MORNING CONSULT

National Tracking Poll #2304086
April 14-17, 2023

Crosstabulation Results

Methodology:
This poll was conducted between April 14-April 17, 2023 among a sample of 4401 Adults. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 1 percentage points.

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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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
Gender: Male	29%	(621)	31%	(663)	14%	(297)	15%	(315)	11%	(230)	2127
Gender: Female	26%	(577)	33%	(742)	12%	(267)	10%	(222)	20%	(439)	2247
Age: 18-34	32%	(406)	31%	(392)	14%	(181)	9%	(113)	14%	(170)	1262
Age: 35-44	30%	(221)	36%	(265)	12%	(90)	9%	(64)	14%	(104)	743
Age: 45-64	24%	(337)	31%	(447)	12%	(168)	16%	(222)	18%	(249)	1422
Age: 65+	25%	(239)	32%	(311)	13%	(130)	15%	(143)	16%	(152)	974
GenZers: 1997-2012	29%	(155)	30%	(157)	14%	(76)	10%	(55)	16%	(86)	529
Millennials: 1981-1996	32%	(433)	33%	(449)	14%	(183)	8%	(109)	12%	(166)	1341
GenXers: 1965-1980	26%	(264)	32%	(324)	10%	(100)	13%	(131)	19%	(198)	1017
Baby Boomers: 1946-1964	23%	(323)	33%	(462)	13%	(189)	17%	(236)	14%	(204)	1414
PID: Dem (no lean)	36%	(660)	36%	(657)	11%	(211)	6%	(101)	11%	(207)	1836
PID: Ind (no lean)	20%	(259)	30%	(385)	13%	(167)	14%	(184)	22%	(288)	1284
PID: Rep (no lean)	22%	(282)	29%	(371)	15%	(190)	20%	(256)	14%	(180)	1280
PID/Gender: Dem Men	40%	(366)	35%	(318)	11%	(104)	5%	(50)	8%	(70)	907
PID/Gender: Dem Women	32%	(293)	37%	(337)	11%	(105)	5%	(50)	15%	(138)	924
PID/Gender: Ind Men	19%	(107)	31%	(176)	16%	(88)	18%	(103)	15%	(87)	562
PID/Gender: Ind Women	21%	(151)	29%	(203)	11%	(76)	11%	(78)	28%	(195)	703
PID/Gender: Rep Men	22%	(147)	26%	(169)	16%	(105)	25%	(162)	11%	(73)	656
PID/Gender: Rep Women	21%	(133)	32%	(201)	14%	(85)	15%	(94)	17%	(107)	620
Ideo: Liberal (1-3)	37%	(515)	37%	(505)	12%	(169)	5%	(69)	9%	(125)	1382
Ideo: Moderate (4)	24%	(309)	34%	(439)	15%	(185)	11%	(137)	16%	(206)	1276
Ideo: Conservative (5-7)	22%	(296)	28%	(373)	13%	(178)	22%	(293)	15%	(196)	1336
Educ: < College	26%	(760)	30%	(851)	14%	(392)	12%	(352)	18%	(521)	2875
Educ: Bachelors degree	27%	(264)	38%	(367)	12%	(113)	13%	(126)	10%	(97)	968
Educ: Post-grad	32%	(178)	35%	(195)	11%	(63)	11%	(63)	10%	(57)	556

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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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
Income: Under 50k	25%	(549)	30%	(657)	13%	(275)	12%	(259)	20%	(434)	2174
Income: 50k-100k	28%	(410)	34%	(508)	13%	(200)	13%	(200)	11%	(170)	1489
Income: 100k+	33%	(242)	34%	(248)	13%	(93)	11%	(82)	10%	(71)	736
Ethnicity: White	26%	(878)	32%	(1099)	14%	(468)	13%	(454)	15%	(495)	3395
Ethnicity: Hispanic	29%	(219)	27%	(203)	19%	(141)	14%	(106)	12%	(88)	758
Ethnicity: Black	36%	(202)	30%	(169)	8%	(43)	7%	(41)	19%	(110)	566
Ethnicity: Other	28%	(121)	33%	(145)	13%	(57)	11%	(46)	16%	(70)	439
All Christian	26%	(511)	32%	(626)	14%	(279)	15%	(287)	13%	(246)	1949
All Non-Christian	43%	(169)	29%	(115)	7%	(29)	9%	(35)	12%	(47)	395
Atheist	29%	(55)	40%	(76)	12%	(22)	10%	(19)	10%	(18)	190
Agnostic/Nothing in particular	23%	(263)	33%	(368)	13%	(143)	12%	(137)	19%	(219)	1131
Something Else	28%	(205)	31%	(227)	13%	(95)	9%	(63)	20%	(145)	735
Religious Non-Protestant/Catholic	40%	(179)	29%	(132)	11%	(48)	8%	(37)	11%	(51)	447
Evangelical	30%	(350)	30%	(349)	10%	(115)	16%	(179)	14%	(162)	1155
Non-Evangelical	24%	(356)	33%	(485)	17%	(244)	11%	(169)	15%	(221)	1475
Community: Urban	33%	(476)	31%	(452)	11%	(156)	10%	(147)	14%	(208)	1439
Community: Suburban	25%	(489)	34%	(650)	14%	(274)	13%	(247)	14%	(276)	1936
Community: Rural	23%	(237)	30%	(311)	13%	(138)	14%	(147)	19%	(192)	1025
Employ: Private Sector	32%	(447)	34%	(476)	13%	(182)	11%	(153)	10%	(138)	1397
Employ: Government	33%	(96)	30%	(89)	17%	(51)	10%	(29)	10%	(29)	294
Employ: Self-Employed	24%	(104)	30%	(133)	16%	(68)	13%	(57)	17%	(75)	438
Employ: Homemaker	21%	(50)	30%	(73)	17%	(40)	9%	(22)	23%	(56)	241
Employ: Student	32%	(56)	31%	(54)	20%	(35)	5%	(10)	12%	(21)	176
Employ: Retired	24%	(269)	32%	(357)	12%	(133)	16%	(186)	16%	(183)	1127
Employ: Unemployed	24%	(114)	33%	(153)	7%	(33)	12%	(55)	25%	(117)	471
Employ: Other	26%	(67)	31%	(78)	10%	(25)	12%	(30)	22%	(56)	256
Military HH: Yes	26%	(163)	33%	(207)	13%	(82)	15%	(94)	14%	(87)	634
Military HH: No	28%	(1039)	32%	(1206)	13%	(486)	12%	(447)	16%	(589)	3766

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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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
2022 House Vote: Democrat	35%	(633)	37%	(672)	11%	(198)	7%	(124)	11%	(200)	1827
2022 House Vote: Republican	20%	(259)	27%	(348)	16%	(199)	22%	(277)	15%	(187)	1270
2022 House Vote: Someone else	23%	(23)	32%	(32)	11%	(11)	17%	(18)	18%	(18)	101
2022 House Vote: Didnt Vote	24%	(287)	30%	(361)	13%	(161)	10%	(123)	23%	(271)	1202
2020 Vote: Joe Biden	34%	(648)	37%	(716)	11%	(209)	7%	(127)	12%	(224)	1925
2020 Vote: Donald Trump	21%	(287)	29%	(385)	15%	(198)	21%	(281)	15%	(201)	1351
2020 Vote: Other	18%	(22)	34%	(41)	17%	(20)	17%	(20)	15%	(18)	121
2020 Vote: Didn't Vote	24%	(244)	27%	(271)	14%	(141)	11%	(113)	23%	(232)	1001
2018 House Vote: Democrat	34%	(561)	37%	(602)	11%	(179)	6%	(100)	11%	(185)	1627
2018 House Vote: Republican	23%	(269)	28%	(336)	14%	(170)	21%	(245)	14%	(168)	1188
2018 House Vote: Someone else	18%	(18)	34%	(34)	7%	(7)	23%	(24)	19%	(19)	102
2018 House Vote: Didnt Vote	24%	(354)	30%	(442)	14%	(213)	12%	(172)	20%	(304)	1484
4-Region: Northeast	33%	(251)	29%	(226)	12%	(90)	12%	(94)	14%	(111)	771
4-Region: Midwest	26%	(237)	34%	(309)	12%	(106)	14%	(130)	14%	(127)	909
4-Region: South	27%	(447)	32%	(529)	13%	(213)	12%	(195)	18%	(294)	1679
4-Region: West	26%	(267)	34%	(349)	15%	(160)	12%	(122)	14%	(144)	1042
2304079	26%	(582)	31%	(680)	14%	(315)	12%	(270)	16%	(351)	2199
2304086	28%	(620)	33%	(734)	11%	(253)	12%	(271)	15%	(325)	2202
Ethnicity: White (Non-Hispanic)	25%	(690)	34%	(921)	13%	(344)	13%	(354)	15%	(416)	2725
Ethnicity: Hispanic	29%	(219)	27%	(203)	19%	(141)	14%	(106)	12%	(88)	758
Ethnicity: Black (Non-Hispanic)	35%	(187)	30%	(162)	7%	(37)	7%	(39)	20%	(107)	531
Ethnicity: Asian + Other (Non-Hispanic)	27%	(105)	33%	(128)	12%	(46)	11%	(43)	17%	(64)	386
Female F&b Monthly Consumer	30%	(588)	32%	(631)	14%	(284)	15%	(290)	10%	(190)	1984
Male F&b Monthly Consumer	26%	(537)	34%	(710)	12%	(249)	10%	(210)	18%	(373)	2079
Gen Z F&b Monthly Consumer	30%	(139)	31%	(147)	15%	(70)	11%	(51)	13%	(61)	469
Millennial F&b Monthly Consumer	33%	(400)	35%	(425)	14%	(169)	7%	(91)	11%	(133)	1219
Gen X F&b Monthly Consumer	26%	(245)	32%	(308)	10%	(97)	13%	(126)	18%	(173)	950
Boomer F&b Monthly Consumer	23%	(317)	33%	(448)	13%	(181)	17%	(225)	14%	(185)	1358
HHI <$50k F&b Monthly Consumer	25%	(503)	32%	(632)	13%	(261)	12%	(240)	18%	(358)	1995
HHI $50-$100k F&b Monthly Consumer	28%	(393)	35%	(485)	13%	(185)	13%	(185)	11%	(155)	1404

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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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
HHI $100k+ F&b Monthly Consumer	33%	(230)	34%	(232)	13%	(91)	11%	(78)	8%	(56)	688
PID: Dem (No Lean) F&b Monthly Consumer	36%	(625)	37%	(631)	11%	(191)	5%	(91)	11%	(183)	1720
PID: Ind (No Lean) F&b Monthly Consumer	20%	(234)	32%	(367)	14%	(158)	15%	(171)	19%	(221)	1150
PID: Rep (No Lean) F&b Monthly Consumer	22%	(268)	29%	(353)	16%	(189)	20%	(242)	14%	(165)	1217
Female Hh Goods Monthly Consumer	32%	(475)	31%	(465)	15%	(228)	13%	(196)	9%	(132)	1498
Male Hh Goods Monthly Consumer	27%	(431)	35%	(555)	12%	(196)	9%	(141)	17%	(277)	1601
Gen Z Hh Goods Monthly Consumer	28%	(102)	31%	(115)	15%	(54)	12%	(44)	14%	(52)	367
Millennial Hh Goods Monthly Consumer	35%	(361)	34%	(345)	14%	(145)	8%	(77)	9%	(95)	1022
Gen X Hh Goods Monthly Consumer	28%	(208)	33%	(250)	11%	(81)	10%	(78)	18%	(134)	750
Boomer Hh Goods Monthly Consumer	24%	(220)	33%	(304)	14%	(130)	15%	(139)	13%	(118)	911
HHI <$50k Hh Goods Monthly Consumer	26%	(386)	32%	(468)	14%	(205)	11%	(158)	18%	(259)	1477
HHI $50-$100k Hh Goods Monthly Consumer	30%	(325)	35%	(381)	13%	(147)	12%	(132)	10%	(110)	1095
HHI $100k+ Hh Goods Monthly Consumer	36%	(195)	33%	(178)	14%	(74)	9%	(51)	8%	(42)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	38%	(509)	35%	(474)	12%	(154)	5%	(71)	10%	(128)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	22%	(189)	32%	(273)	14%	(125)	13%	(109)	19%	(164)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	23%	(208)	30%	(279)	16%	(148)	18%	(162)	13%	(119)	915
Female Apparel Monthly Consumer	40%	(319)	33%	(257)	11%	(87)	10%	(76)	6%	(51)	790
Male Apparel Monthly Consumer	30%	(259)	34%	(294)	13%	(109)	7%	(58)	16%	(136)	855
Gen Z Apparel Monthly Consumer	32%	(89)	28%	(79)	18%	(52)	9%	(24)	13%	(36)	279
Millennial Apparel Monthly Consumer	40%	(284)	35%	(252)	11%	(80)	6%	(42)	8%	(54)	713
Gen X Apparel Monthly Consumer	32%	(122)	32%	(124)	7%	(28)	12%	(46)	17%	(65)	385
Boomer Apparel Monthly Consumer	31%	(82)	35%	(95)	13%	(35)	9%	(24)	12%	(31)	267
HHI <$50k Apparel Monthly Consumer	33%	(220)	32%	(218)	11%	(74)	9%	(60)	15%	(102)	674
HHI $50-$100k Apparel Monthly Consumer	34%	(219)	34%	(223)	14%	(93)	8%	(50)	10%	(66)	652
HHI $100k+ Apparel Monthly Consumer	43%	(141)	34%	(112)	9%	(31)	8%	(25)	6%	(20)	328
PID: Dem (No Lean) Apparel Monthly Consumer	42%	(339)	33%	(265)	9%	(70)	6%	(47)	10%	(85)	806
PID: Ind (No Lean) Apparel Monthly Consumer	26%	(107)	33%	(135)	15%	(62)	11%	(44)	14%	(56)	404
PID: Rep (No Lean) Apparel Monthly Consumer	30%	(134)	34%	(153)	15%	(66)	10%	(44)	11%	(47)	444
Female Electronics Yearly Consumer	33%	(472)	34%	(496)	14%	(203)	12%	(180)	7%	(100)	1452
Male Electronics Yearly Consumer	27%	(327)	35%	(419)	13%	(160)	9%	(104)	15%	(182)	1192

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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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
Gen Z Electronics Yearly Consumer	30%	(112)	30%	(113)	14%	(53)	11%	(41)	15%	(54)	374
Millennial Electronics Yearly Consumer	35%	(354)	36%	(360)	15%	(146)	8%	(78)	7%	(69)	1007
Gen X Electronics Yearly Consumer	29%	(185)	35%	(217)	10%	(64)	11%	(68)	15%	(94)	627
Boomer Electronics Yearly Consumer	24%	(145)	36%	(220)	15%	(89)	16%	(98)	9%	(56)	607
HHI <$50k Electronics Yearly Consumer	27%	(316)	34%	(392)	15%	(171)	10%	(121)	14%	(164)	1165
HHI $50-$100k Electronics Yearly Consumer	30%	(297)	35%	(344)	14%	(140)	12%	(118)	9%	(88)	987
HHI $100k+ Electronics Yearly Consumer	37%	(188)	37%	(184)	11%	(54)	10%	(49)	6%	(29)	505
PID: Dem (No Lean) Electronics Yearly Consumer	39%	(447)	36%	(420)	12%	(136)	4%	(52)	9%	(106)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	24%	(172)	34%	(249)	15%	(105)	13%	(97)	14%	(101)	725
PID: Rep (No Lean) Electronics Yearly Consumer	23%	(181)	33%	(253)	16%	(124)	18%	(139)	10%	(75)	771
Female Beauty & Care Monthly Consumer	34%	(459)	33%	(438)	14%	(187)	12%	(164)	7%	(98)	1346
Male Beauty & Care Monthly Consumer	28%	(399)	34%	(497)	12%	(170)	9%	(129)	17%	(250)	1444
Gen Z Beauty & Care Monthly Consumer	32%	(118)	31%	(116)	13%	(47)	11%	(41)	13%	(49)	371
Millennial Beauty & Care Monthly Consumer	36%	(346)	35%	(338)	13%	(127)	6%	(62)	9%	(89)	962
Gen X Beauty & Care Monthly Consumer	29%	(202)	34%	(236)	10%	(67)	10%	(70)	16%	(113)	688
Boomer Beauty & Care Monthly Consumer	25%	(185)	32%	(242)	15%	(113)	16%	(117)	12%	(91)	747
HHI <$50k Beauty & Care Monthly Consumer	29%	(380)	34%	(444)	12%	(158)	9%	(124)	17%	(219)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	30%	(299)	34%	(345)	14%	(137)	13%	(129)	10%	(100)	1010
HHI $100k+ Beauty & Care Monthly Consumer	38%	(180)	32%	(153)	14%	(65)	9%	(42)	6%	(30)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	39%	(484)	36%	(447)	11%	(135)	5%	(62)	9%	(116)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	23%	(172)	32%	(241)	14%	(104)	13%	(95)	18%	(137)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	25%	(204)	31%	(253)	15%	(121)	17%	(138)	12%	(97)	812
Female Insurance Yearly Consumer	30%	(480)	33%	(526)	14%	(227)	13%	(208)	9%	(136)	1577
Male Insurance Yearly Consumer	26%	(393)	35%	(531)	13%	(197)	10%	(144)	16%	(248)	1513
Gen Z Insurance Yearly Consumer	33%	(112)	27%	(94)	18%	(62)	7%	(24)	15%	(51)	343
Millennial Insurance Yearly Consumer	33%	(318)	38%	(357)	14%	(137)	7%	(66)	8%	(73)	951
Gen X Insurance Yearly Consumer	26%	(177)	35%	(237)	11%	(73)	13%	(86)	15%	(105)	677
Boomer Insurance Yearly Consumer	24%	(246)	34%	(354)	13%	(134)	16%	(168)	13%	(136)	1038
HHI <$50k Insurance Yearly Consumer	26%	(353)	33%	(454)	15%	(199)	10%	(141)	16%	(221)	1369
HHI $50-$100k Insurance Yearly Consumer	28%	(317)	34%	(395)	14%	(159)	14%	(155)	10%	(119)	1146

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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
HHI $100k+ Insurance Yearly Consumer	35%	(202)	36%	(210)	11%	(67)	10%	(58)	8%	(45)	582
PID: Dem (No Lean) Insurance Yearly Consumer	37%	(481)	38%	(494)	11%	(145)	4%	(54)	9%	(122)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	21%	(176)	32%	(276)	15%	(127)	15%	(127)	18%	(151)	857
PID: Rep (No Lean) Insurance Yearly Consumer	23%	(215)	31%	(290)	16%	(153)	18%	(173)	12%	(113)	943
Female Pharma Monthly Consumer	34%	(466)	30%	(418)	14%	(197)	13%	(185)	8%	(109)	1374
Male Pharma Monthly Consumer	26%	(370)	34%	(478)	12%	(170)	10%	(138)	17%	(240)	1396
Gen Z Pharma Monthly Consumer	33%	(98)	25%	(74)	19%	(55)	12%	(35)	11%	(32)	294
Millennial Pharma Monthly Consumer	36%	(297)	34%	(283)	14%	(112)	8%	(62)	8%	(69)	823
Gen X Pharma Monthly Consumer	30%	(209)	33%	(233)	11%	(76)	10%	(71)	15%	(106)	696
Boomer Pharma Monthly Consumer	24%	(219)	33%	(296)	12%	(113)	17%	(150)	14%	(129)	907
HHI <$50k Pharma Monthly Consumer	27%	(361)	31%	(422)	14%	(185)	10%	(139)	18%	(240)	1347
HHI $50-$100k Pharma Monthly Consumer	31%	(299)	33%	(317)	14%	(134)	14%	(136)	9%	(84)	970
HHI $100k+ Pharma Monthly Consumer	38%	(176)	35%	(161)	11%	(52)	11%	(52)	6%	(26)	467
PID: Dem (No Lean) Pharma Monthly Consumer	38%	(462)	36%	(435)	11%	(130)	6%	(67)	9%	(113)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	23%	(168)	30%	(221)	15%	(112)	14%	(99)	17%	(126)	726
PID: Rep (No Lean) Pharma Monthly Consumer	24%	(205)	29%	(245)	15%	(128)	19%	(160)	13%	(111)	850
Female Media Monthly Consumer	36%	(369)	34%	(349)	14%	(145)	11%	(110)	6%	(64)	1037
Male Media Monthly Consumer	29%	(258)	37%	(329)	13%	(115)	7%	(59)	13%	(118)	878
Gen Z Media Monthly Consumer	32%	(97)	32%	(96)	15%	(45)	9%	(28)	12%	(35)	300
Millennial Media Monthly Consumer	37%	(288)	35%	(275)	14%	(109)	7%	(52)	7%	(53)	777
Gen X Media Monthly Consumer	31%	(137)	38%	(168)	10%	(45)	9%	(39)	11%	(49)	438
Boomer Media Monthly Consumer	25%	(98)	36%	(138)	14%	(55)	13%	(52)	11%	(43)	387
HHI <$50k Media Monthly Consumer	30%	(244)	33%	(272)	15%	(119)	8%	(69)	14%	(110)	814
HHI $50-$100k Media Monthly Consumer	31%	(228)	37%	(273)	14%	(105)	10%	(74)	8%	(56)	735
HHI $100k+ Media Monthly Consumer	42%	(156)	36%	(135)	10%	(36)	8%	(28)	5%	(17)	372
PID: Dem (No Lean) Media Monthly Consumer	40%	(359)	37%	(327)	11%	(98)	5%	(41)	8%	(69)	894
PID: Ind (No Lean) Media Monthly Consumer	23%	(113)	36%	(183)	15%	(75)	12%	(60)	14%	(71)	501
PID: Rep (No Lean) Media Monthly Consumer	30%	(156)	32%	(170)	17%	(87)	13%	(70)	8%	(43)	526
Female Ent. Products Monthly Consumer	40%	(312)	32%	(249)	12%	(91)	10%	(82)	7%	(55)	789
Male Ent. Products Monthly Consumer	27%	(141)	36%	(186)	16%	(84)	6%	(32)	15%	(79)	522

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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
Gen Z Ent. Products Monthly Consumer	34%	(83)	29%	(71)	16%	(40)	10%	(24)	12%	(29)	246
Millennial Ent. Products Monthly Consumer	38%	(258)	35%	(239)	14%	(93)	6%	(39)	7%	(47)	676
Gen X Ent. Products Monthly Consumer	31%	(77)	36%	(89)	10%	(24)	10%	(25)	14%	(35)	249
Boomer Ent. Products Monthly Consumer	26%	(36)	26%	(37)	14%	(20)	19%	(27)	15%	(21)	141
HHI <$50k Ent. Products Monthly Consumer	32%	(168)	31%	(160)	14%	(70)	9%	(46)	14%	(74)	518
HHI $50-$100k Ent. Products Monthly Consumer	33%	(174)	35%	(183)	16%	(82)	9%	(45)	7%	(39)	523
HHI $100k+ Ent. Products Monthly Consumer	41%	(112)	34%	(94)	9%	(24)	9%	(24)	8%	(21)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	43%	(276)	33%	(209)	12%	(75)	5%	(30)	7%	(45)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	25%	(83)	35%	(114)	16%	(53)	10%	(33)	13%	(44)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	27%	(94)	32%	(114)	14%	(48)	15%	(52)	13%	(46)	354
Female Travel Yearly Consumer	33%	(439)	33%	(435)	13%	(171)	12%	(159)	8%	(109)	1314
Male Travel Yearly Consumer	27%	(281)	40%	(406)	15%	(158)	7%	(75)	10%	(106)	1027
Gen Z Travel Yearly Consumer	31%	(102)	32%	(105)	18%	(61)	10%	(31)	9%	(31)	329
Millennial Travel Yearly Consumer	36%	(311)	36%	(308)	14%	(119)	7%	(56)	7%	(64)	858
Gen X Travel Yearly Consumer	29%	(138)	39%	(185)	11%	(51)	11%	(52)	11%	(52)	479
Boomer Travel Yearly Consumer	24%	(159)	37%	(240)	15%	(96)	14%	(90)	10%	(64)	648
HHI <$50k Travel Yearly Consumer	28%	(225)	37%	(296)	16%	(128)	8%	(64)	12%	(93)	806
HHI $50-$100k Travel Yearly Consumer	30%	(294)	35%	(344)	14%	(141)	11%	(111)	9%	(83)	974
HHI $100k+ Travel Yearly Consumer	35%	(201)	36%	(206)	11%	(64)	11%	(60)	7%	(39)	570
PID: Dem (No Lean) Travel Yearly Consumer	38%	(419)	39%	(421)	12%	(130)	4%	(48)	7%	(73)	1090
PID: Ind (No Lean) Travel Yearly Consumer	22%	(125)	36%	(210)	17%	(99)	12%	(71)	13%	(73)	578
PID: Rep (No Lean) Travel Yearly Consumer	26%	(177)	32%	(215)	15%	(104)	17%	(117)	10%	(70)	683
Female Alcohol Weekly Consumer	38%	(192)	31%	(158)	12%	(63)	11%	(56)	7%	(33)	503
Male Alcohol Weekly Consumer	35%	(79)	35%	(79)	9%	(20)	13%	(30)	7%	(16)	224
Gen Z Alcohol Weekly Consumer	50%	(25)	27%	(14)	12%	(6)	11%	(5)	—	(0)	50
Millennial Alcohol Weekly Consumer	43%	(142)	35%	(114)	11%	(37)	6%	(20)	5%	(16)	329
Gen X Alcohol Weekly Consumer	33%	(62)	28%	(53)	8%	(15)	19%	(36)	12%	(23)	189
Boomer Alcohol Weekly Consumer	24%	(36)	37%	(55)	16%	(25)	17%	(25)	6%	(10)	150
HHI <$50k Alcohol Weekly Consumer	36%	(98)	25%	(67)	14%	(37)	16%	(42)	9%	(25)	269
HHI $50-$100k Alcohol Weekly Consumer	35%	(102)	36%	(105)	11%	(32)	12%	(36)	6%	(17)	291

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	27%	(1202)	32%	(1414)	13%	(568)	12%	(541)	15%	(676)	4401
HHI $100k+ Alcohol Weekly Consumer	43%	(72)	39%	(66)	8%	(14)	6%	(10)	4%	(7)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	46%	(169)	34%	(126)	6%	(23)	9%	(32)	5%	(20)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	26%	(41)	28%	(45)	20%	(31)	16%	(25)	11%	(17)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	31%	(61)	33%	(67)	15%	(29)	15%	(30)	6%	(13)	201
Monthly Beer Drinkers	33%	(510)	35%	(538)	13%	(199)	10%	(148)	10%	(153)	1549
Don't Drink Beer	25%	(126)	30%	(150)	12%	(58)	15%	(74)	19%	(98)	507
Monthly Wine Drinkers	35%	(494)	35%	(493)	11%	(159)	9%	(128)	10%	(145)	1418
Don't Drink Wine	22%	(110)	32%	(159)	14%	(71)	15%	(74)	16%	(77)	490
Monthly Hard Seltzer Drinker	39%	(318)	35%	(284)	11%	(90)	7%	(59)	8%	(67)	818
Don't Drink Hard Seltzer	24%	(299)	33%	(403)	12%	(152)	14%	(174)	16%	(198)	1227
Monthly Spirits Drinker	35%	(482)	36%	(494)	11%	(157)	11%	(148)	8%	(109)	1390
Don't Drink Spirits	26%	(133)	30%	(153)	14%	(71)	10%	(50)	21%	(107)	514
Monthly Canned Cocktail Drinker	39%	(288)	35%	(262)	9%	(65)	9%	(69)	8%	(59)	743
Don't Drink Canned Cocktails	26%	(327)	32%	(406)	14%	(180)	13%	(168)	15%	(189)	1270
Weekly Beer Drinker	36%	(373)	33%	(336)	12%	(125)	10%	(101)	9%	(93)	1028
Weekly Wine Drinker	38%	(301)	34%	(271)	10%	(78)	8%	(65)	9%	(75)	791
Weekly Hard Seltzer Drinker	47%	(196)	33%	(140)	8%	(35)	6%	(26)	6%	(24)	421
Weekly Spirits Drinker	38%	(273)	35%	(251)	8%	(61)	11%	(79)	7%	(51)	714
Weekly Canned Cocktail Drinker	43%	(156)	33%	(122)	6%	(23)	11%	(40)	7%	(26)	368
Don't Drink Alcohol	24%	(409)	30%	(518)	13%	(222)	14%	(248)	19%	(333)	1731
Purchased Car in Past 2 Years	28%	(253)	34%	(310)	14%	(129)	12%	(110)	12%	(111)	914
Aware of Bud Light Events	30%	(794)	33%	(896)	14%	(376)	13%	(357)	10%	(269)	2692

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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
Gender: Male	35%	(736)	32%	(676)	11%	(244)	13%	(268)	10%	(204)	2127
Gender: Female	29%	(652)	36%	(813)	10%	(224)	9%	(191)	16%	(367)	2247
Age: 18-34	41%	(523)	33%	(413)	9%	(117)	7%	(86)	10%	(123)	1262
Age: 35-44	35%	(261)	36%	(271)	10%	(73)	6%	(43)	13%	(96)	743
Age: 45-64	25%	(357)	33%	(471)	12%	(169)	14%	(204)	16%	(221)	1422
Age: 65+	26%	(257)	35%	(341)	11%	(108)	13%	(131)	14%	(137)	974
GenZers: 1997-2012	42%	(222)	29%	(153)	11%	(57)	7%	(37)	11%	(59)	529
Millennials: 1981-1996	39%	(517)	36%	(480)	9%	(120)	6%	(84)	10%	(140)	1341
GenXers: 1965-1980	28%	(280)	33%	(338)	10%	(101)	12%	(122)	17%	(175)	1017
Baby Boomers: 1946-1964	25%	(358)	34%	(486)	13%	(179)	15%	(208)	13%	(183)	1414
PID: Dem (no lean)	41%	(751)	36%	(653)	9%	(171)	5%	(90)	9%	(172)	1836
PID: Ind (no lean)	25%	(326)	34%	(437)	10%	(128)	11%	(146)	19%	(246)	1284
PID: Rep (no lean)	25%	(320)	32%	(405)	13%	(169)	18%	(227)	12%	(158)	1280
PID/Gender: Dem Men	46%	(417)	32%	(291)	10%	(94)	5%	(42)	7%	(62)	907
PID/Gender: Dem Women	36%	(332)	39%	(360)	8%	(77)	5%	(47)	12%	(109)	924
PID/Gender: Ind Men	24%	(133)	37%	(205)	11%	(62)	15%	(83)	14%	(79)	562
PID/Gender: Ind Women	26%	(185)	32%	(227)	9%	(65)	9%	(63)	23%	(163)	703
PID/Gender: Rep Men	28%	(185)	27%	(179)	13%	(87)	22%	(142)	10%	(63)	656
PID/Gender: Rep Women	22%	(135)	36%	(226)	13%	(82)	13%	(82)	15%	(96)	620
Ideo: Liberal (1-3)	42%	(586)	35%	(489)	11%	(145)	5%	(68)	7%	(93)	1382
Ideo: Moderate (4)	27%	(348)	39%	(500)	11%	(145)	9%	(109)	14%	(174)	1276
Ideo: Conservative (5-7)	26%	(351)	30%	(400)	11%	(147)	20%	(267)	13%	(170)	1336
Educ: < College	31%	(890)	33%	(940)	10%	(300)	11%	(304)	15%	(442)	2875
Educ: Bachelors degree	32%	(306)	37%	(362)	11%	(108)	11%	(104)	9%	(88)	968
Educ: Post-grad	36%	(201)	35%	(193)	11%	(60)	10%	(55)	8%	(47)	556
Income: Under 50k	31%	(673)	33%	(707)	10%	(219)	10%	(209)	17%	(366)	2174
Income: 50k-100k	31%	(461)	36%	(532)	11%	(164)	12%	(178)	10%	(153)	1489
Income: 100k+	36%	(262)	35%	(256)	12%	(85)	10%	(76)	8%	(57)	736
Ethnicity: White	29%	(997)	35%	(1181)	12%	(391)	12%	(409)	12%	(416)	3395
Ethnicity: Hispanic	36%	(275)	28%	(216)	13%	(102)	13%	(99)	9%	(67)	758

Continued on next page

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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
Ethnicity: Black	42%	(239)	31%	(176)	6%	(37)	4%	(24)	16%	(91)	566
Ethnicity: Other	37%	(161)	32%	(139)	9%	(40)	7%	(30)	16%	(69)	439
All Christian	29%	(572)	34%	(669)	11%	(216)	13%	(249)	12%	(243)	1949
All Non-Christian	45%	(179)	30%	(117)	10%	(41)	6%	(24)	8%	(34)	395
Atheist	46%	(87)	32%	(61)	7%	(13)	8%	(15)	7%	(14)	190
Agnostic/Nothing in particular	28%	(315)	34%	(388)	12%	(131)	10%	(114)	16%	(183)	1131
Something Else	33%	(244)	35%	(261)	9%	(66)	8%	(61)	14%	(103)	735
Religious Non-Protestant/Catholic	42%	(188)	31%	(139)	12%	(53)	6%	(28)	9%	(39)	447
Evangelical	35%	(401)	33%	(376)	7%	(79)	15%	(168)	11%	(130)	1155
Non-Evangelical	27%	(403)	36%	(529)	13%	(194)	10%	(141)	14%	(208)	1475
Community: Urban	38%	(550)	32%	(464)	9%	(129)	8%	(118)	12%	(178)	1439
Community: Suburban	29%	(561)	37%	(710)	11%	(214)	10%	(203)	13%	(248)	1936
Community: Rural	28%	(285)	31%	(322)	12%	(125)	14%	(142)	15%	(151)	1025
Employ: Private Sector	36%	(507)	35%	(493)	11%	(153)	9%	(123)	9%	(122)	1397
Employ: Government	42%	(124)	30%	(89)	12%	(37)	9%	(25)	7%	(19)	294
Employ: Self-Employed	30%	(129)	35%	(152)	11%	(50)	10%	(43)	15%	(64)	438
Employ: Homemaker	26%	(62)	28%	(67)	14%	(33)	11%	(26)	22%	(54)	241
Employ: Student	43%	(76)	32%	(56)	12%	(21)	1%	(2)	12%	(21)	176
Employ: Retired	25%	(285)	34%	(379)	11%	(129)	15%	(170)	15%	(164)	1127
Employ: Unemployed	28%	(131)	35%	(166)	6%	(28)	11%	(51)	20%	(95)	471
Employ: Other	32%	(82)	37%	(94)	7%	(18)	10%	(25)	15%	(37)	256
Military HH: Yes	33%	(209)	33%	(211)	11%	(70)	11%	(71)	12%	(73)	634
Military HH: No	32%	(1188)	34%	(1285)	11%	(398)	10%	(392)	13%	(504)	3766
2022 House Vote: Democrat	39%	(710)	36%	(663)	10%	(182)	6%	(102)	9%	(170)	1827
2022 House Vote: Republican	25%	(312)	31%	(395)	13%	(163)	19%	(239)	13%	(160)	1270
2022 House Vote: Someone else	25%	(25)	37%	(37)	6%	(6)	15%	(15)	18%	(18)	101
2022 House Vote: Didnt Vote	29%	(350)	33%	(400)	10%	(117)	9%	(107)	19%	(229)	1202

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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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
2020 Vote: Joe Biden	38%	(740)	37%	(710)	10%	(186)	5%	(104)	10%	(187)	1925
2020 Vote: Donald Trump	24%	(328)	33%	(446)	11%	(152)	19%	(257)	12%	(168)	1351
2020 Vote: Other	22%	(26)	43%	(52)	11%	(13)	12%	(14)	12%	(15)	121
2020 Vote: Didn't Vote	30%	(302)	29%	(287)	12%	(117)	9%	(88)	21%	(207)	1001
2018 House Vote: Democrat	39%	(637)	37%	(599)	9%	(148)	5%	(85)	10%	(157)	1627
2018 House Vote: Republican	25%	(292)	32%	(379)	12%	(144)	19%	(226)	12%	(147)	1188
2018 House Vote: Someone else	22%	(23)	35%	(35)	12%	(12)	13%	(13)	18%	(18)	102
2018 House Vote: Didnt Vote	30%	(445)	32%	(482)	11%	(164)	9%	(138)	17%	(255)	1484
4-Region: Northeast	35%	(273)	32%	(246)	10%	(81)	9%	(67)	13%	(104)	771
4-Region: Midwest	29%	(266)	36%	(330)	11%	(98)	13%	(116)	11%	(100)	909
4-Region: South	32%	(539)	33%	(547)	11%	(181)	10%	(163)	15%	(249)	1679
4-Region: West	31%	(319)	36%	(372)	10%	(109)	11%	(117)	12%	(124)	1042
2304079	31%	(682)	33%	(726)	12%	(257)	11%	(243)	13%	(291)	2199
2304086	32%	(715)	35%	(770)	10%	(211)	10%	(220)	13%	(286)	2202
Ethnicity: White (Non-Hispanic)	28%	(766)	36%	(984)	11%	(297)	12%	(318)	13%	(359)	2725
Ethnicity: Hispanic	36%	(275)	28%	(216)	13%	(102)	13%	(99)	9%	(67)	758
Ethnicity: Black (Non-Hispanic)	40%	(215)	32%	(170)	7%	(37)	4%	(22)	17%	(89)	531
Ethnicity: Asian + Other (Non-Hispanic)	37%	(142)	33%	(126)	8%	(32)	6%	(24)	16%	(62)	386
Female F&b Monthly Consumer	36%	(707)	32%	(642)	11%	(228)	12%	(247)	8%	(161)	1984
Male F&b Monthly Consumer	30%	(620)	37%	(770)	10%	(210)	8%	(167)	15%	(311)	2079
Gen Z F&b Monthly Consumer	45%	(211)	31%	(144)	10%	(49)	5%	(22)	9%	(44)	469
Millennial F&b Monthly Consumer	40%	(485)	37%	(455)	9%	(110)	5%	(65)	9%	(104)	1219
Gen X F&b Monthly Consumer	29%	(273)	33%	(314)	10%	(97)	12%	(117)	16%	(149)	950
Boomer F&b Monthly Consumer	26%	(350)	35%	(468)	13%	(173)	15%	(202)	12%	(164)	1358
HHI <$50k F&b Monthly Consumer	32%	(635)	33%	(668)	10%	(207)	9%	(187)	15%	(299)	1995
HHI $50-$100k F&b Monthly Consumer	32%	(448)	36%	(508)	11%	(151)	11%	(160)	10%	(137)	1404
HHI $100k+ F&b Monthly Consumer	37%	(252)	35%	(243)	12%	(81)	10%	(71)	6%	(41)	688
PID: Dem (No Lean) F&b Monthly Consumer	42%	(723)	36%	(620)	9%	(156)	4%	(72)	9%	(148)	1720
PID: Ind (No Lean) F&b Monthly Consumer	27%	(306)	35%	(407)	10%	(119)	11%	(126)	17%	(192)	1150
PID: Rep (No Lean) F&b Monthly Consumer	25%	(306)	32%	(391)	14%	(164)	18%	(219)	11%	(137)	1217

Continued on next page

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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
Female Hh Goods Monthly Consumer	37%	(558)	33%	(488)	11%	(166)	11%	(167)	8%	(119)	1498
Male Hh Goods Monthly Consumer	30%	(482)	38%	(613)	11%	(174)	6%	(101)	14%	(232)	1601
Gen Z Hh Goods Monthly Consumer	44%	(160)	31%	(114)	11%	(42)	4%	(16)	9%	(34)	367
Millennial Hh Goods Monthly Consumer	40%	(406)	38%	(386)	9%	(94)	6%	(59)	8%	(78)	1022
Gen X Hh Goods Monthly Consumer	30%	(226)	35%	(261)	10%	(76)	9%	(67)	16%	(121)	750
Boomer Hh Goods Monthly Consumer	27%	(243)	35%	(320)	13%	(119)	13%	(123)	12%	(106)	911
HHI <$50k Hh Goods Monthly Consumer	31%	(464)	35%	(522)	10%	(152)	8%	(116)	15%	(223)	1477
HHI $50-$100k Hh Goods Monthly Consumer	33%	(366)	36%	(398)	11%	(126)	10%	(108)	9%	(97)	1095
HHI $100k+ Hh Goods Monthly Consumer	40%	(215)	34%	(185)	12%	(62)	8%	(45)	6%	(31)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	43%	(574)	35%	(464)	10%	(134)	4%	(51)	9%	(114)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	28%	(237)	38%	(328)	9%	(80)	9%	(76)	16%	(139)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	26%	(235)	34%	(314)	14%	(126)	16%	(142)	11%	(98)	915
Female Apparel Monthly Consumer	44%	(347)	32%	(254)	11%	(89)	8%	(59)	5%	(41)	790
Male Apparel Monthly Consumer	34%	(288)	37%	(320)	10%	(85)	7%	(57)	12%	(105)	855
Gen Z Apparel Monthly Consumer	42%	(118)	28%	(79)	15%	(43)	4%	(12)	10%	(27)	279
Millennial Apparel Monthly Consumer	44%	(310)	36%	(255)	9%	(67)	6%	(41)	5%	(39)	713
Gen X Apparel Monthly Consumer	32%	(124)	35%	(133)	8%	(33)	11%	(41)	14%	(53)	385
Boomer Apparel Monthly Consumer	32%	(86)	38%	(103)	11%	(30)	8%	(22)	10%	(26)	267
HHI <$50k Apparel Monthly Consumer	36%	(246)	35%	(233)	10%	(66)	7%	(48)	12%	(81)	674
HHI $50-$100k Apparel Monthly Consumer	37%	(241)	35%	(226)	13%	(82)	8%	(54)	7%	(48)	652
HHI $100k+ Apparel Monthly Consumer	46%	(152)	36%	(117)	8%	(26)	5%	(17)	5%	(17)	328
PID: Dem (No Lean) Apparel Monthly Consumer	46%	(369)	34%	(272)	7%	(59)	5%	(42)	8%	(64)	806
PID: Ind (No Lean) Apparel Monthly Consumer	30%	(122)	37%	(151)	13%	(54)	8%	(31)	12%	(47)	404
PID: Rep (No Lean) Apparel Monthly Consumer	33%	(148)	34%	(153)	14%	(61)	10%	(46)	8%	(36)	444
Female Electronics Yearly Consumer	38%	(554)	34%	(497)	12%	(174)	10%	(142)	6%	(84)	1452
Male Electronics Yearly Consumer	32%	(379)	39%	(464)	11%	(131)	7%	(88)	11%	(130)	1192
Gen Z Electronics Yearly Consumer	42%	(158)	30%	(114)	12%	(43)	7%	(27)	9%	(32)	374
Millennial Electronics Yearly Consumer	40%	(404)	38%	(383)	10%	(101)	6%	(64)	5%	(54)	1007
Gen X Electronics Yearly Consumer	31%	(197)	36%	(227)	11%	(69)	9%	(58)	12%	(76)	627
Boomer Electronics Yearly Consumer	29%	(175)	37%	(223)	14%	(87)	13%	(78)	7%	(45)	607

Continued on next page

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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
HHI <$50k Electronics Yearly Consumer	34%	(392)	36%	(416)	12%	(144)	8%	(91)	11%	(123)	1165
HHI $50-$100k Electronics Yearly Consumer	34%	(340)	37%	(364)	12%	(116)	10%	(94)	7%	(72)	987
HHI $100k+ Electronics Yearly Consumer	41%	(207)	37%	(185)	9%	(47)	9%	(47)	4%	(19)	505
PID: Dem (No Lean) Electronics Yearly Consumer	44%	(509)	36%	(417)	10%	(116)	4%	(44)	6%	(75)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	29%	(210)	40%	(286)	10%	(72)	11%	(78)	11%	(79)	725
PID: Rep (No Lean) Electronics Yearly Consumer	29%	(222)	34%	(262)	15%	(117)	14%	(110)	8%	(60)	771
Female Beauty & Care Monthly Consumer	39%	(527)	33%	(449)	11%	(150)	10%	(134)	6%	(86)	1346
Male Beauty & Care Monthly Consumer	30%	(440)	38%	(551)	10%	(144)	7%	(97)	15%	(213)	1444
Gen Z Beauty & Care Monthly Consumer	48%	(180)	27%	(100)	11%	(42)	4%	(16)	9%	(34)	371
Millennial Beauty & Care Monthly Consumer	41%	(396)	38%	(363)	8%	(81)	5%	(50)	7%	(72)	962
Gen X Beauty & Care Monthly Consumer	31%	(212)	36%	(248)	10%	(66)	9%	(59)	15%	(102)	688
Boomer Beauty & Care Monthly Consumer	24%	(180)	37%	(279)	14%	(103)	14%	(105)	11%	(82)	747
HHI <$50k Beauty & Care Monthly Consumer	33%	(434)	36%	(478)	10%	(133)	7%	(89)	14%	(190)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	34%	(340)	36%	(366)	10%	(105)	11%	(109)	9%	(90)	1010
HHI $100k+ Beauty & Care Monthly Consumer	42%	(199)	34%	(160)	12%	(57)	8%	(37)	4%	(18)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	44%	(544)	34%	(425)	10%	(123)	4%	(51)	8%	(102)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	27%	(200)	40%	(302)	10%	(73)	8%	(60)	15%	(114)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	28%	(229)	34%	(277)	12%	(99)	15%	(123)	10%	(83)	812
Female Insurance Yearly Consumer	34%	(544)	34%	(538)	11%	(177)	12%	(196)	8%	(122)	1577
Male Insurance Yearly Consumer	29%	(439)	38%	(582)	11%	(161)	9%	(136)	13%	(195)	1513
Gen Z Insurance Yearly Consumer	44%	(152)	29%	(98)	10%	(35)	8%	(26)	9%	(31)	343
Millennial Insurance Yearly Consumer	39%	(370)	39%	(370)	10%	(94)	6%	(56)	6%	(61)	951
Gen X Insurance Yearly Consumer	28%	(190)	35%	(236)	11%	(73)	13%	(86)	14%	(93)	677
Boomer Insurance Yearly Consumer	25%	(258)	37%	(385)	12%	(127)	15%	(155)	11%	(113)	1038
HHI <$50k Insurance Yearly Consumer	30%	(414)	36%	(493)	11%	(150)	10%	(134)	13%	(178)	1369
HHI $50-$100k Insurance Yearly Consumer	31%	(357)	36%	(411)	12%	(133)	12%	(136)	9%	(109)	1146
HHI $100k+ Insurance Yearly Consumer	37%	(215)	37%	(217)	10%	(56)	11%	(65)	5%	(30)	582
PID: Dem (No Lean) Insurance Yearly Consumer	42%	(540)	38%	(494)	9%	(113)	4%	(56)	7%	(93)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	24%	(209)	36%	(311)	11%	(98)	14%	(118)	14%	(122)	857
PID: Rep (No Lean) Insurance Yearly Consumer	25%	(238)	33%	(316)	13%	(127)	17%	(161)	11%	(102)	943

Continued on next page

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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
Female Pharma Monthly Consumer	38%	(518)	33%	(456)	12%	(159)	11%	(153)	6%	(89)	1374
Male Pharma Monthly Consumer	29%	(408)	38%	(525)	11%	(148)	8%	(115)	14%	(200)	1396
Gen Z Pharma Monthly Consumer	45%	(133)	32%	(95)	13%	(40)	4%	(11)	5%	(16)	294
Millennial Pharma Monthly Consumer	40%	(331)	38%	(313)	9%	(72)	7%	(58)	6%	(50)	823
Gen X Pharma Monthly Consumer	32%	(219)	34%	(239)	11%	(77)	9%	(65)	14%	(95)	696
Boomer Pharma Monthly Consumer	26%	(239)	35%	(315)	12%	(110)	14%	(128)	13%	(116)	907
HHI <$50k Pharma Monthly Consumer	31%	(414)	36%	(480)	11%	(154)	8%	(101)	15%	(198)	1347
HHI $50-$100k Pharma Monthly Consumer	33%	(321)	35%	(342)	11%	(110)	12%	(121)	8%	(76)	970
HHI $100k+ Pharma Monthly Consumer	42%	(196)	35%	(163)	9%	(44)	10%	(48)	3%	(15)	467
PID: Dem (No Lean) Pharma Monthly Consumer	43%	(516)	36%	(430)	9%	(106)	4%	(54)	8%	(102)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	26%	(190)	38%	(279)	11%	(83)	11%	(77)	13%	(97)	726
PID: Rep (No Lean) Pharma Monthly Consumer	27%	(225)	32%	(276)	14%	(119)	16%	(140)	11%	(90)	850
Female Media Monthly Consumer	40%	(413)	34%	(353)	11%	(117)	9%	(97)	5%	(57)	1037
Male Media Monthly Consumer	35%	(304)	40%	(348)	10%	(90)	6%	(48)	10%	(88)	878
Gen Z Media Monthly Consumer	40%	(120)	36%	(109)	12%	(35)	4%	(11)	8%	(25)	300
Millennial Media Monthly Consumer	42%	(323)	37%	(285)	10%	(79)	6%	(47)	6%	(44)	777
Gen X Media Monthly Consumer	36%	(157)	36%	(159)	10%	(44)	9%	(40)	9%	(38)	438
Boomer Media Monthly Consumer	30%	(117)	37%	(142)	12%	(47)	12%	(47)	9%	(34)	387
HHI <$50k Media Monthly Consumer	35%	(287)	36%	(294)	12%	(96)	7%	(55)	10%	(82)	814
HHI $50-$100k Media Monthly Consumer	36%	(263)	38%	(276)	11%	(82)	9%	(63)	7%	(51)	735
HHI $100k+ Media Monthly Consumer	46%	(170)	36%	(132)	8%	(30)	8%	(29)	3%	(12)	372
PID: Dem (No Lean) Media Monthly Consumer	44%	(395)	37%	(329)	10%	(87)	4%	(36)	5%	(48)	894
PID: Ind (No Lean) Media Monthly Consumer	30%	(152)	38%	(191)	10%	(48)	9%	(45)	13%	(65)	501
PID: Rep (No Lean) Media Monthly Consumer	33%	(174)	35%	(183)	14%	(72)	12%	(66)	6%	(31)	526
Female Ent. Products Monthly Consumer	43%	(339)	34%	(271)	10%	(80)	6%	(51)	6%	(48)	789
Male Ent. Products Monthly Consumer	35%	(181)	35%	(185)	12%	(63)	6%	(31)	12%	(62)	522
Gen Z Ent. Products Monthly Consumer	46%	(112)	26%	(65)	15%	(36)	4%	(11)	9%	(22)	246
Millennial Ent. Products Monthly Consumer	42%	(284)	38%	(255)	9%	(60)	5%	(34)	6%	(42)	676
Gen X Ent. Products Monthly Consumer	35%	(87)	34%	(85)	12%	(30)	7%	(18)	12%	(29)	249
Boomer Ent. Products Monthly Consumer	28%	(39)	36%	(51)	12%	(17)	14%	(20)	11%	(15)	141

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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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
HHI <$50k Ent. Products Monthly Consumer	38%	(196)	34%	(176)	11%	(56)	6%	(29)	12%	(62)	518
HHI $50-$100k Ent. Products Monthly Consumer	38%	(199)	36%	(187)	13%	(68)	7%	(36)	6%	(33)	523
HHI $100k+ Ent. Products Monthly Consumer	47%	(129)	34%	(94)	7%	(19)	6%	(18)	6%	(15)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	49%	(309)	33%	(212)	8%	(51)	4%	(28)	5%	(35)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	29%	(96)	40%	(132)	13%	(42)	6%	(18)	12%	(39)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	33%	(117)	32%	(113)	14%	(50)	11%	(37)	10%	(37)	354
Female Travel Yearly Consumer	38%	(499)	34%	(442)	10%	(133)	11%	(146)	7%	(93)	1314
Male Travel Yearly Consumer	32%	(330)	41%	(424)	12%	(127)	6%	(61)	8%	(86)	1027
Gen Z Travel Yearly Consumer	40%	(133)	34%	(112)	14%	(47)	4%	(14)	7%	(24)	329
Millennial Travel Yearly Consumer	43%	(366)	36%	(312)	9%	(75)	6%	(54)	6%	(52)	858
Gen X Travel Yearly Consumer	33%	(158)	38%	(181)	9%	(44)	11%	(51)	9%	(45)	479
Boomer Travel Yearly Consumer	26%	(172)	38%	(247)	14%	(89)	13%	(86)	8%	(55)	648
HHI <$50k Travel Yearly Consumer	36%	(287)	37%	(302)	11%	(90)	6%	(49)	10%	(78)	806
HHI $50-$100k Travel Yearly Consumer	34%	(330)	37%	(356)	12%	(113)	11%	(102)	7%	(72)	974
HHI $100k+ Travel Yearly Consumer	38%	(218)	37%	(209)	10%	(57)	10%	(57)	5%	(28)	570
PID: Dem (No Lean) Travel Yearly Consumer	45%	(487)	38%	(415)	8%	(89)	4%	(45)	5%	(55)	1090
PID: Ind (No Lean) Travel Yearly Consumer	26%	(150)	39%	(225)	13%	(73)	11%	(62)	12%	(67)	578
PID: Rep (No Lean) Travel Yearly Consumer	29%	(198)	33%	(226)	14%	(99)	15%	(102)	8%	(57)	683
Female Alcohol Weekly Consumer	41%	(204)	36%	(180)	11%	(56)	7%	(37)	5%	(26)	503
Male Alcohol Weekly Consumer	42%	(93)	32%	(71)	9%	(19)	11%	(25)	7%	(16)	224
Gen Z Alcohol Weekly Consumer	56%	(28)	23%	(12)	14%	(7)	6%	(3)	—	(0)	50
Millennial Alcohol Weekly Consumer	48%	(160)	33%	(109)	10%	(32)	3%	(11)	5%	(17)	329
Gen X Alcohol Weekly Consumer	38%	(72)	29%	(55)	8%	(15)	17%	(32)	8%	(14)	189
Boomer Alcohol Weekly Consumer	24%	(36)	45%	(68)	14%	(20)	11%	(16)	7%	(10)	150
HHI <$50k Alcohol Weekly Consumer	36%	(96)	32%	(87)	14%	(38)	10%	(28)	8%	(20)	269
HHI $50-$100k Alcohol Weekly Consumer	41%	(120)	36%	(106)	9%	(27)	8%	(23)	5%	(16)	291
HHI $100k+ Alcohol Weekly Consumer	48%	(81)	35%	(58)	7%	(11)	7%	(12)	4%	(6)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	48%	(178)	35%	(130)	7%	(25)	6%	(23)	4%	(13)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	30%	(47)	33%	(52)	16%	(26)	11%	(17)	11%	(17)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	36%	(72)	35%	(70)	12%	(25)	11%	(23)	5%	(11)	201

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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	32%	(1397)	34%	(1496)	11%	(468)	11%	(463)	13%	(577)	4401
Monthly Beer Drinkers	36%	(558)	36%	(560)	12%	(180)	8%	(123)	8%	(128)	1549
Don't Drink Beer	29%	(149)	34%	(173)	8%	(42)	11%	(53)	18%	(89)	507
Monthly Wine Drinkers	38%	(542)	36%	(504)	10%	(145)	7%	(103)	9%	(124)	1418
Don't Drink Wine	26%	(127)	36%	(175)	14%	(67)	11%	(56)	13%	(65)	490
Monthly Hard Seltzer Drinker	46%	(374)	35%	(284)	8%	(64)	5%	(43)	7%	(53)	818
Don't Drink Hard Seltzer	27%	(328)	35%	(431)	12%	(141)	12%	(147)	15%	(179)	1227
Monthly Spirits Drinker	37%	(516)	38%	(525)	10%	(143)	8%	(113)	7%	(93)	1390
Don't Drink Spirits	31%	(159)	30%	(155)	11%	(56)	10%	(50)	18%	(94)	514
Monthly Canned Cocktail Drinker	46%	(338)	33%	(248)	8%	(56)	8%	(56)	6%	(45)	743
Don't Drink Canned Cocktails	28%	(355)	36%	(454)	12%	(148)	11%	(138)	14%	(175)	1270
Weekly Beer Drinker	39%	(400)	35%	(359)	11%	(110)	9%	(87)	7%	(71)	1028
Weekly Wine Drinker	44%	(347)	34%	(270)	8%	(61)	7%	(54)	7%	(58)	791
Weekly Hard Seltzer Drinker	57%	(238)	28%	(116)	6%	(27)	5%	(22)	4%	(18)	421
Weekly Spirits Drinker	41%	(293)	38%	(271)	7%	(53)	8%	(58)	5%	(39)	714
Weekly Canned Cocktail Drinker	50%	(185)	29%	(108)	8%	(29)	8%	(28)	5%	(18)	368
Don't Drink Alcohol	28%	(483)	31%	(542)	11%	(186)	13%	(234)	16%	(286)	1731
Purchased Car in Past 2 Years	34%	(310)	34%	(310)	12%	(110)	10%	(93)	10%	(91)	914
Aware of Bud Light Events	34%	(921)	35%	(946)	11%	(301)	12%	(331)	7%	(194)	2692

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
Gender: Male	31%	(663)	29%	(608)	12%	(264)	15%	(319)	13%	(272)	2127
Gender: Female	27%	(612)	32%	(718)	11%	(253)	11%	(236)	19%	(428)	2247
Age: 18-34	36%	(453)	31%	(391)	12%	(156)	7%	(90)	14%	(171)	1262
Age: 35-44	33%	(246)	32%	(242)	11%	(84)	7%	(50)	16%	(122)	743
Age: 45-64	25%	(353)	29%	(410)	12%	(171)	17%	(247)	17%	(241)	1422
Age: 65+	24%	(230)	30%	(292)	11%	(110)	18%	(172)	17%	(170)	974
GenZers: 1997-2012	32%	(167)	32%	(169)	14%	(74)	6%	(31)	17%	(88)	529
Millennials: 1981-1996	37%	(498)	31%	(410)	11%	(146)	7%	(100)	14%	(187)	1341
GenXers: 1965-1980	27%	(274)	30%	(306)	11%	(111)	14%	(138)	18%	(188)	1017
Baby Boomers: 1946-1964	22%	(317)	30%	(423)	13%	(180)	19%	(271)	16%	(223)	1414
PID: Dem (no lean)	37%	(673)	35%	(648)	11%	(194)	6%	(115)	11%	(206)	1836
PID: Ind (no lean)	24%	(310)	29%	(379)	11%	(138)	14%	(177)	22%	(280)	1284
PID: Rep (no lean)	23%	(298)	24%	(307)	15%	(189)	21%	(268)	17%	(218)	1280
PID/Gender: Dem Men	41%	(372)	34%	(308)	11%	(99)	6%	(51)	8%	(77)	907
PID/Gender: Dem Women	33%	(300)	36%	(337)	10%	(95)	7%	(62)	14%	(129)	924
PID/Gender: Ind Men	24%	(133)	32%	(180)	11%	(60)	18%	(103)	15%	(86)	562
PID/Gender: Ind Women	25%	(173)	28%	(194)	11%	(74)	10%	(72)	27%	(190)	703
PID/Gender: Rep Men	24%	(158)	18%	(119)	16%	(106)	25%	(164)	17%	(109)	656
PID/Gender: Rep Women	22%	(139)	30%	(187)	13%	(83)	16%	(101)	18%	(109)	620
Ideo: Liberal (1-3)	37%	(517)	35%	(486)	11%	(152)	6%	(81)	11%	(146)	1382
Ideo: Moderate (4)	26%	(328)	34%	(440)	13%	(170)	11%	(143)	15%	(195)	1276
Ideo: Conservative (5-7)	24%	(327)	24%	(323)	12%	(165)	23%	(309)	16%	(212)	1336
Educ: < College	29%	(842)	28%	(796)	12%	(336)	12%	(354)	19%	(547)	2875
Educ: Bachelors degree	27%	(261)	35%	(342)	13%	(127)	14%	(137)	10%	(101)	968
Educ: Post-grad	32%	(178)	35%	(195)	10%	(58)	12%	(68)	10%	(57)	556
Income: Under 50k	29%	(630)	28%	(611)	11%	(235)	12%	(258)	20%	(440)	2174
Income: 50k-100k	28%	(415)	32%	(471)	14%	(202)	14%	(208)	13%	(193)	1489
Income: 100k+	32%	(236)	34%	(251)	11%	(84)	13%	(93)	10%	(72)	736
Ethnicity: White	28%	(947)	30%	(1023)	12%	(410)	15%	(497)	15%	(518)	3395
Ethnicity: Hispanic	34%	(256)	25%	(189)	14%	(106)	13%	(96)	15%	(112)	758

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
Ethnicity: Black	35%	(198)	29%	(166)	11%	(60)	5%	(30)	20%	(113)	566
Ethnicity: Other	31%	(137)	33%	(144)	12%	(52)	7%	(33)	17%	(74)	439
All Christian	27%	(535)	30%	(580)	13%	(254)	16%	(313)	14%	(267)	1949
All Non-Christian	43%	(170)	28%	(111)	11%	(42)	8%	(32)	10%	(41)	395
Atheist	31%	(58)	38%	(72)	15%	(28)	9%	(17)	8%	(15)	190
Agnostic/Nothing in particular	24%	(276)	32%	(359)	9%	(106)	13%	(143)	22%	(247)	1131
Something Else	33%	(241)	29%	(212)	12%	(92)	7%	(55)	18%	(135)	735
Religious Non-Protestant/Catholic	40%	(180)	31%	(138)	11%	(48)	8%	(37)	10%	(44)	447
Evangelical	34%	(393)	26%	(303)	10%	(116)	15%	(176)	14%	(166)	1155
Non-Evangelical	25%	(366)	31%	(463)	15%	(225)	13%	(192)	15%	(228)	1475
Community: Urban	34%	(483)	31%	(444)	11%	(162)	10%	(137)	15%	(214)	1439
Community: Suburban	28%	(540)	31%	(593)	11%	(223)	15%	(281)	15%	(300)	1936
Community: Rural	25%	(258)	29%	(298)	13%	(137)	14%	(141)	19%	(191)	1025
Employ: Private Sector	31%	(437)	31%	(438)	14%	(198)	12%	(163)	12%	(162)	1397
Employ: Government	37%	(108)	27%	(78)	18%	(52)	9%	(28)	10%	(28)	294
Employ: Self-Employed	30%	(130)	31%	(137)	9%	(41)	12%	(51)	18%	(79)	438
Employ: Homemaker	25%	(61)	28%	(67)	13%	(32)	11%	(27)	22%	(54)	241
Employ: Student	38%	(67)	33%	(59)	14%	(25)	2%	(4)	12%	(21)	176
Employ: Retired	24%	(266)	29%	(330)	10%	(118)	19%	(214)	18%	(199)	1127
Employ: Unemployed	30%	(142)	30%	(144)	8%	(36)	9%	(43)	22%	(105)	471
Employ: Other	28%	(71)	32%	(81)	7%	(18)	12%	(31)	21%	(55)	256
Military HH: Yes	29%	(186)	29%	(183)	13%	(80)	15%	(92)	15%	(93)	634
Military HH: No	29%	(1094)	31%	(1151)	12%	(441)	12%	(467)	16%	(612)	3766
2022 House Vote: Democrat	34%	(627)	35%	(642)	11%	(210)	8%	(141)	11%	(208)	1827
2022 House Vote: Republican	23%	(288)	24%	(308)	14%	(178)	24%	(300)	15%	(196)	1270
2022 House Vote: Someone else	23%	(24)	36%	(36)	8%	(9)	15%	(16)	17%	(17)	101
2022 House Vote: Didnt Vote	28%	(342)	29%	(348)	10%	(125)	9%	(103)	24%	(284)	1202

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
2020 Vote: Joe Biden	34%	(653)	35%	(675)	11%	(213)	8%	(158)	12%	(227)	1925
2020 Vote: Donald Trump	23%	(312)	26%	(350)	13%	(169)	23%	(306)	16%	(214)	1351
2020 Vote: Other	21%	(26)	36%	(44)	13%	(15)	15%	(19)	14%	(17)	121
2020 Vote: Didn't Vote	29%	(290)	26%	(265)	12%	(124)	8%	(77)	25%	(246)	1001
2018 House Vote: Democrat	35%	(561)	35%	(562)	12%	(191)	7%	(121)	12%	(190)	1627
2018 House Vote: Republican	24%	(282)	26%	(309)	13%	(154)	23%	(271)	14%	(172)	1188
2018 House Vote: Someone else	16%	(16)	37%	(38)	6%	(6)	24%	(25)	17%	(17)	102
2018 House Vote: Didnt Vote	28%	(422)	29%	(424)	11%	(170)	10%	(142)	22%	(325)	1484
4-Region: Northeast	33%	(255)	29%	(222)	12%	(93)	12%	(91)	14%	(109)	771
4-Region: Midwest	28%	(251)	31%	(280)	12%	(108)	14%	(130)	15%	(141)	909
4-Region: South	30%	(506)	29%	(485)	12%	(205)	12%	(199)	17%	(284)	1679
4-Region: West	26%	(269)	33%	(347)	11%	(115)	13%	(140)	16%	(171)	1042
2304079	28%	(623)	30%	(649)	12%	(274)	14%	(300)	16%	(353)	2199
2304086	30%	(658)	31%	(685)	11%	(247)	12%	(260)	16%	(352)	2202
Ethnicity: White (Non-Hispanic)	27%	(726)	31%	(850)	12%	(326)	15%	(407)	15%	(415)	2725
Ethnicity: Hispanic	34%	(256)	25%	(189)	14%	(106)	13%	(96)	15%	(112)	758
Ethnicity: Black (Non-Hispanic)	34%	(181)	31%	(162)	9%	(49)	5%	(28)	21%	(111)	531
Ethnicity: Asian + Other (Non-Hispanic)	31%	(118)	34%	(131)	11%	(41)	7%	(28)	17%	(67)	386
Female F&b Monthly Consumer	32%	(632)	29%	(580)	12%	(247)	15%	(303)	11%	(221)	1984
Male F&b Monthly Consumer	27%	(565)	33%	(683)	11%	(238)	11%	(230)	17%	(363)	2079
Gen Z F&b Monthly Consumer	32%	(152)	34%	(160)	15%	(69)	6%	(27)	13%	(61)	469
Millennial F&b Monthly Consumer	38%	(463)	31%	(382)	11%	(129)	8%	(94)	12%	(150)	1219
Gen X F&b Monthly Consumer	27%	(257)	31%	(293)	11%	(108)	14%	(133)	17%	(160)	950
Boomer F&b Monthly Consumer	23%	(307)	30%	(410)	13%	(174)	20%	(265)	15%	(202)	1358
HHI <$50k F&b Monthly Consumer	29%	(577)	29%	(585)	11%	(225)	12%	(248)	18%	(360)	1995
HHI $50-$100k F&b Monthly Consumer	28%	(397)	32%	(449)	13%	(184)	14%	(198)	12%	(175)	1404
HHI $100k+ F&b Monthly Consumer	33%	(228)	34%	(237)	12%	(80)	13%	(91)	8%	(54)	688
PID: Dem (No Lean) F&b Monthly Consumer	37%	(638)	36%	(616)	11%	(181)	6%	(103)	11%	(181)	1720
PID: Ind (No Lean) F&b Monthly Consumer	24%	(274)	31%	(361)	11%	(131)	15%	(171)	19%	(213)	1150
PID: Rep (No Lean) F&b Monthly Consumer	24%	(290)	24%	(293)	15%	(177)	22%	(263)	16%	(194)	1217

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
Female Hh Goods Monthly Consumer	33%	(489)	30%	(443)	14%	(204)	13%	(199)	11%	(162)	1498
Male Hh Goods Monthly Consumer	30%	(480)	33%	(528)	11%	(184)	9%	(141)	17%	(268)	1601
Gen Z Hh Goods Monthly Consumer	33%	(120)	35%	(127)	13%	(46)	7%	(25)	13%	(48)	367
Millennial Hh Goods Monthly Consumer	40%	(408)	31%	(312)	11%	(114)	7%	(75)	11%	(113)	1022
Gen X Hh Goods Monthly Consumer	28%	(207)	32%	(240)	12%	(93)	11%	(79)	17%	(131)	750
Boomer Hh Goods Monthly Consumer	25%	(225)	30%	(273)	14%	(132)	17%	(154)	14%	(128)	911
HHI <$50k Hh Goods Monthly Consumer	30%	(448)	30%	(444)	12%	(172)	11%	(155)	17%	(257)	1477
HHI $50-$100k Hh Goods Monthly Consumer	30%	(332)	32%	(346)	14%	(153)	12%	(130)	12%	(135)	1095
HHI $100k+ Hh Goods Monthly Consumer	36%	(194)	34%	(182)	12%	(67)	11%	(58)	7%	(38)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	39%	(518)	35%	(468)	12%	(155)	5%	(63)	10%	(132)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	26%	(227)	31%	(270)	11%	(94)	13%	(113)	18%	(157)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	25%	(229)	26%	(234)	16%	(143)	18%	(168)	15%	(142)	915
Female Apparel Monthly Consumer	43%	(337)	28%	(218)	12%	(93)	8%	(64)	10%	(78)	790
Male Apparel Monthly Consumer	34%	(287)	34%	(289)	11%	(90)	8%	(65)	15%	(124)	855
Gen Z Apparel Monthly Consumer	34%	(96)	34%	(94)	16%	(43)	4%	(11)	12%	(34)	279
Millennial Apparel Monthly Consumer	44%	(313)	31%	(221)	9%	(66)	6%	(42)	10%	(71)	713
Gen X Apparel Monthly Consumer	33%	(127)	29%	(110)	10%	(39)	12%	(45)	16%	(63)	385
Boomer Apparel Monthly Consumer	33%	(88)	29%	(79)	14%	(37)	11%	(31)	12%	(32)	267
HHI <$50k Apparel Monthly Consumer	37%	(250)	27%	(184)	11%	(76)	9%	(58)	16%	(105)	674
HHI $50-$100k Apparel Monthly Consumer	35%	(228)	33%	(213)	13%	(82)	8%	(52)	12%	(77)	652
HHI $100k+ Apparel Monthly Consumer	45%	(147)	34%	(112)	9%	(29)	6%	(20)	6%	(20)	328
PID: Dem (No Lean) Apparel Monthly Consumer	45%	(362)	31%	(253)	9%	(75)	5%	(40)	9%	(76)	806
PID: Ind (No Lean) Apparel Monthly Consumer	30%	(121)	31%	(126)	15%	(59)	10%	(41)	14%	(56)	404
PID: Rep (No Lean) Apparel Monthly Consumer	32%	(142)	29%	(130)	12%	(53)	11%	(49)	16%	(70)	444
Female Electronics Yearly Consumer	36%	(520)	29%	(424)	12%	(181)	13%	(185)	10%	(142)	1452
Male Electronics Yearly Consumer	30%	(358)	35%	(419)	12%	(146)	9%	(102)	14%	(168)	1192
Gen Z Electronics Yearly Consumer	32%	(120)	31%	(116)	16%	(60)	7%	(25)	14%	(54)	374
Millennial Electronics Yearly Consumer	40%	(400)	32%	(323)	11%	(110)	8%	(79)	9%	(94)	1007
Gen X Electronics Yearly Consumer	31%	(194)	32%	(203)	12%	(74)	11%	(67)	14%	(89)	627
Boomer Electronics Yearly Consumer	26%	(160)	32%	(194)	13%	(79)	18%	(108)	11%	(66)	607

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
HHI <$50k Electronics Yearly Consumer	33%	(381)	30%	(349)	12%	(136)	11%	(123)	15%	(176)	1165
HHI $50-$100k Electronics Yearly Consumer	31%	(309)	32%	(314)	15%	(148)	11%	(110)	11%	(106)	987
HHI $100k+ Electronics Yearly Consumer	38%	(192)	36%	(183)	9%	(47)	11%	(55)	5%	(28)	505
PID: Dem (No Lean) Electronics Yearly Consumer	41%	(477)	36%	(412)	10%	(113)	5%	(62)	8%	(96)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	29%	(211)	32%	(233)	12%	(84)	13%	(95)	14%	(101)	725
PID: Rep (No Lean) Electronics Yearly Consumer	25%	(194)	26%	(201)	17%	(133)	17%	(131)	15%	(113)	771
Female Beauty & Care Monthly Consumer	35%	(477)	30%	(401)	13%	(175)	12%	(165)	9%	(127)	1346
Male Beauty & Care Monthly Consumer	30%	(426)	34%	(491)	11%	(162)	9%	(128)	16%	(236)	1444
Gen Z Beauty & Care Monthly Consumer	32%	(119)	33%	(124)	15%	(55)	6%	(23)	14%	(50)	371
Millennial Beauty & Care Monthly Consumer	41%	(393)	32%	(312)	10%	(96)	7%	(64)	10%	(97)	962
Gen X Beauty & Care Monthly Consumer	30%	(208)	33%	(225)	12%	(81)	10%	(67)	16%	(108)	688
Boomer Beauty & Care Monthly Consumer	24%	(182)	30%	(224)	14%	(105)	18%	(135)	14%	(101)	747
HHI <$50k Beauty & Care Monthly Consumer	32%	(430)	30%	(403)	11%	(148)	9%	(124)	17%	(220)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	29%	(297)	33%	(336)	13%	(134)	12%	(125)	12%	(117)	1010
HHI $100k+ Beauty & Care Monthly Consumer	38%	(181)	33%	(157)	13%	(59)	10%	(47)	6%	(27)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	40%	(492)	36%	(442)	10%	(130)	5%	(59)	10%	(121)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	26%	(195)	33%	(248)	11%	(85)	13%	(98)	16%	(123)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	27%	(221)	25%	(206)	16%	(126)	17%	(140)	15%	(120)	812
Female Insurance Yearly Consumer	32%	(509)	30%	(477)	11%	(175)	15%	(244)	11%	(171)	1577
Male Insurance Yearly Consumer	28%	(423)	33%	(502)	13%	(195)	11%	(165)	15%	(228)	1513
Gen Z Insurance Yearly Consumer	35%	(122)	30%	(104)	16%	(56)	5%	(16)	13%	(45)	343
Millennial Insurance Yearly Consumer	38%	(363)	32%	(308)	11%	(109)	8%	(72)	10%	(99)	951
Gen X Insurance Yearly Consumer	28%	(190)	32%	(217)	11%	(74)	14%	(96)	15%	(100)	677
Boomer Insurance Yearly Consumer	23%	(239)	32%	(328)	12%	(126)	20%	(208)	13%	(137)	1038
HHI <$50k Insurance Yearly Consumer	31%	(422)	30%	(407)	12%	(158)	12%	(167)	16%	(216)	1369
HHI $50-$100k Insurance Yearly Consumer	27%	(315)	32%	(366)	14%	(158)	14%	(166)	12%	(140)	1146
HHI $100k+ Insurance Yearly Consumer	34%	(197)	35%	(206)	10%	(57)	13%	(78)	7%	(44)	582
PID: Dem (No Lean) Insurance Yearly Consumer	39%	(507)	37%	(475)	10%	(125)	6%	(79)	9%	(111)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	24%	(204)	32%	(270)	12%	(102)	16%	(138)	17%	(143)	857
PID: Rep (No Lean) Insurance Yearly Consumer	24%	(224)	25%	(235)	15%	(146)	20%	(193)	15%	(146)	943

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
Female Pharma Monthly Consumer	34%	(474)	29%	(399)	13%	(177)	13%	(185)	10%	(140)	1374
Male Pharma Monthly Consumer	29%	(401)	33%	(455)	12%	(162)	10%	(144)	17%	(235)	1396
Gen Z Pharma Monthly Consumer	32%	(93)	36%	(106)	17%	(49)	5%	(16)	10%	(29)	294
Millennial Pharma Monthly Consumer	39%	(324)	33%	(270)	11%	(87)	7%	(57)	10%	(86)	823
Gen X Pharma Monthly Consumer	32%	(224)	30%	(209)	12%	(83)	11%	(73)	15%	(108)	696
Boomer Pharma Monthly Consumer	25%	(226)	28%	(257)	13%	(116)	19%	(169)	15%	(140)	907
HHI <$50k Pharma Monthly Consumer	30%	(403)	29%	(391)	12%	(168)	10%	(139)	18%	(246)	1347
HHI $50-$100k Pharma Monthly Consumer	31%	(302)	31%	(299)	13%	(128)	14%	(133)	11%	(108)	970
HHI $100k+ Pharma Monthly Consumer	37%	(174)	36%	(166)	10%	(47)	12%	(58)	4%	(21)	467
PID: Dem (No Lean) Pharma Monthly Consumer	40%	(477)	34%	(415)	11%	(130)	5%	(66)	10%	(120)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	27%	(199)	31%	(227)	12%	(88)	13%	(96)	16%	(116)	726
PID: Rep (No Lean) Pharma Monthly Consumer	24%	(203)	25%	(214)	15%	(126)	20%	(169)	16%	(138)	850
Female Media Monthly Consumer	38%	(391)	30%	(315)	11%	(116)	11%	(117)	10%	(99)	1037
Male Media Monthly Consumer	30%	(267)	37%	(321)	14%	(127)	7%	(65)	11%	(99)	878
Gen Z Media Monthly Consumer	28%	(84)	39%	(116)	18%	(54)	4%	(13)	11%	(33)	300
Millennial Media Monthly Consumer	42%	(323)	30%	(235)	11%	(89)	7%	(53)	10%	(77)	777
Gen X Media Monthly Consumer	34%	(149)	37%	(163)	10%	(44)	10%	(44)	9%	(38)	438
Boomer Media Monthly Consumer	25%	(97)	30%	(118)	14%	(55)	18%	(69)	12%	(48)	387
HHI <$50k Media Monthly Consumer	34%	(276)	31%	(249)	13%	(110)	9%	(76)	13%	(103)	814
HHI $50-$100k Media Monthly Consumer	31%	(226)	35%	(254)	14%	(101)	10%	(75)	11%	(79)	735
HHI $100k+ Media Monthly Consumer	42%	(157)	36%	(134)	9%	(35)	8%	(31)	4%	(16)	372
PID: Dem (No Lean) Media Monthly Consumer	43%	(382)	35%	(312)	10%	(90)	5%	(47)	7%	(63)	894
PID: Ind (No Lean) Media Monthly Consumer	27%	(134)	34%	(168)	14%	(71)	12%	(61)	13%	(67)	501
PID: Rep (No Lean) Media Monthly Consumer	27%	(143)	30%	(156)	16%	(85)	14%	(74)	13%	(69)	526
Female Ent. Products Monthly Consumer	40%	(312)	30%	(234)	11%	(89)	8%	(66)	11%	(88)	789
Male Ent. Products Monthly Consumer	33%	(171)	35%	(181)	12%	(64)	6%	(34)	14%	(73)	522
Gen Z Ent. Products Monthly Consumer	36%	(88)	29%	(72)	19%	(46)	4%	(10)	12%	(30)	246
Millennial Ent. Products Monthly Consumer	42%	(281)	32%	(213)	10%	(68)	6%	(41)	11%	(71)	676
Gen X Ent. Products Monthly Consumer	31%	(78)	36%	(88)	11%	(26)	9%	(22)	14%	(34)	249
Boomer Ent. Products Monthly Consumer	27%	(38)	29%	(41)	9%	(13)	19%	(26)	16%	(23)	141

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
HHI <$50k Ent. Products Monthly Consumer	36%	(188)	26%	(137)	13%	(70)	8%	(43)	15%	(80)	518
HHI $50-$100k Ent. Products Monthly Consumer	36%	(188)	33%	(173)	12%	(65)	7%	(38)	11%	(60)	523
HHI $100k+ Ent. Products Monthly Consumer	40%	(110)	39%	(106)	7%	(20)	7%	(18)	8%	(21)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	46%	(293)	32%	(206)	10%	(66)	4%	(25)	7%	(45)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	29%	(96)	33%	(107)	13%	(43)	10%	(34)	14%	(47)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	28%	(97)	29%	(102)	13%	(45)	12%	(41)	19%	(68)	354
Female Travel Yearly Consumer	34%	(453)	30%	(400)	12%	(157)	13%	(173)	10%	(131)	1314
Male Travel Yearly Consumer	29%	(294)	37%	(383)	14%	(145)	10%	(99)	10%	(107)	1027
Gen Z Travel Yearly Consumer	33%	(108)	34%	(111)	17%	(56)	7%	(22)	9%	(31)	329
Millennial Travel Yearly Consumer	40%	(347)	32%	(275)	11%	(90)	8%	(67)	9%	(79)	858
Gen X Travel Yearly Consumer	30%	(145)	34%	(164)	13%	(61)	12%	(56)	11%	(52)	479
Boomer Travel Yearly Consumer	22%	(142)	34%	(222)	14%	(91)	19%	(120)	11%	(73)	648
HHI <$50k Travel Yearly Consumer	32%	(261)	32%	(259)	13%	(104)	10%	(83)	12%	(99)	806
HHI $50-$100k Travel Yearly Consumer	31%	(298)	33%	(319)	15%	(143)	12%	(116)	10%	(98)	974
HHI $100k+ Travel Yearly Consumer	33%	(191)	37%	(209)	10%	(56)	13%	(74)	7%	(41)	570
PID: Dem (No Lean) Travel Yearly Consumer	40%	(437)	37%	(404)	11%	(123)	5%	(56)	7%	(71)	1090
PID: Ind (No Lean) Travel Yearly Consumer	24%	(137)	34%	(195)	14%	(81)	16%	(91)	13%	(73)	578
PID: Rep (No Lean) Travel Yearly Consumer	26%	(176)	28%	(188)	14%	(99)	19%	(127)	14%	(93)	683
Female Alcohol Weekly Consumer	39%	(198)	33%	(164)	10%	(48)	10%	(49)	9%	(44)	503
Male Alcohol Weekly Consumer	35%	(78)	29%	(66)	13%	(30)	13%	(30)	9%	(20)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	35%	(18)	12%	(6)	7%	(4)	2%	(1)	50
Millennial Alcohol Weekly Consumer	49%	(160)	29%	(95)	9%	(30)	4%	(14)	10%	(31)	329
Gen X Alcohol Weekly Consumer	28%	(52)	32%	(61)	12%	(22)	19%	(37)	9%	(17)	189
Boomer Alcohol Weekly Consumer	25%	(38)	36%	(54)	13%	(20)	16%	(24)	10%	(15)	150
HHI <$50k Alcohol Weekly Consumer	34%	(91)	30%	(80)	13%	(34)	14%	(37)	10%	(28)	269
HHI $50-$100k Alcohol Weekly Consumer	38%	(111)	32%	(92)	11%	(31)	10%	(29)	9%	(27)	291
HHI $100k+ Alcohol Weekly Consumer	45%	(75)	35%	(58)	8%	(13)	7%	(13)	6%	(9)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	46%	(170)	34%	(127)	8%	(29)	7%	(25)	5%	(19)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	28%	(44)	31%	(50)	17%	(26)	14%	(22)	10%	(16)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	31%	(62)	27%	(54)	12%	(24)	15%	(31)	14%	(29)	201

Continued on next page

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	29%	(1281)	30%	(1334)	12%	(521)	13%	(559)	16%	(705)	4401
Monthly Beer Drinkers	34%	(532)	31%	(487)	13%	(202)	10%	(160)	11%	(167)	1549
Don't Drink Beer	26%	(134)	29%	(146)	13%	(65)	12%	(63)	20%	(100)	507
Monthly Wine Drinkers	35%	(503)	32%	(456)	13%	(181)	9%	(134)	10%	(145)	1418
Don't Drink Wine	26%	(129)	30%	(148)	13%	(62)	14%	(67)	17%	(84)	490
Monthly Hard Seltzer Drinker	42%	(344)	35%	(283)	9%	(77)	6%	(48)	8%	(66)	818
Don't Drink Hard Seltzer	26%	(321)	29%	(350)	13%	(156)	15%	(189)	17%	(210)	1227
Monthly Spirits Drinker	36%	(505)	31%	(435)	13%	(184)	11%	(150)	8%	(116)	1390
Don't Drink Spirits	29%	(151)	26%	(133)	10%	(53)	11%	(58)	23%	(119)	514
Monthly Canned Cocktail Drinker	42%	(314)	32%	(234)	11%	(83)	8%	(61)	7%	(51)	743
Don't Drink Canned Cocktails	28%	(350)	29%	(372)	14%	(172)	14%	(177)	16%	(199)	1270
Weekly Beer Drinker	38%	(386)	30%	(307)	12%	(120)	11%	(110)	10%	(106)	1028
Weekly Wine Drinker	39%	(312)	33%	(264)	11%	(83)	9%	(71)	8%	(61)	791
Weekly Hard Seltzer Drinker	48%	(203)	36%	(153)	5%	(22)	5%	(21)	5%	(23)	421
Weekly Spirits Drinker	40%	(282)	31%	(222)	11%	(79)	11%	(75)	8%	(56)	714
Weekly Canned Cocktail Drinker	46%	(171)	31%	(113)	8%	(30)	9%	(33)	6%	(21)	368
Don't Drink Alcohol	24%	(423)	29%	(508)	10%	(176)	15%	(267)	21%	(357)	1731
Purchased Car in Past 2 Years	31%	(287)	32%	(292)	12%	(110)	12%	(105)	13%	(118)	914
Aware of Bud Light Events	32%	(868)	31%	(822)	12%	(332)	14%	(382)	11%	(287)	2692

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
Gender: Male	28%	(593)	32%	(687)	15%	(311)	13%	(282)	12%	(255)	2127
Gender: Female	24%	(535)	35%	(786)	13%	(281)	10%	(215)	19%	(430)	2247
Age: 18-34	33%	(414)	33%	(410)	14%	(179)	7%	(89)	13%	(169)	1262
Age: 35-44	29%	(212)	38%	(284)	11%	(82)	8%	(59)	14%	(105)	743
Age: 45-64	21%	(302)	31%	(446)	14%	(201)	15%	(219)	18%	(253)	1422
Age: 65+	21%	(203)	35%	(341)	14%	(133)	14%	(133)	17%	(164)	974
GenZers: 1997-2012	33%	(176)	27%	(143)	15%	(80)	7%	(38)	17%	(92)	529
Millennials: 1981-1996	30%	(408)	38%	(507)	12%	(162)	7%	(99)	12%	(165)	1341
GenXers: 1965-1980	25%	(258)	32%	(322)	11%	(117)	13%	(133)	18%	(186)	1017
Baby Boomers: 1946-1964	19%	(265)	34%	(486)	16%	(219)	15%	(216)	16%	(228)	1414
PID: Dem (no lean)	33%	(598)	37%	(687)	14%	(253)	5%	(96)	11%	(202)	1836
PID: Ind (no lean)	21%	(274)	33%	(428)	12%	(152)	13%	(161)	21%	(269)	1284
PID: Rep (no lean)	20%	(260)	29%	(367)	15%	(190)	19%	(243)	17%	(220)	1280
PID/Gender: Dem Men	38%	(343)	35%	(321)	14%	(130)	4%	(39)	8%	(74)	907
PID/Gender: Dem Women	27%	(254)	39%	(364)	13%	(122)	6%	(56)	14%	(128)	924
PID/Gender: Ind Men	20%	(111)	36%	(204)	14%	(79)	16%	(92)	13%	(76)	562
PID/Gender: Ind Women	23%	(159)	31%	(215)	10%	(71)	10%	(68)	27%	(189)	703
PID/Gender: Rep Men	21%	(138)	24%	(160)	16%	(102)	23%	(151)	16%	(105)	656
PID/Gender: Rep Women	20%	(121)	33%	(206)	14%	(88)	15%	(91)	18%	(113)	620
Ideo: Liberal (1-3)	34%	(476)	39%	(543)	12%	(165)	6%	(77)	9%	(122)	1382
Ideo: Moderate (4)	21%	(268)	35%	(453)	17%	(212)	10%	(128)	17%	(216)	1276
Ideo: Conservative (5-7)	23%	(302)	28%	(372)	13%	(176)	21%	(278)	16%	(209)	1336
Educ: < College	26%	(741)	32%	(917)	13%	(375)	11%	(312)	18%	(531)	2875
Educ: Bachelors degree	23%	(219)	39%	(374)	16%	(152)	13%	(125)	10%	(98)	968
Educ: Post-grad	31%	(171)	34%	(191)	12%	(69)	11%	(63)	11%	(62)	556
Income: Under 50k	25%	(541)	32%	(705)	13%	(272)	10%	(215)	20%	(441)	2174
Income: 50k-100k	25%	(378)	34%	(509)	15%	(222)	14%	(201)	12%	(179)	1489
Income: 100k+	29%	(212)	36%	(266)	14%	(101)	12%	(85)	10%	(71)	736
Ethnicity: White	24%	(830)	34%	(1138)	14%	(477)	13%	(437)	15%	(513)	3395
Ethnicity: Hispanic	31%	(235)	29%	(221)	14%	(109)	12%	(87)	14%	(105)	758

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
Ethnicity: Black	32%	(181)	34%	(192)	10%	(58)	5%	(29)	19%	(105)	566
Ethnicity: Other	27%	(119)	34%	(151)	14%	(60)	8%	(35)	17%	(73)	439
All Christian	24%	(474)	33%	(635)	15%	(285)	14%	(277)	14%	(277)	1949
All Non-Christian	44%	(175)	29%	(116)	9%	(34)	7%	(27)	11%	(42)	395
Atheist	22%	(42)	43%	(81)	17%	(32)	10%	(19)	9%	(16)	190
Agnostic/Nothing in particular	22%	(254)	34%	(389)	13%	(145)	11%	(127)	19%	(216)	1131
Something Else	25%	(185)	35%	(260)	13%	(99)	7%	(51)	19%	(140)	735
Religious Non-Protestant/Catholic	41%	(185)	30%	(134)	11%	(49)	7%	(32)	10%	(46)	447
Evangelical	27%	(316)	31%	(361)	12%	(138)	14%	(165)	15%	(175)	1155
Non-Evangelical	22%	(321)	36%	(528)	15%	(226)	11%	(164)	16%	(236)	1475
Community: Urban	31%	(452)	33%	(474)	12%	(173)	10%	(137)	14%	(203)	1439
Community: Suburban	23%	(441)	35%	(682)	14%	(279)	12%	(238)	15%	(295)	1936
Community: Rural	23%	(238)	32%	(325)	14%	(143)	12%	(126)	19%	(193)	1025
Employ: Private Sector	29%	(410)	35%	(495)	14%	(200)	11%	(153)	10%	(140)	1397
Employ: Government	34%	(99)	31%	(90)	19%	(55)	9%	(27)	8%	(23)	294
Employ: Self-Employed	24%	(106)	36%	(157)	11%	(49)	11%	(49)	18%	(77)	438
Employ: Homemaker	19%	(47)	30%	(73)	17%	(41)	11%	(26)	23%	(55)	241
Employ: Student	36%	(64)	27%	(47)	23%	(41)	2%	(4)	12%	(21)	176
Employ: Retired	21%	(235)	33%	(376)	13%	(146)	15%	(172)	18%	(199)	1127
Employ: Unemployed	22%	(103)	34%	(161)	9%	(40)	9%	(41)	27%	(125)	471
Employ: Other	26%	(68)	32%	(83)	10%	(25)	12%	(30)	20%	(51)	256
Military HH: Yes	26%	(162)	34%	(213)	17%	(107)	12%	(74)	12%	(79)	634
Military HH: No	26%	(969)	34%	(1269)	13%	(489)	11%	(427)	16%	(613)	3766
2022 House Vote: Democrat	31%	(571)	39%	(705)	13%	(239)	6%	(118)	11%	(194)	1827
2022 House Vote: Republican	20%	(260)	28%	(353)	15%	(192)	22%	(276)	15%	(190)	1270
2022 House Vote: Someone else	28%	(28)	28%	(29)	6%	(7)	16%	(16)	21%	(21)	101
2022 House Vote: Didnt Vote	23%	(272)	33%	(395)	13%	(158)	8%	(90)	24%	(287)	1202

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
2020 Vote: Joe Biden	30%	(585)	39%	(756)	13%	(242)	7%	(130)	11%	(212)	1925
2020 Vote: Donald Trump	21%	(285)	29%	(398)	14%	(188)	21%	(283)	15%	(198)	1351
2020 Vote: Other	23%	(29)	36%	(43)	13%	(16)	14%	(17)	15%	(18)	121
2020 Vote: Didn't Vote	23%	(233)	28%	(283)	15%	(151)	7%	(72)	26%	(263)	1001
2018 House Vote: Democrat	31%	(503)	38%	(623)	13%	(219)	6%	(99)	11%	(182)	1627
2018 House Vote: Republican	20%	(239)	30%	(358)	14%	(169)	20%	(241)	15%	(181)	1188
2018 House Vote: Someone else	20%	(20)	32%	(33)	6%	(6)	23%	(23)	19%	(20)	102
2018 House Vote: Didnt Vote	25%	(368)	32%	(468)	14%	(202)	9%	(137)	21%	(309)	1484
4-Region: Northeast	33%	(251)	29%	(226)	13%	(102)	11%	(84)	14%	(107)	771
4-Region: Midwest	24%	(222)	33%	(302)	15%	(132)	14%	(126)	14%	(127)	909
4-Region: South	25%	(412)	34%	(578)	13%	(211)	11%	(177)	18%	(300)	1679
4-Region: West	24%	(245)	36%	(377)	14%	(150)	11%	(113)	15%	(158)	1042
2304079	25%	(554)	33%	(715)	14%	(301)	12%	(265)	17%	(364)	2199
2304086	26%	(577)	35%	(766)	13%	(295)	11%	(236)	15%	(327)	2202
Ethnicity: White (Non-Hispanic)	23%	(631)	35%	(943)	14%	(378)	13%	(356)	15%	(415)	2725
Ethnicity: Hispanic	31%	(235)	29%	(221)	14%	(109)	12%	(87)	14%	(105)	758
Ethnicity: Black (Non-Hispanic)	30%	(162)	35%	(185)	10%	(55)	5%	(27)	19%	(103)	531
Ethnicity: Asian + Other (Non-Hispanic)	27%	(103)	34%	(132)	14%	(53)	8%	(30)	17%	(67)	386
Female F&b Monthly Consumer	29%	(568)	33%	(655)	15%	(294)	13%	(263)	10%	(204)	1984
Male F&b Monthly Consumer	24%	(493)	36%	(754)	13%	(265)	10%	(202)	17%	(364)	2079
Gen Z F&b Monthly Consumer	35%	(164)	28%	(131)	16%	(76)	7%	(34)	14%	(63)	469
Millennial F&b Monthly Consumer	31%	(381)	40%	(483)	12%	(143)	7%	(83)	11%	(128)	1219
Gen X F&b Monthly Consumer	25%	(237)	33%	(309)	12%	(113)	14%	(129)	17%	(161)	950
Boomer F&b Monthly Consumer	19%	(259)	35%	(471)	16%	(212)	15%	(210)	15%	(205)	1358
HHI <$50k F&b Monthly Consumer	25%	(499)	34%	(672)	13%	(266)	10%	(202)	18%	(356)	1995
HHI $50-$100k F&b Monthly Consumer	26%	(365)	35%	(490)	14%	(199)	13%	(185)	12%	(164)	1404
HHI $100k+ F&b Monthly Consumer	29%	(201)	37%	(254)	14%	(97)	12%	(82)	8%	(54)	688
PID: Dem (No Lean) F&b Monthly Consumer	33%	(573)	38%	(654)	14%	(236)	5%	(82)	10%	(174)	1720
PID: Ind (No Lean) F&b Monthly Consumer	22%	(248)	35%	(406)	12%	(143)	13%	(150)	18%	(203)	1150
PID: Rep (No Lean) F&b Monthly Consumer	20%	(244)	29%	(357)	15%	(183)	20%	(237)	16%	(196)	1217

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
Female Hh Goods Monthly Consumer	30%	(452)	33%	(492)	16%	(238)	12%	(179)	9%	(137)	1498
Male Hh Goods Monthly Consumer	26%	(420)	36%	(580)	13%	(204)	8%	(134)	16%	(264)	1601
Gen Z Hh Goods Monthly Consumer	38%	(140)	26%	(95)	16%	(57)	8%	(29)	12%	(45)	367
Millennial Hh Goods Monthly Consumer	33%	(333)	39%	(398)	12%	(122)	8%	(77)	9%	(93)	1022
Gen X Hh Goods Monthly Consumer	27%	(204)	32%	(242)	13%	(99)	10%	(77)	17%	(128)	750
Boomer Hh Goods Monthly Consumer	20%	(182)	36%	(325)	17%	(153)	14%	(126)	14%	(124)	911
HHI <$50k Hh Goods Monthly Consumer	26%	(386)	35%	(512)	14%	(200)	9%	(129)	17%	(250)	1477
HHI $50-$100k Hh Goods Monthly Consumer	28%	(310)	34%	(376)	15%	(164)	12%	(129)	11%	(116)	1095
HHI $100k+ Hh Goods Monthly Consumer	33%	(179)	35%	(189)	15%	(79)	10%	(56)	7%	(35)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	35%	(471)	37%	(488)	14%	(186)	4%	(58)	10%	(132)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	23%	(202)	36%	(312)	12%	(104)	11%	(96)	17%	(147)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	22%	(202)	30%	(277)	17%	(153)	17%	(159)	13%	(123)	915
Female Apparel Monthly Consumer	41%	(321)	32%	(253)	12%	(98)	7%	(57)	8%	(61)	790
Male Apparel Monthly Consumer	29%	(248)	37%	(312)	13%	(112)	7%	(63)	14%	(121)	855
Gen Z Apparel Monthly Consumer	39%	(109)	23%	(64)	21%	(58)	5%	(14)	12%	(33)	279
Millennial Apparel Monthly Consumer	37%	(265)	39%	(276)	10%	(74)	6%	(40)	8%	(58)	713
Gen X Apparel Monthly Consumer	31%	(119)	33%	(126)	10%	(39)	11%	(44)	15%	(57)	385
Boomer Apparel Monthly Consumer	28%	(74)	38%	(101)	14%	(38)	8%	(22)	12%	(32)	267
HHI <$50k Apparel Monthly Consumer	35%	(233)	32%	(216)	11%	(77)	8%	(51)	14%	(96)	674
HHI $50-$100k Apparel Monthly Consumer	31%	(204)	36%	(234)	15%	(99)	8%	(50)	10%	(65)	652
HHI $100k+ Apparel Monthly Consumer	40%	(132)	37%	(121)	11%	(35)	6%	(20)	6%	(20)	328
PID: Dem (No Lean) Apparel Monthly Consumer	40%	(326)	33%	(270)	12%	(96)	5%	(38)	9%	(76)	806
PID: Ind (No Lean) Apparel Monthly Consumer	28%	(114)	35%	(142)	14%	(57)	9%	(38)	13%	(54)	404
PID: Rep (No Lean) Apparel Monthly Consumer	29%	(130)	36%	(159)	13%	(59)	10%	(45)	12%	(51)	444
Female Electronics Yearly Consumer	32%	(460)	35%	(502)	14%	(208)	11%	(160)	8%	(122)	1452
Male Electronics Yearly Consumer	26%	(313)	37%	(442)	14%	(172)	9%	(102)	14%	(163)	1192
Gen Z Electronics Yearly Consumer	34%	(128)	26%	(98)	16%	(59)	8%	(29)	16%	(60)	374
Millennial Electronics Yearly Consumer	33%	(330)	39%	(397)	13%	(131)	8%	(78)	7%	(71)	1007
Gen X Electronics Yearly Consumer	29%	(181)	36%	(224)	12%	(76)	11%	(67)	12%	(78)	627
Boomer Electronics Yearly Consumer	21%	(128)	37%	(225)	17%	(102)	14%	(82)	12%	(71)	607

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
HHI <$50k Electronics Yearly Consumer	27%	(319)	36%	(419)	14%	(163)	8%	(91)	15%	(173)	1165
HHI $50-$100k Electronics Yearly Consumer	29%	(286)	35%	(343)	15%	(152)	12%	(119)	9%	(87)	987
HHI $100k+ Electronics Yearly Consumer	34%	(170)	37%	(187)	13%	(66)	11%	(53)	6%	(28)	505
PID: Dem (No Lean) Electronics Yearly Consumer	37%	(427)	37%	(432)	14%	(158)	4%	(46)	8%	(97)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	26%	(185)	37%	(270)	12%	(89)	13%	(91)	12%	(89)	725
PID: Rep (No Lean) Electronics Yearly Consumer	21%	(163)	32%	(248)	17%	(133)	16%	(126)	13%	(101)	771
Female Beauty & Care Monthly Consumer	33%	(440)	34%	(458)	14%	(193)	11%	(148)	8%	(107)	1346
Male Beauty & Care Monthly Consumer	25%	(365)	37%	(539)	13%	(188)	8%	(114)	16%	(238)	1444
Gen Z Beauty & Care Monthly Consumer	36%	(133)	27%	(101)	16%	(59)	7%	(25)	14%	(54)	371
Millennial Beauty & Care Monthly Consumer	34%	(324)	40%	(385)	11%	(110)	7%	(63)	8%	(80)	962
Gen X Beauty & Care Monthly Consumer	27%	(188)	36%	(246)	12%	(81)	10%	(68)	15%	(104)	688
Boomer Beauty & Care Monthly Consumer	21%	(154)	35%	(262)	17%	(127)	14%	(103)	14%	(102)	747
HHI <$50k Beauty & Care Monthly Consumer	27%	(358)	36%	(482)	13%	(167)	8%	(103)	16%	(215)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	27%	(278)	35%	(354)	15%	(147)	12%	(122)	11%	(108)	1010
HHI $100k+ Beauty & Care Monthly Consumer	36%	(171)	35%	(165)	15%	(70)	9%	(41)	5%	(24)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	36%	(451)	37%	(461)	13%	(166)	4%	(52)	9%	(113)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	23%	(172)	37%	(280)	13%	(94)	11%	(85)	16%	(118)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	23%	(183)	32%	(260)	15%	(124)	16%	(129)	14%	(115)	812
Female Insurance Yearly Consumer	28%	(441)	35%	(549)	14%	(220)	14%	(214)	10%	(153)	1577
Male Insurance Yearly Consumer	24%	(362)	37%	(563)	14%	(209)	10%	(149)	15%	(230)	1513
Gen Z Insurance Yearly Consumer	35%	(122)	25%	(86)	18%	(61)	6%	(20)	16%	(55)	343
Millennial Insurance Yearly Consumer	31%	(294)	41%	(392)	13%	(120)	7%	(68)	8%	(77)	951
Gen X Insurance Yearly Consumer	25%	(167)	36%	(241)	12%	(80)	13%	(91)	15%	(99)	677
Boomer Insurance Yearly Consumer	19%	(201)	37%	(379)	15%	(153)	17%	(171)	13%	(133)	1038
HHI <$50k Insurance Yearly Consumer	25%	(340)	36%	(494)	14%	(190)	9%	(127)	16%	(218)	1369
HHI $50-$100k Insurance Yearly Consumer	25%	(287)	35%	(400)	15%	(172)	14%	(165)	11%	(121)	1146
HHI $100k+ Insurance Yearly Consumer	30%	(177)	38%	(221)	12%	(68)	12%	(73)	8%	(45)	582
PID: Dem (No Lean) Insurance Yearly Consumer	33%	(432)	40%	(523)	13%	(171)	5%	(61)	8%	(110)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	20%	(174)	36%	(309)	13%	(113)	14%	(124)	16%	(138)	857
PID: Rep (No Lean) Insurance Yearly Consumer	21%	(198)	30%	(283)	16%	(146)	19%	(179)	14%	(137)	943

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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
Female Pharma Monthly Consumer	32%	(447)	33%	(457)	14%	(193)	11%	(157)	9%	(122)	1374
Male Pharma Monthly Consumer	24%	(342)	35%	(495)	13%	(184)	10%	(134)	17%	(242)	1396
Gen Z Pharma Monthly Consumer	37%	(108)	29%	(86)	16%	(47)	7%	(21)	10%	(31)	294
Millennial Pharma Monthly Consumer	34%	(281)	39%	(321)	11%	(95)	7%	(55)	9%	(71)	823
Gen X Pharma Monthly Consumer	29%	(202)	33%	(230)	12%	(82)	11%	(75)	15%	(107)	696
Boomer Pharma Monthly Consumer	20%	(185)	34%	(306)	16%	(143)	14%	(129)	16%	(144)	907
HHI <$50k Pharma Monthly Consumer	26%	(350)	34%	(459)	14%	(185)	8%	(112)	18%	(240)	1347
HHI $50-$100k Pharma Monthly Consumer	28%	(276)	33%	(324)	14%	(139)	13%	(127)	11%	(104)	970
HHI $100k+ Pharma Monthly Consumer	35%	(165)	37%	(174)	12%	(55)	11%	(52)	5%	(22)	467
PID: Dem (No Lean) Pharma Monthly Consumer	36%	(438)	37%	(445)	12%	(147)	5%	(60)	10%	(118)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	23%	(170)	35%	(251)	15%	(106)	12%	(86)	16%	(113)	726
PID: Rep (No Lean) Pharma Monthly Consumer	21%	(182)	31%	(261)	15%	(126)	17%	(146)	16%	(135)	850
Female Media Monthly Consumer	34%	(355)	36%	(372)	12%	(127)	10%	(102)	8%	(80)	1037
Male Media Monthly Consumer	30%	(261)	37%	(329)	14%	(123)	7%	(58)	12%	(107)	878
Gen Z Media Monthly Consumer	37%	(111)	33%	(98)	15%	(46)	5%	(14)	11%	(32)	300
Millennial Media Monthly Consumer	36%	(282)	38%	(297)	12%	(92)	6%	(48)	8%	(59)	777
Gen X Media Monthly Consumer	31%	(137)	37%	(163)	11%	(47)	10%	(43)	11%	(48)	438
Boomer Media Monthly Consumer	21%	(80)	37%	(143)	16%	(62)	14%	(54)	12%	(47)	387
HHI <$50k Media Monthly Consumer	29%	(236)	38%	(307)	13%	(109)	7%	(55)	13%	(107)	814
HHI $50-$100k Media Monthly Consumer	31%	(228)	37%	(270)	13%	(99)	10%	(74)	9%	(64)	735
HHI $100k+ Media Monthly Consumer	41%	(153)	34%	(128)	11%	(42)	9%	(32)	5%	(17)	372
PID: Dem (No Lean) Media Monthly Consumer	40%	(354)	37%	(334)	12%	(110)	4%	(36)	7%	(60)	894
PID: Ind (No Lean) Media Monthly Consumer	25%	(126)	37%	(187)	13%	(63)	11%	(53)	14%	(72)	501
PID: Rep (No Lean) Media Monthly Consumer	26%	(137)	35%	(185)	15%	(77)	14%	(72)	11%	(57)	526
Female Ent. Products Monthly Consumer	37%	(295)	35%	(275)	11%	(89)	7%	(55)	9%	(74)	789
Male Ent. Products Monthly Consumer	28%	(144)	38%	(196)	15%	(80)	7%	(34)	13%	(68)	522
Gen Z Ent. Products Monthly Consumer	39%	(97)	28%	(69)	18%	(44)	5%	(12)	10%	(24)	246
Millennial Ent. Products Monthly Consumer	35%	(236)	39%	(266)	11%	(75)	6%	(39)	9%	(60)	676
Gen X Ent. Products Monthly Consumer	32%	(80)	36%	(90)	12%	(29)	8%	(20)	12%	(30)	249
Boomer Ent. Products Monthly Consumer	19%	(27)	34%	(48)	16%	(23)	13%	(18)	18%	(26)	141

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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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
HHI <$50k Ent. Products Monthly Consumer	30%	(154)	38%	(199)	12%	(64)	6%	(30)	14%	(71)	518
HHI $50-$100k Ent. Products Monthly Consumer	34%	(176)	34%	(179)	15%	(78)	7%	(39)	10%	(51)	523
HHI $100k+ Ent. Products Monthly Consumer	40%	(110)	34%	(94)	11%	(29)	8%	(21)	7%	(19)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	43%	(275)	34%	(217)	13%	(83)	3%	(22)	6%	(38)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	24%	(80)	39%	(129)	14%	(46)	9%	(30)	13%	(43)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	24%	(86)	36%	(127)	12%	(42)	11%	(38)	17%	(60)	354
Female Travel Yearly Consumer	31%	(406)	34%	(452)	14%	(182)	12%	(160)	9%	(113)	1314
Male Travel Yearly Consumer	25%	(261)	41%	(426)	16%	(162)	8%	(85)	9%	(92)	1027
Gen Z Travel Yearly Consumer	32%	(107)	28%	(92)	21%	(68)	8%	(25)	11%	(37)	329
Millennial Travel Yearly Consumer	34%	(292)	40%	(341)	12%	(104)	7%	(61)	7%	(61)	858
Gen X Travel Yearly Consumer	27%	(130)	39%	(185)	12%	(58)	12%	(57)	10%	(48)	479
Boomer Travel Yearly Consumer	20%	(130)	39%	(255)	17%	(109)	15%	(96)	9%	(58)	648
HHI <$50k Travel Yearly Consumer	28%	(229)	39%	(312)	14%	(117)	7%	(60)	11%	(90)	806
HHI $50-$100k Travel Yearly Consumer	28%	(268)	36%	(346)	16%	(158)	12%	(121)	8%	(80)	974
HHI $100k+ Travel Yearly Consumer	30%	(173)	39%	(222)	13%	(73)	11%	(65)	7%	(37)	570
PID: Dem (No Lean) Travel Yearly Consumer	37%	(401)	39%	(430)	14%	(155)	4%	(44)	6%	(61)	1090
PID: Ind (No Lean) Travel Yearly Consumer	20%	(118)	40%	(229)	15%	(85)	14%	(79)	12%	(67)	578
PID: Rep (No Lean) Travel Yearly Consumer	22%	(152)	32%	(222)	16%	(107)	18%	(123)	12%	(79)	683
Female Alcohol Weekly Consumer	38%	(191)	37%	(184)	11%	(54)	9%	(44)	6%	(30)	503
Male Alcohol Weekly Consumer	34%	(77)	35%	(79)	10%	(21)	13%	(30)	8%	(18)	224
Gen Z Alcohol Weekly Consumer	60%	(30)	25%	(13)	6%	(3)	8%	(4)	1%	(0)	50
Millennial Alcohol Weekly Consumer	42%	(138)	39%	(127)	7%	(25)	6%	(18)	6%	(21)	329
Gen X Alcohol Weekly Consumer	33%	(62)	31%	(59)	12%	(22)	16%	(31)	8%	(15)	189
Boomer Alcohol Weekly Consumer	20%	(31)	42%	(64)	17%	(25)	13%	(20)	7%	(11)	150
HHI <$50k Alcohol Weekly Consumer	29%	(79)	35%	(95)	14%	(38)	13%	(36)	8%	(21)	269
HHI $50-$100k Alcohol Weekly Consumer	38%	(111)	39%	(114)	7%	(20)	9%	(27)	6%	(19)	291
HHI $100k+ Alcohol Weekly Consumer	46%	(77)	33%	(55)	10%	(18)	7%	(11)	4%	(8)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	46%	(169)	35%	(131)	8%	(29)	6%	(22)	5%	(17)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	23%	(36)	41%	(66)	11%	(18)	15%	(24)	9%	(14)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	31%	(62)	33%	(67)	14%	(28)	14%	(27)	8%	(16)	201

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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%	(1131)	34%	(1482)	14%	(596)	11%	(501)	16%	(692)	4401
Monthly Beer Drinkers	32%	(499)	35%	(547)	14%	(213)	9%	(146)	9%	(144)	1549
Don't Drink Beer	22%	(113)	35%	(178)	11%	(58)	12%	(63)	19%	(95)	507
Monthly Wine Drinkers	33%	(470)	35%	(503)	13%	(182)	8%	(119)	10%	(144)	1418
Don't Drink Wine	21%	(104)	35%	(170)	15%	(71)	13%	(62)	17%	(83)	490
Monthly Hard Seltzer Drinker	39%	(315)	38%	(308)	10%	(79)	6%	(49)	8%	(66)	818
Don't Drink Hard Seltzer	23%	(278)	32%	(398)	14%	(176)	14%	(166)	17%	(208)	1227
Monthly Spirits Drinker	33%	(460)	37%	(514)	12%	(168)	10%	(139)	8%	(109)	1390
Don't Drink Spirits	23%	(118)	30%	(153)	16%	(82)	10%	(51)	21%	(110)	514
Monthly Canned Cocktail Drinker	38%	(285)	36%	(271)	9%	(70)	9%	(64)	7%	(53)	743
Don't Drink Canned Cocktails	24%	(308)	32%	(409)	15%	(194)	12%	(153)	16%	(206)	1270
Weekly Beer Drinker	36%	(365)	35%	(356)	12%	(124)	10%	(103)	8%	(80)	1028
Weekly Wine Drinker	36%	(284)	36%	(288)	11%	(86)	8%	(64)	9%	(69)	791
Weekly Hard Seltzer Drinker	46%	(195)	36%	(151)	7%	(30)	5%	(20)	6%	(26)	421
Weekly Spirits Drinker	39%	(275)	37%	(261)	10%	(73)	10%	(68)	5%	(37)	714
Weekly Canned Cocktail Drinker	47%	(173)	33%	(122)	7%	(26)	9%	(32)	4%	(16)	368
Don't Drink Alcohol	22%	(376)	31%	(541)	13%	(225)	14%	(238)	20%	(350)	1731
Purchased Car in Past 2 Years	27%	(248)	36%	(329)	15%	(133)	11%	(101)	11%	(103)	914
Aware of Bud Light Events	28%	(759)	35%	(936)	14%	(380)	13%	(342)	10%	(275)	2692

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
Gender: Male	37%	(777)	32%	(674)	10%	(210)	11%	(234)	11%	(233)	2127
Gender: Female	33%	(736)	34%	(770)	8%	(177)	8%	(171)	17%	(393)	2247
Age: 18-34	43%	(545)	31%	(394)	9%	(108)	6%	(74)	11%	(140)	1262
Age: 35-44	38%	(279)	34%	(252)	10%	(72)	6%	(46)	13%	(94)	743
Age: 45-64	29%	(409)	33%	(467)	9%	(128)	13%	(180)	17%	(238)	1422
Age: 65+	30%	(288)	35%	(339)	8%	(79)	11%	(110)	16%	(157)	974
GenZers: 1997-2012	41%	(218)	29%	(151)	10%	(55)	6%	(33)	14%	(72)	529
Millennials: 1981-1996	42%	(558)	33%	(441)	9%	(118)	6%	(79)	11%	(145)	1341
GenXers: 1965-1980	31%	(311)	33%	(340)	8%	(78)	10%	(105)	18%	(182)	1017
Baby Boomers: 1946-1964	29%	(411)	35%	(490)	9%	(126)	13%	(184)	14%	(204)	1414
PID: Dem (no lean)	44%	(806)	34%	(625)	8%	(150)	4%	(66)	10%	(189)	1836
PID: Ind (no lean)	28%	(359)	32%	(412)	8%	(103)	12%	(150)	20%	(259)	1284
PID: Rep (no lean)	28%	(356)	32%	(414)	11%	(135)	15%	(194)	14%	(181)	1280
PID/Gender: Dem Men	47%	(425)	34%	(305)	9%	(78)	3%	(30)	8%	(70)	907
PID/Gender: Dem Women	41%	(379)	34%	(318)	8%	(72)	4%	(35)	13%	(119)	924
PID/Gender: Ind Men	28%	(157)	32%	(180)	11%	(61)	15%	(84)	14%	(80)	562
PID/Gender: Ind Women	28%	(196)	32%	(227)	6%	(40)	9%	(65)	25%	(175)	703
PID/Gender: Rep Men	30%	(194)	29%	(189)	11%	(71)	18%	(121)	12%	(82)	656
PID/Gender: Rep Women	26%	(161)	36%	(224)	10%	(65)	11%	(71)	16%	(99)	620
Ideo: Liberal (1-3)	47%	(655)	33%	(459)	8%	(108)	4%	(50)	8%	(110)	1382
Ideo: Moderate (4)	30%	(384)	36%	(459)	10%	(133)	8%	(103)	15%	(197)	1276
Ideo: Conservative (5-7)	28%	(368)	32%	(427)	9%	(119)	18%	(240)	14%	(181)	1336
Educ: < College	33%	(953)	32%	(934)	9%	(258)	9%	(256)	16%	(473)	2875
Educ: Bachelors degree	37%	(355)	34%	(331)	9%	(85)	10%	(99)	10%	(98)	968
Educ: Post-grad	38%	(212)	34%	(187)	8%	(45)	10%	(54)	10%	(58)	556
Income: Under 50k	33%	(725)	32%	(689)	8%	(176)	9%	(189)	18%	(395)	2174
Income: 50k-100k	34%	(505)	36%	(533)	9%	(136)	10%	(152)	11%	(162)	1489
Income: 100k+	39%	(291)	31%	(230)	10%	(76)	9%	(68)	10%	(72)	736
Ethnicity: White	33%	(1128)	33%	(1119)	9%	(321)	11%	(357)	14%	(471)	3395
Ethnicity: Hispanic	38%	(289)	28%	(215)	13%	(99)	11%	(81)	10%	(75)	758

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
Ethnicity: Black	39%	(218)	32%	(184)	8%	(43)	4%	(22)	18%	(99)	566
Ethnicity: Other	40%	(175)	34%	(149)	5%	(24)	7%	(32)	14%	(60)	439
All Christian	33%	(646)	33%	(642)	9%	(184)	11%	(215)	14%	(263)	1949
All Non-Christian	50%	(197)	31%	(121)	5%	(22)	6%	(24)	8%	(31)	395
Atheist	45%	(85)	29%	(55)	14%	(26)	5%	(10)	7%	(14)	190
Agnostic/Nothing in particular	31%	(346)	33%	(377)	9%	(101)	9%	(105)	18%	(203)	1131
Something Else	34%	(248)	35%	(257)	7%	(55)	8%	(56)	16%	(119)	735
Religious Non-Protestant/Catholic	48%	(214)	31%	(137)	8%	(34)	6%	(27)	8%	(35)	447
Evangelical	36%	(412)	31%	(355)	8%	(92)	13%	(147)	13%	(149)	1155
Non-Evangelical	32%	(470)	35%	(520)	9%	(137)	8%	(122)	15%	(226)	1475
Community: Urban	39%	(565)	31%	(450)	8%	(122)	8%	(110)	13%	(192)	1439
Community: Suburban	34%	(656)	33%	(645)	9%	(183)	10%	(186)	14%	(266)	1936
Community: Rural	29%	(301)	35%	(357)	8%	(83)	11%	(113)	17%	(171)	1025
Employ: Private Sector	39%	(550)	35%	(484)	9%	(129)	7%	(105)	9%	(131)	1397
Employ: Government	38%	(113)	36%	(105)	12%	(35)	7%	(22)	7%	(20)	294
Employ: Self-Employed	34%	(151)	30%	(133)	11%	(48)	10%	(44)	14%	(62)	438
Employ: Homemaker	33%	(79)	29%	(70)	8%	(20)	8%	(19)	22%	(52)	241
Employ: Student	45%	(79)	35%	(61)	9%	(16)	1%	(1)	11%	(19)	176
Employ: Retired	29%	(326)	33%	(368)	8%	(93)	13%	(150)	17%	(190)	1127
Employ: Unemployed	30%	(140)	31%	(145)	6%	(29)	10%	(47)	23%	(110)	471
Employ: Other	33%	(84)	34%	(86)	7%	(18)	9%	(22)	18%	(45)	256
Military HH: Yes	32%	(204)	34%	(213)	11%	(72)	10%	(63)	13%	(82)	634
Military HH: No	35%	(1317)	33%	(1238)	8%	(316)	9%	(347)	15%	(548)	3766
2022 House Vote: Democrat	42%	(770)	35%	(636)	8%	(150)	5%	(86)	10%	(186)	1827
2022 House Vote: Republican	26%	(336)	30%	(387)	11%	(146)	18%	(223)	14%	(179)	1270
2022 House Vote: Someone else	38%	(38)	26%	(26)	5%	(5)	14%	(15)	17%	(18)	101
2022 House Vote: Didnt Vote	31%	(378)	34%	(403)	7%	(87)	7%	(86)	21%	(248)	1202

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
2020 Vote: Joe Biden	41%	(798)	35%	(675)	8%	(156)	5%	(90)	11%	(206)	1925
2020 Vote: Donald Trump	28%	(374)	32%	(432)	9%	(123)	17%	(229)	14%	(194)	1351
2020 Vote: Other	29%	(35)	31%	(38)	17%	(20)	10%	(13)	13%	(15)	121
2020 Vote: Didn't Vote	31%	(314)	31%	(307)	9%	(89)	8%	(78)	21%	(214)	1001
2018 House Vote: Democrat	43%	(694)	34%	(555)	8%	(127)	5%	(76)	11%	(175)	1627
2018 House Vote: Republican	28%	(335)	32%	(377)	9%	(105)	17%	(207)	14%	(165)	1188
2018 House Vote: Someone else	28%	(28)	35%	(35)	9%	(9)	12%	(12)	17%	(17)	102
2018 House Vote: Didnt Vote	31%	(464)	33%	(484)	10%	(147)	8%	(116)	18%	(273)	1484
4-Region: Northeast	38%	(291)	34%	(264)	8%	(59)	6%	(47)	14%	(109)	771
4-Region: Midwest	34%	(309)	33%	(302)	9%	(79)	11%	(98)	13%	(122)	909
4-Region: South	35%	(581)	31%	(525)	9%	(144)	9%	(150)	17%	(278)	1679
4-Region: West	33%	(341)	35%	(361)	10%	(106)	11%	(114)	12%	(120)	1042
2304079	33%	(730)	33%	(726)	9%	(206)	9%	(206)	15%	(331)	2199
2304086	36%	(791)	33%	(726)	8%	(182)	9%	(204)	14%	(299)	2202
Ethnicity: White (Non-Hispanic)	32%	(877)	34%	(931)	8%	(229)	10%	(284)	15%	(403)	2725
Ethnicity: Hispanic	38%	(289)	28%	(215)	13%	(99)	11%	(81)	10%	(75)	758
Ethnicity: Black (Non-Hispanic)	38%	(202)	32%	(172)	8%	(42)	3%	(17)	18%	(98)	531
Ethnicity: Asian + Other (Non-Hispanic)	40%	(153)	35%	(134)	5%	(18)	7%	(28)	14%	(54)	386
Female F&b Monthly Consumer	37%	(743)	32%	(640)	10%	(194)	11%	(211)	10%	(195)	1984
Male F&b Monthly Consumer	33%	(686)	36%	(738)	8%	(166)	7%	(150)	16%	(339)	2079
Gen Z F&b Monthly Consumer	44%	(206)	29%	(137)	11%	(50)	3%	(16)	13%	(59)	469
Millennial F&b Monthly Consumer	43%	(520)	34%	(417)	9%	(106)	5%	(66)	9%	(110)	1219
Gen X F&b Monthly Consumer	31%	(292)	34%	(328)	8%	(73)	11%	(100)	17%	(157)	950
Boomer F&b Monthly Consumer	29%	(398)	35%	(475)	9%	(122)	13%	(173)	14%	(189)	1358
HHI <$50k F&b Monthly Consumer	34%	(673)	33%	(657)	8%	(166)	8%	(162)	17%	(336)	1995
HHI $50-$100k F&b Monthly Consumer	34%	(483)	36%	(510)	9%	(125)	10%	(139)	10%	(146)	1404
HHI $100k+ F&b Monthly Consumer	41%	(280)	32%	(218)	10%	(71)	9%	(64)	8%	(55)	688
PID: Dem (No Lean) F&b Monthly Consumer	45%	(767)	35%	(597)	8%	(137)	3%	(51)	10%	(167)	1720
PID: Ind (No Lean) F&b Monthly Consumer	29%	(331)	34%	(394)	8%	(93)	11%	(128)	18%	(205)	1150
PID: Rep (No Lean) F&b Monthly Consumer	28%	(338)	32%	(396)	11%	(132)	15%	(186)	14%	(166)	1217

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
Female Hh Goods Monthly Consumer	38%	(571)	32%	(484)	11%	(171)	9%	(139)	9%	(132)	1498
Male Hh Goods Monthly Consumer	35%	(565)	35%	(562)	9%	(139)	5%	(87)	15%	(247)	1601
Gen Z Hh Goods Monthly Consumer	39%	(145)	31%	(113)	14%	(50)	4%	(15)	12%	(44)	367
Millennial Hh Goods Monthly Consumer	44%	(452)	33%	(339)	10%	(97)	6%	(56)	8%	(78)	1022
Gen X Hh Goods Monthly Consumer	33%	(245)	35%	(259)	9%	(66)	7%	(56)	17%	(124)	750
Boomer Hh Goods Monthly Consumer	32%	(288)	35%	(315)	10%	(89)	11%	(98)	13%	(120)	911
HHI <$50k Hh Goods Monthly Consumer	35%	(522)	33%	(487)	9%	(134)	7%	(96)	16%	(237)	1477
HHI $50-$100k Hh Goods Monthly Consumer	35%	(388)	36%	(400)	10%	(115)	8%	(91)	9%	(103)	1095
HHI $100k+ Hh Goods Monthly Consumer	43%	(230)	31%	(165)	12%	(62)	8%	(42)	7%	(40)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	46%	(614)	34%	(448)	9%	(124)	2%	(32)	9%	(118)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	30%	(255)	34%	(295)	9%	(81)	10%	(84)	17%	(145)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	30%	(271)	34%	(308)	12%	(106)	12%	(113)	13%	(117)	915
Female Apparel Monthly Consumer	45%	(353)	33%	(257)	10%	(82)	5%	(42)	7%	(55)	790
Male Apparel Monthly Consumer	38%	(328)	35%	(296)	8%	(68)	6%	(52)	13%	(112)	855
Gen Z Apparel Monthly Consumer	38%	(106)	35%	(99)	10%	(27)	4%	(12)	13%	(35)	279
Millennial Apparel Monthly Consumer	48%	(343)	33%	(237)	9%	(63)	4%	(27)	6%	(42)	713
Gen X Apparel Monthly Consumer	34%	(133)	33%	(125)	8%	(31)	10%	(37)	15%	(59)	385
Boomer Apparel Monthly Consumer	38%	(102)	33%	(88)	10%	(27)	7%	(19)	11%	(30)	267
HHI <$50k Apparel Monthly Consumer	41%	(275)	31%	(211)	8%	(53)	7%	(44)	14%	(91)	674
HHI $50-$100k Apparel Monthly Consumer	38%	(251)	37%	(242)	10%	(68)	5%	(35)	9%	(56)	652
HHI $100k+ Apparel Monthly Consumer	49%	(161)	31%	(101)	9%	(30)	5%	(17)	6%	(20)	328
PID: Dem (No Lean) Apparel Monthly Consumer	47%	(381)	32%	(257)	8%	(68)	4%	(30)	9%	(70)	806
PID: Ind (No Lean) Apparel Monthly Consumer	34%	(137)	35%	(143)	10%	(42)	8%	(32)	12%	(49)	404
PID: Rep (No Lean) Apparel Monthly Consumer	38%	(168)	35%	(154)	9%	(41)	7%	(33)	11%	(49)	444
Female Electronics Yearly Consumer	40%	(582)	34%	(497)	10%	(143)	8%	(123)	7%	(107)	1452
Male Electronics Yearly Consumer	37%	(442)	34%	(410)	9%	(112)	7%	(80)	12%	(147)	1192
Gen Z Electronics Yearly Consumer	38%	(143)	31%	(116)	12%	(45)	7%	(26)	12%	(45)	374
Millennial Electronics Yearly Consumer	44%	(441)	35%	(355)	9%	(90)	6%	(60)	6%	(60)	1007
Gen X Electronics Yearly Consumer	36%	(224)	34%	(214)	8%	(50)	8%	(49)	14%	(90)	627
Boomer Electronics Yearly Consumer	35%	(215)	35%	(215)	10%	(62)	11%	(66)	8%	(50)	607

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
HHI <$50k Electronics Yearly Consumer	39%	(453)	33%	(383)	9%	(108)	7%	(80)	12%	(142)	1165
HHI $50-$100k Electronics Yearly Consumer	36%	(356)	37%	(366)	10%	(96)	9%	(85)	9%	(84)	987
HHI $100k+ Electronics Yearly Consumer	44%	(222)	32%	(162)	10%	(52)	8%	(40)	6%	(29)	505
PID: Dem (No Lean) Electronics Yearly Consumer	46%	(537)	36%	(414)	8%	(89)	3%	(32)	8%	(89)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	34%	(250)	33%	(241)	10%	(69)	12%	(85)	11%	(80)	725
PID: Rep (No Lean) Electronics Yearly Consumer	32%	(244)	33%	(257)	13%	(97)	11%	(88)	11%	(86)	771
Female Beauty & Care Monthly Consumer	40%	(543)	34%	(453)	10%	(134)	9%	(117)	7%	(100)	1346
Male Beauty & Care Monthly Consumer	36%	(525)	36%	(515)	7%	(108)	6%	(80)	15%	(216)	1444
Gen Z Beauty & Care Monthly Consumer	43%	(160)	30%	(112)	10%	(37)	3%	(12)	13%	(50)	371
Millennial Beauty & Care Monthly Consumer	45%	(435)	35%	(336)	8%	(81)	4%	(43)	7%	(68)	962
Gen X Beauty & Care Monthly Consumer	34%	(236)	35%	(243)	8%	(54)	8%	(52)	15%	(103)	688
Boomer Beauty & Care Monthly Consumer	31%	(233)	36%	(272)	9%	(65)	12%	(90)	12%	(87)	747
HHI <$50k Beauty & Care Monthly Consumer	37%	(492)	34%	(456)	7%	(94)	6%	(83)	15%	(200)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	37%	(369)	37%	(373)	9%	(92)	8%	(83)	9%	(93)	1010
HHI $100k+ Beauty & Care Monthly Consumer	45%	(211)	31%	(145)	12%	(57)	7%	(34)	5%	(24)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	47%	(591)	34%	(429)	7%	(91)	2%	(30)	8%	(103)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	31%	(233)	35%	(264)	9%	(71)	9%	(66)	15%	(116)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	31%	(249)	35%	(282)	10%	(81)	13%	(104)	12%	(97)	812
Female Insurance Yearly Consumer	37%	(590)	33%	(520)	10%	(152)	10%	(163)	10%	(151)	1577
Male Insurance Yearly Consumer	33%	(498)	37%	(557)	8%	(122)	8%	(125)	14%	(212)	1513
Gen Z Insurance Yearly Consumer	38%	(131)	32%	(109)	10%	(33)	7%	(24)	13%	(45)	343
Millennial Insurance Yearly Consumer	44%	(419)	34%	(328)	10%	(92)	5%	(52)	6%	(60)	951
Gen X Insurance Yearly Consumer	31%	(213)	34%	(233)	9%	(59)	11%	(73)	15%	(99)	677
Boomer Insurance Yearly Consumer	30%	(309)	37%	(382)	8%	(81)	13%	(131)	13%	(134)	1038
HHI <$50k Insurance Yearly Consumer	34%	(465)	34%	(471)	9%	(118)	8%	(116)	14%	(198)	1369
HHI $50-$100k Insurance Yearly Consumer	34%	(388)	37%	(419)	9%	(100)	10%	(118)	11%	(121)	1146
HHI $100k+ Insurance Yearly Consumer	41%	(236)	32%	(188)	10%	(56)	10%	(57)	8%	(45)	582
PID: Dem (No Lean) Insurance Yearly Consumer	46%	(592)	36%	(461)	8%	(98)	3%	(39)	8%	(106)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	28%	(237)	35%	(299)	8%	(67)	14%	(118)	16%	(136)	857
PID: Rep (No Lean) Insurance Yearly Consumer	28%	(261)	34%	(319)	12%	(109)	14%	(133)	13%	(121)	943

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
Female Pharma Monthly Consumer	40%	(554)	33%	(447)	10%	(132)	9%	(130)	8%	(113)	1374
Male Pharma Monthly Consumer	34%	(479)	36%	(498)	8%	(109)	7%	(94)	16%	(217)	1396
Gen Z Pharma Monthly Consumer	46%	(136)	32%	(93)	9%	(26)	4%	(13)	9%	(26)	294
Millennial Pharma Monthly Consumer	44%	(362)	35%	(287)	9%	(75)	5%	(45)	7%	(54)	823
Gen X Pharma Monthly Consumer	35%	(244)	35%	(243)	8%	(55)	7%	(51)	15%	(103)	696
Boomer Pharma Monthly Consumer	31%	(284)	34%	(309)	9%	(79)	12%	(108)	14%	(127)	907
HHI <$50k Pharma Monthly Consumer	35%	(466)	33%	(449)	9%	(124)	6%	(87)	16%	(220)	1347
HHI $50-$100k Pharma Monthly Consumer	38%	(366)	36%	(351)	8%	(74)	10%	(95)	9%	(84)	970
HHI $100k+ Pharma Monthly Consumer	44%	(204)	32%	(150)	9%	(44)	9%	(43)	5%	(25)	467
PID: Dem (No Lean) Pharma Monthly Consumer	47%	(567)	35%	(422)	6%	(78)	3%	(32)	9%	(109)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	30%	(216)	34%	(248)	10%	(73)	11%	(80)	15%	(110)	726
PID: Rep (No Lean) Pharma Monthly Consumer	30%	(254)	33%	(281)	11%	(91)	13%	(113)	13%	(110)	850
Female Media Monthly Consumer	43%	(443)	33%	(343)	10%	(101)	8%	(82)	7%	(69)	1037
Male Media Monthly Consumer	36%	(320)	38%	(336)	9%	(83)	5%	(45)	11%	(95)	878
Gen Z Media Monthly Consumer	38%	(115)	37%	(112)	10%	(31)	4%	(13)	10%	(30)	300
Millennial Media Monthly Consumer	45%	(352)	34%	(266)	10%	(78)	5%	(39)	5%	(42)	777
Gen X Media Monthly Consumer	36%	(160)	38%	(165)	9%	(39)	7%	(31)	10%	(44)	438
Boomer Media Monthly Consumer	34%	(133)	34%	(130)	9%	(35)	11%	(44)	11%	(44)	387
HHI <$50k Media Monthly Consumer	39%	(316)	35%	(283)	10%	(83)	6%	(49)	10%	(84)	814
HHI $50-$100k Media Monthly Consumer	36%	(265)	39%	(286)	10%	(71)	7%	(54)	8%	(59)	735
HHI $100k+ Media Monthly Consumer	49%	(183)	30%	(113)	8%	(31)	7%	(25)	5%	(20)	372
PID: Dem (No Lean) Media Monthly Consumer	48%	(429)	34%	(308)	8%	(73)	3%	(28)	6%	(57)	894
PID: Ind (No Lean) Media Monthly Consumer	31%	(156)	36%	(182)	9%	(48)	10%	(49)	14%	(68)	501
PID: Rep (No Lean) Media Monthly Consumer	34%	(180)	36%	(192)	12%	(65)	10%	(52)	7%	(38)	526
Female Ent. Products Monthly Consumer	44%	(349)	32%	(251)	10%	(81)	6%	(44)	8%	(65)	789
Male Ent. Products Monthly Consumer	38%	(199)	36%	(189)	8%	(43)	5%	(27)	12%	(63)	522
Gen Z Ent. Products Monthly Consumer	42%	(103)	31%	(77)	10%	(24)	5%	(14)	12%	(29)	246
Millennial Ent. Products Monthly Consumer	47%	(319)	34%	(228)	9%	(61)	4%	(24)	7%	(45)	676
Gen X Ent. Products Monthly Consumer	37%	(92)	35%	(86)	10%	(24)	5%	(13)	13%	(34)	249
Boomer Ent. Products Monthly Consumer	26%	(36)	36%	(51)	10%	(14)	15%	(21)	13%	(19)	141

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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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
HHI <$50k Ent. Products Monthly Consumer	41%	(211)	31%	(163)	10%	(54)	4%	(23)	13%	(67)	518
HHI $50-$100k Ent. Products Monthly Consumer	39%	(206)	37%	(194)	10%	(51)	6%	(30)	8%	(43)	523
HHI $100k+ Ent. Products Monthly Consumer	49%	(134)	31%	(85)	7%	(20)	7%	(18)	6%	(18)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	49%	(313)	34%	(216)	8%	(49)	3%	(18)	6%	(40)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	34%	(112)	35%	(115)	11%	(37)	7%	(23)	12%	(40)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	36%	(126)	31%	(110)	11%	(39)	9%	(31)	14%	(48)	354
Female Travel Yearly Consumer	39%	(518)	34%	(442)	10%	(127)	9%	(120)	8%	(107)	1314
Male Travel Yearly Consumer	37%	(378)	39%	(401)	10%	(103)	5%	(54)	9%	(91)	1027
Gen Z Travel Yearly Consumer	40%	(131)	30%	(98)	16%	(51)	4%	(12)	11%	(37)	329
Millennial Travel Yearly Consumer	46%	(398)	35%	(304)	8%	(69)	5%	(44)	5%	(44)	858
Gen X Travel Yearly Consumer	33%	(159)	38%	(184)	9%	(44)	9%	(41)	10%	(50)	479
Boomer Travel Yearly Consumer	32%	(206)	38%	(247)	9%	(61)	11%	(72)	10%	(62)	648
HHI <$50k Travel Yearly Consumer	37%	(300)	38%	(304)	9%	(76)	5%	(44)	10%	(82)	806
HHI $50-$100k Travel Yearly Consumer	37%	(360)	37%	(357)	10%	(100)	9%	(84)	7%	(73)	974
HHI $100k+ Travel Yearly Consumer	42%	(240)	33%	(186)	10%	(54)	8%	(47)	8%	(43)	570
PID: Dem (No Lean) Travel Yearly Consumer	47%	(514)	36%	(395)	8%	(92)	3%	(28)	6%	(62)	1090
PID: Ind (No Lean) Travel Yearly Consumer	31%	(178)	38%	(218)	10%	(56)	11%	(62)	11%	(64)	578
PID: Rep (No Lean) Travel Yearly Consumer	30%	(208)	34%	(235)	12%	(82)	12%	(85)	11%	(72)	683
Female Alcohol Weekly Consumer	44%	(222)	32%	(161)	10%	(48)	7%	(35)	7%	(36)	503
Male Alcohol Weekly Consumer	42%	(94)	34%	(75)	7%	(15)	10%	(23)	7%	(17)	224
Gen Z Alcohol Weekly Consumer	53%	(27)	24%	(12)	6%	(3)	5%	(3)	11%	(6)	50
Millennial Alcohol Weekly Consumer	51%	(167)	33%	(108)	8%	(26)	3%	(9)	6%	(20)	329
Gen X Alcohol Weekly Consumer	38%	(72)	29%	(55)	7%	(12)	17%	(32)	9%	(17)	189
Boomer Alcohol Weekly Consumer	32%	(48)	37%	(56)	14%	(21)	9%	(14)	7%	(11)	150
HHI <$50k Alcohol Weekly Consumer	43%	(114)	28%	(76)	10%	(27)	10%	(28)	9%	(24)	269
HHI $50-$100k Alcohol Weekly Consumer	38%	(111)	40%	(117)	7%	(21)	7%	(21)	7%	(21)	291
HHI $100k+ Alcohol Weekly Consumer	55%	(92)	25%	(43)	9%	(15)	6%	(10)	5%	(8)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	51%	(189)	33%	(123)	4%	(16)	6%	(21)	5%	(20)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	34%	(53)	28%	(44)	17%	(26)	12%	(19)	10%	(17)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	38%	(75)	35%	(69)	10%	(21)	10%	(19)	8%	(16)	201

Continued on next page

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	35%	(1522)	33%	(1452)	9%	(388)	9%	(410)	14%	(630)	4401
Monthly Beer Drinkers	40%	(616)	35%	(535)	9%	(142)	7%	(109)	9%	(147)	1549
Don't Drink Beer	32%	(161)	33%	(165)	7%	(34)	10%	(51)	19%	(96)	507
Monthly Wine Drinkers	42%	(591)	33%	(475)	7%	(97)	7%	(100)	11%	(154)	1418
Don't Drink Wine	27%	(134)	36%	(176)	13%	(64)	9%	(46)	14%	(71)	490
Monthly Hard Seltzer Drinker	47%	(383)	34%	(281)	5%	(42)	5%	(41)	9%	(71)	818
Don't Drink Hard Seltzer	31%	(377)	33%	(405)	9%	(110)	11%	(130)	17%	(204)	1227
Monthly Spirits Drinker	40%	(562)	36%	(503)	7%	(102)	8%	(111)	8%	(112)	1390
Don't Drink Spirits	34%	(172)	26%	(136)	10%	(52)	8%	(39)	22%	(114)	514
Monthly Canned Cocktail Drinker	46%	(340)	32%	(238)	6%	(48)	7%	(53)	9%	(64)	743
Don't Drink Canned Cocktails	33%	(423)	33%	(418)	9%	(115)	10%	(121)	15%	(191)	1270
Weekly Beer Drinker	42%	(434)	33%	(340)	9%	(88)	7%	(74)	9%	(93)	1028
Weekly Wine Drinker	46%	(360)	31%	(247)	6%	(51)	6%	(49)	11%	(85)	791
Weekly Hard Seltzer Drinker	55%	(233)	30%	(126)	3%	(14)	5%	(20)	7%	(28)	421
Weekly Spirits Drinker	44%	(313)	35%	(251)	7%	(47)	8%	(59)	6%	(44)	714
Weekly Canned Cocktail Drinker	51%	(187)	30%	(110)	5%	(19)	8%	(30)	6%	(22)	368
Don't Drink Alcohol	30%	(512)	33%	(569)	9%	(154)	12%	(202)	17%	(294)	1731
Purchased Car in Past 2 Years	33%	(303)	37%	(334)	10%	(94)	10%	(87)	10%	(96)	914
Aware of Bud Light Events	37%	(1002)	33%	(900)	10%	(259)	11%	(291)	9%	(240)	2692

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
Gender: Male	33%	(705)	28%	(602)	13%	(272)	12%	(263)	13%	(285)	2127
Gender: Female	32%	(729)	30%	(678)	9%	(195)	9%	(205)	20%	(440)	2247
Age: 18-34	42%	(533)	28%	(353)	9%	(117)	7%	(90)	13%	(169)	1262
Age: 35-44	35%	(260)	32%	(235)	10%	(76)	8%	(57)	16%	(115)	743
Age: 45-64	27%	(381)	28%	(395)	12%	(171)	14%	(201)	19%	(274)	1422
Age: 65+	27%	(268)	31%	(303)	11%	(106)	13%	(126)	18%	(171)	974
GenZers: 1997-2012	42%	(219)	26%	(138)	9%	(49)	6%	(34)	17%	(89)	529
Millennials: 1981-1996	39%	(529)	30%	(405)	9%	(127)	8%	(105)	13%	(175)	1341
GenXers: 1965-1980	28%	(288)	28%	(285)	11%	(111)	12%	(120)	21%	(214)	1017
Baby Boomers: 1946-1964	28%	(390)	30%	(430)	11%	(161)	15%	(206)	16%	(227)	1414
PID: Dem (no lean)	43%	(783)	32%	(584)	9%	(174)	5%	(88)	11%	(207)	1836
PID: Ind (no lean)	28%	(360)	27%	(344)	9%	(121)	12%	(153)	24%	(306)	1284
PID: Rep (no lean)	23%	(298)	28%	(358)	14%	(175)	18%	(233)	17%	(215)	1280
PID/Gender: Dem Men	46%	(419)	30%	(275)	11%	(98)	4%	(38)	9%	(78)	907
PID/Gender: Dem Women	39%	(362)	33%	(307)	8%	(76)	5%	(50)	14%	(129)	924
PID/Gender: Ind Men	26%	(144)	27%	(153)	13%	(71)	16%	(88)	19%	(107)	562
PID/Gender: Ind Women	30%	(210)	27%	(187)	7%	(49)	9%	(62)	28%	(195)	703
PID/Gender: Rep Men	22%	(141)	27%	(174)	16%	(103)	21%	(138)	15%	(100)	656
PID/Gender: Rep Women	25%	(157)	30%	(184)	11%	(70)	15%	(93)	19%	(116)	620
Ideo: Liberal (1-3)	46%	(642)	31%	(431)	9%	(127)	5%	(63)	9%	(119)	1382
Ideo: Moderate (4)	29%	(365)	33%	(416)	12%	(151)	9%	(119)	18%	(226)	1276
Ideo: Conservative (5-7)	24%	(316)	28%	(371)	12%	(165)	20%	(262)	17%	(222)	1336
Educ: < College	31%	(901)	28%	(813)	11%	(308)	11%	(305)	19%	(548)	2875
Educ: Bachelors degree	33%	(323)	32%	(309)	11%	(106)	11%	(110)	12%	(119)	968
Educ: Post-grad	39%	(217)	29%	(164)	10%	(56)	11%	(59)	11%	(62)	556
Income: Under 50k	31%	(677)	27%	(585)	10%	(222)	11%	(229)	21%	(460)	2174
Income: 50k-100k	34%	(502)	32%	(476)	10%	(151)	11%	(168)	13%	(192)	1489
Income: 100k+	36%	(262)	30%	(224)	13%	(97)	10%	(76)	10%	(76)	736
Ethnicity: White	31%	(1063)	30%	(1014)	11%	(379)	12%	(406)	16%	(533)	3395
Ethnicity: Hispanic	34%	(258)	26%	(199)	13%	(99)	13%	(98)	14%	(105)	758

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
Ethnicity: Black	42%	(235)	22%	(124)	9%	(52)	6%	(32)	22%	(123)	566
Ethnicity: Other	33%	(143)	34%	(149)	9%	(38)	8%	(36)	17%	(73)	439
All Christian	29%	(565)	31%	(603)	12%	(231)	13%	(253)	15%	(298)	1949
All Non-Christian	45%	(178)	30%	(118)	8%	(30)	7%	(26)	11%	(43)	395
Atheist	52%	(98)	21%	(40)	11%	(20)	9%	(17)	8%	(15)	190
Agnostic/Nothing in particular	31%	(346)	28%	(319)	11%	(120)	10%	(113)	21%	(233)	1131
Something Else	35%	(255)	28%	(206)	9%	(69)	9%	(64)	19%	(141)	735
Religious Non-Protestant/Catholic	43%	(194)	31%	(138)	9%	(38)	7%	(31)	11%	(47)	447
Evangelical	34%	(394)	27%	(314)	9%	(100)	14%	(161)	16%	(187)	1155
Non-Evangelical	28%	(415)	32%	(469)	13%	(194)	10%	(154)	16%	(243)	1475
Community: Urban	36%	(521)	30%	(436)	10%	(140)	9%	(127)	15%	(216)	1439
Community: Suburban	32%	(625)	30%	(584)	10%	(190)	11%	(217)	17%	(321)	1936
Community: Rural	29%	(297)	26%	(265)	14%	(140)	13%	(131)	19%	(192)	1025
Employ: Private Sector	37%	(519)	30%	(420)	13%	(179)	9%	(120)	11%	(160)	1397
Employ: Government	42%	(124)	27%	(80)	14%	(43)	8%	(24)	8%	(24)	294
Employ: Self-Employed	29%	(128)	27%	(120)	9%	(38)	16%	(69)	19%	(83)	438
Employ: Homemaker	29%	(70)	31%	(74)	8%	(18)	8%	(20)	24%	(58)	241
Employ: Student	45%	(79)	28%	(50)	13%	(22)	1%	(2)	13%	(23)	176
Employ: Retired	27%	(303)	29%	(332)	11%	(118)	15%	(166)	18%	(208)	1127
Employ: Unemployed	29%	(139)	28%	(131)	7%	(34)	10%	(48)	25%	(119)	471
Employ: Other	31%	(79)	31%	(80)	7%	(18)	10%	(26)	21%	(53)	256
Military HH: Yes	31%	(198)	28%	(177)	12%	(78)	12%	(75)	17%	(107)	634
Military HH: No	33%	(1245)	29%	(1109)	10%	(392)	11%	(399)	17%	(622)	3766
2022 House Vote: Democrat	41%	(755)	31%	(571)	10%	(175)	6%	(115)	12%	(212)	1827
2022 House Vote: Republican	23%	(288)	27%	(339)	14%	(175)	20%	(253)	17%	(215)	1270
2022 House Vote: Someone else	30%	(31)	30%	(30)	10%	(10)	12%	(13)	18%	(18)	101
2022 House Vote: Didnt Vote	31%	(369)	29%	(346)	9%	(110)	8%	(93)	24%	(284)	1202

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
2020 Vote: Joe Biden	40%	(772)	32%	(622)	9%	(172)	7%	(131)	12%	(227)	1925
2020 Vote: Donald Trump	24%	(324)	28%	(377)	13%	(178)	18%	(248)	17%	(224)	1351
2020 Vote: Other	32%	(39)	27%	(33)	17%	(21)	9%	(11)	14%	(17)	121
2020 Vote: Didn't Vote	31%	(306)	25%	(253)	10%	(98)	8%	(84)	26%	(260)	1001
2018 House Vote: Democrat	42%	(685)	30%	(486)	10%	(168)	6%	(101)	11%	(186)	1627
2018 House Vote: Republican	24%	(287)	28%	(331)	13%	(149)	19%	(222)	17%	(199)	1188
2018 House Vote: Someone else	24%	(25)	32%	(32)	7%	(7)	18%	(19)	18%	(19)	102
2018 House Vote: Didnt Vote	30%	(445)	29%	(437)	10%	(146)	9%	(132)	22%	(325)	1484
4-Region: Northeast	36%	(278)	28%	(218)	11%	(84)	9%	(70)	16%	(120)	771
4-Region: Midwest	33%	(300)	29%	(267)	9%	(85)	13%	(117)	15%	(140)	909
4-Region: South	32%	(543)	27%	(460)	11%	(186)	10%	(163)	19%	(327)	1679
4-Region: West	31%	(322)	33%	(341)	11%	(114)	12%	(124)	14%	(142)	1042
2304079	31%	(683)	29%	(631)	11%	(252)	12%	(261)	17%	(372)	2199
2304086	34%	(760)	30%	(655)	10%	(217)	10%	(213)	16%	(357)	2202
Ethnicity: White (Non-Hispanic)	31%	(845)	30%	(831)	11%	(293)	12%	(317)	16%	(439)	2725
Ethnicity: Hispanic	34%	(258)	26%	(199)	13%	(99)	13%	(98)	14%	(105)	758
Ethnicity: Black (Non-Hispanic)	41%	(215)	23%	(122)	9%	(48)	5%	(27)	22%	(119)	531
Ethnicity: Asian + Other (Non-Hispanic)	32%	(123)	35%	(135)	8%	(31)	8%	(32)	17%	(65)	386
Female F&b Monthly Consumer	34%	(676)	29%	(577)	13%	(251)	12%	(246)	12%	(234)	1984
Male F&b Monthly Consumer	34%	(700)	30%	(628)	9%	(179)	10%	(198)	18%	(374)	2079
Gen Z F&b Monthly Consumer	44%	(208)	27%	(128)	9%	(43)	6%	(30)	13%	(61)	469
Millennial F&b Monthly Consumer	41%	(497)	31%	(376)	9%	(112)	8%	(97)	11%	(138)	1219
Gen X F&b Monthly Consumer	29%	(279)	28%	(262)	11%	(106)	12%	(115)	20%	(188)	950
Boomer F&b Monthly Consumer	28%	(385)	31%	(417)	11%	(150)	15%	(200)	15%	(206)	1358
HHI <$50k F&b Monthly Consumer	32%	(644)	27%	(545)	10%	(205)	11%	(217)	19%	(382)	1995
HHI $50-$100k F&b Monthly Consumer	35%	(490)	32%	(447)	10%	(135)	11%	(159)	12%	(172)	1404
HHI $100k+ F&b Monthly Consumer	36%	(248)	32%	(217)	13%	(93)	11%	(74)	8%	(57)	688
PID: Dem (No Lean) F&b Monthly Consumer	44%	(752)	32%	(556)	9%	(150)	5%	(78)	11%	(184)	1720
PID: Ind (No Lean) F&b Monthly Consumer	30%	(346)	27%	(307)	10%	(113)	13%	(145)	21%	(238)	1150
PID: Rep (No Lean) F&b Monthly Consumer	23%	(285)	28%	(346)	14%	(170)	19%	(227)	16%	(190)	1217

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
Female Hh Goods Monthly Consumer	35%	(521)	29%	(441)	14%	(211)	11%	(160)	11%	(165)	1498
Male Hh Goods Monthly Consumer	35%	(558)	30%	(481)	9%	(150)	8%	(129)	18%	(284)	1601
Gen Z Hh Goods Monthly Consumer	42%	(152)	28%	(103)	11%	(41)	6%	(22)	13%	(48)	367
Millennial Hh Goods Monthly Consumer	42%	(428)	31%	(316)	10%	(100)	8%	(82)	9%	(96)	1022
Gen X Hh Goods Monthly Consumer	30%	(224)	28%	(214)	13%	(95)	9%	(65)	20%	(153)	750
Boomer Hh Goods Monthly Consumer	30%	(270)	30%	(270)	12%	(111)	13%	(122)	15%	(137)	911
HHI <$50k Hh Goods Monthly Consumer	33%	(483)	28%	(410)	11%	(170)	10%	(144)	18%	(271)	1477
HHI $50-$100k Hh Goods Monthly Consumer	36%	(393)	32%	(350)	10%	(114)	10%	(105)	12%	(132)	1095
HHI $100k+ Hh Goods Monthly Consumer	38%	(206)	31%	(165)	15%	(79)	8%	(44)	8%	(45)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	44%	(592)	31%	(419)	10%	(134)	4%	(51)	10%	(139)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	30%	(262)	28%	(242)	10%	(90)	11%	(93)	20%	(173)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	25%	(228)	29%	(263)	15%	(139)	16%	(149)	15%	(137)	915
Female Apparel Monthly Consumer	41%	(322)	29%	(227)	14%	(110)	8%	(63)	9%	(68)	790
Male Apparel Monthly Consumer	37%	(316)	33%	(279)	9%	(79)	7%	(56)	15%	(126)	855
Gen Z Apparel Monthly Consumer	37%	(104)	30%	(83)	15%	(41)	5%	(14)	13%	(37)	279
Millennial Apparel Monthly Consumer	45%	(324)	33%	(232)	9%	(63)	6%	(42)	7%	(52)	713
Gen X Apparel Monthly Consumer	31%	(121)	27%	(105)	11%	(43)	12%	(46)	18%	(70)	385
Boomer Apparel Monthly Consumer	34%	(91)	31%	(82)	15%	(39)	8%	(21)	13%	(34)	267
HHI <$50k Apparel Monthly Consumer	36%	(245)	27%	(182)	12%	(81)	9%	(57)	16%	(109)	674
HHI $50-$100k Apparel Monthly Consumer	38%	(250)	34%	(221)	10%	(68)	7%	(48)	10%	(65)	652
HHI $100k+ Apparel Monthly Consumer	44%	(146)	31%	(103)	13%	(41)	6%	(18)	6%	(20)	328
PID: Dem (No Lean) Apparel Monthly Consumer	47%	(380)	31%	(246)	9%	(75)	4%	(30)	9%	(75)	806
PID: Ind (No Lean) Apparel Monthly Consumer	32%	(129)	29%	(118)	15%	(62)	9%	(38)	14%	(57)	404
PID: Rep (No Lean) Apparel Monthly Consumer	30%	(131)	32%	(142)	12%	(53)	13%	(56)	14%	(63)	444
Female Electronics Yearly Consumer	37%	(537)	30%	(430)	13%	(191)	10%	(150)	10%	(144)	1452
Male Electronics Yearly Consumer	36%	(433)	32%	(380)	10%	(117)	8%	(95)	14%	(168)	1192
Gen Z Electronics Yearly Consumer	42%	(157)	26%	(95)	12%	(44)	7%	(26)	14%	(51)	374
Millennial Electronics Yearly Consumer	41%	(418)	32%	(323)	11%	(109)	8%	(81)	8%	(77)	1007
Gen X Electronics Yearly Consumer	32%	(201)	29%	(183)	12%	(77)	9%	(59)	17%	(108)	627
Boomer Electronics Yearly Consumer	32%	(197)	32%	(194)	12%	(71)	13%	(79)	11%	(66)	607

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
HHI <$50k Electronics Yearly Consumer	35%	(406)	29%	(340)	12%	(138)	9%	(104)	15%	(177)	1165
HHI $50-$100k Electronics Yearly Consumer	37%	(366)	31%	(308)	12%	(114)	10%	(97)	10%	(102)	987
HHI $100k+ Electronics Yearly Consumer	41%	(205)	32%	(163)	11%	(58)	9%	(47)	6%	(33)	505
PID: Dem (No Lean) Electronics Yearly Consumer	46%	(534)	32%	(376)	9%	(108)	4%	(44)	9%	(99)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	34%	(246)	29%	(209)	11%	(80)	11%	(83)	15%	(108)	725
PID: Rep (No Lean) Electronics Yearly Consumer	26%	(197)	29%	(227)	16%	(122)	16%	(121)	14%	(104)	771
Female Beauty & Care Monthly Consumer	37%	(497)	30%	(406)	13%	(174)	10%	(136)	10%	(133)	1346
Male Beauty & Care Monthly Consumer	35%	(512)	31%	(451)	8%	(109)	8%	(120)	17%	(252)	1444
Gen Z Beauty & Care Monthly Consumer	45%	(167)	26%	(98)	9%	(35)	6%	(23)	13%	(50)	371
Millennial Beauty & Care Monthly Consumer	42%	(408)	34%	(325)	8%	(78)	7%	(67)	9%	(84)	962
Gen X Beauty & Care Monthly Consumer	31%	(213)	30%	(204)	11%	(74)	9%	(63)	19%	(133)	688
Boomer Beauty & Care Monthly Consumer	29%	(220)	30%	(221)	12%	(90)	14%	(107)	15%	(110)	747
HHI <$50k Beauty & Care Monthly Consumer	34%	(454)	30%	(392)	9%	(119)	9%	(121)	18%	(239)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	36%	(366)	32%	(327)	10%	(102)	10%	(99)	11%	(116)	1010
HHI $100k+ Beauty & Care Monthly Consumer	41%	(194)	30%	(142)	14%	(65)	9%	(41)	6%	(30)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	45%	(562)	33%	(405)	8%	(101)	4%	(50)	10%	(126)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	32%	(240)	29%	(216)	11%	(80)	10%	(74)	19%	(140)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	26%	(211)	30%	(240)	13%	(105)	17%	(137)	15%	(119)	812
Female Insurance Yearly Consumer	34%	(539)	30%	(477)	12%	(191)	12%	(191)	11%	(179)	1577
Male Insurance Yearly Consumer	34%	(510)	31%	(467)	10%	(151)	9%	(140)	16%	(245)	1513
Gen Z Insurance Yearly Consumer	43%	(147)	27%	(92)	12%	(40)	5%	(18)	13%	(46)	343
Millennial Insurance Yearly Consumer	42%	(398)	32%	(301)	10%	(97)	8%	(74)	9%	(82)	951
Gen X Insurance Yearly Consumer	28%	(192)	29%	(198)	11%	(77)	12%	(84)	19%	(126)	677
Boomer Insurance Yearly Consumer	29%	(304)	32%	(329)	11%	(111)	14%	(147)	14%	(146)	1038
HHI <$50k Insurance Yearly Consumer	32%	(439)	29%	(395)	12%	(159)	10%	(142)	17%	(234)	1369
HHI $50-$100k Insurance Yearly Consumer	34%	(391)	32%	(367)	10%	(116)	11%	(127)	13%	(144)	1146
HHI $100k+ Insurance Yearly Consumer	38%	(221)	32%	(184)	12%	(68)	11%	(64)	8%	(45)	582
PID: Dem (No Lean) Insurance Yearly Consumer	45%	(583)	32%	(420)	9%	(116)	4%	(56)	9%	(122)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	28%	(242)	29%	(249)	11%	(90)	13%	(113)	19%	(162)	857
PID: Rep (No Lean) Insurance Yearly Consumer	24%	(227)	29%	(277)	14%	(136)	17%	(164)	15%	(139)	943

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
Female Pharma Monthly Consumer	36%	(494)	31%	(426)	12%	(169)	11%	(148)	10%	(137)	1374
Male Pharma Monthly Consumer	34%	(469)	32%	(444)	8%	(110)	9%	(131)	17%	(243)	1396
Gen Z Pharma Monthly Consumer	45%	(131)	28%	(83)	11%	(33)	6%	(18)	9%	(28)	294
Millennial Pharma Monthly Consumer	41%	(340)	35%	(287)	9%	(70)	7%	(60)	8%	(66)	823
Gen X Pharma Monthly Consumer	31%	(219)	30%	(211)	10%	(71)	10%	(67)	18%	(128)	696
Boomer Pharma Monthly Consumer	30%	(269)	30%	(274)	10%	(92)	14%	(129)	16%	(142)	907
HHI <$50k Pharma Monthly Consumer	32%	(432)	29%	(397)	11%	(145)	9%	(119)	19%	(254)	1347
HHI $50-$100k Pharma Monthly Consumer	36%	(350)	33%	(321)	9%	(86)	12%	(114)	10%	(99)	970
HHI $100k+ Pharma Monthly Consumer	39%	(184)	34%	(156)	11%	(50)	11%	(49)	6%	(27)	467
PID: Dem (No Lean) Pharma Monthly Consumer	45%	(547)	33%	(393)	8%	(101)	4%	(47)	10%	(120)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	30%	(218)	30%	(218)	10%	(71)	12%	(89)	18%	(129)	726
PID: Rep (No Lean) Pharma Monthly Consumer	24%	(201)	31%	(263)	13%	(109)	17%	(146)	16%	(132)	850
Female Media Monthly Consumer	40%	(417)	28%	(294)	12%	(129)	10%	(100)	9%	(97)	1037
Male Media Monthly Consumer	37%	(329)	33%	(288)	11%	(99)	6%	(50)	13%	(112)	878
Gen Z Media Monthly Consumer	41%	(123)	32%	(95)	12%	(35)	5%	(15)	11%	(32)	300
Millennial Media Monthly Consumer	43%	(331)	32%	(245)	11%	(82)	7%	(56)	8%	(63)	777
Gen X Media Monthly Consumer	35%	(153)	30%	(132)	13%	(57)	9%	(38)	13%	(59)	438
Boomer Media Monthly Consumer	35%	(136)	28%	(107)	13%	(50)	11%	(44)	13%	(50)	387
HHI <$50k Media Monthly Consumer	36%	(293)	28%	(225)	14%	(117)	8%	(63)	14%	(117)	814
HHI $50-$100k Media Monthly Consumer	38%	(279)	34%	(250)	10%	(76)	8%	(60)	10%	(71)	735
HHI $100k+ Media Monthly Consumer	47%	(176)	29%	(108)	10%	(36)	8%	(31)	6%	(21)	372
PID: Dem (No Lean) Media Monthly Consumer	47%	(424)	31%	(278)	10%	(91)	4%	(32)	8%	(68)	894
PID: Ind (No Lean) Media Monthly Consumer	36%	(182)	28%	(140)	10%	(52)	10%	(48)	16%	(80)	501
PID: Rep (No Lean) Media Monthly Consumer	27%	(142)	31%	(164)	16%	(86)	14%	(73)	12%	(61)	526
Female Ent. Products Monthly Consumer	41%	(326)	29%	(230)	13%	(101)	8%	(63)	9%	(68)	789
Male Ent. Products Monthly Consumer	37%	(194)	31%	(163)	10%	(53)	8%	(41)	14%	(71)	522
Gen Z Ent. Products Monthly Consumer	41%	(101)	29%	(71)	14%	(35)	5%	(13)	11%	(26)	246
Millennial Ent. Products Monthly Consumer	42%	(284)	32%	(218)	11%	(72)	7%	(48)	8%	(55)	676
Gen X Ent. Products Monthly Consumer	39%	(97)	24%	(60)	13%	(33)	9%	(22)	15%	(37)	249
Boomer Ent. Products Monthly Consumer	28%	(40)	31%	(44)	12%	(17)	15%	(21)	14%	(19)	141

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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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
HHI <$50k Ent. Products Monthly Consumer	38%	(195)	27%	(138)	14%	(70)	8%	(40)	15%	(75)	518
HHI $50-$100k Ent. Products Monthly Consumer	39%	(205)	33%	(172)	11%	(57)	8%	(43)	9%	(46)	523
HHI $100k+ Ent. Products Monthly Consumer	44%	(122)	31%	(84)	10%	(28)	8%	(22)	7%	(18)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	48%	(306)	31%	(197)	10%	(63)	4%	(24)	7%	(44)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	33%	(109)	30%	(99)	14%	(45)	8%	(26)	15%	(48)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	30%	(106)	28%	(99)	14%	(48)	15%	(54)	13%	(47)	354
Female Travel Yearly Consumer	37%	(485)	30%	(395)	12%	(162)	11%	(141)	10%	(131)	1314
Male Travel Yearly Consumer	37%	(375)	34%	(351)	11%	(110)	8%	(81)	11%	(109)	1027
Gen Z Travel Yearly Consumer	42%	(137)	30%	(99)	12%	(41)	6%	(20)	10%	(32)	329
Millennial Travel Yearly Consumer	42%	(364)	32%	(278)	10%	(89)	7%	(64)	7%	(64)	858
Gen X Travel Yearly Consumer	33%	(158)	30%	(145)	13%	(62)	10%	(48)	14%	(65)	479
Boomer Travel Yearly Consumer	31%	(202)	33%	(213)	11%	(74)	13%	(85)	11%	(74)	648
HHI <$50k Travel Yearly Consumer	37%	(296)	29%	(237)	13%	(104)	8%	(66)	13%	(104)	806
HHI $50-$100k Travel Yearly Consumer	36%	(351)	34%	(331)	10%	(100)	10%	(99)	10%	(93)	974
HHI $100k+ Travel Yearly Consumer	38%	(217)	31%	(178)	13%	(72)	10%	(59)	8%	(44)	570
PID: Dem (No Lean) Travel Yearly Consumer	46%	(506)	34%	(369)	10%	(104)	4%	(40)	6%	(71)	1090
PID: Ind (No Lean) Travel Yearly Consumer	32%	(183)	28%	(163)	14%	(78)	11%	(66)	15%	(87)	578
PID: Rep (No Lean) Travel Yearly Consumer	26%	(176)	31%	(214)	14%	(93)	17%	(117)	12%	(83)	683
Female Alcohol Weekly Consumer	41%	(206)	30%	(153)	13%	(67)	9%	(44)	7%	(34)	503
Male Alcohol Weekly Consumer	45%	(101)	25%	(56)	8%	(19)	10%	(23)	11%	(25)	224
Gen Z Alcohol Weekly Consumer	51%	(26)	26%	(13)	15%	(8)	6%	(3)	1%	(0)	50
Millennial Alcohol Weekly Consumer	52%	(171)	30%	(99)	9%	(30)	3%	(11)	6%	(18)	329
Gen X Alcohol Weekly Consumer	33%	(62)	23%	(43)	15%	(28)	18%	(34)	12%	(22)	189
Boomer Alcohol Weekly Consumer	32%	(48)	33%	(50)	12%	(18)	12%	(18)	12%	(17)	150
HHI <$50k Alcohol Weekly Consumer	36%	(96)	23%	(62)	17%	(46)	12%	(32)	12%	(33)	269
HHI $50-$100k Alcohol Weekly Consumer	44%	(127)	32%	(94)	9%	(27)	8%	(23)	7%	(19)	291
HHI $100k+ Alcohol Weekly Consumer	50%	(84)	31%	(53)	7%	(12)	7%	(12)	4%	(8)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	49%	(182)	31%	(115)	7%	(28)	6%	(23)	6%	(22)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	41%	(65)	18%	(29)	14%	(23)	11%	(18)	15%	(24)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	30%	(60)	32%	(65)	18%	(36)	13%	(26)	7%	(14)	201

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	33%	(1442)	29%	(1286)	11%	(470)	11%	(474)	17%	(729)	4401
Monthly Beer Drinkers	37%	(569)	32%	(489)	12%	(192)	8%	(125)	11%	(173)	1549
Don't Drink Beer	32%	(164)	27%	(134)	10%	(48)	12%	(58)	20%	(102)	507
Monthly Wine Drinkers	40%	(567)	30%	(428)	10%	(147)	8%	(112)	12%	(165)	1418
Don't Drink Wine	26%	(129)	32%	(156)	15%	(74)	11%	(52)	16%	(80)	490
Monthly Hard Seltzer Drinker	44%	(360)	32%	(261)	10%	(82)	5%	(42)	9%	(73)	818
Don't Drink Hard Seltzer	29%	(360)	29%	(353)	12%	(144)	13%	(155)	18%	(215)	1227
Monthly Spirits Drinker	39%	(537)	32%	(451)	11%	(157)	8%	(115)	9%	(130)	1390
Don't Drink Spirits	31%	(160)	24%	(126)	12%	(62)	10%	(51)	22%	(115)	514
Monthly Canned Cocktail Drinker	42%	(315)	32%	(235)	10%	(75)	7%	(54)	9%	(64)	743
Don't Drink Canned Cocktails	32%	(403)	29%	(363)	12%	(157)	11%	(140)	16%	(207)	1270
Weekly Beer Drinker	38%	(389)	32%	(332)	11%	(117)	8%	(85)	10%	(105)	1028
Weekly Wine Drinker	41%	(328)	30%	(238)	9%	(75)	8%	(60)	11%	(90)	791
Weekly Hard Seltzer Drinker	52%	(221)	29%	(122)	9%	(38)	5%	(20)	5%	(21)	421
Weekly Spirits Drinker	41%	(291)	34%	(240)	10%	(68)	9%	(63)	7%	(52)	714
Weekly Canned Cocktail Drinker	49%	(181)	29%	(108)	7%	(28)	8%	(31)	6%	(21)	368
Don't Drink Alcohol	28%	(485)	27%	(475)	10%	(172)	14%	(236)	21%	(363)	1731
Purchased Car in Past 2 Years	34%	(314)	30%	(277)	12%	(113)	11%	(101)	12%	(110)	914
Aware of Bud Light Events	36%	(960)	30%	(796)	12%	(320)	12%	(321)	11%	(295)	2692

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

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
Gender: Male	25%	(523)	23%	(496)	11%	(239)	18%	(382)	23%	(487)	2127
Gender: Female	26%	(593)	24%	(536)	9%	(211)	9%	(212)	31%	(694)	2247
Age: 18-34	34%	(424)	21%	(260)	10%	(121)	12%	(146)	25%	(311)	1262
Age: 35-44	27%	(203)	27%	(200)	10%	(76)	13%	(94)	23%	(170)	743
Age: 45-64	22%	(312)	23%	(331)	10%	(148)	14%	(202)	30%	(429)	1422
Age: 65+	20%	(194)	25%	(243)	11%	(105)	16%	(153)	29%	(279)	974
GenZers: 1997-2012	35%	(184)	21%	(111)	9%	(46)	10%	(54)	25%	(134)	529
Millennials: 1981-1996	30%	(398)	24%	(320)	10%	(139)	13%	(169)	23%	(314)	1341
GenXers: 1965-1980	23%	(239)	23%	(230)	11%	(115)	11%	(116)	31%	(317)	1017
Baby Boomers: 1946-1964	21%	(293)	25%	(350)	9%	(133)	17%	(239)	28%	(399)	1414
PID: Dem (no lean)	40%	(734)	28%	(513)	6%	(112)	7%	(124)	19%	(354)	1836
PID: Ind (no lean)	20%	(254)	23%	(296)	9%	(120)	11%	(142)	37%	(472)	1284
PID: Rep (no lean)	11%	(145)	18%	(225)	17%	(218)	26%	(330)	28%	(362)	1280
PID/Gender: Dem Men	39%	(349)	29%	(261)	7%	(67)	9%	(85)	16%	(145)	907
PID/Gender: Dem Women	41%	(379)	27%	(252)	5%	(45)	4%	(39)	23%	(209)	924
PID/Gender: Ind Men	17%	(94)	23%	(130)	11%	(62)	15%	(86)	34%	(191)	562
PID/Gender: Ind Women	21%	(149)	23%	(165)	8%	(59)	8%	(55)	39%	(275)	703
PID/Gender: Rep Men	12%	(80)	16%	(106)	17%	(110)	32%	(211)	23%	(149)	656
PID/Gender: Rep Women	10%	(65)	19%	(119)	17%	(107)	19%	(118)	34%	(211)	620
Ideo: Liberal (1-3)	45%	(626)	27%	(369)	5%	(66)	5%	(74)	18%	(247)	1382
Ideo: Moderate (4)	21%	(274)	28%	(351)	11%	(144)	10%	(130)	30%	(377)	1276
Ideo: Conservative (5-7)	12%	(165)	18%	(243)	16%	(215)	26%	(353)	27%	(360)	1336
Educ: < College	25%	(727)	22%	(633)	10%	(276)	13%	(382)	30%	(856)	2875
Educ: Bachelors degree	25%	(239)	26%	(256)	12%	(113)	16%	(151)	22%	(209)	968
Educ: Post-grad	30%	(166)	26%	(145)	11%	(61)	11%	(62)	22%	(123)	556
Income: Under 50k	24%	(532)	22%	(478)	9%	(206)	13%	(292)	31%	(666)	2174
Income: 50k-100k	27%	(398)	25%	(374)	11%	(167)	14%	(205)	23%	(345)	1489
Income: 100k+	27%	(202)	25%	(182)	10%	(77)	13%	(98)	24%	(177)	736
Ethnicity: White	25%	(847)	24%	(805)	11%	(380)	14%	(486)	26%	(876)	3395
Ethnicity: Hispanic	31%	(232)	23%	(172)	8%	(59)	14%	(106)	25%	(189)	758

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
Ethnicity: Black	30%	(168)	23%	(129)	6%	(35)	11%	(65)	30%	(169)	566
Ethnicity: Other	27%	(118)	23%	(100)	8%	(35)	10%	(44)	32%	(142)	439
All Christian	20%	(393)	24%	(467)	12%	(228)	18%	(341)	27%	(520)	1949
All Non-Christian	39%	(153)	26%	(104)	8%	(32)	10%	(41)	17%	(65)	395
Atheist	41%	(79)	23%	(44)	9%	(17)	10%	(19)	17%	(32)	190
Agnostic/Nothing in particular	29%	(329)	23%	(265)	9%	(96)	8%	(95)	31%	(346)	1131
Something Else	24%	(179)	21%	(154)	10%	(77)	13%	(99)	31%	(226)	735
Religious Non-Protestant/Catholic	37%	(165)	26%	(114)	9%	(39)	10%	(47)	19%	(83)	447
Evangelical	18%	(204)	22%	(250)	12%	(142)	22%	(256)	26%	(303)	1155
Non-Evangelical	25%	(366)	25%	(362)	10%	(151)	12%	(170)	29%	(426)	1475
Community: Urban	30%	(430)	26%	(373)	9%	(123)	12%	(179)	23%	(335)	1439
Community: Suburban	26%	(502)	23%	(454)	10%	(186)	12%	(237)	29%	(557)	1936
Community: Rural	20%	(201)	20%	(208)	14%	(140)	17%	(179)	29%	(297)	1025
Employ: Private Sector	27%	(375)	26%	(358)	13%	(176)	14%	(191)	21%	(298)	1397
Employ: Government	42%	(124)	19%	(56)	12%	(34)	11%	(32)	16%	(48)	294
Employ: Self-Employed	27%	(116)	21%	(93)	8%	(37)	17%	(72)	27%	(119)	438
Employ: Homemaker	28%	(68)	22%	(52)	9%	(21)	11%	(27)	30%	(73)	241
Employ: Student	39%	(69)	26%	(45)	5%	(8)	3%	(5)	27%	(47)	176
Employ: Retired	20%	(228)	23%	(263)	10%	(107)	17%	(187)	30%	(342)	1127
Employ: Unemployed	21%	(98)	24%	(112)	9%	(41)	10%	(49)	36%	(170)	471
Employ: Other	21%	(54)	21%	(54)	10%	(26)	12%	(31)	35%	(90)	256
Military HH: Yes	21%	(135)	21%	(135)	12%	(78)	18%	(113)	27%	(173)	634
Military HH: No	26%	(998)	24%	(899)	10%	(372)	13%	(482)	27%	(1016)	3766
2022 House Vote: Democrat	38%	(701)	28%	(509)	6%	(112)	8%	(140)	20%	(365)	1827
2022 House Vote: Republican	11%	(139)	19%	(241)	18%	(231)	24%	(307)	28%	(352)	1270
2022 House Vote: Someone else	20%	(21)	23%	(24)	7%	(8)	17%	(17)	32%	(32)	101
2022 House Vote: Didnt Vote	23%	(272)	22%	(260)	8%	(100)	11%	(131)	37%	(439)	1202

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
2020 Vote: Joe Biden	39%	(743)	27%	(528)	6%	(118)	7%	(144)	20%	(393)	1925
2020 Vote: Donald Trump	11%	(150)	19%	(253)	17%	(231)	25%	(331)	29%	(386)	1351
2020 Vote: Other	16%	(19)	22%	(26)	12%	(15)	10%	(12)	40%	(48)	121
2020 Vote: Didn't Vote	22%	(221)	23%	(227)	9%	(86)	11%	(107)	36%	(360)	1001
2018 House Vote: Democrat	38%	(618)	28%	(456)	7%	(109)	7%	(117)	20%	(326)	1627
2018 House Vote: Republican	11%	(130)	20%	(240)	17%	(198)	24%	(289)	28%	(332)	1188
2018 House Vote: Someone else	19%	(20)	21%	(22)	6%	(6)	15%	(16)	38%	(38)	102
2018 House Vote: Didnt Vote	25%	(365)	21%	(317)	9%	(137)	12%	(173)	33%	(492)	1484
4-Region: Northeast	31%	(242)	23%	(178)	10%	(75)	10%	(79)	25%	(196)	771
4-Region: Midwest	25%	(225)	24%	(216)	12%	(108)	13%	(122)	26%	(238)	909
4-Region: South	25%	(413)	23%	(379)	10%	(170)	15%	(246)	28%	(471)	1679
4-Region: West	24%	(253)	25%	(261)	9%	(97)	14%	(147)	27%	(285)	1042
2304079	25%	(554)	23%	(517)	10%	(230)	13%	(287)	28%	(611)	2199
2304086	26%	(579)	24%	(518)	10%	(220)	14%	(308)	26%	(578)	2202
Ethnicity: White (Non-Hispanic)	24%	(641)	24%	(653)	12%	(328)	15%	(398)	26%	(705)	2725
Ethnicity: Hispanic	31%	(232)	23%	(172)	8%	(59)	14%	(106)	25%	(189)	758
Ethnicity: Black (Non-Hispanic)	30%	(159)	22%	(119)	6%	(34)	10%	(55)	31%	(164)	531
Ethnicity: Asian + Other (Non-Hispanic)	26%	(101)	23%	(91)	7%	(29)	10%	(37)	33%	(129)	386
Female F&b Monthly Consumer	25%	(499)	24%	(471)	11%	(218)	18%	(357)	22%	(439)	1984
Male F&b Monthly Consumer	26%	(543)	24%	(507)	10%	(202)	10%	(199)	30%	(627)	2079
Gen Z F&b Monthly Consumer	35%	(164)	22%	(105)	9%	(43)	10%	(47)	23%	(109)	469
Millennial F&b Monthly Consumer	30%	(365)	25%	(303)	10%	(124)	12%	(150)	23%	(278)	1219
Gen X F&b Monthly Consumer	24%	(231)	22%	(209)	12%	(109)	12%	(110)	31%	(291)	950
Boomer F&b Monthly Consumer	21%	(279)	25%	(339)	9%	(129)	17%	(235)	28%	(376)	1358
HHI <$50k F&b Monthly Consumer	25%	(489)	22%	(445)	10%	(195)	14%	(275)	30%	(590)	1995
HHI $50-$100k F&b Monthly Consumer	27%	(374)	26%	(360)	11%	(155)	14%	(190)	23%	(324)	1404
HHI $100k+ F&b Monthly Consumer	28%	(194)	25%	(173)	10%	(69)	14%	(93)	23%	(158)	688
PID: Dem (No Lean) F&b Monthly Consumer	40%	(690)	29%	(492)	6%	(98)	6%	(111)	19%	(328)	1720
PID: Ind (No Lean) F&b Monthly Consumer	20%	(234)	24%	(272)	10%	(110)	11%	(131)	35%	(402)	1150
PID: Rep (No Lean) F&b Monthly Consumer	11%	(133)	18%	(214)	17%	(212)	26%	(315)	28%	(342)	1217

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
Female Hh Goods Monthly Consumer	27%	(399)	24%	(355)	12%	(177)	18%	(272)	20%	(294)	1498
Male Hh Goods Monthly Consumer	28%	(446)	24%	(383)	10%	(158)	9%	(147)	29%	(467)	1601
Gen Z Hh Goods Monthly Consumer	37%	(135)	24%	(88)	10%	(38)	10%	(36)	19%	(69)	367
Millennial Hh Goods Monthly Consumer	31%	(320)	24%	(247)	10%	(104)	13%	(138)	21%	(214)	1022
Gen X Hh Goods Monthly Consumer	24%	(178)	22%	(167)	13%	(97)	10%	(77)	31%	(232)	750
Boomer Hh Goods Monthly Consumer	23%	(212)	24%	(221)	9%	(82)	17%	(158)	26%	(237)	911
HHI <$50k Hh Goods Monthly Consumer	26%	(381)	22%	(332)	10%	(155)	13%	(197)	28%	(413)	1477
HHI $50-$100k Hh Goods Monthly Consumer	28%	(310)	25%	(274)	11%	(125)	13%	(147)	22%	(239)	1095
HHI $100k+ Hh Goods Monthly Consumer	31%	(165)	25%	(134)	10%	(56)	14%	(77)	20%	(108)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	42%	(563)	26%	(348)	7%	(89)	7%	(98)	18%	(238)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	20%	(169)	25%	(212)	11%	(96)	10%	(88)	34%	(295)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	14%	(124)	20%	(179)	16%	(150)	26%	(234)	25%	(228)	915
Female Apparel Monthly Consumer	34%	(270)	25%	(201)	10%	(81)	17%	(132)	14%	(107)	790
Male Apparel Monthly Consumer	31%	(263)	25%	(210)	10%	(84)	8%	(67)	27%	(232)	855
Gen Z Apparel Monthly Consumer	36%	(100)	25%	(71)	10%	(27)	10%	(28)	19%	(53)	279
Millennial Apparel Monthly Consumer	36%	(259)	25%	(179)	9%	(64)	13%	(95)	16%	(115)	713
Gen X Apparel Monthly Consumer	26%	(99)	24%	(94)	12%	(45)	10%	(40)	28%	(107)	385
Boomer Apparel Monthly Consumer	30%	(79)	23%	(63)	10%	(26)	13%	(35)	24%	(65)	267
HHI <$50k Apparel Monthly Consumer	32%	(213)	22%	(148)	10%	(64)	12%	(80)	25%	(168)	674
HHI $50-$100k Apparel Monthly Consumer	34%	(222)	26%	(172)	10%	(63)	12%	(79)	18%	(116)	652
HHI $100k+ Apparel Monthly Consumer	32%	(105)	28%	(91)	12%	(38)	12%	(38)	17%	(56)	328
PID: Dem (No Lean) Apparel Monthly Consumer	44%	(356)	26%	(211)	7%	(60)	7%	(56)	15%	(123)	806
PID: Ind (No Lean) Apparel Monthly Consumer	25%	(102)	28%	(113)	9%	(35)	11%	(44)	27%	(110)	404
PID: Rep (No Lean) Apparel Monthly Consumer	18%	(81)	20%	(87)	16%	(70)	22%	(99)	24%	(108)	444
Female Electronics Yearly Consumer	27%	(393)	25%	(358)	12%	(179)	17%	(252)	19%	(270)	1452
Male Electronics Yearly Consumer	27%	(324)	26%	(313)	11%	(129)	9%	(106)	27%	(320)	1192
Gen Z Electronics Yearly Consumer	31%	(115)	23%	(85)	11%	(40)	13%	(48)	23%	(86)	374
Millennial Electronics Yearly Consumer	31%	(315)	25%	(256)	12%	(116)	14%	(138)	18%	(182)	1007
Gen X Electronics Yearly Consumer	25%	(154)	25%	(157)	13%	(80)	11%	(70)	26%	(166)	627
Boomer Electronics Yearly Consumer	22%	(133)	28%	(168)	10%	(62)	16%	(99)	24%	(146)	607

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
HHI <$50k Electronics Yearly Consumer	25%	(295)	25%	(286)	11%	(133)	13%	(156)	25%	(296)	1165
HHI $50-$100k Electronics Yearly Consumer	29%	(290)	26%	(254)	12%	(114)	13%	(133)	20%	(195)	987
HHI $100k+ Electronics Yearly Consumer	28%	(143)	26%	(132)	12%	(60)	14%	(71)	20%	(99)	505
PID: Dem (No Lean) Electronics Yearly Consumer	40%	(459)	30%	(343)	8%	(88)	8%	(87)	16%	(184)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	22%	(161)	24%	(175)	11%	(82)	12%	(90)	30%	(217)	725
PID: Rep (No Lean) Electronics Yearly Consumer	14%	(108)	20%	(154)	18%	(137)	24%	(183)	25%	(189)	771
Female Beauty & Care Monthly Consumer	29%	(388)	24%	(324)	11%	(148)	18%	(243)	18%	(242)	1346
Male Beauty & Care Monthly Consumer	27%	(396)	25%	(354)	9%	(137)	9%	(129)	30%	(427)	1444
Gen Z Beauty & Care Monthly Consumer	35%	(130)	24%	(88)	8%	(28)	11%	(41)	23%	(84)	371
Millennial Beauty & Care Monthly Consumer	33%	(315)	24%	(236)	10%	(95)	14%	(131)	19%	(186)	962
Gen X Beauty & Care Monthly Consumer	23%	(159)	25%	(169)	12%	(82)	10%	(70)	30%	(208)	688
Boomer Beauty & Care Monthly Consumer	25%	(185)	24%	(176)	10%	(74)	17%	(128)	25%	(185)	747
HHI <$50k Beauty & Care Monthly Consumer	26%	(342)	23%	(310)	10%	(133)	13%	(175)	28%	(364)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	30%	(298)	25%	(248)	10%	(105)	13%	(134)	22%	(225)	1010
HHI $100k+ Beauty & Care Monthly Consumer	33%	(155)	26%	(122)	10%	(47)	14%	(65)	18%	(82)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	43%	(531)	27%	(335)	6%	(79)	7%	(84)	17%	(215)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	21%	(154)	25%	(191)	11%	(81)	11%	(84)	32%	(239)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	13%	(109)	19%	(154)	15%	(126)	25%	(205)	27%	(217)	812
Female Insurance Yearly Consumer	24%	(371)	26%	(404)	12%	(196)	17%	(275)	21%	(331)	1577
Male Insurance Yearly Consumer	26%	(394)	26%	(388)	11%	(160)	10%	(150)	28%	(421)	1513
Gen Z Insurance Yearly Consumer	36%	(124)	22%	(77)	11%	(39)	11%	(36)	20%	(67)	343
Millennial Insurance Yearly Consumer	29%	(277)	27%	(255)	12%	(114)	13%	(124)	19%	(181)	951
Gen X Insurance Yearly Consumer	23%	(154)	24%	(164)	11%	(77)	12%	(84)	29%	(198)	677
Boomer Insurance Yearly Consumer	19%	(202)	27%	(276)	10%	(108)	16%	(168)	27%	(284)	1038
HHI <$50k Insurance Yearly Consumer	24%	(331)	23%	(321)	11%	(155)	14%	(187)	27%	(374)	1369
HHI $50-$100k Insurance Yearly Consumer	25%	(288)	28%	(319)	12%	(134)	14%	(155)	22%	(249)	1146
HHI $100k+ Insurance Yearly Consumer	26%	(152)	26%	(152)	11%	(66)	14%	(83)	22%	(129)	582
PID: Dem (No Lean) Insurance Yearly Consumer	39%	(500)	31%	(400)	7%	(92)	6%	(75)	18%	(229)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	20%	(169)	24%	(208)	11%	(97)	12%	(103)	33%	(280)	857
PID: Rep (No Lean) Insurance Yearly Consumer	11%	(102)	19%	(184)	18%	(166)	26%	(248)	26%	(243)	943

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An LGBTQ+ person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
Female Pharma Monthly Consumer	27%	(368)	24%	(330)	11%	(150)	19%	(257)	20%	(269)	1374
Male Pharma Monthly Consumer	27%	(378)	25%	(350)	9%	(125)	9%	(129)	30%	(415)	1396
Gen Z Pharma Monthly Consumer	37%	(108)	27%	(80)	8%	(23)	10%	(29)	18%	(54)	294
Millennial Pharma Monthly Consumer	33%	(268)	25%	(210)	9%	(75)	13%	(110)	19%	(160)	823
Gen X Pharma Monthly Consumer	25%	(171)	23%	(158)	12%	(81)	11%	(79)	30%	(207)	696
Boomer Pharma Monthly Consumer	22%	(196)	24%	(221)	9%	(85)	18%	(160)	27%	(246)	907
HHI <$50k Pharma Monthly Consumer	26%	(348)	23%	(306)	10%	(136)	13%	(177)	28%	(379)	1347
HHI $50-$100k Pharma Monthly Consumer	29%	(284)	26%	(250)	9%	(91)	14%	(140)	21%	(205)	970
HHI $100k+ Pharma Monthly Consumer	27%	(124)	27%	(126)	10%	(48)	15%	(70)	21%	(99)	467
PID: Dem (No Lean) Pharma Monthly Consumer	40%	(488)	29%	(356)	6%	(73)	7%	(84)	17%	(206)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	22%	(160)	25%	(181)	8%	(58)	11%	(82)	34%	(245)	726
PID: Rep (No Lean) Pharma Monthly Consumer	13%	(109)	17%	(145)	17%	(144)	26%	(221)	27%	(232)	850
Female Media Monthly Consumer	27%	(283)	27%	(277)	12%	(128)	16%	(169)	17%	(181)	1037
Male Media Monthly Consumer	30%	(261)	28%	(248)	11%	(93)	8%	(67)	24%	(210)	878
Gen Z Media Monthly Consumer	30%	(89)	29%	(87)	12%	(37)	10%	(29)	19%	(57)	300
Millennial Media Monthly Consumer	33%	(254)	26%	(199)	11%	(86)	13%	(99)	18%	(141)	777
Gen X Media Monthly Consumer	27%	(116)	26%	(113)	13%	(57)	11%	(50)	23%	(103)	438
Boomer Media Monthly Consumer	22%	(84)	31%	(122)	10%	(38)	15%	(58)	22%	(86)	387
HHI <$50k Media Monthly Consumer	27%	(217)	26%	(214)	12%	(98)	12%	(94)	24%	(192)	814
HHI $50-$100k Media Monthly Consumer	30%	(218)	27%	(202)	11%	(82)	13%	(95)	19%	(139)	735
HHI $100k+ Media Monthly Consumer	31%	(114)	29%	(110)	11%	(40)	13%	(49)	16%	(59)	372
PID: Dem (No Lean) Media Monthly Consumer	41%	(366)	30%	(264)	8%	(70)	6%	(56)	15%	(138)	894
PID: Ind (No Lean) Media Monthly Consumer	20%	(101)	27%	(135)	12%	(59)	11%	(57)	30%	(150)	501
PID: Rep (No Lean) Media Monthly Consumer	16%	(82)	24%	(126)	17%	(91)	24%	(125)	19%	(102)	526
Female Ent. Products Monthly Consumer	31%	(244)	23%	(184)	11%	(90)	17%	(136)	17%	(135)	789
Male Ent. Products Monthly Consumer	28%	(147)	26%	(138)	11%	(58)	10%	(51)	25%	(128)	522
Gen Z Ent. Products Monthly Consumer	36%	(89)	25%	(61)	10%	(24)	14%	(34)	15%	(38)	246
Millennial Ent. Products Monthly Consumer	31%	(211)	25%	(166)	11%	(76)	14%	(96)	19%	(126)	676
Gen X Ent. Products Monthly Consumer	25%	(62)	24%	(59)	12%	(29)	13%	(33)	27%	(66)	249
Boomer Ent. Products Monthly Consumer	24%	(33)	25%	(35)	14%	(19)	16%	(22)	22%	(31)	141

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Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
HHI <$50k Ent. Products Monthly Consumer	27%	(138)	20%	(105)	14%	(71)	15%	(76)	25%	(128)	518
HHI $50-$100k Ent. Products Monthly Consumer	34%	(177)	27%	(140)	9%	(47)	14%	(72)	17%	(87)	523
HHI $100k+ Ent. Products Monthly Consumer	30%	(81)	28%	(77)	11%	(30)	14%	(38)	18%	(49)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	41%	(261)	28%	(178)	8%	(53)	9%	(55)	14%	(88)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	23%	(74)	25%	(81)	12%	(40)	15%	(48)	26%	(84)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	17%	(62)	18%	(63)	16%	(55)	23%	(83)	26%	(91)	354
Female Travel Yearly Consumer	27%	(356)	25%	(329)	12%	(155)	17%	(219)	19%	(255)	1314
Male Travel Yearly Consumer	30%	(306)	27%	(281)	11%	(111)	9%	(96)	23%	(234)	1027
Gen Z Travel Yearly Consumer	34%	(112)	25%	(83)	9%	(31)	11%	(37)	20%	(67)	329
Millennial Travel Yearly Consumer	33%	(279)	25%	(217)	11%	(98)	14%	(117)	17%	(147)	858
Gen X Travel Yearly Consumer	25%	(122)	26%	(125)	12%	(59)	13%	(65)	23%	(109)	479
Boomer Travel Yearly Consumer	23%	(147)	27%	(174)	11%	(74)	14%	(92)	25%	(161)	648
HHI <$50k Travel Yearly Consumer	28%	(229)	23%	(189)	13%	(103)	15%	(117)	21%	(168)	806
HHI $50-$100k Travel Yearly Consumer	29%	(285)	27%	(267)	10%	(102)	13%	(126)	20%	(194)	974
HHI $100k+ Travel Yearly Consumer	27%	(156)	27%	(156)	11%	(60)	13%	(73)	22%	(126)	570
PID: Dem (No Lean) Travel Yearly Consumer	41%	(449)	29%	(320)	7%	(80)	7%	(72)	15%	(169)	1090
PID: Ind (No Lean) Travel Yearly Consumer	22%	(126)	27%	(154)	12%	(67)	13%	(73)	27%	(158)	578
PID: Rep (No Lean) Travel Yearly Consumer	14%	(95)	20%	(137)	17%	(118)	25%	(171)	24%	(161)	683
Female Alcohol Weekly Consumer	30%	(151)	23%	(117)	10%	(49)	18%	(91)	19%	(94)	503
Male Alcohol Weekly Consumer	30%	(66)	26%	(58)	12%	(26)	10%	(22)	23%	(51)	224
Gen Z Alcohol Weekly Consumer	48%	(24)	29%	(14)	14%	(7)	4%	(2)	5%	(2)	50
Millennial Alcohol Weekly Consumer	34%	(110)	26%	(85)	9%	(29)	17%	(57)	14%	(48)	329
Gen X Alcohol Weekly Consumer	27%	(51)	20%	(38)	13%	(25)	14%	(27)	25%	(48)	189
Boomer Alcohol Weekly Consumer	18%	(28)	23%	(35)	9%	(14)	18%	(26)	32%	(48)	150
HHI <$50k Alcohol Weekly Consumer	27%	(71)	23%	(63)	12%	(33)	16%	(44)	21%	(57)	269
HHI $50-$100k Alcohol Weekly Consumer	35%	(101)	23%	(66)	8%	(24)	16%	(46)	18%	(53)	291
HHI $100k+ Alcohol Weekly Consumer	27%	(46)	27%	(46)	11%	(18)	14%	(23)	21%	(36)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	40%	(150)	29%	(106)	6%	(22)	8%	(29)	17%	(62)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	22%	(36)	25%	(40)	11%	(17)	20%	(31)	22%	(35)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	17%	(33)	15%	(29)	18%	(36)	27%	(53)	24%	(49)	201

Continued on next page

Table MCBR2_1: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An LGBTQ+ person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(1133)	24%	(1034)	10%	(450)	14%	(595)	27%	(1189)	4401
Monthly Beer Drinkers	29%	(454)	26%	(407)	10%	(158)	14%	(217)	20%	(313)	1549
Don't Drink Beer	28%	(140)	22%	(111)	9%	(45)	10%	(48)	32%	(162)	507
Monthly Wine Drinkers	31%	(444)	27%	(382)	10%	(141)	11%	(150)	21%	(301)	1418
Don't Drink Wine	24%	(119)	22%	(109)	9%	(44)	16%	(77)	29%	(141)	490
Monthly Hard Seltzer Drinker	37%	(300)	27%	(218)	10%	(83)	10%	(83)	16%	(135)	818
Don't Drink Hard Seltzer	23%	(287)	22%	(271)	9%	(113)	15%	(185)	30%	(370)	1227
Monthly Spirits Drinker	31%	(428)	27%	(373)	11%	(148)	12%	(160)	20%	(280)	1390
Don't Drink Spirits	24%	(124)	20%	(105)	7%	(37)	16%	(82)	32%	(166)	514
Monthly Canned Cocktail Drinker	35%	(262)	28%	(211)	9%	(68)	10%	(77)	17%	(125)	743
Don't Drink Canned Cocktails	25%	(315)	23%	(296)	10%	(127)	13%	(164)	29%	(367)	1270
Weekly Beer Drinker	31%	(314)	25%	(257)	11%	(109)	16%	(163)	18%	(185)	1028
Weekly Wine Drinker	34%	(272)	26%	(209)	10%	(77)	11%	(86)	19%	(147)	791
Weekly Hard Seltzer Drinker	42%	(175)	26%	(111)	8%	(33)	12%	(50)	12%	(53)	421
Weekly Spirits Drinker	35%	(252)	27%	(193)	9%	(68)	13%	(91)	15%	(110)	714
Weekly Canned Cocktail Drinker	39%	(144)	27%	(101)	9%	(31)	11%	(42)	14%	(50)	368
Don't Drink Alcohol	21%	(367)	21%	(362)	12%	(202)	15%	(267)	31%	(532)	1731
Purchased Car in Past 2 Years	27%	(251)	24%	(224)	11%	(100)	14%	(128)	23%	(211)	914
Aware of Bud Light Events	30%	(797)	24%	(654)	12%	(316)	15%	(400)	20%	(525)	2692

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

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A transgender person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
Gender: Male	22%	(474)	22%	(477)	14%	(292)	21%	(445)	21%	(438)	2127
Gender: Female	25%	(551)	24%	(530)	10%	(217)	11%	(256)	31%	(693)	2247
Age: 18-34	33%	(411)	21%	(259)	11%	(141)	12%	(157)	23%	(293)	1262
Age: 35-44	23%	(174)	24%	(181)	12%	(86)	17%	(123)	24%	(178)	743
Age: 45-64	20%	(278)	24%	(348)	11%	(162)	17%	(237)	28%	(398)	1422
Age: 65+	18%	(177)	23%	(222)	13%	(122)	19%	(184)	28%	(269)	974
GenZers: 1997-2012	33%	(176)	22%	(118)	9%	(50)	11%	(60)	24%	(125)	529
Millennials: 1981-1996	28%	(375)	22%	(292)	13%	(168)	15%	(196)	23%	(311)	1341
GenXers: 1965-1980	20%	(203)	24%	(246)	12%	(125)	14%	(144)	29%	(299)	1017
Baby Boomers: 1946-1964	19%	(271)	23%	(331)	11%	(152)	20%	(283)	27%	(378)	1414
PID: Dem (no lean)	38%	(689)	28%	(519)	8%	(141)	7%	(135)	19%	(352)	1836
PID: Ind (no lean)	18%	(235)	21%	(271)	11%	(143)	13%	(171)	36%	(463)	1284
PID: Rep (no lean)	9%	(116)	17%	(220)	18%	(227)	31%	(396)	25%	(321)	1280
PID/Gender: Dem Men	36%	(324)	29%	(267)	9%	(84)	10%	(93)	15%	(138)	907
PID/Gender: Dem Women	39%	(360)	27%	(251)	6%	(57)	4%	(42)	23%	(214)	924
PID/Gender: Ind Men	15%	(86)	20%	(114)	15%	(85)	19%	(106)	31%	(172)	562
PID/Gender: Ind Women	20%	(138)	22%	(155)	8%	(59)	9%	(65)	41%	(286)	703
PID/Gender: Rep Men	10%	(64)	15%	(96)	19%	(124)	38%	(247)	19%	(126)	656
PID/Gender: Rep Women	8%	(52)	20%	(124)	16%	(102)	24%	(149)	31%	(193)	620
Ideo: Liberal (1-3)	44%	(605)	27%	(370)	7%	(94)	6%	(83)	17%	(231)	1382
Ideo: Moderate (4)	18%	(234)	28%	(357)	13%	(161)	13%	(160)	29%	(364)	1276
Ideo: Conservative (5-7)	10%	(135)	16%	(217)	17%	(230)	31%	(416)	25%	(337)	1336
Educ: < College	23%	(660)	22%	(619)	11%	(324)	16%	(450)	29%	(822)	2875
Educ: Bachelors degree	23%	(224)	25%	(240)	13%	(125)	19%	(180)	21%	(199)	968
Educ: Post-grad	28%	(157)	27%	(152)	11%	(62)	13%	(71)	21%	(115)	556
Income: Under 50k	23%	(506)	22%	(470)	10%	(228)	15%	(329)	30%	(641)	2174
Income: 50k-100k	23%	(347)	24%	(351)	13%	(201)	18%	(262)	22%	(328)	1489
Income: 100k+	26%	(188)	26%	(188)	11%	(82)	15%	(110)	23%	(167)	736
Ethnicity: White	22%	(760)	24%	(811)	12%	(423)	17%	(585)	24%	(816)	3395
Ethnicity: Hispanic	27%	(203)	25%	(192)	10%	(79)	16%	(119)	22%	(166)	758

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
Ethnicity: Black	30%	(170)	19%	(107)	10%	(54)	11%	(61)	31%	(175)	566
Ethnicity: Other	25%	(111)	21%	(92)	8%	(34)	13%	(55)	33%	(146)	439
All Christian	18%	(355)	24%	(475)	13%	(249)	20%	(389)	25%	(481)	1949
All Non-Christian	35%	(137)	25%	(100)	10%	(39)	14%	(54)	17%	(66)	395
Atheist	37%	(71)	28%	(54)	5%	(9)	11%	(22)	18%	(35)	190
Agnostic/Nothing in particular	28%	(318)	20%	(227)	11%	(126)	11%	(123)	30%	(336)	1131
Something Else	22%	(160)	21%	(154)	12%	(87)	15%	(113)	30%	(220)	735
Religious Non-Protestant/Catholic	34%	(150)	23%	(104)	11%	(51)	15%	(66)	17%	(76)	447
Evangelical	16%	(182)	21%	(246)	14%	(162)	24%	(274)	25%	(291)	1155
Non-Evangelical	22%	(328)	26%	(381)	11%	(160)	14%	(207)	27%	(400)	1475
Community: Urban	29%	(411)	26%	(376)	9%	(136)	14%	(202)	22%	(313)	1439
Community: Suburban	24%	(462)	22%	(428)	11%	(219)	15%	(300)	27%	(527)	1936
Community: Rural	16%	(167)	20%	(205)	15%	(155)	19%	(199)	29%	(298)	1025
Employ: Private Sector	26%	(358)	25%	(344)	13%	(180)	17%	(235)	20%	(281)	1397
Employ: Government	42%	(122)	15%	(43)	15%	(44)	13%	(39)	16%	(46)	294
Employ: Self-Employed	21%	(92)	21%	(92)	13%	(56)	19%	(82)	26%	(115)	438
Employ: Homemaker	25%	(61)	22%	(52)	10%	(24)	11%	(26)	32%	(77)	241
Employ: Student	35%	(61)	32%	(55)	6%	(11)	5%	(9)	22%	(39)	176
Employ: Retired	18%	(207)	22%	(250)	11%	(128)	19%	(215)	29%	(327)	1127
Employ: Unemployed	20%	(94)	23%	(110)	7%	(33)	14%	(65)	36%	(169)	471
Employ: Other	17%	(45)	25%	(64)	14%	(35)	12%	(30)	32%	(82)	256
Military HH: Yes	20%	(128)	22%	(137)	13%	(84)	21%	(132)	24%	(153)	634
Military HH: No	24%	(912)	23%	(873)	11%	(427)	15%	(570)	26%	(985)	3766
2022 House Vote: Democrat	37%	(672)	28%	(503)	7%	(134)	8%	(153)	20%	(366)	1827
2022 House Vote: Republican	8%	(105)	18%	(225)	18%	(232)	30%	(380)	26%	(328)	1270
2022 House Vote: Someone else	21%	(21)	20%	(20)	9%	(9)	15%	(16)	35%	(35)	101
2022 House Vote: Didnt Vote	20%	(243)	22%	(262)	11%	(136)	13%	(153)	34%	(408)	1202

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A transgender person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
2020 Vote: Joe Biden	37%	(714)	27%	(526)	8%	(148)	8%	(146)	20%	(390)	1925
2020 Vote: Donald Trump	9%	(119)	17%	(234)	17%	(227)	30%	(410)	27%	(362)	1351
2020 Vote: Other	18%	(22)	23%	(28)	10%	(12)	11%	(13)	39%	(47)	121
2020 Vote: Didn't Vote	19%	(185)	22%	(222)	12%	(124)	13%	(132)	34%	(338)	1001
2018 House Vote: Democrat	37%	(595)	28%	(456)	8%	(127)	8%	(129)	20%	(320)	1627
2018 House Vote: Republican	9%	(109)	19%	(220)	17%	(205)	29%	(345)	26%	(310)	1188
2018 House Vote: Someone else	18%	(19)	17%	(18)	10%	(10)	15%	(16)	39%	(40)	102
2018 House Vote: Didnt Vote	21%	(318)	21%	(316)	11%	(169)	14%	(212)	32%	(468)	1484
4-Region: Northeast	30%	(230)	22%	(173)	11%	(85)	11%	(86)	26%	(197)	771
4-Region: Midwest	21%	(194)	24%	(220)	13%	(116)	16%	(146)	26%	(233)	909
4-Region: South	22%	(367)	22%	(369)	11%	(177)	18%	(308)	27%	(459)	1679
4-Region: West	24%	(250)	24%	(248)	13%	(133)	15%	(161)	24%	(249)	1042
2304079	23%	(508)	23%	(516)	12%	(265)	15%	(330)	26%	(579)	2199
2304086	24%	(533)	22%	(494)	11%	(246)	17%	(371)	25%	(559)	2202
Ethnicity: White (Non-Hispanic)	21%	(582)	23%	(632)	13%	(353)	18%	(484)	25%	(674)	2725
Ethnicity: Hispanic	27%	(203)	25%	(192)	10%	(79)	16%	(119)	22%	(166)	758
Ethnicity: Black (Non-Hispanic)	30%	(160)	19%	(101)	10%	(51)	10%	(53)	31%	(166)	531
Ethnicity: Asian + Other (Non-Hispanic)	25%	(95)	22%	(85)	7%	(28)	12%	(46)	34%	(132)	386
Female F&b Monthly Consumer	22%	(446)	23%	(456)	14%	(269)	21%	(422)	20%	(390)	1984
Male F&b Monthly Consumer	25%	(513)	24%	(491)	10%	(208)	12%	(243)	30%	(624)	2079
Gen Z F&b Monthly Consumer	34%	(160)	23%	(108)	10%	(45)	11%	(54)	22%	(102)	469
Millennial F&b Monthly Consumer	28%	(345)	22%	(270)	13%	(154)	15%	(179)	22%	(271)	1219
Gen X F&b Monthly Consumer	20%	(194)	24%	(226)	13%	(120)	14%	(137)	29%	(274)	950
Boomer F&b Monthly Consumer	19%	(259)	24%	(322)	11%	(146)	20%	(277)	26%	(354)	1358
HHI <$50k F&b Monthly Consumer	23%	(463)	22%	(439)	11%	(213)	16%	(312)	28%	(567)	1995
HHI $50-$100k F&b Monthly Consumer	24%	(330)	24%	(333)	13%	(189)	17%	(246)	22%	(306)	1404
HHI $100k+ F&b Monthly Consumer	26%	(181)	26%	(178)	11%	(75)	16%	(107)	21%	(147)	688
PID: Dem (No Lean) F&b Monthly Consumer	38%	(653)	29%	(496)	8%	(129)	7%	(117)	19%	(324)	1720
PID: Ind (No Lean) F&b Monthly Consumer	19%	(214)	21%	(245)	12%	(134)	14%	(163)	34%	(395)	1150
PID: Rep (No Lean) F&b Monthly Consumer	9%	(107)	17%	(209)	18%	(216)	32%	(385)	25%	(301)	1217

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
Female Hh Goods Monthly Consumer	24%	(357)	23%	(338)	15%	(225)	22%	(329)	17%	(249)	1498
Male Hh Goods Monthly Consumer	26%	(420)	23%	(374)	10%	(161)	11%	(176)	29%	(469)	1601
Gen Z Hh Goods Monthly Consumer	36%	(131)	23%	(85)	11%	(40)	12%	(43)	19%	(69)	367
Millennial Hh Goods Monthly Consumer	30%	(302)	22%	(228)	13%	(138)	15%	(157)	19%	(197)	1022
Gen X Hh Goods Monthly Consumer	20%	(149)	24%	(180)	13%	(99)	13%	(100)	30%	(222)	750
Boomer Hh Goods Monthly Consumer	22%	(196)	23%	(206)	11%	(97)	21%	(193)	24%	(218)	911
HHI <$50k Hh Goods Monthly Consumer	24%	(361)	22%	(322)	11%	(170)	16%	(230)	27%	(394)	1477
HHI $50-$100k Hh Goods Monthly Consumer	25%	(271)	23%	(250)	14%	(158)	17%	(190)	21%	(225)	1095
HHI $100k+ Hh Goods Monthly Consumer	29%	(155)	26%	(143)	11%	(59)	16%	(84)	18%	(98)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	40%	(534)	27%	(359)	8%	(110)	8%	(107)	17%	(226)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	19%	(161)	22%	(187)	13%	(113)	13%	(114)	33%	(285)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	10%	(93)	18%	(168)	18%	(164)	31%	(284)	23%	(206)	915
Female Apparel Monthly Consumer	30%	(233)	25%	(198)	14%	(107)	20%	(156)	12%	(96)	790
Male Apparel Monthly Consumer	28%	(242)	25%	(211)	11%	(94)	10%	(86)	26%	(222)	855
Gen Z Apparel Monthly Consumer	34%	(94)	26%	(74)	10%	(29)	12%	(33)	18%	(49)	279
Millennial Apparel Monthly Consumer	34%	(240)	23%	(161)	14%	(98)	15%	(105)	15%	(109)	713
Gen X Apparel Monthly Consumer	21%	(79)	28%	(109)	11%	(43)	14%	(54)	26%	(100)	385
Boomer Apparel Monthly Consumer	25%	(66)	23%	(63)	11%	(29)	19%	(49)	23%	(60)	267
HHI <$50k Apparel Monthly Consumer	29%	(195)	23%	(157)	11%	(73)	14%	(94)	23%	(156)	674
HHI $50-$100k Apparel Monthly Consumer	29%	(187)	25%	(163)	14%	(89)	16%	(102)	17%	(111)	652
HHI $100k+ Apparel Monthly Consumer	30%	(99)	28%	(92)	12%	(39)	14%	(45)	16%	(53)	328
PID: Dem (No Lean) Apparel Monthly Consumer	40%	(325)	29%	(231)	8%	(65)	9%	(71)	14%	(114)	806
PID: Ind (No Lean) Apparel Monthly Consumer	23%	(91)	25%	(103)	12%	(47)	12%	(48)	29%	(116)	404
PID: Rep (No Lean) Apparel Monthly Consumer	14%	(64)	18%	(78)	20%	(90)	28%	(123)	20%	(90)	444
Female Electronics Yearly Consumer	24%	(347)	23%	(341)	15%	(215)	21%	(303)	17%	(245)	1452
Male Electronics Yearly Consumer	25%	(293)	28%	(330)	11%	(133)	10%	(125)	26%	(310)	1192
Gen Z Electronics Yearly Consumer	29%	(108)	25%	(93)	12%	(44)	14%	(53)	20%	(76)	374
Millennial Electronics Yearly Consumer	29%	(295)	24%	(244)	14%	(137)	16%	(158)	17%	(173)	1007
Gen X Electronics Yearly Consumer	20%	(125)	28%	(174)	14%	(85)	14%	(88)	25%	(155)	627
Boomer Electronics Yearly Consumer	19%	(114)	25%	(155)	12%	(74)	20%	(122)	23%	(143)	607

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
HHI <$50k Electronics Yearly Consumer	23%	(272)	26%	(298)	12%	(138)	15%	(179)	24%	(278)	1165
HHI $50-$100k Electronics Yearly Consumer	25%	(244)	24%	(240)	15%	(147)	17%	(169)	19%	(187)	987
HHI $100k+ Electronics Yearly Consumer	27%	(134)	27%	(135)	13%	(63)	16%	(81)	18%	(91)	505
PID: Dem (No Lean) Electronics Yearly Consumer	36%	(417)	31%	(357)	9%	(107)	8%	(94)	16%	(186)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	22%	(158)	22%	(158)	12%	(89)	15%	(106)	30%	(215)	725
PID: Rep (No Lean) Electronics Yearly Consumer	10%	(76)	21%	(158)	20%	(154)	30%	(229)	20%	(155)	771
Female Beauty & Care Monthly Consumer	26%	(355)	24%	(319)	14%	(186)	21%	(286)	15%	(200)	1346
Male Beauty & Care Monthly Consumer	26%	(376)	24%	(344)	11%	(157)	11%	(152)	29%	(415)	1444
Gen Z Beauty & Care Monthly Consumer	34%	(126)	23%	(85)	11%	(40)	12%	(44)	20%	(76)	371
Millennial Beauty & Care Monthly Consumer	31%	(298)	23%	(223)	13%	(128)	15%	(146)	17%	(167)	962
Gen X Beauty & Care Monthly Consumer	20%	(135)	26%	(180)	12%	(81)	13%	(89)	29%	(203)	688
Boomer Beauty & Care Monthly Consumer	23%	(175)	22%	(167)	12%	(89)	21%	(154)	22%	(162)	747
HHI <$50k Beauty & Care Monthly Consumer	25%	(330)	22%	(296)	12%	(155)	15%	(196)	26%	(348)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	26%	(262)	24%	(242)	14%	(137)	17%	(172)	19%	(196)	1010
HHI $100k+ Beauty & Care Monthly Consumer	32%	(148)	27%	(127)	11%	(52)	15%	(70)	15%	(73)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	41%	(506)	27%	(340)	8%	(103)	7%	(89)	17%	(206)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	20%	(147)	23%	(171)	13%	(95)	14%	(102)	31%	(233)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	11%	(88)	19%	(154)	18%	(145)	31%	(248)	22%	(177)	812
Female Insurance Yearly Consumer	22%	(340)	24%	(381)	15%	(242)	21%	(329)	18%	(285)	1577
Male Insurance Yearly Consumer	24%	(362)	25%	(383)	11%	(173)	12%	(182)	27%	(413)	1513
Gen Z Insurance Yearly Consumer	33%	(112)	27%	(91)	13%	(46)	11%	(37)	16%	(57)	343
Millennial Insurance Yearly Consumer	28%	(270)	23%	(223)	15%	(141)	15%	(146)	18%	(171)	951
Gen X Insurance Yearly Consumer	19%	(127)	26%	(178)	13%	(90)	15%	(103)	26%	(179)	677
Boomer Insurance Yearly Consumer	18%	(188)	24%	(252)	12%	(123)	20%	(209)	26%	(267)	1038
HHI <$50k Insurance Yearly Consumer	22%	(307)	23%	(318)	13%	(175)	16%	(218)	26%	(351)	1369
HHI $50-$100k Insurance Yearly Consumer	22%	(253)	26%	(293)	15%	(170)	17%	(199)	20%	(230)	1146
HHI $100k+ Insurance Yearly Consumer	25%	(148)	26%	(154)	12%	(70)	16%	(95)	20%	(116)	582
PID: Dem (No Lean) Insurance Yearly Consumer	37%	(474)	31%	(397)	10%	(125)	6%	(80)	17%	(220)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	17%	(150)	23%	(196)	13%	(115)	15%	(130)	31%	(266)	857
PID: Rep (No Lean) Insurance Yearly Consumer	9%	(84)	18%	(172)	19%	(175)	32%	(301)	22%	(211)	943

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
Female Pharma Monthly Consumer	25%	(347)	22%	(298)	14%	(194)	22%	(308)	17%	(227)	1374
Male Pharma Monthly Consumer	24%	(340)	26%	(363)	10%	(145)	11%	(150)	29%	(398)	1396
Gen Z Pharma Monthly Consumer	37%	(110)	25%	(73)	10%	(29)	11%	(32)	17%	(51)	294
Millennial Pharma Monthly Consumer	30%	(248)	23%	(190)	14%	(115)	15%	(124)	18%	(147)	823
Gen X Pharma Monthly Consumer	21%	(146)	24%	(169)	12%	(87)	14%	(101)	28%	(193)	696
Boomer Pharma Monthly Consumer	20%	(182)	24%	(216)	11%	(102)	21%	(189)	24%	(217)	907
HHI <$50k Pharma Monthly Consumer	24%	(322)	22%	(298)	12%	(168)	15%	(203)	26%	(355)	1347
HHI $50-$100k Pharma Monthly Consumer	26%	(253)	25%	(238)	12%	(120)	18%	(179)	19%	(180)	970
HHI $100k+ Pharma Monthly Consumer	26%	(122)	27%	(126)	11%	(53)	16%	(76)	19%	(89)	467
PID: Dem (No Lean) Pharma Monthly Consumer	39%	(473)	29%	(355)	8%	(100)	8%	(94)	15%	(185)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	19%	(141)	23%	(168)	12%	(85)	13%	(94)	33%	(237)	726
PID: Rep (No Lean) Pharma Monthly Consumer	10%	(82)	16%	(140)	18%	(156)	32%	(270)	24%	(202)	850
Female Media Monthly Consumer	25%	(262)	24%	(249)	16%	(163)	19%	(200)	16%	(163)	1037
Male Media Monthly Consumer	28%	(247)	28%	(247)	11%	(100)	9%	(82)	23%	(202)	878
Gen Z Media Monthly Consumer	32%	(96)	25%	(76)	13%	(40)	11%	(34)	18%	(54)	300
Millennial Media Monthly Consumer	30%	(237)	24%	(187)	15%	(116)	15%	(113)	16%	(125)	777
Gen X Media Monthly Consumer	22%	(95)	29%	(126)	14%	(62)	14%	(63)	21%	(93)	438
Boomer Media Monthly Consumer	20%	(79)	27%	(105)	11%	(43)	18%	(71)	23%	(88)	387
HHI <$50k Media Monthly Consumer	25%	(202)	26%	(212)	13%	(109)	14%	(117)	21%	(174)	814
HHI $50-$100k Media Monthly Consumer	27%	(201)	24%	(174)	16%	(114)	16%	(115)	18%	(131)	735
HHI $100k+ Media Monthly Consumer	29%	(110)	30%	(112)	11%	(40)	13%	(50)	16%	(60)	372
PID: Dem (No Lean) Media Monthly Consumer	39%	(348)	29%	(259)	9%	(83)	8%	(74)	15%	(131)	894
PID: Ind (No Lean) Media Monthly Consumer	20%	(100)	24%	(118)	15%	(76)	13%	(63)	29%	(144)	501
PID: Rep (No Lean) Media Monthly Consumer	12%	(65)	23%	(122)	20%	(105)	28%	(145)	17%	(90)	526
Female Ent. Products Monthly Consumer	29%	(226)	21%	(166)	14%	(114)	20%	(155)	16%	(128)	789
Male Ent. Products Monthly Consumer	27%	(139)	25%	(130)	13%	(67)	10%	(52)	26%	(134)	522
Gen Z Ent. Products Monthly Consumer	33%	(82)	28%	(68)	8%	(20)	16%	(40)	15%	(37)	246
Millennial Ent. Products Monthly Consumer	30%	(201)	21%	(145)	15%	(103)	14%	(97)	19%	(130)	676
Gen X Ent. Products Monthly Consumer	22%	(56)	22%	(54)	15%	(36)	16%	(39)	25%	(63)	249
Boomer Ent. Products Monthly Consumer	21%	(29)	21%	(29)	15%	(22)	22%	(31)	21%	(30)	141

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
HHI <$50k Ent. Products Monthly Consumer	26%	(134)	18%	(92)	15%	(79)	17%	(90)	24%	(123)	518
HHI $50-$100k Ent. Products Monthly Consumer	29%	(150)	25%	(130)	13%	(70)	16%	(83)	17%	(90)	523
HHI $100k+ Ent. Products Monthly Consumer	31%	(84)	27%	(75)	12%	(32)	13%	(35)	18%	(48)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	39%	(249)	27%	(172)	11%	(68)	9%	(58)	14%	(89)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	19%	(63)	22%	(72)	14%	(45)	17%	(54)	28%	(92)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	16%	(57)	15%	(53)	19%	(68)	27%	(96)	23%	(81)	354
Female Travel Yearly Consumer	25%	(322)	25%	(324)	15%	(196)	19%	(253)	17%	(219)	1314
Male Travel Yearly Consumer	27%	(273)	28%	(286)	11%	(118)	12%	(118)	23%	(232)	1027
Gen Z Travel Yearly Consumer	31%	(104)	28%	(91)	11%	(36)	12%	(41)	18%	(58)	329
Millennial Travel Yearly Consumer	30%	(261)	24%	(203)	14%	(120)	15%	(130)	17%	(144)	858
Gen X Travel Yearly Consumer	22%	(103)	28%	(133)	14%	(68)	16%	(76)	20%	(98)	479
Boomer Travel Yearly Consumer	20%	(128)	26%	(170)	13%	(86)	18%	(120)	22%	(144)	648
HHI <$50k Travel Yearly Consumer	26%	(209)	25%	(199)	14%	(114)	15%	(124)	20%	(160)	806
HHI $50-$100k Travel Yearly Consumer	25%	(248)	26%	(250)	14%	(134)	17%	(166)	18%	(176)	974
HHI $100k+ Travel Yearly Consumer	26%	(147)	28%	(162)	11%	(65)	14%	(82)	20%	(114)	570
PID: Dem (No Lean) Travel Yearly Consumer	38%	(419)	30%	(331)	9%	(103)	7%	(73)	15%	(165)	1090
PID: Ind (No Lean) Travel Yearly Consumer	20%	(117)	25%	(147)	13%	(76)	15%	(88)	26%	(151)	578
PID: Rep (No Lean) Travel Yearly Consumer	10%	(68)	19%	(133)	20%	(136)	31%	(211)	20%	(135)	683
Female Alcohol Weekly Consumer	30%	(152)	22%	(113)	12%	(63)	20%	(101)	15%	(75)	503
Male Alcohol Weekly Consumer	28%	(64)	31%	(69)	8%	(18)	11%	(24)	22%	(49)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	27%	(13)	16%	(8)	10%	(5)	3%	(2)	50
Millennial Alcohol Weekly Consumer	32%	(106)	28%	(91)	9%	(30)	17%	(55)	14%	(47)	329
Gen X Alcohol Weekly Consumer	27%	(52)	21%	(39)	13%	(25)	17%	(32)	22%	(42)	189
Boomer Alcohol Weekly Consumer	21%	(32)	24%	(36)	11%	(17)	21%	(32)	22%	(34)	150
HHI <$50k Alcohol Weekly Consumer	27%	(72)	26%	(70)	12%	(33)	16%	(43)	19%	(52)	269
HHI $50-$100k Alcohol Weekly Consumer	31%	(91)	22%	(65)	11%	(32)	20%	(57)	16%	(46)	291
HHI $100k+ Alcohol Weekly Consumer	32%	(54)	28%	(47)	10%	(16)	15%	(25)	16%	(27)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	42%	(156)	29%	(106)	6%	(23)	9%	(35)	14%	(50)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	18%	(29)	29%	(45)	15%	(24)	15%	(24)	23%	(36)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	16%	(32)	15%	(31)	17%	(34)	33%	(66)	19%	(38)	201

Continued on next page

Table MCBR2_2: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A transgender person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1041)	23%	(1010)	12%	(511)	16%	(701)	26%	(1138)	4401
Monthly Beer Drinkers	27%	(420)	26%	(406)	12%	(179)	16%	(246)	19%	(298)	1549
Don't Drink Beer	25%	(128)	21%	(107)	9%	(46)	12%	(62)	32%	(163)	507
Monthly Wine Drinkers	28%	(403)	29%	(410)	10%	(142)	13%	(181)	20%	(282)	1418
Don't Drink Wine	24%	(115)	20%	(100)	11%	(54)	18%	(86)	27%	(134)	490
Monthly Hard Seltzer Drinker	33%	(267)	30%	(247)	10%	(79)	13%	(104)	15%	(120)	818
Don't Drink Hard Seltzer	22%	(274)	21%	(263)	10%	(119)	17%	(214)	29%	(357)	1227
Monthly Spirits Drinker	28%	(388)	28%	(395)	11%	(157)	14%	(200)	18%	(250)	1390
Don't Drink Spirits	25%	(128)	20%	(102)	8%	(41)	15%	(79)	32%	(164)	514
Monthly Canned Cocktail Drinker	32%	(237)	31%	(230)	9%	(67)	14%	(102)	14%	(106)	743
Don't Drink Canned Cocktails	23%	(298)	24%	(300)	10%	(129)	15%	(189)	28%	(354)	1270
Weekly Beer Drinker	28%	(289)	26%	(267)	12%	(127)	17%	(179)	16%	(166)	1028
Weekly Wine Drinker	31%	(247)	28%	(221)	11%	(84)	13%	(100)	18%	(139)	791
Weekly Hard Seltzer Drinker	40%	(167)	29%	(121)	9%	(39)	11%	(48)	11%	(47)	421
Weekly Spirits Drinker	33%	(235)	27%	(192)	9%	(66)	16%	(114)	15%	(106)	714
Weekly Canned Cocktail Drinker	39%	(144)	27%	(99)	8%	(29)	13%	(49)	13%	(48)	368
Don't Drink Alcohol	20%	(340)	18%	(318)	14%	(241)	18%	(317)	30%	(514)	1731
Purchased Car in Past 2 Years	23%	(212)	23%	(211)	14%	(131)	17%	(155)	22%	(205)	914
Aware of Bud Light Events	27%	(723)	24%	(645)	13%	(344)	19%	(505)	18%	(475)	2692

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

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
Gender: Male	24%	(514)	23%	(479)	13%	(270)	15%	(328)	25%	(536)	2127
Gender: Female	23%	(516)	24%	(544)	8%	(180)	10%	(223)	35%	(784)	2247
Age: 18-34	32%	(398)	22%	(282)	10%	(125)	9%	(118)	27%	(340)	1262
Age: 35-44	28%	(206)	25%	(182)	9%	(69)	14%	(103)	25%	(182)	743
Age: 45-64	19%	(273)	22%	(313)	11%	(160)	13%	(185)	35%	(491)	1422
Age: 65+	17%	(167)	26%	(250)	10%	(96)	15%	(145)	32%	(314)	974
GenZers: 1997-2012	32%	(170)	20%	(108)	10%	(52)	9%	(46)	29%	(153)	529
Millennials: 1981-1996	29%	(391)	25%	(331)	10%	(128)	12%	(159)	25%	(333)	1341
GenXers: 1965-1980	21%	(214)	21%	(216)	12%	(120)	10%	(105)	36%	(361)	1017
Baby Boomers: 1946-1964	18%	(255)	25%	(351)	10%	(135)	16%	(223)	32%	(451)	1414
PID: Dem (no lean)	37%	(672)	29%	(533)	7%	(136)	5%	(85)	22%	(410)	1836
PID: Ind (no lean)	17%	(223)	22%	(282)	9%	(119)	12%	(154)	39%	(506)	1284
PID: Rep (no lean)	12%	(150)	17%	(212)	15%	(195)	24%	(312)	32%	(410)	1280
PID/Gender: Dem Men	39%	(351)	29%	(263)	9%	(80)	5%	(48)	18%	(165)	907
PID/Gender: Dem Women	34%	(317)	29%	(270)	6%	(56)	4%	(37)	26%	(245)	924
PID/Gender: Ind Men	14%	(77)	22%	(124)	13%	(74)	16%	(92)	35%	(196)	562
PID/Gender: Ind Women	19%	(137)	22%	(155)	6%	(45)	9%	(62)	43%	(305)	703
PID/Gender: Rep Men	13%	(87)	14%	(93)	18%	(116)	29%	(188)	26%	(173)	656
PID/Gender: Rep Women	10%	(63)	19%	(119)	13%	(79)	20%	(124)	38%	(234)	620
Ideo: Liberal (1-3)	42%	(583)	27%	(368)	7%	(92)	5%	(67)	20%	(273)	1382
Ideo: Moderate (4)	19%	(244)	27%	(351)	11%	(145)	8%	(102)	34%	(435)	1276
Ideo: Conservative (5-7)	12%	(163)	18%	(235)	15%	(196)	25%	(340)	30%	(401)	1336
Educ: < College	23%	(667)	22%	(640)	10%	(281)	11%	(331)	33%	(957)	2875
Educ: Bachelors degree	23%	(221)	24%	(234)	12%	(117)	16%	(159)	24%	(237)	968
Educ: Post-grad	28%	(157)	28%	(154)	9%	(52)	11%	(61)	24%	(132)	556
Income: Under 50k	22%	(486)	22%	(481)	10%	(214)	12%	(252)	34%	(740)	2174
Income: 50k-100k	23%	(349)	25%	(378)	11%	(162)	13%	(200)	27%	(399)	1489
Income: 100k+	28%	(209)	23%	(169)	10%	(73)	13%	(98)	25%	(186)	736
Ethnicity: White	23%	(782)	23%	(790)	11%	(369)	14%	(460)	29%	(994)	3395
Ethnicity: Hispanic	30%	(225)	21%	(162)	9%	(72)	12%	(90)	28%	(210)	758

Continued on next page

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
Ethnicity: Black	28%	(157)	23%	(130)	8%	(45)	8%	(48)	33%	(186)	566
Ethnicity: Other	24%	(106)	25%	(109)	8%	(37)	10%	(43)	33%	(145)	439
All Christian	19%	(374)	24%	(469)	11%	(217)	15%	(300)	30%	(589)	1949
All Non-Christian	37%	(146)	28%	(111)	9%	(35)	8%	(33)	18%	(70)	395
Atheist	35%	(67)	25%	(48)	9%	(16)	13%	(24)	18%	(35)	190
Agnostic/Nothing in particular	27%	(309)	21%	(242)	9%	(106)	9%	(101)	33%	(374)	1131
Something Else	20%	(149)	22%	(159)	10%	(76)	13%	(92)	35%	(259)	735
Religious Non-Protestant/Catholic	36%	(159)	26%	(117)	9%	(42)	9%	(40)	20%	(89)	447
Evangelical	17%	(196)	22%	(256)	11%	(130)	19%	(220)	31%	(353)	1155
Non-Evangelical	22%	(319)	25%	(367)	10%	(154)	11%	(159)	32%	(476)	1475
Community: Urban	29%	(415)	26%	(378)	9%	(131)	10%	(151)	25%	(365)	1439
Community: Suburban	23%	(449)	22%	(429)	10%	(198)	13%	(244)	32%	(615)	1936
Community: Rural	18%	(181)	22%	(220)	12%	(121)	15%	(156)	34%	(346)	1025
Employ: Private Sector	27%	(374)	25%	(343)	13%	(176)	13%	(175)	24%	(329)	1397
Employ: Government	41%	(120)	19%	(55)	9%	(26)	10%	(30)	21%	(63)	294
Employ: Self-Employed	26%	(113)	22%	(94)	9%	(38)	13%	(56)	31%	(136)	438
Employ: Homemaker	20%	(49)	22%	(53)	10%	(24)	10%	(24)	38%	(91)	241
Employ: Student	32%	(56)	31%	(55)	7%	(13)	3%	(5)	27%	(47)	176
Employ: Retired	16%	(185)	25%	(277)	9%	(106)	15%	(174)	34%	(384)	1127
Employ: Unemployed	21%	(97)	18%	(86)	9%	(40)	12%	(55)	41%	(192)	471
Employ: Other	19%	(50)	25%	(64)	11%	(27)	12%	(31)	33%	(84)	256
Military HH: Yes	21%	(130)	21%	(136)	13%	(83)	16%	(98)	29%	(186)	634
Military HH: No	24%	(915)	24%	(892)	10%	(366)	12%	(452)	30%	(1141)	3766
2022 House Vote: Democrat	35%	(637)	30%	(543)	7%	(131)	6%	(106)	22%	(410)	1827
2022 House Vote: Republican	12%	(157)	17%	(213)	17%	(214)	23%	(298)	31%	(388)	1270
2022 House Vote: Someone else	22%	(22)	19%	(19)	8%	(8)	12%	(12)	39%	(40)	101
2022 House Vote: Didnt Vote	19%	(229)	21%	(252)	8%	(97)	11%	(135)	41%	(490)	1202

Continued on next page

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
2020 Vote: Joe Biden	36%	(689)	28%	(532)	8%	(149)	6%	(108)	23%	(447)	1925
2020 Vote: Donald Trump	11%	(143)	19%	(253)	15%	(196)	24%	(318)	33%	(441)	1351
2020 Vote: Other	18%	(22)	17%	(21)	11%	(13)	12%	(14)	42%	(51)	121
2020 Vote: Didn't Vote	19%	(191)	22%	(222)	9%	(91)	11%	(111)	39%	(386)	1001
2018 House Vote: Democrat	35%	(565)	30%	(487)	7%	(119)	5%	(89)	23%	(367)	1627
2018 House Vote: Republican	12%	(139)	19%	(229)	15%	(180)	23%	(273)	31%	(368)	1188
2018 House Vote: Someone else	19%	(19)	18%	(18)	5%	(5)	15%	(16)	43%	(44)	102
2018 House Vote: Didnt Vote	22%	(322)	20%	(294)	10%	(145)	12%	(173)	37%	(549)	1484
4-Region: Northeast	29%	(225)	22%	(170)	9%	(67)	11%	(84)	29%	(224)	771
4-Region: Midwest	22%	(196)	27%	(248)	10%	(89)	12%	(112)	29%	(265)	909
4-Region: South	22%	(371)	21%	(351)	12%	(195)	14%	(229)	32%	(532)	1679
4-Region: West	24%	(252)	25%	(258)	9%	(98)	12%	(126)	29%	(307)	1042
2304079	23%	(509)	23%	(501)	11%	(250)	12%	(261)	31%	(677)	2199
2304086	24%	(535)	24%	(527)	9%	(200)	13%	(290)	30%	(650)	2202
Ethnicity: White (Non-Hispanic)	21%	(582)	24%	(648)	11%	(303)	14%	(388)	30%	(805)	2725
Ethnicity: Hispanic	30%	(225)	21%	(162)	9%	(72)	12%	(90)	28%	(210)	758
Ethnicity: Black (Non-Hispanic)	27%	(146)	23%	(124)	8%	(43)	7%	(36)	34%	(183)	531
Ethnicity: Asian + Other (Non-Hispanic)	24%	(93)	25%	(95)	8%	(33)	10%	(37)	33%	(129)	386
Female F&b Monthly Consumer	24%	(484)	23%	(455)	13%	(254)	15%	(305)	25%	(486)	1984
Male F&b Monthly Consumer	23%	(481)	24%	(500)	8%	(172)	10%	(212)	34%	(713)	2079
Gen Z F&b Monthly Consumer	33%	(153)	21%	(100)	10%	(47)	9%	(41)	27%	(127)	469
Millennial F&b Monthly Consumer	30%	(362)	25%	(304)	10%	(120)	12%	(141)	24%	(291)	1219
Gen X F&b Monthly Consumer	22%	(206)	20%	(194)	12%	(116)	10%	(99)	35%	(334)	950
Boomer F&b Monthly Consumer	18%	(244)	25%	(338)	10%	(129)	16%	(218)	32%	(428)	1358
HHI <$50k F&b Monthly Consumer	23%	(450)	22%	(438)	10%	(207)	12%	(236)	33%	(664)	1995
HHI $50-$100k F&b Monthly Consumer	24%	(330)	26%	(359)	11%	(152)	13%	(187)	27%	(376)	1404
HHI $100k+ F&b Monthly Consumer	29%	(200)	23%	(162)	10%	(67)	14%	(94)	24%	(166)	688
PID: Dem (No Lean) F&b Monthly Consumer	37%	(642)	29%	(494)	7%	(128)	4%	(75)	22%	(382)	1720
PID: Ind (No Lean) F&b Monthly Consumer	17%	(199)	23%	(261)	10%	(112)	12%	(141)	38%	(437)	1150
PID: Rep (No Lean) F&b Monthly Consumer	11%	(138)	17%	(204)	15%	(186)	25%	(302)	32%	(387)	1217

Continued on next page

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
Female Hh Goods Monthly Consumer	27%	(404)	23%	(346)	13%	(201)	15%	(227)	21%	(319)	1498
Male Hh Goods Monthly Consumer	25%	(399)	24%	(389)	8%	(131)	9%	(150)	33%	(533)	1601
Gen Z Hh Goods Monthly Consumer	32%	(118)	22%	(81)	12%	(43)	9%	(32)	25%	(93)	367
Millennial Hh Goods Monthly Consumer	32%	(324)	25%	(259)	10%	(98)	12%	(121)	22%	(220)	1022
Gen X Hh Goods Monthly Consumer	22%	(168)	22%	(164)	11%	(83)	9%	(71)	35%	(264)	750
Boomer Hh Goods Monthly Consumer	21%	(191)	24%	(221)	11%	(96)	16%	(142)	29%	(261)	911
HHI <$50k Hh Goods Monthly Consumer	24%	(349)	24%	(348)	11%	(159)	11%	(163)	31%	(458)	1477
HHI $50-$100k Hh Goods Monthly Consumer	26%	(287)	24%	(261)	11%	(123)	13%	(142)	26%	(283)	1095
HHI $100k+ Hh Goods Monthly Consumer	33%	(175)	24%	(130)	9%	(50)	13%	(73)	21%	(112)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	40%	(540)	28%	(373)	7%	(93)	5%	(62)	20%	(268)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	17%	(148)	23%	(200)	11%	(90)	11%	(97)	38%	(325)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	14%	(124)	18%	(165)	16%	(148)	24%	(219)	28%	(259)	915
Female Apparel Monthly Consumer	34%	(268)	26%	(201)	11%	(89)	14%	(113)	15%	(118)	790
Male Apparel Monthly Consumer	25%	(215)	27%	(235)	9%	(77)	8%	(73)	30%	(256)	855
Gen Z Apparel Monthly Consumer	32%	(89)	27%	(75)	11%	(31)	9%	(24)	21%	(60)	279
Millennial Apparel Monthly Consumer	35%	(251)	28%	(196)	9%	(66)	11%	(81)	17%	(119)	713
Gen X Apparel Monthly Consumer	22%	(85)	25%	(97)	11%	(42)	9%	(35)	33%	(127)	385
Boomer Apparel Monthly Consumer	23%	(61)	25%	(67)	9%	(24)	17%	(46)	26%	(68)	267
HHI <$50k Apparel Monthly Consumer	28%	(186)	24%	(161)	10%	(70)	11%	(74)	27%	(183)	674
HHI $50-$100k Apparel Monthly Consumer	29%	(190)	29%	(192)	10%	(65)	11%	(71)	21%	(135)	652
HHI $100k+ Apparel Monthly Consumer	34%	(112)	26%	(85)	10%	(31)	13%	(41)	18%	(59)	328
PID: Dem (No Lean) Apparel Monthly Consumer	39%	(312)	30%	(246)	7%	(60)	6%	(46)	18%	(142)	806
PID: Ind (No Lean) Apparel Monthly Consumer	21%	(87)	27%	(111)	10%	(42)	12%	(50)	28%	(114)	404
PID: Rep (No Lean) Apparel Monthly Consumer	20%	(89)	18%	(82)	14%	(64)	20%	(90)	27%	(120)	444
Female Electronics Yearly Consumer	27%	(392)	24%	(348)	14%	(200)	15%	(216)	20%	(296)	1452
Male Electronics Yearly Consumer	23%	(274)	29%	(348)	10%	(113)	9%	(103)	30%	(354)	1192
Gen Z Electronics Yearly Consumer	28%	(105)	23%	(85)	12%	(46)	11%	(39)	26%	(99)	374
Millennial Electronics Yearly Consumer	31%	(314)	28%	(279)	11%	(107)	12%	(116)	19%	(191)	1007
Gen X Electronics Yearly Consumer	22%	(140)	25%	(158)	14%	(88)	10%	(62)	29%	(179)	627
Boomer Electronics Yearly Consumer	18%	(111)	27%	(166)	10%	(63)	15%	(94)	28%	(173)	607

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Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
HHI <$50k Electronics Yearly Consumer	24%	(278)	25%	(297)	12%	(137)	11%	(125)	28%	(329)	1165
HHI $50-$100k Electronics Yearly Consumer	25%	(248)	28%	(273)	12%	(119)	13%	(125)	22%	(222)	987
HHI $100k+ Electronics Yearly Consumer	30%	(151)	25%	(127)	11%	(57)	14%	(68)	20%	(102)	505
PID: Dem (No Lean) Electronics Yearly Consumer	36%	(423)	32%	(374)	9%	(101)	5%	(55)	18%	(208)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	20%	(148)	23%	(170)	11%	(81)	13%	(94)	32%	(232)	725
PID: Rep (No Lean) Electronics Yearly Consumer	14%	(105)	20%	(153)	17%	(132)	22%	(170)	28%	(212)	771
Female Beauty & Care Monthly Consumer	29%	(385)	24%	(320)	12%	(167)	16%	(209)	20%	(265)	1346
Male Beauty & Care Monthly Consumer	25%	(357)	24%	(352)	8%	(120)	9%	(132)	33%	(484)	1444
Gen Z Beauty & Care Monthly Consumer	33%	(123)	23%	(85)	8%	(30)	9%	(34)	27%	(99)	371
Millennial Beauty & Care Monthly Consumer	32%	(310)	27%	(256)	10%	(95)	12%	(112)	20%	(189)	962
Gen X Beauty & Care Monthly Consumer	21%	(146)	22%	(153)	12%	(81)	10%	(69)	35%	(238)	688
Boomer Beauty & Care Monthly Consumer	22%	(165)	23%	(175)	10%	(76)	16%	(121)	28%	(211)	747
HHI <$50k Beauty & Care Monthly Consumer	24%	(319)	23%	(308)	10%	(137)	11%	(150)	31%	(410)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	26%	(267)	25%	(254)	10%	(101)	13%	(131)	25%	(256)	1010
HHI $100k+ Beauty & Care Monthly Consumer	35%	(164)	24%	(114)	10%	(48)	13%	(61)	18%	(84)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	41%	(507)	28%	(345)	7%	(86)	5%	(63)	19%	(242)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	18%	(131)	25%	(185)	11%	(79)	12%	(87)	36%	(267)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	14%	(112)	18%	(146)	15%	(122)	24%	(191)	30%	(241)	812
Female Insurance Yearly Consumer	25%	(387)	24%	(379)	13%	(212)	15%	(243)	23%	(355)	1577
Male Insurance Yearly Consumer	23%	(348)	26%	(390)	9%	(143)	11%	(160)	31%	(471)	1513
Gen Z Insurance Yearly Consumer	32%	(109)	24%	(82)	11%	(38)	9%	(29)	25%	(84)	343
Millennial Insurance Yearly Consumer	31%	(295)	27%	(253)	10%	(99)	13%	(122)	19%	(182)	951
Gen X Insurance Yearly Consumer	22%	(152)	22%	(147)	14%	(93)	11%	(74)	31%	(211)	677
Boomer Insurance Yearly Consumer	17%	(175)	26%	(268)	11%	(110)	16%	(165)	31%	(320)	1038
HHI <$50k Insurance Yearly Consumer	23%	(319)	23%	(310)	12%	(166)	12%	(161)	30%	(413)	1369
HHI $50-$100k Insurance Yearly Consumer	23%	(262)	28%	(315)	11%	(126)	14%	(158)	25%	(283)	1146
HHI $100k+ Insurance Yearly Consumer	28%	(161)	25%	(145)	11%	(62)	14%	(84)	22%	(130)	582
PID: Dem (No Lean) Insurance Yearly Consumer	37%	(483)	31%	(401)	8%	(109)	4%	(56)	19%	(247)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	17%	(145)	23%	(198)	11%	(97)	13%	(116)	35%	(301)	857
PID: Rep (No Lean) Insurance Yearly Consumer	12%	(114)	18%	(171)	16%	(148)	25%	(232)	29%	(278)	943

Continued on next page

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
Female Pharma Monthly Consumer	27%	(378)	23%	(316)	13%	(181)	16%	(213)	21%	(286)	1374
Male Pharma Monthly Consumer	24%	(333)	25%	(349)	8%	(116)	10%	(138)	33%	(459)	1396
Gen Z Pharma Monthly Consumer	36%	(105)	23%	(69)	11%	(32)	8%	(25)	21%	(63)	294
Millennial Pharma Monthly Consumer	33%	(270)	26%	(211)	10%	(81)	12%	(102)	19%	(159)	823
Gen X Pharma Monthly Consumer	23%	(160)	21%	(147)	12%	(85)	11%	(74)	33%	(230)	696
Boomer Pharma Monthly Consumer	19%	(174)	25%	(227)	10%	(89)	15%	(140)	30%	(276)	907
HHI <$50k Pharma Monthly Consumer	24%	(321)	22%	(298)	12%	(159)	11%	(147)	31%	(422)	1347
HHI $50-$100k Pharma Monthly Consumer	27%	(263)	26%	(248)	10%	(92)	14%	(138)	24%	(228)	970
HHI $100k+ Pharma Monthly Consumer	29%	(137)	26%	(121)	10%	(47)	14%	(67)	21%	(96)	467
PID: Dem (No Lean) Pharma Monthly Consumer	39%	(470)	30%	(358)	8%	(97)	5%	(56)	19%	(226)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	19%	(136)	23%	(169)	10%	(71)	13%	(92)	35%	(257)	726
PID: Rep (No Lean) Pharma Monthly Consumer	13%	(115)	16%	(140)	15%	(129)	24%	(204)	31%	(263)	850
Female Media Monthly Consumer	29%	(304)	23%	(237)	13%	(137)	14%	(149)	20%	(209)	1037
Male Media Monthly Consumer	26%	(227)	29%	(257)	10%	(89)	9%	(79)	26%	(226)	878
Gen Z Media Monthly Consumer	29%	(88)	25%	(75)	13%	(40)	8%	(25)	24%	(72)	300
Millennial Media Monthly Consumer	32%	(252)	27%	(209)	10%	(78)	12%	(94)	19%	(144)	777
Gen X Media Monthly Consumer	26%	(113)	24%	(104)	14%	(62)	11%	(48)	25%	(110)	438
Boomer Media Monthly Consumer	20%	(76)	27%	(105)	11%	(42)	15%	(59)	27%	(106)	387
HHI <$50k Media Monthly Consumer	25%	(200)	25%	(205)	13%	(110)	11%	(88)	26%	(211)	814
HHI $50-$100k Media Monthly Consumer	28%	(208)	26%	(192)	11%	(81)	13%	(93)	22%	(162)	735
HHI $100k+ Media Monthly Consumer	34%	(126)	27%	(100)	10%	(35)	13%	(47)	17%	(64)	372
PID: Dem (No Lean) Media Monthly Consumer	40%	(353)	30%	(267)	9%	(76)	5%	(48)	17%	(150)	894
PID: Ind (No Lean) Media Monthly Consumer	18%	(91)	24%	(122)	12%	(62)	12%	(60)	33%	(167)	501
PID: Rep (No Lean) Media Monthly Consumer	17%	(90)	21%	(108)	17%	(88)	23%	(120)	23%	(120)	526
Female Ent. Products Monthly Consumer	33%	(260)	23%	(183)	12%	(98)	13%	(99)	19%	(149)	789
Male Ent. Products Monthly Consumer	25%	(129)	28%	(146)	12%	(64)	10%	(50)	26%	(134)	522
Gen Z Ent. Products Monthly Consumer	32%	(78)	23%	(57)	14%	(34)	11%	(27)	20%	(50)	246
Millennial Ent. Products Monthly Consumer	33%	(223)	25%	(170)	12%	(78)	12%	(82)	18%	(123)	676
Gen X Ent. Products Monthly Consumer	27%	(68)	25%	(63)	11%	(27)	9%	(22)	28%	(70)	249
Boomer Ent. Products Monthly Consumer	16%	(23)	27%	(39)	17%	(23)	13%	(19)	26%	(37)	141

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Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
HHI <$50k Ent. Products Monthly Consumer	26%	(134)	23%	(117)	15%	(79)	11%	(58)	25%	(130)	518
HHI $50-$100k Ent. Products Monthly Consumer	31%	(162)	27%	(142)	11%	(55)	12%	(60)	20%	(104)	523
HHI $100k+ Ent. Products Monthly Consumer	35%	(95)	26%	(71)	10%	(28)	11%	(31)	18%	(49)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	41%	(259)	31%	(196)	9%	(57)	5%	(32)	14%	(91)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	19%	(63)	24%	(78)	14%	(47)	14%	(47)	28%	(92)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	20%	(70)	16%	(56)	16%	(58)	20%	(71)	28%	(99)	354
Female Travel Yearly Consumer	27%	(360)	25%	(332)	13%	(170)	14%	(182)	21%	(271)	1314
Male Travel Yearly Consumer	26%	(268)	29%	(297)	11%	(111)	10%	(107)	24%	(245)	1027
Gen Z Travel Yearly Consumer	32%	(106)	24%	(79)	13%	(43)	9%	(30)	22%	(72)	329
Millennial Travel Yearly Consumer	33%	(284)	27%	(228)	11%	(91)	12%	(106)	17%	(150)	858
Gen X Travel Yearly Consumer	25%	(119)	27%	(128)	14%	(65)	11%	(54)	23%	(112)	479
Boomer Travel Yearly Consumer	19%	(121)	28%	(181)	12%	(77)	14%	(94)	27%	(177)	648
HHI <$50k Travel Yearly Consumer	27%	(219)	25%	(204)	13%	(108)	12%	(100)	22%	(176)	806
HHI $50-$100k Travel Yearly Consumer	26%	(250)	29%	(278)	12%	(112)	12%	(120)	22%	(213)	974
HHI $100k+ Travel Yearly Consumer	30%	(169)	26%	(146)	11%	(60)	12%	(68)	22%	(127)	570
PID: Dem (No Lean) Travel Yearly Consumer	39%	(423)	32%	(352)	8%	(88)	4%	(45)	17%	(182)	1090
PID: Ind (No Lean) Travel Yearly Consumer	20%	(117)	26%	(149)	13%	(76)	13%	(76)	28%	(159)	578
PID: Rep (No Lean) Travel Yearly Consumer	14%	(98)	19%	(127)	17%	(116)	24%	(167)	26%	(175)	683
Female Alcohol Weekly Consumer	30%	(149)	26%	(130)	11%	(55)	15%	(76)	18%	(93)	503
Male Alcohol Weekly Consumer	23%	(50)	30%	(68)	7%	(16)	8%	(17)	32%	(72)	224
Gen Z Alcohol Weekly Consumer	37%	(19)	23%	(12)	21%	(11)	3%	(2)	15%	(8)	50
Millennial Alcohol Weekly Consumer	33%	(109)	30%	(99)	8%	(26)	13%	(44)	16%	(51)	329
Gen X Alcohol Weekly Consumer	19%	(37)	25%	(48)	11%	(20)	12%	(23)	33%	(62)	189
Boomer Alcohol Weekly Consumer	20%	(30)	25%	(38)	9%	(14)	16%	(24)	29%	(44)	150
HHI <$50k Alcohol Weekly Consumer	22%	(58)	26%	(71)	11%	(31)	12%	(32)	29%	(77)	269
HHI $50-$100k Alcohol Weekly Consumer	29%	(85)	28%	(82)	10%	(30)	13%	(37)	19%	(56)	291
HHI $100k+ Alcohol Weekly Consumer	34%	(57)	27%	(45)	6%	(11)	14%	(24)	19%	(32)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	40%	(148)	30%	(112)	5%	(19)	4%	(16)	20%	(75)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	15%	(24)	31%	(49)	14%	(23)	16%	(26)	23%	(36)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	14%	(28)	18%	(37)	15%	(30)	26%	(51)	27%	(54)	201

Continued on next page

Table MCBR2_3: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A nonbinary person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(1045)	23%	(1028)	10%	(450)	13%	(551)	30%	(1327)	4401
Monthly Beer Drinkers	28%	(436)	26%	(395)	11%	(170)	13%	(198)	23%	(350)	1549
Don't Drink Beer	23%	(118)	23%	(115)	8%	(40)	8%	(43)	37%	(190)	507
Monthly Wine Drinkers	30%	(425)	26%	(372)	11%	(150)	10%	(136)	24%	(335)	1418
Don't Drink Wine	22%	(107)	23%	(111)	9%	(42)	13%	(63)	34%	(168)	490
Monthly Hard Seltzer Drinker	35%	(289)	29%	(236)	9%	(74)	9%	(70)	18%	(149)	818
Don't Drink Hard Seltzer	22%	(267)	20%	(246)	10%	(125)	14%	(168)	34%	(420)	1227
Monthly Spirits Drinker	28%	(394)	28%	(382)	10%	(146)	11%	(155)	23%	(313)	1390
Don't Drink Spirits	25%	(128)	18%	(91)	9%	(48)	12%	(63)	36%	(185)	514
Monthly Canned Cocktail Drinker	33%	(244)	31%	(232)	9%	(63)	8%	(61)	19%	(142)	743
Don't Drink Canned Cocktails	24%	(301)	21%	(272)	10%	(130)	12%	(154)	33%	(413)	1270
Weekly Beer Drinker	30%	(307)	26%	(271)	11%	(110)	13%	(137)	20%	(203)	1028
Weekly Wine Drinker	34%	(271)	25%	(200)	10%	(81)	9%	(73)	21%	(166)	791
Weekly Hard Seltzer Drinker	42%	(178)	28%	(116)	6%	(25)	8%	(36)	16%	(67)	421
Weekly Spirits Drinker	33%	(233)	28%	(196)	9%	(67)	12%	(83)	19%	(133)	714
Weekly Canned Cocktail Drinker	40%	(147)	30%	(112)	6%	(23)	6%	(23)	17%	(63)	368
Don't Drink Alcohol	19%	(333)	21%	(358)	11%	(192)	15%	(252)	34%	(596)	1731
Purchased Car in Past 2 Years	26%	(237)	26%	(234)	11%	(99)	14%	(125)	24%	(219)	914
Aware of Bud Light Events	29%	(771)	23%	(630)	12%	(310)	15%	(399)	22%	(582)	2692

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

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
Gender: Male	34%	(719)	34%	(724)	6%	(124)	5%	(97)	22%	(465)	2127
Gender: Female	37%	(822)	29%	(660)	4%	(80)	2%	(47)	28%	(638)	2247
Age: 18-34	43%	(544)	26%	(328)	6%	(74)	2%	(31)	23%	(285)	1262
Age: 35-44	35%	(263)	33%	(244)	6%	(43)	4%	(30)	22%	(164)	743
Age: 45-64	31%	(439)	33%	(468)	4%	(56)	4%	(53)	29%	(406)	1422
Age: 65+	31%	(306)	36%	(354)	3%	(30)	3%	(29)	26%	(255)	974
GenZers: 1997-2012	40%	(211)	27%	(141)	7%	(34)	2%	(8)	25%	(134)	529
Millennials: 1981-1996	40%	(543)	29%	(395)	6%	(77)	3%	(47)	21%	(280)	1341
GenXers: 1965-1980	32%	(326)	30%	(306)	4%	(43)	3%	(35)	30%	(308)	1017
Baby Boomers: 1946-1964	31%	(445)	36%	(514)	3%	(43)	4%	(51)	25%	(360)	1414
PID: Dem (no lean)	49%	(893)	29%	(533)	5%	(92)	2%	(42)	15%	(276)	1836
PID: Ind (no lean)	27%	(349)	31%	(392)	4%	(49)	3%	(39)	35%	(455)	1284
PID: Rep (no lean)	24%	(310)	37%	(469)	5%	(62)	5%	(62)	29%	(377)	1280
PID/Gender: Dem Men	48%	(433)	31%	(282)	6%	(54)	3%	(28)	12%	(111)	907
PID/Gender: Dem Women	49%	(457)	27%	(249)	4%	(38)	2%	(14)	18%	(165)	924
PID/Gender: Ind Men	24%	(135)	34%	(191)	5%	(30)	4%	(23)	33%	(183)	562
PID/Gender: Ind Women	29%	(206)	28%	(194)	3%	(19)	2%	(16)	38%	(268)	703
PID/Gender: Rep Men	23%	(151)	38%	(250)	6%	(40)	7%	(46)	26%	(170)	656
PID/Gender: Rep Women	26%	(159)	35%	(217)	4%	(22)	3%	(17)	33%	(205)	620
Ideo: Liberal (1-3)	52%	(718)	28%	(393)	3%	(44)	2%	(30)	14%	(196)	1382
Ideo: Moderate (4)	31%	(390)	34%	(438)	6%	(70)	4%	(47)	26%	(330)	1276
Ideo: Conservative (5-7)	25%	(340)	36%	(475)	5%	(70)	4%	(56)	30%	(395)	1336
Educ: < College	35%	(1001)	31%	(894)	4%	(122)	3%	(89)	27%	(770)	2875
Educ: Bachelors degree	35%	(338)	33%	(318)	6%	(58)	3%	(32)	23%	(221)	968
Educ: Post-grad	38%	(212)	33%	(181)	4%	(24)	4%	(22)	21%	(117)	556
Income: Under 50k	33%	(721)	31%	(666)	5%	(102)	4%	(79)	28%	(606)	2174
Income: 50k-100k	37%	(551)	33%	(498)	5%	(67)	3%	(39)	22%	(333)	1489
Income: 100k+	38%	(279)	31%	(229)	5%	(34)	3%	(26)	23%	(169)	736
Ethnicity: White	33%	(1107)	34%	(1141)	5%	(165)	3%	(118)	25%	(862)	3395
Ethnicity: Hispanic	38%	(289)	31%	(235)	6%	(44)	4%	(27)	22%	(164)	758

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
Ethnicity: Black	56%	(318)	21%	(116)	3%	(17)	2%	(13)	18%	(102)	566
Ethnicity: Other	29%	(126)	31%	(136)	5%	(21)	3%	(13)	33%	(144)	439
All Christian	32%	(633)	35%	(676)	5%	(90)	4%	(71)	25%	(480)	1949
All Non-Christian	43%	(170)	29%	(114)	5%	(20)	5%	(19)	18%	(72)	395
Atheist	38%	(73)	31%	(59)	9%	(17)	4%	(7)	18%	(34)	190
Agnostic/Nothing in particular	36%	(408)	29%	(328)	4%	(49)	2%	(26)	28%	(320)	1131
Something Else	36%	(267)	29%	(215)	4%	(27)	3%	(21)	28%	(205)	735
Religious Non-Protestant/Catholic	42%	(187)	30%	(135)	5%	(22)	4%	(20)	19%	(83)	447
Evangelical	37%	(424)	31%	(359)	4%	(46)	4%	(47)	24%	(278)	1155
Non-Evangelical	32%	(466)	34%	(505)	5%	(69)	3%	(42)	27%	(393)	1475
Community: Urban	40%	(573)	32%	(458)	5%	(67)	4%	(64)	19%	(276)	1439
Community: Suburban	35%	(674)	31%	(609)	4%	(78)	2%	(39)	28%	(536)	1936
Community: Rural	30%	(304)	32%	(325)	6%	(58)	4%	(41)	29%	(297)	1025
Employ: Private Sector	38%	(536)	32%	(449)	5%	(76)	4%	(55)	20%	(282)	1397
Employ: Government	51%	(150)	27%	(79)	5%	(14)	2%	(6)	16%	(46)	294
Employ: Self-Employed	34%	(151)	31%	(136)	4%	(15)	4%	(16)	27%	(119)	438
Employ: Homemaker	33%	(79)	28%	(69)	5%	(11)	1%	(3)	33%	(79)	241
Employ: Student	40%	(70)	28%	(50)	10%	(17)	1%	(2)	21%	(37)	176
Employ: Retired	32%	(362)	34%	(379)	4%	(40)	4%	(40)	27%	(306)	1127
Employ: Unemployed	26%	(122)	34%	(158)	4%	(21)	3%	(16)	33%	(153)	471
Employ: Other	32%	(83)	29%	(74)	3%	(9)	2%	(5)	33%	(85)	256
Military HH: Yes	33%	(210)	34%	(214)	5%	(32)	3%	(17)	25%	(160)	634
Military HH: No	36%	(1341)	31%	(1178)	5%	(171)	3%	(127)	25%	(949)	3766
2022 House Vote: Democrat	48%	(879)	30%	(539)	4%	(70)	3%	(54)	16%	(284)	1827
2022 House Vote: Republican	26%	(325)	35%	(440)	5%	(65)	4%	(50)	31%	(391)	1270
2022 House Vote: Someone else	30%	(31)	26%	(26)	2%	(2)	6%	(6)	36%	(37)	101
2022 House Vote: Didnt Vote	26%	(317)	32%	(387)	6%	(66)	3%	(34)	33%	(398)	1202

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
2020 Vote: Joe Biden	48%	(920)	29%	(567)	3%	(66)	3%	(58)	16%	(315)	1925
2020 Vote: Donald Trump	23%	(313)	37%	(495)	5%	(66)	4%	(51)	32%	(427)	1351
2020 Vote: Other	25%	(30)	28%	(34)	8%	(10)	3%	(3)	36%	(44)	121
2020 Vote: Didn't Vote	29%	(288)	30%	(297)	6%	(61)	3%	(32)	32%	(323)	1001
2018 House Vote: Democrat	48%	(781)	30%	(493)	4%	(59)	2%	(36)	16%	(257)	1627
2018 House Vote: Republican	25%	(302)	36%	(426)	5%	(58)	4%	(42)	30%	(359)	1188
2018 House Vote: Someone else	31%	(31)	21%	(21)	2%	(2)	6%	(6)	40%	(41)	102
2018 House Vote: Didnt Vote	29%	(437)	30%	(452)	6%	(83)	4%	(59)	30%	(452)	1484
4-Region: Northeast	43%	(332)	28%	(214)	4%	(27)	1%	(11)	24%	(187)	771
4-Region: Midwest	33%	(302)	34%	(308)	5%	(43)	4%	(34)	25%	(223)	909
4-Region: South	34%	(575)	31%	(525)	5%	(92)	3%	(58)	26%	(429)	1679
4-Region: West	33%	(343)	33%	(346)	4%	(42)	4%	(41)	26%	(271)	1042
2304079	35%	(760)	32%	(708)	4%	(92)	3%	(61)	26%	(578)	2199
2304086	36%	(791)	31%	(685)	5%	(111)	4%	(83)	24%	(531)	2202
Ethnicity: White (Non-Hispanic)	32%	(864)	34%	(929)	5%	(126)	3%	(95)	26%	(711)	2725
Ethnicity: Hispanic	38%	(289)	31%	(235)	6%	(44)	4%	(27)	22%	(164)	758
Ethnicity: Black (Non-Hispanic)	54%	(289)	22%	(114)	3%	(16)	2%	(12)	19%	(100)	531
Ethnicity: Asian + Other (Non-Hispanic)	28%	(110)	30%	(115)	4%	(17)	3%	(10)	35%	(133)	386
Female F&b Monthly Consumer	34%	(683)	35%	(686)	6%	(112)	4%	(81)	21%	(421)	1984
Male F&b Monthly Consumer	38%	(781)	30%	(625)	3%	(61)	2%	(42)	27%	(569)	2079
Gen Z F&b Monthly Consumer	41%	(191)	28%	(133)	7%	(30)	1%	(4)	24%	(111)	469
Millennial F&b Monthly Consumer	42%	(513)	30%	(371)	5%	(56)	3%	(36)	20%	(241)	1219
Gen X F&b Monthly Consumer	33%	(315)	29%	(280)	4%	(43)	3%	(31)	30%	(281)	950
Boomer F&b Monthly Consumer	32%	(429)	37%	(499)	3%	(41)	4%	(49)	25%	(339)	1358
HHI <$50k F&b Monthly Consumer	34%	(678)	32%	(629)	4%	(87)	4%	(71)	27%	(530)	1995
HHI $50-$100k F&b Monthly Consumer	38%	(527)	34%	(474)	4%	(57)	2%	(29)	23%	(317)	1404
HHI $100k+ F&b Monthly Consumer	39%	(270)	32%	(217)	4%	(30)	3%	(23)	22%	(149)	688
PID: Dem (No Lean) F&b Monthly Consumer	50%	(860)	29%	(497)	4%	(73)	2%	(36)	15%	(255)	1720
PID: Ind (No Lean) F&b Monthly Consumer	28%	(324)	32%	(366)	4%	(43)	3%	(31)	33%	(385)	1150
PID: Rep (No Lean) F&b Monthly Consumer	24%	(290)	38%	(457)	5%	(58)	5%	(56)	29%	(356)	1217

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
Female Hh Goods Monthly Consumer	38%	(570)	33%	(490)	7%	(99)	4%	(64)	18%	(274)	1498
Male Hh Goods Monthly Consumer	40%	(637)	29%	(464)	3%	(51)	2%	(28)	26%	(422)	1601
Gen Z Hh Goods Monthly Consumer	43%	(158)	26%	(96)	9%	(32)	1%	(5)	21%	(76)	367
Millennial Hh Goods Monthly Consumer	45%	(456)	29%	(297)	5%	(50)	3%	(34)	18%	(186)	1022
Gen X Hh Goods Monthly Consumer	34%	(255)	30%	(223)	5%	(37)	3%	(21)	28%	(214)	750
Boomer Hh Goods Monthly Consumer	36%	(325)	35%	(320)	3%	(28)	3%	(29)	23%	(209)	911
HHI <$50k Hh Goods Monthly Consumer	36%	(526)	32%	(467)	5%	(71)	3%	(44)	25%	(369)	1477
HHI $50-$100k Hh Goods Monthly Consumer	41%	(450)	30%	(331)	5%	(54)	3%	(29)	21%	(231)	1095
HHI $100k+ Hh Goods Monthly Consumer	44%	(238)	30%	(162)	5%	(25)	4%	(20)	18%	(95)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	53%	(713)	26%	(348)	5%	(72)	2%	(26)	13%	(176)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	29%	(251)	31%	(271)	4%	(32)	3%	(24)	33%	(283)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	27%	(250)	37%	(341)	5%	(46)	5%	(43)	26%	(235)	915
Female Apparel Monthly Consumer	44%	(349)	32%	(256)	8%	(64)	4%	(32)	11%	(89)	790
Male Apparel Monthly Consumer	42%	(360)	27%	(233)	5%	(39)	3%	(22)	24%	(201)	855
Gen Z Apparel Monthly Consumer	44%	(123)	28%	(79)	9%	(26)	2%	(5)	17%	(46)	279
Millennial Apparel Monthly Consumer	48%	(342)	29%	(207)	6%	(42)	3%	(24)	14%	(97)	713
Gen X Apparel Monthly Consumer	35%	(134)	32%	(121)	6%	(23)	4%	(15)	24%	(91)	385
Boomer Apparel Monthly Consumer	42%	(111)	30%	(80)	4%	(11)	4%	(10)	21%	(55)	267
HHI <$50k Apparel Monthly Consumer	41%	(278)	28%	(186)	6%	(44)	3%	(21)	21%	(145)	674
HHI $50-$100k Apparel Monthly Consumer	44%	(285)	32%	(207)	6%	(39)	2%	(15)	16%	(105)	652
HHI $100k+ Apparel Monthly Consumer	46%	(151)	30%	(98)	6%	(20)	5%	(18)	13%	(42)	328
PID: Dem (No Lean) Apparel Monthly Consumer	54%	(438)	24%	(190)	7%	(56)	2%	(19)	13%	(103)	806
PID: Ind (No Lean) Apparel Monthly Consumer	34%	(136)	34%	(138)	5%	(20)	4%	(16)	23%	(94)	404
PID: Rep (No Lean) Apparel Monthly Consumer	32%	(140)	37%	(164)	6%	(26)	4%	(19)	21%	(95)	444
Female Electronics Yearly Consumer	37%	(536)	34%	(501)	7%	(99)	3%	(46)	19%	(270)	1452
Male Electronics Yearly Consumer	38%	(452)	31%	(373)	4%	(49)	2%	(29)	24%	(289)	1192
Gen Z Electronics Yearly Consumer	35%	(131)	30%	(112)	9%	(34)	1%	(5)	24%	(90)	374
Millennial Electronics Yearly Consumer	44%	(440)	30%	(306)	6%	(60)	4%	(36)	16%	(164)	1007
Gen X Electronics Yearly Consumer	34%	(213)	34%	(214)	5%	(30)	2%	(15)	25%	(154)	627
Boomer Electronics Yearly Consumer	33%	(201)	38%	(233)	3%	(20)	3%	(17)	23%	(137)	607

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
HHI <$50k Electronics Yearly Consumer	35%	(411)	34%	(391)	6%	(67)	3%	(31)	23%	(265)	1165
HHI $50-$100k Electronics Yearly Consumer	38%	(379)	33%	(329)	5%	(54)	3%	(26)	20%	(199)	987
HHI $100k+ Electronics Yearly Consumer	41%	(206)	31%	(158)	5%	(28)	4%	(18)	19%	(95)	505
PID: Dem (No Lean) Electronics Yearly Consumer	49%	(573)	30%	(343)	7%	(78)	2%	(23)	12%	(144)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	30%	(217)	32%	(233)	4%	(31)	3%	(24)	31%	(221)	725
PID: Rep (No Lean) Electronics Yearly Consumer	27%	(206)	39%	(304)	5%	(40)	4%	(28)	25%	(194)	771
Female Beauty & Care Monthly Consumer	39%	(529)	33%	(445)	6%	(85)	4%	(59)	17%	(227)	1346
Male Beauty & Care Monthly Consumer	40%	(576)	29%	(412)	3%	(50)	2%	(31)	26%	(374)	1444
Gen Z Beauty & Care Monthly Consumer	41%	(154)	29%	(109)	6%	(22)	1%	(3)	22%	(83)	371
Millennial Beauty & Care Monthly Consumer	46%	(440)	28%	(274)	6%	(56)	4%	(37)	16%	(156)	962
Gen X Beauty & Care Monthly Consumer	34%	(235)	30%	(208)	5%	(31)	3%	(18)	28%	(195)	688
Boomer Beauty & Care Monthly Consumer	37%	(276)	35%	(261)	3%	(24)	4%	(29)	21%	(158)	747
HHI <$50k Beauty & Care Monthly Consumer	36%	(480)	31%	(409)	5%	(62)	3%	(45)	25%	(329)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	41%	(415)	31%	(312)	5%	(51)	2%	(24)	21%	(208)	1010
HHI $100k+ Beauty & Care Monthly Consumer	46%	(217)	31%	(145)	5%	(23)	4%	(20)	14%	(66)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	54%	(673)	26%	(325)	5%	(61)	2%	(28)	13%	(157)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	30%	(225)	32%	(239)	4%	(32)	2%	(18)	31%	(235)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	26%	(213)	37%	(301)	5%	(43)	5%	(44)	26%	(211)	812
Female Insurance Yearly Consumer	34%	(543)	35%	(558)	6%	(99)	4%	(56)	20%	(321)	1577
Male Insurance Yearly Consumer	38%	(570)	31%	(472)	3%	(52)	2%	(33)	26%	(387)	1513
Gen Z Insurance Yearly Consumer	41%	(141)	30%	(101)	9%	(29)	1%	(4)	20%	(67)	343
Millennial Insurance Yearly Consumer	43%	(409)	32%	(301)	6%	(53)	3%	(31)	16%	(157)	951
Gen X Insurance Yearly Consumer	32%	(214)	32%	(220)	4%	(28)	3%	(21)	29%	(194)	677
Boomer Insurance Yearly Consumer	32%	(332)	37%	(379)	3%	(35)	3%	(30)	25%	(262)	1038
HHI <$50k Insurance Yearly Consumer	34%	(466)	33%	(451)	5%	(71)	3%	(41)	25%	(340)	1369
HHI $50-$100k Insurance Yearly Consumer	37%	(429)	34%	(394)	4%	(50)	3%	(29)	21%	(244)	1146
HHI $100k+ Insurance Yearly Consumer	38%	(223)	32%	(187)	5%	(30)	3%	(20)	21%	(123)	582
PID: Dem (No Lean) Insurance Yearly Consumer	49%	(641)	29%	(381)	6%	(72)	2%	(29)	13%	(174)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	28%	(240)	32%	(279)	4%	(37)	3%	(25)	32%	(278)	857
PID: Rep (No Lean) Insurance Yearly Consumer	25%	(237)	40%	(373)	4%	(42)	4%	(36)	27%	(255)	943

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
Female Pharma Monthly Consumer	37%	(508)	36%	(496)	6%	(77)	3%	(43)	18%	(251)	1374
Male Pharma Monthly Consumer	38%	(530)	31%	(436)	3%	(44)	2%	(26)	26%	(361)	1396
Gen Z Pharma Monthly Consumer	41%	(122)	36%	(106)	6%	(17)	1%	(4)	15%	(45)	294
Millennial Pharma Monthly Consumer	43%	(355)	31%	(255)	5%	(44)	3%	(26)	17%	(143)	823
Gen X Pharma Monthly Consumer	34%	(236)	32%	(223)	4%	(30)	3%	(18)	27%	(188)	696
Boomer Pharma Monthly Consumer	35%	(316)	36%	(329)	3%	(27)	2%	(18)	24%	(217)	907
HHI <$50k Pharma Monthly Consumer	34%	(459)	34%	(455)	5%	(63)	2%	(28)	25%	(342)	1347
HHI $50-$100k Pharma Monthly Consumer	41%	(397)	33%	(324)	4%	(36)	2%	(23)	20%	(190)	970
HHI $100k+ Pharma Monthly Consumer	41%	(189)	34%	(158)	5%	(22)	4%	(18)	17%	(79)	467
PID: Dem (No Lean) Pharma Monthly Consumer	51%	(616)	30%	(357)	4%	(54)	2%	(23)	13%	(157)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	28%	(203)	34%	(250)	4%	(29)	3%	(19)	31%	(226)	726
PID: Rep (No Lean) Pharma Monthly Consumer	27%	(226)	39%	(331)	4%	(38)	3%	(27)	27%	(228)	850
Female Media Monthly Consumer	39%	(404)	35%	(364)	6%	(57)	3%	(35)	17%	(176)	1037
Male Media Monthly Consumer	41%	(359)	30%	(267)	5%	(44)	2%	(20)	21%	(188)	878
Gen Z Media Monthly Consumer	41%	(123)	32%	(96)	6%	(18)	2%	(6)	19%	(58)	300
Millennial Media Monthly Consumer	46%	(356)	30%	(237)	6%	(48)	3%	(24)	15%	(113)	777
Gen X Media Monthly Consumer	34%	(151)	34%	(149)	5%	(21)	4%	(16)	23%	(101)	438
Boomer Media Monthly Consumer	34%	(130)	38%	(147)	4%	(14)	3%	(10)	22%	(86)	387
HHI <$50k Media Monthly Consumer	36%	(293)	35%	(285)	6%	(46)	3%	(23)	20%	(166)	814
HHI $50-$100k Media Monthly Consumer	42%	(312)	32%	(234)	5%	(34)	2%	(16)	19%	(139)	735
HHI $100k+ Media Monthly Consumer	43%	(162)	31%	(116)	5%	(20)	4%	(16)	16%	(58)	372
PID: Dem (No Lean) Media Monthly Consumer	52%	(468)	26%	(235)	7%	(60)	3%	(27)	12%	(105)	894
PID: Ind (No Lean) Media Monthly Consumer	31%	(156)	32%	(160)	4%	(18)	3%	(16)	30%	(152)	501
PID: Rep (No Lean) Media Monthly Consumer	27%	(143)	46%	(240)	5%	(24)	2%	(13)	20%	(107)	526
Female Ent. Products Monthly Consumer	42%	(333)	31%	(243)	8%	(60)	4%	(33)	15%	(120)	789
Male Ent. Products Monthly Consumer	39%	(205)	30%	(156)	5%	(27)	3%	(18)	22%	(116)	522
Gen Z Ent. Products Monthly Consumer	42%	(103)	34%	(84)	9%	(21)	2%	(4)	14%	(34)	246
Millennial Ent. Products Monthly Consumer	45%	(304)	29%	(197)	6%	(43)	4%	(26)	16%	(106)	676
Gen X Ent. Products Monthly Consumer	35%	(86)	28%	(71)	7%	(17)	4%	(11)	26%	(64)	249
Boomer Ent. Products Monthly Consumer	35%	(49)	34%	(48)	4%	(6)	7%	(9)	21%	(29)	141

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
HHI <$50k Ent. Products Monthly Consumer	40%	(206)	29%	(152)	7%	(35)	4%	(21)	20%	(106)	518
HHI $50-$100k Ent. Products Monthly Consumer	42%	(220)	31%	(162)	7%	(36)	3%	(15)	17%	(91)	523
HHI $100k+ Ent. Products Monthly Consumer	42%	(116)	32%	(88)	6%	(17)	5%	(15)	14%	(39)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	52%	(331)	25%	(157)	9%	(54)	3%	(21)	11%	(72)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	32%	(103)	33%	(109)	4%	(14)	5%	(17)	25%	(83)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	30%	(107)	38%	(135)	5%	(19)	3%	(12)	23%	(81)	354
Female Travel Yearly Consumer	37%	(485)	35%	(461)	6%	(82)	3%	(41)	19%	(244)	1314
Male Travel Yearly Consumer	41%	(419)	32%	(328)	5%	(47)	2%	(24)	20%	(210)	1027
Gen Z Travel Yearly Consumer	36%	(118)	33%	(110)	9%	(30)	1%	(4)	20%	(67)	329
Millennial Travel Yearly Consumer	45%	(388)	30%	(254)	6%	(51)	4%	(31)	16%	(134)	858
Gen X Travel Yearly Consumer	34%	(162)	35%	(169)	5%	(26)	2%	(11)	23%	(110)	479
Boomer Travel Yearly Consumer	35%	(229)	38%	(249)	3%	(20)	3%	(17)	21%	(133)	648
HHI <$50k Travel Yearly Consumer	38%	(308)	32%	(262)	7%	(53)	4%	(29)	19%	(155)	806
HHI $50-$100k Travel Yearly Consumer	39%	(381)	35%	(341)	5%	(45)	2%	(21)	19%	(186)	974
HHI $100k+ Travel Yearly Consumer	39%	(221)	34%	(191)	5%	(31)	3%	(14)	20%	(112)	570
PID: Dem (No Lean) Travel Yearly Consumer	50%	(544)	29%	(322)	7%	(71)	2%	(22)	12%	(132)	1090
PID: Ind (No Lean) Travel Yearly Consumer	31%	(179)	35%	(200)	5%	(27)	3%	(18)	26%	(153)	578
PID: Rep (No Lean) Travel Yearly Consumer	27%	(186)	40%	(273)	4%	(30)	4%	(25)	25%	(168)	683
Female Alcohol Weekly Consumer	38%	(192)	35%	(176)	6%	(29)	3%	(17)	18%	(88)	503
Male Alcohol Weekly Consumer	48%	(107)	30%	(67)	2%	(5)	3%	(6)	18%	(39)	224
Gen Z Alcohol Weekly Consumer	45%	(22)	51%	(25)	2%	(1)	1%	(0)	2%	(1)	50
Millennial Alcohol Weekly Consumer	45%	(149)	32%	(107)	6%	(19)	2%	(8)	14%	(47)	329
Gen X Alcohol Weekly Consumer	40%	(76)	28%	(54)	5%	(10)	5%	(9)	21%	(40)	189
Boomer Alcohol Weekly Consumer	31%	(47)	37%	(55)	3%	(4)	4%	(5)	26%	(39)	150
HHI <$50k Alcohol Weekly Consumer	38%	(102)	35%	(93)	6%	(15)	4%	(10)	18%	(49)	269
HHI $50-$100k Alcohol Weekly Consumer	42%	(124)	33%	(96)	3%	(10)	1%	(4)	20%	(57)	291
HHI $100k+ Alcohol Weekly Consumer	44%	(74)	32%	(54)	6%	(10)	6%	(9)	12%	(21)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	55%	(204)	27%	(98)	3%	(10)	3%	(13)	12%	(45)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	25%	(40)	40%	(64)	6%	(9)	3%	(5)	25%	(40)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	28%	(56)	41%	(82)	8%	(15)	3%	(5)	21%	(42)	201

Continued on next page

Table MCBR2_4: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Black person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	35%	(1551)	32%	(1393)	5%	(203)	3%	(144)	25%	(1110)	4401
Monthly Beer Drinkers	39%	(606)	34%	(532)	4%	(69)	3%	(46)	19%	(296)	1549
Don't Drink Beer	34%	(173)	28%	(140)	3%	(17)	3%	(13)	32%	(163)	507
Monthly Wine Drinkers	42%	(595)	33%	(467)	4%	(54)	3%	(44)	18%	(259)	1418
Don't Drink Wine	30%	(146)	33%	(163)	3%	(17)	3%	(15)	30%	(149)	490
Monthly Hard Seltzer Drinker	46%	(378)	32%	(264)	4%	(31)	3%	(23)	15%	(122)	818
Don't Drink Hard Seltzer	32%	(392)	33%	(402)	4%	(51)	3%	(35)	28%	(346)	1227
Monthly Spirits Drinker	42%	(581)	34%	(468)	4%	(51)	3%	(41)	18%	(249)	1390
Don't Drink Spirits	31%	(162)	29%	(148)	5%	(26)	3%	(14)	32%	(165)	514
Monthly Canned Cocktail Drinker	47%	(347)	32%	(240)	4%	(27)	4%	(29)	14%	(100)	743
Don't Drink Canned Cocktails	33%	(418)	33%	(416)	4%	(46)	3%	(34)	28%	(355)	1270
Weekly Beer Drinker	41%	(417)	34%	(349)	5%	(52)	4%	(37)	17%	(173)	1028
Weekly Wine Drinker	45%	(353)	32%	(250)	4%	(33)	4%	(31)	16%	(124)	791
Weekly Hard Seltzer Drinker	53%	(222)	30%	(128)	4%	(17)	3%	(12)	10%	(43)	421
Weekly Spirits Drinker	46%	(329)	33%	(234)	4%	(26)	3%	(25)	14%	(100)	714
Weekly Canned Cocktail Drinker	53%	(196)	28%	(103)	3%	(12)	4%	(16)	11%	(40)	368
Don't Drink Alcohol	32%	(561)	29%	(510)	5%	(89)	4%	(71)	29%	(499)	1731
Purchased Car in Past 2 Years	38%	(350)	29%	(263)	6%	(54)	4%	(38)	23%	(208)	914
Aware of Bud Light Events	39%	(1054)	33%	(878)	6%	(150)	4%	(98)	19%	(511)	2692

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

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
Gender: Male	32%	(690)	34%	(729)	6%	(127)	5%	(97)	23%	(484)	2127
Gender: Female	31%	(706)	32%	(710)	4%	(93)	3%	(65)	30%	(672)	2247
Age: 18-34	40%	(509)	28%	(354)	5%	(62)	3%	(43)	23%	(294)	1262
Age: 35-44	30%	(225)	33%	(246)	8%	(61)	5%	(40)	23%	(171)	743
Age: 45-64	28%	(394)	33%	(473)	5%	(64)	4%	(51)	31%	(439)	1422
Age: 65+	29%	(279)	38%	(373)	4%	(34)	3%	(29)	27%	(259)	974
GenZers: 1997-2012	38%	(200)	32%	(170)	4%	(19)	2%	(11)	24%	(128)	529
Millennials: 1981-1996	37%	(490)	29%	(392)	7%	(92)	5%	(63)	23%	(304)	1341
GenXers: 1965-1980	28%	(281)	31%	(319)	5%	(49)	4%	(39)	32%	(329)	1017
Baby Boomers: 1946-1964	29%	(409)	38%	(531)	4%	(55)	3%	(46)	26%	(374)	1414
PID: Dem (no lean)	43%	(797)	32%	(586)	4%	(81)	3%	(48)	18%	(324)	1836
PID: Ind (no lean)	25%	(318)	31%	(403)	5%	(67)	3%	(42)	35%	(454)	1284
PID: Rep (no lean)	23%	(293)	36%	(457)	6%	(74)	6%	(73)	30%	(383)	1280
PID/Gender: Dem Men	44%	(402)	33%	(297)	5%	(49)	3%	(31)	14%	(128)	907
PID/Gender: Dem Women	42%	(392)	31%	(287)	3%	(32)	2%	(17)	21%	(196)	924
PID/Gender: Ind Men	23%	(130)	35%	(197)	6%	(34)	4%	(21)	32%	(181)	562
PID/Gender: Ind Women	25%	(179)	29%	(202)	4%	(31)	3%	(21)	38%	(269)	703
PID/Gender: Rep Men	24%	(158)	36%	(235)	7%	(44)	7%	(44)	27%	(175)	656
PID/Gender: Rep Women	22%	(135)	36%	(221)	5%	(30)	4%	(27)	33%	(207)	620
Ideo: Liberal (1-3)	47%	(647)	31%	(424)	4%	(51)	2%	(33)	16%	(227)	1382
Ideo: Moderate (4)	28%	(356)	36%	(462)	6%	(74)	3%	(42)	27%	(342)	1276
Ideo: Conservative (5-7)	25%	(330)	34%	(454)	6%	(79)	5%	(70)	30%	(404)	1336
Educ: < College	31%	(884)	33%	(946)	5%	(134)	4%	(101)	28%	(811)	2875
Educ: Bachelors degree	33%	(323)	33%	(318)	6%	(59)	4%	(38)	24%	(230)	968
Educ: Post-grad	36%	(200)	33%	(182)	5%	(29)	4%	(24)	22%	(121)	556
Income: Under 50k	30%	(663)	31%	(671)	5%	(113)	4%	(80)	30%	(647)	2174
Income: 50k-100k	33%	(485)	37%	(551)	5%	(70)	3%	(48)	23%	(336)	1489
Income: 100k+	35%	(260)	30%	(223)	5%	(39)	5%	(35)	24%	(179)	736
Ethnicity: White	32%	(1070)	34%	(1141)	5%	(168)	4%	(139)	26%	(878)	3395
Ethnicity: Hispanic	43%	(327)	31%	(233)	3%	(25)	3%	(26)	19%	(146)	758

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
Ethnicity: Black	39%	(223)	27%	(155)	6%	(31)	3%	(15)	25%	(141)	566
Ethnicity: Other	26%	(115)	34%	(150)	5%	(23)	2%	(9)	33%	(143)	439
All Christian	31%	(609)	35%	(675)	5%	(96)	4%	(76)	25%	(493)	1949
All Non-Christian	44%	(174)	26%	(105)	6%	(24)	5%	(18)	19%	(74)	395
Atheist	33%	(63)	40%	(76)	3%	(6)	3%	(6)	21%	(39)	190
Agnostic/Nothing in particular	31%	(353)	31%	(350)	5%	(55)	4%	(42)	29%	(331)	1131
Something Else	28%	(207)	33%	(239)	6%	(41)	3%	(21)	31%	(226)	735
Religious Non-Protestant/Catholic	45%	(201)	26%	(116)	6%	(25)	4%	(19)	19%	(86)	447
Evangelical	31%	(356)	32%	(366)	6%	(69)	5%	(56)	27%	(308)	1155
Non-Evangelical	30%	(438)	36%	(534)	5%	(68)	3%	(39)	27%	(395)	1475
Community: Urban	36%	(515)	31%	(452)	6%	(80)	6%	(80)	22%	(313)	1439
Community: Suburban	32%	(624)	33%	(645)	4%	(86)	2%	(41)	28%	(540)	1936
Community: Rural	26%	(268)	34%	(348)	5%	(56)	4%	(42)	30%	(310)	1025
Employ: Private Sector	36%	(503)	32%	(448)	6%	(80)	4%	(61)	22%	(305)	1397
Employ: Government	47%	(138)	27%	(79)	5%	(14)	3%	(10)	18%	(53)	294
Employ: Self-Employed	32%	(142)	28%	(125)	6%	(27)	4%	(16)	29%	(128)	438
Employ: Homemaker	27%	(65)	30%	(73)	5%	(11)	3%	(8)	35%	(83)	241
Employ: Student	37%	(64)	41%	(73)	1%	(2)	—	(1)	21%	(36)	176
Employ: Retired	28%	(321)	36%	(407)	4%	(43)	3%	(37)	28%	(319)	1127
Employ: Unemployed	22%	(106)	32%	(152)	8%	(36)	5%	(21)	33%	(156)	471
Employ: Other	26%	(67)	35%	(89)	3%	(9)	4%	(10)	32%	(82)	256
Military HH: Yes	33%	(208)	35%	(219)	5%	(31)	3%	(18)	25%	(159)	634
Military HH: No	32%	(1199)	33%	(1226)	5%	(191)	4%	(145)	27%	(1004)	3766
2022 House Vote: Democrat	43%	(777)	32%	(578)	4%	(77)	4%	(65)	18%	(331)	1827
2022 House Vote: Republican	24%	(307)	35%	(444)	6%	(77)	4%	(50)	31%	(392)	1270
2022 House Vote: Someone else	24%	(24)	31%	(32)	4%	(4)	5%	(5)	36%	(36)	101
2022 House Vote: Didnt Vote	25%	(299)	33%	(393)	5%	(64)	4%	(43)	34%	(404)	1202

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
2020 Vote: Joe Biden	42%	(813)	32%	(610)	4%	(82)	3%	(61)	19%	(360)	1925
2020 Vote: Donald Trump	23%	(315)	36%	(481)	5%	(69)	5%	(62)	31%	(424)	1351
2020 Vote: Other	22%	(27)	32%	(39)	4%	(5)	3%	(3)	39%	(47)	121
2020 Vote: Didn't Vote	25%	(253)	31%	(315)	7%	(66)	4%	(37)	33%	(330)	1001
2018 House Vote: Democrat	42%	(687)	32%	(523)	5%	(75)	3%	(42)	18%	(299)	1627
2018 House Vote: Republican	24%	(287)	36%	(426)	5%	(63)	5%	(54)	30%	(358)	1188
2018 House Vote: Someone else	25%	(25)	23%	(23)	8%	(8)	5%	(5)	40%	(40)	102
2018 House Vote: Didnt Vote	28%	(408)	32%	(473)	5%	(76)	4%	(61)	31%	(466)	1484
4-Region: Northeast	37%	(288)	30%	(231)	5%	(39)	2%	(18)	25%	(194)	771
4-Region: Midwest	29%	(266)	38%	(349)	4%	(40)	4%	(34)	24%	(221)	909
4-Region: South	31%	(522)	31%	(517)	6%	(98)	3%	(58)	29%	(483)	1679
4-Region: West	32%	(331)	33%	(348)	4%	(45)	5%	(52)	25%	(265)	1042
2304079	32%	(704)	33%	(726)	5%	(107)	4%	(85)	26%	(577)	2199
2304086	32%	(703)	33%	(720)	5%	(115)	4%	(78)	27%	(586)	2202
Ethnicity: White (Non-Hispanic)	29%	(790)	34%	(932)	5%	(145)	4%	(115)	27%	(743)	2725
Ethnicity: Hispanic	43%	(327)	31%	(233)	3%	(25)	3%	(26)	19%	(146)	758
Ethnicity: Black (Non-Hispanic)	38%	(200)	28%	(146)	6%	(31)	3%	(14)	26%	(139)	531
Ethnicity: Asian + Other (Non-Hispanic)	23%	(90)	35%	(135)	5%	(20)	2%	(8)	35%	(134)	386
Female F&b Monthly Consumer	33%	(647)	35%	(704)	6%	(117)	4%	(82)	22%	(433)	1984
Male F&b Monthly Consumer	32%	(668)	33%	(677)	4%	(81)	3%	(55)	29%	(598)	2079
Gen Z F&b Monthly Consumer	38%	(180)	34%	(162)	3%	(15)	2%	(7)	22%	(105)	469
Millennial F&b Monthly Consumer	37%	(453)	31%	(372)	7%	(83)	4%	(49)	21%	(262)	1219
Gen X F&b Monthly Consumer	28%	(269)	31%	(297)	5%	(49)	4%	(35)	32%	(301)	950
Boomer F&b Monthly Consumer	29%	(397)	38%	(522)	4%	(49)	3%	(44)	26%	(346)	1358
HHI <$50k F&b Monthly Consumer	31%	(620)	32%	(636)	5%	(101)	4%	(71)	28%	(567)	1995
HHI $50-$100k F&b Monthly Consumer	33%	(457)	38%	(535)	5%	(64)	2%	(35)	22%	(313)	1404
HHI $100k+ F&b Monthly Consumer	36%	(250)	31%	(215)	5%	(34)	5%	(32)	23%	(157)	688
PID: Dem (No Lean) F&b Monthly Consumer	44%	(763)	33%	(562)	4%	(70)	2%	(34)	17%	(290)	1720
PID: Ind (No Lean) F&b Monthly Consumer	25%	(290)	33%	(380)	5%	(60)	3%	(34)	34%	(386)	1150
PID: Rep (No Lean) F&b Monthly Consumer	22%	(273)	37%	(445)	6%	(69)	6%	(70)	30%	(361)	1217

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
Female Hh Goods Monthly Consumer	35%	(528)	34%	(515)	6%	(97)	5%	(69)	19%	(289)	1498
Male Hh Goods Monthly Consumer	33%	(532)	31%	(497)	4%	(68)	3%	(45)	29%	(459)	1601
Gen Z Hh Goods Monthly Consumer	40%	(146)	35%	(127)	3%	(13)	2%	(7)	20%	(74)	367
Millennial Hh Goods Monthly Consumer	39%	(394)	29%	(300)	7%	(73)	5%	(47)	20%	(207)	1022
Gen X Hh Goods Monthly Consumer	28%	(209)	32%	(236)	5%	(39)	4%	(29)	32%	(237)	750
Boomer Hh Goods Monthly Consumer	33%	(301)	36%	(326)	4%	(37)	3%	(29)	24%	(217)	911
HHI <$50k Hh Goods Monthly Consumer	32%	(468)	31%	(463)	6%	(82)	4%	(53)	28%	(412)	1477
HHI $50-$100k Hh Goods Monthly Consumer	35%	(382)	36%	(390)	5%	(55)	3%	(38)	21%	(230)	1095
HHI $100k+ Hh Goods Monthly Consumer	40%	(217)	30%	(162)	6%	(30)	5%	(25)	19%	(105)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	46%	(617)	31%	(410)	4%	(58)	2%	(31)	16%	(220)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	26%	(223)	33%	(283)	6%	(49)	3%	(28)	32%	(278)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	25%	(228)	35%	(323)	6%	(59)	6%	(57)	27%	(248)	915
Female Apparel Monthly Consumer	41%	(328)	33%	(262)	8%	(67)	4%	(31)	13%	(103)	790
Male Apparel Monthly Consumer	35%	(303)	30%	(260)	6%	(51)	3%	(30)	25%	(212)	855
Gen Z Apparel Monthly Consumer	40%	(113)	37%	(103)	4%	(11)	2%	(4)	17%	(48)	279
Millennial Apparel Monthly Consumer	42%	(301)	30%	(214)	8%	(59)	4%	(30)	15%	(110)	713
Gen X Apparel Monthly Consumer	31%	(119)	32%	(122)	7%	(26)	5%	(19)	26%	(99)	385
Boomer Apparel Monthly Consumer	38%	(102)	29%	(77)	9%	(23)	3%	(7)	22%	(58)	267
HHI <$50k Apparel Monthly Consumer	37%	(251)	27%	(185)	9%	(60)	3%	(23)	23%	(155)	674
HHI $50-$100k Apparel Monthly Consumer	38%	(250)	37%	(239)	6%	(36)	3%	(19)	17%	(108)	652
HHI $100k+ Apparel Monthly Consumer	41%	(134)	30%	(98)	7%	(23)	6%	(19)	17%	(54)	328
PID: Dem (No Lean) Apparel Monthly Consumer	47%	(378)	29%	(235)	6%	(49)	3%	(21)	15%	(122)	806
PID: Ind (No Lean) Apparel Monthly Consumer	29%	(117)	33%	(134)	9%	(38)	5%	(20)	24%	(95)	404
PID: Rep (No Lean) Apparel Monthly Consumer	32%	(140)	34%	(153)	7%	(31)	4%	(20)	23%	(101)	444
Female Electronics Yearly Consumer	34%	(499)	36%	(518)	6%	(94)	4%	(58)	20%	(284)	1452
Male Electronics Yearly Consumer	32%	(387)	34%	(406)	5%	(57)	3%	(34)	26%	(308)	1192
Gen Z Electronics Yearly Consumer	35%	(130)	37%	(137)	5%	(18)	2%	(8)	22%	(81)	374
Millennial Electronics Yearly Consumer	38%	(383)	32%	(323)	7%	(72)	5%	(48)	18%	(180)	1007
Gen X Electronics Yearly Consumer	30%	(185)	35%	(223)	4%	(26)	3%	(22)	27%	(172)	627
Boomer Electronics Yearly Consumer	30%	(184)	38%	(231)	5%	(33)	2%	(13)	24%	(146)	607

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
HHI <$50k Electronics Yearly Consumer	32%	(371)	35%	(403)	6%	(71)	3%	(35)	24%	(284)	1165
HHI $50-$100k Electronics Yearly Consumer	34%	(334)	37%	(370)	5%	(50)	3%	(33)	20%	(199)	987
HHI $100k+ Electronics Yearly Consumer	37%	(188)	30%	(153)	6%	(30)	5%	(25)	21%	(108)	505
PID: Dem (No Lean) Electronics Yearly Consumer	43%	(504)	34%	(397)	5%	(53)	3%	(32)	15%	(175)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	26%	(192)	33%	(239)	6%	(46)	3%	(24)	31%	(224)	725
PID: Rep (No Lean) Electronics Yearly Consumer	26%	(198)	38%	(290)	7%	(53)	5%	(37)	25%	(193)	771
Female Beauty & Care Monthly Consumer	37%	(496)	35%	(468)	6%	(84)	5%	(67)	17%	(231)	1346
Male Beauty & Care Monthly Consumer	33%	(482)	32%	(461)	4%	(63)	2%	(36)	28%	(402)	1444
Gen Z Beauty & Care Monthly Consumer	41%	(151)	34%	(126)	4%	(13)	1%	(3)	21%	(78)	371
Millennial Beauty & Care Monthly Consumer	40%	(389)	30%	(291)	7%	(66)	5%	(48)	17%	(168)	962
Gen X Beauty & Care Monthly Consumer	28%	(189)	34%	(231)	5%	(32)	3%	(24)	31%	(211)	688
Boomer Beauty & Care Monthly Consumer	33%	(250)	36%	(269)	5%	(35)	4%	(27)	22%	(166)	747
HHI <$50k Beauty & Care Monthly Consumer	32%	(428)	32%	(420)	6%	(79)	3%	(44)	27%	(353)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	35%	(351)	37%	(375)	4%	(45)	3%	(33)	20%	(205)	1010
HHI $100k+ Beauty & Care Monthly Consumer	44%	(205)	29%	(139)	5%	(24)	6%	(27)	16%	(77)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	46%	(578)	31%	(389)	4%	(54)	2%	(29)	16%	(195)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	27%	(202)	33%	(250)	6%	(44)	3%	(22)	31%	(230)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	25%	(204)	36%	(296)	6%	(50)	6%	(53)	26%	(210)	812
Female Insurance Yearly Consumer	33%	(513)	36%	(571)	6%	(101)	4%	(60)	21%	(331)	1577
Male Insurance Yearly Consumer	33%	(496)	34%	(513)	4%	(64)	3%	(39)	27%	(401)	1513
Gen Z Insurance Yearly Consumer	41%	(140)	34%	(118)	3%	(11)	2%	(7)	19%	(67)	343
Millennial Insurance Yearly Consumer	39%	(372)	32%	(307)	7%	(65)	4%	(42)	17%	(166)	951
Gen X Insurance Yearly Consumer	28%	(190)	34%	(229)	5%	(34)	3%	(21)	30%	(205)	677
Boomer Insurance Yearly Consumer	28%	(293)	39%	(401)	5%	(50)	3%	(27)	26%	(268)	1038
HHI <$50k Insurance Yearly Consumer	32%	(436)	33%	(455)	6%	(80)	3%	(41)	26%	(357)	1369
HHI $50-$100k Insurance Yearly Consumer	32%	(371)	39%	(448)	5%	(52)	3%	(31)	21%	(244)	1146
HHI $100k+ Insurance Yearly Consumer	36%	(209)	31%	(181)	6%	(34)	5%	(29)	22%	(130)	582
PID: Dem (No Lean) Insurance Yearly Consumer	44%	(568)	34%	(442)	5%	(64)	2%	(28)	15%	(195)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	26%	(223)	33%	(279)	6%	(48)	3%	(29)	32%	(278)	857
PID: Rep (No Lean) Insurance Yearly Consumer	24%	(224)	39%	(364)	6%	(53)	5%	(43)	27%	(259)	943

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
Female Pharma Monthly Consumer	36%	(494)	35%	(480)	7%	(92)	3%	(44)	19%	(264)	1374
Male Pharma Monthly Consumer	32%	(454)	34%	(468)	4%	(57)	2%	(34)	27%	(384)	1396
Gen Z Pharma Monthly Consumer	38%	(112)	40%	(118)	5%	(14)	2%	(5)	15%	(45)	294
Millennial Pharma Monthly Consumer	40%	(327)	30%	(248)	8%	(63)	4%	(34)	18%	(151)	823
Gen X Pharma Monthly Consumer	29%	(205)	33%	(230)	5%	(34)	3%	(23)	29%	(204)	696
Boomer Pharma Monthly Consumer	33%	(295)	37%	(335)	4%	(36)	2%	(14)	25%	(228)	907
HHI <$50k Pharma Monthly Consumer	32%	(428)	33%	(440)	6%	(83)	2%	(25)	27%	(370)	1347
HHI $50-$100k Pharma Monthly Consumer	36%	(349)	38%	(365)	4%	(41)	3%	(29)	19%	(184)	970
HHI $100k+ Pharma Monthly Consumer	38%	(177)	31%	(146)	6%	(26)	5%	(25)	20%	(92)	467
PID: Dem (No Lean) Pharma Monthly Consumer	46%	(550)	33%	(398)	4%	(50)	2%	(23)	15%	(186)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	27%	(195)	34%	(244)	7%	(48)	3%	(20)	30%	(219)	726
PID: Rep (No Lean) Pharma Monthly Consumer	25%	(210)	36%	(309)	6%	(53)	4%	(37)	28%	(241)	850
Female Media Monthly Consumer	36%	(373)	36%	(373)	7%	(69)	4%	(39)	18%	(183)	1037
Male Media Monthly Consumer	35%	(307)	36%	(312)	5%	(41)	2%	(20)	23%	(199)	878
Gen Z Media Monthly Consumer	36%	(109)	39%	(117)	4%	(11)	2%	(5)	20%	(59)	300
Millennial Media Monthly Consumer	41%	(319)	32%	(247)	7%	(55)	4%	(31)	16%	(125)	777
Gen X Media Monthly Consumer	31%	(137)	36%	(159)	5%	(23)	4%	(17)	23%	(102)	438
Boomer Media Monthly Consumer	29%	(111)	40%	(156)	6%	(22)	2%	(7)	24%	(91)	387
HHI <$50k Media Monthly Consumer	33%	(270)	35%	(286)	7%	(56)	3%	(23)	22%	(180)	814
HHI $50-$100k Media Monthly Consumer	36%	(264)	38%	(283)	4%	(32)	3%	(20)	19%	(137)	735
HHI $100k+ Media Monthly Consumer	40%	(148)	32%	(117)	6%	(23)	5%	(18)	18%	(65)	372
PID: Dem (No Lean) Media Monthly Consumer	46%	(408)	33%	(291)	5%	(47)	3%	(31)	13%	(117)	894
PID: Ind (No Lean) Media Monthly Consumer	27%	(137)	33%	(166)	8%	(42)	2%	(10)	29%	(146)	501
PID: Rep (No Lean) Media Monthly Consumer	26%	(137)	43%	(229)	4%	(22)	4%	(20)	23%	(119)	526
Female Ent. Products Monthly Consumer	40%	(313)	33%	(264)	7%	(57)	5%	(38)	15%	(117)	789
Male Ent. Products Monthly Consumer	34%	(177)	32%	(165)	7%	(34)	3%	(18)	24%	(127)	522
Gen Z Ent. Products Monthly Consumer	39%	(97)	38%	(95)	6%	(15)	2%	(4)	14%	(35)	246
Millennial Ent. Products Monthly Consumer	40%	(273)	31%	(210)	7%	(48)	5%	(34)	16%	(111)	676
Gen X Ent. Products Monthly Consumer	33%	(82)	31%	(78)	7%	(17)	4%	(11)	25%	(61)	249
Boomer Ent. Products Monthly Consumer	29%	(42)	33%	(47)	9%	(13)	4%	(6)	24%	(34)	141

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
HHI <$50k Ent. Products Monthly Consumer	35%	(181)	31%	(160)	9%	(45)	3%	(16)	23%	(117)	518
HHI $50-$100k Ent. Products Monthly Consumer	39%	(206)	36%	(186)	5%	(28)	4%	(20)	16%	(82)	523
HHI $100k+ Ent. Products Monthly Consumer	39%	(107)	30%	(84)	7%	(20)	7%	(19)	16%	(45)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	48%	(308)	30%	(188)	5%	(33)	4%	(24)	13%	(83)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	28%	(91)	34%	(112)	10%	(33)	4%	(13)	24%	(78)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	27%	(96)	37%	(129)	8%	(27)	5%	(18)	24%	(84)	354
Female Travel Yearly Consumer	35%	(464)	36%	(477)	6%	(80)	3%	(44)	19%	(249)	1314
Male Travel Yearly Consumer	36%	(371)	35%	(360)	5%	(49)	2%	(24)	22%	(223)	1027
Gen Z Travel Yearly Consumer	35%	(117)	40%	(132)	4%	(14)	2%	(7)	18%	(59)	329
Millennial Travel Yearly Consumer	40%	(341)	32%	(278)	7%	(61)	4%	(39)	16%	(139)	858
Gen X Travel Yearly Consumer	33%	(157)	35%	(166)	6%	(27)	2%	(9)	25%	(120)	479
Boomer Travel Yearly Consumer	33%	(215)	38%	(250)	4%	(26)	2%	(14)	22%	(144)	648
HHI <$50k Travel Yearly Consumer	37%	(298)	34%	(271)	6%	(52)	3%	(21)	21%	(166)	806
HHI $50-$100k Travel Yearly Consumer	35%	(337)	39%	(381)	4%	(43)	3%	(26)	19%	(187)	974
HHI $100k+ Travel Yearly Consumer	36%	(207)	33%	(187)	6%	(35)	4%	(23)	21%	(118)	570
PID: Dem (No Lean) Travel Yearly Consumer	45%	(491)	33%	(360)	5%	(53)	3%	(30)	14%	(156)	1090
PID: Ind (No Lean) Travel Yearly Consumer	28%	(159)	37%	(216)	7%	(41)	3%	(18)	25%	(143)	578
PID: Rep (No Lean) Travel Yearly Consumer	28%	(191)	39%	(264)	5%	(35)	3%	(22)	25%	(172)	683
Female Alcohol Weekly Consumer	37%	(188)	35%	(177)	7%	(33)	3%	(16)	18%	(89)	503
Male Alcohol Weekly Consumer	41%	(92)	33%	(74)	4%	(9)	4%	(9)	18%	(40)	224
Gen Z Alcohol Weekly Consumer	51%	(26)	38%	(19)	8%	(4)	—	(0)	3%	(1)	50
Millennial Alcohol Weekly Consumer	44%	(144)	32%	(105)	7%	(24)	5%	(15)	13%	(42)	329
Gen X Alcohol Weekly Consumer	33%	(63)	35%	(65)	4%	(7)	5%	(10)	23%	(44)	189
Boomer Alcohol Weekly Consumer	29%	(44)	40%	(60)	3%	(5)	—	(0)	28%	(42)	150
HHI <$50k Alcohol Weekly Consumer	33%	(88)	33%	(90)	9%	(25)	4%	(10)	21%	(57)	269
HHI $50-$100k Alcohol Weekly Consumer	42%	(122)	39%	(113)	3%	(9)	1%	(4)	15%	(43)	291
HHI $100k+ Alcohol Weekly Consumer	43%	(72)	29%	(48)	5%	(8)	7%	(11)	17%	(29)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	50%	(184)	30%	(112)	4%	(13)	3%	(11)	13%	(49)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	27%	(43)	38%	(61)	8%	(13)	3%	(5)	23%	(37)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	27%	(54)	39%	(79)	8%	(16)	5%	(9)	21%	(43)	201

Continued on next page

Table MCBR2_5: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A Hispanic person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1407)	33%	(1446)	5%	(222)	4%	(163)	26%	(1163)	4401
Monthly Beer Drinkers	36%	(562)	35%	(541)	6%	(89)	3%	(43)	20%	(313)	1549
Don't Drink Beer	32%	(163)	30%	(150)	3%	(17)	3%	(17)	31%	(159)	507
Monthly Wine Drinkers	38%	(546)	34%	(484)	5%	(71)	3%	(39)	20%	(278)	1418
Don't Drink Wine	29%	(143)	32%	(158)	5%	(24)	4%	(21)	30%	(145)	490
Monthly Hard Seltzer Drinker	46%	(375)	31%	(253)	5%	(44)	3%	(26)	15%	(121)	818
Don't Drink Hard Seltzer	30%	(362)	33%	(410)	5%	(62)	3%	(35)	29%	(358)	1227
Monthly Spirits Drinker	39%	(548)	34%	(475)	6%	(77)	3%	(37)	18%	(252)	1390
Don't Drink Spirits	30%	(152)	27%	(139)	6%	(30)	4%	(20)	34%	(173)	514
Monthly Canned Cocktail Drinker	45%	(337)	31%	(231)	6%	(44)	3%	(23)	15%	(108)	743
Don't Drink Canned Cocktails	30%	(381)	34%	(428)	4%	(55)	3%	(38)	29%	(368)	1270
Weekly Beer Drinker	38%	(391)	34%	(350)	7%	(68)	4%	(37)	18%	(183)	1028
Weekly Wine Drinker	43%	(339)	33%	(262)	5%	(40)	3%	(28)	16%	(123)	791
Weekly Hard Seltzer Drinker	52%	(219)	30%	(125)	4%	(18)	3%	(14)	11%	(44)	421
Weekly Spirits Drinker	44%	(316)	32%	(226)	6%	(45)	3%	(24)	14%	(103)	714
Weekly Canned Cocktail Drinker	48%	(178)	29%	(108)	5%	(20)	5%	(18)	12%	(44)	368
Don't Drink Alcohol	28%	(490)	30%	(527)	6%	(98)	5%	(84)	31%	(531)	1731
Purchased Car in Past 2 Years	32%	(295)	33%	(305)	6%	(55)	5%	(44)	23%	(214)	914
Aware of Bud Light Events	37%	(1008)	34%	(906)	5%	(140)	4%	(115)	19%	(523)	2692

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

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
Gender: Male	32%	(677)	34%	(733)	6%	(138)	4%	(93)	23%	(487)	2127
Gender: Female	32%	(723)	31%	(691)	4%	(88)	3%	(57)	31%	(688)	2247
Age: 18-34	39%	(492)	27%	(347)	7%	(88)	3%	(37)	24%	(298)	1262
Age: 35-44	32%	(235)	33%	(242)	8%	(56)	5%	(40)	23%	(170)	743
Age: 45-64	28%	(403)	33%	(464)	4%	(54)	3%	(48)	32%	(452)	1422
Age: 65+	29%	(286)	39%	(379)	3%	(29)	2%	(24)	26%	(256)	974
GenZers: 1997-2012	39%	(204)	29%	(154)	5%	(28)	3%	(18)	24%	(125)	529
Millennials: 1981-1996	36%	(478)	30%	(397)	8%	(110)	4%	(51)	23%	(306)	1341
GenXers: 1965-1980	28%	(281)	31%	(314)	4%	(42)	3%	(30)	34%	(349)	1017
Baby Boomers: 1946-1964	30%	(428)	37%	(525)	3%	(43)	3%	(47)	26%	(372)	1414
PID: Dem (no lean)	43%	(798)	31%	(564)	5%	(97)	2%	(41)	18%	(335)	1836
PID: Ind (no lean)	25%	(327)	32%	(405)	5%	(59)	3%	(44)	35%	(449)	1284
PID: Rep (no lean)	23%	(291)	36%	(464)	6%	(71)	5%	(64)	30%	(390)	1280
PID/Gender: Dem Men	43%	(394)	32%	(287)	7%	(60)	3%	(30)	15%	(137)	907
PID/Gender: Dem Women	43%	(401)	30%	(276)	4%	(38)	1%	(11)	21%	(199)	924
PID/Gender: Ind Men	23%	(129)	34%	(194)	7%	(40)	4%	(22)	32%	(178)	562
PID/Gender: Ind Women	26%	(184)	29%	(205)	3%	(19)	3%	(23)	39%	(271)	703
PID/Gender: Rep Men	23%	(153)	39%	(253)	6%	(38)	6%	(41)	26%	(170)	656
PID/Gender: Rep Women	22%	(138)	34%	(211)	5%	(31)	4%	(23)	35%	(218)	620
Ideo: Liberal (1-3)	47%	(655)	29%	(401)	4%	(52)	3%	(40)	17%	(235)	1382
Ideo: Moderate (4)	26%	(333)	37%	(472)	7%	(86)	3%	(44)	27%	(341)	1276
Ideo: Conservative (5-7)	26%	(344)	35%	(470)	5%	(63)	4%	(53)	30%	(406)	1336
Educ: < College	30%	(860)	32%	(912)	6%	(163)	3%	(100)	29%	(840)	2875
Educ: Bachelors degree	35%	(341)	35%	(339)	4%	(43)	3%	(27)	23%	(219)	968
Educ: Post-grad	39%	(215)	33%	(181)	4%	(23)	4%	(22)	21%	(116)	556
Income: Under 50k	29%	(629)	32%	(695)	5%	(110)	4%	(77)	30%	(662)	2174
Income: 50k-100k	34%	(500)	35%	(526)	6%	(82)	3%	(47)	22%	(333)	1489
Income: 100k+	39%	(286)	28%	(210)	5%	(36)	3%	(25)	24%	(179)	736
Ethnicity: White	30%	(1033)	34%	(1147)	5%	(179)	4%	(135)	27%	(900)	3395
Ethnicity: Hispanic	34%	(256)	32%	(244)	7%	(57)	5%	(39)	21%	(163)	758

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An Asian person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
Ethnicity: Black	39%	(220)	25%	(144)	6%	(33)	2%	(12)	28%	(157)	566
Ethnicity: Other	37%	(163)	32%	(141)	4%	(16)	—	(2)	27%	(118)	439
All Christian	29%	(574)	36%	(711)	4%	(81)	4%	(70)	26%	(514)	1949
All Non-Christian	44%	(175)	29%	(113)	7%	(28)	4%	(14)	16%	(64)	395
Atheist	39%	(74)	31%	(60)	7%	(14)	2%	(4)	20%	(39)	190
Agnostic/Nothing in particular	31%	(354)	30%	(336)	6%	(63)	3%	(38)	30%	(340)	1131
Something Else	32%	(239)	29%	(212)	6%	(42)	3%	(24)	30%	(218)	735
Religious Non-Protestant/Catholic	43%	(194)	30%	(133)	7%	(29)	4%	(16)	17%	(76)	447
Evangelical	31%	(356)	32%	(371)	5%	(57)	5%	(56)	27%	(316)	1155
Non-Evangelical	30%	(440)	36%	(536)	4%	(63)	2%	(35)	27%	(401)	1475
Community: Urban	36%	(516)	31%	(452)	6%	(88)	5%	(74)	22%	(310)	1439
Community: Suburban	33%	(632)	33%	(634)	4%	(80)	2%	(39)	28%	(551)	1936
Community: Rural	26%	(268)	34%	(345)	6%	(60)	4%	(36)	31%	(316)	1025
Employ: Private Sector	36%	(500)	33%	(461)	6%	(88)	3%	(44)	22%	(304)	1397
Employ: Government	46%	(135)	25%	(72)	6%	(17)	3%	(10)	20%	(60)	294
Employ: Self-Employed	27%	(117)	33%	(146)	6%	(26)	5%	(21)	29%	(127)	438
Employ: Homemaker	27%	(66)	30%	(73)	4%	(10)	2%	(5)	36%	(87)	241
Employ: Student	44%	(78)	29%	(51)	8%	(14)	3%	(6)	15%	(27)	176
Employ: Retired	31%	(345)	35%	(393)	3%	(36)	3%	(36)	28%	(318)	1127
Employ: Unemployed	22%	(104)	33%	(157)	5%	(21)	4%	(19)	36%	(169)	471
Employ: Other	28%	(71)	31%	(79)	6%	(16)	3%	(8)	32%	(82)	256
Military HH: Yes	30%	(190)	35%	(222)	5%	(29)	2%	(15)	28%	(178)	634
Military HH: No	33%	(1225)	32%	(1210)	5%	(199)	4%	(134)	27%	(998)	3766
2022 House Vote: Democrat	43%	(779)	31%	(570)	5%	(84)	3%	(51)	19%	(344)	1827
2022 House Vote: Republican	24%	(302)	36%	(452)	6%	(73)	4%	(49)	31%	(394)	1270
2022 House Vote: Someone else	24%	(24)	28%	(28)	3%	(3)	6%	(6)	40%	(40)	101
2022 House Vote: Didnt Vote	26%	(310)	32%	(382)	6%	(68)	4%	(43)	33%	(398)	1202

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
2020 Vote: Joe Biden	43%	(822)	32%	(611)	4%	(73)	2%	(46)	19%	(374)	1925
2020 Vote: Donald Trump	23%	(308)	37%	(502)	5%	(66)	4%	(48)	32%	(427)	1351
2020 Vote: Other	21%	(25)	31%	(38)	9%	(10)	2%	(2)	37%	(45)	121
2020 Vote: Didn't Vote	26%	(260)	28%	(281)	8%	(79)	5%	(53)	33%	(329)	1001
2018 House Vote: Democrat	43%	(694)	32%	(522)	5%	(78)	2%	(31)	19%	(303)	1627
2018 House Vote: Republican	23%	(276)	38%	(449)	5%	(58)	3%	(40)	31%	(365)	1188
2018 House Vote: Someone else	26%	(26)	22%	(23)	5%	(5)	5%	(5)	42%	(42)	102
2018 House Vote: Didnt Vote	28%	(419)	30%	(439)	6%	(87)	5%	(73)	31%	(465)	1484
4-Region: Northeast	36%	(279)	29%	(224)	6%	(44)	2%	(17)	27%	(208)	771
4-Region: Midwest	30%	(277)	35%	(317)	6%	(51)	3%	(30)	26%	(234)	909
4-Region: South	32%	(529)	32%	(533)	5%	(91)	3%	(51)	28%	(474)	1679
4-Region: West	32%	(330)	34%	(358)	4%	(42)	5%	(51)	25%	(260)	1042
2304079	32%	(699)	33%	(717)	5%	(116)	4%	(84)	26%	(583)	2199
2304086	33%	(716)	32%	(715)	5%	(112)	3%	(65)	27%	(593)	2202
Ethnicity: White (Non-Hispanic)	30%	(816)	34%	(925)	5%	(134)	4%	(98)	28%	(751)	2725
Ethnicity: Hispanic	34%	(256)	32%	(244)	7%	(57)	5%	(39)	21%	(163)	758
Ethnicity: Black (Non-Hispanic)	38%	(201)	26%	(138)	5%	(25)	2%	(12)	29%	(155)	531
Ethnicity: Asian + Other (Non-Hispanic)	37%	(142)	32%	(125)	3%	(12)	—	(1)	27%	(106)	386
Female F&b Monthly Consumer	32%	(637)	35%	(702)	6%	(128)	4%	(82)	22%	(434)	1984
Male F&b Monthly Consumer	33%	(678)	31%	(650)	4%	(84)	2%	(50)	30%	(618)	2079
Gen Z F&b Monthly Consumer	39%	(183)	30%	(141)	6%	(28)	3%	(15)	22%	(101)	469
Millennial F&b Monthly Consumer	36%	(441)	30%	(370)	8%	(99)	4%	(44)	22%	(266)	1219
Gen X F&b Monthly Consumer	29%	(271)	31%	(293)	4%	(41)	3%	(28)	33%	(318)	950
Boomer F&b Monthly Consumer	30%	(411)	38%	(513)	3%	(42)	3%	(42)	26%	(349)	1358
HHI <$50k F&b Monthly Consumer	29%	(586)	33%	(653)	5%	(105)	3%	(68)	29%	(582)	1995
HHI $50-$100k F&b Monthly Consumer	34%	(473)	36%	(506)	5%	(74)	3%	(40)	22%	(310)	1404
HHI $100k+ F&b Monthly Consumer	39%	(272)	29%	(199)	5%	(34)	3%	(23)	23%	(160)	688
PID: Dem (No Lean) F&b Monthly Consumer	44%	(758)	31%	(535)	5%	(86)	2%	(34)	18%	(306)	1720
PID: Ind (No Lean) F&b Monthly Consumer	26%	(302)	33%	(374)	5%	(56)	3%	(36)	33%	(382)	1150
PID: Rep (No Lean) F&b Monthly Consumer	22%	(271)	37%	(450)	6%	(70)	5%	(62)	30%	(364)	1217

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An Asian person*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
Female Hh Goods Monthly Consumer	34%	(509)	35%	(521)	7%	(108)	5%	(71)	19%	(289)	1498
Male Hh Goods Monthly Consumer	34%	(546)	30%	(488)	4%	(64)	2%	(34)	29%	(470)	1601
Gen Z Hh Goods Monthly Consumer	39%	(144)	29%	(107)	7%	(26)	2%	(7)	22%	(82)	367
Millennial Hh Goods Monthly Consumer	38%	(384)	30%	(310)	8%	(78)	4%	(41)	20%	(208)	1022
Gen X Hh Goods Monthly Consumer	27%	(205)	32%	(242)	5%	(34)	3%	(22)	33%	(247)	750
Boomer Hh Goods Monthly Consumer	34%	(310)	36%	(326)	3%	(31)	4%	(33)	23%	(211)	911
HHI <$50k Hh Goods Monthly Consumer	30%	(436)	33%	(491)	5%	(78)	4%	(53)	28%	(419)	1477
HHI $50-$100k Hh Goods Monthly Consumer	36%	(389)	34%	(372)	6%	(70)	3%	(32)	21%	(233)	1095
HHI $100k+ Hh Goods Monthly Consumer	44%	(236)	28%	(151)	5%	(25)	4%	(20)	20%	(107)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	46%	(608)	29%	(392)	6%	(74)	2%	(30)	17%	(233)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	26%	(226)	33%	(284)	5%	(46)	3%	(28)	32%	(276)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	25%	(227)	37%	(338)	6%	(53)	5%	(47)	27%	(250)	915
Female Apparel Monthly Consumer	39%	(310)	34%	(265)	9%	(73)	5%	(38)	13%	(105)	790
Male Apparel Monthly Consumer	37%	(313)	30%	(256)	5%	(47)	3%	(28)	25%	(213)	855
Gen Z Apparel Monthly Consumer	41%	(113)	32%	(89)	9%	(25)	3%	(10)	15%	(42)	279
Millennial Apparel Monthly Consumer	41%	(292)	30%	(215)	8%	(55)	5%	(35)	16%	(116)	713
Gen X Apparel Monthly Consumer	30%	(114)	33%	(125)	6%	(24)	4%	(14)	28%	(107)	385
Boomer Apparel Monthly Consumer	40%	(106)	32%	(84)	6%	(16)	3%	(7)	20%	(54)	267
HHI <$50k Apparel Monthly Consumer	34%	(230)	31%	(210)	8%	(53)	3%	(21)	24%	(160)	674
HHI $50-$100k Apparel Monthly Consumer	38%	(245)	34%	(224)	7%	(44)	4%	(29)	17%	(110)	652
HHI $100k+ Apparel Monthly Consumer	47%	(153)	27%	(87)	7%	(23)	5%	(15)	15%	(50)	328
PID: Dem (No Lean) Apparel Monthly Consumer	47%	(377)	29%	(236)	8%	(61)	2%	(13)	15%	(118)	806
PID: Ind (No Lean) Apparel Monthly Consumer	31%	(125)	33%	(132)	7%	(29)	5%	(21)	24%	(97)	404
PID: Rep (No Lean) Apparel Monthly Consumer	28%	(125)	35%	(154)	7%	(30)	7%	(31)	24%	(105)	444
Female Electronics Yearly Consumer	33%	(481)	35%	(512)	8%	(119)	4%	(59)	19%	(281)	1452
Male Electronics Yearly Consumer	33%	(390)	33%	(392)	5%	(63)	2%	(28)	27%	(319)	1192
Gen Z Electronics Yearly Consumer	33%	(124)	34%	(126)	7%	(26)	4%	(15)	22%	(83)	374
Millennial Electronics Yearly Consumer	37%	(370)	32%	(317)	9%	(93)	4%	(43)	18%	(183)	1007
Gen X Electronics Yearly Consumer	28%	(177)	35%	(219)	5%	(30)	3%	(16)	30%	(185)	627
Boomer Electronics Yearly Consumer	32%	(197)	38%	(231)	5%	(30)	2%	(11)	23%	(138)	607

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
HHI <$50k Electronics Yearly Consumer	29%	(342)	36%	(414)	7%	(82)	3%	(30)	25%	(297)	1165
HHI $50-$100k Electronics Yearly Consumer	34%	(333)	35%	(347)	7%	(74)	4%	(36)	20%	(197)	987
HHI $100k+ Electronics Yearly Consumer	41%	(205)	29%	(145)	5%	(27)	4%	(21)	21%	(106)	505
PID: Dem (No Lean) Electronics Yearly Consumer	43%	(496)	32%	(372)	7%	(81)	2%	(23)	16%	(189)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	27%	(198)	33%	(238)	7%	(48)	4%	(26)	30%	(215)	725
PID: Rep (No Lean) Electronics Yearly Consumer	24%	(186)	39%	(298)	7%	(54)	5%	(38)	25%	(195)	771
Female Beauty & Care Monthly Consumer	35%	(471)	35%	(471)	8%	(104)	5%	(64)	18%	(236)	1346
Male Beauty & Care Monthly Consumer	35%	(507)	30%	(431)	4%	(58)	3%	(39)	28%	(409)	1444
Gen Z Beauty & Care Monthly Consumer	38%	(143)	32%	(119)	6%	(20)	3%	(11)	21%	(78)	371
Millennial Beauty & Care Monthly Consumer	40%	(382)	30%	(284)	8%	(76)	4%	(43)	18%	(178)	962
Gen X Beauty & Care Monthly Consumer	27%	(186)	34%	(231)	5%	(34)	2%	(16)	32%	(221)	688
Boomer Beauty & Care Monthly Consumer	36%	(267)	34%	(258)	4%	(31)	4%	(31)	21%	(161)	747
HHI <$50k Beauty & Care Monthly Consumer	31%	(406)	33%	(436)	5%	(73)	4%	(49)	27%	(361)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	36%	(366)	34%	(347)	6%	(62)	3%	(35)	20%	(200)	1010
HHI $100k+ Beauty & Care Monthly Consumer	45%	(212)	27%	(126)	6%	(28)	4%	(19)	18%	(86)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	47%	(587)	29%	(358)	5%	(68)	2%	(25)	17%	(207)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	28%	(207)	33%	(248)	5%	(39)	3%	(26)	31%	(229)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	24%	(191)	37%	(302)	7%	(56)	6%	(52)	26%	(211)	812
Female Insurance Yearly Consumer	32%	(501)	37%	(585)	7%	(112)	4%	(58)	20%	(322)	1577
Male Insurance Yearly Consumer	33%	(493)	33%	(495)	4%	(67)	3%	(38)	28%	(420)	1513
Gen Z Insurance Yearly Consumer	37%	(126)	34%	(116)	6%	(22)	4%	(14)	19%	(64)	343
Millennial Insurance Yearly Consumer	37%	(354)	32%	(308)	9%	(84)	4%	(35)	18%	(170)	951
Gen X Insurance Yearly Consumer	28%	(190)	33%	(223)	5%	(32)	3%	(18)	32%	(214)	677
Boomer Insurance Yearly Consumer	30%	(308)	38%	(397)	4%	(37)	3%	(26)	26%	(270)	1038
HHI <$50k Insurance Yearly Consumer	29%	(392)	35%	(475)	6%	(88)	3%	(37)	28%	(377)	1369
HHI $50-$100k Insurance Yearly Consumer	34%	(385)	38%	(432)	5%	(60)	3%	(39)	20%	(230)	1146
HHI $100k+ Insurance Yearly Consumer	38%	(223)	30%	(173)	5%	(31)	3%	(20)	23%	(134)	582
PID: Dem (No Lean) Insurance Yearly Consumer	44%	(568)	32%	(415)	6%	(78)	2%	(24)	16%	(211)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	26%	(221)	34%	(289)	5%	(47)	3%	(27)	32%	(273)	857
PID: Rep (No Lean) Insurance Yearly Consumer	22%	(210)	40%	(377)	6%	(55)	5%	(44)	27%	(256)	943

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
Female Pharma Monthly Consumer	34%	(471)	35%	(486)	7%	(98)	4%	(49)	20%	(270)	1374
Male Pharma Monthly Consumer	34%	(468)	32%	(448)	4%	(52)	3%	(37)	28%	(392)	1396
Gen Z Pharma Monthly Consumer	39%	(114)	36%	(106)	5%	(16)	4%	(12)	16%	(46)	294
Millennial Pharma Monthly Consumer	38%	(315)	30%	(249)	8%	(68)	4%	(36)	19%	(155)	823
Gen X Pharma Monthly Consumer	29%	(200)	32%	(224)	5%	(32)	3%	(19)	32%	(222)	696
Boomer Pharma Monthly Consumer	33%	(301)	37%	(335)	3%	(32)	2%	(16)	25%	(223)	907
HHI <$50k Pharma Monthly Consumer	30%	(399)	34%	(458)	5%	(74)	2%	(31)	29%	(386)	1347
HHI $50-$100k Pharma Monthly Consumer	36%	(353)	36%	(347)	5%	(53)	4%	(34)	19%	(182)	970
HHI $100k+ Pharma Monthly Consumer	42%	(194)	29%	(134)	5%	(24)	4%	(20)	20%	(94)	467
PID: Dem (No Lean) Pharma Monthly Consumer	45%	(541)	32%	(390)	5%	(58)	2%	(25)	16%	(193)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	27%	(199)	33%	(242)	5%	(40)	3%	(24)	31%	(222)	726
PID: Rep (No Lean) Pharma Monthly Consumer	24%	(207)	36%	(307)	6%	(53)	4%	(37)	29%	(247)	850
Female Media Monthly Consumer	35%	(366)	35%	(367)	7%	(75)	5%	(49)	17%	(180)	1037
Male Media Monthly Consumer	35%	(309)	34%	(295)	5%	(47)	3%	(25)	23%	(203)	878
Gen Z Media Monthly Consumer	34%	(103)	35%	(105)	6%	(17)	4%	(12)	21%	(63)	300
Millennial Media Monthly Consumer	39%	(306)	31%	(240)	9%	(67)	5%	(38)	16%	(126)	777
Gen X Media Monthly Consumer	33%	(143)	35%	(152)	5%	(23)	3%	(15)	24%	(105)	438
Boomer Media Monthly Consumer	31%	(118)	41%	(158)	4%	(17)	2%	(9)	22%	(84)	387
HHI <$50k Media Monthly Consumer	31%	(250)	36%	(292)	7%	(60)	3%	(26)	23%	(186)	814
HHI $50-$100k Media Monthly Consumer	36%	(265)	36%	(262)	6%	(42)	4%	(32)	18%	(134)	735
HHI $100k+ Media Monthly Consumer	44%	(162)	30%	(110)	6%	(21)	5%	(17)	17%	(62)	372
PID: Dem (No Lean) Media Monthly Consumer	46%	(415)	30%	(268)	7%	(60)	3%	(24)	14%	(127)	894
PID: Ind (No Lean) Media Monthly Consumer	27%	(138)	33%	(164)	7%	(34)	4%	(19)	29%	(147)	501
PID: Rep (No Lean) Media Monthly Consumer	24%	(125)	44%	(233)	6%	(29)	6%	(30)	21%	(109)	526
Female Ent. Products Monthly Consumer	38%	(303)	31%	(247)	9%	(74)	5%	(38)	16%	(126)	789
Male Ent. Products Monthly Consumer	33%	(174)	32%	(169)	6%	(31)	3%	(17)	25%	(130)	522
Gen Z Ent. Products Monthly Consumer	39%	(96)	36%	(88)	9%	(23)	2%	(5)	14%	(33)	246
Millennial Ent. Products Monthly Consumer	39%	(263)	30%	(202)	9%	(58)	5%	(34)	18%	(119)	676
Gen X Ent. Products Monthly Consumer	32%	(80)	30%	(75)	5%	(13)	4%	(10)	28%	(71)	249
Boomer Ent. Products Monthly Consumer	29%	(41)	37%	(52)	8%	(12)	4%	(6)	22%	(31)	141

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
HHI <$50k Ent. Products Monthly Consumer	33%	(170)	31%	(159)	9%	(44)	4%	(19)	24%	(126)	518
HHI $50-$100k Ent. Products Monthly Consumer	37%	(192)	35%	(181)	8%	(43)	3%	(18)	17%	(88)	523
HHI $100k+ Ent. Products Monthly Consumer	43%	(119)	28%	(78)	7%	(18)	7%	(18)	15%	(42)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	45%	(283)	29%	(183)	9%	(60)	2%	(15)	15%	(94)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	31%	(100)	31%	(102)	9%	(29)	6%	(19)	23%	(77)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	28%	(98)	38%	(133)	5%	(16)	6%	(22)	24%	(85)	354
Female Travel Yearly Consumer	34%	(449)	36%	(469)	8%	(99)	3%	(45)	19%	(253)	1314
Male Travel Yearly Consumer	37%	(376)	34%	(350)	5%	(48)	3%	(28)	22%	(226)	1027
Gen Z Travel Yearly Consumer	35%	(114)	36%	(119)	7%	(24)	4%	(14)	18%	(59)	329
Millennial Travel Yearly Consumer	39%	(332)	31%	(265)	9%	(81)	4%	(37)	17%	(144)	858
Gen X Travel Yearly Consumer	32%	(152)	35%	(167)	5%	(23)	2%	(10)	26%	(126)	479
Boomer Travel Yearly Consumer	34%	(220)	39%	(253)	3%	(20)	2%	(13)	22%	(143)	648
HHI <$50k Travel Yearly Consumer	32%	(261)	36%	(290)	8%	(61)	3%	(22)	21%	(172)	806
HHI $50-$100k Travel Yearly Consumer	36%	(347)	37%	(358)	6%	(57)	3%	(32)	18%	(179)	974
HHI $100k+ Travel Yearly Consumer	39%	(222)	30%	(172)	5%	(30)	3%	(19)	22%	(127)	570
PID: Dem (No Lean) Travel Yearly Consumer	44%	(480)	31%	(343)	7%	(77)	2%	(22)	15%	(169)	1090
PID: Ind (No Lean) Travel Yearly Consumer	30%	(173)	35%	(205)	7%	(39)	3%	(18)	25%	(143)	578
PID: Rep (No Lean) Travel Yearly Consumer	26%	(178)	40%	(275)	5%	(32)	5%	(32)	24%	(167)	683
Female Alcohol Weekly Consumer	35%	(176)	36%	(183)	8%	(40)	3%	(17)	17%	(87)	503
Male Alcohol Weekly Consumer	39%	(87)	31%	(69)	6%	(13)	3%	(7)	22%	(49)	224
Gen Z Alcohol Weekly Consumer	50%	(25)	38%	(19)	10%	(5)	—	(0)	3%	(1)	50
Millennial Alcohol Weekly Consumer	39%	(130)	34%	(112)	9%	(29)	5%	(15)	13%	(44)	329
Gen X Alcohol Weekly Consumer	34%	(63)	31%	(59)	7%	(14)	4%	(7)	25%	(46)	189
Boomer Alcohol Weekly Consumer	27%	(41)	38%	(58)	4%	(6)	2%	(3)	29%	(44)	150
HHI <$50k Alcohol Weekly Consumer	30%	(80)	37%	(98)	6%	(17)	5%	(12)	23%	(62)	269
HHI $50-$100k Alcohol Weekly Consumer	40%	(117)	36%	(104)	8%	(24)	1%	(3)	15%	(43)	291
HHI $100k+ Alcohol Weekly Consumer	39%	(67)	29%	(49)	7%	(12)	5%	(9)	18%	(31)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	45%	(166)	31%	(114)	5%	(18)	3%	(10)	17%	(61)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	29%	(46)	38%	(60)	10%	(16)	5%	(7)	19%	(30)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	26%	(51)	39%	(78)	10%	(19)	3%	(7)	22%	(45)	201

Continued on next page

Table MCBR2_6: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An Asian person

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(1416)	33%	(1432)	5%	(228)	3%	(149)	27%	(1176)	4401
Monthly Beer Drinkers	35%	(535)	36%	(556)	6%	(99)	3%	(48)	20%	(310)	1549
Don't Drink Beer	32%	(164)	29%	(146)	3%	(16)	3%	(13)	33%	(168)	507
Monthly Wine Drinkers	38%	(537)	35%	(497)	5%	(69)	3%	(42)	19%	(274)	1418
Don't Drink Wine	28%	(138)	33%	(161)	5%	(24)	3%	(14)	31%	(153)	490
Monthly Hard Seltzer Drinker	43%	(350)	33%	(270)	7%	(55)	3%	(21)	15%	(122)	818
Don't Drink Hard Seltzer	29%	(351)	34%	(417)	4%	(53)	3%	(40)	30%	(366)	1227
Monthly Spirits Drinker	37%	(517)	36%	(496)	6%	(86)	3%	(37)	18%	(254)	1390
Don't Drink Spirits	29%	(151)	29%	(147)	4%	(19)	4%	(20)	35%	(178)	514
Monthly Canned Cocktail Drinker	41%	(303)	34%	(254)	7%	(51)	3%	(23)	15%	(112)	743
Don't Drink Canned Cocktails	30%	(382)	34%	(435)	4%	(46)	3%	(40)	29%	(366)	1270
Weekly Beer Drinker	35%	(363)	36%	(369)	8%	(81)	4%	(38)	17%	(178)	1028
Weekly Wine Drinker	40%	(313)	35%	(279)	5%	(39)	4%	(31)	16%	(130)	791
Weekly Hard Seltzer Drinker	49%	(207)	28%	(119)	8%	(32)	3%	(14)	12%	(49)	421
Weekly Spirits Drinker	41%	(290)	34%	(240)	7%	(52)	3%	(22)	16%	(111)	714
Weekly Canned Cocktail Drinker	46%	(168)	30%	(110)	8%	(30)	3%	(11)	13%	(49)	368
Don't Drink Alcohol	29%	(504)	30%	(524)	5%	(88)	4%	(71)	31%	(543)	1731
Purchased Car in Past 2 Years	32%	(291)	32%	(291)	8%	(70)	4%	(38)	25%	(224)	914
Aware of Bud Light Events	36%	(974)	34%	(926)	5%	(145)	4%	(105)	20%	(542)	2692

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

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An immigrant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
Gender: Male	27%	(580)	31%	(652)	9%	(189)	8%	(176)	25%	(530)	2127
Gender: Female	29%	(645)	27%	(598)	7%	(146)	6%	(139)	32%	(719)	2247
Age: 18-34	36%	(460)	27%	(335)	7%	(83)	6%	(70)	25%	(314)	1262
Age: 35-44	28%	(211)	29%	(217)	8%	(60)	9%	(65)	26%	(190)	743
Age: 45-64	24%	(343)	28%	(400)	8%	(107)	7%	(105)	33%	(465)	1422
Age: 65+	23%	(222)	31%	(306)	9%	(84)	8%	(78)	29%	(284)	974
GenZers: 1997-2012	37%	(194)	27%	(144)	6%	(30)	4%	(19)	27%	(141)	529
Millennials: 1981-1996	32%	(427)	28%	(381)	8%	(102)	8%	(104)	24%	(327)	1341
GenXers: 1965-1980	26%	(267)	26%	(262)	8%	(77)	7%	(72)	33%	(338)	1017
Baby Boomers: 1946-1964	23%	(329)	31%	(437)	8%	(119)	8%	(111)	30%	(418)	1414
PID: Dem (no lean)	40%	(741)	31%	(563)	6%	(117)	4%	(66)	19%	(351)	1836
PID: Ind (no lean)	21%	(266)	28%	(358)	7%	(90)	6%	(80)	38%	(490)	1284
PID: Rep (no lean)	18%	(230)	26%	(337)	10%	(129)	13%	(173)	32%	(412)	1280
PID/Gender: Dem Men	40%	(359)	34%	(306)	8%	(69)	4%	(35)	15%	(137)	907
PID/Gender: Dem Women	41%	(378)	27%	(254)	5%	(48)	3%	(30)	23%	(214)	924
PID/Gender: Ind Men	18%	(99)	30%	(166)	9%	(51)	7%	(38)	37%	(209)	562
PID/Gender: Ind Women	23%	(159)	26%	(186)	6%	(39)	6%	(42)	39%	(277)	703
PID/Gender: Rep Men	18%	(121)	27%	(179)	11%	(69)	16%	(104)	28%	(183)	656
PID/Gender: Rep Women	17%	(108)	25%	(158)	10%	(59)	11%	(67)	37%	(229)	620
Ideo: Liberal (1-3)	44%	(609)	30%	(415)	4%	(60)	4%	(53)	18%	(245)	1382
Ideo: Moderate (4)	22%	(279)	31%	(401)	10%	(123)	6%	(74)	31%	(400)	1276
Ideo: Conservative (5-7)	20%	(271)	27%	(358)	10%	(132)	12%	(163)	31%	(413)	1336
Educ: < College	27%	(773)	26%	(752)	8%	(234)	8%	(218)	31%	(897)	2875
Educ: Bachelors degree	29%	(279)	33%	(324)	7%	(69)	6%	(63)	24%	(233)	968
Educ: Post-grad	33%	(184)	33%	(182)	6%	(32)	7%	(37)	22%	(122)	556
Income: Under 50k	26%	(565)	26%	(573)	8%	(180)	8%	(171)	32%	(685)	2174
Income: 50k-100k	30%	(441)	30%	(454)	7%	(106)	7%	(100)	26%	(389)	1489
Income: 100k+	31%	(230)	31%	(232)	7%	(49)	6%	(47)	24%	(179)	736
Ethnicity: White	27%	(903)	29%	(990)	8%	(277)	8%	(276)	28%	(949)	3395
Ethnicity: Hispanic	34%	(255)	28%	(210)	6%	(47)	8%	(57)	25%	(189)	758

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An immigrant*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
Ethnicity: Black	35%	(197)	25%	(140)	8%	(44)	4%	(22)	29%	(162)	566
Ethnicity: Other	31%	(137)	29%	(128)	3%	(14)	5%	(20)	32%	(141)	439
All Christian	26%	(503)	31%	(604)	8%	(152)	7%	(145)	28%	(545)	1949
All Non-Christian	40%	(158)	31%	(123)	6%	(23)	5%	(19)	18%	(72)	395
Atheist	36%	(69)	35%	(67)	3%	(6)	7%	(13)	19%	(35)	190
Agnostic/Nothing in particular	28%	(320)	25%	(282)	7%	(83)	7%	(84)	32%	(362)	1131
Something Else	25%	(186)	25%	(182)	10%	(71)	8%	(56)	33%	(240)	735
Religious Non-Protestant/Catholic	39%	(176)	32%	(142)	5%	(24)	5%	(21)	19%	(84)	447
Evangelical	27%	(308)	27%	(316)	9%	(106)	8%	(96)	28%	(329)	1155
Non-Evangelical	25%	(366)	30%	(447)	8%	(122)	7%	(102)	30%	(437)	1475
Community: Urban	32%	(462)	30%	(429)	7%	(106)	8%	(110)	23%	(333)	1439
Community: Suburban	28%	(548)	28%	(541)	7%	(131)	6%	(126)	31%	(591)	1936
Community: Rural	22%	(226)	28%	(288)	10%	(99)	8%	(82)	32%	(330)	1025
Employ: Private Sector	30%	(418)	30%	(418)	9%	(126)	7%	(95)	24%	(340)	1397
Employ: Government	42%	(125)	27%	(80)	7%	(20)	4%	(12)	20%	(58)	294
Employ: Self-Employed	30%	(133)	26%	(115)	7%	(29)	7%	(29)	30%	(132)	438
Employ: Homemaker	25%	(61)	21%	(51)	10%	(23)	8%	(18)	36%	(87)	241
Employ: Student	45%	(80)	31%	(54)	1%	(3)	4%	(7)	18%	(32)	176
Employ: Retired	23%	(262)	31%	(344)	9%	(96)	8%	(96)	29%	(329)	1127
Employ: Unemployed	20%	(96)	26%	(121)	5%	(23)	9%	(41)	40%	(190)	471
Employ: Other	24%	(61)	29%	(75)	6%	(15)	8%	(19)	33%	(85)	256
Military HH: Yes	27%	(171)	29%	(186)	10%	(66)	6%	(38)	27%	(173)	634
Military HH: No	28%	(1065)	28%	(1072)	7%	(269)	7%	(279)	29%	(1081)	3766
2022 House Vote: Democrat	39%	(704)	31%	(569)	6%	(111)	4%	(79)	20%	(364)	1827
2022 House Vote: Republican	18%	(222)	28%	(357)	11%	(134)	12%	(150)	32%	(407)	1270
2022 House Vote: Someone else	20%	(20)	33%	(33)	2%	(2)	8%	(8)	38%	(39)	101
2022 House Vote: Didnt Vote	24%	(290)	25%	(300)	7%	(88)	7%	(81)	37%	(444)	1202

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An immigrant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
2020 Vote: Joe Biden	39%	(742)	31%	(602)	6%	(112)	4%	(74)	21%	(396)	1925
2020 Vote: Donald Trump	17%	(224)	28%	(375)	10%	(136)	12%	(164)	33%	(452)	1351
2020 Vote: Other	20%	(24)	26%	(32)	4%	(5)	12%	(14)	37%	(45)	121
2020 Vote: Didn't Vote	25%	(245)	25%	(250)	8%	(82)	7%	(65)	36%	(359)	1001
2018 House Vote: Democrat	40%	(644)	31%	(502)	6%	(103)	4%	(57)	20%	(321)	1627
2018 House Vote: Republican	18%	(210)	29%	(347)	10%	(115)	12%	(142)	31%	(374)	1188
2018 House Vote: Someone else	19%	(20)	23%	(24)	4%	(4)	11%	(11)	43%	(43)	102
2018 House Vote: Didnt Vote	24%	(362)	26%	(386)	8%	(113)	7%	(107)	35%	(516)	1484
4-Region: Northeast	34%	(265)	26%	(197)	6%	(48)	5%	(40)	29%	(220)	771
4-Region: Midwest	25%	(223)	33%	(297)	9%	(81)	6%	(59)	27%	(250)	909
4-Region: South	26%	(442)	28%	(466)	9%	(147)	8%	(135)	29%	(488)	1679
4-Region: West	29%	(306)	29%	(297)	6%	(60)	8%	(84)	28%	(296)	1042
2304079	27%	(596)	29%	(641)	8%	(175)	7%	(160)	29%	(627)	2199
2304086	29%	(640)	28%	(616)	7%	(160)	7%	(158)	28%	(627)	2202
Ethnicity: White (Non-Hispanic)	25%	(685)	29%	(804)	9%	(234)	8%	(223)	29%	(779)	2725
Ethnicity: Hispanic	34%	(255)	28%	(210)	6%	(47)	8%	(57)	25%	(189)	758
Ethnicity: Black (Non-Hispanic)	34%	(179)	25%	(130)	8%	(43)	4%	(20)	30%	(158)	531
Ethnicity: Asian + Other (Non-Hispanic)	30%	(117)	29%	(113)	3%	(11)	4%	(17)	33%	(127)	386
Female F&b Monthly Consumer	27%	(544)	31%	(624)	9%	(184)	8%	(152)	24%	(480)	1984
Male F&b Monthly Consumer	29%	(610)	27%	(569)	6%	(127)	6%	(128)	31%	(645)	2079
Gen Z F&b Monthly Consumer	37%	(175)	30%	(138)	6%	(26)	3%	(14)	25%	(116)	469
Millennial F&b Monthly Consumer	33%	(396)	30%	(362)	7%	(91)	7%	(85)	23%	(285)	1219
Gen X F&b Monthly Consumer	27%	(256)	25%	(239)	8%	(76)	7%	(68)	33%	(311)	950
Boomer F&b Monthly Consumer	23%	(318)	32%	(429)	8%	(114)	8%	(105)	29%	(391)	1358
HHI <$50k F&b Monthly Consumer	26%	(528)	27%	(544)	8%	(167)	8%	(152)	30%	(605)	1995
HHI $50-$100k F&b Monthly Consumer	30%	(418)	31%	(440)	7%	(96)	6%	(87)	26%	(363)	1404
HHI $100k+ F&b Monthly Consumer	32%	(219)	32%	(218)	7%	(48)	6%	(44)	23%	(160)	688
PID: Dem (No Lean) F&b Monthly Consumer	41%	(713)	31%	(540)	6%	(99)	3%	(51)	18%	(317)	1720
PID: Ind (No Lean) F&b Monthly Consumer	21%	(238)	29%	(336)	8%	(87)	6%	(70)	36%	(419)	1150
PID: Rep (No Lean) F&b Monthly Consumer	18%	(213)	27%	(325)	10%	(125)	13%	(161)	32%	(392)	1217

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An immigrant*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
Female Hh Goods Monthly Consumer	30%	(447)	30%	(447)	10%	(153)	8%	(125)	22%	(325)	1498
Male Hh Goods Monthly Consumer	29%	(471)	27%	(431)	6%	(103)	7%	(106)	31%	(490)	1601
Gen Z Hh Goods Monthly Consumer	39%	(143)	27%	(100)	7%	(26)	4%	(14)	23%	(85)	367
Millennial Hh Goods Monthly Consumer	33%	(336)	30%	(302)	7%	(75)	8%	(84)	22%	(224)	1022
Gen X Hh Goods Monthly Consumer	27%	(201)	25%	(186)	9%	(65)	7%	(50)	33%	(248)	750
Boomer Hh Goods Monthly Consumer	26%	(237)	30%	(269)	9%	(85)	8%	(75)	27%	(245)	911
HHI <$50k Hh Goods Monthly Consumer	27%	(395)	27%	(394)	10%	(142)	7%	(111)	30%	(436)	1477
HHI $50-$100k Hh Goods Monthly Consumer	32%	(347)	29%	(323)	7%	(80)	7%	(77)	25%	(268)	1095
HHI $100k+ Hh Goods Monthly Consumer	34%	(185)	31%	(168)	6%	(34)	8%	(43)	20%	(109)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	43%	(571)	29%	(384)	6%	(84)	4%	(48)	19%	(249)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	20%	(174)	29%	(249)	8%	(72)	6%	(55)	36%	(310)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	20%	(181)	28%	(252)	11%	(100)	14%	(127)	28%	(255)	915
Female Apparel Monthly Consumer	36%	(285)	32%	(250)	9%	(75)	7%	(59)	15%	(121)	790
Male Apparel Monthly Consumer	33%	(280)	26%	(223)	6%	(55)	8%	(72)	26%	(225)	855
Gen Z Apparel Monthly Consumer	40%	(112)	30%	(84)	6%	(18)	4%	(11)	20%	(55)	279
Millennial Apparel Monthly Consumer	36%	(260)	30%	(211)	8%	(58)	9%	(63)	17%	(121)	713
Gen X Apparel Monthly Consumer	30%	(117)	27%	(103)	7%	(29)	9%	(35)	26%	(102)	385
Boomer Apparel Monthly Consumer	30%	(81)	26%	(70)	10%	(26)	9%	(23)	25%	(67)	267
HHI <$50k Apparel Monthly Consumer	32%	(216)	25%	(166)	9%	(60)	8%	(56)	26%	(176)	674
HHI $50-$100k Apparel Monthly Consumer	36%	(232)	31%	(200)	7%	(45)	8%	(53)	19%	(122)	652
HHI $100k+ Apparel Monthly Consumer	37%	(122)	33%	(109)	8%	(25)	7%	(23)	15%	(48)	328
PID: Dem (No Lean) Apparel Monthly Consumer	44%	(356)	29%	(233)	7%	(56)	4%	(31)	16%	(130)	806
PID: Ind (No Lean) Apparel Monthly Consumer	24%	(95)	31%	(125)	10%	(39)	9%	(35)	27%	(110)	404
PID: Rep (No Lean) Apparel Monthly Consumer	27%	(120)	26%	(117)	8%	(36)	15%	(66)	24%	(106)	444
Female Electronics Yearly Consumer	29%	(423)	33%	(473)	10%	(143)	7%	(107)	21%	(306)	1452
Male Electronics Yearly Consumer	29%	(342)	30%	(356)	7%	(89)	6%	(77)	27%	(327)	1192
Gen Z Electronics Yearly Consumer	33%	(122)	32%	(118)	7%	(27)	4%	(15)	25%	(92)	374
Millennial Electronics Yearly Consumer	33%	(333)	31%	(310)	9%	(88)	8%	(80)	19%	(196)	1007
Gen X Electronics Yearly Consumer	27%	(171)	29%	(180)	9%	(56)	6%	(36)	29%	(185)	627
Boomer Electronics Yearly Consumer	23%	(140)	35%	(210)	10%	(58)	8%	(48)	25%	(151)	607

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An immigrant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
HHI <$50k Electronics Yearly Consumer	27%	(315)	29%	(337)	10%	(119)	7%	(81)	27%	(313)	1165
HHI $50-$100k Electronics Yearly Consumer	30%	(300)	33%	(323)	8%	(76)	7%	(66)	22%	(221)	987
HHI $100k+ Electronics Yearly Consumer	32%	(159)	34%	(173)	7%	(37)	7%	(37)	20%	(99)	505
PID: Dem (No Lean) Electronics Yearly Consumer	39%	(452)	34%	(394)	8%	(88)	3%	(40)	16%	(188)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	22%	(158)	29%	(210)	9%	(62)	7%	(48)	34%	(247)	725
PID: Rep (No Lean) Electronics Yearly Consumer	21%	(165)	30%	(230)	11%	(82)	12%	(95)	26%	(199)	771
Female Beauty & Care Monthly Consumer	30%	(403)	32%	(434)	10%	(129)	8%	(111)	20%	(269)	1346
Male Beauty & Care Monthly Consumer	30%	(440)	27%	(387)	7%	(95)	7%	(95)	30%	(427)	1444
Gen Z Beauty & Care Monthly Consumer	37%	(139)	31%	(116)	6%	(23)	2%	(7)	24%	(87)	371
Millennial Beauty & Care Monthly Consumer	34%	(328)	30%	(284)	8%	(81)	8%	(79)	20%	(190)	962
Gen X Beauty & Care Monthly Consumer	26%	(181)	27%	(184)	8%	(55)	7%	(46)	32%	(221)	688
Boomer Beauty & Care Monthly Consumer	26%	(195)	30%	(228)	9%	(65)	9%	(70)	25%	(189)	747
HHI <$50k Beauty & Care Monthly Consumer	27%	(355)	28%	(369)	9%	(119)	8%	(103)	29%	(379)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	32%	(321)	31%	(308)	7%	(73)	7%	(70)	24%	(238)	1010
HHI $100k+ Beauty & Care Monthly Consumer	37%	(174)	32%	(150)	7%	(32)	8%	(36)	17%	(79)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	43%	(541)	30%	(371)	6%	(78)	3%	(40)	17%	(213)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	21%	(155)	31%	(231)	8%	(62)	7%	(50)	34%	(251)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	19%	(153)	28%	(226)	10%	(84)	15%	(118)	28%	(231)	812
Female Insurance Yearly Consumer	27%	(426)	33%	(522)	9%	(142)	8%	(120)	23%	(366)	1577
Male Insurance Yearly Consumer	30%	(450)	28%	(430)	7%	(105)	6%	(96)	28%	(431)	1513
Gen Z Insurance Yearly Consumer	38%	(130)	30%	(104)	6%	(20)	4%	(13)	22%	(76)	343
Millennial Insurance Yearly Consumer	33%	(314)	31%	(299)	8%	(78)	8%	(77)	19%	(183)	951
Gen X Insurance Yearly Consumer	28%	(190)	26%	(178)	8%	(54)	6%	(44)	31%	(211)	677
Boomer Insurance Yearly Consumer	23%	(235)	33%	(341)	9%	(88)	7%	(76)	29%	(297)	1038
HHI <$50k Insurance Yearly Consumer	27%	(368)	28%	(387)	9%	(128)	7%	(97)	28%	(388)	1369
HHI $50-$100k Insurance Yearly Consumer	30%	(339)	33%	(374)	7%	(77)	7%	(80)	24%	(276)	1146
HHI $100k+ Insurance Yearly Consumer	30%	(176)	33%	(193)	7%	(42)	7%	(39)	23%	(132)	582
PID: Dem (No Lean) Insurance Yearly Consumer	41%	(532)	33%	(423)	6%	(82)	3%	(43)	17%	(217)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	20%	(168)	31%	(262)	8%	(68)	7%	(59)	35%	(300)	857
PID: Rep (No Lean) Insurance Yearly Consumer	19%	(183)	29%	(269)	10%	(97)	12%	(115)	30%	(279)	943

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An immigrant*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
Female Pharma Monthly Consumer	30%	(408)	30%	(418)	10%	(141)	8%	(105)	22%	(302)	1374
Male Pharma Monthly Consumer	29%	(412)	28%	(388)	7%	(91)	7%	(98)	29%	(407)	1396
Gen Z Pharma Monthly Consumer	41%	(120)	32%	(95)	6%	(18)	4%	(12)	16%	(48)	294
Millennial Pharma Monthly Consumer	34%	(279)	28%	(233)	9%	(71)	9%	(72)	20%	(168)	823
Gen X Pharma Monthly Consumer	27%	(191)	26%	(181)	9%	(61)	7%	(46)	31%	(218)	696
Boomer Pharma Monthly Consumer	25%	(226)	31%	(281)	9%	(79)	7%	(65)	28%	(256)	907
HHI <$50k Pharma Monthly Consumer	27%	(360)	27%	(368)	10%	(128)	7%	(92)	30%	(398)	1347
HHI $50-$100k Pharma Monthly Consumer	33%	(317)	30%	(292)	7%	(68)	8%	(75)	23%	(219)	970
HHI $100k+ Pharma Monthly Consumer	32%	(151)	32%	(152)	8%	(36)	8%	(37)	20%	(91)	467
PID: Dem (No Lean) Pharma Monthly Consumer	42%	(505)	31%	(371)	7%	(87)	4%	(43)	17%	(202)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	22%	(157)	30%	(220)	7%	(51)	7%	(49)	34%	(249)	726
PID: Rep (No Lean) Pharma Monthly Consumer	19%	(165)	26%	(221)	11%	(94)	13%	(112)	30%	(257)	850
Female Media Monthly Consumer	30%	(314)	33%	(343)	10%	(101)	7%	(77)	19%	(201)	1037
Male Media Monthly Consumer	33%	(286)	30%	(262)	8%	(71)	6%	(52)	24%	(208)	878
Gen Z Media Monthly Consumer	34%	(101)	34%	(102)	7%	(21)	4%	(12)	21%	(64)	300
Millennial Media Monthly Consumer	35%	(269)	31%	(241)	9%	(66)	7%	(58)	19%	(144)	777
Gen X Media Monthly Consumer	31%	(138)	28%	(123)	9%	(41)	6%	(28)	25%	(107)	438
Boomer Media Monthly Consumer	24%	(91)	35%	(136)	11%	(42)	8%	(30)	23%	(88)	387
HHI <$50k Media Monthly Consumer	28%	(229)	31%	(255)	10%	(80)	8%	(61)	23%	(190)	814
HHI $50-$100k Media Monthly Consumer	33%	(242)	31%	(226)	8%	(62)	6%	(47)	22%	(159)	735
HHI $100k+ Media Monthly Consumer	36%	(134)	34%	(127)	8%	(30)	6%	(21)	16%	(61)	372
PID: Dem (No Lean) Media Monthly Consumer	43%	(386)	31%	(276)	8%	(67)	5%	(43)	14%	(122)	894
PID: Ind (No Lean) Media Monthly Consumer	20%	(101)	32%	(158)	9%	(47)	6%	(29)	33%	(166)	501
PID: Rep (No Lean) Media Monthly Consumer	22%	(117)	33%	(174)	11%	(57)	11%	(57)	23%	(122)	526
Female Ent. Products Monthly Consumer	34%	(267)	31%	(244)	9%	(71)	7%	(59)	19%	(148)	789
Male Ent. Products Monthly Consumer	30%	(157)	27%	(142)	10%	(50)	9%	(46)	24%	(127)	522
Gen Z Ent. Products Monthly Consumer	35%	(86)	35%	(86)	8%	(21)	5%	(13)	16%	(40)	246
Millennial Ent. Products Monthly Consumer	33%	(226)	28%	(191)	10%	(68)	8%	(55)	20%	(136)	676
Gen X Ent. Products Monthly Consumer	33%	(83)	27%	(67)	7%	(18)	8%	(19)	25%	(62)	249
Boomer Ent. Products Monthly Consumer	23%	(32)	31%	(43)	10%	(14)	12%	(17)	24%	(34)	141

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
An immigrant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
HHI <$50k Ent. Products Monthly Consumer	30%	(157)	25%	(132)	11%	(57)	9%	(46)	25%	(128)	518
HHI $50-$100k Ent. Products Monthly Consumer	33%	(174)	31%	(162)	8%	(40)	8%	(40)	20%	(106)	523
HHI $100k+ Ent. Products Monthly Consumer	35%	(96)	34%	(93)	9%	(25)	7%	(19)	15%	(41)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	43%	(272)	30%	(194)	8%	(51)	4%	(28)	14%	(90)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	22%	(72)	32%	(103)	11%	(35)	9%	(28)	27%	(89)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	23%	(83)	25%	(90)	10%	(36)	14%	(49)	27%	(96)	354
Female Travel Yearly Consumer	30%	(390)	33%	(438)	9%	(114)	7%	(86)	22%	(286)	1314
Male Travel Yearly Consumer	34%	(345)	31%	(317)	7%	(75)	6%	(63)	22%	(228)	1027
Gen Z Travel Yearly Consumer	34%	(112)	34%	(111)	8%	(25)	4%	(13)	21%	(69)	329
Millennial Travel Yearly Consumer	35%	(301)	30%	(260)	8%	(71)	8%	(71)	18%	(156)	858
Gen X Travel Yearly Consumer	30%	(145)	31%	(147)	9%	(42)	5%	(24)	25%	(121)	479
Boomer Travel Yearly Consumer	27%	(174)	35%	(230)	8%	(51)	6%	(39)	24%	(154)	648
HHI <$50k Travel Yearly Consumer	31%	(254)	29%	(230)	10%	(83)	7%	(60)	22%	(179)	806
HHI $50-$100k Travel Yearly Consumer	32%	(310)	34%	(330)	7%	(66)	6%	(58)	22%	(210)	974
HHI $100k+ Travel Yearly Consumer	31%	(178)	35%	(200)	7%	(40)	5%	(30)	21%	(122)	570
PID: Dem (No Lean) Travel Yearly Consumer	41%	(449)	33%	(364)	7%	(72)	4%	(40)	15%	(165)	1090
PID: Ind (No Lean) Travel Yearly Consumer	23%	(133)	32%	(185)	10%	(57)	7%	(39)	28%	(164)	578
PID: Rep (No Lean) Travel Yearly Consumer	23%	(159)	31%	(211)	9%	(60)	10%	(69)	27%	(183)	683
Female Alcohol Weekly Consumer	31%	(155)	28%	(143)	10%	(49)	9%	(45)	22%	(111)	503
Male Alcohol Weekly Consumer	36%	(80)	30%	(66)	5%	(11)	6%	(14)	24%	(53)	224
Gen Z Alcohol Weekly Consumer	41%	(21)	27%	(14)	15%	(7)	3%	(2)	13%	(7)	50
Millennial Alcohol Weekly Consumer	36%	(119)	33%	(108)	7%	(23)	10%	(32)	15%	(48)	329
Gen X Alcohol Weekly Consumer	31%	(58)	22%	(41)	9%	(16)	8%	(16)	31%	(58)	189
Boomer Alcohol Weekly Consumer	22%	(32)	30%	(46)	8%	(13)	5%	(8)	34%	(52)	150
HHI <$50k Alcohol Weekly Consumer	27%	(73)	29%	(77)	11%	(29)	7%	(19)	27%	(71)	269
HHI $50-$100k Alcohol Weekly Consumer	38%	(111)	25%	(73)	6%	(18)	8%	(23)	23%	(66)	291
HHI $100k+ Alcohol Weekly Consumer	31%	(52)	35%	(60)	8%	(13)	10%	(17)	16%	(27)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	45%	(165)	30%	(110)	5%	(17)	4%	(14)	17%	(63)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	21%	(34)	33%	(53)	11%	(18)	6%	(9)	28%	(45)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	18%	(37)	23%	(47)	12%	(25)	17%	(35)	28%	(57)	201

Continued on next page

Table MCBR2_7: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? An immigrant*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(1236)	29%	(1258)	8%	(335)	7%	(318)	28%	(1254)	4401
Monthly Beer Drinkers	32%	(488)	31%	(488)	8%	(122)	7%	(109)	22%	(342)	1549
Don't Drink Beer	29%	(148)	25%	(125)	6%	(28)	6%	(29)	35%	(177)	507
Monthly Wine Drinkers	33%	(474)	32%	(460)	7%	(99)	6%	(84)	21%	(302)	1418
Don't Drink Wine	27%	(131)	23%	(115)	7%	(36)	10%	(50)	32%	(159)	490
Monthly Hard Seltzer Drinker	39%	(318)	32%	(261)	7%	(59)	4%	(35)	18%	(147)	818
Don't Drink Hard Seltzer	26%	(317)	27%	(328)	8%	(93)	9%	(106)	31%	(383)	1227
Monthly Spirits Drinker	34%	(466)	32%	(445)	7%	(99)	7%	(93)	21%	(287)	1390
Don't Drink Spirits	28%	(141)	24%	(125)	6%	(30)	8%	(39)	35%	(179)	514
Monthly Canned Cocktail Drinker	38%	(285)	32%	(241)	7%	(53)	5%	(39)	17%	(126)	743
Don't Drink Canned Cocktails	27%	(342)	29%	(364)	7%	(90)	7%	(84)	31%	(390)	1270
Weekly Beer Drinker	32%	(327)	30%	(312)	9%	(93)	7%	(76)	21%	(220)	1028
Weekly Wine Drinker	35%	(277)	33%	(259)	7%	(54)	7%	(52)	19%	(149)	791
Weekly Hard Seltzer Drinker	46%	(193)	30%	(126)	6%	(24)	4%	(15)	15%	(63)	421
Weekly Spirits Drinker	36%	(259)	31%	(223)	8%	(59)	7%	(53)	17%	(119)	714
Weekly Canned Cocktail Drinker	45%	(165)	30%	(110)	6%	(23)	5%	(19)	14%	(51)	368
Don't Drink Alcohol	24%	(411)	26%	(452)	9%	(151)	8%	(146)	33%	(570)	1731
Purchased Car in Past 2 Years	28%	(256)	30%	(275)	8%	(77)	8%	(70)	26%	(235)	914
Aware of Bud Light Events	32%	(868)	30%	(796)	8%	(227)	8%	(217)	22%	(585)	2692

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

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who is disabled

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
Gender: Male	36%	(758)	32%	(681)	7%	(141)	4%	(89)	21%	(457)	2127
Gender: Female	37%	(837)	30%	(684)	4%	(81)	2%	(46)	27%	(598)	2247
Age: 18-34	40%	(502)	26%	(324)	8%	(101)	3%	(43)	23%	(292)	1262
Age: 35-44	36%	(266)	32%	(236)	6%	(43)	5%	(33)	22%	(164)	743
Age: 45-64	35%	(494)	32%	(449)	4%	(58)	3%	(36)	27%	(384)	1422
Age: 65+	36%	(350)	37%	(360)	2%	(22)	2%	(23)	23%	(220)	974
GenZers: 1997-2012	35%	(185)	26%	(139)	9%	(50)	3%	(16)	26%	(138)	529
Millennials: 1981-1996	39%	(528)	28%	(382)	7%	(89)	4%	(56)	21%	(287)	1341
GenXers: 1965-1980	35%	(357)	32%	(321)	4%	(38)	2%	(23)	27%	(279)	1017
Baby Boomers: 1946-1964	36%	(504)	35%	(499)	3%	(42)	3%	(39)	23%	(331)	1414
PID: Dem (no lean)	47%	(862)	29%	(534)	6%	(117)	2%	(42)	15%	(280)	1836
PID: Ind (no lean)	28%	(360)	32%	(408)	4%	(45)	3%	(39)	34%	(431)	1284
PID: Rep (no lean)	30%	(389)	33%	(428)	5%	(62)	4%	(54)	27%	(347)	1280
PID/Gender: Dem Men	47%	(431)	28%	(258)	8%	(77)	3%	(27)	13%	(114)	907
PID/Gender: Dem Women	46%	(427)	30%	(276)	4%	(41)	2%	(15)	18%	(166)	924
PID/Gender: Ind Men	24%	(133)	36%	(204)	5%	(27)	4%	(21)	32%	(177)	562
PID/Gender: Ind Women	31%	(217)	29%	(201)	2%	(17)	3%	(18)	36%	(250)	703
PID/Gender: Rep Men	30%	(195)	33%	(218)	6%	(38)	6%	(41)	25%	(165)	656
PID/Gender: Rep Women	31%	(193)	33%	(207)	4%	(24)	2%	(14)	29%	(182)	620
Ideo: Liberal (1-3)	49%	(682)	29%	(397)	4%	(59)	3%	(40)	15%	(203)	1382
Ideo: Moderate (4)	31%	(397)	35%	(441)	6%	(78)	3%	(36)	25%	(325)	1276
Ideo: Conservative (5-7)	33%	(435)	33%	(442)	5%	(62)	4%	(53)	26%	(344)	1336
Educ: < College	37%	(1056)	29%	(832)	5%	(144)	3%	(89)	26%	(754)	2875
Educ: Bachelors degree	35%	(334)	36%	(346)	5%	(53)	3%	(27)	21%	(207)	968
Educ: Post-grad	40%	(222)	34%	(191)	5%	(28)	3%	(19)	17%	(97)	556
Income: Under 50k	35%	(760)	30%	(655)	5%	(115)	3%	(64)	27%	(579)	2174
Income: 50k-100k	37%	(549)	33%	(485)	5%	(77)	3%	(48)	22%	(330)	1489
Income: 100k+	41%	(302)	31%	(229)	4%	(32)	3%	(23)	20%	(150)	736
Ethnicity: White	36%	(1233)	33%	(1111)	5%	(156)	3%	(109)	23%	(786)	3395
Ethnicity: Hispanic	37%	(281)	27%	(207)	9%	(65)	5%	(38)	22%	(167)	758

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
Ethnicity: Black	42%	(237)	25%	(139)	7%	(39)	3%	(19)	23%	(131)	566
Ethnicity: Other	32%	(141)	27%	(120)	7%	(29)	2%	(8)	32%	(141)	439
All Christian	36%	(708)	33%	(647)	5%	(97)	3%	(55)	23%	(442)	1949
All Non-Christian	44%	(174)	28%	(111)	6%	(25)	4%	(17)	17%	(68)	395
Atheist	40%	(76)	29%	(55)	11%	(21)	2%	(3)	18%	(34)	190
Agnostic/Nothing in particular	35%	(394)	29%	(332)	4%	(45)	3%	(38)	28%	(322)	1131
Something Else	35%	(259)	31%	(225)	5%	(36)	3%	(22)	26%	(193)	735
Religious Non-Protestant/Catholic	43%	(194)	30%	(132)	6%	(26)	5%	(20)	17%	(75)	447
Evangelical	38%	(439)	32%	(368)	4%	(51)	4%	(45)	22%	(252)	1155
Non-Evangelical	34%	(508)	33%	(486)	6%	(82)	2%	(29)	25%	(371)	1475
Community: Urban	40%	(569)	31%	(440)	5%	(79)	5%	(68)	20%	(284)	1439
Community: Suburban	36%	(697)	32%	(621)	4%	(81)	2%	(44)	25%	(493)	1936
Community: Rural	34%	(345)	30%	(309)	6%	(65)	2%	(23)	28%	(283)	1025
Employ: Private Sector	39%	(547)	31%	(437)	7%	(94)	3%	(42)	20%	(277)	1397
Employ: Government	49%	(146)	27%	(79)	7%	(20)	2%	(6)	15%	(44)	294
Employ: Self-Employed	36%	(158)	28%	(121)	4%	(20)	5%	(23)	27%	(116)	438
Employ: Homemaker	33%	(80)	29%	(70)	5%	(11)	3%	(7)	30%	(73)	241
Employ: Student	40%	(70)	26%	(45)	11%	(19)	2%	(4)	22%	(38)	176
Employ: Retired	36%	(411)	34%	(381)	3%	(30)	3%	(37)	24%	(269)	1127
Employ: Unemployed	25%	(117)	32%	(153)	4%	(20)	3%	(12)	36%	(169)	471
Employ: Other	32%	(83)	33%	(85)	4%	(11)	2%	(6)	28%	(71)	256
Military HH: Yes	38%	(243)	31%	(195)	8%	(52)	1%	(8)	22%	(136)	634
Military HH: No	36%	(1369)	31%	(1175)	5%	(173)	3%	(127)	25%	(923)	3766
2022 House Vote: Democrat	46%	(844)	29%	(536)	5%	(97)	3%	(59)	16%	(292)	1827
2022 House Vote: Republican	32%	(408)	33%	(418)	5%	(63)	3%	(44)	27%	(337)	1270
2022 House Vote: Someone else	29%	(29)	28%	(28)	5%	(5)	7%	(7)	32%	(32)	101
2022 House Vote: Didnt Vote	28%	(331)	32%	(387)	5%	(60)	2%	(25)	33%	(399)	1202

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
2020 Vote: Joe Biden	46%	(880)	30%	(573)	5%	(89)	3%	(56)	17%	(326)	1925
2020 Vote: Donald Trump	31%	(418)	34%	(460)	4%	(60)	3%	(37)	28%	(376)	1351
2020 Vote: Other	27%	(32)	30%	(36)	7%	(8)	4%	(5)	33%	(40)	121
2020 Vote: Didn't Vote	28%	(282)	30%	(299)	7%	(66)	4%	(37)	32%	(316)	1001
2018 House Vote: Democrat	47%	(759)	30%	(491)	5%	(77)	2%	(33)	16%	(267)	1627
2018 House Vote: Republican	32%	(385)	36%	(423)	4%	(48)	3%	(33)	25%	(299)	1188
2018 House Vote: Someone else	32%	(32)	24%	(24)	6%	(6)	4%	(5)	34%	(34)	102
2018 House Vote: Didnt Vote	29%	(436)	29%	(431)	6%	(93)	4%	(65)	31%	(460)	1484
4-Region: Northeast	42%	(325)	30%	(228)	3%	(24)	2%	(12)	24%	(181)	771
4-Region: Midwest	36%	(327)	30%	(275)	6%	(55)	3%	(30)	24%	(222)	909
4-Region: South	36%	(611)	31%	(513)	5%	(91)	3%	(43)	25%	(420)	1679
4-Region: West	33%	(349)	34%	(353)	5%	(53)	5%	(50)	23%	(237)	1042
2304079	36%	(800)	30%	(667)	5%	(106)	3%	(70)	25%	(556)	2199
2304086	37%	(812)	32%	(703)	5%	(118)	3%	(65)	23%	(504)	2202
Ethnicity: White (Non-Hispanic)	36%	(985)	34%	(922)	4%	(112)	3%	(72)	23%	(635)	2725
Ethnicity: Hispanic	37%	(281)	27%	(207)	9%	(65)	5%	(38)	22%	(167)	758
Ethnicity: Black (Non-Hispanic)	43%	(228)	25%	(132)	5%	(26)	3%	(18)	24%	(127)	531
Ethnicity: Asian + Other (Non-Hispanic)	31%	(119)	28%	(109)	6%	(21)	2%	(7)	34%	(130)	386
Female F&b Monthly Consumer	36%	(718)	33%	(655)	6%	(129)	4%	(70)	21%	(412)	1984
Male F&b Monthly Consumer	38%	(799)	31%	(644)	3%	(65)	2%	(41)	25%	(529)	2079
Gen Z F&b Monthly Consumer	36%	(169)	28%	(129)	9%	(44)	3%	(12)	25%	(115)	469
Millennial F&b Monthly Consumer	40%	(492)	30%	(364)	6%	(70)	4%	(45)	20%	(248)	1219
Gen X F&b Monthly Consumer	36%	(346)	31%	(295)	4%	(38)	2%	(20)	26%	(252)	950
Boomer F&b Monthly Consumer	36%	(491)	36%	(486)	3%	(40)	2%	(32)	23%	(309)	1358
HHI <$50k F&b Monthly Consumer	36%	(718)	31%	(615)	5%	(104)	3%	(53)	25%	(504)	1995
HHI $50-$100k F&b Monthly Consumer	37%	(526)	33%	(469)	4%	(62)	3%	(38)	22%	(309)	1404
HHI $100k+ F&b Monthly Consumer	42%	(290)	32%	(218)	4%	(29)	3%	(19)	19%	(131)	688
PID: Dem (No Lean) F&b Monthly Consumer	48%	(827)	30%	(509)	6%	(99)	2%	(31)	15%	(253)	1720
PID: Ind (No Lean) F&b Monthly Consumer	29%	(338)	33%	(376)	4%	(42)	3%	(31)	32%	(362)	1150
PID: Rep (No Lean) F&b Monthly Consumer	30%	(368)	34%	(418)	4%	(54)	4%	(48)	27%	(328)	1217

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
Female Hh Goods Monthly Consumer	39%	(583)	32%	(473)	8%	(114)	4%	(65)	18%	(262)	1498
Male Hh Goods Monthly Consumer	40%	(642)	30%	(481)	3%	(56)	2%	(32)	24%	(390)	1601
Gen Z Hh Goods Monthly Consumer	37%	(134)	26%	(95)	12%	(43)	4%	(13)	22%	(82)	367
Millennial Hh Goods Monthly Consumer	43%	(436)	29%	(298)	6%	(65)	4%	(42)	18%	(182)	1022
Gen X Hh Goods Monthly Consumer	37%	(275)	31%	(236)	4%	(31)	2%	(18)	25%	(190)	750
Boomer Hh Goods Monthly Consumer	40%	(365)	34%	(308)	3%	(28)	3%	(24)	20%	(185)	911
HHI <$50k Hh Goods Monthly Consumer	37%	(550)	31%	(453)	6%	(84)	3%	(43)	23%	(347)	1477
HHI $50-$100k Hh Goods Monthly Consumer	40%	(435)	31%	(343)	6%	(63)	3%	(36)	20%	(218)	1095
HHI $100k+ Hh Goods Monthly Consumer	46%	(250)	30%	(161)	5%	(24)	3%	(18)	16%	(86)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	50%	(668)	28%	(368)	7%	(93)	2%	(27)	13%	(180)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	30%	(258)	33%	(282)	4%	(36)	3%	(25)	30%	(259)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	34%	(309)	33%	(306)	5%	(43)	5%	(45)	23%	(212)	915
Female Apparel Monthly Consumer	43%	(337)	30%	(236)	10%	(80)	5%	(38)	13%	(99)	790
Male Apparel Monthly Consumer	41%	(353)	30%	(256)	5%	(47)	2%	(18)	21%	(182)	855
Gen Z Apparel Monthly Consumer	35%	(98)	29%	(80)	14%	(40)	3%	(9)	18%	(51)	279
Millennial Apparel Monthly Consumer	45%	(324)	29%	(205)	7%	(53)	5%	(34)	14%	(96)	713
Gen X Apparel Monthly Consumer	39%	(151)	31%	(118)	7%	(27)	2%	(7)	21%	(82)	385
Boomer Apparel Monthly Consumer	44%	(118)	32%	(85)	3%	(8)	2%	(6)	19%	(51)	267
HHI <$50k Apparel Monthly Consumer	41%	(276)	27%	(181)	9%	(60)	2%	(14)	21%	(144)	674
HHI $50-$100k Apparel Monthly Consumer	40%	(261)	32%	(209)	7%	(48)	4%	(29)	16%	(105)	652
HHI $100k+ Apparel Monthly Consumer	48%	(158)	32%	(104)	6%	(20)	4%	(14)	10%	(33)	328
PID: Dem (No Lean) Apparel Monthly Consumer	49%	(397)	27%	(218)	9%	(74)	3%	(21)	12%	(96)	806
PID: Ind (No Lean) Apparel Monthly Consumer	33%	(135)	34%	(136)	7%	(28)	4%	(16)	22%	(89)	404
PID: Rep (No Lean) Apparel Monthly Consumer	37%	(162)	31%	(140)	6%	(26)	4%	(20)	22%	(96)	444
Female Electronics Yearly Consumer	38%	(549)	32%	(465)	8%	(114)	4%	(63)	18%	(260)	1452
Male Electronics Yearly Consumer	38%	(449)	33%	(392)	5%	(63)	2%	(24)	22%	(264)	1192
Gen Z Electronics Yearly Consumer	30%	(112)	28%	(106)	13%	(48)	3%	(12)	25%	(95)	374
Millennial Electronics Yearly Consumer	41%	(414)	30%	(300)	8%	(79)	5%	(46)	17%	(167)	1007
Gen X Electronics Yearly Consumer	37%	(231)	34%	(213)	5%	(28)	2%	(13)	23%	(141)	627
Boomer Electronics Yearly Consumer	39%	(237)	37%	(225)	3%	(19)	2%	(14)	18%	(111)	607

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
HHI <$50k Electronics Yearly Consumer	36%	(422)	32%	(378)	7%	(84)	3%	(33)	21%	(249)	1165
HHI $50-$100k Electronics Yearly Consumer	37%	(370)	33%	(323)	7%	(69)	3%	(34)	19%	(191)	987
HHI $100k+ Electronics Yearly Consumer	43%	(219)	31%	(155)	5%	(25)	4%	(21)	17%	(85)	505
PID: Dem (No Lean) Electronics Yearly Consumer	46%	(539)	30%	(354)	8%	(91)	3%	(29)	13%	(147)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	31%	(228)	32%	(233)	5%	(38)	4%	(27)	28%	(200)	725
PID: Rep (No Lean) Electronics Yearly Consumer	31%	(243)	35%	(271)	6%	(49)	4%	(31)	23%	(178)	771
Female Beauty & Care Monthly Consumer	40%	(541)	32%	(426)	7%	(91)	5%	(69)	16%	(219)	1346
Male Beauty & Care Monthly Consumer	41%	(586)	30%	(430)	4%	(52)	2%	(29)	24%	(346)	1444
Gen Z Beauty & Care Monthly Consumer	36%	(133)	27%	(100)	10%	(37)	3%	(12)	24%	(88)	371
Millennial Beauty & Care Monthly Consumer	44%	(421)	29%	(278)	6%	(61)	5%	(47)	16%	(155)	962
Gen X Beauty & Care Monthly Consumer	37%	(253)	32%	(219)	4%	(29)	2%	(15)	25%	(173)	688
Boomer Beauty & Care Monthly Consumer	42%	(317)	34%	(251)	2%	(16)	3%	(23)	19%	(140)	747
HHI <$50k Beauty & Care Monthly Consumer	38%	(504)	30%	(396)	6%	(74)	3%	(41)	23%	(309)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	40%	(399)	32%	(325)	5%	(52)	4%	(37)	19%	(196)	1010
HHI $100k+ Beauty & Care Monthly Consumer	50%	(234)	29%	(138)	4%	(18)	4%	(21)	13%	(60)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	51%	(631)	28%	(347)	6%	(72)	2%	(31)	13%	(163)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	31%	(232)	32%	(240)	4%	(33)	3%	(25)	29%	(219)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	34%	(274)	34%	(273)	5%	(40)	5%	(43)	22%	(183)	812
Female Insurance Yearly Consumer	37%	(585)	34%	(533)	7%	(107)	3%	(45)	19%	(306)	1577
Male Insurance Yearly Consumer	38%	(572)	33%	(504)	3%	(52)	2%	(28)	24%	(358)	1513
Gen Z Insurance Yearly Consumer	35%	(119)	30%	(103)	11%	(39)	2%	(6)	22%	(75)	343
Millennial Insurance Yearly Consumer	42%	(399)	31%	(296)	7%	(67)	4%	(38)	16%	(151)	951
Gen X Insurance Yearly Consumer	37%	(252)	33%	(224)	3%	(22)	1%	(9)	25%	(170)	677
Boomer Insurance Yearly Consumer	35%	(366)	37%	(386)	3%	(26)	2%	(17)	23%	(242)	1038
HHI <$50k Insurance Yearly Consumer	36%	(497)	33%	(453)	5%	(75)	2%	(23)	23%	(320)	1369
HHI $50-$100k Insurance Yearly Consumer	37%	(427)	35%	(398)	5%	(55)	3%	(31)	20%	(234)	1146
HHI $100k+ Insurance Yearly Consumer	41%	(240)	32%	(186)	5%	(29)	3%	(19)	19%	(108)	582
PID: Dem (No Lean) Insurance Yearly Consumer	48%	(628)	31%	(402)	6%	(79)	2%	(20)	13%	(168)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	29%	(245)	35%	(301)	4%	(35)	2%	(21)	30%	(256)	857
PID: Rep (No Lean) Insurance Yearly Consumer	31%	(292)	35%	(334)	5%	(46)	3%	(32)	25%	(239)	943

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
Female Pharma Monthly Consumer	39%	(542)	33%	(459)	6%	(86)	4%	(49)	17%	(239)	1374
Male Pharma Monthly Consumer	39%	(546)	32%	(442)	4%	(49)	2%	(28)	24%	(330)	1396
Gen Z Pharma Monthly Consumer	38%	(112)	35%	(103)	6%	(17)	4%	(13)	17%	(49)	294
Millennial Pharma Monthly Consumer	42%	(345)	30%	(247)	7%	(60)	5%	(37)	16%	(134)	823
Gen X Pharma Monthly Consumer	37%	(258)	31%	(219)	4%	(28)	3%	(17)	25%	(174)	696
Boomer Pharma Monthly Consumer	40%	(360)	35%	(314)	3%	(28)	1%	(8)	22%	(197)	907
HHI <$50k Pharma Monthly Consumer	37%	(498)	32%	(427)	5%	(74)	2%	(24)	24%	(324)	1347
HHI $50-$100k Pharma Monthly Consumer	41%	(393)	34%	(328)	4%	(40)	4%	(36)	18%	(173)	970
HHI $100k+ Pharma Monthly Consumer	45%	(209)	31%	(147)	5%	(23)	4%	(17)	15%	(71)	467
PID: Dem (No Lean) Pharma Monthly Consumer	50%	(603)	29%	(354)	6%	(76)	2%	(23)	13%	(151)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	31%	(226)	34%	(248)	4%	(26)	4%	(26)	27%	(199)	726
PID: Rep (No Lean) Pharma Monthly Consumer	32%	(270)	35%	(299)	4%	(35)	3%	(28)	26%	(217)	850
Female Media Monthly Consumer	39%	(406)	34%	(351)	7%	(73)	4%	(39)	16%	(168)	1037
Male Media Monthly Consumer	41%	(363)	32%	(279)	6%	(51)	2%	(14)	19%	(171)	878
Gen Z Media Monthly Consumer	32%	(97)	33%	(98)	10%	(29)	4%	(11)	22%	(65)	300
Millennial Media Monthly Consumer	44%	(341)	30%	(230)	8%	(61)	4%	(30)	15%	(115)	777
Gen X Media Monthly Consumer	40%	(174)	34%	(149)	5%	(22)	2%	(8)	19%	(85)	438
Boomer Media Monthly Consumer	39%	(150)	39%	(149)	4%	(14)	1%	(4)	18%	(69)	387
HHI <$50k Media Monthly Consumer	38%	(311)	33%	(270)	8%	(63)	2%	(15)	19%	(154)	814
HHI $50-$100k Media Monthly Consumer	39%	(288)	34%	(252)	5%	(40)	3%	(23)	18%	(133)	735
HHI $100k+ Media Monthly Consumer	47%	(174)	29%	(109)	6%	(23)	4%	(15)	14%	(52)	372
PID: Dem (No Lean) Media Monthly Consumer	50%	(445)	29%	(255)	8%	(69)	3%	(23)	11%	(103)	894
PID: Ind (No Lean) Media Monthly Consumer	32%	(159)	33%	(165)	5%	(25)	2%	(10)	28%	(142)	501
PID: Rep (No Lean) Media Monthly Consumer	32%	(171)	40%	(211)	6%	(32)	4%	(19)	18%	(94)	526
Female Ent. Products Monthly Consumer	39%	(311)	29%	(232)	10%	(82)	5%	(37)	16%	(127)	789
Male Ent. Products Monthly Consumer	39%	(203)	30%	(157)	8%	(43)	3%	(15)	20%	(105)	522
Gen Z Ent. Products Monthly Consumer	31%	(77)	33%	(81)	16%	(39)	4%	(9)	17%	(41)	246
Millennial Ent. Products Monthly Consumer	43%	(289)	28%	(190)	9%	(61)	5%	(32)	15%	(105)	676
Gen X Ent. Products Monthly Consumer	37%	(92)	32%	(78)	7%	(19)	2%	(4)	22%	(56)	249
Boomer Ent. Products Monthly Consumer	42%	(59)	28%	(39)	6%	(8)	5%	(7)	20%	(28)	141

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
HHI <$50k Ent. Products Monthly Consumer	39%	(203)	27%	(139)	11%	(58)	2%	(12)	20%	(106)	518
HHI $50-$100k Ent. Products Monthly Consumer	38%	(196)	31%	(163)	9%	(48)	5%	(24)	18%	(92)	523
HHI $100k+ Ent. Products Monthly Consumer	43%	(119)	31%	(86)	7%	(20)	6%	(16)	12%	(33)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	50%	(316)	26%	(166)	11%	(70)	3%	(16)	11%	(67)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	31%	(101)	31%	(102)	8%	(27)	5%	(15)	25%	(81)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	28%	(100)	34%	(121)	8%	(29)	6%	(21)	23%	(83)	354
Female Travel Yearly Consumer	38%	(501)	33%	(438)	7%	(90)	4%	(50)	18%	(235)	1314
Male Travel Yearly Consumer	41%	(417)	34%	(350)	5%	(55)	2%	(22)	18%	(182)	1027
Gen Z Travel Yearly Consumer	32%	(106)	32%	(106)	11%	(37)	4%	(13)	20%	(67)	329
Millennial Travel Yearly Consumer	43%	(367)	29%	(251)	8%	(69)	4%	(37)	16%	(134)	858
Gen X Travel Yearly Consumer	40%	(192)	34%	(161)	4%	(21)	2%	(9)	20%	(96)	479
Boomer Travel Yearly Consumer	39%	(250)	40%	(257)	3%	(17)	2%	(12)	17%	(113)	648
HHI <$50k Travel Yearly Consumer	39%	(318)	32%	(257)	8%	(65)	3%	(21)	18%	(145)	806
HHI $50-$100k Travel Yearly Consumer	39%	(378)	34%	(336)	5%	(53)	3%	(32)	18%	(174)	974
HHI $100k+ Travel Yearly Consumer	41%	(232)	34%	(195)	5%	(27)	3%	(19)	17%	(96)	570
PID: Dem (No Lean) Travel Yearly Consumer	49%	(533)	30%	(325)	7%	(79)	2%	(26)	12%	(128)	1090
PID: Ind (No Lean) Travel Yearly Consumer	30%	(173)	37%	(215)	6%	(34)	3%	(19)	24%	(137)	578
PID: Rep (No Lean) Travel Yearly Consumer	33%	(223)	36%	(249)	5%	(32)	4%	(27)	22%	(151)	683
Female Alcohol Weekly Consumer	41%	(208)	31%	(159)	6%	(32)	3%	(15)	18%	(90)	503
Male Alcohol Weekly Consumer	48%	(108)	26%	(59)	4%	(10)	3%	(6)	18%	(41)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	28%	(14)	8%	(4)	8%	(4)	12%	(6)	50
Millennial Alcohol Weekly Consumer	44%	(146)	30%	(99)	7%	(24)	4%	(13)	14%	(48)	329
Gen X Alcohol Weekly Consumer	43%	(82)	28%	(52)	6%	(11)	2%	(3)	22%	(42)	189
Boomer Alcohol Weekly Consumer	39%	(58)	35%	(52)	2%	(3)	1%	(1)	24%	(36)	150
HHI <$50k Alcohol Weekly Consumer	40%	(108)	30%	(81)	7%	(19)	1%	(3)	22%	(58)	269
HHI $50-$100k Alcohol Weekly Consumer	43%	(125)	31%	(89)	5%	(13)	4%	(10)	18%	(54)	291
HHI $100k+ Alcohol Weekly Consumer	49%	(83)	28%	(48)	6%	(9)	5%	(8)	12%	(20)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	53%	(195)	26%	(96)	5%	(17)	3%	(12)	13%	(49)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	34%	(54)	32%	(51)	6%	(10)	3%	(5)	25%	(39)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	34%	(68)	35%	(71)	7%	(14)	2%	(5)	22%	(43)	201

Continued on next page

Table MCBR2_8: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person who is disabled*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(1612)	31%	(1370)	5%	(224)	3%	(135)	24%	(1060)	4401
Monthly Beer Drinkers	41%	(628)	32%	(493)	6%	(87)	3%	(46)	19%	(294)	1549
Don't Drink Beer	38%	(191)	29%	(148)	2%	(9)	2%	(8)	30%	(152)	507
Monthly Wine Drinkers	43%	(606)	32%	(454)	5%	(67)	3%	(39)	18%	(252)	1418
Don't Drink Wine	34%	(166)	34%	(166)	3%	(13)	2%	(9)	28%	(135)	490
Monthly Hard Seltzer Drinker	47%	(385)	29%	(238)	5%	(38)	3%	(26)	16%	(132)	818
Don't Drink Hard Seltzer	34%	(420)	32%	(389)	4%	(55)	3%	(33)	27%	(329)	1227
Monthly Spirits Drinker	43%	(600)	31%	(436)	5%	(70)	2%	(34)	18%	(251)	1390
Don't Drink Spirits	34%	(174)	30%	(155)	4%	(19)	3%	(17)	29%	(149)	514
Monthly Canned Cocktail Drinker	46%	(342)	30%	(222)	7%	(49)	3%	(21)	15%	(109)	743
Don't Drink Canned Cocktails	36%	(451)	32%	(408)	3%	(35)	3%	(38)	27%	(338)	1270
Weekly Beer Drinker	42%	(427)	31%	(320)	6%	(67)	3%	(33)	18%	(181)	1028
Weekly Wine Drinker	45%	(354)	31%	(244)	4%	(33)	4%	(29)	17%	(131)	791
Weekly Hard Seltzer Drinker	53%	(221)	26%	(108)	5%	(23)	3%	(14)	13%	(55)	421
Weekly Spirits Drinker	45%	(318)	31%	(223)	6%	(40)	3%	(20)	16%	(113)	714
Weekly Canned Cocktail Drinker	51%	(188)	27%	(98)	6%	(24)	4%	(16)	12%	(43)	368
Don't Drink Alcohol	33%	(578)	30%	(519)	6%	(99)	4%	(65)	27%	(470)	1731
Purchased Car in Past 2 Years	38%	(350)	31%	(284)	6%	(59)	3%	(29)	21%	(192)	914
Aware of Bud Light Events	41%	(1114)	32%	(849)	6%	(161)	3%	(91)	18%	(477)	2692

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

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
Gender: Male	32%	(687)	38%	(813)	5%	(102)	2%	(49)	22%	(476)	2127
Gender: Female	33%	(737)	33%	(747)	3%	(67)	2%	(42)	29%	(654)	2247
Age: 18-34	38%	(478)	31%	(396)	5%	(67)	2%	(30)	23%	(290)	1262
Age: 35-44	34%	(251)	37%	(272)	6%	(44)	2%	(15)	22%	(160)	743
Age: 45-64	29%	(407)	36%	(508)	3%	(44)	2%	(31)	30%	(433)	1422
Age: 65+	30%	(294)	40%	(391)	2%	(17)	2%	(16)	26%	(256)	974
GenZers: 1997-2012	36%	(192)	33%	(177)	3%	(18)	2%	(10)	25%	(132)	529
Millennials: 1981-1996	36%	(490)	33%	(444)	7%	(88)	2%	(32)	21%	(287)	1341
GenXers: 1965-1980	29%	(297)	34%	(343)	4%	(37)	2%	(19)	32%	(320)	1017
Baby Boomers: 1946-1964	30%	(420)	40%	(567)	2%	(25)	2%	(32)	26%	(371)	1414
PID: Dem (no lean)	41%	(762)	35%	(649)	3%	(57)	2%	(31)	18%	(337)	1836
PID: Ind (no lean)	24%	(313)	35%	(446)	5%	(64)	2%	(23)	34%	(439)	1284
PID: Rep (no lean)	28%	(357)	37%	(473)	4%	(51)	3%	(38)	28%	(361)	1280
PID/Gender: Dem Men	42%	(384)	37%	(336)	3%	(29)	2%	(17)	16%	(141)	907
PID/Gender: Dem Women	41%	(376)	34%	(312)	3%	(28)	1%	(13)	21%	(195)	924
PID/Gender: Ind Men	21%	(117)	40%	(225)	6%	(36)	2%	(10)	31%	(174)	562
PID/Gender: Ind Women	27%	(190)	31%	(216)	3%	(24)	2%	(12)	37%	(260)	703
PID/Gender: Rep Men	28%	(187)	38%	(252)	6%	(37)	3%	(22)	24%	(160)	656
PID/Gender: Rep Women	27%	(170)	35%	(219)	2%	(15)	3%	(16)	32%	(199)	620
Ideo: Liberal (1-3)	44%	(611)	34%	(475)	4%	(49)	2%	(24)	16%	(224)	1382
Ideo: Moderate (4)	26%	(337)	40%	(512)	5%	(61)	2%	(21)	27%	(345)	1276
Ideo: Conservative (5-7)	30%	(399)	36%	(476)	3%	(43)	3%	(38)	28%	(380)	1336
Educ: < College	31%	(904)	34%	(988)	4%	(107)	2%	(62)	28%	(814)	2875
Educ: Bachelors degree	34%	(326)	38%	(368)	5%	(44)	2%	(15)	22%	(215)	968
Educ: Post-grad	36%	(202)	38%	(211)	4%	(21)	3%	(15)	19%	(108)	556
Income: Under 50k	30%	(650)	34%	(747)	5%	(101)	2%	(52)	29%	(624)	2174
Income: 50k-100k	34%	(508)	38%	(563)	3%	(45)	2%	(27)	23%	(345)	1489
Income: 100k+	37%	(273)	35%	(256)	4%	(26)	2%	(12)	23%	(168)	736
Ethnicity: White	32%	(1089)	37%	(1253)	4%	(124)	2%	(77)	25%	(851)	3395
Ethnicity: Hispanic	33%	(247)	35%	(263)	5%	(39)	4%	(28)	24%	(181)	758

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
Ethnicity: Black	41%	(235)	28%	(156)	5%	(28)	2%	(11)	24%	(136)	566
Ethnicity: Other	24%	(107)	36%	(158)	5%	(21)	1%	(4)	34%	(150)	439
All Christian	32%	(633)	38%	(743)	3%	(53)	2%	(39)	25%	(481)	1949
All Non-Christian	43%	(170)	30%	(118)	5%	(22)	3%	(11)	19%	(75)	395
Atheist	36%	(68)	40%	(77)	3%	(6)	2%	(3)	19%	(36)	190
Agnostic/Nothing in particular	29%	(326)	34%	(381)	6%	(63)	2%	(18)	30%	(344)	1131
Something Else	32%	(235)	34%	(248)	4%	(28)	3%	(21)	28%	(203)	735
Religious Non-Protestant/Catholic	42%	(187)	32%	(142)	5%	(24)	2%	(11)	18%	(82)	447
Evangelical	35%	(403)	35%	(404)	3%	(36)	3%	(35)	24%	(277)	1155
Non-Evangelical	31%	(452)	38%	(559)	3%	(42)	2%	(24)	27%	(396)	1475
Community: Urban	37%	(534)	35%	(498)	4%	(64)	4%	(52)	20%	(293)	1439
Community: Suburban	31%	(597)	36%	(705)	3%	(62)	1%	(18)	29%	(554)	1936
Community: Rural	29%	(301)	35%	(363)	5%	(47)	2%	(22)	28%	(292)	1025
Employ: Private Sector	36%	(508)	36%	(500)	5%	(76)	2%	(29)	20%	(285)	1397
Employ: Government	47%	(138)	31%	(92)	2%	(7)	1%	(4)	18%	(53)	294
Employ: Self-Employed	30%	(133)	36%	(160)	4%	(16)	3%	(14)	26%	(114)	438
Employ: Homemaker	30%	(72)	32%	(77)	4%	(10)	2%	(4)	32%	(77)	241
Employ: Student	39%	(69)	37%	(66)	3%	(4)	—	(0)	21%	(36)	176
Employ: Retired	30%	(340)	36%	(411)	2%	(25)	2%	(27)	29%	(323)	1127
Employ: Unemployed	22%	(105)	36%	(169)	6%	(26)	2%	(11)	34%	(159)	471
Employ: Other	25%	(65)	36%	(93)	3%	(7)	1%	(3)	35%	(89)	256
Military HH: Yes	34%	(212)	38%	(240)	2%	(16)	1%	(7)	25%	(159)	634
Military HH: No	32%	(1219)	35%	(1326)	4%	(157)	2%	(85)	26%	(979)	3766
2022 House Vote: Democrat	41%	(746)	36%	(658)	3%	(53)	2%	(44)	18%	(327)	1827
2022 House Vote: Republican	27%	(346)	38%	(478)	4%	(52)	2%	(21)	29%	(373)	1270
2022 House Vote: Someone else	23%	(24)	32%	(33)	3%	(3)	4%	(4)	37%	(37)	101
2022 House Vote: Didnt Vote	26%	(316)	33%	(398)	5%	(65)	2%	(22)	33%	(401)	1202

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
2020 Vote: Joe Biden	41%	(780)	36%	(690)	2%	(48)	2%	(40)	19%	(368)	1925
2020 Vote: Donald Trump	26%	(353)	39%	(530)	4%	(51)	2%	(23)	29%	(395)	1351
2020 Vote: Other	26%	(31)	37%	(45)	3%	(4)	3%	(3)	31%	(38)	121
2020 Vote: Didn't Vote	27%	(267)	30%	(302)	7%	(70)	3%	(26)	34%	(337)	1001
2018 House Vote: Democrat	42%	(675)	36%	(592)	3%	(50)	1%	(21)	18%	(289)	1627
2018 House Vote: Republican	28%	(332)	38%	(451)	4%	(44)	2%	(20)	29%	(341)	1188
2018 House Vote: Someone else	26%	(27)	31%	(32)	3%	(3)	4%	(4)	36%	(37)	102
2018 House Vote: Didnt Vote	27%	(397)	33%	(492)	5%	(76)	3%	(48)	32%	(471)	1484
4-Region: Northeast	40%	(306)	30%	(231)	4%	(31)	1%	(7)	25%	(196)	771
4-Region: Midwest	30%	(272)	41%	(375)	3%	(28)	2%	(16)	24%	(218)	909
4-Region: South	34%	(569)	33%	(560)	4%	(71)	2%	(36)	26%	(443)	1679
4-Region: West	27%	(284)	38%	(401)	4%	(43)	3%	(33)	27%	(281)	1042
2304079	32%	(710)	36%	(794)	4%	(94)	2%	(38)	26%	(563)	2199
2304086	33%	(722)	35%	(773)	4%	(79)	2%	(53)	26%	(575)	2202
Ethnicity: White (Non-Hispanic)	32%	(871)	37%	(1020)	4%	(96)	2%	(51)	25%	(686)	2725
Ethnicity: Hispanic	33%	(247)	35%	(263)	5%	(39)	4%	(28)	24%	(181)	758
Ethnicity: Black (Non-Hispanic)	42%	(223)	27%	(142)	4%	(24)	2%	(11)	25%	(132)	531
Ethnicity: Asian + Other (Non-Hispanic)	23%	(90)	37%	(142)	4%	(14)	1%	(3)	36%	(138)	386
Female F&b Monthly Consumer	33%	(652)	39%	(783)	4%	(83)	2%	(38)	22%	(427)	1984
Male F&b Monthly Consumer	33%	(690)	34%	(708)	3%	(59)	2%	(33)	28%	(589)	2079
Gen Z F&b Monthly Consumer	36%	(168)	36%	(171)	3%	(16)	1%	(5)	23%	(109)	469
Millennial F&b Monthly Consumer	37%	(457)	35%	(422)	6%	(70)	2%	(22)	20%	(248)	1219
Gen X F&b Monthly Consumer	30%	(287)	34%	(319)	4%	(35)	2%	(15)	31%	(294)	950
Boomer F&b Monthly Consumer	30%	(404)	41%	(551)	2%	(24)	2%	(29)	26%	(350)	1358
HHI <$50k F&b Monthly Consumer	30%	(600)	36%	(710)	5%	(91)	2%	(43)	28%	(551)	1995
HHI $50-$100k F&b Monthly Consumer	35%	(486)	39%	(542)	2%	(34)	1%	(18)	23%	(323)	1404
HHI $100k+ F&b Monthly Consumer	38%	(263)	36%	(246)	3%	(21)	1%	(10)	22%	(149)	688
PID: Dem (No Lean) F&b Monthly Consumer	42%	(724)	36%	(623)	2%	(42)	1%	(17)	18%	(314)	1720
PID: Ind (No Lean) F&b Monthly Consumer	25%	(286)	37%	(422)	5%	(56)	1%	(16)	32%	(371)	1150
PID: Rep (No Lean) F&b Monthly Consumer	28%	(340)	37%	(454)	4%	(48)	3%	(38)	28%	(338)	1217

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
Female Hh Goods Monthly Consumer	34%	(509)	40%	(601)	5%	(81)	2%	(35)	18%	(272)	1498
Male Hh Goods Monthly Consumer	35%	(564)	34%	(538)	3%	(41)	2%	(29)	27%	(430)	1601
Gen Z Hh Goods Monthly Consumer	35%	(127)	39%	(142)	4%	(14)	1%	(5)	22%	(80)	367
Millennial Hh Goods Monthly Consumer	39%	(400)	34%	(347)	6%	(60)	2%	(23)	19%	(191)	1022
Gen X Hh Goods Monthly Consumer	30%	(227)	35%	(263)	4%	(32)	2%	(13)	29%	(215)	750
Boomer Hh Goods Monthly Consumer	33%	(299)	40%	(368)	2%	(16)	2%	(22)	23%	(205)	911
HHI <$50k Hh Goods Monthly Consumer	30%	(449)	37%	(540)	5%	(76)	3%	(39)	25%	(373)	1477
HHI $50-$100k Hh Goods Monthly Consumer	37%	(402)	38%	(412)	3%	(31)	2%	(17)	21%	(232)	1095
HHI $100k+ Hh Goods Monthly Consumer	42%	(226)	35%	(191)	3%	(17)	1%	(8)	18%	(96)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	45%	(599)	35%	(464)	3%	(37)	1%	(18)	16%	(216)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	25%	(214)	37%	(318)	6%	(51)	1%	(12)	31%	(265)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	29%	(264)	39%	(361)	4%	(37)	4%	(34)	24%	(220)	915
Female Apparel Monthly Consumer	42%	(329)	38%	(304)	6%	(44)	2%	(16)	12%	(98)	790
Male Apparel Monthly Consumer	36%	(307)	33%	(283)	4%	(33)	2%	(17)	25%	(216)	855
Gen Z Apparel Monthly Consumer	39%	(108)	39%	(108)	4%	(10)	1%	(3)	18%	(49)	279
Millennial Apparel Monthly Consumer	42%	(297)	36%	(256)	6%	(45)	2%	(16)	14%	(98)	713
Gen X Apparel Monthly Consumer	32%	(122)	33%	(128)	5%	(18)	2%	(9)	28%	(108)	385
Boomer Apparel Monthly Consumer	41%	(108)	34%	(92)	2%	(6)	1%	(3)	21%	(57)	267
HHI <$50k Apparel Monthly Consumer	35%	(233)	34%	(229)	6%	(37)	2%	(11)	24%	(163)	674
HHI $50-$100k Apparel Monthly Consumer	41%	(265)	37%	(240)	4%	(25)	2%	(13)	17%	(109)	652
HHI $100k+ Apparel Monthly Consumer	43%	(142)	36%	(118)	5%	(17)	2%	(8)	13%	(43)	328
PID: Dem (No Lean) Apparel Monthly Consumer	45%	(366)	33%	(266)	4%	(34)	1%	(11)	16%	(130)	806
PID: Ind (No Lean) Apparel Monthly Consumer	31%	(124)	38%	(152)	7%	(26)	3%	(10)	23%	(91)	404
PID: Rep (No Lean) Apparel Monthly Consumer	34%	(150)	38%	(170)	4%	(19)	3%	(11)	21%	(94)	444
Female Electronics Yearly Consumer	34%	(500)	41%	(591)	5%	(78)	2%	(26)	18%	(258)	1452
Male Electronics Yearly Consumer	33%	(399)	36%	(428)	4%	(43)	2%	(21)	25%	(301)	1192
Gen Z Electronics Yearly Consumer	35%	(131)	37%	(138)	3%	(13)	1%	(6)	23%	(86)	374
Millennial Electronics Yearly Consumer	37%	(377)	36%	(360)	7%	(71)	2%	(23)	17%	(174)	1007
Gen X Electronics Yearly Consumer	31%	(196)	38%	(239)	3%	(20)	2%	(10)	26%	(162)	627
Boomer Electronics Yearly Consumer	31%	(188)	44%	(268)	3%	(16)	1%	(8)	21%	(128)	607

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
HHI <$50k Electronics Yearly Consumer	31%	(360)	38%	(448)	6%	(66)	2%	(19)	23%	(272)	1165
HHI $50-$100k Electronics Yearly Consumer	36%	(353)	39%	(383)	3%	(34)	2%	(18)	20%	(198)	987
HHI $100k+ Electronics Yearly Consumer	38%	(192)	38%	(190)	5%	(23)	2%	(9)	18%	(91)	505
PID: Dem (No Lean) Electronics Yearly Consumer	42%	(482)	38%	(446)	4%	(43)	1%	(16)	15%	(174)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	27%	(193)	36%	(262)	6%	(44)	2%	(15)	29%	(211)	725
PID: Rep (No Lean) Electronics Yearly Consumer	30%	(229)	41%	(313)	5%	(37)	2%	(16)	23%	(176)	771
Female Beauty & Care Monthly Consumer	37%	(491)	40%	(533)	5%	(70)	3%	(34)	16%	(217)	1346
Male Beauty & Care Monthly Consumer	36%	(525)	32%	(468)	3%	(49)	2%	(22)	26%	(381)	1444
Gen Z Beauty & Care Monthly Consumer	40%	(149)	34%	(124)	4%	(14)	1%	(3)	22%	(81)	371
Millennial Beauty & Care Monthly Consumer	41%	(395)	34%	(331)	7%	(67)	2%	(18)	16%	(152)	962
Gen X Beauty & Care Monthly Consumer	30%	(205)	36%	(250)	4%	(26)	2%	(14)	28%	(194)	688
Boomer Beauty & Care Monthly Consumer	35%	(258)	39%	(292)	2%	(14)	3%	(21)	22%	(162)	747
HHI <$50k Beauty & Care Monthly Consumer	33%	(432)	36%	(472)	5%	(70)	2%	(32)	24%	(320)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	38%	(380)	37%	(369)	3%	(35)	1%	(14)	21%	(212)	1010
HHI $100k+ Beauty & Care Monthly Consumer	44%	(208)	35%	(167)	4%	(18)	2%	(10)	15%	(68)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	46%	(574)	34%	(427)	3%	(41)	1%	(17)	15%	(186)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	26%	(198)	36%	(271)	6%	(48)	1%	(10)	30%	(222)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	30%	(247)	38%	(309)	4%	(34)	4%	(29)	24%	(193)	812
Female Insurance Yearly Consumer	33%	(514)	41%	(640)	5%	(82)	1%	(24)	20%	(317)	1577
Male Insurance Yearly Consumer	34%	(513)	36%	(546)	3%	(43)	2%	(26)	25%	(386)	1513
Gen Z Insurance Yearly Consumer	40%	(138)	37%	(126)	2%	(8)	1%	(5)	19%	(66)	343
Millennial Insurance Yearly Consumer	37%	(354)	37%	(356)	7%	(66)	2%	(20)	16%	(155)	951
Gen X Insurance Yearly Consumer	31%	(207)	35%	(239)	4%	(26)	2%	(12)	29%	(193)	677
Boomer Insurance Yearly Consumer	29%	(303)	42%	(436)	2%	(23)	1%	(13)	25%	(263)	1038
HHI <$50k Insurance Yearly Consumer	31%	(430)	37%	(507)	5%	(74)	1%	(20)	25%	(337)	1369
HHI $50-$100k Insurance Yearly Consumer	34%	(387)	41%	(466)	3%	(30)	2%	(21)	21%	(242)	1146
HHI $100k+ Insurance Yearly Consumer	37%	(213)	37%	(215)	4%	(22)	2%	(9)	21%	(124)	582
PID: Dem (No Lean) Insurance Yearly Consumer	42%	(546)	38%	(493)	3%	(41)	1%	(13)	16%	(204)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	26%	(221)	36%	(312)	5%	(44)	2%	(16)	31%	(265)	857
PID: Rep (No Lean) Insurance Yearly Consumer	28%	(264)	41%	(384)	4%	(41)	2%	(20)	25%	(234)	943

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
Female Pharma Monthly Consumer	36%	(493)	40%	(553)	4%	(61)	1%	(16)	18%	(252)	1374
Male Pharma Monthly Consumer	34%	(479)	34%	(471)	3%	(44)	2%	(28)	27%	(375)	1396
Gen Z Pharma Monthly Consumer	40%	(118)	36%	(107)	4%	(11)	1%	(4)	18%	(53)	294
Millennial Pharma Monthly Consumer	40%	(328)	34%	(282)	6%	(53)	2%	(20)	17%	(141)	823
Gen X Pharma Monthly Consumer	31%	(219)	35%	(246)	4%	(28)	2%	(13)	27%	(190)	696
Boomer Pharma Monthly Consumer	32%	(293)	41%	(367)	2%	(15)	1%	(7)	25%	(224)	907
HHI <$50k Pharma Monthly Consumer	32%	(429)	36%	(488)	5%	(61)	1%	(19)	26%	(350)	1347
HHI $50-$100k Pharma Monthly Consumer	38%	(364)	38%	(367)	3%	(32)	2%	(15)	20%	(192)	970
HHI $100k+ Pharma Monthly Consumer	39%	(184)	37%	(173)	3%	(15)	2%	(10)	18%	(84)	467
PID: Dem (No Lean) Pharma Monthly Consumer	44%	(533)	36%	(438)	3%	(38)	1%	(13)	15%	(186)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	27%	(194)	37%	(267)	6%	(41)	2%	(12)	29%	(212)	726
PID: Rep (No Lean) Pharma Monthly Consumer	29%	(249)	38%	(322)	3%	(29)	2%	(19)	27%	(229)	850
Female Media Monthly Consumer	37%	(383)	39%	(408)	6%	(59)	2%	(18)	16%	(169)	1037
Male Media Monthly Consumer	38%	(338)	35%	(309)	4%	(37)	2%	(14)	21%	(180)	878
Gen Z Media Monthly Consumer	39%	(118)	38%	(113)	3%	(9)	2%	(6)	18%	(54)	300
Millennial Media Monthly Consumer	41%	(316)	35%	(269)	8%	(61)	2%	(14)	15%	(117)	777
Gen X Media Monthly Consumer	36%	(158)	38%	(166)	4%	(15)	2%	(9)	21%	(90)	438
Boomer Media Monthly Consumer	31%	(121)	43%	(168)	3%	(12)	1%	(3)	21%	(82)	387
HHI <$50k Media Monthly Consumer	32%	(264)	39%	(314)	7%	(57)	2%	(14)	20%	(166)	814
HHI $50-$100k Media Monthly Consumer	41%	(299)	37%	(274)	3%	(22)	1%	(8)	18%	(131)	735
HHI $100k+ Media Monthly Consumer	43%	(160)	35%	(132)	5%	(19)	3%	(10)	14%	(52)	372
PID: Dem (No Lean) Media Monthly Consumer	46%	(415)	34%	(307)	4%	(39)	2%	(15)	13%	(118)	894
PID: Ind (No Lean) Media Monthly Consumer	26%	(132)	38%	(191)	7%	(33)	1%	(7)	28%	(138)	501
PID: Rep (No Lean) Media Monthly Consumer	33%	(176)	42%	(222)	5%	(26)	2%	(10)	18%	(93)	526
Female Ent. Products Monthly Consumer	40%	(314)	36%	(286)	7%	(55)	1%	(10)	16%	(124)	789
Male Ent. Products Monthly Consumer	36%	(186)	36%	(187)	5%	(27)	3%	(14)	21%	(108)	522
Gen Z Ent. Products Monthly Consumer	40%	(99)	41%	(100)	4%	(9)	1%	(4)	14%	(34)	246
Millennial Ent. Products Monthly Consumer	41%	(275)	34%	(231)	8%	(52)	1%	(10)	16%	(108)	676
Gen X Ent. Products Monthly Consumer	33%	(82)	35%	(88)	5%	(13)	3%	(6)	24%	(60)	249
Boomer Ent. Products Monthly Consumer	34%	(48)	38%	(54)	5%	(8)	3%	(5)	19%	(27)	141

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Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
HHI <$50k Ent. Products Monthly Consumer	34%	(177)	34%	(176)	8%	(42)	2%	(10)	22%	(113)	518
HHI $50-$100k Ent. Products Monthly Consumer	41%	(214)	38%	(196)	4%	(23)	1%	(7)	16%	(83)	523
HHI $100k+ Ent. Products Monthly Consumer	41%	(113)	37%	(101)	6%	(18)	3%	(7)	13%	(35)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	46%	(294)	34%	(218)	6%	(35)	1%	(8)	13%	(80)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	29%	(96)	35%	(115)	8%	(26)	3%	(8)	25%	(81)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	32%	(114)	40%	(141)	6%	(21)	2%	(8)	20%	(70)	354
Female Travel Yearly Consumer	36%	(467)	39%	(511)	5%	(69)	1%	(19)	19%	(247)	1314
Male Travel Yearly Consumer	37%	(384)	36%	(372)	4%	(37)	2%	(21)	21%	(213)	1027
Gen Z Travel Yearly Consumer	37%	(123)	39%	(127)	3%	(10)	2%	(5)	19%	(64)	329
Millennial Travel Yearly Consumer	39%	(336)	35%	(303)	7%	(64)	2%	(19)	16%	(136)	858
Gen X Travel Yearly Consumer	36%	(172)	37%	(176)	4%	(17)	1%	(7)	22%	(107)	479
Boomer Travel Yearly Consumer	32%	(209)	41%	(269)	2%	(16)	1%	(9)	22%	(145)	648
HHI <$50k Travel Yearly Consumer	35%	(282)	36%	(291)	7%	(54)	2%	(18)	20%	(161)	806
HHI $50-$100k Travel Yearly Consumer	37%	(356)	39%	(384)	3%	(31)	2%	(15)	19%	(188)	974
HHI $100k+ Travel Yearly Consumer	38%	(217)	37%	(212)	4%	(22)	1%	(7)	20%	(112)	570
PID: Dem (No Lean) Travel Yearly Consumer	44%	(477)	36%	(392)	4%	(41)	1%	(15)	15%	(166)	1090
PID: Ind (No Lean) Travel Yearly Consumer	28%	(164)	37%	(216)	7%	(39)	2%	(11)	26%	(147)	578
PID: Rep (No Lean) Travel Yearly Consumer	31%	(214)	41%	(281)	4%	(27)	2%	(15)	21%	(147)	683
Female Alcohol Weekly Consumer	39%	(198)	37%	(187)	5%	(24)	1%	(7)	17%	(87)	503
Male Alcohol Weekly Consumer	40%	(88)	30%	(68)	4%	(8)	2%	(3)	25%	(56)	224
Gen Z Alcohol Weekly Consumer	59%	(30)	26%	(13)	5%	(2)	—	(0)	10%	(5)	50
Millennial Alcohol Weekly Consumer	47%	(153)	33%	(108)	6%	(21)	2%	(6)	13%	(41)	329
Gen X Alcohol Weekly Consumer	29%	(55)	37%	(70)	4%	(8)	2%	(5)	27%	(51)	189
Boomer Alcohol Weekly Consumer	28%	(43)	40%	(61)	1%	(1)	—	(0)	30%	(46)	150
HHI <$50k Alcohol Weekly Consumer	29%	(79)	38%	(102)	7%	(19)	1%	(2)	25%	(66)	269
HHI $50-$100k Alcohol Weekly Consumer	46%	(134)	33%	(95)	3%	(8)	1%	(3)	18%	(51)	291
HHI $100k+ Alcohol Weekly Consumer	44%	(74)	35%	(59)	3%	(4)	3%	(5)	16%	(26)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	47%	(175)	32%	(119)	1%	(5)	1%	(3)	18%	(67)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	32%	(50)	39%	(61)	7%	(11)	—	(1)	22%	(35)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	31%	(62)	37%	(75)	8%	(16)	3%	(6)	21%	(41)	201

Continued on next page

Table MCBR2_9: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with an average body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	33%	(1431)	36%	(1567)	4%	(173)	2%	(92)	26%	(1138)	4401
Monthly Beer Drinkers	36%	(554)	39%	(604)	4%	(65)	2%	(25)	19%	(301)	1549
Don't Drink Beer	31%	(157)	30%	(154)	2%	(10)	2%	(9)	35%	(177)	507
Monthly Wine Drinkers	39%	(554)	37%	(518)	3%	(46)	2%	(26)	19%	(276)	1418
Don't Drink Wine	28%	(137)	36%	(178)	4%	(22)	1%	(7)	30%	(147)	490
Monthly Hard Seltzer Drinker	45%	(364)	35%	(289)	3%	(27)	2%	(14)	15%	(124)	818
Don't Drink Hard Seltzer	29%	(362)	35%	(434)	3%	(36)	2%	(24)	30%	(370)	1227
Monthly Spirits Drinker	38%	(532)	37%	(512)	4%	(52)	2%	(21)	20%	(273)	1390
Don't Drink Spirits	30%	(155)	32%	(167)	3%	(14)	2%	(12)	32%	(166)	514
Monthly Canned Cocktail Drinker	44%	(325)	35%	(258)	3%	(25)	2%	(18)	16%	(118)	743
Don't Drink Canned Cocktails	30%	(386)	36%	(457)	3%	(37)	2%	(21)	29%	(368)	1270
Weekly Beer Drinker	38%	(394)	38%	(387)	5%	(47)	2%	(20)	17%	(180)	1028
Weekly Wine Drinker	43%	(339)	36%	(282)	3%	(26)	2%	(16)	16%	(129)	791
Weekly Hard Seltzer Drinker	52%	(219)	32%	(136)	3%	(14)	2%	(8)	10%	(44)	421
Weekly Spirits Drinker	42%	(299)	35%	(249)	3%	(25)	2%	(12)	18%	(129)	714
Weekly Canned Cocktail Drinker	49%	(182)	29%	(106)	3%	(12)	3%	(9)	16%	(58)	368
Don't Drink Alcohol	29%	(505)	35%	(597)	5%	(84)	3%	(47)	29%	(497)	1731
Purchased Car in Past 2 Years	34%	(311)	38%	(349)	4%	(34)	2%	(19)	22%	(201)	914
Aware of Bud Light Events	37%	(1003)	37%	(1004)	4%	(111)	2%	(61)	19%	(512)	2692

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

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
Gender: Male	30%	(634)	33%	(706)	9%	(182)	5%	(115)	23%	(490)	2127
Gender: Female	32%	(725)	30%	(681)	6%	(127)	3%	(62)	29%	(652)	2247
Age: 18-34	37%	(464)	29%	(360)	8%	(98)	4%	(53)	23%	(287)	1262
Age: 35-44	30%	(224)	34%	(256)	8%	(58)	5%	(39)	22%	(166)	743
Age: 45-64	30%	(420)	32%	(451)	6%	(87)	4%	(54)	29%	(410)	1422
Age: 65+	27%	(261)	34%	(330)	7%	(66)	3%	(30)	29%	(287)	974
GenZers: 1997-2012	40%	(210)	25%	(130)	7%	(38)	5%	(26)	23%	(124)	529
Millennials: 1981-1996	32%	(433)	33%	(443)	8%	(105)	5%	(61)	22%	(299)	1341
GenXers: 1965-1980	30%	(303)	30%	(305)	7%	(72)	3%	(32)	30%	(304)	1017
Baby Boomers: 1946-1964	28%	(398)	34%	(486)	6%	(84)	4%	(53)	28%	(393)	1414
PID: Dem (no lean)	42%	(773)	33%	(597)	6%	(102)	3%	(49)	17%	(316)	1836
PID: Ind (no lean)	22%	(284)	30%	(384)	8%	(104)	3%	(38)	37%	(474)	1284
PID: Rep (no lean)	24%	(311)	32%	(415)	8%	(105)	7%	(91)	28%	(358)	1280
PID/Gender: Dem Men	44%	(398)	34%	(305)	6%	(51)	3%	(24)	14%	(129)	907
PID/Gender: Dem Women	40%	(372)	31%	(290)	6%	(51)	3%	(25)	20%	(187)	924
PID/Gender: Ind Men	16%	(92)	34%	(192)	11%	(65)	3%	(17)	35%	(197)	562
PID/Gender: Ind Women	26%	(185)	27%	(188)	5%	(37)	3%	(21)	39%	(272)	703
PID/Gender: Rep Men	22%	(144)	32%	(209)	10%	(66)	11%	(74)	25%	(163)	656
PID/Gender: Rep Women	27%	(167)	33%	(204)	6%	(38)	3%	(17)	31%	(194)	620
Ideo: Liberal (1-3)	46%	(638)	30%	(418)	5%	(74)	2%	(33)	16%	(220)	1382
Ideo: Moderate (4)	24%	(311)	37%	(472)	8%	(108)	3%	(37)	27%	(348)	1276
Ideo: Conservative (5-7)	25%	(336)	31%	(416)	8%	(109)	6%	(82)	29%	(394)	1336
Educ: < College	31%	(900)	30%	(870)	6%	(180)	4%	(115)	28%	(811)	2875
Educ: Bachelors degree	28%	(275)	36%	(345)	9%	(91)	4%	(41)	22%	(216)	968
Educ: Post-grad	35%	(193)	33%	(182)	7%	(38)	4%	(22)	22%	(121)	556
Income: Under 50k	29%	(622)	31%	(665)	7%	(153)	4%	(89)	30%	(645)	2174
Income: 50k-100k	33%	(494)	34%	(506)	6%	(91)	4%	(64)	22%	(333)	1489
Income: 100k+	34%	(252)	31%	(225)	9%	(66)	3%	(24)	23%	(170)	736
Ethnicity: White	31%	(1045)	33%	(1106)	7%	(238)	4%	(139)	26%	(866)	3395
Ethnicity: Hispanic	34%	(260)	29%	(220)	7%	(52)	8%	(63)	21%	(162)	758

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Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
Ethnicity: Black	38%	(217)	28%	(160)	5%	(30)	4%	(23)	24%	(136)	566
Ethnicity: Other	24%	(106)	30%	(130)	10%	(42)	3%	(14)	33%	(146)	439
All Christian	29%	(566)	34%	(672)	7%	(127)	4%	(83)	26%	(501)	1949
All Non-Christian	41%	(162)	30%	(117)	7%	(27)	4%	(16)	18%	(73)	395
Atheist	38%	(71)	28%	(54)	6%	(12)	8%	(15)	20%	(38)	190
Agnostic/Nothing in particular	30%	(345)	29%	(327)	7%	(84)	4%	(42)	29%	(333)	1131
Something Else	31%	(225)	31%	(226)	8%	(60)	3%	(20)	28%	(204)	735
Religious Non-Protestant/Catholic	40%	(180)	31%	(137)	7%	(29)	4%	(17)	19%	(84)	447
Evangelical	31%	(361)	33%	(382)	7%	(78)	4%	(47)	25%	(286)	1155
Non-Evangelical	28%	(420)	33%	(494)	7%	(101)	4%	(52)	28%	(407)	1475
Community: Urban	35%	(507)	32%	(460)	7%	(95)	5%	(74)	21%	(303)	1439
Community: Suburban	30%	(589)	31%	(603)	7%	(140)	3%	(62)	28%	(543)	1936
Community: Rural	27%	(273)	32%	(333)	7%	(75)	4%	(41)	30%	(304)	1025
Employ: Private Sector	33%	(467)	33%	(456)	9%	(124)	5%	(71)	20%	(281)	1397
Employ: Government	46%	(135)	26%	(77)	7%	(19)	4%	(11)	18%	(53)	294
Employ: Self-Employed	30%	(130)	34%	(150)	7%	(32)	4%	(17)	25%	(109)	438
Employ: Homemaker	29%	(69)	28%	(67)	4%	(9)	4%	(11)	35%	(85)	241
Employ: Student	46%	(81)	25%	(44)	7%	(13)	—	(0)	21%	(38)	176
Employ: Retired	28%	(315)	32%	(361)	6%	(73)	4%	(42)	30%	(335)	1127
Employ: Unemployed	23%	(109)	32%	(151)	7%	(34)	3%	(13)	35%	(163)	471
Employ: Other	24%	(62)	35%	(91)	2%	(6)	5%	(12)	33%	(85)	256
Military HH: Yes	32%	(200)	32%	(201)	8%	(49)	4%	(28)	24%	(155)	634
Military HH: No	31%	(1168)	32%	(1194)	7%	(261)	4%	(149)	26%	(994)	3766
2022 House Vote: Democrat	40%	(737)	34%	(613)	5%	(95)	4%	(64)	17%	(319)	1827
2022 House Vote: Republican	23%	(289)	33%	(421)	9%	(116)	4%	(56)	31%	(388)	1270
2022 House Vote: Someone else	21%	(21)	29%	(29)	9%	(9)	7%	(7)	35%	(35)	101
2022 House Vote: Didnt Vote	27%	(322)	28%	(333)	7%	(89)	4%	(50)	34%	(408)	1202

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
2020 Vote: Joe Biden	41%	(785)	33%	(639)	5%	(90)	3%	(59)	18%	(352)	1925
2020 Vote: Donald Trump	23%	(305)	33%	(444)	8%	(108)	5%	(69)	31%	(425)	1351
2020 Vote: Other	23%	(28)	28%	(34)	11%	(13)	4%	(4)	35%	(42)	121
2020 Vote: Didn't Vote	25%	(251)	28%	(278)	10%	(98)	4%	(45)	33%	(329)	1001
2018 House Vote: Democrat	41%	(672)	33%	(539)	6%	(92)	2%	(35)	18%	(288)	1627
2018 House Vote: Republican	23%	(276)	34%	(407)	8%	(96)	4%	(52)	30%	(357)	1188
2018 House Vote: Someone else	21%	(21)	26%	(26)	9%	(9)	7%	(7)	38%	(38)	102
2018 House Vote: Didnt Vote	27%	(399)	29%	(424)	8%	(113)	6%	(83)	31%	(466)	1484
4-Region: Northeast	38%	(292)	28%	(219)	6%	(46)	2%	(18)	26%	(197)	771
4-Region: Midwest	29%	(267)	35%	(320)	7%	(65)	4%	(36)	24%	(222)	909
4-Region: South	30%	(504)	31%	(524)	7%	(125)	4%	(68)	27%	(458)	1679
4-Region: West	29%	(306)	32%	(334)	7%	(74)	5%	(55)	26%	(273)	1042
2304079	30%	(669)	32%	(711)	7%	(155)	3%	(73)	27%	(591)	2199
2304086	32%	(699)	31%	(686)	7%	(155)	5%	(104)	25%	(559)	2202
Ethnicity: White (Non-Hispanic)	30%	(812)	33%	(912)	7%	(195)	3%	(84)	26%	(722)	2725
Ethnicity: Hispanic	34%	(260)	29%	(220)	7%	(52)	8%	(63)	21%	(162)	758
Ethnicity: Black (Non-Hispanic)	39%	(207)	28%	(151)	5%	(25)	3%	(17)	25%	(131)	531
Ethnicity: Asian + Other (Non-Hispanic)	23%	(89)	29%	(113)	10%	(38)	3%	(13)	34%	(133)	386
Female F&b Monthly Consumer	31%	(605)	34%	(679)	8%	(161)	5%	(98)	22%	(440)	1984
Male F&b Monthly Consumer	33%	(689)	32%	(655)	5%	(103)	2%	(51)	28%	(580)	2079
Gen Z F&b Monthly Consumer	41%	(192)	26%	(124)	7%	(32)	5%	(21)	21%	(100)	469
Millennial F&b Monthly Consumer	34%	(409)	34%	(414)	7%	(91)	4%	(46)	21%	(258)	1219
Gen X F&b Monthly Consumer	31%	(294)	31%	(295)	6%	(56)	3%	(27)	29%	(278)	950
Boomer F&b Monthly Consumer	28%	(383)	35%	(479)	6%	(79)	4%	(50)	27%	(366)	1358
HHI <$50k F&b Monthly Consumer	29%	(583)	32%	(642)	6%	(124)	4%	(80)	28%	(565)	1995
HHI $50-$100k F&b Monthly Consumer	34%	(479)	35%	(484)	6%	(82)	3%	(49)	22%	(310)	1404
HHI $100k+ F&b Monthly Consumer	35%	(241)	31%	(215)	9%	(60)	3%	(20)	22%	(151)	688
PID: Dem (No Lean) F&b Monthly Consumer	43%	(742)	33%	(572)	5%	(86)	2%	(32)	17%	(288)	1720
PID: Ind (No Lean) F&b Monthly Consumer	23%	(262)	32%	(369)	7%	(83)	3%	(33)	35%	(404)	1150
PID: Rep (No Lean) F&b Monthly Consumer	25%	(300)	33%	(401)	8%	(98)	7%	(84)	27%	(335)	1217

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
Female Hh Goods Monthly Consumer	33%	(497)	33%	(495)	9%	(136)	5%	(78)	20%	(292)	1498
Male Hh Goods Monthly Consumer	34%	(552)	30%	(483)	6%	(91)	2%	(40)	27%	(436)	1601
Gen Z Hh Goods Monthly Consumer	42%	(154)	26%	(94)	9%	(33)	4%	(13)	20%	(72)	367
Millennial Hh Goods Monthly Consumer	36%	(368)	33%	(337)	7%	(75)	4%	(45)	19%	(197)	1022
Gen X Hh Goods Monthly Consumer	30%	(224)	31%	(230)	8%	(62)	2%	(19)	29%	(215)	750
Boomer Hh Goods Monthly Consumer	32%	(291)	33%	(300)	6%	(53)	4%	(38)	25%	(228)	911
HHI <$50k Hh Goods Monthly Consumer	30%	(445)	32%	(466)	8%	(116)	4%	(54)	27%	(396)	1477
HHI $50-$100k Hh Goods Monthly Consumer	36%	(397)	32%	(354)	6%	(67)	4%	(45)	21%	(232)	1095
HHI $100k+ Hh Goods Monthly Consumer	40%	(213)	30%	(162)	9%	(46)	3%	(18)	19%	(100)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	46%	(613)	31%	(417)	5%	(67)	2%	(28)	16%	(210)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	24%	(203)	30%	(260)	10%	(83)	2%	(21)	34%	(293)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	26%	(239)	33%	(305)	9%	(79)	7%	(69)	24%	(224)	915
Female Apparel Monthly Consumer	38%	(304)	34%	(266)	9%	(75)	6%	(50)	12%	(95)	790
Male Apparel Monthly Consumer	36%	(308)	29%	(250)	7%	(62)	3%	(30)	24%	(206)	855
Gen Z Apparel Monthly Consumer	43%	(120)	28%	(78)	10%	(29)	4%	(10)	15%	(42)	279
Millennial Apparel Monthly Consumer	38%	(269)	35%	(246)	6%	(46)	6%	(44)	15%	(108)	713
Gen X Apparel Monthly Consumer	33%	(127)	28%	(109)	11%	(42)	4%	(15)	24%	(91)	385
Boomer Apparel Monthly Consumer	36%	(97)	29%	(78)	8%	(20)	4%	(11)	23%	(60)	267
HHI <$50k Apparel Monthly Consumer	34%	(229)	29%	(195)	10%	(68)	4%	(27)	23%	(155)	674
HHI $50-$100k Apparel Monthly Consumer	39%	(256)	33%	(215)	6%	(41)	6%	(37)	16%	(104)	652
HHI $100k+ Apparel Monthly Consumer	40%	(131)	33%	(107)	9%	(28)	5%	(17)	14%	(45)	328
PID: Dem (No Lean) Apparel Monthly Consumer	46%	(371)	30%	(245)	6%	(49)	3%	(27)	14%	(113)	806
PID: Ind (No Lean) Apparel Monthly Consumer	26%	(105)	33%	(135)	12%	(49)	4%	(17)	24%	(98)	404
PID: Rep (No Lean) Apparel Monthly Consumer	31%	(140)	31%	(136)	9%	(40)	8%	(36)	21%	(92)	444
Female Electronics Yearly Consumer	32%	(471)	34%	(495)	10%	(139)	5%	(77)	19%	(270)	1452
Male Electronics Yearly Consumer	33%	(390)	32%	(383)	7%	(81)	3%	(37)	25%	(300)	1192
Gen Z Electronics Yearly Consumer	38%	(140)	27%	(102)	9%	(32)	6%	(22)	21%	(78)	374
Millennial Electronics Yearly Consumer	34%	(344)	35%	(354)	8%	(78)	5%	(52)	18%	(179)	1007
Gen X Electronics Yearly Consumer	31%	(194)	32%	(202)	9%	(56)	3%	(18)	25%	(158)	627
Boomer Electronics Yearly Consumer	30%	(179)	35%	(211)	8%	(51)	3%	(20)	24%	(146)	607

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
HHI <$50k Electronics Yearly Consumer	30%	(346)	33%	(388)	9%	(103)	4%	(48)	24%	(280)	1165
HHI $50-$100k Electronics Yearly Consumer	34%	(340)	33%	(330)	7%	(70)	5%	(47)	20%	(199)	987
HHI $100k+ Electronics Yearly Consumer	36%	(181)	32%	(164)	10%	(48)	4%	(19)	18%	(93)	505
PID: Dem (No Lean) Electronics Yearly Consumer	42%	(492)	34%	(399)	6%	(71)	3%	(32)	14%	(167)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	24%	(176)	31%	(224)	10%	(76)	3%	(23)	31%	(225)	725
PID: Rep (No Lean) Electronics Yearly Consumer	26%	(198)	34%	(260)	10%	(75)	8%	(59)	23%	(180)	771
Female Beauty & Care Monthly Consumer	35%	(467)	33%	(451)	9%	(120)	6%	(81)	17%	(226)	1346
Male Beauty & Care Monthly Consumer	35%	(505)	30%	(434)	6%	(80)	3%	(41)	27%	(385)	1444
Gen Z Beauty & Care Monthly Consumer	42%	(156)	27%	(100)	6%	(23)	5%	(17)	20%	(74)	371
Millennial Beauty & Care Monthly Consumer	37%	(356)	33%	(314)	8%	(75)	5%	(49)	17%	(168)	962
Gen X Beauty & Care Monthly Consumer	30%	(209)	32%	(218)	8%	(52)	3%	(18)	28%	(191)	688
Boomer Beauty & Care Monthly Consumer	33%	(249)	33%	(246)	7%	(50)	5%	(35)	22%	(167)	747
HHI <$50k Beauty & Care Monthly Consumer	31%	(407)	32%	(419)	7%	(99)	4%	(59)	26%	(341)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	37%	(373)	32%	(327)	6%	(63)	5%	(46)	20%	(201)	1010
HHI $100k+ Beauty & Care Monthly Consumer	42%	(197)	31%	(146)	8%	(39)	4%	(18)	15%	(71)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	46%	(577)	31%	(390)	5%	(60)	3%	(34)	15%	(183)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	24%	(180)	32%	(237)	10%	(78)	2%	(17)	32%	(237)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	27%	(221)	33%	(264)	8%	(64)	9%	(71)	24%	(192)	812
Female Insurance Yearly Consumer	30%	(476)	36%	(561)	9%	(140)	4%	(66)	21%	(334)	1577
Male Insurance Yearly Consumer	32%	(491)	33%	(497)	6%	(85)	3%	(40)	26%	(401)	1513
Gen Z Insurance Yearly Consumer	42%	(146)	29%	(99)	6%	(22)	4%	(14)	18%	(62)	343
Millennial Insurance Yearly Consumer	34%	(322)	36%	(344)	8%	(76)	4%	(39)	18%	(171)	951
Gen X Insurance Yearly Consumer	29%	(196)	33%	(225)	7%	(49)	3%	(18)	28%	(190)	677
Boomer Insurance Yearly Consumer	28%	(289)	35%	(366)	7%	(69)	3%	(31)	27%	(283)	1038
HHI <$50k Insurance Yearly Consumer	29%	(399)	34%	(462)	8%	(103)	3%	(44)	26%	(360)	1369
HHI $50-$100k Insurance Yearly Consumer	33%	(377)	36%	(410)	6%	(70)	4%	(42)	22%	(246)	1146
HHI $100k+ Insurance Yearly Consumer	34%	(196)	32%	(188)	9%	(51)	3%	(20)	22%	(127)	582
PID: Dem (No Lean) Insurance Yearly Consumer	43%	(552)	35%	(449)	6%	(81)	1%	(18)	15%	(198)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	23%	(195)	32%	(277)	8%	(67)	3%	(25)	34%	(293)	857
PID: Rep (No Lean) Insurance Yearly Consumer	24%	(225)	36%	(336)	8%	(77)	7%	(62)	26%	(243)	943

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
Female Pharma Monthly Consumer	33%	(453)	35%	(478)	9%	(122)	5%	(67)	19%	(255)	1374
Male Pharma Monthly Consumer	34%	(477)	31%	(434)	6%	(78)	3%	(35)	27%	(372)	1396
Gen Z Pharma Monthly Consumer	46%	(134)	26%	(76)	9%	(26)	4%	(13)	15%	(45)	294
Millennial Pharma Monthly Consumer	36%	(296)	35%	(285)	7%	(57)	5%	(44)	17%	(143)	823
Gen X Pharma Monthly Consumer	31%	(218)	30%	(211)	8%	(57)	3%	(18)	28%	(192)	696
Boomer Pharma Monthly Consumer	30%	(272)	36%	(325)	6%	(58)	3%	(23)	25%	(229)	907
HHI <$50k Pharma Monthly Consumer	31%	(413)	32%	(427)	8%	(104)	3%	(37)	27%	(365)	1347
HHI $50-$100k Pharma Monthly Consumer	36%	(351)	34%	(334)	6%	(57)	5%	(47)	19%	(181)	970
HHI $100k+ Pharma Monthly Consumer	37%	(172)	34%	(157)	9%	(41)	4%	(18)	17%	(80)	467
PID: Dem (No Lean) Pharma Monthly Consumer	44%	(529)	34%	(410)	5%	(66)	2%	(25)	15%	(177)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	25%	(184)	32%	(231)	10%	(71)	2%	(18)	31%	(221)	726
PID: Rep (No Lean) Pharma Monthly Consumer	26%	(223)	33%	(276)	8%	(64)	7%	(60)	27%	(227)	850
Female Media Monthly Consumer	34%	(356)	35%	(364)	8%	(86)	5%	(55)	17%	(177)	1037
Male Media Monthly Consumer	37%	(326)	32%	(279)	6%	(51)	3%	(25)	22%	(196)	878
Gen Z Media Monthly Consumer	40%	(119)	30%	(89)	7%	(20)	5%	(16)	19%	(56)	300
Millennial Media Monthly Consumer	36%	(284)	34%	(262)	8%	(64)	5%	(39)	16%	(128)	777
Gen X Media Monthly Consumer	35%	(152)	34%	(150)	7%	(30)	3%	(13)	21%	(93)	438
Boomer Media Monthly Consumer	31%	(122)	36%	(138)	6%	(25)	3%	(11)	24%	(91)	387
HHI <$50k Media Monthly Consumer	32%	(257)	34%	(279)	9%	(74)	4%	(30)	21%	(174)	814
HHI $50-$100k Media Monthly Consumer	38%	(279)	33%	(242)	5%	(37)	5%	(34)	20%	(144)	735
HHI $100k+ Media Monthly Consumer	40%	(148)	34%	(126)	7%	(28)	4%	(16)	15%	(54)	372
PID: Dem (No Lean) Media Monthly Consumer	45%	(404)	32%	(288)	6%	(55)	3%	(26)	14%	(121)	894
PID: Ind (No Lean) Media Monthly Consumer	25%	(126)	32%	(160)	10%	(49)	3%	(14)	30%	(152)	501
PID: Rep (No Lean) Media Monthly Consumer	29%	(154)	38%	(198)	6%	(34)	8%	(40)	19%	(100)	526
Female Ent. Products Monthly Consumer	37%	(295)	30%	(240)	9%	(75)	6%	(51)	16%	(128)	789
Male Ent. Products Monthly Consumer	34%	(179)	32%	(168)	7%	(37)	4%	(22)	22%	(116)	522
Gen Z Ent. Products Monthly Consumer	45%	(110)	25%	(62)	10%	(26)	8%	(19)	12%	(30)	246
Millennial Ent. Products Monthly Consumer	36%	(243)	33%	(225)	8%	(54)	5%	(37)	17%	(116)	676
Gen X Ent. Products Monthly Consumer	31%	(77)	31%	(76)	9%	(23)	3%	(8)	26%	(65)	249
Boomer Ent. Products Monthly Consumer	34%	(47)	31%	(44)	7%	(9)	7%	(9)	22%	(31)	141

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
HHI <$50k Ent. Products Monthly Consumer	32%	(164)	30%	(153)	10%	(53)	6%	(30)	23%	(118)	518
HHI $50-$100k Ent. Products Monthly Consumer	39%	(203)	32%	(166)	6%	(31)	6%	(31)	18%	(93)	523
HHI $100k+ Ent. Products Monthly Consumer	40%	(110)	33%	(90)	11%	(29)	4%	(12)	12%	(34)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	47%	(301)	30%	(191)	7%	(45)	3%	(18)	13%	(80)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	25%	(82)	33%	(108)	11%	(37)	4%	(14)	26%	(86)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	27%	(94)	31%	(110)	9%	(31)	11%	(40)	22%	(79)	354
Female Travel Yearly Consumer	33%	(437)	33%	(431)	9%	(122)	5%	(64)	20%	(259)	1314
Male Travel Yearly Consumer	36%	(372)	33%	(341)	6%	(66)	3%	(34)	21%	(214)	1027
Gen Z Travel Yearly Consumer	41%	(136)	29%	(97)	9%	(30)	4%	(14)	16%	(53)	329
Millennial Travel Yearly Consumer	36%	(308)	33%	(282)	8%	(71)	6%	(50)	17%	(147)	858
Gen X Travel Yearly Consumer	33%	(160)	33%	(158)	8%	(39)	2%	(11)	23%	(110)	479
Boomer Travel Yearly Consumer	31%	(198)	35%	(227)	7%	(46)	3%	(21)	24%	(156)	648
HHI <$50k Travel Yearly Consumer	33%	(268)	32%	(257)	9%	(73)	5%	(38)	21%	(170)	806
HHI $50-$100k Travel Yearly Consumer	36%	(349)	34%	(334)	6%	(61)	4%	(43)	19%	(186)	974
HHI $100k+ Travel Yearly Consumer	35%	(197)	33%	(187)	9%	(53)	3%	(17)	20%	(117)	570
PID: Dem (No Lean) Travel Yearly Consumer	44%	(484)	33%	(360)	7%	(72)	2%	(19)	14%	(156)	1090
PID: Ind (No Lean) Travel Yearly Consumer	26%	(149)	33%	(193)	10%	(58)	3%	(17)	28%	(161)	578
PID: Rep (No Lean) Travel Yearly Consumer	26%	(181)	33%	(226)	9%	(58)	9%	(62)	23%	(157)	683
Female Alcohol Weekly Consumer	36%	(183)	33%	(166)	8%	(40)	5%	(28)	17%	(87)	503
Male Alcohol Weekly Consumer	41%	(93)	30%	(67)	5%	(12)	6%	(14)	17%	(39)	224
Gen Z Alcohol Weekly Consumer	53%	(27)	38%	(19)	2%	(1)	4%	(2)	3%	(1)	50
Millennial Alcohol Weekly Consumer	41%	(135)	31%	(103)	7%	(23)	7%	(22)	14%	(45)	329
Gen X Alcohol Weekly Consumer	34%	(64)	32%	(60)	9%	(16)	6%	(11)	19%	(37)	189
Boomer Alcohol Weekly Consumer	29%	(43)	32%	(48)	7%	(11)	4%	(5)	28%	(43)	150
HHI <$50k Alcohol Weekly Consumer	33%	(88)	33%	(90)	9%	(23)	5%	(12)	21%	(55)	269
HHI $50-$100k Alcohol Weekly Consumer	41%	(118)	32%	(93)	5%	(15)	6%	(18)	16%	(48)	291
HHI $100k+ Alcohol Weekly Consumer	42%	(70)	30%	(51)	8%	(13)	6%	(11)	14%	(23)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	48%	(176)	32%	(119)	5%	(17)	2%	(9)	13%	(49)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	25%	(40)	37%	(59)	10%	(16)	4%	(6)	24%	(38)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	30%	(61)	28%	(56)	9%	(19)	13%	(26)	19%	(39)	201

Continued on next page

Table MCBR2_10: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand? A person with a larger body type*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(1368)	32%	(1396)	7%	(310)	4%	(177)	26%	(1149)	4401
Monthly Beer Drinkers	36%	(558)	33%	(509)	7%	(115)	5%	(73)	19%	(293)	1549
Don't Drink Beer	30%	(152)	30%	(154)	5%	(27)	2%	(11)	32%	(163)	507
Monthly Wine Drinkers	38%	(540)	34%	(485)	6%	(80)	3%	(49)	19%	(264)	1418
Don't Drink Wine	29%	(142)	31%	(151)	6%	(31)	6%	(31)	28%	(136)	490
Monthly Hard Seltzer Drinker	45%	(364)	33%	(269)	6%	(46)	3%	(23)	14%	(116)	818
Don't Drink Hard Seltzer	28%	(344)	31%	(386)	6%	(78)	5%	(64)	29%	(355)	1227
Monthly Spirits Drinker	38%	(532)	33%	(455)	7%	(104)	4%	(55)	18%	(244)	1390
Don't Drink Spirits	30%	(153)	29%	(151)	4%	(22)	4%	(23)	32%	(165)	514
Monthly Canned Cocktail Drinker	43%	(321)	34%	(251)	6%	(43)	5%	(34)	13%	(94)	743
Don't Drink Canned Cocktails	30%	(382)	33%	(415)	6%	(71)	3%	(38)	29%	(364)	1270
Weekly Beer Drinker	38%	(387)	32%	(327)	8%	(86)	6%	(61)	16%	(167)	1028
Weekly Wine Drinker	43%	(341)	32%	(251)	5%	(39)	4%	(31)	16%	(128)	791
Weekly Hard Seltzer Drinker	51%	(217)	30%	(125)	5%	(22)	3%	(14)	10%	(43)	421
Weekly Spirits Drinker	44%	(316)	30%	(217)	8%	(58)	4%	(28)	13%	(94)	714
Weekly Canned Cocktail Drinker	49%	(182)	30%	(111)	6%	(21)	4%	(15)	11%	(39)	368
Don't Drink Alcohol	27%	(464)	31%	(532)	7%	(129)	4%	(69)	31%	(536)	1731
Purchased Car in Past 2 Years	32%	(296)	32%	(290)	7%	(68)	5%	(46)	23%	(214)	914
Aware of Bud Light Events	36%	(971)	33%	(891)	7%	(198)	4%	(117)	19%	(515)	2692

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

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
Gender: Male	35%	(748)	34%	(714)	5%	(113)	4%	(87)	22%	(465)	2127
Gender: Female	33%	(735)	32%	(713)	4%	(94)	2%	(44)	29%	(660)	2247
Age: 18-34	43%	(547)	27%	(344)	6%	(70)	3%	(33)	21%	(268)	1262
Age: 35-44	36%	(264)	35%	(257)	6%	(45)	3%	(26)	20%	(151)	743
Age: 45-64	30%	(421)	33%	(468)	4%	(57)	3%	(43)	30%	(433)	1422
Age: 65+	27%	(261)	38%	(367)	4%	(37)	3%	(29)	29%	(280)	974
GenZers: 1997-2012	42%	(225)	27%	(142)	6%	(30)	3%	(14)	22%	(118)	529
Millennials: 1981-1996	40%	(535)	31%	(415)	6%	(79)	3%	(41)	20%	(272)	1341
GenXers: 1965-1980	31%	(319)	30%	(300)	4%	(43)	2%	(24)	32%	(330)	1017
Baby Boomers: 1946-1964	28%	(393)	38%	(535)	3%	(49)	3%	(47)	28%	(389)	1414
PID: Dem (no lean)	45%	(819)	32%	(584)	4%	(79)	2%	(40)	17%	(314)	1836
PID: Ind (no lean)	26%	(340)	31%	(403)	5%	(63)	4%	(46)	34%	(432)	1284
PID: Rep (no lean)	26%	(336)	35%	(448)	5%	(66)	3%	(45)	30%	(384)	1280
PID/Gender: Dem Men	47%	(425)	33%	(297)	5%	(41)	3%	(26)	13%	(118)	907
PID/Gender: Dem Women	42%	(390)	31%	(287)	4%	(38)	1%	(13)	21%	(195)	924
PID/Gender: Ind Men	25%	(140)	33%	(186)	6%	(34)	5%	(29)	31%	(172)	562
PID/Gender: Ind Women	27%	(193)	30%	(210)	4%	(28)	2%	(17)	36%	(255)	703
PID/Gender: Rep Men	28%	(182)	35%	(232)	6%	(37)	5%	(31)	26%	(173)	656
PID/Gender: Rep Women	24%	(152)	35%	(217)	4%	(28)	2%	(13)	34%	(211)	620
Ideo: Liberal (1-3)	47%	(652)	30%	(412)	5%	(64)	2%	(29)	16%	(224)	1382
Ideo: Moderate (4)	28%	(352)	38%	(490)	5%	(67)	3%	(36)	26%	(330)	1276
Ideo: Conservative (5-7)	29%	(390)	33%	(447)	4%	(52)	4%	(55)	29%	(391)	1336
Educ: < College	33%	(949)	31%	(899)	5%	(140)	3%	(85)	28%	(801)	2875
Educ: Bachelors degree	34%	(333)	35%	(340)	5%	(48)	3%	(27)	23%	(220)	968
Educ: Post-grad	38%	(212)	35%	(196)	4%	(21)	3%	(18)	20%	(109)	556
Income: Under 50k	32%	(685)	32%	(688)	5%	(105)	3%	(65)	29%	(630)	2174
Income: 50k-100k	35%	(523)	34%	(502)	5%	(79)	3%	(46)	23%	(338)	1489
Income: 100k+	39%	(286)	33%	(245)	3%	(24)	3%	(19)	22%	(162)	736
Ethnicity: White	32%	(1072)	34%	(1158)	5%	(169)	3%	(110)	26%	(886)	3395
Ethnicity: Hispanic	36%	(276)	30%	(228)	7%	(56)	4%	(30)	22%	(168)	758

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
Ethnicity: Black	48%	(273)	26%	(147)	3%	(19)	2%	(14)	20%	(113)	566
Ethnicity: Other	34%	(150)	30%	(130)	5%	(21)	2%	(7)	30%	(131)	439
All Christian	32%	(623)	35%	(680)	5%	(91)	3%	(53)	26%	(503)	1949
All Non-Christian	44%	(173)	30%	(117)	6%	(22)	5%	(21)	16%	(61)	395
Atheist	38%	(71)	34%	(65)	5%	(10)	1%	(2)	22%	(41)	190
Agnostic/Nothing in particular	33%	(370)	30%	(344)	4%	(49)	3%	(33)	30%	(335)	1131
Something Else	35%	(257)	31%	(229)	5%	(36)	3%	(22)	26%	(190)	735
Religious Non-Protestant/Catholic	42%	(189)	31%	(137)	6%	(25)	5%	(22)	17%	(74)	447
Evangelical	35%	(403)	32%	(367)	6%	(64)	3%	(36)	25%	(285)	1155
Non-Evangelical	32%	(467)	35%	(522)	4%	(57)	2%	(36)	27%	(392)	1475
Community: Urban	40%	(571)	32%	(465)	4%	(54)	5%	(66)	20%	(284)	1439
Community: Suburban	33%	(639)	32%	(622)	5%	(89)	2%	(30)	29%	(556)	1936
Community: Rural	28%	(285)	34%	(348)	6%	(66)	3%	(34)	29%	(292)	1025
Employ: Private Sector	38%	(530)	34%	(469)	4%	(63)	3%	(41)	21%	(295)	1397
Employ: Government	48%	(143)	29%	(86)	5%	(13)	2%	(5)	16%	(47)	294
Employ: Self-Employed	34%	(149)	30%	(132)	6%	(28)	4%	(18)	25%	(110)	438
Employ: Homemaker	28%	(68)	29%	(70)	4%	(11)	3%	(8)	35%	(84)	241
Employ: Student	47%	(83)	30%	(53)	4%	(6)	—	(1)	19%	(33)	176
Employ: Retired	27%	(299)	35%	(398)	4%	(47)	4%	(39)	31%	(344)	1127
Employ: Unemployed	29%	(135)	32%	(152)	6%	(28)	2%	(12)	31%	(144)	471
Employ: Other	34%	(88)	29%	(75)	5%	(13)	2%	(6)	29%	(74)	256
Military HH: Yes	33%	(212)	32%	(205)	6%	(38)	3%	(17)	25%	(161)	634
Military HH: No	34%	(1282)	33%	(1229)	5%	(171)	3%	(113)	26%	(971)	3766
2022 House Vote: Democrat	43%	(780)	33%	(594)	4%	(68)	3%	(53)	18%	(333)	1827
2022 House Vote: Republican	26%	(329)	35%	(443)	6%	(75)	3%	(34)	31%	(390)	1270
2022 House Vote: Someone else	26%	(27)	30%	(30)	7%	(7)	6%	(6)	31%	(31)	101
2022 House Vote: Didnt Vote	30%	(359)	31%	(368)	5%	(59)	3%	(38)	31%	(378)	1202

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
2020 Vote: Joe Biden	42%	(818)	32%	(618)	4%	(73)	3%	(50)	19%	(366)	1925
2020 Vote: Donald Trump	26%	(352)	37%	(499)	4%	(52)	2%	(33)	31%	(416)	1351
2020 Vote: Other	25%	(30)	34%	(41)	8%	(10)	3%	(4)	30%	(37)	121
2020 Vote: Didn't Vote	29%	(295)	28%	(277)	7%	(74)	4%	(43)	31%	(311)	1001
2018 House Vote: Democrat	42%	(691)	34%	(551)	4%	(61)	2%	(26)	18%	(298)	1627
2018 House Vote: Republican	27%	(317)	36%	(431)	4%	(47)	3%	(32)	30%	(361)	1188
2018 House Vote: Someone else	22%	(22)	27%	(28)	10%	(11)	5%	(5)	36%	(37)	102
2018 House Vote: Didnt Vote	31%	(464)	29%	(425)	6%	(90)	5%	(68)	29%	(436)	1484
4-Region: Northeast	39%	(300)	30%	(229)	5%	(38)	1%	(8)	25%	(196)	771
4-Region: Midwest	32%	(290)	35%	(319)	5%	(43)	4%	(32)	25%	(226)	909
4-Region: South	34%	(574)	31%	(528)	4%	(75)	3%	(54)	27%	(447)	1679
4-Region: West	32%	(331)	35%	(360)	5%	(52)	4%	(37)	25%	(262)	1042
2304079	33%	(727)	34%	(740)	5%	(111)	3%	(64)	25%	(556)	2199
2304086	35%	(768)	32%	(695)	4%	(97)	3%	(66)	26%	(575)	2202
Ethnicity: White (Non-Hispanic)	30%	(831)	35%	(949)	5%	(126)	3%	(82)	27%	(736)	2725
Ethnicity: Hispanic	36%	(276)	30%	(228)	7%	(56)	4%	(30)	22%	(168)	758
Ethnicity: Black (Non-Hispanic)	49%	(259)	26%	(139)	2%	(12)	2%	(13)	20%	(108)	531
Ethnicity: Asian + Other (Non-Hispanic)	33%	(129)	31%	(119)	4%	(15)	1%	(5)	31%	(118)	386
Female F&b Monthly Consumer	36%	(709)	35%	(686)	5%	(95)	4%	(74)	21%	(419)	1984
Male F&b Monthly Consumer	34%	(702)	32%	(675)	4%	(79)	2%	(36)	28%	(586)	2079
Gen Z F&b Monthly Consumer	44%	(206)	28%	(133)	6%	(27)	2%	(9)	20%	(93)	469
Millennial F&b Monthly Consumer	41%	(502)	32%	(392)	5%	(57)	3%	(33)	19%	(234)	1219
Gen X F&b Monthly Consumer	32%	(308)	29%	(277)	4%	(39)	2%	(19)	32%	(306)	950
Boomer F&b Monthly Consumer	28%	(384)	38%	(522)	3%	(47)	3%	(44)	27%	(361)	1358
HHI <$50k F&b Monthly Consumer	32%	(643)	33%	(653)	5%	(93)	3%	(57)	28%	(549)	1995
HHI $50-$100k F&b Monthly Consumer	36%	(505)	34%	(482)	4%	(62)	3%	(37)	23%	(318)	1404
HHI $100k+ F&b Monthly Consumer	40%	(274)	34%	(233)	3%	(21)	2%	(16)	21%	(143)	688
PID: Dem (No Lean) F&b Monthly Consumer	46%	(786)	33%	(560)	3%	(59)	2%	(28)	17%	(287)	1720
PID: Ind (No Lean) F&b Monthly Consumer	28%	(317)	33%	(377)	5%	(57)	3%	(38)	31%	(362)	1150
PID: Rep (No Lean) F&b Monthly Consumer	26%	(320)	35%	(432)	5%	(60)	4%	(44)	30%	(362)	1217

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
Female Hh Goods Monthly Consumer	39%	(583)	33%	(499)	6%	(84)	4%	(64)	18%	(268)	1498
Male Hh Goods Monthly Consumer	35%	(566)	31%	(499)	5%	(74)	2%	(32)	27%	(430)	1601
Gen Z Hh Goods Monthly Consumer	44%	(161)	28%	(102)	7%	(24)	3%	(11)	19%	(70)	367
Millennial Hh Goods Monthly Consumer	43%	(440)	31%	(315)	5%	(56)	3%	(33)	17%	(178)	1022
Gen X Hh Goods Monthly Consumer	33%	(250)	30%	(224)	5%	(36)	2%	(18)	30%	(223)	750
Boomer Hh Goods Monthly Consumer	32%	(288)	37%	(334)	4%	(37)	3%	(31)	24%	(220)	911
HHI <$50k Hh Goods Monthly Consumer	33%	(493)	32%	(478)	5%	(75)	3%	(49)	26%	(381)	1477
HHI $50-$100k Hh Goods Monthly Consumer	39%	(427)	31%	(339)	6%	(64)	3%	(35)	21%	(229)	1095
HHI $100k+ Hh Goods Monthly Consumer	43%	(234)	34%	(186)	4%	(19)	2%	(12)	16%	(88)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	49%	(656)	30%	(402)	4%	(55)	2%	(24)	15%	(197)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	28%	(241)	32%	(278)	6%	(49)	4%	(33)	30%	(260)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	28%	(258)	35%	(323)	6%	(54)	4%	(39)	26%	(241)	915
Female Apparel Monthly Consumer	48%	(378)	29%	(230)	7%	(58)	5%	(36)	11%	(88)	790
Male Apparel Monthly Consumer	36%	(308)	32%	(272)	5%	(46)	2%	(19)	25%	(210)	855
Gen Z Apparel Monthly Consumer	43%	(121)	32%	(88)	6%	(17)	3%	(9)	16%	(44)	279
Millennial Apparel Monthly Consumer	47%	(336)	30%	(216)	6%	(41)	4%	(29)	13%	(90)	713
Gen X Apparel Monthly Consumer	37%	(143)	29%	(110)	7%	(26)	2%	(10)	25%	(96)	385
Boomer Apparel Monthly Consumer	34%	(90)	31%	(84)	7%	(19)	3%	(7)	25%	(67)	267
HHI <$50k Apparel Monthly Consumer	37%	(251)	28%	(188)	7%	(50)	3%	(21)	24%	(164)	674
HHI $50-$100k Apparel Monthly Consumer	43%	(283)	32%	(206)	6%	(39)	4%	(24)	15%	(100)	652
HHI $100k+ Apparel Monthly Consumer	48%	(158)	34%	(112)	4%	(14)	3%	(9)	11%	(35)	328
PID: Dem (No Lean) Apparel Monthly Consumer	50%	(405)	27%	(221)	6%	(48)	2%	(16)	14%	(116)	806
PID: Ind (No Lean) Apparel Monthly Consumer	34%	(137)	33%	(135)	6%	(25)	6%	(24)	21%	(83)	404
PID: Rep (No Lean) Apparel Monthly Consumer	34%	(150)	34%	(149)	7%	(32)	3%	(14)	23%	(100)	444
Female Electronics Yearly Consumer	39%	(561)	34%	(499)	6%	(87)	4%	(54)	17%	(251)	1452
Male Electronics Yearly Consumer	34%	(402)	35%	(415)	5%	(64)	2%	(24)	24%	(287)	1192
Gen Z Electronics Yearly Consumer	40%	(150)	30%	(111)	8%	(29)	3%	(10)	20%	(74)	374
Millennial Electronics Yearly Consumer	42%	(419)	33%	(332)	6%	(62)	3%	(34)	16%	(160)	1007
Gen X Electronics Yearly Consumer	35%	(218)	34%	(212)	4%	(25)	2%	(14)	25%	(158)	627
Boomer Electronics Yearly Consumer	29%	(174)	41%	(246)	5%	(30)	3%	(16)	23%	(141)	607

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
HHI <$50k Electronics Yearly Consumer	33%	(385)	35%	(404)	6%	(74)	3%	(30)	23%	(272)	1165
HHI $50-$100k Electronics Yearly Consumer	38%	(371)	34%	(333)	6%	(62)	4%	(35)	19%	(186)	987
HHI $100k+ Electronics Yearly Consumer	42%	(212)	36%	(181)	3%	(17)	2%	(12)	16%	(81)	505
PID: Dem (No Lean) Electronics Yearly Consumer	46%	(529)	34%	(392)	6%	(64)	2%	(22)	13%	(153)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	30%	(217)	32%	(234)	6%	(45)	5%	(33)	27%	(195)	725
PID: Rep (No Lean) Electronics Yearly Consumer	29%	(222)	38%	(293)	6%	(43)	3%	(22)	25%	(192)	771
Female Beauty & Care Monthly Consumer	39%	(531)	34%	(457)	6%	(76)	4%	(59)	16%	(222)	1346
Male Beauty & Care Monthly Consumer	36%	(518)	32%	(464)	4%	(63)	2%	(25)	26%	(375)	1444
Gen Z Beauty & Care Monthly Consumer	45%	(167)	29%	(107)	6%	(22)	2%	(8)	18%	(68)	371
Millennial Beauty & Care Monthly Consumer	43%	(418)	32%	(307)	6%	(55)	3%	(33)	16%	(150)	962
Gen X Beauty & Care Monthly Consumer	33%	(230)	31%	(211)	4%	(28)	2%	(15)	30%	(204)	688
Boomer Beauty & Care Monthly Consumer	32%	(236)	38%	(283)	5%	(34)	4%	(26)	22%	(168)	747
HHI <$50k Beauty & Care Monthly Consumer	34%	(446)	33%	(440)	5%	(67)	3%	(43)	25%	(329)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	39%	(391)	33%	(330)	6%	(58)	3%	(30)	20%	(201)	1010
HHI $100k+ Beauty & Care Monthly Consumer	47%	(221)	33%	(157)	3%	(15)	2%	(11)	14%	(67)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	49%	(615)	31%	(382)	4%	(49)	2%	(26)	14%	(172)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	29%	(214)	34%	(253)	6%	(43)	4%	(27)	28%	(213)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	28%	(229)	36%	(291)	6%	(48)	4%	(32)	26%	(212)	812
Female Insurance Yearly Consumer	36%	(573)	35%	(557)	5%	(83)	3%	(48)	20%	(316)	1577
Male Insurance Yearly Consumer	33%	(499)	34%	(516)	4%	(65)	2%	(29)	27%	(403)	1513
Gen Z Insurance Yearly Consumer	45%	(153)	30%	(102)	7%	(23)	2%	(6)	17%	(59)	343
Millennial Insurance Yearly Consumer	42%	(397)	34%	(321)	5%	(50)	3%	(28)	16%	(155)	951
Gen X Insurance Yearly Consumer	32%	(220)	30%	(206)	5%	(32)	2%	(11)	31%	(208)	677
Boomer Insurance Yearly Consumer	28%	(289)	39%	(408)	4%	(38)	3%	(28)	26%	(275)	1038
HHI <$50k Insurance Yearly Consumer	33%	(449)	34%	(463)	5%	(68)	2%	(34)	26%	(354)	1369
HHI $50-$100k Insurance Yearly Consumer	35%	(406)	36%	(408)	5%	(62)	2%	(28)	21%	(242)	1146
HHI $100k+ Insurance Yearly Consumer	38%	(222)	35%	(203)	4%	(21)	2%	(14)	21%	(122)	582
PID: Dem (No Lean) Insurance Yearly Consumer	46%	(598)	33%	(434)	4%	(54)	1%	(17)	15%	(194)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	27%	(235)	33%	(286)	6%	(48)	4%	(35)	30%	(254)	857
PID: Rep (No Lean) Insurance Yearly Consumer	26%	(245)	38%	(355)	5%	(48)	3%	(25)	29%	(270)	943

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
Female Pharma Monthly Consumer	39%	(530)	34%	(472)	6%	(77)	3%	(44)	18%	(252)	1374
Male Pharma Monthly Consumer	34%	(480)	32%	(453)	4%	(56)	2%	(30)	27%	(378)	1396
Gen Z Pharma Monthly Consumer	44%	(130)	34%	(100)	3%	(10)	3%	(9)	15%	(44)	294
Millennial Pharma Monthly Consumer	44%	(362)	30%	(249)	6%	(52)	3%	(28)	16%	(133)	823
Gen X Pharma Monthly Consumer	33%	(229)	31%	(216)	4%	(30)	2%	(16)	29%	(205)	696
Boomer Pharma Monthly Consumer	31%	(282)	37%	(335)	4%	(38)	2%	(17)	26%	(235)	907
HHI <$50k Pharma Monthly Consumer	33%	(445)	33%	(446)	5%	(67)	2%	(31)	27%	(358)	1347
HHI $50-$100k Pharma Monthly Consumer	39%	(379)	33%	(318)	5%	(49)	3%	(32)	20%	(191)	970
HHI $100k+ Pharma Monthly Consumer	41%	(193)	35%	(164)	4%	(17)	2%	(11)	17%	(81)	467
PID: Dem (No Lean) Pharma Monthly Consumer	47%	(566)	33%	(396)	4%	(53)	2%	(21)	14%	(171)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	29%	(214)	33%	(237)	4%	(31)	4%	(31)	29%	(212)	726
PID: Rep (No Lean) Pharma Monthly Consumer	28%	(237)	35%	(294)	6%	(49)	3%	(21)	29%	(247)	850
Female Media Monthly Consumer	40%	(418)	35%	(363)	5%	(52)	3%	(35)	16%	(168)	1037
Male Media Monthly Consumer	36%	(315)	35%	(305)	5%	(47)	2%	(17)	22%	(194)	878
Gen Z Media Monthly Consumer	41%	(122)	33%	(98)	6%	(18)	3%	(10)	17%	(52)	300
Millennial Media Monthly Consumer	43%	(335)	33%	(256)	6%	(48)	3%	(25)	14%	(112)	777
Gen X Media Monthly Consumer	36%	(158)	35%	(152)	4%	(16)	2%	(10)	23%	(101)	438
Boomer Media Monthly Consumer	29%	(113)	41%	(158)	5%	(18)	1%	(5)	24%	(93)	387
HHI <$50k Media Monthly Consumer	35%	(284)	35%	(287)	5%	(38)	3%	(25)	22%	(180)	814
HHI $50-$100k Media Monthly Consumer	38%	(279)	34%	(250)	7%	(50)	3%	(19)	19%	(138)	735
HHI $100k+ Media Monthly Consumer	46%	(172)	36%	(134)	3%	(12)	2%	(9)	12%	(45)	372
PID: Dem (No Lean) Media Monthly Consumer	48%	(431)	32%	(287)	5%	(44)	2%	(18)	13%	(114)	894
PID: Ind (No Lean) Media Monthly Consumer	30%	(153)	32%	(162)	5%	(27)	5%	(25)	27%	(134)	501
PID: Rep (No Lean) Media Monthly Consumer	29%	(152)	42%	(222)	5%	(29)	2%	(9)	22%	(115)	526
Female Ent. Products Monthly Consumer	46%	(362)	31%	(243)	6%	(51)	3%	(26)	14%	(107)	789
Male Ent. Products Monthly Consumer	36%	(189)	32%	(166)	7%	(38)	3%	(16)	22%	(113)	522
Gen Z Ent. Products Monthly Consumer	43%	(105)	31%	(75)	8%	(20)	3%	(8)	15%	(38)	246
Millennial Ent. Products Monthly Consumer	45%	(307)	31%	(207)	7%	(47)	3%	(22)	14%	(93)	676
Gen X Ent. Products Monthly Consumer	39%	(98)	31%	(77)	5%	(12)	3%	(6)	22%	(55)	249
Boomer Ent. Products Monthly Consumer	30%	(43)	36%	(51)	7%	(10)	4%	(5)	23%	(32)	141

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
HHI <$50k Ent. Products Monthly Consumer	37%	(193)	30%	(156)	8%	(41)	3%	(17)	21%	(111)	518
HHI $50-$100k Ent. Products Monthly Consumer	44%	(228)	30%	(159)	7%	(36)	4%	(19)	15%	(81)	523
HHI $100k+ Ent. Products Monthly Consumer	48%	(132)	35%	(96)	4%	(12)	2%	(6)	10%	(28)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	53%	(335)	28%	(178)	7%	(45)	2%	(11)	10%	(66)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	33%	(108)	33%	(108)	5%	(18)	7%	(24)	21%	(70)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	31%	(111)	36%	(126)	7%	(26)	2%	(7)	24%	(84)	354
Female Travel Yearly Consumer	39%	(513)	34%	(451)	5%	(70)	3%	(41)	18%	(239)	1314
Male Travel Yearly Consumer	36%	(367)	35%	(363)	5%	(52)	2%	(23)	22%	(222)	1027
Gen Z Travel Yearly Consumer	42%	(137)	34%	(112)	5%	(15)	2%	(8)	17%	(57)	329
Millennial Travel Yearly Consumer	43%	(369)	32%	(278)	6%	(52)	4%	(32)	15%	(128)	858
Gen X Travel Yearly Consumer	38%	(181)	33%	(156)	5%	(22)	1%	(7)	24%	(113)	479
Boomer Travel Yearly Consumer	29%	(188)	40%	(257)	5%	(33)	3%	(16)	24%	(155)	648
HHI <$50k Travel Yearly Consumer	37%	(299)	33%	(264)	7%	(54)	3%	(25)	20%	(164)	806
HHI $50-$100k Travel Yearly Consumer	37%	(361)	36%	(349)	5%	(49)	3%	(27)	19%	(188)	974
HHI $100k+ Travel Yearly Consumer	39%	(225)	36%	(204)	4%	(21)	2%	(12)	19%	(109)	570
PID: Dem (No Lean) Travel Yearly Consumer	47%	(513)	33%	(356)	5%	(53)	2%	(21)	14%	(147)	1090
PID: Ind (No Lean) Travel Yearly Consumer	30%	(172)	35%	(202)	6%	(33)	5%	(27)	25%	(144)	578
PID: Rep (No Lean) Travel Yearly Consumer	29%	(200)	38%	(261)	5%	(37)	2%	(16)	25%	(169)	683
Female Alcohol Weekly Consumer	41%	(208)	37%	(186)	3%	(15)	3%	(16)	16%	(78)	503
Male Alcohol Weekly Consumer	40%	(90)	33%	(73)	4%	(10)	3%	(7)	20%	(44)	224
Gen Z Alcohol Weekly Consumer	39%	(20)	36%	(18)	3%	(1)	9%	(4)	13%	(7)	50
Millennial Alcohol Weekly Consumer	48%	(157)	33%	(110)	3%	(11)	4%	(14)	11%	(37)	329
Gen X Alcohol Weekly Consumer	38%	(72)	35%	(66)	4%	(7)	2%	(4)	21%	(40)	189
Boomer Alcohol Weekly Consumer	30%	(46)	41%	(61)	3%	(4)	—	(0)	26%	(39)	150
HHI <$50k Alcohol Weekly Consumer	30%	(82)	39%	(105)	5%	(12)	4%	(12)	22%	(58)	269
HHI $50-$100k Alcohol Weekly Consumer	45%	(130)	35%	(100)	3%	(9)	2%	(7)	15%	(45)	291
HHI $100k+ Alcohol Weekly Consumer	52%	(87)	32%	(53)	2%	(3)	3%	(4)	12%	(20)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	52%	(192)	30%	(110)	2%	(6)	2%	(8)	15%	(54)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	29%	(46)	43%	(68)	3%	(5)	6%	(10)	19%	(30)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	30%	(61)	40%	(81)	7%	(13)	3%	(5)	20%	(40)	201

Continued on next page

Table MCBR2_11: *If a brand hired the following types of people as a spokesperson, would you feel favorable or unfavorable of that brand?*
A person who looks like me

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(1495)	33%	(1435)	5%	(209)	3%	(131)	26%	(1132)	4401
Monthly Beer Drinkers	38%	(595)	38%	(583)	3%	(45)	3%	(45)	18%	(281)	1549
Don't Drink Beer	33%	(165)	28%	(141)	5%	(23)	2%	(9)	33%	(169)	507
Monthly Wine Drinkers	41%	(579)	36%	(505)	3%	(37)	3%	(38)	18%	(259)	1418
Don't Drink Wine	31%	(154)	33%	(160)	5%	(23)	1%	(7)	30%	(147)	490
Monthly Hard Seltzer Drinker	49%	(398)	33%	(269)	2%	(16)	3%	(23)	14%	(111)	818
Don't Drink Hard Seltzer	29%	(353)	36%	(437)	4%	(54)	3%	(33)	28%	(350)	1227
Monthly Spirits Drinker	40%	(563)	37%	(511)	3%	(42)	2%	(28)	18%	(246)	1390
Don't Drink Spirits	32%	(166)	29%	(149)	5%	(25)	3%	(17)	31%	(157)	514
Monthly Canned Cocktail Drinker	48%	(357)	33%	(246)	3%	(24)	2%	(18)	13%	(99)	743
Don't Drink Canned Cocktails	30%	(387)	35%	(448)	4%	(46)	3%	(32)	28%	(357)	1270
Weekly Beer Drinker	42%	(431)	36%	(370)	3%	(34)	4%	(37)	15%	(156)	1028
Weekly Wine Drinker	47%	(369)	33%	(264)	2%	(16)	3%	(27)	15%	(116)	791
Weekly Hard Seltzer Drinker	54%	(229)	32%	(137)	2%	(9)	3%	(11)	9%	(36)	421
Weekly Spirits Drinker	42%	(300)	36%	(254)	3%	(23)	3%	(19)	16%	(117)	714
Weekly Canned Cocktail Drinker	54%	(200)	30%	(110)	3%	(10)	3%	(12)	10%	(35)	368
Don't Drink Alcohol	30%	(519)	29%	(502)	6%	(108)	4%	(64)	31%	(538)	1731
Purchased Car in Past 2 Years	35%	(324)	32%	(289)	7%	(66)	3%	(27)	23%	(208)	914
Aware of Bud Light Events	38%	(1028)	35%	(932)	5%	(142)	3%	(89)	19%	(501)	2692

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

Table MCBR3: *Some brands are expanding who their spokespeople are in advertisements in an effort to be more modern and inclusive. In some cases, this includes hiring LGBTQ spokespeople to be more inclusive and appeal to wider audiences.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	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
Gender: Male	31%	(650)	23%	(484)	13%	(286)	17%	(370)	16%	(338)	2127
Gender: Female	27%	(598)	24%	(541)	11%	(253)	13%	(297)	25%	(558)	2247
Age: 18-34	36%	(460)	26%	(333)	11%	(138)	9%	(115)	17%	(216)	1262
Age: 35-44	33%	(243)	27%	(201)	11%	(83)	11%	(80)	18%	(137)	743
Age: 45-64	25%	(356)	21%	(293)	14%	(198)	17%	(240)	24%	(336)	1422
Age: 65+	21%	(208)	21%	(203)	13%	(122)	24%	(232)	21%	(209)	974
GenZers: 1997-2012	34%	(178)	26%	(139)	13%	(69)	8%	(42)	19%	(101)	529
Millennials: 1981-1996	36%	(484)	27%	(360)	10%	(132)	10%	(136)	17%	(229)	1341
GenXers: 1965-1980	27%	(272)	21%	(211)	14%	(141)	15%	(152)	24%	(241)	1017
Baby Boomers: 1946-1964	22%	(314)	21%	(298)	13%	(183)	22%	(309)	22%	(310)	1414
PID: Dem (no lean)	47%	(856)	26%	(482)	7%	(126)	6%	(111)	14%	(260)	1836
PID: Ind (no lean)	20%	(257)	24%	(303)	13%	(162)	14%	(179)	30%	(383)	1284
PID: Rep (no lean)	12%	(153)	19%	(244)	20%	(252)	29%	(377)	20%	(254)	1280
PID/Gender: Dem Men	50%	(453)	26%	(231)	7%	(64)	5%	(50)	12%	(108)	907
PID/Gender: Dem Women	43%	(401)	27%	(248)	7%	(62)	7%	(61)	16%	(152)	924
PID/Gender: Ind Men	18%	(102)	25%	(139)	16%	(91)	18%	(99)	23%	(131)	562
PID/Gender: Ind Women	20%	(141)	23%	(161)	10%	(70)	11%	(80)	36%	(252)	703
PID/Gender: Rep Men	14%	(95)	17%	(112)	20%	(130)	34%	(221)	15%	(97)	656
PID/Gender: Rep Women	9%	(57)	21%	(131)	20%	(121)	25%	(156)	25%	(154)	620
Ideo: Liberal (1-3)	51%	(711)	26%	(364)	6%	(86)	6%	(81)	10%	(140)	1382
Ideo: Moderate (4)	23%	(296)	29%	(364)	12%	(147)	11%	(137)	26%	(332)	1276
Ideo: Conservative (5-7)	15%	(197)	17%	(226)	20%	(264)	30%	(406)	18%	(242)	1336
Educ: < College	26%	(752)	23%	(650)	13%	(366)	15%	(417)	24%	(691)	2875
Educ: Bachelors degree	29%	(278)	26%	(254)	12%	(117)	18%	(177)	15%	(141)	968
Educ: Post-grad	43%	(237)	23%	(125)	10%	(57)	13%	(72)	12%	(64)	556
Income: Under 50k	27%	(580)	22%	(478)	11%	(244)	14%	(305)	26%	(568)	2174
Income: 50k-100k	27%	(409)	26%	(385)	14%	(213)	17%	(248)	16%	(234)	1489
Income: 100k+	38%	(278)	23%	(167)	11%	(84)	15%	(113)	13%	(95)	736
Ethnicity: White	28%	(965)	23%	(780)	13%	(447)	16%	(559)	19%	(645)	3395

Continued on next page

Table MCBR3: *Some brands are expanding who their spokespeople are in advertisements in an effort to be more modern and inclusive. In some cases, this includes hiring LGBTQ spokespeople to be more inclusive and appeal to wider audiences.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	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
Ethnicity: Hispanic	35%	(265)	26%	(198)	14%	(106)	7%	(56)	18%	(133)	758
Ethnicity: Black	28%	(161)	27%	(151)	8%	(47)	9%	(52)	27%	(155)	566
Ethnicity: Other	32%	(142)	22%	(98)	11%	(46)	13%	(56)	22%	(96)	439
All Christian	23%	(450)	25%	(489)	13%	(262)	20%	(383)	19%	(365)	1949
All Non-Christian	55%	(217)	23%	(90)	7%	(28)	7%	(27)	8%	(33)	395
Atheist	34%	(65)	28%	(53)	8%	(16)	16%	(30)	14%	(26)	190
Agnostic/Nothing in particular	30%	(343)	21%	(242)	13%	(142)	11%	(122)	25%	(282)	1131
Something Else	26%	(192)	21%	(156)	13%	(92)	14%	(103)	26%	(192)	735
Religious Non-Protestant/Catholic	52%	(234)	23%	(101)	9%	(38)	8%	(35)	9%	(39)	447
Evangelical	22%	(248)	20%	(233)	14%	(159)	23%	(268)	21%	(247)	1155
Non-Evangelical	26%	(382)	27%	(403)	13%	(185)	14%	(201)	21%	(304)	1475
Community: Urban	37%	(527)	26%	(378)	9%	(132)	10%	(139)	18%	(263)	1439
Community: Suburban	27%	(526)	23%	(453)	13%	(248)	16%	(313)	20%	(396)	1936
Community: Rural	21%	(214)	19%	(198)	16%	(159)	21%	(215)	23%	(239)	1025
Employ: Private Sector	32%	(451)	24%	(340)	13%	(187)	14%	(192)	16%	(227)	1397
Employ: Government	45%	(134)	20%	(60)	13%	(37)	11%	(33)	10%	(31)	294
Employ: Self-Employed	31%	(135)	25%	(108)	10%	(45)	15%	(66)	19%	(84)	438
Employ: Homemaker	28%	(68)	24%	(57)	11%	(26)	16%	(38)	21%	(51)	241
Employ: Student	34%	(60)	39%	(69)	12%	(21)	5%	(8)	10%	(18)	176
Employ: Retired	21%	(239)	20%	(227)	14%	(156)	22%	(246)	23%	(259)	1127
Employ: Unemployed	23%	(110)	24%	(113)	7%	(31)	11%	(51)	35%	(166)	471
Employ: Other	28%	(71)	21%	(54)	15%	(37)	13%	(33)	24%	(61)	256
Military HH: Yes	25%	(160)	20%	(130)	15%	(98)	21%	(131)	18%	(116)	634
Military HH: No	29%	(1107)	24%	(900)	12%	(442)	14%	(535)	21%	(782)	3766
2022 House Vote: Democrat	46%	(834)	26%	(481)	8%	(137)	6%	(111)	14%	(263)	1827
2022 House Vote: Republican	12%	(148)	19%	(243)	19%	(237)	33%	(414)	18%	(229)	1270
2022 House Vote: Someone else	24%	(24)	22%	(22)	13%	(13)	11%	(11)	31%	(31)	101
2022 House Vote: Didnt Vote	22%	(262)	24%	(283)	13%	(153)	11%	(130)	31%	(374)	1202

Continued on next page

Table MCBR3: *Some brands are expanding who their spokespeople are in advertisements in an effort to be more modern and inclusive. In some cases, this includes hiring LGBTQ spokespeople to be more inclusive and appeal to wider audiences.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	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
2020 Vote: Joe Biden	46%	(879)	26%	(496)	8%	(157)	6%	(114)	14%	(279)	1925
2020 Vote: Donald Trump	12%	(160)	18%	(249)	19%	(253)	31%	(417)	20%	(272)	1351
2020 Vote: Other	18%	(22)	31%	(37)	12%	(15)	16%	(19)	23%	(28)	121
2020 Vote: Didn't Vote	21%	(206)	25%	(247)	11%	(115)	12%	(116)	32%	(318)	1001
2018 House Vote: Democrat	46%	(741)	27%	(433)	7%	(112)	7%	(113)	14%	(228)	1627
2018 House Vote: Republican	13%	(151)	18%	(209)	17%	(208)	32%	(380)	20%	(241)	1188
2018 House Vote: Someone else	20%	(20)	22%	(22)	17%	(18)	19%	(19)	22%	(23)	102
2018 House Vote: Didnt Vote	24%	(356)	25%	(366)	14%	(203)	10%	(154)	27%	(406)	1484
4-Region: Northeast	33%	(252)	24%	(185)	12%	(89)	12%	(89)	20%	(155)	771
4-Region: Midwest	27%	(246)	23%	(206)	13%	(120)	15%	(141)	22%	(198)	909
4-Region: South	27%	(460)	22%	(364)	12%	(200)	18%	(305)	21%	(348)	1679
4-Region: West	30%	(309)	26%	(274)	13%	(131)	13%	(131)	19%	(197)	1042
2304079	29%	(638)	22%	(488)	12%	(256)	15%	(321)	23%	(495)	2199
2304086	29%	(629)	25%	(542)	13%	(284)	16%	(346)	18%	(402)	2202
Ethnicity: White (Non-Hispanic)	27%	(725)	22%	(601)	13%	(351)	19%	(512)	20%	(535)	2725
Ethnicity: Hispanic	35%	(265)	26%	(198)	14%	(106)	7%	(56)	18%	(133)	758
Ethnicity: Black (Non-Hispanic)	29%	(155)	27%	(143)	8%	(40)	9%	(50)	27%	(143)	531
Ethnicity: Asian + Other (Non-Hispanic)	32%	(122)	22%	(87)	11%	(43)	13%	(49)	22%	(85)	386
Female F&b Monthly Consumer	31%	(609)	23%	(458)	14%	(278)	17%	(343)	15%	(296)	1984
Male F&b Monthly Consumer	28%	(573)	24%	(489)	12%	(241)	14%	(284)	24%	(492)	2079
Gen Z F&b Monthly Consumer	36%	(171)	25%	(119)	14%	(65)	8%	(38)	16%	(76)	469
Millennial F&b Monthly Consumer	37%	(447)	27%	(333)	10%	(122)	10%	(122)	16%	(194)	1219
Gen X F&b Monthly Consumer	27%	(257)	20%	(186)	15%	(139)	16%	(148)	23%	(221)	950
Boomer F&b Monthly Consumer	23%	(306)	22%	(293)	13%	(178)	22%	(293)	21%	(287)	1358
HHI <$50k F&b Monthly Consumer	28%	(552)	22%	(433)	12%	(232)	14%	(285)	25%	(493)	1995
HHI $50-$100k F&b Monthly Consumer	28%	(392)	25%	(356)	15%	(208)	17%	(232)	15%	(216)	1404
HHI $100k+ F&b Monthly Consumer	37%	(256)	24%	(162)	12%	(80)	16%	(109)	12%	(81)	688
PID: Dem (No Lean) F&b Monthly Consumer	47%	(813)	26%	(451)	7%	(121)	6%	(99)	14%	(235)	1720
PID: Ind (No Lean) F&b Monthly Consumer	21%	(246)	23%	(266)	13%	(151)	14%	(166)	28%	(321)	1150

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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
PID: Rep (No Lean) F&b Monthly Consumer	12%	(140)	19%	(235)	20%	(248)	30%	(362)	19%	(232)	1217
Female Hh Goods Monthly Consumer	33%	(495)	24%	(356)	15%	(222)	15%	(231)	13%	(193)	1498
Male Hh Goods Monthly Consumer	27%	(439)	24%	(390)	13%	(201)	13%	(205)	23%	(365)	1601
Gen Z Hh Goods Monthly Consumer	35%	(130)	25%	(93)	15%	(57)	8%	(28)	16%	(59)	367
Millennial Hh Goods Monthly Consumer	39%	(396)	28%	(284)	11%	(108)	10%	(98)	13%	(136)	1022
Gen X Hh Goods Monthly Consumer	26%	(193)	22%	(166)	15%	(111)	14%	(106)	23%	(174)	750
Boomer Hh Goods Monthly Consumer	24%	(215)	21%	(193)	15%	(136)	20%	(186)	20%	(180)	911
HHI <$50k Hh Goods Monthly Consumer	27%	(398)	24%	(350)	13%	(189)	12%	(182)	24%	(358)	1477
HHI $50-$100k Hh Goods Monthly Consumer	30%	(327)	25%	(277)	16%	(175)	15%	(167)	14%	(149)	1095
HHI $100k+ Hh Goods Monthly Consumer	41%	(219)	23%	(122)	11%	(60)	16%	(87)	9%	(51)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	47%	(634)	26%	(344)	7%	(99)	6%	(83)	13%	(176)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	21%	(183)	25%	(215)	15%	(125)	13%	(110)	26%	(227)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	14%	(127)	21%	(190)	22%	(200)	27%	(243)	17%	(155)	915
Female Apparel Monthly Consumer	42%	(328)	25%	(199)	12%	(96)	12%	(93)	9%	(73)	790
Male Apparel Monthly Consumer	30%	(261)	27%	(232)	11%	(96)	11%	(94)	20%	(173)	855
Gen Z Apparel Monthly Consumer	36%	(102)	29%	(80)	15%	(41)	7%	(18)	13%	(38)	279
Millennial Apparel Monthly Consumer	42%	(298)	29%	(205)	10%	(69)	9%	(65)	11%	(76)	713
Gen X Apparel Monthly Consumer	30%	(114)	24%	(93)	13%	(49)	15%	(57)	19%	(71)	385
Boomer Apparel Monthly Consumer	29%	(78)	19%	(49)	12%	(33)	17%	(44)	23%	(63)	267
HHI <$50k Apparel Monthly Consumer	33%	(219)	24%	(164)	10%	(67)	11%	(72)	23%	(152)	674
HHI $50-$100k Apparel Monthly Consumer	34%	(219)	30%	(192)	15%	(96)	12%	(77)	10%	(67)	652
HHI $100k+ Apparel Monthly Consumer	47%	(155)	23%	(77)	9%	(30)	11%	(38)	9%	(29)	328
PID: Dem (No Lean) Apparel Monthly Consumer	50%	(402)	25%	(204)	9%	(69)	7%	(54)	10%	(77)	806
PID: Ind (No Lean) Apparel Monthly Consumer	24%	(96)	30%	(120)	12%	(50)	11%	(46)	23%	(92)	404
PID: Rep (No Lean) Apparel Monthly Consumer	21%	(95)	25%	(109)	17%	(74)	19%	(86)	18%	(80)	444
Female Electronics Yearly Consumer	34%	(499)	24%	(345)	13%	(194)	16%	(228)	13%	(185)	1452
Male Electronics Yearly Consumer	28%	(336)	28%	(336)	12%	(145)	12%	(139)	20%	(237)	1192
Gen Z Electronics Yearly Consumer	35%	(130)	27%	(100)	15%	(55)	9%	(34)	15%	(55)	374
Millennial Electronics Yearly Consumer	39%	(391)	29%	(290)	11%	(106)	9%	(92)	13%	(128)	1007

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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
Gen X Electronics Yearly Consumer	29%	(180)	23%	(146)	14%	(90)	15%	(92)	19%	(119)	627
Boomer Electronics Yearly Consumer	22%	(135)	23%	(138)	14%	(84)	22%	(135)	19%	(116)	607
HHI <$50k Electronics Yearly Consumer	30%	(345)	24%	(281)	11%	(133)	13%	(154)	22%	(252)	1165
HHI $50-$100k Electronics Yearly Consumer	30%	(295)	28%	(278)	16%	(154)	14%	(141)	12%	(119)	987
HHI $100k+ Electronics Yearly Consumer	41%	(205)	25%	(124)	10%	(53)	14%	(72)	10%	(50)	505
PID: Dem (No Lean) Electronics Yearly Consumer	48%	(560)	27%	(317)	8%	(92)	6%	(69)	11%	(123)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	24%	(172)	26%	(187)	14%	(101)	13%	(94)	24%	(171)	725
PID: Rep (No Lean) Electronics Yearly Consumer	15%	(113)	23%	(179)	19%	(147)	26%	(204)	17%	(129)	771
Female Beauty & Care Monthly Consumer	36%	(480)	25%	(338)	13%	(178)	15%	(198)	11%	(152)	1346
Male Beauty & Care Monthly Consumer	28%	(408)	24%	(349)	13%	(182)	12%	(174)	23%	(331)	1444
Gen Z Beauty & Care Monthly Consumer	36%	(134)	26%	(96)	16%	(58)	8%	(28)	15%	(55)	371
Millennial Beauty & Care Monthly Consumer	40%	(385)	29%	(275)	10%	(94)	9%	(89)	12%	(120)	962
Gen X Beauty & Care Monthly Consumer	27%	(185)	23%	(156)	14%	(93)	15%	(100)	22%	(153)	688
Boomer Beauty & Care Monthly Consumer	25%	(186)	21%	(154)	15%	(111)	20%	(147)	20%	(150)	747
HHI <$50k Beauty & Care Monthly Consumer	29%	(391)	23%	(307)	12%	(159)	12%	(156)	24%	(313)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	30%	(304)	26%	(267)	15%	(153)	15%	(153)	13%	(132)	1010
HHI $100k+ Beauty & Care Monthly Consumer	43%	(202)	25%	(117)	10%	(49)	13%	(63)	8%	(39)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	49%	(613)	26%	(324)	7%	(89)	6%	(76)	11%	(143)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	22%	(163)	26%	(198)	14%	(105)	12%	(91)	26%	(192)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	15%	(120)	21%	(170)	21%	(167)	25%	(206)	18%	(150)	812
Female Insurance Yearly Consumer	31%	(495)	24%	(373)	14%	(218)	18%	(287)	13%	(205)	1577
Male Insurance Yearly Consumer	27%	(415)	25%	(385)	12%	(179)	15%	(223)	21%	(312)	1513
Gen Z Insurance Yearly Consumer	32%	(110)	30%	(103)	15%	(52)	8%	(28)	15%	(50)	343
Millennial Insurance Yearly Consumer	39%	(369)	29%	(272)	10%	(97)	10%	(98)	12%	(115)	951
Gen X Insurance Yearly Consumer	28%	(191)	21%	(140)	15%	(100)	16%	(109)	20%	(138)	677
Boomer Insurance Yearly Consumer	22%	(230)	22%	(225)	13%	(135)	24%	(249)	19%	(200)	1038
HHI <$50k Insurance Yearly Consumer	28%	(378)	23%	(317)	12%	(159)	16%	(221)	21%	(293)	1369
HHI $50-$100k Insurance Yearly Consumer	28%	(323)	26%	(299)	15%	(178)	17%	(192)	13%	(154)	1146
HHI $100k+ Insurance Yearly Consumer	37%	(214)	25%	(143)	10%	(61)	16%	(95)	12%	(69)	582

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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
PID: Dem (No Lean) Insurance Yearly Consumer	48%	(617)	27%	(355)	8%	(102)	6%	(84)	11%	(139)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	21%	(181)	24%	(204)	14%	(124)	16%	(136)	25%	(212)	857
PID: Rep (No Lean) Insurance Yearly Consumer	12%	(117)	21%	(200)	18%	(171)	31%	(289)	18%	(166)	943
Female Pharma Monthly Consumer	33%	(457)	25%	(341)	13%	(176)	18%	(242)	12%	(158)	1374
Male Pharma Monthly Consumer	27%	(378)	25%	(354)	12%	(166)	13%	(183)	23%	(315)	1396
Gen Z Pharma Monthly Consumer	40%	(116)	33%	(98)	9%	(25)	9%	(26)	10%	(28)	294
Millennial Pharma Monthly Consumer	40%	(329)	29%	(236)	11%	(89)	9%	(76)	11%	(95)	823
Gen X Pharma Monthly Consumer	28%	(192)	22%	(153)	14%	(100)	15%	(106)	21%	(143)	696
Boomer Pharma Monthly Consumer	21%	(194)	21%	(194)	13%	(121)	22%	(200)	22%	(197)	907
HHI <$50k Pharma Monthly Consumer	27%	(366)	24%	(320)	12%	(155)	15%	(196)	23%	(310)	1347
HHI $50-$100k Pharma Monthly Consumer	32%	(306)	27%	(259)	14%	(139)	16%	(153)	12%	(114)	970
HHI $100k+ Pharma Monthly Consumer	37%	(173)	26%	(119)	11%	(49)	16%	(76)	10%	(49)	467
PID: Dem (No Lean) Pharma Monthly Consumer	48%	(577)	27%	(329)	7%	(84)	6%	(71)	12%	(147)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	22%	(157)	26%	(192)	11%	(83)	14%	(103)	26%	(190)	726
PID: Rep (No Lean) Pharma Monthly Consumer	13%	(111)	21%	(177)	21%	(176)	29%	(250)	16%	(135)	850
Female Media Monthly Consumer	38%	(394)	25%	(258)	13%	(133)	13%	(136)	11%	(116)	1037
Male Media Monthly Consumer	31%	(269)	29%	(253)	12%	(108)	12%	(101)	17%	(148)	878
Gen Z Media Monthly Consumer	33%	(100)	33%	(100)	11%	(33)	8%	(24)	15%	(44)	300
Millennial Media Monthly Consumer	41%	(319)	29%	(225)	12%	(90)	8%	(66)	10%	(78)	777
Gen X Media Monthly Consumer	33%	(145)	22%	(98)	14%	(62)	15%	(64)	16%	(70)	438
Boomer Media Monthly Consumer	25%	(98)	23%	(88)	14%	(54)	20%	(79)	18%	(69)	387
HHI <$50k Media Monthly Consumer	34%	(275)	24%	(197)	12%	(97)	12%	(98)	18%	(147)	814
HHI $50-$100k Media Monthly Consumer	31%	(229)	29%	(215)	15%	(112)	13%	(94)	12%	(85)	735
HHI $100k+ Media Monthly Consumer	44%	(164)	27%	(100)	8%	(31)	12%	(46)	9%	(32)	372
PID: Dem (No Lean) Media Monthly Consumer	51%	(457)	28%	(246)	7%	(61)	6%	(55)	8%	(74)	894
PID: Ind (No Lean) Media Monthly Consumer	23%	(118)	27%	(135)	15%	(77)	12%	(59)	23%	(114)	501
PID: Rep (No Lean) Media Monthly Consumer	18%	(93)	25%	(131)	20%	(103)	23%	(123)	14%	(76)	526
Female Ent. Products Monthly Consumer	40%	(318)	25%	(200)	13%	(102)	11%	(85)	11%	(84)	789
Male Ent. Products Monthly Consumer	31%	(161)	30%	(158)	12%	(61)	11%	(56)	16%	(86)	522

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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
Gen Z Ent. Products Monthly Consumer	34%	(84)	32%	(78)	14%	(34)	9%	(22)	11%	(28)	246
Millennial Ent. Products Monthly Consumer	41%	(280)	28%	(190)	12%	(80)	8%	(53)	11%	(72)	676
Gen X Ent. Products Monthly Consumer	31%	(78)	26%	(64)	11%	(29)	15%	(36)	17%	(41)	249
Boomer Ent. Products Monthly Consumer	28%	(40)	18%	(25)	15%	(21)	20%	(29)	19%	(26)	141
HHI <$50k Ent. Products Monthly Consumer	33%	(170)	25%	(131)	12%	(63)	11%	(55)	19%	(99)	518
HHI $50-$100k Ent. Products Monthly Consumer	35%	(184)	31%	(163)	14%	(71)	11%	(57)	9%	(48)	523
HHI $100k+ Ent. Products Monthly Consumer	47%	(128)	23%	(64)	11%	(30)	11%	(29)	9%	(23)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	52%	(331)	28%	(180)	7%	(43)	5%	(33)	7%	(47)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	23%	(76)	30%	(98)	18%	(57)	12%	(39)	18%	(58)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	21%	(76)	23%	(80)	18%	(64)	20%	(70)	18%	(65)	354
Female Travel Yearly Consumer	36%	(470)	24%	(310)	13%	(175)	15%	(197)	12%	(163)	1314
Male Travel Yearly Consumer	31%	(320)	28%	(290)	12%	(127)	13%	(133)	15%	(157)	1027
Gen Z Travel Yearly Consumer	36%	(117)	29%	(94)	15%	(48)	9%	(29)	12%	(40)	329
Millennial Travel Yearly Consumer	42%	(359)	27%	(235)	12%	(99)	9%	(79)	10%	(87)	858
Gen X Travel Yearly Consumer	30%	(143)	23%	(111)	15%	(70)	16%	(78)	16%	(77)	479
Boomer Travel Yearly Consumer	26%	(166)	23%	(152)	12%	(79)	21%	(138)	17%	(113)	648
HHI <$50k Travel Yearly Consumer	34%	(271)	23%	(189)	13%	(105)	14%	(109)	16%	(132)	806
HHI $50-$100k Travel Yearly Consumer	31%	(305)	28%	(268)	14%	(135)	14%	(141)	13%	(125)	974
HHI $100k+ Travel Yearly Consumer	39%	(220)	25%	(145)	11%	(64)	14%	(80)	11%	(63)	570
PID: Dem (No Lean) Travel Yearly Consumer	50%	(544)	27%	(294)	7%	(76)	6%	(61)	11%	(115)	1090
PID: Ind (No Lean) Travel Yearly Consumer	25%	(142)	27%	(155)	16%	(91)	14%	(80)	19%	(109)	578
PID: Rep (No Lean) Travel Yearly Consumer	16%	(109)	22%	(153)	20%	(136)	28%	(189)	14%	(96)	683
Female Alcohol Weekly Consumer	41%	(208)	22%	(110)	14%	(69)	14%	(68)	9%	(47)	503
Male Alcohol Weekly Consumer	37%	(83)	26%	(58)	12%	(26)	11%	(24)	15%	(33)	224
Gen Z Alcohol Weekly Consumer	52%	(26)	27%	(14)	13%	(7)	5%	(2)	2%	(1)	50
Millennial Alcohol Weekly Consumer	48%	(157)	26%	(87)	10%	(33)	7%	(22)	9%	(30)	329
Gen X Alcohol Weekly Consumer	36%	(68)	19%	(35)	14%	(26)	17%	(32)	15%	(28)	189
Boomer Alcohol Weekly Consumer	24%	(37)	20%	(29)	19%	(28)	24%	(36)	14%	(20)	150
HHI <$50k Alcohol Weekly Consumer	33%	(88)	23%	(62)	15%	(41)	14%	(37)	15%	(41)	269

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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(1267)	23%	(1030)	12%	(540)	15%	(667)	20%	(898)	4401
HHI $50-$100k Alcohol Weekly Consumer	40%	(117)	24%	(71)	13%	(38)	13%	(39)	9%	(26)	291
HHI $100k+ Alcohol Weekly Consumer	52%	(87)	21%	(36)	10%	(16)	10%	(16)	8%	(13)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	57%	(212)	24%	(88)	4%	(16)	7%	(24)	8%	(29)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	21%	(34)	28%	(44)	18%	(29)	13%	(21)	19%	(30)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	23%	(47)	18%	(36)	25%	(50)	23%	(47)	10%	(21)	201
Monthly Beer Drinkers	36%	(552)	25%	(391)	13%	(194)	13%	(207)	13%	(204)	1549
Don't Drink Beer	29%	(148)	20%	(100)	11%	(55)	14%	(71)	26%	(133)	507
Monthly Wine Drinkers	39%	(548)	24%	(343)	10%	(140)	12%	(173)	15%	(214)	1418
Don't Drink Wine	26%	(127)	22%	(107)	14%	(68)	17%	(81)	22%	(107)	490
Monthly Hard Seltzer Drinker	45%	(369)	26%	(210)	9%	(73)	9%	(75)	11%	(90)	818
Don't Drink Hard Seltzer	28%	(338)	20%	(249)	13%	(162)	17%	(212)	22%	(266)	1227
Monthly Spirits Drinker	38%	(525)	25%	(347)	12%	(172)	12%	(161)	13%	(185)	1390
Don't Drink Spirits	29%	(148)	22%	(115)	8%	(42)	17%	(86)	24%	(124)	514
Monthly Canned Cocktail Drinker	45%	(331)	28%	(206)	8%	(59)	10%	(72)	10%	(76)	743
Don't Drink Canned Cocktails	28%	(361)	21%	(272)	13%	(161)	17%	(211)	21%	(265)	1270
Weekly Beer Drinker	38%	(389)	25%	(255)	13%	(134)	14%	(141)	11%	(109)	1028
Weekly Wine Drinker	44%	(348)	23%	(186)	9%	(73)	12%	(99)	11%	(86)	791
Weekly Hard Seltzer Drinker	56%	(235)	24%	(102)	7%	(28)	8%	(34)	5%	(22)	421
Weekly Spirits Drinker	45%	(319)	23%	(163)	12%	(84)	11%	(78)	10%	(69)	714
Weekly Canned Cocktail Drinker	55%	(201)	26%	(94)	6%	(24)	8%	(28)	6%	(21)	368
Don't Drink Alcohol	23%	(399)	22%	(376)	13%	(226)	18%	(311)	24%	(418)	1731
Purchased Car in Past 2 Years	33%	(302)	24%	(216)	14%	(124)	15%	(138)	15%	(134)	914
Aware of Bud Light Events	33%	(890)	23%	(606)	13%	(358)	18%	(484)	13%	(353)	2692

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

Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Gender: Male	56%	(1202)	44%	(925)	2127
Gender: Female	72%	(1622)	28%	(625)	2247
Age: 18-34	66%	(833)	34%	(430)	1262
Age: 35-44	58%	(430)	42%	(313)	743
Age: 45-64	65%	(928)	35%	(494)	1422
Age: 65+	68%	(658)	32%	(316)	974
GenZers: 1997-2012	71%	(375)	29%	(154)	529
Millennials: 1981-1996	60%	(800)	40%	(541)	1341
GenXers: 1965-1980	64%	(653)	36%	(364)	1017
Baby Boomers: 1946-1964	68%	(959)	32%	(455)	1414
PID: Dem (no lean)	67%	(1221)	33%	(615)	1836
PID: Ind (no lean)	70%	(901)	30%	(383)	1284
PID: Rep (no lean)	57%	(726)	43%	(554)	1280
PID/Gender: Dem Men	59%	(531)	41%	(376)	907
PID/Gender: Dem Women	74%	(685)	26%	(239)	924
PID/Gender: Ind Men	65%	(366)	35%	(196)	562
PID/Gender: Ind Women	73%	(516)	27%	(187)	703
PID/Gender: Rep Men	46%	(304)	54%	(353)	656
PID/Gender: Rep Women	68%	(421)	32%	(199)	620
Ideo: Liberal (1-3)	73%	(1009)	27%	(373)	1382
Ideo: Moderate (4)	62%	(791)	38%	(486)	1276
Ideo: Conservative (5-7)	58%	(769)	42%	(567)	1336
Educ: < College	64%	(1841)	36%	(1034)	2875
Educ: Bachelors degree	67%	(647)	33%	(321)	968
Educ: Post-grad	65%	(360)	35%	(197)	556
Income: Under 50k	62%	(1354)	38%	(820)	2174
Income: 50k-100k	68%	(1007)	32%	(482)	1489
Income: 100k+	66%	(487)	34%	(250)	736
Ethnicity: White	66%	(2231)	34%	(1164)	3395
Ethnicity: Hispanic	63%	(474)	37%	(284)	758
Ethnicity: Black	57%	(320)	43%	(246)	566

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Ethnicity: Other	68%	(297)	32%	(142)	439
All Christian	63%	(1224)	37%	(726)	1949
All Non-Christian	61%	(241)	39%	(154)	395
Atheist	74%	(140)	26%	(50)	190
Agnostic/Nothing in particular	66%	(749)	34%	(382)	1131
Something Else	67%	(495)	33%	(239)	735
Religious Non-Protestant/Catholic	63%	(283)	37%	(165)	447
Evangelical	59%	(681)	41%	(474)	1155
Non-Evangelical	68%	(1003)	32%	(472)	1475
Community: Urban	61%	(881)	39%	(558)	1439
Community: Suburban	66%	(1274)	34%	(663)	1936
Community: Rural	68%	(694)	32%	(331)	1025
Employ: Private Sector	64%	(888)	36%	(509)	1397
Employ: Government	70%	(206)	30%	(88)	294
Employ: Self-Employed	64%	(279)	36%	(158)	438
Employ: Homemaker	63%	(151)	37%	(90)	241
Employ: Student	78%	(138)	22%	(38)	176
Employ: Retired	63%	(715)	37%	(412)	1127
Employ: Unemployed	61%	(289)	39%	(181)	471
Employ: Other	71%	(182)	29%	(74)	256
Military HH: Yes	68%	(433)	32%	(201)	634
Military HH: No	64%	(2416)	36%	(1351)	3766
2022 House Vote: Democrat	68%	(1242)	32%	(586)	1827
2022 House Vote: Republican	61%	(772)	39%	(498)	1270
2022 House Vote: Someone else	71%	(71)	29%	(30)	101
2022 House Vote: Didnt Vote	64%	(764)	36%	(439)	1202
2020 Vote: Joe Biden	70%	(1340)	30%	(585)	1925
2020 Vote: Donald Trump	60%	(807)	40%	(544)	1351
2020 Vote: Other	73%	(89)	27%	(33)	121
2020 Vote: Didn't Vote	61%	(611)	39%	(390)	1001

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
2018 House Vote: Democrat	69%	(1117)	31%	(510)	1627
2018 House Vote: Republican	61%	(725)	39%	(463)	1188
2018 House Vote: Someone else	76%	(77)	24%	(25)	102
2018 House Vote: Didnt Vote	63%	(930)	37%	(554)	1484
4-Region: Northeast	67%	(517)	33%	(254)	771
4-Region: Midwest	70%	(635)	30%	(274)	909
4-Region: South	62%	(1044)	38%	(635)	1679
4-Region: West	63%	(652)	37%	(390)	1042
2304079	65%	(1421)	35%	(778)	2199
2304086	65%	(1427)	35%	(775)	2202
Ethnicity: White (Non-Hispanic)	66%	(1808)	34%	(916)	2725
Ethnicity: Hispanic	63%	(474)	37%	(284)	758
Ethnicity: Black (Non-Hispanic)	57%	(305)	43%	(226)	531
Ethnicity: Asian + Other (Non-Hispanic)	67%	(260)	33%	(126)	386
Female F&b Monthly Consumer	58%	(1146)	42%	(837)	1984
Male F&b Monthly Consumer	74%	(1537)	26%	(541)	2079
Gen Z F&b Monthly Consumer	72%	(338)	28%	(131)	469
Millennial F&b Monthly Consumer	62%	(756)	38%	(463)	1219
Gen X F&b Monthly Consumer	65%	(621)	35%	(329)	950
Boomer F&b Monthly Consumer	69%	(931)	31%	(426)	1358
HHI <$50k F&b Monthly Consumer	64%	(1276)	36%	(719)	1995
HHI $50-$100k F&b Monthly Consumer	69%	(965)	31%	(438)	1404
HHI $100k+ F&b Monthly Consumer	68%	(466)	32%	(222)	688
PID: Dem (No Lean) F&b Monthly Consumer	67%	(1161)	33%	(559)	1720
PID: Ind (No Lean) F&b Monthly Consumer	73%	(837)	27%	(313)	1150
PID: Rep (No Lean) F&b Monthly Consumer	58%	(709)	42%	(508)	1217
Female Hh Goods Monthly Consumer	56%	(846)	44%	(651)	1498
Male Hh Goods Monthly Consumer	74%	(1193)	26%	(409)	1601
Gen Z Hh Goods Monthly Consumer	70%	(258)	30%	(109)	367
Millennial Hh Goods Monthly Consumer	61%	(624)	39%	(398)	1022
Gen X Hh Goods Monthly Consumer	67%	(506)	33%	(245)	750

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Boomer Hh Goods Monthly Consumer	68%	(620)	32%	(291)	911
HHI <$50k Hh Goods Monthly Consumer	65%	(962)	35%	(515)	1477
HHI $50-$100k Hh Goods Monthly Consumer	67%	(737)	33%	(358)	1095
HHI $100k+ Hh Goods Monthly Consumer	65%	(352)	35%	(187)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	67%	(889)	33%	(446)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	72%	(623)	28%	(237)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	59%	(538)	41%	(377)	915
Female Apparel Monthly Consumer	53%	(417)	47%	(373)	790
Male Apparel Monthly Consumer	72%	(612)	28%	(243)	855
Gen Z Apparel Monthly Consumer	63%	(176)	37%	(103)	279
Millennial Apparel Monthly Consumer	59%	(421)	41%	(292)	713
Gen X Apparel Monthly Consumer	65%	(250)	35%	(135)	385
Boomer Apparel Monthly Consumer	68%	(182)	32%	(85)	267
HHI <$50k Apparel Monthly Consumer	62%	(416)	38%	(258)	674
HHI $50-$100k Apparel Monthly Consumer	64%	(420)	36%	(232)	652
HHI $100k+ Apparel Monthly Consumer	61%	(200)	39%	(128)	328
PID: Dem (No Lean) Apparel Monthly Consumer	63%	(505)	37%	(301)	806
PID: Ind (No Lean) Apparel Monthly Consumer	73%	(294)	27%	(110)	404
PID: Rep (No Lean) Apparel Monthly Consumer	53%	(237)	47%	(207)	444
Female Electronics Yearly Consumer	57%	(821)	43%	(631)	1452
Male Electronics Yearly Consumer	74%	(880)	26%	(312)	1192
Gen Z Electronics Yearly Consumer	67%	(249)	33%	(124)	374
Millennial Electronics Yearly Consumer	59%	(595)	41%	(412)	1007
Gen X Electronics Yearly Consumer	66%	(414)	34%	(214)	627
Boomer Electronics Yearly Consumer	70%	(427)	30%	(180)	607
HHI <$50k Electronics Yearly Consumer	63%	(736)	37%	(429)	1165
HHI $50-$100k Electronics Yearly Consumer	66%	(653)	34%	(334)	987
HHI $100k+ Electronics Yearly Consumer	64%	(325)	36%	(179)	505
PID: Dem (No Lean) Electronics Yearly Consumer	64%	(744)	36%	(417)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	74%	(540)	26%	(185)	725
PID: Rep (No Lean) Electronics Yearly Consumer	56%	(430)	44%	(341)	771

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Female Beauty & Care Monthly Consumer	57%	(772)	43%	(574)	1346
Male Beauty & Care Monthly Consumer	74%	(1072)	26%	(372)	1444
Gen Z Beauty & Care Monthly Consumer	70%	(260)	30%	(111)	371
Millennial Beauty & Care Monthly Consumer	62%	(599)	38%	(363)	962
Gen X Beauty & Care Monthly Consumer	68%	(468)	32%	(220)	688
Boomer Beauty & Care Monthly Consumer	68%	(509)	32%	(238)	747
HHI <$50k Beauty & Care Monthly Consumer	66%	(880)	34%	(445)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	67%	(672)	33%	(337)	1010
HHI $100k+ Beauty & Care Monthly Consumer	65%	(306)	35%	(165)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	68%	(845)	32%	(399)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	74%	(551)	26%	(198)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	57%	(461)	43%	(351)	812
Female Insurance Yearly Consumer	57%	(900)	43%	(677)	1577
Male Insurance Yearly Consumer	75%	(1128)	25%	(385)	1513
Gen Z Insurance Yearly Consumer	72%	(247)	28%	(96)	343
Millennial Insurance Yearly Consumer	61%	(579)	39%	(372)	951
Gen X Insurance Yearly Consumer	65%	(443)	35%	(234)	677
Boomer Insurance Yearly Consumer	69%	(713)	31%	(325)	1038
HHI <$50k Insurance Yearly Consumer	64%	(875)	36%	(494)	1369
HHI $50-$100k Insurance Yearly Consumer	68%	(780)	32%	(366)	1146
HHI $100k+ Insurance Yearly Consumer	65%	(381)	35%	(202)	582
PID: Dem (No Lean) Insurance Yearly Consumer	68%	(880)	32%	(417)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	73%	(624)	27%	(234)	857
PID: Rep (No Lean) Insurance Yearly Consumer	56%	(532)	44%	(411)	943
Female Pharma Monthly Consumer	57%	(784)	43%	(590)	1374
Male Pharma Monthly Consumer	74%	(1032)	26%	(364)	1396
Gen Z Pharma Monthly Consumer	72%	(210)	28%	(84)	294
Millennial Pharma Monthly Consumer	62%	(507)	38%	(316)	823
Gen X Pharma Monthly Consumer	68%	(474)	32%	(222)	696
Boomer Pharma Monthly Consumer	66%	(599)	34%	(308)	907
HHI <$50k Pharma Monthly Consumer	65%	(876)	35%	(471)	1347

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
HHI $50-$100k Pharma Monthly Consumer	67%	(652)	33%	(318)	970
HHI $100k+ Pharma Monthly Consumer	64%	(301)	36%	(166)	467
PID: Dem (No Lean) Pharma Monthly Consumer	67%	(808)	33%	(399)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	72%	(522)	28%	(204)	726
PID: Rep (No Lean) Pharma Monthly Consumer	59%	(498)	41%	(351)	850
Female Media Monthly Consumer	56%	(582)	44%	(454)	1037
Male Media Monthly Consumer	75%	(659)	25%	(220)	878
Gen Z Media Monthly Consumer	69%	(207)	31%	(93)	300
Millennial Media Monthly Consumer	58%	(452)	42%	(325)	777
Gen X Media Monthly Consumer	67%	(293)	33%	(145)	438
Boomer Media Monthly Consumer	73%	(280)	27%	(106)	387
HHI <$50k Media Monthly Consumer	65%	(528)	35%	(286)	814
HHI $50-$100k Media Monthly Consumer	65%	(478)	35%	(257)	735
HHI $100k+ Media Monthly Consumer	65%	(242)	35%	(131)	372
PID: Dem (No Lean) Media Monthly Consumer	64%	(574)	36%	(321)	894
PID: Ind (No Lean) Media Monthly Consumer	76%	(381)	24%	(121)	501
PID: Rep (No Lean) Media Monthly Consumer	56%	(294)	44%	(233)	526
Female Ent. Products Monthly Consumer	52%	(407)	48%	(382)	789
Male Ent. Products Monthly Consumer	72%	(376)	28%	(146)	522
Gen Z Ent. Products Monthly Consumer	63%	(156)	37%	(90)	246
Millennial Ent. Products Monthly Consumer	58%	(394)	42%	(282)	676
Gen X Ent. Products Monthly Consumer	59%	(146)	41%	(103)	249
Boomer Ent. Products Monthly Consumer	65%	(91)	35%	(50)	141
HHI <$50k Ent. Products Monthly Consumer	62%	(320)	38%	(198)	518
HHI $50-$100k Ent. Products Monthly Consumer	61%	(317)	39%	(206)	523
HHI $100k+ Ent. Products Monthly Consumer	55%	(151)	45%	(123)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	59%	(373)	41%	(263)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	72%	(236)	28%	(91)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	51%	(179)	49%	(175)	354
Female Travel Yearly Consumer	58%	(759)	42%	(555)	1314
Male Travel Yearly Consumer	76%	(781)	24%	(246)	1027

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Gen Z Travel Yearly Consumer	69%	(226)	31%	(103)	329
Millennial Travel Yearly Consumer	60%	(514)	40%	(344)	858
Gen X Travel Yearly Consumer	67%	(321)	33%	(157)	479
Boomer Travel Yearly Consumer	72%	(465)	28%	(184)	648
HHI <$50k Travel Yearly Consumer	65%	(523)	35%	(283)	806
HHI $50-$100k Travel Yearly Consumer	67%	(650)	33%	(324)	974
HHI $100k+ Travel Yearly Consumer	66%	(377)	34%	(194)	570
PID: Dem (No Lean) Travel Yearly Consumer	67%	(731)	33%	(359)	1090
PID: Ind (No Lean) Travel Yearly Consumer	74%	(426)	26%	(152)	578
PID: Rep (No Lean) Travel Yearly Consumer	58%	(393)	42%	(290)	683
Female Alcohol Weekly Consumer	56%	(284)	44%	(219)	503
Male Alcohol Weekly Consumer	71%	(160)	29%	(64)	224
Gen Z Alcohol Weekly Consumer	52%	(26)	48%	(24)	50
Millennial Alcohol Weekly Consumer	56%	(185)	44%	(145)	329
Gen X Alcohol Weekly Consumer	63%	(118)	37%	(71)	189
Boomer Alcohol Weekly Consumer	72%	(109)	28%	(41)	150
HHI <$50k Alcohol Weekly Consumer	59%	(159)	41%	(110)	269
HHI $50-$100k Alcohol Weekly Consumer	63%	(184)	37%	(106)	291
HHI $100k+ Alcohol Weekly Consumer	60%	(101)	40%	(67)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	59%	(219)	41%	(150)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	78%	(123)	22%	(36)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	51%	(103)	49%	(98)	201
Monthly Beer Drinkers	64%	(996)	36%	(552)	1549
Don't Drink Beer	73%	(370)	27%	(136)	507
Monthly Wine Drinkers	68%	(959)	32%	(460)	1418
Don't Drink Wine	62%	(305)	38%	(185)	490
Monthly Hard Seltzer Drinker	61%	(503)	39%	(315)	818
Don't Drink Hard Seltzer	69%	(850)	31%	(376)	1227
Monthly Spirits Drinker	67%	(929)	33%	(461)	1390
Don't Drink Spirits	60%	(308)	40%	(207)	514

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Table MCBR4: *As you may know, LGBTQ+ represents people in the Lesbian, Gay, Bisexual, Transgender and Queer. Do you know any LGBTQ+ individuals in your own life?*

Demographic	Yes		No		Total N
Adults	65%	(2849)	35%	(1552)	4401
Monthly Canned Cocktail Drinker	59%	(437)	41%	(306)	743
Don't Drink Canned Cocktails	71%	(906)	29%	(364)	1270
Weekly Beer Drinker	61%	(624)	39%	(405)	1028
Weekly Wine Drinker	63%	(495)	37%	(296)	791
Weekly Hard Seltzer Drinker	61%	(255)	39%	(166)	421
Weekly Spirits Drinker	65%	(463)	35%	(251)	714
Weekly Canned Cocktail Drinker	57%	(209)	43%	(159)	368
Don't Drink Alcohol	58%	(998)	42%	(732)	1731
Purchased Car in Past 2 Years	65%	(593)	35%	(320)	914
Aware of Bud Light Events	68%	(1828)	32%	(864)	2692

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

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
Gender: Male	54%	(1158)	34%	(718)	12%	(251)	2127
Gender: Female	41%	(927)	39%	(886)	19%	(434)	2247
Age: 18-34	39%	(497)	45%	(568)	16%	(197)	1262
Age: 35-44	46%	(342)	34%	(250)	20%	(151)	743
Age: 45-64	51%	(729)	32%	(450)	17%	(243)	1422
Age: 65+	53%	(518)	36%	(354)	10%	(101)	974
GenZers: 1997-2012	31%	(166)	48%	(255)	20%	(107)	529
Millennials: 1981-1996	46%	(611)	39%	(519)	16%	(211)	1341
GenXers: 1965-1980	48%	(491)	32%	(322)	20%	(203)	1017
Baby Boomers: 1946-1964	53%	(756)	35%	(499)	11%	(159)	1414
PID: Dem (no lean)	32%	(582)	56%	(1036)	12%	(219)	1836
PID: Ind (no lean)	43%	(557)	32%	(411)	25%	(316)	1284
PID: Rep (no lean)	74%	(947)	14%	(176)	12%	(156)	1280
PID/Gender: Dem Men	39%	(354)	51%	(466)	10%	(87)	907
PID/Gender: Dem Women	25%	(228)	61%	(565)	14%	(131)	924
PID/Gender: Ind Men	53%	(296)	31%	(174)	17%	(93)	562
PID/Gender: Ind Women	37%	(261)	32%	(223)	31%	(219)	703
PID/Gender: Rep Men	77%	(508)	12%	(78)	11%	(70)	656
PID/Gender: Rep Women	71%	(437)	16%	(98)	14%	(84)	620
Ideo: Liberal (1-3)	26%	(358)	65%	(898)	9%	(126)	1382
Ideo: Moderate (4)	46%	(588)	35%	(450)	19%	(238)	1276
Ideo: Conservative (5-7)	76%	(1011)	14%	(184)	11%	(141)	1336
Educ: < College	47%	(1352)	35%	(997)	18%	(525)	2875
Educ: Bachelors degree	50%	(480)	39%	(373)	12%	(115)	968
Educ: Post-grad	46%	(253)	45%	(253)	9%	(51)	556
Income: Under 50k	45%	(976)	35%	(770)	20%	(428)	2174
Income: 50k-100k	51%	(760)	36%	(539)	13%	(189)	1489
Income: 100k+	47%	(348)	43%	(314)	10%	(74)	736

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
Ethnicity: White	50%	(1681)	37%	(1244)	14%	(470)	3395
Ethnicity: Hispanic	46%	(347)	36%	(275)	18%	(136)	758
Ethnicity: Black	43%	(241)	33%	(186)	24%	(138)	566
Ethnicity: Other	37%	(163)	44%	(193)	19%	(83)	439
All Christian	58%	(1130)	29%	(558)	13%	(262)	1949
All Non-Christian	40%	(156)	51%	(201)	9%	(37)	395
Atheist	24%	(46)	70%	(133)	6%	(11)	190
Agnostic/Nothing in particular	35%	(398)	46%	(515)	19%	(218)	1131
Something Else	48%	(355)	29%	(215)	22%	(164)	735
Religious Non-Protestant/Catholic	41%	(185)	49%	(218)	10%	(44)	447
Evangelical	66%	(764)	19%	(222)	15%	(169)	1155
Non-Evangelical	46%	(680)	37%	(546)	17%	(249)	1475
Community: Urban	44%	(637)	40%	(569)	16%	(233)	1439
Community: Suburban	47%	(903)	39%	(756)	14%	(276)	1936
Community: Rural	53%	(545)	29%	(298)	18%	(182)	1025
Employ: Private Sector	51%	(714)	38%	(528)	11%	(155)	1397
Employ: Government	41%	(120)	49%	(143)	11%	(32)	294
Employ: Self-Employed	48%	(211)	34%	(150)	18%	(77)	438
Employ: Homemaker	37%	(89)	35%	(84)	28%	(69)	241
Employ: Student	24%	(43)	49%	(85)	27%	(47)	176
Employ: Retired	53%	(597)	35%	(390)	12%	(140)	1127
Employ: Unemployed	41%	(194)	34%	(160)	25%	(117)	471
Employ: Other	46%	(118)	33%	(83)	21%	(54)	256
Military HH: Yes	59%	(374)	30%	(191)	11%	(70)	634
Military HH: No	45%	(1712)	38%	(1432)	17%	(622)	3766

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
2022 House Vote: Democrat	32%	(582)	56%	(1025)	12%	(219)	1827
2022 House Vote: Republican	75%	(951)	14%	(172)	12%	(148)	1270
2022 House Vote: Someone else	36%	(36)	31%	(31)	34%	(34)	101
2022 House Vote: Didnt Vote	43%	(517)	33%	(395)	24%	(290)	1202
2020 Vote: Joe Biden	31%	(602)	56%	(1071)	13%	(252)	1925
2020 Vote: Donald Trump	74%	(1002)	14%	(188)	12%	(161)	1351
2020 Vote: Other	40%	(48)	34%	(41)	26%	(32)	121
2020 Vote: Didn't Vote	43%	(432)	32%	(322)	25%	(246)	1001
2018 House Vote: Democrat	32%	(520)	55%	(889)	13%	(217)	1627
2018 House Vote: Republican	73%	(872)	15%	(179)	12%	(138)	1188
2018 House Vote: Someone else	36%	(37)	33%	(33)	31%	(31)	102
2018 House Vote: Didnt Vote	44%	(657)	35%	(522)	21%	(305)	1484
4-Region: Northeast	46%	(351)	41%	(318)	13%	(102)	771
4-Region: Midwest	44%	(403)	41%	(372)	15%	(134)	909
4-Region: South	51%	(851)	33%	(555)	16%	(272)	1679
4-Region: West	46%	(481)	36%	(378)	18%	(183)	1042
2304079	48%	(1048)	37%	(811)	15%	(340)	2199
2304086	47%	(1038)	37%	(812)	16%	(352)	2202
Ethnicity: White (Non-Hispanic)	50%	(1369)	37%	(1005)	13%	(351)	2725
Ethnicity: Hispanic	46%	(347)	36%	(275)	18%	(136)	758
Ethnicity: Black (Non-Hispanic)	43%	(230)	32%	(169)	25%	(131)	531
Ethnicity: Asian + Other (Non-Hispanic)	36%	(140)	45%	(174)	19%	(72)	386
Female F&b Monthly Consumer	55%	(1090)	34%	(678)	11%	(215)	1984
Male F&b Monthly Consumer	42%	(872)	41%	(849)	17%	(358)	2079
Gen Z F&b Monthly Consumer	31%	(143)	52%	(242)	18%	(84)	469
Millennial F&b Monthly Consumer	46%	(563)	40%	(484)	14%	(171)	1219
Gen X F&b Monthly Consumer	50%	(471)	32%	(305)	18%	(174)	950
Boomer F&b Monthly Consumer	54%	(728)	36%	(488)	10%	(141)	1358

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
HHI <$50k F&b Monthly Consumer	46%	(918)	37%	(731)	17%	(346)	1995
HHI $50-$100k F&b Monthly Consumer	51%	(713)	37%	(519)	12%	(172)	1404
HHI $100k+ F&b Monthly Consumer	48%	(331)	43%	(296)	9%	(61)	688
PID: Dem (No Lean) F&b Monthly Consumer	31%	(541)	57%	(986)	11%	(192)	1720
PID: Ind (No Lean) F&b Monthly Consumer	45%	(517)	34%	(393)	21%	(241)	1150
PID: Rep (No Lean) F&b Monthly Consumer	74%	(905)	14%	(167)	12%	(145)	1217
Female Hh Goods Monthly Consumer	56%	(838)	33%	(500)	11%	(160)	1498
Male Hh Goods Monthly Consumer	41%	(664)	40%	(643)	18%	(294)	1601
Gen Z Hh Goods Monthly Consumer	31%	(114)	52%	(191)	17%	(62)	367
Millennial Hh Goods Monthly Consumer	49%	(496)	38%	(392)	13%	(133)	1022
Gen X Hh Goods Monthly Consumer	49%	(365)	31%	(234)	20%	(151)	750
Boomer Hh Goods Monthly Consumer	54%	(487)	35%	(322)	11%	(101)	911
HHI <$50k Hh Goods Monthly Consumer	46%	(680)	35%	(517)	19%	(280)	1477
HHI $50-$100k Hh Goods Monthly Consumer	50%	(552)	37%	(409)	12%	(135)	1095
HHI $100k+ Hh Goods Monthly Consumer	50%	(271)	42%	(229)	7%	(39)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	34%	(454)	55%	(729)	11%	(153)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	45%	(387)	33%	(288)	22%	(186)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	72%	(662)	15%	(138)	13%	(115)	915
Female Apparel Monthly Consumer	53%	(415)	37%	(296)	10%	(79)	790
Male Apparel Monthly Consumer	41%	(349)	40%	(344)	19%	(162)	855
Gen Z Apparel Monthly Consumer	32%	(88)	50%	(139)	19%	(52)	279
Millennial Apparel Monthly Consumer	50%	(359)	38%	(274)	11%	(80)	713
Gen X Apparel Monthly Consumer	47%	(183)	32%	(123)	21%	(79)	385
Boomer Apparel Monthly Consumer	48%	(127)	40%	(107)	12%	(32)	267
HHI <$50k Apparel Monthly Consumer	41%	(278)	39%	(265)	19%	(131)	674
HHI $50-$100k Apparel Monthly Consumer	48%	(311)	39%	(253)	14%	(88)	652
HHI $100k+ Apparel Monthly Consumer	53%	(174)	39%	(129)	7%	(24)	328
PID: Dem (No Lean) Apparel Monthly Consumer	38%	(305)	52%	(416)	11%	(86)	806

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
PID: Ind (No Lean) Apparel Monthly Consumer	38%	(155)	34%	(139)	27%	(110)	404
PID: Rep (No Lean) Apparel Monthly Consumer	68%	(304)	21%	(93)	11%	(48)	444
Female Electronics Yearly Consumer	55%	(806)	35%	(501)	10%	(145)	1452
Male Electronics Yearly Consumer	40%	(476)	40%	(481)	20%	(235)	1192
Gen Z Electronics Yearly Consumer	37%	(137)	46%	(172)	17%	(65)	374
Millennial Electronics Yearly Consumer	49%	(489)	39%	(388)	13%	(130)	1007
Gen X Electronics Yearly Consumer	49%	(309)	32%	(203)	18%	(115)	627
Boomer Electronics Yearly Consumer	53%	(321)	36%	(219)	11%	(67)	607
HHI <$50k Electronics Yearly Consumer	45%	(522)	36%	(425)	19%	(219)	1165
HHI $50-$100k Electronics Yearly Consumer	52%	(513)	36%	(354)	12%	(120)	987
HHI $100k+ Electronics Yearly Consumer	49%	(248)	43%	(216)	8%	(41)	505
PID: Dem (No Lean) Electronics Yearly Consumer	35%	(411)	53%	(611)	12%	(139)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	44%	(315)	36%	(262)	20%	(148)	725
PID: Rep (No Lean) Electronics Yearly Consumer	72%	(556)	16%	(122)	12%	(94)	771
Female Beauty & Care Monthly Consumer	55%	(744)	35%	(468)	10%	(134)	1346
Male Beauty & Care Monthly Consumer	42%	(599)	40%	(577)	19%	(268)	1444
Gen Z Beauty & Care Monthly Consumer	35%	(130)	48%	(177)	17%	(64)	371
Millennial Beauty & Care Monthly Consumer	48%	(457)	41%	(394)	12%	(111)	962
Gen X Beauty & Care Monthly Consumer	48%	(331)	31%	(214)	21%	(143)	688
Boomer Beauty & Care Monthly Consumer	54%	(402)	35%	(261)	11%	(84)	747
HHI <$50k Beauty & Care Monthly Consumer	45%	(594)	36%	(483)	19%	(247)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	51%	(515)	37%	(370)	12%	(125)	1010
HHI $100k+ Beauty & Care Monthly Consumer	50%	(235)	43%	(205)	7%	(31)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	35%	(430)	55%	(682)	11%	(132)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	44%	(327)	34%	(252)	23%	(170)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	72%	(586)	15%	(124)	12%	(101)	812
Female Insurance Yearly Consumer	57%	(897)	34%	(534)	9%	(145)	1577
Male Insurance Yearly Consumer	44%	(667)	40%	(601)	16%	(245)	1513

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
Gen Z Insurance Yearly Consumer	33%	(115)	49%	(169)	17%	(59)	343
Millennial Insurance Yearly Consumer	51%	(481)	38%	(358)	12%	(112)	951
Gen X Insurance Yearly Consumer	52%	(353)	33%	(220)	15%	(104)	677
Boomer Insurance Yearly Consumer	54%	(560)	36%	(373)	10%	(104)	1038
HHI <$50k Insurance Yearly Consumer	50%	(682)	36%	(487)	15%	(200)	1369
HHI $50-$100k Insurance Yearly Consumer	52%	(597)	36%	(413)	12%	(136)	1146
HHI $100k+ Insurance Yearly Consumer	49%	(285)	42%	(242)	9%	(55)	582
PID: Dem (No Lean) Insurance Yearly Consumer	33%	(430)	58%	(748)	9%	(119)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	48%	(410)	32%	(276)	20%	(171)	857
PID: Rep (No Lean) Insurance Yearly Consumer	77%	(725)	13%	(118)	11%	(100)	943
Female Pharma Monthly Consumer	58%	(797)	33%	(451)	9%	(127)	1374
Male Pharma Monthly Consumer	43%	(598)	40%	(556)	17%	(242)	1396
Gen Z Pharma Monthly Consumer	29%	(86)	53%	(155)	18%	(52)	294
Millennial Pharma Monthly Consumer	49%	(405)	40%	(333)	10%	(85)	823
Gen X Pharma Monthly Consumer	49%	(343)	32%	(220)	19%	(133)	696
Boomer Pharma Monthly Consumer	57%	(520)	32%	(294)	10%	(92)	907
HHI <$50k Pharma Monthly Consumer	48%	(641)	36%	(481)	17%	(225)	1347
HHI $50-$100k Pharma Monthly Consumer	53%	(510)	36%	(350)	11%	(110)	970
HHI $100k+ Pharma Monthly Consumer	53%	(245)	40%	(187)	7%	(34)	467
PID: Dem (No Lean) Pharma Monthly Consumer	36%	(432)	53%	(646)	11%	(129)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	44%	(322)	34%	(249)	21%	(155)	726
PID: Rep (No Lean) Pharma Monthly Consumer	75%	(641)	15%	(124)	10%	(85)	850
Female Media Monthly Consumer	55%	(574)	34%	(356)	10%	(106)	1037
Male Media Monthly Consumer	39%	(344)	44%	(383)	17%	(151)	878
Gen Z Media Monthly Consumer	35%	(105)	48%	(143)	17%	(52)	300
Millennial Media Monthly Consumer	51%	(395)	38%	(292)	12%	(91)	777
Gen X Media Monthly Consumer	50%	(218)	34%	(149)	16%	(71)	438
Boomer Media Monthly Consumer	50%	(192)	40%	(154)	11%	(41)	387

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
HHI <$50k Media Monthly Consumer	44%	(356)	39%	(315)	18%	(143)	814
HHI $50-$100k Media Monthly Consumer	52%	(383)	36%	(267)	12%	(85)	735
HHI $100k+ Media Monthly Consumer	48%	(180)	44%	(163)	8%	(29)	372
PID: Dem (No Lean) Media Monthly Consumer	36%	(319)	55%	(489)	10%	(85)	894
PID: Ind (No Lean) Media Monthly Consumer	45%	(224)	34%	(169)	22%	(109)	501
PID: Rep (No Lean) Media Monthly Consumer	71%	(376)	16%	(86)	12%	(64)	526
Female Ent. Products Monthly Consumer	53%	(419)	36%	(283)	11%	(87)	789
Male Ent. Products Monthly Consumer	40%	(210)	41%	(215)	19%	(97)	522
Gen Z Ent. Products Monthly Consumer	33%	(82)	47%	(117)	19%	(47)	246
Millennial Ent. Products Monthly Consumer	53%	(358)	36%	(245)	11%	(73)	676
Gen X Ent. Products Monthly Consumer	48%	(120)	36%	(89)	16%	(40)	249
Boomer Ent. Products Monthly Consumer	46%	(65)	37%	(52)	17%	(24)	141
HHI <$50k Ent. Products Monthly Consumer	43%	(221)	40%	(208)	17%	(90)	518
HHI $50-$100k Ent. Products Monthly Consumer	48%	(253)	37%	(193)	15%	(78)	523
HHI $100k+ Ent. Products Monthly Consumer	56%	(154)	37%	(103)	6%	(17)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	39%	(247)	51%	(327)	10%	(61)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	44%	(145)	32%	(106)	23%	(77)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	67%	(237)	20%	(71)	13%	(46)	354
Female Travel Yearly Consumer	54%	(704)	36%	(475)	10%	(135)	1314
Male Travel Yearly Consumer	41%	(421)	44%	(449)	15%	(157)	1027
Gen Z Travel Yearly Consumer	33%	(108)	50%	(163)	18%	(58)	329
Millennial Travel Yearly Consumer	50%	(428)	39%	(333)	11%	(98)	858
Gen X Travel Yearly Consumer	52%	(250)	33%	(158)	15%	(71)	479
Boomer Travel Yearly Consumer	50%	(323)	41%	(264)	10%	(62)	648
HHI <$50k Travel Yearly Consumer	46%	(369)	38%	(308)	16%	(129)	806
HHI $50-$100k Travel Yearly Consumer	50%	(491)	38%	(372)	11%	(110)	974
HHI $100k+ Travel Yearly Consumer	46%	(265)	44%	(253)	9%	(53)	570
PID: Dem (No Lean) Travel Yearly Consumer	33%	(365)	57%	(623)	9%	(102)	1090

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
PID: Ind (No Lean) Travel Yearly Consumer	45%	(261)	35%	(204)	19%	(113)	578
PID: Rep (No Lean) Travel Yearly Consumer	73%	(499)	16%	(106)	11%	(77)	683
Female Alcohol Weekly Consumer	57%	(286)	36%	(183)	7%	(35)	503
Male Alcohol Weekly Consumer	44%	(98)	43%	(97)	13%	(29)	224
Gen Z Alcohol Weekly Consumer	46%	(23)	49%	(25)	5%	(2)	50
Millennial Alcohol Weekly Consumer	54%	(179)	35%	(114)	11%	(36)	329
Gen X Alcohol Weekly Consumer	54%	(101)	39%	(74)	7%	(14)	189
Boomer Alcohol Weekly Consumer	51%	(77)	41%	(61)	8%	(12)	150
HHI <$50k Alcohol Weekly Consumer	53%	(142)	37%	(100)	10%	(27)	269
HHI $50-$100k Alcohol Weekly Consumer	52%	(151)	39%	(114)	9%	(26)	291
HHI $100k+ Alcohol Weekly Consumer	54%	(90)	40%	(67)	7%	(11)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	45%	(167)	48%	(177)	7%	(25)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	53%	(83)	34%	(54)	13%	(21)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	67%	(134)	24%	(49)	9%	(18)	201
Monthly Beer Drinkers	50%	(777)	39%	(599)	11%	(173)	1549
Don't Drink Beer	41%	(208)	43%	(217)	16%	(81)	507
Monthly Wine Drinkers	46%	(654)	41%	(588)	12%	(176)	1418
Don't Drink Wine	49%	(242)	37%	(180)	14%	(68)	490
Monthly Hard Seltzer Drinker	47%	(384)	43%	(349)	10%	(85)	818
Don't Drink Hard Seltzer	51%	(628)	36%	(440)	13%	(159)	1227
Monthly Spirits Drinker	49%	(679)	40%	(560)	11%	(151)	1390
Don't Drink Spirits	46%	(235)	38%	(197)	16%	(83)	514
Monthly Canned Cocktail Drinker	51%	(381)	39%	(293)	9%	(69)	743
Don't Drink Canned Cocktails	48%	(607)	39%	(496)	13%	(167)	1270
Weekly Beer Drinker	54%	(560)	37%	(384)	8%	(84)	1028
Weekly Wine Drinker	49%	(389)	40%	(317)	11%	(85)	791
Weekly Hard Seltzer Drinker	48%	(204)	44%	(187)	7%	(31)	421
Weekly Spirits Drinker	46%	(332)	43%	(305)	11%	(77)	714

Continued on next page

Table MCBR5: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Whether someone is a man or a woman is determined by the sex they were assigned at birth		Someone can be a man or a woman even if that is different from the sex they were assigned at birth		Don't know / No opinion		Total N
Adults	47%	(2086)	37%	(1623)	16%	(692)	4401
Weekly Canned Cocktail Drinker	53%	(196)	40%	(148)	7%	(25)	368
Don't Drink Alcohol	50%	(860)	31%	(540)	19%	(330)	1731
Purchased Car in Past 2 Years	51%	(462)	38%	(351)	11%	(100)	914
Aware of Bud Light Events	51%	(1360)	40%	(1078)	9%	(254)	2692

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

Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Gender: Male	36%	(775)	41%	(871)	23%	(481)	2127
Gender: Female	37%	(842)	31%	(705)	31%	(699)	2247
Age: 18-34	47%	(588)	29%	(363)	25%	(311)	1262
Age: 35-44	40%	(294)	35%	(260)	25%	(188)	743
Age: 45-64	31%	(437)	38%	(543)	31%	(442)	1422
Age: 65+	32%	(315)	42%	(411)	25%	(248)	974
GenZers: 1997-2012	48%	(252)	25%	(134)	27%	(142)	529
Millennials: 1981-1996	43%	(580)	33%	(444)	24%	(317)	1341
GenXers: 1965-1980	32%	(321)	36%	(364)	33%	(332)	1017
Baby Boomers: 1946-1964	32%	(454)	41%	(585)	27%	(375)	1414
PID: Dem (no lean)	57%	(1040)	21%	(385)	22%	(411)	1836
PID: Ind (no lean)	30%	(380)	31%	(403)	39%	(501)	1284
PID: Rep (no lean)	17%	(214)	62%	(790)	22%	(276)	1280
PID/Gender: Dem Men	56%	(509)	25%	(228)	19%	(170)	907
PID/Gender: Dem Women	57%	(526)	17%	(157)	26%	(241)	924
PID/Gender: Ind Men	29%	(165)	37%	(211)	33%	(187)	562
PID/Gender: Ind Women	29%	(204)	27%	(192)	44%	(307)	703
PID/Gender: Rep Men	15%	(101)	66%	(432)	19%	(122)	656
PID/Gender: Rep Women	18%	(112)	57%	(356)	24%	(152)	620
Ideo: Liberal (1-3)	66%	(918)	16%	(222)	18%	(242)	1382
Ideo: Moderate (4)	32%	(408)	33%	(423)	35%	(445)	1276
Ideo: Conservative (5-7)	18%	(241)	62%	(828)	20%	(267)	1336
Educ: < College	32%	(924)	38%	(1082)	30%	(869)	2875
Educ: Bachelors degree	42%	(402)	35%	(339)	23%	(226)	968
Educ: Post-grad	55%	(308)	28%	(156)	17%	(92)	556
Income: Under 50k	33%	(719)	36%	(782)	31%	(672)	2174
Income: 50k-100k	37%	(551)	38%	(572)	25%	(366)	1489
Income: 100k+	49%	(364)	30%	(222)	20%	(150)	736
Ethnicity: White	38%	(1277)	37%	(1261)	25%	(857)	3395
Ethnicity: Hispanic	39%	(296)	30%	(231)	30%	(231)	758
Ethnicity: Black	29%	(167)	36%	(201)	35%	(198)	566

Continued on next page

Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Ethnicity: Other	43%	(191)	26%	(115)	30%	(133)	439
All Christian	30%	(583)	43%	(841)	27%	(525)	1949
All Non-Christian	58%	(228)	26%	(104)	16%	(63)	395
Atheist	65%	(124)	16%	(31)	19%	(35)	190
Agnostic/Nothing in particular	44%	(500)	26%	(294)	30%	(337)	1131
Something Else	27%	(199)	42%	(307)	31%	(229)	735
Religious Non-Protestant/Catholic	55%	(245)	28%	(124)	18%	(79)	447
Evangelical	20%	(235)	57%	(659)	23%	(262)	1155
Non-Evangelical	37%	(545)	31%	(455)	32%	(474)	1475
Community: Urban	42%	(609)	32%	(461)	26%	(369)	1439
Community: Suburban	37%	(721)	34%	(663)	28%	(551)	1936
Community: Rural	30%	(304)	44%	(452)	26%	(269)	1025
Employ: Private Sector	40%	(562)	36%	(507)	24%	(329)	1397
Employ: Government	54%	(159)	30%	(87)	16%	(48)	294
Employ: Self-Employed	39%	(171)	35%	(152)	26%	(114)	438
Employ: Homemaker	41%	(98)	27%	(65)	32%	(78)	241
Employ: Student	42%	(74)	16%	(29)	42%	(73)	176
Employ: Retired	30%	(341)	42%	(477)	27%	(309)	1127
Employ: Unemployed	32%	(151)	35%	(165)	33%	(155)	471
Employ: Other	31%	(79)	37%	(96)	32%	(81)	256
Military HH: Yes	30%	(191)	46%	(293)	24%	(150)	634
Military HH: No	38%	(1443)	34%	(1284)	28%	(1039)	3766
2022 House Vote: Democrat	56%	(1030)	21%	(392)	22%	(405)	1827
2022 House Vote: Republican	18%	(224)	60%	(764)	22%	(282)	1270
2022 House Vote: Someone else	34%	(35)	19%	(19)	47%	(47)	101
2022 House Vote: Didnt Vote	29%	(345)	33%	(402)	38%	(455)	1202
2020 Vote: Joe Biden	57%	(1089)	21%	(397)	23%	(438)	1925
2020 Vote: Donald Trump	15%	(206)	60%	(807)	25%	(338)	1351
2020 Vote: Other	35%	(42)	23%	(28)	42%	(51)	121
2020 Vote: Didn't Vote	30%	(296)	34%	(345)	36%	(360)	1001

Continued on next page

Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
2018 House Vote: Democrat	55%	(899)	21%	(349)	23%	(379)	1627
2018 House Vote: Republican	19%	(223)	59%	(700)	22%	(265)	1188
2018 House Vote: Someone else	30%	(31)	22%	(23)	47%	(48)	102
2018 House Vote: Didnt Vote	32%	(481)	34%	(506)	33%	(497)	1484
4-Region: Northeast	42%	(320)	33%	(253)	26%	(197)	771
4-Region: Midwest	39%	(353)	32%	(287)	30%	(270)	909
4-Region: South	33%	(548)	40%	(671)	27%	(459)	1679
4-Region: West	40%	(413)	35%	(366)	25%	(263)	1042
2304079	37%	(819)	35%	(776)	27%	(604)	2199
2304086	37%	(815)	36%	(802)	27%	(585)	2202
Ethnicity: White (Non-Hispanic)	37%	(1007)	39%	(1057)	24%	(660)	2725
Ethnicity: Hispanic	39%	(296)	30%	(231)	30%	(231)	758
Ethnicity: Black (Non-Hispanic)	30%	(157)	36%	(191)	34%	(183)	531
Ethnicity: Asian + Other (Non-Hispanic)	45%	(173)	26%	(99)	29%	(114)	386
Female F&b Monthly Consumer	37%	(729)	41%	(815)	22%	(440)	1984
Male F&b Monthly Consumer	38%	(786)	32%	(666)	30%	(626)	2079
Gen Z F&b Monthly Consumer	48%	(225)	27%	(125)	25%	(118)	469
Millennial F&b Monthly Consumer	43%	(530)	33%	(406)	23%	(283)	1219
Gen X F&b Monthly Consumer	32%	(303)	36%	(346)	32%	(301)	950
Boomer F&b Monthly Consumer	33%	(446)	41%	(560)	26%	(352)	1358
HHI <$50k F&b Monthly Consumer	34%	(669)	37%	(737)	30%	(590)	1995
HHI $50-$100k F&b Monthly Consumer	37%	(519)	38%	(534)	25%	(350)	1404
HHI $100k+ F&b Monthly Consumer	50%	(343)	31%	(211)	20%	(134)	688
PID: Dem (No Lean) F&b Monthly Consumer	57%	(981)	20%	(349)	23%	(389)	1720
PID: Ind (No Lean) F&b Monthly Consumer	30%	(349)	33%	(376)	37%	(425)	1150
PID: Rep (No Lean) F&b Monthly Consumer	17%	(201)	62%	(757)	21%	(259)	1217
Female Hh Goods Monthly Consumer	38%	(565)	41%	(615)	21%	(318)	1498
Male Hh Goods Monthly Consumer	37%	(596)	32%	(516)	31%	(489)	1601
Gen Z Hh Goods Monthly Consumer	48%	(178)	25%	(93)	26%	(96)	367
Millennial Hh Goods Monthly Consumer	44%	(454)	35%	(358)	21%	(210)	1022
Gen X Hh Goods Monthly Consumer	31%	(235)	36%	(270)	33%	(246)	750

Continued on next page

Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Boomer Hh Goods Monthly Consumer	32%	(290)	41%	(375)	27%	(246)	911
HHI <$50k Hh Goods Monthly Consumer	33%	(485)	36%	(533)	31%	(459)	1477
HHI $50-$100k Hh Goods Monthly Consumer	38%	(412)	39%	(422)	24%	(261)	1095
HHI $100k+ Hh Goods Monthly Consumer	51%	(274)	33%	(177)	16%	(88)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	57%	(755)	22%	(288)	22%	(292)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	29%	(251)	34%	(289)	37%	(320)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	18%	(165)	61%	(555)	21%	(196)	915
Female Apparel Monthly Consumer	46%	(365)	36%	(282)	18%	(144)	790
Male Apparel Monthly Consumer	40%	(344)	30%	(258)	30%	(253)	855
Gen Z Apparel Monthly Consumer	45%	(125)	27%	(74)	29%	(80)	279
Millennial Apparel Monthly Consumer	48%	(345)	34%	(241)	18%	(127)	713
Gen X Apparel Monthly Consumer	35%	(134)	32%	(123)	33%	(128)	385
Boomer Apparel Monthly Consumer	40%	(107)	37%	(98)	23%	(62)	267
HHI <$50k Apparel Monthly Consumer	39%	(262)	32%	(212)	30%	(200)	674
HHI $50-$100k Apparel Monthly Consumer	42%	(271)	35%	(226)	24%	(155)	652
HHI $100k+ Apparel Monthly Consumer	55%	(181)	31%	(101)	14%	(46)	328
PID: Dem (No Lean) Apparel Monthly Consumer	58%	(468)	23%	(184)	19%	(154)	806
PID: Ind (No Lean) Apparel Monthly Consumer	36%	(145)	26%	(104)	38%	(155)	404
PID: Rep (No Lean) Apparel Monthly Consumer	23%	(101)	57%	(252)	21%	(91)	444
Female Electronics Yearly Consumer	40%	(579)	40%	(586)	20%	(287)	1452
Male Electronics Yearly Consumer	41%	(491)	29%	(350)	29%	(350)	1192
Gen Z Electronics Yearly Consumer	46%	(171)	31%	(114)	24%	(89)	374
Millennial Electronics Yearly Consumer	46%	(465)	35%	(352)	19%	(189)	1007
Gen X Electronics Yearly Consumer	37%	(232)	33%	(205)	30%	(190)	627
Boomer Electronics Yearly Consumer	33%	(198)	40%	(245)	27%	(164)	607
HHI <$50k Electronics Yearly Consumer	37%	(435)	35%	(407)	28%	(323)	1165
HHI $50-$100k Electronics Yearly Consumer	38%	(374)	38%	(379)	24%	(234)	987
HHI $100k+ Electronics Yearly Consumer	54%	(271)	30%	(151)	16%	(83)	505
PID: Dem (No Lean) Electronics Yearly Consumer	58%	(676)	22%	(256)	20%	(229)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	35%	(253)	29%	(213)	36%	(259)	725
PID: Rep (No Lean) Electronics Yearly Consumer	20%	(152)	61%	(467)	20%	(152)	771

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Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Female Beauty & Care Monthly Consumer	39%	(519)	40%	(541)	21%	(285)	1346
Male Beauty & Care Monthly Consumer	37%	(535)	32%	(458)	31%	(451)	1444
Gen Z Beauty & Care Monthly Consumer	45%	(167)	29%	(108)	26%	(96)	371
Millennial Beauty & Care Monthly Consumer	45%	(434)	34%	(323)	21%	(206)	962
Gen X Beauty & Care Monthly Consumer	32%	(218)	34%	(236)	34%	(233)	688
Boomer Beauty & Care Monthly Consumer	31%	(234)	42%	(316)	26%	(198)	747
HHI <$50k Beauty & Care Monthly Consumer	34%	(446)	35%	(470)	31%	(409)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	37%	(369)	38%	(388)	25%	(252)	1010
HHI $100k+ Beauty & Care Monthly Consumer	53%	(249)	30%	(143)	17%	(79)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	57%	(713)	21%	(263)	22%	(269)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	29%	(217)	32%	(239)	39%	(293)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	17%	(135)	61%	(498)	22%	(179)	812
Female Insurance Yearly Consumer	37%	(590)	42%	(661)	21%	(326)	1577
Male Insurance Yearly Consumer	39%	(585)	33%	(499)	28%	(429)	1513
Gen Z Insurance Yearly Consumer	47%	(162)	28%	(95)	25%	(86)	343
Millennial Insurance Yearly Consumer	44%	(420)	36%	(340)	20%	(191)	951
Gen X Insurance Yearly Consumer	35%	(240)	36%	(243)	29%	(194)	677
Boomer Insurance Yearly Consumer	33%	(339)	42%	(437)	25%	(262)	1038
HHI <$50k Insurance Yearly Consumer	34%	(467)	39%	(532)	27%	(370)	1369
HHI $50-$100k Insurance Yearly Consumer	37%	(424)	39%	(446)	24%	(276)	1146
HHI $100k+ Insurance Yearly Consumer	50%	(291)	31%	(182)	19%	(110)	582
PID: Dem (No Lean) Insurance Yearly Consumer	59%	(759)	21%	(274)	20%	(264)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	31%	(264)	34%	(288)	36%	(305)	857
PID: Rep (No Lean) Insurance Yearly Consumer	17%	(159)	63%	(599)	20%	(186)	943
Female Pharma Monthly Consumer	39%	(538)	41%	(558)	20%	(279)	1374
Male Pharma Monthly Consumer	37%	(523)	33%	(458)	30%	(416)	1396
Gen Z Pharma Monthly Consumer	53%	(157)	23%	(69)	23%	(68)	294
Millennial Pharma Monthly Consumer	46%	(382)	34%	(283)	19%	(159)	823
Gen X Pharma Monthly Consumer	34%	(237)	33%	(232)	32%	(226)	696
Boomer Pharma Monthly Consumer	31%	(278)	44%	(398)	25%	(231)	907
HHI <$50k Pharma Monthly Consumer	34%	(453)	37%	(499)	29%	(395)	1347

Continued on next page

Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
HHI $50-$100k Pharma Monthly Consumer	39%	(380)	38%	(369)	23%	(221)	970
HHI $100k+ Pharma Monthly Consumer	51%	(239)	32%	(148)	17%	(80)	467
PID: Dem (No Lean) Pharma Monthly Consumer	58%	(700)	21%	(257)	21%	(250)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	32%	(230)	31%	(223)	38%	(273)	726
PID: Rep (No Lean) Pharma Monthly Consumer	17%	(141)	63%	(536)	20%	(173)	850
Female Media Monthly Consumer	41%	(423)	39%	(404)	20%	(209)	1037
Male Media Monthly Consumer	44%	(390)	31%	(274)	24%	(215)	878
Gen Z Media Monthly Consumer	47%	(140)	29%	(88)	24%	(72)	300
Millennial Media Monthly Consumer	45%	(351)	36%	(277)	19%	(150)	777
Gen X Media Monthly Consumer	41%	(178)	36%	(157)	23%	(103)	438
Boomer Media Monthly Consumer	36%	(141)	39%	(149)	25%	(97)	387
HHI <$50k Media Monthly Consumer	39%	(317)	35%	(283)	26%	(214)	814
HHI $50-$100k Media Monthly Consumer	40%	(292)	39%	(286)	21%	(158)	735
HHI $100k+ Media Monthly Consumer	56%	(208)	30%	(111)	14%	(54)	372
PID: Dem (No Lean) Media Monthly Consumer	60%	(539)	24%	(211)	16%	(144)	894
PID: Ind (No Lean) Media Monthly Consumer	32%	(161)	32%	(160)	36%	(181)	501
PID: Rep (No Lean) Media Monthly Consumer	22%	(117)	59%	(308)	19%	(101)	526
Female Ent. Products Monthly Consumer	43%	(339)	38%	(303)	19%	(147)	789
Male Ent. Products Monthly Consumer	41%	(215)	30%	(159)	28%	(148)	522
Gen Z Ent. Products Monthly Consumer	44%	(109)	30%	(74)	26%	(64)	246
Millennial Ent. Products Monthly Consumer	44%	(300)	37%	(252)	18%	(124)	676
Gen X Ent. Products Monthly Consumer	41%	(102)	32%	(81)	27%	(67)	249
Boomer Ent. Products Monthly Consumer	33%	(46)	38%	(53)	30%	(42)	141
HHI <$50k Ent. Products Monthly Consumer	38%	(195)	35%	(183)	27%	(140)	518
HHI $50-$100k Ent. Products Monthly Consumer	41%	(215)	36%	(191)	23%	(118)	523
HHI $100k+ Ent. Products Monthly Consumer	54%	(148)	32%	(88)	14%	(38)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	59%	(377)	25%	(156)	16%	(102)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	31%	(102)	34%	(110)	35%	(115)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	22%	(79)	56%	(196)	22%	(78)	354
Female Travel Yearly Consumer	42%	(552)	39%	(507)	19%	(255)	1314
Male Travel Yearly Consumer	45%	(459)	28%	(291)	27%	(277)	1027

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Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Gen Z Travel Yearly Consumer	48%	(157)	29%	(96)	23%	(76)	329
Millennial Travel Yearly Consumer	47%	(404)	35%	(297)	18%	(158)	858
Gen X Travel Yearly Consumer	41%	(198)	33%	(156)	26%	(124)	479
Boomer Travel Yearly Consumer	38%	(246)	37%	(237)	26%	(166)	648
HHI <$50k Travel Yearly Consumer	40%	(324)	34%	(272)	26%	(210)	806
HHI $50-$100k Travel Yearly Consumer	40%	(391)	38%	(367)	22%	(215)	974
HHI $100k+ Travel Yearly Consumer	53%	(304)	28%	(159)	19%	(107)	570
PID: Dem (No Lean) Travel Yearly Consumer	62%	(676)	21%	(225)	17%	(190)	1090
PID: Ind (No Lean) Travel Yearly Consumer	36%	(205)	31%	(181)	33%	(192)	578
PID: Rep (No Lean) Travel Yearly Consumer	20%	(139)	58%	(393)	22%	(151)	683
Female Alcohol Weekly Consumer	42%	(213)	38%	(192)	19%	(98)	503
Male Alcohol Weekly Consumer	43%	(97)	28%	(64)	28%	(64)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	35%	(17)	21%	(11)	50
Millennial Alcohol Weekly Consumer	50%	(164)	35%	(114)	16%	(51)	329
Gen X Alcohol Weekly Consumer	37%	(69)	33%	(62)	31%	(58)	189
Boomer Alcohol Weekly Consumer	34%	(51)	40%	(61)	26%	(39)	150
HHI <$50k Alcohol Weekly Consumer	34%	(91)	38%	(103)	28%	(74)	269
HHI $50-$100k Alcohol Weekly Consumer	42%	(123)	35%	(102)	23%	(66)	291
HHI $100k+ Alcohol Weekly Consumer	57%	(96)	30%	(51)	13%	(21)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	58%	(213)	24%	(87)	19%	(69)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	34%	(54)	37%	(59)	29%	(45)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	21%	(43)	55%	(110)	24%	(48)	201
Monthly Beer Drinkers	44%	(689)	34%	(523)	22%	(336)	1549
Don't Drink Beer	41%	(210)	27%	(138)	31%	(159)	507
Monthly Wine Drinkers	48%	(676)	31%	(438)	21%	(304)	1418
Don't Drink Wine	34%	(168)	36%	(176)	30%	(147)	490
Monthly Hard Seltzer Drinker	52%	(425)	30%	(244)	18%	(150)	818
Don't Drink Hard Seltzer	37%	(449)	36%	(441)	27%	(337)	1227
Monthly Spirits Drinker	45%	(627)	32%	(446)	23%	(317)	1390
Don't Drink Spirits	40%	(207)	35%	(179)	25%	(128)	514

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Table MCBR6: *Do you believe that it is morally acceptable or morally wrong to change one's gender?*

Demographic	Morally acceptable		Morally wrong		Don't know / No opinion		Total N
Adults	37%	(1634)	36%	(1578)	27%	(1189)	4401
Monthly Canned Cocktail Drinker	49%	(366)	31%	(231)	20%	(147)	743
Don't Drink Canned Cocktails	40%	(512)	34%	(435)	25%	(323)	1270
Weekly Beer Drinker	43%	(445)	36%	(372)	20%	(211)	1028
Weekly Wine Drinker	50%	(392)	32%	(253)	19%	(146)	791
Weekly Hard Seltzer Drinker	57%	(239)	27%	(113)	16%	(68)	421
Weekly Spirits Drinker	47%	(336)	31%	(222)	22%	(155)	714
Weekly Canned Cocktail Drinker	54%	(197)	33%	(120)	14%	(51)	368
Don't Drink Alcohol	28%	(490)	42%	(731)	29%	(509)	1731
Purchased Car in Past 2 Years	43%	(392)	35%	(320)	22%	(201)	914
Aware of Bud Light Events	43%	(1160)	36%	(982)	20%	(550)	2692

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

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
Gender: Male	63%	(1294)	37%	(775)	2070
Gender: Female	56%	(1211)	44%	(945)	2157
Age: 18-34	63%	(696)	37%	(411)	1107
Age: 35-44	63%	(468)	37%	(275)	743
Age: 45-64	60%	(851)	40%	(571)	1422
Age: 65+	51%	(500)	49%	(474)	974
GenZers: 1997-2012	63%	(235)	37%	(139)	374
Millennials: 1981-1996	63%	(845)	37%	(496)	1341
GenXers: 1965-1980	60%	(608)	40%	(408)	1017
Baby Boomers: 1946-1964	55%	(780)	45%	(635)	1414
PID: Dem (no lean)	64%	(1123)	36%	(631)	1754
PID: Ind (no lean)	56%	(690)	44%	(545)	1235
PID: Rep (no lean)	56%	(702)	44%	(554)	1255
PID/Gender: Dem Men	69%	(605)	31%	(277)	882
PID/Gender: Dem Women	59%	(516)	41%	(352)	869
PID/Gender: Ind Men	59%	(317)	41%	(223)	541
PID/Gender: Ind Women	53%	(364)	47%	(317)	681
PID/Gender: Rep Men	58%	(371)	42%	(274)	645
PID/Gender: Rep Women	54%	(331)	46%	(276)	607
Ideo: Liberal (1-3)	65%	(869)	35%	(461)	1330
Ideo: Moderate (4)	59%	(727)	41%	(498)	1225
Ideo: Conservative (5-7)	56%	(745)	44%	(584)	1328
Educ: < College	56%	(1537)	44%	(1186)	2723
Educ: Bachelors degree	61%	(589)	39%	(377)	966
Educ: Post-grad	70%	(389)	30%	(167)	556
Income: Under 50k	50%	(1050)	50%	(1039)	2089
Income: 50k-100k	66%	(939)	34%	(486)	1425
Income: 100k+	72%	(526)	28%	(204)	730
Ethnicity: White	60%	(1986)	40%	(1315)	3301
Ethnicity: Hispanic	67%	(461)	33%	(228)	689
Ethnicity: Black	55%	(300)	45%	(240)	540
Ethnicity: Other	57%	(229)	43%	(175)	404

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
All Christian	59%	(1117)	41%	(792)	1909
All Non-Christian	67%	(258)	33%	(126)	383
Atheist	67%	(110)	33%	(55)	165
Agnostic/Nothing in particular	59%	(641)	41%	(444)	1085
Something Else	55%	(390)	45%	(313)	704
Religious Non-Protestant/Catholic	62%	(268)	38%	(163)	430
Evangelical	50%	(572)	50%	(564)	1135
Non-Evangelical	65%	(924)	35%	(504)	1428
Community: Urban	63%	(854)	37%	(507)	1361
Community: Suburban	60%	(1115)	40%	(759)	1874
Community: Rural	54%	(546)	46%	(464)	1011
Employ: Private Sector	68%	(936)	32%	(437)	1373
Employ: Government	69%	(197)	31%	(87)	284
Employ: Self-Employed	58%	(247)	42%	(177)	424
Employ: Homemaker	47%	(112)	53%	(128)	240
Employ: Student	65%	(56)	35%	(30)	86
Employ: Retired	53%	(593)	47%	(532)	1124
Employ: Unemployed	54%	(248)	46%	(211)	459
Employ: Other	50%	(126)	50%	(128)	254
Military HH: Yes	59%	(363)	41%	(255)	618
Military HH: No	59%	(2153)	41%	(1475)	3628
2022 House Vote: Democrat	64%	(1144)	36%	(657)	1801
2022 House Vote: Republican	58%	(729)	42%	(524)	1253
2022 House Vote: Someone else	55%	(54)	45%	(44)	98
2022 House Vote: Didnt Vote	54%	(589)	46%	(505)	1094
2020 Vote: Joe Biden	63%	(1194)	37%	(696)	1889
2020 Vote: Donald Trump	57%	(772)	43%	(573)	1345
2020 Vote: Other	52%	(60)	48%	(55)	115
2020 Vote: Didn't Vote	55%	(489)	45%	(405)	895

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
2018 House Vote: Democrat	64%	(1042)	36%	(581)	1624
2018 House Vote: Republican	58%	(691)	42%	(497)	1188
2018 House Vote: Someone else	51%	(50)	49%	(49)	99
2018 House Vote: Didnt Vote	55%	(731)	45%	(604)	1335
4-Region: Northeast	66%	(498)	34%	(259)	756
4-Region: Midwest	59%	(516)	41%	(365)	881
4-Region: South	57%	(914)	43%	(691)	1605
4-Region: West	59%	(589)	41%	(415)	1004
2304079	59%	(1247)	41%	(883)	2130
2304086	60%	(1269)	40%	(847)	2116
Ethnicity: White (Non-Hispanic)	59%	(1576)	41%	(1117)	2692
Ethnicity: Hispanic	67%	(461)	33%	(228)	689
Ethnicity: Black (Non-Hispanic)	54%	(273)	46%	(236)	508
Ethnicity: Asian + Other (Non-Hispanic)	58%	(206)	42%	(150)	355
Female F&b Monthly Consumer	63%	(1230)	37%	(707)	1937
Male F&b Monthly Consumer	57%	(1144)	43%	(851)	1995
Gen Z F&b Monthly Consumer	64%	(214)	36%	(118)	332
Millennial F&b Monthly Consumer	65%	(791)	35%	(427)	1219
Gen X F&b Monthly Consumer	60%	(575)	40%	(375)	950
Boomer F&b Monthly Consumer	56%	(760)	44%	(598)	1358
HHI <$50k F&b Monthly Consumer	51%	(988)	49%	(939)	1927
HHI $50-$100k F&b Monthly Consumer	67%	(897)	33%	(443)	1341
HHI $100k+ F&b Monthly Consumer	73%	(498)	27%	(184)	683
PID: Dem (No Lean) F&b Monthly Consumer	65%	(1073)	35%	(571)	1645
PID: Ind (No Lean) F&b Monthly Consumer	58%	(640)	42%	(470)	1111
PID: Rep (No Lean) F&b Monthly Consumer	56%	(669)	44%	(526)	1195
Female Hh Goods Monthly Consumer	65%	(963)	35%	(508)	1471
Male Hh Goods Monthly Consumer	58%	(895)	42%	(644)	1539
Gen Z Hh Goods Monthly Consumer	63%	(175)	37%	(104)	279
Millennial Hh Goods Monthly Consumer	67%	(687)	33%	(335)	1022
Gen X Hh Goods Monthly Consumer	61%	(459)	39%	(292)	750
Boomer Hh Goods Monthly Consumer	56%	(514)	44%	(397)	911

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
HHI <$50k Hh Goods Monthly Consumer	52%	(749)	48%	(683)	1432
HHI $50-$100k Hh Goods Monthly Consumer	67%	(711)	33%	(345)	1056
HHI $100k+ Hh Goods Monthly Consumer	75%	(403)	25%	(131)	534
PID: Dem (No Lean) Hh Goods Monthly Consumer	65%	(838)	35%	(442)	1280
PID: Ind (No Lean) Hh Goods Monthly Consumer	59%	(495)	41%	(342)	837
PID: Rep (No Lean) Hh Goods Monthly Consumer	59%	(530)	41%	(375)	906
Female Apparel Monthly Consumer	72%	(547)	28%	(212)	759
Male Apparel Monthly Consumer	62%	(494)	38%	(302)	796
Gen Z Apparel Monthly Consumer	61%	(115)	39%	(74)	189
Millennial Apparel Monthly Consumer	68%	(486)	32%	(227)	713
Gen X Apparel Monthly Consumer	71%	(275)	29%	(110)	385
Boomer Apparel Monthly Consumer	62%	(164)	38%	(102)	267
HHI <$50k Apparel Monthly Consumer	56%	(355)	44%	(276)	632
HHI $50-$100k Apparel Monthly Consumer	71%	(435)	29%	(174)	609
HHI $100k+ Apparel Monthly Consumer	79%	(256)	21%	(68)	324
PID: Dem (No Lean) Apparel Monthly Consumer	71%	(531)	29%	(221)	752
PID: Ind (No Lean) Apparel Monthly Consumer	60%	(230)	40%	(151)	381
PID: Rep (No Lean) Apparel Monthly Consumer	66%	(286)	34%	(146)	432
Female Electronics Yearly Consumer	68%	(962)	32%	(458)	1420
Male Electronics Yearly Consumer	59%	(671)	41%	(469)	1140
Gen Z Electronics Yearly Consumer	63%	(182)	37%	(108)	290
Millennial Electronics Yearly Consumer	67%	(670)	33%	(336)	1007
Gen X Electronics Yearly Consumer	66%	(411)	34%	(216)	627
Boomer Electronics Yearly Consumer	59%	(357)	41%	(250)	607
HHI <$50k Electronics Yearly Consumer	55%	(619)	45%	(503)	1122
HHI $50-$100k Electronics Yearly Consumer	69%	(650)	31%	(298)	948
HHI $100k+ Electronics Yearly Consumer	74%	(373)	26%	(131)	503
PID: Dem (No Lean) Electronics Yearly Consumer	68%	(758)	32%	(360)	1117
PID: Ind (No Lean) Electronics Yearly Consumer	60%	(428)	40%	(280)	708
PID: Rep (No Lean) Electronics Yearly Consumer	61%	(456)	39%	(292)	748
Female Beauty & Care Monthly Consumer	68%	(883)	32%	(419)	1302
Male Beauty & Care Monthly Consumer	58%	(807)	42%	(574)	1381

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
Gen Z Beauty & Care Monthly Consumer	65%	(172)	35%	(91)	263
Millennial Beauty & Care Monthly Consumer	66%	(636)	34%	(326)	962
Gen X Beauty & Care Monthly Consumer	61%	(423)	39%	(265)	688
Boomer Beauty & Care Monthly Consumer	59%	(442)	41%	(305)	747
HHI <$50k Beauty & Care Monthly Consumer	55%	(690)	45%	(575)	1266
HHI $50-$100k Beauty & Care Monthly Consumer	68%	(656)	32%	(310)	966
HHI $100k+ Beauty & Care Monthly Consumer	75%	(349)	25%	(117)	466
PID: Dem (No Lean) Beauty & Care Monthly Consumer	68%	(805)	32%	(379)	1184
PID: Ind (No Lean) Beauty & Care Monthly Consumer	60%	(431)	40%	(293)	724
PID: Rep (No Lean) Beauty & Care Monthly Consumer	58%	(460)	42%	(329)	789
Female Insurance Yearly Consumer	66%	(1007)	34%	(529)	1536
Male Insurance Yearly Consumer	58%	(848)	42%	(605)	1453
Gen Z Insurance Yearly Consumer	66%	(159)	34%	(83)	242
Millennial Insurance Yearly Consumer	67%	(642)	33%	(309)	951
Gen X Insurance Yearly Consumer	61%	(414)	39%	(264)	677
Boomer Insurance Yearly Consumer	58%	(604)	42%	(433)	1038
HHI <$50k Insurance Yearly Consumer	52%	(689)	48%	(626)	1315
HHI $50-$100k Insurance Yearly Consumer	68%	(751)	32%	(349)	1100
HHI $100k+ Insurance Yearly Consumer	72%	(420)	28%	(160)	581
PID: Dem (No Lean) Insurance Yearly Consumer	68%	(840)	32%	(403)	1244
PID: Ind (No Lean) Insurance Yearly Consumer	58%	(483)	42%	(348)	831
PID: Rep (No Lean) Insurance Yearly Consumer	58%	(537)	42%	(384)	921
Female Pharma Monthly Consumer	65%	(865)	35%	(475)	1340
Male Pharma Monthly Consumer	56%	(748)	44%	(591)	1338
Gen Z Pharma Monthly Consumer	60%	(120)	40%	(79)	200
Millennial Pharma Monthly Consumer	67%	(553)	33%	(271)	823
Gen X Pharma Monthly Consumer	62%	(432)	38%	(264)	696
Boomer Pharma Monthly Consumer	53%	(483)	47%	(424)	907
HHI <$50k Pharma Monthly Consumer	52%	(673)	48%	(629)	1303
HHI $50-$100k Pharma Monthly Consumer	66%	(608)	34%	(316)	925
HHI $100k+ Pharma Monthly Consumer	73%	(337)	27%	(124)	462
PID: Dem (No Lean) Pharma Monthly Consumer	65%	(758)	35%	(407)	1165

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
PID: Ind (No Lean) Pharma Monthly Consumer	58%	(403)	42%	(292)	695
PID: Rep (No Lean) Pharma Monthly Consumer	55%	(458)	45%	(372)	829
Female Media Monthly Consumer	68%	(692)	32%	(324)	1016
Male Media Monthly Consumer	64%	(523)	36%	(295)	819
Gen Z Media Monthly Consumer	68%	(149)	32%	(71)	220
Millennial Media Monthly Consumer	65%	(509)	35%	(269)	777
Gen X Media Monthly Consumer	68%	(298)	32%	(140)	438
Boomer Media Monthly Consumer	65%	(249)	35%	(137)	387
HHI <$50k Media Monthly Consumer	57%	(443)	43%	(333)	775
HHI $50-$100k Media Monthly Consumer	71%	(492)	29%	(202)	694
HHI $100k+ Media Monthly Consumer	76%	(284)	24%	(88)	372
PID: Dem (No Lean) Media Monthly Consumer	70%	(598)	30%	(255)	853
PID: Ind (No Lean) Media Monthly Consumer	61%	(291)	39%	(189)	480
PID: Rep (No Lean) Media Monthly Consumer	65%	(330)	35%	(179)	509
Female Ent. Products Monthly Consumer	71%	(531)	29%	(221)	752
Male Ent. Products Monthly Consumer	62%	(296)	38%	(184)	480
Gen Z Ent. Products Monthly Consumer	68%	(114)	32%	(52)	166
Millennial Ent. Products Monthly Consumer	67%	(454)	33%	(221)	676
Gen X Ent. Products Monthly Consumer	70%	(174)	30%	(75)	249
Boomer Ent. Products Monthly Consumer	59%	(84)	41%	(58)	141
HHI <$50k Ent. Products Monthly Consumer	55%	(259)	45%	(214)	473
HHI $50-$100k Ent. Products Monthly Consumer	72%	(353)	28%	(139)	493
HHI $100k+ Ent. Products Monthly Consumer	80%	(216)	20%	(54)	270
PID: Dem (No Lean) Ent. Products Monthly Consumer	72%	(432)	28%	(166)	598
PID: Ind (No Lean) Ent. Products Monthly Consumer	61%	(184)	39%	(115)	299
PID: Rep (No Lean) Ent. Products Monthly Consumer	63%	(213)	37%	(125)	339
Female Travel Yearly Consumer	70%	(886)	30%	(386)	1271
Male Travel Yearly Consumer	64%	(617)	36%	(341)	958
Gen Z Travel Yearly Consumer	64%	(139)	36%	(78)	216
Millennial Travel Yearly Consumer	70%	(600)	30%	(258)	858
Gen X Travel Yearly Consumer	68%	(326)	32%	(152)	479
Boomer Travel Yearly Consumer	66%	(426)	34%	(222)	648

Continued on next page

Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
HHI <$50k Travel Yearly Consumer	59%	(442)	41%	(313)	755
HHI $50-$100k Travel Yearly Consumer	70%	(647)	30%	(271)	919
HHI $100k+ Travel Yearly Consumer	74%	(420)	26%	(145)	564
PID: Dem (No Lean) Travel Yearly Consumer	72%	(740)	28%	(289)	1029
PID: Ind (No Lean) Travel Yearly Consumer	66%	(363)	34%	(185)	547
PID: Rep (No Lean) Travel Yearly Consumer	61%	(406)	39%	(256)	662
Female Alcohol Weekly Consumer	100%	(503)	—	(0)	503
Male Alcohol Weekly Consumer	100%	(224)	—	(0)	224
Gen Z Alcohol Weekly Consumer	100%	(50)	—	(0)	50
Millennial Alcohol Weekly Consumer	100%	(329)	—	(0)	329
Gen X Alcohol Weekly Consumer	100%	(189)	—	(0)	189
Boomer Alcohol Weekly Consumer	100%	(150)	—	(0)	150
HHI <$50k Alcohol Weekly Consumer	100%	(269)	—	(0)	269
HHI $50-$100k Alcohol Weekly Consumer	100%	(291)	—	(0)	291
HHI $100k+ Alcohol Weekly Consumer	100%	(169)	—	(0)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	100%	(369)	—	(0)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	100%	(158)	—	(0)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	100%	(201)	—	(0)	201
Monthly Beer Drinkers	100%	(1549)	—	(0)	1549
Don’t Drink Beer	100%	(507)	—	(0)	507
Monthly Wine Drinkers	100%	(1418)	—	(0)	1418
Don’t Drink Wine	100%	(490)	—	(0)	490
Monthly Hard Seltzer Drinker	100%	(818)	—	(0)	818
Don’t Drink Hard Seltzer	100%	(1227)	—	(0)	1227
Monthly Spirits Drinker	100%	(1390)	—	(0)	1390
Don’t Drink Spirits	100%	(514)	—	(0)	514
Monthly Canned Cocktail Drinker	100%	(743)	—	(0)	743
Don’t Drink Canned Cocktails	100%	(1270)	—	(0)	1270
Weekly Beer Drinker	100%	(1028)	—	(0)	1028
Weekly Wine Drinker	100%	(791)	—	(0)	791
Weekly Hard Seltzer Drinker	100%	(421)	—	(0)	421
Weekly Spirits Drinker	100%	(714)	—	(0)	714

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Table MCBR7: *Do you drink alcohol?*

Demographic	Yes		No		Total N
Adults	59%	(2516)	41%	(1731)	4246
Weekly Canned Cocktail Drinker	100%	(368)	—	(0)	368
Don't Drink Alcohol	—	(0)	100%	(1731)	1731
Purchased Car in Past 2 Years	62%	(547)	38%	(330)	877
Aware of Bud Light Events	65%	(1695)	35%	(909)	2604

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

Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
Gender: Male	13% (173)	29% (381)	18% (229)	12% (160)	8% (99)	12% (155)	7% (97)	12
Gender: Female	4% (45)	10% (116)	7% (83)	12% (147)	9% (111)	25% (302)	34% (408)	1
Age: 18-34	10% (71)	19% (132)	15% (107)	13% (90)	6% (44)	16% (109)	20% (142)	6
Age: 35-44	14% (67)	23% (106)	11% (50)	16% (77)	5% (26)	15% (70)	16% (73)	4
Age: 45-64	6% (54)	22% (187)	13% (107)	12% (99)	10% (88)	17% (148)	20% (168)	8
Age: 65+	5% (25)	15% (73)	10% (49)	8% (42)	11% (55)	27% (133)	25% (123)	5
GenZers: 1997-2012	6% (15)	16% (37)	12% (28)	16% (37)	7% (16)	20% (48)	23% (54)	2
Millennials: 1981-1996	14% (116)	22% (183)	14% (122)	13% (110)	6% (48)	14% (116)	18% (150)	8
GenXers: 1965-1980	8% (50)	21% (130)	12% (75)	14% (86)	10% (59)	15% (93)	19% (115)	6
Baby Boomers: 1946-1964	5% (37)	18% (140)	11% (83)	9% (71)	11% (83)	25% (193)	22% (174)	7
PID: Dem (no lean)	12% (131)	22% (246)	12% (139)	11% (128)	8% (95)	15% (171)	19% (213)	11
PID: Ind (no lean)	6% (38)	13% (93)	13% (88)	13% (86)	7% (49)	24% (167)	24% (169)	6
PID: Rep (no lean)	7% (48)	23% (159)	12% (86)	13% (92)	10% (68)	18% (123)	18% (125)	7
PID/Gender: Dem Men	17% (104)	31% (188)	17% (105)	12% (70)	7% (40)	9% (55)	7% (44)	6
PID/Gender: Dem Women	5% (27)	11% (58)	7% (34)	11% (59)	11% (55)	22% (115)	33% (169)	5
PID/Gender: Ind Men	10% (30)	21% (68)	18% (56)	13% (41)	8% (25)	21% (65)	10% (32)	3
PID/Gender: Ind Women	2% (8)	7% (25)	9% (31)	12% (45)	6% (22)	27% (99)	37% (135)	3
PID/Gender: Rep Men	10% (38)	34% (126)	18% (68)	13% (49)	9% (34)	9% (35)	6% (21)	3
PID/Gender: Rep Women	3% (10)	10% (33)	5% (18)	13% (44)	10% (35)	27% (88)	31% (104)	3
Ideo: Liberal (1-3)	11% (93)	18% (160)	12% (103)	14% (124)	9% (81)	17% (146)	19% (161)	8
Ideo: Moderate (4)	6% (47)	18% (132)	14% (100)	11% (81)	8% (55)	20% (146)	23% (165)	7
Ideo: Conservative (5-7)	10% (72)	25% (187)	13% (100)	11% (82)	9% (68)	15% (111)	17% (123)	7
Educ: < College	8% (123)	20% (302)	11% (165)	12% (182)	9% (142)	19% (285)	22% (337)	15
Educ: Bachelors degree	7% (39)	20% (117)	15% (87)	12% (71)	7% (42)	21% (123)	19% (110)	5
Educ: Post-grad	14% (55)	20% (79)	16% (61)	14% (53)	8% (29)	13% (52)	15% (59)	3
Income: Under 50k	7% (74)	16% (165)	10% (100)	13% (132)	9% (99)	21% (218)	25% (261)	10
Income: 50k-100k	10% (91)	21% (195)	14% (130)	13% (118)	8% (72)	18% (166)	18% (166)	9
Income: 100k+	10% (53)	26% (138)	16% (82)	11% (57)	8% (42)	14% (76)	15% (79)	5

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Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
Ethnicity: White	9% (171)	20% (398)	13% (251)	12% (235)	8% (168)	18% (355)	21% (408)	19
Ethnicity: Hispanic	13% (62)	24% (112)	14% (65)	12% (57)	7% (33)	14% (64)	15% (68)	4
Ethnicity: Black	12% (36)	20% (60)	12% (36)	11% (32)	9% (27)	16% (48)	20% (61)	3
Ethnicity: Other	4% (10)	18% (40)	11% (26)	18% (40)	8% (18)	25% (57)	16% (38)	2
All Christian	9% (98)	22% (244)	13% (146)	12% (137)	9% (96)	18% (200)	18% (197)	1
All Non-Christian	21% (54)	23% (58)	15% (40)	12% (31)	5% (13)	11% (28)	13% (34)	2
Atheist	6% (6)	18% (20)	9% (10)	20% (22)	12% (13)	20% (22)	15% (16)	1
Agnostic/Nothing in particular	7% (45)	17% (112)	10% (64)	12% (78)	9% (55)	17% (111)	27% (175)	6
Something Else	4% (15)	16% (64)	14% (53)	10% (39)	9% (36)	25% (99)	22% (85)	3
Religious Non-Protestant/Catholic	21% (56)	22% (58)	15% (40)	12% (32)	5% (14)	11% (30)	14% (38)	2
Evangelical	10% (57)	23% (129)	14% (81)	9% (54)	9% (49)	18% (103)	17% (99)	5
Non-Evangelical	6% (51)	19% (178)	12% (114)	14% (127)	9% (81)	21% (192)	20% (181)	9
Community: Urban	14% (117)	22% (192)	15% (130)	12% (101)	7% (63)	13% (109)	17% (141)	8
Community: Suburban	6% (62)	20% (220)	12% (128)	12% (135)	9% (104)	20% (227)	21% (238)	1
Community: Rural	7% (38)	16% (86)	10% (54)	13% (71)	8% (45)	23% (124)	23% (127)	5
Employ: Private Sector	12% (115)	27% (251)	14% (136)	13% (122)	7% (61)	13% (121)	14% (131)	9
Employ: Government	12% (23)	25% (49)	12% (25)	15% (30)	7% (14)	10% (21)	18% (36)	1
Employ: Self-Employed	8% (21)	23% (57)	13% (33)	13% (33)	7% (18)	16% (40)	19% (46)	2
Employ: Homemaker	3% (3)	8% (8)	6% (7)	21% (23)	8% (9)	28% (31)	27% (30)	1
Employ: Student	1% (0)	10% (6)	12% (7)	7% (4)	6% (3)	31% (17)	32% (18)	
Employ: Retired	5% (28)	15% (87)	11% (67)	9% (51)	12% (70)	25% (146)	24% (144)	5
Employ: Unemployed	8% (19)	9% (22)	9% (21)	13% (33)	10% (25)	22% (54)	30% (74)	2
Employ: Other	6% (7)	14% (18)	14% (18)	9% (12)	10% (12)	25% (31)	22% (28)	1
Military HH: Yes	12% (42)	25% (90)	10% (36)	8% (29)	8% (29)	20% (73)	18% (65)	3
Military HH: No	8% (176)	19% (408)	13% (277)	13% (279)	9% (184)	18% (388)	21% (442)	21

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Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
2022 House Vote: Democrat	10% (120)	20% (233)	13% (144)	12% (140)	10% (115)	16% (185)	18% (207)	11
2022 House Vote: Republican	7% (49)	23% (169)	14% (100)	14% (100)	8% (61)	16% (119)	18% (131)	7
2022 House Vote: Someone else	2% (1)	13% (7)	8% (4)	22% (12)	10% (5)	24% (13)	21% (11)	
2022 House Vote: Didnt Vote	8% (47)	15% (89)	11% (64)	9% (56)	5% (32)	24% (143)	27% (158)	5
2020 Vote: Joe Biden	9% (112)	20% (244)	12% (145)	12% (142)	10% (119)	17% (201)	19% (231)	11
2020 Vote: Donald Trump	6% (48)	23% (177)	14% (108)	12% (93)	9% (66)	18% (138)	18% (141)	7
2020 Vote: Other	1% (1)	19% (11)	9% (5)	14% (9)	10% (6)	21% (13)	27% (16)	
2020 Vote: Didn't Vote	12% (56)	13% (65)	11% (55)	13% (64)	4% (22)	22% (108)	24% (118)	4
2018 House Vote: Democrat	8% (88)	20% (212)	13% (135)	12% (130)	9% (96)	17% (172)	20% (209)	10
2018 House Vote: Republican	7% (50)	22% (153)	14% (94)	13% (91)	9% (61)	19% (129)	16% (114)	6
2018 House Vote: Someone else	— (0)	23% (12)	5% (3)	17% (8)	9% (4)	29% (15)	17% (8)	
2018 House Vote: Didnt Vote	11% (79)	17% (121)	11% (82)	11% (79)	7% (51)	20% (145)	24% (175)	7
4-Region: Northeast	11% (57)	21% (102)	10% (50)	11% (56)	8% (38)	18% (92)	21% (103)	4
4-Region: Midwest	8% (39)	15% (79)	15% (79)	13% (67)	10% (51)	17% (88)	22% (113)	5
4-Region: South	9% (84)	20% (179)	11% (100)	11% (96)	9% (79)	20% (184)	21% (191)	9
4-Region: West	6% (37)	23% (137)	14% (84)	15% (89)	7% (44)	17% (97)	17% (100)	5
2304079	8% (103)	19% (233)	12% (147)	12% (151)	10% (125)	18% (229)	21% (259)	12
2304086	9% (114)	21% (265)	13% (166)	12% (157)	7% (88)	18% (231)	20% (248)	12
Ethnicity: White (Non-Hispanic)	7% (114)	19% (298)	12% (195)	12% (189)	9% (138)	19% (296)	22% (347)	15
Ethnicity: Hispanic	13% (62)	24% (112)	14% (65)	12% (57)	7% (33)	14% (64)	15% (68)	4
Ethnicity: Black (Non-Hispanic)	12% (34)	19% (52)	11% (30)	10% (28)	9% (26)	17% (47)	21% (57)	2
Ethnicity: Asian + Other (Non-Hispanic)	4% (8)	17% (36)	11% (23)	16% (33)	8% (16)	26% (54)	17% (35)	2
Female F&b Monthly Consumer	13% (161)	30% (370)	18% (222)	12% (151)	7% (88)	12% (148)	7% (88)	12
Male F&b Monthly Consumer	3% (39)	10% (113)	6% (73)	13% (143)	10% (111)	25% (285)	33% (380)	11
Gen Z F&b Monthly Consumer	7% (14)	17% (37)	13% (27)	17% (37)	7% (15)	18% (39)	21% (45)	2
Millennial F&b Monthly Consumer	13% (105)	22% (176)	15% (118)	13% (104)	6% (46)	14% (113)	16% (130)	7
Gen X F&b Monthly Consumer	8% (46)	22% (127)	11% (65)	14% (81)	10% (57)	15% (88)	19% (110)	5
Boomer F&b Monthly Consumer	5% (35)	18% (137)	11% (82)	9% (70)	10% (75)	25% (187)	23% (173)	7

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Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
HHI <$50k F&b Monthly Consumer	7% (73)	16% (159)	9% (89)	13% (124)	10% (94)	21% (205)	25% (244)	9
HHI $50-$100k F&b Monthly Consumer	9% (82)	21% (190)	14% (127)	13% (117)	7% (67)	18% (159)	17% (155)	8
HHI $100k+ F&b Monthly Consumer	9% (45)	27% (136)	16% (79)	11% (54)	8% (40)	15% (72)	14% (72)	4
PID: Dem (No Lean) F&b Monthly Consumer	11% (120)	22% (241)	12% (134)	12% (126)	9% (93)	15% (166)	18% (194)	10
PID: Ind (No Lean) F&b Monthly Consumer	6% (35)	14% (88)	12% (77)	12% (79)	7% (47)	24% (153)	25% (160)	6
PID: Rep (No Lean) F&b Monthly Consumer	7% (44)	23% (155)	13% (85)	13% (90)	9% (61)	18% (118)	17% (117)	6
Female Hh Goods Monthly Consumer	15% (141)	32% (310)	19% (181)	13% (122)	7% (64)	9% (90)	6% (57)	9
Male Hh Goods Monthly Consumer	4% (36)	11% (100)	8% (72)	13% (117)	9% (84)	24% (213)	31% (274)	8
Gen Z Hh Goods Monthly Consumer	6% (11)	17% (29)	15% (26)	18% (32)	7% (13)	13% (24)	23% (40)	1
Millennial Hh Goods Monthly Consumer	14% (99)	25% (171)	15% (102)	13% (93)	5% (35)	13% (87)	15% (100)	6
Gen X Hh Goods Monthly Consumer	9% (41)	23% (105)	13% (60)	15% (69)	8% (38)	15% (68)	17% (77)	4
Boomer Hh Goods Monthly Consumer	5% (25)	19% (100)	12% (60)	8% (42)	11% (55)	24% (122)	21% (110)	5
HHI <$50k Hh Goods Monthly Consumer	8% (63)	17% (126)	11% (85)	14% (102)	9% (65)	19% (144)	22% (164)	7
HHI $50-$100k Hh Goods Monthly Consumer	10% (72)	23% (161)	14% (103)	13% (95)	8% (55)	15% (107)	17% (117)	[illegible]
HHI $100k+ Hh Goods Monthly Consumer	10% (41)	31% (123)	16% (66)	10% (41)	7% (29)	13% (54)	12% (50)	4
PID: Dem (No Lean) Hh Goods Monthly Consumer	13% (110)	25% (213)	13% (109)	12% (97)	8% (67)	13% (112)	16% (131)	8
PID: Ind (No Lean) Hh Goods Monthly Consumer	6% (29)	14% (67)	14% (70)	12% (61)	8% (37)	22% (111)	24% (120)	4
PID: Rep (No Lean) Hh Goods Monthly Consumer	7% (38)	24% (130)	14% (75)	15% (80)	8% (45)	16% (82)	15% (81)	5
Female Apparel Monthly Consumer	18% (98)	36% (197)	19% (105)	12% (67)	4% (23)	6% (31)	5% (27)	5
Male Apparel Monthly Consumer	6% (29)	12% (60)	10% (49)	13% (64)	11% (54)	17% (81)	32% (156)	4
Gen Z Apparel Monthly Consumer	8% (9)	21% (24)	18% (20)	19% (22)	8% (9)	12% (14)	15% (17)	[illegible]
Millennial Apparel Monthly Consumer	19% (92)	27% (129)	16% (78)	11% (55)	5% (24)	9% (43)	13% (64)	4
Gen X Apparel Monthly Consumer	7% (20)	26% (72)	14% (37)	14% (39)	7% (19)	10% (27)	22% (60)	2
Boomer Apparel Monthly Consumer	3% (5)	18% (30)	11% (18)	10% (16)	15% (25)	18% (29)	25% (42)	1
HHI <$50k Apparel Monthly Consumer	10% (34)	18% (63)	13% (46)	13% (46)	9% (33)	12% (42)	26% (91)	3
HHI $50-$100k Apparel Monthly Consumer	15% (63)	27% (117)	15% (66)	13% (58)	6% (26)	11% (47)	13% (58)	4
HHI $100k+ Apparel Monthly Consumer	12% (30)	30% (78)	16% (42)	10% (27)	8% (20)	10% (25)	14% (35)	2
PID: Dem (No Lean) Apparel Monthly Consumer	15% (82)	26% (137)	15% (78)	11% (58)	7% (38)	9% (49)	17% (88)	5

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Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
PID: Ind (No Lean) Apparel Monthly Consumer	9% (21)	14% (33)	14% (31)	15% (35)	11% (24)	14% (32)	24% (54)	2
PID: Rep (No Lean) Apparel Monthly Consumer	9% (24)	30% (87)	16% (45)	13% (38)	6% (16)	12% (34)	15% (42)	2
Female Electronics Yearly Consumer	14% (135)	30% (291)	20% (188)	13% (121)	8% (73)	10% (92)	6% (61)	9
Male Electronics Yearly Consumer	5% (37)	12% (78)	9% (61)	14% (95)	10% (69)	22% (147)	27% (184)	6
Gen Z Electronics Yearly Consumer	8% (14)	19% (34)	14% (25)	15% (28)	8% (14)	18% (32)	19% (35)	1
Millennial Electronics Yearly Consumer	15% (103)	24% (164)	16% (110)	13% (88)	6% (37)	10% (70)	14% (97)	6
Gen X Electronics Yearly Consumer	9% (38)	24% (99)	14% (57)	16% (65)	11% (45)	14% (56)	12% (50)	4
Boomer Electronics Yearly Consumer	4% (16)	20% (70)	16% (55)	9% (32)	13% (47)	22% (78)	17% (59)	3
HHI <$50k Electronics Yearly Consumer	9% (56)	18% (109)	12% (75)	14% (88)	11% (69)	17% (105)	19% (115)	6
HHI $50-$100k Electronics Yearly Consumer	12% (78)	23% (147)	17% (107)	13% (88)	7% (43)	14% (93)	14% (94)	6
HHI $100k+ Electronics Yearly Consumer	10% (37)	31% (114)	18% (67)	11% (40)	8% (31)	12% (45)	10% (38)	3
PID: Dem (No Lean) Electronics Yearly Consumer	14% (106)	25% (189)	15% (116)	11% (82)	9% (70)	12% (89)	14% (105)	7
PID: Ind (No Lean) Electronics Yearly Consumer	7% (28)	15% (65)	15% (64)	14% (62)	8% (36)	21% (89)	20% (85)	4
PID: Rep (No Lean) Electronics Yearly Consumer	8% (38)	25% (115)	15% (70)	16% (72)	9% (39)	14% (65)	12% (57)	4
Female Beauty & Care Monthly Consumer	15% (135)	32% (285)	19% (164)	11% (101)	7% (61)	10% (92)	5% (46)	8
Male Beauty & Care Monthly Consumer	4% (30)	11% (87)	8% (66)	13% (105)	10% (77)	23% (184)	32% (259)	8
Gen Z Beauty & Care Monthly Consumer	6% (11)	15% (25)	13% (22)	18% (31)	7% (12)	16% (28)	24% (42)	1
Millennial Beauty & Care Monthly Consumer	16% (100)	25% (157)	16% (102)	12% (75)	5% (35)	12% (76)	14% (91)	6
Gen X Beauty & Care Monthly Consumer	8% (33)	23% (99)	13% (54)	14% (59)	10% (42)	14% (60)	18% (75)	4
Boomer Beauty & Care Monthly Consumer	5% (21)	20% (87)	12% (52)	9% (38)	10% (44)	24% (107)	21% (94)	4
HHI <$50k Beauty & Care Monthly Consumer	8% (53)	18% (124)	10% (72)	13% (90)	10% (72)	18% (121)	23% (159)	6
HHI $50-$100k Beauty & Care Monthly Consumer	11% (72)	22% (143)	15% (98)	12% (81)	7% (43)	18% (117)	16% (102)	6
HHI $100k+ Beauty & Care Monthly Consumer	12% (40)	30% (105)	17% (61)	10% (33)	6% (23)	12% (42)	13% (45)	3
PID: Dem (No Lean) Beauty & Care Monthly Consumer	13% (102)	24% (191)	14% (109)	12% (99)	9% (69)	13% (104)	16% (132)	8
PID: Ind (No Lean) Beauty & Care Monthly Consumer	6% (26)	15% (63)	14% (60)	12% (53)	7% (32)	21% (92)	24% (105)	4
PID: Rep (No Lean) Beauty & Care Monthly Consumer	8% (37)	26% (118)	14% (62)	11% (53)	8% (38)	18% (84)	15% (70)	4
Female Insurance Yearly Consumer	12% (124)	30% (303)	19% (191)	12% (125)	8% (83)	12% (121)	6% (60)	10
Male Insurance Yearly Consumer	4% (35)	11% (93)	7% (57)	13% (114)	10% (87)	22% (189)	32% (274)	8

Continued on next page

Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
Gen Z Insurance Yearly Consumer	4% (7)	18% (28)	12% (18)	20% (32)	7% (11)	17% (28)	22% (35)	1
Millennial Insurance Yearly Consumer	14% (88)	25% (161)	15% (99)	14% (90)	6% (41)	12% (78)	13% (86)	6
Gen X Insurance Yearly Consumer	8% (35)	24% (98)	13% (53)	15% (63)	10% (42)	14% (59)	16% (64)	4
Boomer Insurance Yearly Consumer	5% (30)	17% (102)	12% (74)	9% (53)	12% (70)	23% (137)	23% (138)	6
HHI <$50k Insurance Yearly Consumer	7% (45)	17% (119)	10% (69)	15% (102)	10% (70)	20% (137)	21% (148)	6
HHI $50-$100k Insurance Yearly Consumer	10% (73)	22% (169)	14% (108)	12% (90)	9% (65)	16% (117)	17% (130)	7
HHI $100k+ Insurance Yearly Consumer	10% (41)	26% (109)	17% (71)	11% (48)	9% (36)	14% (57)	14% (58)	4
PID: Dem (No Lean) Insurance Yearly Consumer	11% (96)	23% (192)	14% (119)	12% (101)	10% (83)	14% (114)	16% (135)	8
PID: Ind (No Lean) Insurance Yearly Consumer	6% (27)	15% (72)	12% (58)	12% (60)	7% (36)	24% (118)	23% (111)	4
PID: Rep (No Lean) Insurance Yearly Consumer	7% (35)	25% (133)	13% (71)	14% (78)	10% (52)	15% (79)	17% (90)	5
Female Pharma Monthly Consumer	15% (128)	31% (264)	19% (161)	11% (97)	8% (69)	11% (93)	6% (53)	8
Male Pharma Monthly Consumer	3% (26)	11% (83)	9% (65)	13% (96)	10% (72)	24% (179)	30% (227)	7
Gen Z Pharma Monthly Consumer	9% (10)	18% (22)	15% (17)	18% (21)	5% (6)	17% (21)	18% (22)	1
Millennial Pharma Monthly Consumer	15% (85)	26% (142)	17% (93)	11% (61)	5% (28)	11% (62)	15% (81)	5
Gen X Pharma Monthly Consumer	8% (33)	23% (99)	15% (65)	13% (58)	9% (41)	14% (60)	18% (78)	4
Boomer Pharma Monthly Consumer	5% (26)	16% (79)	10% (48)	10% (50)	13% (61)	25% (122)	20% (96)	4
HHI <$50k Pharma Monthly Consumer	7% (50)	18% (119)	11% (75)	13% (87)	10% (65)	19% (126)	22% (151)	6
HHI $50-$100k Pharma Monthly Consumer	11% (67)	22% (132)	16% (99)	11% (69)	8% (50)	17% (103)	14% (88)	6
HHI $100k+ Pharma Monthly Consumer	11% (36)	29% (97)	16% (53)	11% (36)	8% (27)	13% (45)	13% (43)	3
PID: Dem (No Lean) Pharma Monthly Consumer	12% (95)	22% (169)	14% (103)	13% (97)	9% (67)	14% (107)	16% (121)	7
PID: Ind (No Lean) Pharma Monthly Consumer	6% (24)	15% (59)	15% (59)	13% (50)	9% (35)	22% (89)	21% (85)	4
PID: Rep (No Lean) Pharma Monthly Consumer	8% (35)	26% (120)	14% (65)	10% (44)	9% (40)	17% (78)	17% (76)	4
Female Media Monthly Consumer	14% (99)	33% (232)	20% (137)	11% (79)	7% (47)	9% (60)	6% (39)	6
Male Media Monthly Consumer	5% (27)	13% (65)	8% (40)	16% (84)	10% (54)	18% (94)	30% (159)	5
Gen Z Media Monthly Consumer	9% (13)	18% (27)	13% (19)	15% (23)	8% (12)	13% (19)	24% (35)	1
Millennial Media Monthly Consumer	16% (79)	28% (142)	16% (83)	13% (68)	5% (27)	9% (48)	12% (60)	5
Gen X Media Monthly Consumer	8% (24)	26% (78)	13% (40)	16% (48)	9% (26)	11% (33)	17% (49)	2
Boomer Media Monthly Consumer	4% (9)	19% (48)	14% (34)	10% (24)	13% (33)	21% (53)	20% (49)	2

Continued on next page

Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
HHI <$50k Media Monthly Consumer	8% (37)	18% (82)	12% (54)	15% (65)	11% (47)	15% (65)	21% (93)	4
HHI $50-$100k Media Monthly Consumer	11% (56)	26% (126)	15% (75)	14% (70)	7% (34)	11% (56)	15% (75)	4
HHI $100k+ Media Monthly Consumer	11% (32)	32% (90)	17% (48)	10% (28)	8% (21)	12% (34)	11% (30)	2
PID: Dem (No Lean) Media Monthly Consumer	14% (82)	25% (148)	15% (89)	12% (69)	9% (53)	11% (63)	16% (94)	5
PID: Ind (No Lean) Media Monthly Consumer	8% (24)	17% (48)	12% (35)	14% (42)	8% (22)	20% (58)	22% (63)	2
PID: Rep (No Lean) Media Monthly Consumer	6% (21)	31% (101)	16% (53)	16% (52)	8% (27)	10% (34)	13% (42)	3
Female Ent. Products Monthly Consumer	20% (106)	32% (168)	21% (110)	13% (69)	5% (25)	5% (29)	4% (23)	5
Male Ent. Products Monthly Consumer	7% (20)	16% (47)	9% (26)	16% (48)	10% (28)	17% (49)	26% (77)	2
Gen Z Ent. Products Monthly Consumer	9% (11)	24% (27)	19% (22)	19% (21)	9% (10)	9% (10)	11% (13)	1
Millennial Ent. Products Monthly Consumer	20% (91)	28% (127)	17% (76)	11% (51)	4% (19)	8% (36)	12% (54)	4
Gen X Ent. Products Monthly Consumer	11% (19)	26% (45)	15% (26)	19% (33)	9% (16)	9% (15)	11% (19)	1
Boomer Ent. Products Monthly Consumer	7% (6)	19% (16)	14% (12)	14% (11)	11% (9)	19% (16)	16% (14)	
HHI <$50k Ent. Products Monthly Consumer	12% (32)	15% (38)	15% (39)	18% (47)	10% (25)	13% (32)	17% (45)	2
HHI $50-$100k Ent. Products Monthly Consumer	18% (65)	28% (98)	17% (59)	13% (44)	5% (18)	9% (30)	11% (39)	3
HHI $100k+ Ent. Products Monthly Consumer	14% (30)	37% (79)	17% (38)	12% (25)	5% (11)	8% (17)	7% (16)	2
PID: Dem (No Lean) Ent. Products Monthly Consumer	19% (80)	28% (123)	17% (73)	13% (58)	5% (23)	5% (22)	12% (53)	4
PID: Ind (No Lean) Ent. Products Monthly Consumer	12% (23)	18% (33)	14% (25)	18% (33)	10% (19)	16% (30)	12% (22)	1
PID: Rep (No Lean) Ent. Products Monthly Consumer	11% (24)	28% (59)	18% (38)	12% (26)	6% (13)	13% (28)	12% (25)	2
Female Travel Yearly Consumer	14% (122)	31% (271)	20% (176)	12% (109)	7% (59)	12% (104)	5% (45)	8
Male Travel Yearly Consumer	5% (31)	12% (75)	6% (38)	14% (89)	11% (68)	22% (138)	29% (178)	6
Gen Z Travel Yearly Consumer	7% (10)	22% (30)	14% (19)	15% (21)	8% (11)	22% (30)	12% (17)	1
Millennial Travel Yearly Consumer	16% (94)	26% (158)	15% (93)	13% (78)	6% (35)	12% (73)	12% (70)	6
Gen X Travel Yearly Consumer	10% (31)	26% (85)	13% (42)	17% (57)	8% (27)	12% (40)	14% (45)	3
Boomer Travel Yearly Consumer	4% (18)	17% (72)	14% (58)	10% (41)	12% (51)	23% (99)	20% (87)	4
HHI <$50k Travel Yearly Consumer	9% (39)	18% (78)	11% (50)	15% (65)	10% (45)	18% (82)	19% (83)	4
HHI $50-$100k Travel Yearly Consumer	11% (71)	24% (153)	15% (99)	13% (85)	8% (52)	15% (99)	13% (87)	6
HHI $100k+ Travel Yearly Consumer	10% (42)	27% (115)	16% (66)	11% (46)	8% (32)	16% (66)	13% (54)	4
PID: Dem (No Lean) Travel Yearly Consumer	13% (98)	23% (171)	14% (104)	12% (86)	9% (64)	14% (106)	15% (112)	7

Continued on next page

Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
PID: Ind (No Lean) Travel Yearly Consumer	7% (27)	16% (59)	12% (44)	15% (53)	8% (31)	23% (84)	18% (66)	3
PID: Rep (No Lean) Travel Yearly Consumer	7% (28)	29% (117)	17% (67)	14% (58)	8% (34)	14% (56)	11% (47)	4
Female Alcohol Weekly Consumer	27% (138)	41% (208)	19% (98)	4% (23)	2% (9)	3% (13)	3% (15)	5
Male Alcohol Weekly Consumer	14% (32)	26% (58)	11% (26)	11% (26)	7% (16)	12% (26)	18% (41)	2
Gen Z Alcohol Weekly Consumer	26% (13)	30% (15)	22% (11)	12% (6)	1% (1)	6% (3)	3% (1)	
Millennial Alcohol Weekly Consumer	28% (94)	37% (123)	18% (60)	5% (18)	2% (7)	3% (11)	5% (16)	3
Gen X Alcohol Weekly Consumer	19% (35)	39% (74)	14% (26)	7% (13)	2% (5)	4% (8)	15% (29)	1
Boomer Alcohol Weekly Consumer	18% (27)	34% (52)	17% (26)	7% (10)	6% (9)	12% (18)	6% (9)	1
HHI <$50k Alcohol Weekly Consumer	21% (56)	35% (95)	13% (34)	5% (13)	4% (12)	8% (21)	14% (39)	2
HHI $50-$100k Alcohol Weekly Consumer	26% (76)	37% (107)	21% (60)	8% (24)	2% (5)	2% (7)	4% (12)	2
HHI $100k+ Alcohol Weekly Consumer	22% (38)	39% (65)	17% (29)	6% (11)	5% (8)	7% (12)	4% (6)	1
PID: Dem (No Lean) Alcohol Weekly Consumer	28% (102)	37% (136)	15% (54)	6% (24)	2% (8)	4% (16)	8% (29)	3
PID: Ind (No Lean) Alcohol Weekly Consumer	19% (31)	28% (45)	22% (35)	7% (12)	4% (6)	9% (15)	10% (16)	1
PID: Rep (No Lean) Alcohol Weekly Consumer	18% (37)	43% (86)	17% (33)	7% (13)	5% (10)	4% (9)	6% (12)	2
Monthly Beer Drinkers	14% (217)	32% (498)	20% (313)	20% (308)	14% (213)	— (0)	— (0)	15
Don't Drink Beer	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (507)	5
Monthly Wine Drinkers	10% (137)	22% (317)	14% (203)	14% (198)	10% (147)	13% (186)	16% (231)	14
Don't Drink Wine	10% (47)	22% (106)	10% (50)	10% (49)	7% (32)	14% (67)	28% (139)	4
Monthly Hard Seltzer Drinker	15% (123)	30% (244)	19% (159)	14% (115)	6% (52)	8% (68)	7% (57)	8
Don't Drink Hard Seltzer	6% (75)	17% (205)	9% (110)	11% (130)	10% (118)	20% (241)	28% (347)	12
Monthly Spirits Drinker	11% (153)	26% (363)	16% (223)	14% (190)	8% (106)	11% (151)	15% (204)	13
Don't Drink Spirits	8% (41)	17% (87)	11% (55)	13% (64)	9% (48)	18% (92)	25% (127)	5
Monthly Canned Cocktail Drinker	15% (114)	30% (222)	18% (134)	14% (106)	6% (43)	7% (54)	9% (69)	7
Don't Drink Canned Cocktails	7% (83)	16% (202)	9% (115)	11% (144)	10% (128)	20% (251)	27% (347)	12
Weekly Beer Drinker	21% (217)	48% (498)	30% (313)	— (0)	— (0)	— (0)	— (0)	10
Weekly Wine Drinker	14% (112)	28% (222)	18% (139)	8% (66)	6% (48)	12% (97)	14% (108)	7
Weekly Hard Seltzer Drinker	23% (98)	35% (148)	20% (82)	9% (40)	3% (12)	5% (22)	4% (18)	4
Weekly Spirits Drinker	17% (125)	31% (221)	18% (129)	8% (58)	3% (24)	9% (65)	13% (92)	7

Continued on next page

Table MCBR8_1: *How often, if at all, do you drink the following alcoholic beverages?*
Beer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	9% (217)	20% (498)	12% (313)	12% (308)	8% (213)	18% (460)	20% (507)	25
Weekly Canned Cocktail Drinker	25% (93)	35% (130)	18% (65)	8% (31)	2% (9)	2% (7)	9% (34)	3
Purchased Car in Past 2 Years	14% (74)	23% (127)	12% (65)	11% (63)	7% (37)	18% (98)	15% (84)	5
Aware of Bud Light Events	10% (174)	23% (388)	14% (229)	13% (218)	9% (146)	15% (255)	17% (285)	16

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

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
Gender: Male	8% (109)	14% (180)	12% (161)	11% (147)	11% (137)	21% (267)	23% (292)	12
Gender: Female	4% (43)	13% (159)	11% (138)	16% (200)	11% (138)	28% (335)	16% (198)	1
Age: 18-34	7% (48)	13% (93)	13% (87)	16% (113)	13% (89)	22% (156)	16% (109)	6
Age: 35-44	9% (42)	17% (77)	13% (60)	11% (50)	10% (45)	22% (102)	20% (92)	4
Age: 45-64	5% (40)	12% (100)	9% (78)	15% (128)	11% (96)	24% (208)	24% (201)	8
Age: 65+	4% (22)	14% (68)	15% (75)	12% (58)	10% (48)	28% (141)	18% (88)	5
GenZers: 1997-2012	5% (12)	7% (17)	14% (33)	14% (32)	17% (40)	21% (49)	22% (52)	2
Millennials: 1981-1996	8% (71)	17% (147)	13% (106)	13% (110)	11% (90)	22% (187)	16% (135)	8
GenXers: 1965-1980	6% (39)	11% (67)	8% (50)	16% (98)	11% (65)	24% (148)	23% (141)	6
Baby Boomers: 1946-1964	3% (26)	13% (101)	12% (97)	14% (106)	11% (82)	27% (214)	20% (153)	7
PID: Dem (no lean)	9% (104)	17% (196)	12% (139)	14% (154)	11% (123)	20% (227)	16% (180)	11
PID: Ind (no lean)	2% (12)	9% (61)	8% (56)	15% (100)	13% (93)	32% (222)	21% (145)	6
PID: Rep (no lean)	5% (36)	12% (82)	15% (104)	14% (95)	9% (63)	22% (158)	23% (164)	7
PID/Gender: Dem Men	12% (73)	19% (116)	13% (76)	13% (77)	11% (64)	15% (88)	18% (111)	6
PID/Gender: Dem Women	6% (31)	16% (80)	12% (63)	15% (77)	11% (58)	27% (138)	14% (70)	5
PID/Gender: Ind Men	2% (8)	9% (29)	7% (23)	12% (37)	10% (31)	32% (102)	28% (87)	3
PID/Gender: Ind Women	1% (4)	9% (33)	9% (33)	17% (60)	16% (60)	32% (116)	16% (57)	3
PID/Gender: Rep Men	8% (29)	10% (36)	17% (62)	9% (32)	11% (42)	21% (76)	25% (93)	3
PID/Gender: Rep Women	2% (7)	14% (46)	13% (42)	19% (63)	6% (21)	25% (81)	22% (71)	3
Ideo: Liberal (1-3)	7% (63)	15% (130)	13% (115)	15% (127)	13% (112)	22% (192)	15% (129)	8
Ideo: Moderate (4)	4% (26)	11% (81)	10% (69)	14% (101)	10% (73)	29% (209)	23% (167)	7
Ideo: Conservative (5-7)	8% (60)	16% (116)	14% (103)	12% (93)	9% (65)	21% (156)	20% (151)	7
Educ: < College	4% (65)	10% (159)	10% (150)	12% (192)	10% (156)	27% (418)	26% (396)	15
Educ: Bachelors degree	5% (29)	17% (103)	15% (89)	16% (94)	14% (80)	22% (132)	11% (62)	5
Educ: Post-grad	15% (58)	20% (77)	16% (61)	16% (64)	11% (41)	14% (56)	8% (31)	3
Income: Under 50k	4% (41)	9% (93)	9% (94)	14% (143)	11% (113)	30% (318)	24% (248)	10
Income: 50k-100k	6% (57)	15% (143)	12% (112)	14% (135)	11% (101)	23% (214)	19% (176)	9
Income: 100k+	10% (54)	20% (103)	18% (94)	14% (71)	12% (64)	14% (75)	12% (65)	5

Continued on next page

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
Ethnicity: White	6% (128)	13% (262)	12% (247)	13% (259)	10% (207)	24% (471)	21% (413)	19
Ethnicity: Hispanic	11% (52)	12% (57)	11% (50)	11% (49)	11% (53)	21% (97)	22% (103)	4
Ethnicity: Black	5% (16)	18% (54)	9% (25)	19% (56)	15% (44)	24% (71)	11% (32)	3
Ethnicity: Other	3% (8)	11% (24)	12% (27)	15% (34)	12% (26)	28% (65)	19% (44)	2
All Christian	6% (71)	15% (170)	12% (137)	12% (138)	12% (131)	24% (263)	18% (206)	1
All Non-Christian	19% (49)	20% (52)	19% (48)	16% (41)	9% (23)	12% (30)	5% (14)	2
Atheist	4% (4)	14% (15)	6% (7)	15% (17)	11% (13)	26% (29)	24% (26)	1
Agnostic/Nothing in particular	3% (21)	10% (62)	10% (63)	14% (88)	12% (77)	26% (166)	26% (165)	6
Something Else	2% (7)	10% (40)	11% (44)	17% (65)	9% (35)	31% (120)	20% (79)	3
Religious Non-Protestant/Catholic	18% (49)	20% (53)	18% (49)	16% (43)	9% (25)	12% (32)	6% (17)	2
Evangelical	7% (38)	18% (103)	12% (70)	12% (67)	10% (55)	25% (142)	17% (98)	5
Non-Evangelical	4% (40)	11% (106)	11% (106)	14% (133)	11% (106)	26% (240)	21% (193)	9
Community: Urban	11% (90)	17% (143)	13% (109)	14% (120)	11% (96)	18% (156)	16% (140)	8
Community: Suburban	4% (49)	11% (126)	13% (144)	14% (160)	12% (131)	26% (289)	19% (217)	1
Community: Rural	2% (13)	13% (71)	9% (47)	13% (69)	9% (52)	30% (162)	24% (133)	5
Employ: Private Sector	8% (71)	15% (143)	14% (132)	15% (138)	11% (107)	20% (186)	17% (160)	9
Employ: Government	12% (24)	21% (42)	14% (27)	15% (29)	9% (17)	15% (30)	14% (28)	1
Employ: Self-Employed	7% (18)	15% (36)	11% (27)	16% (40)	6% (14)	24% (58)	22% (53)	2
Employ: Homemaker	2% (3)	11% (13)	6% (7)	17% (19)	11% (13)	26% (29)	26% (29)	1
Employ: Student	1% (1)	8% (5)	13% (7)	13% (7)	14% (8)	35% (19)	15% (8)	
Employ: Retired	3% (21)	12% (74)	13% (77)	12% (72)	11% (64)	28% (169)	20% (117)	5
Employ: Unemployed	3% (8)	8% (19)	7% (16)	11% (27)	16% (40)	33% (81)	22% (56)	2
Employ: Other	6% (7)	7% (9)	5% (6)	14% (17)	12% (15)	26% (34)	31% (39)	1
Military HH: Yes	11% (40)	11% (41)	12% (42)	9% (32)	10% (36)	27% (97)	21% (77)	3
Military HH: No	5% (112)	14% (299)	12% (258)	15% (318)	11% (242)	24% (510)	19% (414)	21

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Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
2022 House Vote: Democrat	8% (90)	17% (196)	12% (143)	15% (168)	12% (138)	21% (240)	15% (169)	11
2022 House Vote: Republican	5% (38)	12% (90)	13% (98)	13% (96)	9% (67)	26% (190)	20% (149)	7
2022 House Vote: Someone else	1% (0)	11% (6)	1% (1)	22% (12)	15% (8)	25% (14)	25% (13)	
2022 House Vote: Didnt Vote	4% (23)	8% (47)	10% (58)	12% (73)	11% (64)	28% (164)	27% (159)	5
2020 Vote: Joe Biden	7% (89)	16% (192)	12% (148)	14% (167)	12% (142)	22% (265)	16% (191)	11
2020 Vote: Donald Trump	4% (34)	11% (86)	13% (100)	13% (104)	10% (74)	26% (202)	22% (171)	7
2020 Vote: Other	— (0)	20% (12)	3% (2)	19% (12)	13% (8)	25% (15)	20% (12)	
2020 Vote: Didn't Vote	6% (29)	10% (49)	10% (50)	14% (66)	11% (54)	26% (125)	24% (115)	4
2018 House Vote: Democrat	7% (73)	18% (186)	12% (126)	14% (144)	11% (116)	23% (237)	15% (160)	10
2018 House Vote: Republican	5% (36)	13% (90)	13% (93)	13% (91)	10% (67)	24% (168)	21% (147)	6
2018 House Vote: Someone else	— (0)	8% (4)	5% (3)	17% (9)	15% (8)	30% (15)	24% (12)	
2018 House Vote: Didnt Vote	6% (43)	8% (59)	11% (78)	14% (105)	12% (87)	26% (187)	24% (172)	7
4-Region: Northeast	9% (47)	13% (64)	11% (57)	15% (76)	11% (53)	25% (124)	16% (78)	4
4-Region: Midwest	3% (16)	12% (64)	14% (73)	10% (49)	12% (64)	26% (136)	22% (113)	5
4-Region: South	7% (61)	14% (127)	11% (105)	15% (133)	10% (90)	23% (214)	20% (185)	9
4-Region: West	5% (28)	14% (85)	11% (65)	16% (91)	12% (72)	23% (134)	19% (114)	5
2304079	5% (68)	13% (167)	12% (150)	14% (178)	12% (144)	25% (311)	18% (230)	12
2304086	7% (84)	14% (172)	12% (150)	14% (172)	11% (134)	23% (296)	21% (261)	12
Ethnicity: White (Non-Hispanic)	5% (77)	13% (208)	13% (203)	14% (220)	10% (164)	25% (389)	20% (316)	15
Ethnicity: Hispanic	11% (52)	12% (57)	11% (50)	11% (49)	11% (53)	21% (97)	22% (103)	4
Ethnicity: Black (Non-Hispanic)	6% (15)	19% (52)	8% (22)	18% (50)	14% (39)	23% (63)	12% (31)	2
Ethnicity: Asian + Other (Non-Hispanic)	4% (8)	11% (22)	12% (25)	15% (32)	11% (22)	28% (58)	19% (39)	2
Female F&b Monthly Consumer	8% (102)	14% (177)	12% (153)	12% (144)	10% (129)	20% (251)	22% (275)	12
Male F&b Monthly Consumer	3% (39)	14% (156)	12% (135)	16% (188)	12% (134)	27% (306)	16% (186)	11
Gen Z F&b Monthly Consumer	5% (12)	8% (17)	15% (32)	13% (29)	19% (40)	18% (38)	22% (47)	2
Millennial F&b Monthly Consumer	9% (68)	18% (144)	13% (100)	13% (101)	10% (82)	22% (177)	15% (121)	7
Gen X F&b Monthly Consumer	6% (34)	11% (65)	9% (49)	17% (97)	11% (63)	22% (128)	24% (138)	5
Boomer F&b Monthly Consumer	3% (24)	13% (101)	13% (95)	14% (105)	10% (80)	27% (209)	19% (146)	7

Continued on next page

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
HHI <$50k F&b Monthly Consumer	4% (41)	9% (93)	9% (88)	14% (139)	11% (111)	29% (284)	24% (234)	9
HHI $50-$100k F&b Monthly Consumer	6% (53)	16% (141)	12% (108)	14% (127)	11% (94)	23% (208)	19% (166)	8
HHI $100k+ F&b Monthly Consumer	9% (47)	20% (100)	18% (92)	14% (70)	12% (60)	14% (70)	12% (59)	4
PID: Dem (No Lean) F&b Monthly Consumer	9% (95)	18% (192)	13% (135)	14% (146)	11% (119)	20% (214)	16% (173)	10
PID: Ind (No Lean) F&b Monthly Consumer	2% (12)	9% (61)	9% (56)	15% (95)	14% (89)	31% (196)	21% (132)	6
PID: Rep (No Lean) F&b Monthly Consumer	5% (34)	12% (80)	15% (98)	14% (94)	9% (57)	23% (152)	23% (154)	6
Female Hh Goods Monthly Consumer	10% (100)	15% (148)	14% (134)	12% (116)	10% (94)	18% (172)	21% (199)	9
Male Hh Goods Monthly Consumer	3% (28)	15% (130)	12% (104)	17% (152)	12% (111)	26% (236)	15% (133)	8
Gen Z Hh Goods Monthly Consumer	7% (12)	9% (16)	13% (23)	13% (22)	19% (33)	18% (31)	22% (38)	1
Millennial Hh Goods Monthly Consumer	10% (68)	20% (139)	14% (95)	13% (91)	10% (70)	20% (136)	13% (89)	6
Gen X Hh Goods Monthly Consumer	7% (33)	11% (51)	9% (41)	19% (88)	9% (42)	24% (109)	21% (95)	4
Boomer Hh Goods Monthly Consumer	3% (13)	13% (66)	14% (69)	14% (70)	12% (61)	25% (128)	21% (107)	5
HHI <$50k Hh Goods Monthly Consumer	5% (35)	10% (78)	9% (67)	15% (114)	11% (81)	28% (214)	22% (162)	7
HHI $50-$100k Hh Goods Monthly Consumer	7% (48)	16% (111)	14% (100)	14% (101)	11% (81)	21% (148)	17% (122)	[illegible]
HHI $100k+ Hh Goods Monthly Consumer	11% (46)	22% (88)	18% (71)	14% (56)	11% (45)	12% (49)	12% (47)	4
PID: Dem (No Lean) Hh Goods Monthly Consumer	10% (85)	19% (159)	14% (117)	15% (126)	10% (81)	18% (153)	14% (117)	8
PID: Ind (No Lean) Hh Goods Monthly Consumer	2% (11)	10% (51)	8% (39)	16% (78)	15% (74)	30% (147)	19% (95)	4
PID: Rep (No Lean) Hh Goods Monthly Consumer	6% (32)	13% (67)	16% (82)	13% (67)	10% (52)	21% (110)	23% (119)	5
Female Apparel Monthly Consumer	15% (83)	21% (115)	15% (82)	16% (85)	10% (52)	11% (58)	13% (72)	5
Male Apparel Monthly Consumer	3% (17)	15% (72)	13% (66)	18% (90)	14% (67)	21% (106)	15% (76)	4
Gen Z Apparel Monthly Consumer	7% (8)	8% (10)	17% (20)	17% (20)	23% (26)	19% (21)	8% (9)	[illegible]
Millennial Apparel Monthly Consumer	13% (65)	23% (111)	15% (71)	15% (71)	10% (50)	14% (69)	10% (50)	4
Gen X Apparel Monthly Consumer	9% (24)	15% (41)	9% (25)	19% (53)	9% (26)	16% (45)	22% (60)	2
Boomer Apparel Monthly Consumer	2% (3)	14% (24)	18% (30)	19% (31)	11% (18)	18% (30)	17% (29)	1
HHI <$50k Apparel Monthly Consumer	6% (23)	10% (37)	11% (38)	19% (67)	13% (45)	25% (87)	17% (59)	3
HHI $50-$100k Apparel Monthly Consumer	9% (41)	20% (85)	15% (66)	16% (71)	10% (46)	12% (53)	17% (73)	4
HHI $100k+ Apparel Monthly Consumer	14% (36)	25% (65)	17% (44)	15% (39)	12% (30)	10% (26)	6% (17)	2
PID: Dem (No Lean) Apparel Monthly Consumer	13% (71)	22% (118)	15% (82)	17% (91)	10% (53)	11% (58)	11% (58)	5

Continued on next page

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
PID: Ind (No Lean) Apparel Monthly Consumer	3% (6)	12% (27)	8% (17)	20% (45)	18% (41)	27% (62)	14% (32)	2
PID: Rep (No Lean) Apparel Monthly Consumer	8% (23)	15% (42)	17% (49)	14% (41)	9% (26)	16% (46)	21% (59)	2
Female Electronics Yearly Consumer	10% (97)	16% (150)	14% (137)	12% (119)	12% (115)	17% (168)	18% (176)	9
Male Electronics Yearly Consumer	5% (31)	13% (88)	14% (91)	17% (116)	11% (76)	24% (164)	16% (106)	6
Gen Z Electronics Yearly Consumer	7% (12)	9% (16)	16% (29)	14% (26)	20% (37)	18% (34)	15% (28)	1
Millennial Electronics Yearly Consumer	10% (66)	19% (129)	14% (97)	14% (96)	10% (68)	18% (118)	14% (97)	6
Gen X Electronics Yearly Consumer	7% (30)	11% (46)	10% (41)	17% (71)	11% (44)	22% (90)	22% (89)	4
Boomer Electronics Yearly Consumer	5% (17)	12% (44)	15% (55)	12% (42)	12% (43)	25% (90)	18% (66)	3
HHI <$50k Electronics Yearly Consumer	6% (36)	8% (51)	10% (64)	16% (100)	11% (67)	27% (167)	22% (133)	6
HHI $50-$100k Electronics Yearly Consumer	8% (51)	16% (102)	14% (93)	13% (87)	12% (78)	18% (120)	19% (120)	6
HHI $100k+ Electronics Yearly Consumer	11% (41)	23% (85)	19% (71)	13% (49)	13% (48)	13% (50)	8% (29)	3
PID: Dem (No Lean) Electronics Yearly Consumer	12% (88)	20% (149)	15% (114)	15% (111)	12% (91)	16% (120)	11% (85)	7
PID: Ind (No Lean) Electronics Yearly Consumer	2% (10)	8% (36)	8% (36)	15% (66)	14% (59)	31% (131)	21% (91)	4
PID: Rep (No Lean) Electronics Yearly Consumer	7% (30)	12% (53)	17% (78)	13% (59)	9% (43)	19% (85)	23% (107)	4
Female Beauty & Care Monthly Consumer	10% (91)	16% (137)	14% (124)	12% (103)	11% (95)	18% (157)	20% (177)	8
Male Beauty & Care Monthly Consumer	4% (28)	14% (114)	12% (100)	18% (145)	12% (97)	25% (201)	15% (121)	8
Gen Z Beauty & Care Monthly Consumer	5% (9)	8% (13)	18% (31)	15% (26)	18% (31)	17% (30)	19% (33)	1
Millennial Beauty & Care Monthly Consumer	10% (65)	20% (128)	14% (88)	14% (87)	9% (60)	20% (128)	13% (80)	6
Gen X Beauty & Care Monthly Consumer	8% (33)	11% (48)	9% (38)	17% (74)	11% (48)	23% (96)	20% (84)	4
Boomer Beauty & Care Monthly Consumer	3% (12)	13% (58)	13% (59)	14% (61)	12% (55)	23% (103)	22% (95)	4
HHI <$50k Beauty & Care Monthly Consumer	5% (34)	10% (71)	10% (70)	15% (106)	13% (86)	28% (195)	18% (128)	6
HHI $50-$100k Beauty & Care Monthly Consumer	7% (46)	15% (101)	13% (88)	14% (95)	11% (75)	19% (126)	19% (125)	6
HHI $100k+ Beauty & Care Monthly Consumer	11% (40)	23% (79)	19% (65)	14% (49)	9% (33)	11% (39)	13% (44)	3
PID: Dem (No Lean) Beauty & Care Monthly Consumer	10% (84)	19% (150)	14% (110)	15% (121)	11% (89)	17% (139)	14% (113)	8
PID: Ind (No Lean) Beauty & Care Monthly Consumer	2% (9)	9% (40)	8% (36)	15% (66)	13% (58)	33% (140)	19% (82)	4
PID: Rep (No Lean) Beauty & Care Monthly Consumer	6% (27)	13% (62)	17% (78)	14% (64)	10% (47)	18% (81)	22% (102)	4
Female Insurance Yearly Consumer	8% (80)	16% (164)	14% (144)	12% (117)	11% (108)	20% (203)	19% (191)	10
Male Insurance Yearly Consumer	4% (33)	15% (124)	13% (110)	17% (143)	11% (95)	25% (215)	15% (128)	8

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Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
Gen Z Insurance Yearly Consumer	3% (5)	8% (13)	15% (24)	13% (21)	17% (27)	25% (39)	18% (28)	1
Millennial Insurance Yearly Consumer	9% (58)	20% (131)	15% (95)	14% (89)	10% (61)	19% (122)	13% (86)	6
Gen X Insurance Yearly Consumer	6% (25)	13% (54)	9% (39)	18% (73)	11% (44)	22% (92)	21% (87)	4
Boomer Insurance Yearly Consumer	4% (22)	14% (84)	14% (82)	13% (78)	12% (71)	26% (158)	18% (109)	6
HHI <$50k Insurance Yearly Consumer	5% (33)	10% (69)	11% (76)	14% (99)	10% (72)	28% (194)	21% (146)	6
HHI $50-$100k Insurance Yearly Consumer	5% (40)	17% (125)	13% (97)	14% (106)	11% (79)	23% (172)	18% (132)	7
HHI $100k+ Insurance Yearly Consumer	9% (39)	22% (94)	19% (82)	14% (58)	13% (53)	13% (54)	10% (40)	4
PID: Dem (No Lean) Insurance Yearly Consumer	9% (78)	20% (169)	15% (125)	13% (111)	11% (94)	18% (154)	13% (108)	8
PID: Ind (No Lean) Insurance Yearly Consumer	2% (10)	11% (52)	9% (42)	16% (77)	12% (58)	32% (153)	19% (91)	4
PID: Rep (No Lean) Insurance Yearly Consumer	5% (25)	12% (66)	16% (87)	14% (75)	10% (52)	21% (113)	22% (119)	5
Female Pharma Monthly Consumer	11% (94)	15% (130)	14% (117)	12% (107)	10% (84)	18% (155)	21% (179)	8
Male Pharma Monthly Consumer	3% (23)	16% (116)	13% (96)	17% (123)	11% (79)	26% (194)	16% (116)	7
Gen Z Pharma Monthly Consumer	8% (10)	9% (11)	19% (23)	17% (21)	8% (9)	14% (17)	24% (29)	1
Millennial Pharma Monthly Consumer	11% (62)	21% (118)	15% (82)	13% (69)	9% (50)	18% (100)	13% (72)	5
Gen X Pharma Monthly Consumer	7% (29)	12% (50)	9% (40)	16% (68)	11% (47)	24% (103)	22% (95)	4
Boomer Pharma Monthly Consumer	3% (15)	13% (61)	12% (60)	15% (72)	12% (56)	26% (126)	19% (93)	4
HHI <$50k Pharma Monthly Consumer	5% (33)	10% (65)	9% (61)	14% (92)	11% (77)	28% (190)	23% (156)	6
HHI $50-$100k Pharma Monthly Consumer	7% (45)	17% (106)	15% (91)	15% (93)	9% (53)	19% (114)	18% (107)	6
HHI $100k+ Pharma Monthly Consumer	11% (39)	22% (75)	18% (61)	14% (47)	10% (35)	14% (48)	9% (32)	3
PID: Dem (No Lean) Pharma Monthly Consumer	11% (81)	19% (148)	14% (106)	14% (106)	10% (74)	18% (137)	14% (106)	7
PID: Ind (No Lean) Pharma Monthly Consumer	2% (10)	9% (36)	8% (34)	14% (58)	14% (56)	31% (127)	20% (82)	4
PID: Rep (No Lean) Pharma Monthly Consumer	6% (26)	14% (62)	16% (73)	15% (69)	7% (34)	19% (88)	23% (106)	4
Female Media Monthly Consumer	13% (87)	20% (141)	13% (89)	11% (79)	10% (67)	17% (118)	16% (110)	6
Male Media Monthly Consumer	5% (25)	16% (86)	12% (65)	17% (89)	11% (60)	23% (122)	15% (77)	5
Gen Z Media Monthly Consumer	7% (11)	7% (10)	14% (21)	15% (22)	16% (24)	20% (30)	21% (32)	1
Millennial Media Monthly Consumer	12% (59)	24% (120)	14% (70)	12% (63)	8% (42)	18% (93)	12% (62)	5
Gen X Media Monthly Consumer	11% (32)	16% (46)	10% (29)	17% (52)	12% (36)	18% (55)	16% (48)	2
Boomer Media Monthly Consumer	4% (10)	19% (47)	11% (28)	13% (32)	11% (27)	25% (62)	17% (44)	2

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Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
HHI <$50k Media Monthly Consumer	7% (31)	13% (57)	9% (38)	13% (59)	12% (52)	24% (106)	22% (98)	4
HHI $50-$100k Media Monthly Consumer	8% (41)	20% (97)	13% (63)	14% (69)	10% (50)	21% (103)	14% (70)	4
HHI $100k+ Media Monthly Consumer	14% (40)	25% (72)	18% (52)	15% (42)	9% (26)	11% (32)	7% (19)	2
PID: Dem (No Lean) Media Monthly Consumer	13% (78)	24% (143)	14% (87)	14% (82)	10% (62)	14% (87)	10% (60)	5
PID: Ind (No Lean) Media Monthly Consumer	2% (6)	11% (32)	7% (20)	15% (43)	13% (39)	33% (96)	19% (55)	2
PID: Rep (No Lean) Media Monthly Consumer	9% (28)	16% (52)	14% (47)	14% (45)	8% (28)	18% (58)	22% (72)	3
Female Ent. Products Monthly Consumer	14% (73)	23% (121)	17% (89)	12% (65)	8% (42)	12% (64)	14% (76)	5
Male Ent. Products Monthly Consumer	5% (14)	15% (45)	15% (44)	21% (61)	14% (40)	18% (54)	13% (37)	2
Gen Z Ent. Products Monthly Consumer	8% (9)	11% (12)	17% (20)	16% (19)	18% (21)	16% (18)	14% (16)	1
Millennial Ent. Products Monthly Consumer	14% (63)	24% (108)	16% (71)	13% (58)	9% (40)	14% (63)	11% (52)	4
Gen X Ent. Products Monthly Consumer	8% (14)	18% (31)	12% (22)	22% (39)	6% (11)	15% (25)	18% (31)	1
Boomer Ent. Products Monthly Consumer	2% (2)	17% (14)	23% (19)	13% (11)	13% (10)	15% (13)	17% (14)	
HHI <$50k Ent. Products Monthly Consumer	5% (13)	13% (34)	13% (34)	20% (51)	10% (26)	22% (57)	17% (44)	2
HHI $50-$100k Ent. Products Monthly Consumer	11% (38)	19% (68)	16% (57)	14% (50)	10% (35)	14% (48)	16% (57)	3
HHI $100k+ Ent. Products Monthly Consumer	17% (36)	30% (65)	20% (42)	11% (25)	10% (22)	7% (15)	5% (12)	2
PID: Dem (No Lean) Ent. Products Monthly Consumer	16% (69)	25% (108)	17% (74)	16% (67)	8% (37)	10% (43)	8% (35)	4
PID: Ind (No Lean) Ent. Products Monthly Consumer	3% (6)	15% (27)	10% (18)	17% (31)	11% (21)	27% (50)	16% (30)	1
PID: Rep (No Lean) Ent. Products Monthly Consumer	6% (13)	15% (31)	20% (42)	13% (28)	12% (25)	12% (26)	22% (48)	2
Female Travel Yearly Consumer	10% (89)	18% (156)	15% (134)	14% (121)	10% (90)	19% (169)	14% (127)	8
Male Travel Yearly Consumer	5% (28)	18% (112)	14% (89)	19% (118)	13% (80)	21% (129)	10% (61)	6
Gen Z Travel Yearly Consumer	6% (9)	9% (13)	21% (30)	17% (24)	18% (24)	16% (22)	12% (17)	1
Millennial Travel Yearly Consumer	10% (60)	22% (131)	15% (89)	14% (85)	11% (65)	19% (112)	10% (58)	6
Gen X Travel Yearly Consumer	9% (28)	17% (54)	12% (38)	20% (66)	9% (30)	20% (65)	14% (45)	3
Boomer Travel Yearly Consumer	4% (18)	15% (65)	14% (61)	15% (64)	12% (51)	23% (100)	16% (67)	4
HHI <$50k Travel Yearly Consumer	6% (25)	13% (58)	13% (57)	17% (77)	11% (49)	25% (111)	15% (66)	4
HHI $50-$100k Travel Yearly Consumer	7% (46)	18% (115)	14% (92)	16% (101)	11% (72)	20% (130)	14% (93)	6
HHI $100k+ Travel Yearly Consumer	11% (46)	23% (95)	18% (75)	15% (63)	12% (50)	14% (60)	7% (29)	4
PID: Dem (No Lean) Travel Yearly Consumer	11% (79)	22% (162)	16% (121)	15% (108)	11% (81)	17% (128)	8% (62)	7

Continued on next page

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
PID: Ind (No Lean) Travel Yearly Consumer	3% (10)	11% (41)	9% (32)	20% (71)	13% (46)	30% (110)	15% (53)	3
PID: Rep (No Lean) Travel Yearly Consumer	7% (29)	16% (65)	17% (71)	15% (61)	11% (45)	16% (63)	18% (73)	4
Female Alcohol Weekly Consumer	14% (69)	22% (109)	13% (64)	8% (39)	5% (24)	16% (81)	23% (117)	5
Male Alcohol Weekly Consumer	13% (28)	21% (48)	15% (34)	11% (24)	7% (15)	11% (24)	23% (52)	2
Gen Z Alcohol Weekly Consumer	22% (11)	5% (3)	24% (12)	12% (6)	4% (2)	18% (9)	15% (7)	
Millennial Alcohol Weekly Consumer	18% (58)	30% (98)	12% (39)	9% (28)	4% (15)	11% (37)	16% (54)	3
Gen X Alcohol Weekly Consumer	9% (18)	15% (28)	10% (19)	10% (19)	6% (11)	16% (30)	34% (65)	1
Boomer Alcohol Weekly Consumer	6% (10)	17% (25)	18% (26)	7% (10)	7% (11)	19% (28)	27% (40)	1
HHI <$50k Alcohol Weekly Consumer	7% (20)	12% (33)	11% (31)	11% (29)	4% (11)	23% (61)	32% (85)	2
HHI $50-$100k Alcohol Weekly Consumer	16% (45)	24% (71)	12% (36)	8% (22)	5% (15)	12% (36)	22% (65)	2
HHI $100k+ Alcohol Weekly Consumer	19% (32)	32% (54)	18% (31)	7% (13)	7% (12)	5% (8)	11% (19)	1
PID: Dem (No Lean) Alcohol Weekly Consumer	21% (76)	28% (104)	14% (50)	7% (28)	4% (14)	8% (30)	18% (67)	3
PID: Ind (No Lean) Alcohol Weekly Consumer	4% (6)	12% (20)	8% (13)	10% (16)	9% (14)	31% (49)	26% (42)	1
PID: Rep (No Lean) Alcohol Weekly Consumer	8% (15)	17% (34)	17% (35)	10% (20)	5% (11)	13% (26)	30% (60)	2
Monthly Beer Drinkers	8% (121)	17% (258)	13% (207)	15% (232)	12% (183)	17% (263)	18% (284)	15
Don't Drink Beer	4% (18)	9% (44)	9% (45)	13% (67)	11% (57)	27% (136)	27% (139)	5
Monthly Wine Drinkers	11% (152)	24% (339)	21% (300)	25% (349)	20% (278)	— (0)	— (0)	14
Don't Drink Wine	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (490)	4
Monthly Hard Seltzer Drinker	12% (100)	22% (179)	20% (161)	17% (137)	11% (89)	10% (83)	8% (69)	8
Don't Drink Hard Seltzer	3% (43)	10% (119)	8% (98)	12% (148)	11% (139)	28% (338)	28% (341)	12
Monthly Spirits Drinker	8% (118)	17% (241)	16% (219)	17% (239)	12% (167)	15% (206)	14% (199)	13
Don't Drink Spirits	4% (23)	10% (49)	8% (43)	9% (48)	10% (51)	22% (113)	37% (188)	5
Monthly Canned Cocktail Drinker	14% (102)	24% (175)	20% (151)	16% (121)	10% (76)	7% (54)	9% (64)	7
Don't Drink Canned Cocktails	4% (45)	9% (116)	9% (108)	12% (156)	11% (139)	28% (355)	28% (351)	12
Weekly Beer Drinker	11% (111)	20% (206)	15% (154)	11% (111)	7% (73)	16% (170)	20% (202)	10
Weekly Wine Drinker	19% (152)	43% (339)	38% (300)	— (0)	— (0)	— (0)	— (0)	7
Weekly Hard Seltzer Drinker	19% (78)	29% (123)	21% (87)	10% (44)	5% (20)	8% (34)	9% (36)	4
Weekly Spirits Drinker	13% (92)	23% (164)	19% (137)	11% (76)	7% (47)	12% (85)	16% (112)	7

Continued on next page

Table MCBR8_2: *How often, if at all, do you drink the following alcoholic beverages?*
Wine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	6% (152)	13% (339)	12% (300)	14% (349)	11% (278)	24% (607)	19% (490)	25
Weekly Canned Cocktail Drinker	22% (79)	30% (111)	20% (74)	11% (40)	5% (18)	5% (17)	8% (30)	3
Purchased Car in Past 2 Years	10% (57)	17% (93)	13% (70)	13% (69)	9% (48)	18% (101)	20% (109)	5
Aware of Bud Light Events	7% (121)	15% (249)	13% (223)	14% (235)	11% (192)	21% (350)	19% (326)	16

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

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
Gender: Male	4% (55)	9% (117)	10% (132)	11% (144)	7% (92)	13% (166)	46% (590)	12
Gender: Female	1% (13)	5% (62)	4% (44)	7% (81)	6% (78)	25% (302)	52% (633)	1
Age: 18-34	5% (37)	13% (88)	12% (83)	14% (101)	10% (67)	19% (135)	27% (186)	6
Age: 35-44	4% (20)	11% (53)	9% (40)	12% (55)	8% (37)	21% (98)	35% (166)	4
Age: 45-64	1% (11)	4% (33)	5% (43)	7% (59)	6% (52)	18% (153)	59% (501)	8
Age: 65+	— (0)	1% (4)	2% (10)	2% (11)	3% (16)	17% (85)	75% (375)	5
GenZers: 1997-2012	3% (6)	7% (16)	13% (32)	14% (33)	12% (28)	23% (55)	28% (65)	2
Millennials: 1981-1996	6% (48)	14% (118)	10% (82)	13% (113)	9% (73)	19% (162)	29% (249)	8
GenXers: 1965-1980	2% (11)	6% (36)	7% (42)	9% (56)	6% (36)	18% (112)	52% (317)	6
Baby Boomers: 1946-1964	— (2)	1% (8)	2% (18)	3% (24)	4% (33)	18% (138)	71% (556)	7
PID: Dem (no lean)	5% (57)	10% (113)	8% (95)	9% (98)	7% (83)	16% (174)	45% (503)	11
PID: Ind (no lean)	— (3)	4% (25)	5% (33)	8% (57)	5% (33)	26% (178)	52% (361)	6
PID: Rep (no lean)	1% (8)	6% (40)	7% (48)	10% (71)	8% (55)	17% (119)	52% (362)	7
PID/Gender: Dem Men	8% (47)	14% (83)	12% (71)	11% (64)	8% (47)	10% (62)	38% (231)	6
PID/Gender: Dem Women	2% (10)	6% (30)	5% (24)	7% (34)	7% (36)	22% (111)	53% (271)	5
PID/Gender: Ind Men	— (2)	3% (10)	7% (22)	9% (29)	4% (12)	20% (63)	56% (179)	3
PID/Gender: Ind Women	— (1)	4% (16)	3% (10)	7% (27)	5% (19)	31% (112)	49% (179)	3
PID/Gender: Rep Men	2% (6)	6% (24)	10% (39)	14% (51)	9% (32)	11% (40)	48% (179)	3
PID/Gender: Rep Women	— (2)	5% (16)	3% (10)	6% (19)	7% (23)	24% (79)	55% (183)	3
Ideo: Liberal (1-3)	4% (34)	8% (74)	8% (65)	9% (78)	8% (67)	20% (170)	44% (382)	8
Ideo: Moderate (4)	2% (12)	5% (39)	6% (40)	10% (75)	6% (42)	22% (162)	49% (355)	7
Ideo: Conservative (5-7)	3% (21)	8% (59)	9% (66)	9% (64)	7% (52)	13% (95)	52% (387)	7
Educ: < College	2% (33)	6% (93)	6% (87)	7% (114)	5% (84)	20% (303)	54% (823)	15
Educ: Bachelors degree	2% (12)	8% (44)	8% (49)	10% (61)	10% (58)	20% (117)	42% (248)	5
Educ: Post-grad	6% (22)	11% (41)	10% (39)	13% (51)	8% (29)	13% (51)	40% (155)	3
Income: Under 50k	1% (11)	4% (43)	5% (47)	8% (84)	6% (62)	20% (211)	56% (592)	10
Income: 50k-100k	4% (36)	8% (75)	9% (80)	8% (78)	8% (73)	19% (175)	45% (421)	9
Income: 100k+	4% (21)	11% (60)	9% (48)	12% (64)	7% (36)	16% (85)	40% (212)	5

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
Ethnicity: White	3% (60)	7% (131)	7% (136)	9% (177)	7% (132)	19% (369)	49% (982)	19
Ethnicity: Hispanic	7% (32)	8% (39)	11% (50)	11% (53)	6% (29)	18% (81)	38% (177)	4
Ethnicity: Black	2% (7)	12% (37)	7% (22)	8% (25)	5% (16)	17% (49)	48% (144)	3
Ethnicity: Other	— (0)	5% (11)	8% (18)	10% (23)	10% (24)	23% (53)	44% (100)	2
All Christian	2% (26)	7% (76)	7% (77)	10% (113)	5% (60)	18% (200)	51% (566)	1
All Non-Christian	12% (32)	15% (39)	14% (37)	10% (27)	8% (21)	8% (21)	31% (80)	2
Atheist	2% (2)	3% (3)	14% (15)	7% (8)	7% (8)	28% (31)	40% (43)	1
Agnostic/Nothing in particular	1% (8)	6% (38)	3% (22)	8% (52)	9% (58)	20% (130)	52% (333)	6
Something Else	— (0)	6% (22)	6% (24)	7% (26)	6% (25)	23% (90)	52% (204)	3
Religious Non-Protestant/Catholic	12% (33)	15% (39)	14% (38)	11% (28)	8% (21)	8% (22)	32% (86)	2
Evangelical	2% (14)	8% (47)	7% (42)	11% (64)	6% (35)	21% (118)	44% (252)	5
Non-Evangelical	1% (11)	5% (49)	7% (63)	8% (73)	5% (43)	19% (172)	56% (513)	9
Community: Urban	6% (52)	11% (94)	11% (93)	11% (93)	7% (56)	15% (132)	39% (335)	8
Community: Suburban	1% (10)	5% (61)	5% (58)	9% (95)	8% (89)	20% (228)	51% (574)	1
Community: Rural	1% (6)	4% (24)	4% (24)	7% (37)	5% (27)	20% (112)	58% (317)	5
Employ: Private Sector	3% (33)	11% (102)	10% (91)	13% (122)	8% (76)	17% (162)	37% (351)	9
Employ: Government	10% (20)	12% (24)	10% (20)	9% (18)	9% (18)	18% (36)	31% (61)	1
Employ: Self-Employed	3% (7)	11% (27)	8% (21)	13% (33)	9% (22)	18% (45)	38% (93)	2
Employ: Homemaker	— (0)	4% (5)	3% (3)	8% (9)	4% (4)	29% (33)	52% (58)	1
Employ: Student	1% (1)	4% (2)	15% (9)	11% (6)	8% (5)	34% (19)	27% (15)	
Employ: Retired	— (0)	1% (8)	2% (13)	2% (14)	4% (21)	16% (94)	75% (442)	5
Employ: Unemployed	— (0)	3% (8)	3% (6)	7% (16)	8% (19)	20% (50)	59% (147)	2
Employ: Other	5% (7)	2% (3)	9% (12)	6% (7)	6% (7)	25% (32)	47% (59)	1
Military HH: Yes	1% (5)	8% (28)	4% (15)	8% (29)	5% (19)	17% (61)	57% (206)	3
Military HH: No	3% (63)	7% (150)	7% (160)	9% (197)	7% (153)	19% (410)	47%(1020)	21

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
2022 House Vote: Democrat	3% (40)	9% (106)	7% (86)	9% (105)	6% (74)	17% (192)	47% (542)	11
2022 House Vote: Republican	1% (8)	5% (37)	6% (43)	11% (80)	8% (59)	17% (126)	51% (375)	7
2022 House Vote: Someone else	1% (0)	5% (3)	— (0)	8% (4)	8% (5)	26% (14)	52% (28)	
2022 House Vote: Didnt Vote	3% (19)	6% (33)	8% (46)	6% (36)	6% (34)	24% (140)	48% (281)	5
2020 Vote: Joe Biden	4% (44)	9% (103)	7% (89)	9% (108)	7% (80)	18% (209)	47% (561)	11
2020 Vote: Donald Trump	1% (7)	5% (36)	8% (58)	9% (72)	7% (54)	18% (141)	52% (403)	7
2020 Vote: Other	— (0)	7% (4)	3% (2)	7% (5)	7% (4)	32% (19)	45% (27)	
2020 Vote: Didn't Vote	3% (16)	7% (35)	5% (27)	8% (41)	7% (33)	21% (102)	48% (234)	4
2018 House Vote: Democrat	3% (33)	9% (96)	8% (80)	9% (92)	7% (73)	17% (178)	47% (490)	10
2018 House Vote: Republican	2% (11)	5% (34)	6% (43)	10% (69)	7% (48)	17% (117)	53% (369)	6
2018 House Vote: Someone else	— (0)	8% (4)	— (0)	6% (3)	8% (4)	29% (14)	49% (25)	
2018 House Vote: Didnt Vote	3% (23)	6% (45)	7% (52)	8% (61)	6% (46)	22% (162)	47% (343)	7
4-Region: Northeast	7% (34)	8% (38)	6% (29)	11% (52)	4% (20)	19% (93)	47% (232)	4
4-Region: Midwest	1% (6)	7% (38)	6% (31)	7% (38)	7% (36)	18% (94)	53% (273)	5
4-Region: South	2% (16)	6% (51)	7% (62)	9% (84)	7% (62)	18% (166)	52% (473)	9
4-Region: West	2% (12)	9% (51)	9% (54)	9% (52)	9% (53)	20% (118)	42% (249)	5
2304079	2% (29)	8% (99)	7% (82)	9% (116)	7% (92)	19% (231)	48% (597)	12
2304086	3% (39)	6% (79)	7% (93)	9% (109)	6% (79)	19% (240)	50% (630)	12
Ethnicity: White (Non-Hispanic)	2% (29)	6% (95)	6% (88)	8% (132)	7% (105)	19% (293)	53% (834)	15
Ethnicity: Hispanic	7% (32)	8% (39)	11% (50)	11% (53)	6% (29)	18% (81)	38% (177)	4
Ethnicity: Black (Non-Hispanic)	2% (6)	13% (35)	8% (21)	7% (20)	6% (16)	17% (47)	47% (127)	2
Ethnicity: Asian + Other (Non-Hispanic)	— (0)	4% (9)	8% (16)	10% (21)	11% (22)	24% (50)	43% (87)	2
Female F&b Monthly Consumer	4% (49)	9% (114)	10% (129)	11% (141)	7% (86)	13% (156)	45% (555)	12
Male F&b Monthly Consumer	1% (12)	5% (59)	4% (43)	7% (75)	7% (77)	24% (276)	53% (603)	11
Gen Z F&b Monthly Consumer	3% (6)	7% (16)	14% (31)	15% (32)	13% (28)	21% (45)	26% (56)	2
Millennial F&b Monthly Consumer	5% (43)	14% (114)	10% (80)	14% (107)	9% (68)	20% (157)	28% (221)	7
Gen X F&b Monthly Consumer	2% (10)	6% (35)	7% (41)	10% (55)	6% (36)	17% (97)	52% (301)	5
Boomer F&b Monthly Consumer	— (2)	1% (8)	2% (18)	3% (23)	4% (32)	17% (132)	72% (545)	7

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
HHI <$50k F&b Monthly Consumer	1% (10)	4% (40)	5% (47)	8% (83)	6% (61)	19% (185)	57% (561)	9
HHI $50-$100k F&b Monthly Consumer	4% (32)	8% (75)	9% (78)	8% (72)	8% (70)	19% (168)	45% (402)	8
HHI $100k+ F&b Monthly Consumer	4% (19)	12% (59)	9% (47)	12% (62)	7% (34)	17% (83)	39% (197)	4
PID: Dem (No Lean) F&b Monthly Consumer	5% (52)	10% (111)	9% (92)	9% (96)	7% (80)	16% (167)	44% (475)	10
PID: Ind (No Lean) F&b Monthly Consumer	— (2)	4% (24)	5% (33)	8% (54)	5% (32)	24% (156)	53% (340)	6
PID: Rep (No Lean) F&b Monthly Consumer	1% (7)	6% (39)	7% (47)	10% (68)	8% (52)	17% (113)	51% (344)	6
Female Hh Goods Monthly Consumer	5% (51)	11% (110)	12% (118)	13% (123)	7% (67)	12% (117)	39% (377)	9
Male Hh Goods Monthly Consumer	1% (11)	6% (54)	4% (39)	7% (63)	7% (66)	25% (223)	49% (439)	8
Gen Z Hh Goods Monthly Consumer	4% (6)	8% (14)	16% (28)	12% (20)	14% (24)	22% (38)	25% (44)	1
Millennial Hh Goods Monthly Consumer	7% (46)	16% (111)	11% (73)	15% (102)	8% (55)	17% (119)	26% (181)	6
Gen X Hh Goods Monthly Consumer	2% (8)	7% (31)	8% (38)	9% (41)	6% (26)	18% (85)	50% (229)	4
Boomer Hh Goods Monthly Consumer	— (2)	2% (8)	3% (15)	4% (22)	5% (27)	19% (98)	67% (342)	5
HHI <$50k Hh Goods Monthly Consumer	1% (10)	5% (36)	6% (43)	9% (66)	6% (48)	20% (153)	52% (393)	7
HHI $50-$100k Hh Goods Monthly Consumer	5% (34)	10% (71)	10% (74)	9% (64)	8% (59)	19% (135)	39% (275)	[illegible]
HHI $100k+ Hh Goods Monthly Consumer	4% (18)	14% (57)	10% (41)	14% (56)	7% (26)	14% (55)	37% (150)	4
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (52)	13% (107)	10% (82)	10% (84)	8% (64)	14% (120)	39% (328)	8
PID: Ind (No Lean) Hh Goods Monthly Consumer	1% (3)	4% (22)	6% (28)	9% (44)	5% (27)	27% (133)	48% (238)	4
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (7)	7% (35)	9% (47)	11% (58)	8% (43)	17% (89)	47% (252)	5
Female Apparel Monthly Consumer	8% (44)	17% (91)	15% (82)	15% (84)	9% (48)	10% (57)	26% (141)	5
Male Apparel Monthly Consumer	2% (8)	10% (49)	5% (26)	8% (40)	7% (36)	23% (114)	45% (221)	4
Gen Z Apparel Monthly Consumer	2% (2)	9% (11)	16% (19)	17% (19)	15% (17)	12% (13)	29% (33)	[illegible]
Millennial Apparel Monthly Consumer	9% (44)	20% (100)	12% (58)	14% (67)	8% (37)	14% (69)	23% (111)	4
Gen X Apparel Monthly Consumer	2% (5)	10% (28)	8% (23)	10% (27)	8% (23)	18% (49)	44% (120)	2
Boomer Apparel Monthly Consumer	— (1)	2% (3)	5% (7)	6% (9)	4% (6)	25% (42)	58% (96)	1
HHI <$50k Apparel Monthly Consumer	2% (6)	8% (30)	6% (20)	12% (41)	7% (26)	20% (71)	45% (161)	3
HHI $50-$100k Apparel Monthly Consumer	7% (29)	14% (63)	13% (55)	10% (43)	9% (40)	16% (68)	32% (137)	4
HHI $100k+ Apparel Monthly Consumer	6% (16)	19% (48)	13% (33)	15% (39)	8% (19)	14% (35)	26% (67)	2
PID: Dem (No Lean) Apparel Monthly Consumer	8% (43)	17% (92)	11% (60)	11% (57)	7% (38)	12% (63)	34% (178)	5

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Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
PID: Ind (No Lean) Apparel Monthly Consumer	1% (2)	8% (19)	5% (12)	13% (30)	7% (16)	27% (63)	38% (87)	2
PID: Rep (No Lean) Apparel Monthly Consumer	2% (6)	10% (30)	13% (36)	13% (36)	11% (30)	17% (49)	35% (99)	2
Female Electronics Yearly Consumer	5% (52)	12% (112)	12% (118)	13% (128)	8% (76)	13% (125)	37% (352)	9
Male Electronics Yearly Consumer	2% (11)	8% (56)	5% (37)	9% (60)	8% (52)	26% (176)	42% (279)	6
Gen Z Electronics Yearly Consumer	3% (6)	8% (15)	13% (24)	15% (28)	14% (25)	20% (37)	26% (48)	1
Millennial Electronics Yearly Consumer	7% (47)	17% (114)	12% (77)	15% (102)	8% (53)	17% (113)	25% (164)	6
Gen X Electronics Yearly Consumer	2% (8)	8% (33)	9% (38)	10% (43)	7% (28)	17% (71)	46% (190)	4
Boomer Electronics Yearly Consumer	— (2)	2% (6)	4% (16)	5% (16)	6% (22)	23% (81)	60% (215)	3
HHI <$50k Electronics Yearly Consumer	2% (10)	6% (39)	6% (37)	11% (68)	7% (46)	20% (127)	47% (292)	6
HHI $50-$100k Electronics Yearly Consumer	5% (35)	10% (68)	12% (75)	10% (65)	8% (55)	18% (117)	36% (235)	6
HHI $100k+ Electronics Yearly Consumer	5% (18)	16% (60)	11% (42)	15% (56)	8% (28)	16% (60)	29% (107)	3
PID: Dem (No Lean) Electronics Yearly Consumer	7% (53)	15% (111)	11% (82)	11% (80)	9% (67)	14% (107)	34% (258)	7
PID: Ind (No Lean) Electronics Yearly Consumer	1% (3)	5% (22)	7% (31)	10% (42)	6% (24)	26% (112)	45% (193)	4
PID: Rep (No Lean) Electronics Yearly Consumer	2% (7)	7% (34)	9% (42)	15% (67)	8% (38)	19% (85)	40% (183)	4
Female Beauty & Care Monthly Consumer	6% (49)	11% (101)	12% (110)	13% (113)	7% (62)	12% (108)	38% (339)	8
Male Beauty & Care Monthly Consumer	1% (11)	7% (56)	5% (37)	8% (66)	7% (53)	22% (179)	50% (405)	8
Gen Z Beauty & Care Monthly Consumer	2% (4)	7% (11)	18% (31)	16% (28)	12% (21)	20% (35)	25% (43)	1
Millennial Beauty & Care Monthly Consumer	7% (47)	17% (111)	12% (74)	15% (94)	7% (44)	16% (102)	26% (164)	6
Gen X Beauty & Care Monthly Consumer	2% (10)	6% (27)	7% (31)	10% (41)	6% (24)	20% (84)	49% (206)	4
Boomer Beauty & Care Monthly Consumer	— (1)	2% (8)	3% (12)	4% (16)	6% (26)	15% (65)	71% (315)	4
HHI <$50k Beauty & Care Monthly Consumer	2% (11)	5% (37)	5% (37)	11% (73)	6% (38)	19% (129)	53% (365)	6
HHI $50-$100k Beauty & Care Monthly Consumer	5% (32)	10% (68)	10% (68)	9% (57)	8% (53)	18% (115)	40% (263)	6
HHI $100k+ Beauty & Care Monthly Consumer	5% (18)	15% (51)	12% (43)	14% (49)	7% (24)	13% (46)	34% (119)	3
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (51)	13% (104)	10% (79)	10% (82)	8% (61)	13% (105)	40% (324)	8
PID: Ind (No Lean) Beauty & Care Monthly Consumer	1% (3)	5% (23)	7% (29)	9% (39)	3% (14)	27% (117)	48% (206)	4
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (7)	7% (30)	9% (40)	13% (58)	9% (40)	15% (68)	47% (217)	4
Female Insurance Yearly Consumer	4% (45)	10% (100)	12% (124)	12% (121)	8% (76)	12% (123)	42% (419)	10
Male Insurance Yearly Consumer	1% (9)	6% (51)	4% (36)	7% (63)	6% (54)	25% (210)	50% (425)	8

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Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
Gen Z Insurance Yearly Consumer	2% (4)	6% (10)	17% (28)	14% (23)	13% (21)	26% (40)	21% (34)	1
Millennial Insurance Yearly Consumer	6% (41)	17% (108)	11% (73)	15% (97)	8% (52)	17% (111)	25% (160)	6
Gen X Insurance Yearly Consumer	2% (8)	6% (26)	9% (39)	10% (43)	7% (29)	18% (73)	47% (196)	4
Boomer Insurance Yearly Consumer	— (2)	1% (7)	3% (18)	4% (22)	5% (28)	18% (108)	70% (420)	6
HHI <$50k Insurance Yearly Consumer	1% (8)	4% (30)	6% (44)	10% (69)	6% (39)	20% (136)	53% (363)	6
HHI $50-$100k Insurance Yearly Consumer	4% (29)	8% (63)	9% (70)	8% (62)	8% (60)	18% (138)	44% (329)	7
HHI $100k+ Insurance Yearly Consumer	4% (18)	14% (57)	11% (45)	13% (54)	7% (31)	15% (63)	36% (153)	4
PID: Dem (No Lean) Insurance Yearly Consumer	5% (44)	12% (103)	10% (87)	9% (75)	7% (63)	15% (127)	41% (343)	8
PID: Ind (No Lean) Insurance Yearly Consumer	1% (3)	4% (18)	6% (27)	10% (47)	5% (22)	25% (121)	51% (246)	4
PID: Rep (No Lean) Insurance Yearly Consumer	1% (7)	6% (30)	9% (46)	12% (63)	8% (45)	17% (89)	48% (256)	5
Female Pharma Monthly Consumer	6% (49)	11% (97)	13% (112)	12% (101)	7% (63)	11% (96)	40% (347)	8
Male Pharma Monthly Consumer	1% (8)	6% (48)	4% (31)	7% (52)	7% (52)	24% (178)	51% (379)	7
Gen Z Pharma Monthly Consumer	4% (5)	9% (11)	21% (25)	13% (16)	12% (15)	19% (23)	22% (26)	1
Millennial Pharma Monthly Consumer	8% (42)	18% (100)	13% (69)	14% (76)	8% (45)	14% (79)	25% (140)	5
Gen X Pharma Monthly Consumer	2% (9)	6% (27)	8% (33)	10% (43)	7% (30)	17% (75)	50% (216)	4
Boomer Pharma Monthly Consumer	— (2)	1% (6)	3% (14)	4% (19)	5% (24)	20% (95)	67% (323)	4
HHI <$50k Pharma Monthly Consumer	1% (9)	5% (33)	5% (33)	8% (55)	6% (42)	18% (124)	56% (377)	6
HHI $50-$100k Pharma Monthly Consumer	5% (31)	10% (61)	12% (71)	9% (54)	7% (45)	17% (102)	40% (245)	6
HHI $100k+ Pharma Monthly Consumer	5% (17)	15% (51)	12% (39)	13% (45)	8% (27)	15% (51)	32% (106)	3
PID: Dem (No Lean) Pharma Monthly Consumer	6% (47)	13% (98)	10% (74)	10% (74)	8% (58)	14% (103)	40% (304)	7
PID: Ind (No Lean) Pharma Monthly Consumer	1% (3)	4% (18)	7% (26)	8% (30)	6% (23)	25% (99)	50% (202)	4
PID: Rep (No Lean) Pharma Monthly Consumer	2% (7)	6% (29)	9% (42)	11% (50)	7% (33)	16% (74)	49% (222)	4
Female Media Monthly Consumer	7% (46)	14% (95)	15% (100)	13% (89)	9% (59)	13% (87)	31% (216)	6
Male Media Monthly Consumer	1% (6)	9% (45)	5% (27)	9% (48)	8% (40)	24% (125)	44% (232)	5
Gen Z Media Monthly Consumer	3% (4)	8% (13)	15% (22)	12% (18)	14% (21)	21% (32)	26% (38)	1
Millennial Media Monthly Consumer	7% (38)	19% (97)	12% (63)	15% (75)	7% (35)	17% (86)	23% (115)	5
Gen X Media Monthly Consumer	3% (9)	9% (26)	10% (30)	12% (36)	9% (26)	15% (44)	43% (127)	2
Boomer Media Monthly Consumer	— (1)	2% (4)	5% (12)	4% (9)	7% (17)	20% (51)	62% (155)	2

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
HHI <$50k Media Monthly Consumer	2% (8)	7% (30)	7% (31)	11% (51)	8% (37)	18% (78)	47% (207)	4
HHI $50-$100k Media Monthly Consumer	6% (27)	12% (59)	12% (59)	9% (43)	8% (41)	18% (89)	36% (175)	4
HHI $100k+ Media Monthly Consumer	6% (17)	18% (51)	13% (38)	16% (45)	8% (22)	16% (46)	23% (66)	2
PID: Dem (No Lean) Media Monthly Consumer	8% (46)	15% (89)	11% (66)	11% (68)	8% (49)	14% (84)	33% (197)	5
PID: Ind (No Lean) Media Monthly Consumer	— (1)	7% (20)	8% (23)	13% (37)	6% (16)	24% (71)	43% (124)	2
PID: Rep (No Lean) Media Monthly Consumer	2% (6)	9% (30)	12% (39)	10% (34)	10% (34)	18% (59)	38% (127)	3
Female Ent. Products Monthly Consumer	9% (46)	18% (95)	18% (96)	14% (72)	8% (41)	9% (50)	25% (131)	5
Male Ent. Products Monthly Consumer	2% (5)	12% (35)	8% (24)	10% (30)	9% (27)	18% (53)	41% (122)	2
Gen Z Ent. Products Monthly Consumer	3% (3)	9% (10)	18% (20)	16% (18)	16% (19)	11% (13)	27% (31)	1
Millennial Ent. Products Monthly Consumer	9% (41)	22% (100)	15% (66)	14% (63)	6% (26)	11% (52)	23% (106)	4
Gen X Ent. Products Monthly Consumer	3% (5)	11% (19)	15% (27)	9% (15)	8% (14)	13% (22)	41% (71)	1
Boomer Ent. Products Monthly Consumer	2% (1)	1% (1)	8% (7)	7% (6)	11% (10)	20% (17)	51% (42)	
HHI <$50k Ent. Products Monthly Consumer	3% (7)	9% (24)	11% (28)	10% (25)	8% (21)	18% (45)	42% (108)	2
HHI $50-$100k Ent. Products Monthly Consumer	7% (26)	16% (58)	16% (55)	11% (39)	9% (31)	11% (39)	30% (105)	3
HHI $100k+ Ent. Products Monthly Consumer	8% (18)	22% (48)	17% (37)	17% (38)	8% (17)	9% (20)	19% (41)	2
PID: Dem (No Lean) Ent. Products Monthly Consumer	10% (43)	21% (90)	14% (61)	13% (54)	8% (34)	8% (33)	27% (116)	4
PID: Ind (No Lean) Ent. Products Monthly Consumer	— (1)	6% (11)	13% (23)	13% (24)	8% (15)	23% (43)	37% (67)	1
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (7)	13% (29)	17% (36)	11% (24)	9% (19)	13% (29)	33% (70)	2
Female Travel Yearly Consumer	5% (45)	12% (106)	12% (107)	14% (126)	9% (80)	13% (112)	35% (310)	8
Male Travel Yearly Consumer	1% (7)	8% (47)	5% (33)	8% (51)	8% (50)	24% (146)	46% (284)	6
Gen Z Travel Yearly Consumer	2% (3)	10% (14)	16% (22)	17% (24)	17% (23)	16% (22)	22% (30)	1
Millennial Travel Yearly Consumer	7% (41)	18% (109)	11% (66)	16% (98)	9% (53)	15% (90)	24% (143)	6
Gen X Travel Yearly Consumer	2% (6)	7% (23)	11% (37)	14% (45)	8% (27)	18% (58)	40% (131)	3
Boomer Travel Yearly Consumer	— (2)	2% (7)	4% (15)	2% (10)	6% (27)	20% (87)	65% (279)	4
HHI <$50k Travel Yearly Consumer	1% (5)	6% (27)	7% (31)	12% (55)	9% (40)	17% (75)	47% (208)	4
HHI $50-$100k Travel Yearly Consumer	5% (29)	11% (69)	10% (66)	10% (65)	9% (60)	18% (113)	38% (245)	6
HHI $100k+ Travel Yearly Consumer	4% (17)	13% (57)	10% (43)	13% (56)	8% (32)	17% (72)	34% (143)	4
PID: Dem (No Lean) Travel Yearly Consumer	6% (42)	14% (101)	11% (79)	11% (78)	10% (72)	15% (108)	35% (260)	7

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
PID: Ind (No Lean) Travel Yearly Consumer	1% (2)	5% (19)	6% (22)	11% (40)	5% (19)	24% (87)	48% (174)	3
PID: Rep (No Lean) Travel Yearly Consumer	2% (7)	8% (33)	10% (39)	14% (58)	10% (41)	16% (65)	40% (163)	4
Female Alcohol Weekly Consumer	9% (47)	16% (81)	15% (74)	12% (59)	5% (23)	9% (47)	34% (172)	5
Male Alcohol Weekly Consumer	4% (9)	19% (42)	9% (20)	8% (18)	3% (7)	13% (30)	44% (98)	2
Gen Z Alcohol Weekly Consumer	9% (4)	15% (7)	33% (17)	12% (6)	3% (2)	6% (3)	22% (11)	
Millennial Alcohol Weekly Consumer	12% (40)	27% (89)	16% (51)	15% (49)	4% (14)	9% (31)	17% (55)	3
Gen X Alcohol Weekly Consumer	5% (10)	13% (24)	10% (19)	7% (13)	5% (9)	9% (18)	51% (96)	1
Boomer Alcohol Weekly Consumer	1% (2)	3% (4)	5% (7)	6% (9)	4% (5)	17% (26)	65% (98)	1
HHI <$50k Alcohol Weekly Consumer	3% (9)	10% (27)	8% (22)	10% (26)	3% (9)	16% (43)	49% (133)	2
HHI $50-$100k Alcohol Weekly Consumer	10% (30)	19% (56)	17% (49)	10% (28)	5% (14)	8% (22)	31% (91)	2
HHI $100k+ Alcohol Weekly Consumer	10% (16)	24% (40)	13% (23)	14% (24)	4% (7)	8% (13)	27% (46)	1
PID: Dem (No Lean) Alcohol Weekly Consumer	14% (50)	22% (83)	12% (45)	10% (37)	5% (18)	6% (23)	31% (113)	3
PID: Ind (No Lean) Alcohol Weekly Consumer	1% (1)	12% (18)	12% (20)	12% (19)	2% (4)	21% (33)	40% (64)	1
PID: Rep (No Lean) Alcohol Weekly Consumer	2% (4)	11% (22)	15% (30)	11% (22)	4% (8)	10% (21)	46% (93)	2
Monthly Beer Drinkers	4% (60)	11% (164)	10% (157)	12% (191)	8% (122)	14% (217)	41% (639)	15
Don't Drink Beer	1% (3)	2% (9)	1% (5)	3% (16)	5% (23)	20% (103)	68% (347)	5
Monthly Wine Drinkers	4% (63)	11% (151)	10% (137)	13% (182)	9% (133)	14% (205)	39% (547)	14
Don't Drink Wine	— (2)	3% (16)	4% (18)	4% (20)	3% (13)	16% (80)	70% (341)	4
Monthly Hard Seltzer Drinker	8% (67)	22% (178)	21% (175)	28% (226)	21% (171)	— (0)	— (0)	8
Don't Drink Hard Seltzer	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100%(1227)	12
Monthly Spirits Drinker	4% (57)	11% (157)	11% (149)	13% (186)	9% (132)	14% (197)	37% (512)	13
Don't Drink Spirits	2% (9)	2% (13)	3% (15)	3% (18)	3% (16)	10% (51)	76% (392)	5
Monthly Canned Cocktail Drinker	8% (58)	20% (146)	17% (130)	21% (155)	12% (86)	8% (57)	15% (112)	7
Don't Drink Canned Cocktails	1% (8)	2% (24)	2% (28)	3% (36)	4% (45)	14% (173)	75% (955)	12
Weekly Beer Drinker	6% (57)	14% (143)	12% (128)	13% (134)	6% (63)	11% (112)	38% (390)	10
Weekly Wine Drinker	8% (60)	16% (127)	13% (101)	13% (100)	7% (52)	12% (91)	33% (260)	7
Weekly Hard Seltzer Drinker	16% (67)	42% (178)	42% (175)	— (0)	— (0)	— (0)	— (0)	4
Weekly Spirits Drinker	7% (53)	19% (132)	14% (98)	11% (76)	5% (34)	11% (78)	34% (241)	7

Continued on next page

Table MCBR8_3: *How often, if at all, do you drink the following alcoholic beverages?*
Hard seltzer

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (67)	7% (178)	7% (175)	9% (226)	7% (171)	19% (471)	49%(1227)	25
Weekly Canned Cocktail Drinker	14% (52)	33% (121)	22% (79)	13% (48)	2% (9)	2% (8)	14% (50)	3
Purchased Car in Past 2 Years	5% (28)	14% (74)	11% (60)	8% (42)	9% (47)	16% (88)	38% (209)	5
Aware of Bud Light Events	4% (61)	9% (150)	8% (136)	11% (182)	8% (129)	15% (260)	46% (777)	16

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

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
Gender: Male	7% (90)	15% (197)	14% (180)	16% (205)	12% (161)	18% (228)	18% (234)	12
Gender: Female	4% (45)	8% (102)	8% (98)	13% (162)	12% (146)	31% (377)	23% (280)	1
Age: 18-34	6% (43)	13% (89)	13% (92)	15% (106)	13% (93)	20% (136)	20% (137)	6
Age: 35-44	7% (33)	16% (77)	11% (51)	19% (87)	7% (33)	21% (98)	19% (89)	4
Age: 45-64	5% (43)	10% (89)	11% (92)	15% (130)	15% (131)	25% (209)	18% (156)	8
Age: 65+	3% (16)	9% (44)	9% (44)	9% (45)	10% (50)	34% (169)	26% (132)	5
GenZers: 1997-2012	4% (9)	7% (17)	13% (30)	13% (30)	17% (41)	22% (52)	24% (57)	2
Millennials: 1981-1996	7% (63)	16% (136)	12% (104)	17% (142)	10% (82)	20% (166)	18% (153)	8
GenXers: 1965-1980	7% (43)	11% (70)	11% (64)	18% (111)	11% (67)	22% (136)	19% (117)	6
Baby Boomers: 1946-1964	2% (18)	10% (75)	10% (80)	10% (79)	15% (114)	31% (245)	22% (169)	7
PID: Dem (no lean)	8% (91)	14% (156)	14% (152)	11% (129)	13% (146)	20% (230)	20% (220)	11
PID: Ind (no lean)	3% (24)	10% (71)	7% (51)	17% (117)	11% (73)	31% (214)	20% (141)	6
PID: Rep (no lean)	3% (21)	10% (73)	11% (76)	17% (122)	13% (89)	24% (168)	22% (153)	7
PID/Gender: Dem Men	11% (66)	17% (100)	18% (108)	12% (71)	13% (79)	12% (74)	18% (108)	6
PID/Gender: Dem Women	5% (25)	11% (55)	9% (44)	11% (57)	13% (67)	30% (155)	22% (112)	5
PID/Gender: Ind Men	3% (9)	15% (49)	9% (27)	17% (55)	11% (35)	24% (75)	21% (67)	3
PID/Gender: Ind Women	4% (14)	6% (22)	6% (23)	17% (61)	10% (37)	37% (133)	20% (73)	3
PID/Gender: Rep Men	4% (15)	13% (48)	12% (45)	21% (79)	13% (47)	21% (79)	16% (59)	3
PID/Gender: Rep Women	2% (6)	8% (25)	9% (31)	13% (44)	13% (42)	27% (89)	29% (94)	3
Ideo: Liberal (1-3)	7% (61)	13% (113)	12% (106)	14% (120)	14% (121)	22% (195)	17% (152)	8
Ideo: Moderate (4)	6% (44)	11% (78)	9% (62)	13% (97)	12% (86)	27% (200)	22% (161)	7
Ideo: Conservative (5-7)	4% (28)	13% (96)	14% (103)	16% (119)	11% (81)	21% (156)	22% (163)	7
Educ: < College	5% (82)	11% (167)	10% (150)	13% (192)	13% (192)	26% (402)	23% (351)	15
Educ: Bachelors degree	3% (18)	12% (69)	13% (78)	18% (108)	13% (78)	24% (142)	16% (96)	5
Educ: Post-grad	9% (35)	16% (63)	13% (51)	17% (67)	10% (38)	17% (68)	17% (67)	3
Income: Under 50k	4% (46)	9% (91)	9% (94)	12% (126)	11% (114)	28% (298)	27% (282)	10
Income: 50k-100k	5% (51)	13% (120)	12% (115)	16% (155)	13% (125)	23% (218)	16% (155)	9
Income: 100k+	7% (38)	17% (89)	13% (70)	16% (87)	13% (69)	18% (96)	15% (77)	5

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Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
Ethnicity: White	6% (117)	12% (235)	10% (204)	15% (292)	12% (244)	25% (498)	20% (396)	19
Ethnicity: Hispanic	13% (61)	13% (59)	10% (45)	12% (57)	14% (66)	21% (97)	17% (76)	4
Ethnicity: Black	6% (18)	15% (45)	15% (45)	14% (42)	12% (37)	18% (55)	19% (58)	3
Ethnicity: Other	— (0)	9% (20)	13% (30)	14% (33)	12% (27)	26% (59)	27% (61)	2
All Christian	4% (48)	12% (134)	11% (127)	16% (176)	12% (139)	24% (273)	20% (220)	1
All Non-Christian	14% (37)	20% (51)	20% (52)	9% (24)	9% (23)	12% (30)	16% (41)	2
Atheist	2% (2)	11% (12)	13% (14)	16% (17)	12% (13)	29% (32)	19% (21)	1
Agnostic/Nothing in particular	4% (29)	12% (77)	9% (56)	13% (86)	11% (73)	27% (174)	23% (146)	6
Something Else	5% (20)	7% (25)	8% (30)	17% (66)	15% (60)	26% (103)	22% (85)	3
Religious Non-Protestant/Catholic	14% (37)	20% (53)	20% (52)	9% (25)	9% (24)	13% (34)	16% (43)	2
Evangelical	7% (38)	10% (57)	11% (63)	17% (98)	11% (66)	22% (126)	22% (125)	5
Non-Evangelical	3% (29)	11% (100)	10% (93)	15% (139)	14% (129)	26% (244)	20% (189)	9
Community: Urban	10% (85)	17% (142)	13% (113)	14% (119)	10% (87)	17% (146)	19% (161)	8
Community: Suburban	3% (34)	10% (112)	9% (105)	17% (185)	14% (155)	27% (299)	20% (225)	1
Community: Rural	3% (16)	8% (45)	11% (61)	12% (64)	12% (66)	30% (166)	23% (128)	5
Employ: Private Sector	6% (54)	15% (143)	15% (144)	18% (170)	11% (105)	20% (184)	15% (137)	9
Employ: Government	10% (19)	16% (32)	14% (28)	16% (32)	13% (26)	20% (40)	10% (20)	1
Employ: Self-Employed	7% (16)	13% (31)	10% (26)	18% (44)	11% (28)	18% (45)	23% (56)	2
Employ: Homemaker	— (1)	6% (7)	3% (3)	18% (20)	13% (15)	26% (29)	33% (37)	1
Employ: Student	— (0)	10% (6)	11% (6)	19% (11)	10% (5)	31% (17)	18% (10)	
Employ: Retired	4% (25)	9% (51)	9% (54)	9% (55)	11% (66)	33% (193)	25% (149)	5
Employ: Unemployed	6% (14)	7% (18)	4% (11)	8% (20)	17% (41)	28% (70)	30% (74)	2
Employ: Other	6% (7)	9% (12)	6% (8)	12% (15)	17% (21)	26% (33)	24% (31)	1
Military HH: Yes	7% (27)	11% (39)	10% (36)	16% (59)	10% (36)	26% (95)	20% (71)	3
Military HH: No	5% (108)	12% (261)	11% (243)	14% (310)	13% (272)	24% (517)	21% (443)	21

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Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
2022 House Vote: Democrat	7% (79)	14% (165)	13% (146)	14% (159)	12% (141)	22% (247)	18% (207)	11
2022 House Vote: Republican	4% (28)	9% (65)	11% (81)	18% (129)	11% (80)	26% (190)	21% (156)	7
2022 House Vote: Someone else	1% (0)	6% (3)	7% (4)	15% (8)	15% (8)	31% (17)	25% (13)	
2022 House Vote: Didnt Vote	5% (29)	11% (67)	8% (48)	12% (72)	13% (79)	27% (158)	23% (137)	5
2020 Vote: Joe Biden	6% (77)	13% (160)	13% (151)	15% (179)	12% (140)	23% (269)	18% (218)	11
2020 Vote: Donald Trump	3% (25)	11% (86)	10% (79)	17% (129)	13% (97)	25% (192)	21% (163)	7
2020 Vote: Other	— (0)	6% (4)	6% (4)	14% (9)	12% (7)	45% (27)	17% (10)	
2020 Vote: Didn't Vote	7% (34)	10% (50)	9% (45)	10% (51)	13% (64)	25% (124)	25% (122)	4
2018 House Vote: Democrat	7% (68)	14% (147)	13% (135)	14% (146)	13% (132)	23% (244)	16% (171)	10
2018 House Vote: Republican	4% (25)	11% (73)	10% (72)	17% (118)	13% (89)	24% (167)	21% (147)	6
2018 House Vote: Someone else	— (0)	12% (6)	2% (1)	18% (9)	12% (6)	41% (20)	15% (8)	
2018 House Vote: Didnt Vote	6% (42)	10% (73)	10% (72)	13% (95)	11% (81)	25% (180)	26% (189)	7
4-Region: Northeast	7% (37)	12% (61)	9% (44)	16% (81)	10% (52)	24% (120)	21% (104)	4
4-Region: Midwest	4% (19)	11% (57)	13% (66)	15% (76)	12% (61)	28% (145)	18% (92)	5
4-Region: South	3% (32)	10% (94)	11% (103)	16% (146)	12% (114)	24% (221)	22% (204)	9
4-Region: West	8% (48)	15% (88)	11% (67)	11% (66)	14% (81)	21% (125)	19% (114)	5
2304079	4% (47)	12% (146)	11% (139)	14% (174)	13% (164)	26% (324)	20% (253)	12
2304086	7% (89)	12% (153)	11% (140)	15% (194)	11% (144)	23% (287)	21% (261)	12
Ethnicity: White (Non-Hispanic)	4% (57)	12% (183)	10% (165)	15% (244)	12% (190)	26% (410)	21% (326)	15
Ethnicity: Hispanic	13% (61)	13% (59)	10% (45)	12% (57)	14% (66)	21% (97)	17% (76)	4
Ethnicity: Black (Non-Hispanic)	6% (17)	15% (40)	15% (41)	14% (39)	10% (26)	19% (52)	21% (57)	2
Ethnicity: Asian + Other (Non-Hispanic)	— (0)	9% (18)	13% (27)	14% (28)	12% (26)	26% (53)	26% (54)	2
Female F&b Monthly Consumer	7% (84)	16% (196)	14% (173)	16% (197)	13% (155)	18% (217)	17% (208)	12
Male F&b Monthly Consumer	3% (35)	9% (100)	8% (96)	14% (157)	12% (142)	31% (360)	22% (255)	11
Gen Z F&b Monthly Consumer	4% (9)	8% (17)	14% (30)	14% (29)	19% (41)	19% (40)	23% (49)	2
Millennial F&b Monthly Consumer	8% (61)	17% (135)	12% (97)	17% (135)	10% (76)	20% (161)	16% (127)	7
Gen X F&b Monthly Consumer	5% (30)	12% (69)	11% (62)	19% (110)	12% (66)	23% (131)	19% (107)	5
Boomer F&b Monthly Consumer	2% (17)	10% (74)	11% (80)	10% (75)	15% (112)	31% (238)	21% (163)	7

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
HHI <$50k F&b Monthly Consumer	3% (35)	9% (90)	9% (91)	12% (123)	11% (113)	28% (276)	26% (260)	9
HHI $50-$100k F&b Monthly Consumer	6% (50)	13% (119)	12% (111)	17% (150)	13% (116)	24% (212)	15% (139)	8
HHI $100k+ F&b Monthly Consumer	7% (34)	18% (88)	14% (68)	16% (81)	14% (69)	19% (95)	13% (65)	4
PID: Dem (No Lean) F&b Monthly Consumer	8% (86)	14% (156)	14% (147)	12% (124)	13% (141)	21% (224)	18% (195)	10
PID: Ind (No Lean) F&b Monthly Consumer	2% (13)	11% (68)	8% (51)	17% (110)	11% (72)	31% (199)	20% (126)	6
PID: Rep (No Lean) F&b Monthly Consumer	3% (20)	11% (72)	11% (71)	18% (120)	13% (85)	24% (159)	21% (142)	6
Female Hh Goods Monthly Consumer	8% (79)	17% (162)	15% (149)	17% (160)	12% (115)	15% (146)	16% (151)	9
Male Hh Goods Monthly Consumer	4% (33)	9% (79)	9% (79)	15% (135)	12% (110)	28% (252)	23% (206)	8
Gen Z Hh Goods Monthly Consumer	4% (7)	7% (12)	16% (27)	15% (26)	18% (31)	18% (31)	22% (39)	1
Millennial Hh Goods Monthly Consumer	9% (60)	18% (124)	13% (92)	18% (124)	9% (64)	16% (112)	16% (110)	6
Gen X Hh Goods Monthly Consumer	6% (30)	11% (53)	11% (52)	20% (94)	10% (48)	20% (93)	19% (89)	4
Boomer Hh Goods Monthly Consumer	3% (14)	10% (51)	11% (57)	9% (46)	16% (80)	31% (158)	21% (108)	5
HHI <$50k Hh Goods Monthly Consumer	4% (34)	8% (60)	11% (83)	13% (100)	11% (83)	25% (190)	27% (201)	7
HHI $50-$100k Hh Goods Monthly Consumer	7% (47)	15% (107)	13% (91)	18% (128)	12% (87)	21% (147)	15% (104)	[illegible]
HHI $100k+ Hh Goods Monthly Consumer	8% (32)	19% (76)	14% (56)	16% (66)	14% (56)	16% (64)	13% (53)	4
PID: Dem (No Lean) Hh Goods Monthly Consumer	9% (74)	15% (126)	15% (126)	12% (104)	14% (115)	18% (148)	17% (145)	8
PID: Ind (No Lean) Hh Goods Monthly Consumer	4% (21)	12% (58)	8% (37)	17% (83)	12% (58)	28% (138)	20% (99)	4
PID: Rep (No Lean) Hh Goods Monthly Consumer	3% (17)	11% (58)	12% (66)	20% (107)	10% (53)	22% (115)	21% (114)	5
Female Apparel Monthly Consumer	10% (57)	22% (123)	18% (98)	19% (104)	10% (52)	8% (46)	12% (68)	5
Male Apparel Monthly Consumer	7% (34)	12% (57)	10% (51)	16% (81)	14% (70)	23% (113)	18% (88)	4
Gen Z Apparel Monthly Consumer	3% (4)	11% (13)	19% (22)	18% (21)	19% (22)	11% (13)	18% (20)	[illegible]
Millennial Apparel Monthly Consumer	11% (52)	23% (109)	15% (72)	17% (85)	8% (40)	14% (66)	13% (61)	4
Gen X Apparel Monthly Consumer	12% (33)	15% (41)	12% (33)	22% (59)	11% (30)	12% (34)	16% (45)	2
Boomer Apparel Monthly Consumer	1% (1)	10% (17)	14% (23)	12% (19)	17% (28)	30% (49)	17% (27)	1
HHI <$50k Apparel Monthly Consumer	9% (30)	11% (38)	11% (40)	15% (54)	12% (42)	22% (79)	20% (71)	3
HHI $50-$100k Apparel Monthly Consumer	9% (38)	19% (83)	16% (71)	19% (83)	12% (52)	12% (52)	13% (56)	4
HHI $100k+ Apparel Monthly Consumer	9% (22)	23% (59)	15% (39)	19% (48)	11% (28)	12% (31)	11% (29)	2
PID: Dem (No Lean) Apparel Monthly Consumer	12% (66)	19% (101)	18% (94)	11% (59)	11% (57)	13% (71)	16% (82)	5

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
PID: Ind (No Lean) Apparel Monthly Consumer	7% (16)	12% (28)	6% (14)	23% (54)	14% (33)	23% (52)	15% (34)	2
PID: Rep (No Lean) Apparel Monthly Consumer	3% (8)	18% (52)	14% (41)	25% (72)	11% (32)	14% (40)	14% (40)	2
Female Electronics Yearly Consumer	8% (73)	17% (167)	15% (146)	18% (171)	12% (118)	15% (142)	15% (145)	9
Male Electronics Yearly Consumer	4% (30)	10% (70)	11% (71)	16% (109)	14% (92)	26% (172)	19% (126)	6
Gen Z Electronics Yearly Consumer	5% (9)	8% (15)	14% (26)	13% (24)	19% (35)	19% (35)	21% (38)	1
Millennial Electronics Yearly Consumer	9% (59)	19% (126)	14% (94)	19% (128)	9% (62)	16% (107)	14% (94)	6
Gen X Electronics Yearly Consumer	7% (28)	14% (56)	12% (51)	21% (87)	13% (54)	16% (68)	16% (67)	4
Boomer Electronics Yearly Consumer	2% (7)	11% (39)	13% (46)	11% (41)	17% (60)	28% (100)	18% (65)	3
HHI <$50k Electronics Yearly Consumer	5% (29)	10% (62)	11% (67)	15% (95)	13% (78)	23% (140)	24% (147)	6
HHI $50-$100k Electronics Yearly Consumer	7% (48)	15% (95)	15% (96)	18% (116)	14% (89)	19% (124)	13% (82)	6
HHI $100k+ Electronics Yearly Consumer	7% (26)	22% (81)	15% (54)	19% (69)	12% (45)	15% (55)	11% (42)	3
PID: Dem (No Lean) Electronics Yearly Consumer	8% (64)	17% (128)	17% (132)	13% (98)	13% (99)	17% (127)	15% (110)	7
PID: Ind (No Lean) Electronics Yearly Consumer	5% (21)	13% (55)	7% (31)	19% (82)	13% (56)	23% (98)	20% (85)	4
PID: Rep (No Lean) Electronics Yearly Consumer	4% (18)	12% (56)	12% (54)	22% (101)	13% (57)	21% (94)	17% (76)	4
Female Beauty & Care Monthly Consumer	8% (72)	18% (161)	16% (138)	16% (142)	13% (113)	13% (116)	16% (141)	8
Male Beauty & Care Monthly Consumer	4% (30)	9% (74)	9% (72)	16% (125)	15% (118)	27% (216)	21% (172)	8
Gen Z Beauty & Care Monthly Consumer	4% (6)	9% (15)	17% (30)	12% (21)	19% (33)	18% (31)	20% (35)	1
Millennial Beauty & Care Monthly Consumer	9% (58)	19% (122)	14% (88)	18% (117)	9% (58)	16% (104)	14% (89)	6
Gen X Beauty & Care Monthly Consumer	6% (27)	11% (46)	12% (49)	20% (84)	12% (50)	19% (82)	20% (84)	4
Boomer Beauty & Care Monthly Consumer	2% (10)	12% (52)	10% (44)	10% (42)	20% (86)	25% (111)	22% (97)	4
HHI <$50k Beauty & Care Monthly Consumer	4% (30)	9% (64)	11% (76)	13% (91)	13% (90)	25% (171)	24% (168)	6
HHI $50-$100k Beauty & Care Monthly Consumer	6% (42)	16% (103)	12% (80)	18% (115)	14% (92)	18% (121)	16% (103)	6
HHI $100k+ Beauty & Care Monthly Consumer	9% (30)	20% (69)	16% (55)	17% (61)	14% (49)	12% (43)	12% (42)	3
PID: Dem (No Lean) Beauty & Care Monthly Consumer	8% (67)	16% (127)	15% (120)	12% (97)	15% (117)	17% (133)	18% (145)	8
PID: Ind (No Lean) Beauty & Care Monthly Consumer	5% (20)	12% (53)	7% (32)	18% (79)	13% (54)	28% (121)	17% (72)	4
PID: Rep (No Lean) Beauty & Care Monthly Consumer	4% (16)	12% (56)	13% (59)	20% (92)	13% (60)	18% (82)	21% (95)	4
Female Insurance Yearly Consumer	7% (72)	17% (170)	14% (146)	17% (166)	13% (130)	17% (167)	16% (156)	10
Male Insurance Yearly Consumer	2% (18)	9% (75)	9% (77)	15% (125)	12% (105)	31% (261)	22% (187)	8

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
Gen Z Insurance Yearly Consumer	4% (6)	7% (12)	15% (24)	13% (21)	17% (28)	24% (39)	19% (30)	1
Millennial Insurance Yearly Consumer	8% (51)	19% (121)	14% (87)	19% (119)	11% (71)	15% (99)	15% (93)	6
Gen X Insurance Yearly Consumer	4% (16)	13% (52)	11% (46)	20% (85)	13% (52)	23% (94)	17% (69)	4
Boomer Insurance Yearly Consumer	3% (16)	10% (57)	11% (65)	10% (61)	14% (83)	31% (188)	22% (134)	6
HHI <$50k Insurance Yearly Consumer	2% (15)	10% (66)	11% (74)	14% (96)	11% (74)	28% (191)	25% (174)	6
HHI $50-$100k Insurance Yearly Consumer	6% (43)	14% (102)	12% (91)	16% (123)	15% (109)	22% (167)	15% (116)	7
HHI $100k+ Insurance Yearly Consumer	8% (32)	18% (77)	14% (58)	17% (72)	13% (53)	18% (74)	13% (53)	4
PID: Dem (No Lean) Insurance Yearly Consumer	7% (63)	16% (137)	15% (125)	12% (102)	13% (105)	18% (154)	18% (155)	8
PID: Ind (No Lean) Insurance Yearly Consumer	2% (9)	10% (50)	9% (42)	19% (91)	11% (55)	32% (154)	17% (82)	4
PID: Rep (No Lean) Insurance Yearly Consumer	3% (19)	11% (58)	11% (57)	18% (98)	14% (76)	23% (123)	20% (106)	5
Female Pharma Monthly Consumer	8% (72)	18% (156)	16% (138)	15% (134)	11% (95)	15% (128)	17% (143)	8
Male Pharma Monthly Consumer	4% (30)	10% (71)	10% (72)	15% (112)	13% (96)	29% (214)	20% (152)	7
Gen Z Pharma Monthly Consumer	5% (6)	11% (13)	20% (24)	12% (14)	11% (13)	17% (20)	25% (30)	1
Millennial Pharma Monthly Consumer	9% (52)	20% (110)	14% (79)	18% (97)	9% (51)	16% (91)	13% (73)	5
Gen X Pharma Monthly Consumer	7% (29)	11% (47)	13% (56)	19% (81)	11% (46)	21% (89)	20% (84)	4
Boomer Pharma Monthly Consumer	3% (15)	12% (56)	10% (50)	10% (49)	16% (79)	29% (138)	20% (97)	4
HHI <$50k Pharma Monthly Consumer	5% (32)	9% (61)	10% (68)	12% (83)	11% (74)	26% (174)	27% (181)	6
HHI $50-$100k Pharma Monthly Consumer	7% (41)	16% (97)	14% (86)	17% (105)	13% (77)	20% (123)	13% (79)	6
HHI $100k+ Pharma Monthly Consumer	8% (28)	21% (70)	17% (56)	17% (58)	12% (41)	15% (49)	11% (36)	3
PID: Dem (No Lean) Pharma Monthly Consumer	9% (66)	17% (126)	15% (116)	12% (90)	12% (94)	19% (142)	16% (123)	7
PID: Ind (No Lean) Pharma Monthly Consumer	5% (20)	11% (45)	8% (31)	16% (66)	11% (45)	28% (114)	21% (83)	4
PID: Rep (No Lean) Pharma Monthly Consumer	3% (15)	12% (57)	14% (64)	19% (89)	12% (53)	20% (90)	20% (90)	4
Female Media Monthly Consumer	9% (61)	20% (139)	16% (108)	18% (127)	10% (70)	14% (94)	13% (93)	6
Male Media Monthly Consumer	3% (15)	11% (57)	11% (57)	16% (84)	13% (66)	26% (136)	21% (108)	5
Gen Z Media Monthly Consumer	5% (8)	9% (14)	18% (27)	11% (17)	14% (21)	20% (29)	22% (33)	1
Millennial Media Monthly Consumer	10% (51)	22% (113)	15% (77)	18% (90)	8% (42)	14% (69)	13% (67)	5
Gen X Media Monthly Consumer	5% (14)	15% (43)	10% (31)	23% (69)	11% (33)	19% (56)	17% (51)	2
Boomer Media Monthly Consumer	1% (3)	10% (25)	12% (30)	14% (35)	16% (39)	29% (72)	18% (46)	2

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
HHI <$50k Media Monthly Consumer	3% (14)	11% (47)	10% (43)	17% (77)	9% (38)	24% (105)	27% (118)	4
HHI $50-$100k Media Monthly Consumer	8% (38)	17% (85)	15% (73)	18% (87)	14% (70)	18% (87)	11% (53)	4
HHI $100k+ Media Monthly Consumer	8% (24)	23% (65)	17% (49)	17% (48)	10% (29)	14% (40)	11% (30)	2
PID: Dem (No Lean) Media Monthly Consumer	10% (59)	19% (115)	16% (98)	14% (82)	11% (64)	15% (90)	15% (91)	5
PID: Ind (No Lean) Media Monthly Consumer	1% (4)	11% (32)	8% (22)	20% (58)	12% (35)	29% (84)	19% (56)	2
PID: Rep (No Lean) Media Monthly Consumer	4% (14)	15% (49)	13% (44)	22% (72)	12% (39)	18% (58)	16% (54)	3
Female Ent. Products Monthly Consumer	11% (57)	23% (124)	17% (89)	16% (88)	12% (63)	9% (48)	12% (62)	5
Male Ent. Products Monthly Consumer	4% (12)	13% (39)	13% (37)	18% (53)	15% (45)	18% (52)	19% (57)	2
Gen Z Ent. Products Monthly Consumer	5% (6)	12% (14)	20% (23)	14% (16)	19% (22)	7% (8)	23% (26)	1
Millennial Ent. Products Monthly Consumer	11% (52)	25% (115)	14% (64)	16% (71)	9% (40)	12% (53)	13% (59)	4
Gen X Ent. Products Monthly Consumer	6% (10)	18% (32)	16% (27)	26% (44)	14% (25)	8% (14)	13% (22)	1
Boomer Ent. Products Monthly Consumer	1% (1)	3% (3)	16% (13)	11% (9)	26% (22)	32% (27)	10% (9)	
HHI <$50k Ent. Products Monthly Consumer	4% (9)	13% (34)	15% (39)	17% (43)	13% (34)	15% (39)	23% (61)	2
HHI $50-$100k Ent. Products Monthly Consumer	11% (37)	21% (76)	15% (52)	16% (56)	15% (52)	11% (40)	12% (41)	3
HHI $100k+ Ent. Products Monthly Consumer	11% (23)	25% (53)	17% (36)	19% (42)	10% (22)	11% (23)	8% (17)	2
PID: Dem (No Lean) Ent. Products Monthly Consumer	12% (52)	24% (102)	17% (75)	13% (55)	12% (52)	10% (41)	13% (55)	4
PID: Ind (No Lean) Ent. Products Monthly Consumer	1% (3)	12% (21)	11% (19)	24% (43)	16% (29)	16% (29)	21% (39)	1
PID: Rep (No Lean) Ent. Products Monthly Consumer	7% (15)	19% (40)	15% (32)	20% (42)	13% (27)	15% (32)	12% (25)	2
Female Travel Yearly Consumer	8% (71)	18% (160)	17% (146)	18% (164)	13% (113)	14% (127)	12% (105)	8
Male Travel Yearly Consumer	2% (12)	11% (69)	12% (73)	17% (105)	15% (94)	27% (166)	16% (99)	6
Gen Z Travel Yearly Consumer	3% (5)	10% (14)	20% (28)	16% (22)	21% (30)	12% (17)	17% (24)	1
Millennial Travel Yearly Consumer	8% (48)	21% (126)	15% (92)	19% (112)	11% (66)	14% (85)	12% (70)	6
Gen X Travel Yearly Consumer	5% (17)	15% (49)	14% (47)	25% (83)	12% (39)	18% (58)	10% (33)	3
Boomer Travel Yearly Consumer	3% (11)	9% (38)	12% (53)	12% (50)	16% (70)	31% (132)	17% (72)	4
HHI <$50k Travel Yearly Consumer	2% (9)	11% (51)	13% (59)	17% (77)	14% (61)	23% (102)	19% (83)	4
HHI $50-$100k Travel Yearly Consumer	6% (41)	15% (99)	16% (104)	18% (114)	15% (95)	19% (120)	11% (74)	6
HHI $100k+ Travel Yearly Consumer	8% (33)	19% (79)	13% (56)	19% (78)	12% (51)	18% (74)	11% (47)	4
PID: Dem (No Lean) Travel Yearly Consumer	8% (59)	18% (134)	18% (131)	13% (94)	13% (95)	17% (127)	14% (100)	7

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
PID: Ind (No Lean) Travel Yearly Consumer	3% (10)	12% (43)	9% (31)	22% (81)	14% (50)	26% (96)	14% (52)	3
PID: Rep (No Lean) Travel Yearly Consumer	4% (14)	13% (53)	14% (57)	23% (95)	15% (62)	18% (74)	13% (51)	4
Female Alcohol Weekly Consumer	15% (73)	26% (133)	17% (86)	13% (65)	5% (27)	9% (46)	15% (74)	5
Male Alcohol Weekly Consumer	13% (30)	22% (49)	13% (30)	10% (23)	11% (25)	12% (26)	18% (41)	2
Gen Z Alcohol Weekly Consumer	12% (6)	23% (11)	33% (17)	2% (1)	14% (7)	2% (1)	12% (6)	
Millennial Alcohol Weekly Consumer	16% (54)	31% (102)	15% (51)	13% (42)	6% (18)	7% (24)	12% (39)	3
Gen X Alcohol Weekly Consumer	16% (30)	18% (35)	11% (20)	14% (27)	7% (14)	13% (25)	20% (39)	1
Boomer Alcohol Weekly Consumer	8% (12)	22% (33)	19% (28)	11% (16)	8% (11)	14% (22)	19% (28)	1
HHI <$50k Alcohol Weekly Consumer	11% (30)	19% (50)	15% (41)	11% (30)	7% (18)	15% (39)	22% (60)	2
HHI $50-$100k Alcohol Weekly Consumer	16% (45)	30% (87)	15% (44)	11% (32)	9% (27)	8% (24)	11% (32)	2
HHI $100k+ Alcohol Weekly Consumer	17% (28)	27% (45)	18% (30)	16% (27)	4% (8)	5% (9)	13% (22)	1
PID: Dem (No Lean) Alcohol Weekly Consumer	22% (81)	27% (99)	17% (63)	8% (30)	6% (22)	6% (21)	15% (54)	3
PID: Ind (No Lean) Alcohol Weekly Consumer	5% (8)	26% (41)	13% (20)	15% (23)	11% (17)	17% (28)	14% (22)	1
PID: Rep (No Lean) Alcohol Weekly Consumer	7% (14)	22% (43)	16% (33)	17% (35)	7% (13)	12% (24)	19% (39)	2
Monthly Beer Drinkers	7% (105)	15% (237)	14% (215)	17% (264)	14% (214)	14% (218)	19% (295)	15
Don't Drink Beer	5% (25)	6% (29)	8% (39)	13% (68)	9% (44)	35% (176)	25% (127)	5
Monthly Wine Drinkers	6% (88)	15% (218)	15% (210)	18% (262)	15% (206)	16% (221)	15% (214)	14
Don't Drink Wine	5% (24)	10% (50)	8% (38)	9% (47)	8% (41)	21% (103)	38% (188)	4
Monthly Hard Seltzer Drinker	9% (73)	19% (159)	20% (162)	20% (167)	15% (120)	8% (65)	9% (71)	8
Don't Drink Hard Seltzer	4% (44)	9% (106)	8% (92)	11% (131)	11% (140)	26% (323)	32% (392)	12
Monthly Spirits Drinker	10% (135)	22% (299)	20% (279)	27% (368)	22% (308)	— (0)	— (0)	13
Don't Drink Spirits	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (514)	5
Monthly Canned Cocktail Drinker	12% (87)	20% (152)	21% (153)	24% (175)	14% (105)	4% (31)	5% (40)	7
Don't Drink Canned Cocktails	2% (31)	7% (91)	8% (100)	10% (121)	11% (139)	27% (345)	35% (443)	12
Weekly Beer Drinker	9% (97)	20% (205)	17% (173)	15% (156)	11% (109)	10% (106)	18% (183)	10
Weekly Wine Drinker	10% (77)	20% (161)	20% (155)	15% (119)	8% (65)	12% (99)	14% (115)	7
Weekly Hard Seltzer Drinker	16% (67)	31% (130)	21% (87)	13% (54)	6% (26)	5% (20)	9% (37)	4
Weekly Spirits Drinker	19% (135)	42% (299)	39% (279)	— (0)	— (0)	— (0)	— (0)	7

Continued on next page

Table MCBR8_4: *How often, if at all, do you drink the following alcoholic beverages?*
Spirits (including cocktails)

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	5% (135)	12% (299)	11% (279)	15% (368)	12% (308)	24% (612)	20% (514)	25
Weekly Canned Cocktail Drinker	20% (75)	34% (125)	23% (85)	11% (40)	4% (13)	1% (5)	7% (25)	3
Purchased Car in Past 2 Years	8% (46)	21% (114)	12% (66)	15% (79)	11% (58)	18% (99)	16% (85)	5
Aware of Bud Light Events	5% (91)	14% (236)	13% (215)	16% (264)	14% (230)	21% (357)	18% (302)	16

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

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages?*
Canned cocktails

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
Gender: Male	4% (55)	8% (103)	8% (98)	11% (144)	7% (88)	15% (190)	48% (617)	12
Gender: Female	2% (27)	3% (38)	4% (46)	6% (74)	6% (69)	26% (310)	53% (647)	1
Age: 18-34	5% (36)	10% (70)	8% (58)	13% (89)	8% (55)	22% (153)	34% (235)	6
Age: 35-44	6% (26)	11% (50)	10% (45)	8% (39)	7% (31)	24% (111)	36% (168)	4
Age: 45-64	2% (20)	2% (21)	4% (34)	9% (80)	7% (58)	20% (174)	55% (464)	8
Age: 65+	— (1)	— (1)	1% (7)	2% (9)	3% (15)	13% (66)	80% (403)	5
GenZers: 1997-2012	2% (5)	3% (7)	7% (15)	17% (41)	11% (27)	20% (46)	40% (93)	2
Millennials: 1981-1996	6% (52)	12% (102)	10% (82)	9% (75)	6% (54)	24% (202)	33% (278)	8
GenXers: 1965-1980	4% (24)	5% (28)	5% (30)	12% (74)	7% (44)	21% (130)	46% (279)	6
Baby Boomers: 1946-1964	— (2)	1% (4)	2% (17)	3% (26)	4% (32)	16% (122)	74% (575)	7
PID: Dem (no lean)	6% (71)	9% (97)	8% (88)	8% (91)	6% (65)	16% (185)	47% (526)	11
PID: Ind (no lean)	— (1)	2% (14)	4% (25)	7% (51)	5% (37)	27% (187)	54% (375)	6
PID: Rep (no lean)	1% (10)	4% (31)	4% (31)	11% (75)	8% (56)	19% (132)	52% (367)	7
PID/Gender: Dem Men	8% (48)	12% (74)	12% (70)	10% (62)	6% (37)	10% (59)	42% (254)	6
PID/Gender: Dem Women	5% (23)	4% (23)	3% (18)	6% (29)	5% (27)	24% (125)	52% (271)	5
PID/Gender: Ind Men	— (1)	2% (8)	3% (9)	9% (28)	6% (18)	20% (63)	60% (191)	3
PID/Gender: Ind Women	— (0)	1% (5)	4% (16)	6% (23)	5% (19)	33% (121)	49% (180)	3
PID/Gender: Rep Men	2% (7)	6% (21)	5% (19)	14% (53)	9% (32)	18% (68)	46% (171)	3
PID/Gender: Rep Women	1% (3)	3% (10)	4% (12)	7% (22)	7% (24)	19% (64)	59% (196)	3
Ideo: Liberal (1-3)	4% (39)	6% (54)	7% (58)	8% (73)	7% (60)	20% (175)	47% (410)	8
Ideo: Moderate (4)	3% (21)	4% (28)	4% (28)	11% (79)	5% (36)	19% (139)	55% (396)	7
Ideo: Conservative (5-7)	3% (22)	7% (53)	7% (55)	8% (59)	6% (48)	17% (126)	51% (381)	7
Educ: < College	3% (40)	5% (74)	4% (69)	7% (114)	6% (87)	22% (342)	53% (811)	15
Educ: Bachelors degree	2% (14)	5% (32)	7% (40)	10% (61)	8% (46)	17% (102)	50% (294)	5
Educ: Post-grad	7% (29)	9% (35)	9% (36)	11% (43)	6% (25)	15% (58)	42% (164)	3
Income: Under 50k	2% (25)	3% (31)	4% (39)	8% (81)	4% (47)	23% (237)	56% (591)	10
Income: 50k-100k	4% (36)	7% (62)	6% (59)	9% (86)	8% (74)	19% (179)	47% (443)	9
Income: 100k+	4% (21)	9% (49)	9% (47)	10% (51)	7% (38)	16% (87)	45% (234)	5

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages?*
Canned cocktails

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
Ethnicity: White	4% (74)	5% (108)	6% (113)	8% (162)	6% (113)	20% (395)	51%(1021)	19
Ethnicity: Hispanic	9% (43)	8% (38)	7% (33)	11% (51)	6% (28)	22% (100)	36% (168)	4
Ethnicity: Black	3% (8)	9% (27)	6% (19)	12% (35)	7% (20)	19% (56)	44% (133)	3
Ethnicity: Other	— (0)	3% (7)	5% (12)	9% (20)	10% (24)	22% (51)	50% (115)	2
All Christian	2% (26)	6% (63)	6% (69)	9% (102)	6% (65)	16% (180)	55% (613)	1
All Non-Christian	14% (35)	14% (37)	15% (38)	12% (31)	8% (20)	6% (17)	31% (79)	2
Atheist	— (0)	2% (2)	5% (5)	6% (7)	11% (12)	20% (22)	56% (62)	1
Agnostic/Nothing in particular	3% (20)	4% (27)	3% (21)	7% (42)	6% (41)	25% (159)	52% (331)	6
Something Else	— (1)	3% (11)	3% (12)	9% (35)	5% (20)	32% (126)	47% (184)	3
Religious Non-Protestant/Catholic	14% (37)	14% (37)	14% (38)	12% (31)	8% (21)	6% (17)	32% (87)	2
Evangelical	3% (17)	6% (37)	7% (43)	14% (81)	6% (36)	20% (113)	43% (244)	5
Non-Evangelical	1% (6)	4% (37)	4% (36)	6% (56)	5% (47)	21% (191)	60% (551)	9
Community: Urban	7% (58)	10% (84)	11% (91)	10% (86)	6% (48)	17% (143)	40% (345)	8
Community: Suburban	2% (18)	3% (38)	3% (34)	9% (101)	7% (77)	22% (246)	54% (601)	1
Community: Rural	1% (7)	4% (20)	4% (19)	6% (31)	6% (33)	21% (114)	59% (323)	5
Employ: Private Sector	4% (38)	9% (82)	9% (86)	12% (116)	8% (71)	20% (183)	38% (359)	9
Employ: Government	9% (17)	14% (27)	7% (14)	11% (22)	7% (14)	14% (28)	38% (74)	1
Employ: Self-Employed	3% (6)	6% (15)	7% (18)	13% (32)	7% (17)	18% (44)	46% (114)	2
Employ: Homemaker	— (0)	2% (3)	3% (3)	6% (7)	4% (5)	25% (28)	59% (66)	1
Employ: Student	1% (1)	— (0)	12% (7)	9% (5)	5% (3)	45% (25)	29% (16)	
Employ: Retired	2% (12)	1% (3)	2% (10)	2% (12)	4% (25)	15% (87)	75% (445)	5
Employ: Unemployed	1% (3)	3% (8)	2% (5)	7% (18)	6% (14)	26% (64)	55% (137)	2
Employ: Other	4% (5)	3% (4)	1% (1)	4% (6)	8% (10)	34% (43)	46% (58)	1
Military HH: Yes	3% (12)	7% (24)	5% (19)	9% (32)	4% (16)	14% (52)	57% (208)	3
Military HH: No	3% (71)	5% (118)	6% (125)	9% (185)	7% (142)	21% (450)	49%(1062)	21

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Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages? Canned cocktails*

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
2022 House Vote: Democrat	5% (53)	8% (93)	7% (86)	8% (95)	6% (73)	17% (195)	48% (549)	11
2022 House Vote: Republican	2% (13)	4% (28)	5% (38)	10% (72)	8% (58)	17% (122)	54% (397)	7
2022 House Vote: Someone else	1% (0)	1% (1)	3% (1)	7% (4)	6% (3)	30% (16)	53% (29)	
2022 House Vote: Didnt Vote	3% (15)	3% (20)	3% (19)	8% (47)	4% (23)	29% (170)	50% (295)	5
2020 Vote: Joe Biden	4% (50)	7% (83)	7% (88)	8% (98)	5% (65)	18% (219)	49% (590)	11
2020 Vote: Donald Trump	1% (10)	4% (32)	4% (29)	10% (74)	8% (59)	19% (147)	54% (420)	7
2020 Vote: Other	— (0)	1% (0)	5% (3)	8% (5)	7% (4)	26% (16)	52% (31)	
2020 Vote: Didn't Vote	5% (23)	5% (26)	5% (23)	8% (40)	6% (29)	25% (121)	47% (228)	4
2018 House Vote: Democrat	4% (46)	8% (82)	8% (85)	8% (86)	6% (60)	17% (176)	49% (508)	10
2018 House Vote: Republican	2% (13)	4% (29)	4% (27)	10% (66)	8% (54)	18% (126)	54% (377)	6
2018 House Vote: Someone else	— (0)	1% (0)	5% (2)	10% (5)	6% (3)	27% (14)	51% (26)	
2018 House Vote: Didnt Vote	3% (24)	4% (29)	4% (30)	8% (60)	6% (41)	26% (188)	49% (360)	7
4-Region: Northeast	6% (30)	9% (45)	5% (25)	7% (35)	4% (22)	16% (79)	53% (262)	4
4-Region: Midwest	1% (5)	7% (34)	6% (33)	6% (33)	9% (46)	19% (100)	51% (265)	5
4-Region: South	3% (23)	4% (33)	5% (49)	11% (104)	5% (50)	19% (177)	52% (478)	9
4-Region: West	4% (24)	5% (30)	6% (38)	8% (45)	7% (40)	25% (148)	45% (264)	5
2304079	2% (22)	6% (69)	5% (65)	9% (108)	6% (77)	21% (260)	52% (646)	12
2304086	5% (60)	6% (73)	6% (79)	9% (110)	6% (80)	19% (243)	49% (624)	12
Ethnicity: White (Non-Hispanic)	2% (32)	5% (72)	5% (82)	7% (116)	6% (95)	19% (303)	56% (876)	15
Ethnicity: Hispanic	9% (43)	8% (38)	7% (33)	11% (51)	6% (28)	22% (100)	36% (168)	4
Ethnicity: Black (Non-Hispanic)	3% (8)	9% (26)	7% (18)	11% (30)	6% (15)	20% (54)	44% (121)	2
Ethnicity: Asian + Other (Non-Hispanic)	— (0)	3% (6)	5% (11)	9% (20)	9% (19)	22% (46)	51% (104)	2
Female F&b Monthly Consumer	4% (50)	8% (100)	8% (96)	11% (140)	7% (83)	15% (180)	47% (581)	12
Male F&b Monthly Consumer	2% (25)	3% (37)	4% (44)	6% (71)	6% (65)	25% (283)	54% (618)	11
Gen Z F&b Monthly Consumer	2% (5)	3% (7)	7% (15)	18% (39)	13% (27)	17% (36)	40% (85)	2
Millennial F&b Monthly Consumer	6% (48)	12% (98)	10% (78)	9% (71)	6% (50)	25% (195)	32% (251)	7
Gen X F&b Monthly Consumer	3% (20)	5% (28)	5% (30)	13% (73)	7% (43)	20% (115)	46% (266)	5
Boomer F&b Monthly Consumer	— (2)	1% (4)	2% (17)	3% (26)	4% (29)	16% (119)	74% (562)	7

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Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages?*
Canned cocktails

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
HHI <$50k F&b Monthly Consumer	2% (24)	3% (29)	4% (37)	8% (81)	5% (45)	21% (210)	57% (561)	9
HHI $50-$100k F&b Monthly Consumer	4% (34)	7% (60)	6% (57)	9% (82)	8% (68)	20% (175)	47% (421)	8
HHI $100k+ F&b Monthly Consumer	3% (17)	10% (48)	9% (46)	10% (49)	7% (36)	16% (81)	45% (222)	4
PID: Dem (No Lean) F&b Monthly Consumer	6% (66)	9% (94)	8% (87)	8% (89)	6% (59)	17% (179)	47% (499)	10
PID: Ind (No Lean) F&b Monthly Consumer	— (1)	2% (13)	4% (23)	8% (49)	6% (37)	26% (163)	55% (354)	6
PID: Rep (No Lean) F&b Monthly Consumer	1% (8)	4% (30)	4% (29)	11% (73)	8% (53)	19% (124)	53% (352)	6
Female Hh Goods Monthly Consumer	5% (48)	10% (94)	9% (90)	13% (122)	7% (67)	14% (137)	42% (405)	9
Male Hh Goods Monthly Consumer	2% (14)	4% (35)	5% (43)	7% (60)	7% (62)	26% (229)	50% (452)	8
Gen Z Hh Goods Monthly Consumer	3% (5)	4% (6)	8% (14)	15% (26)	13% (24)	18% (32)	39% (69)	1
Millennial Hh Goods Monthly Consumer	7% (45)	14% (95)	11% (75)	10% (69)	7% (47)	23% (156)	29% (200)	6
Gen X Hh Goods Monthly Consumer	2% (10)	5% (24)	6% (26)	14% (63)	7% (32)	21% (97)	45% (206)	4
Boomer Hh Goods Monthly Consumer	— (2)	1% (4)	3% (17)	4% (23)	5% (27)	16% (80)	70% (360)	5
HHI <$50k Hh Goods Monthly Consumer	2% (13)	4% (26)	5% (35)	8% (60)	5% (39)	23% (173)	54% (403)	7
HHI $50-$100k Hh Goods Monthly Consumer	4% (31)	8% (57)	8% (57)	11% (78)	9% (63)	19% (133)	41% (292)	[illegible]
HHI $100k+ Hh Goods Monthly Consumer	4% (18)	11% (45)	10% (41)	11% (44)	7% (29)	15% (60)	41% (166)	4
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (54)	11% (92)	10% (80)	10% (81)	7% (56)	15% (126)	42% (350)	8
PID: Ind (No Lean) Hh Goods Monthly Consumer	— (1)	2% (8)	5% (24)	8% (39)	6% (28)	28% (139)	52% (255)	4
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (7)	5% (29)	5% (29)	12% (62)	9% (47)	19% (102)	48% (255)	5
Female Apparel Monthly Consumer	8% (44)	15% (84)	14% (74)	17% (91)	9% (52)	12% (67)	25% (136)	5
Male Apparel Monthly Consumer	5% (23)	6% (30)	8% (38)	7% (36)	10% (49)	23% (116)	41% (202)	4
Gen Z Apparel Monthly Consumer	2% (2)	6% (7)	8% (10)	22% (26)	17% (19)	15% (17)	30% (34)	[illegible]
Millennial Apparel Monthly Consumer	10% (46)	17% (83)	15% (73)	11% (53)	7% (35)	18% (87)	22% (109)	4
Gen X Apparel Monthly Consumer	6% (18)	8% (23)	7% (18)	15% (41)	11% (30)	21% (59)	31% (85)	2
Boomer Apparel Monthly Consumer	1% (1)	1% (2)	6% (11)	4% (7)	10% (17)	13% (21)	64% (106)	1
HHI <$50k Apparel Monthly Consumer	6% (21)	6% (22)	7% (24)	10% (35)	9% (30)	24% (84)	39% (139)	3
HHI $50-$100k Apparel Monthly Consumer	6% (28)	12% (52)	12% (52)	14% (60)	10% (46)	16% (68)	30% (130)	4
HHI $100k+ Apparel Monthly Consumer	7% (18)	16% (41)	14% (36)	12% (32)	10% (25)	13% (33)	28% (72)	2
PID: Dem (No Lean) Apparel Monthly Consumer	11% (59)	15% (81)	13% (70)	9% (47)	7% (40)	10% (54)	34% (180)	5

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages? Canned cocktails*

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
PID: Ind (No Lean) Apparel Monthly Consumer	— (0)	3% (7)	9% (20)	12% (27)	10% (23)	32% (73)	34% (78)	2
PID: Rep (No Lean) Apparel Monthly Consumer	3% (8)	9% (26)	7% (21)	18% (53)	13% (38)	20% (58)	29% (83)	2
Female Electronics Yearly Consumer	5% (46)	10% (99)	10% (93)	14% (136)	8% (77)	15% (144)	38% (366)	9
Male Electronics Yearly Consumer	2% (14)	5% (34)	6% (41)	8% (54)	9% (60)	25% (168)	45% (299)	6
Gen Z Electronics Yearly Consumer	3% (5)	3% (6)	8% (15)	21% (38)	14% (25)	16% (30)	35% (64)	1
Millennial Electronics Yearly Consumer	7% (46)	15% (100)	12% (80)	10% (68)	7% (46)	21% (143)	28% (188)	6
Gen X Electronics Yearly Consumer	2% (8)	6% (24)	6% (26)	15% (63)	10% (40)	19% (80)	41% (170)	4
Boomer Electronics Yearly Consumer	— (2)	1% (4)	4% (13)	6% (21)	7% (25)	17% (62)	64% (229)	3
HHI <$50k Electronics Yearly Consumer	2% (12)	4% (28)	6% (36)	11% (70)	6% (39)	21% (133)	49% (302)	6
HHI $50-$100k Electronics Yearly Consumer	5% (32)	9% (59)	9% (56)	12% (76)	10% (64)	19% (122)	37% (241)	6
HHI $100k+ Electronics Yearly Consumer	5% (17)	13% (48)	11% (42)	12% (44)	9% (34)	16% (60)	34% (128)	3
PID: Dem (No Lean) Electronics Yearly Consumer	7% (49)	12% (94)	11% (83)	11% (81)	7% (55)	15% (110)	38% (284)	7
PID: Ind (No Lean) Electronics Yearly Consumer	— (1)	3% (12)	6% (24)	9% (40)	7% (31)	28% (118)	47% (201)	4
PID: Rep (No Lean) Electronics Yearly Consumer	2% (9)	6% (28)	6% (27)	15% (69)	11% (51)	19% (87)	41% (185)	4
Female Beauty & Care Monthly Consumer	5% (43)	10% (91)	10% (84)	14% (122)	7% (63)	14% (124)	40% (357)	8
Male Beauty & Care Monthly Consumer	2% (15)	4% (34)	5% (40)	7% (60)	7% (58)	24% (198)	50% (403)	8
Gen Z Beauty & Care Monthly Consumer	1% (2)	4% (7)	8% (14)	20% (35)	12% (21)	17% (29)	37% (64)	1
Millennial Beauty & Care Monthly Consumer	7% (45)	15% (94)	12% (75)	10% (64)	7% (45)	23% (149)	26% (165)	6
Gen X Beauty & Care Monthly Consumer	2% (9)	5% (22)	5% (22)	15% (62)	7% (31)	21% (88)	45% (190)	4
Boomer Beauty & Care Monthly Consumer	1% (2)	1% (3)	3% (14)	4% (19)	5% (23)	12% (54)	74% (326)	4
HHI <$50k Beauty & Care Monthly Consumer	2% (12)	4% (29)	4% (30)	10% (70)	6% (39)	22% (154)	52% (357)	6
HHI $50-$100k Beauty & Care Monthly Consumer	4% (28)	8% (54)	8% (53)	11% (72)	8% (54)	18% (119)	42% (276)	6
HHI $100k+ Beauty & Care Monthly Consumer	5% (17)	12% (42)	12% (42)	12% (40)	8% (28)	14% (49)	37% (131)	3
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (48)	11% (87)	10% (77)	10% (77)	6% (51)	14% (115)	43% (350)	8
PID: Ind (No Lean) Beauty & Care Monthly Consumer	— (0)	3% (12)	5% (22)	9% (40)	7% (28)	29% (126)	47% (203)	4
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (9)	6% (27)	6% (26)	14% (65)	9% (40)	18% (82)	46% (211)	4
Female Insurance Yearly Consumer	4% (41)	9% (90)	9% (87)	12% (124)	7% (71)	14% (144)	45% (450)	10
Male Insurance Yearly Consumer	1% (12)	4% (32)	5% (40)	7% (58)	6% (54)	24% (199)	53% (453)	8

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages?*
Canned cocktails

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
Gen Z Insurance Yearly Consumer	1% (2)	4% (6)	6% (9)	22% (35)	13% (21)	19% (31)	35% (55)	1
Millennial Insurance Yearly Consumer	6% (41)	15% (95)	12% (75)	9% (61)	7% (45)	21% (136)	29% (189)	6
Gen X Insurance Yearly Consumer	2% (8)	4% (18)	7% (27)	15% (60)	8% (34)	20% (84)	44% (182)	4
Boomer Insurance Yearly Consumer	— (2)	1% (4)	3% (15)	4% (25)	4% (25)	15% (92)	73% (441)	6
HHI <$50k Insurance Yearly Consumer	2% (11)	3% (22)	4% (30)	10% (68)	4% (30)	22% (149)	55% (380)	6
HHI $50-$100k Insurance Yearly Consumer	4% (26)	8% (57)	7% (53)	9% (66)	8% (62)	18% (139)	46% (347)	7
HHI $100k+ Insurance Yearly Consumer	4% (16)	10% (44)	11% (44)	11% (47)	8% (34)	14% (57)	42% (177)	4
PID: Dem (No Lean) Insurance Yearly Consumer	5% (43)	11% (89)	10% (80)	10% (84)	5% (46)	15% (127)	44% (371)	8
PID: Ind (No Lean) Insurance Yearly Consumer	— (1)	2% (9)	4% (21)	7% (36)	6% (30)	25% (122)	55% (264)	4
PID: Rep (No Lean) Insurance Yearly Consumer	2% (9)	5% (24)	5% (26)	12% (63)	9% (50)	18% (96)	50% (269)	5
Female Pharma Monthly Consumer	5% (48)	10% (90)	9% (80)	13% (109)	7% (58)	12% (108)	43% (372)	8
Male Pharma Monthly Consumer	1% (11)	3% (26)	4% (33)	7% (51)	7% (52)	26% (194)	51% (381)	7
Gen Z Pharma Monthly Consumer	3% (4)	5% (6)	10% (12)	20% (24)	8% (10)	18% (22)	36% (43)	1
Millennial Pharma Monthly Consumer	8% (43)	16% (89)	12% (64)	10% (55)	7% (40)	20% (113)	27% (148)	5
Gen X Pharma Monthly Consumer	2% (9)	4% (18)	5% (21)	14% (60)	9% (37)	20% (88)	46% (199)	4
Boomer Pharma Monthly Consumer	— (2)	1% (4)	3% (17)	4% (19)	5% (23)	16% (79)	70% (339)	4
HHI <$50k Pharma Monthly Consumer	2% (14)	3% (23)	3% (22)	9% (57)	4% (29)	21% (142)	57% (386)	6
HHI $50-$100k Pharma Monthly Consumer	5% (29)	9% (54)	9% (53)	11% (65)	8% (51)	19% (113)	40% (243)	6
HHI $100k+ Pharma Monthly Consumer	5% (15)	12% (40)	11% (38)	11% (37)	9% (31)	14% (48)	38% (128)	3
PID: Dem (No Lean) Pharma Monthly Consumer	7% (50)	11% (83)	10% (72)	9% (70)	6% (46)	15% (110)	43% (326)	7
PID: Ind (No Lean) Pharma Monthly Consumer	— (0)	2% (9)	4% (18)	8% (34)	6% (25)	27% (110)	51% (207)	4
PID: Rep (No Lean) Pharma Monthly Consumer	2% (9)	5% (24)	5% (24)	12% (56)	9% (40)	18% (82)	49% (223)	4
Female Media Monthly Consumer	6% (44)	12% (85)	12% (80)	15% (106)	7% (51)	15% (104)	32% (222)	6
Male Media Monthly Consumer	2% (11)	5% (26)	6% (33)	8% (42)	9% (48)	24% (124)	46% (239)	5
Gen Z Media Monthly Consumer	3% (5)	4% (6)	9% (13)	18% (26)	11% (17)	17% (25)	38% (57)	1
Millennial Media Monthly Consumer	8% (38)	17% (84)	14% (72)	10% (51)	8% (38)	20% (102)	24% (121)	5
Gen X Media Monthly Consumer	4% (11)	7% (20)	6% (19)	18% (55)	10% (29)	20% (59)	35% (105)	2
Boomer Media Monthly Consumer	1% (2)	— (1)	4% (9)	6% (15)	6% (16)	17% (41)	66% (165)	2

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages? Canned cocktails*

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
HHI <$50k Media Monthly Consumer	3% (13)	5% (21)	6% (26)	11% (49)	6% (29)	22% (96)	47% (209)	4
HHI $50-$100k Media Monthly Consumer	5% (25)	11% (52)	9% (46)	12% (60)	9% (47)	18% (88)	35% (174)	4
HHI $100k+ Media Monthly Consumer	6% (18)	14% (39)	15% (42)	13% (38)	9% (25)	15% (44)	28% (79)	2
PID: Dem (No Lean) Media Monthly Consumer	8% (48)	14% (82)	12% (73)	11% (68)	6% (36)	14% (85)	34% (206)	5
PID: Ind (No Lean) Media Monthly Consumer	— (0)	3% (9)	6% (17)	11% (32)	7% (20)	28% (83)	45% (130)	2
PID: Rep (No Lean) Media Monthly Consumer	2% (7)	6% (20)	7% (23)	14% (48)	13% (44)	18% (61)	38% (127)	3
Female Ent. Products Monthly Consumer	8% (45)	17% (89)	14% (76)	15% (80)	10% (52)	14% (72)	22% (117)	5
Male Ent. Products Monthly Consumer	3% (9)	7% (19)	9% (27)	9% (27)	12% (34)	20% (60)	40% (119)	2
Gen Z Ent. Products Monthly Consumer	1% (2)	6% (7)	12% (14)	22% (26)	20% (22)	8% (10)	29% (33)	1
Millennial Ent. Products Monthly Consumer	9% (41)	18% (82)	15% (68)	10% (43)	7% (31)	18% (83)	23% (105)	4
Gen X Ent. Products Monthly Consumer	6% (10)	11% (19)	8% (15)	17% (29)	14% (24)	14% (25)	30% (52)	1
Boomer Ent. Products Monthly Consumer	1% (1)	— (0)	7% (6)	11% (9)	11% (9)	18% (15)	51% (43)	
HHI <$50k Ent. Products Monthly Consumer	5% (13)	7% (19)	9% (24)	11% (28)	10% (25)	19% (49)	39% (101)	2
HHI $50-$100k Ent. Products Monthly Consumer	7% (25)	14% (49)	12% (43)	14% (49)	12% (41)	17% (59)	25% (88)	3
HHI $100k+ Ent. Products Monthly Consumer	8% (17)	18% (39)	16% (36)	14% (31)	10% (21)	12% (25)	22% (48)	2
PID: Dem (No Lean) Ent. Products Monthly Consumer	11% (46)	19% (81)	16% (67)	12% (53)	8% (32)	9% (41)	26% (111)	4
PID: Ind (No Lean) Ent. Products Monthly Consumer	— (0)	4% (7)	8% (14)	12% (21)	11% (21)	26% (47)	40% (73)	1
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (7)	9% (20)	10% (21)	15% (32)	16% (33)	21% (46)	25% (53)	2
Female Travel Yearly Consumer	4% (39)	11% (94)	10% (89)	14% (124)	8% (74)	15% (135)	37% (331)	8
Male Travel Yearly Consumer	2% (12)	5% (28)	6% (37)	8% (52)	9% (54)	24% (148)	46% (286)	6
Gen Z Travel Yearly Consumer	1% (1)	5% (7)	10% (13)	24% (33)	16% (22)	14% (20)	31% (43)	1
Millennial Travel Yearly Consumer	7% (41)	16% (94)	13% (76)	12% (69)	8% (47)	21% (125)	25% (148)	6
Gen X Travel Yearly Consumer	2% (8)	6% (19)	8% (26)	17% (56)	11% (36)	18% (58)	38% (123)	3
Boomer Travel Yearly Consumer	— (2)	1% (3)	2% (10)	4% (18)	6% (24)	19% (82)	67% (287)	4
HHI <$50k Travel Yearly Consumer	2% (9)	5% (20)	6% (27)	13% (57)	7% (31)	21% (93)	46% (205)	4
HHI $50-$100k Travel Yearly Consumer	4% (26)	9% (56)	9% (58)	11% (69)	10% (62)	19% (121)	39% (254)	6
HHI $100k+ Travel Yearly Consumer	4% (16)	11% (46)	10% (40)	12% (50)	8% (35)	17% (71)	38% (161)	4
PID: Dem (No Lean) Travel Yearly Consumer	6% (41)	12% (90)	11% (78)	10% (77)	7% (50)	16% (117)	39% (288)	7

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages?*
Canned cocktails

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
PID: Ind (No Lean) Travel Yearly Consumer	— (0)	2% (7)	6% (21)	9% (34)	9% (31)	26% (93)	49% (176)	3
PID: Rep (No Lean) Travel Yearly Consumer	2% (9)	6% (26)	7% (27)	16% (65)	12% (47)	19% (76)	38% (156)	4
Female Alcohol Weekly Consumer	9% (45)	14% (71)	12% (59)	11% (57)	4% (22)	15% (77)	34% (172)	5
Male Alcohol Weekly Consumer	10% (22)	13% (29)	11% (24)	11% (24)	6% (13)	12% (28)	38% (86)	2
Gen Z Alcohol Weekly Consumer	9% (5)	7% (4)	19% (10)	25% (13)	7% (3)	8% (4)	25% (12)	
Millennial Alcohol Weekly Consumer	12% (41)	23% (75)	15% (48)	9% (29)	5% (16)	16% (53)	20% (67)	3
Gen X Alcohol Weekly Consumer	10% (20)	10% (19)	8% (15)	15% (29)	3% (6)	12% (23)	41% (77)	1
Boomer Alcohol Weekly Consumer	1% (2)	2% (3)	6% (10)	6% (9)	6% (9)	17% (25)	62% (93)	1
HHI <$50k Alcohol Weekly Consumer	8% (21)	7% (20)	6% (16)	11% (29)	5% (12)	14% (37)	50% (134)	2
HHI $50-$100k Alcohol Weekly Consumer	10% (31)	17% (50)	14% (40)	11% (32)	5% (15)	18% (53)	24% (70)	2
HHI $100k+ Alcohol Weekly Consumer	9% (15)	18% (31)	16% (27)	12% (20)	5% (8)	9% (15)	32% (54)	1
PID: Dem (No Lean) Alcohol Weekly Consumer	16% (60)	20% (74)	14% (50)	10% (36)	4% (13)	7% (25)	30% (111)	3
PID: Ind (No Lean) Alcohol Weekly Consumer	— (0)	6% (9)	10% (15)	10% (16)	6% (9)	23% (36)	46% (72)	1
PID: Rep (No Lean) Alcohol Weekly Consumer	3% (6)	9% (18)	9% (18)	14% (29)	6% (13)	22% (44)	37% (74)	2
Monthly Beer Drinkers	4% (63)	9% (133)	9% (132)	11% (177)	7% (116)	17% (257)	43% (672)	15
Don't Drink Beer	4% (19)	1% (6)	2% (8)	3% (14)	4% (21)	18% (91)	68% (347)	5
Monthly Wine Drinkers	5% (66)	9% (129)	9% (127)	13% (179)	9% (125)	16% (229)	40% (564)	14
Don't Drink Wine	3% (15)	1% (5)	2% (9)	4% (21)	3% (13)	15% (76)	72% (351)	4
Monthly Hard Seltzer Drinker	8% (61)	15% (125)	15% (123)	20% (162)	13% (103)	12% (102)	17% (141)	8
Don't Drink Hard Seltzer	2% (20)	1% (13)	1% (17)	3% (38)	2% (23)	13% (159)	78% (955)	12
Monthly Spirits Drinker	5% (70)	10% (134)	10% (134)	14% (191)	10% (142)	17% (236)	35% (482)	13
Don't Drink Spirits	2% (12)	1% (6)	1% (7)	2% (12)	— (2)	6% (32)	86% (443)	5
Monthly Canned Cocktail Drinker	11% (83)	19% (141)	19% (144)	29% (217)	21% (158)	— (0)	— (0)	7
Don't Drink Canned Cocktails	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100%(1270)	12
Weekly Beer Drinker	6% (61)	11% (118)	11% (109)	12% (125)	6% (58)	15% (157)	39% (400)	10
Weekly Wine Drinker	8% (63)	14% (108)	12% (93)	14% (114)	6% (51)	12% (94)	34% (269)	7
Weekly Hard Seltzer Drinker	14% (57)	25% (104)	22% (91)	13% (57)	6% (24)	6% (27)	14% (61)	4
Weekly Spirits Drinker	10% (69)	15% (110)	15% (105)	10% (74)	5% (33)	14% (100)	31% (222)	7

Continued on next page

Table MCBR8_5: *How often, if at all, do you drink the following alcoholic beverages? Canned cocktails*

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	I do not drink this alcoholic beverage	Tot
Adults	3% (83)	6% (141)	6% (144)	9% (217)	6% (158)	20% (503)	50%(1270)	25
Weekly Canned Cocktail Drinker	22% (83)	38% (141)	39% (144)	— (0)	— (0)	— (0)	— (0)	3
Purchased Car in Past 2 Years	6% (32)	10% (57)	8% (44)	12% (65)	6% (32)	18% (99)	40% (219)	5
Aware of Bud Light Events	4% (64)	7% (121)	7% (119)	10% (163)	7% (115)	18% (308)	48% (805)	16

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

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
Gender: Male	9% (198)	33% (694)	28% (587)	16% (348)	7% (156)	2% (48)	1% (13)	1% (18)
Gender: Female	5% (116)	31% (704)	28% (624)	21% (467)	7% (168)	3% (60)	1% (29)	1% (12)
Age: 18-34	12% (153)	34% (427)	20% (247)	18% (225)	6% (82)	4% (47)	2% (27)	1% (7)
Age: 35-44	12% (87)	32% (237)	23% (171)	18% (134)	7% (55)	2% (15)	1% (6)	1% (7)
Age: 45-64	4% (53)	33% (466)	28% (400)	20% (283)	9% (134)	2% (23)	— (6)	1% (11)
Age: 65+	2% (22)	28% (276)	41% (396)	19% (184)	6% (57)	2% (23)	— (3)	1% (6)
GenZers: 1997-2012	13% (69)	33% (173)	18% (97)	17% (88)	8% (42)	4% (23)	3% (17)	1% (3)
Millennials: 1981-1996	11% (150)	34% (452)	21% (285)	19% (249)	6% (83)	3% (36)	1% (16)	1% (10)
GenXers: 1965-1980	5% (52)	32% (330)	27% (278)	20% (201)	9% (89)	2% (18)	1% (5)	1% (7)
Baby Boomers: 1946-1964	3% (40)	30% (422)	37% (518)	19% (271)	8% (107)	2% (28)	— (4)	1% (10)
PID: Dem (no lean)	8% (151)	32% (586)	27% (493)	19% (353)	8% (138)	2% (45)	1% (12)	— (9)
PID: Ind (no lean)	7% (85)	31% (392)	25% (327)	20% (261)	7% (85)	3% (40)	2% (25)	1% (11)
PID: Rep (no lean)	6% (79)	33% (427)	31% (395)	17% (212)	8% (105)	2% (24)	— (6)	1% (11)
PID/Gender: Dem Men	12% (106)	34% (308)	25% (228)	16% (145)	7% (59)	2% (19)	1% (6)	1% (7)
PID/Gender: Dem Women	5% (45)	30% (275)	29% (264)	22% (206)	8% (78)	3% (26)	1% (7)	— (2)
PID/Gender: Ind Men	9% (48)	32% (177)	27% (154)	19% (105)	6% (34)	2% (14)	1% (3)	1% (5)
PID/Gender: Ind Women	5% (36)	30% (209)	24% (170)	21% (149)	7% (49)	4% (26)	3% (22)	1% (6)
PID/Gender: Rep Men	7% (44)	32% (207)	31% (204)	15% (97)	10% (63)	2% (15)	1% (5)	1% (7)
PID/Gender: Rep Women	6% (35)	35% (220)	31% (190)	18% (112)	7% (41)	1% (9)	— (1)	1% (4)
Ideo: Liberal (1-3)	8% (105)	34% (477)	27% (372)	19% (263)	5% (72)	2% (34)	1% (17)	1% (12)
Ideo: Moderate (4)	6% (82)	28% (360)	28% (360)	21% (264)	9% (120)	3% (38)	1% (7)	1% (8)
Ideo: Conservative (5-7)	7% (94)	32% (422)	31% (419)	16% (220)	8% (107)	2% (26)	1% (9)	1% (8)
Educ: < College	7% (198)	31% (892)	26% (761)	20% (571)	8% (241)	2% (70)	1% (35)	1% (22)
Educ: Bachelors degree	7% (64)	34% (331)	30% (291)	18% (173)	5% (52)	2% (24)	1% (6)	1% (8)
Educ: Post-grad	10% (53)	33% (182)	29% (163)	15% (82)	6% (34)	3% (14)	— (2)	— (1)
Income: Under 50k	6% (131)	28% (618)	26% (560)	22% (471)	10% (215)	3% (57)	1% (27)	1% (19)
Income: 50k-100k	8% (123)	34% (511)	29% (432)	17% (256)	5% (82)	3% (37)	1% (11)	1% (9)
Income: 100k+	8% (61)	37% (276)	30% (222)	13% (99)	4% (31)	2% (14)	1% (5)	— (2)
Ethnicity: White	7% (253)	33% (1117)	29% (987)	17% (565)	7% (252)	2% (72)	1% (33)	1% (19)

Continued on next page

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
Ethnicity: Hispanic	10% (77)	31% (233)	21% (158)	15% (111)	13% (98)	2% (14)	3% (25)	1% (5)
Ethnicity: Black	6% (32)	28% (156)	20% (112)	28% (159)	10% (55)	3% (19)	— (2)	1% (8)
Ethnicity: Other	7% (29)	30% (132)	26% (115)	23% (100)	5% (20)	4% (18)	2% (8)	1% (4)
All Christian	5% (106)	31% (609)	32% (621)	19% (363)	8% (149)	2% (39)	1% (19)	1% (11)
All Non-Christian	16% (63)	31% (122)	20% (79)	13% (51)	8% (32)	4% (15)	2% (8)	— (1)
Atheist	3% (5)	40% (77)	29% (56)	15% (29)	8% (16)	2% (4)	— (0)	1% (2)
Agnostic/Nothing in particular	8% (87)	33% (369)	27% (300)	18% (208)	7% (84)	3% (28)	— (2)	1% (15)
Something Else	7% (53)	31% (230)	22% (159)	24% (174)	6% (47)	3% (23)	2% (13)	— (3)
Religious Non-Protestant/Catholic	14% (65)	32% (143)	21% (95)	13% (58)	8% (34)	4% (18)	2% (8)	— (2)
Evangelical	7% (78)	30% (344)	25% (291)	21% (247)	9% (108)	3% (34)	1% (15)	— (4)
Non-Evangelical	5% (78)	32% (477)	32% (477)	19% (282)	6% (82)	2% (24)	1% (18)	1% (9)
Community: Urban	10% (147)	32% (459)	21% (305)	19% (272)	9% (130)	3% (48)	— (5)	1% (11)
Community: Suburban	5% (93)	34% (649)	31% (609)	18% (343)	6% (126)	2% (41)	1% (17)	1% (16)
Community: Rural	7% (75)	29% (298)	29% (300)	21% (210)	7% (72)	2% (19)	2% (21)	— (3)
Employ: Private Sector	9% (121)	35% (495)	27% (372)	18% (246)	5% (68)	3% (39)	1% (10)	1% (11)
Employ: Government	13% (39)	38% (112)	26% (76)	14% (41)	5% (15)	1% (4)	— (1)	1% (2)
Employ: Self-Employed	7% (32)	33% (145)	24% (106)	14% (59)	13% (58)	3% (15)	1% (3)	— (1)
Employ: Homemaker	3% (8)	37% (89)	24% (57)	19% (47)	6% (13)	2% (5)	2% (5)	— (1)
Employ: Student	9% (16)	38% (66)	16% (29)	14% (25)	13% (23)	2% (4)	4% (8)	1% (1)
Employ: Retired	3% (36)	27% (300)	37% (415)	20% (231)	9% (97)	2% (27)	— (3)	1% (7)
Employ: Unemployed	9% (44)	27% (127)	20% (96)	24% (115)	7% (32)	2% (10)	3% (12)	1% (4)
Employ: Other	7% (18)	28% (72)	25% (65)	24% (60)	8% (21)	2% (5)	— (0)	1% (3)
Military HH: Yes	4% (27)	35% (222)	29% (184)	17% (105)	9% (56)	2% (15)	— (1)	1% (4)
Military HH: No	8% (288)	31% (1183)	27% (1030)	19% (720)	7% (272)	2% (93)	1% (42)	1% (26)
2022 House Vote: Democrat	6% (118)	32% (581)	29% (535)	19% (338)	8% (154)	2% (44)	— (7)	1% (10)
2022 House Vote: Republican	6% (81)	34% (430)	31% (394)	15% (197)	7% (94)	2% (30)	1% (9)	1% (12)
2022 House Vote: Someone else	7% (7)	34% (34)	21% (21)	23% (23)	7% (8)	4% (4)	— (0)	2% (2)
2022 House Vote: Didnt Vote	9% (110)	30% (361)	22% (264)	22% (267)	6% (73)	3% (30)	2% (26)	1% (7)

Continued on next page

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
2020 Vote: Joe Biden	7% (141)	32% (610)	29% (561)	18% (352)	8% (161)	2% (39)	— (5)	— (10)
2020 Vote: Donald Trump	6% (87)	33% (450)	30% (411)	18% (241)	6% (84)	2% (30)	1% (16)	1% (10)
2020 Vote: Other	5% (6)	31% (38)	26% (32)	25% (30)	9% (11)	1% (1)	— (0)	1% (1)
2020 Vote: Didn't Vote	8% (81)	31% (307)	21% (210)	20% (203)	7% (71)	4% (38)	2% (22)	1% (9)
2018 House Vote: Democrat	7% (110)	33% (539)	29% (472)	19% (306)	7% (111)	3% (42)	— (5)	1% (9)
2018 House Vote: Republican	7% (80)	33% (396)	32% (386)	16% (194)	6% (72)	2% (24)	— (5)	1% (10)
2018 House Vote: Someone else	7% (7)	37% (37)	24% (24)	26% (26)	6% (6)	— (0)	— (0)	— (0)
2018 House Vote: Didnt Vote	8% (118)	29% (434)	22% (332)	20% (299)	9% (139)	3% (42)	2% (33)	1% (12)
4-Region: Northeast	7% (55)	34% (263)	30% (231)	18% (138)	5% (41)	3% (23)	1% (4)	— (1)
4-Region: Midwest	7% (60)	31% (281)	34% (308)	18% (162)	7% (67)	1% (13)	— (1)	— (2)
4-Region: South	7% (124)	30% (510)	25% (421)	19% (324)	9% (147)	3% (46)	1% (24)	1% (18)
4-Region: West	7% (75)	34% (353)	24% (255)	19% (201)	7% (73)	3% (26)	1% (13)	1% (10)
2304079	7% (156)	31% (686)	29% (629)	19% (411)	8% (181)	2% (53)	1% (13)	1% (16)
2304086	7% (159)	33% (720)	27% (586)	19% (414)	7% (146)	3% (55)	1% (30)	1% (15)
Ethnicity: White (Non-Hispanic)	7% (180)	34% (917)	31% (845)	17% (472)	6% (162)	2% (61)	— (12)	1% (15)
Ethnicity: Hispanic	10% (77)	31% (233)	21% (158)	15% (111)	13% (98)	2% (14)	3% (25)	1% (5)
Ethnicity: Black (Non-Hispanic)	6% (31)	27% (141)	20% (105)	29% (154)	9% (50)	4% (19)	— (2)	1% (7)
Ethnicity: Asian + Other (Non-Hispanic)	7% (27)	30% (114)	28% (107)	23% (88)	5% (18)	4% (14)	1% (5)	1% (4)
Female F&b Monthly Consumer	10% (198)	35% (694)	30% (587)	18% (348)	8% (156)	— (0)	— (0)	— (0)
Male F&b Monthly Consumer	6% (116)	34% (704)	30% (624)	22% (467)	8% (168)	— (0)	— (0)	— (0)
Gen Z F&b Monthly Consumer	15% (69)	37% (173)	21% (97)	19% (88)	9% (42)	— (0)	— (0)	— (0)
Millennial F&b Monthly Consumer	12% (150)	37% (452)	23% (285)	20% (249)	7% (83)	— (0)	— (0)	— (0)
Gen X F&b Monthly Consumer	5% (52)	35% (330)	29% (278)	21% (201)	9% (89)	— (0)	— (0)	— (0)
Boomer F&b Monthly Consumer	3% (40)	31% (422)	38% (518)	20% (271)	8% (107)	— (0)	— (0)	— (0)
HHI <$50k F&b Monthly Consumer	7% (131)	31% (618)	28% (560)	24% (471)	11% (215)	— (0)	— (0)	— (0)
HHI $50-$100k F&b Monthly Consumer	9% (123)	36% (511)	31% (432)	18% (256)	6% (82)	— (0)	— (0)	— (0)
HHI $100k+ F&b Monthly Consumer	9% (61)	40% (276)	32% (222)	14% (99)	5% (31)	— (0)	— (0)	— (0)
PID: Dem (No Lean) F&b Monthly Consumer	9% (151)	34% (586)	29% (493)	21% (353)	8% (138)	— (0)	— (0)	— (0)
PID: Ind (No Lean) F&b Monthly Consumer	7% (85)	34% (392)	28% (327)	23% (261)	7% (85)	— (0)	— (0)	— (0)

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Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
PID: Rep (No Lean) F&b Monthly Consumer	6% (79)	35% (427)	32% (395)	17% (212)	9% (105)	— (0)	— (0)	— (0)
Female Hh Goods Monthly Consumer	12% (174)	35% (522)	28% (422)	15% (230)	7% (100)	2% (24)	1% (11)	— (2)
Male Hh Goods Monthly Consumer	7% (104)	36% (580)	26% (424)	21% (331)	7% (105)	2% (26)	— (6)	— (3)
Gen Z Hh Goods Monthly Consumer	17% (62)	34% (123)	22% (80)	16% (60)	8% (29)	2% (7)	— (1)	— (1)
Millennial Hh Goods Monthly Consumer	13% (134)	37% (378)	23% (230)	18% (181)	5% (55)	2% (21)	1% (8)	— (3)
Gen X Hh Goods Monthly Consumer	6% (44)	36% (273)	26% (191)	20% (153)	8% (59)	2% (11)	1% (4)	— (1)
Boomer Hh Goods Monthly Consumer	4% (34)	35% (316)	35% (320)	18% (162)	7% (62)	1% (9)	— (4)	— (0)
HHI <$50k Hh Goods Monthly Consumer	8% (113)	31% (465)	26% (382)	21% (316)	9% (137)	2% (28)	1% (9)	— (4)
HHI $50-$100k Hh Goods Monthly Consumer	10% (113)	38% (412)	28% (311)	16% (180)	4% (48)	2% (18)	— (4)	— (1)
HHI $100k+ Hh Goods Monthly Consumer	10% (52)	43% (230)	29% (154)	13% (68)	4% (22)	1% (5)	1% (4)	— (0)
PID: Dem (No Lean) Hh Goods Monthly Consumer	10% (138)	36% (477)	26% (348)	19% (249)	6% (80)	2% (22)	1% (7)	— (0)
PID: Ind (No Lean) Hh Goods Monthly Consumer	8% (70)	34% (294)	26% (222)	21% (177)	7% (59)	2% (13)	1% (5)	— (4)
PID: Rep (No Lean) Hh Goods Monthly Consumer	8% (70)	37% (336)	30% (278)	15% (138)	7% (68)	2% (15)	1% (5)	— (1)
Female Apparel Monthly Consumer	18% (143)	36% (287)	22% (174)	13% (100)	7% (53)	1% (9)	1% (7)	— (2)
Male Apparel Monthly Consumer	9% (76)	40% (342)	22% (185)	16% (135)	8% (66)	3% (24)	1% (8)	— (1)
Gen Z Apparel Monthly Consumer	16% (45)	35% (98)	19% (54)	15% (42)	10% (27)	3% (9)	— (1)	— (0)
Millennial Apparel Monthly Consumer	17% (120)	39% (278)	20% (142)	14% (100)	5% (38)	2% (13)	1% (9)	— (3)
Gen X Apparel Monthly Consumer	9% (33)	38% (146)	20% (77)	16% (61)	11% (44)	1% (6)	1% (3)	— (0)
Boomer Apparel Monthly Consumer	7% (19)	40% (106)	32% (86)	13% (35)	4% (11)	2% (6)	1% (1)	— (0)
HHI <$50k Apparel Monthly Consumer	12% (83)	34% (228)	20% (135)	18% (121)	10% (65)	3% (20)	1% (4)	— (1)
HHI $50-$100k Apparel Monthly Consumer	15% (95)	40% (264)	22% (146)	13% (82)	6% (38)	2% (12)	1% (7)	— (2)
HHI $100k+ Apparel Monthly Consumer	13% (42)	43% (141)	24% (80)	11% (37)	5% (17)	1% (2)	1% (3)	— (0)
PID: Dem (No Lean) Apparel Monthly Consumer	14% (113)	38% (307)	22% (176)	14% (116)	6% (52)	2% (13)	1% (12)	— (0)
PID: Ind (No Lean) Apparel Monthly Consumer	12% (50)	40% (161)	18% (73)	17% (68)	6% (25)	3% (11)	— (2)	1% (3)
PID: Rep (No Lean) Apparel Monthly Consumer	13% (57)	37% (165)	25% (112)	12% (55)	10% (42)	2% (10)	— (0)	— (0)
Female Electronics Yearly Consumer	12% (177)	34% (491)	25% (360)	16% (235)	8% (116)	3% (40)	1% (10)	1% (9)
Male Electronics Yearly Consumer	7% (84)	37% (436)	25% (295)	18% (214)	8% (90)	3% (34)	1% (17)	— (4)
Gen Z Electronics Yearly Consumer	15% (58)	32% (118)	19% (70)	16% (59)	10% (37)	4% (16)	3% (10)	— (1)
Millennial Electronics Yearly Consumer	13% (135)	36% (362)	20% (200)	19% (189)	7% (68)	2% (24)	1% (13)	— (4)

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Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
Gen X Electronics Yearly Consumer	6% (41)	36% (228)	27% (167)	16% (99)	10% (60)	2% (14)	1% (5)	— (3)
Boomer Electronics Yearly Consumer	4% (27)	35% (213)	34% (207)	16% (97)	6% (37)	3% (19)	— (0)	1% (4)
HHI <$50k Electronics Yearly Consumer	9% (107)	32% (367)	23% (269)	20% (228)	10% (120)	3% (32)	1% (13)	1% (9)
HHI $50-$100k Electronics Yearly Consumer	11% (104)	36% (359)	25% (251)	16% (161)	6% (62)	3% (31)	1% (10)	— (3)
HHI $100k+ Electronics Yearly Consumer	10% (51)	41% (206)	28% (139)	12% (63)	5% (25)	2% (12)	1% (4)	— (0)
PID: Dem (No Lean) Electronics Yearly Consumer	11% (127)	34% (398)	24% (279)	18% (203)	8% (94)	3% (31)	1% (12)	— (3)
PID: Ind (No Lean) Electronics Yearly Consumer	10% (74)	34% (249)	22% (160)	20% (143)	7% (49)	3% (24)	2% (11)	— (2)
PID: Rep (No Lean) Electronics Yearly Consumer	8% (62)	37% (286)	29% (221)	14% (106)	8% (64)	3% (19)	— (3)	1% (8)
Female Beauty & Care Monthly Consumer	12% (161)	36% (481)	27% (359)	15% (199)	7% (99)	1% (19)	1% (10)	— (2)
Male Beauty & Care Monthly Consumer	7% (100)	38% (545)	26% (378)	19% (279)	6% (91)	1% (19)	1% (10)	— (1)
Gen Z Beauty & Care Monthly Consumer	16% (58)	38% (141)	21% (79)	14% (53)	8% (28)	2% (6)	— (1)	— (0)
Millennial Beauty & Care Monthly Consumer	13% (128)	37% (355)	22% (207)	17% (168)	6% (59)	2% (20)	1% (12)	— (2)
Gen X Beauty & Care Monthly Consumer	6% (41)	37% (257)	27% (185)	18% (126)	8% (56)	1% (6)	1% (3)	— (0)
Boomer Beauty & Care Monthly Consumer	4% (31)	36% (271)	34% (258)	17% (127)	6% (48)	1% (5)	— (2)	— (0)
HHI <$50k Beauty & Care Monthly Consumer	8% (107)	33% (444)	25% (336)	20% (262)	9% (126)	1% (20)	1% (8)	— (0)
HHI $50-$100k Beauty & Care Monthly Consumer	10% (106)	39% (395)	26% (263)	16% (164)	5% (50)	1% (14)	1% (8)	— (2)
HHI $100k+ Beauty & Care Monthly Consumer	10% (49)	41% (194)	30% (140)	12% (56)	4% (17)	1% (5)	1% (4)	— (1)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	10% (127)	37% (458)	26% (319)	18% (223)	6% (78)	1% (11)	1% (12)	— (1)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	8% (63)	37% (275)	23% (172)	20% (151)	6% (49)	2% (14)	1% (5)	— (2)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	9% (72)	37% (300)	30% (247)	13% (108)	8% (66)	2% (14)	— (3)	— (0)
Female Insurance Yearly Consumer	9% (149)	34% (535)	28% (444)	16% (259)	8% (118)	3% (41)	1% (13)	— (7)
Male Insurance Yearly Consumer	5% (80)	34% (510)	31% (464)	19% (280)	7% (108)	2% (37)	1% (22)	— (3)
Gen Z Insurance Yearly Consumer	13% (44)	33% (114)	20% (70)	14% (47)	10% (33)	4% (15)	5% (17)	— (0)
Millennial Insurance Yearly Consumer	13% (121)	35% (335)	22% (214)	19% (176)	6% (61)	2% (18)	1% (9)	— (4)
Gen X Insurance Yearly Consumer	5% (33)	36% (241)	29% (197)	17% (113)	10% (68)	2% (16)	1% (5)	1% (4)
Boomer Insurance Yearly Consumer	3% (29)	32% (333)	38% (396)	18% (189)	6% (60)	2% (24)	— (4)	— (2)
HHI <$50k Insurance Yearly Consumer	6% (79)	31% (425)	28% (377)	20% (277)	10% (136)	3% (38)	2% (25)	— (6)
HHI $50-$100k Insurance Yearly Consumer	9% (99)	35% (400)	31% (357)	15% (178)	6% (65)	2% (27)	— (5)	— (3)
HHI $100k+ Insurance Yearly Consumer	9% (52)	38% (222)	30% (176)	15% (86)	4% (26)	2% (13)	1% (5)	— (0)

Continued on next page

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
PID: Dem (No Lean) Insurance Yearly Consumer	9% (119)	34% (435)	27% (355)	18% (233)	8% (107)	2% (27)	1% (7)	— (3)
PID: Ind (No Lean) Insurance Yearly Consumer	6% (49)	32% (276)	29% (249)	20% (172)	6% (48)	4% (32)	3% (23)	— (3)
PID: Rep (No Lean) Insurance Yearly Consumer	7% (62)	36% (337)	32% (306)	14% (136)	8% (72)	2% (18)	— (5)	— (3)
Female Pharma Monthly Consumer	11% (149)	37% (511)	26% (359)	15% (212)	7% (103)	1% (18)	1% (8)	— (3)
Male Pharma Monthly Consumer	6% (85)	34% (477)	29% (400)	20% (286)	7% (96)	2% (23)	1% (9)	— (1)
Gen Z Pharma Monthly Consumer	13% (39)	39% (114)	20% (58)	14% (42)	11% (31)	3% (8)	— (0)	— (0)
Millennial Pharma Monthly Consumer	15% (122)	37% (304)	21% (173)	18% (147)	5% (39)	2% (14)	1% (12)	— (3)
Gen X Pharma Monthly Consumer	6% (39)	35% (244)	28% (193)	19% (130)	9% (62)	1% (10)	— (3)	— (0)
Boomer Pharma Monthly Consumer	3% (30)	35% (314)	35% (318)	19% (168)	7% (64)	1% (8)	— (1)	— (1)
HHI <$50k Pharma Monthly Consumer	7% (93)	31% (423)	27% (368)	21% (283)	9% (125)	2% (27)	— (5)	— (2)
HHI $50-$100k Pharma Monthly Consumer	10% (92)	38% (373)	28% (269)	16% (157)	5% (50)	1% (9)	1% (9)	— (2)
HHI $100k+ Pharma Monthly Consumer	10% (48)	43% (200)	27% (124)	13% (61)	5% (24)	1% (4)	1% (4)	— (0)
PID: Dem (No Lean) Pharma Monthly Consumer	10% (120)	36% (441)	25% (307)	18% (220)	7% (83)	1% (15)	1% (11)	— (1)
PID: Ind (No Lean) Pharma Monthly Consumer	8% (61)	33% (243)	26% (186)	20% (149)	7% (48)	2% (17)	— (3)	— (3)
PID: Rep (No Lean) Pharma Monthly Consumer	6% (53)	37% (312)	32% (268)	16% (133)	8% (69)	1% (9)	— (3)	— (0)
Female Media Monthly Consumer	13% (133)	37% (383)	24% (246)	16% (162)	7% (73)	1% (15)	— (4)	— (3)
Male Media Monthly Consumer	8% (68)	38% (332)	25% (219)	19% (164)	6% (57)	3% (26)	1% (6)	— (1)
Gen Z Media Monthly Consumer	15% (46)	32% (95)	20% (59)	19% (57)	10% (29)	3% (9)	— (1)	— (0)
Millennial Media Monthly Consumer	14% (112)	39% (302)	20% (154)	16% (126)	5% (37)	3% (20)	1% (9)	1% (4)
Gen X Media Monthly Consumer	5% (22)	38% (166)	27% (118)	19% (82)	9% (41)	1% (5)	— (1)	— (0)
Boomer Media Monthly Consumer	5% (18)	37% (144)	34% (131)	16% (63)	6% (23)	2% (7)	— (0)	— (0)
HHI <$50k Media Monthly Consumer	9% (72)	35% (284)	24% (196)	19% (158)	9% (70)	3% (23)	— (2)	— (1)
HHI $50-$100k Media Monthly Consumer	12% (89)	39% (283)	24% (174)	16% (118)	6% (42)	2% (13)	1% (8)	— (3)
HHI $100k+ Media Monthly Consumer	11% (40)	40% (150)	26% (98)	14% (53)	5% (18)	1% (5)	— (0)	— (0)
PID: Dem (No Lean) Media Monthly Consumer	12% (106)	34% (308)	23% (208)	18% (163)	7% (64)	2% (21)	1% (9)	— (1)
PID: Ind (No Lean) Media Monthly Consumer	9% (47)	40% (202)	24% (119)	18% (88)	5% (26)	2% (10)	— (1)	1% (3)
PID: Rep (No Lean) Media Monthly Consumer	9% (49)	39% (207)	27% (140)	15% (77)	8% (40)	2% (9)	— (0)	— (0)
Female Ent. Products Monthly Consumer	17% (133)	37% (289)	20% (159)	14% (113)	7% (57)	2% (20)	1% (8)	— (2)
Male Ent. Products Monthly Consumer	9% (47)	39% (203)	21% (108)	16% (83)	8% (43)	4% (23)	1% (6)	— (2)

Continued on next page

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
Gen Z Ent. Products Monthly Consumer	15% (38)	34% (83)	21% (52)	15% (36)	10% (24)	3% (9)	— (1)	— (1)
Millennial Ent. Products Monthly Consumer	16% (110)	39% (265)	18% (121)	16% (107)	6% (39)	2% (15)	2% (10)	— (1)
Gen X Ent. Products Monthly Consumer	11% (27)	36% (89)	20% (51)	15% (38)	12% (30)	3% (8)	1% (4)	— (1)
Boomer Ent. Products Monthly Consumer	4% (6)	39% (55)	30% (42)	12% (17)	6% (8)	8% (11)	— (0)	— (0)
HHI <$50k Ent. Products Monthly Consumer	12% (63)	37% (191)	17% (86)	16% (83)	12% (61)	4% (22)	1% (3)	— (2)
HHI $50-$100k Ent. Products Monthly Consumer	15% (80)	37% (193)	22% (117)	15% (78)	5% (24)	3% (15)	2% (9)	— (1)
HHI $100k+ Ent. Products Monthly Consumer	14% (37)	40% (109)	23% (64)	13% (36)	5% (15)	2% (5)	1% (2)	— (0)
PID: Dem (No Lean) Ent. Products Monthly Consumer	15% (95)	37% (232)	20% (128)	14% (92)	8% (50)	3% (17)	2% (11)	— (0)
PID: Ind (No Lean) Ent. Products Monthly Consumer	14% (45)	41% (134)	16% (54)	17% (55)	7% (22)	3% (10)	— (1)	1% (2)
PID: Rep (No Lean) Ent. Products Monthly Consumer	11% (39)	36% (128)	24% (85)	14% (51)	8% (28)	4% (15)	1% (2)	— (1)
Female Travel Yearly Consumer	11% (150)	35% (458)	25% (334)	16% (209)	7% (93)	3% (40)	1% (12)	1% (8)
Male Travel Yearly Consumer	6% (62)	37% (380)	28% (286)	18% (181)	7% (71)	3% (31)	1% (8)	— (3)
Gen Z Travel Yearly Consumer	14% (47)	35% (116)	17% (56)	17% (56)	10% (33)	4% (14)	— (1)	1% (2)
Millennial Travel Yearly Consumer	13% (115)	36% (308)	20% (174)	18% (152)	7% (58)	3% (26)	2% (13)	— (3)
Gen X Travel Yearly Consumer	6% (27)	37% (178)	28% (133)	16% (77)	8% (40)	3% (12)	1% (5)	1% (4)
Boomer Travel Yearly Consumer	3% (21)	34% (223)	39% (252)	15% (100)	5% (31)	3% (17)	— (1)	— (3)
HHI <$50k Travel Yearly Consumer	9% (70)	33% (265)	25% (199)	18% (141)	11% (89)	4% (28)	1% (6)	1% (5)
HHI $50-$100k Travel Yearly Consumer	9% (92)	36% (349)	26% (257)	17% (170)	5% (53)	3% (29)	1% (10)	1% (5)
HHI $100k+ Travel Yearly Consumer	9% (49)	40% (228)	30% (169)	14% (79)	4% (22)	2% (14)	1% (4)	— (2)
PID: Dem (No Lean) Travel Yearly Consumer	11% (115)	34% (375)	26% (282)	17% (190)	7% (77)	3% (28)	1% (12)	— (4)
PID: Ind (No Lean) Travel Yearly Consumer	9% (52)	37% (214)	23% (133)	19% (113)	5% (31)	4% (22)	— (2)	— (2)
PID: Rep (No Lean) Travel Yearly Consumer	7% (45)	37% (253)	30% (208)	13% (88)	8% (55)	3% (22)	1% (5)	1% (5)
Female Alcohol Weekly Consumer	15% (77)	41% (204)	26% (132)	14% (69)	2% (8)	1% (4)	— (0)	— (0)
Male Alcohol Weekly Consumer	14% (31)	39% (87)	26% (58)	13% (29)	6% (14)	1% (2)	— (0)	1% (2)
Gen Z Alcohol Weekly Consumer	21% (11)	29% (14)	16% (8)	30% (15)	3% (2)	— (0)	— (0)	— (0)
Millennial Alcohol Weekly Consumer	22% (73)	42% (138)	20% (66)	12% (41)	1% (4)	— (1)	— (0)	— (2)
Gen X Alcohol Weekly Consumer	7% (13)	38% (72)	32% (61)	12% (23)	7% (14)	1% (2)	— (0)	— (0)
Boomer Alcohol Weekly Consumer	6% (9)	40% (60)	37% (56)	13% (20)	2% (2)	2% (3)	— (0)	— (0)
HHI <$50k Alcohol Weekly Consumer	12% (31)	35% (94)	30% (80)	15% (41)	6% (17)	1% (2)	— (0)	1% (2)

Continued on next page

Table MCBR9_1: *How often, if at all, do you purchase the following?*
Food and beverages, such as groceries and restaurant meals

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	7% (315)	32% (1406)	28% (1215)	19% (826)	7% (328)	2% (108)	1% (43)	1% (31)
HHI $50-$100k Alcohol Weekly Consumer	17% (50)	42% (122)	25% (72)	14% (40)	1% (2)	1% (2)	— (0)	— (0)
HHI $100k+ Alcohol Weekly Consumer	16% (26)	45% (75)	22% (37)	11% (18)	2% (3)	1% (2)	— (0)	— (0)
PID: Dem (No Lean) Alcohol Weekly Consumer	18% (66)	39% (145)	24% (90)	12% (44)	5% (17)	1% (2)	— (0)	— (0)
PID: Ind (No Lean) Alcohol Weekly Consumer	15% (23)	41% (64)	23% (36)	18% (28)	1% (2)	1% (2)	— (0)	— (0)
PID: Rep (No Lean) Alcohol Weekly Consumer	9% (18)	41% (83)	32% (63)	14% (27)	1% (3)	1% (2)	— (0)	1% (2)
Monthly Beer Drinkers	10% (149)	35% (542)	29% (449)	15% (239)	6% (98)	2% (29)	— (3)	— (7)
Don't Drink Beer	4% (19)	30% (153)	28% (144)	23% (115)	8% (40)	3% (18)	— (2)	1% (3)
Monthly Wine Drinkers	9% (132)	34% (487)	28% (393)	17% (246)	7% (104)	2% (27)	— (4)	— (3)
Don't Drink Wine	7% (32)	32% (158)	31% (154)	17% (82)	7% (34)	2% (11)	— (2)	1% (3)
Monthly Hard Seltzer Drinker	12% (102)	36% (292)	26% (210)	16% (132)	6% (52)	2% (17)	— (2)	— (0)
Don't Drink Hard Seltzer	6% (70)	30% (371)	31% (385)	20% (241)	8% (93)	2% (24)	— (5)	1% (8)
Monthly Spirits Drinker	9% (123)	36% (498)	27% (378)	18% (246)	7% (94)	2% (22)	— (6)	— (2)
Don't Drink Spirits	8% (44)	27% (138)	28% (146)	19% (96)	8% (40)	4% (19)	— (1)	— (2)
Monthly Canned Cocktail Drinker	14% (103)	35% (262)	24% (178)	14% (105)	9% (64)	3% (19)	— (2)	— (0)
Don't Drink Canned Cocktails	5% (67)	32% (400)	33% (422)	19% (241)	6% (75)	2% (22)	— (5)	1% (7)
Weekly Beer Drinker	11% (111)	35% (358)	29% (298)	15% (154)	6% (58)	1% (14)	— (1)	— (3)
Weekly Wine Drinker	11% (90)	36% (284)	28% (220)	15% (117)	6% (51)	1% (6)	— (3)	— (2)
Weekly Hard Seltzer Drinker	17% (72)	37% (157)	22% (91)	16% (68)	4% (18)	1% (6)	— (1)	— (0)
Weekly Spirits Drinker	12% (87)	37% (261)	26% (188)	15% (106)	6% (43)	1% (7)	— (3)	— (1)
Weekly Canned Cocktail Drinker	19% (71)	37% (136)	21% (78)	11% (41)	7% (26)	1% (5)	— (1)	— (0)
Don't Drink Alcohol	6% (105)	30% (512)	27% (465)	20% (347)	8% (139)	3% (48)	2% (27)	1% (17)
Purchased Car in Past 2 Years	11% (101)	34% (314)	26% (237)	16% (149)	6% (54)	3% (25)	— (5)	1% (6)
Aware of Bud Light Events	8% (222)	34% (912)	28% (746)	17% (459)	7% (193)	2% (64)	1% (32)	— (12)

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

Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
Gender: Male	4% (91)	10% (206)	12% (261)	22% (477)	22% (463)	18% (384)	4% (88)	2% (52)
Gender: Female	2% (36)	6% (133)	11% (245)	26% (586)	27% (601)	21% (464)	3% (61)	2% (39)
Age: 18-34	6% (71)	12% (148)	14% (176)	25% (314)	18% (225)	14% (177)	3% (41)	2% (31)
Age: 35-44	5% (39)	12% (86)	15% (110)	24% (180)	20% (152)	15% (113)	1% (10)	2% (14)
Age: 45-64	1% (13)	6% (82)	10% (142)	25% (351)	30% (420)	20% (279)	3% (46)	2% (23)
Age: 65+	1% (7)	2% (23)	8% (78)	23% (223)	28% (273)	29% (285)	5% (53)	2% (24)
GenZers: 1997-2012	4% (22)	10% (55)	13% (70)	26% (140)	15% (81)	18% (94)	4% (21)	2% (10)
Millennials: 1981-1996	6% (84)	12% (163)	15% (195)	23% (309)	20% (271)	13% (174)	2% (30)	2% (33)
GenXers: 1965-1980	1% (14)	8% (82)	12% (120)	27% (273)	26% (261)	17% (172)	3% (29)	1% (12)
Baby Boomers: 1946-1964	1% (7)	3% (36)	8% (116)	23% (319)	31% (432)	27% (383)	5% (65)	2% (35)
PID: Dem (no lean)	5% (83)	9% (169)	12% (213)	26% (472)	22% (398)	18% (322)	3% (51)	2% (40)
PID: Ind (no lean)	2% (26)	6% (76)	10% (132)	23% (297)	26% (329)	22% (287)	3% (43)	2% (32)
PID: Rep (no lean)	2% (20)	7% (93)	13% (160)	23% (298)	27% (343)	19% (244)	4% (55)	2% (20)
PID/Gender: Dem Men	7% (67)	12% (112)	12% (105)	24% (214)	18% (167)	16% (148)	3% (31)	2% (17)
PID/Gender: Dem Women	2% (16)	6% (58)	12% (108)	28% (257)	25% (230)	19% (171)	2% (20)	2% (23)
PID/Gender: Ind Men	3% (15)	7% (38)	11% (60)	21% (116)	24% (134)	22% (123)	5% (25)	4% (23)
PID/Gender: Ind Women	2% (11)	5% (38)	10% (71)	25% (178)	27% (189)	23% (160)	3% (18)	1% (8)
PID/Gender: Rep Men	1% (9)	9% (56)	14% (95)	22% (147)	25% (162)	17% (112)	5% (32)	2% (12)
PID/Gender: Rep Women	2% (10)	6% (37)	11% (65)	24% (151)	29% (181)	21% (133)	4% (23)	1% (9)
Ideo: Liberal (1-3)	4% (57)	8% (114)	11% (148)	24% (330)	24% (329)	21% (290)	3% (40)	2% (32)
Ideo: Moderate (4)	2% (30)	7% (87)	11% (136)	27% (350)	23% (292)	19% (244)	4% (54)	2% (29)
Ideo: Conservative (5-7)	3% (37)	7% (100)	14% (184)	21% (282)	27% (361)	19% (260)	4% (47)	2% (20)
Educ: < College	2% (72)	7% (215)	12% (341)	26% (737)	24% (701)	18% (514)	3% (90)	2% (60)
Educ: Bachelors degree	3% (27)	7% (71)	9% (91)	22% (211)	25% (246)	24% (231)	5% (46)	2% (18)
Educ: Post-grad	6% (31)	10% (53)	13% (74)	21% (118)	22% (123)	19% (107)	3% (14)	2% (14)
Income: Under 50k	2% (45)	7% (147)	10% (223)	23% (499)	26% (563)	20% (425)	4% (81)	2% (53)
Income: 50k-100k	4% (53)	8% (123)	13% (199)	26% (387)	22% (333)	20% (295)	3% (42)	2% (25)
Income: 100k+	4% (31)	9% (69)	11% (84)	24% (180)	24% (174)	18% (132)	4% (26)	2% (13)
Ethnicity: White	3% (104)	7% (244)	12% (397)	24% (816)	25% (838)	20% (688)	3% (113)	2% (61)

Continued on next page

Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
Ethnicity: Hispanic	5% (40)	9% (69)	13% (101)	26% (195)	19% (148)	15% (116)	4% (27)	2% (14)
Ethnicity: Black	3% (19)	11% (63)	10% (55)	27% (152)	24% (136)	14% (77)	4% (21)	1% (7)
Ethnicity: Other	1% (6)	7% (32)	12% (54)	22% (98)	22% (96)	20% (88)	4% (17)	5% (24)
All Christian	2% (42)	7% (135)	11% (215)	25% (488)	26% (501)	21% (405)	4% (82)	2% (33)
All Non-Christian	12% (45)	13% (52)	15% (57)	18% (69)	19% (75)	13% (51)	2% (9)	2% (9)
Atheist	— (0)	8% (14)	17% (32)	21% (39)	15% (29)	29% (55)	3% (5)	1% (2)
Agnostic/Nothing in particular	3% (32)	6% (69)	11% (128)	22% (253)	27% (301)	19% (220)	3% (35)	3% (30)
Something Else	1% (10)	9% (68)	10% (74)	30% (218)	22% (164)	17% (121)	3% (20)	2% (18)
Religious Non-Protestant/Catholic	10% (46)	13% (59)	14% (63)	18% (79)	20% (91)	14% (62)	3% (11)	2% (9)
Evangelical	2% (26)	9% (105)	12% (143)	26% (305)	24% (272)	17% (199)	3% (40)	2% (18)
Non-Evangelical	2% (26)	6% (90)	10% (145)	26% (390)	26% (378)	21% (316)	4% (57)	2% (31)
Community: Urban	5% (76)	11% (160)	12% (175)	24% (348)	22% (314)	14% (205)	4% (61)	2% (26)
Community: Suburban	2% (36)	6% (118)	11% (216)	24% (471)	25% (487)	22% (424)	3% (60)	2% (46)
Community: Rural	2% (17)	6% (61)	11% (115)	24% (248)	26% (269)	22% (224)	3% (29)	2% (19)
Employ: Private Sector	4% (53)	10% (134)	15% (210)	25% (350)	22% (303)	18% (249)	3% (36)	1% (18)
Employ: Government	10% (30)	13% (39)	10% (29)	26% (77)	24% (70)	13% (37)	2% (6)	— (1)
Employ: Self-Employed	4% (17)	12% (55)	13% (57)	23% (101)	22% (97)	16% (72)	3% (12)	2% (8)
Employ: Homemaker	1% (3)	6% (14)	10% (24)	27% (64)	29% (69)	19% (45)	2% (5)	1% (3)
Employ: Student	2% (3)	10% (18)	12% (21)	25% (43)	14% (24)	21% (36)	5% (9)	5% (9)
Employ: Retired	1% (7)	3% (33)	8% (86)	22% (245)	31% (345)	26% (293)	5% (61)	2% (24)
Employ: Unemployed	3% (12)	6% (29)	10% (45)	24% (112)	23% (106)	20% (92)	3% (14)	4% (19)
Employ: Other	2% (5)	7% (18)	14% (35)	29% (75)	22% (57)	11% (28)	2% (5)	4% (10)
Military HH: Yes	3% (21)	10% (60)	11% (71)	22% (139)	27% (169)	18% (116)	3% (18)	3% (18)
Military HH: No	3% (108)	7% (279)	12% (436)	25% (928)	24% (902)	20% (736)	4% (132)	2% (74)
2022 House Vote: Democrat	4% (65)	8% (155)	10% (185)	26% (466)	23% (425)	19% (354)	4% (68)	2% (35)
2022 House Vote: Republican	2% (24)	7% (92)	12% (153)	24% (305)	28% (359)	19% (243)	3% (40)	2% (20)
2022 House Vote: Someone else	1% (1)	4% (4)	6% (6)	29% (29)	23% (23)	26% (26)	7% (7)	2% (2)
2022 House Vote: Didnt Vote	3% (39)	7% (88)	14% (162)	22% (266)	22% (263)	19% (230)	3% (34)	3% (34)

Continued on next page

Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
2020 Vote: Joe Biden	3% (67)	9% (167)	10% (186)	25% (480)	24% (460)	19% (374)	4% (75)	2% (38)
2020 Vote: Donald Trump	2% (23)	6% (87)	13% (181)	24% (329)	26% (358)	21% (280)	3% (42)	2% (21)
2020 Vote: Other	1% (1)	4% (5)	11% (13)	27% (33)	25% (30)	25% (30)	3% (4)	3% (4)
2020 Vote: Didn't Vote	4% (38)	8% (80)	13% (127)	22% (224)	22% (223)	17% (169)	3% (28)	3% (29)
2018 House Vote: Democrat	3% (56)	9% (148)	10% (159)	26% (425)	24% (386)	19% (317)	3% (44)	2% (30)
2018 House Vote: Republican	2% (22)	6% (77)	12% (141)	23% (272)	27% (320)	21% (251)	4% (47)	2% (20)
2018 House Vote: Someone else	— (0)	3% (3)	10% (10)	30% (30)	28% (29)	25% (26)	2% (2)	1% (1)
2018 House Vote: Didnt Vote	3% (51)	7% (111)	13% (196)	23% (340)	23% (336)	17% (260)	4% (55)	3% (39)
4-Region: Northeast	5% (36)	9% (68)	10% (78)	29% (224)	21% (162)	19% (143)	3% (21)	2% (13)
4-Region: Midwest	2% (20)	8% (71)	9% (86)	25% (223)	26% (237)	22% (198)	3% (28)	2% (16)
4-Region: South	3% (51)	7% (122)	13% (213)	24% (398)	24% (403)	18% (300)	4% (69)	2% (39)
4-Region: West	2% (22)	7% (78)	12% (129)	21% (221)	26% (268)	20% (212)	3% (31)	2% (24)
2304079	3% (70)	7% (154)	12% (256)	24% (521)	25% (557)	20% (431)	4% (80)	2% (37)
2304086	3% (59)	8% (185)	11% (251)	25% (546)	23% (513)	19% (422)	3% (70)	2% (54)
Ethnicity: White (Non-Hispanic)	2% (66)	7% (179)	11% (308)	24% (648)	26% (707)	21% (582)	3% (92)	2% (50)
Ethnicity: Hispanic	5% (40)	9% (69)	13% (101)	26% (195)	19% (148)	15% (116)	4% (27)	2% (14)
Ethnicity: Black (Non-Hispanic)	3% (18)	12% (61)	10% (51)	26% (140)	25% (132)	14% (73)	3% (18)	1% (7)
Ethnicity: Asian + Other (Non-Hispanic)	1% (5)	8% (30)	12% (47)	21% (83)	22% (83)	21% (82)	3% (13)	5% (20)
Female F&b Monthly Consumer	4% (84)	10% (201)	13% (254)	23% (463)	22% (446)	18% (359)	4% (80)	2% (41)
Male F&b Monthly Consumer	2% (33)	6% (132)	11% (237)	27% (559)	28% (584)	20% (419)	2% (50)	1% (27)
Gen Z F&b Monthly Consumer	5% (22)	11% (52)	14% (65)	29% (136)	17% (80)	16% (73)	3% (15)	2% (7)
Millennial F&b Monthly Consumer	6% (77)	13% (159)	15% (188)	24% (293)	21% (260)	13% (156)	2% (25)	2% (25)
Gen X F&b Monthly Consumer	1% (11)	9% (82)	12% (118)	27% (261)	26% (248)	17% (163)	3% (26)	1% (8)
Boomer F&b Monthly Consumer	— (7)	3% (36)	8% (115)	23% (315)	31% (422)	27% (363)	4% (59)	2% (26)
HHI <$50k F&b Monthly Consumer	2% (41)	7% (145)	11% (214)	24% (474)	27% (539)	20% (389)	3% (70)	2% (42)
HHI $50-$100k F&b Monthly Consumer	4% (50)	9% (121)	14% (194)	27% (375)	23% (325)	19% (272)	3% (37)	1% (16)
HHI $100k+ F&b Monthly Consumer	4% (27)	10% (67)	12% (84)	26% (176)	25% (172)	18% (121)	4% (24)	1% (10)
PID: Dem (No Lean) F&b Monthly Consumer	4% (76)	10% (168)	12% (206)	27% (459)	22% (385)	17% (298)	3% (47)	1% (25)
PID: Ind (No Lean) F&b Monthly Consumer	2% (24)	6% (74)	11% (127)	24% (281)	27% (316)	22% (249)	3% (36)	2% (25)

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Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
PID: Rep (No Lean) F&b Monthly Consumer	2% (19)	7% (91)	13% (159)	23% (286)	28% (336)	19% (236)	4% (47)	2% (19)
Female Hh Goods Monthly Consumer	6% (91)	14% (206)	17% (261)	32% (477)	31% (463)	— (0)	— (0)	— (0)
Male Hh Goods Monthly Consumer	2% (36)	8% (133)	15% (245)	37% (586)	38% (601)	— (0)	— (0)	— (0)
Gen Z Hh Goods Monthly Consumer	6% (22)	15% (55)	19% (70)	38% (140)	22% (81)	— (0)	— (0)	— (0)
Millennial Hh Goods Monthly Consumer	8% (84)	16% (163)	19% (195)	30% (309)	26% (271)	— (0)	— (0)	— (0)
Gen X Hh Goods Monthly Consumer	2% (14)	11% (82)	16% (120)	36% (273)	35% (261)	— (0)	— (0)	— (0)
Boomer Hh Goods Monthly Consumer	1% (7)	4% (36)	13% (116)	35% (319)	47% (432)	— (0)	— (0)	— (0)
HHI <$50k Hh Goods Monthly Consumer	3% (45)	10% (147)	15% (223)	34% (499)	38% (563)	— (0)	— (0)	— (0)
HHI $50-$100k Hh Goods Monthly Consumer	5% (53)	11% (123)	18% (199)	35% (387)	30% (333)	— (0)	— (0)	— (0)
HHI $100k+ Hh Goods Monthly Consumer	6% (31)	13% (69)	16% (84)	33% (180)	32% (174)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (83)	13% (169)	16% (213)	35% (472)	30% (398)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Hh Goods Monthly Consumer	3% (26)	9% (76)	15% (132)	34% (297)	38% (329)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Hh Goods Monthly Consumer	2% (20)	10% (93)	18% (160)	33% (298)	38% (343)	— (0)	— (0)	— (0)
Female Apparel Monthly Consumer	10% (80)	21% (169)	18% (146)	26% (206)	13% (99)	7% (54)	2% (16)	1% (9)
Male Apparel Monthly Consumer	3% (27)	11% (96)	17% (146)	33% (286)	21% (179)	8% (70)	3% (23)	1% (8)
Gen Z Apparel Monthly Consumer	6% (18)	14% (40)	15% (42)	32% (91)	12% (34)	10% (29)	6% (18)	2% (4)
Millennial Apparel Monthly Consumer	10% (72)	20% (144)	21% (150)	25% (178)	14% (98)	5% (34)	2% (15)	1% (10)
Gen X Apparel Monthly Consumer	3% (10)	17% (64)	15% (59)	34% (133)	17% (65)	8% (30)	1% (4)	— (1)
Boomer Apparel Monthly Consumer	2% (4)	5% (15)	15% (40)	34% (91)	30% (80)	12% (33)	1% (3)	— (1)
HHI <$50k Apparel Monthly Consumer	5% (34)	15% (102)	17% (115)	30% (204)	17% (114)	9% (59)	2% (16)	1% (6)
HHI $50-$100k Apparel Monthly Consumer	7% (44)	16% (106)	19% (122)	30% (198)	17% (109)	7% (43)	2% (15)	1% (9)
HHI $100k+ Apparel Monthly Consumer	9% (29)	17% (57)	17% (56)	28% (92)	17% (57)	7% (24)	3% (9)	1% (2)
PID: Dem (No Lean) Apparel Monthly Consumer	9% (74)	17% (141)	16% (130)	29% (230)	16% (129)	8% (61)	2% (13)	1% (5)
PID: Ind (No Lean) Apparel Monthly Consumer	4% (17)	13% (54)	17% (68)	33% (133)	18% (71)	9% (35)	4% (14)	2% (9)
PID: Rep (No Lean) Apparel Monthly Consumer	4% (16)	16% (70)	21% (95)	30% (132)	18% (79)	7% (30)	3% (13)	1% (3)
Female Electronics Yearly Consumer	6% (84)	14% (201)	15% (215)	24% (354)	20% (296)	14% (204)	3% (48)	1% (18)
Male Electronics Yearly Consumer	2% (26)	9% (111)	15% (176)	30% (363)	26% (316)	13% (154)	2% (24)	1% (14)
Gen Z Electronics Yearly Consumer	5% (20)	14% (53)	12% (46)	29% (108)	17% (64)	13% (49)	4% (17)	1% (5)
Millennial Electronics Yearly Consumer	8% (78)	15% (153)	17% (168)	26% (258)	19% (188)	11% (107)	2% (21)	2% (15)

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Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
Gen X Electronics Yearly Consumer	1% (6)	12% (74)	16% (98)	29% (179)	26% (162)	13% (84)	2% (15)	— (3)
Boomer Electronics Yearly Consumer	1% (6)	5% (31)	12% (76)	27% (166)	31% (189)	18% (109)	3% (18)	2% (10)
HHI <$50k Electronics Yearly Consumer	3% (36)	11% (127)	14% (160)	26% (303)	26% (302)	14% (161)	3% (33)	1% (15)
HHI $50-$100k Electronics Yearly Consumer	5% (48)	12% (118)	16% (160)	29% (289)	20% (201)	13% (130)	2% (21)	1% (12)
HHI $100k+ Electronics Yearly Consumer	6% (28)	13% (67)	14% (72)	26% (129)	23% (114)	14% (70)	3% (17)	1% (6)
PID: Dem (No Lean) Electronics Yearly Consumer	6% (75)	14% (159)	14% (161)	28% (325)	20% (228)	12% (143)	3% (32)	1% (14)
PID: Ind (No Lean) Electronics Yearly Consumer	3% (21)	9% (69)	14% (99)	27% (198)	25% (183)	18% (127)	2% (14)	2% (11)
PID: Rep (No Lean) Electronics Yearly Consumer	2% (16)	11% (84)	17% (130)	26% (197)	27% (206)	12% (91)	3% (25)	1% (8)
Female Beauty & Care Monthly Consumer	6% (79)	14% (184)	16% (220)	27% (363)	24% (317)	9% (115)	2% (31)	1% (17)
Male Beauty & Care Monthly Consumer	2% (28)	9% (124)	14% (203)	34% (489)	28% (404)	10% (145)	2% (25)	1% (12)
Gen Z Beauty & Care Monthly Consumer	5% (19)	12% (44)	14% (51)	33% (121)	17% (63)	11% (41)	4% (14)	2% (6)
Millennial Beauty & Care Monthly Consumer	8% (75)	16% (156)	18% (171)	27% (260)	20% (188)	8% (78)	1% (13)	1% (9)
Gen X Beauty & Care Monthly Consumer	1% (9)	12% (80)	15% (104)	33% (229)	28% (194)	7% (47)	2% (14)	1% (4)
Boomer Beauty & Care Monthly Consumer	1% (4)	4% (27)	12% (92)	31% (232)	37% (274)	12% (91)	2% (15)	1% (11)
HHI <$50k Beauty & Care Monthly Consumer	3% (34)	10% (132)	14% (183)	29% (389)	30% (392)	9% (125)	2% (29)	1% (15)
HHI $50-$100k Beauty & Care Monthly Consumer	5% (47)	11% (112)	17% (171)	32% (319)	23% (228)	9% (96)	2% (20)	1% (12)
HHI $100k+ Beauty & Care Monthly Consumer	6% (27)	14% (65)	15% (69)	31% (147)	23% (106)	9% (41)	2% (7)	1% (3)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (74)	13% (160)	14% (177)	31% (384)	23% (282)	9% (111)	2% (22)	1% (15)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	3% (19)	8% (62)	15% (112)	31% (236)	28% (210)	11% (80)	2% (14)	2% (12)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (16)	11% (86)	17% (134)	29% (234)	29% (235)	9% (71)	2% (20)	— (2)
Female Insurance Yearly Consumer	5% (78)	11% (175)	14% (223)	23% (366)	21% (336)	18% (289)	4% (61)	1% (21)
Male Insurance Yearly Consumer	2% (23)	7% (99)	11% (170)	26% (395)	28% (428)	22% (326)	3% (44)	1% (11)
Gen Z Insurance Yearly Consumer	6% (19)	11% (37)	14% (48)	25% (87)	15% (52)	20% (69)	5% (18)	1% (5)
Millennial Insurance Yearly Consumer	8% (72)	15% (141)	17% (161)	25% (235)	21% (197)	11% (106)	2% (16)	1% (5)
Gen X Insurance Yearly Consumer	1% (5)	10% (65)	12% (84)	28% (192)	26% (176)	18% (120)	3% (22)	— (2)
Boomer Insurance Yearly Consumer	— (4)	3% (28)	9% (95)	21% (222)	31% (318)	28% (294)	5% (47)	2% (20)
HHI <$50k Insurance Yearly Consumer	2% (29)	8% (111)	12% (158)	23% (309)	27% (371)	22% (298)	4% (49)	1% (16)
HHI $50-$100k Insurance Yearly Consumer	4% (48)	9% (100)	14% (162)	27% (310)	23% (261)	18% (211)	3% (31)	1% (10)
HHI $100k+ Insurance Yearly Consumer	4% (25)	11% (63)	13% (75)	24% (142)	23% (135)	18% (106)	4% (25)	1% (6)

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Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (69)	11% (137)	13% (164)	25% (325)	23% (294)	18% (229)	3% (42)	1% (14)
PID: Ind (No Lean) Insurance Yearly Consumer	2% (19)	6% (51)	11% (96)	25% (212)	26% (224)	25% (215)	3% (28)	1% (7)
PID: Rep (No Lean) Insurance Yearly Consumer	2% (15)	9% (86)	14% (134)	24% (224)	26% (249)	18% (172)	4% (36)	1% (11)
Female Pharma Monthly Consumer	6% (76)	13% (175)	15% (209)	26% (355)	21% (285)	13% (184)	4% (51)	2% (21)
Male Pharma Monthly Consumer	2% (26)	7% (100)	13% (186)	29% (411)	29% (406)	15% (211)	2% (27)	1% (12)
Gen Z Pharma Monthly Consumer	6% (18)	11% (32)	16% (46)	26% (75)	19% (56)	16% (46)	4% (12)	2% (6)
Millennial Pharma Monthly Consumer	8% (68)	17% (137)	18% (148)	25% (203)	19% (153)	9% (72)	2% (13)	2% (13)
Gen X Pharma Monthly Consumer	1% (9)	10% (71)	14% (97)	32% (223)	27% (187)	11% (80)	3% (18)	— (3)
Boomer Pharma Monthly Consumer	1% (6)	4% (33)	11% (101)	28% (256)	31% (281)	20% (179)	4% (34)	1% (10)
HHI <$50k Pharma Monthly Consumer	3% (34)	8% (114)	13% (171)	26% (352)	28% (373)	16% (215)	3% (41)	2% (21)
HHI $50-$100k Pharma Monthly Consumer	5% (44)	10% (98)	17% (161)	29% (278)	23% (222)	13% (127)	3% (25)	1% (10)
HHI $100k+ Pharma Monthly Consumer	6% (26)	14% (63)	14% (65)	30% (140)	21% (100)	12% (56)	2% (11)	— (2)
PID: Dem (No Lean) Pharma Monthly Consumer	6% (70)	12% (141)	15% (178)	29% (351)	21% (258)	12% (149)	2% (29)	1% (12)
PID: Ind (No Lean) Pharma Monthly Consumer	2% (17)	8% (57)	12% (89)	28% (202)	28% (203)	16% (118)	3% (19)	2% (16)
PID: Rep (No Lean) Pharma Monthly Consumer	2% (16)	9% (77)	15% (129)	26% (217)	27% (233)	15% (130)	3% (29)	1% (5)
Female Media Monthly Consumer	7% (73)	16% (161)	16% (169)	23% (239)	20% (211)	11% (116)	3% (29)	1% (10)
Male Media Monthly Consumer	2% (20)	9% (81)	16% (138)	29% (255)	25% (223)	14% (124)	2% (18)	1% (7)
Gen Z Media Monthly Consumer	5% (15)	10% (30)	17% (52)	31% (93)	16% (47)	13% (40)	5% (15)	— (1)
Millennial Media Monthly Consumer	9% (68)	17% (135)	17% (133)	24% (186)	19% (152)	8% (63)	1% (10)	1% (11)
Gen X Media Monthly Consumer	2% (7)	14% (61)	18% (81)	25% (112)	25% (110)	11% (48)	2% (9)	1% (3)
Boomer Media Monthly Consumer	1% (3)	4% (16)	11% (41)	26% (100)	32% (124)	22% (84)	3% (12)	1% (3)
HHI <$50k Media Monthly Consumer	3% (24)	13% (104)	15% (122)	25% (200)	25% (201)	13% (105)	3% (25)	2% (12)
HHI $50-$100k Media Monthly Consumer	6% (43)	11% (81)	18% (133)	27% (200)	22% (161)	13% (92)	2% (12)	— (3)
HHI $100k+ Media Monthly Consumer	7% (27)	15% (57)	14% (54)	25% (95)	20% (74)	12% (45)	3% (10)	1% (2)
PID: Dem (No Lean) Media Monthly Consumer	7% (62)	14% (125)	15% (137)	25% (222)	20% (179)	12% (111)	3% (26)	1% (8)
PID: Ind (No Lean) Media Monthly Consumer	4% (20)	10% (51)	14% (73)	28% (141)	25% (127)	13% (65)	2% (8)	2% (8)
PID: Rep (No Lean) Media Monthly Consumer	2% (12)	13% (67)	19% (98)	25% (132)	25% (130)	12% (65)	3% (13)	— (2)
Female Ent. Products Monthly Consumer	9% (72)	20% (158)	18% (145)	24% (192)	16% (124)	8% (65)	2% (15)	1% (7)
Male Ent. Products Monthly Consumer	4% (21)	12% (63)	19% (99)	32% (169)	21% (107)	9% (48)	1% (3)	— (2)

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Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
Gen Z Ent. Products Monthly Consumer	7% (18)	16% (40)	16% (39)	30% (74)	12% (29)	16% (38)	2% (6)	— (0)
Millennial Ent. Products Monthly Consumer	9% (64)	20% (133)	19% (131)	27% (182)	15% (98)	6% (39)	1% (9)	1% (7)
Gen X Ent. Products Monthly Consumer	2% (6)	16% (40)	21% (53)	25% (63)	24% (61)	8% (20)	1% (1)	1% (2)
Boomer Ent. Products Monthly Consumer	4% (5)	6% (8)	15% (21)	31% (44)	31% (43)	11% (16)	1% (1)	— (0)
HHI <$50k Ent. Products Monthly Consumer	5% (27)	16% (81)	16% (85)	28% (143)	20% (106)	10% (51)	2% (9)	1% (5)
HHI $50-$100k Ent. Products Monthly Consumer	8% (41)	17% (87)	22% (114)	28% (148)	16% (82)	8% (40)	1% (4)	1% (3)
HHI $100k+ Ent. Products Monthly Consumer	10% (26)	19% (53)	16% (45)	27% (73)	16% (44)	8% (22)	2% (5)	1% (2)
PID: Dem (No Lean) Ent. Products Monthly Consumer	11% (68)	18% (116)	18% (112)	25% (157)	16% (100)	9% (57)	2% (10)	— (1)
PID: Ind (No Lean) Ent. Products Monthly Consumer	4% (13)	15% (48)	16% (53)	31% (103)	21% (67)	8% (27)	2% (6)	2% (7)
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (12)	16% (58)	22% (79)	30% (105)	18% (64)	9% (30)	— (1)	— (1)
Female Travel Yearly Consumer	6% (76)	13% (172)	15% (192)	22% (295)	22% (287)	16% (212)	3% (40)	1% (15)
Male Travel Yearly Consumer	2% (19)	8% (84)	14% (139)	27% (279)	25% (254)	20% (201)	3% (35)	1% (9)
Gen Z Travel Yearly Consumer	6% (18)	14% (47)	15% (50)	25% (83)	15% (48)	17% (56)	5% (15)	2% (5)
Millennial Travel Yearly Consumer	8% (70)	16% (135)	18% (155)	25% (214)	18% (155)	10% (90)	2% (19)	1% (4)
Gen X Travel Yearly Consumer	1% (5)	11% (55)	13% (63)	25% (118)	28% (132)	19% (92)	2% (8)	1% (3)
Boomer Travel Yearly Consumer	— (3)	3% (19)	10% (62)	23% (151)	31% (201)	26% (166)	5% (30)	2% (11)
HHI <$50k Travel Yearly Consumer	3% (24)	12% (94)	14% (113)	23% (185)	25% (198)	18% (142)	3% (27)	1% (7)
HHI $50-$100k Travel Yearly Consumer	5% (46)	11% (103)	15% (146)	25% (247)	22% (213)	17% (170)	3% (26)	1% (12)
HHI $100k+ Travel Yearly Consumer	5% (26)	11% (60)	13% (73)	25% (142)	23% (134)	18% (104)	4% (22)	1% (5)
PID: Dem (No Lean) Travel Yearly Consumer	6% (68)	12% (133)	13% (143)	24% (265)	22% (242)	17% (183)	2% (25)	1% (12)
PID: Ind (No Lean) Travel Yearly Consumer	3% (18)	9% (50)	14% (81)	25% (143)	24% (136)	21% (120)	3% (17)	1% (8)
PID: Rep (No Lean) Travel Yearly Consumer	2% (11)	11% (74)	16% (108)	24% (166)	24% (166)	17% (113)	5% (32)	1% (4)
Female Alcohol Weekly Consumer	8% (39)	20% (99)	19% (96)	21% (107)	16% (80)	11% (57)	3% (13)	1% (4)
Male Alcohol Weekly Consumer	4% (9)	18% (39)	19% (44)	24% (54)	18% (41)	9% (20)	1% (2)	— (1)
Gen Z Alcohol Weekly Consumer	9% (4)	8% (4)	28% (14)	23% (11)	17% (8)	6% (3)	8% (4)	— (0)
Millennial Alcohol Weekly Consumer	11% (36)	29% (95)	22% (71)	20% (67)	9% (31)	4% (14)	2% (6)	1% (2)
Gen X Alcohol Weekly Consumer	3% (6)	15% (29)	13% (25)	23% (43)	22% (41)	16% (29)	1% (1)	1% (1)
Boomer Alcohol Weekly Consumer	1% (2)	5% (8)	19% (28)	25% (37)	27% (40)	19% (29)	2% (4)	1% (1)
HHI <$50k Alcohol Weekly Consumer	4% (10)	12% (32)	16% (43)	19% (50)	27% (73)	15% (41)	2% (5)	— (0)

Continued on next page

Table MCBR9_2: *How often, if at all, do you purchase the following?*
Household goods, such as cleaning products and decor

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (129)	8% (339)	12% (506)	24% (1067)	24% (1070)	19% (853)	3% (150)	2% (92)
HHI $50-$100k Alcohol Weekly Consumer	7% (20)	21% (63)	24% (69)	23% (67)	12% (34)	8% (22)	3% (8)	1% (4)
HHI $100k+ Alcohol Weekly Consumer	11% (18)	26% (44)	16% (27)	26% (43)	8% (14)	9% (15)	1% (2)	— (1)
PID: Dem (No Lean) Alcohol Weekly Consumer	9% (35)	22% (83)	18% (65)	22% (80)	13% (47)	9% (33)	2% (7)	— (1)
PID: Ind (No Lean) Alcohol Weekly Consumer	4% (6)	16% (25)	12% (19)	22% (35)	27% (43)	13% (21)	4% (6)	2% (2)
PID: Rep (No Lean) Alcohol Weekly Consumer	4% (8)	15% (30)	28% (56)	23% (45)	16% (32)	12% (24)	1% (2)	1% (1)
Monthly Beer Drinkers	4% (61)	12% (189)	15% (232)	26% (399)	22% (345)	15% (231)	3% (42)	1% (16)
Don't Drink Beer	2% (11)	3% (14)	7% (36)	29% (145)	25% (127)	23% (117)	2% (12)	2% (11)
Monthly Wine Drinkers	4% (63)	13% (183)	12% (176)	27% (381)	23% (320)	16% (227)	2% (34)	1% (11)
Don't Drink Wine	2% (10)	3% (15)	14% (71)	22% (109)	26% (126)	20% (96)	2% (8)	3% (12)
Monthly Hard Seltzer Drinker	7% (55)	19% (152)	18% (144)	25% (206)	18% (146)	9% (77)	2% (16)	1% (4)
Don't Drink Hard Seltzer	2% (21)	3% (42)	10% (119)	25% (309)	27% (328)	24% (290)	3% (36)	2% (25)
Monthly Spirits Drinker	4% (60)	13% (176)	15% (202)	26% (364)	22% (303)	15% (214)	2% (28)	1% (8)
Don't Drink Spirits	3% (18)	4% (23)	11% (56)	25% (128)	26% (133)	17% (85)	3% (16)	3% (16)
Monthly Canned Cocktail Drinker	7% (54)	19% (142)	18% (134)	24% (178)	17% (127)	8% (57)	2% (17)	1% (4)
Don't Drink Canned Cocktails	2% (23)	4% (51)	9% (120)	25% (318)	27% (348)	24% (299)	3% (41)	2% (26)
Weekly Beer Drinker	6% (57)	16% (162)	16% (165)	24% (247)	20% (208)	13% (130)	2% (22)	1% (10)
Weekly Wine Drinker	7% (52)	18% (139)	15% (119)	23% (184)	19% (150)	14% (109)	1% (12)	1% (6)
Weekly Hard Seltzer Drinker	11% (45)	26% (109)	20% (86)	22% (91)	12% (51)	4% (17)	2% (9)	1% (3)
Weekly Spirits Drinker	7% (52)	16% (112)	18% (131)	21% (149)	20% (139)	12% (89)	2% (15)	— (3)
Weekly Canned Cocktail Drinker	14% (50)	26% (95)	21% (76)	19% (68)	9% (35)	4% (13)	1% (6)	1% (4)
Don't Drink Alcohol	3% (47)	6% (98)	10% (179)	22% (386)	26% (450)	20% (342)	5% (80)	3% (47)
Purchased Car in Past 2 Years	5% (49)	13% (120)	13% (119)	26% (234)	23% (207)	13% (121)	2% (20)	1% (10)
Aware of Bud Light Events	4% (104)	9% (242)	12% (333)	24% (655)	24% (657)	19% (503)	3% (87)	1% (38)

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

Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
Gender: Male	3% (60)	5% (112)	5% (103)	11% (235)	13% (280)	31% (668)	15% (329)	12% (247)
Gender: Female	1% (22)	3% (67)	3% (70)	15% (330)	16% (366)	34% (773)	14% (325)	9% (202)
Age: 18-34	3% (42)	8% (100)	7% (88)	19% (241)	16% (206)	25% (313)	9% (113)	7% (84)
Age: 35-44	3% (24)	7% (51)	6% (45)	16% (120)	19% (138)	30% (220)	8% (60)	5% (38)
Age: 45-64	1% (13)	2% (25)	2% (25)	11% (155)	15% (207)	37% (529)	17% (246)	12% (169)
Age: 65+	— (3)	— (4)	2% (16)	6% (54)	10% (98)	40% (387)	24% (237)	17% (162)
GenZers: 1997-2012	1% (8)	6% (32)	9% (46)	20% (104)	17% (90)	27% (141)	9% (50)	5% (25)
Millennials: 1981-1996	4% (56)	8% (113)	6% (82)	17% (235)	17% (227)	26% (349)	8% (110)	7% (88)
GenXers: 1965-1980	1% (13)	3% (26)	3% (27)	14% (141)	18% (179)	33% (340)	15% (151)	9% (95)
Baby Boomers: 1946-1964	— (4)	1% (9)	1% (19)	6% (87)	10% (147)	41% (578)	23% (320)	16% (224)
PID: Dem (no lean)	3% (59)	6% (112)	5% (91)	15% (280)	14% (263)	31% (565)	13% (242)	9% (157)
PID: Ind (no lean)	1% (12)	2% (26)	2% (31)	11% (139)	15% (196)	34% (435)	16% (204)	12% (149)
PID: Rep (no lean)	1% (11)	3% (41)	4% (52)	12% (151)	15% (189)	35% (448)	16% (209)	11% (146)
PID/Gender: Dem Men	5% (45)	8% (76)	7% (61)	13% (121)	12% (110)	29% (259)	12% (107)	10% (87)
PID/Gender: Dem Women	1% (14)	4% (36)	3% (30)	17% (159)	17% (153)	33% (303)	15% (134)	7% (69)
PID/Gender: Ind Men	1% (6)	1% (7)	3% (17)	10% (54)	14% (76)	33% (187)	18% (100)	15% (82)
PID/Gender: Ind Women	1% (6)	3% (20)	2% (13)	12% (82)	17% (118)	35% (244)	15% (103)	9% (67)
PID/Gender: Rep Men	1% (9)	4% (29)	4% (26)	9% (60)	14% (94)	34% (221)	19% (121)	12% (78)
PID/Gender: Rep Women	— (2)	2% (12)	4% (26)	14% (89)	15% (95)	37% (227)	14% (88)	11% (67)
Ideo: Liberal (1-3)	3% (35)	6% (81)	4% (51)	15% (207)	16% (227)	31% (433)	13% (182)	9% (121)
Ideo: Moderate (4)	1% (10)	2% (25)	4% (51)	12% (156)	16% (199)	35% (449)	16% (208)	11% (135)
Ideo: Conservative (5-7)	2% (30)	3% (47)	4% (51)	11% (151)	13% (175)	35% (463)	16% (218)	12% (159)
Educ: < College	1% (38)	4% (109)	3% (100)	13% (377)	16% (450)	30% (875)	16% (463)	11% (329)
Educ: Bachelors degree	2% (15)	4% (39)	3% (34)	13% (126)	13% (129)	39% (380)	13% (128)	9% (88)
Educ: Post-grad	5% (29)	6% (31)	7% (41)	12% (68)	13% (70)	35% (193)	11% (64)	6% (35)
Income: Under 50k	1% (24)	2% (34)	3% (58)	11% (243)	14% (315)	32% (692)	19% (402)	13% (274)
Income: 50k-100k	2% (34)	7% (102)	5% (70)	15% (222)	15% (223)	33% (488)	13% (189)	9% (128)
Income: 100k+	3% (23)	6% (44)	6% (46)	14% (105)	15% (111)	36% (267)	9% (64)	7% (49)
Ethnicity: White	2% (65)	4% (143)	4% (132)	11% (387)	14% (480)	34% (1163)	16% (530)	11% (365)

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Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
Ethnicity: Hispanic	4% (27)	9% (69)	6% (45)	14% (106)	16% (125)	22% (170)	14% (103)	9% (72)
Ethnicity: Black	2% (11)	4% (22)	4% (25)	19% (107)	21% (119)	27% (154)	10% (55)	7% (37)
Ethnicity: Other	1% (6)	3% (15)	4% (16)	17% (76)	11% (50)	30% (131)	16% (70)	11% (50)
All Christian	1% (22)	3% (68)	4% (75)	13% (247)	13% (260)	35% (686)	17% (337)	10% (205)
All Non-Christian	10% (38)	12% (46)	6% (24)	12% (45)	18% (70)	23% (91)	7% (26)	7% (26)
Atheist	— (0)	3% (5)	11% (21)	5% (9)	9% (18)	42% (79)	15% (28)	14% (27)
Agnostic/Nothing in particular	1% (15)	4% (42)	2% (26)	14% (153)	15% (169)	34% (380)	15% (167)	11% (122)
Something Else	1% (6)	3% (19)	4% (28)	16% (116)	18% (132)	29% (212)	13% (97)	10% (74)
Religious Non-Protestant/Catholic	9% (39)	10% (46)	6% (25)	13% (57)	17% (76)	23% (104)	7% (33)	8% (37)
Evangelical	2% (20)	3% (38)	4% (48)	15% (173)	16% (184)	30% (343)	16% (186)	9% (109)
Non-Evangelical	— (7)	3% (47)	3% (51)	12% (178)	13% (197)	37% (539)	17% (251)	11% (162)
Community: Urban	4% (56)	7% (101)	6% (91)	15% (212)	15% (216)	27% (389)	13% (181)	8% (120)
Community: Suburban	1% (13)	3% (53)	2% (45)	12% (236)	16% (313)	37% (709)	15% (297)	11% (209)
Community: Rural	1% (12)	3% (26)	4% (38)	12% (123)	12% (119)	34% (350)	17% (177)	12% (123)
Employ: Private Sector	3% (38)	5% (75)	5% (68)	15% (213)	17% (232)	33% (464)	12% (167)	7% (99)
Employ: Government	7% (20)	11% (34)	7% (20)	16% (47)	13% (38)	31% (92)	6% (16)	7% (21)
Employ: Self-Employed	4% (17)	5% (23)	5% (21)	16% (69)	18% (78)	28% (123)	11% (46)	9% (39)
Employ: Homemaker	— (0)	4% (11)	1% (3)	15% (35)	12% (30)	37% (89)	13% (32)	11% (26)
Employ: Student	— (1)	8% (14)	15% (26)	19% (34)	21% (37)	21% (38)	7% (13)	4% (7)
Employ: Retired	— (3)	1% (7)	2% (17)	8% (85)	11% (125)	39% (443)	23% (260)	14% (162)
Employ: Unemployed	1% (3)	2% (9)	3% (12)	9% (45)	17% (80)	28% (130)	18% (83)	13% (59)
Employ: Other	— (0)	3% (7)	3% (7)	17% (43)	11% (29)	27% (69)	15% (38)	15% (39)
Military HH: Yes	3% (18)	4% (23)	3% (20)	11% (70)	11% (69)	33% (212)	15% (94)	16% (104)
Military HH: No	2% (63)	4% (157)	4% (154)	13% (500)	15% (580)	33% (1236)	15% (561)	9% (349)
2022 House Vote: Democrat	2% (42)	6% (103)	4% (74)	15% (277)	14% (262)	33% (609)	14% (250)	8% (153)
2022 House Vote: Republican	1% (15)	3% (39)	4% (46)	11% (142)	14% (175)	37% (470)	17% (217)	11% (138)
2022 House Vote: Someone else	1% (1)	1% (1)	3% (3)	14% (14)	16% (16)	39% (40)	11% (11)	14% (14)
2022 House Vote: Didnt Vote	2% (23)	3% (37)	4% (50)	12% (138)	16% (195)	27% (330)	15% (177)	12% (147)

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Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
2020 Vote: Joe Biden	2% (44)	5% (105)	4% (77)	14% (267)	14% (277)	34% (653)	15% (281)	8% (161)
2020 Vote: Donald Trump	1% (13)	2% (25)	2% (33)	12% (156)	14% (193)	36% (487)	17% (232)	13% (180)
2020 Vote: Other	— (0)	1% (2)	6% (8)	14% (17)	12% (15)	40% (49)	13% (16)	10% (12)
2020 Vote: Didn't Vote	2% (24)	5% (48)	6% (57)	13% (130)	16% (164)	26% (258)	13% (126)	10% (99)
2018 House Vote: Democrat	3% (41)	6% (90)	4% (64)	15% (241)	14% (228)	35% (562)	13% (207)	9% (151)
2018 House Vote: Republican	1% (18)	2% (29)	3% (37)	10% (123)	14% (163)	38% (453)	17% (201)	12% (138)
2018 House Vote: Someone else	— (0)	— (0)	— (0)	12% (13)	17% (17)	46% (47)	12% (12)	9% (9)
2018 House Vote: Didnt Vote	2% (23)	4% (61)	5% (73)	13% (193)	16% (241)	26% (386)	16% (234)	10% (154)
4-Region: Northeast	3% (24)	5% (42)	4% (35)	12% (91)	16% (126)	34% (264)	15% (112)	7% (52)
4-Region: Midwest	1% (13)	4% (33)	4% (34)	12% (106)	14% (124)	35% (319)	15% (140)	12% (111)
4-Region: South	2% (25)	3% (51)	3% (58)	14% (238)	15% (256)	33% (546)	15% (250)	10% (165)
4-Region: West	2% (19)	5% (53)	5% (48)	13% (136)	14% (143)	31% (320)	15% (154)	12% (125)
2304079	2% (41)	4% (98)	4% (77)	13% (287)	14% (317)	32% (714)	16% (359)	10% (226)
2304086	2% (40)	4% (82)	4% (97)	13% (284)	15% (332)	33% (735)	13% (295)	10% (226)
Ethnicity: White (Non-Hispanic)	1% (40)	3% (82)	3% (91)	11% (299)	14% (372)	37% (1014)	16% (438)	11% (296)
Ethnicity: Hispanic	4% (27)	9% (69)	6% (45)	14% (106)	16% (125)	22% (170)	14% (103)	9% (72)
Ethnicity: Black (Non-Hispanic)	2% (11)	3% (16)	4% (22)	19% (99)	21% (109)	28% (147)	10% (54)	7% (37)
Ethnicity: Asian + Other (Non-Hispanic)	1% (3)	3% (13)	4% (15)	17% (66)	11% (43)	30% (116)	16% (60)	12% (47)
Female F&b Monthly Consumer	3% (50)	5% (108)	5% (100)	11% (226)	14% (274)	32% (633)	16% (311)	12% (231)
Male F&b Monthly Consumer	1% (20)	3% (58)	3% (69)	15% (317)	16% (340)	36% (743)	15% (310)	9% (185)
Gen Z F&b Monthly Consumer	2% (7)	7% (31)	10% (46)	21% (100)	18% (82)	26% (122)	11% (50)	4% (18)
Millennial F&b Monthly Consumer	4% (48)	9% (104)	6% (78)	19% (228)	18% (221)	27% (329)	8% (98)	6% (78)
Gen X F&b Monthly Consumer	1% (11)	2% (22)	3% (27)	14% (134)	18% (167)	35% (329)	15% (144)	9% (90)
Boomer F&b Monthly Consumer	— (4)	1% (9)	1% (19)	6% (84)	10% (140)	42% (565)	23% (307)	16% (211)
HHI <$50k F&b Monthly Consumer	1% (20)	2% (30)	3% (58)	12% (232)	15% (291)	33% (656)	19% (382)	13% (257)
HHI $50-$100k F&b Monthly Consumer	2% (31)	7% (93)	5% (66)	16% (218)	15% (216)	33% (466)	13% (183)	8% (115)
HHI $100k+ F&b Monthly Consumer	3% (19)	6% (42)	7% (45)	15% (100)	16% (110)	38% (260)	8% (58)	7% (46)
PID: Dem (No Lean) F&b Monthly Consumer	3% (48)	6% (104)	5% (90)	16% (270)	15% (253)	32% (545)	13% (232)	8% (143)
PID: Ind (No Lean) F&b Monthly Consumer	1% (12)	2% (23)	3% (29)	11% (132)	16% (180)	35% (404)	17% (196)	12% (134)

Continued on next page

Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
PID: Rep (No Lean) F&b Monthly Consumer	1% (11)	3% (39)	4% (51)	12% (147)	15% (184)	36% (432)	16% (196)	12% (141)
Female Hh Goods Monthly Consumer	4% (54)	7% (107)	6% (94)	14% (216)	15% (230)	30% (448)	14% (211)	8% (119)
Male Hh Goods Monthly Consumer	1% (20)	4% (57)	4% (58)	18% (290)	19% (309)	34% (544)	12% (199)	6% (99)
Gen Z Hh Goods Monthly Consumer	2% (7)	9% (32)	10% (38)	25% (93)	15% (54)	22% (81)	12% (46)	3% (12)
Millennial Hh Goods Monthly Consumer	5% (50)	10% (104)	7% (73)	21% (217)	19% (197)	24% (246)	7% (70)	4% (45)
Gen X Hh Goods Monthly Consumer	2% (12)	3% (22)	3% (24)	16% (119)	21% (156)	34% (252)	13% (98)	7% (53)
Boomer Hh Goods Monthly Consumer	— (4)	1% (6)	2% (17)	8% (76)	14% (127)	43% (388)	20% (183)	11% (103)
HHI <$50k Hh Goods Monthly Consumer	2% (23)	2% (29)	3% (48)	15% (214)	17% (256)	33% (488)	17% (253)	9% (139)
HHI $50-$100k Hh Goods Monthly Consumer	3% (31)	8% (93)	6% (62)	18% (201)	18% (192)	30% (325)	11% (124)	5% (54)
HHI $100k+ Hh Goods Monthly Consumer	4% (20)	8% (42)	8% (42)	17% (93)	17% (93)	34% (183)	6% (33)	5% (27)
PID: Dem (No Lean) Hh Goods Monthly Consumer	4% (52)	7% (99)	6% (85)	19% (248)	16% (220)	29% (390)	11% (146)	6% (76)
PID: Ind (No Lean) Hh Goods Monthly Consumer	1% (11)	3% (24)	3% (27)	15% (126)	18% (154)	33% (283)	15% (131)	10% (83)
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (10)	4% (40)	4% (41)	15% (135)	18% (167)	35% (323)	15% (133)	7% (61)
Female Apparel Monthly Consumer	8% (60)	14% (112)	13% (103)	30% (235)	35% (280)	— (0)	— (0)	— (0)
Male Apparel Monthly Consumer	3% (22)	8% (67)	8% (70)	39% (330)	43% (366)	— (0)	— (0)	— (0)
Gen Z Apparel Monthly Consumer	3% (8)	11% (32)	16% (46)	37% (104)	32% (90)	— (0)	— (0)	— (0)
Millennial Apparel Monthly Consumer	8% (56)	16% (113)	12% (82)	33% (235)	32% (227)	— (0)	— (0)	— (0)
Gen X Apparel Monthly Consumer	3% (13)	7% (26)	7% (27)	37% (141)	46% (179)	— (0)	— (0)	— (0)
Boomer Apparel Monthly Consumer	2% (4)	3% (9)	7% (19)	33% (87)	55% (147)	— (0)	— (0)	— (0)
HHI <$50k Apparel Monthly Consumer	4% (24)	5% (34)	9% (58)	36% (243)	47% (315)	— (0)	— (0)	— (0)
HHI $50-$100k Apparel Monthly Consumer	5% (34)	16% (102)	11% (70)	34% (222)	34% (223)	— (0)	— (0)	— (0)
HHI $100k+ Apparel Monthly Consumer	7% (23)	13% (44)	14% (46)	32% (105)	34% (111)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Apparel Monthly Consumer	7% (59)	14% (112)	11% (91)	35% (280)	33% (263)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Apparel Monthly Consumer	3% (12)	6% (26)	8% (31)	34% (139)	49% (196)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Apparel Monthly Consumer	2% (11)	9% (41)	12% (52)	34% (151)	43% (189)	— (0)	— (0)	— (0)
Female Electronics Yearly Consumer	4% (53)	7% (108)	7% (99)	15% (212)	17% (245)	32% (471)	12% (173)	4% (62)
Male Electronics Yearly Consumer	2% (18)	5% (61)	5% (56)	20% (235)	21% (244)	32% (382)	11% (133)	4% (46)
Gen Z Electronics Yearly Consumer	2% (6)	9% (32)	12% (46)	21% (79)	17% (65)	26% (98)	6% (22)	3% (13)
Millennial Electronics Yearly Consumer	5% (49)	11% (106)	7% (71)	21% (209)	19% (193)	25% (250)	7% (69)	4% (38)

Continued on next page

Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
Gen X Electronics Yearly Consumer	2% (11)	4% (22)	4% (25)	16% (100)	22% (138)	35% (219)	12% (77)	5% (29)
Boomer Electronics Yearly Consumer	1% (4)	1% (8)	2% (13)	10% (60)	15% (93)	44% (269)	21% (126)	5% (28)
HHI <$50k Electronics Yearly Consumer	2% (22)	3% (31)	4% (44)	15% (176)	20% (228)	33% (380)	17% (192)	5% (60)
HHI $50-$100k Electronics Yearly Consumer	3% (31)	10% (96)	7% (65)	19% (190)	18% (178)	30% (300)	8% (81)	4% (38)
HHI $100k+ Electronics Yearly Consumer	4% (19)	8% (42)	9% (46)	17% (85)	17% (86)	35% (178)	7% (33)	2% (12)
PID: Dem (No Lean) Electronics Yearly Consumer	4% (52)	9% (107)	7% (85)	19% (220)	17% (192)	30% (344)	10% (113)	2% (29)
PID: Ind (No Lean) Electronics Yearly Consumer	1% (9)	3% (21)	3% (23)	15% (108)	20% (146)	34% (249)	14% (104)	6% (44)
PID: Rep (No Lean) Electronics Yearly Consumer	1% (11)	5% (40)	6% (46)	16% (122)	20% (153)	34% (265)	12% (90)	5% (37)
Female Beauty & Care Monthly Consumer	4% (52)	8% (108)	6% (84)	15% (208)	17% (224)	29% (396)	13% (171)	7% (89)
Male Beauty & Care Monthly Consumer	1% (20)	4% (63)	4% (59)	20% (287)	20% (295)	32% (462)	11% (165)	5% (73)
Gen Z Beauty & Care Monthly Consumer	2% (6)	9% (32)	10% (37)	25% (94)	18% (68)	24% (89)	8% (30)	3% (12)
Millennial Beauty & Care Monthly Consumer	5% (49)	11% (110)	8% (73)	22% (214)	20% (189)	22% (211)	7% (69)	4% (34)
Gen X Beauty & Care Monthly Consumer	2% (11)	3% (23)	2% (17)	17% (114)	22% (149)	32% (219)	14% (97)	6% (43)
Boomer Beauty & Care Monthly Consumer	1% (4)	1% (6)	2% (17)	10% (76)	15% (109)	43% (323)	18% (134)	10% (73)
HHI <$50k Beauty & Care Monthly Consumer	2% (21)	2% (32)	3% (41)	16% (205)	20% (260)	33% (435)	16% (214)	7% (95)
HHI $50-$100k Beauty & Care Monthly Consumer	3% (31)	10% (98)	6% (62)	20% (201)	18% (183)	28% (282)	10% (98)	4% (44)
HHI $100k+ Beauty & Care Monthly Consumer	4% (19)	9% (42)	9% (40)	20% (94)	16% (76)	31% (145)	5% (25)	5% (25)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	4% (52)	9% (108)	6% (78)	19% (242)	18% (220)	28% (344)	11% (133)	4% (53)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	1% (10)	3% (24)	3% (24)	17% (127)	19% (146)	32% (243)	13% (97)	8% (60)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	1% (9)	5% (38)	5% (42)	16% (131)	19% (153)	34% (275)	13% (106)	6% (50)
Female Insurance Yearly Consumer	3% (51)	7% (105)	6% (89)	12% (185)	14% (224)	33% (520)	14% (225)	10% (156)
Male Insurance Yearly Consumer	1% (19)	3% (50)	4% (58)	15% (225)	18% (266)	37% (557)	14% (205)	7% (111)
Gen Z Insurance Yearly Consumer	2% (6)	8% (29)	12% (42)	20% (68)	19% (67)	25% (85)	8% (26)	3% (10)
Millennial Insurance Yearly Consumer	5% (49)	11% (101)	7% (70)	19% (184)	18% (174)	26% (250)	6% (61)	5% (45)
Gen X Insurance Yearly Consumer	2% (11)	3% (18)	3% (20)	14% (96)	18% (120)	37% (253)	14% (96)	8% (56)
Boomer Insurance Yearly Consumer	— (4)	1% (7)	1% (15)	6% (59)	12% (123)	44% (452)	22% (225)	14% (141)
HHI <$50k Insurance Yearly Consumer	1% (20)	2% (30)	3% (45)	11% (148)	16% (214)	36% (496)	18% (244)	11% (144)
HHI $50-$100k Insurance Yearly Consumer	3% (31)	7% (84)	6% (64)	16% (181)	16% (179)	32% (368)	12% (133)	8% (91)
HHI $100k+ Insurance Yearly Consumer	3% (19)	7% (41)	7% (39)	14% (81)	17% (97)	37% (215)	9% (54)	6% (34)

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Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
PID: Dem (No Lean) Insurance Yearly Consumer	4% (50)	8% (97)	6% (83)	15% (193)	15% (200)	33% (425)	12% (156)	6% (77)
PID: Ind (No Lean) Insurance Yearly Consumer	1% (9)	3% (22)	3% (24)	11% (97)	15% (128)	37% (321)	17% (142)	11% (90)
PID: Rep (No Lean) Insurance Yearly Consumer	1% (11)	4% (36)	4% (41)	13% (120)	17% (162)	35% (333)	14% (134)	11% (102)
Female Pharma Monthly Consumer	4% (51)	8% (107)	6% (77)	13% (182)	16% (215)	30% (409)	14% (192)	9% (122)
Male Pharma Monthly Consumer	1% (17)	4% (50)	4% (58)	16% (222)	19% (262)	34% (470)	13% (186)	8% (108)
Gen Z Pharma Monthly Consumer	2% (6)	9% (27)	10% (28)	21% (62)	20% (60)	25% (73)	9% (26)	3% (9)
Millennial Pharma Monthly Consumer	6% (46)	13% (103)	9% (70)	21% (173)	19% (159)	22% (184)	5% (45)	4% (31)
Gen X Pharma Monthly Consumer	2% (12)	3% (21)	3% (19)	15% (103)	22% (151)	32% (224)	14% (98)	8% (56)
Boomer Pharma Monthly Consumer	— (4)	1% (7)	2% (17)	7% (66)	12% (107)	42% (379)	21% (191)	13% (122)
HHI <$50k Pharma Monthly Consumer	1% (18)	2% (26)	3% (45)	12% (165)	16% (218)	33% (440)	18% (247)	12% (157)
HHI $50-$100k Pharma Monthly Consumer	3% (31)	9% (90)	5% (50)	17% (163)	18% (178)	30% (294)	10% (102)	6% (54)
HHI $100k+ Pharma Monthly Consumer	4% (19)	9% (42)	9% (40)	17% (80)	18% (82)	32% (150)	7% (30)	4% (21)
PID: Dem (No Lean) Pharma Monthly Consumer	4% (50)	9% (104)	6% (68)	17% (204)	16% (188)	29% (355)	12% (145)	6% (77)
PID: Ind (No Lean) Pharma Monthly Consumer	1% (9)	2% (17)	3% (24)	14% (98)	19% (137)	32% (232)	16% (118)	10% (76)
PID: Rep (No Lean) Pharma Monthly Consumer	1% (10)	4% (36)	5% (43)	12% (106)	18% (152)	35% (296)	14% (117)	9% (80)
Female Media Monthly Consumer	5% (53)	10% (102)	8% (80)	15% (156)	17% (175)	28% (289)	10% (101)	5% (57)
Male Media Monthly Consumer	2% (18)	6% (51)	6% (50)	21% (186)	20% (175)	28% (248)	12% (104)	4% (38)
Gen Z Media Monthly Consumer	2% (6)	11% (32)	11% (32)	21% (62)	19% (57)	23% (68)	9% (27)	4% (12)
Millennial Media Monthly Consumer	6% (50)	13% (100)	9% (70)	21% (166)	18% (144)	20% (159)	6% (47)	4% (31)
Gen X Media Monthly Consumer	3% (12)	4% (17)	4% (19)	17% (74)	21% (93)	31% (135)	12% (53)	5% (23)
Boomer Media Monthly Consumer	1% (4)	1% (5)	3% (10)	10% (39)	14% (55)	43% (167)	20% (78)	7% (28)
HHI <$50k Media Monthly Consumer	3% (22)	3% (25)	5% (41)	16% (133)	19% (153)	30% (245)	15% (125)	6% (52)
HHI $50-$100k Media Monthly Consumer	4% (29)	12% (88)	7% (50)	19% (139)	18% (129)	27% (197)	9% (67)	4% (32)
HHI $100k+ Media Monthly Consumer	6% (21)	11% (40)	11% (40)	19% (72)	18% (68)	26% (97)	4% (14)	3% (12)
PID: Dem (No Lean) Media Monthly Consumer	6% (52)	11% (99)	8% (71)	18% (165)	16% (145)	27% (238)	8% (74)	4% (32)
PID: Ind (No Lean) Media Monthly Consumer	2% (9)	4% (20)	5% (25)	17% (88)	18% (89)	29% (147)	13% (66)	10% (49)
PID: Rep (No Lean) Media Monthly Consumer	2% (10)	6% (33)	7% (36)	17% (92)	22% (116)	29% (153)	13% (67)	3% (15)
Female Ent. Products Monthly Consumer	6% (47)	13% (104)	11% (88)	21% (166)	21% (166)	17% (136)	6% (45)	3% (26)
Male Ent. Products Monthly Consumer	3% (18)	10% (51)	7% (37)	27% (141)	23% (121)	20% (107)	6% (29)	3% (14)

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Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
Gen Z Ent. Products Monthly Consumer	2% (6)	13% (32)	13% (32)	26% (64)	26% (64)	13% (32)	4% (11)	2% (6)
Millennial Ent. Products Monthly Consumer	7% (46)	15% (101)	10% (67)	24% (165)	20% (134)	16% (110)	5% (32)	2% (15)
Gen X Ent. Products Monthly Consumer	5% (12)	7% (17)	8% (19)	21% (53)	23% (57)	22% (55)	7% (17)	6% (14)
Boomer Ent. Products Monthly Consumer	1% (2)	3% (5)	4% (6)	20% (29)	23% (32)	31% (44)	10% (15)	4% (5)
HHI <$50k Ent. Products Monthly Consumer	3% (18)	5% (25)	7% (38)	24% (123)	23% (117)	23% (121)	9% (46)	4% (23)
HHI $50-$100k Ent. Products Monthly Consumer	5% (28)	17% (91)	10% (51)	24% (124)	22% (117)	14% (75)	4% (20)	3% (14)
HHI $100k+ Ent. Products Monthly Consumer	7% (20)	14% (38)	13% (37)	23% (64)	20% (54)	17% (47)	3% (8)	1% (4)
PID: Dem (No Lean) Ent. Products Monthly Consumer	8% (49)	16% (99)	12% (74)	23% (144)	19% (122)	17% (106)	4% (27)	1% (6)
PID: Ind (No Lean) Ent. Products Monthly Consumer	3% (8)	6% (21)	7% (22)	25% (83)	26% (86)	20% (65)	8% (25)	5% (15)
PID: Rep (No Lean) Ent. Products Monthly Consumer	2% (8)	10% (35)	8% (29)	24% (83)	23% (80)	20% (72)	6% (22)	6% (20)
Female Travel Yearly Consumer	4% (51)	8% (104)	7% (92)	14% (179)	17% (221)	33% (437)	10% (128)	7% (91)
Male Travel Yearly Consumer	2% (17)	5% (50)	5% (53)	18% (183)	21% (219)	36% (371)	9% (89)	4% (40)
Gen Z Travel Yearly Consumer	2% (6)	10% (32)	12% (39)	21% (69)	22% (71)	24% (78)	7% (22)	3% (10)
Millennial Travel Yearly Consumer	6% (48)	12% (103)	8% (69)	21% (179)	20% (169)	24% (210)	5% (46)	3% (27)
Gen X Travel Yearly Consumer	3% (12)	3% (13)	4% (21)	15% (72)	21% (99)	39% (189)	7% (34)	8% (37)
Boomer Travel Yearly Consumer	— (2)	1% (6)	2% (15)	7% (44)	15% (99)	49% (321)	17% (109)	8% (51)
HHI <$50k Travel Yearly Consumer	2% (20)	3% (24)	5% (36)	14% (116)	22% (175)	35% (286)	11% (89)	7% (58)
HHI $50-$100k Travel Yearly Consumer	3% (29)	9% (91)	7% (64)	17% (164)	18% (174)	31% (306)	9% (85)	5% (52)
HHI $100k+ Travel Yearly Consumer	3% (20)	7% (39)	8% (44)	15% (85)	16% (93)	39% (221)	7% (42)	4% (23)
PID: Dem (No Lean) Travel Yearly Consumer	4% (47)	9% (102)	8% (82)	16% (177)	18% (192)	32% (348)	8% (86)	4% (49)
PID: Ind (No Lean) Travel Yearly Consumer	2% (11)	4% (20)	4% (23)	15% (88)	19% (112)	37% (213)	12% (68)	6% (36)
PID: Rep (No Lean) Travel Yearly Consumer	1% (10)	5% (32)	6% (39)	15% (100)	20% (139)	37% (251)	9% (62)	7% (48)
Female Alcohol Weekly Consumer	6% (29)	13% (66)	9% (44)	14% (71)	18% (89)	24% (121)	9% (48)	5% (24)
Male Alcohol Weekly Consumer	3% (6)	10% (22)	8% (18)	22% (49)	17% (39)	28% (62)	4% (10)	5% (11)
Gen Z Alcohol Weekly Consumer	3% (2)	24% (12)	7% (3)	19% (10)	24% (12)	14% (7)	7% (3)	— (0)
Millennial Alcohol Weekly Consumer	8% (25)	19% (63)	14% (45)	18% (60)	19% (63)	13% (43)	4% (12)	3% (11)
Gen X Alcohol Weekly Consumer	4% (8)	5% (9)	5% (9)	19% (35)	17% (32)	34% (64)	8% (14)	5% (10)
Boomer Alcohol Weekly Consumer	— (1)	3% (4)	2% (4)	10% (14)	13% (19)	45% (67)	17% (25)	8% (11)
HHI <$50k Alcohol Weekly Consumer	3% (7)	2% (6)	3% (9)	19% (50)	15% (41)	35% (95)	13% (35)	7% (19)

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Table MCBR9_3: *How often, if at all, do you purchase the following?*
Apparel, shoes, or accessories

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (81)	4% (180)	4% (174)	13% (570)	15% (649)	33% (1449)	15% (655)	10% (453)
HHI $50-$100k Alcohol Weekly Consumer	6% (17)	18% (52)	8% (23)	16% (48)	22% (63)	16% (46)	7% (20)	5% (15)
HHI $100k+ Alcohol Weekly Consumer	6% (11)	18% (30)	17% (29)	14% (23)	14% (24)	25% (42)	2% (3)	1% (1)
PID: Dem (No Lean) Alcohol Weekly Consumer	8% (30)	19% (69)	10% (38)	16% (58)	14% (51)	21% (78)	6% (22)	4% (15)
PID: Ind (No Lean) Alcohol Weekly Consumer	— (0)	4% (6)	4% (7)	21% (34)	16% (26)	29% (47)	12% (18)	7% (12)
PID: Rep (No Lean) Alcohol Weekly Consumer	2% (5)	7% (13)	8% (17)	14% (29)	26% (52)	29% (58)	8% (17)	4% (8)
Monthly Beer Drinkers	3% (41)	7% (102)	5% (85)	15% (228)	19% (292)	32% (497)	11% (177)	6% (91)
Don't Drink Beer	1% (3)	2% (11)	2% (8)	15% (78)	17% (84)	36% (185)	12% (59)	12% (59)
Monthly Wine Drinkers	3% (37)	8% (107)	6% (83)	17% (238)	19% (266)	32% (458)	10% (142)	4% (60)
Don't Drink Wine	1% (3)	2% (9)	2% (8)	11% (56)	15% (73)	37% (181)	15% (74)	12% (58)
Monthly Hard Seltzer Drinker	5% (37)	11% (90)	8% (68)	18% (145)	21% (168)	27% (217)	5% (44)	4% (32)
Don't Drink Hard Seltzer	1% (7)	2% (20)	2% (24)	11% (140)	14% (174)	39% (482)	17% (206)	11% (130)
Monthly Spirits Drinker	3% (37)	8% (110)	5% (71)	17% (231)	20% (277)	33% (460)	8% (114)	5% (66)
Don't Drink Spirits	1% (7)	2% (8)	4% (19)	10% (50)	14% (72)	30% (152)	20% (104)	12% (62)
Monthly Canned Cocktail Drinker	5% (38)	13% (96)	9% (66)	23% (168)	21% (153)	22% (162)	3% (24)	3% (19)
Don't Drink Canned Cocktails	— (6)	1% (18)	2% (26)	10% (124)	13% (168)	41% (522)	18% (224)	11% (140)
Weekly Beer Drinker	4% (39)	9% (91)	7% (68)	13% (135)	20% (206)	29% (295)	9% (97)	6% (64)
Weekly Wine Drinker	5% (37)	12% (96)	8% (61)	16% (125)	15% (116)	30% (236)	9% (69)	4% (34)
Weekly Hard Seltzer Drinker	8% (34)	17% (73)	11% (45)	17% (73)	18% (75)	19% (79)	4% (18)	3% (14)
Weekly Spirits Drinker	5% (36)	11% (80)	7% (51)	17% (119)	19% (134)	28% (203)	7% (50)	4% (25)
Weekly Canned Cocktail Drinker	9% (35)	21% (76)	12% (45)	24% (89)	13% (49)	13% (47)	2% (6)	2% (6)
Don't Drink Alcohol	2% (34)	3% (52)	3% (49)	11% (184)	12% (199)	30% (518)	19% (326)	15% (254)
Purchased Car in Past 2 Years	4% (32)	10% (92)	7% (62)	16% (148)	17% (151)	27% (247)	10% (93)	7% (61)
Aware of Bud Light Events	2% (65)	5% (146)	5% (128)	13% (341)	15% (417)	35% (934)	13% (358)	8% (228)

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

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
Gender: Male	4% (95)	4% (92)	5% (97)	8% (176)	9% (194)	21% (452)	16% (347)	26% (556)
Gender: Female	2% (42)	2% (43)	2% (36)	3% (76)	6% (125)	18% (403)	21% (468)	37% (835)
Age: 18-34	6% (72)	6% (73)	6% (70)	10% (124)	10% (132)	21% (265)	16% (204)	18% (233)
Age: 35-44	5% (37)	6% (41)	4% (28)	10% (77)	11% (81)	22% (164)	15% (114)	19% (138)
Age: 45-64	1% (20)	1% (16)	2% (29)	3% (40)	6% (81)	21% (302)	20% (291)	37% (520)
Age: 65+	1% (8)	— (4)	1% (8)	1% (11)	3% (25)	14% (132)	21% (208)	52% (505)
GenZers: 1997-2012	5% (28)	5% (26)	2% (12)	10% (54)	11% (59)	23% (122)	14% (72)	23% (121)
Millennials: 1981-1996	6% (78)	6% (86)	6% (83)	10% (137)	10% (133)	21% (277)	16% (213)	17% (223)
GenXers: 1965-1980	2% (16)	2% (17)	3% (27)	4% (43)	9% (88)	22% (225)	21% (211)	29% (299)
Baby Boomers: 1946-1964	1% (14)	— (6)	1% (11)	1% (18)	3% (39)	16% (224)	21% (295)	50% (704)
PID: Dem (no lean)	5% (91)	4% (72)	5% (86)	7% (122)	8% (143)	18% (331)	17% (315)	29% (535)
PID: Ind (no lean)	1% (18)	3% (42)	1% (15)	5% (59)	7% (84)	21% (269)	19% (239)	34% (433)
PID: Rep (no lean)	2% (28)	2% (21)	3% (32)	6% (71)	7% (92)	21% (263)	21% (264)	33% (426)
PID/Gender: Dem Men	8% (70)	6% (56)	7% (61)	9% (81)	9% (84)	20% (178)	13% (119)	23% (205)
PID/Gender: Dem Women	2% (21)	2% (16)	3% (25)	4% (41)	6% (59)	16% (151)	21% (196)	36% (329)
PID/Gender: Ind Men	2% (10)	4% (21)	2% (10)	7% (37)	8% (44)	23% (128)	18% (100)	30% (167)
PID/Gender: Ind Women	1% (8)	3% (21)	1% (5)	3% (21)	6% (39)	19% (135)	19% (136)	37% (263)
PID/Gender: Rep Men	2% (15)	2% (15)	4% (26)	9% (58)	10% (65)	22% (146)	19% (128)	28% (183)
PID/Gender: Rep Women	2% (13)	1% (6)	1% (5)	2% (14)	4% (27)	19% (117)	22% (136)	39% (243)
Ideo: Liberal (1-3)	4% (54)	4% (60)	3% (44)	6% (90)	8% (110)	19% (267)	19% (269)	31% (428)
Ideo: Moderate (4)	3% (37)	2% (29)	2% (32)	5% (70)	8% (98)	23% (292)	18% (234)	29% (376)
Ideo: Conservative (5-7)	3% (40)	3% (36)	4% (53)	5% (73)	7% (88)	18% (234)	19% (249)	35% (474)
Educ: < College	3% (79)	3% (73)	3% (74)	6% (167)	7% (206)	19% (550)	18% (527)	32% (928)
Educ: Bachelors degree	3% (29)	3% (26)	3% (30)	5% (46)	7% (65)	20% (194)	20% (197)	35% (337)
Educ: Post-grad	5% (29)	6% (36)	5% (30)	7% (40)	9% (48)	21% (119)	17% (94)	23% (129)
Income: Under 50k	2% (37)	2% (46)	2% (41)	5% (100)	6% (136)	18% (396)	19% (409)	35% (758)
Income: 50k-100k	5% (69)	3% (46)	4% (63)	7% (106)	9% (133)	19% (286)	19% (284)	30% (447)
Income: 100k+	4% (31)	6% (42)	4% (29)	6% (46)	7% (50)	24% (180)	17% (125)	26% (189)
Ethnicity: White	3% (114)	3% (105)	3% (91)	5% (173)	6% (214)	21% (696)	19% (657)	33% (1108)

Continued on next page

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
Ethnicity: Hispanic	6% (49)	6% (43)	5% (40)	9% (69)	9% (70)	19% (145)	13% (102)	24% (179)
Ethnicity: Black	2% (14)	4% (23)	6% (34)	9% (50)	13% (71)	16% (92)	15% (83)	23% (133)
Ethnicity: Other	2% (9)	2% (7)	2% (9)	7% (29)	8% (34)	17% (74)	18% (78)	35% (153)
All Christian	2% (48)	2% (45)	4% (69)	4% (77)	7% (131)	19% (373)	20% (399)	35% (678)
All Non-Christian	11% (43)	9% (36)	7% (28)	10% (40)	8% (30)	16% (61)	14% (55)	17% (67)
Atheist	3% (5)	2% (3)	1% (1)	6% (11)	6% (12)	28% (53)	17% (32)	33% (62)
Agnostic/Nothing in particular	2% (28)	3% (30)	2% (24)	7% (82)	7% (81)	20% (223)	17% (190)	32% (362)
Something Else	2% (14)	3% (21)	1% (11)	6% (43)	9% (65)	21% (152)	19% (141)	31% (226)
Religious Non-Protestant/Catholic	10% (45)	8% (36)	6% (28)	9% (40)	7% (33)	17% (77)	15% (69)	19% (84)
Evangelical	3% (35)	4% (41)	4% (44)	6% (69)	8% (94)	18% (205)	22% (249)	30% (344)
Non-Evangelical	2% (24)	2% (25)	2% (33)	3% (51)	7% (99)	20% (300)	19% (276)	37% (550)
Community: Urban	6% (80)	5% (79)	5% (71)	8% (110)	8% (119)	19% (270)	17% (251)	23% (330)
Community: Suburban	2% (33)	1% (28)	2% (43)	6% (112)	6% (121)	20% (395)	20% (379)	36% (699)
Community: Rural	2% (24)	3% (27)	2% (20)	3% (30)	8% (79)	19% (198)	18% (188)	36% (366)
Employ: Private Sector	4% (51)	5% (67)	5% (70)	8% (117)	8% (115)	24% (336)	18% (256)	24% (331)
Employ: Government	9% (28)	8% (22)	5% (15)	11% (32)	8% (25)	19% (55)	17% (50)	20% (58)
Employ: Self-Employed	5% (22)	3% (12)	6% (25)	10% (42)	11% (46)	20% (90)	18% (78)	22% (97)
Employ: Homemaker	3% (6)	— (1)	3% (7)	3% (7)	6% (14)	21% (50)	19% (47)	33% (80)
Employ: Student	5% (10)	3% (6)	1% (1)	8% (14)	12% (21)	17% (30)	17% (30)	30% (53)
Employ: Retired	1% (7)	— (6)	1% (11)	1% (16)	3% (33)	15% (166)	20% (230)	49% (556)
Employ: Unemployed	1% (6)	4% (17)	— (2)	3% (16)	8% (37)	20% (95)	17% (79)	29% (137)
Employ: Other	3% (7)	2% (5)	1% (3)	3% (9)	11% (28)	16% (42)	19% (48)	32% (83)
Military HH: Yes	3% (18)	3% (18)	5% (33)	4% (25)	5% (30)	21% (135)	20% (129)	34% (213)
Military HH: No	3% (119)	3% (117)	3% (101)	6% (227)	8% (289)	19% (728)	18% (689)	31% (1182)
2022 House Vote: Democrat	4% (72)	4% (73)	4% (65)	6% (111)	7% (135)	19% (344)	19% (341)	31% (563)
2022 House Vote: Republican	2% (26)	1% (19)	3% (34)	6% (75)	6% (74)	23% (291)	21% (263)	33% (419)
2022 House Vote: Someone else	2% (2)	3% (3)	— (0)	5% (5)	3% (3)	23% (23)	26% (27)	33% (34)
2022 House Vote: Didnt Vote	3% (38)	3% (40)	3% (35)	5% (61)	9% (106)	17% (205)	16% (187)	32% (380)

Continued on next page

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
2020 Vote: Joe Biden	4% (77)	4% (73)	3% (67)	5% (103)	7% (140)	20% (387)	19% (360)	31% (592)
2020 Vote: Donald Trump	2% (24)	2% (23)	2% (33)	5% (64)	7% (91)	20% (270)	22% (301)	35% (469)
2020 Vote: Other	1% (1)	2% (3)	3% (3)	8% (9)	4% (5)	22% (27)	21% (26)	34% (41)
2020 Vote: Didn't Vote	4% (36)	4% (36)	3% (30)	8% (76)	8% (83)	18% (178)	13% (131)	29% (292)
2018 House Vote: Democrat	3% (56)	4% (65)	4% (65)	6% (91)	8% (130)	20% (330)	18% (289)	30% (493)
2018 House Vote: Republican	2% (25)	2% (20)	3% (34)	4% (44)	6% (71)	21% (245)	22% (259)	35% (411)
2018 House Vote: Someone else	1% (1)	— (0)	1% (1)	7% (7)	4% (4)	27% (27)	25% (26)	31% (32)
2018 House Vote: Didnt Vote	4% (55)	3% (49)	2% (34)	7% (110)	8% (115)	18% (261)	16% (243)	31% (460)
4-Region: Northeast	5% (37)	4% (29)	3% (26)	5% (38)	6% (49)	20% (155)	19% (150)	29% (226)
4-Region: Midwest	2% (18)	2% (21)	2% (22)	5% (47)	7% (66)	20% (178)	20% (186)	33% (302)
4-Region: South	3% (47)	3% (42)	3% (54)	6% (93)	8% (136)	20% (330)	18% (301)	32% (537)
4-Region: West	3% (35)	4% (43)	3% (32)	7% (75)	6% (67)	19% (200)	17% (181)	32% (330)
2304079	3% (72)	3% (64)	3% (60)	6% (126)	8% (167)	19% (423)	20% (432)	32% (696)
2304086	3% (65)	3% (70)	3% (74)	6% (126)	7% (152)	20% (440)	18% (386)	32% (699)
Ethnicity: White (Non-Hispanic)	2% (66)	2% (68)	2% (57)	4% (117)	6% (151)	21% (560)	21% (569)	35% (946)
Ethnicity: Hispanic	6% (49)	6% (43)	5% (40)	9% (69)	9% (70)	19% (145)	13% (102)	24% (179)
Ethnicity: Black (Non-Hispanic)	2% (13)	3% (17)	6% (31)	8% (43)	13% (71)	16% (87)	15% (78)	24% (126)
Ethnicity: Asian + Other (Non-Hispanic)	2% (8)	2% (6)	1% (6)	6% (23)	7% (27)	18% (70)	18% (69)	37% (143)
Female F&b Monthly Consumer	5% (89)	5% (89)	5% (91)	9% (169)	9% (181)	22% (433)	17% (328)	27% (531)
Male F&b Monthly Consumer	2% (40)	1% (29)	1% (30)	3% (71)	6% (118)	18% (377)	22% (454)	38% (795)
Gen Z F&b Monthly Consumer	6% (28)	3% (13)	2% (12)	11% (50)	12% (57)	24% (114)	15% (69)	23% (109)
Millennial F&b Monthly Consumer	6% (71)	7% (84)	6% (73)	11% (130)	10% (119)	22% (271)	17% (206)	17% (207)
Gen X F&b Monthly Consumer	2% (15)	2% (16)	3% (26)	4% (42)	9% (83)	22% (208)	21% (203)	30% (288)
Boomer F&b Monthly Consumer	1% (14)	— (5)	1% (11)	1% (18)	3% (38)	16% (212)	21% (282)	50% (683)
HHI <$50k F&b Monthly Consumer	2% (35)	2% (34)	2% (39)	5% (93)	6% (128)	19% (372)	20% (391)	36% (719)
HHI $50-$100k F&b Monthly Consumer	5% (65)	3% (45)	4% (54)	7% (103)	9% (122)	19% (270)	20% (277)	30% (426)
HHI $100k+ F&b Monthly Consumer	4% (29)	6% (40)	4% (29)	6% (44)	7% (48)	26% (176)	17% (118)	27% (184)
PID: Dem (No Lean) F&b Monthly Consumer	5% (85)	4% (68)	4% (76)	7% (118)	8% (134)	19% (319)	17% (300)	30% (517)
PID: Ind (No Lean) F&b Monthly Consumer	1% (17)	3% (30)	1% (15)	5% (55)	7% (78)	21% (247)	20% (232)	35% (398)

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Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
PID: Rep (No Lean) F&b Monthly Consumer	2% (27)	2% (21)	3% (31)	6% (67)	7% (86)	21% (252)	21% (254)	34% (414)
Female Hh Goods Monthly Consumer	6% (86)	6% (87)	6% (91)	11% (160)	11% (164)	22% (327)	16% (236)	21% (309)
Male Hh Goods Monthly Consumer	2% (33)	2% (32)	2% (25)	4% (64)	7% (116)	22% (346)	23% (375)	32% (514)
Gen Z Hh Goods Monthly Consumer	5% (19)	4% (15)	3% (10)	12% (45)	14% (52)	23% (86)	17% (62)	19% (70)
Millennial Hh Goods Monthly Consumer	7% (71)	8% (84)	7% (71)	12% (125)	11% (115)	22% (222)	15% (157)	14% (140)
Gen X Hh Goods Monthly Consumer	2% (16)	2% (14)	4% (27)	5% (40)	11% (79)	24% (182)	22% (162)	26% (193)
Boomer Hh Goods Monthly Consumer	1% (12)	1% (5)	1% (9)	2% (15)	4% (32)	19% (177)	24% (217)	43% (392)
HHI <$50k Hh Goods Monthly Consumer	2% (34)	2% (35)	2% (36)	6% (90)	8% (116)	21% (305)	21% (312)	31% (451)
HHI $50-$100k Hh Goods Monthly Consumer	5% (55)	4% (44)	5% (55)	9% (95)	11% (121)	21% (234)	19% (210)	24% (260)
HHI $100k+ Hh Goods Monthly Consumer	6% (30)	7% (39)	5% (26)	7% (40)	8% (42)	26% (140)	17% (94)	21% (112)
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (84)	5% (68)	5% (73)	8% (103)	9% (115)	21% (276)	17% (230)	25% (331)
PID: Ind (No Lean) Hh Goods Monthly Consumer	2% (15)	4% (31)	2% (14)	6% (54)	9% (79)	23% (199)	21% (178)	28% (245)
PID: Rep (No Lean) Hh Goods Monthly Consumer	2% (19)	2% (20)	3% (30)	7% (68)	9% (85)	22% (204)	23% (207)	27% (248)
Female Apparel Monthly Consumer	10% (77)	11% (85)	11% (87)	18% (141)	15% (118)	17% (135)	9% (73)	7% (52)
Male Apparel Monthly Consumer	4% (31)	4% (31)	4% (31)	7% (59)	11% (93)	23% (198)	20% (170)	22% (187)
Gen Z Apparel Monthly Consumer	8% (23)	6% (16)	4% (11)	16% (45)	17% (47)	17% (49)	13% (36)	16% (45)
Millennial Apparel Monthly Consumer	9% (65)	12% (82)	10% (73)	15% (107)	12% (86)	19% (133)	12% (82)	8% (59)
Gen X Apparel Monthly Consumer	3% (11)	4% (15)	6% (23)	9% (36)	16% (61)	22% (86)	17% (64)	16% (61)
Boomer Apparel Monthly Consumer	3% (9)	1% (3)	4% (11)	4% (12)	6% (17)	24% (64)	23% (62)	27% (72)
HHI <$50k Apparel Monthly Consumer	4% (30)	5% (34)	5% (33)	11% (74)	13% (87)	22% (145)	14% (97)	18% (120)
HHI $50-$100k Apparel Monthly Consumer	8% (55)	7% (43)	9% (58)	14% (90)	13% (87)	19% (123)	16% (103)	12% (80)
HHI $100k+ Apparel Monthly Consumer	7% (24)	12% (40)	8% (27)	11% (36)	11% (37)	21% (69)	14% (44)	12% (39)
PID: Dem (No Lean) Apparel Monthly Consumer	10% (77)	8% (67)	9% (75)	12% (98)	12% (100)	16% (132)	13% (109)	13% (106)
PID: Ind (No Lean) Apparel Monthly Consumer	3% (10)	7% (30)	3% (13)	10% (42)	12% (48)	25% (101)	15% (63)	20% (82)
PID: Rep (No Lean) Apparel Monthly Consumer	5% (21)	4% (19)	7% (30)	14% (61)	14% (64)	23% (104)	17% (74)	12% (51)
Female Electronics Yearly Consumer	7% (95)	6% (92)	7% (97)	12% (176)	13% (194)	31% (452)	24% (347)	— (0)
Male Electronics Yearly Consumer	4% (42)	4% (43)	3% (36)	6% (76)	11% (125)	34% (403)	39% (468)	— (0)
Gen Z Electronics Yearly Consumer	8% (28)	7% (26)	3% (12)	15% (54)	16% (59)	33% (122)	19% (72)	— (0)
Millennial Electronics Yearly Consumer	8% (78)	9% (86)	8% (83)	14% (137)	13% (133)	28% (277)	21% (213)	— (0)

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Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
Gen X Electronics Yearly Consumer	3% (16)	3% (17)	4% (27)	7% (43)	14% (88)	36% (225)	34% (211)	— (0)
Boomer Electronics Yearly Consumer	2% (14)	1% (6)	2% (11)	3% (18)	6% (39)	37% (224)	49% (295)	— (0)
HHI <$50k Electronics Yearly Consumer	3% (37)	4% (46)	4% (41)	9% (100)	12% (136)	34% (396)	35% (409)	— (0)
HHI $50-$100k Electronics Yearly Consumer	7% (69)	5% (46)	6% (63)	11% (106)	14% (133)	29% (286)	29% (284)	— (0)
HHI $100k+ Electronics Yearly Consumer	6% (31)	8% (42)	6% (29)	9% (46)	10% (50)	36% (180)	25% (125)	— (0)
PID: Dem (No Lean) Electronics Yearly Consumer	8% (91)	6% (72)	7% (86)	11% (122)	12% (143)	28% (331)	27% (315)	— (0)
PID: Ind (No Lean) Electronics Yearly Consumer	2% (18)	6% (42)	2% (15)	8% (59)	12% (84)	37% (269)	33% (239)	— (0)
PID: Rep (No Lean) Electronics Yearly Consumer	4% (28)	3% (21)	4% (32)	9% (71)	12% (92)	34% (263)	34% (264)	— (0)
Female Beauty & Care Monthly Consumer	6% (84)	6% (87)	6% (82)	11% (149)	12% (156)	22% (295)	15% (204)	19% (260)
Male Beauty & Care Monthly Consumer	3% (37)	2% (32)	2% (30)	4% (62)	8% (109)	23% (328)	23% (330)	29% (416)
Gen Z Beauty & Care Monthly Consumer	7% (26)	4% (14)	3% (10)	10% (38)	15% (54)	25% (93)	15% (57)	19% (69)
Millennial Beauty & Care Monthly Consumer	7% (72)	9% (83)	7% (70)	13% (125)	11% (105)	21% (206)	15% (142)	13% (125)
Gen X Beauty & Care Monthly Consumer	2% (13)	2% (16)	3% (23)	6% (39)	10% (72)	25% (170)	23% (158)	23% (160)
Boomer Beauty & Care Monthly Consumer	1% (9)	1% (5)	2% (11)	1% (10)	5% (34)	20% (151)	23% (171)	41% (309)
HHI <$50k Beauty & Care Monthly Consumer	3% (33)	3% (36)	2% (32)	6% (79)	9% (113)	22% (292)	20% (269)	29% (380)
HHI $50-$100k Beauty & Care Monthly Consumer	6% (59)	4% (43)	5% (54)	9% (93)	11% (113)	22% (222)	19% (190)	20% (207)
HHI $100k+ Beauty & Care Monthly Consumer	6% (29)	9% (40)	6% (27)	8% (39)	8% (39)	24% (115)	16% (77)	19% (90)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	7% (82)	6% (69)	6% (73)	8% (100)	10% (119)	21% (256)	17% (208)	23% (287)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	2% (14)	4% (31)	2% (12)	7% (50)	9% (67)	26% (193)	20% (152)	25% (191)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	3% (25)	2% (19)	4% (29)	8% (62)	10% (79)	22% (181)	22% (176)	25% (200)
Female Insurance Yearly Consumer	5% (80)	5% (86)	5% (86)	9% (148)	10% (162)	22% (352)	16% (258)	24% (374)
Male Insurance Yearly Consumer	2% (34)	3% (40)	2% (25)	4% (59)	6% (98)	20% (302)	23% (342)	36% (538)
Gen Z Insurance Yearly Consumer	7% (23)	7% (25)	3% (9)	10% (35)	15% (52)	25% (86)	12% (41)	20% (67)
Millennial Insurance Yearly Consumer	7% (66)	9% (82)	7% (66)	13% (124)	12% (110)	22% (205)	16% (152)	13% (124)
Gen X Insurance Yearly Consumer	2% (12)	2% (15)	4% (25)	5% (33)	9% (64)	24% (164)	23% (159)	27% (183)
Boomer Insurance Yearly Consumer	1% (13)	— (5)	1% (11)	1% (15)	3% (34)	18% (187)	22% (227)	48% (499)
HHI <$50k Insurance Yearly Consumer	2% (24)	3% (44)	2% (32)	6% (78)	8% (104)	21% (286)	20% (273)	34% (461)
HHI $50-$100k Insurance Yearly Consumer	6% (63)	4% (43)	5% (52)	8% (88)	10% (113)	19% (222)	20% (226)	27% (314)
HHI $100k+ Insurance Yearly Consumer	5% (27)	7% (39)	5% (28)	7% (41)	7% (43)	25% (148)	18% (105)	24% (139)

Continued on next page

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
PID: Dem (No Lean) Insurance Yearly Consumer	6% (79)	5% (68)	6% (72)	7% (97)	9% (112)	20% (256)	18% (233)	26% (341)
PID: Ind (No Lean) Insurance Yearly Consumer	2% (13)	4% (38)	1% (12)	5% (44)	8% (67)	23% (197)	20% (169)	33% (287)
PID: Rep (No Lean) Insurance Yearly Consumer	2% (21)	2% (20)	3% (29)	7% (66)	9% (81)	22% (204)	21% (202)	30% (286)
Female Pharma Monthly Consumer	6% (81)	6% (86)	7% (89)	9% (127)	10% (143)	22% (298)	16% (213)	22% (299)
Male Pharma Monthly Consumer	2% (35)	2% (27)	2% (30)	4% (54)	7% (94)	20% (282)	23% (318)	33% (456)
Gen Z Pharma Monthly Consumer	9% (26)	4% (10)	3% (9)	13% (37)	12% (36)	22% (65)	15% (45)	20% (59)
Millennial Pharma Monthly Consumer	8% (66)	10% (81)	9% (75)	12% (97)	11% (90)	22% (183)	12% (102)	12% (99)
Gen X Pharma Monthly Consumer	2% (13)	2% (17)	4% (26)	5% (33)	11% (77)	24% (164)	23% (161)	25% (176)
Boomer Pharma Monthly Consumer	1% (10)	1% (5)	1% (10)	2% (15)	4% (33)	18% (165)	23% (207)	44% (397)
HHI <$50k Pharma Monthly Consumer	2% (29)	2% (34)	3% (37)	4% (60)	8% (106)	20% (269)	20% (267)	33% (447)
HHI $50-$100k Pharma Monthly Consumer	6% (59)	4% (38)	6% (56)	9% (86)	9% (89)	20% (195)	19% (189)	23% (225)
HHI $100k+ Pharma Monthly Consumer	6% (27)	9% (42)	6% (27)	8% (36)	9% (41)	26% (122)	17% (78)	18% (85)
PID: Dem (No Lean) Pharma Monthly Consumer	7% (79)	6% (69)	6% (78)	7% (86)	9% (103)	19% (230)	18% (214)	25% (299)
PID: Ind (No Lean) Pharma Monthly Consumer	2% (12)	3% (24)	2% (13)	5% (36)	9% (62)	24% (173)	20% (143)	30% (218)
PID: Rep (No Lean) Pharma Monthly Consumer	3% (24)	2% (20)	4% (30)	7% (59)	9% (72)	22% (183)	21% (177)	28% (240)
Female Media Monthly Consumer	7% (78)	8% (81)	8% (84)	14% (146)	12% (128)	22% (224)	13% (134)	13% (131)
Male Media Monthly Consumer	3% (29)	3% (30)	3% (31)	6% (51)	9% (80)	25% (218)	19% (171)	28% (244)
Gen Z Media Monthly Consumer	7% (21)	5% (15)	3% (10)	12% (37)	15% (45)	25% (76)	13% (40)	17% (51)
Millennial Media Monthly Consumer	8% (63)	10% (76)	9% (71)	15% (119)	12% (96)	19% (144)	12% (94)	12% (91)
Gen X Media Monthly Consumer	3% (13)	3% (15)	6% (25)	7% (30)	10% (43)	26% (113)	20% (87)	22% (97)
Boomer Media Monthly Consumer	3% (10)	1% (5)	2% (10)	3% (11)	6% (22)	27% (104)	21% (82)	34% (130)
HHI <$50k Media Monthly Consumer	3% (23)	4% (33)	5% (37)	9% (72)	9% (77)	24% (191)	18% (150)	24% (198)
HHI $50-$100k Media Monthly Consumer	8% (58)	5% (40)	7% (52)	11% (84)	12% (87)	22% (163)	14% (106)	18% (132)
HHI $100k+ Media Monthly Consumer	7% (26)	10% (38)	7% (26)	11% (41)	11% (43)	24% (90)	14% (50)	12% (46)
PID: Dem (No Lean) Media Monthly Consumer	8% (75)	7% (63)	8% (75)	10% (90)	11% (99)	21% (187)	14% (124)	17% (152)
PID: Ind (No Lean) Media Monthly Consumer	2% (12)	6% (29)	3% (14)	8% (41)	10% (53)	24% (119)	17% (83)	26% (132)
PID: Rep (No Lean) Media Monthly Consumer	4% (20)	4% (19)	5% (26)	13% (66)	11% (55)	26% (138)	19% (100)	18% (93)
Female Ent. Products Monthly Consumer	10% (75)	11% (84)	10% (76)	18% (142)	16% (126)	20% (154)	8% (67)	6% (48)
Male Ent. Products Monthly Consumer	3% (16)	5% (26)	5% (27)	9% (47)	13% (68)	24% (124)	20% (107)	16% (81)

Continued on next page

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
Gen Z Ent. Products Monthly Consumer	7% (18)	7% (16)	5% (11)	17% (43)	17% (41)	24% (60)	12% (29)	11% (26)
Millennial Ent. Products Monthly Consumer	9% (62)	12% (78)	10% (68)	16% (110)	15% (98)	17% (116)	11% (76)	7% (46)
Gen X Ent. Products Monthly Consumer	4% (9)	5% (11)	6% (16)	11% (27)	18% (46)	20% (51)	20% (49)	12% (31)
Boomer Ent. Products Monthly Consumer	2% (3)	3% (5)	6% (8)	6% (8)	6% (9)	39% (55)	14% (20)	17% (24)
HHI <$50k Ent. Products Monthly Consumer	4% (22)	6% (33)	4% (20)	14% (72)	15% (78)	24% (127)	15% (78)	12% (60)
HHI $50-$100k Ent. Products Monthly Consumer	9% (46)	7% (38)	11% (57)	15% (79)	16% (83)	19% (102)	13% (66)	9% (46)
HHI $100k+ Ent. Products Monthly Consumer	8% (23)	14% (39)	9% (26)	14% (37)	12% (34)	19% (53)	11% (30)	9% (23)
PID: Dem (No Lean) Ent. Products Monthly Consumer	11% (71)	10% (65)	11% (73)	13% (84)	12% (75)	19% (121)	12% (75)	8% (51)
PID: Ind (No Lean) Ent. Products Monthly Consumer	3% (8)	9% (28)	3% (11)	13% (44)	18% (59)	22% (72)	15% (50)	12% (39)
PID: Rep (No Lean) Ent. Products Monthly Consumer	4% (13)	5% (17)	5% (19)	17% (60)	17% (61)	25% (89)	14% (49)	11% (40)
Female Travel Yearly Consumer	6% (76)	6% (81)	7% (90)	12% (151)	12% (157)	25% (324)	13% (169)	18% (238)
Male Travel Yearly Consumer	3% (29)	3% (30)	3% (31)	5% (54)	8% (79)	23% (241)	24% (250)	28% (290)
Gen Z Travel Yearly Consumer	7% (24)	5% (15)	3% (11)	13% (43)	15% (51)	26% (84)	14% (47)	15% (50)
Millennial Travel Yearly Consumer	7% (62)	9% (77)	8% (73)	14% (122)	12% (105)	23% (194)	14% (120)	10% (89)
Gen X Travel Yearly Consumer	2% (11)	3% (14)	6% (27)	6% (31)	11% (55)	28% (134)	21% (99)	21% (101)
Boomer Travel Yearly Consumer	1% (8)	1% (5)	2% (11)	2% (10)	4% (25)	23% (151)	22% (144)	43% (276)
HHI <$50k Travel Yearly Consumer	2% (18)	4% (33)	5% (37)	8% (68)	10% (83)	26% (212)	19% (154)	23% (182)
HHI $50-$100k Travel Yearly Consumer	6% (60)	4% (42)	6% (58)	10% (94)	11% (106)	21% (208)	18% (171)	22% (218)
HHI $100k+ Travel Yearly Consumer	5% (27)	6% (37)	5% (28)	8% (43)	8% (48)	26% (150)	17% (96)	23% (129)
PID: Dem (No Lean) Travel Yearly Consumer	7% (72)	6% (67)	7% (78)	9% (98)	9% (101)	23% (253)	16% (176)	21% (224)
PID: Ind (No Lean) Travel Yearly Consumer	2% (11)	4% (26)	2% (14)	8% (47)	11% (62)	26% (152)	17% (99)	26% (152)
PID: Rep (No Lean) Travel Yearly Consumer	3% (22)	3% (18)	4% (30)	9% (61)	11% (72)	24% (166)	21% (146)	22% (152)
Female Alcohol Weekly Consumer	8% (43)	12% (59)	8% (39)	13% (65)	11% (58)	16% (79)	14% (72)	14% (72)
Male Alcohol Weekly Consumer	2% (5)	8% (19)	7% (15)	7% (15)	5% (10)	18% (40)	22% (50)	20% (45)
Gen Z Alcohol Weekly Consumer	6% (3)	15% (8)	12% (6)	10% (5)	20% (10)	17% (8)	17% (8)	2% (1)
Millennial Alcohol Weekly Consumer	12% (38)	19% (63)	11% (35)	15% (51)	11% (36)	12% (41)	12% (38)	5% (17)
Gen X Alcohol Weekly Consumer	2% (5)	3% (6)	4% (7)	10% (19)	7% (13)	22% (41)	20% (39)	22% (42)
Boomer Alcohol Weekly Consumer	1% (2)	1% (1)	4% (5)	3% (5)	6% (10)	19% (29)	24% (35)	35% (53)
HHI <$50k Alcohol Weekly Consumer	3% (8)	6% (16)	4% (10)	7% (20)	8% (20)	15% (41)	24% (63)	25% (66)

Continued on next page

Table MCBR9_4: *How often, if at all, do you purchase the following?*
Personal electronics

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (137)	3% (135)	3% (134)	6% (252)	7% (319)	20% (863)	19% (818)	32% (1395)
HHI $50-$100k Alcohol Weekly Consumer	8% (24)	11% (33)	8% (25)	14% (42)	14% (41)	15% (45)	14% (40)	11% (33)
HHI $100k+ Alcohol Weekly Consumer	10% (16)	17% (29)	11% (19)	11% (18)	4% (7)	19% (33)	12% (20)	11% (18)
PID: Dem (No Lean) Alcohol Weekly Consumer	11% (39)	14% (51)	11% (40)	11% (40)	6% (23)	12% (43)	14% (52)	15% (55)
PID: Ind (No Lean) Alcohol Weekly Consumer	2% (3)	11% (18)	2% (4)	8% (13)	13% (20)	23% (36)	19% (30)	16% (25)
PID: Rep (No Lean) Alcohol Weekly Consumer	3% (6)	5% (9)	5% (10)	14% (28)	13% (25)	19% (39)	21% (41)	19% (38)
Monthly Beer Drinkers	4% (63)	6% (85)	6% (86)	9% (133)	9% (147)	24% (365)	18% (272)	22% (341)
Don't Drink Beer	1% (5)	1% (5)	1% (6)	3% (16)	4% (18)	20% (99)	19% (98)	39% (198)
Monthly Wine Drinkers	4% (58)	6% (81)	6% (84)	8% (113)	9% (131)	21% (299)	18% (256)	23% (328)
Don't Drink Wine	2% (9)	1% (4)	1% (5)	6% (32)	5% (25)	23% (111)	20% (98)	31% (152)
Monthly Hard Seltzer Drinker	6% (52)	8% (67)	9% (77)	11% (88)	12% (100)	23% (192)	15% (127)	11% (92)
Don't Drink Hard Seltzer	1% (17)	1% (18)	1% (12)	4% (53)	5% (62)	18% (223)	20% (250)	39% (473)
Monthly Spirits Drinker	4% (50)	5% (76)	6% (82)	9% (125)	10% (137)	24% (331)	18% (251)	20% (277)
Don't Drink Spirits	4% (18)	3% (13)	1% (6)	4% (21)	6% (31)	16% (82)	20% (101)	34% (176)
Monthly Canned Cocktail Drinker	6% (45)	9% (68)	10% (76)	13% (96)	13% (94)	24% (176)	13% (100)	7% (52)
Don't Drink Canned Cocktails	2% (19)	2% (22)	1% (12)	3% (35)	5% (63)	20% (255)	21% (265)	39% (497)
Weekly Beer Drinker	6% (60)	8% (79)	7% (74)	11% (110)	9% (89)	22% (222)	15% (157)	19% (197)
Weekly Wine Drinker	7% (55)	9% (68)	9% (69)	9% (68)	9% (69)	18% (145)	15% (120)	20% (155)
Weekly Hard Seltzer Drinker	12% (49)	13% (57)	12% (49)	12% (52)	14% (60)	15% (63)	13% (55)	6% (25)
Weekly Spirits Drinker	6% (45)	8% (60)	8% (60)	11% (79)	10% (72)	18% (128)	16% (113)	16% (117)
Weekly Canned Cocktail Drinker	11% (41)	14% (52)	15% (56)	14% (53)	11% (39)	17% (62)	7% (25)	3% (10)
Don't Drink Alcohol	3% (56)	2% (37)	2% (41)	5% (78)	6% (111)	16% (277)	19% (332)	36% (618)
Purchased Car in Past 2 Years	5% (47)	5% (46)	4% (41)	10% (90)	10% (90)	21% (192)	16% (148)	22% (205)
Aware of Bud Light Events	4% (113)	4% (98)	4% (111)	7% (184)	8% (206)	21% (574)	19% (503)	29% (768)

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

Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4%(157)	4%(162)
Gender: Male	4% (80)	6%(124)	9%(199)	21%(443)	23%(499)	21%(443)	4% (80)	4% (77)
Gender: Female	2% (36)	5%(120)	6%(143)	23%(526)	28%(619)	24%(550)	3% (78)	4% (85)
Age: 18-34	5% (58)	10% (121)	11%(137)	24%(304)	23%(294)	16%(198)	2% (24)	3% (40)
Age: 35-44	4% (30)	10% (73)	10% (74)	26% (191)	20%(146)	19%(144)	2% (17)	2% (16)
Age: 45-64	1% (18)	3% (44)	7%(104)	23%(324)	30%(423)	22%(314)	3% (47)	4% (58)
Age: 65+	1% (10)	1% (8)	3% (31)	16%(156)	27%(262)	35%(341)	7% (70)	5% (49)
GenZers: 1997-2012	3% (14)	10% (53)	10% (51)	25% (131)	23%(122)	18% (93)	2% (10)	4% (20)
Millennials: 1981-1996	5% (71)	10%(129)	11%(149)	24%(326)	21%(287)	16%(218)	2% (28)	3% (36)
GenXers: 1965-1980	2% (17)	5% (48)	9% (88)	24%(246)	28%(289)	20%(203)	3% (28)	2% (25)
Baby Boomers: 1946-1964	1% (12)	1% (14)	4% (56)	19%(263)	28%(402)	32%(447)	6% (80)	5% (74)
PID: Dem (no lean)	5% (85)	8%(139)	8%(146)	23%(431)	24%(443)	20%(362)	3% (49)	4% (66)
PID: Ind (no lean)	1% (14)	5% (67)	5% (70)	19%(243)	28%(355)	26%(331)	4% (57)	4% (47)
PID: Rep (no lean)	1% (17)	3% (39)	10%(129)	23%(300)	26%(326)	24%(304)	4% (51)	4% (50)
PID/Gender: Dem Men	7% (62)	9% (81)	10% (89)	21%(193)	21%(192)	17%(150)	2% (21)	4% (34)
PID/Gender: Dem Women	2% (23)	6% (58)	6% (56)	26%(237)	27%(250)	23%(210)	3% (28)	3% (31)
PID/Gender: Ind Men	1% (8)	5% (28)	6% (33)	18%(104)	25%(143)	26%(143)	6% (32)	4% (21)
PID/Gender: Ind Women	1% (6)	5% (38)	5% (36)	19%(137)	29%(207)	26%(184)	4% (26)	4% (26)
PID/Gender: Rep Men	2% (10)	2% (15)	12% (76)	22%(146)	25%(163)	23%(149)	4% (27)	3% (22)
PID/Gender: Rep Women	1% (7)	4% (24)	8% (51)	24%(152)	26%(163)	25%(155)	4% (24)	5% (28)
Ideo: Liberal (1-3)	4% (59)	6% (78)	8% (115)	23%(313)	26%(358)	22%(309)	3% (35)	4% (55)
Ideo: Moderate (4)	2% (20)	5% (68)	7% (95)	24%(301)	24%(301)	24%(303)	5% (61)	4% (48)
Ideo: Conservative (5-7)	2% (28)	4% (59)	8% (113)	22%(294)	26%(343)	24%(326)	4% (51)	4% (49)
Educ: < College	2% (65)	5%(152)	8%(220)	23%(670)	27%(770)	20%(585)	3% (93)	4%(119)
Educ: Bachelors degree	2% (17)	5% (53)	7% (71)	20%(189)	25%(239)	30%(286)	4% (44)	2% (24)
Educ: Post-grad	6% (34)	7% (41)	10% (54)	21% (115)	21% (115)	23%(126)	4% (21)	3% (19)
Income: Under 50k	1% (31)	4% (83)	7%(142)	22%(469)	28%(599)	22%(483)	4% (83)	5%(114)
Income: 50k-100k	4% (53)	8% (115)	9%(135)	23%(348)	24%(359)	23%(339)	3% (40)	2% (37)
Income: 100k+	4% (32)	6% (47)	9% (69)	21%(157)	23%(166)	24%(175)	5% (34)	2% (11)
Ethnicity: White	3% (98)	5%(165)	8%(284)	21%(728)	26%(872)	23%(793)	4%(123)	4%(125)

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Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
Ethnicity: Hispanic	7% (50)	7% (55)	13% (96)	24% (182)	22% (167)	15% (113)	1% (9)	4% (30)
Ethnicity: Black	2% (13)	9% (53)	6% (35)	28% (160)	26% (145)	16% (89)	2% (14)	4% (22)
Ethnicity: Other	1% (6)	6% (27)	6% (26)	20% (87)	24% (107)	26% (115)	5% (20)	4% (16)
All Christian	2% (38)	5% (104)	9% (179)	21% (401)	27% (521)	24%(470)	3% (66)	4% (72)
All Non-Christian	12% (48)	11% (42)	8% (32)	19% (74)	20% (79)	16% (63)	3% (14)	3% (12)
Atheist	— (0)	9% (16)	10% (20)	15% (28)	25% (48)	27% (51)	3% (6)	5% (9)
Agnostic/Nothing in particular	2% (23)	4% (48)	7% (77)	23% (261)	25% (281)	24%(267)	4% (46)	3% (33)
Something Else	1% (7)	5% (35)	5% (37)	29% (211)	27% (196)	20% (146)	4% (26)	5% (36)
Religious Non-Protestant/Catholic	11% (50)	10% (46)	8% (38)	18% (79)	22% (97)	16% (70)	4% (16)	4% (18)
Evangelical	2% (21)	6% (70)	10% (113)	24%(275)	25%(294)	20%(229)	3% (39)	5% (54)
Non-Evangelical	1% (22)	4% (64)	7% (101)	22%(326)	28%(407)	26%(377)	3% (51)	3% (51)
Community: Urban	5% (67)	9% (125)	10% (150)	24%(340)	24% (341)	17%(238)	3% (41)	4% (56)
Community: Suburban	2% (30)	4% (73)	7% (141)	22%(432)	26%(508)	25%(488)	4% (79)	3% (58)
Community: Rural	2% (19)	5% (47)	5% (54)	20%(203)	27%(276)	26% (271)	4% (37)	5% (49)
Employ: Private Sector	3% (43)	7% (98)	9% (131)	25%(356)	23%(328)	21%(296)	2% (35)	3% (41)
Employ: Government	8% (24)	11% (32)	8% (22)	22% (64)	29% (85)	16% (48)	1% (3)	2% (6)
Employ: Self-Employed	3% (14)	7% (28)	15% (66)	25% (108)	21% (90)	18% (81)	2% (9)	3% (12)
Employ: Homemaker	3% (8)	3% (7)	7% (16)	21% (51)	28% (68)	23% (56)	3% (8)	5% (12)
Employ: Student	1% (2)	16% (29)	9% (15)	23% (41)	24% (43)	18% (31)	2% (3)	2% (3)
Employ: Retired	1% (11)	1% (12)	4% (40)	17% (190)	28% (315)	31% (351)	7% (77)	5% (53)
Employ: Unemployed	3% (12)	3% (16)	7% (34)	22% (105)	29% (136)	19% (87)	3% (15)	5% (26)
Employ: Other	1% (2)	9% (23)	8% (20)	24% (60)	23% (59)	18% (47)	3% (7)	4% (10)
Military HH: Yes	2% (15)	6% (41)	9% (54)	20% (125)	26% (164)	22% (143)	3% (17)	5% (34)
Military HH: No	3% (102)	5%(204)	8% (291)	23%(850)	26% (961)	23%(854)	4% (140)	3% (129)
2022 House Vote: Democrat	3% (64)	6% (117)	7% (133)	22%(407)	25%(453)	23%(427)	3% (63)	3% (61)
2022 House Vote: Republican	2% (23)	4% (48)	9% (113)	20%(260)	26% (335)	26%(334)	4% (56)	3% (41)
2022 House Vote: Someone else	1% (1)	2% (2)	5% (5)	29% (29)	26% (27)	20% (21)	4% (4)	2% (2)
2022 House Vote: Didnt Vote	2% (29)	6% (77)	8% (93)	23%(279)	26%(309)	18% (216)	3% (35)	5% (58)

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Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4%(157)	4%(162)
2020 Vote: Joe Biden	4% (70)	5%(104)	7%(141)	22%(431)	26%(496)	23%(451)	3% (61)	3% (63)
2020 Vote: Donald Trump	1% (18)	4% (55)	9%(120)	21%(286)	26%(346)	26%(347)	5% (66)	4% (48)
2020 Vote: Other	— (0)	8% (9)	6% (7)	19% (23)	25% (30)	29% (35)	4% (5)	2% (3)
2020 Vote: Didn't Vote	3% (29)	8% (76)	8% (77)	23%(234)	25%(252)	16%(163)	2% (25)	5% (49)
2018 House Vote: Democrat	4% (58)	6% (97)	8%(125)	24%(389)	24%(396)	23%(369)	3% (51)	4% (57)
2018 House Vote: Republican	2% (23)	4% (44)	8%(100)	20%(233)	26%(305)	27%(321)	5% (58)	4% (44)
2018 House Vote: Someone else	— (0)	7% (8)	6% (6)	29% (29)	27% (28)	22% (23)	1% (1)	1% (1)
2018 House Vote: Didnt Vote	2% (35)	6% (96)	8%(114)	22%(323)	27%(396)	19%(285)	3% (47)	4% (61)
4-Region: Northeast	4% (32)	7% (56)	7% (56)	22%(168)	29%(223)	20%(156)	4% (28)	2% (13)
4-Region: Midwest	1% (8)	6% (52)	7% (66)	21%(194)	25%(228)	27%(245)	4% (36)	3% (30)
4-Region: South	3% (57)	5% (79)	7%(112)	24%(403)	26%(429)	21%(360)	4% (60)	3% (57)
4-Region: West	2% (19)	6% (58)	11%(112)	20%(209)	23%(244)	23%(237)	3% (34)	6% (62)
2304079	3% (56)	5%(116)	9%(194)	23%(499)	25%(540)	23%(510)	4% (80)	4% (85)
2304086	3% (60)	6%(129)	7%(151)	22%(476)	27%(584)	22%(488)	3% (77)	4% (77)
Ethnicity: White (Non-Hispanic)	2% (49)	4%(119)	7%(194)	21%(568)	27%(726)	26%(696)	4%(115)	4% (96)
Ethnicity: Hispanic	7% (50)	7% (55)	13% (96)	24%(182)	22%(167)	15% (113)	1% (9)	4% (30)
Ethnicity: Black (Non-Hispanic)	2% (13)	9% (46)	6% (31)	29%(155)	26%(138)	15% (79)	3% (14)	4% (21)
Ethnicity: Asian + Other (Non-Hispanic)	1% (5)	6% (25)	6% (24)	18% (69)	24% (92)	28%(108)	5% (20)	4% (15)
Female F&b Monthly Consumer	4% (72)	6%(121)	10%(194)	22%(428)	24%(484)	21%(418)	3% (67)	4% (71)
Male F&b Monthly Consumer	1% (30)	6%(118)	7%(139)	24%(509)	29%(598)	25%(515)	3% (66)	3% (58)
Gen Z F&b Monthly Consumer	3% (14)	11% (53)	11% (50)	26%(124)	25%(119)	16% (75)	2% (7)	1% (5)
Millennial F&b Monthly Consumer	5% (61)	10%(125)	12%(146)	25%(309)	23%(276)	17%(205)	2% (21)	2% (26)
Gen X F&b Monthly Consumer	1% (13)	5% (48)	9% (87)	26%(244)	29%(272)	20%(188)	3% (24)	2% (23)
Boomer F&b Monthly Consumer	1% (12)	1% (14)	4% (54)	19%(256)	29%(398)	32%(431)	5% (72)	5% (71)
HHI <$50k F&b Monthly Consumer	1% (29)	4% (82)	7%(138)	23%(454)	29%(571)	23%(451)	3% (69)	4% (87)
HHI $50-$100k F&b Monthly Consumer	3% (46)	8% (111)	9%(132)	24%(336)	25%(353)	23%(317)	2% (34)	2% (32)
HHI $100k+ F&b Monthly Consumer	4% (27)	7% (46)	10% (67)	22%(153)	24%(164)	24%(167)	4% (29)	2% (11)
PID: Dem (No Lean) F&b Monthly Consumer	4% (72)	8%(138)	8%(143)	24%(417)	25%(436)	20%(347)	2% (34)	3% (54)
PID: Ind (No Lean) F&b Monthly Consumer	1% (14)	6% (64)	6% (66)	20%(233)	29%(333)	26%(300)	4% (51)	3% (30)

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Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
PID: Rep (No Lean) F&b Monthly Consumer	1% (17)	3% (37)	11% (128)	24%(293)	26% (318)	24%(290)	4% (47)	4% (46)
Female Hh Goods Monthly Consumer	5% (69)	8% (120)	13% (188)	26%(397)	26%(390)	13% (192)	3% (39)	3% (39)
Male Hh Goods Monthly Consumer	2% (28)	7% (112)	8% (123)	29%(472)	32% (513)	16% (261)	2% (37)	2% (32)
Gen Z Hh Goods Monthly Consumer	3% (11)	13% (47)	10% (38)	30% (110)	25% (93)	14% (50)	2% (6)	1% (4)
Millennial Hh Goods Monthly Consumer	6% (61)	12% (123)	14% (142)	29%(293)	23%(230)	10% (107)	2% (18)	1% (15)
Gen X Hh Goods Monthly Consumer	2% (13)	6% (48)	11% (84)	30%(227)	33%(244)	12% (92)	2% (13)	1% (10)
Boomer Hh Goods Monthly Consumer	1% (10)	2% (14)	5% (48)	26%(234)	35%(322)	20% (184)	4% (33)	5% (42)
HHI <$50k Hh Goods Monthly Consumer	2% (28)	5% (79)	9% (131)	29% (421)	32%(472)	14% (212)	3% (39)	3% (51)
HHI $50-$100k Hh Goods Monthly Consumer	4% (45)	10% (108)	11% (119)	28% (310)	27%(296)	14% (152)	2% (25)	1% (15)
HHI $100k+ Hh Goods Monthly Consumer	5% (25)	9% (46)	12% (63)	26% (141)	26% (140)	17% (90)	2% (13)	1% (6)
PID: Dem (No Lean) Hh Goods Monthly Consumer	5% (70)	10% (132)	10% (137)	30%(395)	26%(344)	12% (164)	1% (19)	2% (33)
PID: Ind (No Lean) Hh Goods Monthly Consumer	2% (14)	7% (63)	7% (61)	24% (210)	34% (291)	16% (141)	4% (31)	2% (20)
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (14)	4% (38)	12% (114)	29%(267)	30%(272)	16% (150)	3% (26)	2% (19)
Female Apparel Monthly Consumer	9% (69)	14% (114)	19% (147)	29%(227)	15% (119)	9% (72)	2% (14)	1% (6)
Male Apparel Monthly Consumer	4% (31)	12% (101)	11% (95)	32%(272)	26%(224)	11% (92)	2% (14)	1% (8)
Gen Z Apparel Monthly Consumer	4% (11)	18% (49)	13% (36)	27% (75)	24% (66)	13% (36)	1% (2)	1% (2)
Millennial Apparel Monthly Consumer	9% (68)	16% (117)	18% (125)	29%(209)	16% (116)	7% (51)	1% (7)	1% (7)
Gen X Apparel Monthly Consumer	3% (11)	10% (37)	16% (62)	32% (122)	21% (82)	11% (42)	2% (6)	1% (3)
Boomer Apparel Monthly Consumer	3% (8)	4% (11)	8% (21)	35% (94)	30% (80)	13% (35)	4% (12)	1% (1)
HHI <$50k Apparel Monthly Consumer	4% (25)	10% (66)	13% (84)	32% (217)	25% (168)	11% (72)	2% (14)	1% (8)
HHI $50-$100k Apparel Monthly Consumer	7% (47)	16% (106)	15% (101)	32%(207)	18% (115)	8% (54)	1% (6)	1% (4)
HHI $100k+ Apparel Monthly Consumer	9% (28)	13% (42)	18% (58)	24% (79)	20% (64)	12% (40)	2% (7)	1% (2)
PID: Dem (No Lean) Apparel Monthly Consumer	9% (75)	16% (131)	13% (108)	28%(223)	20% (163)	8% (64)	1% (10)	1% (5)
PID: Ind (No Lean) Apparel Monthly Consumer	3% (12)	13% (52)	9% (37)	32% (128)	26% (103)	13% (51)	2% (10)	1% (5)
PID: Rep (No Lean) Apparel Monthly Consumer	3% (13)	7% (31)	22% (98)	34% (151)	18% (80)	11% (50)	2% (8)	1% (4)
Female Electronics Yearly Consumer	5% (73)	8% (117)	12% (177)	25%(363)	23%(327)	18%(259)	3% (46)	2% (29)
Male Electronics Yearly Consumer	3% (34)	8% (100)	10% (118)	29% (341)	28%(336)	16% (190)	3% (35)	2% (22)
Gen Z Electronics Yearly Consumer	3% (13)	13% (49)	10% (37)	28% (105)	24% (89)	13% (49)	2% (6)	4% (14)
Millennial Electronics Yearly Consumer	7% (68)	12% (117)	14% (139)	27%(274)	20%(203)	14% (139)	2% (22)	2% (19)

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Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
Gen X Electronics Yearly Consumer	2% (13)	6% (39)	12% (78)	27% (167)	31% (193)	16% (99)	3% (17)	1% (8)
Boomer Electronics Yearly Consumer	2% (10)	2% (12)	7% (41)	26% (157)	28% (171)	25% (151)	5% (30)	2% (12)
HHI <$50k Electronics Yearly Consumer	2% (29)	6% (66)	9% (111)	27% (317)	28% (331)	17% (198)	4% (41)	3% (32)
HHI $50-$100k Electronics Yearly Consumer	5% (50)	11% (108)	12% (121)	27%(267)	23%(230)	15% (149)	2% (24)	1% (14)
HHI $100k+ Electronics Yearly Consumer	6% (28)	9% (43)	13% (64)	24% (123)	21% (107)	21% (104)	3% (16)	1% (7)
PID: Dem (No Lean) Electronics Yearly Consumer	7% (78)	11% (131)	11% (128)	27% (310)	22%(260)	15% (176)	3% (30)	2% (18)
PID: Ind (No Lean) Electronics Yearly Consumer	2% (14)	8% (54)	8% (57)	25% (178)	30% (215)	19% (139)	4% (26)	3% (19)
PID: Rep (No Lean) Electronics Yearly Consumer	2% (15)	4% (33)	14% (111)	28%(220)	25% (192)	18% (137)	3% (25)	2% (16)
Female Beauty & Care Monthly Consumer	6% (80)	9% (124)	15% (199)	33%(443)	37%(499)	— (0)	— (0)	— (0)
Male Beauty & Care Monthly Consumer	3% (36)	8% (120)	10% (143)	36%(526)	43% (619)	— (0)	— (0)	— (0)
Gen Z Beauty & Care Monthly Consumer	4% (14)	14% (53)	14% (51)	35% (131)	33% (122)	— (0)	— (0)	— (0)
Millennial Beauty & Care Monthly Consumer	7% (71)	13% (129)	15% (149)	34%(326)	30%(287)	— (0)	— (0)	— (0)
Gen X Beauty & Care Monthly Consumer	2% (17)	7% (48)	13% (88)	36%(246)	42%(289)	— (0)	— (0)	— (0)
Boomer Beauty & Care Monthly Consumer	2% (12)	2% (14)	7% (56)	35%(263)	54%(402)	— (0)	— (0)	— (0)
HHI <$50k Beauty & Care Monthly Consumer	2% (31)	6% (83)	11% (142)	35%(469)	45%(599)	— (0)	— (0)	— (0)
HHI $50-$100k Beauty & Care Monthly Consumer	5% (53)	11% (115)	13% (135)	34%(348)	36%(359)	— (0)	— (0)	— (0)
HHI $100k+ Beauty & Care Monthly Consumer	7% (32)	10% (47)	15% (69)	33% (157)	35% (166)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	7% (85)	11% (139)	12% (146)	35% (431)	36%(443)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	2% (14)	9% (67)	9% (70)	33%(243)	47%(355)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (17)	5% (39)	16% (129)	37%(300)	40%(326)	— (0)	— (0)	— (0)
Female Insurance Yearly Consumer	4% (61)	6% (101)	12% (182)	23%(358)	24% (371)	21%(327)	4% (65)	2% (39)
Male Insurance Yearly Consumer	2% (23)	6% (93)	7% (106)	23%(345)	29%(432)	26%(395)	4% (63)	3% (41)
Gen Z Insurance Yearly Consumer	3% (9)	13% (43)	11% (37)	23% (79)	25% (87)	18% (61)	2% (6)	4% (15)
Millennial Insurance Yearly Consumer	6% (58)	11% (102)	14% (131)	26% (251)	23% (216)	15% (138)	2% (20)	2% (15)
Gen X Insurance Yearly Consumer	1% (9)	6% (40)	11% (73)	25% (166)	28% (187)	22% (148)	3% (20)	2% (12)
Boomer Insurance Yearly Consumer	1% (6)	1% (9)	5% (47)	19%(200)	28% (291)	33%(343)	7% (73)	3% (34)
HHI <$50k Insurance Yearly Consumer	1% (14)	4% (52)	8% (109)	23% (316)	28%(389)	24%(326)	5% (72)	4% (50)
HHI $50-$100k Insurance Yearly Consumer	4% (45)	9% (98)	11% (120)	23%(259)	25%(287)	23%(258)	2% (26)	2% (21)
HHI $100k+ Insurance Yearly Consumer	4% (25)	8% (45)	10% (60)	22% (128)	22% (128)	24% (139)	5% (30)	2% (10)

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Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (62)	9% (114)	10% (128)	24%(306)	26%(340)	19%(247)	3% (40)	2% (21)
PID: Ind (No Lean) Insurance Yearly Consumer	1% (10)	6% (47)	6% (52)	20% (172)	26%(226)	29%(245)	5% (45)	4% (32)
PID: Rep (No Lean) Insurance Yearly Consumer	1% (12)	3% (33)	12% (110)	24%(224)	25%(238)	25%(232)	5% (43)	3% (27)
Female Pharma Monthly Consumer	5% (68)	7% (97)	12% (163)	26% (351)	25%(350)	15% (201)	2% (33)	3% (43)
Male Pharma Monthly Consumer	2% (33)	7% (97)	9% (119)	27%(378)	29% (411)	19%(270)	3% (35)	2% (31)
Gen Z Pharma Monthly Consumer	4% (13)	11% (33)	13% (39)	28% (81)	24% (70)	14% (43)	2% (5)	1% (4)
Millennial Pharma Monthly Consumer	8% (63)	13% (108)	15% (120)	29%(240)	21% (172)	10% (82)	1% (6)	1% (11)
Gen X Pharma Monthly Consumer	2% (13)	6% (39)	11% (77)	28% (193)	33%(232)	14% (97)	2% (14)	1% (7)
Boomer Pharma Monthly Consumer	1% (10)	2% (14)	5% (50)	23% (211)	30% (271)	26%(234)	4% (38)	5% (45)
HHI <$50k Pharma Monthly Consumer	2% (26)	5% (61)	9% (117)	24%(323)	31% (415)	19%(257)	3% (39)	4% (56)
HHI $50-$100k Pharma Monthly Consumer	5% (48)	9% (89)	11% (110)	29% (281)	25%(238)	15% (148)	2% (15)	1% (14)
HHI $100k+ Pharma Monthly Consumer	6% (26)	9% (44)	13% (60)	27% (127)	24% (111)	15% (69)	3% (14)	1% (5)
PID: Dem (No Lean) Pharma Monthly Consumer	6% (74)	9% (114)	11% (130)	27%(325)	25%(305)	14% (167)	2% (19)	3% (33)
PID: Ind (No Lean) Pharma Monthly Consumer	2% (11)	7% (48)	7% (50)	24% (175)	30%(220)	21% (153)	4% (27)	2% (15)
PID: Rep (No Lean) Pharma Monthly Consumer	2% (15)	4% (32)	12% (106)	27% (231)	28%(239)	18% (153)	3% (23)	3% (27)
Female Media Monthly Consumer	6% (64)	9% (97)	15% (151)	24% (251)	22% (231)	15% (156)	2% (22)	2% (24)
Male Media Monthly Consumer	3% (23)	10% (84)	10% (86)	28%(246)	27%(238)	18% (160)	2% (14)	2% (15)
Gen Z Media Monthly Consumer	3% (10)	10% (31)	11% (33)	24% (73)	26% (78)	20% (59)	1% (4)	— (1)
Millennial Media Monthly Consumer	8% (60)	14% (110)	15% (119)	27%(208)	19% (148)	11% (88)	1% (9)	2% (15)
Gen X Media Monthly Consumer	3% (11)	7% (31)	13% (57)	29% (126)	28% (125)	16% (68)	1% (3)	1% (4)
Boomer Media Monthly Consumer	1% (4)	2% (9)	8% (31)	22% (85)	31% (118)	25% (95)	5% (19)	5% (19)
HHI <$50k Media Monthly Consumer	2% (17)	7% (57)	11% (91)	26% (214)	27% (219)	18% (143)	3% (22)	3% (27)
HHI $50-$100k Media Monthly Consumer	6% (43)	11% (85)	13% (92)	26% (190)	23% (171)	16% (116)	2% (12)	1% (9)
HHI $100k+ Media Monthly Consumer	7% (27)	11% (40)	15% (55)	25% (93)	22% (83)	16% (58)	1% (3)	1% (3)
PID: Dem (No Lean) Media Monthly Consumer	7% (66)	13% (112)	11% (100)	26%(229)	21% (190)	15% (137)	2% (14)	2% (18)
PID: Ind (No Lean) Media Monthly Consumer	2% (11)	9% (43)	7% (37)	26% (132)	30% (149)	17% (87)	3% (14)	2% (10)
PID: Rep (No Lean) Media Monthly Consumer	2% (10)	5% (26)	19% (101)	26% (135)	26% (134)	18% (93)	2% (8)	2% (10)
Female Ent. Products Monthly Consumer	8% (61)	14% (109)	17% (134)	26%(202)	19% (147)	11% (86)	2% (20)	1% (8)
Male Ent. Products Monthly Consumer	4% (23)	13% (67)	10% (50)	31% (164)	26% (137)	10% (52)	3% (16)	1% (6)

Continued on next page

Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
Gen Z Ent. Products Monthly Consumer	4% (10)	16% (40)	12% (29)	24% (58)	26% (64)	14% (34)	2% (4)	1% (3)
Millennial Ent. Products Monthly Consumer	9% (60)	16% (109)	16% (109)	29% (198)	17% (116)	8% (52)	2% (11)	1% (6)
Gen X Ent. Products Monthly Consumer	4% (10)	10% (24)	12% (31)	28% (70)	24% (60)	14% (36)	4% (10)	— (1)
Boomer Ent. Products Monthly Consumer	2% (3)	2% (3)	11% (16)	29% (41)	32% (45)	11% (16)	7% (10)	3% (5)
HHI <$50k Ent. Products Monthly Consumer	3% (18)	10% (49)	11% (59)	28% (145)	30% (156)	10% (54)	3% (17)	2% (8)
HHI $50-$100k Ent. Products Monthly Consumer	8% (43)	17% (89)	15% (81)	29% (154)	15% (79)	10% (53)	2% (13)	1% (3)
HHI $100k+ Ent. Products Monthly Consumer	8% (23)	14% (38)	16% (45)	25% (68)	19% (52)	11% (31)	2% (6)	1% (3)
PID: Dem (No Lean) Ent. Products Monthly Consumer	10% (64)	17% (109)	15% (95)	26% (165)	18% (117)	8% (52)	2% (14)	1% (4)
PID: Ind (No Lean) Ent. Products Monthly Consumer	3% (10)	12% (39)	8% (27)	28% (92)	29% (96)	13% (44)	4% (12)	1% (3)
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (10)	8% (28)	18% (63)	31% (110)	21% (74)	12% (42)	3% (9)	2% (8)
Female Travel Yearly Consumer	5% (65)	7% (98)	12% (157)	25%(328)	23%(299)	18%(238)	3% (43)	3% (35)
Male Travel Yearly Consumer	2% (21)	8% (79)	8% (81)	26%(267)	27%(273)	24% (251)	3% (34)	1% (14)
Gen Z Travel Yearly Consumer	3% (10)	12% (38)	11% (38)	27% (90)	24% (78)	18% (60)	2% (6)	2% (6)
Millennial Travel Yearly Consumer	7% (60)	12% (105)	14% (121)	29%(250)	20% (169)	13% (110)	2% (18)	1% (13)
Gen X Travel Yearly Consumer	2% (11)	6% (27)	10% (49)	27% (129)	25% (120)	23% (109)	3% (16)	1% (4)
Boomer Travel Yearly Consumer	1% (4)	1% (8)	5% (33)	19% (123)	30% (197)	31% (198)	5% (35)	4% (24)
HHI <$50k Travel Yearly Consumer	2% (13)	5% (40)	10% (82)	27% (221)	28%(228)	19% (151)	3% (28)	4% (30)
HHI $50-$100k Travel Yearly Consumer	5% (46)	10% (96)	10% (99)	25%(246)	22% (215)	21%(209)	2% (23)	1% (11)
HHI $100k+ Travel Yearly Consumer	5% (27)	7% (41)	10% (60)	23% (131)	23% (131)	23% (130)	5% (27)	2% (9)
PID: Dem (No Lean) Travel Yearly Consumer	6% (67)	10% (113)	10% (110)	25%(268)	23%(255)	19%(207)	3% (29)	2% (18)
PID: Ind (No Lean) Travel Yearly Consumer	2% (12)	6% (35)	8% (44)	26% (148)	25% (144)	25% (144)	4% (25)	2% (13)
PID: Rep (No Lean) Travel Yearly Consumer	1% (8)	4% (30)	13% (87)	27% (182)	26% (175)	20% (139)	3% (24)	3% (19)
Female Alcohol Weekly Consumer	9% (43)	13% (68)	14% (72)	27% (134)	17% (87)	11% (56)	1% (7)	1% (7)
Male Alcohol Weekly Consumer	4% (8)	16% (36)	11% (24)	23% (52)	22% (49)	13% (29)	2% (3)	2% (6)
Gen Z Alcohol Weekly Consumer	3% (2)	15% (8)	9% (4)	31% (16)	22% (11)	9% (4)	1% (1)	— (0)
Millennial Alcohol Weekly Consumer	11% (37)	21% (70)	17% (55)	29% (95)	11% (37)	6% (18)	— (1)	2% (6)
Gen X Alcohol Weekly Consumer	5% (9)	11% (21)	11% (21)	20% (37)	22% (42)	14% (26)	3% (6)	2% (4)
Boomer Alcohol Weekly Consumer	2% (2)	3% (5)	11% (16)	24% (36)	29% (43)	23% (35)	2% (3)	2% (3)
HHI <$50k Alcohol Weekly Consumer	3% (7)	9% (24)	9% (24)	24% (66)	25% (68)	15% (39)	2% (5)	3% (7)

Continued on next page

Table MCBR9_5: *How often, if at all, do you purchase the following?*
Beauty and/or personal care products

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (116)	6%(245)	8%(345)	22%(975)	26%(1125)	23%(998)	4% (157)	4% (162)
HHI $50-$100k Alcohol Weekly Consumer	10% (28)	17% (50)	12% (35)	29% (85)	16% (47)	10% (28)	— (1)	1% (4)
HHI $100k+ Alcohol Weekly Consumer	10% (16)	18% (30)	22% (37)	21% (35)	13% (22)	11% (19)	2% (3)	1% (1)
PID: Dem (No Lean) Alcohol Weekly Consumer	11% (41)	18% (66)	13% (48)	21% (79)	17% (62)	10% (36)	1% (4)	— (1)
PID: Ind (No Lean) Alcohol Weekly Consumer	4% (6)	14% (23)	10% (15)	26% (42)	25% (39)	13% (20)	1% (2)	3% (5)
PID: Rep (No Lean) Alcohol Weekly Consumer	2% (5)	7% (15)	16% (33)	33% (65)	17% (35)	15% (30)	2% (3)	4% (7)
Monthly Beer Drinkers	4% (57)	8% (128)	11% (163)	25%(387)	24%(376)	20% (310)	2% (36)	2% (26)
Don't Drink Beer	1% (5)	4% (21)	3% (16)	25% (128)	27% (136)	24% (120)	4% (20)	4% (21)
Monthly Wine Drinkers	4% (55)	9% (130)	10% (140)	26% (371)	24%(343)	20%(279)	3% (40)	1% (21)
Don't Drink Wine	1% (6)	4% (18)	6% (31)	23% (115)	26% (127)	21% (103)	3% (13)	4% (20)
Monthly Hard Seltzer Drinker	6% (47)	13% (104)	15% (125)	27%(220)	20% (163)	14% (110)	2% (16)	1% (5)
Don't Drink Hard Seltzer	1% (16)	3% (37)	4% (51)	24%(299)	28%(345)	25%(309)	4% (44)	3% (39)
Monthly Spirits Drinker	3% (46)	9% (126)	10% (141)	28%(384)	25% (351)	17%(242)	2% (33)	1% (18)
Don't Drink Spirits	4% (19)	5% (25)	7% (37)	19% (99)	26% (133)	22% (112)	4% (22)	4% (19)
Monthly Canned Cocktail Drinker	6% (44)	15% (110)	16% (122)	27% (197)	18% (136)	10% (74)	2% (17)	1% (6)
Don't Drink Canned Cocktails	2% (20)	3% (41)	4% (54)	22%(280)	29%(369)	28% (351)	3% (42)	3% (37)
Weekly Beer Drinker	5% (54)	10% (102)	11% (116)	26%(263)	22% (231)	16% (168)	2% (21)	2% (18)
Weekly Wine Drinker	6% (51)	12% (97)	12% (98)	23% (184)	21% (165)	18% (144)	2% (14)	1% (11)
Weekly Hard Seltzer Drinker	10% (42)	19% (82)	18% (74)	25% (105)	15% (62)	9% (39)	1% (4)	— (0)
Weekly Spirits Drinker	6% (42)	13% (96)	10% (72)	25% (177)	23% (162)	16% (113)	2% (12)	1% (7)
Weekly Canned Cocktail Drinker	11% (42)	21% (77)	16% (60)	23% (86)	12% (42)	6% (20)	1% (5)	1% (3)
Don't Drink Alcohol	3% (48)	4% (62)	8% (139)	19%(329)	24%(422)	23% (401)	5% (87)	5% (93)
Purchased Car in Past 2 Years	5% (44)	11% (96)	11% (100)	24% (215)	21% (191)	19% (177)	3% (26)	3% (29)
Aware of Bud Light Events	3% (89)	6% (164)	9%(242)	23% (621)	26%(695)	22%(582)	3% (91)	4% (95)

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

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
Gender: Male	6% (84)	17%(221)	15%(198)	22%(280)	16%(208)	16%(209)	2% (32)	2% (26)
Gender: Female	2% (27)	9%(104)	8% (93)	20%(238)	21%(249)	28%(345)	4% (52)	6% (68)
Age: 18-34	4% (30)	16%(110)	13% (88)	24%(166)	15%(101)	18%(126)	3% (21)	4% (28)
Age: 35-44	9% (42)	17% (78)	12% (58)	18% (83)	16% (77)	17% (80)	4% (19)	4% (17)
Age: 45-64	4% (33)	13%(108)	11% (97)	21%(175)	21%(181)	23%(197)	3% (24)	3% (21)
Age: 65+	1% (5)	6% (30)	10% (49)	19% (94)	20% (99)	31%(156)	4% (20)	6% (28)
GenZers: 1997-2012	3% (8)	8% (19)	10% (23)	28% (65)	17% (40)	19% (45)	4% (11)	7% (17)
Millennials: 1981-1996	7% (62)	18%(150)	14%(117)	19%(163)	15%(124)	17%(147)	3% (25)	3% (27)
GenXers: 1965-1980	5% (29)	15% (92)	11% (69)	23%(141)	19%(116)	20%(120)	3% (18)	2% (13)
Baby Boomers: 1946-1964	2% (12)	8% (64)	9% (74)	18%(144)	21%(163)	30%(232)	4% (29)	5% (37)
PID: Dem (no lean)	5% (62)	16%(181)	11%(127)	22%(249)	17%(191)	18%(206)	4% (41)	3% (33)
PID: Ind (no lean)	3% (20)	10% (67)	10% (71)	18%(123)	18%(124)	28%(196)	4% (26)	6% (40)
PID: Rep (no lean)	4% (29)	11% (78)	13% (94)	21%(146)	20%(143)	22%(157)	2% (17)	3% (21)
PID/Gender: Dem Men	8% (50)	21%(124)	14% (87)	21%(130)	14% (86)	14% (85)	2% (9)	2% (14)
PID/Gender: Dem Women	2% (12)	11% (57)	8% (40)	23%(119)	20%(105)	23%(120)	6% (31)	4% (19)
PID/Gender: Ind Men	4% (14)	13% (41)	15% (47)	21% (67)	15% (48)	22% (71)	5% (15)	2% (6)
PID/Gender: Ind Women	2% (7)	7% (25)	7% (24)	15% (55)	20% (74)	33%(121)	3% (11)	9% (34)
PID/Gender: Rep Men	5% (20)	15% (56)	18% (65)	22% (83)	20% (73)	14% (53)	2% (7)	2% (6)
PID/Gender: Rep Women	3% (9)	7% (22)	9% (28)	19% (63)	21% (70)	31%(104)	3% (10)	4% (14)
Ideo: Liberal (1-3)	4% (31)	12%(108)	12%(105)	23%(203)	19%(161)	21%(181)	4% (32)	3% (24)
Ideo: Moderate (4)	5% (36)	12% (90)	11% (77)	18%(134)	20%(143)	22%(160)	4% (27)	6% (44)
Ideo: Conservative (5-7)	5% (39)	15%(109)	14%(105)	20%(148)	17%(126)	21%(153)	3% (19)	3% (19)
Educ: < College	4% (65)	13%(203)	11%(168)	20%(307)	19%(285)	23%(356)	3% (51)	4% (60)
Educ: Bachelors degree	3% (15)	11% (66)	14% (80)	22%(131)	18%(104)	23%(136)	4% (24)	3% (18)
Educ: Post-grad	8% (31)	15% (58)	11% (43)	21% (80)	18% (68)	17% (67)	2% (8)	4% (16)
Income: Under 50k	4% (42)	12%(122)	10%(106)	20%(207)	18%(193)	24%(252)	4% (45)	5% (49)
Income: 50k-100k	4% (42)	13%(126)	13%(123)	21%(194)	17%(164)	22%(207)	3% (29)	4% (35)
Income: 100k+	5% (27)	15% (79)	12% (62)	22%(117)	19%(100)	19%(100)	2% (11)	2% (11)
Ethnicity: White	5% (92)	13%(251)	12%(240)	20%(398)	18%(364)	22%(443)	3% (62)	4% (73)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
Ethnicity: Hispanic	5% (24)	18% (83)	12% (56)	16% (72)	21% (97)	18% (82)	3% (14)	4% (18)
Ethnicity: Black	6% (17)	16% (48)	11% (34)	25% (75)	16% (47)	19% (57)	2% (7)	4% (11)
Ethnicity: Other	1% (3)	12% (26)	8% (18)	20% (46)	20% (46)	26% (58)	7% (16)	4% (10)
All Christian	4% (49)	13%(145)	13%(143)	20%(222)	19%(209)	22%(243)	3% (32)	4% (44)
All Non-Christian	11% (28)	20% (53)	10% (26)	17% (43)	15% (37)	16% (40)	2% (6)	2% (5)
Atheist	2% (3)	4% (5)	12% (13)	35% (38)	14% (16)	28% (31)	2% (2)	2% (3)
Agnostic/Nothing in particular	3% (21)	14% (88)	12% (77)	22%(140)	16%(101)	23%(148)	3% (22)	4% (29)
Something Else	3% (10)	9% (36)	8% (33)	19% (75)	24% (94)	25% (97)	6% (22)	4% (15)
Religious Non-Protestant/Catholic	11% (29)	20% (54)	10% (27)	17% (45)	14% (38)	16% (43)	2% (6)	2% (5)
Evangelical	6% (34)	12% (68)	12% (68)	19%(109)	23%(130)	19% (111)	3% (17)	4% (24)
Non-Evangelical	3% (28)	12%(109)	11%(105)	20% (181)	19%(173)	25%(232)	4% (36)	4% (35)
Community: Urban	7% (62)	18%(156)	11% (96)	22%(185)	16%(136)	16%(133)	3% (25)	4% (33)
Community: Suburban	2% (27)	11% (121)	12%(138)	21%(237)	18%(205)	26%(293)	3% (31)	3% (34)
Community: Rural	4% (21)	9% (49)	10% (57)	18% (96)	21% (117)	24%(134)	5% (29)	5% (27)
Employ: Private Sector	6% (57)	16%(154)	14%(134)	23%(216)	15%(144)	17% (161)	3% (24)	2% (22)
Employ: Government	4% (7)	17% (34)	11% (21)	23% (45)	21% (42)	16% (31)	2% (4)	5% (10)
Employ: Self-Employed	6% (16)	14% (35)	10% (26)	19% (48)	19% (46)	22% (54)	3% (8)	2% (4)
Employ: Homemaker	3% (3)	5% (5)	10% (11)	12% (14)	33% (37)	30% (34)	3% (3)	2% (3)
Employ: Student	3% (2)	10% (6)	15% (8)	23% (13)	16% (9)	28% (15)	1% (0)	— (0)
Employ: Retired	2% (9)	8% (46)	10% (61)	18%(108)	19%(114)	30%(176)	5% (28)	5% (32)
Employ: Unemployed	3% (8)	11% (27)	6% (14)	20% (51)	20% (49)	28% (68)	4% (10)	4% (9)
Employ: Other	7% (9)	14% (18)	12% (15)	19% (24)	13% (16)	16% (20)	5% (6)	11% (14)
Military HH: Yes	6% (21)	13% (46)	10% (35)	18% (65)	22% (80)	20% (73)	3% (11)	5% (17)
Military HH: No	4% (89)	13%(280)	12%(256)	21%(453)	18%(378)	23%(486)	3% (74)	4% (78)
2022 House Vote: Democrat	4% (49)	15%(172)	12%(136)	22%(253)	17%(194)	20%(233)	4% (41)	3% (34)
2022 House Vote: Republican	4% (28)	10% (75)	11% (83)	21%(152)	22%(161)	23%(165)	3% (20)	4% (26)
2022 House Vote: Someone else	1% (0)	5% (3)	5% (3)	27% (15)	25% (14)	33% (18)	— (0)	1% (0)
2022 House Vote: Didnt Vote	6% (34)	13% (76)	12% (70)	17% (98)	15% (89)	24%(143)	4% (24)	6% (33)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
2020 Vote: Joe Biden	4% (50)	14%(169)	12%(142)	22%(263)	18%(210)	21%(248)	4% (46)	3% (33)
2020 Vote: Donald Trump	4% (29)	11% (86)	14%(105)	20% (151)	20%(156)	24%(183)	3% (20)	3% (26)
2020 Vote: Other	— (0)	11% (6)	13% (8)	16% (10)	21% (13)	35% (21)	— (0)	3% (2)
2020 Vote: Didn't Vote	6% (31)	13% (64)	8% (37)	19% (94)	16% (79)	22%(108)	4% (18)	7% (34)
2018 House Vote: Democrat	4% (40)	15%(153)	12%(124)	22%(225)	18%(184)	21%(222)	4% (41)	3% (30)
2018 House Vote: Republican	5% (32)	10% (72)	11% (79)	21%(146)	21%(146)	23%(158)	2% (13)	3% (24)
2018 House Vote: Someone else	— (0)	11% (6)	6% (3)	31% (15)	15% (7)	37% (19)	— (0)	— (0)
2018 House Vote: Didnt Vote	5% (38)	13% (96)	12% (85)	18% (131)	17% (121)	22% (161)	4% (30)	6% (41)
4-Region: Northeast	5% (26)	14% (68)	11% (53)	20% (99)	16% (78)	23% (114)	3% (15)	5% (25)
4-Region: Midwest	3% (17)	11% (56)	11% (59)	22% (113)	19% (96)	25% (131)	2% (12)	4% (19)
4-Region: South	5% (45)	11%(104)	11%(104)	20%(186)	20% (181)	22%(198)	4% (39)	3% (29)
4-Region: West	4% (22)	17% (98)	13% (76)	20%(120)	18%(103)	20% (116)	3% (19)	4% (21)
2304079	4% (56)	12%(144)	12%(150)	21%(262)	16%(202)	24%(296)	4% (48)	4% (48)
2304086	4% (55)	14%(182)	11%(142)	20%(256)	20%(256)	21%(264)	3% (36)	4% (47)
Ethnicity: White (Non-Hispanic)	4% (67)	11%(177)	12%(189)	22%(344)	17%(274)	23%(370)	3% (49)	4% (56)
Ethnicity: Hispanic	5% (24)	18% (83)	12% (56)	16% (72)	21% (97)	18% (82)	3% (14)	4% (18)
Ethnicity: Black (Non-Hispanic)	6% (17)	16% (43)	11% (30)	23% (63)	16% (43)	20% (55)	2% (7)	4% (11)
Ethnicity: Asian + Other (Non-Hispanic)	1% (2)	11% (23)	8% (16)	19% (39)	21% (44)	25% (52)	7% (15)	5% (10)
Female F&b Monthly Consumer	6% (78)	18%(218)	16%(196)	22%(274)	16%(200)	16%(197)	2% (24)	2% (23)
Male F&b Monthly Consumer	2% (25)	9%(103)	8% (91)	20%(234)	20%(233)	28%(324)	4% (46)	6% (66)
Gen Z F&b Monthly Consumer	3% (7)	9% (19)	11% (23)	29% (63)	18% (39)	16% (34)	4% (9)	8% (17)
Millennial F&b Monthly Consumer	7% (59)	19%(147)	15% (115)	20%(156)	15%(122)	17%(138)	2% (19)	3% (23)
Gen X F&b Monthly Consumer	4% (26)	16% (89)	12% (69)	25% (141)	18% (101)	20% (117)	2% (14)	2% (11)
Boomer F&b Monthly Consumer	1% (11)	8% (64)	9% (72)	19%(142)	21% (161)	29%(223)	4% (28)	5% (37)
HHI <$50k F&b Monthly Consumer	4% (42)	12% (117)	11%(105)	20%(202)	18%(176)	24%(233)	4% (42)	5% (48)
HHI $50-$100k F&b Monthly Consumer	4% (39)	14%(126)	14%(122)	21%(189)	18% (161)	22%(197)	3% (23)	3% (31)
HHI $100k+ F&b Monthly Consumer	4% (22)	16% (78)	12% (60)	23% (116)	20% (98)	19% (97)	1% (6)	2% (10)
PID: Dem (No Lean) F&b Monthly Consumer	5% (58)	17%(180)	12%(124)	23%(247)	18%(189)	18%(196)	3% (35)	3% (30)
PID: Ind (No Lean) F&b Monthly Consumer	3% (20)	10% (65)	11% (71)	18% (117)	17%(109)	28%(180)	4% (23)	6% (40)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
PID: Rep (No Lean) F&b Monthly Consumer	4% (25)	11% (77)	14% (92)	21%(143)	20%(137)	23% (151)	2% (13)	3% (20)
Female Hh Goods Monthly Consumer	7% (72)	20%(190)	16%(158)	22%(209)	17%(160)	12% (118)	2% (21)	2% (18)
Male Hh Goods Monthly Consumer	3% (23)	9% (83)	9% (80)	22%(199)	22%(200)	23%(208)	4% (40)	6% (51)
Gen Z Hh Goods Monthly Consumer	4% (6)	9% (16)	11% (20)	27% (47)	20% (36)	14% (25)	4% (8)	9% (15)
Millennial Hh Goods Monthly Consumer	8% (55)	20%(136)	16%(110)	20%(135)	15%(102)	15%(101)	3% (18)	3% (18)
Gen X Hh Goods Monthly Consumer	5% (22)	16% (71)	11% (50)	26% (117)	20% (91)	17% (80)	2% (11)	2% (11)
Boomer Hh Goods Monthly Consumer	2% (11)	10% (50)	10% (54)	20%(105)	24%(123)	22% (115)	4% (23)	5% (24)
HHI <$50k Hh Goods Monthly Consumer	5% (38)	12% (89)	11% (81)	20%(152)	21%(160)	20%(150)	5% (35)	5% (34)
HHI $50-$100k Hh Goods Monthly Consumer	5% (33)	16%(113)	15%(106)	22%(154)	18%(128)	17%(119)	3% (21)	4% (27)
HHI $100k+ Hh Goods Monthly Consumer	6% (24)	18% (72)	13% (51)	25% (101)	18% (73)	15% (61)	1% (5)	2% (9)
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (53)	18%(154)	12%(102)	24%(202)	16%(135)	15%(125)	4% (31)	3% (25)
PID: Ind (No Lean) Hh Goods Monthly Consumer	3% (15)	11% (56)	11% (56)	18% (89)	20%(101)	24%(118)	3% (16)	7% (33)
PID: Rep (No Lean) Hh Goods Monthly Consumer	5% (26)	12% (64)	15% (81)	22%(116)	23%(124)	16% (88)	3% (14)	2% (12)
Female Apparel Monthly Consumer	10% (54)	25%(137)	19%(106)	21%(116)	12% (66)	8% (42)	2% (11)	1% (5)
Male Apparel Monthly Consumer	4% (18)	13% (66)	10% (50)	25%(125)	19% (95)	22%(107)	2% (11)	3% (16)
Gen Z Apparel Monthly Consumer	4% (4)	15% (17)	15% (17)	30% (34)	22% (26)	8% (9)	1% (2)	2% (2)
Millennial Apparel Monthly Consumer	11% (51)	23%(114)	19% (91)	20% (96)	11% (54)	12% (60)	2% (8)	1% (6)
Gen X Apparel Monthly Consumer	5% (12)	20% (56)	9% (25)	26% (72)	19% (53)	15% (42)	3% (8)	1% (3)
Boomer Apparel Monthly Consumer	2% (4)	10% (17)	13% (22)	24% (39)	18% (29)	24% (40)	2% (4)	6% (10)
HHI <$50k Apparel Monthly Consumer	6% (21)	14% (48)	12% (43)	24% (86)	20% (72)	17% (61)	2% (8)	3% (11)
HHI $50-$100k Apparel Monthly Consumer	7% (29)	22% (96)	18% (77)	22% (96)	14% (61)	13% (55)	2% (10)	2% (7)
HHI $100k+ Apparel Monthly Consumer	8% (21)	23% (59)	14% (37)	23% (58)	12% (30)	14% (36)	2% (5)	2% (4)
PID: Dem (No Lean) Apparel Monthly Consumer	8% (40)	26%(138)	13% (67)	24%(128)	11% (60)	12% (66)	2% (10)	2% (12)
PID: Ind (No Lean) Apparel Monthly Consumer	6% (14)	13% (29)	13% (29)	22% (51)	19% (44)	22% (49)	2% (4)	3% (6)
PID: Rep (No Lean) Apparel Monthly Consumer	6% (18)	13% (36)	21% (61)	22% (62)	21% (59)	13% (37)	3% (8)	1% (4)
Female Electronics Yearly Consumer	7% (71)	19%(181)	17%(163)	23%(226)	15%(148)	13%(121)	3% (26)	1% (13)
Male Electronics Yearly Consumer	3% (22)	11% (71)	9% (61)	23%(156)	24%(162)	20%(137)	4% (26)	4% (28)
Gen Z Electronics Yearly Consumer	4% (8)	10% (19)	12% (22)	31% (57)	20% (36)	9% (17)	5% (8)	7% (13)
Millennial Electronics Yearly Consumer	8% (54)	21%(140)	16%(107)	20%(136)	15%(102)	13% (88)	3% (21)	2% (13)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
Gen X Electronics Yearly Consumer	5% (21)	15% (62)	11% (46)	25%(105)	21% (87)	17% (71)	3% (10)	1% (6)
Boomer Electronics Yearly Consumer	3% (10)	9% (31)	13% (47)	23% (82)	23% (81)	22% (78)	3% (12)	2% (9)
HHI <$50k Electronics Yearly Consumer	6% (35)	12% (77)	11% (68)	23%(143)	23%(140)	16%(101)	4% (26)	3% (18)
HHI $50-$100k Electronics Yearly Consumer	5% (35)	17%(108)	16%(106)	22%(142)	16%(106)	17%(109)	3% (19)	3% (19)
HHI $100k+ Electronics Yearly Consumer	6% (24)	18% (68)	14% (51)	26% (97)	18% (66)	14% (52)	2% (8)	1% (4)
PID: Dem (No Lean) Electronics Yearly Consumer	7% (56)	18%(140)	12% (93)	25%(186)	16%(124)	14%(108)	4% (29)	1% (11)
PID: Ind (No Lean) Electronics Yearly Consumer	4% (15)	13% (54)	13% (54)	22% (95)	20% (84)	19% (83)	3% (12)	5% (22)
PID: Rep (No Lean) Electronics Yearly Consumer	5% (22)	13% (58)	17% (78)	22%(100)	23%(104)	16% (71)	3% (12)	2% (8)
Female Beauty & Care Monthly Consumer	8% (71)	20%(180)	17%(153)	22%(192)	16%(139)	12%(109)	1% (10)	1% (12)
Male Beauty & Care Monthly Consumer	3% (22)	10% (77)	9% (71)	23%(189)	22%(180)	23%(189)	4% (29)	5% (38)
Gen Z Beauty & Care Monthly Consumer	3% (5)	10% (17)	11% (19)	30% (52)	21% (37)	13% (22)	2% (4)	9% (15)
Millennial Beauty & Care Monthly Consumer	9% (59)	21%(134)	16%(102)	20%(128)	13% (80)	16%(100)	2% (13)	2% (12)
Gen X Beauty & Care Monthly Consumer	5% (20)	15% (65)	11% (46)	26% (111)	22% (94)	17% (70)	1% (6)	1% (5)
Boomer Beauty & Care Monthly Consumer	2% (10)	9% (40)	12% (53)	20% (89)	23% (101)	24%(104)	3% (15)	4% (18)
HHI <$50k Beauty & Care Monthly Consumer	5% (36)	12% (81)	10% (72)	23%(156)	21%(143)	21%(142)	3% (23)	3% (24)
HHI $50-$100k Beauty & Care Monthly Consumer	5% (33)	16%(107)	16%(104)	22% (141)	17% (111)	18% (118)	2% (13)	3% (20)
HHI $100k+ Beauty & Care Monthly Consumer	7% (24)	20% (69)	14% (48)	24% (85)	18% (64)	12% (43)	1% (3)	2% (7)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (51)	18%(146)	12%(100)	23%(184)	18%(146)	15%(125)	3% (24)	2% (18)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	4% (18)	12% (52)	13% (56)	21% (92)	18% (79)	22% (96)	1% (5)	6% (25)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	5% (24)	13% (60)	15% (69)	23%(106)	21% (95)	18% (82)	2% (10)	2% (8)
Female Insurance Yearly Consumer	5% (53)	18%(177)	18%(179)	22%(220)	17%(169)	15%(154)	2% (19)	2% (19)
Male Insurance Yearly Consumer	3% (22)	8% (71)	8% (70)	21%(180)	21%(175)	28%(237)	4% (36)	5% (40)
Gen Z Insurance Yearly Consumer	3% (4)	9% (14)	12% (18)	26% (41)	17% (28)	22% (35)	2% (2)	9% (14)
Millennial Insurance Yearly Consumer	7% (44)	20%(127)	16%(103)	20%(130)	15% (97)	16%(103)	3% (18)	2% (12)
Gen X Insurance Yearly Consumer	4% (17)	15% (60)	13% (52)	26%(106)	20% (84)	17% (71)	3% (13)	1% (6)
Boomer Insurance Yearly Consumer	2% (9)	8% (47)	11% (68)	20% (121)	20%(122)	28% (171)	3% (20)	4% (26)
HHI <$50k Insurance Yearly Consumer	3% (22)	11% (73)	12% (80)	22%(148)	20%(139)	24%(164)	4% (26)	4% (25)
HHI $50-$100k Insurance Yearly Consumer	4% (33)	14%(105)	15% (115)	20%(154)	17%(129)	20%(154)	3% (21)	4% (27)
HHI $100k+ Insurance Yearly Consumer	5% (21)	17% (71)	13% (55)	23% (98)	18% (76)	18% (77)	2% (9)	2% (8)

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Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (44)	16%(136)	13% (112)	23%(194)	17%(146)	17%(143)	4% (31)	3% (23)
PID: Ind (No Lean) Insurance Yearly Consumer	2% (10)	11% (51)	11% (54)	18% (88)	18% (85)	29%(140)	3% (14)	6% (28)
PID: Rep (No Lean) Insurance Yearly Consumer	4% (20)	12% (62)	16% (83)	22% (118)	21% (113)	21% (111)	2% (11)	2% (9)
Female Pharma Monthly Consumer	8% (68)	20%(176)	17%(150)	20%(170)	15%(130)	14%(122)	2% (19)	2% (16)
Male Pharma Monthly Consumer	3% (21)	8% (62)	9% (67)	21%(160)	23%(176)	26%(192)	3% (23)	5% (40)
Gen Z Pharma Monthly Consumer	5% (6)	10% (12)	13% (16)	21% (25)	21% (25)	18% (21)	5% (6)	7% (8)
Millennial Pharma Monthly Consumer	9% (52)	21% (118)	18% (97)	18% (99)	14% (76)	14% (79)	2% (11)	2% (13)
Gen X Pharma Monthly Consumer	4% (19)	15% (65)	11% (50)	24%(105)	22% (93)	18% (78)	2% (7)	2% (10)
Boomer Pharma Monthly Consumer	3% (12)	9% (42)	10% (49)	20% (98)	21% (99)	27% (131)	4% (17)	5% (24)
HHI <$50k Pharma Monthly Consumer	5% (33)	12% (78)	11% (75)	20%(132)	21%(144)	22% (151)	4% (24)	4% (29)
HHI $50-$100k Pharma Monthly Consumer	6% (34)	16% (95)	16% (96)	19% (115)	18% (110)	19% (116)	2% (14)	3% (20)
HHI $100k+ Pharma Monthly Consumer	6% (22)	20% (67)	14% (47)	25% (83)	15% (52)	15% (51)	1% (4)	2% (7)
PID: Dem (No Lean) Pharma Monthly Consumer	7% (53)	18%(135)	12% (93)	22%(167)	17%(126)	17%(129)	3% (23)	3% (21)
PID: Ind (No Lean) Pharma Monthly Consumer	4% (14)	11% (46)	13% (51)	17% (69)	20% (82)	25%(102)	3% (12)	5% (21)
PID: Rep (No Lean) Pharma Monthly Consumer	5% (22)	13% (59)	16% (74)	21% (94)	21% (98)	19% (86)	2% (8)	3% (15)
Female Media Monthly Consumer	8% (54)	21%(147)	19%(133)	21%(145)	14%(100)	12% (82)	2% (15)	1% (6)
Male Media Monthly Consumer	4% (20)	10% (51)	10% (52)	24%(125)	20%(104)	22% (115)	3% (17)	5% (26)
Gen Z Media Monthly Consumer	5% (7)	11% (17)	14% (20)	25% (37)	17% (26)	11% (16)	6% (9)	9% (13)
Millennial Media Monthly Consumer	9% (47)	23% (117)	18% (93)	18% (93)	14% (69)	14% (69)	1% (5)	1% (5)
Gen X Media Monthly Consumer	5% (15)	17% (50)	12% (37)	26% (79)	20% (59)	15% (46)	2% (7)	1% (3)
Boomer Media Monthly Consumer	2% (5)	6% (15)	13% (31)	24% (59)	20% (49)	26% (64)	4% (10)	4% (10)
HHI <$50k Media Monthly Consumer	5% (22)	12% (54)	12% (52)	22% (98)	21% (92)	18% (82)	5% (20)	2% (11)
HHI $50-$100k Media Monthly Consumer	6% (30)	18% (88)	19% (92)	20% (101)	13% (66)	17% (83)	2% (9)	4% (17)
HHI $100k+ Media Monthly Consumer	8% (22)	20% (57)	15% (41)	25% (72)	16% (45)	12% (35)	1% (4)	1% (3)
PID: Dem (No Lean) Media Monthly Consumer	8% (49)	20%(122)	13% (80)	24% (141)	14% (82)	15% (90)	3% (16)	1% (5)
PID: Ind (No Lean) Media Monthly Consumer	4% (10)	12% (35)	16% (45)	21% (60)	16% (46)	20% (59)	3% (8)	6% (19)
PID: Rep (No Lean) Media Monthly Consumer	5% (15)	13% (42)	18% (60)	21% (69)	23% (76)	15% (50)	2% (8)	2% (8)
Female Ent. Products Monthly Consumer	10% (55)	25%(135)	20%(104)	21% (113)	11% (56)	7% (39)	3% (15)	1% (6)
Male Ent. Products Monthly Consumer	4% (11)	14% (41)	9% (27)	28% (82)	22% (64)	17% (49)	5% (14)	1% (4)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13% (326)	12% (292)	21% (518)	18% (458)	22% (559)	3% (84)	4% (94)
Gen Z Ent. Products Monthly Consumer	4% (5)	15% (17)	14% (16)	32% (36)	21% (24)	5% (6)	5% (6)	2% (2)
Millennial Ent. Products Monthly Consumer	11% (49)	26% (117)	18% (83)	20% (90)	11% (48)	10% (46)	3% (14)	1% (3)
Gen X Ent. Products Monthly Consumer	5% (9)	20% (34)	12% (20)	30% (53)	12% (21)	13% (23)	3% (6)	2% (3)
Boomer Ent. Products Monthly Consumer	3% (3)	9% (7)	14% (12)	19% (16)	29% (24)	19% (16)	3% (3)	2% (2)
HHI <$50k Ent. Products Monthly Consumer	7% (17)	14% (37)	12% (31)	26% (68)	21% (54)	12% (31)	7% (17)	1% (2)
HHI $50-$100k Ent. Products Monthly Consumer	9% (30)	24% (85)	20% (70)	21% (75)	10% (35)	10% (36)	2% (8)	2% (7)
HHI $100k+ Ent. Products Monthly Consumer	9% (19)	25% (54)	14% (31)	24% (51)	14% (31)	11% (23)	2% (3)	— (1)
PID: Dem (No Lean) Ent. Products Monthly Consumer	9% (37)	27% (115)	13% (56)	24% (104)	13% (56)	9% (38)	3% (13)	1% (4)
PID: Ind (No Lean) Ent. Products Monthly Consumer	6% (12)	17% (31)	16% (29)	22% (40)	17% (32)	14% (27)	5% (9)	2% (3)
PID: Rep (No Lean) Ent. Products Monthly Consumer	8% (17)	14% (30)	22% (47)	23% (50)	15% (32)	12% (26)	3% (7)	1% (3)
Female Travel Yearly Consumer	6% (52)	19% (168)	17% (149)	22% (196)	17% (150)	14% (120)	3% (25)	1% (13)
Male Travel Yearly Consumer	3% (16)	10% (59)	9% (55)	24% (148)	20% (123)	27% (167)	4% (28)	2% (15)
Gen Z Travel Yearly Consumer	3% (4)	12% (17)	13% (17)	32% (44)	24% (33)	10% (14)	5% (7)	2% (2)
Millennial Travel Yearly Consumer	7% (44)	21% (126)	17% (103)	21% (128)	13% (78)	14% (85)	4% (21)	1% (6)
Gen X Travel Yearly Consumer	4% (14)	15% (48)	11% (36)	29% (93)	19% (61)	18% (59)	3% (11)	1% (4)
Boomer Travel Yearly Consumer	1% (5)	8% (34)	10% (44)	18% (77)	23% (99)	30% (128)	3% (13)	4% (15)
HHI <$50k Travel Yearly Consumer	4% (17)	11% (49)	12% (51)	24% (106)	18% (81)	23% (100)	5% (23)	2% (7)
HHI $50-$100k Travel Yearly Consumer	5% (29)	16% (106)	16% (101)	20% (132)	18% (116)	19% (123)	3% (20)	2% (14)
HHI $100k+ Travel Yearly Consumer	5% (21)	17% (72)	12% (52)	25% (106)	18% (78)	16% (68)	2% (10)	2% (8)
PID: Dem (No Lean) Travel Yearly Consumer	6% (42)	18% (133)	13% (93)	25% (181)	16% (118)	17% (126)	3% (25)	2% (12)
PID: Ind (No Lean) Travel Yearly Consumer	3% (11)	11% (40)	12% (44)	20% (74)	19% (68)	26% (95)	4% (16)	2% (8)
PID: Rep (No Lean) Travel Yearly Consumer	4% (14)	13% (53)	16% (67)	22% (88)	22% (88)	17% (70)	3% (13)	2% (8)
Female Alcohol Weekly Consumer	17% (84)	44% (221)	39% (198)	— (0)	— (0)	— (0)	— (0)	— (0)
Male Alcohol Weekly Consumer	12% (27)	47% (104)	41% (93)	— (0)	— (0)	— (0)	— (0)	— (0)
Gen Z Alcohol Weekly Consumer	16% (8)	38% (19)	46% (23)	— (0)	— (0)	— (0)	— (0)	— (0)
Millennial Alcohol Weekly Consumer	19% (62)	46% (150)	36% (117)	— (0)	— (0)	— (0)	— (0)	— (0)
Gen X Alcohol Weekly Consumer	15% (29)	48% (92)	36% (69)	— (0)	— (0)	— (0)	— (0)	— (0)
Boomer Alcohol Weekly Consumer	8% (12)	43% (64)	49% (74)	— (0)	— (0)	— (0)	— (0)	— (0)
HHI <$50k Alcohol Weekly Consumer	15% (42)	45% (122)	39% (106)	— (0)	— (0)	— (0)	— (0)	— (0)

Continued on next page

Table MCBR9_6: *How often, if at all, do you purchase the following?*
Alcohol

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (111)	13%(326)	12%(292)	21%(518)	18%(458)	22%(559)	3% (84)	4% (94)
HHI $50-$100k Alcohol Weekly Consumer	14% (42)	43%(126)	42%(123)	— (0)	— (0)	— (0)	— (0)	— (0)
HHI $100k+ Alcohol Weekly Consumer	16% (27)	47% (79)	37% (62)	— (0)	— (0)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Alcohol Weekly Consumer	17% (62)	49% (181)	34%(127)	— (0)	— (0)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Alcohol Weekly Consumer	13% (20)	42% (67)	45% (71)	— (0)	— (0)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Alcohol Weekly Consumer	14% (29)	39% (78)	47% (94)	— (0)	— (0)	— (0)	— (0)	— (0)
Monthly Beer Drinkers	6% (99)	18%(286)	16%(247)	23%(358)	20%(304)	12%(183)	2% (29)	1% (18)
Don't Drink Beer	1% (7)	5% (26)	5% (24)	19% (94)	15% (77)	34% (171)	6% (29)	9% (46)
Monthly Wine Drinkers	5% (71)	15%(208)	12%(176)	26%(362)	20%(289)	16%(230)	2% (34)	1% (21)
Don't Drink Wine	5% (27)	14% (67)	15% (75)	15% (76)	15% (76)	21%(103)	3% (16)	5% (25)
Monthly Hard Seltzer Drinker	7% (60)	22% (181)	17%(140)	23%(190)	17%(139)	9% (77)	1% (10)	1% (7)
Don't Drink Hard Seltzer	3% (40)	9%(106)	10%(124)	19%(227)	18%(225)	28%(341)	4% (50)	5% (57)
Monthly Spirits Drinker	6% (80)	18%(249)	15%(212)	26%(361)	19%(261)	13%(180)	1% (20)	1% (13)
Don't Drink Spirits	4% (23)	8% (43)	9% (49)	15% (77)	19% (97)	22% (111)	6% (33)	6% (28)
Monthly Canned Cocktail Drinker	8% (62)	25%(184)	16%(120)	26%(192)	14%(105)	7% (52)	2% (12)	— (2)
Don't Drink Canned Cocktails	3% (42)	7% (95)	9% (121)	18%(232)	20%(258)	27%(347)	4% (56)	5% (63)
Weekly Beer Drinker	9% (95)	25%(261)	20%(203)	21% (211)	15%(155)	6% (58)	1% (15)	1% (9)
Weekly Wine Drinker	8% (64)	20%(158)	16%(130)	22%(174)	20%(157)	9% (70)	1% (8)	1% (8)
Weekly Hard Seltzer Drinker	12% (51)	32%(134)	21% (89)	18% (76)	8% (36)	6% (23)	1% (4)	— (2)
Weekly Spirits Drinker	9% (65)	27%(195)	20% (141)	22%(154)	13% (89)	7% (50)	1% (8)	— (2)
Weekly Canned Cocktail Drinker	13% (48)	36%(132)	19% (70)	17% (61)	7% (26)	3% (12)	2% (6)	— (1)
Purchased Car in Past 2 Years	9% (49)	17% (94)	14% (74)	20%(109)	17% (93)	15% (82)	3% (17)	3% (14)
Aware of Bud Light Events	5% (89)	14%(234)	13%(223)	21%(363)	18%(310)	19%(326)	3% (47)	3% (56)

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

Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
Gender: Male	3% (73)	4% (84)	4% (76)	5% (110)	22% (474)	10% (211)	26% (548)	14% (293)
Gender: Female	1% (14)	1% (28)	2% (38)	3% (60)	25% (564)	8% (170)	28% (638)	17% (375)
Age: 18-34	4% (49)	5% (57)	5% (60)	6% (73)	26% (329)	7% (87)	17% (214)	14% (176)
Age: 35-44	3% (20)	4% (32)	4% (31)	7% (54)	21% (156)	10% (78)	19% (141)	14% (107)
Age: 45-64	1% (13)	1% (18)	1% (18)	2% (28)	27% (380)	9% (130)	26% (371)	17% (236)
Age: 65+	1% (6)	— (5)	1% (6)	2% (16)	18% (176)	9% (88)	47% (462)	16% (151)
GenZers: 1997-2012	3% (16)	2% (12)	2% (12)	5% (26)	30% (157)	6% (34)	16% (85)	15% (80)
Millennials: 1981-1996	4% (53)	5% (72)	6% (77)	7% (92)	22% (302)	9% (114)	18% (241)	13% (172)
GenXers: 1965-1980	1% (10)	2% (20)	1% (14)	3% (26)	28% (288)	9% (94)	22% (225)	17% (174)
Baby Boomers: 1946-1964	1% (9)	1% (8)	1% (11)	2% (25)	20% (287)	9% (131)	40% (568)	17% (235)
PID: Dem (no lean)	3% (64)	4% (69)	4% (78)	4% (78)	21% (391)	7% (134)	26% (483)	15% (269)
PID: Ind (no lean)	1% (13)	2% (20)	1% (16)	3% (44)	24% (312)	10% (124)	26% (328)	15% (191)
PID: Rep (no lean)	1% (11)	2% (23)	2% (20)	4% (48)	26% (339)	10% (125)	29% (377)	17% (211)
PID/Gender: Dem Men	6% (57)	6% (53)	6% (53)	6% (53)	18% (165)	8% (74)	24% (221)	13% (116)
PID/Gender: Dem Women	1% (7)	2% (15)	3% (26)	3% (25)	24% (225)	6% (59)	28% (261)	17% (153)
PID/Gender: Ind Men	2% (10)	2% (12)	2% (10)	4% (23)	24% (135)	11% (61)	26% (143)	15% (86)
PID/Gender: Ind Women	— (2)	1% (8)	1% (6)	3% (21)	25% (175)	9% (63)	26% (183)	15% (102)
PID/Gender: Rep Men	1% (6)	3% (19)	2% (13)	5% (34)	27% (174)	12% (76)	28% (182)	14% (92)
PID/Gender: Rep Women	1% (4)	1% (4)	1% (7)	2% (14)	26% (164)	8% (49)	31% (195)	19% (120)
Ideo: Liberal (1-3)	3% (41)	3% (45)	3% (42)	5% (67)	22% (300)	9% (120)	28% (390)	16% (220)
Ideo: Moderate (4)	1% (12)	2% (31)	3% (33)	3% (43)	23% (299)	9% (120)	28% (362)	15% (186)
Ideo: Conservative (5-7)	2% (25)	3% (35)	3% (38)	4% (49)	26% (349)	9% (122)	28% (377)	15% (204)
Educ: < College	2% (46)	2% (54)	2% (62)	4% (103)	27% (767)	7% (200)	24% (687)	15% (441)
Educ: Bachelors degree	1% (13)	3% (29)	3% (25)	4% (37)	19% (184)	12% (116)	33% (323)	17% (164)
Educ: Post-grad	5% (28)	5% (29)	5% (29)	5% (30)	16% (91)	12% (67)	32% (178)	12% (66)
Income: Under 50k	1% (19)	1% (28)	2% (36)	3% (74)	26% (556)	7% (160)	23% (497)	15% (320)
Income: 50k-100k	3% (49)	3% (44)	4% (55)	4% (62)	25% (373)	10% (144)	28% (419)	17% (249)
Income: 100k+	3% (20)	6% (41)	3% (23)	5% (35)	15% (112)	11% (79)	37% (273)	14% (101)
Ethnicity: White	2% (76)	3% (89)	2% (81)	4% (124)	24% (829)	9% (290)	29% (1000)	15% (515)

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Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
Ethnicity: Hispanic	5% (39)	4% (28)	5% (37)	5% (40)	26% (195)	6% (42)	21% (157)	13% (96)
Ethnicity: Black	1% (6)	3% (16)	4% (20)	7% (39)	27% (153)	8% (45)	11% (64)	15% (87)
Ethnicity: Other	1% (5)	2% (7)	3% (13)	2% (8)	14% (60)	11% (48)	28% (123)	16% (69)
All Christian	1% (25)	2% (41)	3% (50)	3% (66)	24% (459)	9% (185)	31% (612)	14% (281)
All Non-Christian	9% (36)	10% (40)	7% (28)	7% (27)	11% (41)	7% (28)	24% (94)	12% (47)
Atheist	4% (9)	1% (1)	3% (6)	4% (8)	23% (44)	9% (18)	30% (58)	11% (21)
Agnostic/Nothing in particular	1% (12)	2% (20)	2% (19)	4% (47)	25% (277)	8% (94)	26% (293)	16% (181)
Something Else	1% (6)	1% (10)	2% (11)	3% (23)	30% (220)	8% (58)	18% (133)	19% (140)
Religious Non-Protestant/Catholic	8% (38)	9% (40)	6% (28)	7% (30)	14% (63)	8% (35)	23% (105)	12% (54)
Evangelical	1% (15)	2% (29)	3% (34)	4% (41)	28% (324)	10% (110)	24% (280)	14% (158)
Non-Evangelical	1% (14)	1% (21)	2% (25)	3% (43)	23% (346)	8% (123)	31% (450)	17% (257)
Community: Urban	4% (54)	5% (73)	6% (79)	6% (82)	20% (282)	7% (107)	23% (326)	12% (171)
Community: Suburban	1% (26)	1% (22)	1% (24)	3% (61)	24% (467)	10% (194)	30% (589)	17% (326)
Community: Rural	1% (8)	2% (17)	1% (11)	3% (28)	29% (292)	8% (81)	27% (273)	17% (174)
Employ: Private Sector	2% (29)	4% (53)	4% (59)	5% (76)	25% (353)	10% (139)	26% (366)	15% (215)
Employ: Government	9% (25)	9% (26)	5% (14)	6% (16)	21% (61)	12% (35)	17% (51)	16% (49)
Employ: Self-Employed	2% (10)	3% (12)	4% (17)	7% (32)	28% (123)	7% (30)	21% (93)	15% (66)
Employ: Homemaker	— (0)	1% (3)	— (0)	3% (7)	26% (62)	9% (22)	21% (51)	18% (43)
Employ: Student	5% (9)	3% (5)	4% (6)	4% (6)	27% (48)	7% (12)	14% (25)	11% (20)
Employ: Retired	1% (7)	1% (7)	1% (9)	2% (18)	21% (237)	9% (98)	41% (463)	15% (171)
Employ: Unemployed	— (0)	1% (4)	1% (4)	2% (11)	20% (96)	7% (33)	16% (76)	14% (64)
Employ: Other	3% (7)	1% (1)	2% (4)	1% (3)	24% (62)	5% (13)	25% (63)	17% (43)
Military HH: Yes	4% (22)	3% (17)	2% (12)	2% (11)	24% (155)	8% (50)	33% (206)	14% (91)
Military HH: No	2% (65)	3% (96)	3% (103)	4% (160)	24% (886)	9% (333)	26% (983)	15% (580)
2022 House Vote: Democrat	2% (43)	3% (63)	4% (66)	4% (67)	20% (371)	9% (157)	29% (531)	16% (288)
2022 House Vote: Republican	1% (17)	1% (17)	2% (27)	4% (51)	26% (327)	11% (138)	32% (412)	15% (188)
2022 House Vote: Someone else	1% (1)	4% (4)	4% (4)	6% (6)	24% (24)	9% (9)	29% (29)	13% (14)
2022 House Vote: Didnt Vote	2% (27)	2% (29)	1% (18)	4% (47)	27% (319)	7% (79)	18% (217)	15% (180)

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Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
2020 Vote: Joe Biden	3% (48)	4% (70)	4% (71)	4% (77)	20% (386)	9% (164)	28% (538)	15% (298)
2020 Vote: Donald Trump	1% (12)	1% (14)	1% (16)	3% (38)	29% (391)	11% (144)	33% (441)	15% (200)
2020 Vote: Other	1% (2)	— (0)	7% (8)	4% (5)	28% (33)	10% (12)	24% (29)	16% (20)
2020 Vote: Didn't Vote	3% (26)	3% (29)	2% (19)	5% (51)	23% (231)	6% (63)	18% (180)	15% (153)
2018 House Vote: Democrat	2% (40)	4% (59)	4% (62)	4% (70)	21% (342)	9% (146)	29% (476)	15% (243)
2018 House Vote: Republican	1% (15)	1% (16)	2% (19)	3% (35)	26% (310)	11% (128)	33% (397)	16% (189)
2018 House Vote: Someone else	1% (1)	2% (3)	— (0)	1% (1)	28% (29)	6% (6)	35% (36)	12% (12)
2018 House Vote: Didnt Vote	2% (31)	2% (36)	2% (33)	4% (64)	24% (361)	7% (103)	19% (280)	15% (227)
4-Region: Northeast	4% (31)	4% (33)	3% (22)	5% (35)	16% (121)	6% (50)	32% (250)	15% (113)
4-Region: Midwest	2% (18)	1% (11)	3% (25)	3% (30)	25% (226)	9% (84)	29% (267)	16% (143)
4-Region: South	1% (20)	2% (35)	2% (33)	3% (58)	27% (452)	9% (152)	25% (421)	16% (269)
4-Region: West	2% (19)	3% (34)	3% (35)	5% (49)	23% (243)	9% (96)	24% (251)	14% (146)
2304079	2% (37)	2% (48)	3% (62)	4% (90)	25% (552)	8% (174)	28% (609)	16% (344)
2304086	2% (50)	3% (64)	2% (52)	4% (80)	22% (490)	9% (209)	26% (580)	15% (327)
Ethnicity: White (Non-Hispanic)	1% (40)	2% (65)	2% (52)	3% (91)	24% (653)	9% (253)	31% (851)	16% (430)
Ethnicity: Hispanic	5% (39)	4% (28)	5% (37)	5% (40)	26% (195)	6% (42)	21% (157)	13% (96)
Ethnicity: Black (Non-Hispanic)	1% (4)	2% (13)	3% (18)	7% (35)	27% (143)	8% (42)	12% (63)	16% (84)
Ethnicity: Asian + Other (Non-Hispanic)	1% (5)	1% (6)	2% (7)	1% (5)	13% (51)	12% (46)	30% (117)	16% (61)
Female F&b Monthly Consumer	3% (68)	4% (80)	4% (71)	5% (108)	23% (459)	10% (196)	26% (524)	14% (278)
Male F&b Monthly Consumer	1% (11)	1% (23)	2% (37)	3% (54)	26% (534)	8% (165)	30% (619)	17% (355)
Gen Z F&b Monthly Consumer	3% (15)	2% (11)	2% (10)	5% (23)	29% (136)	6% (30)	18% (82)	15% (72)
Millennial F&b Monthly Consumer	4% (46)	6% (68)	6% (73)	7% (88)	24% (292)	9% (111)	19% (230)	13% (159)
Gen X F&b Monthly Consumer	1% (9)	2% (20)	2% (14)	3% (26)	29% (277)	9% (87)	23% (219)	18% (171)
Boomer F&b Monthly Consumer	1% (9)	— (4)	1% (11)	2% (25)	21% (284)	9% (124)	41% (550)	17% (225)
HHI <$50k F&b Monthly Consumer	1% (19)	1% (23)	2% (30)	3% (70)	26% (522)	8% (150)	24% (480)	15% (305)
HHI $50-$100k F&b Monthly Consumer	3% (44)	3% (40)	4% (55)	4% (59)	26% (363)	10% (136)	29% (403)	16% (231)
HHI $100k+ F&b Monthly Consumer	3% (17)	6% (40)	3% (23)	5% (33)	16% (111)	11% (75)	38% (263)	14% (99)
PID: Dem (No Lean) F&b Monthly Consumer	3% (60)	4% (64)	4% (74)	4% (74)	22% (384)	8% (130)	27% (464)	15% (252)
PID: Ind (No Lean) F&b Monthly Consumer	1% (10)	1% (17)	1% (14)	4% (41)	25% (284)	10% (112)	27% (316)	15% (177)

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Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
PID: Rep (No Lean) F&b Monthly Consumer	1% (11)	2% (22)	2% (20)	4% (47)	27% (329)	10% (119)	30% (364)	17% (205)
Female Hh Goods Monthly Consumer	5% (68)	5% (75)	5% (72)	7% (101)	25% (369)	9% (133)	24% (358)	13% (188)
Male Hh Goods Monthly Consumer	1% (10)	1% (23)	2% (34)	3% (55)	27% (431)	7% (113)	28% (449)	17% (269)
Gen Z Hh Goods Monthly Consumer	4% (15)	3% (9)	3% (12)	7% (26)	28% (101)	6% (23)	15% (56)	18% (64)
Millennial Hh Goods Monthly Consumer	5% (46)	7% (68)	7% (73)	9% (88)	25% (259)	8% (84)	18% (189)	11% (108)
Gen X Hh Goods Monthly Consumer	1% (9)	2% (17)	2% (12)	3% (22)	31% (230)	9% (66)	22% (167)	17% (126)
Boomer Hh Goods Monthly Consumer	1% (9)	— (4)	1% (9)	2% (21)	23% (207)	7% (68)	39% (352)	17% (158)
HHI <$50k Hh Goods Monthly Consumer	1% (18)	1% (20)	2% (33)	5% (68)	28% (409)	7% (99)	22% (331)	15% (219)
HHI $50-$100k Hh Goods Monthly Consumer	4% (43)	4% (41)	5% (51)	5% (56)	28% (304)	9% (95)	26% (290)	15% (159)
HHI $100k+ Hh Goods Monthly Consumer	3% (18)	7% (38)	4% (22)	6% (33)	17% (90)	10% (52)	35% (188)	15% (80)
PID: Dem (No Lean) Hh Goods Monthly Consumer	4% (60)	4% (59)	6% (74)	5% (68)	22% (299)	6% (82)	26% (347)	15% (198)
PID: Ind (No Lean) Hh Goods Monthly Consumer	1% (10)	2% (16)	2% (13)	5% (41)	27% (231)	9% (79)	25% (213)	13% (115)
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (10)	3% (23)	2% (19)	5% (48)	30% (274)	9% (86)	27% (249)	16% (146)
Female Apparel Monthly Consumer	8% (63)	10% (77)	9% (68)	10% (82)	22% (178)	7% (59)	16% (127)	10% (75)
Male Apparel Monthly Consumer	1% (9)	3% (22)	3% (29)	5% (43)	29% (247)	7% (59)	24% (209)	14% (116)
Gen Z Apparel Monthly Consumer	6% (15)	4% (11)	4% (11)	6% (16)	33% (92)	7% (21)	16% (45)	12% (34)
Millennial Apparel Monthly Consumer	6% (46)	9% (63)	9% (67)	11% (78)	23% (166)	7% (51)	15% (108)	9% (67)
Gen X Apparel Monthly Consumer	2% (7)	5% (17)	3% (12)	5% (17)	30% (116)	7% (28)	17% (66)	13% (51)
Boomer Apparel Monthly Consumer	2% (4)	3% (8)	2% (6)	5% (13)	19% (50)	6% (17)	42% (111)	15% (39)
HHI <$50k Apparel Monthly Consumer	2% (11)	3% (23)	4% (27)	7% (49)	28% (186)	6% (41)	18% (121)	12% (78)
HHI $50-$100k Apparel Monthly Consumer	7% (44)	6% (39)	7% (47)	8% (52)	28% (184)	7% (49)	19% (125)	12% (80)
HHI $100k+ Apparel Monthly Consumer	6% (18)	12% (38)	7% (23)	8% (25)	17% (55)	8% (27)	27% (90)	10% (34)
PID: Dem (No Lean) Apparel Monthly Consumer	7% (58)	8% (66)	8% (68)	7% (56)	22% (178)	6% (48)	18% (149)	11% (89)
PID: Ind (No Lean) Apparel Monthly Consumer	2% (9)	3% (13)	2% (9)	8% (32)	25% (100)	9% (35)	21% (83)	11% (45)
PID: Rep (No Lean) Apparel Monthly Consumer	1% (5)	5% (21)	4% (19)	8% (37)	33% (147)	8% (35)	24% (105)	13% (58)
Female Electronics Yearly Consumer	5% (68)	5% (78)	5% (72)	7% (99)	24% (344)	11% (155)	25% (357)	12% (173)
Male Electronics Yearly Consumer	1% (10)	2% (28)	3% (33)	4% (52)	28% (337)	9% (111)	28% (329)	13% (160)
Gen Z Electronics Yearly Consumer	4% (16)	3% (12)	3% (12)	6% (24)	28% (104)	7% (28)	20% (75)	13% (49)
Millennial Electronics Yearly Consumer	5% (48)	7% (71)	7% (71)	8% (85)	24% (242)	9% (95)	19% (195)	11% (112)

Continued on next page

Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
Gen X Electronics Yearly Consumer	1% (7)	2% (15)	2% (14)	4% (24)	31% (196)	12% (74)	22% (140)	15% (94)
Boomer Electronics Yearly Consumer	1% (7)	1% (8)	1% (7)	3% (18)	23% (138)	11% (64)	41% (249)	13% (78)
HHI <$50k Electronics Yearly Consumer	1% (15)	2% (28)	3% (30)	5% (63)	28% (332)	9% (103)	23% (270)	12% (143)
HHI $50-$100k Electronics Yearly Consumer	5% (45)	4% (40)	5% (53)	6% (57)	27% (267)	11% (105)	24% (240)	14% (134)
HHI $100k+ Electronics Yearly Consumer	4% (19)	7% (38)	4% (22)	6% (31)	17% (84)	12% (58)	35% (179)	12% (58)
PID: Dem (No Lean) Electronics Yearly Consumer	5% (60)	5% (63)	6% (74)	6% (69)	23% (267)	8% (94)	25% (291)	12% (137)
PID: Ind (No Lean) Electronics Yearly Consumer	1% (9)	3% (19)	2% (12)	5% (38)	26% (187)	12% (86)	26% (190)	13% (95)
PID: Rep (No Lean) Electronics Yearly Consumer	1% (9)	3% (23)	3% (19)	6% (44)	30% (230)	11% (87)	27% (209)	13% (103)
Female Beauty & Care Monthly Consumer	5% (65)	6% (75)	5% (69)	7% (92)	25% (332)	9% (121)	24% (318)	12% (165)
Male Beauty & Care Monthly Consumer	1% (12)	2% (23)	2% (26)	4% (53)	26% (379)	7% (102)	28% (402)	16% (231)
Gen Z Beauty & Care Monthly Consumer	4% (16)	3% (12)	1% (5)	6% (22)	27% (101)	7% (27)	20% (75)	13% (50)
Millennial Beauty & Care Monthly Consumer	5% (46)	7% (69)	7% (69)	9% (84)	25% (244)	7% (71)	18% (176)	11% (107)
Gen X Beauty & Care Monthly Consumer	1% (8)	2% (17)	2% (12)	3% (23)	29% (201)	9% (64)	22% (150)	17% (117)
Boomer Beauty & Care Monthly Consumer	1% (8)	— (1)	1% (9)	2% (17)	22% (164)	8% (59)	39% (295)	16% (122)
HHI <$50k Beauty & Care Monthly Consumer	1% (18)	2% (22)	2% (25)	5% (61)	28% (367)	6% (86)	23% (302)	14% (180)
HHI $50-$100k Beauty & Care Monthly Consumer	4% (43)	4% (36)	5% (48)	5% (53)	26% (267)	10% (97)	26% (264)	15% (151)
HHI $100k+ Beauty & Care Monthly Consumer	4% (17)	8% (40)	5% (21)	7% (31)	17% (80)	9% (42)	33% (155)	14% (66)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	5% (59)	5% (60)	6% (68)	5% (65)	23% (281)	7% (88)	26% (328)	13% (158)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	1% (8)	2% (17)	1% (8)	5% (40)	26% (196)	10% (71)	22% (167)	15% (111)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	1% (10)	3% (21)	2% (18)	5% (41)	29% (236)	8% (65)	28% (226)	16% (128)
Female Insurance Yearly Consumer	5% (73)	5% (84)	5% (76)	7% (110)	30% (474)	13% (211)	35% (548)	— (0)
Male Insurance Yearly Consumer	1% (14)	2% (28)	3% (38)	4% (60)	37% (564)	11% (170)	42% (638)	— (0)
Gen Z Insurance Yearly Consumer	5% (16)	4% (12)	4% (12)	8% (26)	46% (157)	10% (34)	25% (85)	— (0)
Millennial Insurance Yearly Consumer	6% (53)	8% (72)	8% (77)	10% (92)	32% (302)	12% (114)	25% (241)	— (0)
Gen X Insurance Yearly Consumer	1% (10)	3% (20)	2% (14)	4% (26)	43% (288)	14% (94)	33% (225)	— (0)
Boomer Insurance Yearly Consumer	1% (9)	1% (8)	1% (11)	2% (25)	28% (287)	13% (131)	55% (568)	— (0)
HHI <$50k Insurance Yearly Consumer	1% (19)	2% (28)	3% (36)	5% (74)	41% (556)	12% (160)	36% (497)	— (0)
HHI $50-$100k Insurance Yearly Consumer	4% (49)	4% (44)	5% (55)	5% (62)	33% (373)	13% (144)	37% (419)	— (0)
HHI $100k+ Insurance Yearly Consumer	3% (20)	7% (41)	4% (23)	6% (35)	19% (112)	14% (79)	47% (273)	— (0)

Continued on next page

Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (64)	5% (69)	6% (78)	6% (78)	30% (391)	10% (134)	37% (483)	— (0)
PID: Ind (No Lean) Insurance Yearly Consumer	2% (13)	2% (20)	2% (16)	5% (44)	36% (312)	14% (124)	38% (328)	— (0)
PID: Rep (No Lean) Insurance Yearly Consumer	1% (11)	2% (23)	2% (20)	5% (48)	36% (339)	13% (125)	40% (377)	— (0)
Female Pharma Monthly Consumer	4% (62)	5% (69)	5% (73)	7% (93)	25% (341)	10% (134)	24% (334)	13% (172)
Male Pharma Monthly Consumer	1% (10)	1% (19)	2% (29)	3% (46)	29% (400)	7% (91)	30% (413)	16% (219)
Gen Z Pharma Monthly Consumer	3% (8)	2% (7)	4% (12)	5% (14)	33% (96)	6% (19)	16% (48)	15% (43)
Millennial Pharma Monthly Consumer	6% (46)	7% (61)	9% (70)	10% (81)	24% (198)	7% (61)	18% (149)	11% (92)
Gen X Pharma Monthly Consumer	1% (9)	2% (16)	2% (12)	3% (23)	33% (227)	9% (62)	22% (155)	15% (106)
Boomer Pharma Monthly Consumer	1% (9)	— (3)	1% (8)	2% (20)	24% (219)	9% (77)	39% (352)	16% (146)
HHI <$50k Pharma Monthly Consumer	1% (18)	1% (13)	2% (30)	4% (58)	29% (394)	7% (95)	25% (333)	14% (193)
HHI $50-$100k Pharma Monthly Consumer	4% (36)	4% (40)	5% (50)	5% (48)	28% (268)	9% (86)	26% (249)	15% (147)
HHI $100k+ Pharma Monthly Consumer	4% (19)	7% (34)	5% (23)	7% (32)	18% (83)	9% (44)	36% (167)	11% (52)
PID: Dem (No Lean) Pharma Monthly Consumer	4% (53)	5% (60)	6% (71)	5% (64)	25% (298)	7% (86)	26% (312)	13% (157)
PID: Ind (No Lean) Pharma Monthly Consumer	1% (10)	1% (10)	2% (12)	4% (31)	27% (195)	8% (61)	26% (191)	14% (98)
PID: Rep (No Lean) Pharma Monthly Consumer	1% (10)	2% (18)	2% (20)	5% (44)	30% (251)	9% (78)	29% (247)	16% (137)
Female Media Monthly Consumer	5% (51)	7% (75)	7% (69)	8% (84)	27% (277)	9% (90)	21% (220)	9% (91)
Male Media Monthly Consumer	1% (9)	3% (22)	3% (29)	5% (42)	31% (272)	9% (82)	23% (204)	14% (126)
Gen Z Media Monthly Consumer	1% (4)	3% (9)	4% (11)	6% (19)	31% (92)	7% (22)	19% (58)	17% (50)
Millennial Media Monthly Consumer	5% (42)	8% (62)	9% (72)	10% (75)	27% (207)	9% (70)	15% (117)	8% (61)
Gen X Media Monthly Consumer	2% (9)	5% (20)	2% (9)	4% (18)	33% (143)	9% (38)	22% (96)	13% (58)
Boomer Media Monthly Consumer	2% (6)	2% (7)	1% (6)	4% (14)	28% (108)	10% (39)	36% (141)	12% (47)
HHI <$50k Media Monthly Consumer	1% (11)	2% (19)	3% (26)	6% (51)	31% (256)	8% (61)	21% (172)	11% (88)
HHI $50-$100k Media Monthly Consumer	4% (32)	5% (38)	7% (51)	7% (49)	30% (224)	10% (76)	20% (147)	12% (88)
HHI $100k+ Media Monthly Consumer	5% (18)	11% (40)	6% (22)	7% (26)	19% (71)	9% (35)	29% (107)	11% (40)
PID: Dem (No Lean) Media Monthly Consumer	5% (43)	7% (66)	8% (68)	7% (58)	24% (214)	7% (62)	22% (197)	12% (104)
PID: Ind (No Lean) Media Monthly Consumer	2% (10)	2% (9)	2% (12)	6% (32)	33% (167)	11% (54)	19% (97)	10% (48)
PID: Rep (No Lean) Media Monthly Consumer	1% (8)	4% (22)	4% (18)	7% (36)	32% (171)	10% (55)	25% (131)	12% (64)
Female Ent. Products Monthly Consumer	8% (63)	10% (76)	9% (69)	10% (82)	23% (182)	8% (63)	17% (132)	8% (64)
Male Ent. Products Monthly Consumer	2% (8)	4% (23)	4% (22)	7% (37)	32% (166)	7% (35)	21% (108)	15% (80)

Continued on next page

Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
Gen Z Ent. Products Monthly Consumer	6% (15)	4% (11)	5% (12)	7% (16)	33% (81)	5% (12)	13% (32)	13% (32)
Millennial Ent. Products Monthly Consumer	7% (44)	10% (64)	10% (66)	12% (80)	24% (161)	7% (49)	16% (106)	8% (54)
Gen X Ent. Products Monthly Consumer	3% (7)	7% (17)	3% (7)	7% (17)	32% (81)	10% (25)	19% (48)	14% (35)
Boomer Ent. Products Monthly Consumer	2% (3)	5% (7)	5% (7)	4% (5)	18% (26)	9% (12)	37% (52)	17% (24)
HHI <$50k Ent. Products Monthly Consumer	2% (13)	5% (24)	4% (23)	9% (44)	31% (158)	6% (34)	19% (99)	11% (58)
HHI $50-$100k Ent. Products Monthly Consumer	8% (40)	7% (35)	9% (45)	10% (51)	27% (140)	8% (42)	16% (82)	12% (62)
HHI $100k+ Ent. Products Monthly Consumer	7% (19)	15% (40)	8% (22)	9% (24)	19% (51)	8% (22)	22% (60)	9% (24)
PID: Dem (No Lean) Ent. Products Monthly Consumer	9% (57)	11% (67)	10% (64)	9% (56)	21% (131)	5% (34)	19% (124)	9% (58)
PID: Ind (No Lean) Ent. Products Monthly Consumer	2% (6)	4% (13)	3% (11)	9% (28)	29% (96)	10% (33)	16% (52)	14% (45)
PID: Rep (No Lean) Ent. Products Monthly Consumer	2% (8)	5% (19)	5% (16)	10% (36)	34% (121)	9% (31)	18% (65)	12% (41)
Female Travel Yearly Consumer	5% (66)	6% (78)	6% (75)	7% (95)	23% (300)	12% (151)	27% (354)	11% (144)
Male Travel Yearly Consumer	1% (7)	2% (25)	3% (28)	4% (38)	28% (290)	9% (95)	33% (338)	14% (144)
Gen Z Travel Yearly Consumer	4% (15)	4% (12)	4% (12)	6% (21)	32% (106)	7% (23)	17% (57)	14% (47)
Millennial Travel Yearly Consumer	5% (44)	8% (66)	8% (73)	9% (76)	25% (212)	10% (83)	20% (173)	9% (80)
Gen X Travel Yearly Consumer	2% (9)	4% (18)	2% (9)	4% (20)	32% (155)	12% (57)	27% (131)	14% (65)
Boomer Travel Yearly Consumer	1% (5)	1% (6)	1% (9)	2% (15)	18% (117)	13% (82)	47% (305)	15% (96)
HHI <$50k Travel Yearly Consumer	2% (15)	3% (25)	4% (29)	5% (43)	32% (255)	10% (83)	25% (199)	12% (98)
HHI $50-$100k Travel Yearly Consumer	4% (41)	4% (40)	5% (51)	6% (56)	26% (250)	10% (96)	28% (269)	14% (132)
HHI $100k+ Travel Yearly Consumer	3% (17)	7% (38)	4% (23)	6% (34)	15% (86)	12% (68)	39% (225)	10% (60)
PID: Dem (No Lean) Travel Yearly Consumer	5% (56)	6% (64)	7% (72)	6% (62)	23% (246)	9% (102)	28% (307)	12% (132)
PID: Ind (No Lean) Travel Yearly Consumer	2% (9)	3% (17)	2% (11)	6% (32)	28% (160)	13% (75)	29% (167)	11% (63)
PID: Rep (No Lean) Travel Yearly Consumer	1% (8)	3% (22)	3% (19)	6% (39)	27% (186)	10% (69)	32% (219)	14% (94)
Female Alcohol Weekly Consumer	7% (36)	9% (44)	8% (40)	6% (30)	23% (117)	9% (46)	19% (95)	10% (51)
Male Alcohol Weekly Consumer	1% (3)	5% (11)	4% (9)	8% (17)	25% (56)	7% (16)	23% (51)	9% (20)
Gen Z Alcohol Weekly Consumer	4% (2)	9% (4)	1% (1)	12% (6)	17% (9)	15% (7)	15% (7)	16% (8)
Millennial Alcohol Weekly Consumer	10% (32)	11% (38)	12% (39)	10% (33)	22% (72)	5% (18)	13% (44)	7% (23)
Gen X Alcohol Weekly Consumer	2% (3)	6% (11)	2% (5)	3% (6)	29% (54)	11% (20)	16% (31)	13% (24)
Boomer Alcohol Weekly Consumer	2% (2)	2% (3)	3% (5)	2% (3)	25% (37)	11% (17)	38% (57)	10% (15)
HHI <$50k Alcohol Weekly Consumer	1% (3)	2% (6)	2% (5)	4% (10)	29% (79)	8% (22)	18% (49)	13% (35)

Continued on next page

Table MCBR9_7: *How often, if at all, do you purchase the following?*
Insurance, such as car and home insurance

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (88)	3% (112)	3% (115)	4% (171)	24% (1042)	9% (382)	27% (1189)	15% (670)
HHI $50-$100k Alcohol Weekly Consumer	9% (25)	8% (24)	10% (28)	8% (22)	25% (74)	9% (27)	18% (52)	8% (23)
HHI $100k+ Alcohol Weekly Consumer	6% (10)	15% (26)	9% (16)	9% (16)	12% (20)	8% (13)	27% (45)	7% (12)
PID: Dem (No Lean) Alcohol Weekly Consumer	9% (34)	12% (44)	10% (37)	5% (20)	17% (63)	6% (23)	19% (72)	7% (28)
PID: Ind (No Lean) Alcohol Weekly Consumer	2% (3)	2% (2)	1% (2)	11% (18)	29% (45)	10% (15)	18% (29)	14% (23)
PID: Rep (No Lean) Alcohol Weekly Consumer	1% (2)	5% (10)	5% (11)	5% (9)	32% (65)	12% (23)	23% (46)	10% (20)
Monthly Beer Drinkers	3% (47)	5% (70)	5% (70)	5% (81)	25% (385)	10% (153)	26% (409)	13% (199)
Don't Drink Beer	1% (4)	1% (7)	1% (4)	3% (13)	20% (103)	7% (36)	33% (168)	17% (85)
Monthly Wine Drinkers	3% (43)	5% (70)	5% (66)	5% (71)	22% (310)	9% (127)	31% (433)	13% (183)
Don't Drink Wine	1% (3)	2% (9)	1% (5)	2% (11)	27% (134)	9% (46)	22% (110)	15% (74)
Monthly Hard Seltzer Drinker	5% (43)	8% (68)	7% (59)	7% (56)	24% (198)	9% (71)	22% (184)	11% (90)
Don't Drink Hard Seltzer	1% (8)	1% (12)	1% (10)	3% (32)	22% (271)	9% (115)	32% (396)	17% (207)
Monthly Spirits Drinker	3% (42)	5% (68)	5% (67)	5% (67)	25% (343)	8% (117)	28% (382)	14% (195)
Don't Drink Spirits	1% (8)	2% (8)	1% (6)	3% (18)	19% (97)	12% (60)	28% (146)	13% (65)
Monthly Canned Cocktail Drinker	6% (42)	9% (66)	8% (58)	8% (56)	23% (171)	8% (57)	22% (160)	9% (70)
Don't Drink Canned Cocktails	1% (9)	1% (14)	1% (13)	3% (34)	21% (268)	11% (136)	34% (431)	17% (211)
Weekly Beer Drinker	4% (42)	6% (63)	6% (60)	6% (61)	24% (244)	8% (86)	24% (248)	13% (129)
Weekly Wine Drinker	5% (40)	8% (63)	7% (52)	6% (45)	19% (149)	9% (74)	29% (231)	11% (86)
Weekly Hard Seltzer Drinker	9% (38)	12% (52)	12% (49)	8% (34)	21% (88)	7% (29)	18% (75)	8% (34)
Weekly Spirits Drinker	5% (38)	8% (55)	8% (56)	6% (43)	20% (145)	7% (52)	24% (169)	12% (84)
Weekly Canned Cocktail Drinker	10% (38)	15% (54)	13% (47)	9% (34)	16% (58)	4% (16)	15% (57)	7% (26)
Don't Drink Alcohol	2% (28)	2% (27)	2% (32)	4% (66)	23% (401)	8% (132)	26% (451)	16% (277)
Purchased Car in Past 2 Years	4% (39)	5% (50)	4% (39)	8% (69)	26% (237)	7% (67)	25% (226)	14% (124)
Aware of Bud Light Events	3% (78)	4% (100)	3% (84)	5% (130)	24% (649)	9% (230)	28% (754)	15% (404)

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

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7%(290)	19% (841)	31%(1350)	20%(886)	4% (191)	5% (201)
Gender: Male	4% (84)	6% (133)	8% (178)	17%(372)	29%(608)	19% (412)	4% (94)	4% (94)
Gender: Female	1% (34)	2% (53)	5% (108)	21%(465)	33%(737)	21%(470)	4% (97)	5% (107)
Age: 18-34	4% (53)	6% (77)	7% (92)	17% (214)	24%(298)	20%(247)	5% (61)	6% (70)
Age: 35-44	4% (30)	7% (51)	9% (65)	19% (141)	26% (194)	16% (118)	5% (35)	5% (35)
Age: 45-64	1% (20)	3% (42)	7% (94)	20% (291)	36%(506)	17%(244)	5% (64)	5% (64)
Age: 65+	2% (15)	2% (15)	4% (39)	20% (196)	36% (351)	28%(277)	3% (31)	3% (32)
GenZers: 1997-2012	3% (16)	4% (19)	5% (27)	19% (98)	25% (135)	22% (116)	6% (34)	4% (21)
Millennials: 1981-1996	5% (64)	8% (102)	9% (122)	17%(223)	23% (313)	17%(222)	4% (58)	6% (80)
GenXers: 1965-1980	2% (17)	4% (40)	7% (70)	21% (217)	35%(352)	15% (150)	4% (37)	5% (51)
Baby Boomers: 1946-1964	1% (17)	2% (22)	5% (68)	20%(283)	37% (517)	26%(367)	4% (60)	3% (47)
PID: Dem (no lean)	4% (77)	5% (97)	7% (136)	21%(382)	28% (515)	18%(334)	4% (82)	4% (67)
PID: Ind (no lean)	1% (17)	3% (35)	6% (73)	16%(203)	31%(398)	23%(298)	4% (52)	6% (83)
PID: Rep (no lean)	2% (23)	4% (53)	6% (81)	20%(257)	34%(436)	20%(255)	4% (57)	4% (50)
PID/Gender: Dem Men	7% (59)	8% (73)	10% (91)	19% (175)	24% (217)	17% (154)	4% (37)	3% (25)
PID/Gender: Dem Women	2% (17)	3% (24)	5% (44)	22%(205)	32%(298)	19% (179)	5% (45)	5% (42)
PID/Gender: Ind Men	2% (10)	4% (22)	7% (42)	14% (77)	32% (180)	21% (116)	4% (24)	8% (44)
PID/Gender: Ind Women	1% (8)	2% (13)	4% (29)	18% (124)	30% (214)	25% (178)	4% (28)	6% (39)
PID/Gender: Rep Men	2% (15)	6% (37)	7% (45)	18% (120)	32% (210)	22% (142)	5% (33)	4% (24)
PID/Gender: Rep Women	1% (9)	3% (16)	6% (35)	22% (136)	36%(225)	18% (113)	4% (24)	4% (26)
Ideo: Liberal (1-3)	3% (43)	5% (74)	8% (104)	21%(284)	30% (410)	19%(268)	5% (67)	4% (51)
Ideo: Moderate (4)	2% (26)	4% (47)	6% (82)	19%(249)	28%(363)	23%(295)	4% (56)	5% (68)
Ideo: Conservative (5-7)	3% (37)	4% (56)	6% (85)	20%(266)	34%(448)	19%(255)	4% (51)	4% (51)
Educ: < College	2% (65)	4% (113)	6% (179)	19%(559)	32%(908)	19%(545)	4% (123)	5% (136)
Educ: Bachelors degree	2% (19)	4% (40)	6% (59)	18% (172)	30%(294)	24%(229)	5% (50)	5% (45)
Educ: Post-grad	6% (34)	6% (32)	9% (52)	20% (111)	26% (147)	20% (112)	3% (18)	4% (20)
Income: Under 50k	2% (39)	3% (58)	7% (142)	19% (410)	32%(699)	19% (411)	4% (85)	5% (106)
Income: 50k-100k	4% (55)	6% (88)	6% (94)	19%(283)	30%(448)	21% (313)	4% (66)	5% (71)
Income: 100k+	3% (24)	5% (39)	7% (53)	20% (148)	27%(202)	22% (162)	5% (40)	3% (24)
Ethnicity: White	3% (100)	4% (149)	7%(239)	20%(677)	31%(1062)	21%(699)	4% (138)	4% (135)

Continued on next page

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7%(290)	19% (841)	31%(1350)	20%(886)	4% (191)	5% (201)
Ethnicity: Hispanic	6% (42)	6% (46)	9% (67)	17% (132)	26% (196)	20% (151)	5% (39)	4% (28)
Ethnicity: Black	2% (11)	4% (23)	6% (31)	16% (92)	31% (176)	16% (91)	4% (25)	4% (25)
Ethnicity: Other	2% (7)	3% (13)	4% (20)	17% (73)	25% (111)	22% (96)	6% (28)	9% (40)
All Christian	2% (31)	4% (78)	7% (134)	20%(399)	35%(674)	20%(385)	4% (80)	4% (77)
All Non-Christian	11% (45)	11% (44)	9% (35)	16% (65)	21% (81)	16% (63)	3% (13)	5% (19)
Atheist	1% (1)	2% (4)	9% (17)	20% (37)	28% (53)	27% (51)	1% (3)	5% (10)
Agnostic/Nothing in particular	2% (22)	3% (37)	6% (65)	17% (189)	30%(338)	21% (241)	5% (55)	5% (57)
Something Else	3% (19)	3% (23)	5% (39)	21% (151)	28%(204)	20%(146)	6% (41)	5% (38)
Religious Non-Protestant/Catholic	10% (45)	10% (45)	9% (40)	16% (74)	24% (105)	16% (71)	3% (14)	5% (22)
Evangelical	2% (29)	5% (56)	8% (93)	21%(247)	30%(345)	18% (211)	4% (41)	4% (46)
Non-Evangelical	1% (20)	3% (44)	5% (77)	20%(294)	34%(506)	21% (313)	5% (79)	4% (65)
Community: Urban	5% (72)	6% (89)	9% (128)	20%(292)	27% (391)	16%(227)	4% (61)	4% (56)
Community: Suburban	1% (27)	3% (67)	6% (113)	17%(335)	32%(626)	23%(455)	4% (82)	6% (108)
Community: Rural	2% (19)	3% (29)	5% (49)	21% (214)	33%(333)	20%(204)	5% (49)	4% (37)
Employ: Private Sector	3% (42)	5% (69)	8% (108)	18%(252)	30% (416)	20%(280)	5% (67)	5% (71)
Employ: Government	9% (27)	10% (29)	6% (19)	20% (58)	23% (67)	18% (53)	7% (21)	2% (5)
Employ: Self-Employed	2% (9)	7% (29)	12% (52)	19% (82)	26% (116)	16% (71)	2% (10)	5% (24)
Employ: Homemaker	2% (5)	3% (7)	3% (8)	21% (50)	34% (83)	18% (42)	3% (8)	4% (11)
Employ: Student	— (0)	4% (7)	2% (4)	25% (44)	28% (49)	22% (38)	9% (15)	3% (5)
Employ: Retired	1% (14)	2% (21)	5% (56)	19% (214)	37% (414)	26%(293)	3% (39)	3% (36)
Employ: Unemployed	2% (11)	2% (11)	6% (27)	17% (79)	28% (132)	18% (83)	5% (25)	8% (36)
Employ: Other	4% (10)	5% (13)	6% (15)	24% (61)	29% (74)	10% (26)	2% (6)	5% (13)
Military HH: Yes	3% (19)	4% (28)	8% (48)	21% (133)	29% (184)	20% (128)	5% (32)	4% (24)
Military HH: No	3% (98)	4% (157)	6% (241)	19%(709)	31%(1166)	20%(758)	4% (159)	5% (176)
2022 House Vote: Democrat	3% (58)	5% (89)	7% (131)	20%(368)	29%(533)	21%(377)	5% (90)	3% (57)
2022 House Vote: Republican	2% (23)	4% (51)	6% (77)	21%(264)	33% (419)	22%(273)	4% (55)	4% (47)
2022 House Vote: Someone else	2% (2)	2% (2)	9% (9)	19% (19)	23% (24)	29% (29)	3% (3)	6% (6)
2022 House Vote: Didnt Vote	3% (35)	4% (44)	6% (73)	16% (190)	31% (375)	17%(207)	4% (43)	7% (90)

Continued on next page

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7% (290)	19% (841)	31% (1350)	20% (886)	4% (191)	5% (201)
2020 Vote: Joe Biden	3% (56)	5% (95)	7% (137)	19% (370)	29% (567)	21% (405)	4% (86)	3% (67)
2020 Vote: Donald Trump	2% (23)	3% (47)	6% (78)	20% (267)	35% (467)	21% (279)	5% (69)	4% (57)
2020 Vote: Other	1% (2)	3% (3)	8% (9)	23% (28)	24% (30)	27% (33)	4% (5)	4% (5)
2020 Vote: Didn't Vote	4% (37)	4% (40)	7% (66)	18% (176)	29% (286)	17% (169)	3% (32)	7% (71)
2018 House Vote: Democrat	3% (46)	5% (84)	7% (121)	21% (350)	30% (488)	19% (306)	5% (78)	3% (53)
2018 House Vote: Republican	2% (22)	4% (42)	6% (77)	21% (250)	33% (393)	21% (245)	5% (57)	3% (40)
2018 House Vote: Someone else	1% (2)	1% (1)	6% (7)	15% (15)	31% (32)	28% (28)	4% (4)	9% (9)
2018 House Vote: Didnt Vote	3% (49)	4% (58)	6% (85)	15% (227)	29% (437)	21% (306)	4% (53)	7% (99)
4-Region: Northeast	4% (30)	7% (56)	7% (53)	18% (136)	29% (226)	19% (149)	4% (30)	4% (32)
4-Region: Midwest	2% (18)	3% (27)	5% (49)	17% (158)	37% (334)	22% (198)	3% (27)	4% (40)
4-Region: South	3% (43)	3% (56)	7% (120)	21% (345)	31% (517)	19% (315)	4% (67)	5% (77)
4-Region: West	2% (26)	4% (46)	7% (68)	19% (202)	26% (273)	22% (225)	6% (67)	5% (52)
2304079	3% (67)	4% (88)	6% (132)	18% (400)	31% (687)	21% (458)	4% (98)	5% (112)
2304086	2% (50)	4% (97)	7% (157)	20% (441)	30% (663)	19% (428)	4% (93)	4% (88)
Ethnicity: White (Non-Hispanic)	2% (59)	4% (107)	7% (181)	21% (559)	32% (883)	21% (566)	4% (100)	4% (114)
Ethnicity: Hispanic	6% (42)	6% (46)	9% (67)	17% (132)	26% (196)	20% (151)	5% (39)	4% (28)
Ethnicity: Black (Non-Hispanic)	2% (11)	4% (22)	5% (26)	17% (89)	32% (172)	15% (80)	5% (25)	5% (25)
Ethnicity: Asian + Other (Non-Hispanic)	2% (6)	3% (10)	4% (17)	16% (61)	25% (98)	23% (90)	7% (27)	9% (34)
Female F&b Monthly Consumer	4% (82)	6% (125)	9% (173)	18% (358)	30% (596)	19% (382)	4% (84)	4% (83)
Male F&b Monthly Consumer	2% (32)	2% (52)	5% (106)	21% (437)	34% (717)	21% (441)	4% (83)	4% (91)
Gen Z F&b Monthly Consumer	3% (15)	4% (18)	6% (27)	20% (93)	28% (132)	21% (100)	5% (25)	3% (15)
Millennial F&b Monthly Consumer	5% (63)	8% (96)	10% (118)	17% (208)	25% (299)	17% (211)	4% (52)	6% (71)
Gen X F&b Monthly Consumer	2% (16)	4% (39)	7% (68)	21% (201)	36% (344)	15% (142)	3% (33)	5% (46)
Boomer F&b Monthly Consumer	1% (17)	2% (22)	5% (68)	20% (277)	38% (510)	25% (344)	4% (54)	3% (42)
HHI <$50k F&b Monthly Consumer	2% (38)	3% (55)	7% (138)	19% (383)	34% (678)	19% (385)	3% (67)	4% (89)
HHI $50-$100k F&b Monthly Consumer	4% (54)	6% (85)	7% (91)	19% (274)	31% (437)	20% (287)	4% (63)	5% (65)
HHI $100k+ F&b Monthly Consumer	3% (23)	5% (37)	8% (53)	21% (143)	29% (201)	22% (153)	5% (36)	3% (21)
PID: Dem (No Lean) F&b Monthly Consumer	4% (75)	5% (91)	8% (136)	21% (366)	29% (502)	18% (315)	4% (70)	3% (59)
PID: Ind (No Lean) F&b Monthly Consumer	2% (17)	3% (34)	6% (69)	16% (181)	34% (386)	24% (272)	4% (44)	6% (69)

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Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7%(290)	19% (841)	31%(1350)	20%(886)	4% (191)	5% (201)
PID: Rep (No Lean) F&b Monthly Consumer	2% (23)	4% (53)	6% (79)	21%(252)	35%(428)	20%(239)	4% (52)	4% (46)
Female Hh Goods Monthly Consumer	5% (75)	8% (113)	11% (161)	21% (310)	29%(440)	15%(227)	4% (64)	4% (53)
Male Hh Goods Monthly Consumer	2% (31)	3% (49)	6% (99)	24% (381)	36%(570)	17%(279)	3% (50)	4% (60)
Gen Z Hh Goods Monthly Consumer	3% (12)	5% (18)	7% (26)	19% (72)	27% (100)	20% (73)	6% (23)	4% (15)
Millennial Hh Goods Monthly Consumer	6% (60)	9% (89)	11% (113)	19% (196)	25% (251)	15% (149)	4% (42)	5% (53)
Gen X Hh Goods Monthly Consumer	2% (15)	5% (35)	8% (63)	26% (195)	37%(278)	12% (89)	3% (20)	3% (26)
Boomer Hh Goods Monthly Consumer	2% (15)	2% (19)	7% (59)	24% (221)	40%(362)	19% (176)	3% (27)	2% (19)
HHI <$50k Hh Goods Monthly Consumer	2% (31)	3% (44)	9% (128)	24%(347)	33%(493)	16%(240)	3% (43)	4% (58)
HHI $50-$100k Hh Goods Monthly Consumer	5% (53)	7% (80)	8% (89)	20%(220)	33%(359)	16% (177)	4% (43)	4% (46)
HHI $100k+ Hh Goods Monthly Consumer	4% (23)	7% (37)	9% (47)	24% (127)	30% (160)	17% (90)	5% (28)	2% (10)
PID: Dem (No Lean) Hh Goods Monthly Consumer	5% (72)	7% (89)	10% (130)	24% (321)	29%(386)	14% (192)	4% (50)	2% (30)
PID: Ind (No Lean) Hh Goods Monthly Consumer	2% (16)	3% (26)	8% (65)	18% (157)	35%(303)	19% (161)	3% (26)	6% (54)
PID: Rep (No Lean) Hh Goods Monthly Consumer	2% (18)	5% (47)	8% (70)	24% (216)	35%(323)	17% (153)	4% (38)	3% (29)
Female Apparel Monthly Consumer	9% (72)	14% (108)	16% (125)	19% (148)	23% (179)	11% (83)	4% (28)	2% (17)
Male Apparel Monthly Consumer	2% (21)	4% (36)	8% (67)	27%(234)	29% (251)	14% (124)	5% (39)	3% (30)
Gen Z Apparel Monthly Consumer	5% (13)	4% (12)	5% (13)	22% (62)	30% (83)	17% (49)	6% (17)	2% (6)
Millennial Apparel Monthly Consumer	8% (59)	13% (92)	14% (103)	20% (141)	22% (156)	11% (77)	4% (26)	3% (22)
Gen X Apparel Monthly Consumer	2% (8)	7% (27)	12% (46)	28% (106)	31% (118)	9% (36)	2% (9)	3% (11)
Boomer Apparel Monthly Consumer	3% (8)	5% (13)	12% (31)	27% (73)	29% (76)	16% (43)	5% (14)	3% (7)
HHI <$50k Apparel Monthly Consumer	3% (22)	5% (36)	12% (84)	24% (159)	25% (171)	14% (96)	4% (30)	3% (21)
HHI $50-$100k Apparel Monthly Consumer	7% (47)	11% (72)	11% (74)	21% (139)	27% (178)	11% (74)	4% (29)	3% (21)
HHI $100k+ Apparel Monthly Consumer	7% (23)	11% (36)	11% (36)	26% (85)	25% (83)	12% (39)	3% (9)	1% (4)
PID: Dem (No Lean) Apparel Monthly Consumer	8% (65)	10% (78)	12% (95)	24% (190)	23% (186)	12% (100)	3% (24)	2% (14)
PID: Ind (No Lean) Apparel Monthly Consumer	4% (14)	5% (21)	13% (51)	21% (84)	28% (115)	15% (59)	4% (17)	5% (20)
PID: Rep (No Lean) Apparel Monthly Consumer	3% (12)	10% (45)	11% (48)	25% (110)	30% (132)	11% (49)	6% (26)	3% (12)
Female Electronics Yearly Consumer	5% (79)	8% (120)	10% (152)	18%(267)	29% (419)	18%(260)	4% (58)	3% (45)
Male Electronics Yearly Consumer	2% (25)	3% (36)	7% (85)	25%(298)	33%(397)	18% (216)	3% (40)	4% (44)
Gen Z Electronics Yearly Consumer	4% (16)	5% (19)	5% (18)	20% (73)	28% (104)	22% (84)	5% (19)	3% (11)
Millennial Electronics Yearly Consumer	6% (60)	9% (91)	11% (110)	19% (191)	24%(242)	17% (174)	4% (40)	4% (43)

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Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7%(290)	19% (841)	31%(1350)	20%(886)	4% (191)	5% (201)
Gen X Electronics Yearly Consumer	2% (12)	5% (30)	10% (60)	25% (155)	37%(233)	13% (83)	3% (17)	4% (23)
Boomer Electronics Yearly Consumer	2% (14)	3% (17)	8% (51)	23% (140)	37%(224)	21% (129)	3% (20)	2% (11)
HHI <$50k Electronics Yearly Consumer	3% (29)	4% (44)	10% (114)	22% (251)	31%(364)	19%(220)	3% (41)	3% (36)
HHI $50-$100k Electronics Yearly Consumer	5% (52)	8% (75)	8% (79)	19% (191)	32% (315)	17% (167)	4% (38)	4% (43)
HHI $100k+ Electronics Yearly Consumer	4% (23)	7% (38)	9% (47)	25% (126)	28% (141)	18% (91)	4% (19)	2% (10)
PID: Dem (No Lean) Electronics Yearly Consumer	6% (72)	7% (84)	10% (119)	23%(265)	27% (319)	15% (179)	3% (40)	3% (32)
PID: Ind (No Lean) Electronics Yearly Consumer	2% (15)	3% (25)	8% (59)	19% (135)	32%(230)	23% (167)	3% (22)	5% (35)
PID: Rep (No Lean) Electronics Yearly Consumer	2% (17)	6% (48)	8% (62)	22% (168)	35% (271)	17% (133)	5% (35)	3% (22)
Female Beauty & Care Monthly Consumer	6% (77)	8% (112)	12% (155)	19% (255)	32%(430)	13% (181)	4% (49)	3% (40)
Male Beauty & Care Monthly Consumer	2% (28)	3% (49)	6% (87)	25% (358)	36% (515)	16%(234)	3% (49)	3% (49)
Gen Z Beauty & Care Monthly Consumer	4% (16)	4% (14)	7% (25)	19% (69)	30% (113)	19% (70)	5% (19)	4% (15)
Millennial Beauty & Care Monthly Consumer	6% (59)	10% (95)	11% (109)	19% (183)	27%(256)	14% (130)	3% (33)	4% (43)
Gen X Beauty & Care Monthly Consumer	2% (12)	5% (34)	9% (59)	26% (177)	40%(273)	11% (74)	2% (14)	2% (15)
Boomer Beauty & Care Monthly Consumer	2% (15)	2% (18)	7% (52)	24% (179)	39%(292)	18% (136)	4% (30)	2% (16)
HHI <$50k Beauty & Care Monthly Consumer	3% (34)	3% (42)	9% (121)	21%(285)	35%(462)	16% (214)	3% (40)	3% (39)
HHI $50-$100k Beauty & Care Monthly Consumer	5% (49)	8% (82)	8% (78)	21% (213)	34%(343)	14% (143)	3% (35)	4% (42)
HHI $100k+ Beauty & Care Monthly Consumer	5% (22)	8% (38)	10% (46)	25% (119)	30% (142)	13% (60)	5% (23)	2% (7)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (71)	7% (89)	10% (124)	23%(288)	30%(377)	13% (162)	4% (47)	2% (29)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	2% (15)	4% (27)	8% (59)	19% (142)	35% (261)	19% (141)	3% (20)	5% (39)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (19)	6% (46)	8% (62)	23% (186)	38%(309)	14% (113)	4% (31)	3% (20)
Female Insurance Yearly Consumer	5% (73)	7% (110)	10% (155)	18%(288)	30%(480)	20% (311)	4% (64)	3% (49)
Male Insurance Yearly Consumer	1% (23)	3% (41)	5% (83)	22% (331)	35% (531)	22%(329)	4% (60)	4% (62)
Gen Z Insurance Yearly Consumer	3% (11)	3% (11)	6% (19)	20% (69)	28% (95)	23% (80)	8% (27)	3% (10)
Millennial Insurance Yearly Consumer	6% (58)	9% (83)	11% (108)	19% (182)	25%(236)	17% (159)	4% (34)	5% (49)
Gen X Insurance Yearly Consumer	2% (12)	6% (38)	9% (59)	22% (150)	36%(246)	15% (103)	3% (23)	4% (28)
Boomer Insurance Yearly Consumer	1% (11)	2% (17)	5% (53)	19%(202)	39%(406)	26%(272)	3% (36)	2% (24)
HHI <$50k Insurance Yearly Consumer	2% (22)	3% (36)	8% (110)	20%(276)	36%(497)	19%(266)	4% (54)	4% (57)
HHI $50-$100k Insurance Yearly Consumer	5% (53)	7% (77)	7% (81)	20%(223)	30%(344)	21%(238)	4% (48)	4% (44)
HHI $100k+ Insurance Yearly Consumer	4% (22)	6% (37)	8% (49)	21% (122)	29% (170)	23% (135)	4% (22)	2% (11)

Continued on next page

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7% (290)	19% (841)	31% (1350)	20% (886)	4% (191)	5% (201)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (70)	7% (87)	9% (113)	21% (267)	31% (408)	17% (226)	4% (47)	3% (38)
PID: Ind (No Lean) Insurance Yearly Consumer	1% (11)	2% (16)	7% (59)	17% (148)	32% (275)	27% (231)	4% (33)	5% (45)
PID: Rep (No Lean) Insurance Yearly Consumer	2% (16)	5% (48)	7% (69)	22% (207)	35% (328)	19% (184)	5% (44)	3% (28)
Female Pharma Monthly Consumer	6% (84)	10% (133)	13% (178)	27% (372)	44% (608)	— (0)	— (0)	— (0)
Male Pharma Monthly Consumer	2% (34)	4% (53)	8% (108)	33% (465)	53% (737)	— (0)	— (0)	— (0)
Gen Z Pharma Monthly Consumer	5% (16)	6% (19)	9% (27)	33% (98)	46% (135)	— (0)	— (0)	— (0)
Millennial Pharma Monthly Consumer	8% (64)	12% (102)	15% (122)	27% (223)	38% (313)	— (0)	— (0)	— (0)
Gen X Pharma Monthly Consumer	2% (17)	6% (40)	10% (70)	31% (217)	51% (352)	— (0)	— (0)	— (0)
Boomer Pharma Monthly Consumer	2% (17)	2% (22)	7% (68)	31% (283)	57% (517)	— (0)	— (0)	— (0)
HHI <$50k Pharma Monthly Consumer	3% (39)	4% (58)	11% (142)	30% (410)	52% (699)	— (0)	— (0)	— (0)
HHI $50-$100k Pharma Monthly Consumer	6% (55)	9% (88)	10% (94)	29% (283)	46% (448)	— (0)	— (0)	— (0)
HHI $100k+ Pharma Monthly Consumer	5% (24)	8% (39)	11% (53)	32% (148)	43% (202)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Pharma Monthly Consumer	6% (77)	8% (97)	11% (136)	32% (382)	43% (515)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Pharma Monthly Consumer	2% (17)	5% (35)	10% (73)	28% (203)	55% (398)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Pharma Monthly Consumer	3% (23)	6% (53)	10% (81)	30% (257)	51% (436)	— (0)	— (0)	— (0)
Female Media Monthly Consumer	7% (70)	10% (107)	12% (123)	18% (190)	28% (291)	14% (145)	3% (29)	3% (36)
Male Media Monthly Consumer	2% (19)	3% (28)	6% (57)	26% (225)	33% (289)	17% (152)	3% (28)	4% (38)
Gen Z Media Monthly Consumer	4% (13)	5% (15)	5% (15)	23% (71)	25% (76)	17% (51)	6% (18)	4% (11)
Millennial Media Monthly Consumer	7% (56)	11% (86)	12% (97)	19% (148)	23% (181)	14% (109)	2% (18)	5% (41)
Gen X Media Monthly Consumer	2% (10)	6% (25)	11% (47)	23% (102)	39% (171)	11% (50)	2% (9)	2% (11)
Boomer Media Monthly Consumer	2% (7)	2% (8)	6% (22)	24% (91)	38% (148)	22% (86)	3% (12)	3% (10)
HHI <$50k Media Monthly Consumer	2% (18)	5% (38)	10% (82)	21% (175)	32% (261)	17% (135)	2% (20)	4% (35)
HHI $50-$100k Media Monthly Consumer	7% (48)	8% (62)	8% (61)	20% (147)	30% (222)	15% (113)	4% (29)	5% (33)
HHI $100k+ Media Monthly Consumer	6% (23)	9% (34)	11% (40)	26% (95)	27% (99)	14% (51)	2% (9)	1% (5)
PID: Dem (No Lean) Media Monthly Consumer	7% (64)	9% (77)	10% (94)	22% (199)	26% (230)	15% (134)	3% (24)	3% (29)
PID: Ind (No Lean) Media Monthly Consumer	2% (10)	4% (20)	9% (44)	21% (106)	33% (167)	16% (79)	2% (11)	6% (31)
PID: Rep (No Lean) Media Monthly Consumer	3% (15)	7% (38)	9% (45)	21% (111)	35% (185)	16% (86)	4% (21)	3% (13)
Female Ent. Products Monthly Consumer	8% (66)	13% (105)	13% (104)	20% (154)	24% (191)	12% (96)	4% (31)	2% (13)
Male Ent. Products Monthly Consumer	3% (16)	4% (22)	10% (51)	29% (150)	30% (155)	13% (66)	3% (15)	3% (17)

Continued on next page

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7% (290)	19% (841)	31% (1350)	20% (886)	4% (191)	5% (201)
Gen Z Ent. Products Monthly Consumer	5% (13)	6% (14)	6% (15)	23% (57)	33% (80)	12% (30)	5% (12)	1% (3)
Millennial Ent. Products Monthly Consumer	8% (54)	13% (89)	14% (98)	20% (135)	22% (148)	13% (86)	3% (22)	3% (17)
Gen X Ent. Products Monthly Consumer	3% (9)	8% (20)	13% (32)	26% (65)	32% (80)	10% (26)	2% (6)	2% (5)
Boomer Ent. Products Monthly Consumer	4% (6)	3% (5)	8% (12)	33% (46)	27% (39)	14% (20)	5% (7)	3% (5)
HHI <$50k Ent. Products Monthly Consumer	3% (17)	7% (36)	11% (57)	25% (131)	29% (148)	13% (68)	3% (13)	2% (12)
HHI $50-$100k Ent. Products Monthly Consumer	8% (43)	11% (58)	12% (65)	20% (106)	27% (140)	11% (57)	5% (26)	3% (17)
HHI $100k+ Ent. Products Monthly Consumer	8% (23)	12% (33)	13% (36)	24% (67)	22% (60)	14% (37)	2% (7)	— (1)
PID: Dem (No Lean) Ent. Products Monthly Consumer	10% (61)	11% (71)	13% (81)	24% (155)	22% (137)	12% (74)	3% (17)	2% (10)
PID: Ind (No Lean) Ent. Products Monthly Consumer	3% (11)	7% (22)	14% (46)	20% (64)	30% (97)	15% (48)	4% (12)	3% (10)
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (10)	10% (34)	8% (29)	24% (86)	32% (114)	12% (41)	5% (17)	3% (9)
Female Travel Yearly Consumer	5% (69)	8% (106)	11% (141)	18% (232)	29% (384)	18% (237)	5% (60)	4% (49)
Male Travel Yearly Consumer	2% (17)	3% (29)	7% (67)	22% (222)	32% (329)	23% (238)	5% (47)	5% (51)
Gen Z Travel Yearly Consumer	4% (12)	5% (16)	4% (14)	20% (67)	31% (103)	22% (72)	6% (19)	4% (14)
Millennial Travel Yearly Consumer	6% (53)	10% (83)	12% (101)	19% (163)	23% (201)	17% (148)	4% (34)	5% (40)
Gen X Travel Yearly Consumer	2% (10)	5% (22)	10% (49)	21% (101)	34% (163)	16% (77)	4% (21)	5% (25)
Boomer Travel Yearly Consumer	1% (7)	2% (13)	7% (44)	18% (117)	37% (238)	26% (168)	5% (33)	3% (20)
HHI <$50k Travel Yearly Consumer	2% (17)	3% (27)	11% (88)	18% (145)	32% (257)	21% (166)	5% (38)	5% (43)
HHI $50-$100k Travel Yearly Consumer	5% (45)	8% (73)	8% (75)	19% (186)	30% (294)	19% (184)	5% (45)	4% (41)
HHI $100k+ Travel Yearly Consumer	4% (23)	6% (35)	8% (48)	22% (127)	28% (162)	22% (127)	4% (23)	3% (16)
PID: Dem (No Lean) Travel Yearly Consumer	6% (62)	7% (74)	9% (100)	21% (225)	28% (305)	20% (214)	4% (47)	3% (34)
PID: Ind (No Lean) Travel Yearly Consumer	2% (10)	4% (21)	9% (49)	16% (93)	31% (176)	24% (141)	5% (28)	7% (38)
PID: Rep (No Lean) Travel Yearly Consumer	2% (13)	6% (39)	9% (61)	20% (139)	34% (232)	18% (123)	5% (32)	4% (28)
Female Alcohol Weekly Consumer	9% (44)	14% (69)	12% (61)	17% (87)	27% (135)	11% (53)	4% (19)	3% (17)
Male Alcohol Weekly Consumer	3% (7)	6% (13)	13% (29)	18% (40)	28% (63)	15% (33)	1% (2)	5% (10)
Gen Z Alcohol Weekly Consumer	4% (2)	12% (6)	7% (3)	8% (4)	38% (19)	10% (5)	4% (2)	6% (3)
Millennial Alcohol Weekly Consumer	10% (34)	17% (55)	17% (57)	14% (47)	22% (74)	10% (31)	3% (9)	3% (8)
Gen X Alcohol Weekly Consumer	5% (10)	7% (13)	8% (15)	24% (46)	26% (50)	10% (20)	2% (4)	5% (9)
Boomer Alcohol Weekly Consumer	2% (2)	3% (5)	9% (13)	20% (30)	35% (53)	20% (29)	4% (6)	4% (5)
HHI <$50k Alcohol Weekly Consumer	3% (8)	6% (17)	11% (30)	18% (49)	31% (82)	14% (37)	2% (6)	5% (14)

Continued on next page

Table MCBR9_8: *How often, if at all, do you purchase the following?*
Pharmaceuticals, such as prescription medicine and over the counter medicine

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	3% (118)	4% (185)	7% (290)	19% (841)	31% (1350)	20% (886)	4% (191)	5% (201)
HHI $50-$100k Alcohol Weekly Consumer	9% (27)	14% (40)	11% (32)	14% (41)	29% (85)	11% (31)	4% (11)	3% (9)
HHI $100k+ Alcohol Weekly Consumer	9% (15)	15% (24)	17% (28)	23% (38)	18% (30)	11% (18)	3% (5)	2% (4)
PID: Dem (No Lean) Alcohol Weekly Consumer	11% (39)	15% (57)	14% (53)	14% (52)	21% (79)	13% (47)	2% (6)	2% (8)
PID: Ind (No Lean) Alcohol Weekly Consumer	1% (2)	4% (7)	12% (20)	20% (31)	32% (50)	14% (22)	3% (5)	6% (10)
PID: Rep (No Lean) Alcohol Weekly Consumer	4% (8)	9% (17)	8% (17)	22% (44)	34% (68)	9% (18)	5% (10)	5% (10)
Monthly Beer Drinkers	4% (58)	6% (99)	10% (147)	19% (287)	30% (472)	18% (279)	5% (75)	4% (56)
Don't Drink Beer	1% (6)	3% (13)	3% (16)	20% (99)	29% (148)	27% (134)	5% (23)	4% (22)
Monthly Wine Drinkers	4% (57)	6% (87)	9% (128)	19% (268)	30% (433)	19% (275)	5% (67)	3% (44)
Don't Drink Wine	1% (5)	5% (26)	6% (31)	18% (89)	29% (145)	18% (89)	5% (25)	7% (33)
Monthly Hard Seltzer Drinker	6% (50)	10% (78)	12% (98)	19% (153)	29% (234)	15% (119)	4% (31)	3% (26)
Don't Drink Hard Seltzer	1% (16)	2% (27)	5% (57)	18% (225)	33% (403)	24% (292)	4% (51)	5% (56)
Monthly Spirits Drinker	4% (50)	7% (93)	9% (126)	19% (265)	32% (442)	18% (250)	5% (65)	3% (47)
Don't Drink Spirits	2% (12)	4% (20)	6% (29)	18% (92)	28% (144)	19% (98)	5% (24)	5% (27)
Monthly Canned Cocktail Drinker	7% (49)	11% (80)	13% (98)	19% (144)	25% (188)	13% (94)	4% (30)	3% (21)
Don't Drink Canned Cocktails	1% (15)	3% (33)	5% (63)	19% (237)	32% (409)	24% (309)	5% (59)	5% (63)
Weekly Beer Drinker	5% (51)	9% (90)	11% (109)	18% (190)	28% (288)	15% (159)	5% (55)	3% (31)
Weekly Wine Drinker	7% (54)	9% (75)	11% (86)	19% (147)	27% (213)	16% (129)	4% (32)	3% (23)
Weekly Hard Seltzer Drinker	10% (44)	16% (66)	15% (62)	18% (75)	24% (100)	11% (48)	2% (9)	1% (6)
Weekly Spirits Drinker	6% (45)	10% (69)	11% (76)	19% (138)	30% (211)	14% (101)	3% (19)	3% (25)
Weekly Canned Cocktail Drinker	12% (45)	16% (60)	16% (57)	20% (73)	15% (54)	10% (35)	2% (6)	3% (10)
Don't Drink Alcohol	3% (48)	4% (65)	6% (102)	19% (328)	30% (527)	19% (320)	4% (68)	5% (88)
Purchased Car in Past 2 Years	4% (38)	8% (72)	8% (73)	19% (177)	30% (270)	17% (154)	3% (28)	5% (48)
Aware of Bud Light Events	3% (83)	5% (144)	8% (207)	20% (537)	31% (824)	20% (549)	4% (111)	4% (97)

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

Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
Gender: Male	5% (115)	7% (151)	6% (132)	12% (263)	18% (376)	18% (376)	8% (168)	12% (245)
Gender: Female	2% (55)	4% (81)	4% (79)	11% (237)	19% (426)	18% (397)	9% (205)	14% (320)
Age: 18-34	6% (79)	8% (102)	7% (84)	16% (196)	21% (270)	18% (224)	8% (100)	6% (82)
Age: 35-44	6% (46)	7% (49)	9% (65)	17% (123)	17% (129)	16% (118)	6% (45)	9% (68)
Age: 45-64	2% (26)	4% (64)	3% (44)	9% (124)	19% (272)	19% (264)	8% (121)	15% (218)
Age: 65+	2% (19)	2% (18)	2% (20)	6% (60)	14% (134)	17% (170)	11% (111)	21% (202)
GenZers: 1997-2012	5% (25)	7% (36)	4% (23)	18% (93)	23% (123)	20% (105)	8% (44)	7% (36)
Millennials: 1981-1996	7% (96)	8% (112)	9% (118)	15% (199)	19% (252)	16% (211)	7% (92)	7% (97)
GenXers: 1965-1980	2% (21)	6% (56)	4% (37)	12% (120)	20% (204)	17% (175)	8% (77)	12% (118)
Baby Boomers: 1946-1964	2% (24)	2% (26)	2% (34)	6% (82)	16% (220)	19% (271)	11% (154)	21% (295)
PID: Dem (no lean)	5% (98)	7% (123)	6% (110)	13% (240)	18% (323)	18% (325)	7% (129)	12% (222)
PID: Ind (no lean)	3% (34)	4% (49)	3% (44)	10% (129)	19% (245)	17% (213)	11% (137)	14% (174)
PID: Rep (no lean)	3% (37)	5% (61)	5% (58)	10% (134)	18% (236)	19% (238)	9% (110)	14% (174)
PID/Gender: Dem Men	7% (66)	9% (83)	7% (65)	14% (125)	17% (154)	19% (170)	5% (49)	11% (99)
PID/Gender: Dem Women	4% (33)	4% (40)	5% (45)	12% (115)	18% (170)	17% (154)	9% (79)	13% (121)
PID/Gender: Ind Men	4% (25)	5% (28)	4% (25)	11% (60)	19% (105)	17% (96)	10% (57)	13% (74)
PID/Gender: Ind Women	1% (9)	3% (20)	3% (19)	9% (66)	20% (138)	16% (114)	11% (78)	14% (98)
PID/Gender: Rep Men	4% (24)	6% (40)	6% (42)	12% (78)	18% (117)	17% (109)	9% (62)	11% (72)
PID/Gender: Rep Women	2% (13)	3% (22)	2% (15)	9% (56)	19% (119)	21% (129)	8% (48)	16% (102)
Ideo: Liberal (1-3)	5% (66)	6% (85)	6% (80)	12% (167)	20% (275)	20% (279)	8% (116)	12% (168)
Ideo: Moderate (4)	3% (38)	4% (57)	5% (64)	12% (147)	18% (227)	16% (207)	9% (120)	15% (186)
Ideo: Conservative (5-7)	4% (52)	5% (73)	4% (60)	11% (142)	18% (236)	17% (230)	9% (116)	13% (172)
Educ: < College	4% (106)	5% (137)	4% (111)	10% (301)	18% (528)	16% (474)	8% (229)	14% (393)
Educ: Bachelors degree	3% (31)	5% (52)	6% (57)	13% (125)	18% (173)	21% (203)	11% (105)	12% (118)
Educ: Post-grad	6% (33)	8% (44)	8% (45)	14% (77)	18% (102)	18% (99)	8% (42)	11% (59)
Income: Under 50k	2% (54)	4% (93)	4% (77)	10% (219)	17% (371)	14% (308)	10% (209)	14% (314)
Income: 50k-100k	6% (84)	5% (79)	6% (89)	13% (190)	20% (294)	20% (305)	7% (110)	12% (175)
Income: 100k+	4% (32)	8% (61)	6% (47)	13% (94)	19% (139)	22% (163)	8% (57)	11% (81)
Ethnicity: White	4% (134)	5% (181)	5% (172)	11% (364)	19% (638)	17% (589)	9% (311)	13% (438)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
Ethnicity: Hispanic	6% (48)	8% (57)	7% (53)	14% (105)	20% (155)	12% (90)	9% (69)	9% (71)
Ethnicity: Black	4% (24)	7% (40)	5% (30)	14% (80)	18% (100)	18% (102)	4% (23)	10% (55)
Ethnicity: Other	2% (11)	3% (12)	3% (11)	13% (58)	15% (66)	19% (85)	10% (42)	18% (78)
All Christian	3% (59)	5% (100)	5% (95)	11% (206)	18% (342)	18% (356)	9% (171)	14% (281)
All Non-Christian	11% (45)	11% (44)	8% (33)	13% (52)	16% (64)	17% (66)	8% (30)	4% (17)
Atheist	3% (5)	5% (9)	3% (5)	14% (26)	21% (40)	25% (47)	6% (12)	11% (21)
Agnostic/Nothing in particular	4% (40)	5% (55)	4% (44)	12% (140)	18% (206)	17% (192)	7% (78)	14% (156)
Something Else	3% (21)	4% (26)	5% (36)	11% (78)	21% (152)	16% (115)	12% (85)	13% (94)
Religious Non-Protestant/Catholic	10% (45)	10% (47)	7% (33)	13% (60)	18% (80)	18% (79)	8% (34)	5% (22)
Evangelical	4% (48)	6% (67)	6% (70)	11% (126)	18% (204)	15% (175)	8% (93)	13% (155)
Non-Evangelical	2% (31)	4% (56)	4% (59)	10% (149)	19% (274)	19% (279)	11% (156)	15% (224)
Community: Urban	7% (101)	7% (95)	7% (107)	14% (199)	16% (236)	16% (231)	6% (83)	11% (155)
Community: Suburban	2% (44)	4% (86)	4% (73)	11% (217)	20% (380)	20% (394)	10% (192)	12% (238)
Community: Rural	2% (25)	5% (52)	3% (33)	8% (86)	18% (187)	15% (152)	10% (101)	17% (177)
Employ: Private Sector	5% (66)	8% (108)	7% (95)	15% (204)	20% (282)	19% (267)	7% (103)	10% (146)
Employ: Government	12% (35)	6% (18)	7% (20)	14% (43)	20% (60)	19% (56)	5% (15)	9% (26)
Employ: Self-Employed	3% (14)	9% (39)	8% (34)	14% (60)	16% (71)	15% (64)	9% (38)	9% (40)
Employ: Homemaker	2% (4)	2% (5)	2% (6)	9% (21)	25% (61)	15% (36)	7% (16)	11% (27)
Employ: Student	3% (5)	7% (12)	5% (8)	20% (35)	16% (27)	24% (42)	9% (16)	7% (12)
Employ: Retired	2% (22)	2% (21)	2% (26)	6% (69)	15% (165)	19% (212)	10% (112)	20% (227)
Employ: Unemployed	4% (17)	5% (26)	3% (14)	10% (45)	16% (74)	13% (61)	13% (59)	13% (61)
Employ: Other	3% (8)	1% (3)	3% (9)	10% (25)	25% (63)	15% (39)	7% (17)	12% (31)
Military HH: Yes	5% (30)	7% (45)	3% (21)	9% (56)	16% (104)	19% (118)	8% (50)	16% (103)
Military HH: No	4% (139)	5% (188)	5% (191)	12% (446)	19% (700)	17% (658)	9% (326)	12% (467)
2022 House Vote: Democrat	5% (84)	6% (106)	6% (116)	13% (232)	18% (321)	18% (337)	8% (143)	12% (220)
2022 House Vote: Republican	4% (45)	4% (54)	4% (53)	10% (132)	20% (252)	19% (238)	10% (129)	13% (164)
2022 House Vote: Someone else	1% (2)	1% (1)	6% (6)	15% (15)	21% (22)	27% (27)	4% (4)	12% (12)
2022 House Vote: Didnt Vote	3% (40)	6% (72)	3% (37)	10% (124)	17% (209)	15% (175)	8% (100)	14% (174)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
2020 Vote: Joe Biden	4% (85)	6% (115)	6% (114)	12% (228)	18% (340)	19% (367)	8% (158)	12% (233)
2020 Vote: Donald Trump	3% (44)	4% (55)	3% (43)	11% (150)	20% (270)	17% (230)	10% (130)	13% (181)
2020 Vote: Other	2% (3)	2% (3)	6% (7)	19% (23)	22% (26)	19% (23)	9% (11)	12% (15)
2020 Vote: Didn't Vote	4% (38)	6% (60)	5% (49)	10% (101)	17% (168)	15% (155)	8% (77)	14% (142)
2018 House Vote: Democrat	5% (76)	6% (99)	7% (107)	12% (192)	18% (292)	19% (302)	8% (135)	13% (209)
2018 House Vote: Republican	3% (40)	4% (52)	3% (39)	10% (114)	19% (223)	19% (228)	11% (127)	13% (155)
2018 House Vote: Someone else	1% (1)	1% (1)	3% (3)	12% (12)	27% (28)	24% (25)	5% (5)	14% (14)
2018 House Vote: Didnt Vote	4% (53)	5% (81)	4% (64)	12% (184)	18% (262)	15% (223)	7% (109)	13% (192)
4-Region: Northeast	5% (40)	6% (46)	4% (30)	11% (84)	16% (120)	19% (148)	8% (65)	14% (109)
4-Region: Midwest	3% (26)	4% (38)	5% (45)	11% (97)	16% (146)	21% (191)	10% (92)	13% (118)
4-Region: South	4% (62)	6% (109)	4% (71)	12% (196)	19% (318)	16% (273)	7% (125)	13% (219)
4-Region: West	4% (41)	4% (41)	6% (67)	12% (125)	21% (220)	16% (165)	9% (95)	12% (124)
2304079	4% (91)	6% (121)	5% (101)	11% (242)	18% (404)	16% (359)	9% (208)	14% (299)
2304086	4% (79)	5% (112)	5% (111)	12% (260)	18% (400)	19% (418)	8% (169)	12% (271)
Ethnicity: White (Non-Hispanic)	3% (88)	5% (131)	5% (128)	10% (269)	18% (497)	19% (518)	9% (248)	14% (373)
Ethnicity: Hispanic	6% (48)	8% (57)	7% (53)	14% (105)	20% (155)	12% (90)	9% (69)	9% (71)
Ethnicity: Black (Non-Hispanic)	4% (23)	6% (34)	4% (22)	14% (77)	19% (99)	17% (91)	4% (22)	10% (55)
Ethnicity: Asian + Other (Non-Hispanic)	3% (11)	3% (11)	2% (8)	13% (51)	14% (53)	20% (77)	10% (38)	19% (72)
Female F&b Monthly Consumer	5% (105)	7% (147)	6% (126)	13% (258)	18% (361)	18% (350)	8% (157)	11% (227)
Male F&b Monthly Consumer	2% (52)	4% (78)	3% (72)	11% (229)	20% (409)	18% (379)	8% (172)	15% (305)
Gen Z F&b Monthly Consumer	5% (22)	7% (34)	4% (19)	19% (90)	26% (121)	21% (97)	6% (26)	6% (27)
Millennial F&b Monthly Consumer	7% (89)	9% (109)	9% (110)	16% (195)	19% (229)	16% (198)	7% (87)	7% (90)
Gen X F&b Monthly Consumer	2% (19)	6% (55)	4% (37)	12% (118)	21% (200)	17% (162)	7% (62)	12% (111)
Boomer F&b Monthly Consumer	2% (24)	2% (26)	2% (33)	6% (78)	16% (217)	19% (262)	11% (149)	21% (284)
HHI <$50k F&b Monthly Consumer	2% (48)	5% (90)	4% (72)	11% (212)	18% (358)	14% (288)	9% (171)	15% (296)
HHI $50-$100k F&b Monthly Consumer	6% (82)	6% (78)	6% (83)	13% (184)	20% (278)	21% (288)	8% (107)	12% (162)
HHI $100k+ F&b Monthly Consumer	4% (27)	8% (58)	7% (45)	14% (93)	20% (136)	22% (153)	8% (54)	11% (78)
PID: Dem (No Lean) F&b Monthly Consumer	5% (89)	7% (121)	6% (104)	13% (231)	18% (304)	18% (312)	7% (121)	12% (209)
PID: Ind (No Lean) F&b Monthly Consumer	3% (31)	4% (46)	3% (39)	11% (126)	21% (240)	17% (194)	9% (106)	14% (156)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
PID: Rep (No Lean) F&b Monthly Consumer	3% (36)	5% (59)	5% (57)	11% (133)	19% (228)	18% (225)	9% (105)	14% (172)
Female Hh Goods Monthly Consumer	7% (101)	10% (144)	7% (111)	15% (222)	18% (276)	17% (248)	7% (102)	10% (146)
Male Hh Goods Monthly Consumer	3% (47)	4% (70)	4% (58)	13% (207)	21% (334)	18% (287)	9% (140)	13% (211)
Gen Z Hh Goods Monthly Consumer	6% (21)	9% (32)	4% (14)	22% (82)	24% (87)	20% (73)	4% (16)	6% (22)
Millennial Hh Goods Monthly Consumer	9% (90)	10% (106)	9% (94)	17% (177)	20% (205)	15% (154)	6% (63)	6% (62)
Gen X Hh Goods Monthly Consumer	3% (19)	7% (53)	5% (36)	14% (103)	21% (159)	16% (121)	8% (59)	9% (70)
Boomer Hh Goods Monthly Consumer	2% (15)	3% (25)	3% (28)	7% (61)	17% (155)	20% (181)	11% (98)	21% (191)
HHI <$50k Hh Goods Monthly Consumer	3% (45)	6% (86)	4% (58)	13% (185)	19% (277)	14% (214)	9% (130)	14% (200)
HHI $50-$100k Hh Goods Monthly Consumer	7% (77)	7% (76)	6% (71)	15% (167)	21% (227)	19% (210)	7% (74)	10% (107)
HHI $100k+ Hh Goods Monthly Consumer	5% (26)	10% (54)	8% (42)	15% (78)	20% (106)	21% (112)	7% (37)	10% (52)
PID: Dem (No Lean) Hh Goods Monthly Consumer	6% (82)	9% (116)	7% (92)	15% (200)	18% (235)	17% (232)	6% (81)	12% (157)
PID: Ind (No Lean) Hh Goods Monthly Consumer	3% (29)	5% (43)	4% (35)	13% (108)	23% (196)	16% (137)	10% (87)	11% (93)
PID: Rep (No Lean) Hh Goods Monthly Consumer	4% (35)	6% (57)	5% (45)	13% (122)	20% (180)	18% (167)	8% (73)	12% (110)
Female Apparel Monthly Consumer	11% (83)	16% (123)	13% (99)	18% (143)	15% (118)	14% (110)	5% (36)	4% (35)
Male Apparel Monthly Consumer	4% (36)	7% (59)	5% (47)	17% (147)	22% (192)	17% (144)	7% (59)	8% (66)
Gen Z Apparel Monthly Consumer	6% (17)	11% (29)	7% (19)	22% (62)	22% (61)	19% (54)	4% (12)	4% (11)
Millennial Apparel Monthly Consumer	11% (78)	14% (99)	12% (89)	19% (134)	18% (130)	12% (84)	4% (30)	4% (29)
Gen X Apparel Monthly Consumer	3% (12)	11% (41)	6% (23)	18% (68)	18% (70)	17% (65)	7% (25)	5% (21)
Boomer Apparel Monthly Consumer	4% (11)	5% (14)	6% (15)	10% (26)	17% (46)	18% (48)	11% (28)	15% (41)
HHI <$50k Apparel Monthly Consumer	5% (30)	10% (71)	5% (36)	17% (113)	18% (124)	15% (104)	7% (46)	7% (51)
HHI $50-$100k Apparel Monthly Consumer	10% (64)	10% (64)	11% (70)	18% (116)	19% (121)	16% (106)	6% (36)	6% (38)
HHI $100k+ Apparel Monthly Consumer	7% (24)	15% (49)	12% (39)	19% (63)	20% (66)	13% (43)	5% (15)	5% (15)
PID: Dem (No Lean) Apparel Monthly Consumer	9% (76)	13% (105)	9% (74)	18% (147)	16% (131)	16% (125)	4% (31)	5% (37)
PID: Ind (No Lean) Apparel Monthly Consumer	4% (16)	9% (35)	7% (27)	17% (67)	21% (86)	15% (62)	11% (43)	9% (34)
PID: Rep (No Lean) Apparel Monthly Consumer	6% (27)	10% (43)	10% (45)	18% (78)	21% (94)	15% (66)	5% (22)	7% (32)
Female Electronics Yearly Consumer	7% (95)	10% (141)	8% (118)	15% (224)	20% (297)	18% (264)	8% (113)	6% (80)
Male Electronics Yearly Consumer	4% (45)	6% (72)	6% (69)	14% (172)	21% (252)	21% (247)	9% (113)	8% (93)
Gen Z Electronics Yearly Consumer	5% (20)	9% (34)	6% (22)	19% (71)	26% (97)	20% (75)	7% (28)	3% (11)
Millennial Electronics Yearly Consumer	8% (83)	11% (107)	10% (103)	18% (181)	19% (191)	16% (161)	7% (70)	5% (48)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
Gen X Electronics Yearly Consumer	3% (17)	8% (48)	5% (34)	14% (87)	22% (140)	22% (136)	8% (48)	5% (31)
Boomer Electronics Yearly Consumer	3% (17)	4% (22)	5% (31)	9% (54)	20% (121)	22% (133)	12% (74)	13% (82)
HHI <$50k Electronics Yearly Consumer	3% (40)	7% (81)	5% (63)	14% (159)	21% (241)	18% (208)	11% (123)	7% (84)
HHI $50-$100k Electronics Yearly Consumer	7% (72)	8% (76)	8% (82)	16% (155)	21% (207)	19% (190)	7% (70)	7% (70)
HHI $100k+ Electronics Yearly Consumer	5% (27)	11% (57)	9% (44)	17% (83)	20% (103)	23% (115)	7% (35)	5% (23)
PID: Dem (No Lean) Electronics Yearly Consumer	7% (83)	10% (119)	8% (97)	17% (192)	19% (222)	19% (215)	7% (76)	5% (62)
PID: Ind (No Lean) Electronics Yearly Consumer	3% (23)	6% (40)	5% (35)	13% (93)	22% (160)	20% (146)	11% (81)	8% (58)
PID: Rep (No Lean) Electronics Yearly Consumer	4% (34)	7% (54)	7% (57)	15% (113)	22% (168)	20% (153)	9% (70)	7% (57)
Female Beauty & Care Monthly Consumer	7% (97)	10% (130)	8% (111)	16% (211)	18% (245)	18% (236)	7% (91)	8% (107)
Male Beauty & Care Monthly Consumer	3% (46)	5% (74)	4% (59)	14% (198)	21% (301)	19% (272)	7% (104)	12% (169)
Gen Z Beauty & Care Monthly Consumer	6% (21)	8% (29)	5% (18)	18% (68)	24% (89)	23% (84)	6% (23)	5% (19)
Millennial Beauty & Care Monthly Consumer	9% (87)	10% (100)	10% (95)	19% (179)	19% (184)	15% (147)	6% (53)	6% (54)
Gen X Beauty & Care Monthly Consumer	3% (20)	7% (51)	4% (31)	14% (99)	22% (150)	17% (118)	7% (51)	8% (54)
Boomer Beauty & Care Monthly Consumer	2% (12)	3% (25)	4% (27)	8% (61)	16% (120)	21% (154)	9% (66)	19% (145)
HHI <$50k Beauty & Care Monthly Consumer	3% (41)	6% (81)	4% (55)	13% (170)	19% (250)	17% (224)	9% (114)	11% (147)
HHI $50-$100k Beauty & Care Monthly Consumer	7% (75)	7% (69)	7% (75)	16% (158)	20% (203)	20% (202)	5% (55)	8% (86)
HHI $100k+ Beauty & Care Monthly Consumer	6% (26)	12% (55)	9% (42)	18% (84)	20% (92)	18% (83)	6% (27)	10% (45)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	7% (85)	9% (108)	7% (91)	15% (192)	18% (221)	19% (233)	6% (72)	9% (114)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	3% (25)	5% (40)	4% (29)	14% (107)	23% (173)	18% (132)	8% (58)	11% (84)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	4% (33)	7% (57)	6% (52)	14% (112)	19% (152)	18% (145)	8% (65)	10% (81)
Female Insurance Yearly Consumer	6% (94)	8% (126)	7% (109)	13% (212)	21% (324)	18% (284)	8% (129)	9% (136)
Male Insurance Yearly Consumer	3% (44)	5% (73)	4% (65)	11% (162)	21% (317)	19% (285)	10% (145)	13% (199)
Gen Z Insurance Yearly Consumer	6% (19)	9% (31)	5% (18)	14% (49)	29% (98)	18% (61)	10% (34)	6% (21)
Millennial Insurance Yearly Consumer	8% (78)	10% (96)	10% (99)	18% (170)	21% (201)	16% (155)	6% (60)	5% (45)
Gen X Insurance Yearly Consumer	2% (16)	7% (51)	4% (29)	12% (83)	23% (155)	19% (128)	7% (48)	10% (68)
Boomer Insurance Yearly Consumer	2% (23)	2% (20)	3% (29)	6% (66)	18% (183)	20% (212)	12% (122)	18% (184)
HHI <$50k Insurance Yearly Consumer	3% (35)	6% (77)	4% (57)	11% (152)	20% (278)	16% (214)	11% (148)	12% (167)
HHI $50-$100k Insurance Yearly Consumer	7% (80)	6% (67)	7% (76)	13% (145)	22% (249)	19% (222)	7% (78)	10% (115)
HHI $100k+ Insurance Yearly Consumer	4% (24)	10% (57)	7% (43)	13% (78)	20% (115)	23% (134)	8% (48)	9% (55)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
PID: Dem (No Lean) Insurance Yearly Consumer	6% (78)	8% (110)	7% (97)	13% (175)	19% (250)	20% (254)	7% (95)	9% (117)
PID: Ind (No Lean) Insurance Yearly Consumer	3% (27)	4% (39)	4% (33)	10% (85)	23% (197)	18% (156)	11% (94)	11% (94)
PID: Rep (No Lean) Insurance Yearly Consumer	4% (33)	6% (52)	5% (46)	12% (116)	21% (194)	17% (161)	9% (84)	13% (126)
Female Pharma Monthly Consumer	6% (84)	9% (129)	8% (112)	15% (200)	19% (256)	17% (228)	7% (97)	10% (138)
Male Pharma Monthly Consumer	3% (42)	4% (61)	4% (61)	12% (168)	21% (287)	17% (244)	8% (109)	14% (190)
Gen Z Pharma Monthly Consumer	4% (12)	8% (23)	6% (17)	21% (63)	25% (74)	18% (54)	5% (15)	7% (21)
Millennial Pharma Monthly Consumer	9% (76)	11% (90)	12% (99)	17% (140)	20% (162)	15% (124)	5% (43)	6% (47)
Gen X Pharma Monthly Consumer	3% (19)	7% (51)	5% (33)	14% (99)	22% (153)	17% (116)	7% (50)	9% (66)
Boomer Pharma Monthly Consumer	2% (16)	3% (24)	3% (25)	7% (63)	16% (149)	19% (172)	11% (95)	20% (185)
HHI <$50k Pharma Monthly Consumer	3% (36)	5% (69)	4% (60)	11% (153)	19% (257)	14% (192)	9% (116)	14% (193)
HHI $50-$100k Pharma Monthly Consumer	7% (66)	7% (67)	7% (73)	15% (143)	20% (191)	20% (198)	7% (64)	10% (95)
HHI $100k+ Pharma Monthly Consumer	5% (24)	12% (55)	9% (42)	16% (74)	21% (96)	18% (84)	6% (28)	9% (42)
PID: Dem (No Lean) Pharma Monthly Consumer	6% (76)	8% (102)	8% (91)	15% (182)	18% (213)	17% (199)	6% (74)	11% (136)
PID: Ind (No Lean) Pharma Monthly Consumer	3% (25)	5% (37)	5% (34)	12% (85)	23% (166)	16% (117)	10% (70)	12% (84)
PID: Rep (No Lean) Pharma Monthly Consumer	3% (25)	6% (52)	6% (49)	12% (103)	19% (165)	19% (158)	7% (63)	13% (110)
Female Media Monthly Consumer	11% (115)	15% (151)	13% (132)	25% (263)	36% (376)	— (0)	— (0)	— (0)
Male Media Monthly Consumer	6% (55)	9% (81)	9% (79)	27% (237)	49% (426)	— (0)	— (0)	— (0)
Gen Z Media Monthly Consumer	8% (25)	12% (36)	8% (23)	31% (93)	41% (123)	— (0)	— (0)	— (0)
Millennial Media Monthly Consumer	12% (96)	14% (112)	15% (118)	26% (199)	32% (252)	— (0)	— (0)	— (0)
Gen X Media Monthly Consumer	5% (21)	13% (56)	8% (37)	27% (120)	47% (204)	— (0)	— (0)	— (0)
Boomer Media Monthly Consumer	6% (24)	7% (26)	9% (34)	21% (82)	57% (220)	— (0)	— (0)	— (0)
HHI <$50k Media Monthly Consumer	7% (54)	11% (93)	9% (77)	27% (219)	46% (371)	— (0)	— (0)	— (0)
HHI $50-$100k Media Monthly Consumer	11% (84)	11% (79)	12% (89)	26% (190)	40% (294)	— (0)	— (0)	— (0)
HHI $100k+ Media Monthly Consumer	8% (32)	16% (61)	13% (47)	25% (94)	37% (139)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Media Monthly Consumer	11% (98)	14% (123)	12% (110)	27% (240)	36% (323)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Media Monthly Consumer	7% (34)	10% (49)	9% (44)	26% (129)	49% (245)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Media Monthly Consumer	7% (37)	12% (61)	11% (58)	25% (134)	45% (236)	— (0)	— (0)	— (0)
Female Ent. Products Monthly Consumer	10% (81)	13% (105)	12% (97)	22% (170)	20% (154)	12% (97)	4% (33)	3% (22)
Male Ent. Products Monthly Consumer	5% (24)	9% (45)	8% (43)	19% (99)	24% (123)	15% (78)	7% (35)	8% (42)

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Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
Gen Z Ent. Products Monthly Consumer	6% (14)	10% (25)	5% (13)	24% (60)	25% (63)	20% (49)	3% (7)	3% (8)
Millennial Ent. Products Monthly Consumer	11% (75)	13% (90)	14% (95)	20% (138)	18% (124)	10% (70)	5% (35)	4% (25)
Gen X Ent. Products Monthly Consumer	4% (10)	11% (27)	8% (19)	22% (54)	25% (62)	13% (31)	6% (14)	4% (11)
Boomer Ent. Products Monthly Consumer	4% (6)	5% (6)	9% (13)	13% (18)	20% (28)	17% (25)	8% (12)	15% (21)
HHI <$50k Ent. Products Monthly Consumer	6% (29)	8% (44)	8% (43)	21% (107)	22% (114)	13% (70)	7% (35)	7% (36)
HHI $50-$100k Ent. Products Monthly Consumer	10% (52)	11% (56)	12% (64)	21% (109)	22% (114)	14% (72)	3% (18)	4% (23)
HHI $100k+ Ent. Products Monthly Consumer	9% (24)	18% (49)	12% (33)	20% (54)	18% (50)	13% (34)	6% (15)	2% (6)
PID: Dem (No Lean) Ent. Products Monthly Consumer	10% (65)	14% (91)	12% (78)	21% (136)	17% (108)	13% (81)	5% (29)	4% (24)
PID: Ind (No Lean) Ent. Products Monthly Consumer	5% (15)	9% (28)	8% (25)	20% (64)	26% (85)	13% (43)	6% (20)	8% (26)
PID: Rep (No Lean) Ent. Products Monthly Consumer	7% (25)	8% (30)	10% (37)	20% (70)	24% (84)	15% (51)	5% (18)	4% (15)
Female Travel Yearly Consumer	7% (91)	10% (129)	8% (108)	16% (216)	19% (252)	21% (270)	7% (87)	6% (83)
Male Travel Yearly Consumer	3% (29)	6% (62)	6% (65)	15% (156)	23% (231)	24% (246)	10% (102)	9% (91)
Gen Z Travel Yearly Consumer	5% (16)	10% (33)	6% (20)	20% (67)	22% (72)	24% (80)	6% (21)	4% (13)
Millennial Travel Yearly Consumer	9% (78)	11% (96)	12% (101)	20% (171)	19% (159)	16% (141)	7% (63)	3% (23)
Gen X Travel Yearly Consumer	3% (12)	10% (46)	6% (28)	14% (68)	24% (113)	24% (113)	5% (26)	8% (36)
Boomer Travel Yearly Consumer	2% (13)	2% (15)	4% (25)	9% (61)	21% (136)	27% (176)	12% (79)	15% (99)
HHI <$50k Travel Yearly Consumer	3% (22)	8% (66)	6% (49)	17% (135)	20% (159)	21% (167)	10% (82)	9% (74)
HHI $50-$100k Travel Yearly Consumer	7% (72)	7% (70)	8% (82)	16% (152)	22% (210)	22% (215)	7% (68)	6% (56)
HHI $100k+ Travel Yearly Consumer	5% (26)	10% (55)	8% (44)	15% (86)	20% (114)	24% (135)	7% (41)	8% (47)
PID: Dem (No Lean) Travel Yearly Consumer	7% (73)	10% (105)	9% (95)	17% (189)	19% (205)	21% (234)	7% (81)	6% (69)
PID: Ind (No Lean) Travel Yearly Consumer	4% (22)	6% (36)	5% (30)	14% (83)	23% (133)	22% (129)	10% (57)	9% (50)
PID: Rep (No Lean) Travel Yearly Consumer	4% (25)	7% (50)	7% (49)	15% (101)	21% (145)	23% (155)	8% (53)	8% (57)
Female Alcohol Weekly Consumer	9% (47)	13% (64)	10% (49)	18% (89)	17% (84)	11% (54)	5% (24)	8% (41)
Male Alcohol Weekly Consumer	7% (15)	13% (30)	7% (17)	10% (23)	17% (39)	14% (30)	6% (14)	7% (16)
Gen Z Alcohol Weekly Consumer	11% (6)	14% (7)	6% (3)	14% (7)	42% (21)	6% (3)	3% (1)	1% (0)
Millennial Alcohol Weekly Consumer	13% (44)	19% (64)	13% (43)	20% (65)	13% (41)	10% (33)	2% (7)	3% (11)
Gen X Alcohol Weekly Consumer	4% (8)	10% (18)	6% (12)	15% (28)	19% (36)	9% (18)	6% (11)	10% (20)
Boomer Alcohol Weekly Consumer	3% (5)	3% (4)	5% (8)	7% (11)	15% (23)	19% (29)	12% (18)	16% (25)
HHI <$50k Alcohol Weekly Consumer	3% (9)	10% (27)	6% (17)	12% (33)	16% (42)	13% (34)	7% (20)	12% (33)

Continued on next page

Table MCBR9_9: *How often, if at all, do you purchase the following?*
Media and live entertainment, such as movie tickets and streaming services

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	4% (170)	5% (233)	5% (213)	11% (503)	18% (804)	18% (777)	9% (376)	13% (570)
HHI $50-$100k Alcohol Weekly Consumer	13% (38)	10% (30)	9% (27)	18% (53)	21% (62)	10% (28)	5% (13)	5% (13)
HHI $100k+ Alcohol Weekly Consumer	9% (16)	22% (37)	13% (22)	15% (26)	12% (20)	13% (22)	3% (5)	7% (11)
PID: Dem (No Lean) Alcohol Weekly Consumer	14% (51)	15% (57)	10% (37)	15% (54)	14% (53)	10% (38)	3% (11)	5% (18)
PID: Ind (No Lean) Alcohol Weekly Consumer	3% (5)	12% (19)	9% (14)	14% (22)	20% (31)	13% (21)	7% (11)	13% (21)
PID: Rep (No Lean) Alcohol Weekly Consumer	4% (7)	9% (18)	8% (16)	18% (36)	20% (40)	12% (25)	8% (16)	10% (19)
Monthly Beer Drinkers	6% (91)	9% (139)	7% (102)	14% (213)	21% (321)	18% (280)	8% (118)	10% (156)
Don't Drink Beer	2% (10)	4% (20)	2% (8)	11% (56)	21% (105)	17% (84)	8% (41)	15% (74)
Monthly Wine Drinkers	6% (85)	9% (124)	7% (94)	15% (207)	20% (281)	19% (272)	8% (113)	8% (118)
Don't Drink Wine	3% (13)	4% (21)	2% (9)	11% (52)	19% (93)	16% (80)	7% (32)	17% (81)
Monthly Hard Seltzer Drinker	8% (69)	12% (101)	9% (76)	17% (142)	21% (171)	15% (125)	5% (44)	6% (48)
Don't Drink Hard Seltzer	3% (36)	4% (50)	3% (32)	10% (123)	17% (207)	21% (257)	10% (119)	15% (183)
Monthly Spirits Drinker	5% (76)	9% (125)	7% (92)	15% (210)	20% (285)	19% (260)	8% (112)	9% (122)
Don't Drink Spirits	4% (21)	5% (25)	3% (14)	8% (43)	19% (98)	16% (80)	6% (33)	15% (77)
Monthly Canned Cocktail Drinker	9% (66)	14% (105)	10% (73)	19% (138)	20% (146)	14% (103)	5% (35)	5% (39)
Don't Drink Canned Cocktails	3% (35)	4% (47)	3% (38)	8% (107)	19% (235)	21% (267)	10% (128)	15% (193)
Weekly Beer Drinker	7% (74)	11% (114)	8% (78)	14% (148)	18% (186)	15% (154)	7% (74)	10% (105)
Weekly Wine Drinker	8% (67)	13% (102)	9% (71)	14% (112)	18% (142)	13% (104)	8% (66)	7% (53)
Weekly Hard Seltzer Drinker	12% (51)	16% (68)	12% (49)	16% (69)	19% (82)	10% (40)	4% (18)	4% (19)
Weekly Spirits Drinker	8% (59)	11% (81)	8% (61)	17% (121)	16% (115)	14% (103)	8% (57)	7% (50)
Weekly Canned Cocktail Drinker	13% (49)	18% (66)	14% (51)	19% (69)	12% (46)	9% (31)	4% (14)	2% (9)
Don't Drink Alcohol	3% (53)	4% (62)	5% (84)	9% (159)	15% (265)	15% (254)	9% (151)	15% (266)
Purchased Car in Past 2 Years	5% (48)	8% (78)	8% (75)	14% (125)	16% (148)	17% (152)	6% (55)	12% (109)
Aware of Bud Light Events	5% (128)	7% (177)	6% (149)	13% (355)	19% (503)	19% (510)	9% (231)	12% (332)

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

Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
Gender: Male	4% (89)	6% (120)	6% (124)	11% (228)	11% (228)	18% (393)	10% (214)	16% (340)
Gender: Female	1% (19)	2% (44)	3% (62)	8% (177)	10% (220)	22% (494)	11% (239)	19% (431)
Age: 18-34	5% (61)	8% (95)	8% (98)	16% (206)	14% (175)	20% (259)	8% (95)	9% (108)
Age: 35-44	5% (34)	6% (46)	6% (48)	15% (112)	14% (101)	22% (164)	8% (58)	9% (63)
Age: 45-64	1% (11)	1% (21)	2% (29)	5% (70)	8% (121)	22% (308)	12% (177)	22% (319)
Age: 65+	— (2)	— (1)	1% (12)	2% (19)	6% (54)	17% (164)	13% (124)	29% (283)
GenZers: 1997-2012	3% (15)	5% (26)	7% (40)	17% (88)	15% (79)	23% (123)	7% (40)	9% (47)
Millennials: 1981-1996	6% (78)	8% (108)	7% (100)	16% (214)	13% (175)	21% (276)	8% (103)	8% (104)
GenXers: 1965-1980	1% (12)	3% (26)	2% (25)	7% (72)	11% (115)	21% (212)	11% (108)	20% (202)
Baby Boomers: 1946-1964	— (3)	— (4)	2% (21)	2% (33)	6% (80)	19% (263)	13% (191)	28% (402)
PID: Dem (no lean)	4% (76)	5% (97)	6% (104)	9% (168)	10% (189)	18% (326)	9% (169)	18% (323)
PID: Ind (no lean)	1% (15)	3% (37)	2% (26)	8% (104)	11% (144)	22% (282)	9% (115)	18% (230)
PID: Rep (no lean)	1% (16)	2% (29)	4% (56)	11% (135)	9% (118)	22% (286)	13% (170)	17% (219)
PID/Gender: Dem Men	7% (67)	8% (75)	8% (73)	10% (92)	10% (94)	15% (135)	9% (80)	15% (138)
PID/Gender: Dem Women	1% (10)	2% (22)	3% (32)	8% (76)	10% (95)	20% (188)	10% (89)	20% (185)
PID/Gender: Ind Men	2% (9)	4% (24)	1% (7)	10% (58)	12% (68)	21% (118)	10% (59)	18% (99)
PID/Gender: Ind Women	1% (6)	2% (13)	3% (19)	6% (45)	10% (74)	23% (161)	8% (55)	18% (129)
PID/Gender: Rep Men	2% (13)	3% (20)	7% (44)	12% (79)	10% (66)	21% (140)	11% (75)	16% (102)
PID/Gender: Rep Women	— (3)	1% (9)	2% (12)	9% (56)	8% (52)	23% (144)	15% (95)	19% (117)
Ideo: Liberal (1-3)	3% (41)	5% (71)	5% (65)	10% (141)	10% (138)	21% (294)	10% (143)	18% (245)
Ideo: Moderate (4)	2% (21)	3% (39)	3% (42)	10% (122)	11% (142)	20% (252)	10% (127)	19% (239)
Ideo: Conservative (5-7)	3% (36)	3% (45)	4% (58)	8% (105)	10% (128)	21% (280)	12% (165)	18% (241)
Educ: < College	2% (58)	3% (91)	4% (115)	9% (262)	10% (299)	18% (527)	10% (278)	18% (513)
Educ: Bachelors degree	2% (19)	4% (37)	4% (38)	9% (85)	10% (93)	25% (241)	13% (126)	18% (175)
Educ: Post-grad	5% (30)	6% (35)	6% (33)	11% (61)	11% (60)	23% (127)	9% (50)	15% (84)
Income: Under 50k	1% (22)	2% (50)	4% (83)	8% (165)	9% (198)	18% (390)	10% (210)	19% (412)
Income: 50k-100k	4% (59)	5% (69)	5% (69)	10% (156)	11% (171)	22% (324)	10% (153)	18% (261)
Income: 100k+	4% (27)	6% (45)	5% (34)	12% (85)	11% (83)	24% (179)	12% (91)	13% (99)
Ethnicity: White	3% (92)	3% (118)	4% (139)	9% (306)	9% (315)	22% (739)	11% (380)	18% (599)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
Ethnicity: Hispanic	6% (49)	7% (51)	8% (59)	12% (90)	10% (78)	18% (137)	8% (57)	13% (100)
Ethnicity: Black	2% (13)	6% (33)	6% (32)	10% (54)	12% (70)	15% (84)	7% (37)	15% (86)
Ethnicity: Other	— (2)	3% (13)	4% (16)	11% (48)	15% (67)	16% (71)	9% (37)	20% (87)
All Christian	2% (35)	3% (56)	5% (90)	7% (134)	10% (198)	22% (432)	11% (215)	18% (360)
All Non-Christian	11% (44)	11% (43)	6% (23)	10% (39)	12% (48)	14% (55)	10% (41)	8% (32)
Atheist	4% (8)	2% (3)	3% (5)	13% (25)	7% (14)	19% (37)	16% (30)	14% (27)
Agnostic/Nothing in particular	1% (13)	4% (48)	5% (53)	10% (119)	9% (104)	21% (241)	9% (100)	18% (199)
Something Else	1% (8)	2% (14)	2% (15)	12% (90)	12% (87)	18% (129)	9% (68)	21% (155)
Religious Non-Protestant/Catholic	10% (44)	10% (45)	7% (29)	9% (42)	12% (53)	15% (65)	11% (47)	10% (47)
Evangelical	2% (28)	3% (39)	4% (51)	10% (111)	10% (110)	19% (223)	9% (110)	19% (219)
Non-Evangelical	1% (13)	2% (29)	3% (46)	8% (111)	11% (167)	22% (323)	12% (171)	19% (282)
Community: Urban	5% (75)	6% (84)	6% (90)	11% (156)	11% (153)	17% (241)	9% (126)	15% (213)
Community: Suburban	1% (20)	3% (50)	4% (78)	8% (163)	10% (193)	23% (452)	10% (201)	19% (365)
Community: Rural	1% (13)	3% (29)	2% (19)	9% (88)	10% (105)	20% (201)	12% (127)	19% (195)
Employ: Private Sector	3% (46)	6% (84)	6% (77)	13% (182)	12% (173)	22% (312)	10% (146)	14% (197)
Employ: Government	11% (31)	9% (27)	6% (17)	11% (32)	14% (40)	17% (50)	8% (25)	14% (40)
Employ: Self-Employed	2% (9)	5% (22)	8% (34)	11% (48)	11% (50)	21% (92)	12% (53)	13% (57)
Employ: Homemaker	1% (2)	2% (4)	2% (4)	8% (19)	15% (36)	28% (67)	7% (16)	12% (30)
Employ: Student	5% (8)	2% (3)	8% (14)	21% (37)	14% (25)	27% (47)	4% (8)	7% (12)
Employ: Retired	— (2)	1% (6)	1% (14)	3% (32)	5% (57)	17% (195)	13% (144)	27% (305)
Employ: Unemployed	— (1)	3% (15)	3% (16)	7% (31)	9% (43)	21% (98)	8% (38)	16% (74)
Employ: Other	3% (7)	1% (2)	4% (11)	9% (24)	11% (27)	13% (32)	9% (24)	23% (58)
Military HH: Yes	4% (23)	4% (25)	3% (21)	8% (52)	7% (45)	21% (131)	8% (52)	23% (147)
Military HH: No	2% (85)	4% (138)	4% (166)	9% (355)	11% (406)	20% (762)	11% (402)	17% (627)
2022 House Vote: Democrat	3% (55)	5% (92)	5% (96)	8% (153)	10% (188)	20% (360)	9% (170)	18% (333)
2022 House Vote: Republican	1% (19)	3% (36)	4% (51)	9% (113)	10% (128)	23% (287)	14% (172)	18% (225)
2022 House Vote: Someone else	— (0)	4% (4)	1% (1)	9% (9)	11% (11)	24% (24)	12% (12)	17% (18)
2022 House Vote: Didnt Vote	3% (33)	3% (31)	3% (38)	11% (132)	10% (124)	19% (223)	8% (99)	16% (198)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
2020 Vote: Joe Biden	3% (54)	5% (93)	4% (82)	8% (159)	10% (185)	20% (394)	11% (205)	18% (354)
2020 Vote: Donald Trump	1% (17)	2% (33)	4% (48)	9% (122)	10% (136)	22% (304)	12% (167)	19% (252)
2020 Vote: Other	— (0)	1% (1)	3% (4)	16% (19)	11% (13)	22% (27)	10% (13)	19% (23)
2020 Vote: Didn't Vote	4% (37)	4% (36)	5% (53)	11% (107)	12% (118)	17% (169)	7% (70)	14% (143)
2018 House Vote: Democrat	3% (48)	5% (84)	5% (85)	8% (127)	11% (171)	20% (327)	10% (164)	18% (300)
2018 House Vote: Republican	2% (22)	2% (26)	3% (35)	8% (96)	10% (122)	23% (278)	13% (151)	19% (223)
2018 House Vote: Someone else	— (0)	4% (4)	1% (1)	12% (12)	10% (10)	22% (23)	19% (20)	17% (17)
2018 House Vote: Didnt Vote	3% (38)	3% (50)	4% (65)	12% (172)	10% (148)	18% (267)	8% (120)	16% (233)
4-Region: Northeast	5% (40)	6% (45)	4% (29)	6% (50)	11% (82)	21% (158)	10% (74)	16% (121)
4-Region: Midwest	2% (15)	3% (26)	4% (38)	9% (78)	10% (89)	22% (199)	12% (109)	18% (165)
4-Region: South	2% (33)	3% (56)	4% (65)	10% (161)	10% (173)	21% (348)	10% (163)	17% (290)
4-Region: West	2% (19)	3% (36)	5% (55)	11% (118)	10% (108)	18% (188)	10% (109)	19% (197)
2304079	2% (43)	4% (86)	4% (97)	9% (193)	11% (236)	20% (430)	11% (248)	18% (393)
2304086	3% (65)	4% (77)	4% (90)	10% (214)	10% (216)	21% (464)	9% (206)	17% (381)
Ethnicity: White (Non-Hispanic)	2% (44)	3% (78)	3% (87)	8% (225)	9% (256)	22% (613)	12% (329)	19% (505)
Ethnicity: Hispanic	6% (49)	7% (51)	8% (59)	12% (90)	10% (78)	18% (137)	8% (57)	13% (100)
Ethnicity: Black (Non-Hispanic)	2% (13)	5% (24)	5% (27)	10% (53)	11% (60)	16% (84)	6% (34)	16% (83)
Ethnicity: Asian + Other (Non-Hispanic)	1% (2)	3% (10)	4% (14)	10% (40)	15% (58)	16% (61)	9% (34)	22% (84)
Female F&b Monthly Consumer	4% (83)	6% (115)	6% (120)	11% (222)	11% (210)	19% (378)	10% (205)	16% (323)
Male F&b Monthly Consumer	1% (16)	2% (44)	3% (54)	8% (170)	10% (200)	22% (461)	11% (233)	19% (402)
Gen Z F&b Monthly Consumer	3% (13)	5% (24)	8% (38)	18% (86)	15% (71)	21% (97)	8% (38)	9% (43)
Millennial F&b Monthly Consumer	6% (73)	9% (105)	8% (95)	17% (207)	13% (160)	22% (265)	8% (95)	8% (94)
Gen X F&b Monthly Consumer	1% (10)	3% (26)	3% (25)	7% (68)	11% (106)	22% (205)	11% (106)	19% (184)
Boomer F&b Monthly Consumer	— (2)	— (4)	1% (16)	2% (32)	5% (75)	19% (258)	14% (189)	29% (389)
HHI <$50k F&b Monthly Consumer	1% (22)	2% (46)	4% (76)	8% (159)	9% (181)	18% (359)	10% (206)	19% (381)
HHI $50-$100k F&b Monthly Consumer	4% (54)	5% (69)	5% (65)	11% (152)	11% (152)	22% (313)	10% (147)	18% (249)
HHI $100k+ F&b Monthly Consumer	3% (23)	6% (44)	5% (33)	12% (83)	11% (79)	25% (174)	13% (86)	14% (95)
PID: Dem (No Lean) F&b Monthly Consumer	4% (70)	6% (95)	6% (96)	9% (163)	10% (173)	19% (320)	9% (159)	18% (309)
PID: Ind (No Lean) F&b Monthly Consumer	1% (14)	3% (35)	2% (26)	9% (100)	12% (134)	21% (246)	10% (111)	18% (207)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
PID: Rep (No Lean) F&b Monthly Consumer	1% (15)	2% (29)	4% (51)	11% (130)	9% (105)	23% (281)	14% (169)	17% (209)
Female Hh Goods Monthly Consumer	6% (85)	8% (114)	7% (103)	13% (197)	13% (191)	18% (275)	10% (145)	14% (215)
Male Hh Goods Monthly Consumer	1% (17)	3% (40)	3% (54)	10% (161)	12% (187)	23% (370)	11% (171)	16% (261)
Gen Z Hh Goods Monthly Consumer	4% (14)	6% (23)	8% (29)	17% (62)	19% (71)	19% (70)	8% (30)	8% (31)
Millennial Hh Goods Monthly Consumer	7% (74)	10% (105)	9% (90)	19% (198)	14% (140)	20% (209)	7% (69)	5% (56)
Gen X Hh Goods Monthly Consumer	2% (12)	3% (22)	3% (23)	9% (68)	13% (98)	22% (162)	11% (85)	19% (140)
Boomer Hh Goods Monthly Consumer	— (2)	— (4)	2% (15)	4% (32)	7% (68)	21% (193)	13% (123)	26% (237)
HHI <$50k Hh Goods Monthly Consumer	1% (22)	3% (44)	4% (63)	10% (143)	11% (170)	19% (286)	11% (161)	17% (245)
HHI $50-$100k Hh Goods Monthly Consumer	5% (56)	6% (66)	6% (64)	13% (140)	13% (144)	21% (233)	9% (101)	15% (161)
HHI $100k+ Hh Goods Monthly Consumer	5% (25)	8% (44)	6% (30)	14% (77)	12% (65)	24% (132)	10% (54)	13% (68)
PID: Dem (No Lean) Hh Goods Monthly Consumer	5% (73)	7% (93)	6% (85)	11% (151)	11% (151)	18% (244)	9% (123)	15% (199)
PID: Ind (No Lean) Hh Goods Monthly Consumer	2% (14)	4% (33)	3% (24)	10% (90)	14% (123)	22% (191)	9% (74)	16% (135)
PID: Rep (No Lean) Hh Goods Monthly Consumer	2% (16)	3% (28)	5% (49)	13% (120)	12% (105)	24% (215)	13% (119)	15% (141)
Female Apparel Monthly Consumer	10% (80)	14% (107)	14% (113)	19% (150)	15% (120)	12% (93)	6% (44)	4% (31)
Male Apparel Monthly Consumer	2% (17)	4% (36)	5% (43)	17% (143)	15% (129)	22% (186)	10% (83)	11% (90)
Gen Z Apparel Monthly Consumer	5% (13)	8% (23)	14% (39)	22% (61)	22% (61)	16% (44)	5% (13)	5% (13)
Millennial Apparel Monthly Consumer	10% (73)	14% (96)	12% (82)	23% (164)	14% (97)	14% (101)	6% (45)	3% (19)
Gen X Apparel Monthly Consumer	3% (11)	5% (20)	5% (20)	13% (51)	15% (56)	20% (76)	9% (33)	11% (43)
Boomer Apparel Monthly Consumer	— (1)	2% (4)	5% (14)	7% (18)	14% (37)	20% (54)	12% (32)	17% (44)
HHI <$50k Apparel Monthly Consumer	3% (19)	5% (37)	9% (59)	16% (108)	14% (97)	18% (119)	8% (56)	9% (62)
HHI $50-$100k Apparel Monthly Consumer	8% (53)	10% (65)	10% (65)	19% (124)	16% (103)	16% (104)	7% (45)	6% (41)
HHI $100k+ Apparel Monthly Consumer	8% (25)	12% (41)	10% (32)	19% (63)	15% (51)	17% (56)	8% (26)	6% (19)
PID: Dem (No Lean) Apparel Monthly Consumer	9% (72)	11% (92)	11% (86)	16% (129)	13% (108)	14% (111)	6% (46)	6% (46)
PID: Ind (No Lean) Apparel Monthly Consumer	3% (11)	6% (26)	5% (22)	19% (78)	20% (82)	20% (81)	7% (30)	10% (39)
PID: Rep (No Lean) Apparel Monthly Consumer	3% (14)	6% (25)	11% (48)	20% (88)	14% (61)	20% (88)	12% (52)	8% (38)
Female Electronics Yearly Consumer	6% (86)	8% (118)	8% (112)	14% (204)	14% (204)	20% (296)	10% (152)	9% (134)
Male Electronics Yearly Consumer	1% (16)	3% (39)	4% (49)	12% (149)	14% (162)	27% (325)	12% (139)	13% (153)
Gen Z Electronics Yearly Consumer	4% (15)	7% (26)	8% (30)	21% (78)	18% (69)	23% (85)	6% (24)	5% (19)
Millennial Electronics Yearly Consumer	8% (76)	11% (107)	9% (92)	19% (189)	14% (144)	22% (221)	8% (77)	4% (41)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
Gen X Electronics Yearly Consumer	2% (10)	3% (20)	4% (23)	10% (64)	15% (92)	25% (157)	13% (84)	14% (85)
Boomer Electronics Yearly Consumer	— (2)	1% (4)	3% (15)	4% (23)	10% (62)	25% (155)	17% (100)	22% (136)
HHI <$50k Electronics Yearly Consumer	2% (22)	4% (45)	6% (65)	12% (140)	14% (158)	22% (261)	11% (127)	14% (158)
HHI $50-$100k Electronics Yearly Consumer	6% (56)	7% (67)	7% (65)	14% (136)	15% (145)	23% (227)	10% (100)	10% (101)
HHI $100k+ Electronics Yearly Consumer	5% (24)	9% (45)	6% (31)	15% (78)	13% (65)	27% (138)	13% (66)	6% (29)
PID: Dem (No Lean) Electronics Yearly Consumer	6% (73)	8% (93)	8% (87)	13% (155)	13% (155)	21% (240)	9% (107)	10% (111)
PID: Ind (No Lean) Electronics Yearly Consumer	2% (14)	5% (37)	3% (20)	12% (84)	16% (118)	26% (188)	11% (76)	11% (81)
PID: Rep (No Lean) Electronics Yearly Consumer	2% (16)	4% (28)	7% (54)	15% (115)	12% (95)	26% (199)	14% (109)	13% (97)
Female Beauty & Care Monthly Consumer	6% (83)	8% (111)	8% (109)	14% (184)	12% (166)	18% (249)	9% (124)	13% (172)
Male Beauty & Care Monthly Consumer	1% (16)	3% (43)	4% (52)	10% (151)	13% (181)	23% (326)	11% (157)	16% (224)
Gen Z Beauty & Care Monthly Consumer	4% (13)	6% (22)	10% (38)	16% (60)	18% (69)	19% (72)	9% (32)	7% (24)
Millennial Beauty & Care Monthly Consumer	8% (72)	11% (107)	9% (91)	20% (189)	14% (134)	18% (175)	7% (67)	6% (60)
Gen X Beauty & Care Monthly Consumer	1% (10)	3% (22)	3% (23)	9% (61)	12% (80)	22% (148)	12% (82)	18% (123)
Boomer Beauty & Care Monthly Consumer	— (2)	— (3)	1% (10)	4% (27)	9% (65)	23% (172)	13% (94)	24% (182)
HHI <$50k Beauty & Care Monthly Consumer	2% (21)	3% (46)	5% (66)	10% (133)	12% (161)	19% (255)	10% (136)	16% (209)
HHI $50-$100k Beauty & Care Monthly Consumer	5% (54)	6% (65)	6% (63)	13% (131)	13% (131)	22% (222)	9% (90)	14% (136)
HHI $100k+ Beauty & Care Monthly Consumer	5% (23)	9% (43)	7% (31)	15% (72)	12% (57)	22% (103)	12% (55)	11% (50)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	6% (70)	8% (94)	7% (90)	12% (145)	12% (151)	18% (229)	8% (104)	13% (164)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	2% (13)	4% (33)	3% (23)	11% (82)	15% (112)	22% (164)	10% (71)	15% (114)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	2% (16)	3% (28)	6% (47)	13% (109)	11% (86)	23% (188)	13% (107)	14% (117)
Female Insurance Yearly Consumer	5% (75)	7% (114)	7% (105)	12% (193)	11% (180)	19% (304)	10% (159)	15% (229)
Male Insurance Yearly Consumer	1% (15)	3% (43)	3% (50)	9% (136)	10% (155)	25% (384)	12% (176)	17% (262)
Gen Z Insurance Yearly Consumer	4% (13)	7% (22)	9% (30)	19% (64)	15% (50)	27% (94)	6% (22)	7% (23)
Millennial Insurance Yearly Consumer	7% (66)	11% (106)	9% (89)	19% (179)	14% (131)	22% (208)	8% (72)	5% (52)
Gen X Insurance Yearly Consumer	1% (9)	4% (25)	3% (19)	8% (57)	14% (94)	22% (151)	12% (81)	17% (118)
Boomer Insurance Yearly Consumer	— (2)	— (3)	2% (18)	3% (29)	6% (58)	21% (218)	15% (151)	27% (284)
HHI <$50k Insurance Yearly Consumer	1% (14)	3% (47)	5% (65)	9% (126)	10% (143)	21% (282)	11% (145)	17% (239)
HHI $50-$100k Insurance Yearly Consumer	5% (53)	6% (66)	5% (58)	11% (129)	11% (129)	23% (263)	10% (120)	16% (181)
HHI $100k+ Insurance Yearly Consumer	4% (23)	8% (44)	6% (33)	13% (74)	11% (63)	25% (145)	12% (71)	12% (71)

Continued on next page

Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
PID: Dem (No Lean) Insurance Yearly Consumer	5% (68)	7% (96)	7% (89)	11% (140)	11% (140)	19% (253)	10% (136)	14% (187)
PID: Ind (No Lean) Insurance Yearly Consumer	1% (8)	4% (33)	2% (20)	9% (77)	12% (101)	25% (216)	10% (82)	17% (146)
PID: Rep (No Lean) Insurance Yearly Consumer	1% (14)	3% (27)	5% (47)	12% (113)	10% (95)	23% (222)	12% (118)	17% (157)
Female Pharma Monthly Consumer	5% (70)	8% (104)	7% (99)	13% (179)	12% (169)	18% (253)	10% (131)	15% (204)
Male Pharma Monthly Consumer	1% (15)	2% (35)	3% (41)	10% (135)	12% (169)	21% (290)	11% (155)	18% (247)
Gen Z Pharma Monthly Consumer	2% (6)	6% (17)	8% (24)	25% (72)	20% (59)	18% (54)	9% (27)	6% (17)
Millennial Pharma Monthly Consumer	8% (66)	12% (95)	10% (80)	19% (160)	15% (124)	18% (151)	6% (52)	5% (45)
Gen X Pharma Monthly Consumer	2% (11)	3% (23)	3% (20)	8% (58)	13% (94)	21% (145)	12% (81)	19% (134)
Boomer Pharma Monthly Consumer	— (2)	— (3)	2% (15)	3% (25)	7% (62)	20% (184)	13% (122)	27% (242)
HHI <$50k Pharma Monthly Consumer	1% (19)	3% (38)	4% (57)	9% (124)	11% (152)	16% (221)	11% (148)	19% (260)
HHI $50-$100k Pharma Monthly Consumer	5% (47)	6% (57)	6% (54)	13% (124)	13% (130)	22% (217)	9% (89)	14% (137)
HHI $100k+ Pharma Monthly Consumer	4% (20)	9% (44)	6% (29)	15% (68)	13% (59)	24% (110)	11% (50)	11% (54)
PID: Dem (No Lean) Pharma Monthly Consumer	5% (63)	8% (93)	6% (78)	10% (126)	12% (146)	17% (203)	9% (104)	15% (187)
PID: Ind (No Lean) Pharma Monthly Consumer	2% (11)	3% (19)	3% (22)	12% (86)	14% (103)	21% (150)	9% (67)	18% (129)
PID: Rep (No Lean) Pharma Monthly Consumer	1% (11)	3% (27)	5% (39)	12% (103)	11% (92)	23% (195)	14% (115)	16% (136)
Female Media Monthly Consumer	7% (71)	11% (111)	9% (95)	17% (176)	15% (153)	18% (184)	8% (78)	9% (94)
Male Media Monthly Consumer	1% (13)	4% (38)	4% (39)	14% (120)	14% (124)	25% (222)	9% (81)	13% (111)
Gen Z Media Monthly Consumer	2% (5)	7% (20)	8% (23)	25% (74)	18% (55)	21% (62)	5% (15)	8% (24)
Millennial Media Monthly Consumer	9% (68)	13% (102)	10% (77)	21% (161)	15% (114)	17% (133)	6% (44)	4% (31)
Gen X Media Monthly Consumer	2% (8)	5% (23)	5% (21)	11% (48)	17% (74)	24% (107)	10% (45)	11% (49)
Boomer Media Monthly Consumer	1% (2)	1% (4)	4% (14)	4% (15)	9% (36)	26% (100)	13% (52)	25% (98)
HHI <$50k Media Monthly Consumer	2% (20)	5% (43)	5% (41)	15% (121)	14% (112)	22% (175)	8% (66)	13% (107)
HHI $50-$100k Media Monthly Consumer	6% (41)	9% (65)	8% (62)	15% (111)	16% (117)	20% (149)	8% (60)	10% (75)
HHI $100k+ Media Monthly Consumer	6% (23)	11% (42)	8% (31)	17% (65)	13% (50)	23% (85)	9% (33)	6% (24)
PID: Dem (No Lean) Media Monthly Consumer	6% (58)	11% (95)	8% (69)	14% (128)	14% (128)	19% (166)	6% (55)	9% (81)
PID: Ind (No Lean) Media Monthly Consumer	2% (10)	6% (29)	4% (19)	16% (82)	16% (79)	22% (111)	8% (41)	14% (71)
PID: Rep (No Lean) Media Monthly Consumer	3% (16)	5% (26)	9% (46)	17% (87)	14% (72)	25% (132)	12% (63)	10% (53)
Female Ent. Products Monthly Consumer	11% (89)	15% (120)	16% (124)	29% (228)	29% (228)	— (0)	— (0)	— (0)
Male Ent. Products Monthly Consumer	4% (19)	8% (44)	12% (62)	34% (177)	42% (220)	— (0)	— (0)	— (0)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
Gen Z Ent. Products Monthly Consumer	6% (15)	10% (26)	16% (40)	36% (88)	32% (79)	— (0)	— (0)	— (0)
Millennial Ent. Products Monthly Consumer	11% (78)	16% (108)	15% (100)	32% (214)	26% (175)	— (0)	— (0)	— (0)
Gen X Ent. Products Monthly Consumer	5% (12)	10% (26)	10% (25)	29% (72)	46% (115)	— (0)	— (0)	— (0)
Boomer Ent. Products Monthly Consumer	2% (3)	3% (4)	15% (21)	23% (33)	57% (80)	— (0)	— (0)	— (0)
HHI <$50k Ent. Products Monthly Consumer	4% (22)	10% (50)	16% (83)	32% (165)	38% (198)	— (0)	— (0)	— (0)
HHI $50-$100k Ent. Products Monthly Consumer	11% (59)	13% (69)	13% (69)	30% (156)	33% (171)	— (0)	— (0)	— (0)
HHI $100k+ Ent. Products Monthly Consumer	10% (27)	16% (45)	12% (34)	31% (85)	30% (83)	— (0)	— (0)	— (0)
PID: Dem (No Lean) Ent. Products Monthly Consumer	12% (76)	15% (97)	16% (104)	26% (168)	30% (189)	— (0)	— (0)	— (0)
PID: Ind (No Lean) Ent. Products Monthly Consumer	5% (15)	11% (37)	8% (26)	32% (104)	44% (144)	— (0)	— (0)	— (0)
PID: Rep (No Lean) Ent. Products Monthly Consumer	5% (16)	8% (29)	16% (56)	38% (135)	33% (118)	— (0)	— (0)	— (0)
Female Travel Yearly Consumer	6% (76)	9% (115)	8% (108)	13% (174)	14% (190)	20% (267)	10% (136)	11% (143)
Male Travel Yearly Consumer	2% (16)	4% (36)	5% (47)	12% (125)	13% (131)	27% (279)	13% (136)	15% (152)
Gen Z Travel Yearly Consumer	4% (13)	7% (24)	10% (34)	22% (71)	18% (61)	20% (66)	7% (21)	7% (23)
Millennial Travel Yearly Consumer	8% (66)	12% (105)	10% (86)	19% (162)	15% (127)	21% (179)	8% (70)	4% (34)
Gen X Travel Yearly Consumer	2% (10)	4% (18)	5% (23)	10% (46)	17% (82)	26% (124)	12% (59)	15% (73)
Boomer Travel Yearly Consumer	— (2)	1% (4)	2% (13)	3% (19)	8% (53)	27% (175)	18% (117)	24% (158)
HHI <$50k Travel Yearly Consumer	2% (16)	5% (40)	8% (61)	13% (105)	15% (120)	22% (178)	13% (103)	12% (98)
HHI $50-$100k Travel Yearly Consumer	5% (53)	7% (67)	7% (63)	13% (122)	14% (133)	23% (221)	10% (98)	14% (138)
HHI $100k+ Travel Yearly Consumer	4% (23)	8% (44)	6% (32)	13% (71)	12% (70)	27% (153)	12% (71)	11% (60)
PID: Dem (No Lean) Travel Yearly Consumer	6% (66)	8% (91)	8% (88)	12% (134)	14% (154)	21% (226)	11% (117)	12% (128)
PID: Ind (No Lean) Travel Yearly Consumer	2% (10)	6% (34)	4% (21)	12% (71)	15% (88)	26% (153)	12% (68)	13% (76)
PID: Rep (No Lean) Travel Yearly Consumer	2% (16)	4% (27)	7% (47)	14% (93)	12% (81)	25% (173)	13% (88)	13% (91)
Female Alcohol Weekly Consumer	9% (46)	14% (69)	9% (46)	15% (74)	12% (61)	16% (79)	7% (35)	8% (39)
Male Alcohol Weekly Consumer	3% (7)	9% (21)	5% (12)	9% (20)	9% (20)	21% (48)	8% (19)	14% (31)
Gen Z Alcohol Weekly Consumer	6% (3)	14% (7)	8% (4)	13% (7)	35% (17)	10% (5)	4% (2)	5% (3)
Millennial Alcohol Weekly Consumer	13% (43)	21% (70)	12% (40)	20% (66)	9% (31)	12% (40)	5% (16)	3% (10)
Gen X Alcohol Weekly Consumer	3% (6)	6% (11)	4% (8)	7% (14)	13% (25)	22% (42)	9% (17)	12% (22)
Boomer Alcohol Weekly Consumer	— (0)	1% (1)	4% (6)	5% (8)	4% (6)	26% (39)	10% (15)	23% (34)
HHI <$50k Alcohol Weekly Consumer	3% (8)	5% (14)	6% (16)	10% (26)	8% (21)	20% (55)	12% (31)	16% (42)

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Table MCBR9_10: *How often, if at all, do you purchase the following?*
Entertainment products, such as toys and sports equipment

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (107)	4% (163)	4% (186)	9% (407)	10% (451)	20% (894)	10% (454)	18% (774)
HHI $50-$100k Alcohol Weekly Consumer	10% (29)	15% (43)	8% (22)	15% (44)	16% (47)	15% (43)	4% (12)	7% (19)
HHI $100k+ Alcohol Weekly Consumer	9% (14)	19% (32)	12% (20)	14% (24)	8% (13)	18% (30)	6% (10)	5% (9)
PID: Dem (No Lean) Alcohol Weekly Consumer	11% (42)	16% (60)	11% (42)	8% (30)	9% (35)	15% (55)	3% (12)	7% (28)
PID: Ind (No Lean) Alcohol Weekly Consumer	3% (4)	8% (13)	4% (6)	16% (25)	15% (24)	23% (36)	10% (17)	10% (17)
PID: Rep (No Lean) Alcohol Weekly Consumer	3% (6)	8% (16)	5% (10)	20% (40)	11% (22)	18% (37)	12% (25)	13% (26)
Monthly Beer Drinkers	4% (65)	7% (109)	6% (94)	12% (184)	13% (197)	22% (335)	10% (148)	15% (227)
Don't Drink Beer	1% (3)	1% (7)	2% (9)	7% (35)	9% (46)	22% (113)	12% (59)	18% (90)
Monthly Wine Drinkers	5% (64)	7% (97)	6% (92)	12% (164)	13% (179)	22% (315)	9% (132)	13% (184)
Don't Drink Wine	1% (3)	2% (9)	2% (8)	11% (56)	8% (37)	23% (114)	9% (46)	17% (83)
Monthly Hard Seltzer Drinker	7% (59)	11% (88)	10% (80)	14% (117)	16% (128)	20% (162)	9% (76)	7% (59)
Don't Drink Hard Seltzer	1% (9)	2% (21)	2% (26)	8% (97)	8% (101)	19% (236)	12% (143)	21% (264)
Monthly Spirits Drinker	4% (58)	7% (101)	7% (91)	12% (173)	13% (184)	23% (315)	10% (134)	14% (189)
Don't Drink Spirits	2% (11)	1% (7)	3% (15)	8% (41)	9% (45)	14% (71)	11% (54)	17% (88)
Monthly Canned Cocktail Drinker	8% (57)	12% (93)	11% (80)	15% (114)	15% (114)	19% (144)	7% (49)	5% (41)
Don't Drink Canned Cocktails	1% (12)	1% (17)	2% (24)	7% (87)	8% (98)	21% (263)	13% (161)	22% (280)
Weekly Beer Drinker	6% (63)	9% (94)	7% (72)	13% (134)	11% (114)	20% (203)	9% (89)	13% (135)
Weekly Wine Drinker	7% (58)	11% (85)	8% (62)	12% (95)	11% (87)	20% (159)	8% (64)	9% (74)
Weekly Hard Seltzer Drinker	13% (54)	18% (75)	12% (52)	14% (61)	14% (59)	13% (55)	8% (32)	3% (14)
Weekly Spirits Drinker	7% (53)	11% (80)	8% (59)	15% (105)	9% (62)	18% (131)	9% (63)	12% (82)
Weekly Canned Cocktail Drinker	14% (51)	20% (73)	12% (44)	15% (56)	11% (41)	12% (45)	4% (15)	2% (9)
Don't Drink Alcohol	2% (30)	2% (38)	3% (59)	7% (122)	9% (158)	17% (292)	11% (188)	20% (342)
Purchased Car in Past 2 Years	5% (41)	8% (74)	7% (64)	15% (141)	11% (98)	18% (168)	10% (88)	13% (116)
Aware of Bud Light Events	4% (96)	5% (138)	5% (147)	10% (277)	11% (288)	22% (595)	11% (296)	15% (408)

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

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
Gender: Male	3% (68)	4% (81)	4% (84)	5% (114)	6% (125)	21% (445)	19% (398)	18% (391)
Gender: Female	1% (13)	1% (24)	2% (37)	3% (70)	4% (90)	17% (373)	19% (421)	25% (568)
Age: 18-34	4% (46)	5% (66)	5% (66)	7% (82)	6% (79)	18% (223)	19% (245)	17% (215)
Age: 35-44	4% (27)	3% (25)	3% (23)	7% (53)	7% (55)	18% (132)	17% (129)	19% (139)
Age: 45-64	1% (7)	1% (14)	2% (25)	3% (41)	4% (59)	19% (270)	17% (242)	25% (355)
Age: 65+	— (0)	— (0)	1% (7)	1% (8)	2% (22)	20% (195)	22% (210)	26% (254)
GenZers: 1997-2012	1% (6)	4% (20)	5% (26)	8% (44)	8% (44)	17% (90)	19% (98)	19% (101)
Millennials: 1981-1996	5% (65)	5% (70)	5% (61)	6% (84)	6% (82)	18% (241)	19% (256)	16% (218)
GenXers: 1965-1980	1% (7)	1% (15)	2% (24)	3% (34)	5% (47)	19% (190)	16% (162)	24% (244)
Baby Boomers: 1946-1964	— (3)	— (1)	1% (10)	2% (23)	3% (37)	20% (287)	20% (288)	26% (373)
PID: Dem (no lean)	3% (59)	4% (76)	3% (51)	5% (98)	5% (100)	20% (370)	18% (336)	18% (338)
PID: Ind (no lean)	1% (11)	1% (12)	2% (29)	2% (24)	5% (64)	17% (220)	17% (218)	25% (315)
PID: Rep (no lean)	1% (10)	1% (18)	3% (41)	5% (62)	4% (50)	18% (229)	21% (272)	24% (310)
PID/Gender: Dem Men	6% (51)	7% (60)	4% (38)	6% (58)	7% (60)	22% (197)	16% (146)	16% (144)
PID/Gender: Dem Women	1% (8)	2% (16)	1% (12)	4% (40)	4% (41)	19% (172)	20% (188)	21% (193)
PID/Gender: Ind Men	2% (8)	1% (8)	4% (24)	3% (15)	6% (31)	19% (106)	19% (107)	22% (125)
PID/Gender: Ind Women	— (3)	1% (4)	1% (6)	1% (10)	5% (32)	16% (112)	15% (106)	27% (188)
PID/Gender: Rep Men	1% (8)	2% (13)	3% (22)	6% (41)	5% (33)	21% (140)	22% (145)	19% (123)
PID/Gender: Rep Women	— (2)	1% (4)	3% (19)	3% (21)	3% (17)	14% (89)	20% (127)	30% (188)
Ideo: Liberal (1-3)	3% (39)	3% (45)	3% (43)	5% (69)	6% (82)	22% (308)	20% (270)	20% (280)
Ideo: Moderate (4)	1% (12)	2% (26)	2% (30)	3% (34)	5% (61)	17% (219)	19% (240)	24% (304)
Ideo: Conservative (5-7)	2% (28)	2% (32)	3% (44)	5% (64)	4% (57)	19% (251)	19% (259)	23% (306)
Educ: < College	1% (33)	2% (63)	2% (71)	4% (105)	4% (122)	14% (398)	18% (513)	23% (663)
Educ: Bachelors degree	2% (18)	2% (17)	2% (22)	5% (46)	5% (49)	27% (258)	23% (221)	23% (218)
Educ: Post-grad	5% (29)	5% (27)	5% (28)	6% (34)	8% (43)	29% (163)	17% (92)	15% (82)
Income: Under 50k	1% (11)	1% (22)	2% (47)	2% (50)	4% (84)	12% (254)	16% (337)	25% (551)
Income: 50k-100k	3% (44)	3% (51)	3% (46)	6% (89)	5% (72)	22% (325)	23% (345)	21% (308)
Income: 100k+	3% (25)	4% (33)	4% (27)	6% (45)	8% (58)	33% (240)	19% (142)	14% (104)
Ethnicity: White	2% (73)	3% (90)	3% (90)	4% (136)	4% (147)	19% (651)	19% (629)	23% (768)

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Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
Ethnicity: Hispanic	5% (39)	6% (46)	6% (47)	7% (53)	4% (34)	15% (115)	17% (129)	20% (150)
Ethnicity: Black	1% (4)	2% (10)	4% (24)	6% (31)	8% (43)	14% (79)	19% (106)	16% (93)
Ethnicity: Other	1% (4)	1% (6)	1% (6)	4% (17)	6% (25)	20% (89)	21% (91)	23% (103)
All Christian	1% (22)	2% (38)	3% (62)	4% (87)	4% (86)	20% (386)	18% (355)	24% (461)
All Non-Christian	11% (44)	9% (37)	7% (26)	5% (21)	7% (28)	20% (78)	16% (63)	10% (39)
Atheist	— (0)	3% (5)	— (1)	6% (11)	3% (5)	29% (56)	20% (38)	20% (39)
Agnostic/Nothing in particular	1% (12)	2% (22)	2% (22)	4% (51)	4% (50)	17% (195)	19% (216)	23% (255)
Something Else	— (2)	1% (4)	1% (10)	2% (15)	6% (45)	14% (106)	21% (153)	23% (170)
Religious Non-Protestant/Catholic	10% (44)	8% (37)	6% (26)	6% (27)	6% (29)	19% (84)	17% (76)	13% (56)
Evangelical	1% (17)	2% (21)	4% (48)	3% (36)	6% (65)	15% (172)	18% (210)	22% (249)
Non-Evangelical	— (7)	1% (18)	1% (22)	4% (58)	4% (65)	21% (305)	19% (282)	25% (369)
Community: Urban	4% (63)	5% (73)	5% (69)	7% (104)	5% (77)	15% (210)	17% (248)	19% (272)
Community: Suburban	1% (13)	1% (21)	2% (36)	3% (59)	5% (89)	24% (456)	21% (408)	22% (427)
Community: Rural	— (5)	1% (12)	2% (16)	2% (21)	5% (48)	15% (154)	16% (168)	26% (264)
Employ: Private Sector	2% (33)	4% (54)	4% (59)	6% (80)	6% (87)	23% (322)	23% (318)	20% (274)
Employ: Government	11% (33)	8% (23)	2% (7)	7% (21)	6% (17)	20% (59)	18% (53)	18% (53)
Employ: Self-Employed	2% (10)	2% (9)	6% (24)	7% (29)	8% (35)	21% (93)	15% (66)	18% (80)
Employ: Homemaker	— (0)	— (0)	1% (2)	2% (5)	3% (8)	13% (31)	15% (35)	29% (69)
Employ: Student	2% (3)	4% (7)	5% (9)	14% (24)	8% (14)	14% (25)	17% (30)	18% (31)
Employ: Retired	— (1)	— (1)	1% (14)	1% (10)	3% (34)	19% (219)	20% (227)	25% (284)
Employ: Unemployed	— (1)	2% (11)	1% (5)	3% (12)	4% (18)	8% (38)	12% (57)	25% (118)
Employ: Other	— (0)	1% (2)	— (1)	1% (2)	1% (2)	13% (32)	15% (39)	21% (55)
Military HH: Yes	1% (9)	3% (16)	4% (23)	4% (23)	3% (20)	18% (114)	20% (125)	27% (173)
Military HH: No	2% (71)	2% (90)	3% (98)	4% (161)	5% (194)	19% (707)	19% (700)	21% (790)
2022 House Vote: Democrat	3% (49)	3% (58)	3% (47)	5% (84)	5% (91)	22% (393)	20% (359)	20% (357)
2022 House Vote: Republican	1% (13)	2% (23)	3% (35)	5% (63)	4% (54)	19% (246)	22% (275)	24% (307)
2022 House Vote: Someone else	— (0)	2% (2)	3% (3)	3% (3)	8% (8)	18% (18)	22% (22)	26% (26)
2022 House Vote: Didnt Vote	2% (18)	2% (23)	3% (35)	3% (34)	5% (61)	14% (163)	14% (170)	23% (273)

Continued on next page

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
2020 Vote: Joe Biden	2% (48)	3% (63)	3% (61)	4% (71)	5% (98)	21% (401)	20% (385)	20% (386)
2020 Vote: Donald Trump	1% (11)	1% (18)	2% (26)	4% (48)	3% (46)	20% (264)	21% (282)	25% (344)
2020 Vote: Other	— (0)	6% (7)	1% (2)	4% (4)	5% (6)	22% (26)	17% (20)	26% (32)
2020 Vote: Didn't Vote	2% (22)	2% (18)	3% (32)	6% (61)	6% (64)	13% (128)	14% (138)	20% (201)
2018 House Vote: Democrat	2% (40)	3% (55)	3% (45)	5% (75)	6% (91)	21% (343)	20% (331)	20% (320)
2018 House Vote: Republican	1% (14)	1% (15)	2% (27)	4% (43)	4% (45)	20% (237)	21% (246)	25% (301)
2018 House Vote: Someone else	— (0)	1% (1)	8% (9)	2% (2)	6% (6)	21% (21)	16% (16)	26% (27)
2018 House Vote: Didnt Vote	2% (26)	2% (36)	3% (39)	4% (64)	5% (72)	15% (219)	16% (233)	21% (316)
4-Region: Northeast	4% (34)	3% (22)	2% (18)	4% (33)	4% (31)	17% (135)	19% (150)	22% (170)
4-Region: Midwest	1% (7)	2% (18)	2% (21)	4% (33)	5% (47)	18% (166)	17% (158)	23% (208)
4-Region: South	1% (21)	2% (37)	3% (48)	3% (53)	6% (92)	18% (305)	18% (310)	21% (354)
4-Region: West	2% (18)	3% (29)	3% (34)	6% (65)	4% (44)	21% (215)	20% (207)	22% (231)
2304079	2% (35)	2% (53)	3% (70)	4% (88)	4% (82)	18% (404)	21% (454)	22% (491)
2304086	2% (45)	2% (54)	2% (51)	4% (96)	6% (132)	19% (416)	17% (371)	21% (472)
Ethnicity: White (Non-Hispanic)	1% (35)	2% (48)	2% (50)	3% (90)	4% (122)	20% (547)	19% (511)	23% (631)
Ethnicity: Hispanic	5% (39)	6% (46)	6% (47)	7% (53)	4% (34)	15% (115)	17% (129)	20% (150)
Ethnicity: Black (Non-Hispanic)	1% (4)	2% (9)	4% (19)	5% (25)	7% (38)	14% (74)	19% (101)	17% (91)
Ethnicity: Asian + Other (Non-Hispanic)	1% (3)	1% (4)	1% (4)	4% (16)	5% (20)	22% (83)	22% (84)	23% (91)
Female F&b Monthly Consumer	3% (62)	4% (77)	4% (82)	6% (110)	5% (107)	21% (425)	19% (380)	19% (382)
Male F&b Monthly Consumer	1% (11)	1% (24)	2% (35)	3% (64)	4% (85)	17% (352)	20% (409)	27% (554)
Gen Z F&b Monthly Consumer	1% (6)	4% (20)	5% (24)	9% (42)	8% (39)	18% (84)	20% (94)	21% (97)
Millennial F&b Monthly Consumer	5% (60)	6% (68)	5% (59)	6% (77)	6% (74)	18% (221)	20% (248)	17% (209)
Gen X F&b Monthly Consumer	— (5)	1% (14)	3% (24)	4% (33)	4% (42)	19% (183)	16% (154)	25% (240)
Boomer F&b Monthly Consumer	— (3)	— (1)	1% (10)	2% (21)	2% (33)	21% (279)	21% (280)	27% (368)
HHI <$50k F&b Monthly Consumer	1% (11)	1% (21)	2% (45)	2% (46)	4% (72)	12% (249)	16% (320)	27% (535)
HHI $50-$100k F&b Monthly Consumer	3% (40)	4% (51)	3% (45)	6% (83)	5% (64)	21% (300)	24% (338)	22% (304)
HHI $100k+ F&b Monthly Consumer	3% (22)	5% (32)	4% (27)	6% (44)	8% (55)	33% (230)	20% (137)	15% (101)
PID: Dem (No Lean) F&b Monthly Consumer	3% (53)	4% (74)	3% (50)	5% (95)	5% (93)	20% (349)	19% (326)	19% (327)
PID: Ind (No Lean) F&b Monthly Consumer	1% (10)	1% (11)	2% (28)	2% (20)	5% (54)	18% (210)	18% (211)	27% (306)

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Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
PID: Rep (No Lean) F&b Monthly Consumer	1% (10)	1% (18)	3% (39)	5% (60)	4% (44)	18% (220)	21% (259)	25% (307)
Female Hh Goods Monthly Consumer	4% (64)	5% (77)	5% (78)	7% (104)	7% (101)	22% (331)	18% (268)	17% (256)
Male Hh Goods Monthly Consumer	1% (11)	1% (21)	2% (28)	3% (55)	5% (82)	17% (272)	19% (307)	26% (416)
Gen Z Hh Goods Monthly Consumer	2% (6)	5% (19)	4% (16)	11% (39)	8% (31)	18% (67)	18% (67)	23% (83)
Millennial Hh Goods Monthly Consumer	6% (62)	6% (66)	6% (58)	7% (70)	8% (77)	19% (195)	20% (200)	15% (153)
Gen X Hh Goods Monthly Consumer	1% (5)	2% (12)	3% (24)	4% (31)	6% (43)	18% (138)	16% (121)	24% (179)
Boomer Hh Goods Monthly Consumer	— (3)	— (1)	1% (8)	2% (18)	3% (29)	21% (196)	20% (180)	27% (243)
HHI <$50k Hh Goods Monthly Consumer	1% (10)	1% (19)	3% (44)	3% (38)	5% (70)	14% (204)	15% (229)	26% (388)
HHI $50-$100k Hh Goods Monthly Consumer	4% (42)	5% (51)	3% (37)	7% (77)	6% (60)	21% (231)	24% (257)	20% (215)
HHI $100k+ Hh Goods Monthly Consumer	4% (23)	5% (29)	5% (25)	8% (43)	10% (52)	31% (169)	17% (93)	13% (72)
PID: Dem (No Lean) Hh Goods Monthly Consumer	4% (55)	5% (73)	4% (48)	6% (79)	6% (81)	21% (275)	18% (240)	18% (244)
PID: Ind (No Lean) Hh Goods Monthly Consumer	1% (10)	1% (8)	3% (27)	2% (20)	6% (54)	18% (152)	18% (158)	25% (214)
PID: Rep (No Lean) Hh Goods Monthly Consumer	1% (10)	2% (17)	3% (32)	6% (59)	5% (47)	19% (177)	20% (182)	24% (218)
Female Apparel Monthly Consumer	8% (61)	10% (77)	10% (77)	11% (91)	10% (75)	21% (166)	13% (101)	7% (59)
Male Apparel Monthly Consumer	1% (11)	3% (23)	3% (27)	6% (55)	8% (69)	20% (173)	19% (164)	19% (160)
Gen Z Apparel Monthly Consumer	2% (4)	7% (20)	7% (19)	15% (41)	12% (34)	22% (60)	14% (38)	11% (32)
Millennial Apparel Monthly Consumer	8% (60)	9% (67)	8% (54)	9% (64)	9% (64)	20% (140)	17% (118)	10% (69)
Gen X Apparel Monthly Consumer	2% (6)	3% (12)	6% (22)	7% (27)	8% (31)	17% (66)	14% (54)	18% (71)
Boomer Apparel Monthly Consumer	— (1)	— (1)	3% (8)	5% (14)	5% (15)	28% (73)	20% (53)	16% (43)
HHI <$50k Apparel Monthly Consumer	1% (9)	3% (21)	6% (37)	5% (34)	9% (60)	16% (107)	15% (103)	18% (120)
HHI $50-$100k Apparel Monthly Consumer	6% (39)	8% (49)	6% (41)	12% (78)	8% (50)	23% (147)	18% (118)	11% (71)
HHI $100k+ Apparel Monthly Consumer	7% (24)	9% (30)	8% (25)	10% (33)	11% (35)	26% (87)	14% (48)	9% (28)
PID: Dem (No Lean) Apparel Monthly Consumer	7% (55)	9% (74)	6% (46)	10% (77)	9% (72)	19% (156)	15% (119)	9% (74)
PID: Ind (No Lean) Apparel Monthly Consumer	2% (7)	3% (11)	6% (26)	4% (18)	9% (38)	22% (88)	16% (65)	18% (75)
PID: Rep (No Lean) Apparel Monthly Consumer	2% (10)	4% (16)	7% (31)	11% (51)	8% (34)	22% (96)	19% (83)	16% (71)
Female Electronics Yearly Consumer	4% (63)	5% (79)	5% (78)	7% (104)	7% (100)	24% (345)	19% (281)	14% (202)
Male Electronics Yearly Consumer	1% (11)	2% (24)	3% (36)	5% (62)	7% (78)	20% (239)	22% (263)	22% (259)
Gen Z Electronics Yearly Consumer	2% (6)	5% (20)	7% (26)	11% (42)	9% (34)	20% (74)	20% (74)	14% (54)
Millennial Electronics Yearly Consumer	6% (62)	7% (68)	5% (55)	8% (76)	7% (75)	21% (212)	20% (205)	14% (139)

Continued on next page

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
Gen X Electronics Yearly Consumer	1% (5)	2% (14)	4% (23)	5% (33)	7% (41)	23% (146)	17% (107)	19% (122)
Boomer Electronics Yearly Consumer	— (1)	— (1)	2% (10)	3% (16)	4% (26)	24% (144)	26% (157)	23% (137)
HHI <$50k Electronics Yearly Consumer	1% (11)	2% (22)	4% (47)	4% (43)	6% (67)	16% (183)	20% (232)	22% (253)
HHI $50-$100k Electronics Yearly Consumer	4% (41)	5% (51)	4% (41)	9% (87)	6% (60)	23% (231)	23% (229)	16% (156)
HHI $100k+ Electronics Yearly Consumer	4% (23)	6% (31)	5% (26)	7% (37)	10% (51)	34% (172)	18% (89)	11% (54)
PID: Dem (No Lean) Electronics Yearly Consumer	5% (54)	7% (76)	4% (48)	8% (88)	7% (82)	23% (273)	19% (226)	12% (140)
PID: Ind (No Lean) Electronics Yearly Consumer	1% (10)	1% (10)	4% (26)	3% (21)	7% (54)	20% (148)	20% (142)	23% (164)
PID: Rep (No Lean) Electronics Yearly Consumer	1% (10)	2% (17)	5% (40)	7% (57)	5% (41)	22% (166)	24% (182)	21% (160)
Female Beauty & Care Monthly Consumer	5% (66)	6% (80)	6% (78)	7% (99)	7% (95)	21% (282)	18% (247)	16% (217)
Male Beauty & Care Monthly Consumer	1% (11)	1% (19)	2% (33)	4% (56)	5% (75)	17% (251)	19% (276)	25% (366)
Gen Z Beauty & Care Monthly Consumer	2% (6)	4% (15)	6% (23)	11% (42)	9% (34)	18% (65)	19% (69)	21% (76)
Millennial Beauty & Care Monthly Consumer	6% (62)	7% (69)	6% (57)	7% (70)	8% (76)	19% (184)	20% (188)	15% (140)
Gen X Beauty & Care Monthly Consumer	1% (6)	2% (15)	3% (22)	4% (29)	5% (35)	18% (123)	16% (107)	25% (170)
Boomer Beauty & Care Monthly Consumer	— (3)	— (1)	1% (10)	2% (15)	3% (24)	21% (158)	21% (156)	25% (187)
HHI <$50k Beauty & Care Monthly Consumer	1% (10)	1% (17)	3% (44)	3% (39)	5% (69)	14% (181)	17% (225)	26% (338)
HHI $50-$100k Beauty & Care Monthly Consumer	4% (42)	5% (51)	4% (41)	8% (77)	5% (55)	21% (215)	22% (220)	18% (184)
HHI $100k+ Beauty & Care Monthly Consumer	5% (25)	7% (32)	6% (26)	8% (38)	10% (46)	29% (138)	18% (84)	13% (63)
PID: Dem (No Lean) Beauty & Care Monthly Consumer	5% (56)	6% (71)	4% (49)	7% (82)	7% (84)	20% (246)	18% (224)	17% (214)
PID: Ind (No Lean) Beauty & Care Monthly Consumer	1% (10)	2% (12)	4% (27)	3% (20)	6% (46)	18% (134)	18% (134)	26% (192)
PID: Rep (No Lean) Beauty & Care Monthly Consumer	1% (10)	2% (17)	4% (36)	6% (52)	5% (40)	19% (154)	21% (171)	22% (179)
Female Insurance Yearly Consumer	4% (62)	5% (78)	5% (79)	7% (107)	6% (94)	24% (381)	20% (320)	16% (249)
Male Insurance Yearly Consumer	1% (11)	1% (22)	2% (30)	4% (60)	5% (79)	20% (298)	21% (322)	24% (361)
Gen Z Insurance Yearly Consumer	2% (6)	6% (20)	5% (18)	11% (39)	10% (36)	20% (69)	17% (58)	17% (60)
Millennial Insurance Yearly Consumer	6% (61)	7% (68)	6% (57)	8% (75)	7% (71)	21% (196)	21% (199)	14% (133)
Gen X Insurance Yearly Consumer	1% (5)	2% (11)	3% (23)	5% (31)	5% (37)	24% (160)	19% (131)	21% (143)
Boomer Insurance Yearly Consumer	— (1)	— (1)	1% (10)	2% (22)	2% (26)	23% (244)	23% (235)	24% (254)
HHI <$50k Insurance Yearly Consumer	1% (10)	1% (19)	3% (39)	4% (50)	5% (68)	15% (199)	19% (264)	25% (343)
HHI $50-$100k Insurance Yearly Consumer	4% (40)	4% (50)	4% (43)	7% (75)	5% (56)	24% (270)	23% (269)	18% (209)
HHI $100k+ Insurance Yearly Consumer	4% (22)	5% (32)	4% (26)	7% (42)	8% (48)	36% (211)	19% (110)	10% (60)

Continued on next page

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
PID: Dem (No Lean) Insurance Yearly Consumer	4% (52)	6% (75)	4% (48)	7% (91)	6% (81)	23% (298)	21% (266)	16% (204)
PID: Ind (No Lean) Insurance Yearly Consumer	1% (11)	1% (9)	3% (27)	2% (20)	6% (53)	22% (190)	19% (163)	23% (197)
PID: Rep (No Lean) Insurance Yearly Consumer	1% (9)	2% (17)	4% (34)	6% (56)	4% (38)	20% (192)	23% (215)	22% (212)
Female Pharma Monthly Consumer	4% (58)	5% (74)	6% (76)	6% (89)	7% (100)	22% (306)	17% (228)	17% (228)
Male Pharma Monthly Consumer	1% (10)	2% (22)	2% (34)	4% (53)	5% (64)	15% (215)	19% (265)	25% (343)
Gen Z Pharma Monthly Consumer	1% (4)	6% (19)	8% (22)	8% (24)	13% (37)	18% (54)	18% (52)	18% (52)
Millennial Pharma Monthly Consumer	7% (58)	8% (64)	7% (55)	9% (73)	8% (62)	17% (143)	17% (143)	14% (116)
Gen X Pharma Monthly Consumer	1% (4)	2% (13)	3% (23)	4% (29)	6% (40)	19% (131)	15% (105)	24% (169)
Boomer Pharma Monthly Consumer	— (1)	— (1)	1% (9)	2% (15)	2% (21)	21% (186)	21% (186)	24% (222)
HHI <$50k Pharma Monthly Consumer	1% (8)	2% (21)	3% (42)	3% (40)	5% (67)	12% (158)	15% (197)	26% (352)
HHI $50-$100k Pharma Monthly Consumer	4% (39)	5% (49)	4% (42)	6% (61)	5% (52)	22% (218)	22% (211)	18% (171)
HHI $100k+ Pharma Monthly Consumer	5% (21)	6% (27)	6% (26)	9% (40)	10% (44)	31% (146)	19% (89)	11% (52)
PID: Dem (No Lean) Pharma Monthly Consumer	4% (53)	6% (72)	4% (48)	6% (74)	6% (77)	19% (231)	18% (212)	17% (203)
PID: Ind (No Lean) Pharma Monthly Consumer	1% (7)	2% (11)	3% (22)	3% (20)	7% (48)	18% (127)	16% (115)	24% (178)
PID: Rep (No Lean) Pharma Monthly Consumer	1% (9)	2% (14)	5% (40)	6% (48)	5% (38)	19% (163)	20% (171)	23% (194)
Female Media Monthly Consumer	5% (54)	7% (76)	7% (75)	9% (93)	8% (78)	22% (228)	18% (190)	13% (131)
Male Media Monthly Consumer	1% (10)	3% (23)	3% (27)	6% (54)	7% (66)	22% (190)	20% (173)	23% (206)
Gen Z Media Monthly Consumer	2% (5)	7% (20)	5% (16)	8% (25)	10% (29)	18% (55)	19% (57)	21% (62)
Millennial Media Monthly Consumer	7% (55)	9% (67)	7% (56)	10% (76)	8% (66)	20% (154)	17% (132)	11% (86)
Gen X Media Monthly Consumer	1% (4)	3% (13)	5% (22)	7% (31)	8% (33)	21% (92)	16% (71)	23% (99)
Boomer Media Monthly Consumer	— (1)	— (1)	2% (7)	4% (14)	4% (15)	29% (112)	25% (98)	23% (87)
HHI <$50k Media Monthly Consumer	1% (8)	3% (22)	4% (35)	5% (41)	7% (55)	17% (135)	17% (136)	26% (209)
HHI $50-$100k Media Monthly Consumer	5% (34)	7% (48)	6% (42)	9% (69)	6% (48)	24% (176)	23% (170)	13% (98)
HHI $100k+ Media Monthly Consumer	6% (23)	8% (31)	7% (26)	10% (37)	11% (41)	29% (108)	16% (59)	9% (32)
PID: Dem (No Lean) Media Monthly Consumer	6% (50)	8% (73)	5% (49)	9% (78)	7% (63)	22% (199)	17% (155)	13% (120)
PID: Ind (No Lean) Media Monthly Consumer	1% (5)	2% (11)	5% (24)	4% (21)	9% (47)	20% (99)	19% (98)	24% (122)
PID: Rep (No Lean) Media Monthly Consumer	2% (10)	3% (17)	6% (29)	9% (48)	6% (34)	23% (121)	21% (111)	18% (97)
Female Ent. Products Monthly Consumer	7% (58)	10% (78)	8% (65)	12% (92)	10% (80)	20% (161)	16% (129)	7% (54)
Male Ent. Products Monthly Consumer	2% (11)	4% (21)	4% (21)	10% (51)	11% (55)	20% (104)	17% (91)	18% (96)

Continued on next page

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
Gen Z Ent. Products Monthly Consumer	2% (6)	8% (20)	5% (13)	15% (37)	15% (38)	20% (50)	17% (41)	7% (16)
Millennial Ent. Products Monthly Consumer	9% (60)	10% (65)	8% (54)	10% (65)	9% (60)	19% (126)	17% (116)	10% (68)
Gen X Ent. Products Monthly Consumer	1% (3)	5% (14)	5% (12)	12% (30)	11% (27)	24% (59)	14% (34)	17% (42)
Boomer Ent. Products Monthly Consumer	1% (1)	1% (1)	4% (6)	8% (11)	7% (10)	22% (31)	22% (31)	18% (25)
HHI <$50k Ent. Products Monthly Consumer	2% (10)	4% (19)	6% (29)	8% (41)	12% (63)	16% (83)	18% (95)	15% (80)
HHI $50-$100k Ent. Products Monthly Consumer	7% (38)	9% (49)	7% (36)	13% (68)	7% (39)	24% (126)	16% (84)	9% (48)
HHI $100k+ Ent. Products Monthly Consumer	8% (21)	12% (32)	8% (21)	12% (34)	12% (33)	21% (57)	16% (43)	8% (23)
PID: Dem (No Lean) Ent. Products Monthly Consumer	8% (52)	12% (74)	7% (45)	12% (76)	10% (61)	20% (125)	16% (100)	8% (48)
PID: Ind (No Lean) Ent. Products Monthly Consumer	2% (7)	3% (10)	8% (26)	5% (17)	14% (44)	18% (58)	19% (61)	17% (54)
PID: Rep (No Lean) Ent. Products Monthly Consumer	3% (10)	4% (15)	4% (15)	14% (51)	8% (30)	24% (83)	17% (61)	14% (49)
Female Travel Yearly Consumer	5% (68)	6% (81)	6% (84)	9% (114)	9% (125)	34% (445)	30% (398)	— (0)
Male Travel Yearly Consumer	1% (13)	2% (24)	4% (37)	7% (70)	9% (90)	36% (373)	41% (421)	— (0)
Gen Z Travel Yearly Consumer	2% (6)	6% (20)	8% (26)	13% (44)	14% (44)	27% (90)	30% (98)	— (0)
Millennial Travel Yearly Consumer	8% (65)	8% (70)	7% (61)	10% (84)	10% (82)	28% (241)	30% (256)	— (0)
Gen X Travel Yearly Consumer	1% (7)	3% (15)	5% (24)	7% (34)	10% (47)	40% (190)	34% (162)	— (0)
Boomer Travel Yearly Consumer	— (3)	— (1)	2% (10)	3% (23)	6% (37)	44% (287)	44% (288)	— (0)
HHI <$50k Travel Yearly Consumer	1% (11)	3% (22)	6% (47)	6% (50)	10% (84)	32% (254)	42% (337)	— (0)
HHI $50-$100k Travel Yearly Consumer	5% (44)	5% (51)	5% (46)	9% (89)	7% (72)	33% (325)	35% (345)	— (0)
HHI $100k+ Travel Yearly Consumer	4% (25)	6% (33)	5% (27)	8% (45)	10% (58)	42% (240)	25% (142)	— (0)
PID: Dem (No Lean) Travel Yearly Consumer	5% (59)	7% (76)	5% (51)	9% (98)	9% (100)	34% (370)	31% (336)	— (0)
PID: Ind (No Lean) Travel Yearly Consumer	2% (11)	2% (12)	5% (29)	4% (24)	11% (64)	38% (220)	38% (218)	— (0)
PID: Rep (No Lean) Travel Yearly Consumer	2% (10)	3% (18)	6% (41)	9% (62)	7% (50)	34% (229)	40% (272)	— (0)
Female Alcohol Weekly Consumer	8% (42)	8% (42)	7% (34)	7% (35)	7% (33)	21% (108)	15% (75)	13% (66)
Male Alcohol Weekly Consumer	2% (4)	6% (13)	4% (9)	6% (14)	7% (16)	20% (44)	13% (30)	21% (46)
Gen Z Alcohol Weekly Consumer	4% (2)	9% (5)	2% (1)	2% (1)	13% (7)	31% (15)	15% (8)	15% (7)
Millennial Alcohol Weekly Consumer	12% (39)	13% (44)	10% (31)	8% (28)	8% (28)	21% (68)	11% (35)	9% (28)
Gen X Alcohol Weekly Consumer	2% (4)	3% (5)	3% (5)	7% (13)	5% (9)	17% (33)	15% (28)	24% (45)
Boomer Alcohol Weekly Consumer	1% (2)	— (1)	3% (5)	4% (6)	3% (4)	23% (35)	20% (30)	20% (30)
HHI <$50k Alcohol Weekly Consumer	1% (3)	2% (6)	4% (12)	3% (7)	3% (9)	17% (46)	13% (34)	28% (74)

Continued on next page

Table MCBR9_11: *How often, if at all, do you purchase the following?*
Travel purchases, such as airplane tickets and hotel stays

Demographic	At least once a day	A few times a week	Once a week	A few times a month	Once a month	Less than once a month	Once a year	Less than once a year
Adults	2% (80)	2% (106)	3% (121)	4% (184)	5% (214)	19% (820)	19% (826)	22% (963)
HHI $50-$100k Alcohol Weekly Consumer	10% (29)	9% (26)	6% (17)	7% (20)	7% (21)	24% (68)	19% (55)	9% (26)
HHI $100k+ Alcohol Weekly Consumer	9% (15)	13% (22)	8% (14)	12% (21)	12% (20)	22% (37)	9% (16)	7% (12)
PID: Dem (No Lean) Alcohol Weekly Consumer	11% (40)	12% (43)	7% (26)	8% (29)	6% (22)	16% (61)	13% (47)	11% (40)
PID: Ind (No Lean) Alcohol Weekly Consumer	2% (2)	1% (2)	5% (8)	4% (7)	9% (14)	23% (36)	16% (26)	22% (36)
PID: Rep (No Lean) Alcohol Weekly Consumer	2% (5)	4% (9)	4% (8)	6% (12)	7% (14)	27% (54)	16% (32)	18% (37)
Monthly Beer Drinkers	4% (55)	5% (70)	5% (70)	6% (90)	7% (110)	23% (350)	19% (295)	19% (298)
Don't Drink Beer	1% (4)	1% (4)	1% (3)	2% (9)	3% (16)	16% (80)	21% (107)	29% (148)
Monthly Wine Drinkers	4% (56)	5% (69)	4% (60)	6% (89)	8% (109)	25% (356)	20% (282)	17% (241)
Don't Drink Wine	1% (3)	1% (5)	1% (5)	1% (6)	3% (15)	15% (71)	17% (83)	28% (139)
Monthly Hard Seltzer Drinker	6% (49)	8% (65)	7% (58)	9% (76)	9% (74)	22% (183)	18% (146)	13% (105)
Don't Drink Hard Seltzer	1% (9)	1% (10)	1% (8)	2% (19)	4% (49)	21% (255)	20% (247)	26% (322)
Monthly Spirits Drinker	4% (52)	5% (68)	4% (60)	7% (92)	8% (108)	26% (355)	20% (275)	16% (228)
Don't Drink Spirits	2% (10)	1% (7)	2% (8)	2% (10)	4% (23)	12% (62)	16% (85)	24% (123)
Monthly Canned Cocktail Drinker	7% (48)	9% (68)	8% (58)	11% (79)	10% (71)	23% (172)	14% (107)	11% (84)
Don't Drink Canned Cocktails	1% (12)	1% (8)	1% (8)	2% (20)	4% (56)	20% (254)	21% (263)	27% (338)
Weekly Beer Drinker	5% (53)	6% (63)	6% (59)	6% (65)	7% (75)	22% (224)	17% (175)	16% (168)
Weekly Wine Drinker	6% (51)	8% (63)	6% (47)	7% (56)	8% (61)	24% (187)	18% (144)	13% (105)
Weekly Hard Seltzer Drinker	11% (45)	14% (58)	8% (32)	11% (45)	8% (35)	18% (74)	14% (57)	10% (43)
Weekly Spirits Drinker	7% (47)	9% (62)	5% (38)	8% (55)	8% (56)	23% (164)	15% (109)	13% (95)
Weekly Canned Cocktail Drinker	12% (43)	15% (56)	9% (33)	12% (45)	7% (27)	14% (52)	11% (41)	8% (28)
Don't Drink Alcohol	1% (17)	1% (25)	2% (37)	3% (54)	3% (51)	15% (253)	17% (292)	22% (378)
Purchased Car in Past 2 Years	3% (30)	5% (45)	4% (36)	9% (82)	8% (69)	21% (188)	17% (157)	18% (162)
Aware of Bud Light Events	3% (70)	4% (97)	4% (97)	6% (149)	5% (145)	20% (551)	19% (508)	22% (579)

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

Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
Gender: Male	8% (173)	15% (318)	25% (525)	16% (330)	26% (555)	11% (225)	2127
Gender: Female	7% (150)	12% (270)	22% (484)	15% (345)	26% (582)	18% (415)	2247
Age: 18-34	9% (117)	17% (208)	29% (361)	14% (183)	13% (165)	18% (228)	1262
Age: 35-44	10% (76)	18% (134)	27% (200)	15% (111)	16% (122)	14% (101)	743
Age: 45-64	7% (96)	10% (145)	19% (270)	16% (234)	31% (439)	17% (239)	1422
Age: 65+	4% (35)	11% (103)	19% (182)	15% (151)	43% (414)	9% (90)	974
GenZers: 1997-2012	8% (41)	16% (83)	33% (172)	12% (63)	8% (44)	24% (126)	529
Millennials: 1981-1996	10% (140)	18% (241)	26% (350)	16% (210)	16% (213)	14% (188)	1341
GenXers: 1965-1980	8% (84)	12% (119)	22% (226)	16% (160)	24% (247)	18% (180)	1017
Baby Boomers: 1946-1964	4% (57)	9% (134)	18% (251)	16% (228)	42% (591)	11% (154)	1414
PID: Dem (no lean)	7% (135)	13% (238)	24% (446)	16% (297)	25% (462)	14% (258)	1836
PID: Ind (no lean)	7% (92)	11% (147)	21% (264)	13% (170)	25% (325)	22% (285)	1284
PID: Rep (no lean)	7% (96)	16% (204)	24% (301)	16% (210)	28% (353)	9% (115)	1280
PID/Gender: Dem Men	10% (86)	14% (130)	26% (232)	17% (152)	23% (207)	11% (100)	907
PID/Gender: Dem Women	5% (49)	12% (107)	23% (215)	16% (145)	27% (254)	17% (155)	924
PID/Gender: Ind Men	7% (42)	12% (67)	22% (124)	16% (88)	30% (169)	13% (72)	562
PID/Gender: Ind Women	7% (50)	11% (79)	20% (138)	12% (81)	22% (154)	29% (201)	703
PID/Gender: Rep Men	7% (45)	18% (120)	26% (169)	14% (90)	27% (179)	8% (54)	656
PID/Gender: Rep Women	8% (51)	14% (84)	21% (132)	19% (119)	28% (175)	10% (59)	620
Ideo: Liberal (1-3)	7% (92)	14% (192)	23% (324)	17% (240)	27% (372)	12% (162)	1382
Ideo: Moderate (4)	7% (90)	13% (162)	24% (301)	15% (186)	26% (327)	16% (211)	1276
Ideo: Conservative (5-7)	8% (113)	14% (190)	24% (314)	16% (214)	28% (374)	10% (130)	1336
Educ: < College	7% (208)	12% (355)	22% (633)	14% (415)	24% (702)	20% (562)	2875
Educ: Bachelors degree	7% (70)	14% (132)	24% (232)	17% (169)	30% (295)	7% (69)	968
Educ: Post-grad	8% (45)	18% (102)	26% (146)	17% (93)	26% (143)	5% (26)	556
Income: Under 50k	7% (150)	9% (203)	19% (415)	13% (293)	26% (562)	25% (550)	2174
Income: 50k-100k	8% (116)	17% (253)	26% (385)	17% (248)	27% (399)	6% (88)	1489
Income: 100k+	8% (57)	18% (133)	29% (212)	18% (136)	24% (179)	3% (20)	736
Ethnicity: White	7% (242)	14% (481)	23% (784)	16% (540)	27% (921)	13% (426)	3395

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Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
Ethnicity: Hispanic	10% (74)	15% (116)	23% (176)	15% (114)	18% (138)	19% (141)	758
Ethnicity: Black	9% (48)	11% (64)	25% (140)	13% (71)	16% (93)	26% (149)	566
Ethnicity: Other	8% (33)	10% (45)	20% (87)	15% (66)	29% (126)	19% (82)	439
All Christian	7% (136)	13% (256)	23% (449)	16% (302)	29% (565)	12% (242)	1949
All Non-Christian	9% (36)	19% (74)	24% (97)	21% (81)	19% (74)	8% (33)	395
Atheist	4% (8)	11% (21)	29% (55)	16% (30)	25% (47)	16% (30)	190
Agnostic/Nothing in particular	8% (88)	13% (151)	20% (226)	16% (178)	25% (287)	18% (202)	1131
Something Else	8% (56)	12% (89)	25% (185)	12% (87)	23% (167)	21% (152)	735
Religious Non-Protestant/Catholic	9% (41)	18% (81)	26% (115)	20% (88)	19% (85)	8% (37)	447
Evangelical	8% (92)	14% (159)	27% (308)	13% (150)	22% (254)	17% (191)	1155
Non-Evangelical	7% (97)	12% (178)	21% (309)	16% (229)	32% (465)	13% (197)	1475
Community: Urban	8% (122)	13% (192)	25% (366)	14% (203)	18% (261)	21% (296)	1439
Community: Suburban	6% (125)	14% (262)	21% (401)	17% (328)	30% (580)	12% (241)	1936
Community: Rural	7% (76)	13% (136)	24% (245)	14% (146)	29% (300)	12% (121)	1025
Employ: Private Sector	9% (120)	16% (221)	30% (421)	18% (254)	23% (317)	5% (64)	1397
Employ: Government	12% (34)	17% (49)	23% (66)	23% (69)	20% (57)	6% (18)	294
Employ: Self-Employed	11% (46)	16% (69)	23% (101)	14% (60)	24% (107)	12% (54)	438
Employ: Homemaker	4% (9)	14% (33)	23% (57)	18% (44)	25% (61)	16% (38)	241
Employ: Student	4% (7)	19% (34)	25% (44)	10% (18)	12% (21)	29% (51)	176
Employ: Retired	4% (49)	9% (101)	18% (208)	15% (171)	40% (451)	13% (147)	1127
Employ: Unemployed	6% (29)	9% (42)	17% (80)	9% (44)	16% (77)	42% (199)	471
Employ: Other	11% (29)	15% (40)	13% (34)	7% (19)	19% (48)	34% (87)	256
Military HH: Yes	6% (38)	17% (108)	22% (136)	16% (103)	30% (193)	9% (56)	634
Military HH: No	8% (285)	13% (482)	23% (875)	15% (574)	25% (948)	16% (602)	3766
2022 House Vote: Democrat	8% (145)	12% (220)	24% (433)	17% (312)	27% (496)	12% (222)	1827
2022 House Vote: Republican	7% (84)	15% (195)	23% (291)	17% (216)	32% (406)	6% (78)	1270
2022 House Vote: Someone else	4% (4)	14% (15)	28% (29)	14% (14)	29% (29)	11% (11)	101
2022 House Vote: Didnt Vote	8% (90)	13% (160)	22% (260)	11% (135)	17% (210)	29% (347)	1202

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Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
2020 Vote: Joe Biden	7% (138)	13% (248)	23% (441)	16% (311)	28% (537)	13% (250)	1925
2020 Vote: Donald Trump	7% (88)	14% (193)	24% (328)	17% (226)	30% (409)	8% (107)	1351
2020 Vote: Other	7% (9)	13% (15)	19% (23)	24% (29)	29% (36)	8% (10)	121
2020 Vote: Didn't Vote	9% (88)	13% (133)	22% (219)	11% (112)	16% (158)	29% (291)	1001
2018 House Vote: Democrat	7% (115)	13% (205)	24% (383)	17% (273)	29% (471)	11% (180)	1627
2018 House Vote: Republican	7% (79)	14% (170)	23% (272)	18% (208)	32% (386)	6% (74)	1188
2018 House Vote: Someone else	5% (5)	11% (12)	20% (20)	16% (16)	35% (35)	13% (13)	102
2018 House Vote: Didnt Vote	8% (124)	14% (203)	23% (337)	12% (180)	17% (249)	26% (391)	1484
4-Region: Northeast	7% (56)	13% (99)	22% (169)	17% (131)	24% (188)	17% (128)	771
4-Region: Midwest	8% (73)	15% (134)	19% (177)	16% (142)	27% (248)	15% (136)	909
4-Region: South	7% (125)	13% (210)	24% (411)	15% (258)	26% (434)	14% (240)	1679
4-Region: West	7% (70)	14% (147)	24% (255)	14% (146)	26% (271)	15% (154)	1042
2304079	8% (170)	12% (273)	22% (492)	17% (376)	25% (559)	15% (329)	2199
2304086	7% (154)	14% (317)	24% (519)	14% (301)	26% (582)	15% (329)	2202
Ethnicity: White (Non-Hispanic)	7% (182)	14% (378)	23% (629)	16% (438)	29% (795)	11% (303)	2725
Ethnicity: Hispanic	10% (74)	15% (116)	23% (176)	15% (114)	18% (138)	19% (141)	758
Ethnicity: Black (Non-Hispanic)	8% (42)	10% (55)	25% (133)	13% (68)	17% (88)	27% (144)	531
Ethnicity: Asian + Other (Non-Hispanic)	7% (26)	11% (41)	19% (73)	15% (58)	31% (118)	18% (70)	386
Female F&b Monthly Consumer	8% (157)	15% (305)	25% (495)	15% (307)	26% (520)	10% (200)	1984
Male F&b Monthly Consumer	7% (136)	12% (255)	22% (463)	16% (330)	27% (561)	16% (334)	2079
Gen Z F&b Monthly Consumer	8% (36)	17% (80)	34% (161)	12% (56)	9% (43)	20% (94)	469
Millennial F&b Monthly Consumer	10% (124)	19% (227)	27% (325)	16% (198)	16% (192)	12% (152)	1219
Gen X F&b Monthly Consumer	8% (80)	12% (111)	23% (218)	16% (154)	25% (237)	16% (150)	950
Boomer F&b Monthly Consumer	4% (52)	10% (130)	18% (245)	16% (218)	42% (568)	11% (144)	1358
HHI <$50k F&b Monthly Consumer	7% (137)	10% (193)	20% (394)	14% (275)	27% (541)	23% (456)	1995
HHI $50-$100k F&b Monthly Consumer	7% (105)	17% (242)	26% (365)	17% (238)	27% (372)	6% (81)	1404
HHI $100k+ F&b Monthly Consumer	7% (51)	18% (126)	29% (201)	18% (126)	25% (171)	2% (14)	688
PID: Dem (No Lean) F&b Monthly Consumer	7% (119)	13% (231)	25% (422)	16% (279)	26% (441)	13% (227)	1720
PID: Ind (No Lean) F&b Monthly Consumer	7% (83)	12% (138)	22% (250)	14% (159)	27% (306)	19% (214)	1150

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Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
PID: Rep (No Lean) F&b Monthly Consumer	8% (92)	16% (191)	24% (288)	16% (200)	28% (338)	9% (109)	1217
Female Hh Goods Monthly Consumer	9% (133)	17% (259)	26% (392)	15% (223)	24% (355)	9% (136)	1498
Male Hh Goods Monthly Consumer	7% (120)	13% (215)	23% (375)	16% (255)	23% (375)	16% (262)	1601
Gen Z Hh Goods Monthly Consumer	8% (30)	21% (79)	33% (122)	13% (48)	8% (29)	16% (60)	367
Millennial Hh Goods Monthly Consumer	11% (111)	20% (208)	28% (281)	16% (167)	13% (136)	12% (119)	1022
Gen X Hh Goods Monthly Consumer	10% (76)	12% (90)	23% (176)	17% (127)	22% (168)	15% (114)	750
Boomer Hh Goods Monthly Consumer	4% (36)	10% (90)	20% (180)	14% (129)	41% (370)	12% (105)	911
HHI <$50k Hh Goods Monthly Consumer	7% (110)	11% (160)	20% (303)	14% (207)	24% (353)	23% (344)	1477
HHI $50-$100k Hh Goods Monthly Consumer	9% (98)	19% (212)	28% (301)	16% (175)	24% (259)	5% (50)	1095
HHI $100k+ Hh Goods Monthly Consumer	8% (45)	19% (104)	30% (164)	18% (96)	22% (121)	2% (10)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	8% (105)	15% (201)	26% (343)	17% (221)	23% (308)	12% (158)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	8% (72)	13% (111)	23% (195)	13% (111)	24% (203)	20% (169)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	8% (76)	18% (163)	25% (230)	16% (147)	24% (222)	8% (76)	915
Female Apparel Monthly Consumer	13% (100)	21% (169)	31% (242)	15% (118)	14% (110)	7% (52)	790
Male Apparel Monthly Consumer	8% (70)	17% (144)	24% (209)	14% (119)	18% (158)	18% (154)	855
Gen Z Apparel Monthly Consumer	10% (28)	22% (61)	31% (87)	15% (43)	6% (16)	16% (43)	279
Millennial Apparel Monthly Consumer	14% (97)	23% (162)	29% (204)	15% (104)	11% (79)	9% (66)	713
Gen X Apparel Monthly Consumer	9% (34)	15% (57)	23% (89)	15% (59)	20% (77)	18% (69)	385
Boomer Apparel Monthly Consumer	4% (10)	12% (32)	27% (71)	12% (31)	34% (90)	12% (33)	267
HHI <$50k Apparel Monthly Consumer	9% (59)	13% (86)	23% (157)	11% (76)	19% (128)	25% (168)	674
HHI $50-$100k Apparel Monthly Consumer	11% (71)	24% (155)	28% (183)	15% (100)	16% (107)	6% (36)	652
HHI $100k+ Apparel Monthly Consumer	12% (40)	22% (73)	34% (113)	19% (61)	10% (33)	2% (7)	328
PID: Dem (No Lean) Apparel Monthly Consumer	10% (81)	18% (142)	27% (215)	17% (138)	18% (141)	11% (89)	806
PID: Ind (No Lean) Apparel Monthly Consumer	9% (37)	15% (60)	28% (114)	11% (46)	12% (50)	24% (96)	404
PID: Rep (No Lean) Apparel Monthly Consumer	12% (52)	25% (112)	28% (124)	12% (53)	17% (77)	6% (27)	444
Female Electronics Yearly Consumer	9% (130)	18% (258)	27% (386)	16% (239)	23% (329)	8% (110)	1452
Male Electronics Yearly Consumer	8% (92)	14% (169)	24% (281)	16% (190)	23% (278)	15% (182)	1192
Gen Z Electronics Yearly Consumer	8% (31)	20% (75)	32% (120)	14% (52)	8% (29)	18% (67)	374
Millennial Electronics Yearly Consumer	11% (110)	21% (208)	28% (283)	17% (169)	14% (140)	10% (97)	1007

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Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
Gen X Electronics Yearly Consumer	9% (54)	13% (79)	23% (142)	17% (110)	26% (160)	13% (82)	627
Boomer Electronics Yearly Consumer	4% (26)	10% (61)	20% (119)	16% (95)	43% (260)	8% (46)	607
HHI <$50k Electronics Yearly Consumer	8% (90)	11% (127)	21% (248)	15% (173)	25% (290)	20% (237)	1165
HHI $50-$100k Electronics Yearly Consumer	9% (92)	20% (195)	28% (273)	15% (151)	23% (226)	5% (49)	987
HHI $100k+ Electronics Yearly Consumer	8% (40)	21% (107)	29% (146)	21% (106)	19% (93)	2% (11)	505
PID: Dem (No Lean) Electronics Yearly Consumer	9% (100)	16% (185)	26% (301)	18% (212)	21% (245)	10% (119)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	8% (59)	13% (95)	23% (169)	14% (105)	24% (173)	17% (125)	725
PID: Rep (No Lean) Electronics Yearly Consumer	8% (64)	19% (150)	26% (197)	15% (114)	25% (193)	7% (54)	771
Female Beauty & Care Monthly Consumer	10% (129)	16% (218)	27% (365)	16% (213)	23% (306)	9% (114)	1346
Male Beauty & Care Monthly Consumer	7% (104)	13% (193)	24% (353)	15% (221)	22% (317)	18% (257)	1444
Gen Z Beauty & Care Monthly Consumer	9% (32)	18% (66)	36% (132)	11% (41)	9% (32)	19% (69)	371
Millennial Beauty & Care Monthly Consumer	11% (109)	20% (194)	28% (268)	16% (150)	14% (133)	11% (108)	962
Gen X Beauty & Care Monthly Consumer	10% (68)	12% (83)	23% (157)	16% (111)	24% (163)	15% (106)	688
Boomer Beauty & Care Monthly Consumer	3% (23)	9% (65)	21% (155)	17% (128)	37% (280)	13% (96)	747
HHI <$50k Beauty & Care Monthly Consumer	8% (102)	10% (130)	22% (297)	13% (176)	23% (302)	24% (317)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	9% (92)	19% (190)	27% (271)	17% (170)	23% (230)	6% (56)	1010
HHI $100k+ Beauty & Care Monthly Consumer	8% (39)	19% (92)	32% (151)	19% (88)	20% (92)	2% (8)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	8% (103)	15% (189)	27% (330)	17% (209)	22% (276)	11% (138)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	8% (62)	11% (82)	24% (182)	13% (98)	22% (164)	21% (161)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	8% (68)	17% (141)	26% (208)	16% (127)	23% (185)	10% (82)	812
Female Insurance Yearly Consumer	9% (141)	16% (253)	27% (422)	17% (272)	28% (437)	3% (50)	1577
Male Insurance Yearly Consumer	8% (116)	14% (215)	25% (373)	18% (266)	28% (418)	8% (126)	1513
Gen Z Insurance Yearly Consumer	10% (34)	19% (64)	37% (126)	13% (44)	8% (26)	14% (49)	343
Millennial Insurance Yearly Consumer	13% (119)	20% (192)	29% (272)	19% (176)	15% (146)	5% (45)	951
Gen X Insurance Yearly Consumer	8% (56)	13% (91)	26% (176)	19% (125)	28% (191)	6% (37)	677
Boomer Insurance Yearly Consumer	4% (46)	11% (109)	20% (213)	17% (178)	44% (453)	4% (39)	1038
HHI <$50k Insurance Yearly Consumer	9% (122)	11% (153)	23% (313)	17% (229)	30% (411)	10% (140)	1369
HHI $50-$100k Insurance Yearly Consumer	8% (96)	18% (208)	27% (307)	17% (196)	27% (306)	3% (32)	1146
HHI $100k+ Insurance Yearly Consumer	7% (39)	18% (106)	30% (176)	20% (114)	24% (142)	1% (5)	582

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Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months	7 months - 23 months ago	2-3 years ago	4-5 years ago	More than 5 years ago	I do not have access to a vehicle	Total N
Adults	7% (324)	13% (590)	23% (1012)	15% (677)	26% (1140)	15% (658)	4401
PID: Dem (No Lean) Insurance Yearly Consumer	9% (113)	15% (193)	28% (360)	19% (244)	25% (324)	5% (63)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	8% (68)	14% (117)	24% (202)	15% (132)	31% (263)	9% (76)	857
PID: Rep (No Lean) Insurance Yearly Consumer	8% (76)	17% (159)	25% (235)	17% (163)	29% (273)	4% (38)	943
Female Pharma Monthly Consumer	9% (127)	16% (219)	26% (356)	17% (228)	25% (343)	7% (101)	1374
Male Pharma Monthly Consumer	7% (95)	13% (185)	23% (324)	16% (225)	24% (338)	16% (229)	1396
Gen Z Pharma Monthly Consumer	10% (28)	15% (46)	33% (96)	15% (43)	7% (22)	20% (60)	294
Millennial Pharma Monthly Consumer	12% (101)	22% (182)	28% (234)	16% (133)	13% (104)	8% (70)	823
Gen X Pharma Monthly Consumer	8% (55)	13% (88)	23% (157)	17% (119)	24% (166)	16% (111)	696
Boomer Pharma Monthly Consumer	4% (37)	9% (81)	21% (188)	16% (149)	40% (363)	10% (87)	907
HHI <$50k Pharma Monthly Consumer	7% (98)	10% (134)	21% (286)	14% (195)	27% (367)	20% (267)	1347
HHI $50-$100k Pharma Monthly Consumer	9% (86)	18% (175)	26% (255)	18% (170)	23% (227)	6% (57)	970
HHI $100k+ Pharma Monthly Consumer	8% (39)	21% (96)	30% (141)	19% (90)	19% (90)	2% (10)	467
PID: Dem (No Lean) Pharma Monthly Consumer	8% (100)	14% (170)	26% (310)	18% (213)	24% (296)	10% (118)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	7% (51)	12% (86)	23% (166)	15% (105)	22% (163)	21% (155)	726
PID: Rep (No Lean) Pharma Monthly Consumer	8% (72)	18% (150)	24% (205)	16% (136)	26% (225)	7% (62)	850
Female Media Monthly Consumer	11% (112)	17% (177)	29% (302)	16% (167)	19% (201)	7% (77)	1037
Male Media Monthly Consumer	7% (65)	13% (118)	24% (212)	19% (166)	21% (185)	15% (133)	878
Gen Z Media Monthly Consumer	8% (25)	18% (53)	36% (107)	14% (43)	7% (21)	17% (52)	300
Millennial Media Monthly Consumer	13% (98)	19% (148)	28% (220)	17% (134)	13% (102)	10% (75)	777
Gen X Media Monthly Consumer	9% (37)	12% (53)	23% (103)	20% (88)	24% (106)	12% (51)	438
Boomer Media Monthly Consumer	4% (16)	10% (40)	21% (83)	18% (68)	38% (147)	8% (32)	387
HHI <$50k Media Monthly Consumer	8% (67)	9% (71)	23% (186)	16% (132)	24% (192)	20% (166)	814
HHI $50-$100k Media Monthly Consumer	10% (72)	20% (145)	29% (210)	17% (123)	20% (146)	5% (40)	735
HHI $100k+ Media Monthly Consumer	10% (39)	21% (80)	32% (120)	21% (79)	13% (49)	1% (5)	372
PID: Dem (No Lean) Media Monthly Consumer	11% (100)	15% (136)	27% (240)	19% (174)	18% (165)	9% (80)	894
PID: Ind (No Lean) Media Monthly Consumer	6% (32)	13% (64)	25% (123)	13% (68)	22% (109)	21% (106)	501
PID: Rep (No Lean) Media Monthly Consumer	9% (46)	18% (96)	29% (153)	18% (93)	22% (113)	5% (25)	526
Female Ent. Products Monthly Consumer	13% (104)	19% (154)	33% (258)	16% (125)	12% (94)	7% (54)	789
Male Ent. Products Monthly Consumer	11% (60)	19% (101)	24% (124)	16% (86)	16% (84)	13% (68)	522

Continued on next page

Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months		7 months - 23 months ago		2-3 years ago		4-5 years ago		More than 5 years ago		I do not have access to a vehicle		Total N
Adults	7%	(324)	13%	(590)	23%	(1012)	15%	(677)	26%	(1140)	15%	(658)	4401
Gen Z Ent. Products Monthly Consumer	11%	(27)	23%	(58)	31%	(75)	17%	(41)	5%	(12)	14%	(33)	246
Millennial Ent. Products Monthly Consumer	15%	(99)	22%	(148)	29%	(198)	14%	(96)	12%	(82)	8%	(53)	676
Gen X Ent. Products Monthly Consumer	11%	(27)	14%	(36)	30%	(75)	20%	(51)	14%	(35)	10%	(24)	249
Boomer Ent. Products Monthly Consumer	7%	(10)	10%	(15)	23%	(33)	15%	(21)	35%	(50)	9%	(13)	141
HHI <$50k Ent. Products Monthly Consumer	11%	(57)	15%	(78)	25%	(131)	14%	(72)	16%	(83)	19%	(97)	518
HHI $50-$100k Ent. Products Monthly Consumer	14%	(71)	24%	(128)	28%	(148)	17%	(87)	13%	(66)	4%	(23)	523
HHI $100k+ Ent. Products Monthly Consumer	13%	(36)	18%	(50)	38%	(104)	19%	(52)	11%	(30)	1%	(3)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	14%	(88)	19%	(118)	29%	(183)	19%	(119)	13%	(81)	7%	(45)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	10%	(33)	16%	(54)	27%	(89)	14%	(45)	15%	(49)	17%	(57)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	12%	(41)	24%	(84)	31%	(110)	13%	(47)	14%	(49)	6%	(22)	354
Female Travel Yearly Consumer	10%	(128)	18%	(239)	28%	(373)	18%	(234)	21%	(281)	5%	(59)	1314
Male Travel Yearly Consumer	8%	(83)	15%	(155)	24%	(245)	18%	(186)	25%	(257)	10%	(100)	1027
Gen Z Travel Yearly Consumer	10%	(33)	21%	(68)	35%	(114)	15%	(49)	8%	(25)	12%	(39)	329
Millennial Travel Yearly Consumer	13%	(109)	21%	(184)	28%	(238)	17%	(145)	14%	(124)	7%	(58)	858
Gen X Travel Yearly Consumer	8%	(39)	14%	(66)	27%	(128)	20%	(95)	25%	(118)	7%	(32)	479
Boomer Travel Yearly Consumer	5%	(31)	11%	(68)	21%	(133)	20%	(127)	40%	(256)	5%	(33)	648
HHI <$50k Travel Yearly Consumer	9%	(75)	12%	(95)	24%	(193)	17%	(135)	25%	(199)	14%	(109)	806
HHI $50-$100k Travel Yearly Consumer	10%	(93)	20%	(192)	26%	(257)	18%	(172)	22%	(212)	5%	(48)	974
HHI $100k+ Travel Yearly Consumer	7%	(43)	19%	(108)	29%	(168)	20%	(114)	23%	(129)	2%	(10)	570
PID: Dem (No Lean) Travel Yearly Consumer	10%	(108)	17%	(180)	28%	(304)	19%	(210)	20%	(223)	6%	(65)	1090
PID: Ind (No Lean) Travel Yearly Consumer	8%	(44)	14%	(83)	25%	(144)	17%	(98)	26%	(148)	10%	(61)	578
PID: Rep (No Lean) Travel Yearly Consumer	9%	(60)	19%	(131)	25%	(170)	16%	(112)	25%	(169)	6%	(41)	683
Female Alcohol Weekly Consumer	13%	(67)	18%	(89)	27%	(134)	19%	(95)	17%	(84)	7%	(35)	503
Male Alcohol Weekly Consumer	11%	(24)	17%	(38)	20%	(44)	14%	(32)	20%	(46)	18%	(40)	224
Gen Z Alcohol Weekly Consumer	12%	(6)	19%	(10)	33%	(16)	15%	(8)	17%	(8)	4%	(2)	50
Millennial Alcohol Weekly Consumer	16%	(53)	23%	(75)	28%	(92)	18%	(59)	10%	(32)	6%	(18)	329
Gen X Alcohol Weekly Consumer	12%	(23)	14%	(26)	19%	(36)	18%	(33)	19%	(36)	18%	(34)	189
Boomer Alcohol Weekly Consumer	6%	(9)	11%	(16)	22%	(33)	18%	(26)	31%	(47)	13%	(20)	150
HHI <$50k Alcohol Weekly Consumer	9%	(23)	11%	(30)	23%	(63)	13%	(36)	21%	(56)	23%	(62)	269

Continued on next page

Table MCBR10: *For the purposes of this survey, your primary vehicle should be the one that you would be most likely to personally drive when leaving your house. To the best of your recollection, when did you purchase your primary vehicle?*

Demographic	In the last 6 months		7 months - 23 months ago		2-3 years ago		4-5 years ago		More than 5 years ago		I do not have access to a vehicle		Total N
Adults	7%	(324)	13%	(590)	23%	(1012)	15%	(677)	26%	(1140)	15%	(658)	4401
HHI $50-$100k Alcohol Weekly Consumer	15%	(44)	21%	(61)	22%	(65)	18%	(52)	20%	(58)	3%	(10)	291
HHI $100k+ Alcohol Weekly Consumer	14%	(24)	21%	(36)	30%	(51)	23%	(39)	10%	(16)	2%	(3)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	14%	(53)	15%	(57)	24%	(87)	20%	(75)	15%	(57)	11%	(41)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	10%	(16)	11%	(18)	30%	(48)	11%	(18)	23%	(37)	14%	(22)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	11%	(22)	26%	(52)	22%	(43)	17%	(34)	18%	(36)	6%	(13)	201
Monthly Beer Drinkers	8%	(130)	15%	(235)	26%	(408)	18%	(281)	24%	(366)	8%	(129)	1549
Don't Drink Beer	6%	(28)	11%	(55)	25%	(124)	15%	(77)	26%	(132)	18%	(90)	507
Monthly Wine Drinkers	9%	(128)	15%	(209)	26%	(370)	19%	(265)	24%	(340)	8%	(107)	1418
Don't Drink Wine	8%	(37)	15%	(72)	23%	(110)	16%	(76)	25%	(122)	15%	(73)	490
Monthly Hard Seltzer Drinker	13%	(105)	18%	(146)	29%	(235)	18%	(148)	17%	(142)	5%	(42)	818
Don't Drink Hard Seltzer	5%	(66)	12%	(143)	22%	(269)	17%	(205)	31%	(375)	14%	(168)	1227
Monthly Spirits Drinker	9%	(129)	17%	(234)	27%	(370)	18%	(251)	22%	(301)	8%	(105)	1390
Don't Drink Spirits	7%	(34)	10%	(51)	22%	(112)	17%	(87)	28%	(146)	16%	(84)	514
Monthly Canned Cocktail Drinker	13%	(95)	18%	(135)	29%	(212)	19%	(139)	14%	(106)	7%	(56)	743
Don't Drink Canned Cocktails	6%	(71)	12%	(148)	23%	(290)	17%	(214)	32%	(405)	11%	(143)	1270
Weekly Beer Drinker	10%	(104)	16%	(162)	25%	(260)	18%	(188)	22%	(227)	9%	(87)	1028
Weekly Wine Drinker	12%	(94)	16%	(127)	26%	(202)	19%	(149)	23%	(179)	5%	(40)	791
Weekly Hard Seltzer Drinker	18%	(75)	20%	(86)	28%	(117)	17%	(73)	12%	(52)	4%	(17)	421
Weekly Spirits Drinker	12%	(85)	20%	(141)	25%	(178)	18%	(129)	16%	(117)	9%	(64)	714
Weekly Canned Cocktail Drinker	17%	(62)	19%	(71)	28%	(102)	18%	(68)	10%	(36)	8%	(29)	368
Don't Drink Alcohol	7%	(125)	12%	(205)	20%	(343)	13%	(228)	29%	(498)	19%	(332)	1731
Purchased Car in Past 2 Years	35%	(324)	65%	(590)	—	(0)	—	(0)	—	(0)	—	(0)	914
Aware of Bud Light Events	8%	(213)	16%	(419)	24%	(653)	17%	(446)	26%	(689)	10%	(272)	2692

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?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Gender: Male	27%	(581)	27%	(584)	15%	(312)	31%	(650)	2127
Gender: Female	17%	(376)	23%	(526)	12%	(276)	48%	(1069)	2247
Age: 18-34	25%	(318)	26%	(323)	16%	(197)	34%	(424)	1262
Age: 35-44	24%	(175)	28%	(209)	14%	(105)	34%	(254)	743
Age: 45-64	19%	(273)	26%	(372)	12%	(171)	43%	(606)	1422
Age: 65+	20%	(198)	22%	(212)	12%	(118)	46%	(446)	974
GenZers: 1997-2012	23%	(123)	26%	(139)	17%	(91)	33%	(176)	529
Millennials: 1981-1996	25%	(338)	27%	(357)	15%	(197)	34%	(450)	1341
GenXers: 1965-1980	22%	(221)	23%	(234)	12%	(119)	43%	(442)	1017
Baby Boomers: 1946-1964	19%	(262)	26%	(367)	12%	(170)	43%	(615)	1414
PID: Dem (no lean)	22%	(410)	27%	(493)	13%	(233)	38%	(701)	1836
PID: Ind (no lean)	16%	(205)	22%	(278)	14%	(177)	49%	(623)	1284
PID: Rep (no lean)	27%	(348)	27%	(345)	14%	(181)	32%	(405)	1280
PID/Gender: Dem Men	29%	(264)	30%	(276)	12%	(107)	29%	(259)	907
PID/Gender: Dem Women	16%	(144)	23%	(214)	14%	(126)	48%	(441)	924
PID/Gender: Ind Men	20%	(110)	23%	(129)	17%	(96)	41%	(228)	562
PID/Gender: Ind Women	13%	(92)	21%	(145)	11%	(79)	55%	(387)	703
PID/Gender: Rep Men	32%	(207)	27%	(178)	17%	(109)	25%	(161)	656
PID/Gender: Rep Women	23%	(140)	27%	(166)	12%	(72)	39%	(242)	620
Ideo: Liberal (1-3)	25%	(340)	28%	(392)	12%	(167)	35%	(483)	1382
Ideo: Moderate (4)	15%	(192)	25%	(318)	16%	(207)	44%	(560)	1276
Ideo: Conservative (5-7)	30%	(396)	25%	(333)	12%	(160)	33%	(447)	1336
Educ: < College	20%	(569)	25%	(715)	14%	(399)	41%	(1193)	2875
Educ: Bachelors degree	24%	(234)	26%	(254)	12%	(114)	38%	(366)	968
Educ: Post-grad	29%	(161)	26%	(147)	14%	(78)	31%	(170)	556
Income: Under 50k	17%	(369)	24%	(513)	15%	(328)	44%	(964)	2174
Income: 50k-100k	25%	(367)	27%	(405)	12%	(182)	36%	(534)	1489
Income: 100k+	31%	(228)	27%	(197)	11%	(81)	31%	(231)	736
Ethnicity: White	24%	(824)	26%	(889)	13%	(445)	36%	(1236)	3395
Ethnicity: Hispanic	25%	(192)	30%	(228)	15%	(114)	30%	(224)	758
Ethnicity: Black	13%	(71)	22%	(122)	14%	(78)	52%	(296)	566

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Ethnicity: Other	16%	(69)	24%	(105)	15%	(68)	45%	(197)	439
All Christian	24%	(472)	25%	(479)	13%	(257)	38%	(742)	1949
All Non-Christian	34%	(133)	25%	(99)	15%	(57)	27%	(105)	395
Atheist	21%	(40)	34%	(64)	17%	(33)	28%	(53)	190
Agnostic/Nothing in particular	18%	(203)	27%	(310)	13%	(144)	42%	(474)	1131
Something Else	16%	(115)	22%	(163)	14%	(99)	49%	(357)	735
Religious Non-Protestant/Catholic	33%	(149)	24%	(108)	16%	(70)	27%	(120)	447
Evangelical	22%	(259)	24%	(272)	12%	(143)	42%	(481)	1155
Non-Evangelical	22%	(320)	24%	(361)	13%	(196)	41%	(599)	1475
Community: Urban	24%	(341)	25%	(367)	15%	(212)	36%	(520)	1439
Community: Suburban	21%	(411)	24%	(466)	13%	(246)	42%	(812)	1936
Community: Rural	21%	(212)	27%	(281)	13%	(133)	39%	(399)	1025
Employ: Private Sector	27%	(371)	27%	(380)	13%	(185)	33%	(462)	1397
Employ: Government	36%	(104)	28%	(82)	14%	(42)	22%	(66)	294
Employ: Self-Employed	24%	(106)	29%	(129)	15%	(64)	32%	(139)	438
Employ: Homemaker	18%	(42)	23%	(56)	15%	(37)	44%	(106)	241
Employ: Student	20%	(36)	21%	(37)	22%	(39)	36%	(64)	176
Employ: Retired	18%	(202)	24%	(266)	12%	(138)	46%	(520)	1127
Employ: Unemployed	14%	(66)	23%	(110)	12%	(58)	50%	(237)	471
Employ: Other	14%	(35)	22%	(56)	12%	(30)	53%	(136)	256
Military HH: Yes	25%	(157)	25%	(158)	14%	(87)	37%	(232)	634
Military HH: No	21%	(807)	25%	(956)	13%	(504)	40%	(1499)	3766
2022 House Vote: Democrat	22%	(408)	28%	(511)	13%	(229)	37%	(679)	1827
2022 House Vote: Republican	32%	(401)	25%	(316)	13%	(167)	30%	(387)	1270
2022 House Vote: Someone else	11%	(11)	27%	(28)	12%	(12)	50%	(50)	101
2022 House Vote: Didnt Vote	12%	(144)	22%	(260)	15%	(184)	51%	(615)	1202
2020 Vote: Joe Biden	22%	(422)	29%	(559)	11%	(215)	38%	(728)	1925
2020 Vote: Donald Trump	28%	(383)	24%	(321)	14%	(183)	34%	(464)	1351
2020 Vote: Other	15%	(19)	25%	(30)	18%	(21)	42%	(52)	121
2020 Vote: Didn't Vote	14%	(140)	20%	(204)	17%	(171)	49%	(486)	1001

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
2018 House Vote: Democrat	22%	(359)	28%	(456)	13%	(205)	37%	(606)	1627
2018 House Vote: Republican	30%	(353)	24%	(282)	14%	(161)	33%	(392)	1188
2018 House Vote: Someone else	19%	(19)	24%	(24)	15%	(15)	42%	(43)	102
2018 House Vote: Didnt Vote	16%	(233)	24%	(353)	14%	(210)	46%	(689)	1484
4-Region: Northeast	26%	(198)	23%	(179)	13%	(97)	38%	(297)	771
4-Region: Midwest	21%	(195)	27%	(242)	12%	(105)	40%	(368)	909
4-Region: South	22%	(368)	25%	(415)	14%	(238)	39%	(658)	1679
4-Region: West	19%	(203)	27%	(279)	15%	(152)	39%	(409)	1042
2304079	23%	(496)	26%	(567)	14%	(318)	37%	(818)	2199
2304086	21%	(468)	25%	(548)	12%	(273)	41%	(913)	2202
Ethnicity: White (Non-Hispanic)	24%	(651)	25%	(690)	13%	(343)	38%	(1041)	2725
Ethnicity: Hispanic	25%	(192)	30%	(228)	15%	(114)	30%	(224)	758
Ethnicity: Black (Non-Hispanic)	12%	(64)	20%	(109)	14%	(73)	54%	(286)	531
Ethnicity: Asian + Other (Non-Hispanic)	15%	(57)	23%	(88)	16%	(61)	46%	(179)	386
Female F&b Monthly Consumer	27%	(543)	28%	(559)	15%	(293)	30%	(589)	1984
Male F&b Monthly Consumer	17%	(362)	24%	(500)	12%	(244)	47%	(974)	2079
Gen Z F&b Monthly Consumer	25%	(116)	28%	(132)	16%	(74)	31%	(147)	469
Millennial F&b Monthly Consumer	26%	(315)	28%	(336)	14%	(176)	32%	(391)	1219
Gen X F&b Monthly Consumer	22%	(207)	24%	(228)	12%	(115)	42%	(399)	950
Boomer F&b Monthly Consumer	19%	(255)	26%	(350)	12%	(161)	44%	(592)	1358
HHI <$50k F&b Monthly Consumer	18%	(351)	24%	(488)	15%	(302)	43%	(853)	1995
HHI $50-$100k F&b Monthly Consumer	25%	(348)	28%	(390)	11%	(159)	36%	(507)	1404
HHI $100k+ F&b Monthly Consumer	31%	(212)	27%	(186)	11%	(78)	31%	(212)	688
PID: Dem (No Lean) F&b Monthly Consumer	22%	(383)	28%	(473)	12%	(212)	38%	(652)	1720
PID: Ind (No Lean) F&b Monthly Consumer	17%	(200)	23%	(262)	13%	(151)	47%	(537)	1150
PID: Rep (No Lean) F&b Monthly Consumer	27%	(328)	27%	(329)	14%	(176)	32%	(384)	1217
Female Hh Goods Monthly Consumer	29%	(435)	30%	(455)	14%	(205)	27%	(402)	1498
Male Hh Goods Monthly Consumer	19%	(297)	24%	(382)	12%	(200)	45%	(722)	1601
Gen Z Hh Goods Monthly Consumer	26%	(95)	32%	(117)	14%	(53)	28%	(102)	367
Millennial Hh Goods Monthly Consumer	27%	(277)	29%	(294)	14%	(145)	30%	(306)	1022
Gen X Hh Goods Monthly Consumer	23%	(174)	23%	(175)	12%	(92)	41%	(309)	750

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Boomer Hh Goods Monthly Consumer	20%	(178)	27%	(243)	12%	(110)	42%	(380)	911
HHI <$50k Hh Goods Monthly Consumer	18%	(268)	25%	(364)	15%	(217)	42%	(628)	1477
HHI $50-$100k Hh Goods Monthly Consumer	26%	(287)	29%	(322)	12%	(130)	33%	(356)	1095
HHI $100k+ Hh Goods Monthly Consumer	33%	(180)	29%	(155)	11%	(60)	27%	(144)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	24%	(318)	28%	(379)	13%	(170)	35%	(468)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	17%	(150)	23%	(197)	14%	(117)	46%	(396)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	29%	(267)	29%	(265)	13%	(120)	29%	(264)	915
Female Apparel Monthly Consumer	35%	(278)	32%	(249)	11%	(90)	22%	(173)	790
Male Apparel Monthly Consumer	19%	(164)	23%	(200)	16%	(134)	42%	(358)	855
Gen Z Apparel Monthly Consumer	23%	(65)	31%	(88)	18%	(50)	27%	(76)	279
Millennial Apparel Monthly Consumer	29%	(210)	30%	(214)	14%	(98)	27%	(191)	713
Gen X Apparel Monthly Consumer	31%	(118)	20%	(77)	9%	(36)	40%	(154)	385
Boomer Apparel Monthly Consumer	19%	(50)	27%	(71)	14%	(38)	41%	(109)	267
HHI <$50k Apparel Monthly Consumer	19%	(131)	23%	(157)	15%	(104)	42%	(283)	674
HHI $50-$100k Apparel Monthly Consumer	29%	(187)	31%	(200)	13%	(85)	27%	(179)	652
HHI $100k+ Apparel Monthly Consumer	39%	(127)	29%	(95)	11%	(36)	22%	(71)	328
PID: Dem (No Lean) Apparel Monthly Consumer	29%	(233)	29%	(232)	13%	(101)	30%	(240)	806
PID: Ind (No Lean) Apparel Monthly Consumer	19%	(75)	21%	(85)	17%	(68)	44%	(176)	404
PID: Rep (No Lean) Apparel Monthly Consumer	31%	(137)	30%	(134)	13%	(56)	27%	(118)	444
Female Electronics Yearly Consumer	30%	(434)	29%	(420)	16%	(228)	26%	(370)	1452
Male Electronics Yearly Consumer	19%	(232)	24%	(292)	15%	(178)	41%	(489)	1192
Gen Z Electronics Yearly Consumer	25%	(93)	30%	(110)	18%	(68)	28%	(103)	374
Millennial Electronics Yearly Consumer	29%	(289)	29%	(289)	16%	(160)	27%	(268)	1007
Gen X Electronics Yearly Consumer	25%	(154)	26%	(161)	13%	(82)	37%	(230)	627
Boomer Electronics Yearly Consumer	21%	(127)	24%	(147)	15%	(92)	40%	(242)	607
HHI <$50k Electronics Yearly Consumer	20%	(231)	25%	(291)	17%	(197)	38%	(446)	1165
HHI $50-$100k Electronics Yearly Consumer	27%	(264)	29%	(290)	15%	(145)	29%	(288)	987
HHI $100k+ Electronics Yearly Consumer	35%	(176)	27%	(134)	13%	(66)	25%	(128)	505
PID: Dem (No Lean) Electronics Yearly Consumer	26%	(301)	29%	(331)	14%	(167)	31%	(361)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	19%	(136)	25%	(180)	14%	(102)	42%	(307)	725
PID: Rep (No Lean) Electronics Yearly Consumer	30%	(234)	27%	(205)	18%	(138)	25%	(195)	771

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Female Beauty & Care Monthly Consumer	29%	(394)	30%	(406)	15%	(202)	26%	(344)	1346
Male Beauty & Care Monthly Consumer	19%	(270)	24%	(351)	13%	(181)	44%	(642)	1444
Gen Z Beauty & Care Monthly Consumer	26%	(96)	30%	(111)	17%	(62)	27%	(102)	371
Millennial Beauty & Care Monthly Consumer	27%	(262)	29%	(278)	14%	(137)	30%	(286)	962
Gen X Beauty & Care Monthly Consumer	23%	(155)	25%	(169)	12%	(82)	41%	(281)	688
Boomer Beauty & Care Monthly Consumer	20%	(148)	26%	(195)	13%	(98)	41%	(306)	747
HHI <$50k Beauty & Care Monthly Consumer	19%	(252)	24%	(323)	16%	(208)	41%	(541)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	26%	(262)	29%	(291)	12%	(122)	33%	(335)	1010
HHI $100k+ Beauty & Care Monthly Consumer	33%	(154)	31%	(147)	12%	(55)	24%	(115)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	26%	(320)	28%	(353)	13%	(158)	33%	(414)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	17%	(126)	22%	(168)	14%	(108)	46%	(347)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	27%	(222)	30%	(240)	15%	(119)	28%	(230)	812
Female Insurance Yearly Consumer	29%	(454)	29%	(450)	16%	(251)	27%	(422)	1577
Male Insurance Yearly Consumer	18%	(273)	26%	(396)	13%	(194)	43%	(649)	1513
Gen Z Insurance Yearly Consumer	22%	(76)	29%	(101)	23%	(77)	26%	(89)	343
Millennial Insurance Yearly Consumer	29%	(280)	30%	(282)	15%	(144)	26%	(245)	951
Gen X Insurance Yearly Consumer	23%	(155)	27%	(180)	12%	(81)	39%	(262)	677
Boomer Insurance Yearly Consumer	20%	(203)	26%	(268)	13%	(132)	42%	(434)	1038
HHI <$50k Insurance Yearly Consumer	19%	(259)	26%	(356)	17%	(236)	38%	(518)	1369
HHI $50-$100k Insurance Yearly Consumer	25%	(285)	29%	(336)	12%	(142)	33%	(382)	1146
HHI $100k+ Insurance Yearly Consumer	32%	(187)	26%	(154)	12%	(68)	30%	(173)	582
PID: Dem (No Lean) Insurance Yearly Consumer	24%	(311)	30%	(388)	13%	(171)	33%	(427)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	18%	(154)	23%	(201)	15%	(130)	43%	(373)	857
PID: Rep (No Lean) Insurance Yearly Consumer	28%	(266)	27%	(259)	15%	(145)	29%	(273)	943
Female Pharma Monthly Consumer	31%	(426)	27%	(372)	15%	(207)	27%	(370)	1374
Male Pharma Monthly Consumer	18%	(250)	24%	(340)	13%	(176)	45%	(630)	1396
Gen Z Pharma Monthly Consumer	30%	(88)	25%	(73)	18%	(53)	27%	(80)	294
Millennial Pharma Monthly Consumer	28%	(232)	31%	(252)	15%	(120)	27%	(219)	823
Gen X Pharma Monthly Consumer	23%	(160)	24%	(169)	11%	(80)	41%	(288)	696
Boomer Pharma Monthly Consumer	21%	(188)	24%	(214)	13%	(120)	42%	(385)	907
HHI <$50k Pharma Monthly Consumer	20%	(269)	24%	(323)	15%	(208)	41%	(546)	1347

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
HHI $50-$100k Pharma Monthly Consumer	26%	(252)	28%	(273)	13%	(125)	33%	(319)	970
HHI $100k+ Pharma Monthly Consumer	34%	(159)	26%	(119)	11%	(52)	29%	(136)	467
PID: Dem (No Lean) Pharma Monthly Consumer	26%	(314)	28%	(341)	13%	(152)	33%	(401)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	16%	(118)	22%	(161)	15%	(110)	46%	(337)	726
PID: Rep (No Lean) Pharma Monthly Consumer	29%	(248)	25%	(214)	15%	(124)	31%	(263)	850
Female Media Monthly Consumer	31%	(319)	28%	(291)	16%	(161)	26%	(265)	1037
Male Media Monthly Consumer	19%	(169)	27%	(237)	15%	(128)	39%	(345)	878
Gen Z Media Monthly Consumer	24%	(72)	29%	(87)	18%	(53)	30%	(89)	300
Millennial Media Monthly Consumer	27%	(212)	30%	(231)	17%	(129)	26%	(206)	777
Gen X Media Monthly Consumer	28%	(123)	27%	(118)	12%	(51)	33%	(145)	438
Boomer Media Monthly Consumer	20%	(79)	23%	(90)	14%	(55)	42%	(162)	387
HHI <$50k Media Monthly Consumer	20%	(162)	26%	(211)	17%	(138)	37%	(302)	814
HHI $50-$100k Media Monthly Consumer	26%	(189)	29%	(216)	15%	(111)	30%	(219)	735
HHI $100k+ Media Monthly Consumer	37%	(138)	27%	(102)	11%	(41)	24%	(91)	372
PID: Dem (No Lean) Media Monthly Consumer	26%	(236)	31%	(280)	13%	(114)	30%	(264)	894
PID: Ind (No Lean) Media Monthly Consumer	20%	(100)	21%	(103)	18%	(89)	42%	(209)	501
PID: Rep (No Lean) Media Monthly Consumer	29%	(153)	28%	(147)	16%	(87)	26%	(139)	526
Female Ent. Products Monthly Consumer	32%	(252)	31%	(246)	16%	(126)	21%	(166)	789
Male Ent. Products Monthly Consumer	20%	(104)	32%	(167)	14%	(72)	34%	(179)	522
Gen Z Ent. Products Monthly Consumer	25%	(62)	33%	(82)	16%	(40)	25%	(62)	246
Millennial Ent. Products Monthly Consumer	28%	(193)	32%	(218)	14%	(93)	26%	(172)	676
Gen X Ent. Products Monthly Consumer	31%	(76)	26%	(64)	18%	(45)	26%	(64)	249
Boomer Ent. Products Monthly Consumer	18%	(25)	35%	(49)	15%	(21)	33%	(46)	141
HHI <$50k Ent. Products Monthly Consumer	21%	(107)	29%	(152)	19%	(98)	31%	(161)	518
HHI $50-$100k Ent. Products Monthly Consumer	28%	(149)	33%	(171)	13%	(70)	25%	(133)	523
HHI $100k+ Ent. Products Monthly Consumer	37%	(102)	33%	(91)	11%	(30)	19%	(51)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	33%	(207)	33%	(210)	13%	(84)	21%	(134)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	19%	(63)	23%	(76)	16%	(51)	42%	(137)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	25%	(88)	36%	(129)	18%	(63)	21%	(75)	354
Female Travel Yearly Consumer	31%	(401)	29%	(380)	14%	(189)	26%	(344)	1314
Male Travel Yearly Consumer	21%	(213)	26%	(266)	13%	(130)	41%	(418)	1027

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following?*
Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Gen Z Travel Yearly Consumer	26%	(85)	30%	(99)	19%	(61)	26%	(84)	329
Millennial Travel Yearly Consumer	31%	(264)	30%	(262)	14%	(116)	25%	(217)	858
Gen X Travel Yearly Consumer	29%	(140)	26%	(123)	12%	(57)	33%	(159)	479
Boomer Travel Yearly Consumer	19%	(125)	24%	(154)	13%	(81)	44%	(288)	648
HHI <$50k Travel Yearly Consumer	23%	(187)	24%	(193)	17%	(137)	36%	(289)	806
HHI $50-$100k Travel Yearly Consumer	26%	(253)	30%	(290)	13%	(127)	31%	(303)	974
HHI $100k+ Travel Yearly Consumer	32%	(180)	29%	(163)	10%	(56)	30%	(171)	570
PID: Dem (No Lean) Travel Yearly Consumer	27%	(296)	30%	(327)	12%	(130)	31%	(337)	1090
PID: Ind (No Lean) Travel Yearly Consumer	19%	(110)	24%	(138)	16%	(90)	41%	(240)	578
PID: Rep (No Lean) Travel Yearly Consumer	31%	(213)	27%	(183)	15%	(101)	27%	(186)	683
Female Alcohol Weekly Consumer	38%	(193)	28%	(143)	12%	(59)	21%	(108)	503
Male Alcohol Weekly Consumer	26%	(59)	26%	(58)	13%	(29)	35%	(78)	224
Gen Z Alcohol Weekly Consumer	39%	(20)	30%	(15)	21%	(10)	11%	(5)	50
Millennial Alcohol Weekly Consumer	37%	(120)	30%	(98)	11%	(36)	23%	(76)	329
Gen X Alcohol Weekly Consumer	27%	(52)	26%	(48)	15%	(28)	32%	(61)	189
Boomer Alcohol Weekly Consumer	38%	(57)	26%	(39)	8%	(12)	28%	(43)	150
HHI <$50k Alcohol Weekly Consumer	25%	(68)	25%	(68)	18%	(48)	31%	(85)	269
HHI $50-$100k Alcohol Weekly Consumer	38%	(111)	28%	(83)	9%	(25)	25%	(72)	291
HHI $100k+ Alcohol Weekly Consumer	43%	(72)	30%	(51)	9%	(15)	18%	(30)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	36%	(135)	28%	(104)	11%	(41)	24%	(89)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	25%	(40)	24%	(39)	15%	(24)	35%	(56)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	39%	(77)	29%	(59)	11%	(23)	21%	(42)	201
Monthly Beer Drinkers	30%	(469)	29%	(451)	15%	(227)	26%	(401)	1549
Don't Drink Beer	19%	(97)	25%	(129)	11%	(57)	44%	(224)	507
Monthly Wine Drinkers	29%	(412)	28%	(398)	14%	(201)	29%	(407)	1418
Don't Drink Wine	26%	(128)	27%	(134)	12%	(61)	34%	(168)	490
Monthly Hard Seltzer Drinker	36%	(295)	29%	(241)	15%	(122)	20%	(160)	818
Don't Drink Hard Seltzer	21%	(262)	28%	(344)	12%	(146)	39%	(474)	1227
Monthly Spirits Drinker	29%	(403)	31%	(425)	14%	(189)	27%	(373)	1390
Don't Drink Spirits	23%	(119)	22%	(111)	14%	(70)	42%	(215)	514

Continued on next page

Table MCBR11_1: *How much have you seen, read or heard about the following? Bud Light rolling out LGBTQ-inspired cans for Canada's Pride Month*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(964)	25%	(1115)	13%	(591)	39%	(1731)	4401
Monthly Canned Cocktail Drinker	35%	(263)	29%	(214)	16%	(120)	20%	(147)	743
Don't Drink Canned Cocktails	22%	(282)	26%	(333)	13%	(164)	39%	(491)	1270
Weekly Beer Drinker	34%	(350)	28%	(286)	15%	(152)	23%	(240)	1028
Weekly Wine Drinker	35%	(273)	26%	(203)	14%	(110)	26%	(205)	791
Weekly Hard Seltzer Drinker	42%	(175)	29%	(120)	13%	(54)	17%	(72)	421
Weekly Spirits Drinker	33%	(237)	30%	(213)	11%	(77)	26%	(186)	714
Weekly Canned Cocktail Drinker	43%	(157)	27%	(99)	13%	(46)	18%	(65)	368
Don't Drink Alcohol	17%	(291)	23%	(391)	12%	(207)	49%	(841)	1731
Purchased Car in Past 2 Years	28%	(252)	31%	(281)	12%	(106)	30%	(274)	914
Aware of Bud Light Events	36%	(964)	41%	(1115)	11%	(300)	12%	(313)	2692

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?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Gender: Male	32%	(689)	30%	(628)	12%	(260)	26%	(551)	2127
Gender: Female	21%	(464)	23%	(518)	13%	(295)	43%	(970)	2247
Age: 18-34	29%	(361)	25%	(316)	14%	(178)	32%	(407)	1262
Age: 35-44	27%	(201)	30%	(220)	14%	(107)	29%	(214)	743
Age: 45-64	25%	(359)	26%	(369)	12%	(164)	37%	(530)	1422
Age: 65+	24%	(238)	25%	(246)	11%	(110)	39%	(379)	974
GenZers: 1997-2012	28%	(148)	24%	(126)	15%	(77)	34%	(177)	529
Millennials: 1981-1996	28%	(374)	28%	(371)	14%	(192)	30%	(404)	1341
GenXers: 1965-1980	27%	(275)	23%	(229)	11%	(116)	39%	(397)	1017
Baby Boomers: 1946-1964	24%	(338)	28%	(403)	12%	(163)	36%	(511)	1414
PID: Dem (no lean)	25%	(463)	28%	(509)	12%	(218)	35%	(645)	1836
PID: Ind (no lean)	21%	(268)	22%	(283)	14%	(185)	43%	(547)	1284
PID: Rep (no lean)	33%	(428)	28%	(358)	12%	(156)	26%	(337)	1280
PID/Gender: Dem Men	31%	(284)	32%	(293)	11%	(97)	26%	(233)	907
PID/Gender: Dem Women	19%	(177)	23%	(215)	13%	(121)	45%	(412)	924
PID/Gender: Ind Men	26%	(147)	26%	(147)	15%	(82)	33%	(185)	562
PID/Gender: Ind Women	16%	(116)	19%	(133)	14%	(100)	50%	(354)	703
PID/Gender: Rep Men	39%	(257)	29%	(187)	12%	(81)	20%	(131)	656
PID/Gender: Rep Women	28%	(171)	28%	(171)	12%	(74)	33%	(204)	620
Ideo: Liberal (1-3)	28%	(388)	30%	(411)	12%	(163)	30%	(421)	1382
Ideo: Moderate (4)	18%	(227)	27%	(338)	15%	(187)	41%	(524)	1276
Ideo: Conservative (5-7)	37%	(500)	26%	(341)	11%	(144)	26%	(351)	1336
Educ: < College	24%	(702)	24%	(702)	13%	(383)	38%	(1089)	2875
Educ: Bachelors degree	29%	(282)	29%	(280)	11%	(111)	30%	(295)	968
Educ: Post-grad	32%	(177)	30%	(168)	12%	(66)	26%	(145)	556
Income: Under 50k	21%	(451)	23%	(510)	14%	(310)	42%	(904)	2174
Income: 50k-100k	31%	(465)	28%	(410)	11%	(171)	30%	(442)	1489
Income: 100k+	33%	(244)	31%	(230)	11%	(79)	25%	(183)	736
Ethnicity: White	29%	(991)	27%	(915)	12%	(415)	32%	(1074)	3395
Ethnicity: Hispanic	31%	(234)	28%	(214)	12%	(93)	29%	(216)	758
Ethnicity: Black	13%	(73)	24%	(135)	13%	(72)	50%	(285)	566

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Ethnicity: Other	22%	(95)	23%	(101)	17%	(73)	39%	(170)	439
All Christian	29%	(558)	27%	(525)	13%	(244)	32%	(622)	1949
All Non-Christian	37%	(146)	28%	(109)	11%	(42)	25%	(98)	395
Atheist	32%	(61)	31%	(58)	15%	(29)	23%	(43)	190
Agnostic/Nothing in particular	24%	(266)	27%	(303)	12%	(141)	37%	(421)	1131
Something Else	18%	(129)	21%	(154)	14%	(105)	47%	(346)	735
Religious Non-Protestant/Catholic	37%	(165)	28%	(124)	11%	(50)	24%	(109)	447
Evangelical	26%	(296)	26%	(297)	11%	(130)	37%	(432)	1155
Non-Evangelical	25%	(374)	25%	(372)	14%	(206)	35%	(523)	1475
Community: Urban	25%	(365)	29%	(422)	14%	(196)	32%	(457)	1439
Community: Suburban	28%	(534)	24%	(455)	12%	(237)	37%	(710)	1936
Community: Rural	25%	(261)	27%	(272)	12%	(127)	36%	(364)	1025
Employ: Private Sector	30%	(421)	29%	(406)	13%	(175)	28%	(395)	1397
Employ: Government	38%	(113)	25%	(73)	14%	(40)	23%	(68)	294
Employ: Self-Employed	27%	(116)	30%	(132)	14%	(60)	29%	(129)	438
Employ: Homemaker	23%	(56)	21%	(51)	16%	(38)	40%	(97)	241
Employ: Student	29%	(51)	20%	(36)	18%	(31)	33%	(57)	176
Employ: Retired	23%	(261)	26%	(289)	12%	(134)	39%	(442)	1127
Employ: Unemployed	20%	(96)	24%	(111)	11%	(51)	45%	(213)	471
Employ: Other	18%	(46)	21%	(53)	12%	(30)	50%	(127)	256
Military HH: Yes	28%	(180)	27%	(169)	13%	(80)	32%	(204)	634
Military HH: No	26%	(980)	26%	(981)	13%	(479)	35%	(1326)	3766
2022 House Vote: Democrat	26%	(468)	29%	(525)	12%	(226)	33%	(608)	1827
2022 House Vote: Republican	38%	(489)	26%	(324)	12%	(148)	24%	(310)	1270
2022 House Vote: Someone else	12%	(12)	34%	(34)	15%	(15)	40%	(40)	101
2022 House Vote: Didnt Vote	16%	(192)	22%	(267)	14%	(171)	48%	(573)	1202
2020 Vote: Joe Biden	26%	(492)	29%	(566)	12%	(229)	33%	(639)	1925
2020 Vote: Donald Trump	35%	(476)	24%	(331)	12%	(163)	28%	(381)	1351
2020 Vote: Other	21%	(25)	27%	(33)	16%	(20)	36%	(44)	121
2020 Vote: Didn't Vote	17%	(167)	22%	(220)	15%	(149)	47%	(466)	1001

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
2018 House Vote: Democrat	25%	(411)	29%	(471)	13%	(205)	33%	(539)	1627
2018 House Vote: Republican	38%	(446)	25%	(300)	12%	(141)	25%	(302)	1188
2018 House Vote: Someone else	22%	(22)	26%	(26)	14%	(14)	39%	(39)	102
2018 House Vote: Didnt Vote	19%	(281)	24%	(353)	13%	(200)	44%	(650)	1484
4-Region: Northeast	29%	(226)	24%	(184)	13%	(102)	34%	(260)	771
4-Region: Midwest	26%	(235)	28%	(251)	12%	(111)	34%	(312)	909
4-Region: South	27%	(457)	25%	(413)	14%	(235)	34%	(574)	1679
4-Region: West	23%	(242)	29%	(303)	11%	(112)	37%	(385)	1042
2304079	27%	(587)	27%	(589)	13%	(285)	34%	(738)	2199
2304086	26%	(573)	26%	(562)	12%	(275)	36%	(792)	2202
Ethnicity: White (Non-Hispanic)	29%	(779)	26%	(719)	12%	(339)	33%	(888)	2725
Ethnicity: Hispanic	31%	(234)	28%	(214)	12%	(93)	29%	(216)	758
Ethnicity: Black (Non-Hispanic)	12%	(66)	24%	(127)	11%	(59)	52%	(278)	531
Ethnicity: Asian + Other (Non-Hispanic)	21%	(81)	23%	(90)	18%	(69)	38%	(147)	386
Female F&b Monthly Consumer	33%	(660)	30%	(591)	12%	(241)	25%	(491)	1984
Male F&b Monthly Consumer	22%	(447)	24%	(493)	13%	(266)	42%	(873)	2079
Gen Z F&b Monthly Consumer	31%	(143)	25%	(115)	13%	(63)	31%	(147)	469
Millennial F&b Monthly Consumer	29%	(352)	28%	(346)	14%	(173)	28%	(347)	1219
Gen X F&b Monthly Consumer	28%	(266)	23%	(220)	12%	(110)	37%	(354)	950
Boomer F&b Monthly Consumer	24%	(330)	28%	(385)	11%	(154)	36%	(489)	1358
HHI <$50k F&b Monthly Consumer	22%	(432)	24%	(483)	14%	(286)	40%	(794)	1995
HHI $50-$100k F&b Monthly Consumer	32%	(449)	28%	(387)	11%	(150)	30%	(417)	1404
HHI $100k+ F&b Monthly Consumer	34%	(233)	32%	(218)	11%	(76)	23%	(162)	688
PID: Dem (No Lean) F&b Monthly Consumer	26%	(439)	28%	(481)	12%	(203)	35%	(596)	1720
PID: Ind (No Lean) F&b Monthly Consumer	23%	(262)	23%	(267)	14%	(160)	40%	(462)	1150
PID: Rep (No Lean) F&b Monthly Consumer	34%	(413)	28%	(341)	12%	(148)	26%	(315)	1217
Female Hh Goods Monthly Consumer	34%	(504)	32%	(479)	12%	(179)	22%	(336)	1498
Male Hh Goods Monthly Consumer	22%	(356)	24%	(379)	14%	(219)	40%	(646)	1601
Gen Z Hh Goods Monthly Consumer	32%	(118)	25%	(91)	14%	(53)	28%	(104)	367
Millennial Hh Goods Monthly Consumer	29%	(294)	30%	(308)	14%	(147)	27%	(273)	1022
Gen X Hh Goods Monthly Consumer	27%	(206)	23%	(175)	12%	(90)	37%	(280)	750

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Boomer Hh Goods Monthly Consumer	25%	(230)	30%	(274)	11%	(103)	33%	(303)	911
HHI <$50k Hh Goods Monthly Consumer	21%	(315)	25%	(370)	14%	(214)	39%	(579)	1477
HHI $50-$100k Hh Goods Monthly Consumer	33%	(362)	28%	(311)	12%	(130)	27%	(292)	1095
HHI $100k+ Hh Goods Monthly Consumer	35%	(187)	34%	(181)	11%	(57)	21%	(114)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	26%	(344)	30%	(406)	12%	(159)	32%	(426)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	23%	(196)	23%	(198)	15%	(127)	39%	(339)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	36%	(325)	28%	(257)	12%	(114)	24%	(219)	915
Female Apparel Monthly Consumer	38%	(299)	31%	(242)	12%	(94)	20%	(154)	790
Male Apparel Monthly Consumer	22%	(185)	24%	(205)	15%	(130)	39%	(335)	855
Gen Z Apparel Monthly Consumer	28%	(78)	27%	(76)	16%	(46)	28%	(79)	279
Millennial Apparel Monthly Consumer	30%	(217)	31%	(219)	14%	(97)	25%	(180)	713
Gen X Apparel Monthly Consumer	31%	(121)	20%	(78)	11%	(44)	37%	(141)	385
Boomer Apparel Monthly Consumer	26%	(68)	28%	(74)	14%	(38)	32%	(87)	267
HHI <$50k Apparel Monthly Consumer	22%	(150)	23%	(154)	14%	(97)	41%	(273)	674
HHI $50-$100k Apparel Monthly Consumer	34%	(221)	28%	(182)	14%	(92)	24%	(157)	652
HHI $100k+ Apparel Monthly Consumer	36%	(117)	34%	(113)	11%	(37)	19%	(61)	328
PID: Dem (No Lean) Apparel Monthly Consumer	30%	(240)	30%	(239)	12%	(96)	29%	(231)	806
PID: Ind (No Lean) Apparel Monthly Consumer	22%	(88)	21%	(85)	19%	(76)	39%	(156)	404
PID: Rep (No Lean) Apparel Monthly Consumer	36%	(160)	28%	(125)	12%	(55)	24%	(105)	444
Female Electronics Yearly Consumer	36%	(523)	29%	(426)	13%	(187)	22%	(316)	1452
Male Electronics Yearly Consumer	24%	(283)	25%	(299)	14%	(168)	37%	(442)	1192
Gen Z Electronics Yearly Consumer	33%	(123)	25%	(95)	14%	(54)	27%	(102)	374
Millennial Electronics Yearly Consumer	31%	(314)	30%	(302)	15%	(148)	24%	(243)	1007
Gen X Electronics Yearly Consumer	31%	(192)	25%	(154)	12%	(77)	33%	(204)	627
Boomer Electronics Yearly Consumer	28%	(170)	28%	(170)	12%	(74)	32%	(192)	607
HHI <$50k Electronics Yearly Consumer	24%	(280)	25%	(290)	15%	(179)	36%	(416)	1165
HHI $50-$100k Electronics Yearly Consumer	35%	(348)	28%	(273)	12%	(119)	25%	(248)	987
HHI $100k+ Electronics Yearly Consumer	36%	(184)	32%	(164)	12%	(61)	19%	(96)	505
PID: Dem (No Lean) Electronics Yearly Consumer	30%	(348)	29%	(334)	12%	(138)	29%	(341)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	24%	(177)	25%	(179)	15%	(108)	36%	(262)	725
PID: Rep (No Lean) Electronics Yearly Consumer	37%	(287)	28%	(214)	15%	(113)	20%	(157)	771

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Female Beauty & Care Monthly Consumer	35%	(469)	31%	(412)	13%	(169)	22%	(297)	1346
Male Beauty & Care Monthly Consumer	23%	(329)	24%	(345)	14%	(205)	39%	(565)	1444
Gen Z Beauty & Care Monthly Consumer	31%	(115)	26%	(97)	16%	(61)	27%	(99)	371
Millennial Beauty & Care Monthly Consumer	29%	(284)	30%	(285)	14%	(139)	26%	(255)	962
Gen X Beauty & Care Monthly Consumer	29%	(197)	23%	(156)	12%	(84)	36%	(251)	688
Boomer Beauty & Care Monthly Consumer	26%	(197)	29%	(217)	12%	(90)	33%	(244)	747
HHI <$50k Beauty & Care Monthly Consumer	23%	(303)	24%	(316)	15%	(205)	38%	(501)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	33%	(336)	28%	(282)	12%	(120)	27%	(271)	1010
HHI $100k+ Beauty & Care Monthly Consumer	34%	(162)	34%	(161)	11%	(53)	20%	(94)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	28%	(352)	29%	(357)	12%	(149)	31%	(386)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	22%	(167)	23%	(172)	17%	(125)	38%	(286)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	35%	(283)	28%	(231)	13%	(104)	24%	(194)	812
Female Insurance Yearly Consumer	34%	(538)	30%	(480)	13%	(213)	22%	(346)	1577
Male Insurance Yearly Consumer	22%	(333)	26%	(390)	14%	(206)	39%	(583)	1513
Gen Z Insurance Yearly Consumer	26%	(91)	29%	(99)	18%	(62)	26%	(91)	343
Millennial Insurance Yearly Consumer	31%	(293)	31%	(297)	16%	(148)	22%	(214)	951
Gen X Insurance Yearly Consumer	30%	(203)	25%	(170)	12%	(80)	33%	(224)	677
Boomer Insurance Yearly Consumer	25%	(264)	28%	(289)	11%	(118)	35%	(366)	1038
HHI <$50k Insurance Yearly Consumer	22%	(306)	26%	(352)	16%	(223)	36%	(488)	1369
HHI $50-$100k Insurance Yearly Consumer	32%	(366)	30%	(339)	11%	(132)	27%	(309)	1146
HHI $100k+ Insurance Yearly Consumer	35%	(202)	31%	(182)	11%	(67)	23%	(132)	582
PID: Dem (No Lean) Insurance Yearly Consumer	27%	(347)	31%	(400)	12%	(162)	30%	(389)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	23%	(198)	24%	(207)	16%	(134)	37%	(318)	857
PID: Rep (No Lean) Insurance Yearly Consumer	35%	(329)	28%	(266)	13%	(125)	24%	(223)	943
Female Pharma Monthly Consumer	37%	(508)	29%	(396)	12%	(163)	22%	(308)	1374
Male Pharma Monthly Consumer	23%	(319)	24%	(336)	13%	(178)	40%	(563)	1396
Gen Z Pharma Monthly Consumer	33%	(98)	28%	(83)	13%	(40)	25%	(74)	294
Millennial Pharma Monthly Consumer	32%	(263)	30%	(247)	14%	(118)	24%	(195)	823
Gen X Pharma Monthly Consumer	30%	(212)	22%	(155)	11%	(76)	36%	(254)	696
Boomer Pharma Monthly Consumer	26%	(239)	27%	(241)	11%	(103)	36%	(324)	907
HHI <$50k Pharma Monthly Consumer	25%	(332)	24%	(330)	14%	(183)	37%	(502)	1347

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
HHI $50-$100k Pharma Monthly Consumer	33%	(323)	28%	(271)	12%	(115)	27%	(261)	970
HHI $100k+ Pharma Monthly Consumer	38%	(176)	29%	(135)	10%	(47)	23%	(109)	467
PID: Dem (No Lean) Pharma Monthly Consumer	29%	(344)	30%	(359)	11%	(132)	31%	(372)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	24%	(171)	22%	(158)	15%	(109)	40%	(288)	726
PID: Rep (No Lean) Pharma Monthly Consumer	37%	(316)	26%	(219)	12%	(103)	25%	(212)	850
Female Media Monthly Consumer	37%	(386)	28%	(290)	13%	(138)	22%	(223)	1037
Male Media Monthly Consumer	24%	(211)	27%	(233)	15%	(127)	35%	(306)	878
Gen Z Media Monthly Consumer	30%	(91)	25%	(76)	17%	(50)	28%	(83)	300
Millennial Media Monthly Consumer	30%	(231)	30%	(234)	15%	(117)	25%	(195)	777
Gen X Media Monthly Consumer	35%	(153)	26%	(113)	12%	(53)	27%	(119)	438
Boomer Media Monthly Consumer	30%	(116)	26%	(99)	12%	(45)	33%	(126)	387
HHI <$50k Media Monthly Consumer	27%	(223)	23%	(188)	16%	(131)	34%	(273)	814
HHI $50-$100k Media Monthly Consumer	32%	(238)	30%	(219)	13%	(92)	25%	(187)	735
HHI $100k+ Media Monthly Consumer	37%	(138)	32%	(119)	12%	(45)	19%	(70)	372
PID: Dem (No Lean) Media Monthly Consumer	30%	(271)	31%	(277)	12%	(110)	26%	(236)	894
PID: Ind (No Lean) Media Monthly Consumer	28%	(138)	21%	(106)	16%	(80)	35%	(178)	501
PID: Rep (No Lean) Media Monthly Consumer	36%	(190)	27%	(142)	15%	(78)	22%	(116)	526
Female Ent. Products Monthly Consumer	35%	(278)	32%	(252)	13%	(102)	20%	(157)	789
Male Ent. Products Monthly Consumer	22%	(115)	31%	(161)	16%	(82)	31%	(164)	522
Gen Z Ent. Products Monthly Consumer	30%	(74)	30%	(73)	15%	(38)	25%	(62)	246
Millennial Ent. Products Monthly Consumer	30%	(202)	32%	(216)	14%	(93)	24%	(165)	676
Gen X Ent. Products Monthly Consumer	33%	(83)	28%	(70)	16%	(41)	22%	(55)	249
Boomer Ent. Products Monthly Consumer	25%	(35)	38%	(53)	9%	(13)	28%	(40)	141
HHI <$50k Ent. Products Monthly Consumer	23%	(121)	29%	(153)	17%	(87)	30%	(158)	518
HHI $50-$100k Ent. Products Monthly Consumer	34%	(179)	30%	(154)	13%	(68)	23%	(123)	523
HHI $100k+ Ent. Products Monthly Consumer	35%	(97)	39%	(106)	11%	(31)	15%	(41)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	34%	(216)	35%	(222)	10%	(64)	21%	(133)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	23%	(74)	25%	(80)	18%	(58)	35%	(114)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	30%	(106)	31%	(111)	18%	(63)	21%	(74)	354
Female Travel Yearly Consumer	36%	(470)	30%	(396)	13%	(170)	21%	(279)	1314
Male Travel Yearly Consumer	24%	(249)	27%	(280)	13%	(138)	35%	(360)	1027

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Gen Z Travel Yearly Consumer	31%	(102)	28%	(92)	15%	(50)	26%	(85)	329
Millennial Travel Yearly Consumer	32%	(272)	31%	(268)	15%	(128)	22%	(190)	858
Gen X Travel Yearly Consumer	33%	(158)	27%	(130)	12%	(60)	27%	(131)	479
Boomer Travel Yearly Consumer	28%	(180)	28%	(180)	11%	(71)	34%	(218)	648
HHI <$50k Travel Yearly Consumer	26%	(210)	25%	(200)	17%	(139)	32%	(257)	806
HHI $50-$100k Travel Yearly Consumer	33%	(323)	30%	(287)	12%	(113)	26%	(250)	974
HHI $100k+ Travel Yearly Consumer	33%	(190)	33%	(190)	10%	(58)	23%	(132)	570
PID: Dem (No Lean) Travel Yearly Consumer	29%	(320)	31%	(337)	12%	(128)	28%	(306)	1090
PID: Ind (No Lean) Travel Yearly Consumer	24%	(140)	25%	(145)	16%	(95)	34%	(198)	578
PID: Rep (No Lean) Travel Yearly Consumer	39%	(263)	29%	(197)	13%	(88)	20%	(135)	683
Female Alcohol Weekly Consumer	44%	(221)	28%	(142)	10%	(49)	18%	(91)	503
Male Alcohol Weekly Consumer	27%	(61)	31%	(69)	11%	(26)	30%	(68)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	19%	(9)	26%	(13)	12%	(6)	50
Millennial Alcohol Weekly Consumer	40%	(133)	30%	(100)	9%	(30)	20%	(67)	329
Gen X Alcohol Weekly Consumer	34%	(64)	29%	(54)	9%	(17)	28%	(54)	189
Boomer Alcohol Weekly Consumer	41%	(61)	30%	(45)	10%	(15)	19%	(29)	150
HHI <$50k Alcohol Weekly Consumer	29%	(78)	30%	(80)	12%	(34)	29%	(77)	269
HHI $50-$100k Alcohol Weekly Consumer	47%	(138)	25%	(72)	9%	(25)	19%	(56)	291
HHI $100k+ Alcohol Weekly Consumer	39%	(67)	36%	(60)	10%	(16)	15%	(25)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	38%	(139)	31%	(113)	10%	(36)	22%	(81)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	33%	(52)	27%	(42)	13%	(20)	28%	(45)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	46%	(93)	28%	(56)	9%	(19)	16%	(32)	201
Monthly Beer Drinkers	36%	(557)	31%	(474)	13%	(200)	21%	(318)	1549
Don't Drink Beer	24%	(119)	24%	(121)	12%	(61)	41%	(205)	507
Monthly Wine Drinkers	33%	(462)	31%	(433)	13%	(180)	24%	(343)	1418
Don't Drink Wine	35%	(169)	24%	(117)	13%	(63)	29%	(141)	490
Monthly Hard Seltzer Drinker	39%	(319)	33%	(271)	12%	(100)	16%	(128)	818
Don't Drink Hard Seltzer	28%	(347)	27%	(334)	12%	(150)	32%	(396)	1227
Monthly Spirits Drinker	34%	(469)	32%	(442)	12%	(171)	22%	(307)	1390
Don't Drink Spirits	28%	(143)	23%	(117)	15%	(76)	35%	(179)	514

Continued on next page

Table MCBR11_2: *How much have you seen, read or heard about the following?*
Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(1160)	26%	(1150)	13%	(560)	35%	(1531)	4401
Monthly Canned Cocktail Drinker	37%	(277)	33%	(243)	12%	(89)	18%	(134)	743
Don't Drink Canned Cocktails	28%	(356)	28%	(360)	13%	(166)	31%	(388)	1270
Weekly Beer Drinker	40%	(408)	30%	(310)	11%	(115)	19%	(195)	1028
Weekly Wine Drinker	37%	(295)	30%	(238)	11%	(91)	21%	(167)	791
Weekly Hard Seltzer Drinker	41%	(173)	37%	(154)	8%	(35)	14%	(59)	421
Weekly Spirits Drinker	38%	(270)	30%	(216)	10%	(71)	22%	(156)	714
Weekly Canned Cocktail Drinker	40%	(146)	35%	(129)	8%	(29)	17%	(63)	368
Don't Drink Alcohol	20%	(346)	23%	(398)	12%	(209)	45%	(777)	1731
Purchased Car in Past 2 Years	32%	(289)	29%	(261)	12%	(111)	28%	(252)	914
Aware of Bud Light Events	43%	(1160)	43%	(1150)	9%	(234)	5%	(148)	2692

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

Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Gender: Male	34%	(716)	25%	(542)	13%	(278)	28%	(590)	2127
Gender: Female	21%	(473)	23%	(528)	12%	(259)	44%	(988)	2247
Age: 18-34	31%	(388)	23%	(296)	14%	(174)	32%	(404)	1262
Age: 35-44	28%	(207)	28%	(206)	13%	(97)	31%	(234)	743
Age: 45-64	26%	(368)	24%	(341)	11%	(156)	39%	(558)	1422
Age: 65+	24%	(234)	24%	(232)	12%	(115)	40%	(393)	974
GenZers: 1997-2012	30%	(159)	22%	(116)	17%	(88)	31%	(166)	529
Millennials: 1981-1996	30%	(397)	26%	(343)	13%	(169)	32%	(432)	1341
GenXers: 1965-1980	27%	(279)	21%	(215)	11%	(108)	41%	(414)	1017
Baby Boomers: 1946-1964	24%	(337)	27%	(382)	12%	(166)	37%	(529)	1414
PID: Dem (no lean)	26%	(482)	26%	(474)	12%	(215)	36%	(666)	1836
PID: Ind (no lean)	22%	(282)	22%	(282)	13%	(167)	43%	(552)	1284
PID: Rep (no lean)	34%	(433)	25%	(319)	12%	(159)	29%	(369)	1280
PID/Gender: Dem Men	33%	(300)	28%	(250)	12%	(113)	27%	(244)	907
PID/Gender: Dem Women	19%	(179)	24%	(222)	11%	(101)	46%	(422)	924
PID/Gender: Ind Men	29%	(160)	24%	(133)	13%	(72)	35%	(197)	562
PID/Gender: Ind Women	17%	(116)	21%	(146)	13%	(94)	49%	(347)	703
PID/Gender: Rep Men	39%	(256)	24%	(159)	14%	(93)	23%	(148)	656
PID/Gender: Rep Women	29%	(178)	26%	(160)	10%	(64)	35%	(219)	620
Ideo: Liberal (1-3)	30%	(420)	27%	(370)	11%	(155)	32%	(437)	1382
Ideo: Moderate (4)	19%	(238)	24%	(311)	15%	(186)	42%	(542)	1276
Ideo: Conservative (5-7)	37%	(490)	24%	(327)	10%	(136)	29%	(383)	1336
Educ: < College	26%	(758)	23%	(650)	13%	(360)	38%	(1107)	2875
Educ: Bachelors degree	29%	(279)	28%	(267)	11%	(103)	33%	(319)	968
Educ: Post-grad	29%	(159)	28%	(158)	14%	(78)	29%	(161)	556
Income: Under 50k	22%	(483)	22%	(478)	14%	(308)	42%	(905)	2174
Income: 50k-100k	32%	(476)	25%	(379)	10%	(145)	33%	(490)	1489
Income: 100k+	32%	(238)	30%	(217)	12%	(89)	26%	(192)	736
Ethnicity: White	30%	(1014)	26%	(866)	11%	(385)	33%	(1130)	3395
Ethnicity: Hispanic	32%	(240)	26%	(194)	13%	(101)	29%	(223)	758
Ethnicity: Black	16%	(92)	18%	(104)	15%	(87)	50%	(282)	566

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Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Ethnicity: Other	21%	(91)	24%	(105)	16%	(69)	40%	(174)	439
All Christian	30%	(590)	24%	(473)	11%	(223)	34%	(664)	1949
All Non-Christian	33%	(129)	26%	(101)	15%	(57)	27%	(108)	395
Atheist	28%	(52)	37%	(70)	14%	(26)	22%	(42)	190
Agnostic/Nothing in particular	25%	(281)	24%	(275)	12%	(141)	38%	(434)	1131
Something Else	20%	(144)	21%	(156)	13%	(94)	46%	(340)	735
Religious Non-Protestant/Catholic	35%	(158)	24%	(106)	14%	(63)	27%	(120)	447
Evangelical	27%	(315)	23%	(271)	12%	(139)	37%	(431)	1155
Non-Evangelical	27%	(400)	24%	(354)	11%	(163)	38%	(557)	1475
Community: Urban	28%	(397)	25%	(358)	12%	(176)	35%	(508)	1439
Community: Suburban	28%	(533)	23%	(438)	12%	(237)	38%	(728)	1936
Community: Rural	26%	(266)	27%	(278)	13%	(128)	34%	(352)	1025
Employ: Private Sector	30%	(419)	28%	(386)	12%	(165)	31%	(427)	1397
Employ: Government	40%	(119)	26%	(76)	12%	(35)	22%	(64)	294
Employ: Self-Employed	34%	(148)	22%	(96)	14%	(61)	30%	(133)	438
Employ: Homemaker	22%	(53)	24%	(58)	15%	(36)	39%	(94)	241
Employ: Student	29%	(51)	18%	(31)	16%	(27)	38%	(66)	176
Employ: Retired	23%	(263)	24%	(269)	11%	(129)	41%	(465)	1127
Employ: Unemployed	22%	(103)	19%	(90)	12%	(58)	47%	(220)	471
Employ: Other	16%	(41)	27%	(68)	11%	(29)	46%	(117)	256
Military HH: Yes	28%	(176)	28%	(178)	10%	(67)	34%	(213)	634
Military HH: No	27%	(1021)	24%	(896)	13%	(475)	37%	(1375)	3766
2022 House Vote: Democrat	27%	(485)	28%	(507)	11%	(202)	35%	(633)	1827
2022 House Vote: Republican	38%	(481)	24%	(304)	12%	(150)	26%	(335)	1270
2022 House Vote: Someone else	16%	(16)	36%	(37)	7%	(7)	41%	(42)	101
2022 House Vote: Didnt Vote	18%	(215)	19%	(227)	15%	(182)	48%	(578)	1202
2020 Vote: Joe Biden	26%	(508)	28%	(536)	11%	(209)	35%	(672)	1925
2020 Vote: Donald Trump	36%	(484)	23%	(306)	11%	(154)	30%	(407)	1351
2020 Vote: Other	21%	(26)	30%	(37)	11%	(13)	37%	(45)	121
2020 Vote: Didn't Vote	18%	(179)	20%	(196)	16%	(165)	46%	(462)	1001

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Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
2018 House Vote: Democrat	26%	(421)	27%	(446)	12%	(198)	35%	(562)	1627
2018 House Vote: Republican	37%	(435)	24%	(285)	12%	(143)	27%	(325)	1188
2018 House Vote: Someone else	25%	(25)	28%	(28)	6%	(6)	41%	(42)	102
2018 House Vote: Didnt Vote	21%	(316)	21%	(316)	13%	(194)	44%	(659)	1484
4-Region: Northeast	30%	(228)	23%	(175)	13%	(104)	34%	(264)	771
4-Region: Midwest	26%	(240)	26%	(236)	12%	(108)	36%	(326)	909
4-Region: South	28%	(468)	24%	(403)	12%	(202)	36%	(606)	1679
4-Region: West	25%	(261)	25%	(262)	12%	(128)	38%	(391)	1042
2304079	28%	(612)	25%	(542)	13%	(278)	35%	(766)	2199
2304086	27%	(585)	24%	(533)	12%	(263)	37%	(822)	2202
Ethnicity: White (Non-Hispanic)	29%	(799)	25%	(690)	11%	(303)	34%	(933)	2725
Ethnicity: Hispanic	32%	(240)	26%	(194)	13%	(101)	29%	(223)	758
Ethnicity: Black (Non-Hispanic)	15%	(79)	19%	(100)	14%	(75)	52%	(277)	531
Ethnicity: Asian + Other (Non-Hispanic)	20%	(79)	23%	(91)	16%	(63)	40%	(154)	386
Female F&b Monthly Consumer	35%	(688)	26%	(515)	13%	(258)	26%	(522)	1984
Male F&b Monthly Consumer	22%	(460)	24%	(495)	11%	(222)	43%	(903)	2079
Gen Z F&b Monthly Consumer	33%	(153)	23%	(107)	14%	(64)	31%	(146)	469
Millennial F&b Monthly Consumer	31%	(377)	26%	(322)	12%	(150)	30%	(370)	1219
Gen X F&b Monthly Consumer	29%	(273)	22%	(207)	11%	(100)	39%	(371)	950
Boomer F&b Monthly Consumer	24%	(330)	26%	(360)	12%	(161)	37%	(507)	1358
HHI <$50k F&b Monthly Consumer	23%	(468)	23%	(457)	13%	(268)	40%	(802)	1995
HHI $50-$100k F&b Monthly Consumer	33%	(456)	25%	(356)	9%	(129)	33%	(462)	1404
HHI $100k+ F&b Monthly Consumer	34%	(231)	29%	(202)	12%	(86)	25%	(169)	688
PID: Dem (No Lean) F&b Monthly Consumer	27%	(464)	26%	(443)	12%	(202)	36%	(612)	1720
PID: Ind (No Lean) F&b Monthly Consumer	24%	(274)	23%	(265)	12%	(136)	41%	(475)	1150
PID: Rep (No Lean) F&b Monthly Consumer	34%	(418)	25%	(307)	12%	(146)	28%	(346)	1217
Female Hh Goods Monthly Consumer	36%	(544)	27%	(408)	12%	(184)	24%	(361)	1498
Male Hh Goods Monthly Consumer	23%	(372)	23%	(376)	12%	(185)	42%	(668)	1601
Gen Z Hh Goods Monthly Consumer	34%	(126)	24%	(89)	14%	(51)	27%	(100)	367
Millennial Hh Goods Monthly Consumer	31%	(317)	28%	(283)	12%	(125)	29%	(297)	1022
Gen X Hh Goods Monthly Consumer	29%	(219)	21%	(159)	11%	(82)	39%	(290)	750

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Table MCBR11_3: *How much have you seen, read or heard about the following? Social media backlash against Bud Light's LGBTQ-inspired cans*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Boomer Hh Goods Monthly Consumer	27%	(242)	27%	(244)	12%	(110)	35%	(315)	911
HHI <$50k Hh Goods Monthly Consumer	24%	(351)	23%	(345)	13%	(195)	40%	(586)	1477
HHI $50-$100k Hh Goods Monthly Consumer	34%	(377)	26%	(281)	10%	(113)	30%	(324)	1095
HHI $100k+ Hh Goods Monthly Consumer	35%	(191)	30%	(161)	12%	(65)	23%	(122)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	28%	(378)	26%	(354)	12%	(164)	33%	(439)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	24%	(207)	23%	(198)	12%	(101)	41%	(354)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	37%	(334)	26%	(236)	12%	(106)	26%	(239)	915
Female Apparel Monthly Consumer	42%	(328)	26%	(201)	12%	(92)	21%	(168)	790
Male Apparel Monthly Consumer	24%	(204)	24%	(207)	13%	(109)	39%	(335)	855
Gen Z Apparel Monthly Consumer	32%	(91)	26%	(74)	12%	(33)	29%	(81)	279
Millennial Apparel Monthly Consumer	34%	(239)	28%	(202)	12%	(87)	26%	(185)	713
Gen X Apparel Monthly Consumer	34%	(132)	17%	(67)	11%	(42)	37%	(144)	385
Boomer Apparel Monthly Consumer	27%	(73)	24%	(65)	15%	(39)	34%	(90)	267
HHI <$50k Apparel Monthly Consumer	26%	(173)	21%	(138)	14%	(95)	40%	(268)	674
HHI $50-$100k Apparel Monthly Consumer	36%	(236)	26%	(172)	10%	(66)	27%	(178)	652
HHI $100k+ Apparel Monthly Consumer	39%	(128)	30%	(99)	13%	(42)	18%	(59)	328
PID: Dem (No Lean) Apparel Monthly Consumer	33%	(263)	26%	(214)	12%	(99)	29%	(230)	806
PID: Ind (No Lean) Apparel Monthly Consumer	24%	(97)	21%	(86)	15%	(60)	40%	(161)	404
PID: Rep (No Lean) Apparel Monthly Consumer	40%	(177)	25%	(110)	10%	(44)	26%	(114)	444
Female Electronics Yearly Consumer	37%	(536)	26%	(372)	14%	(209)	23%	(335)	1452
Male Electronics Yearly Consumer	23%	(280)	26%	(305)	13%	(160)	38%	(448)	1192
Gen Z Electronics Yearly Consumer	32%	(120)	25%	(93)	17%	(63)	26%	(98)	374
Millennial Electronics Yearly Consumer	32%	(321)	28%	(284)	14%	(145)	26%	(257)	1007
Gen X Electronics Yearly Consumer	31%	(193)	24%	(148)	11%	(71)	34%	(215)	627
Boomer Electronics Yearly Consumer	29%	(176)	24%	(146)	15%	(89)	32%	(196)	607
HHI <$50k Electronics Yearly Consumer	25%	(294)	23%	(265)	17%	(198)	35%	(408)	1165
HHI $50-$100k Electronics Yearly Consumer	35%	(347)	26%	(257)	11%	(106)	28%	(277)	987
HHI $100k+ Electronics Yearly Consumer	36%	(181)	31%	(157)	13%	(67)	20%	(99)	505
PID: Dem (No Lean) Electronics Yearly Consumer	30%	(350)	27%	(318)	13%	(152)	29%	(341)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	24%	(176)	25%	(181)	14%	(102)	37%	(266)	725
PID: Rep (No Lean) Electronics Yearly Consumer	38%	(296)	23%	(181)	15%	(117)	23%	(177)	771

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Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Female Beauty & Care Monthly Consumer	38%	(511)	26%	(353)	13%	(170)	23%	(312)	1346
Male Beauty & Care Monthly Consumer	23%	(336)	25%	(358)	11%	(160)	41%	(590)	1444
Gen Z Beauty & Care Monthly Consumer	34%	(125)	24%	(88)	14%	(53)	28%	(105)	371
Millennial Beauty & Care Monthly Consumer	32%	(307)	28%	(272)	11%	(108)	29%	(275)	962
Gen X Beauty & Care Monthly Consumer	30%	(203)	22%	(150)	11%	(75)	38%	(259)	688
Boomer Beauty & Care Monthly Consumer	28%	(207)	26%	(196)	13%	(95)	33%	(249)	747
HHI <$50k Beauty & Care Monthly Consumer	25%	(337)	22%	(296)	14%	(184)	38%	(507)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	35%	(351)	26%	(264)	9%	(92)	30%	(302)	1010
HHI $100k+ Beauty & Care Monthly Consumer	35%	(165)	32%	(152)	12%	(57)	21%	(97)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	31%	(381)	26%	(327)	13%	(156)	31%	(380)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	24%	(176)	24%	(177)	11%	(85)	41%	(310)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	36%	(296)	26%	(209)	11%	(92)	26%	(215)	812
Female Insurance Yearly Consumer	36%	(570)	26%	(403)	14%	(219)	24%	(384)	1577
Male Insurance Yearly Consumer	24%	(357)	26%	(386)	12%	(176)	39%	(594)	1513
Gen Z Insurance Yearly Consumer	31%	(107)	23%	(77)	20%	(67)	27%	(91)	343
Millennial Insurance Yearly Consumer	34%	(322)	28%	(263)	14%	(129)	25%	(237)	951
Gen X Insurance Yearly Consumer	31%	(209)	23%	(157)	11%	(73)	35%	(238)	677
Boomer Insurance Yearly Consumer	26%	(269)	27%	(276)	11%	(119)	36%	(373)	1038
HHI <$50k Insurance Yearly Consumer	26%	(351)	24%	(325)	16%	(213)	35%	(480)	1369
HHI $50-$100k Insurance Yearly Consumer	33%	(378)	26%	(302)	10%	(112)	31%	(354)	1146
HHI $100k+ Insurance Yearly Consumer	34%	(201)	28%	(165)	13%	(73)	25%	(143)	582
PID: Dem (No Lean) Insurance Yearly Consumer	29%	(381)	28%	(362)	12%	(156)	31%	(397)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	24%	(210)	23%	(201)	14%	(117)	38%	(330)	857
PID: Rep (No Lean) Insurance Yearly Consumer	36%	(339)	24%	(229)	13%	(124)	27%	(251)	943
Female Pharma Monthly Consumer	39%	(535)	24%	(330)	13%	(175)	24%	(334)	1374
Male Pharma Monthly Consumer	24%	(330)	24%	(342)	11%	(152)	41%	(572)	1396
Gen Z Pharma Monthly Consumer	39%	(115)	22%	(64)	12%	(35)	27%	(80)	294
Millennial Pharma Monthly Consumer	34%	(282)	28%	(233)	12%	(98)	25%	(210)	823
Gen X Pharma Monthly Consumer	31%	(213)	20%	(141)	11%	(79)	38%	(264)	696
Boomer Pharma Monthly Consumer	27%	(242)	25%	(226)	12%	(111)	36%	(327)	907
HHI <$50k Pharma Monthly Consumer	27%	(369)	23%	(306)	13%	(171)	37%	(500)	1347

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Table MCBR11_3: *How much have you seen, read or heard about the following? Social media backlash against Bud Light's LGBTQ-inspired cans*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
HHI $50-$100k Pharma Monthly Consumer	34%	(329)	25%	(242)	11%	(103)	30%	(295)	970
HHI $100k+ Pharma Monthly Consumer	37%	(173)	27%	(126)	12%	(56)	24%	(112)	467
PID: Dem (No Lean) Pharma Monthly Consumer	32%	(382)	26%	(311)	11%	(139)	31%	(375)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	24%	(176)	23%	(165)	13%	(91)	40%	(294)	726
PID: Rep (No Lean) Pharma Monthly Consumer	37%	(313)	23%	(199)	12%	(101)	28%	(238)	850
Female Media Monthly Consumer	40%	(411)	24%	(245)	13%	(137)	24%	(244)	1037
Male Media Monthly Consumer	25%	(221)	27%	(233)	12%	(106)	36%	(318)	878
Gen Z Media Monthly Consumer	32%	(96)	24%	(73)	11%	(34)	32%	(98)	300
Millennial Media Monthly Consumer	34%	(264)	26%	(205)	14%	(107)	26%	(202)	777
Gen X Media Monthly Consumer	37%	(160)	24%	(104)	11%	(46)	29%	(127)	438
Boomer Media Monthly Consumer	28%	(107)	25%	(96)	15%	(57)	33%	(127)	387
HHI <$50k Media Monthly Consumer	28%	(232)	22%	(183)	16%	(126)	34%	(274)	814
HHI $50-$100k Media Monthly Consumer	35%	(260)	26%	(193)	10%	(71)	29%	(211)	735
HHI $100k+ Media Monthly Consumer	39%	(143)	28%	(104)	13%	(48)	21%	(77)	372
PID: Dem (No Lean) Media Monthly Consumer	33%	(291)	28%	(250)	12%	(108)	28%	(246)	894
PID: Ind (No Lean) Media Monthly Consumer	29%	(144)	20%	(101)	14%	(72)	37%	(185)	501
PID: Rep (No Lean) Media Monthly Consumer	38%	(200)	25%	(130)	12%	(66)	25%	(131)	526
Female Ent. Products Monthly Consumer	39%	(307)	26%	(207)	14%	(110)	21%	(164)	789
Male Ent. Products Monthly Consumer	25%	(133)	30%	(158)	12%	(62)	33%	(170)	522
Gen Z Ent. Products Monthly Consumer	33%	(82)	28%	(68)	14%	(35)	25%	(61)	246
Millennial Ent. Products Monthly Consumer	34%	(231)	29%	(194)	12%	(78)	26%	(173)	676
Gen X Ent. Products Monthly Consumer	38%	(94)	22%	(55)	16%	(41)	24%	(59)	249
Boomer Ent. Products Monthly Consumer	24%	(33)	33%	(47)	14%	(20)	29%	(41)	141
HHI <$50k Ent. Products Monthly Consumer	27%	(139)	27%	(140)	16%	(85)	30%	(154)	518
HHI $50-$100k Ent. Products Monthly Consumer	37%	(192)	27%	(139)	11%	(57)	26%	(136)	523
HHI $100k+ Ent. Products Monthly Consumer	41%	(112)	31%	(86)	12%	(32)	16%	(44)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	38%	(238)	30%	(190)	13%	(80)	20%	(126)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	25%	(83)	22%	(72)	13%	(42)	40%	(130)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	35%	(122)	29%	(103)	15%	(52)	22%	(77)	354
Female Travel Yearly Consumer	37%	(485)	26%	(335)	14%	(185)	23%	(308)	1314
Male Travel Yearly Consumer	25%	(256)	27%	(282)	11%	(118)	36%	(371)	1027

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Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Gen Z Travel Yearly Consumer	34%	(111)	23%	(77)	15%	(49)	28%	(92)	329
Millennial Travel Yearly Consumer	34%	(293)	29%	(251)	13%	(110)	24%	(204)	858
Gen X Travel Yearly Consumer	34%	(164)	23%	(112)	12%	(57)	30%	(145)	479
Boomer Travel Yearly Consumer	26%	(170)	26%	(170)	13%	(85)	34%	(223)	648
HHI <$50k Travel Yearly Consumer	29%	(230)	22%	(178)	17%	(137)	33%	(262)	806
HHI $50-$100k Travel Yearly Consumer	33%	(326)	27%	(267)	10%	(102)	29%	(279)	974
HHI $100k+ Travel Yearly Consumer	33%	(191)	31%	(174)	12%	(67)	24%	(138)	570
PID: Dem (No Lean) Travel Yearly Consumer	31%	(338)	29%	(315)	11%	(125)	29%	(312)	1090
PID: Ind (No Lean) Travel Yearly Consumer	25%	(143)	24%	(139)	15%	(85)	36%	(210)	578
PID: Rep (No Lean) Travel Yearly Consumer	39%	(265)	24%	(165)	14%	(96)	23%	(157)	683
Female Alcohol Weekly Consumer	45%	(226)	26%	(129)	9%	(44)	21%	(105)	503
Male Alcohol Weekly Consumer	27%	(60)	28%	(62)	12%	(27)	34%	(75)	224
Gen Z Alcohol Weekly Consumer	44%	(22)	24%	(12)	5%	(3)	27%	(13)	50
Millennial Alcohol Weekly Consumer	43%	(141)	26%	(84)	9%	(30)	22%	(73)	329
Gen X Alcohol Weekly Consumer	32%	(60)	24%	(45)	13%	(25)	31%	(59)	189
Boomer Alcohol Weekly Consumer	39%	(59)	31%	(46)	9%	(13)	21%	(32)	150
HHI <$50k Alcohol Weekly Consumer	30%	(82)	27%	(72)	12%	(32)	31%	(82)	269
HHI $50-$100k Alcohol Weekly Consumer	47%	(138)	22%	(63)	7%	(20)	24%	(71)	291
HHI $100k+ Alcohol Weekly Consumer	39%	(66)	33%	(56)	11%	(19)	16%	(27)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	38%	(142)	28%	(104)	10%	(36)	23%	(87)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	31%	(49)	26%	(41)	11%	(18)	32%	(51)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	47%	(94)	23%	(47)	8%	(17)	21%	(42)	201
Monthly Beer Drinkers	37%	(569)	27%	(419)	12%	(191)	24%	(369)	1549
Don't Drink Beer	21%	(109)	26%	(132)	11%	(57)	41%	(209)	507
Monthly Wine Drinkers	33%	(473)	28%	(392)	13%	(177)	27%	(376)	1418
Don't Drink Wine	33%	(162)	24%	(116)	13%	(65)	30%	(148)	490
Monthly Hard Seltzer Drinker	41%	(333)	28%	(231)	12%	(102)	19%	(153)	818
Don't Drink Hard Seltzer	28%	(341)	26%	(319)	11%	(138)	35%	(428)	1227
Monthly Spirits Drinker	35%	(493)	28%	(395)	13%	(174)	24%	(328)	1390
Don't Drink Spirits	27%	(139)	23%	(118)	12%	(60)	38%	(198)	514

Continued on next page

Table MCBR11_3: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light's LGBTQ-inspired cans

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	27%	(1197)	24%	(1075)	12%	(541)	36%	(1588)	4401
Monthly Canned Cocktail Drinker	40%	(294)	26%	(195)	14%	(105)	20%	(149)	743
Don't Drink Canned Cocktails	28%	(354)	27%	(339)	11%	(145)	34%	(431)	1270
Weekly Beer Drinker	39%	(406)	26%	(269)	12%	(124)	22%	(229)	1028
Weekly Wine Drinker	37%	(292)	25%	(200)	13%	(101)	25%	(198)	791
Weekly Hard Seltzer Drinker	44%	(186)	28%	(117)	11%	(46)	17%	(72)	421
Weekly Spirits Drinker	39%	(279)	27%	(191)	10%	(72)	24%	(171)	714
Weekly Canned Cocktail Drinker	43%	(159)	27%	(100)	12%	(43)	18%	(67)	368
Don't Drink Alcohol	22%	(374)	22%	(382)	12%	(203)	45%	(772)	1731
Purchased Car in Past 2 Years	34%	(315)	25%	(225)	12%	(108)	29%	(266)	914
Aware of Bud Light Events	44%	(1197)	40%	(1075)	9%	(239)	7%	(181)	2692

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

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Gender: Male	35%	(747)	25%	(540)	12%	(253)	28%	(586)	2127
Gender: Female	21%	(475)	23%	(519)	12%	(262)	44%	(991)	2247
Age: 18-34	31%	(388)	22%	(278)	14%	(175)	33%	(422)	1262
Age: 35-44	30%	(221)	28%	(205)	12%	(93)	30%	(225)	743
Age: 45-64	26%	(372)	25%	(351)	10%	(143)	39%	(556)	1422
Age: 65+	25%	(248)	24%	(231)	11%	(110)	40%	(385)	974
GenZers: 1997-2012	30%	(160)	22%	(117)	15%	(79)	33%	(172)	529
Millennials: 1981-1996	31%	(410)	24%	(324)	13%	(172)	33%	(436)	1341
GenXers: 1965-1980	27%	(279)	21%	(216)	10%	(105)	41%	(417)	1017
Baby Boomers: 1946-1964	25%	(354)	27%	(387)	11%	(154)	37%	(519)	1414
PID: Dem (no lean)	26%	(484)	26%	(472)	12%	(215)	36%	(665)	1836
PID: Ind (no lean)	23%	(295)	21%	(273)	13%	(164)	43%	(551)	1284
PID: Rep (no lean)	35%	(450)	25%	(319)	11%	(141)	29%	(370)	1280
PID/Gender: Dem Men	34%	(306)	28%	(249)	12%	(108)	27%	(244)	907
PID/Gender: Dem Women	19%	(176)	24%	(221)	11%	(106)	46%	(421)	924
PID/Gender: Ind Men	31%	(173)	22%	(124)	13%	(71)	34%	(193)	562
PID/Gender: Ind Women	17%	(117)	21%	(146)	13%	(90)	50%	(349)	703
PID/Gender: Rep Men	41%	(268)	25%	(167)	11%	(74)	22%	(147)	656
PID/Gender: Rep Women	29%	(181)	25%	(152)	11%	(66)	36%	(221)	620
Ideo: Liberal (1-3)	30%	(417)	27%	(371)	11%	(155)	32%	(439)	1382
Ideo: Moderate (4)	19%	(247)	24%	(310)	14%	(176)	43%	(543)	1276
Ideo: Conservative (5-7)	38%	(514)	24%	(325)	9%	(120)	28%	(377)	1336
Educ: < College	26%	(750)	22%	(642)	13%	(362)	39%	(1121)	2875
Educ: Bachelors degree	31%	(298)	27%	(261)	10%	(100)	32%	(309)	968
Educ: Post-grad	32%	(181)	29%	(161)	11%	(58)	28%	(156)	556
Income: Under 50k	22%	(488)	22%	(475)	14%	(294)	42%	(917)	2174
Income: 50k-100k	33%	(488)	26%	(380)	10%	(143)	32%	(477)	1489
Income: 100k+	34%	(252)	28%	(209)	11%	(83)	26%	(192)	736
Ethnicity: White	31%	(1050)	25%	(864)	11%	(365)	33%	(1115)	3395
Ethnicity: Hispanic	31%	(233)	28%	(212)	11%	(87)	30%	(226)	758
Ethnicity: Black	15%	(83)	20%	(112)	14%	(78)	52%	(293)	566

Continued on next page

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Ethnicity: Other	22%	(96)	20%	(88)	18%	(77)	40%	(177)	439
All Christian	30%	(594)	24%	(477)	11%	(223)	34%	(655)	1949
All Non-Christian	37%	(146)	23%	(89)	13%	(50)	28%	(110)	395
Atheist	33%	(63)	31%	(59)	13%	(24)	23%	(43)	190
Agnostic/Nothing in particular	26%	(292)	24%	(269)	12%	(138)	38%	(432)	1131
Something Else	18%	(134)	23%	(169)	12%	(85)	47%	(347)	735
Religious Non-Protestant/Catholic	39%	(175)	21%	(95)	12%	(53)	28%	(124)	447
Evangelical	27%	(306)	24%	(282)	11%	(125)	38%	(441)	1155
Non-Evangelical	27%	(396)	24%	(360)	12%	(174)	37%	(545)	1475
Community: Urban	27%	(394)	26%	(369)	12%	(175)	35%	(502)	1439
Community: Suburban	29%	(564)	22%	(421)	12%	(224)	38%	(727)	1936
Community: Rural	26%	(271)	27%	(274)	12%	(121)	35%	(359)	1025
Employ: Private Sector	32%	(447)	26%	(363)	12%	(165)	30%	(422)	1397
Employ: Government	41%	(121)	24%	(72)	10%	(30)	24%	(71)	294
Employ: Self-Employed	31%	(135)	24%	(106)	13%	(55)	32%	(141)	438
Employ: Homemaker	23%	(55)	24%	(59)	15%	(37)	38%	(91)	241
Employ: Student	32%	(57)	12%	(21)	18%	(32)	37%	(65)	176
Employ: Retired	24%	(271)	24%	(272)	11%	(124)	41%	(460)	1127
Employ: Unemployed	22%	(101)	24%	(112)	9%	(45)	45%	(213)	471
Employ: Other	16%	(42)	23%	(59)	13%	(33)	48%	(122)	256
Military HH: Yes	30%	(193)	25%	(157)	11%	(73)	33%	(212)	634
Military HH: No	28%	(1036)	24%	(907)	12%	(448)	37%	(1375)	3766
2022 House Vote: Democrat	26%	(477)	28%	(504)	12%	(217)	34%	(629)	1827
2022 House Vote: Republican	41%	(517)	23%	(291)	10%	(131)	26%	(332)	1270
2022 House Vote: Someone else	16%	(16)	35%	(36)	10%	(10)	39%	(39)	101
2022 House Vote: Didnt Vote	18%	(219)	19%	(234)	14%	(162)	49%	(587)	1202
2020 Vote: Joe Biden	27%	(515)	27%	(522)	11%	(213)	35%	(676)	1925
2020 Vote: Donald Trump	38%	(508)	22%	(296)	11%	(154)	29%	(394)	1351
2020 Vote: Other	26%	(32)	23%	(28)	12%	(14)	39%	(48)	121
2020 Vote: Didn't Vote	17%	(175)	22%	(218)	14%	(139)	47%	(469)	1001

Continued on next page

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
2018 House Vote: Democrat	26%	(420)	28%	(448)	12%	(190)	35%	(568)	1627
2018 House Vote: Republican	39%	(458)	24%	(285)	11%	(129)	27%	(316)	1188
2018 House Vote: Someone else	26%	(26)	27%	(28)	8%	(8)	39%	(40)	102
2018 House Vote: Didnt Vote	22%	(325)	20%	(303)	13%	(193)	45%	(663)	1484
4-Region: Northeast	30%	(232)	23%	(175)	12%	(91)	35%	(273)	771
4-Region: Midwest	27%	(246)	25%	(231)	12%	(109)	36%	(323)	909
4-Region: South	29%	(488)	23%	(388)	12%	(204)	36%	(598)	1679
4-Region: West	25%	(263)	26%	(269)	11%	(117)	38%	(393)	1042
2304079	29%	(633)	24%	(527)	12%	(270)	35%	(768)	2199
2304086	27%	(596)	24%	(537)	11%	(250)	37%	(819)	2202
Ethnicity: White (Non-Hispanic)	31%	(837)	25%	(676)	11%	(294)	34%	(918)	2725
Ethnicity: Hispanic	31%	(233)	28%	(212)	11%	(87)	30%	(226)	758
Ethnicity: Black (Non-Hispanic)	14%	(75)	19%	(99)	13%	(69)	54%	(288)	531
Ethnicity: Asian + Other (Non-Hispanic)	22%	(84)	20%	(78)	18%	(70)	40%	(154)	386
Female F&b Monthly Consumer	36%	(715)	26%	(513)	12%	(235)	26%	(521)	1984
Male F&b Monthly Consumer	22%	(464)	23%	(477)	11%	(236)	43%	(902)	2079
Gen Z F&b Monthly Consumer	33%	(154)	21%	(100)	14%	(64)	32%	(150)	469
Millennial F&b Monthly Consumer	32%	(387)	25%	(300)	13%	(155)	31%	(376)	1219
Gen X F&b Monthly Consumer	29%	(273)	22%	(209)	10%	(96)	39%	(372)	950
Boomer F&b Monthly Consumer	26%	(347)	27%	(364)	11%	(150)	37%	(496)	1358
HHI <$50k F&b Monthly Consumer	24%	(473)	22%	(444)	13%	(266)	41%	(811)	1995
HHI $50-$100k F&b Monthly Consumer	33%	(469)	25%	(353)	9%	(130)	32%	(451)	1404
HHI $100k+ F&b Monthly Consumer	35%	(242)	29%	(197)	11%	(79)	25%	(170)	688
PID: Dem (No Lean) F&b Monthly Consumer	27%	(466)	26%	(441)	12%	(198)	36%	(615)	1720
PID: Ind (No Lean) F&b Monthly Consumer	25%	(285)	22%	(248)	13%	(146)	41%	(471)	1150
PID: Rep (No Lean) F&b Monthly Consumer	36%	(434)	25%	(305)	11%	(132)	28%	(346)	1217
Female Hh Goods Monthly Consumer	37%	(560)	26%	(394)	11%	(171)	25%	(373)	1498
Male Hh Goods Monthly Consumer	23%	(369)	23%	(376)	12%	(192)	41%	(664)	1601
Gen Z Hh Goods Monthly Consumer	35%	(127)	22%	(80)	14%	(53)	29%	(107)	367
Millennial Hh Goods Monthly Consumer	33%	(334)	25%	(255)	13%	(134)	29%	(299)	1022
Gen X Hh Goods Monthly Consumer	28%	(212)	22%	(166)	10%	(72)	40%	(300)	750

Continued on next page

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Boomer Hh Goods Monthly Consumer	27%	(246)	28%	(256)	11%	(101)	34%	(307)	911
HHI <$50k Hh Goods Monthly Consumer	24%	(349)	23%	(334)	13%	(199)	40%	(595)	1477
HHI $50-$100k Hh Goods Monthly Consumer	36%	(390)	25%	(275)	10%	(108)	29%	(322)	1095
HHI $100k+ Hh Goods Monthly Consumer	36%	(194)	30%	(163)	11%	(60)	23%	(122)	539
PID: Dem (No Lean) Hh Goods Monthly Consumer	28%	(374)	27%	(362)	12%	(160)	33%	(440)	1336
PID: Ind (No Lean) Hh Goods Monthly Consumer	25%	(213)	21%	(182)	12%	(106)	42%	(359)	860
PID: Rep (No Lean) Hh Goods Monthly Consumer	38%	(346)	25%	(228)	11%	(102)	26%	(240)	915
Female Apparel Monthly Consumer	42%	(330)	24%	(192)	12%	(92)	22%	(175)	790
Male Apparel Monthly Consumer	24%	(203)	23%	(199)	13%	(112)	40%	(341)	855
Gen Z Apparel Monthly Consumer	35%	(97)	20%	(55)	15%	(43)	30%	(84)	279
Millennial Apparel Monthly Consumer	34%	(244)	27%	(190)	13%	(90)	26%	(189)	713
Gen X Apparel Monthly Consumer	32%	(123)	19%	(72)	10%	(38)	40%	(152)	385
Boomer Apparel Monthly Consumer	26%	(71)	27%	(73)	13%	(35)	33%	(89)	267
HHI <$50k Apparel Monthly Consumer	25%	(168)	21%	(140)	14%	(96)	40%	(270)	674
HHI $50-$100k Apparel Monthly Consumer	38%	(245)	24%	(154)	11%	(71)	28%	(182)	652
HHI $100k+ Apparel Monthly Consumer	38%	(123)	30%	(99)	12%	(39)	20%	(67)	328
PID: Dem (No Lean) Apparel Monthly Consumer	34%	(271)	25%	(205)	12%	(97)	29%	(233)	806
PID: Ind (No Lean) Apparel Monthly Consumer	23%	(92)	20%	(80)	17%	(68)	41%	(164)	404
PID: Rep (No Lean) Apparel Monthly Consumer	39%	(173)	24%	(107)	9%	(42)	28%	(122)	444
Female Electronics Yearly Consumer	39%	(569)	25%	(363)	12%	(179)	23%	(341)	1452
Male Electronics Yearly Consumer	24%	(286)	24%	(292)	13%	(154)	39%	(460)	1192
Gen Z Electronics Yearly Consumer	35%	(132)	23%	(87)	15%	(56)	26%	(99)	374
Millennial Electronics Yearly Consumer	34%	(340)	26%	(263)	14%	(143)	26%	(261)	1007
Gen X Electronics Yearly Consumer	31%	(195)	23%	(142)	11%	(66)	36%	(224)	627
Boomer Electronics Yearly Consumer	30%	(181)	26%	(158)	11%	(70)	33%	(198)	607
HHI <$50k Electronics Yearly Consumer	26%	(302)	22%	(261)	16%	(181)	36%	(422)	1165
HHI $50-$100k Electronics Yearly Consumer	37%	(367)	25%	(251)	9%	(93)	28%	(276)	987
HHI $100k+ Electronics Yearly Consumer	38%	(193)	29%	(144)	13%	(64)	20%	(103)	505
PID: Dem (No Lean) Electronics Yearly Consumer	32%	(375)	26%	(299)	12%	(139)	30%	(348)	1161
PID: Ind (No Lean) Electronics Yearly Consumer	25%	(183)	24%	(173)	14%	(98)	37%	(271)	725
PID: Rep (No Lean) Electronics Yearly Consumer	39%	(303)	24%	(184)	13%	(101)	24%	(183)	771

Continued on next page

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Female Beauty & Care Monthly Consumer	39%	(519)	26%	(345)	12%	(166)	24%	(317)	1346
Male Beauty & Care Monthly Consumer	23%	(332)	24%	(348)	11%	(165)	41%	(599)	1444
Gen Z Beauty & Care Monthly Consumer	31%	(115)	25%	(92)	15%	(56)	29%	(108)	371
Millennial Beauty & Care Monthly Consumer	33%	(318)	25%	(244)	13%	(121)	29%	(279)	962
Gen X Beauty & Care Monthly Consumer	29%	(196)	22%	(153)	11%	(72)	39%	(266)	688
Boomer Beauty & Care Monthly Consumer	29%	(217)	27%	(201)	11%	(82)	33%	(247)	747
HHI <$50k Beauty & Care Monthly Consumer	25%	(330)	22%	(294)	14%	(185)	39%	(516)	1325
HHI $50-$100k Beauty & Care Monthly Consumer	35%	(356)	25%	(254)	10%	(96)	30%	(303)	1010
HHI $100k+ Beauty & Care Monthly Consumer	36%	(169)	31%	(148)	11%	(53)	21%	(101)	471
PID: Dem (No Lean) Beauty & Care Monthly Consumer	30%	(373)	26%	(329)	12%	(152)	31%	(390)	1244
PID: Ind (No Lean) Beauty & Care Monthly Consumer	24%	(179)	22%	(164)	13%	(98)	41%	(308)	749
PID: Rep (No Lean) Beauty & Care Monthly Consumer	37%	(303)	25%	(204)	10%	(83)	27%	(222)	812
Female Insurance Yearly Consumer	37%	(586)	26%	(417)	12%	(195)	24%	(379)	1577
Male Insurance Yearly Consumer	23%	(346)	26%	(392)	12%	(182)	39%	(593)	1513
Gen Z Insurance Yearly Consumer	29%	(98)	27%	(93)	17%	(57)	28%	(95)	343
Millennial Insurance Yearly Consumer	34%	(328)	27%	(258)	13%	(125)	25%	(240)	951
Gen X Insurance Yearly Consumer	30%	(205)	24%	(160)	11%	(75)	35%	(238)	677
Boomer Insurance Yearly Consumer	27%	(280)	27%	(281)	11%	(113)	35%	(364)	1038
HHI <$50k Insurance Yearly Consumer	25%	(337)	24%	(331)	15%	(210)	36%	(491)	1369
HHI $50-$100k Insurance Yearly Consumer	34%	(389)	27%	(307)	9%	(103)	30%	(347)	1146
HHI $100k+ Insurance Yearly Consumer	35%	(207)	30%	(174)	11%	(67)	23%	(135)	582
PID: Dem (No Lean) Insurance Yearly Consumer	28%	(365)	28%	(363)	13%	(165)	31%	(404)	1297
PID: Ind (No Lean) Insurance Yearly Consumer	25%	(218)	24%	(205)	12%	(107)	38%	(327)	857
PID: Rep (No Lean) Insurance Yearly Consumer	37%	(350)	26%	(244)	11%	(108)	26%	(242)	943
Female Pharma Monthly Consumer	40%	(557)	24%	(324)	12%	(163)	24%	(331)	1374
Male Pharma Monthly Consumer	23%	(327)	24%	(335)	11%	(151)	42%	(584)	1396
Gen Z Pharma Monthly Consumer	37%	(108)	23%	(68)	12%	(35)	28%	(83)	294
Millennial Pharma Monthly Consumer	36%	(296)	26%	(211)	14%	(111)	25%	(205)	823
Gen X Pharma Monthly Consumer	31%	(215)	20%	(140)	10%	(73)	38%	(268)	696
Boomer Pharma Monthly Consumer	28%	(251)	26%	(232)	10%	(92)	37%	(332)	907
HHI <$50k Pharma Monthly Consumer	27%	(365)	23%	(303)	12%	(168)	38%	(510)	1347

Continued on next page

Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
HHI $50-$100k Pharma Monthly Consumer	36%	(345)	24%	(237)	10%	(96)	30%	(291)	970
HHI $100k+ Pharma Monthly Consumer	38%	(177)	26%	(123)	12%	(54)	24%	(113)	467
PID: Dem (No Lean) Pharma Monthly Consumer	31%	(369)	27%	(326)	11%	(133)	31%	(379)	1207
PID: Ind (No Lean) Pharma Monthly Consumer	26%	(186)	20%	(144)	13%	(97)	41%	(299)	726
PID: Rep (No Lean) Pharma Monthly Consumer	39%	(333)	23%	(192)	10%	(88)	28%	(237)	850
Female Media Monthly Consumer	40%	(417)	24%	(249)	12%	(121)	24%	(249)	1037
Male Media Monthly Consumer	24%	(213)	25%	(223)	13%	(114)	37%	(328)	878
Gen Z Media Monthly Consumer	32%	(96)	21%	(63)	15%	(44)	32%	(97)	300
Millennial Media Monthly Consumer	33%	(259)	26%	(205)	13%	(100)	27%	(213)	777
Gen X Media Monthly Consumer	36%	(158)	23%	(102)	10%	(45)	30%	(133)	438
Boomer Media Monthly Consumer	29%	(113)	26%	(99)	12%	(48)	33%	(128)	387
HHI <$50k Media Monthly Consumer	29%	(236)	21%	(173)	15%	(123)	35%	(282)	814
HHI $50-$100k Media Monthly Consumer	35%	(255)	27%	(197)	9%	(69)	29%	(215)	735
HHI $100k+ Media Monthly Consumer	38%	(141)	28%	(105)	12%	(46)	22%	(81)	372
PID: Dem (No Lean) Media Monthly Consumer	32%	(286)	28%	(250)	11%	(102)	29%	(257)	894
PID: Ind (No Lean) Media Monthly Consumer	29%	(147)	18%	(93)	14%	(72)	38%	(190)	501
PID: Rep (No Lean) Media Monthly Consumer	38%	(199)	25%	(132)	12%	(65)	25%	(131)	526
Female Ent. Products Monthly Consumer	39%	(310)	25%	(201)	13%	(103)	22%	(175)	789
Male Ent. Products Monthly Consumer	25%	(130)	30%	(155)	13%	(65)	33%	(172)	522
Gen Z Ent. Products Monthly Consumer	37%	(92)	23%	(56)	15%	(36)	26%	(63)	246
Millennial Ent. Products Monthly Consumer	34%	(228)	28%	(190)	12%	(82)	26%	(176)	676
Gen X Ent. Products Monthly Consumer	32%	(80)	25%	(61)	15%	(38)	28%	(70)	249
Boomer Ent. Products Monthly Consumer	29%	(41)	35%	(49)	11%	(15)	25%	(36)	141
HHI <$50k Ent. Products Monthly Consumer	26%	(136)	26%	(137)	16%	(85)	31%	(160)	518
HHI $50-$100k Ent. Products Monthly Consumer	39%	(203)	24%	(128)	10%	(52)	27%	(140)	523
HHI $100k+ Ent. Products Monthly Consumer	38%	(104)	33%	(91)	12%	(34)	17%	(46)	274
PID: Dem (No Lean) Ent. Products Monthly Consumer	37%	(238)	31%	(198)	10%	(63)	21%	(136)	635
PID: Ind (No Lean) Ent. Products Monthly Consumer	25%	(82)	19%	(62)	17%	(54)	39%	(129)	327
PID: Rep (No Lean) Ent. Products Monthly Consumer	35%	(123)	27%	(95)	15%	(54)	23%	(82)	354
Female Travel Yearly Consumer	39%	(508)	26%	(336)	12%	(157)	24%	(313)	1314
Male Travel Yearly Consumer	25%	(259)	26%	(272)	12%	(121)	37%	(376)	1027

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Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Gen Z Travel Yearly Consumer	36%	(117)	20%	(67)	14%	(48)	30%	(98)	329
Millennial Travel Yearly Consumer	35%	(301)	29%	(248)	12%	(101)	24%	(208)	858
Gen X Travel Yearly Consumer	34%	(162)	23%	(112)	12%	(57)	31%	(147)	479
Boomer Travel Yearly Consumer	28%	(182)	27%	(174)	11%	(72)	34%	(220)	648
HHI <$50k Travel Yearly Consumer	28%	(228)	22%	(177)	15%	(124)	34%	(278)	806
HHI $50-$100k Travel Yearly Consumer	35%	(344)	27%	(263)	9%	(91)	28%	(276)	974
HHI $100k+ Travel Yearly Consumer	35%	(199)	30%	(169)	12%	(66)	24%	(136)	570
PID: Dem (No Lean) Travel Yearly Consumer	32%	(347)	28%	(303)	11%	(121)	29%	(320)	1090
PID: Ind (No Lean) Travel Yearly Consumer	26%	(152)	23%	(133)	15%	(85)	36%	(208)	578
PID: Rep (No Lean) Travel Yearly Consumer	40%	(271)	25%	(174)	11%	(76)	24%	(162)	683
Female Alcohol Weekly Consumer	46%	(231)	25%	(127)	9%	(45)	20%	(100)	503
Male Alcohol Weekly Consumer	29%	(65)	28%	(62)	12%	(27)	32%	(71)	224
Gen Z Alcohol Weekly Consumer	57%	(29)	16%	(8)	8%	(4)	19%	(10)	50
Millennial Alcohol Weekly Consumer	44%	(144)	24%	(79)	11%	(35)	22%	(71)	329
Gen X Alcohol Weekly Consumer	33%	(62)	27%	(50)	11%	(20)	30%	(57)	189
Boomer Alcohol Weekly Consumer	40%	(60)	31%	(47)	9%	(13)	21%	(31)	150
HHI <$50k Alcohol Weekly Consumer	29%	(77)	27%	(74)	14%	(38)	30%	(81)	269
HHI $50-$100k Alcohol Weekly Consumer	52%	(152)	20%	(58)	7%	(20)	21%	(61)	291
HHI $100k+ Alcohol Weekly Consumer	40%	(67)	34%	(57)	9%	(15)	17%	(29)	169
PID: Dem (No Lean) Alcohol Weekly Consumer	41%	(151)	27%	(101)	8%	(28)	24%	(89)	369
PID: Ind (No Lean) Alcohol Weekly Consumer	32%	(51)	23%	(37)	19%	(30)	26%	(41)	158
PID: Rep (No Lean) Alcohol Weekly Consumer	46%	(93)	26%	(52)	7%	(15)	20%	(41)	201
Monthly Beer Drinkers	38%	(582)	28%	(435)	12%	(182)	23%	(350)	1549
Don't Drink Beer	21%	(109)	25%	(125)	10%	(53)	43%	(219)	507
Monthly Wine Drinkers	35%	(491)	28%	(398)	11%	(159)	26%	(371)	1418
Don't Drink Wine	32%	(158)	24%	(116)	14%	(68)	30%	(148)	490
Monthly Hard Seltzer Drinker	42%	(341)	29%	(237)	12%	(94)	18%	(145)	818
Don't Drink Hard Seltzer	29%	(350)	26%	(322)	11%	(133)	34%	(421)	1227
Monthly Spirits Drinker	36%	(503)	29%	(398)	12%	(161)	24%	(328)	1390
Don't Drink Spirits	27%	(137)	24%	(123)	13%	(65)	37%	(190)	514

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Table MCBR11_4: *How much have you seen, read or heard about the following?*
Social media backlash against Bud Light partnering with Dylan Mulvaney, a transgender social media influencer

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(1229)	24%	(1064)	12%	(520)	36%	(1587)	4401
Monthly Canned Cocktail Drinker	40%	(297)	28%	(207)	12%	(92)	20%	(147)	743
Don't Drink Canned Cocktails	29%	(365)	27%	(339)	12%	(147)	33%	(419)	1270
Weekly Beer Drinker	41%	(426)	27%	(279)	11%	(110)	21%	(213)	1028
Weekly Wine Drinker	38%	(303)	27%	(217)	10%	(77)	25%	(194)	791
Weekly Hard Seltzer Drinker	44%	(184)	30%	(125)	10%	(44)	16%	(68)	421
Weekly Spirits Drinker	41%	(294)	27%	(191)	9%	(62)	23%	(167)	714
Weekly Canned Cocktail Drinker	46%	(169)	27%	(99)	8%	(30)	19%	(70)	368
Don't Drink Alcohol	22%	(382)	22%	(377)	11%	(193)	45%	(779)	1731
Purchased Car in Past 2 Years	34%	(312)	25%	(230)	10%	(94)	30%	(277)	914
Aware of Bud Light Events	46%	(1229)	40%	(1064)	8%	(211)	7%	(188)	2692

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	4401	100%
xdemGender	Gender: Male	2127	48%
	Gender: Female	2247	51%
	N	4374	
age	Age: 18-34	1262	29%
	Age: 35-44	743	17%
	Age: 45-64	1422	32%
	Age: 65+	974	22%
	N	4401	
demAgeGeneration	GenZers: 1997-2012	529	12%
	Millennials: 1981-1996	1341	30%
	GenXers: 1965-1980	1017	23%
	Baby Boomers: 1946-1964	1414	32%
	N	4301	
xpid3	PID: Dem (no lean)	1836	42%
	PID: Ind (no lean)	1284	29%
	PID: Rep (no lean)	1280	29%
	N	4400	
xpidGender	PID/Gender: Dem Men	907	21%
	PID/Gender: Dem Women	924	21%
	PID/Gender: Ind Men	562	13%
	PID/Gender: Ind Women	703	16%
	PID/Gender: Rep Men	656	15%
	PID/Gender: Rep Women	620	14%
	N	4373	
xdemIdeo3	Ideo: Liberal (1-3)	1382	31%
	Ideo: Moderate (4)	1276	29%
	Ideo: Conservative (5-7)	1336	30%
	N	3994	
xeduc3	Educ: < College	2875	65%
	Educ: Bachelors degree	968	22%
	Educ: Post-grad	556	13%
	N	4400	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	2174	49%
	Income: 50k-100k	1489	34%
	Income: 100k+	736	17%
	N	4399	
xdemWhite	Ethnicity: White	3395	77%
xdemHispBin	Ethnicity: Hispanic	758	17%
demBlackBin	Ethnicity: Black	566	13%
demRaceOther	Ethnicity: Other	439	10%
xdemReligion	All Christian	1949	44%
	All Non-Christian	395	9%
	Atheist	190	4%
	Agnostic/Nothing in particular	1131	26%
	Something Else	735	17%
	N	4400	
xdemReligOther	Religious Non-Protestant/Catholic	447	10%
xdemEvang	Evangelical	1155	26%
	Non-Evangelical	1475	34%
	N	2630	
xdemUsr	Community: Urban	1439	33%
	Community: Suburban	1936	44%
	Community: Rural	1025	23%
	N	4400	
xdemEmploy	Employ: Private Sector	1397	32%
	Employ: Government	294	7%
	Employ: Self-Employed	438	10%
	Employ: Homemaker	241	5%
	Employ: Student	176	4%
	Employ: Retired	1127	26%
	Employ: Unemployed	471	11%
	Employ: Other	256	6%
	N	4400	
xdemMilHH1	Military HH: Yes	634	14%
	Military HH: No	3766	86%
	N	4400	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	1827	42%
	2022 House Vote: Republican	1270	29%
	2022 House Vote: Someone else	101	2%
	2022 House Vote: Didnt Vote	1202	27%
	N	4401	
xsubVote20O	2020 Vote: Joe Biden	1925	44%
	2020 Vote: Donald Trump	1351	31%
	2020 Vote: Other	121	3%
	2020 Vote: Didn't Vote	1001	23%
	N	4399	
xsubVote18O	2018 House Vote: Democrat	1627	37%
	2018 House Vote: Republican	1188	27%
	2018 House Vote: Someone else	102	2%
	2018 House Vote: Didnt Vote	1484	34%
	N	4401	
xreg4	4-Region: Northeast	771	18%
	4-Region: Midwest	909	21%
	4-Region: South	1679	38%
	4-Region: West	1042	24%
	N	4401	
poll	2304079	2199	50%
	2304086	2202	50%
	N	4401	
xdemRace4	Ethnicity: White (Non-Hispanic)	2725	62%
	Ethnicity: Hispanic	758	17%
	Ethnicity: Black (Non-Hispanic)	531	12%
	Ethnicity: Asian + Other (Non-Hispanic)	386	9%
	N	4400	
MCBRxdem1	Female F&b Monthly Consumer	1984	45%
MCBRxdem2	Male F&b Monthly Consumer	2079	47%
MCBRxdem3	Gen Z F&b Monthly Consumer	469	11%
MCBRxdem4	Millennial F&b Monthly Consumer	1219	28%
MCBRxdem5	Gen X F&b Monthly Consumer	950	22%
MCBRxdem6	Boomer F&b Monthly Consumer	1358	31%
MCBRxdem7	HHI <$50k F&b Monthly Consumer	1995	45%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem8	HHI $50-$100k F&b Monthly Consumer	1404	32%
MCBRxdem9	HHI $100k+ F&b Monthly Consumer	688	16%
MCBRxdem10	PID: Dem (No Lean) F&b Monthly Consumer	1720	39%
MCBRxdem11	PID: Ind (No Lean) F&b Monthly Consumer	1150	26%
MCBRxdem12	PID: Rep (No Lean) F&b Monthly Consumer	1217	28%
MCBRxdem13	Female Hh Goods Monthly Consumer	1498	34%
MCBRxdem14	Male Hh Goods Monthly Consumer	1601	36%
MCBRxdem15	Gen Z Hh Goods Monthly Consumer	367	8%
MCBRxdem16	Millennial Hh Goods Monthly Consumer	1022	23%
MCBRxdem17	Gen X Hh Goods Monthly Consumer	750	17%
MCBRxdem18	Boomer Hh Goods Monthly Consumer	911	21%
MCBRxdem19	HHI <$50k Hh Goods Monthly Consumer	1477	34%
MCBRxdem20	HHI $50-$100k Hh Goods Monthly Consumer	1095	25%
MCBRxdem21	HHI $100k+ Hh Goods Monthly Consumer	539	12%
MCBRxdem22	PID: Dem (No Lean) Hh Goods Monthly Consumer	1336	30%
MCBRxdem23	PID: Ind (No Lean) Hh Goods Monthly Consumer	860	20%
MCBRxdem24	PID: Rep (No Lean) Hh Goods Monthly Consumer	915	21%
MCBRxdem25	Female Apparel Monthly Consumer	790	18%
MCBRxdem26	Male Apparel Monthly Consumer	855	19%
MCBRxdem27	Gen Z Apparel Monthly Consumer	279	6%
MCBRxdem28	Millennial Apparel Monthly Consumer	713	16%
MCBRxdem29	Gen X Apparel Monthly Consumer	385	9%
MCBRxdem30	Boomer Apparel Monthly Consumer	267	6%
MCBRxdem31	HHI <$50k Apparel Monthly Consumer	674	15%
MCBRxdem32	HHI $50-$100k Apparel Monthly Consumer	652	15%
MCBRxdem33	HHI $100k+ Apparel Monthly Consumer	328	7%
MCBRxdem34	PID: Dem (No Lean) Apparel Monthly Consumer	806	18%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem35	PID: Ind (No Lean) Apparel Monthly Consumer	404	9%
MCBRxdem36	PID: Rep (No Lean) Apparel Monthly Consumer	444	10%
MCBRxdem37	Female Electronics Yearly Consumer	1452	33%
MCBRxdem38	Male Electronics Yearly Consumer	1192	27%
MCBRxdem39	Gen Z Electronics Yearly Consumer	374	8%
MCBRxdem40	Millennial Electronics Yearly Consumer	1007	23%
MCBRxdem41	Gen X Electronics Yearly Consumer	627	14%
MCBRxdem42	Boomer Electronics Yearly Consumer	607	14%
MCBRxdem43	HHI <$50k Electronics Yearly Consumer	1165	26%
MCBRxdem44	HHI $50-$100k Electronics Yearly Consumer	987	22%
MCBRxdem45	HHI $100k+ Electronics Yearly Consumer	505	11%
MCBRxdem46	PID: Dem (No Lean) Electronics Yearly Consumer	1161	26%
MCBRxdem47	PID: Ind (No Lean) Electronics Yearly Consumer	725	16%
MCBRxdem48	PID: Rep (No Lean) Electronics Yearly Consumer	771	18%
MCBRxdem49	Female Beauty & Care Monthly Consumer	1346	31%
MCBRxdem50	Male Beauty & Care Monthly Consumer	1444	33%
MCBRxdem51	Gen Z Beauty & Care Monthly Consumer	371	8%
MCBRxdem52	Millennial Beauty & Care Monthly Consumer	962	22%
MCBRxdem53	Gen X Beauty & Care Monthly Consumer	688	16%
MCBRxdem54	Boomer Beauty & Care Monthly Consumer	747	17%
MCBRxdem55	HHI <$50k Beauty & Care Monthly Consumer	1325	30%
MCBRxdem56	HHI $50-$100k Beauty & Care Monthly Consumer	1010	23%
MCBRxdem57	HHI $100k+ Beauty & Care Monthly Consumer	471	11%
MCBRxdem58	PID: Dem (No Lean) Beauty & Care Monthly Consumer	1244	28%
MCBRxdem59	PID: Ind (No Lean) Beauty & Care Monthly Consumer	749	17%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem60	PID: Rep (No Lean) Beauty & Care Monthly Consumer	812	18%
MCBRxdem61	Female Insurance Yearly Consumer	1577	36%
MCBRxdem62	Male Insurance Yearly Consumer	1513	34%
MCBRxdem63	Gen Z Insurance Yearly Consumer	343	8%
MCBRxdem64	Millennial Insurance Yearly Consumer	951	22%
MCBRxdem65	Gen X Insurance Yearly Consumer	677	15%
MCBRxdem66	Boomer Insurance Yearly Consumer	1038	24%
MCBRxdem67	HHI <$50k Insurance Yearly Consumer	1369	31%
MCBRxdem68	HHI $50-$100k Insurance Yearly Consumer	1146	26%
MCBRxdem69	HHI $100k+ Insurance Yearly Consumer	582	13%
MCBRxdem70	PID: Dem (No Lean) Insurance Yearly Consumer	1297	29%
MCBRxdem71	PID: Ind (No Lean) Insurance Yearly Consumer	857	19%
MCBRxdem72	PID: Rep (No Lean) Insurance Yearly Consumer	943	21%
MCBRxdem73	Female Pharma Monthly Consumer	1374	31%
MCBRxdem74	Male Pharma Monthly Consumer	1396	32%
MCBRxdem75	Gen Z Pharma Monthly Consumer	294	7%
MCBRxdem76	Millennial Pharma Monthly Consumer	823	19%
MCBRxdem77	Gen X Pharma Monthly Consumer	696	16%
MCBRxdem78	Boomer Pharma Monthly Consumer	907	21%
MCBRxdem79	HHI <$50k Pharma Monthly Consumer	1347	31%
MCBRxdem80	HHI $50-$100k Pharma Monthly Consumer	970	22%
MCBRxdem81	HHI $100k+ Pharma Monthly Consumer	467	11%
MCBRxdem82	PID: Dem (No Lean) Pharma Monthly Consumer	1207	27%
MCBRxdem83	PID: Ind (No Lean) Pharma Monthly Consumer	726	16%
MCBRxdem84	PID: Rep (No Lean) Pharma Monthly Consumer	850	19%
MCBRxdem85	Female Media Monthly Consumer	1037	24%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem86	Male Media Monthly Consumer	878	20%
MCBRxdem87	Gen Z Media Monthly Consumer	300	7%
MCBRxdem88	Millennial Media Monthly Consumer	777	18%
MCBRxdem89	Gen X Media Monthly Consumer	438	10%
MCBRxdem90	Boomer Media Monthly Consumer	387	9%
MCBRxdem91	HHI <$50k Media Monthly Consumer	814	19%
MCBRxdem92	HHI $50-$100k Media Monthly Consumer	735	17%
MCBRxdem93	HHI $100k+ Media Monthly Consumer	372	8%
MCBRxdem94	PID: Dem (No Lean) Media Monthly Consumer	894	20%
MCBRxdem95	PID: Ind (No Lean) Media Monthly Consumer	501	11%
MCBRxdem96	PID: Rep (No Lean) Media Monthly Consumer	526	12%
MCBRxdem97	Female Ent. Products Monthly Consumer	789	18%
MCBRxdem98	Male Ent. Products Monthly Consumer	522	12%
MCBRxdem99	Gen Z Ent. Products Monthly Consumer	246	6%
MCBRxdem100	Millennial Ent. Products Monthly Consumer	676	15%
MCBRxdem101	Gen X Ent. Products Monthly Consumer	249	6%
MCBRxdem102	Boomer Ent. Products Monthly Consumer	141	3%
MCBRxdem103	HHI <$50k Ent. Products Monthly Consumer	518	12%
MCBRxdem104	HHI $50-$100k Ent. Products Monthly Consumer	523	12%
MCBRxdem105	HHI $100k+ Ent. Products Monthly Consumer	274	6%
MCBRxdem106	PID: Dem (No Lean) Ent. Products Monthly Consumer	635	14%
MCBRxdem107	PID: Ind (No Lean) Ent. Products Monthly Consumer	327	7%
MCBRxdem108	PID: Rep (No Lean) Ent. Products Monthly Consumer	354	8%
MCBRxdem109	Female Travel Yearly Consumer	1314	30%
MCBRxdem110	Male Travel Yearly Consumer	1027	23%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem111	Gen Z Travel Yearly Consumer	329	7%
MCBRxdem112	Millennial Travel Yearly Consumer	858	20%
MCBRxdem113	Gen X Travel Yearly Consumer	479	11%
MCBRxdem114	Boomer Travel Yearly Consumer	648	15%
MCBRxdem115	HHI <$50k Travel Yearly Consumer	806	18%
MCBRxdem116	HHI $50-$100k Travel Yearly Consumer	974	22%
MCBRxdem117	HHI $100k+ Travel Yearly Consumer	570	13%
MCBRxdem118	PID: Dem (No Lean) Travel Yearly Consumer	1090	25%
MCBRxdem119	PID: Ind (No Lean) Travel Yearly Consumer	578	13%
MCBRxdem120	PID: Rep (No Lean) Travel Yearly Consumer	683	16%
MCBRxdem121	Female Alcohol Weekly Consumer	503	11%
MCBRxdem122	Male Alcohol Weekly Consumer	224	5%
MCBRxdem123	Gen Z Alcohol Weekly Consumer	50	1%
MCBRxdem124	Millennial Alcohol Weekly Consumer	329	7%
MCBRxdem125	Gen X Alcohol Weekly Consumer	189	4%
MCBRxdem126	Boomer Alcohol Weekly Consumer	150	3%
MCBRxdem127	HHI <$50k Alcohol Weekly Consumer	269	6%
MCBRxdem128	HHI $50-$100k Alcohol Weekly Consumer	291	7%
MCBRxdem129	HHI $100k+ Alcohol Weekly Consumer	169	4%
MCBRxdem130	PID: Dem (No Lean) Alcohol Weekly Consumer	369	8%
MCBRxdem131	PID: Ind (No Lean) Alcohol Weekly Consumer	158	4%
MCBRxdem132	PID: Rep (No Lean) Alcohol Weekly Consumer	201	5%
MCBRxdem133	Monthly Beer Drinkers	1549	35%
	Don't Drink Beer	507	12%
	N	2055	
MCBRxdem134	Monthly Wine Drinkers	1418	32%
	Don't Drink Wine	490	11%
	N	1909	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem135	Monthly Hard Seltzer Drinker	818	19%
	Don't Drink Hard Seltzer	1227	28%
	N	2044	
MCBRxdem136	Monthly Spirits Drinker	1390	32%
	Don't Drink Spirits	514	12%
	N	1904	
MCBRxdem137	Monthly Canned Cocktail Drinker	743	17%
	Don't Drink Canned Cocktails	1270	29%
	N	2013	
MCBRxdem138	Weekly Beer Drinker	1028	23%
MCBRxdem139	Weekly Wine Drinker	791	18%
MCBRxdem140	Weekly Hard Seltzer Drinker	421	10%
MCBRxdem141	Weekly Spirits Drinker	714	16%
MCBRxdem142	Weekly Canned Cocktail Drinker	368	8%
MCBRxdem143	Don't Drink Alcohol	1731	39%
MCBRxdem144	Purchased Car in Past 2 Years	914	21%
MCBRxdem145	Aware of Bud Light Events	2692	61%

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

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