	(70)	17%	(89)	536
Gender: Female	35%	(208)	28%	(165)	9%	(52)	10%	(61)	18%	(110)	596
Age: 18-34	38%	(123)	29%	(95)	10%	(33)	7%	(22)	15%	(49)	322
Age: 35-44	32%	(61)	28%	(54)	7%	(13)	14%	(26)	20%	(38)	192
Age: 45-64	30%	(108)	27%	(97)	12%	(44)	12%	(44)	19%	(70)	364
Age: 65+	23%	(57)	32%	(80)	14%	(35)	15%	(38)	17%	(44)	255
GenZers: 1997-2012	40%	(54)	30%	(40)	11%	(14)	5%	(6)	15%	(20)	134
Millennials: 1981-1996	35%	(122)	28%	(100)	9%	(32)	10%	(34)	18%	(63)	350
GenXers: 1965-1980	31%	(86)	29%	(82)	11%	(32)	11%	(32)	17%	(47)	278
Baby Boomers: 1946-1964	24%	(83)	28%	(97)	13%	(43)	15%	(53)	19%	(66)	343
PID: Dem (no lean)	46%	(211)	30%	(138)	10%	(47)	4%	(17)	10%	(45)	457
PID: Ind (no lean)	25%	(82)	26%	(83)	12%	(38)	7%	(23)	30%	(98)	325
PID: Rep (no lean)	16%	(57)	30%	(105)	12%	(41)	26%	(90)	16%	(57)	351
PID/Gender: Dem Men	42%	(91)	33%	(70)	13%	(28)	4%	(9)	8%	(17)	214
PID/Gender: Dem Women	49%	(120)	28%	(68)	8%	(19)	3%	(8)	11%	(28)	244
PID/Gender: Ind Men	20%	(32)	28%	(45)	15%	(25)	8%	(12)	28%	(45)	160
PID/Gender: Ind Women	30%	(50)	23%	(38)	8%	(13)	7%	(11)	32%	(52)	165
PID/Gender: Rep Men	12%	(19)	28%	(46)	13%	(21)	30%	(49)	17%	(27)	163
PID/Gender: Rep Women	20%	(38)	32%	(59)	10%	(20)	22%	(41)	16%	(30)	188
Ideo: Liberal (1-3)	49%	(170)	30%	(104)	8%	(27)	3%	(9)	10%	(35)	344
Ideo: Moderate (4)	29%	(108)	31%	(117)	13%	(47)	8%	(29)	20%	(73)	374
Ideo: Conservative (5-7)	16%	(52)	26%	(86)	14%	(48)	26%	(88)	17%	(58)	331
Educ: < College	29%	(223)	27%	(203)	12%	(87)	12%	(91)	20%	(155)	760
Educ: Bachelors degree	33%	(80)	35%	(85)	10%	(24)	12%	(28)	11%	(26)	242
Educ: Post-grad	36%	(47)	29%	(39)	11%	(14)	9%	(12)	15%	(19)	131
Income: Under 50k	31%	(210)	25%	(169)	12%	(78)	11%	(76)	20%	(136)	669
Income: 50k-100k	29%	(84)	34%	(100)	9%	(25)	12%	(36)	16%	(45)	290
Income: 100k+	32%	(56)	33%	(58)	13%	(22)	10%	(18)	11%	(19)	174
Ethnicity: White	27%	(236)	30%	(266)	11%	(102)	14%	(121)	18%	(162)	887

Table MCBR6_1: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(350)	29%	(326)	11%	(126)	12%	(131)	18%	(200)	1133
Ethnicity: Hispanic	27%	(60)	29%	(63)	16%	(36)	11%	(24)	17%	(38)	221
Ethnicity: Black	51%	(71)	24%	(33)	8%	(11)	3%	(4)	14%	(20)	139
Ethnicity: Other	41%	(44)	25%	(27)	12%	(13)	5%	(5)	17%	(18)	107
All Christian	26%	(134)	33%	(166)	11%	(55)	17%	(86)	13%	(69)	509
All Non-Christian	37%	(24)	24%	(16)	18%	(12)	11%	(7)	10%	(7)	65
Agnostic/Nothing in particular	35%	(119)	23%	(76)	13%	(44)	6%	(20)	23%	(77)	337
Something Else	33%	(58)	32%	(57)	7%	(13)	8%	(13)	20%	(36)	177
Religious Non-Protestant/Catholic	35%	(25)	27%	(20)	16%	(12)	11%	(8)	11%	(8)	73
Evangelical	28%	(77)	30%	(84)	9%	(25)	19%	(52)	15%	(41)	280
Non-Evangelical	28%	(111)	34%	(131)	11%	(42)	11%	(44)	16%	(61)	389
Community: Urban	34%	(109)	26%	(83)	11%	(36)	12%	(36)	17%	(52)	316
Community: Suburban	31%	(154)	27%	(135)	13%	(66)	12%	(59)	17%	(88)	502
Community: Rural	28%	(88)	34%	(108)	8%	(24)	11%	(35)	19%	(60)	315
Employ: Private Sector	30%	(110)	34%	(125)	9%	(34)	13%	(47)	13%	(47)	364
Employ: Government	39%	(21)	29%	(15)	11%	(6)	7%	(4)	14%	(8)	53
Employ: Self-Employed	41%	(44)	22%	(24)	15%	(16)	7%	(7)	15%	(16)	108
Employ: Homemaker	34%	(24)	23%	(17)	10%	(7)	5%	(4)	27%	(20)	72
Employ: Retired	23%	(67)	29%	(82)	14%	(41)	16%	(47)	18%	(51)	289
Employ: Unemployed	35%	(62)	21%	(37)	8%	(13)	7%	(13)	29%	(52)	177
Military HH: Yes	26%	(36)	28%	(39)	18%	(25)	16%	(22)	13%	(18)	140
Military HH: No	32%	(314)	29%	(287)	10%	(100)	11%	(109)	18%	(182)	993
RD/WT: Right Direction	45%	(180)	29%	(117)	12%	(48)	3%	(11)	11%	(42)	399
RD/WT: Wrong Track	23%	(170)	29%	(209)	11%	(78)	16%	(119)	22%	(158)	734
Biden Job Approve	48%	(239)	29%	(147)	10%	(51)	3%	(14)	10%	(50)	500
Biden Job Disapprove	17%	(102)	30%	(179)	12%	(73)	20%	(115)	20%	(121)	590
Biden Job Strongly Approve	53%	(121)	28%	(63)	8%	(17)	3%	(8)	8%	(18)	228
Biden Job Somewhat Approve	43%	(118)	31%	(83)	12%	(33)	2%	(7)	11%	(31)	273
Biden Job Somewhat Disapprove	23%	(45)	37%	(70)	16%	(30)	4%	(7)	21%	(40)	192
Biden Job Strongly Disapprove	15%	(58)	27%	(108)	11%	(43)	27%	(108)	20%	(81)	398

Table MCBR6_1: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different racial backgrounds

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(350)	29%	(326)	11%	(126)	12%	(131)	18%	(200)	1133
Favorable of Biden	47%	(231)	29%	(144)	11%	(56)	3%	(16)	10%	(48)	494
Unfavorable of Biden	17%	(99)	30%	(172)	12%	(69)	20%	(115)	21%	(121)	576
Very Favorable of Biden	50%	(126)	28%	(71)	10%	(26)	3%	(9)	8%	(19)	251
Somewhat Favorable of Biden	43%	(105)	30%	(72)	12%	(30)	3%	(7)	12%	(29)	243
Somewhat Unfavorable of Biden	27%	(46)	35%	(60)	13%	(22)	3%	(5)	21%	(36)	169
Very Unfavorable of Biden	13%	(53)	28%	(113)	11%	(47)	27%	(110)	21%	(84)	407
#1 Issue: Economy	26%	(123)	30%	(141)	12%	(56)	13%	(60)	19%	(90)	471
#1 Issue: Security	21%	(27)	23%	(30)	13%	(17)	18%	(23)	24%	(31)	128
#1 Issue: Health Care	46%	(40)	20%	(18)	12%	(11)	2%	(2)	20%	(18)	89
#1 Issue: Medicare / Social Security	29%	(43)	27%	(41)	17%	(25)	15%	(22)	13%	(19)	150
#1 Issue: Women's Issues	54%	(64)	29%	(35)	5%	(6)	2%	(2)	10%	(12)	119
#1 Issue: Education	24%	(14)	48%	(27)	16%	(9)	6%	(3)	6%	(4)	57
#1 Issue: Energy	29%	(19)	36%	(23)	3%	(2)	18%	(11)	13%	(9)	63
#1 Issue: Other	35%	(20)	21%	(12)	1%	(0)	12%	(7)	31%	(18)	57
2022 House Vote: Democrat	47%	(217)	30%	(142)	11%	(50)	4%	(19)	8%	(40)	467
2022 House Vote: Republican	14%	(47)	31%	(104)	12%	(40)	26%	(88)	16%	(54)	333
2022 House Vote: Didnt Vote	27%	(82)	25%	(77)	11%	(33)	7%	(22)	30%	(93)	306
2020 Vote: Joe Biden	45%	(227)	31%	(157)	10%	(51)	4%	(20)	10%	(50)	505
2020 Vote: Donald Trump	12%	(40)	30%	(103)	14%	(47)	27%	(91)	17%	(59)	340
2020 Vote: Didn't Vote	31%	(77)	23%	(57)	10%	(25)	7%	(17)	28%	(70)	246
2018 House Vote: Democrat	50%	(198)	31%	(124)	8%	(31)	4%	(15)	7%	(30)	399
2018 House Vote: Republican	13%	(41)	31%	(99)	11%	(34)	25%	(80)	19%	(61)	315
2018 House Vote: Didnt Vote	28%	(106)	26%	(99)	13%	(50)	9%	(33)	25%	(96)	383
4-Region: Northeast	35%	(70)	26%	(53)	13%	(26)	10%	(21)	15%	(31)	201
4-Region: Midwest	29%	(65)	34%	(76)	10%	(22)	11%	(25)	17%	(38)	226
4-Region: South	32%	(140)	30%	(132)	8%	(35)	13%	(55)	17%	(75)	436
4-Region: West	28%	(75)	24%	(65)	16%	(43)	11%	(30)	21%	(57)	270
M&Ms Avid Fan	39%	(171)	28%	(123)	10%	(45)	11%	(49)	11%	(48)	435
M&Ms Fan	32%	(319)	29%	(285)	10%	(103)	12%	(120)	16%	(160)	989

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

Table MCBR6_2: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different genders

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	26%	(296)	28%	(312)	13%	(147)	15%	(171)	18%	(207)	1133
Gender: Male	23%	(121)	30%	(159)	15%	(79)	17%	(91)	16%	(85)	536
Gender: Female	29%	(175)	26%	(152)	11%	(68)	13%	(80)	20%	(121)	596
Age: 18-34	31%	(100)	25%	(81)	16%	(52)	11%	(35)	17%	(55)	322
Age: 35-44	29%	(56)	28%	(54)	7%	(13)	16%	(30)	20%	(38)	192
Age: 45-64	26%	(93)	28%	(103)	13%	(47)	16%	(59)	17%	(62)	364
Age: 65+	18%	(47)	29%	(74)	14%	(35)	19%	(47)	21%	(52)	255
GenZers: 1997-2012	30%	(40)	25%	(34)	20%	(27)	5%	(7)	20%	(27)	134
Millennials: 1981-1996	31%	(109)	26%	(90)	11%	(37)	14%	(51)	18%	(63)	350
GenXers: 1965-1980	25%	(70)	32%	(90)	12%	(32)	16%	(44)	15%	(43)	278
Baby Boomers: 1946-1964	21%	(73)	26%	(90)	14%	(47)	19%	(63)	20%	(70)	343
PID: Dem (no lean)	38%	(175)	35%	(159)	11%	(49)	5%	(24)	11%	(50)	457
PID: Ind (no lean)	23%	(75)	23%	(74)	14%	(46)	11%	(36)	29%	(95)	325
PID: Rep (no lean)	13%	(46)	22%	(79)	15%	(53)	32%	(111)	18%	(62)	351
PID/Gender: Dem Men	34%	(72)	41%	(87)	13%	(27)	6%	(12)	7%	(16)	214
PID/Gender: Dem Women	42%	(103)	30%	(72)	9%	(22)	5%	(12)	14%	(35)	244
PID/Gender: Ind Men	20%	(32)	27%	(43)	16%	(25)	14%	(22)	24%	(38)	160
PID/Gender: Ind Women	26%	(43)	19%	(31)	13%	(21)	8%	(14)	34%	(57)	165
PID/Gender: Rep Men	10%	(17)	18%	(29)	17%	(28)	35%	(58)	20%	(32)	163
PID/Gender: Rep Women	16%	(29)	26%	(49)	14%	(26)	29%	(54)	16%	(30)	188
Ideo: Liberal (1-3)	41%	(142)	33%	(113)	10%	(36)	5%	(18)	10%	(35)	344
Ideo: Moderate (4)	24%	(91)	33%	(123)	14%	(51)	12%	(45)	17%	(65)	374
Ideo: Conservative (5-7)	13%	(42)	20%	(68)	16%	(53)	32%	(108)	18%	(61)	331
Educ: < College	25%	(190)	23%	(174)	15%	(112)	16%	(124)	21%	(160)	760
Educ: Bachelors degree	28%	(68)	36%	(86)	11%	(27)	13%	(31)	12%	(30)	242
Educ: Post-grad	29%	(38)	40%	(52)	6%	(8)	12%	(16)	13%	(17)	131
Income: Under 50k	29%	(191)	23%	(151)	14%	(92)	13%	(88)	22%	(146)	669
Income: 50k-100k	22%	(64)	32%	(93)	11%	(33)	21%	(60)	14%	(40)	290
Income: 100k+	23%	(41)	39%	(67)	13%	(22)	13%	(23)	12%	(20)	174
Ethnicity: White	23%	(206)	27%	(240)	14%	(121)	17%	(154)	19%	(167)	887

Table MCBR6_2: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different genders

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	26%	(296)	28%	(312)	13%	(147)	15%	(171)	18%	(207)	1133
Ethnicity: Hispanic	27%	(59)	20%	(45)	23%	(50)	15%	(33)	16%	(34)	221
Ethnicity: Black	43%	(60)	28%	(38)	9%	(12)	8%	(11)	12%	(17)	139
Ethnicity: Other	28%	(30)	31%	(34)	14%	(15)	6%	(6)	21%	(22)	107
All Christian	23%	(119)	29%	(149)	13%	(66)	21%	(106)	14%	(70)	509
All Non-Christian	28%	(18)	38%	(25)	10%	(7)	13%	(8)	11%	(7)	65
Agnostic/Nothing in particular	28%	(93)	23%	(78)	14%	(49)	9%	(30)	26%	(87)	337
Something Else	30%	(53)	27%	(48)	12%	(21)	13%	(22)	19%	(33)	177
Religious Non-Protestant/Catholic	27%	(20)	36%	(27)	9%	(7)	16%	(12)	11%	(8)	73
Evangelical	25%	(71)	24%	(68)	11%	(32)	23%	(65)	16%	(44)	280
Non-Evangelical	25%	(97)	32%	(124)	14%	(53)	15%	(58)	15%	(57)	389
Community: Urban	26%	(84)	28%	(89)	12%	(39)	15%	(47)	18%	(58)	316
Community: Suburban	26%	(132)	29%	(143)	13%	(66)	15%	(74)	17%	(87)	502
Community: Rural	25%	(80)	25%	(80)	13%	(42)	16%	(51)	20%	(62)	315
Employ: Private Sector	25%	(92)	31%	(114)	13%	(49)	16%	(60)	14%	(49)	364
Employ: Government	35%	(19)	28%	(15)	7%	(4)	20%	(10)	11%	(6)	53
Employ: Self-Employed	31%	(34)	24%	(26)	18%	(20)	11%	(12)	15%	(16)	108
Employ: Homemaker	28%	(20)	26%	(19)	13%	(9)	11%	(8)	23%	(16)	72
Employ: Retired	20%	(56)	28%	(81)	15%	(44)	18%	(53)	19%	(55)	289
Employ: Unemployed	34%	(60)	20%	(35)	7%	(12)	7%	(13)	32%	(57)	177
Military HH: Yes	22%	(31)	24%	(33)	20%	(28)	19%	(27)	15%	(22)	140
Military HH: No	27%	(265)	28%	(279)	12%	(119)	15%	(145)	19%	(185)	993
RD/WT: Right Direction	39%	(157)	32%	(128)	12%	(48)	6%	(25)	10%	(41)	399
RD/WT: Wrong Track	19%	(138)	25%	(183)	14%	(100)	20%	(147)	23%	(166)	734
Biden Job Approve	40%	(199)	34%	(172)	9%	(47)	6%	(29)	11%	(54)	500
Biden Job Disapprove	15%	(88)	23%	(136)	17%	(100)	24%	(141)	21%	(125)	590
Biden Job Strongly Approve	47%	(107)	35%	(80)	5%	(12)	4%	(10)	9%	(19)	228
Biden Job Somewhat Approve	34%	(93)	34%	(91)	13%	(35)	7%	(19)	13%	(35)	273
Biden Job Somewhat Disapprove	21%	(40)	29%	(56)	26%	(49)	8%	(16)	16%	(32)	192
Biden Job Strongly Disapprove	12%	(49)	20%	(80)	13%	(51)	31%	(125)	23%	(93)	398

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Table MCBR6_2: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different genders

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	26%	(296)	28%	(312)	13%	(147)	15%	(171)	18%	(207)	1133
Favorable of Biden	39%	(192)	34%	(169)	11%	(52)	6%	(29)	10%	(52)	494
Unfavorable of Biden	15%	(87)	23%	(135)	16%	(94)	23%	(135)	22%	(124)	576
Very Favorable of Biden	45%	(113)	32%	(80)	10%	(26)	4%	(10)	8%	(21)	251
Somewhat Favorable of Biden	33%	(79)	37%	(90)	11%	(26)	7%	(18)	13%	(31)	243
Somewhat Unfavorable of Biden	26%	(43)	30%	(51)	19%	(32)	6%	(10)	20%	(33)	169
Very Unfavorable of Biden	11%	(44)	21%	(85)	15%	(63)	31%	(124)	22%	(91)	407
#1 Issue: Economy	22%	(102)	27%	(126)	15%	(71)	17%	(78)	20%	(95)	471
#1 Issue: Security	21%	(27)	23%	(30)	9%	(12)	23%	(29)	24%	(31)	128
#1 Issue: Health Care	36%	(32)	21%	(19)	21%	(19)	7%	(6)	15%	(13)	89
#1 Issue: Medicare / Social Security	27%	(40)	28%	(42)	14%	(21)	15%	(22)	17%	(25)	150
#1 Issue: Women's Issues	46%	(55)	32%	(38)	6%	(8)	3%	(4)	12%	(15)	119
#1 Issue: Education	23%	(13)	35%	(20)	10%	(5)	25%	(14)	7%	(4)	57
#1 Issue: Energy	19%	(12)	37%	(23)	15%	(9)	15%	(10)	14%	(9)	63
#1 Issue: Other	28%	(16)	25%	(14)	4%	(2)	14%	(8)	29%	(16)	57
2022 House Vote: Democrat	40%	(185)	36%	(167)	11%	(51)	6%	(26)	8%	(38)	467
2022 House Vote: Republican	11%	(36)	26%	(85)	14%	(47)	34%	(112)	16%	(53)	333
2022 House Vote: Didnt Vote	24%	(72)	18%	(54)	14%	(44)	10%	(32)	34%	(104)	306
2020 Vote: Joe Biden	39%	(195)	37%	(185)	10%	(48)	5%	(27)	10%	(50)	505
2020 Vote: Donald Trump	8%	(28)	21%	(71)	16%	(55)	37%	(126)	18%	(61)	340
2020 Vote: Didn't Vote	25%	(62)	20%	(48)	16%	(40)	7%	(17)	32%	(79)	246
2018 House Vote: Democrat	41%	(166)	38%	(153)	8%	(32)	5%	(21)	7%	(28)	399
2018 House Vote: Republican	14%	(44)	21%	(67)	16%	(49)	31%	(98)	18%	(57)	315
2018 House Vote: Didnt Vote	21%	(81)	23%	(89)	15%	(56)	13%	(50)	28%	(108)	383
4-Region: Northeast	28%	(56)	31%	(61)	13%	(26)	17%	(34)	12%	(24)	201
4-Region: Midwest	25%	(55)	32%	(73)	7%	(17)	17%	(39)	19%	(42)	226
4-Region: South	27%	(117)	26%	(115)	13%	(58)	15%	(66)	18%	(79)	436
4-Region: West	25%	(68)	23%	(62)	17%	(46)	12%	(33)	23%	(62)	270
M&Ms Avid Fan	35%	(153)	27%	(117)	11%	(47)	16%	(71)	11%	(47)	435
M&Ms Fan	27%	(266)	28%	(277)	13%	(126)	16%	(158)	16%	(163)	989

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

Table MCBR6_3: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(308)	30%	(342)	11%	(120)	12%	(134)	20%	(228)	1133
Gender: Male	20%	(107)	33%	(179)	13%	(69)	14%	(76)	20%	(105)	536
Gender: Female	34%	(201)	27%	(163)	8%	(51)	10%	(59)	21%	(122)	596
Age: 18-34	35%	(111)	30%	(96)	12%	(38)	7%	(24)	16%	(52)	322
Age: 35-44	32%	(61)	22%	(42)	8%	(15)	13%	(24)	25%	(49)	192
Age: 45-64	26%	(94)	34%	(125)	9%	(32)	12%	(44)	19%	(69)	364
Age: 65+	16%	(42)	31%	(79)	14%	(35)	16%	(42)	23%	(58)	255
GenZers: 1997-2012	34%	(45)	35%	(48)	12%	(16)	4%	(5)	16%	(21)	134
Millennials: 1981-1996	35%	(122)	24%	(84)	11%	(38)	9%	(32)	21%	(74)	350
GenXers: 1965-1980	26%	(73)	36%	(99)	9%	(25)	12%	(34)	17%	(47)	278
Baby Boomers: 1946-1964	19%	(66)	30%	(104)	10%	(35)	17%	(59)	23%	(79)	343
PID: Dem (no lean)	39%	(177)	35%	(160)	9%	(39)	6%	(29)	11%	(51)	457
PID: Ind (no lean)	20%	(67)	27%	(88)	12%	(40)	7%	(23)	33%	(109)	325
PID: Rep (no lean)	18%	(65)	27%	(94)	12%	(41)	24%	(82)	19%	(68)	351
PID/Gender: Dem Men	31%	(67)	41%	(88)	12%	(27)	7%	(16)	7%	(16)	214
PID/Gender: Dem Women	45%	(110)	29%	(72)	5%	(13)	6%	(13)	15%	(35)	244
PID/Gender: Ind Men	17%	(27)	34%	(55)	12%	(20)	7%	(12)	29%	(47)	160
PID/Gender: Ind Women	24%	(40)	20%	(33)	12%	(20)	6%	(11)	37%	(61)	165
PID/Gender: Rep Men	8%	(13)	22%	(36)	14%	(23)	29%	(48)	26%	(43)	163
PID/Gender: Rep Women	27%	(51)	31%	(58)	10%	(18)	18%	(34)	14%	(26)	188
Ideo: Liberal (1-3)	42%	(144)	30%	(103)	11%	(37)	5%	(16)	13%	(44)	344
Ideo: Moderate (4)	24%	(89)	36%	(133)	10%	(38)	9%	(33)	21%	(80)	374
Ideo: Conservative (5-7)	16%	(54)	28%	(93)	12%	(39)	25%	(83)	19%	(63)	331
Educ: < College	26%	(200)	28%	(211)	10%	(78)	12%	(90)	24%	(181)	760
Educ: Bachelors degree	30%	(74)	36%	(86)	11%	(27)	12%	(28)	11%	(27)	242
Educ: Post-grad	26%	(34)	34%	(45)	12%	(16)	12%	(16)	15%	(20)	131
Income: Under 50k	28%	(189)	26%	(175)	11%	(72)	11%	(74)	24%	(159)	669
Income: 50k-100k	25%	(72)	37%	(109)	10%	(30)	11%	(32)	16%	(48)	290
Income: 100k+	27%	(47)	33%	(58)	11%	(18)	16%	(29)	13%	(22)	174
Ethnicity: White	25%	(226)	30%	(269)	11%	(96)	13%	(114)	20%	(181)	887

Continued on next page

Table MCBR6_3: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(308)	30%	(342)	11%	(120)	12%	(134)	20%	(228)	1133
Ethnicity: Hispanic	26%	(58)	32%	(72)	11%	(24)	10%	(23)	20%	(45)	221
Ethnicity: Black	39%	(54)	24%	(33)	8%	(12)	8%	(11)	21%	(29)	139
Ethnicity: Other	26%	(28)	37%	(40)	11%	(12)	9%	(9)	17%	(18)	107
All Christian	25%	(126)	30%	(153)	12%	(61)	16%	(80)	17%	(89)	509
All Non-Christian	28%	(18)	33%	(22)	16%	(10)	12%	(8)	11%	(7)	65
Agnostic/Nothing in particular	29%	(98)	31%	(104)	9%	(29)	7%	(25)	24%	(81)	337
Something Else	29%	(52)	28%	(49)	11%	(19)	10%	(17)	23%	(40)	177
Religious Non-Protestant/Catholic	27%	(20)	35%	(26)	16%	(12)	10%	(8)	11%	(8)	73
Evangelical	28%	(79)	26%	(72)	11%	(30)	17%	(49)	18%	(51)	280
Non-Evangelical	24%	(95)	32%	(124)	12%	(47)	12%	(47)	20%	(77)	389
Community: Urban	28%	(90)	33%	(105)	8%	(25)	11%	(33)	20%	(63)	316
Community: Suburban	27%	(137)	29%	(143)	11%	(55)	13%	(65)	20%	(102)	502
Community: Rural	26%	(81)	30%	(94)	13%	(40)	11%	(36)	20%	(63)	315
Employ: Private Sector	26%	(96)	37%	(133)	10%	(35)	12%	(44)	15%	(56)	364
Employ: Government	37%	(20)	24%	(13)	13%	(7)	11%	(6)	15%	(8)	53
Employ: Self-Employed	39%	(42)	25%	(27)	10%	(11)	9%	(10)	16%	(17)	108
Employ: Homemaker	36%	(26)	23%	(17)	12%	(8)	4%	(3)	25%	(18)	72
Employ: Retired	17%	(50)	30%	(86)	15%	(43)	16%	(45)	22%	(65)	289
Employ: Unemployed	29%	(52)	22%	(40)	5%	(9)	11%	(19)	33%	(58)	177
Military HH: Yes	21%	(30)	33%	(47)	14%	(19)	15%	(21)	17%	(24)	140
Military HH: No	28%	(278)	30%	(295)	10%	(101)	11%	(114)	21%	(205)	993
RD/WT: Right Direction	38%	(152)	32%	(126)	11%	(44)	5%	(20)	14%	(57)	399
RD/WT: Wrong Track	21%	(156)	29%	(216)	10%	(76)	16%	(114)	23%	(172)	734
Biden Job Approve	40%	(199)	32%	(162)	9%	(44)	5%	(27)	14%	(68)	500
Biden Job Disapprove	17%	(100)	30%	(177)	13%	(76)	18%	(106)	22%	(130)	590
Biden Job Strongly Approve	47%	(107)	27%	(61)	10%	(22)	7%	(16)	10%	(22)	228
Biden Job Somewhat Approve	34%	(93)	37%	(101)	8%	(22)	4%	(10)	17%	(46)	273
Biden Job Somewhat Disapprove	21%	(41)	33%	(64)	20%	(38)	4%	(7)	22%	(42)	192
Biden Job Strongly Disapprove	15%	(59)	28%	(113)	10%	(38)	25%	(99)	22%	(88)	398

Table MCBR6_3: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To represent different body types

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(308)	30%	(342)	11%	(120)	12%	(134)	20%	(228)	1133
Favorable of Biden	39%	(194)	34%	(167)	9%	(44)	6%	(28)	13%	(62)	494
Unfavorable of Biden	17%	(97)	29%	(169)	13%	(77)	18%	(106)	22%	(128)	576
Very Favorable of Biden	48%	(121)	29%	(72)	9%	(21)	5%	(13)	10%	(24)	251
Somewhat Favorable of Biden	30%	(73)	39%	(95)	9%	(22)	6%	(15)	16%	(38)	243
Somewhat Unfavorable of Biden	25%	(43)	35%	(60)	16%	(27)	2%	(3)	22%	(37)	169
Very Unfavorable of Biden	13%	(54)	27%	(109)	12%	(50)	25%	(103)	22%	(91)	407
#1 Issue: Economy	24%	(111)	34%	(160)	10%	(49)	11%	(52)	21%	(98)	471
#1 Issue: Security	18%	(23)	21%	(26)	15%	(19)	22%	(28)	25%	(32)	128
#1 Issue: Health Care	40%	(36)	19%	(17)	15%	(14)	5%	(4)	21%	(18)	89
#1 Issue: Medicare / Social Security	25%	(38)	33%	(50)	7%	(11)	17%	(25)	17%	(26)	150
#1 Issue: Women's Issues	46%	(55)	31%	(37)	5%	(6)	5%	(6)	12%	(15)	119
#1 Issue: Education	31%	(17)	30%	(17)	15%	(9)	5%	(3)	18%	(10)	57
#1 Issue: Energy	22%	(14)	32%	(20)	9%	(6)	15%	(10)	21%	(13)	63
#1 Issue: Other	25%	(14)	25%	(14)	12%	(7)	12%	(7)	27%	(15)	57
2022 House Vote: Democrat	40%	(188)	35%	(162)	9%	(43)	7%	(31)	9%	(42)	467
2022 House Vote: Republican	15%	(49)	30%	(99)	12%	(39)	25%	(84)	19%	(62)	333
2022 House Vote: Didnt Vote	22%	(68)	24%	(74)	11%	(33)	6%	(19)	36%	(111)	306
2020 Vote: Joe Biden	40%	(200)	34%	(171)	8%	(42)	7%	(35)	11%	(57)	505
2020 Vote: Donald Trump	13%	(45)	29%	(98)	13%	(45)	26%	(87)	19%	(66)	340
2020 Vote: Didn't Vote	25%	(61)	26%	(63)	11%	(28)	4%	(11)	34%	(83)	246
2018 House Vote: Democrat	41%	(165)	36%	(143)	9%	(34)	6%	(24)	8%	(34)	399
2018 House Vote: Republican	14%	(43)	27%	(85)	14%	(44)	24%	(75)	22%	(68)	315
2018 House Vote: Didnt Vote	25%	(96)	27%	(103)	10%	(38)	9%	(36)	29%	(111)	383
4-Region: Northeast	26%	(52)	29%	(58)	13%	(26)	15%	(30)	17%	(35)	201
4-Region: Midwest	24%	(54)	31%	(70)	14%	(31)	10%	(23)	22%	(49)	226
4-Region: South	33%	(142)	30%	(130)	8%	(36)	11%	(49)	18%	(79)	436
4-Region: West	22%	(60)	31%	(84)	10%	(27)	12%	(33)	24%	(66)	270
M&Ms Avid Fan	34%	(150)	30%	(129)	9%	(39)	12%	(50)	15%	(67)	435
M&Ms Fan	28%	(279)	30%	(299)	11%	(106)	12%	(117)	19%	(187)	989

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

Table MCBR6_4: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(378)	29%	(328)	10%	(114)	10%	(119)	17%	(195)	1133
Gender: Male	29%	(154)	32%	(172)	11%	(58)	12%	(64)	16%	(87)	536
Gender: Female	37%	(223)	26%	(156)	9%	(55)	9%	(54)	18%	(108)	596
Age: 18-34	39%	(125)	32%	(104)	9%	(28)	6%	(19)	14%	(46)	322
Age: 35-44	33%	(64)	30%	(58)	7%	(13)	10%	(19)	20%	(38)	192
Age: 45-64	34%	(125)	25%	(91)	10%	(37)	13%	(49)	17%	(62)	364
Age: 65+	25%	(64)	29%	(75)	14%	(35)	12%	(32)	19%	(50)	255
GenZers: 1997-2012	41%	(55)	39%	(52)	4%	(6)	3%	(4)	13%	(17)	134
Millennials: 1981-1996	36%	(128)	28%	(98)	9%	(32)	8%	(28)	18%	(64)	350
GenXers: 1965-1980	35%	(96)	29%	(80)	8%	(21)	13%	(35)	16%	(46)	278
Baby Boomers: 1946-1964	27%	(93)	25%	(87)	14%	(49)	15%	(50)	19%	(64)	343
PID: Dem (no lean)	48%	(220)	33%	(153)	5%	(24)	4%	(20)	9%	(41)	457
PID: Ind (no lean)	29%	(93)	24%	(79)	12%	(38)	6%	(21)	29%	(93)	325
PID: Rep (no lean)	18%	(64)	27%	(96)	15%	(52)	22%	(77)	18%	(62)	351
PID/Gender: Dem Men	43%	(91)	41%	(88)	4%	(8)	6%	(13)	6%	(14)	214
PID/Gender: Dem Women	53%	(128)	27%	(65)	7%	(16)	3%	(8)	11%	(27)	244
PID/Gender: Ind Men	26%	(41)	27%	(43)	16%	(25)	8%	(12)	24%	(38)	160
PID/Gender: Ind Women	32%	(52)	22%	(37)	8%	(13)	5%	(9)	33%	(54)	165
PID/Gender: Rep Men	13%	(21)	26%	(42)	15%	(25)	24%	(39)	22%	(35)	163
PID/Gender: Rep Women	23%	(43)	29%	(54)	14%	(26)	20%	(38)	14%	(27)	188
Ideo: Liberal (1-3)	51%	(177)	32%	(112)	4%	(15)	4%	(14)	8%	(27)	344
Ideo: Moderate (4)	31%	(117)	33%	(123)	11%	(39)	6%	(23)	19%	(71)	374
Ideo: Conservative (5-7)	17%	(56)	23%	(76)	17%	(56)	24%	(80)	19%	(63)	331
Educ: < College	31%	(239)	28%	(210)	10%	(78)	11%	(83)	20%	(150)	760
Educ: Bachelors degree	39%	(94)	29%	(70)	12%	(28)	9%	(21)	12%	(29)	242
Educ: Post-grad	34%	(45)	37%	(48)	6%	(8)	11%	(15)	12%	(16)	131
Income: Under 50k	35%	(233)	26%	(172)	9%	(63)	10%	(66)	20%	(134)	669
Income: 50k-100k	31%	(90)	32%	(94)	10%	(30)	11%	(33)	15%	(43)	290
Income: 100k+	32%	(55)	36%	(62)	12%	(20)	11%	(19)	10%	(18)	174
Ethnicity: White	30%	(262)	29%	(257)	11%	(101)	12%	(107)	18%	(160)	887

Continued on next page

Table MCBR6_4: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(378)	29%	(328)	10%	(114)	10%	(119)	17%	(195)	1133
Ethnicity: Hispanic	29%	(65)	33%	(73)	13%	(29)	10%	(23)	14%	(32)	221
Ethnicity: Black	52%	(72)	25%	(35)	4%	(6)	5%	(6)	14%	(19)	139
Ethnicity: Other	40%	(43)	33%	(36)	6%	(7)	5%	(5)	15%	(16)	107
All Christian	29%	(149)	31%	(157)	10%	(53)	16%	(81)	14%	(69)	509
All Non-Christian	37%	(24)	32%	(20)	12%	(8)	6%	(4)	14%	(9)	65
Agnostic/Nothing in particular	36%	(121)	25%	(83)	11%	(37)	5%	(18)	23%	(78)	337
Something Else	37%	(66)	31%	(55)	8%	(13)	8%	(14)	17%	(29)	177
Religious Non-Protestant/Catholic	35%	(25)	32%	(23)	12%	(9)	7%	(5)	14%	(10)	73
Evangelical	31%	(86)	29%	(82)	9%	(26)	17%	(48)	13%	(38)	280
Non-Evangelical	32%	(124)	32%	(124)	10%	(39)	11%	(43)	15%	(59)	389
Community: Urban	37%	(117)	27%	(86)	9%	(27)	11%	(33)	17%	(53)	316
Community: Suburban	33%	(163)	28%	(142)	11%	(53)	10%	(51)	18%	(92)	502
Community: Rural	31%	(97)	32%	(99)	11%	(34)	11%	(34)	16%	(51)	315
Employ: Private Sector	33%	(119)	35%	(126)	10%	(35)	11%	(39)	12%	(45)	364
Employ: Government	37%	(20)	30%	(16)	6%	(3)	15%	(8)	12%	(7)	53
Employ: Self-Employed	48%	(51)	21%	(23)	7%	(7)	9%	(9)	16%	(17)	108
Employ: Homemaker	33%	(23)	19%	(14)	10%	(7)	12%	(8)	26%	(19)	72
Employ: Retired	26%	(75)	30%	(86)	13%	(38)	13%	(38)	18%	(51)	289
Employ: Unemployed	38%	(66)	23%	(41)	7%	(12)	5%	(10)	27%	(48)	177
Military HH: Yes	25%	(36)	27%	(37)	18%	(25)	15%	(20)	16%	(22)	140
Military HH: No	34%	(342)	29%	(290)	9%	(89)	10%	(98)	17%	(173)	993
RD/WT: Right Direction	48%	(192)	32%	(127)	7%	(27)	4%	(16)	9%	(36)	399
RD/WT: Wrong Track	25%	(185)	27%	(201)	12%	(86)	14%	(102)	22%	(159)	734
Biden Job Approve	50%	(248)	32%	(161)	6%	(30)	3%	(14)	9%	(47)	500
Biden Job Disapprove	20%	(119)	28%	(165)	14%	(83)	18%	(104)	20%	(119)	590
Biden Job Strongly Approve	57%	(129)	27%	(63)	4%	(9)	4%	(9)	8%	(18)	228
Biden Job Somewhat Approve	44%	(119)	36%	(99)	8%	(21)	2%	(5)	11%	(29)	273
Biden Job Somewhat Disapprove	27%	(52)	37%	(71)	14%	(27)	6%	(12)	15%	(30)	192
Biden Job Strongly Disapprove	17%	(67)	24%	(94)	14%	(56)	23%	(91)	23%	(90)	398

Table MCBR6_4: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To promote women's equality and empowerment

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(378)	29%	(328)	10%	(114)	10%	(119)	17%	(195)	1133
Favorable of Biden	50%	(247)	31%	(156)	6%	(32)	3%	(17)	9%	(43)	494
Unfavorable of Biden	19%	(110)	28%	(163)	14%	(80)	18%	(102)	21%	(121)	576
Very Favorable of Biden	56%	(142)	26%	(64)	9%	(21)	3%	(9)	6%	(15)	251
Somewhat Favorable of Biden	43%	(105)	38%	(91)	4%	(10)	3%	(8)	11%	(27)	243
Somewhat Unfavorable of Biden	30%	(51)	40%	(67)	12%	(20)	3%	(5)	15%	(26)	169
Very Unfavorable of Biden	14%	(59)	24%	(96)	15%	(60)	24%	(96)	23%	(95)	407
#1 Issue: Economy	27%	(128)	30%	(142)	13%	(60)	11%	(53)	19%	(89)	471
#1 Issue: Security	21%	(26)	31%	(40)	11%	(14)	14%	(17)	24%	(31)	128
#1 Issue: Health Care	47%	(42)	19%	(17)	12%	(10)	3%	(2)	19%	(17)	89
#1 Issue: Medicare / Social Security	34%	(50)	29%	(44)	11%	(17)	11%	(17)	14%	(22)	150
#1 Issue: Women's Issues	64%	(76)	21%	(25)	4%	(5)	1%	(1)	9%	(11)	119
#1 Issue: Education	26%	(15)	47%	(27)	4%	(2)	16%	(9)	7%	(4)	57
#1 Issue: Energy	28%	(18)	35%	(22)	4%	(3)	17%	(11)	15%	(10)	63
#1 Issue: Other	38%	(21)	20%	(11)	5%	(3)	14%	(8)	23%	(13)	57
2022 House Vote: Democrat	51%	(239)	32%	(147)	7%	(30)	4%	(18)	7%	(32)	467
2022 House Vote: Republican	15%	(50)	31%	(102)	12%	(40)	25%	(83)	17%	(57)	333
2022 House Vote: Didnt Vote	28%	(85)	25%	(75)	12%	(38)	6%	(17)	30%	(91)	306
2020 Vote: Joe Biden	49%	(248)	32%	(164)	7%	(33)	4%	(18)	8%	(42)	505
2020 Vote: Donald Trump	12%	(43)	27%	(92)	17%	(56)	25%	(87)	19%	(63)	340
2020 Vote: Didn't Vote	30%	(74)	27%	(65)	8%	(20)	4%	(11)	31%	(76)	246
2018 House Vote: Democrat	53%	(210)	33%	(133)	5%	(21)	3%	(12)	6%	(24)	399
2018 House Vote: Republican	16%	(50)	30%	(94)	12%	(39)	24%	(74)	18%	(58)	315
2018 House Vote: Didnt Vote	29%	(111)	26%	(100)	11%	(42)	8%	(31)	26%	(100)	383
4-Region: Northeast	35%	(69)	29%	(58)	12%	(24)	12%	(24)	13%	(26)	201
4-Region: Midwest	31%	(70)	31%	(69)	11%	(24)	9%	(21)	18%	(41)	226
4-Region: South	34%	(148)	30%	(131)	8%	(36)	11%	(46)	17%	(74)	436
4-Region: West	33%	(90)	26%	(69)	11%	(29)	10%	(27)	20%	(54)	270
M&Ms Avid Fan	44%	(191)	29%	(128)	6%	(26)	12%	(54)	8%	(35)	435
M&Ms Fan	35%	(345)	28%	(280)	10%	(102)	11%	(109)	15%	(153)	989

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

Table MCBR6_5: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(276)	31%	(356)	14%	(161)	11%	(120)	19%	(220)	1133
Gender: Male	23%	(121)	33%	(176)	15%	(80)	12%	(62)	18%	(97)	536
Gender: Female	26%	(155)	30%	(180)	14%	(81)	10%	(58)	20%	(122)	596
Age: 18-34	29%	(93)	33%	(105)	15%	(49)	7%	(23)	16%	(52)	322
Age: 35-44	28%	(54)	27%	(52)	10%	(19)	11%	(21)	24%	(45)	192
Age: 45-64	27%	(96)	31%	(112)	12%	(44)	11%	(40)	20%	(71)	364
Age: 65+	13%	(33)	34%	(88)	19%	(49)	14%	(35)	20%	(51)	255
GenZers: 1997-2012	29%	(39)	33%	(45)	15%	(20)	6%	(8)	17%	(23)	134
Millennials: 1981-1996	29%	(101)	30%	(104)	12%	(43)	9%	(31)	20%	(71)	350
GenXers: 1965-1980	28%	(79)	35%	(98)	13%	(35)	9%	(24)	15%	(42)	278
Baby Boomers: 1946-1964	16%	(53)	30%	(103)	16%	(55)	16%	(55)	22%	(77)	343
PID: Dem (no lean)	35%	(161)	35%	(160)	14%	(66)	5%	(21)	11%	(49)	457
PID: Ind (no lean)	19%	(61)	31%	(99)	12%	(40)	8%	(25)	31%	(100)	325
PID: Rep (no lean)	15%	(54)	28%	(97)	16%	(55)	21%	(74)	20%	(71)	351
PID/Gender: Dem Men	33%	(71)	39%	(83)	14%	(31)	4%	(10)	9%	(19)	214
PID/Gender: Dem Women	37%	(90)	31%	(76)	14%	(35)	5%	(12)	12%	(30)	244
PID/Gender: Ind Men	19%	(30)	29%	(46)	16%	(25)	9%	(15)	28%	(44)	160
PID/Gender: Ind Women	19%	(31)	32%	(53)	9%	(16)	6%	(10)	33%	(55)	165
PID/Gender: Rep Men	12%	(20)	29%	(47)	15%	(24)	23%	(38)	21%	(34)	163
PID/Gender: Rep Women	18%	(34)	27%	(50)	17%	(31)	19%	(36)	20%	(37)	188
Ideo: Liberal (1-3)	35%	(121)	39%	(134)	10%	(34)	5%	(16)	12%	(40)	344
Ideo: Moderate (4)	24%	(90)	32%	(120)	16%	(60)	8%	(29)	20%	(74)	374
Ideo: Conservative (5-7)	15%	(51)	25%	(82)	17%	(57)	22%	(73)	20%	(68)	331
Educ: < College	23%	(173)	30%	(226)	15%	(112)	11%	(84)	22%	(165)	760
Educ: Bachelors degree	28%	(67)	35%	(84)	14%	(33)	11%	(26)	13%	(32)	242
Educ: Post-grad	27%	(36)	35%	(46)	12%	(16)	8%	(10)	18%	(23)	131
Income: Under 50k	26%	(171)	30%	(202)	12%	(82)	10%	(66)	22%	(148)	669
Income: 50k-100k	23%	(66)	33%	(96)	18%	(53)	11%	(32)	15%	(45)	290
Income: 100k+	23%	(40)	34%	(59)	15%	(26)	13%	(22)	15%	(27)	174
Ethnicity: White	21%	(189)	32%	(280)	16%	(138)	12%	(109)	19%	(172)	887

Table MCBR6_5: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*

To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(276)	31%	(356)	14%	(161)	11%	(120)	19%	(220)	1133
Ethnicity: Hispanic	25%	(55)	32%	(72)	18%	(40)	9%	(19)	16%	(36)	221
Ethnicity: Black	40%	(55)	29%	(41)	10%	(14)	6%	(8)	15%	(21)	139
Ethnicity: Other	31%	(33)	33%	(36)	8%	(9)	3%	(3)	25%	(27)	107
All Christian	21%	(109)	33%	(169)	15%	(76)	15%	(78)	15%	(78)	509
All Non-Christian	22%	(14)	32%	(21)	29%	(19)	6%	(4)	12%	(8)	65
Agnostic/Nothing in particular	28%	(93)	29%	(99)	12%	(40)	6%	(21)	25%	(84)	337
Something Else	26%	(46)	30%	(53)	13%	(22)	9%	(16)	22%	(39)	177
Religious Non-Protestant/Catholic	19%	(14)	30%	(22)	28%	(21)	9%	(6)	14%	(10)	73
Evangelical	25%	(70)	30%	(83)	12%	(34)	16%	(46)	17%	(47)	280
Non-Evangelical	21%	(83)	35%	(135)	15%	(59)	11%	(43)	18%	(68)	389
Community: Urban	27%	(86)	30%	(94)	15%	(49)	10%	(30)	18%	(57)	316
Community: Suburban	23%	(114)	34%	(172)	12%	(59)	11%	(54)	20%	(103)	502
Community: Rural	24%	(76)	29%	(90)	17%	(53)	11%	(35)	19%	(60)	315
Employ: Private Sector	25%	(90)	35%	(128)	12%	(42)	13%	(47)	15%	(56)	364
Employ: Government	25%	(13)	41%	(22)	14%	(7)	9%	(5)	11%	(6)	53
Employ: Self-Employed	33%	(36)	29%	(31)	15%	(16)	6%	(7)	17%	(18)	108
Employ: Homemaker	27%	(20)	27%	(20)	17%	(12)	6%	(4)	23%	(17)	72
Employ: Retired	17%	(49)	33%	(96)	17%	(49)	13%	(39)	19%	(55)	289
Employ: Unemployed	29%	(52)	20%	(35)	12%	(21)	6%	(11)	32%	(57)	177
Military HH: Yes	19%	(27)	28%	(40)	20%	(29)	14%	(19)	18%	(25)	140
Military HH: No	25%	(249)	32%	(316)	13%	(132)	10%	(101)	20%	(194)	993
RD/WT: Right Direction	36%	(144)	35%	(141)	12%	(47)	5%	(22)	11%	(45)	399
RD/WT: Wrong Track	18%	(132)	29%	(216)	15%	(114)	13%	(98)	24%	(175)	734
Biden Job Approve	37%	(187)	36%	(180)	12%	(58)	4%	(20)	11%	(56)	500
Biden Job Disapprove	14%	(84)	29%	(170)	17%	(102)	17%	(99)	23%	(134)	590
Biden Job Strongly Approve	46%	(105)	29%	(65)	12%	(27)	4%	(9)	9%	(21)	228
Biden Job Somewhat Approve	30%	(82)	42%	(115)	11%	(30)	4%	(10)	13%	(35)	273
Biden Job Somewhat Disapprove	13%	(25)	41%	(79)	21%	(40)	3%	(6)	21%	(41)	192
Biden Job Strongly Disapprove	15%	(59)	23%	(91)	16%	(62)	23%	(93)	23%	(92)	398

Table MCBR6_5: *Do you support or oppose brands changing the appearance of established and well-known non-human characters for the following reasons?*
To make the characters more relatable to young people

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(276)	31%	(356)	14%	(161)	11%	(120)	19%	(220)	1133
Favorable of Biden	37%	(182)	35%	(174)	13%	(65)	4%	(21)	11%	(53)	494
Unfavorable of Biden	14%	(80)	30%	(170)	16%	(94)	17%	(98)	23%	(134)	576
Very Favorable of Biden	48%	(120)	27%	(68)	13%	(31)	4%	(10)	8%	(21)	251
Somewhat Favorable of Biden	25%	(62)	43%	(106)	14%	(33)	4%	(11)	13%	(31)	243
Somewhat Unfavorable of Biden	17%	(28)	41%	(70)	16%	(28)	5%	(8)	21%	(35)	169
Very Unfavorable of Biden	13%	(51)	25%	(100)	16%	(66)	22%	(90)	24%	(98)	407
#1 Issue: Economy	21%	(101)	30%	(140)	15%	(72)	11%	(52)	23%	(106)	471
#1 Issue: Security	15%	(19)	26%	(33)	17%	(22)	13%	(17)	28%	(36)	128
#1 Issue: Health Care	35%	(31)	37%	(33)	7%	(6)	5%	(5)	16%	(14)	89
#1 Issue: Medicare / Social Security	20%	(30)	37%	(56)	16%	(24)	14%	(20)	13%	(20)	150
#1 Issue: Women's Issues	42%	(51)	32%	(38)	9%	(11)	4%	(5)	13%	(15)	119
#1 Issue: Education	23%	(13)	40%	(23)	19%	(11)	11%	(6)	7%	(4)	57
#1 Issue: Energy	20%	(12)	33%	(21)	18%	(12)	15%	(10)	14%	(9)	63
#1 Issue: Other	33%	(19)	24%	(14)	5%	(3)	10%	(6)	28%	(16)	57
2022 House Vote: Democrat	37%	(171)	37%	(173)	13%	(59)	5%	(23)	9%	(41)	467
2022 House Vote: Republican	14%	(47)	25%	(82)	18%	(60)	24%	(80)	19%	(62)	333
2022 House Vote: Didnt Vote	18%	(54)	31%	(95)	12%	(37)	5%	(16)	34%	(104)	306
2020 Vote: Joe Biden	37%	(184)	36%	(182)	12%	(61)	5%	(25)	10%	(52)	505
2020 Vote: Donald Trump	12%	(39)	27%	(91)	18%	(62)	24%	(82)	20%	(67)	340
2020 Vote: Didn't Vote	20%	(49)	30%	(75)	14%	(34)	4%	(11)	31%	(77)	246
2018 House Vote: Democrat	39%	(157)	37%	(149)	11%	(45)	5%	(18)	8%	(30)	399
2018 House Vote: Republican	11%	(34)	30%	(93)	15%	(48)	23%	(72)	22%	(68)	315
2018 House Vote: Didnt Vote	21%	(82)	28%	(109)	15%	(56)	7%	(29)	28%	(107)	383
4-Region: Northeast	25%	(49)	32%	(64)	18%	(37)	15%	(30)	10%	(21)	201
4-Region: Midwest	20%	(46)	38%	(85)	12%	(27)	8%	(19)	22%	(49)	226
4-Region: South	28%	(123)	32%	(140)	11%	(46)	11%	(47)	18%	(81)	436
4-Region: West	22%	(58)	25%	(66)	19%	(52)	9%	(24)	26%	(69)	270
M&Ms Avid Fan	33%	(141)	30%	(130)	13%	(56)	11%	(48)	14%	(59)	435
M&Ms Fan	25%	(250)	32%	(317)	14%	(137)	11%	(105)	18%	(179)	989

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

Table MCBR8: *Please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	I prefer brands to change the appearance of their established and well-known characters to be more modern and inclusive		I prefer brands to keep their established and well-known characters as originally intended and not change their appearance		Don't know / No opinion		Total N
Adults	31%	(693)	49%	(1076)	20%	(433)	2201
Gender: Male	31%	(333)	52%	(556)	17%	(181)	1070
Gender: Female	32%	(358)	46%	(518)	22%	(251)	1127
Age: 18-34	34%	(215)	43%	(270)	23%	(147)	631
Age: 35-44	34%	(126)	41%	(154)	25%	(91)	372
Age: 45-64	31%	(218)	52%	(367)	18%	(125)	711
Age: 65+	27%	(134)	58%	(284)	14%	(69)	487
GenZers: 1997-2012	35%	(87)	41%	(103)	24%	(60)	249
Millennials: 1981-1996	33%	(229)	43%	(297)	23%	(161)	686
GenXers: 1965-1980	33%	(183)	48%	(262)	19%	(104)	548
Baby Boomers: 1946-1964	27%	(180)	58%	(380)	15%	(100)	660
PID: Dem (no lean)	47%	(413)	36%	(323)	17%	(151)	887
PID: Ind (no lean)	26%	(159)	45%	(281)	29%	(183)	623
PID: Rep (no lean)	17%	(121)	68%	(472)	14%	(98)	691
PID/Gender: Dem Men	49%	(202)	37%	(154)	14%	(58)	414
PID/Gender: Dem Women	45%	(211)	36%	(168)	20%	(93)	472
PID/Gender: Ind Men	21%	(65)	52%	(162)	27%	(84)	311
PID/Gender: Ind Women	30%	(92)	39%	(119)	32%	(99)	310
PID/Gender: Rep Men	19%	(66)	70%	(241)	11%	(39)	345
PID/Gender: Rep Women	16%	(55)	67%	(231)	17%	(60)	346
Ideo: Liberal (1-3)	53%	(352)	33%	(220)	15%	(98)	669
Ideo: Moderate (4)	28%	(201)	47%	(342)	25%	(185)	728
Ideo: Conservative (5-7)	17%	(113)	72%	(484)	12%	(80)	677
Educ: < College	28%	(408)	49%	(706)	22%	(324)	1438
Educ: Bachelors degree	36%	(173)	49%	(236)	16%	(76)	484
Educ: Post-grad	40%	(112)	48%	(133)	12%	(33)	278

Table MCBR8: *Please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	I prefer brands to change the appearance of their established and well-known characters to be more modern and inclusive		I prefer brands to keep their established and well-known characters as originally intended and not change their appearance		Don't know / No opinion		Total N
Adults	31%	(693)	49%	(1076)	20%	(433)	2201
Income: Under 50k	29%	(354)	46%	(558)	24%	(289)	1202
Income: 50k-100k	32%	(211)	52%	(343)	16%	(104)	658
Income: 100k+	37%	(127)	51%	(175)	11%	(39)	341
Ethnicity: White	30%	(506)	52%	(881)	18%	(311)	1698
Ethnicity: Hispanic	29%	(110)	49%	(187)	22%	(82)	379
Ethnicity: Black	38%	(107)	40%	(115)	22%	(61)	283
Ethnicity: Other	36%	(80)	36%	(80)	27%	(60)	220
All Christian	28%	(286)	57%	(577)	14%	(146)	1008
All Non-Christian	43%	(58)	41%	(54)	16%	(21)	133
Atheist	44%	(46)	37%	(38)	19%	(19)	104
Agnostic/Nothing in particular	32%	(198)	40%	(247)	27%	(167)	612
Something Else	31%	(105)	46%	(159)	23%	(79)	343
Religious Non-Protestant/Catholic	41%	(62)	44%	(67)	15%	(23)	152
Evangelical	26%	(135)	60%	(314)	14%	(76)	525
Non-Evangelical	31%	(246)	50%	(398)	18%	(144)	788
Community: Urban	37%	(234)	42%	(264)	21%	(129)	628
Community: Suburban	30%	(305)	51%	(516)	19%	(192)	1013
Community: Rural	27%	(154)	53%	(295)	20%	(112)	561
Employ: Private Sector	33%	(244)	52%	(379)	15%	(112)	735
Employ: Government	40%	(41)	39%	(40)	21%	(22)	103
Employ: Self-Employed	36%	(72)	45%	(91)	18%	(36)	200
Employ: Homemaker	33%	(48)	40%	(59)	27%	(40)	148
Employ: Student	20%	(13)	55%	(35)	25%	(16)	65
Employ: Retired	29%	(163)	58%	(326)	14%	(77)	566
Employ: Unemployed	29%	(84)	36%	(102)	35%	(100)	286
Employ: Other	27%	(27)	44%	(43)	29%	(29)	99

Table MCBR8: *Please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	I prefer brands to change the appearance of their established and well-known characters to be more modern and inclusive		I prefer brands to keep their established and well-known characters as originally intended and not change their appearance		Don't know / No opinion		Total N
Adults	31%	(693)	49%	(1076)	20%	(433)	2201
Military HH: Yes	29%	(77)	61%	(160)	9%	(25)	261
Military HH: No	32%	(616)	47%	(916)	21%	(408)	1940
RD/WT: Right Direction	43%	(315)	38%	(279)	19%	(140)	733
RD/WT: Wrong Track	26%	(378)	54%	(797)	20%	(293)	1468
Biden Job Approve	46%	(440)	36%	(348)	18%	(174)	962
Biden Job Disapprove	20%	(237)	62%	(713)	18%	(207)	1157
Biden Job Strongly Approve	50%	(211)	35%	(146)	15%	(65)	423
Biden Job Somewhat Approve	42%	(229)	37%	(201)	20%	(109)	540
Biden Job Somewhat Disapprove	33%	(114)	46%	(162)	21%	(72)	348
Biden Job Strongly Disapprove	15%	(123)	68%	(552)	17%	(135)	810
Favorable of Biden	46%	(440)	36%	(349)	18%	(177)	966
Unfavorable of Biden	20%	(225)	62%	(696)	18%	(196)	1118
Very Favorable of Biden	50%	(233)	34%	(161)	16%	(72)	466
Somewhat Favorable of Biden	41%	(207)	38%	(188)	21%	(105)	500
Somewhat Unfavorable of Biden	32%	(99)	49%	(151)	20%	(61)	310
Very Unfavorable of Biden	16%	(127)	68%	(546)	17%	(135)	808
#1 Issue: Economy	26%	(241)	52%	(487)	22%	(201)	929
#1 Issue: Security	21%	(51)	65%	(160)	14%	(35)	246
#1 Issue: Health Care	40%	(71)	41%	(72)	19%	(34)	177
#1 Issue: Medicare / Social Security	32%	(94)	50%	(146)	18%	(53)	292
#1 Issue: Women's Issues	51%	(120)	30%	(71)	19%	(45)	235
#1 Issue: Education	30%	(27)	49%	(45)	22%	(20)	93
#1 Issue: Energy	39%	(47)	44%	(53)	18%	(21)	122
#1 Issue: Other	39%	(42)	40%	(42)	21%	(23)	107

Table MCBR8: *Please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	I prefer brands to change the appearance of their established and well-known characters to be more modern and inclusive		I prefer brands to keep their established and well-known characters as originally intended and not change their appearance		Don't know / No opinion		Total N
Adults	31%	(693)	49%	(1076)	20%	(433)	2201
2022 House Vote: Democrat	46%	(414)	38%	(340)	16%	(147)	902
2022 House Vote: Republican	16%	(106)	72%	(476)	12%	(79)	660
2022 House Vote: Someone else	27%	(16)	34%	(19)	39%	(22)	57
2022 House Vote: Didnt Vote	27%	(157)	41%	(241)	32%	(185)	583
2020 Vote: Joe Biden	45%	(431)	38%	(359)	17%	(158)	948
2020 Vote: Donald Trump	16%	(111)	72%	(496)	12%	(85)	692
2020 Vote: Other	31%	(25)	31%	(25)	37%	(30)	81
2020 Vote: Didn't Vote	26%	(125)	41%	(195)	33%	(160)	480
2018 House Vote: Democrat	47%	(372)	35%	(277)	18%	(138)	787
2018 House Vote: Republican	18%	(109)	70%	(423)	12%	(74)	606
2018 House Vote: Someone else	19%	(12)	48%	(29)	32%	(20)	61
2018 House Vote: Didnt Vote	27%	(200)	46%	(347)	27%	(201)	747
4-Region: Northeast	34%	(131)	51%	(196)	15%	(59)	386
4-Region: Midwest	31%	(139)	51%	(234)	18%	(82)	455
4-Region: South	29%	(247)	50%	(416)	21%	(177)	839
4-Region: West	34%	(176)	44%	(230)	22%	(115)	521
M&Ms Avid Fan	36%	(309)	51%	(439)	13%	(117)	865
M&Ms Fan	32%	(628)	50%	(973)	18%	(347)	1948

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

Table MCBR9: *Again, please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	Representing diversity and inclusion is important, and it is necessary for brands to change the appearance of established and well-known characters so they are more modern and inclusive.		Representing diversity and inclusion is important, but I think brands can do this in other ways rather than changing the appearance of established and well-known characters.		Don't know / No opinion		Total N
Adults	33%	(737)	50%	(1105)	16%	(359)	2201
Gender: Male	32%	(343)	53%	(569)	15%	(159)	1070
Gender: Female	35%	(392)	48%	(536)	18%	(199)	1127
Age: 18-34	38%	(242)	45%	(284)	17%	(106)	631
Age: 35-44	34%	(128)	45%	(169)	20%	(75)	372
Age: 45-64	30%	(215)	53%	(378)	17%	(118)	711
Age: 65+	31%	(152)	56%	(275)	12%	(60)	487
GenZers: 1997-2012	40%	(101)	43%	(107)	16%	(41)	249
Millennials: 1981-1996	36%	(244)	46%	(317)	18%	(125)	686
GenXers: 1965-1980	33%	(182)	50%	(273)	17%	(93)	548
Baby Boomers: 1946-1964	29%	(194)	57%	(373)	14%	(93)	660
PID: Dem (no lean)	51%	(449)	39%	(344)	11%	(94)	887
PID: Ind (no lean)	25%	(156)	50%	(309)	25%	(158)	623
PID: Rep (no lean)	19%	(132)	65%	(452)	15%	(106)	691
PID/Gender: Dem Men	50%	(206)	42%	(173)	9%	(36)	414
PID/Gender: Dem Women	51%	(242)	36%	(171)	12%	(59)	472
PID/Gender: Ind Men	21%	(66)	55%	(171)	24%	(73)	311
PID/Gender: Ind Women	29%	(88)	44%	(137)	27%	(84)	310
PID/Gender: Rep Men	20%	(71)	65%	(224)	14%	(50)	345
PID/Gender: Rep Women	18%	(62)	66%	(227)	16%	(57)	346
Ideo: Liberal (1-3)	55%	(371)	36%	(238)	9%	(61)	669
Ideo: Moderate (4)	28%	(202)	53%	(386)	19%	(140)	728
Ideo: Conservative (5-7)	19%	(131)	67%	(451)	14%	(95)	677

Table MCBR9: *Again, please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	Representing diversity and inclusion is important, and it is necessary for brands to change the appearance of established and well-known characters so they are more modern and inclusive.		Representing diversity and inclusion is important, but I think brands can do this in other ways rather than changing the appearance of established and well-known characters.		Don't know / No opinion		Total N
Adults	33%	(737)	50%	(1105)	16%	(359)	2201
Educ: < College	30%	(429)	51%	(727)	20%	(282)	1438
Educ: Bachelors degree	39%	(190)	49%	(237)	12%	(57)	484
Educ: Post-grad	42%	(118)	51%	(141)	7%	(20)	278
Income: Under 50k	31%	(378)	47%	(564)	22%	(260)	1202
Income: 50k-100k	36%	(239)	52%	(345)	11%	(74)	658
Income: 100k+	35%	(120)	58%	(197)	7%	(25)	341
Ethnicity: White	30%	(518)	54%	(915)	16%	(266)	1698
Ethnicity: Hispanic	33%	(125)	51%	(195)	16%	(59)	379
Ethnicity: Black	46%	(131)	36%	(101)	18%	(51)	283
Ethnicity: Other	40%	(88)	41%	(90)	19%	(42)	220
All Christian	32%	(321)	55%	(557)	13%	(131)	1008
All Non-Christian	48%	(64)	38%	(51)	14%	(18)	133
Atheist	40%	(42)	47%	(49)	13%	(13)	104
Agnostic/Nothing in particular	31%	(192)	48%	(291)	21%	(129)	612
Something Else	35%	(119)	46%	(157)	20%	(67)	343
Religious Non-Protestant/Catholic	44%	(66)	42%	(64)	15%	(22)	152
Evangelical	28%	(149)	56%	(294)	16%	(82)	525
Non-Evangelical	36%	(284)	50%	(396)	14%	(108)	788
Community: Urban	41%	(255)	42%	(264)	17%	(109)	628
Community: Suburban	34%	(344)	53%	(539)	13%	(130)	1013
Community: Rural	25%	(139)	54%	(302)	21%	(120)	561

Table MCBR9: *Again, please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	Representing diversity and inclusion is important, and it is necessary for brands to change the appearance of established and well-known characters so they are more modern and inclusive.		Representing diversity and inclusion is important, but I think brands can do this in other ways rather than changing the appearance of established and well-known characters.		Don't know / No opinion		Total N
Adults	33%	(737)	50%	(1105)	16%	(359)	2201
Employ: Private Sector	36%	(262)	52%	(385)	12%	(88)	735
Employ: Government	37%	(38)	47%	(48)	16%	(16)	103
Employ: Self-Employed	37%	(74)	47%	(93)	16%	(32)	200
Employ: Homemaker	29%	(43)	50%	(74)	21%	(31)	148
Employ: Student	31%	(20)	50%	(32)	19%	(12)	65
Employ: Retired	31%	(178)	55%	(314)	13%	(74)	566
Employ: Unemployed	32%	(92)	39%	(111)	29%	(83)	286
Employ: Other	30%	(29)	49%	(48)	22%	(22)	99
Military HH: Yes	30%	(79)	62%	(163)	8%	(20)	261
Military HH: No	34%	(658)	49%	(943)	17%	(339)	1940
RD/WT: Right Direction	48%	(354)	39%	(287)	13%	(93)	733
RD/WT: Wrong Track	26%	(383)	56%	(819)	18%	(266)	1468
Biden Job Approve	50%	(485)	39%	(371)	11%	(107)	962
Biden Job Disapprove	21%	(237)	62%	(717)	17%	(202)	1157
Biden Job Strongly Approve	54%	(228)	35%	(147)	11%	(48)	423
Biden Job Somewhat Approve	48%	(258)	41%	(224)	11%	(58)	540
Biden Job Somewhat Disapprove	33%	(113)	52%	(180)	16%	(54)	348
Biden Job Strongly Disapprove	15%	(124)	66%	(538)	18%	(148)	810
Favorable of Biden	50%	(484)	39%	(373)	11%	(109)	966
Unfavorable of Biden	20%	(225)	63%	(701)	17%	(191)	1118
Very Favorable of Biden	53%	(245)	36%	(167)	12%	(54)	466
Somewhat Favorable of Biden	48%	(239)	41%	(205)	11%	(55)	500
Somewhat Unfavorable of Biden	32%	(99)	52%	(160)	16%	(51)	310
Very Unfavorable of Biden	16%	(126)	67%	(541)	17%	(141)	808

Table MCBR9: *Again, please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	Representing diversity and inclusion is important, and it is necessary for brands to change the appearance of established and well-known characters so they are more modern and inclusive.		Representing diversity and inclusion is important, but I think brands can do this in other ways rather than changing the appearance of established and well-known characters.		Don't know / No opinion		Total N
Adults	33%	(737)	50%	(1105)	16%	(359)	2201
#1 Issue: Economy	28%	(258)	55%	(515)	17%	(156)	929
#1 Issue: Security	22%	(54)	56%	(138)	22%	(53)	246
#1 Issue: Health Care	45%	(80)	41%	(73)	13%	(23)	177
#1 Issue: Medicare / Social Security	37%	(109)	49%	(144)	13%	(39)	292
#1 Issue: Women's Issues	51%	(119)	36%	(85)	13%	(31)	235
#1 Issue: Education	37%	(35)	48%	(45)	14%	(13)	93
#1 Issue: Energy	36%	(44)	47%	(57)	17%	(20)	122
#1 Issue: Other	35%	(38)	45%	(48)	20%	(21)	107
2022 House Vote: Democrat	49%	(445)	41%	(368)	10%	(88)	902
2022 House Vote: Republican	19%	(128)	67%	(444)	13%	(88)	660
2022 House Vote: Someone else	25%	(14)	46%	(26)	29%	(17)	57
2022 House Vote: Didnt Vote	26%	(149)	46%	(267)	29%	(166)	583
2020 Vote: Joe Biden	50%	(475)	39%	(374)	10%	(99)	948
2020 Vote: Donald Trump	17%	(115)	69%	(480)	14%	(98)	692
2020 Vote: Other	21%	(17)	45%	(36)	34%	(28)	81
2020 Vote: Didn't Vote	27%	(130)	45%	(215)	28%	(135)	480
2018 House Vote: Democrat	51%	(401)	39%	(308)	10%	(78)	787
2018 House Vote: Republican	18%	(110)	67%	(406)	15%	(90)	606
2018 House Vote: Someone else	22%	(14)	50%	(30)	27%	(17)	61
2018 House Vote: Didnt Vote	28%	(212)	48%	(362)	23%	(173)	747
4-Region: Northeast	33%	(128)	53%	(203)	14%	(55)	386
4-Region: Midwest	34%	(157)	52%	(239)	13%	(59)	455
4-Region: South	32%	(267)	50%	(424)	18%	(149)	839
4-Region: West	36%	(185)	46%	(240)	18%	(96)	521

Table MCBR9: *Again, please select which statement is closest to your opinion, even if neither is exactly right.*

Demographic	Representing diversity and inclusion is important, and it is necessary for brands to change the appearance of established and well-known characters so they are more modern and inclusive.		Representing diversity and inclusion is important, but I think brands can do this in other ways rather than changing the appearance of established and well-known characters.		Don't know / No opinion		Total N
Adults	33%	(737)	50%	(1105)	16%	(359)	2201
M&Ms Avid Fan	38%	(325)	50%	(435)	12%	(104)	865
M&Ms Fan	34%	(665)	51%	(993)	15%	(290)	1948

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

Table MCBR10: *Once more, please select which statement is closest to your opinion, even if neither is exactly right.If a company receives public pushback for making a branding change, such as updating its logo or refreshing the look of its mascot*

Demographic	The company should stick with its decision.		The company should reverse its decision.		Don't know / No opinion		Total N
Adults	42%	(929)	27%	(593)	31%	(679)	2201
Gender: Male	45%	(482)	30%	(317)	25%	(272)	1070
Gender: Female	40%	(447)	25%	(276)	36%	(404)	1127
Age: 18-34	43%	(269)	28%	(174)	30%	(188)	631
Age: 35-44	44%	(164)	22%	(83)	34%	(125)	372
Age: 45-64	42%	(299)	27%	(190)	31%	(223)	711
Age: 65+	41%	(198)	30%	(146)	29%	(143)	487
GenZers: 1997-2012	44%	(109)	27%	(67)	29%	(73)	249
Millennials: 1981-1996	43%	(295)	25%	(169)	32%	(223)	686
GenXers: 1965-1980	43%	(236)	26%	(143)	31%	(170)	548
Baby Boomers: 1946-1964	41%	(271)	31%	(202)	28%	(187)	660
PID: Dem (no lean)	52%	(465)	23%	(203)	25%	(220)	887
PID: Ind (no lean)	35%	(219)	21%	(133)	43%	(271)	623
PID: Rep (no lean)	36%	(246)	37%	(257)	27%	(188)	691
PID/Gender: Dem Men	54%	(225)	25%	(104)	21%	(85)	414
PID/Gender: Dem Women	51%	(239)	21%	(99)	28%	(134)	472
PID/Gender: Ind Men	38%	(119)	23%	(73)	38%	(119)	311
PID/Gender: Ind Women	32%	(100)	19%	(60)	48%	(150)	310
PID/Gender: Rep Men	40%	(138)	41%	(140)	19%	(67)	345
PID/Gender: Rep Women	31%	(108)	34%	(117)	35%	(121)	346
Ideo: Liberal (1-3)	54%	(359)	24%	(158)	23%	(152)	669
Ideo: Moderate (4)	40%	(292)	25%	(185)	34%	(251)	728
Ideo: Conservative (5-7)	36%	(242)	35%	(238)	29%	(197)	677
Educ: < College	40%	(572)	27%	(384)	34%	(482)	1438
Educ: Bachelors degree	48%	(231)	27%	(129)	26%	(124)	484
Educ: Post-grad	45%	(126)	29%	(80)	26%	(72)	278
Income: Under 50k	41%	(490)	25%	(298)	34%	(413)	1202
Income: 50k-100k	44%	(292)	30%	(195)	26%	(171)	658
Income: 100k+	43%	(147)	29%	(100)	28%	(94)	341
Ethnicity: White	40%	(680)	29%	(489)	31%	(529)	1698
Ethnicity: Hispanic	39%	(147)	32%	(122)	29%	(109)	379

Table MCBR10: *Once more, please select which statement is closest to your opinion, even if neither is exactly right.If a company receives public pushback for making a branding change, such as updating its logo or refreshing the look of its mascot*

Demographic	The company should stick with its decision.		The company should reverse its decision.		Don't know / No opinion		Total N
Adults	42%	(929)	27%	(593)	31%	(679)	2201
Ethnicity: Black	52%	(148)	22%	(62)	26%	(73)	283
Ethnicity: Other	46%	(101)	19%	(42)	35%	(77)	220
All Christian	41%	(417)	31%	(309)	28%	(282)	1008
All Non-Christian	51%	(68)	27%	(36)	22%	(29)	133
Atheist	46%	(48)	27%	(28)	27%	(28)	104
Agnostic/Nothing in particular	39%	(239)	22%	(135)	39%	(238)	612
Something Else	46%	(157)	25%	(85)	29%	(101)	343
Religious Non-Protestant/Catholic	53%	(80)	26%	(40)	21%	(32)	152
Evangelical	44%	(231)	30%	(156)	26%	(138)	525
Non-Evangelical	41%	(326)	28%	(224)	30%	(238)	788
Community: Urban	44%	(273)	27%	(169)	29%	(185)	628
Community: Suburban	42%	(422)	26%	(263)	32%	(328)	1013
Community: Rural	42%	(234)	29%	(161)	30%	(166)	561
Employ: Private Sector	45%	(332)	30%	(217)	25%	(186)	735
Employ: Government	44%	(45)	25%	(26)	31%	(32)	103
Employ: Self-Employed	52%	(104)	16%	(33)	31%	(63)	200
Employ: Homemaker	36%	(53)	24%	(35)	41%	(60)	148
Employ: Student	20%	(13)	49%	(32)	31%	(20)	65
Employ: Retired	40%	(226)	31%	(175)	29%	(165)	566
Employ: Unemployed	39%	(112)	19%	(55)	41%	(119)	286
Employ: Other	45%	(44)	21%	(21)	34%	(34)	99
Military HH: Yes	41%	(108)	32%	(84)	26%	(69)	261
Military HH: No	42%	(821)	26%	(509)	31%	(610)	1940
RD/WT: Right Direction	52%	(385)	23%	(171)	24%	(178)	733
RD/WT: Wrong Track	37%	(545)	29%	(422)	34%	(501)	1468
Biden Job Approve	51%	(494)	21%	(202)	28%	(267)	962
Biden Job Disapprove	36%	(420)	34%	(389)	30%	(348)	1157

Table MCBR10: *Once more, please select which statement is closest to your opinion, even if neither is exactly right.If a company receives public pushback for making a branding change, such as updating its logo or refreshing the look of its mascot*

Demographic	The company should stick with its decision.		The company should reverse its decision.		Don't know / No opinion		Total N
Adults	42%	(929)	27%	(593)	31%	(679)	2201
Biden Job Strongly Approve	52%	(221)	23%	(97)	25%	(104)	423
Biden Job Somewhat Approve	50%	(272)	19%	(104)	30%	(164)	540
Biden Job Somewhat Disapprove	44%	(152)	24%	(85)	32%	(110)	348
Biden Job Strongly Disapprove	33%	(268)	38%	(304)	29%	(238)	810
Favorable of Biden	51%	(491)	21%	(202)	28%	(273)	966
Unfavorable of Biden	37%	(412)	33%	(367)	30%	(338)	1118
Very Favorable of Biden	50%	(231)	24%	(112)	26%	(123)	466
Somewhat Favorable of Biden	52%	(261)	18%	(90)	30%	(150)	500
Somewhat Unfavorable of Biden	45%	(138)	23%	(71)	32%	(101)	310
Very Unfavorable of Biden	34%	(274)	37%	(296)	29%	(238)	808
#1 Issue: Economy	41%	(386)	26%	(245)	32%	(299)	929
#1 Issue: Security	39%	(95)	30%	(73)	32%	(78)	246
#1 Issue: Health Care	43%	(75)	31%	(55)	26%	(46)	177
#1 Issue: Medicare / Social Security	44%	(129)	27%	(79)	29%	(84)	292
#1 Issue: Women's Issues	48%	(112)	20%	(47)	32%	(76)	235
#1 Issue: Education	44%	(41)	33%	(30)	23%	(22)	93
#1 Issue: Energy	41%	(50)	35%	(43)	24%	(29)	122
#1 Issue: Other	40%	(43)	19%	(21)	41%	(44)	107
2022 House Vote: Democrat	51%	(461)	23%	(207)	26%	(233)	902
2022 House Vote: Republican	37%	(243)	38%	(253)	25%	(164)	660
2022 House Vote: Someone else	32%	(18)	22%	(13)	46%	(26)	57
2022 House Vote: Didnt Vote	36%	(208)	21%	(120)	44%	(255)	583
2020 Vote: Joe Biden	51%	(488)	21%	(202)	27%	(258)	948
2020 Vote: Donald Trump	34%	(233)	39%	(272)	27%	(187)	692
2020 Vote: Other	50%	(41)	12%	(10)	37%	(30)	81
2020 Vote: Didn't Vote	35%	(168)	23%	(109)	42%	(204)	480
2018 House Vote: Democrat	52%	(411)	22%	(170)	26%	(207)	787
2018 House Vote: Republican	36%	(220)	38%	(227)	26%	(159)	606
2018 House Vote: Someone else	27%	(17)	29%	(17)	44%	(27)	61
2018 House Vote: Didnt Vote	38%	(282)	24%	(179)	38%	(286)	747

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Table MCBR10: *Once more, please select which statement is closest to your opinion, even if neither is exactly right.If a company receives public pushback for making a branding change, such as updating its logo or refreshing the look of its mascot*

Demographic	The company should stick with its decision.		The company should reverse its decision.		Don't know / No opinion		Total N
Adults	42%	(929)	27%	(593)	31%	(679)	2201
4-Region: Northeast	42%	(160)	29%	(112)	29%	(113)	386
4-Region: Midwest	45%	(204)	23%	(105)	32%	(146)	455
4-Region: South	41%	(342)	28%	(232)	32%	(266)	839
4-Region: West	43%	(224)	28%	(144)	30%	(154)	521
M&Ms Avid Fan	47%	(407)	28%	(243)	25%	(215)	865
M&Ms Fan	43%	(837)	28%	(540)	29%	(571)	1948

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

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*

M&M's indefinitely pausing their use of their M&M characters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	24%	(539)	18%	(392)	48%	(1064)	2201
Gender: Male	11%	(116)	29%	(307)	19%	(204)	41%	(443)	1070
Gender: Female	8%	(90)	20%	(231)	17%	(187)	55%	(620)	1127
Age: 18-34	13%	(82)	30%	(187)	21%	(130)	37%	(232)	631
Age: 35-44	9%	(32)	25%	(94)	19%	(69)	47%	(176)	372
Age: 45-64	9%	(60)	23%	(160)	17%	(121)	52%	(369)	711
Age: 65+	6%	(31)	20%	(98)	15%	(71)	59%	(287)	487
GenZers: 1997-2012	16%	(39)	33%	(82)	18%	(45)	34%	(84)	249
Millennials: 1981-1996	11%	(73)	26%	(179)	21%	(141)	43%	(294)	686
GenXers: 1965-1980	9%	(47)	24%	(133)	20%	(109)	47%	(259)	548
Baby Boomers: 1946-1964	7%	(46)	21%	(139)	13%	(88)	59%	(388)	660
PID: Dem (no lean)	11%	(96)	27%	(240)	18%	(158)	44%	(393)	887
PID: Ind (no lean)	8%	(48)	22%	(136)	14%	(90)	56%	(349)	623
PID: Rep (no lean)	9%	(63)	24%	(162)	21%	(144)	47%	(322)	691
PID/Gender: Dem Men	13%	(54)	30%	(122)	20%	(82)	38%	(156)	414
PID/Gender: Dem Women	9%	(41)	25%	(118)	16%	(75)	50%	(238)	472
PID/Gender: Ind Men	8%	(26)	29%	(89)	15%	(48)	47%	(147)	311
PID/Gender: Ind Women	7%	(22)	15%	(46)	14%	(42)	65%	(200)	310
PID/Gender: Rep Men	10%	(35)	28%	(96)	21%	(74)	41%	(140)	345
PID/Gender: Rep Women	8%	(27)	19%	(66)	20%	(70)	53%	(182)	346
Ideo: Liberal (1-3)	11%	(76)	28%	(189)	19%	(130)	41%	(275)	669
Ideo: Moderate (4)	9%	(67)	22%	(163)	17%	(125)	51%	(372)	728
Ideo: Conservative (5-7)	8%	(55)	25%	(167)	16%	(112)	51%	(344)	677
Educ: < College	9%	(124)	23%	(325)	18%	(258)	51%	(731)	1438
Educ: Bachelors degree	10%	(48)	29%	(143)	17%	(85)	43%	(209)	484
Educ: Post-grad	12%	(34)	25%	(71)	18%	(49)	45%	(124)	278
Income: Under 50k	10%	(116)	23%	(278)	18%	(216)	49%	(592)	1202
Income: 50k-100k	8%	(53)	26%	(172)	18%	(117)	48%	(316)	658
Income: 100k+	11%	(37)	26%	(89)	17%	(59)	46%	(156)	341
Ethnicity: White	8%	(143)	24%	(414)	17%	(285)	50%	(857)	1698
Ethnicity: Hispanic	11%	(42)	27%	(104)	21%	(81)	40%	(152)	379
Ethnicity: Black	17%	(49)	23%	(64)	19%	(53)	41%	(117)	283

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Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*

M&M's indefinitely pausing their use of their M&M characters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	24%	(539)	18%	(392)	48%	(1064)	2201
Ethnicity: Other	7%	(15)	27%	(60)	25%	(54)	41%	(90)	220
All Christian	9%	(90)	25%	(256)	20%	(201)	46%	(461)	1008
All Non-Christian	19%	(26)	38%	(51)	9%	(12)	33%	(44)	133
Atheist	10%	(11)	28%	(29)	6%	(6)	56%	(58)	104
Agnostic/Nothing in particular	8%	(49)	21%	(129)	16%	(101)	54%	(333)	612
Something Else	9%	(30)	21%	(74)	21%	(72)	49%	(168)	343
Religious Non-Protestant/Catholic	17%	(26)	38%	(58)	11%	(16)	34%	(52)	152
Evangelical	10%	(55)	26%	(137)	15%	(81)	48%	(252)	525
Non-Evangelical	8%	(63)	23%	(179)	24%	(185)	46%	(361)	788
Community: Urban	13%	(82)	23%	(142)	18%	(115)	46%	(289)	628
Community: Suburban	7%	(66)	29%	(292)	17%	(177)	47%	(477)	1013
Community: Rural	10%	(58)	19%	(105)	18%	(99)	53%	(298)	561
Employ: Private Sector	10%	(76)	31%	(228)	22%	(159)	37%	(272)	735
Employ: Government	15%	(15)	29%	(30)	20%	(20)	36%	(37)	103
Employ: Self-Employed	14%	(27)	27%	(54)	16%	(31)	44%	(87)	200
Employ: Homemaker	5%	(7)	18%	(27)	13%	(19)	64%	(95)	148
Employ: Student	10%	(7)	22%	(14)	32%	(21)	36%	(23)	65
Employ: Retired	6%	(36)	18%	(104)	15%	(83)	60%	(342)	566
Employ: Unemployed	9%	(25)	23%	(66)	15%	(42)	53%	(152)	286
Employ: Other	12%	(12)	15%	(15)	16%	(16)	56%	(56)	99
Military HH: Yes	8%	(21)	22%	(57)	20%	(51)	51%	(132)	261
Military HH: No	10%	(185)	25%	(482)	18%	(340)	48%	(932)	1940
RD/WT: Right Direction	13%	(98)	28%	(202)	18%	(130)	41%	(304)	733
RD/WT: Wrong Track	7%	(108)	23%	(337)	18%	(262)	52%	(761)	1468
Biden Job Approve	12%	(113)	27%	(262)	18%	(172)	43%	(416)	962
Biden Job Disapprove	8%	(88)	23%	(270)	18%	(209)	51%	(590)	1157
Biden Job Strongly Approve	20%	(85)	29%	(121)	15%	(63)	37%	(155)	423
Biden Job Somewhat Approve	5%	(28)	26%	(142)	20%	(108)	48%	(262)	540
Biden Job Somewhat Disapprove	6%	(22)	28%	(98)	13%	(47)	52%	(181)	348
Biden Job Strongly Disapprove	8%	(66)	21%	(172)	20%	(162)	51%	(409)	810

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*

M&M's indefinitely pausing their use of their M&M characters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	24%	(539)	18%	(392)	48%	(1064)	2201
Favorable of Biden	12%	(115)	28%	(272)	17%	(165)	43%	(414)	966
Unfavorable of Biden	7%	(79)	23%	(253)	18%	(203)	52%	(583)	1118
Very Favorable of Biden	18%	(83)	28%	(132)	16%	(76)	38%	(175)	466
Somewhat Favorable of Biden	6%	(32)	28%	(140)	18%	(89)	48%	(239)	500
Somewhat Unfavorable of Biden	6%	(19)	24%	(75)	17%	(53)	53%	(163)	310
Very Unfavorable of Biden	7%	(59)	22%	(179)	19%	(150)	52%	(419)	808
#1 Issue: Economy	8%	(77)	23%	(216)	18%	(167)	51%	(470)	929
#1 Issue: Security	8%	(19)	27%	(65)	20%	(49)	46%	(113)	246
#1 Issue: Health Care	8%	(13)	27%	(48)	24%	(42)	41%	(73)	177
#1 Issue: Medicare / Social Security	7%	(21)	20%	(59)	19%	(54)	54%	(158)	292
#1 Issue: Women's Issues	17%	(39)	26%	(61)	12%	(27)	46%	(109)	235
#1 Issue: Education	14%	(13)	40%	(38)	21%	(20)	25%	(23)	93
#1 Issue: Energy	11%	(14)	30%	(36)	12%	(14)	47%	(58)	122
#1 Issue: Other	9%	(10)	16%	(17)	18%	(20)	57%	(61)	107
2022 House Vote: Democrat	12%	(108)	27%	(247)	15%	(137)	46%	(410)	902
2022 House Vote: Republican	8%	(53)	26%	(169)	20%	(129)	47%	(309)	660
2022 House Vote: Someone else	6%	(4)	22%	(12)	16%	(9)	56%	(31)	57
2022 House Vote: Didnt Vote	7%	(42)	19%	(110)	20%	(117)	54%	(313)	583
2020 Vote: Joe Biden	11%	(104)	26%	(251)	16%	(156)	46%	(437)	948
2020 Vote: Donald Trump	8%	(54)	25%	(170)	18%	(125)	50%	(342)	692
2020 Vote: Other	9%	(7)	23%	(19)	13%	(11)	55%	(45)	81
2020 Vote: Didn't Vote	8%	(40)	21%	(100)	21%	(100)	50%	(240)	480
2018 House Vote: Democrat	13%	(99)	26%	(207)	17%	(135)	44%	(346)	787
2018 House Vote: Republican	8%	(49)	25%	(151)	19%	(115)	48%	(290)	606
2018 House Vote: Someone else	3%	(2)	22%	(13)	13%	(8)	62%	(38)	61
2018 House Vote: Didnt Vote	7%	(55)	22%	(168)	18%	(133)	52%	(391)	747
4-Region: Northeast	11%	(41)	24%	(93)	18%	(71)	47%	(180)	386
4-Region: Midwest	8%	(35)	27%	(123)	20%	(89)	46%	(209)	455
4-Region: South	10%	(83)	25%	(207)	16%	(133)	49%	(415)	839
4-Region: West	9%	(47)	22%	(116)	19%	(99)	50%	(260)	521
M&Ms Avid Fan	15%	(132)	25%	(215)	16%	(143)	43%	(375)	865

Table MCBR11_1: *How much have you seen, read, or heard about the following, if at all?*
M&M's indefinitely pausing their use of their M&M characters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	24%	(539)	18%	(392)	48%	(1064)	2201
M&Ms Fan	10%	(199)	25%	(493)	18%	(344)	47%	(912)	1948

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

Table MCBR11_2: *How much have you seen, read, or heard about the following, if at all?*
M&M's naming comedian and actress Maya Rudolph as their new brand spokesperson

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	19%	(424)	17%	(377)	55%	(1205)	2201
Gender: Male	11%	(123)	21%	(229)	19%	(205)	48%	(513)	1070
Gender: Female	6%	(73)	17%	(194)	15%	(172)	61%	(689)	1127
Age: 18-34	13%	(85)	22%	(138)	20%	(127)	44%	(280)	631
Age: 35-44	10%	(36)	21%	(78)	17%	(63)	52%	(195)	372
Age: 45-64	8%	(54)	19%	(138)	18%	(128)	55%	(391)	711
Age: 65+	4%	(20)	14%	(70)	12%	(58)	69%	(338)	487
GenZers: 1997-2012	15%	(38)	21%	(52)	18%	(46)	45%	(113)	249
Millennials: 1981-1996	11%	(76)	21%	(145)	20%	(139)	47%	(325)	686
GenXers: 1965-1980	8%	(42)	22%	(120)	18%	(101)	52%	(285)	548
Baby Boomers: 1946-1964	6%	(39)	15%	(100)	13%	(85)	66%	(437)	660
PID: Dem (no lean)	11%	(96)	23%	(203)	17%	(148)	50%	(440)	887
PID: Ind (no lean)	8%	(51)	17%	(103)	17%	(104)	59%	(366)	623
PID: Rep (no lean)	7%	(49)	17%	(118)	18%	(126)	58%	(399)	691
PID/Gender: Dem Men	15%	(64)	23%	(96)	19%	(77)	43%	(178)	414
PID/Gender: Dem Women	7%	(32)	23%	(107)	15%	(71)	55%	(261)	472
PID/Gender: Ind Men	10%	(30)	19%	(60)	20%	(63)	51%	(158)	311
PID/Gender: Ind Women	7%	(21)	14%	(42)	13%	(41)	66%	(206)	310
PID/Gender: Rep Men	9%	(29)	21%	(73)	19%	(66)	51%	(177)	345
PID/Gender: Rep Women	6%	(19)	13%	(44)	17%	(60)	64%	(222)	346
Ideo: Liberal (1-3)	11%	(74)	24%	(158)	18%	(122)	47%	(316)	669
Ideo: Moderate (4)	10%	(72)	18%	(128)	18%	(133)	54%	(395)	728
Ideo: Conservative (5-7)	6%	(43)	18%	(122)	14%	(98)	61%	(414)	677
Educ: < College	8%	(113)	18%	(255)	17%	(239)	58%	(831)	1438
Educ: Bachelors degree	10%	(49)	24%	(115)	18%	(89)	48%	(232)	484
Educ: Post-grad	12%	(34)	19%	(53)	18%	(49)	51%	(142)	278
Income: Under 50k	9%	(106)	19%	(227)	16%	(195)	56%	(674)	1202
Income: 50k-100k	7%	(49)	21%	(137)	19%	(122)	53%	(350)	658
Income: 100k+	12%	(40)	18%	(60)	18%	(60)	53%	(181)	341
Ethnicity: White	8%	(138)	18%	(306)	16%	(274)	58%	(980)	1698
Ethnicity: Hispanic	15%	(55)	18%	(69)	17%	(64)	50%	(190)	379
Ethnicity: Black	17%	(48)	22%	(63)	19%	(55)	42%	(118)	283

Continued on next page

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

M&M's naming comedian and actress Maya Rudolph as their new brand spokesperson

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	19%	(424)	17%	(377)	55%	(1205)	2201
Ethnicity: Other	4%	(10)	25%	(55)	22%	(49)	49%	(107)	220
All Christian	9%	(88)	20%	(199)	18%	(177)	54%	(545)	1008
All Non-Christian	16%	(21)	31%	(41)	15%	(19)	38%	(51)	133
Atheist	9%	(9)	23%	(24)	13%	(14)	55%	(57)	104
Agnostic/Nothing in particular	7%	(40)	17%	(102)	18%	(108)	59%	(363)	612
Something Else	11%	(37)	17%	(58)	17%	(60)	55%	(188)	343
Religious Non-Protestant/Catholic	15%	(22)	29%	(43)	14%	(22)	43%	(65)	152
Evangelical	13%	(68)	20%	(105)	13%	(66)	55%	(287)	525
Non-Evangelical	7%	(54)	18%	(144)	21%	(166)	54%	(424)	788
Community: Urban	14%	(86)	17%	(107)	20%	(124)	50%	(311)	628
Community: Suburban	6%	(59)	22%	(226)	17%	(168)	55%	(560)	1013
Community: Rural	9%	(51)	16%	(90)	15%	(85)	60%	(334)	561
Employ: Private Sector	10%	(75)	25%	(186)	22%	(163)	42%	(311)	735
Employ: Government	18%	(18)	23%	(24)	20%	(20)	39%	(40)	103
Employ: Self-Employed	16%	(32)	19%	(39)	15%	(30)	49%	(98)	200
Employ: Homemaker	3%	(5)	14%	(21)	17%	(25)	66%	(98)	148
Employ: Student	9%	(6)	18%	(12)	30%	(20)	43%	(28)	65
Employ: Retired	4%	(22)	15%	(84)	13%	(73)	68%	(387)	566
Employ: Unemployed	10%	(29)	16%	(44)	11%	(32)	63%	(180)	286
Employ: Other	9%	(9)	15%	(15)	14%	(13)	63%	(62)	99
Military HH: Yes	7%	(19)	17%	(43)	17%	(45)	59%	(154)	261
Military HH: No	9%	(176)	20%	(381)	17%	(332)	54%	(1051)	1940
RD/WT: Right Direction	15%	(111)	22%	(165)	18%	(133)	44%	(325)	733
RD/WT: Wrong Track	6%	(85)	18%	(259)	17%	(244)	60%	(880)	1468
Biden Job Approve	12%	(116)	22%	(216)	19%	(182)	47%	(448)	962
Biden Job Disapprove	7%	(76)	17%	(200)	16%	(187)	60%	(694)	1157
Biden Job Strongly Approve	19%	(82)	24%	(102)	16%	(69)	40%	(169)	423
Biden Job Somewhat Approve	6%	(33)	21%	(115)	21%	(113)	52%	(279)	540
Biden Job Somewhat Disapprove	8%	(29)	23%	(79)	13%	(44)	56%	(196)	348
Biden Job Strongly Disapprove	6%	(48)	15%	(121)	18%	(143)	62%	(498)	810

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

M&M's naming comedian and actress Maya Rudolph as their new brand spokesperson

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	19%	(424)	17%	(377)	55%	(1205)	2201
Favorable of Biden	12%	(116)	23%	(224)	18%	(174)	47%	(452)	966
Unfavorable of Biden	6%	(71)	16%	(182)	16%	(184)	61%	(681)	1118
Very Favorable of Biden	17%	(80)	23%	(109)	17%	(80)	42%	(197)	466
Somewhat Favorable of Biden	7%	(36)	23%	(115)	19%	(94)	51%	(256)	500
Somewhat Unfavorable of Biden	8%	(26)	18%	(55)	15%	(47)	59%	(182)	310
Very Unfavorable of Biden	6%	(45)	16%	(127)	17%	(137)	62%	(499)	808
#1 Issue: Economy	8%	(76)	19%	(176)	17%	(161)	56%	(516)	929
#1 Issue: Security	8%	(21)	17%	(43)	19%	(47)	55%	(136)	246
#1 Issue: Health Care	7%	(13)	27%	(47)	22%	(39)	44%	(77)	177
#1 Issue: Medicare / Social Security	5%	(16)	15%	(43)	17%	(50)	62%	(182)	292
#1 Issue: Women's Issues	15%	(36)	20%	(48)	13%	(31)	51%	(121)	235
#1 Issue: Education	14%	(13)	29%	(27)	22%	(20)	36%	(33)	93
#1 Issue: Energy	12%	(14)	20%	(24)	13%	(16)	56%	(68)	122
#1 Issue: Other	7%	(7)	14%	(15)	12%	(13)	67%	(72)	107
2022 House Vote: Democrat	11%	(100)	24%	(213)	15%	(137)	50%	(452)	902
2022 House Vote: Republican	6%	(41)	17%	(109)	19%	(126)	58%	(384)	660
2022 House Vote: Someone else	2%	(1)	16%	(9)	13%	(7)	69%	(39)	57
2022 House Vote: Didnt Vote	9%	(54)	16%	(93)	18%	(107)	57%	(330)	583
2020 Vote: Joe Biden	11%	(102)	22%	(211)	16%	(152)	51%	(482)	948
2020 Vote: Donald Trump	5%	(35)	17%	(116)	18%	(122)	60%	(418)	692
2020 Vote: Other	11%	(9)	14%	(11)	11%	(9)	64%	(52)	81
2020 Vote: Didn't Vote	10%	(49)	18%	(85)	19%	(93)	53%	(253)	480
2018 House Vote: Democrat	12%	(96)	23%	(179)	17%	(131)	48%	(381)	787
2018 House Vote: Republican	8%	(48)	16%	(99)	17%	(101)	59%	(358)	606
2018 House Vote: Someone else	1%	(1)	15%	(9)	15%	(9)	69%	(42)	61
2018 House Vote: Didnt Vote	7%	(51)	18%	(136)	18%	(136)	57%	(424)	747
4-Region: Northeast	8%	(31)	22%	(85)	19%	(71)	51%	(198)	386
4-Region: Midwest	6%	(28)	22%	(98)	19%	(86)	53%	(243)	455
4-Region: South	9%	(72)	20%	(172)	15%	(129)	56%	(466)	839
4-Region: West	12%	(64)	13%	(69)	17%	(91)	57%	(298)	521
M&Ms Avid Fan	14%	(121)	20%	(171)	18%	(154)	48%	(418)	865

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

M&M's naming comedian and actress Maya Rudolph as their new brand spokesperson

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	19%	(424)	17%	(377)	55%	(1205)	2201
M&Ms Fan	10%	(191)	20%	(390)	17%	(334)	53%	(1033)	1948

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

Table MCBRdem1_1: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Disney

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(603)	50%	(1108)	22%	(490)	2201
Gender: Male	25%	(265)	50%	(532)	26%	(273)	1070
Gender: Female	30%	(338)	51%	(573)	19%	(216)	1127
Age: 18-34	36%	(226)	49%	(309)	15%	(96)	631
Age: 35-44	37%	(139)	44%	(165)	18%	(67)	372
Age: 45-64	24%	(171)	53%	(374)	23%	(167)	711
Age: 65+	14%	(67)	53%	(260)	33%	(160)	487
GenZers: 1997-2012	38%	(94)	46%	(115)	16%	(40)	249
Millennials: 1981-1996	36%	(244)	48%	(328)	17%	(114)	686
GenXers: 1965-1980	30%	(165)	48%	(265)	22%	(119)	548
Baby Boomers: 1946-1964	15%	(96)	56%	(368)	30%	(196)	660
PID: Dem (no lean)	33%	(295)	52%	(458)	15%	(134)	887
PID: Ind (no lean)	24%	(148)	50%	(312)	26%	(163)	623
PID: Rep (no lean)	23%	(160)	49%	(338)	28%	(193)	691
PID/Gender: Dem Men	34%	(140)	49%	(205)	17%	(70)	414
PID/Gender: Dem Women	33%	(154)	54%	(254)	14%	(64)	472
PID/Gender: Ind Men	19%	(60)	51%	(159)	29%	(91)	311
PID/Gender: Ind Women	29%	(88)	48%	(150)	23%	(71)	310
PID/Gender: Rep Men	19%	(64)	49%	(168)	33%	(112)	345
PID/Gender: Rep Women	28%	(95)	49%	(170)	23%	(81)	346
Ideo: Liberal (1-3)	31%	(210)	54%	(359)	15%	(100)	669
Ideo: Moderate (4)	30%	(220)	50%	(362)	20%	(145)	728
Ideo: Conservative (5-7)	19%	(131)	50%	(341)	30%	(206)	677
Educ: < College	28%	(399)	49%	(703)	23%	(336)	1438
Educ: Bachelors degree	26%	(127)	53%	(255)	21%	(102)	484
Educ: Post-grad	28%	(77)	54%	(150)	19%	(52)	278
Income: Under 50k	27%	(324)	50%	(606)	23%	(271)	1202
Income: 50k-100k	25%	(167)	53%	(346)	22%	(145)	658
Income: 100k+	33%	(112)	46%	(156)	22%	(74)	341
Ethnicity: White	26%	(435)	51%	(862)	24%	(402)	1698
Ethnicity: Hispanic	34%	(127)	49%	(185)	18%	(67)	379
Ethnicity: Black	38%	(106)	46%	(130)	16%	(46)	283

Continued on next page

Table MCBRdem1_1: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Disney

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(603)	50%	(1108)	22%	(490)	2201
Ethnicity: Other	28%	(62)	53%	(116)	19%	(42)	220
All Christian	28%	(287)	50%	(509)	21%	(212)	1008
All Non-Christian	25%	(34)	49%	(66)	26%	(34)	133
Atheist	22%	(23)	57%	(59)	21%	(22)	104
Agnostic/Nothing in particular	23%	(140)	50%	(305)	27%	(168)	612
Something Else	35%	(120)	50%	(170)	15%	(53)	343
Religious Non-Protestant/Catholic	24%	(37)	52%	(79)	24%	(36)	152
Evangelical	32%	(169)	47%	(246)	21%	(110)	525
Non-Evangelical	29%	(231)	52%	(411)	19%	(147)	788
Community: Urban	33%	(205)	49%	(308)	18%	(115)	628
Community: Suburban	26%	(260)	51%	(513)	24%	(240)	1013
Community: Rural	25%	(139)	51%	(287)	24%	(135)	561
Employ: Private Sector	33%	(243)	51%	(374)	16%	(118)	735
Employ: Government	35%	(36)	49%	(51)	15%	(16)	103
Employ: Self-Employed	31%	(62)	45%	(91)	24%	(47)	200
Employ: Homemaker	32%	(47)	49%	(73)	19%	(28)	148
Employ: Student	24%	(16)	60%	(39)	16%	(10)	65
Employ: Retired	14%	(80)	54%	(305)	32%	(180)	566
Employ: Unemployed	33%	(94)	43%	(123)	24%	(69)	286
Employ: Other	26%	(25)	53%	(52)	21%	(21)	99
Military HH: Yes	20%	(52)	51%	(132)	29%	(76)	261
Military HH: No	28%	(551)	50%	(976)	21%	(413)	1940
RD/WT: Right Direction	35%	(258)	51%	(374)	14%	(101)	733
RD/WT: Wrong Track	24%	(346)	50%	(734)	26%	(388)	1468
Biden Job Approve	34%	(329)	52%	(503)	14%	(130)	962
Biden Job Disapprove	22%	(256)	49%	(566)	29%	(335)	1157
Biden Job Strongly Approve	37%	(155)	52%	(218)	12%	(50)	423
Biden Job Somewhat Approve	32%	(174)	53%	(286)	15%	(80)	540
Biden Job Somewhat Disapprove	25%	(89)	57%	(198)	18%	(61)	348
Biden Job Strongly Disapprove	21%	(167)	45%	(368)	34%	(274)	810

Table MCBRdem1_1: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Disney

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(603)	50%	(1108)	22%	(490)	2201
Favorable of Biden	34%	(332)	52%	(499)	14%	(135)	966
Unfavorable of Biden	21%	(234)	50%	(555)	29%	(328)	1118
Very Favorable of Biden	39%	(180)	49%	(229)	12%	(57)	466
Somewhat Favorable of Biden	30%	(152)	54%	(270)	16%	(78)	500
Somewhat Unfavorable of Biden	26%	(80)	57%	(176)	17%	(54)	310
Very Unfavorable of Biden	19%	(154)	47%	(379)	34%	(275)	808
#1 Issue: Economy	27%	(249)	53%	(489)	21%	(191)	929
#1 Issue: Security	24%	(58)	37%	(92)	39%	(96)	246
#1 Issue: Health Care	33%	(57)	52%	(92)	15%	(27)	177
#1 Issue: Medicare / Social Security	20%	(58)	55%	(160)	25%	(74)	292
#1 Issue: Women's Issues	41%	(96)	46%	(109)	13%	(31)	235
#1 Issue: Education	35%	(33)	51%	(47)	14%	(13)	93
#1 Issue: Energy	22%	(27)	51%	(62)	27%	(33)	122
#1 Issue: Other	23%	(25)	53%	(56)	24%	(26)	107
2022 House Vote: Democrat	33%	(294)	52%	(471)	15%	(136)	902
2022 House Vote: Republican	20%	(133)	49%	(324)	31%	(202)	660
2022 House Vote: Someone else	26%	(15)	44%	(25)	30%	(17)	57
2022 House Vote: Didnt Vote	28%	(161)	49%	(288)	23%	(134)	583
2020 Vote: Joe Biden	33%	(312)	52%	(492)	15%	(143)	948
2020 Vote: Donald Trump	19%	(129)	51%	(353)	30%	(210)	692
2020 Vote: Other	24%	(19)	48%	(39)	29%	(23)	81
2020 Vote: Didn't Vote	30%	(143)	47%	(225)	24%	(113)	480
2018 House Vote: Democrat	33%	(258)	52%	(408)	15%	(121)	787
2018 House Vote: Republican	19%	(113)	52%	(318)	29%	(175)	606
2018 House Vote: Someone else	20%	(12)	50%	(30)	30%	(18)	61
2018 House Vote: Didnt Vote	29%	(220)	47%	(352)	24%	(176)	747
4-Region: Northeast	25%	(95)	50%	(191)	26%	(100)	386
4-Region: Midwest	28%	(126)	54%	(246)	18%	(84)	455
4-Region: South	26%	(220)	49%	(413)	25%	(206)	839
4-Region: West	31%	(163)	50%	(258)	19%	(100)	521
M&Ms Avid Fan	44%	(384)	41%	(354)	15%	(127)	865

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Table MCBRdem1_1: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Disney

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(603)	50%	(1108)	22%	(490)	2201
M&Ms Fan	29%	(562)	52%	(1016)	19%	(370)	1948

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

Table MCBRdem1_2: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
M&M's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	39%	(865)	49%	(1083)	11%	(253)	2201
Gender: Male	40%	(428)	48%	(510)	12%	(132)	1070
Gender: Female	39%	(436)	51%	(571)	11%	(121)	1127
Age: 18-34	32%	(200)	56%	(357)	12%	(75)	631
Age: 35-44	37%	(139)	51%	(188)	12%	(45)	372
Age: 45-64	49%	(350)	41%	(293)	10%	(69)	711
Age: 65+	36%	(176)	50%	(246)	13%	(65)	487
GenZers: 1997-2012	32%	(80)	51%	(127)	17%	(41)	249
Millennials: 1981-1996	34%	(231)	55%	(381)	11%	(74)	686
GenXers: 1965-1980	48%	(265)	42%	(231)	10%	(52)	548
Baby Boomers: 1946-1964	42%	(277)	47%	(311)	11%	(72)	660
PID: Dem (no lean)	41%	(368)	46%	(404)	13%	(115)	887
PID: Ind (no lean)	33%	(204)	53%	(329)	14%	(90)	623
PID: Rep (no lean)	42%	(293)	51%	(350)	7%	(47)	691
PID/Gender: Dem Men	43%	(178)	43%	(180)	14%	(56)	414
PID/Gender: Dem Women	40%	(189)	47%	(224)	13%	(59)	472
PID/Gender: Ind Men	35%	(107)	50%	(156)	15%	(48)	311
PID/Gender: Ind Women	31%	(96)	55%	(171)	14%	(43)	310
PID/Gender: Rep Men	41%	(143)	50%	(174)	8%	(28)	345
PID/Gender: Rep Women	44%	(151)	51%	(176)	6%	(19)	346
Ideo: Liberal (1-3)	40%	(265)	49%	(325)	12%	(80)	669
Ideo: Moderate (4)	40%	(293)	47%	(344)	12%	(90)	728
Ideo: Conservative (5-7)	40%	(269)	51%	(346)	9%	(62)	677
Educ: < College	41%	(583)	48%	(695)	11%	(160)	1438
Educ: Bachelors degree	36%	(176)	51%	(245)	13%	(63)	484
Educ: Post-grad	38%	(106)	51%	(143)	11%	(29)	278
Income: Under 50k	41%	(491)	47%	(562)	12%	(148)	1202
Income: 50k-100k	38%	(252)	51%	(338)	10%	(68)	658
Income: 100k+	35%	(121)	54%	(183)	11%	(37)	341
Ethnicity: White	40%	(674)	49%	(834)	11%	(191)	1698
Ethnicity: Hispanic	37%	(141)	47%	(176)	16%	(62)	379
Ethnicity: Black	46%	(129)	43%	(121)	11%	(32)	283

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Table MCBRdem1_2: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
M&M's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	39%	(865)	49%	(1083)	11%	(253)	2201
Ethnicity: Other	28%	(61)	58%	(128)	14%	(30)	220
All Christian	45%	(456)	46%	(459)	9%	(93)	1008
All Non-Christian	35%	(46)	49%	(66)	16%	(22)	133
Atheist	34%	(36)	59%	(61)	7%	(7)	104
Agnostic/Nothing in particular	31%	(191)	54%	(332)	15%	(90)	612
Something Else	40%	(136)	48%	(166)	12%	(42)	343
Religious Non-Protestant/Catholic	36%	(55)	49%	(75)	15%	(23)	152
Evangelical	49%	(257)	42%	(222)	9%	(47)	525
Non-Evangelical	41%	(320)	49%	(383)	11%	(86)	788
Community: Urban	40%	(248)	49%	(307)	12%	(72)	628
Community: Suburban	38%	(387)	49%	(497)	13%	(128)	1013
Community: Rural	41%	(229)	50%	(279)	9%	(53)	561
Employ: Private Sector	39%	(284)	53%	(389)	8%	(62)	735
Employ: Government	35%	(36)	52%	(53)	13%	(13)	103
Employ: Self-Employed	43%	(86)	46%	(91)	11%	(23)	200
Employ: Homemaker	39%	(58)	47%	(69)	14%	(21)	148
Employ: Student	17%	(11)	75%	(49)	8%	(5)	65
Employ: Retired	41%	(231)	46%	(262)	13%	(72)	566
Employ: Unemployed	38%	(109)	45%	(128)	17%	(48)	286
Employ: Other	49%	(48)	43%	(42)	9%	(9)	99
Military HH: Yes	38%	(99)	52%	(136)	10%	(25)	261
Military HH: No	39%	(765)	49%	(947)	12%	(228)	1940
RD/WT: Right Direction	44%	(326)	44%	(320)	12%	(88)	733
RD/WT: Wrong Track	37%	(539)	52%	(764)	11%	(165)	1468
Biden Job Approve	43%	(410)	45%	(437)	12%	(115)	962
Biden Job Disapprove	38%	(441)	52%	(605)	10%	(112)	1157
Biden Job Strongly Approve	48%	(202)	43%	(181)	9%	(40)	423
Biden Job Somewhat Approve	39%	(209)	47%	(256)	14%	(75)	540
Biden Job Somewhat Disapprove	36%	(124)	53%	(183)	12%	(41)	348
Biden Job Strongly Disapprove	39%	(317)	52%	(421)	9%	(71)	810

Table MCBRdem1_2: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
M&M's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	39%	(865)	49%	(1083)	11%	(253)	2201
Favorable of Biden	44%	(424)	45%	(430)	12%	(111)	966
Unfavorable of Biden	36%	(406)	54%	(599)	10%	(113)	1118
Very Favorable of Biden	48%	(224)	43%	(200)	9%	(42)	466
Somewhat Favorable of Biden	40%	(200)	46%	(230)	14%	(70)	500
Somewhat Unfavorable of Biden	29%	(90)	58%	(179)	13%	(40)	310
Very Unfavorable of Biden	39%	(315)	52%	(419)	9%	(73)	808
#1 Issue: Economy	38%	(354)	51%	(473)	11%	(103)	929
#1 Issue: Security	39%	(96)	45%	(112)	15%	(38)	246
#1 Issue: Health Care	37%	(65)	53%	(94)	10%	(17)	177
#1 Issue: Medicare / Social Security	43%	(125)	44%	(129)	13%	(38)	292
#1 Issue: Women's Issues	41%	(97)	48%	(114)	10%	(25)	235
#1 Issue: Education	42%	(39)	43%	(40)	15%	(14)	93
#1 Issue: Energy	40%	(49)	51%	(62)	8%	(10)	122
#1 Issue: Other	36%	(38)	55%	(59)	9%	(9)	107
2022 House Vote: Democrat	41%	(373)	47%	(424)	12%	(105)	902
2022 House Vote: Republican	43%	(283)	49%	(322)	8%	(55)	660
2022 House Vote: Someone else	36%	(20)	44%	(25)	20%	(11)	57
2022 House Vote: Didnt Vote	32%	(189)	54%	(313)	14%	(81)	583
2020 Vote: Joe Biden	41%	(387)	46%	(440)	13%	(120)	948
2020 Vote: Donald Trump	41%	(286)	51%	(352)	8%	(54)	692
2020 Vote: Other	47%	(38)	43%	(35)	10%	(8)	81
2020 Vote: Didn't Vote	32%	(153)	53%	(257)	15%	(71)	480
2018 House Vote: Democrat	43%	(339)	45%	(356)	12%	(92)	787
2018 House Vote: Republican	44%	(268)	47%	(285)	9%	(53)	606
2018 House Vote: Someone else	25%	(15)	64%	(39)	11%	(7)	61
2018 House Vote: Didnt Vote	32%	(243)	54%	(404)	14%	(101)	747
4-Region: Northeast	39%	(150)	48%	(187)	13%	(49)	386
4-Region: Midwest	43%	(197)	49%	(221)	8%	(38)	455
4-Region: South	40%	(334)	48%	(405)	12%	(100)	839
4-Region: West	35%	(184)	52%	(271)	13%	(66)	521
M&Ms Avid Fan	100%	(865)	—	(0)	—	(0)	865

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Table MCBRdem1_2: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
M&M's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	39%	(865)	49%	(1083)	11%	(253)	2201
M&Ms Fan	44%	(865)	56%	(1083)	—	(0)	1948

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

Table MCBRdem1_3: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Hershey's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	41%	(911)	49%	(1068)	10%	(222)	2201
Gender: Male	42%	(446)	47%	(501)	12%	(123)	1070
Gender: Female	41%	(464)	50%	(565)	9%	(98)	1127
Age: 18-34	35%	(218)	52%	(330)	13%	(83)	631
Age: 35-44	38%	(141)	51%	(190)	11%	(41)	372
Age: 45-64	49%	(347)	44%	(312)	7%	(53)	711
Age: 65+	42%	(205)	48%	(236)	10%	(46)	487
GenZers: 1997-2012	33%	(83)	48%	(119)	19%	(47)	249
Millennials: 1981-1996	36%	(245)	54%	(371)	10%	(71)	686
GenXers: 1965-1980	50%	(273)	42%	(232)	8%	(43)	548
Baby Boomers: 1946-1964	43%	(286)	49%	(321)	8%	(53)	660
PID: Dem (no lean)	43%	(384)	46%	(405)	11%	(98)	887
PID: Ind (no lean)	34%	(212)	52%	(327)	13%	(84)	623
PID: Rep (no lean)	45%	(314)	49%	(336)	6%	(41)	691
PID/Gender: Dem Men	45%	(185)	42%	(172)	14%	(57)	414
PID/Gender: Dem Women	42%	(199)	49%	(232)	9%	(41)	472
PID/Gender: Ind Men	34%	(106)	51%	(160)	14%	(45)	311
PID/Gender: Ind Women	34%	(105)	54%	(166)	12%	(38)	310
PID/Gender: Rep Men	45%	(155)	49%	(169)	6%	(21)	345
PID/Gender: Rep Women	46%	(159)	48%	(167)	6%	(19)	346
Ideo: Liberal (1-3)	40%	(268)	48%	(318)	13%	(84)	669
Ideo: Moderate (4)	41%	(301)	48%	(349)	11%	(77)	728
Ideo: Conservative (5-7)	44%	(300)	50%	(339)	6%	(38)	677
Educ: < College	44%	(627)	47%	(672)	10%	(139)	1438
Educ: Bachelors degree	36%	(177)	53%	(256)	11%	(52)	484
Educ: Post-grad	38%	(107)	50%	(140)	11%	(31)	278
Income: Under 50k	43%	(522)	45%	(544)	11%	(136)	1202
Income: 50k-100k	40%	(261)	52%	(344)	8%	(53)	658
Income: 100k+	37%	(128)	53%	(180)	10%	(33)	341
Ethnicity: White	42%	(712)	48%	(823)	10%	(163)	1698
Ethnicity: Hispanic	37%	(142)	47%	(177)	16%	(61)	379
Ethnicity: Black	48%	(134)	42%	(118)	11%	(30)	283

Table MCBRdem1_3: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Hershey's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	41%	(911)	49%	(1068)	10%	(222)	2201
Ethnicity: Other	29%	(64)	58%	(127)	13%	(29)	220
All Christian	48%	(480)	45%	(454)	7%	(74)	1008
All Non-Christian	39%	(52)	48%	(64)	13%	(18)	133
Atheist	34%	(36)	53%	(55)	12%	(13)	104
Agnostic/Nothing in particular	33%	(204)	55%	(335)	12%	(74)	612
Something Else	41%	(139)	47%	(160)	13%	(44)	343
Religious Non-Protestant/Catholic	40%	(61)	48%	(72)	13%	(19)	152
Evangelical	53%	(277)	40%	(210)	7%	(39)	525
Non-Evangelical	42%	(331)	48%	(381)	10%	(76)	788
Community: Urban	41%	(259)	49%	(305)	10%	(64)	628
Community: Suburban	40%	(402)	50%	(508)	10%	(103)	1013
Community: Rural	45%	(250)	45%	(255)	10%	(56)	561
Employ: Private Sector	40%	(297)	51%	(375)	9%	(63)	735
Employ: Government	35%	(36)	55%	(57)	9%	(10)	103
Employ: Self-Employed	45%	(91)	46%	(92)	9%	(17)	200
Employ: Homemaker	44%	(65)	50%	(73)	6%	(10)	148
Employ: Student	19%	(12)	69%	(44)	13%	(8)	65
Employ: Retired	44%	(246)	47%	(265)	10%	(55)	566
Employ: Unemployed	41%	(116)	42%	(120)	17%	(49)	286
Employ: Other	47%	(47)	43%	(42)	10%	(10)	99
Military HH: Yes	41%	(107)	51%	(132)	8%	(22)	261
Military HH: No	41%	(804)	48%	(936)	10%	(200)	1940
RD/WT: Right Direction	44%	(326)	45%	(330)	11%	(77)	733
RD/WT: Wrong Track	40%	(585)	50%	(738)	10%	(145)	1468
Biden Job Approve	45%	(434)	45%	(435)	10%	(94)	962
Biden Job Disapprove	40%	(462)	51%	(590)	9%	(106)	1157
Biden Job Strongly Approve	54%	(230)	37%	(157)	9%	(36)	423
Biden Job Somewhat Approve	38%	(204)	51%	(278)	11%	(58)	540
Biden Job Somewhat Disapprove	37%	(129)	51%	(177)	12%	(42)	348
Biden Job Strongly Disapprove	41%	(333)	51%	(413)	8%	(64)	810

Table MCBRdem1_3: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Hershey's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	41%	(911)	49%	(1068)	10%	(222)	2201
Favorable of Biden	46%	(446)	44%	(421)	10%	(98)	966
Unfavorable of Biden	39%	(433)	52%	(586)	9%	(98)	1118
Very Favorable of Biden	55%	(257)	36%	(167)	9%	(43)	466
Somewhat Favorable of Biden	38%	(190)	51%	(255)	11%	(56)	500
Somewhat Unfavorable of Biden	30%	(94)	57%	(176)	13%	(41)	310
Very Unfavorable of Biden	42%	(340)	51%	(411)	7%	(57)	808
#1 Issue: Economy	41%	(380)	50%	(467)	9%	(83)	929
#1 Issue: Security	45%	(111)	43%	(105)	12%	(30)	246
#1 Issue: Health Care	38%	(66)	52%	(91)	11%	(19)	177
#1 Issue: Medicare / Social Security	45%	(132)	44%	(129)	11%	(31)	292
#1 Issue: Women's Issues	41%	(97)	49%	(114)	10%	(24)	235
#1 Issue: Education	40%	(37)	46%	(42)	14%	(13)	93
#1 Issue: Energy	38%	(46)	51%	(62)	11%	(14)	122
#1 Issue: Other	39%	(41)	53%	(57)	8%	(9)	107
2022 House Vote: Democrat	43%	(383)	47%	(425)	10%	(94)	902
2022 House Vote: Republican	45%	(299)	48%	(314)	7%	(47)	660
2022 House Vote: Someone else	31%	(17)	58%	(33)	11%	(6)	57
2022 House Vote: Didnt Vote	36%	(211)	51%	(296)	13%	(75)	583
2020 Vote: Joe Biden	43%	(406)	46%	(434)	11%	(107)	948
2020 Vote: Donald Trump	43%	(296)	51%	(354)	6%	(42)	692
2020 Vote: Other	46%	(37)	47%	(38)	7%	(6)	81
2020 Vote: Didn't Vote	36%	(172)	50%	(242)	14%	(67)	480
2018 House Vote: Democrat	45%	(353)	45%	(353)	10%	(82)	787
2018 House Vote: Republican	46%	(278)	47%	(286)	7%	(42)	606
2018 House Vote: Someone else	25%	(15)	65%	(40)	10%	(6)	61
2018 House Vote: Didnt Vote	35%	(265)	52%	(390)	12%	(92)	747
4-Region: Northeast	41%	(157)	49%	(187)	11%	(41)	386
4-Region: Midwest	43%	(197)	51%	(230)	6%	(28)	455
4-Region: South	43%	(360)	47%	(398)	10%	(81)	839
4-Region: West	38%	(196)	48%	(252)	14%	(72)	521
M&Ms Avid Fan	82%	(710)	17%	(147)	1%	(7)	865

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Table MCBRdem1_3: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
Hershey's

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	41%	(911)	49%	(1068)	10%	(222)	2201
M&Ms Fan	46%	(893)	50%	(981)	4%	(74)	1948

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

Table MCBRdem1_4: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
DC Comics

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(328)	39%	(866)	46%	(1007)	2201
Gender: Male	21%	(226)	45%	(483)	34%	(361)	1070
Gender: Female	9%	(102)	34%	(382)	57%	(643)	1127
Age: 18-34	20%	(128)	44%	(281)	35%	(222)	631
Age: 35-44	20%	(73)	46%	(171)	34%	(128)	372
Age: 45-64	14%	(102)	39%	(280)	46%	(328)	711
Age: 65+	5%	(24)	28%	(134)	68%	(329)	487
GenZers: 1997-2012	19%	(46)	42%	(106)	39%	(97)	249
Millennials: 1981-1996	20%	(138)	46%	(319)	33%	(230)	686
GenXers: 1965-1980	16%	(86)	42%	(231)	42%	(231)	548
Baby Boomers: 1946-1964	9%	(57)	31%	(202)	61%	(401)	660
PID: Dem (no lean)	18%	(160)	39%	(349)	43%	(378)	887
PID: Ind (no lean)	14%	(86)	40%	(247)	47%	(290)	623
PID: Rep (no lean)	12%	(82)	39%	(271)	49%	(338)	691
PID/Gender: Dem Men	27%	(112)	44%	(181)	29%	(122)	414
PID/Gender: Dem Women	10%	(48)	35%	(168)	54%	(257)	472
PID/Gender: Ind Men	19%	(59)	43%	(134)	38%	(117)	311
PID/Gender: Ind Women	9%	(27)	36%	(112)	55%	(170)	310
PID/Gender: Rep Men	16%	(55)	49%	(168)	35%	(122)	345
PID/Gender: Rep Women	8%	(27)	30%	(102)	63%	(216)	346
Ideo: Liberal (1-3)	19%	(125)	40%	(267)	41%	(277)	669
Ideo: Moderate (4)	16%	(118)	40%	(288)	44%	(322)	728
Ideo: Conservative (5-7)	11%	(75)	39%	(262)	50%	(339)	677
Educ: < College	16%	(232)	39%	(559)	45%	(647)	1438
Educ: Bachelors degree	13%	(65)	42%	(202)	45%	(217)	484
Educ: Post-grad	11%	(31)	38%	(105)	51%	(143)	278
Income: Under 50k	17%	(201)	38%	(461)	45%	(540)	1202
Income: 50k-100k	12%	(80)	41%	(267)	47%	(311)	658
Income: 100k+	14%	(46)	41%	(139)	46%	(156)	341
Ethnicity: White	12%	(201)	39%	(655)	50%	(842)	1698
Ethnicity: Hispanic	18%	(69)	45%	(169)	37%	(141)	379
Ethnicity: Black	30%	(84)	38%	(107)	33%	(93)	283

Table MCBRdem1_4: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
DC Comics

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(328)	39%	(866)	46%	(1007)	2201
Ethnicity: Other	20%	(43)	47%	(104)	33%	(73)	220
All Christian	13%	(127)	42%	(424)	45%	(457)	1008
All Non-Christian	17%	(23)	24%	(32)	59%	(79)	133
Atheist	17%	(17)	43%	(45)	40%	(42)	104
Agnostic/Nothing in particular	15%	(92)	37%	(229)	48%	(292)	612
Something Else	20%	(69)	40%	(137)	40%	(138)	343
Religious Non-Protestant/Catholic	15%	(24)	27%	(41)	58%	(88)	152
Evangelical	19%	(102)	38%	(200)	43%	(224)	525
Non-Evangelical	12%	(91)	43%	(341)	45%	(356)	788
Community: Urban	21%	(133)	39%	(246)	40%	(249)	628
Community: Suburban	12%	(118)	41%	(419)	47%	(476)	1013
Community: Rural	14%	(77)	36%	(201)	50%	(283)	561
Employ: Private Sector	17%	(125)	48%	(356)	34%	(253)	735
Employ: Government	12%	(12)	44%	(46)	44%	(45)	103
Employ: Self-Employed	23%	(46)	42%	(84)	35%	(69)	200
Employ: Homemaker	10%	(15)	43%	(63)	47%	(70)	148
Employ: Student	19%	(12)	31%	(20)	50%	(32)	65
Employ: Retired	6%	(36)	29%	(164)	65%	(366)	566
Employ: Unemployed	21%	(60)	36%	(102)	43%	(124)	286
Employ: Other	21%	(21)	31%	(31)	48%	(47)	99
Military HH: Yes	10%	(26)	42%	(109)	49%	(127)	261
Military HH: No	16%	(302)	39%	(757)	45%	(880)	1940
RD/WT: Right Direction	19%	(138)	42%	(311)	39%	(284)	733
RD/WT: Wrong Track	13%	(189)	38%	(555)	49%	(723)	1468
Biden Job Approve	18%	(174)	41%	(394)	41%	(394)	962
Biden Job Disapprove	12%	(143)	38%	(436)	50%	(577)	1157
Biden Job Strongly Approve	24%	(101)	36%	(151)	40%	(171)	423
Biden Job Somewhat Approve	14%	(73)	45%	(244)	41%	(223)	540
Biden Job Somewhat Disapprove	13%	(44)	41%	(144)	46%	(160)	348
Biden Job Strongly Disapprove	12%	(99)	36%	(293)	52%	(418)	810

Table MCBRdem1_4: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
DC Comics

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(328)	39%	(866)	46%	(1007)	2201
Favorable of Biden	18%	(176)	41%	(391)	41%	(399)	966
Unfavorable of Biden	12%	(136)	38%	(429)	49%	(552)	1118
Very Favorable of Biden	23%	(105)	37%	(174)	40%	(187)	466
Somewhat Favorable of Biden	14%	(71)	43%	(217)	42%	(212)	500
Somewhat Unfavorable of Biden	13%	(41)	44%	(137)	43%	(132)	310
Very Unfavorable of Biden	12%	(95)	36%	(292)	52%	(421)	808
#1 Issue: Economy	16%	(147)	41%	(379)	43%	(403)	929
#1 Issue: Security	10%	(26)	34%	(84)	55%	(136)	246
#1 Issue: Health Care	19%	(34)	43%	(76)	38%	(67)	177
#1 Issue: Medicare / Social Security	10%	(30)	39%	(113)	51%	(149)	292
#1 Issue: Women's Issues	20%	(46)	34%	(80)	47%	(110)	235
#1 Issue: Education	18%	(16)	52%	(48)	30%	(28)	93
#1 Issue: Energy	16%	(19)	36%	(43)	48%	(59)	122
#1 Issue: Other	8%	(9)	39%	(42)	52%	(56)	107
2022 House Vote: Democrat	17%	(153)	40%	(358)	43%	(391)	902
2022 House Vote: Republican	10%	(65)	41%	(273)	49%	(322)	660
2022 House Vote: Someone else	11%	(6)	48%	(27)	41%	(23)	57
2022 House Vote: Didnt Vote	18%	(104)	36%	(208)	46%	(271)	583
2020 Vote: Joe Biden	17%	(157)	38%	(356)	46%	(435)	948
2020 Vote: Donald Trump	10%	(70)	41%	(286)	49%	(336)	692
2020 Vote: Other	27%	(22)	36%	(29)	38%	(31)	81
2020 Vote: Didn't Vote	17%	(79)	41%	(196)	43%	(205)	480
2018 House Vote: Democrat	17%	(132)	38%	(298)	45%	(357)	787
2018 House Vote: Republican	10%	(62)	41%	(250)	49%	(294)	606
2018 House Vote: Someone else	9%	(5)	52%	(32)	39%	(24)	61
2018 House Vote: Didnt Vote	17%	(129)	38%	(287)	44%	(332)	747
4-Region: Northeast	13%	(50)	37%	(144)	50%	(192)	386
4-Region: Midwest	14%	(65)	40%	(183)	45%	(207)	455
4-Region: South	15%	(126)	39%	(327)	46%	(387)	839
4-Region: West	17%	(86)	41%	(212)	43%	(222)	521
M&Ms Avid Fan	25%	(213)	39%	(337)	36%	(315)	865

Continued on next page

Table MCBRdem1_4: *In general, would you describe yourself as an avid fan, casual fan, or not a fan of each of the following brands?*
DC Comics

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(328)	39%	(866)	46%	(1007)	2201
M&Ms Fan	16%	(317)	40%	(786)	43%	(845)	1948

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

Table MCBRdem2_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Maya Rudolph

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(345)	19%	(410)	5%	(101)	3%	(76)	19%	(416)	39%	(853)	2201
Gender: Male	16%	(171)	21%	(221)	6%	(63)	5%	(49)	18%	(195)	35%	(370)	1070
Gender: Female	15%	(173)	17%	(188)	3%	(38)	2%	(27)	20%	(221)	43%	(481)	1127
Age: 18-34	15%	(97)	19%	(119)	6%	(41)	4%	(23)	16%	(98)	40%	(253)	631
Age: 35-44	17%	(64)	22%	(83)	5%	(18)	3%	(13)	21%	(80)	31%	(113)	372
Age: 45-64	17%	(121)	18%	(127)	3%	(20)	4%	(30)	20%	(146)	38%	(267)	711
Age: 65+	13%	(63)	17%	(81)	5%	(22)	2%	(9)	19%	(93)	45%	(219)	487
GenZers: 1997-2012	11%	(28)	14%	(35)	7%	(18)	5%	(12)	15%	(38)	47%	(118)	249
Millennials: 1981-1996	18%	(123)	22%	(153)	5%	(38)	3%	(20)	18%	(124)	33%	(228)	686
GenXers: 1965-1980	17%	(92)	19%	(102)	3%	(17)	3%	(17)	22%	(122)	36%	(198)	548
Baby Boomers: 1946-1964	15%	(98)	17%	(115)	4%	(25)	4%	(27)	18%	(117)	42%	(278)	660
PID: Dem (no lean)	24%	(212)	20%	(180)	3%	(30)	2%	(17)	16%	(145)	34%	(303)	887
PID: Ind (no lean)	10%	(63)	21%	(134)	3%	(19)	4%	(25)	20%	(124)	41%	(258)	623
PID: Rep (no lean)	10%	(69)	14%	(97)	8%	(53)	5%	(34)	21%	(147)	42%	(291)	691
PID/Gender: Dem Men	26%	(109)	20%	(83)	5%	(19)	3%	(11)	16%	(66)	31%	(127)	414
PID/Gender: Dem Women	22%	(103)	20%	(96)	2%	(11)	1%	(6)	17%	(79)	37%	(177)	472
PID/Gender: Ind Men	7%	(23)	26%	(81)	3%	(8)	4%	(14)	19%	(59)	41%	(126)	311
PID/Gender: Ind Women	13%	(39)	17%	(53)	3%	(10)	4%	(11)	21%	(65)	42%	(130)	310
PID/Gender: Rep Men	11%	(39)	17%	(58)	10%	(36)	7%	(25)	20%	(70)	34%	(118)	345
PID/Gender: Rep Women	9%	(30)	11%	(39)	5%	(17)	3%	(10)	22%	(77)	50%	(173)	346
Ideo: Liberal (1-3)	28%	(186)	23%	(151)	5%	(31)	2%	(12)	16%	(109)	27%	(181)	669
Ideo: Moderate (4)	12%	(87)	20%	(143)	3%	(24)	2%	(17)	19%	(136)	44%	(321)	728
Ideo: Conservative (5-7)	10%	(67)	15%	(100)	7%	(45)	5%	(37)	21%	(145)	42%	(284)	677
Educ: < College	14%	(195)	14%	(205)	4%	(62)	3%	(48)	19%	(266)	46%	(661)	1438
Educ: Bachelors degree	19%	(90)	29%	(139)	5%	(27)	4%	(20)	19%	(93)	24%	(115)	484
Educ: Post-grad	21%	(59)	24%	(66)	4%	(12)	3%	(8)	20%	(57)	28%	(77)	278
Income: Under 50k	14%	(166)	16%	(187)	5%	(58)	3%	(41)	20%	(246)	42%	(504)	1202
Income: 50k-100k	16%	(104)	22%	(144)	5%	(34)	4%	(25)	16%	(103)	38%	(249)	658
Income: 100k+	22%	(74)	23%	(79)	3%	(10)	3%	(10)	20%	(68)	29%	(100)	341
Ethnicity: White	15%	(247)	20%	(333)	5%	(80)	3%	(59)	19%	(318)	39%	(661)	1698

Table MCBRdem2_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Maya Rudolph

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(345)	19%	(410)	5%	(101)	3%	(76)	19%	(416)	39%	(853)	2201
Ethnicity: Hispanic	13%	(48)	18%	(68)	6%	(23)	5%	(19)	17%	(63)	42%	(159)	379
Ethnicity: Black	24%	(67)	15%	(42)	4%	(12)	4%	(13)	16%	(45)	37%	(104)	283
Ethnicity: Other	14%	(30)	16%	(35)	4%	(10)	2%	(4)	24%	(53)	40%	(88)	220
All Christian	14%	(145)	20%	(200)	6%	(59)	4%	(37)	20%	(200)	36%	(366)	1008
All Non-Christian	18%	(25)	18%	(23)	8%	(10)	4%	(5)	23%	(30)	30%	(40)	133
Atheist	30%	(31)	25%	(26)	4%	(4)	5%	(5)	13%	(13)	23%	(24)	104
Agnostic/Nothing in particular	15%	(89)	18%	(113)	3%	(18)	3%	(16)	18%	(109)	44%	(268)	612
Something Else	16%	(55)	14%	(48)	3%	(10)	3%	(12)	18%	(63)	45%	(155)	343
Religious Non-Protestant/Catholic	19%	(29)	15%	(23)	9%	(14)	4%	(7)	23%	(34)	29%	(45)	152
Evangelical	14%	(72)	15%	(77)	6%	(31)	5%	(25)	19%	(101)	42%	(220)	525
Non-Evangelical	15%	(120)	21%	(167)	4%	(34)	3%	(22)	20%	(157)	37%	(288)	788
Community: Urban	21%	(130)	19%	(116)	5%	(31)	2%	(15)	17%	(106)	36%	(229)	628
Community: Suburban	16%	(160)	21%	(209)	4%	(41)	4%	(45)	21%	(211)	34%	(348)	1013
Community: Rural	10%	(55)	15%	(85)	5%	(30)	3%	(16)	18%	(99)	49%	(277)	561
Employ: Private Sector	20%	(146)	22%	(163)	7%	(48)	5%	(35)	20%	(146)	27%	(196)	735
Employ: Government	19%	(19)	21%	(21)	8%	(8)	2%	(2)	15%	(16)	36%	(37)	103
Employ: Self-Employed	18%	(37)	22%	(43)	3%	(6)	4%	(8)	15%	(31)	37%	(75)	200
Employ: Homemaker	10%	(15)	18%	(26)	3%	(4)	1%	(2)	19%	(28)	49%	(73)	148
Employ: Student	10%	(6)	13%	(8)	1%	(1)	4%	(3)	17%	(11)	55%	(36)	65
Employ: Retired	13%	(74)	16%	(92)	4%	(22)	2%	(12)	18%	(104)	46%	(261)	566
Employ: Unemployed	11%	(32)	15%	(43)	3%	(8)	4%	(11)	22%	(62)	45%	(129)	286
Employ: Other	15%	(15)	12%	(12)	4%	(4)	4%	(4)	19%	(19)	46%	(46)	99
Military HH: Yes	15%	(38)	17%	(45)	5%	(12)	3%	(8)	19%	(49)	42%	(109)	261
Military HH: No	16%	(306)	19%	(365)	5%	(90)	3%	(68)	19%	(367)	38%	(744)	1940
RD/WT: Right Direction	22%	(158)	19%	(142)	5%	(40)	2%	(14)	17%	(124)	35%	(256)	733
RD/WT: Wrong Track	13%	(186)	18%	(268)	4%	(62)	4%	(62)	20%	(292)	41%	(597)	1468
Biden Job Approve	24%	(228)	21%	(204)	3%	(32)	2%	(15)	16%	(152)	34%	(331)	962
Biden Job Disapprove	9%	(110)	17%	(201)	6%	(70)	5%	(54)	21%	(248)	41%	(475)	1157

Table MCBRdem2_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Maya Rudolph

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(345)	19%	(410)	5%	(101)	3%	(76)	19%	(416)	39%	(853)	2201
Biden Job Strongly Approve	29%	(121)	19%	(81)	4%	(16)	2%	(11)	15%	(63)	31%	(131)	423
Biden Job Somewhat Approve	20%	(108)	23%	(123)	3%	(15)	1%	(5)	17%	(89)	37%	(200)	540
Biden Job Somewhat Disapprove	13%	(46)	23%	(80)	6%	(20)	2%	(8)	21%	(72)	35%	(120)	348
Biden Job Strongly Disapprove	8%	(64)	15%	(120)	6%	(50)	6%	(46)	22%	(176)	44%	(354)	810
Favorable of Biden	24%	(231)	21%	(205)	3%	(30)	2%	(19)	15%	(147)	35%	(334)	966
Unfavorable of Biden	9%	(101)	17%	(190)	6%	(68)	5%	(51)	21%	(234)	42%	(474)	1118
Very Favorable of Biden	29%	(133)	18%	(85)	3%	(13)	2%	(10)	15%	(71)	33%	(153)	466
Somewhat Favorable of Biden	20%	(98)	24%	(120)	3%	(17)	2%	(8)	15%	(76)	36%	(181)	500
Somewhat Unfavorable of Biden	13%	(39)	21%	(64)	5%	(16)	1%	(2)	20%	(61)	41%	(128)	310
Very Unfavorable of Biden	8%	(62)	16%	(127)	6%	(52)	6%	(49)	21%	(173)	43%	(345)	808
#1 Issue: Economy	14%	(128)	20%	(186)	5%	(42)	3%	(27)	19%	(181)	39%	(366)	929
#1 Issue: Security	8%	(20)	15%	(37)	9%	(23)	7%	(17)	21%	(51)	40%	(99)	246
#1 Issue: Health Care	19%	(34)	22%	(38)	4%	(8)	2%	(4)	18%	(31)	35%	(63)	177
#1 Issue: Medicare / Social Security	17%	(49)	15%	(43)	4%	(13)	3%	(9)	18%	(52)	44%	(128)	292
#1 Issue: Women's Issues	29%	(68)	18%	(43)	2%	(5)	2%	(5)	12%	(29)	36%	(85)	235
#1 Issue: Education	14%	(13)	22%	(20)	4%	(4)	3%	(3)	31%	(29)	26%	(24)	93
#1 Issue: Energy	11%	(13)	23%	(28)	4%	(5)	8%	(9)	15%	(18)	40%	(48)	122
#1 Issue: Other	20%	(21)	14%	(15)	2%	(2)	3%	(3)	24%	(26)	37%	(40)	107
2022 House Vote: Democrat	25%	(223)	23%	(204)	3%	(24)	2%	(15)	16%	(142)	33%	(293)	902
2022 House Vote: Republican	10%	(63)	17%	(112)	6%	(40)	6%	(39)	22%	(145)	39%	(260)	660
2022 House Vote: Someone else	7%	(4)	17%	(9)	6%	(3)	4%	(2)	21%	(12)	46%	(26)	57
2022 House Vote: Didnt Vote	9%	(54)	14%	(84)	6%	(34)	3%	(19)	20%	(118)	47%	(273)	583
2020 Vote: Joe Biden	24%	(225)	23%	(216)	3%	(26)	2%	(19)	17%	(162)	32%	(300)	948
2020 Vote: Donald Trump	10%	(72)	15%	(107)	6%	(43)	5%	(37)	21%	(146)	41%	(287)	692
2020 Vote: Other	6%	(5)	15%	(12)	3%	(3)	1%	(1)	19%	(15)	56%	(46)	81
2020 Vote: Didn't Vote	9%	(44)	16%	(75)	6%	(29)	4%	(19)	19%	(93)	46%	(220)	480

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Table MCBRdem2_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Maya Rudolph

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(345)	19%	(410)	5%	(101)	3%	(76)	19%	(416)	39%	(853)	2201
2018 House Vote: Democrat	27%	(209)	23%	(183)	3%	(24)	1%	(8)	15%	(122)	31%	(241)	787
2018 House Vote: Republican	9%	(58)	15%	(93)	8%	(47)	6%	(38)	21%	(130)	40%	(241)	606
2018 House Vote: Someone else	6%	(4)	20%	(12)	3%	(2)	4%	(2)	23%	(14)	45%	(27)	61
2018 House Vote: Didnt Vote	10%	(74)	16%	(121)	4%	(30)	4%	(28)	20%	(150)	46%	(343)	747
4-Region: Northeast	15%	(56)	23%	(89)	4%	(15)	4%	(15)	21%	(80)	34%	(130)	386
4-Region: Midwest	20%	(89)	18%	(80)	6%	(27)	2%	(8)	18%	(82)	37%	(169)	455
4-Region: South	14%	(115)	17%	(143)	5%	(45)	4%	(35)	18%	(154)	42%	(349)	839
4-Region: West	16%	(85)	19%	(98)	3%	(14)	3%	(18)	19%	(101)	39%	(205)	521
M&Ms Avid Fan	21%	(182)	20%	(170)	5%	(43)	4%	(31)	16%	(140)	35%	(299)	865
M&Ms Fan	16%	(321)	19%	(368)	5%	(90)	3%	(63)	19%	(370)	38%	(735)	1948

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

Table MCBRdem2_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	31%	(677)	5%	(118)	5%	(116)	10%	(213)	3%	(66)	2201
Gender: Male	45%	(480)	32%	(346)	6%	(65)	5%	(56)	9%	(91)	3%	(32)	1070
Gender: Female	47%	(531)	29%	(331)	5%	(53)	5%	(60)	11%	(120)	3%	(33)	1127
Age: 18-34	35%	(220)	31%	(196)	6%	(40)	6%	(39)	16%	(100)	6%	(36)	631
Age: 35-44	51%	(190)	28%	(102)	3%	(13)	6%	(23)	8%	(30)	4%	(14)	372
Age: 45-64	50%	(355)	30%	(216)	6%	(42)	5%	(33)	7%	(53)	2%	(14)	711
Age: 65+	51%	(247)	33%	(163)	5%	(23)	4%	(20)	6%	(31)	1%	(3)	487
GenZers: 1997-2012	28%	(69)	33%	(83)	5%	(12)	6%	(16)	19%	(49)	9%	(21)	249
Millennials: 1981-1996	44%	(303)	29%	(200)	5%	(36)	6%	(43)	11%	(76)	4%	(28)	686
GenXers: 1965-1980	51%	(281)	28%	(152)	6%	(35)	4%	(21)	9%	(47)	2%	(12)	548
Baby Boomers: 1946-1964	50%	(330)	34%	(221)	5%	(35)	6%	(36)	5%	(35)	—	(3)	660
PID: Dem (no lean)	57%	(510)	27%	(242)	2%	(22)	2%	(17)	8%	(70)	3%	(26)	887
PID: Ind (no lean)	39%	(243)	34%	(214)	3%	(20)	6%	(40)	12%	(75)	5%	(31)	623
PID: Rep (no lean)	37%	(258)	32%	(221)	11%	(76)	9%	(60)	10%	(67)	1%	(8)	691
PID/Gender: Dem Men	62%	(259)	26%	(108)	2%	(7)	2%	(7)	5%	(22)	3%	(12)	414
PID/Gender: Dem Women	53%	(251)	28%	(134)	3%	(15)	2%	(10)	10%	(48)	3%	(14)	472
PID/Gender: Ind Men	36%	(113)	36%	(112)	4%	(14)	5%	(15)	12%	(38)	6%	(19)	311
PID/Gender: Ind Women	42%	(129)	33%	(102)	2%	(6)	8%	(25)	11%	(36)	4%	(12)	310
PID/Gender: Rep Men	31%	(108)	37%	(126)	13%	(45)	10%	(34)	9%	(31)	—	(1)	345
PID/Gender: Rep Women	43%	(150)	27%	(95)	9%	(31)	7%	(26)	10%	(36)	2%	(7)	346
Ideo: Liberal (1-3)	56%	(371)	27%	(182)	3%	(22)	3%	(20)	8%	(53)	3%	(21)	669
Ideo: Moderate (4)	48%	(351)	31%	(228)	3%	(24)	3%	(24)	11%	(78)	3%	(23)	728
Ideo: Conservative (5-7)	37%	(248)	33%	(226)	10%	(68)	9%	(60)	10%	(65)	2%	(11)	677
Educ: < College	45%	(654)	29%	(415)	5%	(77)	6%	(90)	10%	(150)	4%	(52)	1438
Educ: Bachelors degree	45%	(218)	36%	(173)	6%	(31)	3%	(17)	8%	(39)	1%	(7)	484
Educ: Post-grad	50%	(140)	32%	(90)	3%	(10)	3%	(9)	9%	(24)	2%	(6)	278
Income: Under 50k	46%	(551)	29%	(346)	5%	(56)	6%	(75)	12%	(139)	3%	(35)	1202
Income: 50k-100k	44%	(288)	34%	(224)	6%	(42)	5%	(34)	7%	(46)	4%	(24)	658
Income: 100k+	51%	(172)	31%	(107)	6%	(20)	2%	(7)	8%	(28)	2%	(6)	341
Ethnicity: White	46%	(787)	32%	(541)	6%	(109)	6%	(98)	7%	(121)	3%	(43)	1698

Table MCBRdem2_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	31%	(677)	5%	(118)	5%	(116)	10%	(213)	3%	(66)	2201
Ethnicity: Hispanic	40%	(152)	29%	(109)	6%	(21)	11%	(41)	7%	(26)	8%	(30)	379
Ethnicity: Black	48%	(135)	26%	(74)	2%	(5)	4%	(12)	14%	(40)	6%	(16)	283
Ethnicity: Other	41%	(89)	29%	(63)	2%	(4)	3%	(6)	23%	(51)	3%	(6)	220
All Christian	48%	(489)	33%	(329)	7%	(67)	5%	(54)	6%	(63)	1%	(6)	1008
All Non-Christian	51%	(68)	17%	(23)	3%	(4)	8%	(10)	17%	(22)	5%	(6)	133
Atheist	51%	(53)	28%	(29)	6%	(6)	1%	(1)	15%	(15)	—	(0)	104
Agnostic/Nothing in particular	43%	(264)	30%	(185)	5%	(29)	5%	(31)	11%	(67)	6%	(37)	612
Something Else	40%	(138)	33%	(112)	3%	(12)	6%	(20)	13%	(45)	5%	(16)	343
Religious Non-Protestant/Catholic	49%	(74)	20%	(31)	4%	(5)	8%	(12)	15%	(23)	4%	(6)	152
Evangelical	42%	(222)	35%	(184)	6%	(33)	6%	(34)	8%	(43)	2%	(10)	525
Non-Evangelical	50%	(392)	31%	(243)	5%	(42)	5%	(38)	8%	(59)	2%	(13)	788
Community: Urban	49%	(307)	29%	(183)	3%	(20)	3%	(20)	10%	(60)	6%	(38)	628
Community: Suburban	47%	(475)	29%	(298)	6%	(62)	7%	(74)	9%	(91)	1%	(12)	1013
Community: Rural	41%	(229)	35%	(196)	6%	(36)	4%	(23)	11%	(62)	3%	(15)	561
Employ: Private Sector	48%	(351)	29%	(214)	6%	(42)	7%	(53)	8%	(61)	2%	(13)	735
Employ: Government	49%	(50)	31%	(31)	6%	(6)	4%	(4)	10%	(11)	1%	(1)	103
Employ: Self-Employed	42%	(84)	32%	(64)	7%	(14)	4%	(8)	5%	(11)	9%	(18)	200
Employ: Homemaker	44%	(65)	33%	(48)	3%	(5)	5%	(7)	12%	(18)	3%	(4)	148
Employ: Student	23%	(15)	22%	(14)	3%	(2)	6%	(4)	23%	(15)	22%	(14)	65
Employ: Retired	49%	(275)	34%	(194)	5%	(29)	4%	(24)	7%	(40)	1%	(4)	566
Employ: Unemployed	39%	(113)	33%	(94)	5%	(15)	5%	(15)	15%	(43)	2%	(6)	286
Employ: Other	59%	(58)	18%	(17)	5%	(5)	1%	(1)	13%	(13)	5%	(5)	99
Military HH: Yes	50%	(130)	33%	(87)	7%	(18)	4%	(9)	6%	(15)	1%	(2)	261
Military HH: No	45%	(882)	30%	(590)	5%	(100)	6%	(107)	10%	(197)	3%	(64)	1940
RD/WT: Right Direction	58%	(422)	25%	(186)	4%	(31)	3%	(23)	7%	(51)	3%	(20)	733
RD/WT: Wrong Track	40%	(589)	33%	(491)	6%	(87)	6%	(93)	11%	(162)	3%	(46)	1468
Biden Job Approve	58%	(562)	28%	(272)	2%	(22)	2%	(24)	6%	(56)	3%	(27)	962
Biden Job Disapprove	37%	(432)	34%	(391)	8%	(96)	7%	(85)	11%	(127)	2%	(26)	1157

Table MCBRdem2_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	31%	(677)	5%	(118)	5%	(116)	10%	(213)	3%	(66)	2201
Biden Job Strongly Approve	65%	(274)	21%	(88)	2%	(8)	3%	(11)	6%	(23)	4%	(18)	423
Biden Job Somewhat Approve	53%	(288)	34%	(184)	3%	(14)	2%	(13)	6%	(32)	2%	(9)	540
Biden Job Somewhat Disapprove	41%	(143)	39%	(135)	6%	(20)	2%	(8)	10%	(36)	1%	(5)	348
Biden Job Strongly Disapprove	36%	(289)	32%	(256)	9%	(76)	9%	(77)	11%	(91)	3%	(21)	810
Favorable of Biden	60%	(581)	27%	(261)	3%	(27)	2%	(17)	6%	(56)	3%	(25)	966
Unfavorable of Biden	35%	(396)	35%	(390)	8%	(88)	8%	(85)	11%	(126)	3%	(32)	1118
Very Favorable of Biden	67%	(312)	20%	(91)	3%	(13)	1%	(4)	6%	(29)	4%	(18)	466
Somewhat Favorable of Biden	54%	(269)	34%	(170)	3%	(14)	3%	(13)	5%	(27)	2%	(8)	500
Somewhat Unfavorable of Biden	33%	(102)	42%	(130)	5%	(16)	4%	(13)	12%	(38)	4%	(11)	310
Very Unfavorable of Biden	36%	(295)	32%	(260)	9%	(72)	9%	(72)	11%	(88)	3%	(21)	808
#1 Issue: Economy	44%	(406)	34%	(314)	6%	(52)	4%	(34)	10%	(95)	3%	(29)	929
#1 Issue: Security	43%	(106)	28%	(69)	8%	(20)	12%	(29)	7%	(18)	1%	(3)	246
#1 Issue: Health Care	51%	(90)	24%	(42)	6%	(11)	2%	(3)	12%	(21)	6%	(10)	177
#1 Issue: Medicare / Social Security	53%	(154)	30%	(87)	3%	(10)	7%	(19)	6%	(19)	1%	(3)	292
#1 Issue: Women's Issues	56%	(133)	23%	(55)	4%	(10)	1%	(3)	12%	(28)	3%	(7)	235
#1 Issue: Education	37%	(34)	34%	(31)	6%	(6)	11%	(11)	10%	(10)	1%	(1)	93
#1 Issue: Energy	35%	(43)	40%	(49)	3%	(3)	8%	(10)	9%	(11)	5%	(6)	122
#1 Issue: Other	43%	(46)	29%	(31)	6%	(6)	7%	(8)	10%	(11)	5%	(5)	107
2022 House Vote: Democrat	59%	(531)	29%	(257)	2%	(21)	2%	(15)	6%	(58)	2%	(19)	902
2022 House Vote: Republican	37%	(247)	34%	(225)	10%	(66)	9%	(61)	9%	(59)	—	(3)	660
2022 House Vote: Someone else	32%	(18)	36%	(21)	6%	(4)	2%	(1)	9%	(5)	14%	(8)	57
2022 House Vote: Didnt Vote	37%	(216)	30%	(175)	5%	(27)	7%	(39)	16%	(91)	6%	(36)	583
2020 Vote: Joe Biden	58%	(552)	28%	(267)	3%	(28)	2%	(15)	7%	(65)	2%	(22)	948
2020 Vote: Donald Trump	37%	(258)	34%	(233)	10%	(67)	10%	(70)	9%	(62)	—	(2)	692
2020 Vote: Other	34%	(27)	39%	(31)	4%	(3)	4%	(3)	6%	(5)	14%	(11)	81
2020 Vote: Didn't Vote	36%	(174)	30%	(146)	4%	(19)	6%	(28)	17%	(82)	6%	(31)	480

Continued on next page

Table MCBRdem2_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	31%	(677)	5%	(118)	5%	(116)	10%	(213)	3%	(66)	2201
2018 House Vote: Democrat	60%	(469)	28%	(221)	2%	(19)	2%	(12)	6%	(50)	2%	(16)	787
2018 House Vote: Republican	36%	(221)	34%	(206)	11%	(68)	11%	(64)	8%	(46)	—	(1)	606
2018 House Vote: Someone else	39%	(23)	37%	(22)	4%	(3)	3%	(2)	7%	(4)	10%	(6)	61
2018 House Vote: Didnt Vote	40%	(299)	30%	(228)	4%	(28)	5%	(38)	15%	(113)	6%	(42)	747
4-Region: Northeast	47%	(182)	33%	(126)	4%	(16)	8%	(30)	7%	(29)	1%	(2)	386
4-Region: Midwest	49%	(224)	29%	(130)	6%	(29)	5%	(22)	9%	(41)	2%	(9)	455
4-Region: South	44%	(369)	30%	(255)	6%	(53)	4%	(36)	11%	(91)	4%	(35)	839
4-Region: West	45%	(236)	32%	(166)	4%	(20)	5%	(28)	10%	(52)	4%	(19)	521
M&Ms Avid Fan	60%	(521)	24%	(210)	4%	(35)	5%	(42)	4%	(39)	2%	(17)	865
M&Ms Fan	48%	(926)	31%	(596)	5%	(104)	5%	(94)	9%	(181)	2%	(47)	1948

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

Table MCBRdem2_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dolly Parton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	49%	(1082)	28%	(616)	3%	(63)	3%	(58)	12%	(268)	5%	(113)	2201
Gender: Male	44%	(471)	30%	(319)	4%	(39)	2%	(23)	14%	(150)	6%	(68)	1070
Gender: Female	54%	(610)	26%	(297)	2%	(24)	3%	(35)	10%	(116)	4%	(44)	1127
Age: 18-34	36%	(225)	25%	(159)	5%	(29)	5%	(30)	16%	(99)	14%	(90)	631
Age: 35-44	44%	(163)	29%	(108)	3%	(11)	2%	(7)	18%	(68)	4%	(16)	372
Age: 45-64	57%	(409)	27%	(195)	2%	(14)	2%	(17)	10%	(72)	1%	(4)	711
Age: 65+	59%	(286)	32%	(154)	2%	(10)	1%	(5)	6%	(29)	1%	(3)	487
GenZers: 1997-2012	30%	(74)	23%	(57)	4%	(11)	7%	(16)	13%	(32)	24%	(59)	249
Millennials: 1981-1996	41%	(280)	27%	(184)	4%	(29)	3%	(20)	19%	(128)	7%	(46)	686
GenXers: 1965-1980	58%	(316)	27%	(146)	2%	(9)	2%	(12)	11%	(62)	1%	(4)	548
Baby Boomers: 1946-1964	59%	(386)	31%	(207)	2%	(13)	2%	(10)	6%	(40)	1%	(4)	660
PID: Dem (no lean)	53%	(473)	25%	(221)	2%	(19)	2%	(17)	11%	(99)	7%	(58)	887
PID: Ind (no lean)	41%	(258)	32%	(197)	2%	(13)	4%	(23)	16%	(97)	5%	(34)	623
PID: Rep (no lean)	51%	(352)	29%	(198)	4%	(31)	3%	(18)	10%	(71)	3%	(21)	691
PID/Gender: Dem Men	51%	(212)	25%	(103)	3%	(11)	2%	(7)	11%	(47)	8%	(33)	414
PID/Gender: Dem Women	55%	(260)	25%	(119)	2%	(8)	2%	(9)	11%	(52)	5%	(25)	472
PID/Gender: Ind Men	32%	(100)	37%	(115)	2%	(7)	4%	(11)	18%	(56)	7%	(22)	311
PID/Gender: Ind Women	51%	(157)	27%	(83)	2%	(6)	4%	(12)	13%	(40)	4%	(12)	310
PID/Gender: Rep Men	46%	(158)	29%	(101)	6%	(21)	1%	(4)	14%	(47)	4%	(13)	345
PID/Gender: Rep Women	56%	(193)	28%	(96)	3%	(10)	4%	(14)	7%	(24)	2%	(8)	346
Ideo: Liberal (1-3)	54%	(363)	25%	(164)	2%	(14)	3%	(21)	11%	(71)	5%	(36)	669
Ideo: Moderate (4)	47%	(345)	29%	(214)	3%	(19)	2%	(12)	14%	(100)	5%	(38)	728
Ideo: Conservative (5-7)	49%	(333)	31%	(209)	4%	(28)	3%	(17)	11%	(71)	3%	(18)	677
Educ: < College	49%	(700)	27%	(383)	3%	(40)	3%	(47)	12%	(174)	6%	(93)	1438
Educ: Bachelors degree	48%	(232)	31%	(150)	4%	(18)	2%	(10)	13%	(62)	2%	(12)	484
Educ: Post-grad	54%	(151)	30%	(83)	2%	(4)	1%	(1)	11%	(31)	3%	(8)	278
Income: Under 50k	49%	(594)	26%	(312)	3%	(39)	4%	(43)	12%	(149)	5%	(66)	1202
Income: 50k-100k	49%	(321)	30%	(195)	3%	(18)	2%	(13)	12%	(77)	5%	(35)	658
Income: 100k+	49%	(168)	32%	(109)	2%	(7)	1%	(3)	12%	(42)	4%	(13)	341
Ethnicity: White	52%	(887)	29%	(490)	3%	(48)	3%	(51)	10%	(164)	3%	(58)	1698

Table MCBRdem2_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dolly Parton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	49%	(1082)	28%	(616)	3%	(63)	3%	(58)	12%	(268)	5%	(113)	2201
Ethnicity: Hispanic	37%	(140)	26%	(100)	2%	(9)	7%	(25)	17%	(64)	11%	(40)	379
Ethnicity: Black	43%	(122)	25%	(72)	5%	(13)	2%	(5)	14%	(39)	11%	(32)	283
Ethnicity: Other	33%	(73)	25%	(55)	1%	(2)	1%	(3)	29%	(64)	10%	(22)	220
All Christian	52%	(527)	31%	(308)	3%	(29)	2%	(24)	10%	(98)	2%	(22)	1008
All Non-Christian	42%	(56)	23%	(30)	3%	(4)	2%	(3)	18%	(24)	12%	(16)	133
Atheist	49%	(51)	27%	(28)	4%	(4)	5%	(5)	12%	(12)	3%	(3)	104
Agnostic/Nothing in particular	44%	(271)	28%	(171)	2%	(14)	3%	(18)	16%	(95)	7%	(43)	612
Something Else	52%	(177)	23%	(79)	4%	(12)	2%	(8)	11%	(38)	8%	(29)	343
Religious Non-Protestant/Catholic	42%	(64)	24%	(37)	3%	(5)	2%	(3)	18%	(27)	10%	(16)	152
Evangelical	55%	(287)	27%	(141)	3%	(16)	3%	(18)	8%	(41)	4%	(22)	525
Non-Evangelical	51%	(404)	29%	(232)	3%	(24)	2%	(14)	11%	(90)	3%	(24)	788
Community: Urban	43%	(273)	28%	(173)	3%	(16)	3%	(18)	14%	(90)	9%	(57)	628
Community: Suburban	50%	(507)	29%	(293)	3%	(31)	2%	(24)	12%	(122)	3%	(34)	1013
Community: Rural	54%	(302)	27%	(150)	3%	(16)	3%	(16)	10%	(56)	4%	(22)	561
Employ: Private Sector	50%	(365)	26%	(190)	3%	(24)	3%	(24)	15%	(107)	3%	(25)	735
Employ: Government	40%	(41)	36%	(37)	7%	(7)	1%	(1)	8%	(8)	8%	(8)	103
Employ: Self-Employed	44%	(89)	28%	(57)	3%	(6)	1%	(2)	9%	(18)	14%	(28)	200
Employ: Homemaker	55%	(82)	23%	(34)	2%	(3)	5%	(7)	14%	(21)	1%	(1)	148
Employ: Student	25%	(16)	23%	(15)	2%	(1)	1%	(1)	21%	(14)	29%	(19)	65
Employ: Retired	58%	(326)	30%	(168)	3%	(15)	1%	(6)	8%	(47)	1%	(3)	566
Employ: Unemployed	41%	(118)	30%	(85)	2%	(6)	3%	(9)	15%	(43)	9%	(26)	286
Employ: Other	47%	(46)	31%	(30)	2%	(2)	9%	(9)	9%	(9)	2%	(2)	99
Military HH: Yes	54%	(140)	29%	(76)	5%	(12)	2%	(5)	8%	(22)	2%	(6)	261
Military HH: No	49%	(942)	28%	(540)	3%	(51)	3%	(54)	13%	(246)	6%	(107)	1940
RD/WT: Right Direction	53%	(386)	24%	(177)	2%	(17)	2%	(14)	13%	(97)	6%	(42)	733
RD/WT: Wrong Track	47%	(696)	30%	(439)	3%	(46)	3%	(44)	12%	(170)	5%	(72)	1468
Biden Job Approve	54%	(524)	24%	(235)	2%	(21)	1%	(14)	11%	(110)	6%	(58)	962
Biden Job Disapprove	47%	(539)	32%	(368)	4%	(41)	3%	(35)	11%	(132)	4%	(41)	1157

Table MCBRdem2_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dolly Parton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	49%	(1082)	28%	(616)	3%	(63)	3%	(58)	12%	(268)	5%	(113)	2201
Biden Job Strongly Approve	58%	(243)	21%	(87)	1%	(6)	2%	(7)	11%	(47)	8%	(33)	423
Biden Job Somewhat Approve	52%	(281)	27%	(148)	3%	(15)	1%	(7)	12%	(63)	5%	(25)	540
Biden Job Somewhat Disapprove	42%	(146)	39%	(135)	2%	(8)	2%	(6)	12%	(41)	3%	(11)	348
Biden Job Strongly Disapprove	49%	(393)	29%	(233)	4%	(33)	4%	(29)	11%	(91)	4%	(30)	810
Favorable of Biden	55%	(531)	25%	(241)	2%	(17)	1%	(12)	11%	(105)	6%	(60)	966
Unfavorable of Biden	46%	(519)	31%	(343)	4%	(45)	3%	(38)	12%	(131)	4%	(42)	1118
Very Favorable of Biden	58%	(271)	21%	(100)	1%	(5)	1%	(7)	11%	(51)	7%	(33)	466
Somewhat Favorable of Biden	52%	(260)	28%	(142)	2%	(12)	1%	(6)	11%	(53)	5%	(27)	500
Somewhat Unfavorable of Biden	45%	(139)	30%	(94)	3%	(10)	1%	(4)	15%	(45)	6%	(17)	310
Very Unfavorable of Biden	47%	(379)	31%	(249)	4%	(35)	4%	(34)	11%	(86)	3%	(25)	808
#1 Issue: Economy	45%	(417)	30%	(275)	3%	(29)	2%	(21)	15%	(140)	5%	(47)	929
#1 Issue: Security	51%	(124)	30%	(73)	2%	(4)	5%	(13)	11%	(26)	2%	(5)	246
#1 Issue: Health Care	52%	(93)	26%	(46)	1%	(3)	1%	(2)	10%	(18)	8%	(15)	177
#1 Issue: Medicare / Social Security	55%	(162)	30%	(86)	4%	(10)	4%	(12)	7%	(20)	1%	(3)	292
#1 Issue: Women's Issues	58%	(136)	21%	(48)	3%	(6)	1%	(2)	8%	(19)	10%	(24)	235
#1 Issue: Education	41%	(38)	24%	(22)	5%	(5)	5%	(4)	16%	(15)	8%	(8)	93
#1 Issue: Energy	52%	(64)	26%	(32)	1%	(1)	1%	(1)	15%	(18)	5%	(6)	122
#1 Issue: Other	46%	(49)	31%	(33)	5%	(5)	2%	(2)	10%	(11)	6%	(6)	107
2022 House Vote: Democrat	55%	(495)	27%	(240)	2%	(20)	1%	(12)	11%	(95)	4%	(40)	902
2022 House Vote: Republican	51%	(334)	31%	(202)	4%	(26)	3%	(19)	10%	(69)	2%	(11)	660
2022 House Vote: Someone else	46%	(26)	27%	(15)	4%	(2)	2%	(1)	11%	(6)	10%	(6)	57
2022 House Vote: Didnt Vote	39%	(227)	27%	(160)	3%	(15)	5%	(27)	17%	(97)	10%	(57)	583
2020 Vote: Joe Biden	54%	(516)	26%	(251)	2%	(21)	1%	(11)	11%	(103)	5%	(47)	948
2020 Vote: Donald Trump	52%	(359)	30%	(205)	4%	(27)	3%	(20)	10%	(71)	1%	(9)	692
2020 Vote: Other	49%	(40)	24%	(20)	2%	(1)	10%	(8)	8%	(7)	7%	(6)	81
2020 Vote: Didn't Vote	35%	(167)	29%	(141)	3%	(14)	4%	(19)	18%	(87)	11%	(52)	480

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Table MCBRdem2_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dolly Parton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	49%	(1082)	28%	(616)	3%	(63)	3%	(58)	12%	(268)	5%	(113)	2201
2018 House Vote: Democrat	56%	(438)	26%	(206)	2%	(17)	1%	(9)	11%	(83)	4%	(34)	787
2018 House Vote: Republican	52%	(315)	31%	(189)	4%	(21)	3%	(18)	9%	(56)	1%	(7)	606
2018 House Vote: Someone else	45%	(27)	31%	(19)	3%	(2)	2%	(1)	11%	(7)	8%	(5)	61
2018 House Vote: Didnt Vote	40%	(302)	27%	(203)	3%	(22)	4%	(30)	16%	(121)	9%	(68)	747
4-Region: Northeast	46%	(179)	32%	(122)	2%	(8)	1%	(4)	16%	(62)	3%	(11)	386
4-Region: Midwest	54%	(247)	28%	(126)	2%	(9)	2%	(9)	10%	(47)	4%	(17)	455
4-Region: South	51%	(427)	27%	(230)	4%	(31)	3%	(22)	11%	(89)	5%	(39)	839
4-Region: West	44%	(229)	27%	(138)	3%	(15)	4%	(23)	13%	(70)	9%	(46)	521
M&Ms Avid Fan	60%	(517)	24%	(204)	3%	(26)	3%	(26)	6%	(56)	4%	(35)	865
M&Ms Fan	51%	(991)	27%	(534)	3%	(59)	2%	(47)	12%	(227)	5%	(90)	1948

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

Table MCBRdem2_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shaq

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(693)	35%	(776)	5%	(106)	3%	(64)	19%	(416)	7%	(145)	2201
Gender: Male	37%	(395)	38%	(407)	6%	(63)	3%	(33)	12%	(124)	5%	(49)	1070
Gender: Female	26%	(299)	33%	(368)	4%	(43)	3%	(31)	26%	(290)	9%	(96)	1127
Age: 18-34	34%	(213)	33%	(207)	4%	(25)	4%	(25)	18%	(115)	7%	(46)	631
Age: 35-44	33%	(123)	34%	(125)	4%	(16)	3%	(13)	18%	(67)	8%	(29)	372
Age: 45-64	33%	(234)	35%	(252)	5%	(38)	2%	(15)	19%	(133)	5%	(39)	711
Age: 65+	25%	(123)	40%	(193)	6%	(27)	2%	(11)	21%	(101)	7%	(32)	487
GenZers: 1997-2012	32%	(81)	33%	(81)	3%	(7)	4%	(11)	15%	(38)	12%	(31)	249
Millennials: 1981-1996	33%	(228)	34%	(230)	5%	(32)	4%	(24)	19%	(130)	6%	(42)	686
GenXers: 1965-1980	34%	(187)	34%	(188)	4%	(25)	3%	(14)	20%	(109)	5%	(26)	548
Baby Boomers: 1946-1964	27%	(180)	39%	(259)	6%	(40)	2%	(14)	19%	(125)	6%	(42)	660
PID: Dem (no lean)	38%	(335)	36%	(319)	4%	(32)	1%	(8)	16%	(144)	5%	(49)	887
PID: Ind (no lean)	26%	(160)	35%	(217)	5%	(30)	4%	(25)	23%	(142)	8%	(50)	623
PID: Rep (no lean)	29%	(198)	35%	(240)	6%	(45)	4%	(31)	19%	(130)	7%	(47)	691
PID/Gender: Dem Men	47%	(193)	34%	(140)	4%	(15)	2%	(6)	10%	(43)	4%	(18)	414
PID/Gender: Dem Women	30%	(143)	38%	(178)	4%	(17)	—	(2)	22%	(102)	7%	(31)	472
PID/Gender: Ind Men	27%	(85)	42%	(131)	7%	(22)	2%	(7)	14%	(44)	7%	(21)	311
PID/Gender: Ind Women	24%	(75)	27%	(85)	3%	(8)	6%	(18)	31%	(96)	9%	(27)	310
PID/Gender: Rep Men	34%	(117)	39%	(136)	8%	(26)	6%	(19)	11%	(38)	3%	(10)	345
PID/Gender: Rep Women	23%	(81)	30%	(104)	5%	(19)	3%	(12)	27%	(92)	11%	(38)	346
Ideo: Liberal (1-3)	36%	(240)	35%	(236)	4%	(25)	2%	(10)	18%	(121)	6%	(37)	669
Ideo: Moderate (4)	32%	(232)	35%	(257)	5%	(33)	2%	(12)	20%	(142)	7%	(52)	728
Ideo: Conservative (5-7)	29%	(196)	37%	(253)	6%	(44)	4%	(28)	18%	(119)	5%	(36)	677
Educ: < College	33%	(470)	34%	(484)	4%	(51)	3%	(49)	20%	(283)	7%	(100)	1438
Educ: Bachelors degree	29%	(140)	38%	(185)	8%	(41)	2%	(10)	17%	(83)	5%	(25)	484
Educ: Post-grad	30%	(83)	38%	(106)	5%	(14)	2%	(5)	18%	(49)	7%	(21)	278
Income: Under 50k	31%	(378)	32%	(390)	4%	(52)	3%	(42)	21%	(249)	8%	(91)	1202
Income: 50k-100k	31%	(202)	38%	(248)	6%	(38)	3%	(19)	17%	(113)	6%	(38)	658
Income: 100k+	33%	(113)	40%	(138)	5%	(16)	1%	(4)	16%	(53)	5%	(17)	341
Ethnicity: White	29%	(491)	37%	(622)	5%	(87)	3%	(49)	19%	(329)	7%	(120)	1698

Continued on next page

Table MCBRdem2_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shaq

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(693)	35%	(776)	5%	(106)	3%	(64)	19%	(416)	7%	(145)	2201
Ethnicity: Hispanic	31%	(117)	34%	(128)	5%	(19)	5%	(18)	15%	(58)	10%	(38)	379
Ethnicity: Black	50%	(143)	26%	(74)	3%	(10)	4%	(12)	12%	(34)	4%	(10)	283
Ethnicity: Other	27%	(59)	36%	(80)	4%	(10)	1%	(3)	24%	(52)	7%	(15)	220
All Christian	31%	(317)	37%	(369)	6%	(63)	3%	(29)	16%	(165)	6%	(65)	1008
All Non-Christian	30%	(40)	31%	(41)	4%	(5)	3%	(4)	22%	(30)	10%	(13)	133
Atheist	31%	(32)	40%	(41)	4%	(4)	3%	(3)	20%	(21)	2%	(2)	104
Agnostic/Nothing in particular	29%	(177)	35%	(213)	4%	(23)	3%	(19)	22%	(137)	7%	(44)	612
Something Else	37%	(128)	32%	(111)	3%	(11)	3%	(9)	18%	(63)	6%	(21)	343
Religious Non-Protestant/Catholic	29%	(44)	31%	(48)	6%	(10)	3%	(4)	22%	(33)	9%	(13)	152
Evangelical	35%	(184)	35%	(181)	4%	(22)	3%	(17)	16%	(82)	7%	(39)	525
Non-Evangelical	32%	(251)	36%	(285)	6%	(47)	3%	(21)	18%	(138)	6%	(46)	788
Community: Urban	38%	(241)	32%	(199)	3%	(20)	2%	(13)	17%	(110)	7%	(45)	628
Community: Suburban	31%	(314)	36%	(361)	5%	(55)	4%	(36)	19%	(188)	6%	(58)	1013
Community: Rural	25%	(138)	39%	(216)	6%	(31)	3%	(15)	21%	(118)	7%	(42)	561
Employ: Private Sector	36%	(266)	35%	(257)	6%	(46)	2%	(18)	15%	(112)	5%	(36)	735
Employ: Government	30%	(30)	41%	(42)	7%	(7)	3%	(3)	13%	(14)	6%	(6)	103
Employ: Self-Employed	31%	(62)	35%	(70)	3%	(7)	4%	(8)	15%	(31)	11%	(23)	200
Employ: Homemaker	29%	(43)	27%	(40)	5%	(7)	4%	(6)	26%	(38)	9%	(13)	148
Employ: Student	32%	(21)	30%	(19)	1%	(0)	3%	(2)	23%	(15)	11%	(7)	65
Employ: Retired	28%	(160)	36%	(203)	6%	(33)	2%	(11)	21%	(118)	7%	(40)	566
Employ: Unemployed	28%	(81)	35%	(101)	2%	(5)	5%	(14)	25%	(70)	5%	(15)	286
Employ: Other	30%	(30)	43%	(42)	1%	(1)	3%	(3)	18%	(17)	6%	(6)	99
Military HH: Yes	29%	(75)	39%	(101)	8%	(20)	3%	(7)	14%	(35)	9%	(22)	261
Military HH: No	32%	(618)	35%	(674)	4%	(87)	3%	(57)	20%	(380)	6%	(123)	1940
RD/WT: Right Direction	35%	(255)	34%	(250)	4%	(32)	1%	(10)	17%	(123)	9%	(65)	733
RD/WT: Wrong Track	30%	(438)	36%	(526)	5%	(75)	4%	(55)	20%	(293)	6%	(81)	1468
Biden Job Approve	37%	(356)	35%	(341)	4%	(39)	1%	(11)	16%	(158)	6%	(58)	962
Biden Job Disapprove	28%	(325)	37%	(426)	6%	(68)	4%	(47)	19%	(223)	6%	(69)	1157

Table MCBRdem2_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shaq

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(693)	35%	(776)	5%	(106)	3%	(64)	19%	(416)	7%	(145)	2201
Biden Job Strongly Approve	41%	(172)	30%	(128)	4%	(15)	2%	(7)	18%	(78)	5%	(23)	423
Biden Job Somewhat Approve	34%	(184)	39%	(212)	4%	(24)	1%	(4)	15%	(80)	7%	(35)	540
Biden Job Somewhat Disapprove	28%	(97)	43%	(149)	6%	(22)	2%	(8)	17%	(58)	4%	(14)	348
Biden Job Strongly Disapprove	28%	(228)	34%	(277)	6%	(46)	5%	(38)	20%	(166)	7%	(55)	810
Favorable of Biden	38%	(369)	35%	(334)	4%	(41)	1%	(12)	16%	(152)	6%	(58)	966
Unfavorable of Biden	28%	(308)	37%	(408)	5%	(61)	4%	(41)	20%	(227)	6%	(72)	1118
Very Favorable of Biden	43%	(201)	27%	(128)	4%	(20)	1%	(6)	18%	(83)	6%	(28)	466
Somewhat Favorable of Biden	33%	(167)	41%	(207)	4%	(21)	1%	(6)	14%	(69)	6%	(29)	500
Somewhat Unfavorable of Biden	27%	(84)	41%	(127)	5%	(16)	2%	(7)	19%	(58)	6%	(19)	310
Very Unfavorable of Biden	28%	(224)	35%	(281)	6%	(46)	4%	(34)	21%	(169)	7%	(53)	808
#1 Issue: Economy	30%	(282)	40%	(367)	6%	(53)	2%	(19)	17%	(161)	5%	(48)	929
#1 Issue: Security	27%	(67)	33%	(82)	6%	(14)	6%	(14)	22%	(54)	6%	(15)	246
#1 Issue: Health Care	31%	(55)	35%	(63)	5%	(9)	2%	(3)	16%	(29)	10%	(18)	177
#1 Issue: Medicare / Social Security	38%	(110)	28%	(82)	2%	(7)	3%	(9)	20%	(59)	8%	(25)	292
#1 Issue: Women's Issues	34%	(79)	29%	(69)	3%	(8)	3%	(8)	23%	(55)	7%	(16)	235
#1 Issue: Education	36%	(34)	38%	(36)	4%	(4)	4%	(3)	16%	(15)	1%	(1)	93
#1 Issue: Energy	27%	(33)	35%	(43)	4%	(5)	5%	(7)	17%	(21)	11%	(13)	122
#1 Issue: Other	31%	(34)	32%	(34)	6%	(6)	1%	(1)	21%	(23)	8%	(9)	107
2022 House Vote: Democrat	38%	(341)	36%	(326)	4%	(38)	1%	(8)	15%	(138)	6%	(50)	902
2022 House Vote: Republican	31%	(207)	36%	(240)	6%	(40)	4%	(25)	17%	(113)	5%	(35)	660
2022 House Vote: Someone else	26%	(15)	36%	(20)	7%	(4)	4%	(2)	19%	(11)	8%	(5)	57
2022 House Vote: Didnt Vote	22%	(131)	33%	(190)	4%	(24)	5%	(29)	26%	(154)	10%	(56)	583
2020 Vote: Joe Biden	37%	(350)	35%	(332)	4%	(42)	1%	(13)	16%	(152)	6%	(58)	948
2020 Vote: Donald Trump	30%	(206)	37%	(256)	7%	(47)	4%	(25)	17%	(120)	5%	(37)	692
2020 Vote: Other	34%	(28)	35%	(29)	4%	(3)	4%	(3)	16%	(13)	6%	(5)	81
2020 Vote: Didn't Vote	23%	(110)	33%	(159)	3%	(13)	5%	(23)	27%	(131)	9%	(45)	480

Table MCBRdem2_4: *Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shaq

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(693)	35%	(776)	5%	(106)	3%	(64)	19%	(416)	7%	(145)	2201
2018 House Vote: Democrat	39%	(303)	34%	(269)	4%	(32)	1%	(9)	16%	(126)	6%	(48)	787
2018 House Vote: Republican	29%	(178)	38%	(227)	7%	(45)	4%	(23)	17%	(105)	5%	(27)	606
2018 House Vote: Someone else	16%	(10)	43%	(26)	9%	(6)	4%	(2)	18%	(11)	9%	(6)	61
2018 House Vote: Didnt Vote	27%	(202)	34%	(253)	3%	(24)	4%	(30)	23%	(173)	9%	(64)	747
4-Region: Northeast	30%	(115)	38%	(148)	5%	(18)	2%	(9)	19%	(71)	6%	(24)	386
4-Region: Midwest	33%	(152)	35%	(157)	5%	(22)	2%	(11)	19%	(87)	5%	(25)	455
4-Region: South	32%	(272)	35%	(291)	4%	(36)	2%	(20)	19%	(155)	8%	(64)	839
4-Region: West	29%	(154)	34%	(179)	6%	(31)	5%	(24)	19%	(101)	6%	(32)	521
M&Ms Avid Fan	42%	(367)	31%	(268)	4%	(34)	4%	(33)	14%	(117)	5%	(46)	865
M&Ms Fan	33%	(640)	36%	(695)	5%	(90)	3%	(53)	18%	(355)	6%	(115)	1948

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

Table MCBRdem2_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(282)	14%	(299)	7%	(146)	22%	(490)	17%	(377)	28%	(608)	2201
Gender: Male	16%	(176)	16%	(170)	8%	(89)	27%	(287)	15%	(159)	18%	(189)	1070
Gender: Female	9%	(106)	11%	(129)	5%	(57)	18%	(202)	19%	(218)	37%	(417)	1127
Age: 18-34	11%	(72)	13%	(84)	6%	(38)	17%	(110)	18%	(112)	34%	(215)	631
Age: 35-44	13%	(47)	14%	(52)	9%	(32)	19%	(72)	15%	(57)	30%	(112)	372
Age: 45-64	13%	(93)	12%	(88)	6%	(42)	20%	(145)	20%	(142)	28%	(201)	711
Age: 65+	14%	(70)	15%	(75)	7%	(33)	33%	(163)	14%	(66)	17%	(80)	487
GenZers: 1997-2012	8%	(20)	11%	(26)	4%	(10)	21%	(52)	14%	(36)	42%	(105)	249
Millennials: 1981-1996	13%	(88)	14%	(98)	9%	(59)	17%	(115)	18%	(124)	30%	(203)	686
GenXers: 1965-1980	13%	(69)	14%	(77)	6%	(31)	19%	(102)	20%	(110)	29%	(159)	548
Baby Boomers: 1946-1964	15%	(101)	13%	(84)	6%	(41)	30%	(199)	15%	(102)	20%	(133)	660
PID: Dem (no lean)	4%	(38)	8%	(71)	6%	(50)	38%	(338)	15%	(136)	29%	(255)	887
PID: Ind (no lean)	10%	(60)	10%	(65)	9%	(55)	19%	(121)	19%	(119)	33%	(203)	623
PID: Rep (no lean)	27%	(184)	24%	(163)	6%	(41)	4%	(31)	18%	(122)	22%	(150)	691
PID/Gender: Dem Men	5%	(20)	11%	(46)	7%	(30)	45%	(186)	13%	(55)	18%	(76)	414
PID/Gender: Dem Women	4%	(17)	5%	(25)	4%	(20)	32%	(151)	17%	(80)	38%	(179)	472
PID/Gender: Ind Men	12%	(37)	14%	(42)	11%	(35)	25%	(77)	18%	(56)	20%	(63)	311
PID/Gender: Ind Women	7%	(23)	7%	(23)	6%	(19)	14%	(43)	20%	(63)	45%	(138)	310
PID/Gender: Rep Men	34%	(119)	24%	(82)	7%	(24)	7%	(23)	14%	(48)	14%	(50)	345
PID/Gender: Rep Women	19%	(65)	23%	(81)	5%	(17)	2%	(8)	22%	(75)	29%	(100)	346
Ideo: Liberal (1-3)	6%	(43)	7%	(45)	6%	(41)	47%	(314)	14%	(95)	20%	(131)	669
Ideo: Moderate (4)	7%	(49)	11%	(80)	9%	(64)	18%	(129)	20%	(146)	36%	(259)	728
Ideo: Conservative (5-7)	27%	(185)	25%	(169)	6%	(39)	5%	(34)	16%	(106)	21%	(144)	677
Educ: < College	13%	(189)	13%	(191)	5%	(77)	17%	(245)	18%	(258)	33%	(480)	1438
Educ: Bachelors degree	13%	(62)	14%	(68)	10%	(48)	30%	(147)	16%	(79)	16%	(80)	484
Educ: Post-grad	11%	(30)	14%	(40)	8%	(21)	35%	(98)	14%	(40)	17%	(48)	278
Income: Under 50k	13%	(156)	11%	(138)	6%	(72)	20%	(236)	18%	(219)	32%	(381)	1202
Income: 50k-100k	13%	(84)	16%	(103)	7%	(45)	23%	(152)	16%	(108)	25%	(167)	658
Income: 100k+	12%	(42)	17%	(58)	8%	(29)	30%	(102)	15%	(50)	18%	(60)	341
Ethnicity: White	14%	(243)	15%	(256)	7%	(114)	22%	(381)	15%	(263)	26%	(441)	1698

Table MCBRdem2_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(282)	14%	(299)	7%	(146)	22%	(490)	17%	(377)	28%	(608)	2201
Ethnicity: Hispanic	14%	(52)	13%	(50)	6%	(24)	17%	(66)	15%	(56)	35%	(132)	379
Ethnicity: Black	8%	(24)	10%	(28)	6%	(18)	20%	(56)	19%	(55)	36%	(103)	283
Ethnicity: Other	7%	(15)	7%	(15)	6%	(13)	24%	(54)	27%	(60)	29%	(64)	220
All Christian	18%	(181)	18%	(178)	8%	(77)	20%	(204)	16%	(164)	20%	(204)	1008
All Non-Christian	10%	(13)	12%	(16)	10%	(13)	21%	(28)	23%	(30)	25%	(33)	133
Atheist	7%	(7)	5%	(5)	4%	(4)	49%	(51)	12%	(13)	23%	(24)	104
Agnostic/Nothing in particular	7%	(46)	8%	(48)	6%	(38)	25%	(153)	17%	(106)	36%	(221)	612
Something Else	10%	(34)	15%	(52)	4%	(12)	16%	(54)	19%	(64)	37%	(126)	343
Religious Non-Protestant/Catholic	11%	(17)	10%	(16)	12%	(18)	23%	(35)	20%	(30)	24%	(36)	152
Evangelical	22%	(113)	18%	(93)	5%	(28)	9%	(50)	19%	(101)	27%	(141)	525
Non-Evangelical	12%	(98)	17%	(132)	7%	(56)	25%	(196)	16%	(122)	23%	(183)	788
Community: Urban	10%	(61)	12%	(75)	7%	(45)	22%	(138)	18%	(114)	31%	(194)	628
Community: Suburban	14%	(144)	13%	(133)	7%	(66)	27%	(269)	16%	(159)	24%	(241)	1013
Community: Rural	14%	(77)	16%	(91)	6%	(34)	15%	(82)	18%	(104)	31%	(172)	561
Employ: Private Sector	15%	(108)	16%	(118)	8%	(61)	21%	(154)	17%	(128)	23%	(166)	735
Employ: Government	11%	(11)	14%	(15)	8%	(8)	22%	(23)	13%	(13)	32%	(33)	103
Employ: Self-Employed	12%	(24)	13%	(26)	7%	(14)	24%	(49)	11%	(22)	32%	(65)	200
Employ: Homemaker	9%	(13)	9%	(13)	6%	(9)	10%	(15)	22%	(33)	44%	(64)	148
Employ: Student	14%	(9)	6%	(4)	4%	(2)	13%	(8)	16%	(10)	48%	(31)	65
Employ: Retired	15%	(84)	14%	(80)	6%	(34)	30%	(171)	15%	(82)	20%	(114)	566
Employ: Unemployed	9%	(25)	9%	(27)	5%	(14)	20%	(57)	25%	(70)	33%	(94)	286
Employ: Other	7%	(7)	16%	(16)	3%	(3)	14%	(14)	19%	(19)	41%	(41)	99
Military HH: Yes	11%	(30)	21%	(56)	5%	(13)	23%	(59)	17%	(44)	23%	(59)	261
Military HH: No	13%	(252)	13%	(243)	7%	(132)	22%	(431)	17%	(333)	28%	(548)	1940
RD/WT: Right Direction	7%	(50)	8%	(62)	6%	(43)	36%	(264)	16%	(118)	27%	(196)	733
RD/WT: Wrong Track	16%	(231)	16%	(237)	7%	(103)	15%	(226)	18%	(259)	28%	(412)	1468
Biden Job Approve	7%	(66)	8%	(73)	5%	(46)	38%	(369)	15%	(140)	28%	(269)	962
Biden Job Disapprove	18%	(213)	19%	(224)	9%	(99)	10%	(111)	19%	(216)	25%	(294)	1157

Continued on next page

Table MCBRdem2_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(282)	14%	(299)	7%	(146)	22%	(490)	17%	(377)	28%	(608)	2201
Biden Job Strongly Approve	10%	(42)	9%	(38)	4%	(15)	41%	(174)	14%	(60)	22%	(93)	423
Biden Job Somewhat Approve	4%	(24)	6%	(35)	6%	(31)	36%	(195)	15%	(79)	33%	(176)	540
Biden Job Somewhat Disapprove	5%	(17)	13%	(45)	13%	(47)	18%	(63)	23%	(79)	28%	(98)	348
Biden Job Strongly Disapprove	24%	(197)	22%	(178)	7%	(53)	6%	(48)	17%	(137)	24%	(196)	810
Favorable of Biden	6%	(56)	8%	(81)	5%	(50)	38%	(372)	15%	(141)	28%	(266)	966
Unfavorable of Biden	20%	(219)	19%	(213)	8%	(87)	9%	(98)	19%	(208)	26%	(293)	1118
Very Favorable of Biden	8%	(39)	10%	(47)	4%	(18)	38%	(176)	16%	(74)	24%	(112)	466
Somewhat Favorable of Biden	3%	(17)	7%	(34)	7%	(33)	39%	(195)	13%	(67)	31%	(154)	500
Somewhat Unfavorable of Biden	7%	(22)	13%	(42)	11%	(33)	16%	(49)	19%	(60)	34%	(105)	310
Very Unfavorable of Biden	24%	(197)	21%	(171)	7%	(54)	6%	(49)	18%	(148)	23%	(188)	808
#1 Issue: Economy	13%	(118)	14%	(133)	8%	(71)	18%	(163)	18%	(163)	30%	(282)	929
#1 Issue: Security	26%	(63)	21%	(53)	6%	(15)	13%	(32)	19%	(47)	15%	(36)	246
#1 Issue: Health Care	12%	(22)	13%	(24)	5%	(8)	23%	(41)	14%	(24)	33%	(58)	177
#1 Issue: Medicare / Social Security	8%	(24)	14%	(40)	7%	(21)	31%	(92)	14%	(41)	26%	(75)	292
#1 Issue: Women's Issues	5%	(12)	6%	(15)	3%	(7)	31%	(73)	19%	(46)	35%	(82)	235
#1 Issue: Education	8%	(8)	15%	(14)	10%	(9)	24%	(22)	21%	(19)	22%	(21)	93
#1 Issue: Energy	19%	(23)	11%	(14)	7%	(9)	26%	(32)	10%	(12)	26%	(32)	122
#1 Issue: Other	12%	(13)	7%	(7)	5%	(5)	33%	(35)	23%	(25)	20%	(21)	107
2022 House Vote: Democrat	5%	(46)	8%	(73)	6%	(54)	42%	(375)	15%	(135)	24%	(217)	902
2022 House Vote: Republican	29%	(189)	24%	(160)	7%	(49)	6%	(39)	17%	(110)	17%	(113)	660
2022 House Vote: Someone else	5%	(3)	11%	(6)	10%	(5)	26%	(15)	12%	(7)	35%	(20)	57
2022 House Vote: Didnt Vote	7%	(43)	10%	(59)	6%	(37)	10%	(61)	22%	(125)	44%	(257)	583
2020 Vote: Joe Biden	5%	(48)	8%	(74)	6%	(58)	41%	(386)	16%	(148)	25%	(235)	948
2020 Vote: Donald Trump	27%	(186)	25%	(173)	7%	(48)	5%	(33)	17%	(114)	20%	(138)	692
2020 Vote: Other	6%	(5)	12%	(10)	14%	(11)	16%	(13)	19%	(15)	33%	(26)	81
2020 Vote: Didn't Vote	9%	(43)	9%	(43)	6%	(29)	12%	(57)	21%	(100)	43%	(208)	480

Table MCBRdem2_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(282)	14%	(299)	7%	(146)	22%	(490)	17%	(377)	28%	(608)	2201
2018 House Vote: Democrat	5%	(39)	8%	(64)	6%	(49)	44%	(343)	14%	(111)	23%	(181)	787
2018 House Vote: Republican	28%	(167)	25%	(149)	7%	(40)	7%	(40)	18%	(106)	17%	(102)	606
2018 House Vote: Someone else	5%	(3)	12%	(7)	14%	(8)	18%	(11)	13%	(8)	38%	(23)	61
2018 House Vote: Didnt Vote	10%	(72)	10%	(78)	6%	(48)	13%	(95)	20%	(152)	40%	(302)	747
4-Region: Northeast	16%	(63)	14%	(54)	7%	(27)	26%	(99)	18%	(68)	19%	(75)	386
4-Region: Midwest	13%	(59)	15%	(70)	8%	(36)	23%	(106)	15%	(69)	26%	(116)	455
4-Region: South	14%	(121)	13%	(112)	5%	(45)	18%	(155)	17%	(147)	31%	(261)	839
4-Region: West	8%	(40)	12%	(63)	7%	(38)	25%	(130)	18%	(94)	30%	(156)	521
M&Ms Avid Fan	14%	(125)	13%	(108)	6%	(50)	23%	(201)	17%	(144)	27%	(236)	865
M&Ms Fan	13%	(253)	14%	(272)	6%	(125)	22%	(430)	17%	(333)	27%	(535)	1948

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

Table MCBRdem2_6: *Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(378)	22%	(480)	15%	(338)	22%	(484)	17%	(383)	6%	(138)	2201
Gender: Male	23%	(241)	27%	(289)	16%	(170)	20%	(212)	11%	(120)	4%	(39)	1070
Gender: Female	12%	(137)	17%	(191)	15%	(167)	24%	(271)	23%	(262)	9%	(100)	1127
Age: 18-34	20%	(125)	23%	(143)	12%	(76)	22%	(139)	17%	(108)	6%	(39)	631
Age: 35-44	22%	(82)	22%	(81)	16%	(60)	16%	(59)	17%	(63)	7%	(28)	372
Age: 45-64	15%	(105)	21%	(150)	17%	(118)	22%	(158)	18%	(127)	8%	(54)	711
Age: 65+	14%	(66)	22%	(106)	17%	(84)	26%	(128)	18%	(85)	4%	(17)	487
GenZers: 1997-2012	20%	(49)	19%	(47)	14%	(34)	29%	(72)	13%	(32)	6%	(16)	249
Millennials: 1981-1996	21%	(146)	23%	(158)	13%	(92)	17%	(114)	19%	(129)	7%	(48)	686
GenXers: 1965-1980	14%	(77)	22%	(121)	17%	(94)	20%	(108)	18%	(100)	9%	(48)	548
Baby Boomers: 1946-1964	15%	(101)	21%	(138)	16%	(103)	27%	(175)	18%	(117)	4%	(26)	660
PID: Dem (no lean)	10%	(87)	13%	(114)	19%	(169)	36%	(321)	16%	(142)	6%	(54)	887
PID: Ind (no lean)	14%	(88)	26%	(161)	15%	(92)	18%	(115)	19%	(118)	8%	(48)	623
PID: Rep (no lean)	29%	(202)	30%	(204)	11%	(77)	7%	(48)	18%	(123)	5%	(36)	691
PID/Gender: Dem Men	15%	(63)	17%	(69)	20%	(84)	33%	(138)	10%	(43)	4%	(18)	414
PID/Gender: Dem Women	5%	(25)	9%	(45)	18%	(85)	39%	(183)	21%	(99)	8%	(36)	472
PID/Gender: Ind Men	18%	(55)	35%	(109)	16%	(51)	16%	(51)	10%	(31)	5%	(15)	311
PID/Gender: Ind Women	11%	(34)	17%	(53)	13%	(41)	20%	(63)	28%	(86)	11%	(34)	310
PID/Gender: Rep Men	36%	(124)	32%	(111)	10%	(35)	7%	(23)	13%	(46)	2%	(6)	345
PID/Gender: Rep Women	23%	(78)	27%	(93)	12%	(42)	7%	(25)	22%	(77)	9%	(30)	346
Ideo: Liberal (1-3)	11%	(75)	12%	(82)	20%	(135)	41%	(272)	12%	(78)	4%	(28)	669
Ideo: Moderate (4)	12%	(91)	23%	(166)	17%	(126)	18%	(131)	21%	(152)	8%	(62)	728
Ideo: Conservative (5-7)	30%	(200)	32%	(220)	10%	(69)	8%	(54)	17%	(114)	3%	(19)	677
Educ: < College	17%	(249)	22%	(311)	13%	(187)	19%	(275)	21%	(295)	8%	(122)	1438
Educ: Bachelors degree	16%	(76)	25%	(122)	19%	(92)	27%	(129)	11%	(56)	2%	(10)	484
Educ: Post-grad	19%	(54)	17%	(47)	21%	(59)	29%	(80)	12%	(32)	2%	(6)	278
Income: Under 50k	18%	(217)	19%	(227)	14%	(167)	22%	(258)	20%	(237)	8%	(95)	1202
Income: 50k-100k	14%	(93)	25%	(167)	15%	(97)	24%	(156)	16%	(107)	6%	(39)	658
Income: 100k+	20%	(68)	25%	(86)	22%	(74)	21%	(70)	11%	(39)	1%	(4)	341
Ethnicity: White	18%	(309)	23%	(394)	15%	(257)	22%	(377)	15%	(261)	6%	(101)	1698

Continued on next page

Table MCBRdem2_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(378)	22%	(480)	15%	(338)	22%	(484)	17%	(383)	6%	(138)	2201
Ethnicity: Hispanic	21%	(79)	24%	(91)	12%	(45)	18%	(70)	14%	(55)	10%	(39)	379
Ethnicity: Black	18%	(50)	16%	(45)	12%	(33)	20%	(56)	24%	(68)	11%	(31)	283
Ethnicity: Other	9%	(20)	19%	(41)	22%	(48)	23%	(51)	25%	(54)	3%	(7)	220
All Christian	20%	(205)	25%	(255)	15%	(153)	20%	(200)	15%	(154)	4%	(41)	1008
All Non-Christian	21%	(28)	23%	(31)	18%	(24)	24%	(32)	11%	(14)	3%	(4)	133
Atheist	14%	(15)	14%	(14)	11%	(11)	48%	(49)	13%	(13)	1%	(1)	104
Agnostic/Nothing in particular	13%	(80)	17%	(106)	16%	(99)	22%	(134)	23%	(141)	8%	(52)	612
Something Else	15%	(50)	21%	(73)	15%	(51)	20%	(68)	17%	(60)	12%	(41)	343
Religious Non-Protestant/Catholic	20%	(31)	22%	(34)	18%	(27)	24%	(37)	11%	(17)	4%	(6)	152
Evangelical	27%	(140)	25%	(133)	11%	(60)	13%	(70)	16%	(82)	8%	(40)	525
Non-Evangelical	14%	(111)	23%	(184)	18%	(138)	24%	(191)	16%	(124)	5%	(40)	788
Community: Urban	19%	(118)	22%	(138)	11%	(68)	20%	(128)	19%	(116)	9%	(59)	628
Community: Suburban	16%	(161)	21%	(217)	18%	(180)	26%	(263)	16%	(164)	3%	(28)	1013
Community: Rural	18%	(99)	22%	(124)	16%	(90)	17%	(94)	18%	(103)	9%	(52)	561
Employ: Private Sector	22%	(164)	25%	(180)	16%	(119)	19%	(137)	15%	(113)	3%	(21)	735
Employ: Government	18%	(18)	22%	(22)	15%	(15)	18%	(19)	16%	(16)	12%	(12)	103
Employ: Self-Employed	19%	(39)	23%	(47)	15%	(30)	21%	(41)	12%	(24)	10%	(19)	200
Employ: Homemaker	14%	(21)	14%	(21)	16%	(23)	18%	(26)	30%	(44)	8%	(12)	148
Employ: Student	15%	(9)	17%	(11)	13%	(8)	21%	(13)	14%	(9)	22%	(14)	65
Employ: Retired	15%	(85)	20%	(113)	18%	(100)	26%	(147)	18%	(101)	4%	(21)	566
Employ: Unemployed	10%	(28)	23%	(66)	11%	(30)	26%	(73)	21%	(60)	10%	(29)	286
Employ: Other	14%	(14)	19%	(19)	12%	(12)	28%	(28)	16%	(16)	10%	(10)	99
Military HH: Yes	17%	(45)	24%	(62)	22%	(57)	20%	(51)	17%	(44)	1%	(3)	261
Military HH: No	17%	(333)	22%	(418)	14%	(281)	22%	(433)	17%	(339)	7%	(136)	1940
RD/WT: Right Direction	15%	(110)	14%	(101)	18%	(130)	30%	(223)	17%	(122)	6%	(47)	733
RD/WT: Wrong Track	18%	(268)	26%	(378)	14%	(208)	18%	(262)	18%	(261)	6%	(91)	1468
Biden Job Approve	12%	(118)	13%	(129)	19%	(187)	33%	(320)	15%	(149)	6%	(60)	962
Biden Job Disapprove	22%	(254)	30%	(346)	13%	(145)	13%	(151)	18%	(203)	5%	(57)	1157

Table MCBRdem2_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(378)	22%	(480)	15%	(338)	22%	(484)	17%	(383)	6%	(138)	2201
Biden Job Strongly Approve	18%	(77)	12%	(51)	14%	(57)	37%	(156)	10%	(42)	9%	(39)	423
Biden Job Somewhat Approve	7%	(40)	15%	(78)	24%	(130)	30%	(164)	20%	(107)	4%	(21)	540
Biden Job Somewhat Disapprove	9%	(32)	29%	(99)	18%	(64)	21%	(72)	18%	(64)	5%	(17)	348
Biden Job Strongly Disapprove	28%	(223)	31%	(247)	10%	(81)	10%	(79)	17%	(139)	5%	(41)	810
Favorable of Biden	12%	(113)	14%	(133)	19%	(188)	34%	(332)	15%	(146)	6%	(54)	966
Unfavorable of Biden	23%	(257)	29%	(326)	13%	(143)	12%	(136)	17%	(189)	6%	(67)	1118
Very Favorable of Biden	18%	(83)	12%	(56)	14%	(65)	35%	(163)	13%	(62)	8%	(37)	466
Somewhat Favorable of Biden	6%	(30)	16%	(78)	25%	(123)	34%	(169)	17%	(83)	3%	(17)	500
Somewhat Unfavorable of Biden	10%	(30)	27%	(85)	20%	(63)	18%	(57)	17%	(54)	7%	(22)	310
Very Unfavorable of Biden	28%	(227)	30%	(242)	10%	(80)	10%	(79)	17%	(135)	6%	(45)	808
#1 Issue: Economy	18%	(164)	26%	(242)	15%	(141)	16%	(151)	20%	(185)	5%	(47)	929
#1 Issue: Security	28%	(68)	27%	(68)	11%	(27)	16%	(40)	15%	(38)	2%	(5)	246
#1 Issue: Health Care	16%	(28)	21%	(37)	12%	(20)	27%	(47)	14%	(24)	12%	(21)	177
#1 Issue: Medicare / Social Security	13%	(37)	16%	(46)	20%	(57)	29%	(85)	18%	(52)	5%	(15)	292
#1 Issue: Women's Issues	11%	(26)	10%	(24)	17%	(40)	38%	(90)	14%	(33)	9%	(22)	235
#1 Issue: Education	16%	(15)	21%	(19)	13%	(12)	16%	(15)	22%	(21)	12%	(11)	93
#1 Issue: Energy	23%	(27)	19%	(23)	21%	(25)	21%	(25)	9%	(10)	9%	(11)	122
#1 Issue: Other	12%	(13)	19%	(20)	15%	(16)	29%	(31)	19%	(20)	7%	(7)	107
2022 House Vote: Democrat	10%	(87)	14%	(126)	21%	(185)	37%	(333)	14%	(126)	5%	(44)	902
2022 House Vote: Republican	31%	(206)	33%	(217)	11%	(76)	6%	(40)	15%	(101)	3%	(20)	660
2022 House Vote: Someone else	13%	(7)	14%	(8)	17%	(10)	22%	(13)	14%	(8)	20%	(11)	57
2022 House Vote: Didnt Vote	13%	(78)	22%	(129)	12%	(67)	17%	(98)	25%	(148)	11%	(63)	583
2020 Vote: Joe Biden	9%	(86)	14%	(137)	20%	(192)	36%	(341)	15%	(143)	5%	(48)	948
2020 Vote: Donald Trump	30%	(210)	33%	(226)	11%	(76)	6%	(45)	16%	(112)	3%	(24)	692
2020 Vote: Other	15%	(12)	33%	(27)	16%	(13)	11%	(9)	16%	(13)	9%	(7)	81
2020 Vote: Didn't Vote	14%	(70)	19%	(90)	12%	(57)	19%	(90)	24%	(115)	12%	(59)	480

Continued on next page

Table MCBRdem2_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elon Musk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(378)	22%	(480)	15%	(338)	22%	(484)	17%	(383)	6%	(138)	2201
2018 House Vote: Democrat	10%	(81)	14%	(112)	19%	(151)	38%	(299)	13%	(105)	5%	(40)	787
2018 House Vote: Republican	30%	(185)	34%	(206)	11%	(68)	7%	(42)	14%	(86)	3%	(19)	606
2018 House Vote: Someone else	7%	(4)	13%	(8)	15%	(9)	19%	(12)	30%	(18)	16%	(10)	61
2018 House Vote: Didnt Vote	15%	(108)	21%	(154)	15%	(111)	18%	(132)	23%	(173)	9%	(69)	747
4-Region: Northeast	16%	(62)	20%	(78)	22%	(85)	20%	(76)	17%	(67)	5%	(18)	386
4-Region: Midwest	18%	(82)	23%	(107)	12%	(57)	26%	(118)	15%	(66)	5%	(25)	455
4-Region: South	20%	(170)	21%	(178)	13%	(107)	18%	(155)	20%	(164)	8%	(66)	839
4-Region: West	12%	(64)	22%	(117)	17%	(89)	26%	(135)	16%	(86)	6%	(31)	521
M&Ms Avid Fan	23%	(198)	21%	(186)	14%	(123)	23%	(197)	14%	(119)	5%	(41)	865
M&Ms Fan	18%	(351)	22%	(438)	15%	(297)	21%	(415)	17%	(336)	6%	(111)	1948

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	2201	100%
xdemGender	Gender: Male	1070	49%
	Gender: Female	1127	51%
	N	2198	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	249	11%
	Millennials: 1981-1996	686	31%
	GenXers: 1965-1980	548	25%
	Baby Boomers: 1946-1964	660	30%
	N	2144	
xpid3	PID: Dem (no lean)	887	40%
	PID: Ind (no lean)	623	28%
	PID: Rep (no lean)	691	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	414	19%
	PID/Gender: Dem Women	472	21%
	PID/Gender: Ind Men	311	14%
	PID/Gender: Ind Women	310	14%
	PID/Gender: Rep Men	345	16%
	PID/Gender: Rep Women	346	16%
	N	2198	
xdemIdeo3	Ideo: Liberal (1-3)	669	30%
	Ideo: Moderate (4)	728	33%
	Ideo: Conservative (5-7)	677	31%
	N	2074	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2201	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1202	55%
	Income: 50k-100k	658	30%
	Income: 100k+	341	16%
	N	2201	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	1008	46%
	All Non-Christian	133	6%
	Atheist	104	5%
	Agnostic/Nothing in particular	612	28%
	Something Else	343	16%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	152	7%
xdemEvang	Evangelical	525	24%
	Non-Evangelical	788	36%
	N	1313	
xdemUsr	Community: Urban	628	29%
	Community: Suburban	1013	46%
	Community: Rural	561	25%
	N	2201	
xdemEmploy	Employ: Private Sector	735	33%
	Employ: Government	103	5%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	148	7%
	Employ: Student	65	3%
	Employ: Retired	566	26%
	Employ: Unemployed	286	13%
	Employ: Other	99	4%
	N	2201	
xdemMilHH1	Military HH: Yes	261	12%
	Military HH: No	1940	88%
	N	2201	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	733	33%
	RD/WT: Wrong Track	1468	67%
	N	2201	
xdemBidenApprove	Biden Job Approve	962	44%
	Biden Job Disapprove	1157	53%
	N	2120	
xdemBidenApprove2	Biden Job Strongly Approve	423	19%
	Biden Job Somewhat Approve	540	25%
	Biden Job Somewhat Disapprove	348	16%
	Biden Job Strongly Disapprove	810	37%
	N	2120	
xdemBidenFav	Favorable of Biden	966	44%
	Unfavorable of Biden	1118	51%
	N	2084	
xdemBidenFavFull	Very Favorable of Biden	466	21%
	Somewhat Favorable of Biden	500	23%
	Somewhat Unfavorable of Biden	310	14%
	Very Unfavorable of Biden	808	37%
	N	2084	
xnr3	#1 Issue: Economy	929	42%
	#1 Issue: Security	246	11%
	#1 Issue: Health Care	177	8%
	#1 Issue: Medicare / Social Security	292	13%
	#1 Issue: Women's Issues	235	11%
	#1 Issue: Education	93	4%
	#1 Issue: Energy	122	6%
	#1 Issue: Other	107	5%
	N	2201	
xsubVote22O	2022 House Vote: Democrat	902	41%
	2022 House Vote: Republican	660	30%
	2022 House Vote: Someone else	57	3%
	2022 House Vote: Didnt Vote	583	26%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	948	43%
	2020 Vote: Donald Trump	692	31%
	2020 Vote: Other	81	4%
	2020 Vote: Didn't Vote	480	22%
	N	2201	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	787	36%
	2018 House Vote: Republican	606	28%
	2018 House Vote: Someone else	61	3%
	2018 House Vote: Didnt Vote	747	34%
	N	2201	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2201	
MCBRxdem1	M&Ms Avid Fan	865	39%
MCBRxdem2	M&Ms Fan	1948	89%

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