



National Tracking Poll #200881  
August 21-23, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between August 21-August 23, 2020 among a national sample of 1000 Gen Z'ers (Age 13-23). The interviews were conducted online and the data were weighted to approximate a target sample of Gen Z'ers (Age 13-23) based on age, gender, and race. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table CGZ1\_1:** Do you have a favorable or unfavorable view of following people?

Harry Styles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
Gender: Male	11% (52)	22% (106)	8% (38)	10% (47)	29% (144)	21% (102)	489
Gender: Female	32% (166)	23% (118)	9% (45)	5% (23)	25% (126)	7% (34)	511
Age: 18-34	23% (117)	21% (108)	8% (41)	8% (43)	26% (132)	13% (65)	506
GenZers: 1997-2012	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
PID: Dem (no lean)	28% (98)	27% (95)	8% (27)	5% (18)	26% (93)	6% (22)	353
PID: Ind (no lean)	19% (92)	19% (93)	7% (35)	7% (33)	29% (142)	20% (96)	490
PID: Rep (no lean)	18% (29)	22% (35)	13% (21)	13% (20)	22% (34)	11% (18)	157
PID/Gender: Dem Men	18% (28)	23% (36)	10% (16)	8% (12)	31% (47)	10% (15)	154
PID/Gender: Dem Women	35% (70)	30% (60)	6% (11)	3% (6)	23% (45)	3% (7)	199
PID/Gender: Ind Men	6% (16)	19% (48)	4% (9)	8% (21)	31% (77)	31% (77)	248
PID/Gender: Ind Women	31% (76)	19% (45)	11% (26)	5% (12)	27% (65)	8% (19)	242
PID/Gender: Rep Men	10% (9)	25% (22)	15% (13)	17% (15)	22% (19)	11% (9)	87
PID/Gender: Rep Women	29% (20)	19% (13)	11% (7)	8% (5)	22% (15)	13% (9)	71
Ideo: Liberal (1-3)	30% (92)	27% (82)	8% (25)	5% (14)	25% (77)	6% (18)	309
Ideo: Moderate (4)	21% (43)	23% (47)	3% (7)	7% (15)	37% (75)	9% (18)	204
Ideo: Conservative (5-7)	15% (21)	23% (32)	12% (17)	15% (22)	22% (31)	12% (17)	140
Educ: < College	21% (192)	22% (206)	8% (72)	7% (67)	28% (254)	14% (127)	918
Educ: Bachelors degree	33% (21)	24% (16)	12% (8)	5% (3)	21% (13)	5% (3)	65
Income: Under 50k	21% (120)	19% (109)	9% (50)	8% (46)	28% (163)	16% (93)	581
Income: 50k-100k	22% (63)	31% (87)	6% (17)	7% (19)	25% (72)	9% (26)	285
Income: 100k+	26% (35)	20% (27)	11% (15)	4% (5)	25% (34)	13% (17)	134
Ethnicity: White	23% (144)	22% (141)	9% (53)	7% (47)	28% (176)	10% (65)	627
Ethnicity: Hispanic	22% (45)	22% (45)	12% (24)	10% (21)	20% (40)	14% (28)	203
Ethnicity: Black	19% (25)	18% (24)	10% (13)	5% (6)	27% (36)	22% (29)	132
Ethnicity: Other	20% (49)	25% (59)	7% (17)	7% (18)	23% (56)	17% (42)	240

Continued on next page

**Table CGZ1\_1: Do you have a favorable or unfavorable view of following people?**  
*Harry Styles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
All Christian	26% (66)	26% (64)	10% (25)	5% (13)	22% (56)	10% (26)	251
Atheist	24% (26)	28% (30)	5% (5)	10% (10)	27% (29)	6% (7)	107
Agnostic/Nothing in particular	21% (82)	18% (70)	8% (32)	6% (24)	29% (113)	19% (74)	396
Something Else	19% (37)	24% (47)	9% (18)	10% (20)	27% (54)	11% (21)	197
Religious Non-Protestant/Catholic	16% (9)	23% (13)	9% (5)	4% (2)	29% (17)	18% (11)	58
Evangelical	18% (29)	31% (51)	8% (12)	9% (15)	25% (40)	9% (15)	163
Non-Evangelical	25% (67)	22% (58)	10% (27)	6% (16)	25% (67)	11% (29)	265
Community: Urban	23% (57)	20% (52)	9% (23)	7% (19)	24% (62)	16% (42)	254
Community: Suburban	20% (109)	22% (120)	8% (44)	7% (40)	30% (160)	12% (67)	540
Community: Rural	25% (51)	25% (52)	8% (16)	6% (12)	23% (48)	13% (27)	205
Employ: Private Sector	25% (24)	26% (26)	10% (10)	11% (11)	21% (20)	7% (7)	98
Employ: Self-Employed	14% (7)	16% (8)	8% (4)	14% (7)	37% (19)	12% (6)	52
Employ: Unemployed	18% (31)	17% (29)	8% (14)	8% (14)	37% (62)	11% (19)	170
Employ: Other	13% (9)	22% (16)	6% (4)	3% (2)	23% (17)	33% (24)	73
Military HH: Yes	22% (21)	25% (24)	10% (9)	6% (5)	25% (24)	11% (11)	95
Military HH: No	22% (197)	22% (199)	8% (73)	7% (65)	27% (245)	14% (125)	905
RD/WT: Right Direction	21% (40)	20% (38)	7% (14)	9% (17)	28% (54)	15% (29)	192
RD/WT: Wrong Track	22% (178)	23% (186)	8% (69)	7% (53)	27% (215)	13% (107)	808
Trump Job Approve	20% (45)	21% (49)	8% (18)	13% (30)	23% (53)	14% (31)	226
Trump Job Disapprove	24% (152)	25% (160)	8% (54)	5% (34)	27% (171)	11% (69)	640
Trump Job Strongly Approve	23% (19)	19% (16)	8% (7)	14% (12)	25% (21)	12% (10)	85
Trump Job Somewhat Approve	18% (26)	23% (32)	8% (11)	13% (19)	23% (32)	15% (21)	141
Trump Job Somewhat Disapprove	16% (26)	27% (43)	7% (12)	4% (7)	30% (49)	15% (24)	161
Trump Job Strongly Disapprove	26% (126)	24% (117)	9% (42)	6% (27)	26% (122)	9% (44)	479
Favorable of Trump	19% (38)	22% (45)	10% (20)	13% (27)	20% (40)	16% (32)	202
Unfavorable of Trump	24% (159)	25% (165)	8% (52)	5% (35)	27% (177)	10% (65)	652
Very Favorable of Trump	24% (22)	16% (15)	11% (10)	15% (14)	17% (16)	17% (15)	91
Somewhat Favorable of Trump	15% (16)	28% (31)	9% (10)	12% (13)	22% (24)	15% (16)	110
Somewhat Unfavorable of Trump	18% (24)	27% (38)	5% (7)	11% (15)	29% (40)	11% (15)	139
Very Unfavorable of Trump	26% (135)	25% (127)	9% (45)	4% (20)	27% (137)	10% (50)	514

Continued on next page

**Table CGZ1\_1:** Do you have a favorable or unfavorable view of following people?*Harry Styles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
#1 Issue: Economy	18% (53)	24% (68)	8% (23)	9% (26)	26% (74)	14% (41)	285
#1 Issue: Security	20% (15)	18% (13)	11% (8)	14% (10)	24% (17)	12% (9)	72
#1 Issue: Health Care	19% (32)	24% (40)	9% (14)	8% (14)	28% (47)	12% (20)	168
#1 Issue: Women's Issues	36% (52)	20% (29)	5% (7)	3% (5)	24% (34)	11% (16)	143
#1 Issue: Education	20% (30)	22% (32)	12% (17)	7% (10)	24% (35)	14% (21)	145
#1 Issue: Energy	27% (23)	26% (23)	4% (4)	5% (4)	27% (23)	11% (10)	87
#1 Issue: Other	13% (11)	19% (16)	11% (9)	2% (2)	38% (32)	16% (13)	84
4-Region: Northeast	24% (45)	22% (41)	10% (18)	6% (11)	28% (52)	11% (21)	188
4-Region: Midwest	25% (48)	17% (33)	8% (15)	7% (14)	29% (55)	14% (26)	189
4-Region: South	18% (68)	25% (97)	7% (28)	8% (31)	28% (106)	14% (56)	386
4-Region: West	24% (57)	23% (54)	9% (22)	6% (14)	24% (56)	14% (34)	237
Middle school (Grade 6 - 8)	10% (7)	26% (19)	11% (8)	6% (4)	26% (18)	21% (15)	72
High school (Grade 9 - 12)	22% (104)	23% (104)	7% (33)	6% (29)	28% (129)	14% (62)	461
Community college	25% (17)	14% (9)	8% (5)	6% (4)	27% (18)	20% (13)	67
College or university program	26% (51)	27% (53)	11% (22)	5% (9)	22% (42)	9% (18)	195
I am not in school	19% (39)	19% (38)	7% (15)	12% (24)	30% (61)	13% (27)	204
White, non-Hispanic	23% (123)	22% (121)	8% (46)	7% (40)	29% (157)	10% (56)	543
POC	21% (95)	22% (102)	8% (37)	7% (30)	25% (112)	17% (80)	457
Twitter Users	29% (126)	23% (99)	7% (30)	7% (28)	25% (108)	9% (37)	428
Facebook Users	26% (129)	23% (114)	7% (36)	7% (36)	25% (124)	10% (49)	487
Snapchat Users	27% (170)	24% (146)	9% (56)	7% (40)	24% (150)	9% (57)	620
Instagram Users	24% (184)	24% (187)	9% (66)	7% (50)	26% (201)	10% (75)	762
Tiktok Users	35% (161)	23% (109)	9% (41)	5% (21)	22% (103)	7% (32)	467
Reddit Users	18% (48)	27% (73)	11% (28)	6% (15)	31% (84)	8% (20)	268
YouTube Users	23% (208)	23% (208)	8% (73)	7% (63)	28% (258)	12% (111)	920
Harry Styles Fan	49% (205)	33% (138)	5% (21)	2% (8)	12% (49)	— (0)	421
Billie Eilish Fan	31% (186)	26% (155)	7% (41)	4% (26)	22% (133)	9% (55)	595
Zendaya Fan	30% (186)	26% (158)	8% (52)	5% (31)	24% (149)	6% (38)	614
Taylor Swift Fan	32% (154)	28% (135)	7% (34)	4% (17)	20% (95)	10% (47)	482
Kylie Jenner Fan	36% (112)	23% (70)	8% (24)	5% (16)	20% (63)	8% (25)	311

Continued on next page

**Table CGZ1\_1: Do you have a favorable or unfavorable view of following people?**  
*Harry Styles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
Emma Chamberlain Fan	44% (106)	28% (66)	8% (18)	3% (6)	14% (34)	3% (7)	238
Niall Horan Fan	52% (132)	25% (64)	7% (19)	3% (8)	12% (30)	1% (3)	256
Zayn Malik Fan	46% (126)	29% (81)	9% (24)	3% (9)	11% (31)	2% (6)	277
Liam Payne Fan	48% (117)	28% (68)	6% (14)	4% (9)	11% (27)	2% (6)	242
Louis Tomlinson Fan	52% (113)	28% (61)	5% (11)	2% (5)	10% (21)	2% (5)	217
Film: An avid fan	27% (74)	25% (66)	8% (22)	6% (16)	21% (57)	12% (33)	268
Film: A casual fan	22% (121)	22% (121)	9% (50)	7% (38)	28% (149)	11% (60)	539
Film: Not a fan	12% (23)	19% (37)	5% (10)	8% (16)	33% (64)	22% (43)	193
Television: An avid fan	29% (71)	21% (52)	9% (23)	5% (12)	24% (58)	12% (30)	246
Television: A casual fan	20% (115)	25% (142)	9% (48)	7% (39)	27% (153)	11% (65)	562
Television: Not a fan	16% (32)	15% (29)	6% (12)	10% (19)	30% (59)	22% (42)	192
Music: An avid fan	28% (174)	22% (139)	8% (52)	8% (49)	23% (145)	12% (73)	632
Music: A casual fan	12% (42)	24% (81)	8% (28)	5% (15)	35% (117)	15% (50)	333
Fashion: An avid fan	33% (74)	22% (50)	7% (15)	7% (16)	22% (48)	9% (20)	223
Fashion: A casual fan	24% (107)	25% (109)	9% (39)	5% (22)	26% (115)	10% (46)	437
Fashion: Not a fan	11% (38)	19% (65)	8% (28)	10% (33)	31% (106)	21% (71)	340
Pop culture: An avid fan	36% (83)	24% (57)	9% (21)	10% (22)	15% (36)	6% (14)	232
Pop culture: A casual fan	21% (99)	28% (135)	8% (40)	5% (24)	30% (145)	9% (41)	485
Pop culture: Not a fan	13% (36)	11% (32)	8% (22)	9% (24)	31% (88)	29% (81)	283
Sports: An avid fan	18% (38)	27% (57)	10% (21)	6% (13)	22% (46)	16% (33)	209
Sports: A casual fan	26% (83)	23% (74)	7% (22)	6% (20)	27% (87)	12% (38)	323
Sports: Not a fan	21% (97)	20% (93)	8% (40)	8% (37)	29% (135)	14% (66)	468
Celeb fans on social media	26% (186)	23% (166)	9% (66)	8% (55)	24% (175)	10% (69)	717
Celebs share too much on social media	24% (130)	26% (139)	9% (49)	8% (43)	22% (120)	11% (62)	544
Celebs who don't share are disconnected	28% (88)	26% (82)	9% (27)	8% (25)	18% (58)	12% (38)	317
Celebs should interact on social media	27% (176)	24% (157)	8% (55)	7% (46)	24% (156)	10% (68)	658
Celebs' social media is a professional platform	16% (30)	24% (45)	9% (18)	12% (22)	27% (50)	12% (22)	187
Celebs' social media is a personal platform	25% (118)	24% (114)	7% (35)	7% (34)	26% (124)	11% (53)	478
Connects to celebs paid promoting	36% (46)	20% (25)	8% (10)	7% (8)	18% (23)	12% (16)	128
Connects to celebs non-paid promoting	31% (124)	26% (101)	8% (31)	6% (25)	23% (89)	6% (25)	397

Continued on next page

**Table CGZ1\_1:** Do you have a favorable or unfavorable view of following people?*Harry Styles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	22% (218)	22% (224)	8% (83)	7% (70)	27% (269)	14% (136)	1000
Concerned about climate change	25% (180)	24% (176)	8% (61)	7% (47)	26% (190)	10% (72)	726
Humans can stop climate change	22% (56)	23% (60)	9% (23)	9% (24)	24% (61)	13% (33)	258
Humans can slow climate change	25% (119)	27% (129)	8% (41)	6% (28)	26% (127)	8% (40)	485
Climate change is beyond control	22% (18)	18% (15)	7% (6)	7% (6)	32% (26)	14% (12)	84
Completely in-person school	20% (11)	23% (13)	6% (3)	9% (5)	30% (17)	12% (7)	57
Both in person and virtual school	21% (68)	24% (78)	9% (28)	4% (14)	30% (95)	11% (36)	320
Completely virtual school	24% (83)	25% (85)	9% (31)	7% (23)	23% (80)	12% (41)	345
Watch live sports at least once a week	22% (53)	28% (67)	10% (23)	10% (23)	20% (48)	10% (24)	238

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

**Table CGZ1\_2: Do you have a favorable or unfavorable view of following people?**

Billie Eilish

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
Gender: Male	23% (113)	25% (121)	13% (64)	11% (55)	18% (86)	10% (50)	489
Gender: Female	37% (191)	30% (156)	9% (45)	6% (30)	13% (68)	4% (22)	511
Age: 18-34	32% (160)	26% (132)	9% (47)	7% (37)	17% (87)	8% (43)	506
GenZers: 1997-2012	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
PID: Dem (no lean)	37% (131)	30% (107)	12% (42)	5% (19)	12% (43)	3% (10)	353
PID: Ind (no lean)	28% (135)	25% (121)	10% (48)	9% (42)	19% (93)	10% (50)	490
PID: Rep (no lean)	24% (38)	30% (48)	12% (19)	15% (24)	11% (18)	7% (11)	157
PID/Gender: Dem Men	32% (49)	26% (41)	16% (25)	6% (9)	15% (22)	6% (8)	154
PID/Gender: Dem Women	41% (82)	34% (67)	9% (17)	5% (10)	11% (21)	1% (2)	199
PID/Gender: Ind Men	20% (49)	20% (51)	12% (29)	13% (33)	21% (52)	14% (35)	248
PID/Gender: Ind Women	36% (87)	29% (71)	8% (19)	4% (9)	17% (41)	6% (15)	242
PID/Gender: Rep Men	18% (16)	34% (29)	12% (10)	15% (13)	14% (12)	7% (6)	87
PID/Gender: Rep Women	31% (22)	26% (19)	12% (9)	15% (11)	8% (6)	7% (5)	71
Ideo: Liberal (1-3)	35% (109)	32% (98)	12% (36)	7% (20)	12% (37)	3% (10)	309
Ideo: Moderate (4)	28% (58)	28% (56)	13% (26)	7% (14)	17% (35)	7% (15)	204
Ideo: Conservative (5-7)	20% (28)	28% (39)	17% (24)	21% (30)	11% (15)	4% (5)	140
Educ: < College	30% (280)	27% (250)	11% (98)	8% (78)	16% (147)	7% (66)	918
Educ: Bachelors degree	29% (19)	36% (23)	13% (8)	9% (6)	10% (7)	3% (2)	65
Income: Under 50k	31% (181)	26% (152)	10% (56)	8% (49)	16% (91)	9% (53)	581
Income: 50k-100k	29% (81)	30% (86)	12% (33)	11% (31)	15% (42)	4% (12)	285
Income: 100k+	31% (42)	29% (39)	15% (20)	4% (5)	16% (22)	5% (6)	134
Ethnicity: White	29% (179)	28% (174)	12% (78)	10% (61)	15% (93)	7% (41)	627
Ethnicity: Hispanic	35% (71)	21% (43)	10% (19)	12% (25)	15% (30)	7% (13)	203
Ethnicity: Black	41% (54)	23% (31)	8% (11)	4% (5)	15% (20)	8% (11)	132
Ethnicity: Other	29% (71)	30% (71)	8% (19)	8% (19)	17% (41)	8% (19)	240
All Christian	29% (73)	30% (75)	10% (26)	10% (25)	15% (37)	6% (16)	251
Atheist	42% (45)	23% (25)	11% (12)	5% (6)	11% (12)	7% (7)	107
Agnostic/Nothing in particular	28% (110)	28% (112)	10% (41)	9% (37)	15% (59)	10% (38)	396
Something Else	31% (62)	25% (49)	11% (23)	8% (16)	19% (38)	5% (10)	197
Religious Non-Protestant/Catholic	24% (14)	35% (20)	14% (8)	5% (3)	19% (11)	2% (1)	58

Continued on next page



**Table CGZ1\_2:** Do you have a favorable or unfavorable view of following people?  
*Billie Eilish*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
Evangelical	28% (46)	26% (43)	12% (19)	13% (21)	12% (20)	8% (13)	163
Non-Evangelical	31% (81)	28% (73)	11% (29)	7% (19)	19% (51)	5% (12)	265
Community: Urban	35% (89)	25% (65)	9% (24)	6% (16)	16% (42)	8% (19)	254
Community: Suburban	27% (148)	29% (158)	13% (68)	9% (48)	16% (85)	6% (34)	540
Community: Rural	33% (67)	26% (53)	9% (18)	10% (21)	13% (28)	9% (19)	205
Employ: Private Sector	36% (35)	28% (28)	14% (14)	8% (8)	7% (7)	7% (6)	98
Employ: Self-Employed	29% (15)	27% (14)	8% (4)	8% (4)	17% (9)	10% (5)	52
Employ: Unemployed	31% (53)	20% (34)	11% (19)	10% (16)	20% (34)	8% (14)	170
Employ: Other	18% (13)	33% (24)	10% (8)	4% (3)	16% (12)	17% (13)	73
Military HH: Yes	29% (28)	26% (25)	17% (16)	9% (9)	15% (14)	3% (3)	95
Military HH: No	31% (276)	28% (251)	10% (93)	8% (76)	15% (140)	8% (68)	905
RD/WT: Right Direction	25% (49)	22% (42)	11% (21)	16% (30)	16% (30)	10% (20)	192
RD/WT: Wrong Track	32% (256)	29% (235)	11% (88)	7% (55)	15% (124)	6% (52)	808
Trump Job Approve	24% (54)	26% (58)	12% (27)	16% (37)	15% (33)	8% (17)	226
Trump Job Disapprove	34% (218)	29% (188)	11% (70)	6% (40)	15% (95)	5% (30)	640
Trump Job Strongly Approve	23% (19)	26% (22)	10% (9)	20% (17)	15% (13)	7% (6)	85
Trump Job Somewhat Approve	25% (35)	26% (36)	13% (18)	14% (20)	15% (21)	8% (11)	141
Trump Job Somewhat Disapprove	27% (43)	37% (59)	11% (17)	7% (11)	12% (20)	6% (10)	161
Trump Job Strongly Disapprove	36% (174)	27% (128)	11% (52)	6% (29)	16% (75)	4% (20)	479
Favorable of Trump	25% (51)	27% (55)	13% (25)	15% (31)	13% (26)	7% (13)	202
Unfavorable of Trump	33% (217)	31% (201)	11% (70)	7% (43)	15% (95)	4% (27)	652
Very Favorable of Trump	29% (26)	22% (20)	11% (10)	18% (17)	11% (10)	9% (8)	91
Somewhat Favorable of Trump	22% (24)	31% (34)	14% (16)	13% (14)	14% (16)	5% (6)	110
Somewhat Unfavorable of Trump	25% (35)	36% (50)	9% (12)	10% (13)	12% (17)	8% (11)	139
Very Unfavorable of Trump	35% (182)	29% (151)	11% (58)	6% (29)	15% (78)	3% (15)	514

Continued on next page

**Table CGZ1\_2:** Do you have a favorable or unfavorable view of following people?

Billie Eilish

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
#1 Issue: Economy	31% (89)	24% (67)	13% (37)	10% (28)	15% (41)	8% (23)	285
#1 Issue: Security	21% (15)	23% (17)	13% (10)	15% (11)	17% (12)	11% (8)	72
#1 Issue: Health Care	29% (48)	34% (58)	8% (14)	7% (12)	18% (29)	5% (8)	168
#1 Issue: Women's Issues	37% (53)	32% (45)	12% (17)	3% (4)	8% (12)	8% (12)	143
#1 Issue: Education	31% (45)	26% (38)	9% (13)	10% (14)	19% (27)	5% (7)	145
#1 Issue: Energy	26% (23)	28% (25)	14% (12)	12% (10)	16% (14)	4% (4)	87
#1 Issue: Other	32% (27)	32% (27)	6% (5)	5% (4)	15% (12)	9% (8)	84
4-Region: Northeast	31% (59)	27% (50)	9% (18)	9% (17)	15% (29)	8% (16)	188
4-Region: Midwest	29% (55)	29% (56)	11% (21)	10% (18)	17% (31)	4% (8)	189
4-Region: South	29% (112)	28% (107)	12% (46)	7% (26)	16% (62)	8% (33)	386
4-Region: West	33% (78)	27% (64)	10% (25)	10% (23)	14% (32)	6% (15)	237
Middle school (Grade 6 - 8)	17% (13)	33% (24)	11% (8)	15% (11)	14% (10)	9% (7)	72
High school (Grade 9 - 12)	32% (147)	28% (127)	12% (56)	9% (40)	15% (67)	5% (24)	461
Community college	31% (21)	27% (18)	11% (7)	7% (5)	14% (10)	10% (7)	67
College or university program	32% (62)	29% (57)	11% (21)	9% (17)	14% (28)	5% (10)	195
I am not in school	30% (62)	25% (50)	8% (17)	6% (12)	19% (39)	12% (24)	204
White, non-Hispanic	28% (153)	28% (153)	13% (69)	10% (52)	14% (76)	7% (39)	543
POC	33% (151)	27% (123)	9% (40)	7% (33)	17% (78)	7% (32)	457
Twitter Users	35% (152)	29% (126)	12% (50)	9% (39)	11% (49)	3% (13)	428
Facebook Users	34% (168)	28% (137)	9% (42)	7% (36)	15% (74)	6% (30)	487
Snapchat Users	36% (222)	29% (180)	10% (64)	8% (48)	13% (79)	4% (27)	620
Instagram Users	33% (253)	29% (224)	11% (86)	8% (61)	13% (102)	5% (37)	762
Tiktok Users	40% (187)	31% (146)	9% (42)	7% (32)	9% (42)	4% (17)	467
Reddit Users	29% (78)	30% (81)	13% (34)	9% (25)	14% (38)	4% (11)	268
YouTube Users	31% (284)	28% (260)	11% (100)	8% (75)	16% (148)	6% (53)	920
Harry Styles Fan	46% (195)	28% (119)	7% (31)	5% (20)	11% (47)	2% (9)	421
Billie Eilish Fan	48% (288)	37% (217)	6% (33)	2% (11)	8% (46)	— (0)	595
Zendaya Fan	39% (239)	31% (193)	9% (54)	6% (35)	13% (79)	2% (14)	614
Taylor Swift Fan	40% (192)	28% (135)	9% (43)	6% (30)	13% (63)	4% (19)	482
Kylie Jenner Fan	46% (144)	27% (85)	8% (24)	6% (20)	9% (28)	4% (11)	311

Continued on next page

**Table CGZ1\_2:** Do you have a favorable or unfavorable view of following people?

Billie Eilish

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
Emma Chamberlain Fan	46% (111)	30% (72)	8% (20)	7% (16)	7% (18)	1% (2)	238
Niall Horan Fan	44% (112)	31% (78)	8% (20)	6% (16)	12% (30)	— (0)	256
Zayn Malik Fan	47% (131)	31% (84)	6% (16)	5% (13)	11% (30)	1% (2)	277
Liam Payne Fan	44% (106)	31% (74)	8% (19)	7% (17)	10% (23)	1% (2)	242
Louis Tomlinson Fan	47% (103)	29% (63)	6% (13)	6% (13)	11% (24)	1% (1)	217
Film: An avid fan	37% (99)	26% (69)	12% (32)	7% (18)	14% (36)	5% (12)	268
Film: A casual fan	30% (162)	29% (159)	12% (64)	8% (46)	15% (80)	5% (29)	539
Film: Not a fan	22% (43)	25% (49)	7% (13)	11% (21)	19% (38)	16% (30)	193
Television: An avid fan	38% (94)	25% (63)	12% (30)	5% (13)	13% (32)	6% (15)	246
Television: A casual fan	30% (167)	31% (175)	10% (57)	8% (45)	16% (90)	5% (27)	562
Television: Not a fan	22% (43)	20% (39)	11% (22)	14% (26)	17% (33)	15% (30)	192
Music: An avid fan	35% (224)	28% (175)	10% (63)	9% (55)	13% (83)	5% (32)	632
Music: A casual fan	23% (77)	28% (94)	13% (43)	8% (26)	20% (67)	8% (26)	333
Fashion: An avid fan	39% (87)	28% (63)	7% (17)	8% (17)	14% (30)	4% (9)	223
Fashion: A casual fan	35% (153)	29% (128)	12% (53)	7% (29)	13% (57)	4% (16)	437
Fashion: Not a fan	19% (63)	25% (86)	11% (39)	11% (39)	20% (67)	14% (46)	340
Pop culture: An avid fan	43% (99)	31% (71)	7% (16)	9% (21)	7% (16)	4% (9)	232
Pop culture: A casual fan	32% (155)	29% (142)	12% (57)	7% (35)	17% (83)	3% (13)	485
Pop culture: Not a fan	18% (50)	23% (64)	13% (36)	10% (29)	20% (55)	17% (49)	283
Sports: An avid fan	30% (64)	26% (54)	13% (27)	8% (17)	15% (31)	7% (16)	209
Sports: A casual fan	32% (103)	29% (93)	10% (33)	8% (27)	15% (49)	6% (19)	323
Sports: Not a fan	29% (138)	28% (130)	11% (49)	9% (40)	16% (74)	8% (37)	468
Celeb fans on social media	34% (245)	31% (220)	11% (80)	8% (59)	11% (82)	4% (30)	717
Celebs share too much on social media	31% (171)	30% (162)	12% (65)	9% (48)	14% (75)	4% (23)	544
Celebs who don't share are disconnected	35% (111)	29% (92)	13% (43)	10% (32)	9% (28)	3% (10)	317
Celebs should interact on social media	33% (216)	30% (195)	12% (81)	10% (66)	12% (79)	3% (21)	658
Celebs' social media is a professional platform	31% (57)	24% (44)	13% (24)	11% (21)	15% (28)	6% (12)	187
Celebs' social media is a personal platform	32% (154)	31% (150)	11% (53)	9% (42)	12% (57)	5% (23)	478
Connects to celebs paid promoting	45% (57)	25% (32)	8% (10)	10% (12)	6% (8)	6% (8)	128
Connects to celebs non-paid promoting	37% (148)	32% (129)	11% (42)	9% (37)	9% (34)	2% (7)	397

Continued on next page

**Table CGZ1\_2:** Do you have a favorable or unfavorable view of following people?

Billie Eilish

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	30% (304)	28% (276)	11% (109)	8% (85)	15% (154)	7% (71)	1000
Concerned about climate change	32% (233)	31% (222)	12% (86)	8% (55)	13% (97)	5% (33)	726
Humans can stop climate change	33% (85)	27% (69)	14% (36)	9% (24)	11% (28)	7% (17)	258
Humans can slow climate change	29% (139)	34% (167)	11% (54)	7% (35)	16% (75)	3% (14)	485
Climate change is beyond control	42% (35)	18% (15)	9% (8)	12% (10)	9% (7)	10% (9)	84
Completely in-person school	27% (16)	32% (18)	16% (9)	8% (4)	7% (4)	10% (6)	57
Both in person and virtual school	28% (90)	33% (106)	9% (30)	8% (24)	19% (60)	3% (10)	320
Completely virtual school	31% (107)	27% (92)	14% (49)	11% (38)	12% (43)	4% (15)	345
Watch live sports at least once a week	31% (74)	22% (51)	16% (38)	8% (18)	15% (37)	8% (19)	238

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

**Table CGZ1\_3:** Do you have a favorable or unfavorable view of following people?

Zendaya

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
Gender: Male	23% (113)	24% (117)	6% (31)	4% (19)	19% (93)	24% (116)	489
Gender: Female	51% (260)	26% (132)	4% (20)	2% (9)	12% (61)	6% (30)	511
Age: 18-34	34% (174)	26% (133)	6% (31)	4% (18)	16% (80)	14% (69)	506
GenZers: 1997-2012	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
PID: Dem (no lean)	46% (161)	28% (97)	4% (14)	2% (6)	13% (47)	8% (27)	353
PID: Ind (no lean)	35% (172)	23% (113)	4% (18)	3% (13)	16% (80)	19% (94)	490
PID: Rep (no lean)	25% (39)	24% (38)	12% (18)	6% (9)	17% (27)	16% (25)	157
PID/Gender: Dem Men	31% (48)	32% (49)	4% (6)	2% (3)	17% (26)	14% (21)	154
PID/Gender: Dem Women	57% (113)	24% (48)	4% (8)	1% (3)	11% (21)	3% (6)	199
PID/Gender: Ind Men	21% (52)	19% (48)	5% (13)	4% (11)	20% (49)	31% (76)	248
PID/Gender: Ind Women	50% (121)	27% (66)	2% (5)	1% (2)	13% (31)	7% (17)	242
PID/Gender: Rep Men	16% (13)	23% (20)	14% (12)	6% (5)	21% (18)	21% (18)	87
PID/Gender: Rep Women	37% (26)	26% (18)	9% (6)	6% (4)	13% (9)	9% (7)	71
Ideo: Liberal (1-3)	44% (135)	28% (88)	5% (14)	1% (4)	15% (47)	7% (21)	309
Ideo: Moderate (4)	36% (74)	25% (51)	6% (11)	2% (4)	16% (33)	15% (31)	204
Ideo: Conservative (5-7)	23% (32)	29% (40)	13% (18)	7% (10)	15% (21)	13% (19)	140
Educ: < College	37% (342)	24% (223)	5% (47)	3% (26)	16% (146)	15% (134)	918
Educ: Bachelors degree	38% (25)	34% (22)	5% (3)	3% (2)	11% (7)	10% (6)	65
Income: Under 50k	36% (209)	23% (134)	5% (29)	3% (20)	17% (99)	15% (90)	581
Income: 50k-100k	38% (107)	29% (81)	5% (14)	2% (7)	13% (37)	14% (39)	285
Income: 100k+	42% (57)	25% (34)	5% (7)	1% (1)	14% (19)	13% (17)	134
Ethnicity: White	33% (206)	26% (162)	5% (32)	2% (15)	17% (109)	16% (103)	627
Ethnicity: Hispanic	41% (83)	21% (42)	5% (10)	7% (14)	13% (27)	13% (26)	203
Ethnicity: Black	56% (75)	21% (27)	3% (4)	3% (4)	8% (11)	8% (11)	132
Ethnicity: Other	38% (92)	25% (59)	6% (14)	4% (9)	14% (35)	13% (31)	240
All Christian	40% (101)	23% (58)	7% (18)	4% (9)	13% (32)	13% (33)	251
Atheist	36% (38)	29% (31)	3% (3)	3% (3)	18% (20)	11% (12)	107
Agnostic/Nothing in particular	35% (139)	24% (94)	4% (17)	2% (8)	17% (67)	18% (72)	396
Something Else	38% (75)	27% (54)	4% (9)	4% (7)	14% (28)	13% (25)	197
Religious Non-Protestant/Catholic	42% (24)	24% (14)	7% (4)	1% (1)	14% (8)	11% (7)	58

Continued on next page

**Table CGZ1\_3: Do you have a favorable or unfavorable view of following people?**

Zendaya

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
Evangelical	32% (52)	28% (45)	7% (12)	6% (10)	12% (20)	14% (23)	163
Non-Evangelical	43% (114)	23% (62)	5% (13)	2% (6)	15% (38)	12% (32)	265
Community: Urban	44% (111)	21% (52)	6% (15)	3% (8)	14% (35)	13% (33)	254
Community: Suburban	36% (196)	26% (138)	5% (27)	3% (16)	16% (86)	14% (77)	540
Community: Rural	32% (65)	28% (58)	4% (8)	2% (4)	16% (34)	17% (35)	205
Employ: Private Sector	33% (32)	29% (29)	6% (6)	5% (5)	13% (12)	15% (14)	98
Employ: Self-Employed	33% (17)	18% (9)	9% (5)	4% (2)	24% (13)	12% (6)	52
Employ: Unemployed	31% (53)	24% (40)	7% (13)	5% (8)	20% (35)	13% (21)	170
Employ: Other	24% (17)	20% (14)	12% (9)	3% (2)	12% (9)	30% (22)	73
Military HH: Yes	32% (30)	25% (24)	4% (4)	2% (2)	20% (19)	18% (17)	95
Military HH: No	38% (342)	25% (225)	5% (46)	3% (26)	15% (136)	14% (129)	905
RD/WT: Right Direction	29% (55)	23% (45)	9% (18)	3% (6)	17% (33)	18% (35)	192
RD/WT: Wrong Track	39% (318)	25% (204)	4% (33)	3% (22)	15% (121)	14% (110)	808
Trump Job Approve	23% (53)	28% (64)	11% (24)	5% (12)	14% (33)	18% (41)	226
Trump Job Disapprove	43% (277)	25% (160)	4% (23)	2% (13)	14% (90)	12% (77)	640
Trump Job Strongly Approve	20% (17)	27% (23)	13% (11)	7% (6)	12% (10)	19% (16)	85
Trump Job Somewhat Approve	25% (36)	29% (41)	9% (13)	4% (6)	16% (22)	17% (24)	141
Trump Job Somewhat Disapprove	36% (58)	24% (39)	6% (10)	1% (2)	13% (21)	20% (31)	161
Trump Job Strongly Disapprove	46% (219)	25% (122)	3% (13)	2% (11)	14% (69)	9% (45)	479
Favorable of Trump	23% (46)	28% (57)	10% (20)	6% (12)	13% (26)	20% (40)	202
Unfavorable of Trump	44% (285)	26% (170)	3% (22)	2% (12)	14% (95)	11% (69)	652
Very Favorable of Trump	26% (23)	23% (21)	8% (8)	7% (6)	12% (11)	24% (22)	91
Somewhat Favorable of Trump	21% (23)	32% (36)	12% (13)	5% (6)	14% (15)	16% (18)	110
Somewhat Unfavorable of Trump	35% (48)	30% (41)	6% (8)	2% (3)	15% (21)	12% (17)	139
Very Unfavorable of Trump	46% (237)	25% (129)	3% (14)	2% (9)	14% (73)	10% (52)	514

Continued on next page

**Table CGZ1\_3:** Do you have a favorable or unfavorable view of following people?

Zendaya

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
#1 Issue: Economy	34% (96)	25% (70)	7% (21)	4% (11)	14% (40)	16% (46)	285
#1 Issue: Security	25% (18)	29% (21)	7% (5)	6% (4)	17% (12)	16% (12)	72
#1 Issue: Health Care	39% (66)	28% (46)	1% (2)	2% (3)	21% (35)	9% (15)	168
#1 Issue: Women's Issues	50% (72)	22% (31)	7% (10)	2% (2)	10% (14)	10% (14)	143
#1 Issue: Education	38% (55)	22% (32)	3% (5)	4% (5)	12% (17)	21% (31)	145
#1 Issue: Energy	36% (31)	30% (26)	7% (6)	— (0)	18% (16)	10% (9)	87
#1 Issue: Other	40% (33)	23% (19)	2% (2)	1% (1)	19% (16)	15% (12)	84
4-Region: Northeast	37% (71)	26% (50)	7% (13)	2% (4)	16% (30)	11% (21)	188
4-Region: Midwest	40% (76)	17% (33)	6% (11)	1% (2)	21% (39)	15% (28)	189
4-Region: South	33% (127)	25% (97)	5% (21)	3% (13)	16% (62)	17% (66)	386
4-Region: West	42% (100)	29% (69)	2% (5)	4% (9)	10% (23)	13% (31)	237
Middle school (Grade 6 - 8)	28% (20)	12% (8)	8% (5)	— (0)	18% (13)	35% (25)	72
High school (Grade 9 - 12)	40% (186)	26% (119)	4% (19)	3% (13)	15% (70)	12% (55)	461
Community college	37% (25)	27% (18)	6% (4)	4% (3)	15% (10)	11% (7)	67
College or university program	42% (82)	26% (51)	8% (15)	2% (4)	10% (20)	12% (23)	195
I am not in school	29% (60)	26% (52)	3% (7)	4% (9)	20% (41)	17% (35)	204
White, non-Hispanic	32% (175)	26% (144)	5% (29)	2% (10)	17% (93)	17% (92)	543
POC	43% (198)	23% (105)	5% (21)	4% (18)	14% (62)	12% (53)	457
Twitter Users	42% (181)	26% (111)	3% (13)	3% (11)	15% (66)	11% (46)	428
Facebook Users	39% (189)	24% (119)	5% (24)	3% (15)	17% (81)	12% (60)	487
Snapchat Users	43% (268)	27% (169)	5% (32)	2% (14)	13% (83)	9% (54)	620
Instagram Users	41% (315)	27% (203)	5% (35)	3% (23)	14% (110)	10% (77)	762
Tiktok Users	50% (232)	23% (109)	4% (20)	3% (12)	13% (59)	7% (35)	467
Reddit Users	33% (89)	29% (77)	6% (16)	3% (8)	16% (44)	13% (35)	268
YouTube Users	38% (346)	26% (235)	5% (47)	3% (25)	16% (143)	14% (125)	920
Harry Styles Fan	55% (232)	25% (104)	3% (15)	2% (9)	10% (40)	5% (21)	421
Billie Eilish Fan	47% (280)	26% (157)	4% (24)	2% (13)	11% (68)	9% (55)	595
Zendaya Fan	57% (351)	31% (190)	4% (22)	1% (9)	7% (43)	— (0)	614
Taylor Swift Fan	45% (215)	27% (132)	5% (23)	2% (9)	11% (54)	10% (48)	482
Kylie Jenner Fan	51% (159)	25% (78)	5% (16)	2% (7)	8% (26)	8% (25)	311

Continued on next page

**Table CGZ1\_3:** Do you have a favorable or unfavorable view of following people?

Zendaya

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
Emma Chamberlain Fan	55% (130)	26% (61)	5% (12)	2% (6)	7% (18)	5% (11)	238
Niall Horan Fan	53% (137)	29% (75)	5% (13)	2% (6)	8% (20)	2% (6)	256
Zayn Malik Fan	58% (160)	25% (70)	4% (11)	2% (6)	7% (19)	4% (10)	277
Liam Payne Fan	53% (129)	27% (65)	4% (11)	3% (7)	8% (19)	4% (10)	242
Louis Tomlinson Fan	57% (124)	27% (58)	4% (9)	3% (6)	6% (14)	3% (7)	217
Film: An avid fan	47% (126)	23% (62)	4% (12)	2% (4)	14% (37)	10% (27)	268
Film: A casual fan	37% (202)	26% (143)	6% (30)	3% (17)	14% (77)	13% (70)	539
Film: Not a fan	23% (44)	23% (44)	4% (8)	4% (7)	21% (41)	25% (49)	193
Television: An avid fan	46% (114)	24% (58)	4% (10)	1% (3)	12% (30)	13% (32)	246
Television: A casual fan	38% (211)	26% (144)	5% (30)	3% (17)	16% (88)	13% (71)	562
Television: Not a fan	25% (47)	24% (47)	5% (10)	4% (8)	19% (37)	22% (43)	192
Music: An avid fan	43% (272)	24% (154)	4% (26)	2% (15)	14% (90)	12% (75)	632
Music: A casual fan	29% (96)	27% (90)	6% (21)	4% (13)	17% (57)	17% (56)	333
Fashion: An avid fan	51% (114)	22% (50)	5% (12)	3% (6)	12% (27)	6% (14)	223
Fashion: A casual fan	44% (192)	27% (118)	4% (17)	2% (8)	13% (58)	10% (45)	437
Fashion: Not a fan	20% (67)	24% (81)	6% (22)	4% (14)	20% (69)	25% (87)	340
Pop culture: An avid fan	52% (121)	26% (61)	2% (5)	3% (8)	10% (22)	7% (16)	232
Pop culture: A casual fan	40% (195)	29% (139)	5% (25)	3% (13)	13% (65)	10% (47)	485
Pop culture: Not a fan	20% (56)	17% (49)	7% (20)	3% (7)	24% (67)	29% (83)	283
Sports: An avid fan	38% (79)	23% (49)	6% (12)	3% (5)	14% (29)	17% (35)	209
Sports: A casual fan	42% (137)	24% (78)	5% (17)	2% (7)	17% (55)	9% (30)	323
Sports: Not a fan	34% (157)	26% (122)	5% (21)	3% (16)	15% (71)	17% (81)	468
Celeb fans on social media	43% (309)	25% (180)	5% (39)	3% (22)	13% (96)	10% (70)	717
Celebs share too much on social media	38% (206)	26% (141)	5% (27)	3% (17)	15% (84)	13% (69)	544
Celebs who don't share are disconnected	41% (129)	30% (95)	6% (18)	2% (8)	11% (35)	10% (32)	317
Celebs should interact on social media	41% (270)	26% (173)	5% (31)	3% (21)	14% (90)	11% (74)	658
Celebs' social media is a professional platform	34% (64)	20% (38)	6% (12)	4% (7)	17% (31)	19% (35)	187
Celebs' social media is a personal platform	40% (189)	28% (134)	5% (24)	2% (12)	14% (66)	11% (54)	478
Connects to celebs paid promoting	45% (58)	19% (24)	7% (9)	6% (7)	13% (16)	11% (14)	128
Connects to celebs non-paid promoting	46% (181)	27% (109)	5% (18)	3% (10)	11% (42)	9% (37)	397

Continued on next page



**Table CGZ1\_3:** Do you have a favorable or unfavorable view of following people?

Zendaya

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	37% (373)	25% (249)	5% (50)	3% (28)	15% (154)	15% (146)	1000
Concerned about climate change	41% (299)	27% (193)	5% (36)	2% (15)	14% (102)	11% (81)	726
Humans can stop climate change	41% (105)	23% (59)	5% (14)	2% (6)	17% (43)	12% (31)	258
Humans can slow climate change	39% (190)	30% (144)	5% (24)	2% (9)	13% (61)	12% (57)	485
Climate change is beyond control	36% (30)	19% (16)	8% (6)	6% (5)	15% (12)	16% (14)	84
Completely in-person school	35% (20)	14% (8)	11% (6)	7% (4)	13% (7)	20% (11)	57
Both in person and virtual school	38% (122)	27% (85)	5% (17)	2% (5)	18% (56)	11% (34)	320
Completely virtual school	41% (143)	26% (91)	4% (15)	3% (10)	11% (39)	14% (47)	345
Watch live sports at least once a week	34% (81)	23% (54)	8% (19)	3% (8)	19% (46)	12% (29)	238

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

**Table CGZ1\_4:** Do you have a favorable or unfavorable view of following people?

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
Gender: Male	12% (59)	28% (134)	16% (79)	15% (71)	23% (112)	7% (33)	489
Gender: Female	24% (124)	34% (171)	14% (72)	10% (50)	16% (81)	2% (13)	511
Age: 18-34	20% (102)	27% (136)	14% (72)	15% (75)	20% (101)	4% (20)	506
GenZers: 1997-2012	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
PID: Dem (no lean)	24% (86)	36% (125)	13% (45)	9% (31)	17% (59)	2% (7)	353
PID: Ind (no lean)	14% (70)	28% (137)	15% (75)	13% (64)	23% (112)	6% (32)	490
PID: Rep (no lean)	17% (27)	28% (43)	20% (31)	17% (27)	14% (22)	4% (6)	157
PID/Gender: Dem Men	20% (31)	31% (48)	13% (19)	12% (19)	20% (31)	4% (6)	154
PID/Gender: Dem Women	27% (54)	39% (78)	13% (25)	6% (12)	14% (28)	1% (1)	199
PID/Gender: Ind Men	8% (21)	24% (60)	18% (43)	16% (39)	25% (63)	9% (22)	248
PID/Gender: Ind Women	21% (50)	32% (77)	13% (32)	10% (25)	20% (49)	4% (9)	242
PID/Gender: Rep Men	9% (7)	31% (27)	19% (17)	16% (14)	21% (18)	5% (4)	87
PID/Gender: Rep Women	28% (20)	24% (17)	21% (15)	19% (13)	6% (4)	3% (2)	71
Ideo: Liberal (1-3)	25% (79)	35% (109)	12% (38)	9% (28)	16% (50)	2% (5)	309
Ideo: Moderate (4)	18% (36)	33% (67)	14% (29)	12% (24)	22% (44)	2% (4)	204
Ideo: Conservative (5-7)	13% (19)	28% (39)	25% (35)	19% (27)	11% (16)	3% (5)	140
Educ: < College	18% (163)	31% (281)	15% (139)	12% (108)	20% (185)	5% (43)	918
Educ: Bachelors degree	24% (15)	34% (22)	15% (10)	18% (12)	7% (5)	2% (1)	65
Income: Under 50k	17% (99)	24% (140)	15% (85)	16% (93)	22% (129)	6% (34)	581
Income: 50k-100k	19% (55)	42% (121)	15% (44)	6% (18)	13% (38)	3% (10)	285
Income: 100k+	22% (30)	33% (45)	16% (22)	8% (10)	19% (26)	1% (2)	134
Ethnicity: White	19% (119)	30% (189)	16% (101)	14% (88)	17% (109)	3% (21)	627
Ethnicity: Hispanic	17% (34)	30% (60)	14% (29)	15% (30)	20% (40)	5% (9)	203
Ethnicity: Black	15% (20)	23% (31)	15% (19)	11% (14)	30% (39)	6% (8)	132
Ethnicity: Other	18% (44)	36% (86)	13% (30)	8% (19)	19% (45)	7% (17)	240
All Christian	24% (60)	33% (84)	15% (39)	11% (28)	13% (34)	3% (8)	251
Atheist	22% (23)	34% (36)	16% (17)	13% (14)	12% (13)	3% (3)	107
Agnostic/Nothing in particular	16% (62)	28% (111)	13% (52)	14% (55)	23% (90)	6% (25)	396
Something Else	16% (32)	28% (55)	19% (38)	9% (18)	23% (46)	4% (8)	197
Religious Non-Protestant/Catholic	14% (8)	43% (25)	10% (6)	11% (6)	18% (11)	3% (2)	58

Continued on next page

**Table CGZ1\_4:** Do you have a favorable or unfavorable view of following people?

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
Evangelical	21% (34)	31% (51)	18% (30)	11% (17)	15% (25)	4% (7)	163
Non-Evangelical	20% (52)	30% (79)	18% (47)	10% (26)	20% (53)	3% (8)	265
Community: Urban	19% (47)	27% (69)	13% (33)	16% (40)	19% (49)	6% (16)	254
Community: Suburban	18% (96)	32% (172)	15% (84)	11% (57)	21% (113)	3% (19)	540
Community: Rural	19% (40)	31% (65)	17% (34)	12% (25)	15% (31)	5% (10)	205
Employ: Private Sector	27% (26)	32% (31)	10% (10)	14% (14)	15% (15)	2% (2)	98
Employ: Self-Employed	17% (9)	18% (9)	14% (7)	16% (8)	29% (15)	6% (3)	52
Employ: Unemployed	16% (27)	25% (43)	15% (25)	19% (32)	24% (41)	2% (3)	170
Employ: Other	14% (10)	22% (16)	16% (12)	11% (8)	20% (15)	17% (12)	73
Military HH: Yes	20% (19)	32% (30)	13% (12)	9% (8)	25% (24)	2% (2)	95
Military HH: No	18% (165)	30% (276)	15% (139)	12% (113)	19% (169)	5% (43)	905
RD/WT: Right Direction	19% (37)	24% (47)	17% (32)	14% (26)	20% (38)	6% (12)	192
RD/WT: Wrong Track	18% (147)	32% (259)	15% (119)	12% (95)	19% (155)	4% (33)	808
Trump Job Approve	16% (35)	28% (64)	21% (47)	18% (41)	13% (30)	4% (9)	226
Trump Job Disapprove	21% (131)	33% (209)	14% (90)	10% (66)	20% (126)	3% (17)	640
Trump Job Strongly Approve	17% (14)	27% (23)	19% (17)	21% (18)	12% (10)	4% (4)	85
Trump Job Somewhat Approve	15% (21)	29% (41)	22% (31)	16% (23)	14% (20)	4% (5)	141
Trump Job Somewhat Disapprove	21% (33)	30% (49)	18% (29)	9% (15)	20% (32)	2% (3)	161
Trump Job Strongly Disapprove	20% (98)	34% (161)	13% (61)	11% (51)	20% (94)	3% (14)	479
Favorable of Trump	16% (32)	29% (59)	21% (42)	20% (40)	10% (21)	4% (8)	202
Unfavorable of Trump	20% (132)	34% (220)	15% (96)	10% (66)	19% (127)	2% (12)	652
Very Favorable of Trump	19% (17)	25% (23)	19% (17)	26% (24)	8% (7)	3% (3)	91
Somewhat Favorable of Trump	13% (15)	33% (36)	22% (24)	15% (16)	13% (14)	4% (5)	110
Somewhat Unfavorable of Trump	19% (26)	33% (46)	17% (24)	8% (12)	20% (28)	2% (3)	139
Very Unfavorable of Trump	21% (106)	34% (174)	14% (72)	11% (54)	19% (98)	2% (9)	514

Continued on next page

**Table CGZ1\_4:** Do you have a favorable or unfavorable view of following people?  
Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
#1 Issue: Economy	20% (58)	30% (87)	16% (47)	14% (39)	17% (47)	3% (8)	285
#1 Issue: Security	22% (16)	20% (14)	14% (10)	18% (13)	20% (14)	7% (5)	72
#1 Issue: Health Care	17% (29)	32% (53)	17% (28)	9% (15)	21% (35)	4% (7)	168
#1 Issue: Women's Issues	23% (34)	38% (54)	10% (15)	9% (14)	14% (21)	4% (6)	143
#1 Issue: Education	19% (27)	27% (39)	16% (23)	16% (24)	18% (26)	4% (6)	145
#1 Issue: Energy	14% (12)	31% (27)	14% (12)	8% (7)	29% (26)	3% (3)	87
#1 Issue: Other	9% (8)	33% (27)	18% (15)	9% (7)	22% (18)	9% (8)	84
4-Region: Northeast	19% (37)	33% (61)	15% (28)	10% (18)	18% (34)	5% (10)	188
4-Region: Midwest	20% (38)	30% (56)	15% (28)	13% (25)	18% (34)	3% (7)	189
4-Region: South	17% (66)	27% (105)	17% (64)	13% (50)	21% (83)	5% (18)	386
4-Region: West	18% (42)	35% (83)	13% (31)	12% (28)	18% (42)	4% (11)	237
Middle school (Grade 6 - 8)	9% (6)	33% (24)	13% (9)	16% (12)	19% (14)	10% (8)	72
High school (Grade 9 - 12)	18% (82)	32% (148)	17% (78)	10% (46)	19% (86)	5% (21)	461
Community college	21% (14)	28% (19)	12% (8)	16% (11)	17% (12)	7% (4)	67
College or university program	24% (47)	30% (58)	17% (32)	10% (19)	17% (33)	3% (5)	195
I am not in school	17% (34)	28% (57)	12% (24)	16% (34)	24% (49)	3% (7)	204
White, non-Hispanic	19% (101)	31% (169)	16% (87)	14% (74)	17% (93)	3% (19)	543
POC	18% (82)	30% (137)	14% (64)	10% (48)	22% (100)	6% (26)	457
Twitter Users	23% (97)	31% (134)	16% (70)	10% (44)	18% (77)	1% (5)	428
Facebook Users	22% (106)	33% (160)	14% (69)	13% (62)	17% (81)	2% (10)	487
Snapchat Users	21% (128)	34% (209)	16% (97)	10% (63)	17% (103)	3% (20)	620
Instagram Users	20% (149)	32% (246)	15% (117)	12% (90)	18% (140)	3% (20)	762
Tiktok Users	24% (110)	34% (158)	14% (67)	9% (43)	16% (74)	3% (14)	467
Reddit Users	18% (49)	28% (76)	17% (47)	13% (36)	22% (59)	1% (2)	268
YouTube Users	18% (169)	31% (288)	16% (144)	11% (106)	20% (181)	3% (32)	920
Harry Styles Fan	31% (131)	38% (162)	11% (47)	7% (30)	10% (43)	2% (9)	421
Billie Eilish Fan	25% (149)	35% (205)	14% (85)	11% (63)	14% (82)	2% (10)	595
Zendaya Fan	24% (145)	35% (216)	14% (85)	10% (58)	17% (102)	1% (7)	614
Taylor Swift Fan	36% (173)	44% (214)	8% (38)	3% (16)	8% (40)	— (0)	482
Kylie Jenner Fan	26% (81)	36% (111)	16% (48)	9% (28)	12% (37)	2% (6)	311

Continued on next page

**Table CGZ1\_4:** Do you have a favorable or unfavorable view of following people?

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
Emma Chamberlain Fan	29% (70)	40% (95)	11% (26)	8% (18)	11% (25)	2% (4)	238
Niall Horan Fan	34% (86)	35% (90)	13% (33)	8% (21)	9% (23)	1% (3)	256
Zayn Malik Fan	32% (90)	39% (107)	13% (35)	8% (22)	7% (21)	1% (3)	277
Liam Payne Fan	35% (84)	34% (83)	11% (27)	8% (19)	10% (25)	2% (4)	242
Louis Tomlinson Fan	36% (78)	34% (74)	12% (26)	7% (16)	9% (20)	1% (3)	217
Film: An avid fan	25% (68)	32% (86)	9% (23)	14% (38)	16% (43)	4% (9)	268
Film: A casual fan	16% (88)	33% (176)	19% (100)	11% (58)	19% (103)	3% (14)	539
Film: Not a fan	15% (28)	22% (43)	14% (27)	13% (25)	24% (47)	11% (22)	193
Television: An avid fan	28% (69)	30% (74)	12% (30)	12% (29)	14% (33)	4% (11)	246
Television: A casual fan	17% (94)	34% (191)	15% (86)	12% (66)	20% (111)	2% (14)	562
Television: Not a fan	11% (21)	21% (41)	18% (35)	14% (26)	25% (48)	11% (21)	192
Music: An avid fan	21% (134)	31% (198)	16% (98)	13% (79)	17% (106)	2% (16)	632
Music: A casual fan	14% (48)	31% (103)	15% (51)	11% (35)	24% (80)	5% (16)	333
Fashion: An avid fan	28% (62)	26% (58)	16% (36)	11% (24)	15% (33)	4% (10)	223
Fashion: A casual fan	19% (84)	36% (156)	13% (59)	11% (47)	19% (84)	2% (8)	437
Fashion: Not a fan	11% (38)	27% (93)	17% (56)	15% (50)	22% (75)	8% (28)	340
Pop culture: An avid fan	32% (73)	26% (60)	14% (33)	13% (31)	12% (27)	3% (8)	232
Pop culture: A casual fan	17% (83)	38% (186)	15% (72)	10% (46)	18% (89)	2% (8)	485
Pop culture: Not a fan	10% (27)	21% (60)	16% (46)	16% (45)	27% (76)	10% (29)	283
Sports: An avid fan	20% (42)	30% (63)	16% (34)	11% (22)	18% (37)	5% (10)	209
Sports: A casual fan	20% (65)	33% (108)	13% (43)	11% (37)	19% (62)	2% (8)	323
Sports: Not a fan	16% (76)	29% (135)	16% (74)	13% (63)	20% (93)	6% (28)	468
Celeb fans on social media	21% (153)	33% (236)	15% (107)	13% (94)	16% (113)	2% (14)	717
Celebs share too much on social media	21% (115)	33% (179)	18% (100)	11% (59)	15% (83)	1% (7)	544
Celebs who don't share are disconnected	23% (72)	35% (110)	18% (56)	10% (33)	14% (45)	1% (2)	317
Celebs should interact on social media	20% (134)	33% (218)	18% (117)	11% (72)	17% (109)	1% (8)	658
Celebs' social media is a professional platform	16% (30)	33% (62)	16% (30)	18% (33)	14% (27)	3% (6)	187
Celebs' social media is a personal platform	21% (99)	35% (165)	15% (73)	10% (48)	17% (82)	2% (10)	478
Connects to celebs paid promoting	32% (41)	27% (35)	15% (19)	11% (14)	12% (15)	2% (3)	128
Connects to celebs non-paid promoting	23% (93)	38% (150)	14% (57)	10% (38)	14% (54)	1% (5)	397

Continued on next page

**Table CGZ1\_4:** Do you have a favorable or unfavorable view of following people?  
Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (184)	31% (306)	15% (151)	12% (121)	19% (193)	5% (45)	1000
Concerned about climate change	20% (146)	35% (257)	16% (116)	9% (67)	18% (127)	2% (13)	726
Humans can stop climate change	24% (63)	30% (78)	14% (37)	11% (27)	17% (44)	4% (9)	258
Humans can slow climate change	17% (84)	36% (174)	18% (87)	10% (49)	17% (81)	2% (9)	485
Climate change is beyond control	17% (14)	28% (24)	17% (15)	15% (13)	20% (16)	3% (2)	84
Completely in-person school	12% (7)	42% (24)	18% (10)	10% (6)	13% (7)	6% (3)	57
Both in person and virtual school	20% (64)	31% (98)	17% (53)	8% (25)	22% (69)	3% (10)	320
Completely virtual school	19% (66)	33% (113)	16% (57)	13% (45)	16% (56)	2% (8)	345
Watch live sports at least once a week	19% (46)	29% (70)	17% (39)	12% (29)	19% (44)	4% (9)	238

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

**Table CGZ1\_5:** Do you have a favorable or unfavorable view of following people?

Kylie Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
Gender: Male	9% (44)	13% (63)	18% (87)	23% (111)	24% (118)	13% (65)	489
Gender: Female	13% (64)	19% (96)	23% (117)	19% (96)	22% (110)	5% (27)	511
Age: 18-34	11% (53)	17% (87)	18% (89)	27% (135)	20% (102)	8% (40)	506
GenZers: 1997-2012	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
PID: Dem (no lean)	11% (39)	18% (64)	26% (93)	22% (76)	20% (70)	3% (11)	353
PID: Ind (no lean)	11% (52)	14% (69)	17% (85)	19% (92)	26% (129)	13% (63)	490
PID: Rep (no lean)	11% (18)	18% (28)	17% (26)	24% (38)	19% (29)	12% (18)	157
PID/Gender: Dem Men	12% (19)	15% (22)	23% (35)	21% (33)	23% (35)	7% (10)	154
PID/Gender: Dem Women	10% (20)	21% (41)	29% (58)	22% (43)	18% (35)	1% (1)	199
PID/Gender: Ind Men	7% (18)	11% (28)	15% (36)	21% (53)	28% (69)	18% (45)	248
PID/Gender: Ind Women	14% (34)	17% (41)	20% (49)	16% (40)	25% (60)	7% (18)	242
PID/Gender: Rep Men	9% (8)	16% (14)	18% (16)	29% (25)	16% (14)	12% (10)	87
PID/Gender: Rep Women	14% (10)	20% (14)	15% (10)	18% (13)	22% (15)	12% (8)	71
Ideo: Liberal (1-3)	8% (26)	15% (46)	28% (87)	27% (82)	19% (57)	4% (11)	309
Ideo: Moderate (4)	10% (21)	19% (39)	22% (45)	18% (37)	23% (47)	7% (14)	204
Ideo: Conservative (5-7)	10% (15)	15% (21)	16% (22)	31% (43)	20% (28)	8% (11)	140
Educ: < College	11% (101)	15% (140)	21% (192)	19% (175)	24% (219)	10% (90)	918
Educ: Bachelors degree	4% (2)	25% (16)	17% (11)	45% (29)	9% (6)	— (0)	65
Income: Under 50k	12% (70)	13% (78)	16% (92)	23% (135)	25% (143)	11% (63)	581
Income: 50k-100k	7% (21)	20% (58)	25% (72)	19% (55)	21% (60)	6% (18)	285
Income: 100k+	13% (17)	17% (23)	30% (40)	13% (17)	19% (25)	8% (11)	134
Ethnicity: White	10% (61)	15% (93)	22% (135)	23% (146)	22% (141)	8% (52)	627
Ethnicity: Hispanic	15% (29)	15% (30)	19% (38)	19% (39)	25% (51)	7% (15)	203
Ethnicity: Black	16% (21)	21% (28)	14% (19)	17% (22)	23% (31)	9% (11)	132
Ethnicity: Other	11% (27)	16% (39)	21% (50)	16% (39)	23% (56)	12% (29)	240
All Christian	13% (34)	17% (41)	24% (60)	19% (49)	19% (48)	8% (19)	251
Atheist	6% (7)	9% (9)	30% (32)	27% (29)	19% (21)	9% (9)	107
Agnostic/Nothing in particular	9% (37)	15% (59)	18% (72)	21% (82)	25% (98)	12% (47)	396
Something Else	13% (26)	18% (36)	16% (31)	19% (38)	28% (54)	6% (12)	197
Religious Non-Protestant/Catholic	8% (5)	29% (17)	21% (12)	16% (9)	15% (9)	10% (6)	58

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**Table CGZ1\_5:** Do you have a favorable or unfavorable view of following people?

Kylie Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
Evangelical	12% (20)	18% (30)	16% (26)	22% (36)	23% (38)	9% (14)	163
Non-Evangelical	13% (34)	16% (42)	23% (62)	18% (48)	24% (63)	6% (16)	265
Community: Urban	14% (36)	15% (39)	15% (38)	23% (59)	24% (62)	8% (21)	254
Community: Suburban	9% (49)	17% (90)	23% (123)	21% (112)	22% (119)	9% (48)	540
Community: Rural	12% (24)	15% (32)	21% (43)	18% (36)	23% (48)	11% (23)	205
Employ: Private Sector	9% (9)	21% (20)	22% (21)	29% (28)	16% (16)	4% (4)	98
Employ: Self-Employed	12% (6)	10% (5)	15% (8)	37% (19)	20% (11)	6% (3)	52
Employ: Unemployed	12% (21)	16% (27)	15% (25)	27% (46)	25% (42)	6% (10)	170
Employ: Other	10% (7)	14% (10)	9% (7)	18% (13)	21% (15)	29% (21)	73
Military HH: Yes	9% (8)	14% (14)	20% (19)	23% (22)	27% (26)	7% (7)	95
Military HH: No	11% (100)	16% (146)	20% (185)	20% (185)	22% (203)	9% (86)	905
RD/WT: Right Direction	13% (25)	14% (27)	22% (42)	16% (31)	24% (45)	11% (22)	192
RD/WT: Wrong Track	10% (84)	16% (133)	20% (162)	22% (176)	23% (183)	9% (70)	808
Trump Job Approve	10% (23)	18% (42)	16% (36)	26% (59)	18% (40)	12% (27)	226
Trump Job Disapprove	11% (69)	17% (107)	24% (154)	20% (131)	22% (142)	6% (36)	640
Trump Job Strongly Approve	13% (11)	16% (13)	11% (10)	32% (28)	18% (16)	10% (8)	85
Trump Job Somewhat Approve	8% (12)	20% (28)	19% (27)	22% (31)	17% (25)	13% (18)	141
Trump Job Somewhat Disapprove	14% (22)	21% (35)	20% (32)	14% (22)	26% (42)	5% (8)	161
Trump Job Strongly Disapprove	10% (47)	15% (73)	26% (123)	23% (109)	21% (100)	6% (28)	479
Favorable of Trump	11% (22)	18% (36)	14% (29)	30% (61)	17% (34)	10% (21)	202
Unfavorable of Trump	11% (70)	16% (107)	25% (166)	20% (133)	22% (144)	5% (33)	652
Very Favorable of Trump	15% (14)	16% (15)	11% (10)	32% (29)	18% (16)	8% (7)	91
Somewhat Favorable of Trump	7% (8)	19% (21)	17% (19)	28% (31)	17% (18)	12% (13)	110
Somewhat Unfavorable of Trump	13% (19)	20% (28)	25% (34)	14% (20)	21% (29)	7% (9)	139
Very Unfavorable of Trump	10% (51)	15% (78)	26% (132)	22% (114)	22% (115)	5% (24)	514

Continued on next page



**Table CGZ1\_5:** Do you have a favorable or unfavorable view of following people?

Kylie Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
#1 Issue: Economy	13% (36)	20% (57)	18% (51)	21% (60)	21% (61)	7% (21)	285
#1 Issue: Security	11% (8)	22% (16)	16% (12)	20% (14)	19% (14)	12% (9)	72
#1 Issue: Health Care	10% (16)	16% (27)	20% (33)	22% (37)	25% (42)	8% (13)	168
#1 Issue: Women's Issues	15% (21)	12% (17)	23% (33)	21% (30)	20% (28)	9% (13)	143
#1 Issue: Education	11% (16)	13% (19)	24% (35)	19% (27)	24% (34)	9% (13)	145
#1 Issue: Energy	6% (5)	13% (11)	28% (25)	24% (21)	21% (18)	7% (6)	87
#1 Issue: Other	6% (5)	12% (10)	18% (15)	19% (16)	30% (25)	14% (12)	84
4-Region: Northeast	11% (21)	19% (35)	20% (38)	20% (38)	21% (39)	9% (16)	188
4-Region: Midwest	8% (15)	15% (28)	25% (47)	19% (36)	27% (50)	7% (13)	189
4-Region: South	12% (47)	15% (58)	18% (69)	19% (74)	24% (94)	11% (43)	386
4-Region: West	11% (25)	16% (39)	21% (50)	24% (58)	19% (45)	9% (20)	237
Middle school (Grade 6 - 8)	3% (2)	15% (10)	22% (16)	9% (6)	31% (22)	20% (14)	72
High school (Grade 9 - 12)	13% (59)	16% (74)	22% (101)	16% (73)	25% (113)	9% (41)	461
Community college	14% (9)	12% (8)	11% (8)	28% (19)	24% (16)	12% (8)	67
College or university program	9% (17)	18% (35)	24% (46)	27% (52)	18% (35)	5% (10)	195
I am not in school	10% (20)	16% (32)	17% (34)	27% (56)	20% (42)	10% (20)	204
White, non-Hispanic	9% (47)	15% (79)	22% (119)	24% (129)	22% (120)	9% (49)	543
POC	14% (62)	18% (81)	19% (85)	17% (77)	24% (108)	10% (44)	457
Twitter Users	14% (59)	18% (76)	23% (99)	23% (100)	18% (78)	4% (17)	428
Facebook Users	12% (60)	18% (86)	18% (87)	26% (124)	21% (101)	6% (29)	487
Snapchat Users	13% (82)	20% (122)	21% (131)	20% (124)	21% (130)	5% (30)	620
Instagram Users	13% (96)	17% (132)	22% (167)	22% (165)	21% (160)	5% (42)	762
Tiktok Users	17% (78)	19% (88)	20% (93)	17% (81)	23% (105)	5% (21)	467
Reddit Users	6% (15)	11% (30)	24% (64)	30% (79)	25% (66)	5% (14)	268
YouTube Users	11% (101)	16% (149)	21% (195)	20% (187)	23% (216)	8% (72)	920
Harry Styles Fan	17% (73)	23% (97)	20% (84)	20% (85)	16% (68)	3% (13)	421
Billie Eilish Fan	15% (88)	21% (124)	19% (115)	20% (121)	21% (125)	4% (24)	595
Zendaya Fan	15% (92)	21% (129)	21% (130)	19% (116)	20% (124)	4% (24)	614
Taylor Swift Fan	17% (81)	21% (102)	20% (97)	16% (79)	20% (96)	5% (26)	482
Kylie Jenner Fan	33% (102)	37% (115)	10% (32)	4% (14)	15% (48)	— (0)	311

Continued on next page

**Table CGZ1\_5:** Do you have a favorable or unfavorable view of following people?

Kylie Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
Emma Chamberlain Fan	25% (59)	30% (70)	17% (41)	11% (27)	16% (37)	1% (3)	238
Niall Horan Fan	20% (51)	23% (58)	21% (53)	19% (48)	17% (42)	2% (4)	256
Zayn Malik Fan	23% (63)	24% (66)	17% (47)	21% (58)	15% (40)	1% (2)	277
Liam Payne Fan	21% (50)	23% (56)	17% (42)	19% (45)	17% (41)	3% (6)	242
Louis Tomlinson Fan	22% (48)	25% (54)	21% (46)	17% (37)	13% (29)	1% (3)	217
Film: An avid fan	16% (43)	15% (40)	18% (49)	24% (63)	20% (54)	7% (19)	268
Film: A casual fan	9% (48)	18% (99)	22% (121)	20% (110)	23% (123)	7% (38)	539
Film: Not a fan	9% (18)	11% (21)	18% (34)	17% (34)	26% (51)	19% (36)	193
Television: An avid fan	13% (33)	18% (45)	20% (49)	21% (51)	20% (49)	8% (20)	246
Television: A casual fan	10% (57)	17% (93)	22% (123)	21% (116)	23% (130)	7% (42)	562
Television: Not a fan	10% (19)	11% (21)	17% (32)	21% (39)	26% (50)	16% (31)	192
Music: An avid fan	13% (81)	18% (114)	18% (114)	21% (135)	23% (143)	7% (46)	632
Music: A casual fan	8% (25)	13% (43)	26% (85)	20% (68)	24% (79)	10% (33)	333
Fashion: An avid fan	21% (46)	24% (54)	15% (34)	15% (32)	20% (44)	6% (12)	223
Fashion: A casual fan	11% (47)	18% (78)	23% (99)	20% (87)	21% (94)	7% (32)	437
Fashion: Not a fan	5% (16)	8% (28)	21% (71)	26% (87)	27% (90)	14% (48)	340
Pop culture: An avid fan	18% (41)	23% (53)	22% (51)	19% (43)	15% (34)	4% (10)	232
Pop culture: A casual fan	9% (45)	17% (81)	23% (110)	21% (100)	25% (123)	5% (25)	485
Pop culture: Not a fan	8% (22)	9% (25)	15% (43)	22% (63)	25% (71)	20% (57)	283
Sports: An avid fan	18% (38)	20% (41)	20% (42)	16% (33)	17% (35)	9% (20)	209
Sports: A casual fan	14% (45)	20% (64)	16% (51)	16% (53)	25% (82)	9% (28)	323
Sports: Not a fan	5% (26)	12% (55)	24% (111)	26% (121)	24% (111)	10% (45)	468
Celeb fans on social media	14% (99)	18% (130)	20% (145)	22% (158)	21% (147)	5% (38)	717
Celebs share too much on social media	12% (64)	18% (97)	21% (116)	23% (126)	20% (109)	6% (31)	544
Celebs who don't share are disconnected	16% (51)	21% (67)	19% (61)	22% (70)	16% (52)	5% (16)	317
Celebs should interact on social media	12% (78)	19% (124)	23% (151)	22% (142)	20% (133)	5% (30)	658
Celebs' social media is a professional platform	13% (25)	15% (28)	16% (29)	26% (49)	22% (40)	8% (15)	187
Celebs' social media is a personal platform	12% (56)	18% (87)	24% (113)	21% (99)	19% (93)	6% (30)	478
Connects to celebs paid promoting	23% (29)	25% (32)	13% (16)	16% (21)	18% (23)	5% (7)	128
Connects to celebs non-paid promoting	15% (58)	20% (81)	24% (96)	20% (80)	18% (69)	3% (12)	397

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**Table CGZ1\_5:** Do you have a favorable or unfavorable view of following people?*Kylie Jenner*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (109)	16% (160)	20% (204)	21% (207)	23% (228)	9% (92)	1000
Concerned about climate change	11% (83)	17% (120)	24% (173)	21% (152)	22% (157)	6% (41)	726
Humans can stop climate change	12% (30)	13% (34)	25% (66)	21% (54)	20% (51)	9% (23)	258
Humans can slow climate change	9% (42)	18% (89)	25% (120)	22% (106)	21% (102)	5% (26)	485
Climate change is beyond control	20% (16)	20% (17)	8% (6)	26% (22)	19% (16)	8% (7)	84
Completely in-person school	11% (6)	24% (14)	23% (13)	12% (7)	22% (13)	7% (4)	57
Both in person and virtual school	10% (33)	17% (55)	21% (67)	17% (55)	28% (90)	6% (19)	320
Completely virtual school	10% (36)	15% (51)	23% (80)	22% (77)	20% (70)	9% (31)	345
Watch live sports at least once a week	17% (41)	20% (48)	18% (42)	20% (47)	18% (42)	7% (17)	238

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

**Table CGZ1\_6:** Do you have a favorable or unfavorable view of following people?

Emma Chamberlain

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
Gender: Male	5% (25)	10% (47)	9% (42)	5% (27)	24% (116)	47% (232)	489
Gender: Female	16% (82)	16% (84)	11% (55)	7% (34)	26% (134)	24% (122)	511
Age: 18-34	9% (44)	12% (62)	9% (45)	7% (36)	25% (129)	38% (191)	506
GenZers: 1997-2012	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
PID: Dem (no lean)	16% (55)	14% (49)	12% (41)	5% (19)	26% (93)	27% (95)	353
PID: Ind (no lean)	8% (39)	12% (59)	9% (44)	6% (28)	25% (120)	41% (200)	490
PID: Rep (no lean)	8% (12)	15% (24)	8% (12)	8% (13)	24% (37)	38% (59)	157
PID/Gender: Dem Men	9% (13)	12% (19)	9% (14)	5% (7)	25% (38)	41% (64)	154
PID/Gender: Dem Women	21% (42)	15% (30)	14% (27)	6% (12)	28% (55)	16% (32)	199
PID/Gender: Ind Men	3% (8)	7% (17)	7% (18)	5% (14)	24% (59)	53% (132)	248
PID/Gender: Ind Women	13% (32)	17% (41)	11% (26)	6% (15)	25% (61)	28% (67)	242
PID/Gender: Rep Men	4% (4)	12% (11)	13% (11)	7% (6)	22% (19)	42% (36)	87
PID/Gender: Rep Women	12% (9)	18% (13)	2% (1)	10% (7)	26% (18)	33% (23)	71
Ideo: Liberal (1-3)	14% (43)	15% (45)	13% (42)	6% (18)	27% (84)	25% (78)	309
Ideo: Moderate (4)	9% (18)	13% (26)	9% (18)	6% (13)	27% (55)	36% (74)	204
Ideo: Conservative (5-7)	5% (8)	14% (20)	7% (10)	12% (17)	25% (34)	36% (51)	140
Educ: < College	11% (98)	13% (119)	10% (88)	6% (54)	26% (234)	35% (324)	918
Educ: Bachelors degree	9% (6)	18% (12)	10% (7)	8% (5)	23% (15)	32% (21)	65
Income: Under 50k	9% (54)	10% (60)	9% (52)	7% (40)	27% (159)	37% (216)	581
Income: 50k-100k	12% (35)	16% (44)	10% (28)	6% (17)	24% (68)	33% (93)	285
Income: 100k+	14% (19)	20% (27)	12% (16)	2% (3)	18% (24)	34% (45)	134
Ethnicity: White	10% (61)	15% (92)	9% (55)	6% (39)	26% (164)	34% (216)	627
Ethnicity: Hispanic	14% (29)	10% (21)	10% (19)	7% (13)	26% (52)	34% (69)	203
Ethnicity: Black	11% (14)	8% (11)	9% (12)	8% (11)	25% (32)	39% (52)	132
Ethnicity: Other	13% (32)	12% (28)	12% (30)	5% (11)	22% (54)	36% (86)	240
All Christian	14% (36)	17% (42)	10% (26)	8% (20)	20% (51)	31% (77)	251
Atheist	4% (4)	16% (17)	10% (11)	7% (7)	28% (30)	35% (38)	107
Agnostic/Nothing in particular	9% (35)	10% (40)	9% (37)	6% (23)	28% (111)	38% (151)	396
Something Else	12% (23)	13% (26)	9% (17)	5% (10)	22% (44)	39% (77)	197
Religious Non-Protestant/Catholic	14% (8)	14% (8)	12% (7)	2% (1)	31% (18)	28% (16)	58

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**Table CGZ1\_6:** Do you have a favorable or unfavorable view of following people?

Emma Chamberlain

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
Evangelical	15% (24)	13% (21)	8% (13)	7% (12)	21% (35)	36% (58)	163
Non-Evangelical	12% (32)	16% (43)	11% (28)	7% (18)	21% (55)	33% (88)	265
Community: Urban	12% (31)	10% (27)	11% (27)	6% (15)	27% (68)	34% (87)	254
Community: Suburban	10% (53)	14% (74)	10% (53)	7% (37)	25% (137)	34% (186)	540
Community: Rural	11% (23)	15% (30)	8% (16)	4% (9)	22% (46)	40% (81)	205
Employ: Private Sector	5% (5)	22% (21)	12% (11)	6% (6)	21% (21)	34% (34)	98
Employ: Self-Employed	7% (3)	12% (6)	7% (4)	7% (3)	37% (19)	32% (16)	52
Employ: Unemployed	7% (12)	10% (17)	8% (13)	4% (7)	27% (47)	44% (74)	170
Employ: Other	6% (4)	15% (11)	6% (4)	4% (3)	17% (12)	52% (38)	73
Military HH: Yes	9% (8)	18% (17)	9% (8)	7% (6)	23% (22)	35% (33)	95
Military HH: No	11% (99)	13% (114)	10% (89)	6% (54)	25% (229)	35% (321)	905
RD/WT: Right Direction	9% (17)	14% (27)	10% (20)	9% (17)	23% (43)	35% (67)	192
RD/WT: Wrong Track	11% (90)	13% (103)	10% (77)	5% (44)	26% (207)	35% (287)	808
Trump Job Approve	6% (13)	16% (36)	10% (23)	8% (19)	19% (44)	41% (92)	226
Trump Job Disapprove	13% (80)	14% (87)	10% (63)	6% (37)	26% (167)	32% (207)	640
Trump Job Strongly Approve	7% (6)	14% (12)	10% (8)	8% (7)	23% (20)	38% (33)	85
Trump Job Somewhat Approve	5% (7)	17% (24)	10% (14)	9% (12)	17% (24)	42% (59)	141
Trump Job Somewhat Disapprove	11% (17)	11% (18)	7% (12)	6% (10)	30% (49)	34% (55)	161
Trump Job Strongly Disapprove	13% (63)	14% (68)	11% (51)	5% (26)	25% (118)	32% (152)	479
Favorable of Trump	6% (12)	14% (28)	10% (20)	9% (19)	19% (39)	42% (84)	202
Unfavorable of Trump	12% (79)	14% (92)	11% (70)	6% (37)	26% (169)	31% (205)	652
Very Favorable of Trump	9% (8)	13% (12)	8% (7)	9% (8)	22% (20)	40% (36)	91
Somewhat Favorable of Trump	4% (4)	15% (16)	11% (13)	9% (10)	17% (19)	43% (48)	110
Somewhat Unfavorable of Trump	11% (16)	14% (19)	12% (16)	6% (8)	24% (33)	33% (46)	139
Very Unfavorable of Trump	12% (63)	14% (73)	10% (54)	6% (29)	26% (136)	31% (159)	514

Continued on next page

**Table CGZ1\_6:** Do you have a favorable or unfavorable view of following people?

Emma Chamberlain

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
#1 Issue: Economy	8% (23)	15% (43)	8% (24)	6% (18)	27% (76)	35% (101)	285
#1 Issue: Security	16% (11)	8% (6)	11% (8)	9% (7)	19% (13)	37% (26)	72
#1 Issue: Health Care	7% (12)	13% (22)	11% (18)	7% (11)	23% (38)	39% (66)	168
#1 Issue: Women's Issues	18% (26)	17% (24)	6% (9)	5% (8)	28% (40)	25% (36)	143
#1 Issue: Education	12% (18)	8% (12)	11% (16)	8% (12)	20% (29)	40% (58)	145
#1 Issue: Energy	10% (9)	15% (13)	18% (16)	3% (2)	27% (24)	27% (24)	87
#1 Issue: Other	8% (7)	12% (10)	6% (5)	3% (2)	27% (23)	43% (36)	84
4-Region: Northeast	15% (28)	15% (28)	13% (25)	4% (8)	26% (50)	27% (50)	188
4-Region: Midwest	9% (17)	13% (25)	9% (18)	7% (13)	22% (42)	39% (74)	189
4-Region: South	7% (29)	10% (40)	9% (35)	7% (28)	26% (99)	40% (154)	386
4-Region: West	14% (34)	16% (37)	8% (19)	5% (11)	25% (60)	32% (76)	237
Middle school (Grade 6 - 8)	10% (7)	5% (4)	12% (8)	3% (2)	21% (15)	49% (35)	72
High school (Grade 9 - 12)	12% (56)	15% (68)	10% (46)	6% (28)	27% (123)	30% (140)	461
Community college	11% (8)	16% (11)	6% (4)	12% (8)	22% (15)	33% (22)	67
College or university program	12% (23)	12% (24)	13% (26)	6% (11)	24% (46)	33% (65)	195
I am not in school	6% (12)	12% (24)	6% (13)	6% (12)	26% (52)	45% (91)	204
White, non-Hispanic	9% (51)	15% (81)	9% (48)	6% (35)	25% (135)	35% (192)	543
POC	12% (55)	11% (50)	11% (49)	6% (25)	25% (116)	35% (162)	457
Twitter Users	14% (61)	15% (65)	12% (52)	7% (29)	25% (106)	27% (115)	428
Facebook Users	10% (47)	15% (74)	10% (47)	6% (27)	26% (127)	34% (165)	487
Snapchat Users	14% (87)	16% (100)	11% (65)	6% (35)	25% (152)	29% (180)	620
Instagram Users	12% (90)	15% (115)	11% (83)	6% (49)	26% (196)	30% (230)	762
Tiktok Users	18% (86)	17% (80)	11% (51)	6% (26)	25% (117)	23% (105)	467
Reddit Users	5% (14)	14% (36)	12% (31)	8% (21)	31% (84)	30% (81)	268
YouTube Users	11% (97)	14% (125)	10% (90)	6% (57)	26% (235)	34% (315)	920
Harry Styles Fan	19% (79)	22% (92)	12% (51)	5% (23)	19% (79)	23% (96)	421
Billie Eilish Fan	16% (94)	17% (101)	9% (55)	5% (32)	24% (145)	28% (168)	595
Zendaya Fan	16% (97)	18% (108)	10% (61)	6% (39)	24% (145)	27% (164)	614
Taylor Swift Fan	16% (78)	19% (92)	9% (44)	4% (19)	22% (106)	30% (142)	482
Kylie Jenner Fan	22% (69)	19% (60)	10% (30)	4% (12)	20% (63)	25% (77)	311

Continued on next page

**Table CGZ1\_6:** Do you have a favorable or unfavorable view of following people?

Emma Chamberlain

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
Emma Chamberlain Fan	39% (93)	36% (86)	9% (21)	3% (6)	14% (32)	— (0)	238
Niall Horan Fan	22% (56)	23% (60)	13% (33)	4% (11)	20% (51)	18% (46)	256
Zayn Malik Fan	21% (57)	22% (62)	11% (29)	5% (15)	20% (55)	21% (58)	277
Liam Payne Fan	22% (53)	24% (57)	11% (26)	5% (13)	20% (47)	18% (44)	242
Louis Tomlinson Fan	23% (50)	26% (56)	13% (29)	5% (11)	17% (36)	15% (33)	217
Film: An avid fan	15% (39)	14% (37)	9% (25)	7% (19)	25% (67)	30% (80)	268
Film: A casual fan	11% (59)	14% (78)	10% (54)	5% (27)	25% (135)	35% (186)	539
Film: Not a fan	5% (9)	8% (16)	10% (19)	7% (14)	25% (48)	45% (88)	193
Television: An avid fan	14% (35)	15% (37)	10% (24)	7% (17)	22% (54)	32% (80)	246
Television: A casual fan	10% (59)	13% (74)	9% (49)	6% (32)	25% (142)	37% (206)	562
Television: Not a fan	7% (13)	11% (20)	12% (23)	6% (12)	28% (54)	36% (69)	192
Music: An avid fan	12% (79)	14% (91)	10% (60)	6% (37)	27% (170)	31% (194)	632
Music: A casual fan	8% (26)	12% (39)	10% (33)	7% (23)	22% (72)	42% (141)	333
Fashion: An avid fan	21% (47)	14% (30)	11% (23)	8% (17)	25% (55)	22% (50)	223
Fashion: A casual fan	11% (47)	16% (72)	11% (49)	5% (20)	25% (109)	32% (140)	437
Fashion: Not a fan	4% (12)	8% (29)	7% (24)	7% (23)	25% (86)	49% (165)	340
Pop culture: An avid fan	15% (35)	20% (45)	11% (26)	10% (24)	21% (48)	23% (54)	232
Pop culture: A casual fan	13% (61)	14% (68)	10% (49)	5% (24)	28% (136)	30% (146)	485
Pop culture: Not a fan	4% (11)	6% (18)	8% (22)	4% (12)	24% (67)	54% (153)	283
Sports: An avid fan	12% (24)	16% (33)	14% (29)	5% (11)	17% (36)	37% (77)	209
Sports: A casual fan	16% (51)	15% (47)	9% (28)	4% (14)	23% (76)	33% (108)	323
Sports: Not a fan	7% (31)	11% (51)	9% (41)	8% (36)	30% (139)	36% (170)	468
Celeb fans on social media	12% (86)	15% (109)	11% (79)	7% (48)	24% (172)	31% (222)	717
Celebs share too much on social media	11% (62)	15% (80)	11% (59)	7% (38)	25% (134)	31% (171)	544
Celebs who don't share are disconnected	14% (46)	20% (63)	10% (30)	8% (24)	21% (68)	27% (86)	317
Celebs should interact on social media	13% (84)	15% (96)	11% (71)	6% (41)	24% (156)	32% (210)	658
Celebs' social media is a professional platform	9% (16)	10% (19)	7% (13)	6% (11)	26% (49)	42% (79)	187
Celebs' social media is a personal platform	11% (54)	15% (74)	12% (57)	7% (32)	24% (117)	30% (144)	478
Connects to celebs paid promoting	16% (20)	16% (20)	10% (13)	6% (7)	22% (28)	31% (39)	128
Connects to celebs non-paid promoting	16% (62)	17% (68)	12% (46)	8% (30)	24% (94)	24% (96)	397

Continued on next page

**Table CGZ1\_6:** Do you have a favorable or unfavorable view of following people?

Emma Chamberlain

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	11% (107)	13% (131)	10% (97)	6% (60)	25% (251)	35% (354)	1000
Concerned about climate change	13% (92)	15% (108)	11% (79)	5% (39)	25% (185)	31% (223)	726
Humans can stop climate change	13% (34)	12% (31)	9% (22)	5% (13)	24% (62)	37% (96)	258
Humans can slow climate change	11% (55)	15% (74)	13% (61)	7% (32)	25% (123)	29% (141)	485
Climate change is beyond control	10% (8)	12% (10)	6% (5)	7% (5)	27% (23)	39% (32)	84
Completely in-person school	8% (5)	15% (8)	15% (8)	11% (6)	19% (11)	32% (18)	57
Both in person and virtual school	15% (47)	14% (44)	11% (35)	4% (12)	27% (85)	30% (97)	320
Completely virtual school	10% (36)	14% (47)	9% (33)	6% (22)	26% (88)	35% (119)	345
Watch live sports at least once a week	12% (29)	17% (41)	11% (25)	5% (13)	18% (44)	36% (86)	238

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



**Table CGZ1\_7: Do you have a favorable or unfavorable view of following people?**

Niall Horan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
Gender: Male	4% (21)	10% (51)	7% (33)	5% (22)	22% (109)	52% (252)	489
Gender: Female	19% (97)	19% (95)	4% (22)	3% (17)	25% (125)	30% (154)	511
Age: 18-34	12% (62)	16% (82)	7% (34)	6% (29)	26% (129)	33% (169)	506
GenZers: 1997-2012	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
PID: Dem (no lean)	16% (56)	18% (65)	7% (25)	3% (11)	27% (94)	29% (102)	353
PID: Ind (no lean)	9% (47)	13% (66)	4% (20)	3% (17)	21% (105)	48% (236)	490
PID: Rep (no lean)	10% (15)	10% (15)	7% (11)	7% (12)	22% (35)	43% (68)	157
PID/Gender: Dem Men	8% (12)	12% (19)	8% (12)	5% (7)	26% (40)	42% (64)	154
PID/Gender: Dem Women	22% (44)	23% (46)	6% (13)	2% (4)	27% (54)	19% (38)	199
PID/Gender: Ind Men	3% (7)	9% (23)	5% (12)	4% (9)	21% (53)	58% (145)	248
PID/Gender: Ind Women	16% (39)	18% (43)	3% (8)	3% (8)	22% (52)	38% (92)	242
PID/Gender: Rep Men	2% (2)	11% (10)	11% (9)	7% (6)	18% (16)	50% (44)	87
PID/Gender: Rep Women	19% (13)	8% (6)	3% (2)	8% (5)	27% (19)	35% (25)	71
Ideo: Liberal (1-3)	15% (48)	20% (60)	8% (25)	4% (11)	30% (94)	23% (71)	309
Ideo: Moderate (4)	14% (28)	14% (28)	4% (9)	4% (8)	26% (52)	39% (79)	204
Ideo: Conservative (5-7)	8% (11)	12% (17)	9% (13)	11% (16)	17% (24)	43% (61)	140
Educ: < College	12% (106)	13% (121)	6% (53)	4% (36)	24% (216)	42% (385)	918
Educ: Bachelors degree	13% (8)	34% (22)	4% (2)	5% (3)	26% (17)	19% (12)	65
Income: Under 50k	10% (56)	13% (77)	5% (32)	5% (28)	23% (135)	44% (254)	581
Income: 50k-100k	14% (41)	17% (48)	5% (15)	3% (8)	25% (71)	36% (103)	285
Income: 100k+	16% (21)	16% (22)	7% (9)	3% (3)	21% (28)	37% (50)	134
Ethnicity: White	13% (79)	14% (86)	6% (35)	5% (30)	25% (154)	39% (243)	627
Ethnicity: Hispanic	11% (23)	14% (29)	8% (16)	5% (10)	20% (40)	42% (85)	203
Ethnicity: Black	8% (10)	12% (15)	5% (7)	3% (4)	25% (33)	48% (63)	132
Ethnicity: Other	12% (29)	19% (45)	6% (14)	2% (5)	19% (47)	42% (100)	240
All Christian	18% (45)	18% (44)	6% (15)	5% (12)	21% (52)	33% (82)	251
Atheist	7% (7)	17% (18)	4% (4)	5% (5)	23% (25)	45% (48)	107
Agnostic/Nothing in particular	10% (40)	13% (51)	6% (22)	4% (14)	24% (94)	44% (175)	396
Something Else	10% (21)	12% (24)	5% (10)	3% (6)	26% (51)	43% (85)	197
Religious Non-Protestant/Catholic	12% (7)	18% (11)	7% (4)	4% (2)	24% (14)	35% (20)	58

Continued on next page

**Table CGZ1\_7: Do you have a favorable or unfavorable view of following people?**

Niall Horan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
Evangelical	10% (17)	17% (28)	7% (12)	4% (6)	22% (36)	40% (65)	163
Non-Evangelical	16% (43)	14% (36)	5% (13)	4% (10)	25% (65)	36% (96)	265
Community: Urban	13% (32)	14% (37)	7% (17)	4% (11)	20% (51)	42% (107)	254
Community: Suburban	12% (64)	13% (71)	5% (28)	4% (20)	27% (143)	39% (213)	540
Community: Rural	10% (21)	18% (38)	6% (11)	4% (8)	19% (40)	42% (87)	205
Employ: Private Sector	17% (17)	23% (22)	6% (6)	6% (6)	22% (21)	27% (27)	98
Employ: Self-Employed	7% (3)	14% (7)	9% (4)	4% (2)	30% (16)	36% (19)	52
Employ: Unemployed	10% (17)	7% (13)	9% (15)	7% (13)	24% (41)	42% (72)	170
Employ: Other	3% (2)	15% (11)	6% (5)	2% (1)	17% (13)	56% (41)	73
Military HH: Yes	10% (9)	15% (14)	3% (2)	2% (2)	22% (21)	48% (46)	95
Military HH: No	12% (109)	15% (132)	6% (53)	4% (37)	24% (213)	40% (361)	905
RD/WT: Right Direction	10% (20)	11% (20)	9% (17)	4% (7)	23% (44)	43% (83)	192
RD/WT: Wrong Track	12% (98)	16% (126)	5% (39)	4% (32)	24% (190)	40% (323)	808
Trump Job Approve	9% (21)	12% (28)	8% (19)	7% (17)	20% (46)	42% (95)	226
Trump Job Disapprove	13% (85)	16% (105)	5% (34)	3% (20)	25% (161)	37% (234)	640
Trump Job Strongly Approve	9% (8)	10% (9)	11% (9)	10% (8)	25% (21)	35% (30)	85
Trump Job Somewhat Approve	9% (13)	14% (19)	7% (10)	6% (9)	18% (25)	46% (65)	141
Trump Job Somewhat Disapprove	10% (16)	14% (22)	3% (6)	4% (6)	27% (44)	42% (68)	161
Trump Job Strongly Disapprove	14% (69)	17% (83)	6% (29)	3% (14)	25% (117)	35% (166)	479
Favorable of Trump	10% (20)	10% (21)	9% (18)	7% (13)	21% (43)	43% (87)	202
Unfavorable of Trump	13% (84)	18% (115)	5% (34)	3% (22)	25% (163)	36% (235)	652
Very Favorable of Trump	14% (13)	8% (7)	7% (7)	8% (8)	25% (23)	37% (33)	91
Somewhat Favorable of Trump	6% (7)	12% (13)	10% (11)	5% (5)	18% (20)	49% (54)	110
Somewhat Unfavorable of Trump	11% (15)	16% (22)	3% (4)	6% (8)	25% (35)	39% (54)	139
Very Unfavorable of Trump	13% (69)	18% (93)	6% (30)	3% (13)	25% (128)	35% (181)	514

Continued on next page

**Table CGZ1\_7:** Do you have a favorable or unfavorable view of following people?

Niall Horan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
#1 Issue: Economy	10% (29)	18% (51)	6% (16)	5% (15)	19% (53)	42% (121)	285
#1 Issue: Security	12% (9)	14% (10)	11% (8)	6% (4)	22% (16)	34% (24)	72
#1 Issue: Health Care	10% (17)	19% (31)	5% (8)	3% (5)	29% (48)	35% (58)	168
#1 Issue: Women's Issues	16% (22)	15% (21)	3% (4)	4% (5)	23% (32)	40% (58)	143
#1 Issue: Education	15% (21)	7% (10)	5% (7)	5% (7)	20% (28)	49% (70)	145
#1 Issue: Energy	16% (14)	11% (10)	5% (4)	2% (2)	33% (29)	33% (29)	87
#1 Issue: Other	6% (5)	14% (12)	8% (7)	1% (1)	24% (20)	47% (39)	84
4-Region: Northeast	14% (26)	13% (25)	8% (15)	4% (8)	27% (50)	34% (64)	188
4-Region: Midwest	13% (24)	17% (32)	5% (9)	2% (4)	24% (45)	39% (74)	189
4-Region: South	9% (34)	15% (58)	4% (15)	5% (19)	22% (86)	45% (173)	386
4-Region: West	14% (34)	13% (31)	7% (16)	4% (9)	22% (52)	40% (96)	237
Middle school (Grade 6 - 8)	1% (1)	14% (10)	— (0)	— (0)	22% (16)	63% (45)	72
High school (Grade 9 - 12)	13% (59)	13% (59)	4% (20)	3% (12)	22% (102)	45% (208)	461
Community college	13% (9)	13% (9)	5% (3)	7% (5)	28% (19)	34% (23)	67
College or university program	14% (28)	19% (36)	10% (20)	3% (7)	27% (52)	27% (52)	195
I am not in school	10% (21)	16% (32)	6% (12)	8% (16)	22% (46)	38% (78)	204
White, non-Hispanic	12% (67)	13% (72)	5% (28)	4% (24)	25% (136)	40% (216)	543
POC	11% (51)	16% (74)	6% (28)	3% (15)	22% (98)	42% (191)	457
Twitter Users	15% (66)	17% (74)	7% (29)	3% (14)	26% (111)	31% (135)	428
Facebook Users	14% (66)	20% (96)	6% (29)	4% (21)	24% (119)	32% (157)	487
Snapchat Users	15% (93)	18% (109)	6% (38)	4% (28)	25% (154)	32% (198)	620
Instagram Users	13% (99)	17% (126)	6% (47)	4% (30)	24% (187)	36% (274)	762
Tiktok Users	18% (86)	17% (79)	7% (31)	4% (17)	24% (110)	31% (143)	467
Reddit Users	9% (25)	14% (39)	8% (20)	4% (11)	28% (74)	37% (100)	268
YouTube Users	12% (110)	15% (138)	6% (51)	4% (34)	24% (217)	40% (370)	920
Harry Styles Fan	27% (113)	26% (109)	5% (23)	2% (7)	16% (69)	24% (100)	421
Billie Eilish Fan	17% (101)	18% (105)	6% (33)	3% (20)	22% (129)	35% (207)	595
Zendaya Fan	18% (110)	19% (119)	6% (39)	3% (20)	23% (140)	30% (186)	614
Taylor Swift Fan	17% (84)	21% (101)	5% (25)	3% (13)	20% (94)	34% (165)	482
Kylie Jenner Fan	20% (63)	19% (58)	6% (19)	4% (11)	17% (52)	35% (108)	311

Continued on next page

**Table CGZ1\_7: Do you have a favorable or unfavorable view of following people?**

Niall Horan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
Emma Chamberlain Fan	27% (65)	22% (53)	7% (17)	4% (9)	17% (40)	22% (54)	238
Niall Horan Fan	42% (108)	36% (92)	5% (13)	4% (10)	13% (33)	— (0)	256
Zayn Malik Fan	31% (85)	31% (85)	7% (19)	4% (11)	13% (36)	15% (40)	277
Liam Payne Fan	38% (91)	31% (76)	6% (14)	4% (9)	12% (29)	10% (24)	242
Louis Tomlinson Fan	41% (89)	32% (69)	6% (13)	3% (8)	11% (24)	7% (14)	217
Film: An avid fan	16% (44)	15% (40)	6% (17)	4% (10)	22% (59)	37% (98)	268
Film: A casual fan	12% (64)	16% (88)	5% (29)	5% (25)	23% (127)	38% (206)	539
Film: Not a fan	5% (10)	9% (17)	5% (10)	2% (4)	25% (49)	53% (102)	193
Television: An avid fan	20% (50)	13% (33)	6% (15)	1% (3)	23% (56)	35% (87)	246
Television: A casual fan	9% (53)	17% (97)	5% (29)	5% (27)	24% (133)	40% (223)	562
Television: Not a fan	8% (14)	8% (16)	6% (11)	5% (9)	24% (45)	50% (96)	192
Music: An avid fan	14% (91)	15% (93)	6% (39)	4% (24)	23% (146)	38% (237)	632
Music: A casual fan	8% (26)	14% (48)	5% (17)	4% (14)	24% (80)	45% (149)	333
Fashion: An avid fan	22% (49)	15% (32)	8% (17)	4% (9)	20% (45)	32% (71)	223
Fashion: A casual fan	12% (54)	18% (79)	6% (25)	3% (14)	25% (108)	36% (156)	437
Fashion: Not a fan	4% (15)	10% (34)	4% (14)	5% (17)	24% (81)	53% (179)	340
Pop culture: An avid fan	23% (53)	17% (38)	5% (11)	4% (10)	19% (45)	32% (74)	232
Pop culture: A casual fan	11% (54)	19% (93)	7% (32)	3% (15)	26% (124)	34% (166)	485
Pop culture: Not a fan	4% (10)	5% (15)	4% (13)	5% (14)	23% (65)	59% (166)	283
Sports: An avid fan	12% (25)	14% (30)	11% (23)	3% (6)	22% (45)	38% (79)	209
Sports: A casual fan	15% (49)	16% (52)	4% (12)	4% (12)	18% (60)	43% (139)	323
Sports: Not a fan	9% (44)	14% (64)	4% (20)	5% (21)	28% (129)	40% (189)	468
Celeb fans on social media	14% (103)	16% (115)	7% (51)	4% (31)	23% (163)	35% (253)	717
Celebs share too much on social media	12% (66)	17% (95)	5% (29)	4% (21)	21% (114)	40% (219)	544
Celebs who don't share are disconnected	13% (42)	18% (57)	8% (24)	5% (15)	23% (72)	33% (106)	317
Celebs should interact on social media	14% (92)	16% (106)	6% (36)	4% (26)	23% (151)	38% (247)	658
Celebs' social media is a professional platform	7% (13)	12% (23)	8% (14)	6% (12)	18% (33)	49% (91)	187
Celebs' social media is a personal platform	14% (67)	16% (77)	5% (23)	4% (18)	26% (122)	36% (171)	478
Connects to celebs paid promoting	19% (24)	18% (23)	7% (9)	5% (6)	10% (13)	40% (51)	128
Connects to celebs non-paid promoting	17% (66)	18% (72)	6% (25)	3% (13)	22% (87)	34% (135)	397

Continued on next page

**Table CGZ1\_7:** Do you have a favorable or unfavorable view of following people?

Niall Horan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (118)	15% (146)	6% (56)	4% (39)	23% (234)	41% (407)	1000
Concerned about climate change	13% (97)	17% (123)	6% (46)	4% (27)	25% (181)	35% (253)	726
Humans can stop climate change	13% (33)	16% (42)	8% (20)	3% (7)	22% (58)	37% (97)	258
Humans can slow climate change	13% (64)	18% (88)	6% (27)	4% (18)	24% (118)	35% (169)	485
Climate change is beyond control	10% (9)	8% (7)	3% (3)	6% (5)	33% (27)	40% (34)	84
Completely in-person school	8% (4)	10% (6)	6% (3)	7% (4)	21% (12)	48% (27)	57
Both in person and virtual school	10% (33)	18% (57)	6% (20)	3% (8)	26% (82)	37% (119)	320
Completely virtual school	15% (50)	14% (49)	5% (17)	3% (10)	23% (79)	40% (139)	345
Watch live sports at least once a week	13% (32)	17% (39)	11% (27)	4% (10)	20% (47)	35% (82)	238

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

**Table CGZ1\_8:** Do you have a favorable or unfavorable view of following people?

Zayn Malik

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
Gender: Male	6% (28)	13% (62)	7% (34)	7% (35)	23% (113)	44% (216)	489
Gender: Female	15% (76)	26% (133)	8% (41)	3% (13)	27% (137)	22% (112)	511
Age: 18-34	12% (59)	22% (112)	9% (44)	7% (35)	25% (129)	25% (127)	506
GenZers: 1997-2012	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
PID: Dem (no lean)	13% (47)	26% (92)	11% (38)	4% (14)	23% (81)	23% (81)	353
PID: Ind (no lean)	9% (45)	15% (74)	5% (24)	4% (20)	27% (133)	40% (195)	490
PID: Rep (no lean)	8% (13)	19% (29)	9% (14)	9% (14)	22% (35)	33% (52)	157
PID/Gender: Dem Men	10% (15)	15% (23)	11% (17)	7% (11)	21% (33)	35% (55)	154
PID/Gender: Dem Women	16% (31)	35% (69)	10% (20)	2% (4)	24% (48)	13% (26)	199
PID/Gender: Ind Men	4% (9)	10% (25)	3% (9)	6% (15)	25% (61)	52% (129)	248
PID/Gender: Ind Women	15% (35)	20% (49)	6% (15)	2% (5)	30% (73)	27% (66)	242
PID/Gender: Rep Men	3% (3)	17% (14)	9% (8)	11% (9)	23% (19)	38% (33)	87
PID/Gender: Rep Women	14% (10)	21% (15)	8% (6)	8% (5)	22% (15)	28% (20)	71
Ideo: Liberal (1-3)	12% (37)	25% (78)	9% (27)	5% (17)	28% (85)	21% (65)	309
Ideo: Moderate (4)	11% (23)	23% (46)	7% (15)	5% (10)	27% (56)	27% (54)	204
Ideo: Conservative (5-7)	9% (13)	18% (26)	10% (14)	11% (15)	23% (32)	29% (40)	140
Educ: < College	10% (90)	19% (172)	8% (69)	5% (42)	25% (234)	34% (311)	918
Educ: Bachelors degree	18% (11)	32% (20)	5% (3)	10% (6)	24% (16)	12% (8)	65
Income: Under 50k	10% (59)	16% (94)	6% (38)	5% (32)	26% (150)	36% (210)	581
Income: 50k-100k	10% (28)	26% (75)	7% (20)	5% (15)	24% (69)	27% (78)	285
Income: 100k+	12% (17)	20% (26)	13% (18)	2% (2)	23% (31)	30% (40)	134
Ethnicity: White	9% (54)	18% (113)	8% (51)	6% (35)	28% (174)	32% (200)	627
Ethnicity: Hispanic	14% (28)	20% (41)	6% (13)	6% (13)	20% (40)	34% (68)	203
Ethnicity: Black	14% (19)	19% (26)	6% (8)	3% (4)	22% (29)	36% (47)	132
Ethnicity: Other	13% (31)	24% (57)	7% (16)	4% (11)	19% (46)	33% (80)	240
All Christian	14% (35)	27% (68)	8% (21)	6% (14)	22% (56)	23% (57)	251
Atheist	6% (7)	21% (22)	7% (8)	8% (9)	20% (22)	37% (40)	107
Agnostic/Nothing in particular	9% (35)	17% (66)	8% (30)	4% (17)	25% (97)	38% (150)	396
Something Else	10% (20)	13% (26)	7% (14)	3% (7)	31% (60)	35% (70)	197
Religious Non-Protestant/Catholic	13% (7)	29% (17)	4% (2)	2% (1)	29% (17)	23% (13)	58

Continued on next page

**Table CGZ1\_8:** Do you have a favorable or unfavorable view of following people?

Zayn Malik

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
Evangelical	11% (18)	23% (37)	6% (10)	7% (11)	23% (38)	30% (48)	163
Non-Evangelical	13% (34)	19% (51)	9% (23)	3% (9)	28% (74)	28% (75)	265
Community: Urban	14% (35)	17% (42)	6% (15)	7% (17)	23% (59)	34% (85)	254
Community: Suburban	10% (53)	19% (104)	8% (44)	4% (22)	28% (150)	31% (168)	540
Community: Rural	8% (15)	24% (49)	8% (16)	4% (9)	20% (41)	36% (75)	205
Employ: Private Sector	18% (17)	33% (32)	6% (6)	7% (7)	20% (19)	17% (17)	98
Employ: Self-Employed	10% (5)	8% (4)	9% (5)	3% (2)	41% (21)	29% (15)	52
Employ: Unemployed	7% (12)	13% (21)	12% (21)	8% (13)	25% (42)	35% (60)	170
Employ: Other	1% (1)	19% (14)	5% (4)	4% (3)	20% (14)	51% (37)	73
Military HH: Yes	9% (8)	20% (19)	9% (8)	2% (2)	23% (22)	38% (36)	95
Military HH: No	11% (96)	20% (177)	7% (67)	5% (46)	25% (228)	32% (291)	905
RD/WT: Right Direction	9% (16)	17% (32)	8% (16)	8% (16)	24% (46)	34% (65)	192
RD/WT: Wrong Track	11% (87)	20% (163)	7% (59)	4% (33)	25% (204)	32% (262)	808
Trump Job Approve	8% (18)	17% (40)	8% (19)	10% (23)	23% (52)	33% (75)	226
Trump Job Disapprove	11% (71)	22% (143)	8% (50)	4% (23)	25% (158)	30% (195)	640
Trump Job Strongly Approve	9% (8)	15% (12)	9% (8)	12% (10)	20% (17)	34% (29)	85
Trump Job Somewhat Approve	7% (10)	19% (27)	8% (11)	9% (12)	25% (34)	33% (46)	141
Trump Job Somewhat Disapprove	9% (14)	22% (35)	6% (10)	3% (4)	27% (44)	33% (54)	161
Trump Job Strongly Disapprove	12% (57)	23% (108)	8% (40)	4% (19)	24% (114)	30% (141)	479
Favorable of Trump	8% (16)	17% (34)	8% (15)	11% (22)	21% (42)	36% (73)	202
Unfavorable of Trump	12% (77)	23% (151)	8% (50)	4% (26)	25% (166)	28% (183)	652
Very Favorable of Trump	8% (7)	19% (18)	8% (8)	11% (10)	18% (16)	35% (32)	91
Somewhat Favorable of Trump	7% (8)	15% (17)	7% (7)	11% (12)	23% (26)	37% (41)	110
Somewhat Unfavorable of Trump	9% (12)	24% (33)	7% (10)	4% (5)	27% (37)	29% (40)	139
Very Unfavorable of Trump	13% (64)	23% (117)	8% (40)	4% (20)	25% (129)	28% (143)	514

Continued on next page

**Table CGZ1\_8:** Do you have a favorable or unfavorable view of following people?

Zayn Malik

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
#1 Issue: Economy	12% (35)	22% (62)	5% (15)	7% (21)	23% (65)	31% (88)	285
#1 Issue: Security	9% (6)	17% (12)	11% (8)	6% (5)	19% (14)	38% (27)	72
#1 Issue: Health Care	8% (13)	19% (31)	11% (18)	4% (7)	33% (55)	26% (43)	168
#1 Issue: Women's Issues	11% (16)	24% (34)	9% (13)	1% (2)	22% (32)	33% (47)	143
#1 Issue: Education	15% (22)	18% (25)	5% (8)	6% (9)	21% (30)	35% (51)	145
#1 Issue: Energy	7% (6)	20% (17)	4% (3)	4% (4)	33% (28)	32% (28)	87
#1 Issue: Other	6% (5)	14% (12)	10% (9)	1% (1)	23% (19)	46% (38)	84
4-Region: Northeast	12% (23)	26% (48)	9% (16)	4% (8)	24% (46)	25% (47)	188
4-Region: Midwest	12% (23)	18% (34)	13% (24)	2% (3)	25% (48)	30% (57)	189
4-Region: South	8% (31)	19% (73)	5% (18)	7% (26)	24% (94)	37% (143)	386
4-Region: West	12% (27)	17% (40)	7% (17)	5% (11)	26% (63)	34% (80)	237
Middle school (Grade 6 - 8)	— (0)	20% (15)	3% (2)	1% (1)	15% (11)	61% (44)	72
High school (Grade 9 - 12)	10% (45)	16% (76)	7% (31)	4% (19)	26% (120)	37% (171)	461
Community college	14% (10)	17% (11)	11% (7)	6% (4)	29% (20)	23% (16)	67
College or university program	15% (30)	27% (53)	10% (20)	4% (9)	25% (49)	18% (35)	195
I am not in school	9% (19)	20% (40)	8% (15)	8% (17)	25% (51)	30% (62)	204
White, non-Hispanic	8% (42)	17% (93)	8% (45)	5% (30)	29% (155)	33% (177)	543
POC	14% (62)	22% (102)	6% (30)	4% (19)	21% (95)	33% (150)	457
Twitter Users	14% (62)	24% (103)	9% (38)	5% (21)	26% (109)	22% (95)	428
Facebook Users	12% (60)	24% (117)	9% (44)	5% (24)	26% (125)	24% (117)	487
Snapchat Users	13% (81)	23% (144)	9% (59)	4% (26)	25% (158)	25% (152)	620
Instagram Users	12% (91)	22% (166)	8% (64)	5% (39)	26% (196)	27% (207)	762
Tiktok Users	16% (74)	23% (109)	11% (51)	3% (15)	24% (110)	23% (106)	467
Reddit Users	9% (23)	19% (52)	11% (30)	6% (17)	30% (82)	24% (64)	268
YouTube Users	11% (100)	20% (181)	8% (71)	5% (44)	25% (233)	32% (291)	920
Harry Styles Fan	21% (88)	31% (129)	9% (40)	4% (15)	19% (81)	16% (69)	421
Billie Eilish Fan	14% (86)	24% (144)	9% (51)	4% (23)	23% (138)	26% (153)	595
Zendaya Fan	15% (92)	27% (164)	8% (50)	4% (24)	25% (151)	22% (132)	614
Taylor Swift Fan	15% (71)	26% (123)	9% (43)	3% (16)	22% (104)	26% (125)	482
Kylie Jenner Fan	19% (59)	26% (80)	7% (23)	5% (15)	17% (54)	26% (80)	311

Continued on next page



**Table CGZ1\_8:** Do you have a favorable or unfavorable view of following people?

Zayn Malik

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
Emma Chamberlain Fan	22% (52)	30% (72)	11% (25)	3% (8)	18% (42)	16% (39)	238
Niall Horan Fan	27% (69)	38% (96)	10% (25)	5% (13)	14% (36)	7% (17)	256
Zayn Malik Fan	34% (93)	44% (121)	7% (20)	3% (8)	12% (34)	— (0)	277
Liam Payne Fan	29% (69)	37% (89)	9% (22)	4% (10)	15% (35)	7% (16)	242
Louis Tomlinson Fan	31% (66)	40% (86)	9% (19)	4% (9)	12% (26)	5% (10)	217
Film: An avid fan	16% (44)	19% (52)	9% (23)	5% (14)	24% (63)	27% (72)	268
Film: A casual fan	9% (50)	22% (117)	8% (42)	5% (25)	26% (141)	30% (164)	539
Film: Not a fan	5% (10)	13% (26)	5% (10)	5% (10)	24% (46)	47% (91)	193
Television: An avid fan	15% (36)	19% (48)	9% (23)	3% (7)	25% (62)	28% (69)	246
Television: A casual fan	9% (52)	22% (121)	7% (41)	5% (28)	24% (134)	33% (186)	562
Television: Not a fan	8% (15)	13% (26)	6% (11)	7% (14)	28% (54)	38% (73)	192
Music: An avid fan	13% (82)	22% (139)	8% (50)	5% (31)	23% (148)	29% (182)	632
Music: A casual fan	6% (21)	16% (52)	6% (21)	5% (17)	29% (96)	38% (126)	333
Fashion: An avid fan	16% (36)	21% (47)	9% (20)	5% (11)	24% (54)	25% (56)	223
Fashion: A casual fan	12% (53)	24% (104)	7% (32)	5% (20)	25% (108)	27% (120)	437
Fashion: Not a fan	5% (15)	13% (44)	7% (23)	5% (17)	26% (88)	45% (152)	340
Pop culture: An avid fan	17% (38)	25% (57)	11% (26)	6% (13)	18% (42)	24% (56)	232
Pop culture: A casual fan	11% (52)	23% (113)	8% (38)	4% (18)	29% (142)	25% (122)	485
Pop culture: Not a fan	5% (13)	9% (25)	4% (11)	6% (17)	23% (66)	53% (149)	283
Sports: An avid fan	12% (26)	17% (36)	13% (27)	7% (14)	17% (36)	33% (70)	209
Sports: A casual fan	12% (40)	24% (79)	5% (17)	3% (9)	23% (74)	33% (105)	323
Sports: Not a fan	8% (38)	17% (81)	7% (31)	5% (26)	30% (139)	33% (153)	468
Celeb fans on social media	13% (94)	22% (159)	9% (65)	6% (41)	22% (156)	28% (202)	717
Celebs share too much on social media	11% (62)	23% (126)	8% (42)	6% (34)	21% (115)	30% (164)	544
Celebs who don't share are disconnected	14% (44)	26% (81)	8% (26)	6% (17)	18% (58)	28% (89)	317
Celebs should interact on social media	12% (79)	23% (151)	8% (54)	5% (35)	23% (152)	29% (188)	658
Celebs' social media is a professional platform	9% (16)	19% (35)	7% (14)	7% (13)	23% (42)	36% (66)	187
Celebs' social media is a personal platform	12% (58)	20% (96)	8% (41)	4% (21)	25% (121)	29% (140)	478
Connects to celebs paid promoting	23% (29)	21% (26)	8% (10)	7% (9)	11% (14)	31% (40)	128
Connects to celebs non-paid promoting	14% (56)	25% (100)	9% (35)	5% (20)	21% (82)	26% (105)	397

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**Table CGZ1\_8:** Do you have a favorable or unfavorable view of following people?  
Zayn Malik

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	10% (104)	20% (195)	8% (75)	5% (49)	25% (250)	33% (327)	1000
Concerned about climate change	12% (85)	22% (161)	8% (58)	5% (38)	25% (183)	28% (201)	726
Humans can stop climate change	10% (26)	23% (59)	7% (19)	6% (17)	25% (64)	28% (73)	258
Humans can slow climate change	12% (58)	23% (110)	8% (41)	4% (21)	25% (123)	28% (134)	485
Climate change is beyond control	10% (9)	15% (13)	7% (6)	4% (3)	29% (24)	35% (30)	84
Completely in-person school	10% (6)	12% (7)	11% (6)	8% (4)	16% (9)	43% (25)	57
Both in person and virtual school	12% (39)	22% (71)	7% (21)	4% (12)	29% (92)	26% (83)	320
Completely virtual school	10% (34)	19% (67)	8% (28)	4% (14)	24% (83)	35% (119)	345
Watch live sports at least once a week	14% (32)	19% (45)	11% (27)	7% (18)	19% (45)	30% (71)	238

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

**Table CGZ1\_9:** Do you have a favorable or unfavorable view of following people?

Liam Payne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Zers (Age 13-23)	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
Gender: Male	3%	(16)	12%	(58)	7%	(34)	6%	(27)	24%	(116)	49%	(237)	489
Gender: Female	15%	(74)	20%	(102)	6%	(32)	3%	(15)	30%	(156)	26%	(133)	511
Age: 18-34	10%	(49)	19%	(96)	8%	(42)	6%	(29)	28%	(143)	29%	(147)	506
GenZers: 1997-2012	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
PID: Dem (no lean)	10%	(37)	22%	(78)	10%	(36)	3%	(11)	28%	(98)	27%	(94)	353
PID: Ind (no lean)	7%	(35)	13%	(63)	4%	(21)	3%	(17)	28%	(139)	44%	(215)	490
PID: Rep (no lean)	11%	(18)	12%	(19)	5%	(9)	9%	(15)	23%	(36)	39%	(61)	157
PID/Gender: Dem Men	3%	(5)	17%	(27)	12%	(18)	4%	(6)	27%	(42)	36%	(56)	154
PID/Gender: Dem Women	16%	(32)	26%	(51)	9%	(18)	2%	(5)	28%	(55)	19%	(38)	199
PID/Gender: Ind Men	2%	(5)	9%	(22)	4%	(10)	5%	(12)	23%	(57)	57%	(141)	248
PID/Gender: Ind Women	12%	(30)	17%	(41)	5%	(11)	2%	(5)	34%	(82)	30%	(73)	242
PID/Gender: Rep Men	6%	(5)	11%	(9)	6%	(5)	11%	(9)	20%	(17)	46%	(40)	87
PID/Gender: Rep Women	18%	(13)	14%	(10)	5%	(3)	7%	(5)	26%	(19)	30%	(21)	71
Ideo: Liberal (1-3)	8%	(26)	21%	(66)	10%	(32)	4%	(13)	30%	(93)	26%	(79)	309
Ideo: Moderate (4)	10%	(20)	17%	(35)	6%	(12)	3%	(7)	29%	(59)	34%	(70)	204
Ideo: Conservative (5-7)	10%	(14)	15%	(21)	7%	(10)	8%	(11)	26%	(36)	35%	(49)	140
Educ: < College	9%	(80)	15%	(138)	6%	(56)	4%	(40)	28%	(255)	38%	(349)	918
Educ: Bachelors degree	9%	(6)	30%	(19)	13%	(8)	4%	(3)	25%	(16)	19%	(12)	65
Income: Under 50k	9%	(49)	14%	(82)	6%	(33)	5%	(29)	27%	(155)	40%	(231)	581
Income: 50k-100k	10%	(28)	18%	(51)	6%	(17)	4%	(10)	31%	(88)	32%	(92)	285
Income: 100k+	9%	(13)	20%	(26)	11%	(15)	2%	(3)	22%	(29)	35%	(47)	134
Ethnicity: White	9%	(57)	16%	(98)	7%	(44)	4%	(27)	27%	(170)	37%	(232)	627
Ethnicity: Hispanic	10%	(20)	18%	(36)	6%	(12)	5%	(10)	27%	(54)	35%	(70)	203
Ethnicity: Black	9%	(12)	11%	(15)	6%	(8)	5%	(7)	25%	(32)	44%	(59)	132
Ethnicity: Other	9%	(21)	19%	(47)	6%	(14)	4%	(9)	29%	(70)	33%	(80)	240
All Christian	15%	(39)	19%	(46)	9%	(22)	2%	(6)	25%	(64)	30%	(74)	251
Atheist	5%	(6)	19%	(20)	8%	(9)	6%	(6)	25%	(27)	37%	(40)	107
Agnostic/Nothing in particular	7%	(27)	15%	(58)	6%	(23)	4%	(16)	27%	(108)	41%	(164)	396
Something Else	7%	(14)	13%	(25)	5%	(9)	6%	(13)	30%	(59)	39%	(77)	197
Religious Non-Protestant/Catholic	7%	(4)	23%	(13)	6%	(3)	2%	(1)	27%	(16)	35%	(20)	58

Continued on next page

**Table CGZ1\_9:** Do you have a favorable or unfavorable view of following people?

Liam Payne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
Evangelical	12%	(20)	15%	(25)	6%	(10)	6%	(9)	26%	(42)	35%	(58)	163
Non-Evangelical	11%	(28)	16%	(41)	7%	(19)	4%	(10)	29%	(78)	34%	(89)	265
Community: Urban	11%	(27)	16%	(40)	7%	(17)	5%	(14)	22%	(57)	39%	(99)	254
Community: Suburban	9%	(47)	16%	(87)	7%	(37)	4%	(19)	30%	(163)	35%	(187)	540
Community: Rural	8%	(16)	16%	(32)	5%	(11)	5%	(9)	25%	(52)	41%	(84)	205
Employ: Private Sector	14%	(14)	28%	(27)	7%	(7)	8%	(8)	19%	(18)	24%	(24)	98
Employ: Self-Employed	6%	(3)	11%	(6)	8%	(4)	—	(0)	39%	(20)	35%	(18)	52
Employ: Unemployed	5%	(9)	9%	(15)	7%	(13)	6%	(10)	33%	(56)	40%	(68)	170
Employ: Other	6%	(4)	12%	(9)	3%	(2)	2%	(1)	22%	(16)	56%	(41)	73
Military HH: Yes	7%	(7)	17%	(16)	9%	(8)	4%	(4)	24%	(23)	39%	(37)	95
Military HH: No	9%	(83)	16%	(144)	6%	(57)	4%	(38)	28%	(249)	37%	(333)	905
RD/WT: Right Direction	9%	(18)	12%	(23)	6%	(12)	7%	(13)	25%	(47)	40%	(77)	192
RD/WT: Wrong Track	9%	(72)	17%	(136)	7%	(53)	4%	(29)	28%	(225)	36%	(293)	808
Trump Job Approve	10%	(23)	15%	(35)	7%	(15)	7%	(17)	25%	(56)	36%	(81)	226
Trump Job Disapprove	9%	(56)	18%	(116)	7%	(46)	3%	(21)	29%	(187)	33%	(214)	640
Trump Job Strongly Approve	14%	(12)	14%	(12)	5%	(4)	11%	(9)	24%	(21)	33%	(28)	85
Trump Job Somewhat Approve	8%	(11)	16%	(23)	8%	(12)	5%	(7)	25%	(36)	38%	(53)	141
Trump Job Somewhat Disapprove	6%	(10)	17%	(27)	8%	(13)	1%	(2)	29%	(46)	39%	(63)	161
Trump Job Strongly Disapprove	10%	(46)	18%	(89)	7%	(34)	4%	(19)	29%	(141)	31%	(150)	479
Favorable of Trump	10%	(20)	16%	(31)	4%	(9)	9%	(17)	23%	(46)	38%	(78)	202
Unfavorable of Trump	9%	(60)	18%	(115)	8%	(49)	4%	(23)	30%	(194)	32%	(211)	652
Very Favorable of Trump	15%	(14)	15%	(14)	2%	(2)	14%	(13)	21%	(19)	33%	(30)	91
Somewhat Favorable of Trump	6%	(7)	16%	(18)	6%	(7)	4%	(5)	25%	(27)	43%	(47)	110
Somewhat Unfavorable of Trump	6%	(8)	18%	(25)	7%	(10)	4%	(6)	28%	(38)	37%	(51)	139
Very Unfavorable of Trump	10%	(52)	18%	(90)	8%	(39)	3%	(17)	30%	(155)	31%	(160)	514

Continued on next page

**Table CGZ1\_9:** Do you have a favorable or unfavorable view of following people?

Liam Payne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
#1 Issue: Economy	9%	(26)	20%	(57)	6%	(17)	5%	(15)	25%	(71)	34%	(98)	285
#1 Issue: Security	7%	(5)	17%	(12)	10%	(7)	8%	(5)	25%	(18)	34%	(24)	72
#1 Issue: Health Care	8%	(13)	17%	(28)	10%	(17)	4%	(6)	31%	(52)	30%	(51)	168
#1 Issue: Women's Issues	11%	(16)	16%	(22)	4%	(6)	3%	(5)	27%	(39)	39%	(55)	143
#1 Issue: Education	12%	(17)	11%	(17)	7%	(9)	4%	(6)	22%	(32)	44%	(63)	145
#1 Issue: Energy	10%	(8)	15%	(13)	3%	(2)	2%	(2)	31%	(27)	40%	(35)	87
#1 Issue: Other	4%	(4)	12%	(10)	8%	(7)	2%	(2)	30%	(25)	45%	(37)	84
4-Region: Northeast	11%	(20)	15%	(28)	7%	(14)	4%	(7)	31%	(59)	32%	(60)	188
4-Region: Midwest	10%	(20)	11%	(21)	9%	(17)	2%	(4)	27%	(50)	40%	(76)	189
4-Region: South	7%	(25)	19%	(74)	4%	(16)	5%	(18)	28%	(107)	38%	(146)	386
4-Region: West	10%	(24)	16%	(37)	8%	(18)	5%	(12)	24%	(56)	37%	(89)	237
Middle school (Grade 6 - 8)	3%	(2)	7%	(5)	3%	(2)	1%	(1)	20%	(14)	66%	(48)	72
High school (Grade 9 - 12)	9%	(41)	15%	(68)	5%	(23)	4%	(18)	27%	(123)	41%	(189)	461
Community college	15%	(10)	20%	(13)	7%	(5)	3%	(2)	26%	(18)	29%	(19)	67
College or university program	11%	(22)	22%	(42)	12%	(24)	3%	(7)	29%	(56)	23%	(45)	195
I am not in school	7%	(15)	15%	(31)	6%	(12)	7%	(14)	30%	(62)	34%	(70)	204
White, non-Hispanic	9%	(48)	14%	(78)	8%	(41)	4%	(22)	27%	(145)	38%	(209)	543
POC	9%	(42)	18%	(82)	5%	(24)	4%	(20)	28%	(128)	35%	(161)	457
Twitter Users	11%	(49)	20%	(85)	9%	(38)	4%	(18)	27%	(116)	29%	(123)	428
Facebook Users	12%	(56)	20%	(95)	7%	(34)	5%	(26)	29%	(141)	28%	(135)	487
Snapchat Users	12%	(72)	19%	(118)	8%	(52)	3%	(21)	29%	(180)	29%	(177)	620
Instagram Users	9%	(70)	19%	(142)	8%	(59)	5%	(35)	29%	(218)	31%	(239)	762
Tiktok Users	14%	(66)	18%	(85)	9%	(42)	4%	(17)	28%	(130)	27%	(127)	467
Reddit Users	7%	(19)	17%	(45)	9%	(23)	5%	(13)	28%	(76)	34%	(92)	268
YouTube Users	9%	(87)	16%	(149)	7%	(60)	4%	(35)	28%	(257)	36%	(332)	920
Harry Styles Fan	20%	(84)	28%	(116)	6%	(27)	3%	(14)	22%	(92)	21%	(88)	421
Billie Eilish Fan	12%	(72)	22%	(129)	7%	(39)	4%	(24)	25%	(147)	31%	(185)	595
Zendaya Fan	14%	(83)	22%	(134)	8%	(48)	4%	(23)	25%	(156)	28%	(169)	614
Taylor Swift Fan	13%	(64)	23%	(111)	8%	(37)	4%	(17)	22%	(104)	31%	(148)	482
Kylie Jenner Fan	17%	(52)	22%	(68)	7%	(20)	5%	(15)	18%	(57)	32%	(99)	311

Continued on next page

**Table CGZ1\_9:** Do you have a favorable or unfavorable view of following people?

Liam Payne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
Emma Chamberlain Fan	20%	(48)	29%	(68)	9%	(21)	4%	(10)	22%	(52)	16%	(39)	238
Niall Horan Fan	30%	(77)	39%	(101)	6%	(17)	4%	(11)	13%	(34)	7%	(17)	256
Zayn Malik Fan	25%	(69)	34%	(93)	8%	(23)	3%	(9)	20%	(56)	10%	(27)	277
Liam Payne Fan	33%	(79)	41%	(98)	7%	(17)	4%	(10)	16%	(38)	—	(0)	242
Louis Tomlinson Fan	32%	(69)	40%	(86)	8%	(16)	4%	(8)	14%	(30)	4%	(8)	217
Film: An avid fan	13%	(34)	18%	(47)	8%	(22)	5%	(12)	24%	(64)	33%	(88)	268
Film: A casual fan	9%	(47)	18%	(96)	6%	(34)	4%	(19)	28%	(149)	36%	(194)	539
Film: Not a fan	5%	(10)	9%	(17)	5%	(9)	5%	(10)	31%	(60)	46%	(88)	193
Television: An avid fan	13%	(33)	19%	(46)	9%	(21)	3%	(9)	24%	(59)	32%	(79)	246
Television: A casual fan	8%	(44)	17%	(97)	7%	(38)	4%	(23)	28%	(157)	36%	(204)	562
Television: Not a fan	7%	(13)	9%	(17)	4%	(7)	6%	(11)	29%	(56)	46%	(88)	192
Music: An avid fan	11%	(72)	17%	(108)	7%	(44)	4%	(28)	27%	(173)	33%	(207)	632
Music: A casual fan	5%	(17)	14%	(48)	6%	(21)	4%	(13)	27%	(90)	43%	(145)	333
Fashion: An avid fan	14%	(32)	16%	(36)	9%	(20)	6%	(13)	25%	(56)	29%	(65)	223
Fashion: A casual fan	10%	(42)	20%	(86)	8%	(35)	3%	(11)	28%	(123)	32%	(140)	437
Fashion: Not a fan	5%	(16)	11%	(38)	3%	(10)	5%	(18)	27%	(93)	49%	(165)	340
Pop culture: An avid fan	17%	(40)	19%	(45)	9%	(21)	7%	(17)	19%	(45)	28%	(65)	232
Pop culture: A casual fan	9%	(43)	21%	(100)	7%	(36)	3%	(16)	31%	(149)	29%	(141)	485
Pop culture: Not a fan	3%	(8)	5%	(14)	3%	(8)	3%	(10)	28%	(79)	58%	(165)	283
Sports: An avid fan	10%	(20)	16%	(33)	11%	(23)	7%	(14)	22%	(46)	35%	(73)	209
Sports: A casual fan	10%	(32)	20%	(64)	5%	(15)	2%	(7)	26%	(84)	38%	(122)	323
Sports: Not a fan	8%	(38)	13%	(63)	6%	(28)	5%	(21)	30%	(142)	38%	(176)	468
Celeb fans on social media	11%	(80)	18%	(129)	8%	(61)	5%	(35)	25%	(176)	33%	(234)	717
Celebs share too much on social media	10%	(54)	19%	(104)	7%	(38)	5%	(28)	24%	(128)	35%	(192)	544
Celebs who don't share are disconnected	11%	(36)	20%	(63)	8%	(25)	5%	(17)	25%	(78)	31%	(98)	317
Celebs should interact on social media	11%	(71)	18%	(121)	7%	(48)	5%	(30)	25%	(165)	34%	(223)	658
Celebs' social media is a professional platform	9%	(16)	13%	(24)	7%	(13)	7%	(14)	22%	(41)	43%	(80)	187
Celebs' social media is a personal platform	10%	(48)	18%	(87)	7%	(35)	4%	(19)	28%	(135)	32%	(153)	478
Connects to celebs paid promoting	14%	(17)	23%	(30)	8%	(10)	8%	(10)	13%	(16)	35%	(44)	128
Connects to celebs non-paid promoting	13%	(51)	20%	(78)	8%	(33)	5%	(19)	26%	(101)	29%	(115)	397

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**Table CGZ1\_9:** Do you have a favorable or unfavorable view of following people?  
 Liam Payne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	9%	(90)	16%	(160)	7%	(65)	4%	(42)	27%	(272)	37%	(370)	1000
Concerned about climate change	10%	(70)	18%	(134)	7%	(53)	4%	(32)	28%	(205)	32%	(233)	726
Humans can stop climate change	8%	(20)	18%	(47)	7%	(18)	4%	(9)	26%	(66)	38%	(98)	258
Humans can slow climate change	10%	(48)	20%	(97)	8%	(40)	4%	(17)	28%	(137)	30%	(146)	485
Climate change is beyond control	11%	(9)	7%	(6)	5%	(4)	9%	(7)	34%	(29)	34%	(28)	84
Completely in-person school	11%	(6)	8%	(5)	10%	(6)	8%	(5)	25%	(14)	37%	(21)	57
Both in person and virtual school	10%	(33)	17%	(55)	6%	(20)	3%	(10)	29%	(92)	34%	(110)	320
Completely virtual school	9%	(31)	18%	(63)	8%	(26)	3%	(11)	26%	(89)	36%	(125)	345
Watch live sports at least once a week	10%	(23)	18%	(43)	10%	(24)	7%	(16)	23%	(55)	33%	(77)	238

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

**Table CGZ1\_10:** Do you have a favorable or unfavorable view of following people?

Louis Tomlinson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Zers (Age 13-23)	8%	(81)	14%	(137)	5%	(48)	4%	(38)	22%	(224)	47%	(472)	1000
Gender: Male	3%	(14)	10%	(49)	6%	(27)	4%	(22)	21%	(102)	56%	(275)	489
Gender: Female	13%	(68)	17%	(88)	4%	(20)	3%	(16)	24%	(122)	38%	(197)	511
Age: 18-34	10%	(48)	16%	(83)	7%	(33)	5%	(24)	25%	(129)	37%	(189)	506
GenZers: 1997-2012	8%	(81)	14%	(137)	5%	(48)	4%	(38)	22%	(224)	47%	(472)	1000
PID: Dem (no lean)	11%	(38)	19%	(66)	5%	(17)	3%	(11)	27%	(96)	35%	(124)	353
PID: Ind (no lean)	7%	(32)	11%	(52)	4%	(21)	3%	(16)	21%	(103)	54%	(267)	490
PID: Rep (no lean)	7%	(11)	13%	(20)	6%	(10)	6%	(10)	16%	(25)	52%	(81)	157
PID/Gender: Dem Men	6%	(10)	14%	(22)	5%	(7)	4%	(6)	24%	(37)	47%	(72)	154
PID/Gender: Dem Women	14%	(28)	22%	(44)	5%	(10)	3%	(6)	30%	(59)	26%	(52)	199
PID/Gender: Ind Men	1%	(3)	7%	(17)	5%	(13)	4%	(10)	21%	(52)	62%	(153)	248
PID/Gender: Ind Women	12%	(29)	14%	(34)	3%	(8)	3%	(6)	21%	(51)	47%	(113)	242
PID/Gender: Rep Men	2%	(1)	12%	(10)	8%	(7)	7%	(6)	14%	(12)	58%	(50)	87
PID/Gender: Rep Women	14%	(10)	14%	(10)	3%	(2)	6%	(4)	18%	(13)	44%	(31)	71
Ideo: Liberal (1-3)	11%	(33)	19%	(58)	5%	(15)	3%	(9)	30%	(92)	33%	(103)	309
Ideo: Moderate (4)	9%	(18)	14%	(29)	6%	(12)	3%	(6)	25%	(52)	42%	(86)	204
Ideo: Conservative (5-7)	5%	(8)	13%	(18)	7%	(10)	10%	(14)	17%	(24)	48%	(67)	140
Educ: < College	8%	(71)	13%	(116)	5%	(43)	4%	(35)	22%	(205)	49%	(447)	918
Educ: Bachelors degree	11%	(7)	26%	(17)	6%	(4)	4%	(3)	26%	(17)	28%	(18)	65
Income: Under 50k	7%	(43)	11%	(65)	5%	(27)	5%	(29)	23%	(132)	49%	(285)	581
Income: 50k-100k	10%	(27)	17%	(49)	4%	(10)	3%	(8)	21%	(60)	46%	(130)	285
Income: 100k+	8%	(10)	17%	(23)	8%	(10)	1%	(1)	24%	(32)	43%	(57)	134
Ethnicity: White	8%	(49)	14%	(88)	4%	(26)	5%	(29)	23%	(141)	47%	(294)	627
Ethnicity: Hispanic	9%	(17)	14%	(28)	5%	(10)	3%	(7)	23%	(46)	46%	(94)	203
Ethnicity: Black	6%	(8)	7%	(9)	8%	(10)	2%	(3)	25%	(33)	52%	(69)	132
Ethnicity: Other	10%	(23)	17%	(40)	5%	(12)	2%	(6)	21%	(50)	45%	(109)	240
All Christian	12%	(30)	19%	(48)	7%	(18)	3%	(9)	20%	(51)	38%	(96)	251
Atheist	8%	(8)	17%	(18)	4%	(5)	5%	(6)	18%	(19)	48%	(52)	107
Agnostic/Nothing in particular	6%	(25)	12%	(48)	4%	(16)	3%	(10)	22%	(88)	53%	(208)	396
Something Else	6%	(13)	7%	(15)	4%	(7)	7%	(14)	24%	(46)	52%	(103)	197
Religious Non-Protestant/Catholic	8%	(5)	21%	(12)	4%	(3)	—	(0)	36%	(21)	31%	(18)	58

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**Table CGZ1\_10:** Do you have a favorable or unfavorable view of following people?

Louis Tomlinson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	8%	(81)	14%	(137)	5%	(48)	4%	(38)	22%	(224)	47%	(472)	1000
Evangelical	8%	(13)	13%	(21)	6%	(10)	8%	(13)	20%	(33)	45%	(74)	163
Non-Evangelical	11%	(28)	13%	(35)	6%	(15)	3%	(8)	22%	(59)	45%	(119)	265
Community: Urban	9%	(23)	13%	(34)	5%	(12)	5%	(12)	22%	(56)	46%	(118)	254
Community: Suburban	9%	(49)	14%	(74)	4%	(22)	3%	(18)	25%	(133)	45%	(245)	540
Community: Rural	5%	(10)	14%	(29)	6%	(13)	4%	(7)	17%	(35)	54%	(110)	205
Employ: Private Sector	12%	(11)	26%	(26)	4%	(4)	6%	(6)	21%	(20)	32%	(31)	98
Employ: Self-Employed	3%	(1)	11%	(6)	5%	(3)	5%	(3)	35%	(18)	41%	(21)	52
Employ: Unemployed	6%	(11)	8%	(13)	4%	(7)	5%	(8)	23%	(39)	54%	(92)	170
Employ: Other	3%	(2)	12%	(9)	6%	(4)	—	(0)	16%	(12)	63%	(45)	73
Military HH: Yes	5%	(5)	11%	(10)	7%	(6)	5%	(4)	17%	(16)	56%	(54)	95
Military HH: No	8%	(77)	14%	(127)	5%	(41)	4%	(33)	23%	(208)	46%	(418)	905
RD/WT: Right Direction	7%	(14)	12%	(23)	8%	(16)	2%	(4)	19%	(37)	51%	(99)	192
RD/WT: Wrong Track	8%	(67)	14%	(115)	4%	(31)	4%	(34)	23%	(187)	46%	(373)	808
Trump Job Approve	6%	(14)	13%	(30)	8%	(18)	6%	(15)	18%	(41)	48%	(109)	226
Trump Job Disapprove	9%	(57)	15%	(96)	4%	(26)	3%	(21)	25%	(162)	43%	(277)	640
Trump Job Strongly Approve	8%	(7)	9%	(8)	9%	(8)	8%	(7)	19%	(16)	47%	(40)	85
Trump Job Somewhat Approve	5%	(7)	16%	(22)	7%	(10)	6%	(8)	18%	(25)	49%	(69)	141
Trump Job Somewhat Disapprove	7%	(11)	15%	(23)	5%	(8)	2%	(3)	21%	(35)	50%	(81)	161
Trump Job Strongly Disapprove	10%	(46)	15%	(72)	4%	(18)	4%	(18)	27%	(128)	41%	(196)	479
Favorable of Trump	6%	(12)	13%	(26)	8%	(16)	7%	(13)	16%	(32)	51%	(103)	202
Unfavorable of Trump	9%	(58)	16%	(104)	4%	(27)	3%	(22)	25%	(166)	42%	(275)	652
Very Favorable of Trump	8%	(8)	11%	(10)	8%	(7)	9%	(9)	19%	(17)	45%	(41)	91
Somewhat Favorable of Trump	4%	(4)	14%	(16)	8%	(9)	4%	(5)	14%	(15)	56%	(62)	110
Somewhat Unfavorable of Trump	7%	(10)	16%	(23)	6%	(9)	4%	(6)	20%	(28)	45%	(63)	139
Very Unfavorable of Trump	9%	(48)	16%	(81)	4%	(18)	3%	(16)	27%	(137)	41%	(213)	514

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**Table CGZ1\_10: Do you have a favorable or unfavorable view of following people?**

Louis Tomlinson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	8%	(81)	14%	(137)	5%	(48)	4%	(38)	22%	(224)	47%	(472)	1000
#1 Issue: Economy	7%	(21)	16%	(46)	5%	(14)	6%	(17)	21%	(60)	45%	(128)	285
#1 Issue: Security	8%	(6)	13%	(9)	8%	(6)	8%	(6)	13%	(9)	50%	(36)	72
#1 Issue: Health Care	6%	(10)	15%	(25)	5%	(8)	3%	(5)	31%	(52)	41%	(69)	168
#1 Issue: Women's Issues	9%	(12)	15%	(21)	4%	(5)	2%	(3)	21%	(30)	51%	(72)	143
#1 Issue: Education	10%	(14)	13%	(19)	4%	(6)	3%	(5)	21%	(30)	49%	(71)	145
#1 Issue: Energy	14%	(13)	12%	(10)	5%	(4)	—	(0)	24%	(21)	45%	(39)	87
#1 Issue: Other	6%	(5)	8%	(6)	6%	(5)	2%	(2)	21%	(17)	58%	(48)	84
4-Region: Northeast	9%	(16)	16%	(29)	6%	(12)	3%	(5)	26%	(49)	41%	(77)	188
4-Region: Midwest	10%	(18)	8%	(15)	5%	(10)	4%	(7)	21%	(39)	52%	(99)	189
4-Region: South	6%	(22)	14%	(54)	5%	(18)	4%	(16)	22%	(84)	50%	(192)	386
4-Region: West	11%	(25)	16%	(38)	3%	(8)	4%	(10)	22%	(52)	44%	(104)	237
Middle school (Grade 6 - 8)	—	(0)	4%	(3)	7%	(5)	2%	(2)	15%	(11)	73%	(52)	72
High school (Grade 9 - 12)	8%	(35)	13%	(59)	3%	(13)	3%	(14)	21%	(96)	53%	(243)	461
Community college	15%	(10)	14%	(9)	10%	(7)	6%	(4)	21%	(14)	36%	(24)	67
College or university program	10%	(19)	16%	(32)	9%	(18)	3%	(6)	28%	(55)	34%	(65)	195
I am not in school	8%	(17)	17%	(35)	2%	(5)	6%	(13)	24%	(48)	43%	(87)	204
White, non-Hispanic	7%	(41)	13%	(72)	4%	(24)	5%	(27)	21%	(115)	49%	(264)	543
POC	9%	(41)	14%	(65)	5%	(23)	2%	(11)	24%	(109)	45%	(208)	457
Twitter Users	11%	(48)	17%	(74)	6%	(24)	4%	(15)	27%	(116)	35%	(151)	428
Facebook Users	11%	(53)	19%	(90)	5%	(25)	4%	(20)	25%	(121)	36%	(178)	487
Snapchat Users	10%	(64)	17%	(105)	6%	(38)	4%	(22)	23%	(143)	40%	(248)	620
Instagram Users	9%	(68)	16%	(124)	6%	(43)	4%	(31)	23%	(176)	42%	(321)	762
Tiktok Users	13%	(61)	16%	(76)	7%	(32)	3%	(14)	22%	(103)	39%	(181)	467
Reddit Users	6%	(17)	14%	(37)	5%	(14)	5%	(13)	26%	(69)	44%	(119)	268
YouTube Users	8%	(77)	14%	(130)	5%	(43)	3%	(30)	22%	(206)	47%	(433)	920
Harry Styles Fan	19%	(79)	26%	(111)	5%	(23)	3%	(12)	18%	(74)	29%	(124)	421
Billie Eilish Fan	11%	(68)	18%	(109)	5%	(30)	3%	(19)	20%	(119)	42%	(250)	595
Zendaya Fan	13%	(77)	20%	(122)	5%	(30)	3%	(20)	23%	(141)	36%	(223)	614
Taylor Swift Fan	12%	(56)	21%	(102)	6%	(27)	4%	(17)	19%	(93)	39%	(186)	482
Kylie Jenner Fan	15%	(47)	20%	(63)	6%	(19)	3%	(8)	17%	(51)	40%	(123)	311

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**Table CGZ1\_10: Do you have a favorable or unfavorable view of following people?**  
 Louis Tomlinson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	8% (81)	14% (137)	5% (48)	4% (38)	22% (224)	47% (472)	1000
Emma Chamberlain Fan	18% (42)	27% (64)	8% (19)	2% (5)	18% (44)	27% (64)	238
Niall Horan Fan	28% (73)	36% (92)	6% (16)	3% (8)	14% (35)	13% (32)	256
Zayn Malik Fan	25% (69)	32% (87)	5% (13)	5% (13)	16% (43)	18% (50)	277
Liam Payne Fan	30% (74)	33% (80)	7% (16)	3% (8)	13% (32)	13% (31)	242
Louis Tomlinson Fan	34% (73)	43% (93)	6% (14)	3% (6)	14% (31)	— (0)	217
Film: An avid fan	11% (29)	17% (45)	5% (13)	3% (9)	25% (66)	40% (106)	268
Film: A casual fan	9% (46)	15% (80)	5% (28)	4% (23)	21% (113)	46% (250)	539
Film: Not a fan	3% (6)	6% (12)	4% (7)	3% (6)	23% (45)	60% (116)	193
Television: An avid fan	12% (30)	15% (37)	6% (16)	2% (5)	21% (51)	43% (106)	246
Television: A casual fan	7% (39)	16% (87)	5% (25)	4% (25)	23% (127)	46% (258)	562
Television: Not a fan	6% (12)	7% (13)	3% (7)	4% (8)	24% (46)	56% (108)	192
Music: An avid fan	10% (65)	14% (85)	4% (26)	4% (26)	23% (145)	45% (284)	632
Music: A casual fan	5% (17)	15% (50)	6% (19)	3% (9)	22% (73)	50% (165)	333
Fashion: An avid fan	13% (30)	13% (28)	6% (14)	5% (10)	25% (55)	38% (85)	223
Fashion: A casual fan	9% (39)	17% (76)	6% (28)	3% (11)	22% (98)	42% (186)	437
Fashion: Not a fan	4% (13)	10% (33)	2% (6)	5% (16)	21% (71)	59% (201)	340
Pop culture: An avid fan	15% (34)	19% (44)	4% (9)	5% (12)	18% (43)	39% (90)	232
Pop culture: A casual fan	9% (42)	16% (78)	7% (32)	3% (15)	26% (125)	40% (193)	485
Pop culture: Not a fan	2% (5)	5% (15)	2% (6)	4% (11)	20% (56)	67% (190)	283
Sports: An avid fan	8% (17)	14% (29)	9% (18)	4% (9)	21% (44)	44% (92)	209
Sports: A casual fan	10% (31)	18% (58)	4% (12)	3% (8)	19% (63)	47% (151)	323
Sports: Not a fan	7% (33)	11% (50)	4% (17)	4% (21)	25% (118)	49% (229)	468
Celeb fans on social media	10% (75)	16% (116)	6% (40)	4% (30)	21% (154)	42% (302)	717
Celebs share too much on social media	10% (52)	16% (86)	5% (28)	4% (21)	21% (112)	45% (245)	544
Celebs who don't share are disconnected	11% (35)	17% (53)	7% (23)	4% (12)	21% (68)	40% (127)	317
Celebs should interact on social media	10% (67)	15% (98)	5% (34)	3% (21)	22% (143)	45% (293)	658
Celebs' social media is a professional platform	6% (10)	11% (21)	6% (11)	6% (10)	21% (39)	51% (96)	187
Celebs' social media is a personal platform	10% (47)	16% (78)	6% (27)	3% (16)	22% (106)	43% (205)	478
Connects to celebs paid promoting	17% (22)	19% (25)	7% (9)	2% (3)	12% (16)	42% (54)	128
Connects to celebs non-paid promoting	12% (49)	18% (72)	4% (17)	4% (15)	22% (88)	40% (157)	397

Continued on next page

**Table CGZ1\_10:** Do you have a favorable or unfavorable view of following people?

Louis Tomlinson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	8%	(81)	14%	(137)	5%	(48)	4%	(38)	22%	(224)	47%	(472)	1000
Concerned about climate change	10%	(71)	16%	(114)	5%	(34)	3%	(25)	24%	(177)	42%	(305)	726
Humans can stop climate change	10%	(26)	14%	(37)	4%	(9)	4%	(12)	20%	(52)	47%	(122)	258
Humans can slow climate change	9%	(43)	18%	(87)	5%	(25)	3%	(13)	24%	(118)	41%	(198)	485
Climate change is beyond control	5%	(4)	6%	(5)	11%	(9)	5%	(4)	24%	(20)	49%	(41)	84
Completely in-person school	7%	(4)	4%	(2)	16%	(9)	6%	(3)	13%	(8)	54%	(31)	57
Both in person and virtual school	8%	(26)	13%	(42)	6%	(19)	1%	(4)	26%	(85)	45%	(144)	320
Completely virtual school	9%	(30)	15%	(51)	4%	(13)	5%	(16)	20%	(70)	48%	(164)	345
Watch live sports at least once a week	8%	(19)	17%	(42)	7%	(16)	5%	(11)	20%	(47)	43%	(103)	238

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

**Table CGZ1\_11: Do you have a favorable or unfavorable view of following people?***Barack Obama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
Gender: Male	44% (216)	25% (121)	9% (43)	10% (51)	8% (40)	4% (18)	489
Gender: Female	42% (215)	29% (147)	6% (32)	9% (48)	12% (64)	1% (7)	511
Age: 18-34	41% (207)	27% (137)	8% (38)	13% (63)	10% (50)	2% (11)	506
GenZers: 1997-2012	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
PID: Dem (no lean)	62% (218)	29% (102)	4% (13)	2% (6)	3% (11)	1% (3)	353
PID: Ind (no lean)	38% (187)	27% (134)	6% (32)	9% (43)	16% (76)	4% (19)	490
PID: Rep (no lean)	16% (25)	20% (32)	19% (30)	32% (51)	11% (17)	2% (3)	157
PID/Gender: Dem Men	65% (100)	25% (38)	4% (6)	2% (4)	2% (4)	2% (2)	154
PID/Gender: Dem Women	59% (118)	32% (64)	3% (7)	1% (2)	4% (7)	— (1)	199
PID/Gender: Ind Men	40% (100)	25% (62)	8% (19)	9% (23)	11% (28)	6% (15)	248
PID/Gender: Ind Women	36% (87)	29% (71)	5% (12)	8% (19)	20% (48)	2% (4)	242
PID/Gender: Rep Men	17% (15)	23% (20)	21% (18)	27% (23)	10% (9)	1% (1)	87
PID/Gender: Rep Women	14% (10)	16% (11)	18% (12)	39% (27)	11% (8)	2% (1)	71
Ideo: Liberal (1-3)	52% (161)	32% (99)	7% (21)	4% (13)	4% (12)	1% (3)	309
Ideo: Moderate (4)	41% (84)	34% (68)	6% (13)	8% (15)	11% (22)	1% (1)	204
Ideo: Conservative (5-7)	18% (26)	19% (26)	19% (27)	37% (52)	6% (8)	1% (2)	140
Educ: < College	42% (389)	27% (245)	7% (67)	10% (93)	11% (102)	3% (23)	918
Educ: Bachelors degree	47% (30)	31% (20)	11% (7)	8% (5)	3% (2)	— (0)	65
Income: Under 50k	43% (249)	24% (140)	6% (37)	10% (57)	13% (78)	4% (21)	581
Income: 50k-100k	43% (122)	33% (93)	9% (24)	12% (33)	4% (11)	1% (2)	285
Income: 100k+	44% (59)	26% (35)	10% (14)	6% (8)	11% (15)	2% (3)	134
Ethnicity: White	35% (221)	30% (188)	9% (59)	12% (75)	12% (73)	2% (11)	627
Ethnicity: Hispanic	46% (94)	27% (55)	5% (11)	9% (18)	10% (21)	2% (4)	203
Ethnicity: Black	66% (88)	17% (23)	3% (4)	6% (8)	5% (6)	3% (4)	132
Ethnicity: Other	50% (121)	24% (57)	5% (11)	7% (16)	10% (25)	4% (11)	240
All Christian	43% (107)	25% (62)	9% (24)	14% (36)	7% (18)	2% (4)	251
Atheist	43% (46)	33% (36)	6% (6)	7% (8)	9% (9)	2% (2)	107
Agnostic/Nothing in particular	43% (171)	29% (113)	7% (27)	6% (23)	12% (48)	4% (14)	396
Something Else	43% (84)	23% (46)	6% (11)	15% (29)	12% (23)	2% (4)	197
Religious Non-Protestant/Catholic	37% (22)	26% (15)	13% (7)	12% (7)	11% (7)	1% (1)	58

Continued on next page

**Table CGZ1\_11: Do you have a favorable or unfavorable view of following people?**

Barack Obama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
Evangelical	35% (57)	22% (35)	11% (17)	25% (40)	7% (11)	2% (3)	163
Non-Evangelical	49% (129)	25% (66)	6% (16)	7% (19)	11% (29)	2% (6)	265
Community: Urban	41% (105)	24% (62)	11% (28)	11% (28)	10% (25)	3% (7)	254
Community: Suburban	44% (240)	29% (157)	6% (30)	7% (39)	11% (58)	3% (16)	540
Community: Rural	42% (86)	23% (48)	8% (17)	15% (31)	10% (20)	1% (3)	205
Employ: Private Sector	41% (41)	24% (23)	9% (9)	19% (18)	7% (7)	— (0)	98
Employ: Self-Employed	48% (25)	28% (14)	4% (2)	14% (7)	5% (3)	— (0)	52
Employ: Unemployed	42% (72)	23% (40)	8% (14)	10% (17)	16% (26)	1% (1)	170
Employ: Other	30% (21)	21% (15)	10% (7)	11% (8)	14% (10)	14% (10)	73
Military HH: Yes	47% (45)	22% (21)	13% (12)	8% (7)	9% (9)	1% (1)	95
Military HH: No	43% (385)	27% (246)	7% (63)	10% (91)	11% (95)	3% (24)	905
RD/WT: Right Direction	33% (62)	21% (41)	15% (28)	17% (33)	11% (21)	3% (6)	192
RD/WT: Wrong Track	45% (368)	28% (227)	6% (47)	8% (66)	10% (83)	2% (19)	808
Trump Job Approve	17% (39)	21% (48)	18% (41)	33% (75)	9% (20)	1% (3)	226
Trump Job Disapprove	55% (353)	30% (192)	5% (30)	3% (21)	6% (38)	1% (6)	640
Trump Job Strongly Approve	10% (8)	18% (16)	12% (11)	50% (43)	9% (7)	1% (1)	85
Trump Job Somewhat Approve	22% (30)	23% (32)	22% (31)	23% (32)	9% (13)	2% (3)	141
Trump Job Somewhat Disapprove	37% (59)	42% (68)	7% (11)	4% (6)	10% (16)	1% (2)	161
Trump Job Strongly Disapprove	61% (294)	26% (125)	4% (19)	3% (16)	5% (22)	1% (3)	479
Favorable of Trump	19% (39)	19% (37)	18% (37)	35% (70)	8% (16)	1% (3)	202
Unfavorable of Trump	54% (351)	30% (199)	5% (33)	4% (25)	6% (40)	1% (4)	652
Very Favorable of Trump	15% (13)	17% (15)	11% (10)	46% (42)	11% (10)	1% (1)	91
Somewhat Favorable of Trump	23% (26)	20% (22)	24% (27)	25% (28)	5% (6)	2% (2)	110
Somewhat Unfavorable of Trump	34% (47)	39% (54)	8% (11)	7% (10)	10% (14)	2% (2)	139
Very Unfavorable of Trump	59% (304)	28% (144)	4% (22)	3% (15)	5% (26)	— (2)	514

Continued on next page

**Table CGZ1\_11: Do you have a favorable or unfavorable view of following people?***Barack Obama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
#1 Issue: Economy	35% (101)	30% (87)	10% (28)	14% (39)	9% (26)	2% (5)	285
#1 Issue: Security	33% (24)	17% (12)	15% (11)	24% (17)	8% (6)	3% (2)	72
#1 Issue: Health Care	48% (81)	28% (46)	8% (14)	6% (10)	9% (16)	1% (1)	168
#1 Issue: Women's Issues	50% (71)	26% (37)	4% (6)	9% (13)	8% (12)	3% (4)	143
#1 Issue: Education	48% (69)	30% (43)	7% (11)	6% (9)	7% (11)	1% (1)	145
#1 Issue: Energy	45% (39)	33% (29)	3% (3)	3% (3)	13% (11)	3% (3)	87
#1 Issue: Other	47% (39)	16% (13)	5% (4)	7% (6)	21% (17)	5% (4)	84
4-Region: Northeast	45% (84)	27% (51)	9% (18)	7% (13)	9% (17)	3% (5)	188
4-Region: Midwest	43% (81)	29% (54)	8% (16)	8% (15)	11% (20)	1% (2)	189
4-Region: South	41% (158)	24% (94)	7% (26)	14% (52)	11% (42)	4% (14)	386
4-Region: West	45% (107)	29% (68)	6% (15)	8% (18)	10% (25)	2% (4)	237
Middle school (Grade 6 - 8)	54% (39)	16% (11)	6% (4)	6% (4)	14% (10)	4% (3)	72
High school (Grade 9 - 12)	42% (196)	28% (129)	7% (34)	9% (41)	11% (49)	3% (12)	461
Community college	48% (32)	22% (15)	3% (2)	17% (11)	7% (5)	4% (3)	67
College or university program	46% (90)	28% (55)	11% (20)	6% (12)	8% (16)	— (1)	195
I am not in school	36% (73)	28% (57)	7% (15)	14% (30)	12% (24)	3% (6)	204
White, non-Hispanic	34% (185)	30% (162)	10% (53)	13% (68)	12% (65)	2% (11)	543
POC	54% (245)	23% (106)	5% (22)	7% (31)	9% (39)	3% (14)	457
Twitter Users	47% (200)	30% (127)	8% (33)	8% (36)	7% (31)	— (1)	428
Facebook Users	42% (203)	29% (140)	6% (31)	10% (50)	12% (58)	1% (6)	487
Snapchat Users	46% (286)	28% (171)	6% (38)	9% (55)	10% (60)	1% (9)	620
Instagram Users	44% (337)	29% (217)	7% (53)	9% (67)	10% (76)	2% (12)	762
Tiktok Users	47% (220)	27% (126)	7% (31)	8% (39)	9% (41)	2% (10)	467
Reddit Users	43% (115)	31% (84)	8% (22)	9% (23)	8% (22)	1% (2)	268
YouTube Users	44% (402)	28% (253)	8% (70)	9% (85)	10% (94)	2% (16)	920
Harry Styles Fan	49% (206)	26% (111)	8% (35)	8% (33)	8% (34)	1% (3)	421
Billie Eilish Fan	49% (290)	26% (153)	7% (44)	8% (45)	10% (57)	1% (6)	595
Zendaya Fan	48% (295)	26% (162)	8% (48)	9% (55)	9% (54)	— (0)	614
Taylor Swift Fan	50% (241)	25% (122)	6% (31)	8% (39)	10% (46)	1% (3)	482
Kylie Jenner Fan	56% (173)	22% (68)	6% (20)	6% (20)	8% (26)	1% (4)	311

Continued on next page

**Table CGZ1\_11: Do you have a favorable or unfavorable view of following people?**

Barack Obama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
Emma Chamberlain Fan	50% (119)	24% (57)	9% (21)	6% (13)	11% (26)	1% (2)	238
Niall Horan Fan	49% (125)	28% (71)	8% (20)	9% (24)	6% (16)	— (0)	256
Zayn Malik Fan	53% (146)	26% (72)	8% (22)	8% (23)	5% (14)	— (1)	277
Liam Payne Fan	49% (119)	26% (63)	8% (20)	8% (19)	7% (17)	1% (3)	242
Louis Tomlinson Fan	53% (114)	24% (52)	9% (19)	7% (14)	7% (15)	1% (3)	217
Film: An avid fan	55% (147)	25% (67)	3% (8)	9% (25)	7% (20)	1% (2)	268
Film: A casual fan	40% (214)	27% (145)	9% (51)	10% (56)	12% (67)	1% (7)	539
Film: Not a fan	36% (69)	29% (56)	8% (16)	10% (18)	9% (18)	8% (16)	193
Television: An avid fan	55% (136)	21% (52)	5% (11)	10% (25)	8% (19)	1% (3)	246
Television: A casual fan	39% (218)	31% (175)	9% (52)	8% (48)	11% (63)	1% (6)	562
Television: Not a fan	40% (76)	21% (41)	6% (12)	13% (26)	11% (22)	8% (16)	192
Music: An avid fan	47% (299)	25% (160)	6% (39)	10% (66)	10% (61)	1% (7)	632
Music: A casual fan	38% (125)	30% (101)	10% (34)	8% (26)	12% (39)	2% (8)	333
Fashion: An avid fan	52% (117)	20% (44)	7% (15)	8% (19)	11% (25)	2% (4)	223
Fashion: A casual fan	43% (188)	31% (135)	6% (26)	9% (41)	10% (44)	1% (3)	437
Fashion: Not a fan	37% (125)	26% (89)	10% (34)	11% (39)	10% (35)	5% (18)	340
Pop culture: An avid fan	56% (129)	24% (55)	6% (13)	7% (16)	7% (17)	1% (2)	232
Pop culture: A casual fan	40% (195)	29% (139)	8% (37)	10% (50)	12% (58)	1% (5)	485
Pop culture: Not a fan	37% (105)	26% (73)	9% (25)	12% (33)	10% (29)	6% (18)	283
Sports: An avid fan	56% (116)	22% (47)	7% (16)	9% (18)	5% (11)	1% (2)	209
Sports: A casual fan	41% (133)	25% (79)	10% (31)	12% (39)	11% (37)	1% (4)	323
Sports: Not a fan	39% (182)	30% (141)	6% (28)	9% (41)	12% (56)	4% (19)	468
Celeb fans on social media	47% (336)	27% (196)	7% (51)	9% (63)	9% (64)	1% (7)	717
Celebs share too much on social media	45% (242)	28% (152)	7% (40)	10% (55)	9% (49)	1% (5)	544
Celebs who don't share are disconnected	48% (152)	29% (92)	6% (20)	8% (26)	8% (25)	— (1)	317
Celebs should interact on social media	46% (304)	28% (187)	8% (52)	9% (62)	7% (48)	1% (4)	658
Celebs' social media is a professional platform	40% (75)	24% (45)	10% (18)	15% (28)	11% (20)	— (1)	187
Celebs' social media is a personal platform	46% (219)	30% (141)	8% (39)	8% (40)	7% (32)	1% (7)	478
Connects to celebs paid promoting	56% (72)	16% (20)	8% (10)	10% (13)	9% (12)	1% (2)	128
Connects to celebs non-paid promoting	46% (183)	32% (128)	8% (30)	8% (32)	6% (23)	— (1)	397

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**Table CGZ1\_11: Do you have a favorable or unfavorable view of following people?***Barack Obama*

<b>Demographic</b>	<b>Very favorable</b>	<b>Somewhat favorable</b>	<b>Somewhat unfavorable</b>	<b>Very unfavorable</b>	<b>Heard of, no opinion</b>	<b>Never heard of</b>	<b>Total N</b>
Gen Z'ers (Age 13-23)	43% (430)	27% (267)	7% (75)	10% (99)	10% (104)	2% (25)	1000
Concerned about climate change	48% (351)	30% (220)	7% (49)	6% (46)	7% (52)	1% (8)	726
Humans can stop climate change	57% (147)	24% (62)	6% (15)	7% (18)	5% (13)	1% (3)	258
Humans can slow climate change	42% (202)	34% (167)	8% (40)	6% (31)	9% (43)	1% (3)	485
Climate change is beyond control	37% (31)	15% (13)	10% (8)	21% (18)	13% (11)	3% (3)	84
Completely in-person school	39% (22)	23% (13)	14% (8)	14% (8)	7% (4)	3% (2)	57
Both in person and virtual school	43% (138)	30% (94)	9% (29)	6% (19)	11% (35)	2% (5)	320
Completely virtual school	47% (161)	26% (89)	6% (22)	10% (35)	10% (34)	1% (4)	345
Watch live sports at least once a week	50% (119)	26% (61)	7% (16)	9% (21)	7% (16)	2% (5)	238

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

**Table CGZ1\_12: Do you have a favorable or unfavorable view of following people?**

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
Gender: Male	26% (128)	27% (132)	7% (34)	5% (26)	22% (109)	12% (60)	489
Gender: Female	21% (107)	28% (142)	4% (23)	5% (26)	32% (164)	10% (49)	511
Age: 18-34	25% (127)	29% (146)	6% (33)	8% (41)	22% (111)	10% (49)	506
GenZers: 1997-2012	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
PID: Dem (no lean)	29% (102)	31% (110)	5% (18)	2% (8)	26% (93)	6% (22)	353
PID: Ind (no lean)	20% (100)	23% (111)	5% (23)	6% (28)	31% (153)	15% (75)	490
PID: Rep (no lean)	21% (33)	33% (52)	10% (16)	11% (17)	17% (27)	7% (11)	157
PID/Gender: Dem Men	33% (50)	33% (50)	7% (10)	2% (4)	19% (29)	7% (10)	154
PID/Gender: Dem Women	26% (51)	30% (60)	4% (8)	2% (4)	32% (64)	6% (11)	199
PID/Gender: Ind Men	22% (55)	21% (52)	6% (16)	6% (15)	27% (66)	18% (44)	248
PID/Gender: Ind Women	19% (45)	24% (59)	3% (7)	5% (13)	36% (87)	13% (31)	242
PID/Gender: Rep Men	26% (22)	34% (30)	10% (8)	9% (8)	16% (14)	6% (5)	87
PID/Gender: Rep Women	16% (11)	32% (23)	11% (8)	13% (9)	19% (14)	9% (6)	71
Ideo: Liberal (1-3)	24% (74)	32% (99)	6% (17)	4% (11)	30% (92)	5% (15)	309
Ideo: Moderate (4)	26% (52)	30% (61)	7% (14)	4% (7)	25% (51)	9% (18)	204
Ideo: Conservative (5-7)	23% (32)	31% (43)	9% (12)	15% (21)	19% (26)	4% (6)	140
Educ: < College	24% (217)	27% (245)	5% (50)	5% (48)	28% (257)	11% (102)	918
Educ: Bachelors degree	25% (16)	40% (26)	8% (5)	5% (3)	19% (12)	3% (2)	65
Income: Under 50k	22% (126)	25% (144)	5% (29)	7% (43)	26% (153)	15% (85)	581
Income: 50k-100k	27% (76)	32% (93)	6% (18)	3% (8)	27% (78)	4% (12)	285
Income: 100k+	24% (33)	28% (37)	7% (10)	1% (1)	32% (42)	9% (11)	134
Ethnicity: White	26% (165)	29% (179)	6% (40)	6% (38)	25% (160)	7% (46)	627
Ethnicity: Hispanic	18% (37)	29% (60)	5% (11)	7% (14)	25% (51)	15% (30)	203
Ethnicity: Black	16% (21)	22% (29)	6% (8)	7% (9)	30% (40)	19% (26)	132
Ethnicity: Other	20% (49)	27% (66)	4% (10)	2% (5)	31% (74)	15% (37)	240
All Christian	25% (64)	35% (87)	5% (13)	3% (8)	23% (58)	8% (20)	251
Atheist	24% (25)	28% (29)	6% (6)	5% (6)	30% (32)	8% (8)	107
Agnostic/Nothing in particular	24% (93)	26% (101)	6% (23)	5% (18)	28% (111)	12% (49)	396
Something Else	23% (44)	22% (44)	5% (11)	8% (15)	29% (56)	13% (26)	197
Religious Non-Protestant/Catholic	19% (11)	25% (14)	7% (4)	8% (5)	33% (19)	8% (5)	58

Continued on next page

**Table CGZ1\_12:** Do you have a favorable or unfavorable view of following people?

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
Evangelical	24% (40)	28% (46)	6% (9)	9% (14)	20% (33)	13% (21)	163
Non-Evangelical	24% (63)	30% (79)	5% (13)	3% (8)	29% (76)	9% (25)	265
Community: Urban	23% (60)	24% (60)	5% (12)	8% (20)	26% (67)	14% (35)	254
Community: Suburban	24% (130)	28% (150)	6% (34)	4% (22)	29% (157)	9% (47)	540
Community: Rural	22% (46)	31% (63)	5% (10)	5% (10)	24% (49)	13% (26)	205
Employ: Private Sector	25% (25)	31% (31)	12% (12)	11% (11)	18% (17)	3% (3)	98
Employ: Self-Employed	22% (11)	17% (9)	6% (3)	8% (4)	31% (16)	17% (9)	52
Employ: Unemployed	21% (35)	27% (45)	6% (9)	6% (10)	29% (50)	12% (20)	170
Employ: Other	17% (12)	27% (19)	4% (3)	2% (1)	24% (17)	27% (20)	73
Military HH: Yes	25% (24)	37% (35)	4% (4)	3% (3)	29% (28)	2% (2)	95
Military HH: No	23% (211)	26% (239)	6% (53)	5% (49)	27% (246)	12% (107)	905
RD/WT: Right Direction	23% (44)	29% (56)	9% (16)	10% (19)	19% (36)	11% (21)	192
RD/WT: Wrong Track	24% (191)	27% (218)	5% (41)	4% (34)	29% (238)	11% (88)	808
Trump Job Approve	21% (48)	31% (69)	9% (21)	11% (25)	18% (41)	10% (22)	226
Trump Job Disapprove	24% (156)	29% (183)	5% (31)	4% (24)	29% (187)	9% (59)	640
Trump Job Strongly Approve	26% (22)	26% (22)	9% (8)	13% (11)	22% (18)	5% (4)	85
Trump Job Somewhat Approve	19% (26)	34% (47)	9% (13)	10% (14)	16% (22)	13% (18)	141
Trump Job Somewhat Disapprove	20% (31)	32% (51)	6% (10)	3% (5)	30% (49)	9% (15)	161
Trump Job Strongly Disapprove	26% (124)	28% (132)	4% (21)	4% (19)	29% (139)	9% (44)	479
Favorable of Trump	23% (46)	30% (60)	8% (17)	12% (25)	18% (37)	8% (16)	202
Unfavorable of Trump	26% (169)	29% (189)	5% (32)	3% (23)	28% (185)	8% (54)	652
Very Favorable of Trump	26% (24)	23% (21)	11% (10)	15% (14)	20% (19)	4% (4)	91
Somewhat Favorable of Trump	20% (22)	36% (39)	7% (7)	10% (11)	16% (18)	11% (12)	110
Somewhat Unfavorable of Trump	25% (34)	34% (47)	8% (11)	5% (7)	19% (27)	9% (12)	139
Very Unfavorable of Trump	26% (135)	28% (142)	4% (21)	3% (16)	31% (158)	8% (42)	514

Continued on next page

**Table CGZ1\_12: Do you have a favorable or unfavorable view of following people?**

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
#1 Issue: Economy	27% (77)	28% (80)	7% (21)	7% (20)	23% (65)	8% (23)	285
#1 Issue: Security	16% (12)	28% (20)	12% (9)	13% (9)	19% (13)	12% (9)	72
#1 Issue: Health Care	20% (34)	30% (50)	5% (9)	4% (6)	29% (49)	12% (20)	168
#1 Issue: Women's Issues	21% (30)	29% (42)	2% (3)	2% (3)	33% (48)	12% (17)	143
#1 Issue: Education	24% (35)	23% (33)	6% (9)	6% (8)	33% (47)	8% (12)	145
#1 Issue: Energy	30% (26)	28% (25)	5% (5)	1% (1)	26% (22)	10% (9)	87
#1 Issue: Other	21% (18)	30% (25)	2% (2)	3% (3)	26% (22)	17% (15)	84
4-Region: Northeast	20% (38)	28% (52)	8% (16)	2% (3)	29% (54)	13% (25)	188
4-Region: Midwest	26% (49)	27% (51)	8% (16)	3% (5)	29% (54)	7% (14)	189
4-Region: South	23% (87)	26% (99)	4% (17)	8% (30)	27% (104)	13% (49)	386
4-Region: West	26% (61)	30% (71)	4% (9)	6% (14)	26% (61)	9% (21)	237
Middle school (Grade 6 - 8)	16% (11)	24% (17)	5% (4)	1% (1)	36% (26)	18% (13)	72
High school (Grade 9 - 12)	23% (108)	25% (116)	5% (24)	4% (19)	31% (144)	11% (52)	461
Community college	27% (19)	25% (17)	8% (5)	7% (5)	25% (17)	8% (5)	67
College or university program	26% (51)	36% (71)	6% (12)	6% (12)	18% (35)	7% (13)	195
I am not in school	22% (46)	26% (54)	6% (12)	8% (16)	25% (51)	12% (25)	204
White, non-Hispanic	27% (147)	29% (155)	6% (32)	5% (30)	26% (141)	7% (37)	543
POC	19% (88)	26% (119)	5% (25)	5% (22)	29% (132)	16% (71)	457
Twitter Users	25% (108)	31% (131)	5% (20)	5% (20)	29% (122)	6% (26)	428
Facebook Users	27% (134)	29% (142)	6% (27)	7% (34)	23% (112)	8% (38)	487
Snapchat Users	24% (151)	28% (174)	6% (36)	5% (32)	28% (171)	9% (56)	620
Instagram Users	25% (193)	27% (208)	6% (45)	5% (41)	27% (207)	9% (68)	762
Tiktok Users	23% (107)	26% (123)	5% (25)	6% (27)	30% (141)	9% (43)	467
Reddit Users	29% (77)	27% (71)	7% (18)	4% (11)	27% (73)	7% (18)	268
YouTube Users	25% (225)	28% (255)	6% (54)	5% (45)	27% (253)	9% (87)	920
Harry Styles Fan	28% (116)	32% (134)	5% (22)	4% (18)	24% (101)	7% (30)	421
Billie Eilish Fan	24% (145)	29% (170)	5% (32)	4% (27)	28% (167)	9% (53)	595
Zendaya Fan	25% (154)	30% (183)	7% (44)	5% (31)	26% (160)	7% (42)	614
Taylor Swift Fan	26% (128)	31% (150)	6% (28)	4% (17)	24% (117)	9% (43)	482
Kylie Jenner Fan	26% (80)	30% (94)	6% (17)	6% (18)	23% (73)	10% (30)	311

Continued on next page

**Table CGZ1\_12: Do you have a favorable or unfavorable view of following people?**  
Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
Emma Chamberlain Fan	25% (58)	36% (85)	5% (12)	4% (9)	25% (60)	6% (14)	238
Niall Horan Fan	30% (77)	34% (88)	6% (16)	4% (10)	21% (54)	4% (10)	256
Zayn Malik Fan	28% (77)	34% (94)	6% (17)	5% (15)	21% (59)	5% (14)	277
Liam Payne Fan	28% (67)	36% (86)	6% (14)	6% (14)	21% (51)	4% (9)	242
Louis Tomlinson Fan	27% (58)	38% (82)	6% (13)	5% (10)	21% (46)	3% (7)	217
Film: An avid fan	37% (100)	24% (65)	7% (19)	3% (9)	21% (56)	7% (19)	268
Film: A casual fan	20% (106)	32% (172)	6% (31)	5% (30)	28% (153)	9% (49)	539
Film: Not a fan	15% (29)	19% (37)	4% (8)	7% (14)	33% (64)	21% (41)	193
Television: An avid fan	34% (83)	25% (62)	6% (14)	5% (11)	24% (60)	6% (16)	246
Television: A casual fan	21% (118)	30% (168)	6% (36)	5% (27)	28% (158)	10% (55)	562
Television: Not a fan	18% (34)	22% (43)	4% (7)	7% (14)	29% (55)	20% (38)	192
Music: An avid fan	27% (167)	28% (176)	6% (40)	5% (33)	25% (160)	9% (56)	632
Music: A casual fan	19% (63)	28% (94)	4% (14)	5% (17)	32% (105)	12% (39)	333
Fashion: An avid fan	25% (55)	29% (65)	5% (12)	5% (12)	25% (56)	10% (23)	223
Fashion: A casual fan	24% (106)	27% (117)	6% (27)	5% (21)	30% (130)	8% (36)	437
Fashion: Not a fan	22% (75)	27% (92)	5% (18)	6% (20)	26% (87)	14% (49)	340
Pop culture: An avid fan	31% (73)	26% (61)	6% (15)	6% (13)	22% (52)	8% (18)	232
Pop culture: A casual fan	24% (116)	31% (150)	6% (28)	5% (22)	28% (134)	7% (35)	485
Pop culture: Not a fan	16% (46)	22% (63)	5% (15)	6% (17)	31% (87)	20% (55)	283
Sports: An avid fan	36% (75)	28% (58)	7% (15)	5% (11)	13% (27)	11% (22)	209
Sports: A casual fan	21% (69)	34% (108)	5% (16)	5% (16)	27% (88)	8% (26)	323
Sports: Not a fan	20% (92)	23% (108)	6% (26)	5% (25)	34% (158)	13% (59)	468
Celeb fans on social media	26% (185)	28% (200)	6% (45)	6% (42)	26% (185)	8% (59)	717
Celebs share too much on social media	29% (156)	31% (168)	6% (31)	5% (27)	23% (125)	7% (37)	544
Celebs who don't share are disconnected	23% (72)	31% (99)	6% (19)	7% (22)	28% (88)	6% (18)	317
Celebs should interact on social media	25% (165)	30% (198)	6% (40)	6% (36)	27% (177)	6% (42)	658
Celebs' social media is a professional platform	22% (41)	33% (61)	5% (9)	8% (14)	22% (42)	11% (20)	187
Celebs' social media is a personal platform	26% (126)	29% (137)	7% (33)	5% (23)	26% (124)	7% (35)	478
Connects to celebs paid promoting	32% (41)	28% (36)	7% (8)	6% (8)	15% (20)	12% (15)	128
Connects to celebs non-paid promoting	27% (107)	30% (119)	6% (26)	4% (14)	26% (103)	7% (28)	397

Continued on next page

**Table CGZ1\_12:** Do you have a favorable or unfavorable view of following people?

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	24% (235)	27% (274)	6% (57)	5% (52)	27% (273)	11% (108)	1000
Concerned about climate change	26% (192)	30% (221)	6% (40)	5% (35)	25% (183)	8% (55)	726
Humans can stop climate change	25% (64)	31% (80)	7% (17)	5% (12)	24% (61)	9% (24)	258
Humans can slow climate change	26% (126)	31% (151)	5% (24)	4% (22)	27% (132)	6% (30)	485
Climate change is beyond control	22% (18)	29% (25)	8% (7)	10% (8)	23% (19)	8% (7)	84
Completely in-person school	24% (14)	32% (18)	6% (3)	5% (3)	17% (10)	16% (9)	57
Both in person and virtual school	22% (71)	30% (96)	5% (17)	3% (10)	33% (104)	6% (21)	320
Completely virtual school	27% (93)	27% (95)	5% (17)	6% (19)	27% (92)	8% (29)	345
Watch live sports at least once a week	33% (78)	35% (84)	6% (13)	5% (11)	15% (35)	7% (16)	238

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

**Table CGZ1\_13:** Do you have a favorable or unfavorable view of following people?*Betty White*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
Gender: Male	18% (87)	18% (87)	4% (20)	4% (18)	27% (130)	30% (147)	489
Gender: Female	21% (110)	18% (90)	3% (15)	1% (7)	31% (157)	26% (132)	511
Age: 18-34	28% (143)	20% (103)	4% (18)	4% (19)	26% (132)	18% (91)	506
GenZers: 1997-2012	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
PID: Dem (no lean)	27% (95)	21% (74)	4% (13)	2% (5)	26% (91)	21% (74)	353
PID: Ind (no lean)	15% (71)	14% (69)	3% (15)	3% (13)	31% (152)	35% (170)	490
PID: Rep (no lean)	19% (30)	22% (34)	5% (8)	4% (6)	28% (44)	22% (35)	157
PID/Gender: Dem Men	29% (44)	20% (30)	4% (6)	2% (4)	23% (35)	22% (34)	154
PID/Gender: Dem Women	26% (51)	22% (43)	3% (6)	1% (2)	28% (56)	20% (40)	199
PID/Gender: Ind Men	11% (28)	13% (33)	2% (6)	4% (11)	29% (71)	40% (99)	248
PID/Gender: Ind Women	18% (43)	15% (36)	4% (9)	1% (2)	34% (81)	29% (71)	242
PID/Gender: Rep Men	17% (15)	27% (24)	9% (8)	4% (3)	27% (24)	16% (14)	87
PID/Gender: Rep Women	22% (16)	15% (10)	— (0)	5% (3)	28% (20)	30% (21)	71
Ideo: Liberal (1-3)	27% (83)	23% (70)	4% (12)	1% (4)	29% (91)	16% (49)	309
Ideo: Moderate (4)	22% (45)	17% (35)	2% (4)	4% (7)	31% (62)	25% (51)	204
Ideo: Conservative (5-7)	20% (28)	24% (33)	7% (10)	5% (7)	26% (37)	18% (25)	140
Educ: < College	19% (176)	17% (154)	3% (32)	2% (21)	30% (271)	29% (264)	918
Educ: Bachelors degree	33% (21)	31% (20)	4% (3)	4% (2)	18% (12)	10% (6)	65
Income: Under 50k	21% (120)	15% (86)	4% (22)	3% (19)	30% (172)	28% (162)	581
Income: 50k-100k	19% (54)	21% (60)	4% (10)	2% (5)	27% (78)	27% (77)	285
Income: 100k+	17% (23)	22% (30)	2% (3)	1% (1)	28% (37)	30% (40)	134
Ethnicity: White	25% (158)	19% (119)	3% (16)	3% (16)	28% (175)	23% (144)	627
Ethnicity: Hispanic	18% (36)	11% (23)	5% (11)	4% (9)	30% (60)	32% (64)	203
Ethnicity: Black	13% (17)	18% (23)	5% (6)	4% (5)	28% (37)	33% (44)	132
Ethnicity: Other	9% (22)	14% (34)	5% (13)	2% (4)	31% (75)	38% (92)	240
All Christian	22% (56)	22% (55)	3% (8)	4% (9)	25% (63)	24% (61)	251
Atheist	24% (25)	19% (20)	4% (4)	1% (1)	28% (30)	25% (26)	107
Agnostic/Nothing in particular	19% (75)	17% (67)	2% (8)	2% (9)	29% (114)	31% (122)	396
Something Else	18% (35)	13% (26)	7% (13)	3% (5)	33% (65)	27% (54)	197
Religious Non-Protestant/Catholic	9% (5)	23% (13)	4% (2)	1% (1)	29% (17)	34% (20)	58

Continued on next page

**Table CGZ1\_13: Do you have a favorable or unfavorable view of following people?**

Betty White

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
Evangelical	19% (31)	17% (27)	4% (7)	4% (6)	29% (47)	28% (45)	163
Non-Evangelical	21% (56)	17% (46)	5% (13)	3% (8)	29% (75)	25% (66)	265
Community: Urban	18% (46)	11% (27)	5% (14)	3% (8)	33% (85)	29% (74)	254
Community: Suburban	19% (101)	20% (107)	3% (17)	2% (10)	29% (155)	28% (150)	540
Community: Rural	24% (50)	20% (41)	2% (4)	3% (7)	23% (47)	27% (56)	205
Employ: Private Sector	26% (26)	21% (21)	5% (5)	5% (4)	25% (25)	18% (18)	98
Employ: Self-Employed	22% (11)	9% (5)	4% (2)	5% (3)	25% (13)	35% (18)	52
Employ: Unemployed	25% (43)	19% (33)	3% (5)	3% (4)	30% (52)	20% (33)	170
Employ: Other	17% (12)	20% (14)	6% (4)	— (0)	16% (12)	42% (30)	73
Military HH: Yes	17% (16)	19% (18)	4% (4)	2% (2)	34% (32)	24% (23)	95
Military HH: No	20% (181)	17% (158)	3% (31)	3% (23)	28% (255)	28% (257)	905
RD/WT: Right Direction	20% (38)	18% (34)	5% (9)	3% (6)	28% (53)	27% (52)	192
RD/WT: Wrong Track	20% (160)	18% (142)	3% (26)	2% (19)	29% (234)	28% (227)	808
Trump Job Approve	22% (50)	19% (44)	5% (11)	5% (11)	25% (57)	23% (52)	226
Trump Job Disapprove	21% (136)	19% (121)	3% (20)	2% (12)	29% (184)	26% (168)	640
Trump Job Strongly Approve	24% (21)	19% (17)	7% (6)	5% (4)	24% (21)	20% (17)	85
Trump Job Somewhat Approve	21% (29)	19% (27)	4% (5)	5% (8)	26% (37)	25% (35)	141
Trump Job Somewhat Disapprove	13% (20)	22% (35)	1% (2)	1% (2)	32% (51)	31% (50)	161
Trump Job Strongly Disapprove	24% (115)	18% (86)	4% (18)	2% (9)	28% (133)	25% (118)	479
Favorable of Trump	24% (49)	21% (42)	5% (10)	5% (9)	20% (41)	25% (50)	202
Unfavorable of Trump	21% (136)	19% (125)	3% (20)	2% (14)	30% (193)	25% (164)	652
Very Favorable of Trump	30% (27)	16% (15)	3% (3)	8% (7)	19% (17)	24% (22)	91
Somewhat Favorable of Trump	20% (22)	25% (27)	7% (7)	2% (2)	22% (24)	25% (28)	110
Somewhat Unfavorable of Trump	17% (23)	24% (34)	4% (5)	4% (5)	27% (38)	25% (34)	139
Very Unfavorable of Trump	22% (113)	18% (92)	3% (15)	2% (9)	30% (155)	25% (130)	514

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**Table CGZ1\_13: Do you have a favorable or unfavorable view of following people?***Betty White*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
#1 Issue: Economy	22% (63)	21% (59)	4% (11)	3% (10)	26% (75)	24% (68)	285
#1 Issue: Security	11% (8)	14% (10)	8% (6)	7% (5)	31% (22)	29% (21)	72
#1 Issue: Health Care	22% (38)	17% (28)	3% (5)	1% (2)	30% (51)	26% (44)	168
#1 Issue: Women's Issues	18% (26)	20% (29)	3% (5)	1% (1)	29% (42)	29% (41)	143
#1 Issue: Education	15% (21)	17% (25)	2% (3)	3% (4)	25% (36)	38% (55)	145
#1 Issue: Energy	29% (25)	16% (14)	— (0)	1% (1)	33% (29)	22% (19)	87
#1 Issue: Other	19% (16)	14% (11)	6% (5)	1% (1)	31% (26)	30% (25)	84
4-Region: Northeast	22% (41)	20% (38)	4% (7)	2% (4)	27% (52)	24% (46)	188
4-Region: Midwest	23% (44)	20% (37)	2% (4)	2% (4)	27% (51)	26% (49)	189
4-Region: South	17% (66)	17% (66)	4% (16)	3% (11)	30% (114)	29% (113)	386
4-Region: West	19% (46)	15% (35)	4% (9)	3% (6)	30% (70)	30% (72)	237
Middle school (Grade 6 - 8)	3% (2)	13% (9)	2% (1)	— (0)	26% (19)	57% (41)	72
High school (Grade 9 - 12)	14% (64)	14% (65)	4% (19)	2% (8)	32% (148)	34% (157)	461
Community college	27% (18)	20% (14)	4% (3)	4% (3)	35% (23)	10% (6)	67
College or university program	24% (47)	27% (52)	4% (8)	3% (6)	26% (50)	17% (33)	195
I am not in school	32% (66)	18% (36)	2% (4)	4% (8)	23% (47)	20% (42)	204
White, non-Hispanic	26% (139)	20% (111)	2% (13)	2% (11)	27% (148)	22% (120)	543
POC	13% (58)	14% (65)	5% (22)	3% (13)	30% (139)	35% (159)	457
Twitter Users	23% (100)	22% (94)	3% (11)	2% (8)	29% (126)	20% (88)	428
Facebook Users	28% (136)	20% (98)	4% (20)	3% (12)	26% (124)	20% (98)	487
Snapchat Users	22% (134)	19% (117)	4% (24)	2% (15)	30% (188)	23% (142)	620
Instagram Users	21% (157)	18% (137)	4% (30)	3% (19)	31% (233)	25% (187)	762
Tiktok Users	20% (94)	18% (85)	4% (21)	2% (8)	30% (138)	26% (121)	467
Reddit Users	25% (66)	20% (53)	4% (11)	2% (4)	29% (78)	21% (56)	268
YouTube Users	20% (181)	19% (173)	3% (30)	2% (18)	29% (269)	27% (248)	920
Harry Styles Fan	24% (101)	22% (93)	4% (16)	2% (6)	28% (119)	20% (86)	421
Billie Eilish Fan	22% (132)	20% (116)	4% (25)	2% (11)	29% (170)	24% (140)	595
Zendaya Fan	24% (144)	20% (124)	4% (24)	2% (10)	30% (183)	21% (127)	614
Taylor Swift Fan	24% (116)	20% (98)	4% (19)	2% (10)	25% (120)	25% (118)	482
Kylie Jenner Fan	18% (56)	22% (69)	6% (20)	3% (9)	27% (83)	23% (73)	311

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**Table CGZ1\_13: Do you have a favorable or unfavorable view of following people?**

Betty White

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
Emma Chamberlain Fan	20% (48)	25% (59)	4% (10)	2% (6)	29% (69)	20% (47)	238
Niall Horan Fan	27% (68)	25% (65)	5% (13)	3% (8)	24% (63)	16% (40)	256
Zayn Malik Fan	24% (67)	27% (74)	6% (16)	3% (8)	25% (68)	16% (45)	277
Liam Payne Fan	24% (58)	28% (67)	5% (11)	3% (7)	25% (61)	16% (38)	242
Louis Tomlinson Fan	26% (56)	29% (63)	4% (9)	3% (7)	25% (54)	13% (28)	217
Film: An avid fan	28% (74)	20% (54)	3% (9)	1% (3)	22% (59)	25% (68)	268
Film: A casual fan	18% (98)	18% (99)	3% (15)	3% (15)	32% (173)	26% (140)	539
Film: Not a fan	13% (25)	12% (24)	6% (11)	4% (7)	29% (55)	37% (72)	193
Television: An avid fan	27% (66)	22% (54)	3% (6)	2% (5)	23% (58)	24% (58)	246
Television: A casual fan	19% (106)	18% (102)	3% (19)	3% (16)	30% (167)	27% (152)	562
Television: Not a fan	13% (25)	11% (21)	5% (10)	2% (4)	33% (63)	36% (70)	192
Music: An avid fan	23% (145)	16% (101)	4% (24)	2% (15)	30% (189)	25% (158)	632
Music: A casual fan	16% (52)	21% (70)	3% (11)	2% (7)	27% (90)	31% (103)	333
Fashion: An avid fan	22% (48)	19% (43)	5% (11)	3% (7)	26% (58)	25% (56)	223
Fashion: A casual fan	19% (84)	17% (73)	3% (13)	2% (9)	32% (140)	27% (118)	437
Fashion: Not a fan	19% (65)	18% (60)	3% (11)	3% (9)	26% (89)	31% (106)	340
Pop culture: An avid fan	26% (60)	23% (54)	3% (8)	3% (7)	21% (48)	23% (54)	232
Pop culture: A casual fan	21% (101)	18% (87)	4% (18)	2% (11)	33% (160)	22% (106)	485
Pop culture: Not a fan	12% (35)	12% (35)	3% (9)	2% (6)	28% (79)	42% (119)	283
Sports: An avid fan	23% (47)	18% (37)	6% (13)	5% (10)	25% (51)	24% (50)	209
Sports: A casual fan	17% (55)	18% (59)	3% (11)	2% (6)	28% (89)	32% (103)	323
Sports: Not a fan	20% (95)	17% (80)	2% (11)	2% (9)	31% (146)	27% (126)	468
Celeb fans on social media	22% (160)	21% (148)	4% (27)	3% (20)	27% (191)	24% (171)	717
Celebs share too much on social media	22% (121)	20% (107)	4% (20)	2% (11)	26% (141)	26% (143)	544
Celebs who don't share are disconnected	20% (64)	18% (57)	4% (11)	1% (5)	32% (102)	25% (78)	317
Celebs should interact on social media	21% (141)	20% (134)	3% (17)	2% (10)	29% (190)	25% (166)	658
Celebs' social media is a professional platform	25% (46)	19% (36)	6% (11)	5% (9)	21% (39)	24% (46)	187
Celebs' social media is a personal platform	20% (96)	18% (88)	3% (14)	2% (9)	30% (145)	27% (127)	478
Connects to celebs paid promoting	25% (32)	19% (24)	4% (5)	3% (3)	23% (29)	27% (34)	128
Connects to celebs non-paid promoting	20% (81)	24% (94)	4% (16)	1% (5)	29% (115)	22% (86)	397

Continued on next page

**Table CGZ1\_13:** Do you have a favorable or unfavorable view of following people?*Betty White*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	20% (197)	18% (176)	4% (35)	2% (25)	29% (287)	28% (279)	1000
Concerned about climate change	22% (162)	20% (148)	4% (27)	1% (10)	28% (203)	24% (175)	726
Humans can stop climate change	23% (60)	13% (33)	4% (11)	2% (6)	30% (76)	28% (71)	258
Humans can slow climate change	22% (107)	24% (116)	4% (19)	1% (5)	27% (130)	22% (109)	485
Climate change is beyond control	17% (14)	17% (14)	2% (1)	8% (6)	33% (28)	24% (20)	84
Completely in-person school	16% (9)	21% (12)	1% (1)	6% (3)	27% (15)	29% (16)	57
Both in person and virtual school	15% (49)	20% (65)	5% (15)	1% (2)	35% (111)	24% (77)	320
Completely virtual school	18% (61)	16% (53)	3% (12)	3% (9)	30% (103)	31% (106)	345
Watch live sports at least once a week	23% (55)	20% (48)	7% (16)	4% (9)	24% (58)	22% (52)	238

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

**Table CGZ1\_14:** Do you have a favorable or unfavorable view of following people?

Mel Gibson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
Gender: Male	6% (30)	19% (91)	7% (35)	6% (27)	26% (129)	36% (176)	489
Gender: Female	6% (29)	12% (61)	5% (25)	4% (21)	34% (175)	39% (200)	511
Age: 18-34	7% (37)	20% (100)	9% (45)	7% (36)	29% (148)	28% (141)	506
GenZers: 1997-2012	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
PID: Dem (no lean)	4% (14)	19% (67)	8% (27)	6% (21)	32% (111)	32% (113)	353
PID: Ind (no lean)	6% (32)	11% (55)	4% (20)	4% (20)	29% (144)	45% (219)	490
PID: Rep (no lean)	8% (13)	19% (30)	9% (13)	5% (7)	31% (49)	29% (45)	157
PID/Gender: Dem Men	5% (7)	22% (34)	9% (14)	6% (9)	26% (40)	32% (50)	154
PID/Gender: Dem Women	3% (7)	17% (33)	6% (13)	6% (12)	36% (71)	32% (63)	199
PID/Gender: Ind Men	7% (17)	15% (38)	4% (11)	5% (14)	25% (63)	43% (106)	248
PID/Gender: Ind Women	6% (15)	7% (17)	4% (9)	3% (7)	34% (81)	47% (113)	242
PID/Gender: Rep Men	7% (6)	22% (19)	12% (10)	5% (4)	30% (26)	24% (21)	87
PID/Gender: Rep Women	9% (7)	15% (11)	5% (3)	5% (3)	32% (23)	34% (24)	71
Ideo: Liberal (1-3)	4% (12)	17% (54)	8% (23)	7% (22)	33% (102)	31% (96)	309
Ideo: Moderate (4)	5% (11)	20% (41)	6% (12)	6% (12)	32% (66)	30% (62)	204
Ideo: Conservative (5-7)	11% (15)	20% (28)	8% (11)	6% (8)	29% (40)	27% (38)	140
Educ: < College	6% (52)	14% (133)	5% (50)	4% (40)	31% (288)	39% (355)	918
Educ: Bachelors degree	10% (7)	26% (17)	13% (8)	10% (6)	23% (15)	18% (12)	65
Income: Under 50k	7% (38)	14% (80)	5% (31)	5% (28)	30% (176)	39% (228)	581
Income: 50k-100k	5% (14)	17% (50)	7% (19)	6% (18)	29% (82)	36% (102)	285
Income: 100k+	5% (7)	17% (23)	7% (10)	2% (2)	34% (46)	35% (47)	134
Ethnicity: White	6% (40)	17% (108)	7% (43)	5% (31)	31% (194)	34% (212)	627
Ethnicity: Hispanic	5% (11)	11% (22)	4% (8)	8% (15)	28% (57)	44% (90)	203
Ethnicity: Black	7% (10)	10% (14)	6% (7)	5% (6)	30% (39)	43% (56)	132
Ethnicity: Other	4% (10)	13% (30)	4% (10)	5% (11)	29% (70)	45% (109)	240
All Christian	8% (20)	21% (53)	9% (24)	3% (8)	31% (77)	28% (70)	251
Atheist	3% (3)	22% (24)	5% (5)	5% (5)	33% (35)	33% (35)	107
Agnostic/Nothing in particular	4% (17)	12% (49)	6% (22)	5% (19)	29% (117)	43% (171)	396
Something Else	9% (18)	9% (18)	4% (8)	5% (10)	30% (59)	43% (85)	197
Religious Non-Protestant/Catholic	3% (2)	19% (11)	3% (2)	11% (6)	33% (19)	33% (19)	58

Continued on next page

**Table CGZ1\_14:** Do you have a favorable or unfavorable view of following people?

Mel Gibson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
Evangelical	11% (18)	15% (25)	5% (8)	4% (6)	27% (44)	38% (62)	163
Non-Evangelical	6% (17)	16% (42)	8% (22)	4% (11)	33% (86)	33% (87)	265
Community: Urban	7% (18)	11% (29)	7% (17)	7% (17)	29% (74)	39% (100)	254
Community: Suburban	5% (26)	16% (89)	6% (35)	4% (23)	32% (172)	36% (196)	540
Community: Rural	7% (15)	17% (34)	4% (9)	4% (8)	28% (58)	39% (80)	205
Employ: Private Sector	12% (11)	27% (26)	9% (9)	7% (7)	24% (24)	21% (20)	98
Employ: Self-Employed	2% (1)	9% (5)	6% (3)	10% (5)	38% (20)	35% (18)	52
Employ: Unemployed	5% (9)	17% (30)	12% (21)	5% (9)	24% (40)	37% (62)	170
Employ: Other	6% (4)	15% (11)	3% (2)	5% (4)	23% (17)	48% (35)	73
Military HH: Yes	5% (5)	16% (15)	9% (8)	4% (4)	32% (31)	34% (32)	95
Military HH: No	6% (54)	15% (137)	6% (52)	5% (44)	30% (273)	38% (344)	905
RD/WT: Right Direction	10% (20)	18% (34)	8% (16)	4% (8)	24% (47)	35% (68)	192
RD/WT: Wrong Track	5% (39)	15% (118)	6% (45)	5% (40)	32% (257)	38% (309)	808
Trump Job Approve	9% (20)	20% (45)	10% (22)	5% (12)	25% (57)	31% (71)	226
Trump Job Disapprove	5% (30)	16% (101)	6% (36)	5% (32)	31% (197)	38% (244)	640
Trump Job Strongly Approve	12% (10)	13% (11)	7% (6)	9% (8)	29% (25)	30% (26)	85
Trump Job Somewhat Approve	7% (10)	24% (34)	11% (16)	3% (4)	23% (32)	32% (45)	141
Trump Job Somewhat Disapprove	5% (9)	20% (33)	6% (10)	2% (4)	31% (50)	35% (57)	161
Trump Job Strongly Disapprove	4% (21)	14% (69)	5% (26)	6% (28)	31% (147)	39% (188)	479
Favorable of Trump	9% (19)	21% (42)	10% (20)	5% (11)	22% (44)	33% (66)	202
Unfavorable of Trump	6% (37)	16% (103)	5% (36)	5% (33)	32% (207)	36% (237)	652
Very Favorable of Trump	12% (11)	15% (13)	6% (6)	8% (7)	27% (25)	31% (29)	91
Somewhat Favorable of Trump	7% (7)	26% (28)	13% (14)	3% (3)	18% (20)	34% (38)	110
Somewhat Unfavorable of Trump	11% (16)	21% (29)	5% (7)	5% (7)	29% (40)	29% (40)	139
Very Unfavorable of Trump	4% (21)	14% (74)	6% (28)	5% (26)	33% (167)	38% (197)	514

Continued on next page

**Table CGZ1\_14: Do you have a favorable or unfavorable view of following people?**

Mel Gibson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
#1 Issue: Economy	7% (20)	21% (59)	6% (18)	5% (15)	29% (83)	31% (89)	285
#1 Issue: Security	7% (5)	10% (7)	11% (8)	7% (5)	22% (16)	43% (31)	72
#1 Issue: Health Care	5% (8)	16% (26)	6% (10)	3% (6)	30% (50)	40% (67)	168
#1 Issue: Women's Issues	4% (6)	8% (11)	5% (7)	4% (6)	32% (46)	47% (67)	143
#1 Issue: Education	5% (7)	17% (25)	4% (6)	4% (6)	32% (47)	37% (54)	145
#1 Issue: Energy	9% (8)	16% (14)	9% (8)	5% (4)	34% (30)	26% (23)	87
#1 Issue: Other	5% (4)	9% (8)	5% (5)	5% (4)	29% (24)	47% (39)	84
4-Region: Northeast	6% (12)	14% (26)	8% (14)	5% (9)	34% (63)	34% (63)	188
4-Region: Midwest	6% (11)	12% (23)	4% (8)	6% (11)	32% (61)	39% (74)	189
4-Region: South	6% (22)	17% (64)	5% (21)	5% (18)	29% (112)	39% (149)	386
4-Region: West	6% (14)	16% (39)	7% (17)	4% (11)	28% (67)	38% (90)	237
Middle school (Grade 6 - 8)	3% (2)	10% (7)	4% (3)	1% (1)	22% (16)	60% (43)	72
High school (Grade 9 - 12)	4% (20)	10% (48)	3% (13)	3% (16)	34% (159)	44% (205)	461
Community college	10% (7)	9% (6)	9% (6)	14% (10)	34% (23)	24% (16)	67
College or university program	6% (11)	24% (47)	8% (16)	7% (15)	29% (57)	25% (49)	195
I am not in school	9% (18)	21% (44)	11% (21)	4% (7)	24% (49)	31% (64)	204
White, non-Hispanic	6% (32)	18% (98)	7% (38)	5% (26)	31% (169)	33% (180)	543
POC	6% (27)	12% (54)	5% (23)	5% (22)	29% (135)	43% (197)	457
Twitter Users	6% (25)	18% (75)	8% (34)	5% (22)	33% (140)	31% (132)	428
Facebook Users	9% (43)	19% (95)	8% (40)	5% (24)	31% (149)	28% (135)	487
Snapchat Users	7% (41)	16% (97)	7% (41)	5% (29)	32% (198)	34% (214)	620
Instagram Users	6% (43)	15% (113)	7% (50)	5% (38)	32% (245)	36% (273)	762
Tiktok Users	6% (28)	12% (57)	6% (28)	4% (18)	29% (137)	43% (199)	467
Reddit Users	7% (20)	18% (49)	9% (25)	5% (14)	31% (83)	29% (77)	268
YouTube Users	6% (55)	16% (143)	6% (56)	5% (43)	31% (282)	37% (342)	920
Harry Styles Fan	8% (35)	18% (76)	8% (33)	3% (14)	29% (121)	34% (142)	421
Billie Eilish Fan	7% (42)	15% (88)	7% (39)	4% (24)	31% (184)	37% (218)	595
Zendaya Fan	7% (44)	17% (105)	6% (38)	4% (25)	30% (186)	35% (216)	614
Taylor Swift Fan	7% (36)	18% (88)	7% (34)	3% (15)	27% (132)	37% (176)	482
Kylie Jenner Fan	11% (33)	18% (56)	7% (23)	3% (11)	23% (71)	38% (118)	311

Continued on next page

**Table CGZ1\_14:** Do you have a favorable or unfavorable view of following people?

Mel Gibson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
Emma Chamberlain Fan	9% (22)	19% (46)	8% (18)	3% (7)	24% (57)	36% (87)	238
Niall Horan Fan	12% (32)	22% (57)	9% (23)	5% (12)	27% (70)	24% (61)	256
Zayn Malik Fan	12% (33)	26% (71)	8% (23)	3% (9)	26% (72)	25% (70)	277
Liam Payne Fan	13% (31)	24% (57)	8% (20)	4% (11)	26% (63)	25% (61)	242
Louis Tomlinson Fan	12% (27)	27% (58)	9% (19)	5% (10)	26% (56)	22% (47)	217
Film: An avid fan	9% (23)	21% (56)	7% (18)	6% (17)	26% (70)	31% (83)	268
Film: A casual fan	5% (30)	15% (83)	6% (33)	4% (21)	33% (176)	37% (197)	539
Film: Not a fan	3% (6)	7% (14)	5% (9)	5% (10)	30% (58)	50% (96)	193
Television: An avid fan	9% (23)	18% (43)	6% (16)	6% (16)	30% (75)	30% (74)	246
Television: A casual fan	5% (27)	16% (91)	7% (38)	4% (22)	30% (169)	38% (215)	562
Television: Not a fan	5% (10)	9% (18)	3% (7)	5% (10)	31% (60)	46% (88)	192
Music: An avid fan	7% (45)	15% (98)	7% (43)	5% (30)	30% (187)	36% (229)	632
Music: A casual fan	4% (13)	16% (54)	4% (13)	5% (18)	33% (109)	38% (127)	333
Fashion: An avid fan	8% (17)	14% (32)	8% (18)	5% (11)	27% (59)	38% (85)	223
Fashion: A casual fan	6% (25)	14% (62)	5% (23)	5% (22)	34% (148)	36% (157)	437
Fashion: Not a fan	5% (17)	17% (58)	6% (19)	4% (15)	28% (97)	40% (135)	340
Pop culture: An avid fan	7% (17)	19% (44)	7% (15)	7% (16)	23% (52)	38% (88)	232
Pop culture: A casual fan	6% (28)	17% (81)	8% (38)	4% (20)	36% (173)	30% (144)	485
Pop culture: Not a fan	5% (14)	10% (27)	2% (7)	4% (12)	28% (78)	51% (145)	283
Sports: An avid fan	10% (21)	20% (41)	10% (21)	6% (12)	26% (55)	28% (59)	209
Sports: A casual fan	6% (19)	17% (55)	5% (17)	3% (10)	29% (95)	39% (127)	323
Sports: Not a fan	4% (18)	12% (56)	5% (23)	6% (26)	33% (154)	41% (191)	468
Celeb fans on social media	7% (47)	17% (123)	6% (43)	5% (39)	30% (218)	34% (246)	717
Celebs share too much on social media	7% (37)	20% (108)	7% (37)	5% (25)	28% (150)	34% (187)	544
Celebs who don't share are disconnected	8% (24)	14% (45)	6% (18)	4% (14)	27% (84)	41% (130)	317
Celebs should interact on social media	7% (43)	17% (109)	6% (41)	5% (31)	30% (198)	36% (236)	658
Celebs' social media is a professional platform	11% (20)	17% (32)	6% (11)	8% (14)	25% (47)	33% (62)	187
Celebs' social media is a personal platform	5% (24)	16% (76)	6% (29)	5% (24)	33% (158)	35% (167)	478
Connects to celebs paid promoting	13% (16)	20% (25)	7% (9)	5% (6)	17% (22)	38% (49)	128
Connects to celebs non-paid promoting	6% (25)	19% (76)	6% (22)	5% (18)	29% (115)	35% (141)	397

Continued on next page

**Table CGZ1\_14:** Do you have a favorable or unfavorable view of following people?

Mel Gibson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	6% (59)	15% (152)	6% (60)	5% (48)	30% (304)	38% (377)	1000
Concerned about climate change	6% (47)	18% (132)	6% (45)	4% (27)	30% (221)	35% (254)	726
Humans can stop climate change	6% (16)	17% (43)	6% (15)	5% (13)	29% (75)	37% (96)	258
Humans can slow climate change	6% (28)	19% (91)	7% (33)	4% (17)	32% (154)	33% (162)	485
Climate change is beyond control	9% (7)	11% (9)	7% (6)	9% (8)	29% (24)	35% (29)	84
Completely in-person school	4% (2)	9% (5)	7% (4)	8% (5)	26% (15)	46% (26)	57
Both in person and virtual school	6% (19)	16% (51)	4% (14)	3% (9)	36% (115)	35% (111)	320
Completely virtual school	4% (13)	14% (47)	4% (15)	6% (22)	32% (112)	39% (136)	345
Watch live sports at least once a week	11% (25)	22% (52)	9% (22)	4% (10)	28% (66)	26% (62)	238

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



**Table CGZ1\_15:** Do you have a favorable or unfavorable view of following people?

Will Smith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
Gender: Male	45% (221)	25% (124)	6% (28)	2% (10)	14% (68)	8% (37)	489
Gender: Female	37% (191)	37% (189)	3% (17)	2% (10)	15% (79)	5% (26)	511
Age: 18-34	40% (201)	33% (166)	6% (29)	3% (14)	13% (68)	5% (28)	506
GenZers: 1997-2012	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
PID: Dem (no lean)	43% (151)	35% (124)	5% (17)	1% (3)	12% (44)	4% (13)	353
PID: Ind (no lean)	42% (204)	27% (130)	4% (19)	3% (15)	17% (85)	8% (37)	490
PID: Rep (no lean)	36% (57)	37% (59)	6% (9)	1% (1)	11% (18)	9% (14)	157
PID/Gender: Dem Men	51% (79)	28% (43)	6% (9)	1% (1)	9% (13)	6% (9)	154
PID/Gender: Dem Women	37% (73)	41% (81)	4% (8)	1% (2)	15% (31)	2% (4)	199
PID/Gender: Ind Men	42% (104)	23% (58)	7% (17)	4% (9)	17% (42)	8% (19)	248
PID/Gender: Ind Women	41% (100)	30% (72)	1% (2)	3% (6)	18% (43)	8% (18)	242
PID/Gender: Rep Men	44% (38)	27% (23)	3% (2)	— (0)	15% (13)	11% (10)	87
PID/Gender: Rep Women	26% (18)	50% (35)	9% (7)	2% (1)	7% (5)	6% (4)	71
Ideo: Liberal (1-3)	35% (110)	41% (126)	5% (16)	2% (5)	13% (41)	4% (12)	309
Ideo: Moderate (4)	41% (83)	30% (60)	5% (10)	3% (6)	16% (33)	5% (11)	204
Ideo: Conservative (5-7)	30% (42)	42% (59)	8% (11)	3% (5)	11% (15)	6% (8)	140
Educ: < College	42% (383)	31% (282)	4% (36)	2% (17)	15% (142)	6% (58)	918
Educ: Bachelors degree	35% (23)	43% (28)	9% (6)	2% (2)	7% (5)	3% (2)	65
Income: Under 50k	46% (265)	26% (152)	4% (21)	2% (13)	16% (94)	6% (36)	581
Income: 50k-100k	35% (100)	39% (112)	5% (13)	2% (6)	13% (37)	6% (17)	285
Income: 100k+	35% (47)	37% (49)	8% (11)	— (1)	11% (15)	8% (11)	134
Ethnicity: White	37% (230)	35% (218)	5% (32)	1% (9)	16% (102)	6% (36)	627
Ethnicity: Hispanic	48% (96)	28% (57)	3% (7)	3% (6)	13% (25)	5% (10)	203
Ethnicity: Black	56% (74)	24% (31)	5% (7)	2% (3)	8% (11)	5% (7)	132
Ethnicity: Other	45% (108)	27% (64)	2% (6)	3% (7)	14% (34)	9% (21)	240
All Christian	36% (91)	37% (94)	4% (10)	1% (3)	14% (35)	7% (17)	251
Atheist	35% (37)	39% (42)	3% (3)	— (0)	13% (14)	11% (12)	107
Agnostic/Nothing in particular	43% (168)	29% (113)	5% (21)	2% (7)	16% (64)	6% (22)	396
Something Else	47% (92)	28% (55)	4% (8)	4% (8)	11% (23)	6% (11)	197
Religious Non-Protestant/Catholic	44% (25)	25% (15)	5% (3)	1% (1)	20% (11)	5% (3)	58

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**Table CGZ1\_15: Do you have a favorable or unfavorable view of following people?**

Will Smith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
Evangelical	39% (63)	34% (55)	6% (9)	3% (5)	13% (21)	6% (10)	163
Non-Evangelical	43% (114)	31% (82)	4% (9)	2% (6)	14% (37)	6% (16)	265
Community: Urban	42% (107)	28% (70)	6% (16)	3% (8)	14% (35)	7% (17)	254
Community: Suburban	40% (214)	33% (180)	5% (26)	2% (8)	16% (85)	5% (28)	540
Community: Rural	44% (91)	31% (63)	2% (3)	1% (3)	13% (27)	9% (18)	205
Employ: Private Sector	39% (39)	36% (36)	8% (8)	3% (3)	9% (9)	4% (4)	98
Employ: Self-Employed	42% (22)	30% (16)	6% (3)	1% (1)	14% (7)	7% (4)	52
Employ: Unemployed	46% (79)	25% (43)	5% (8)	2% (3)	18% (31)	3% (5)	170
Employ: Other	35% (25)	34% (24)	1% (1)	— (0)	14% (10)	16% (12)	73
Military HH: Yes	44% (42)	34% (33)	5% (4)	2% (2)	11% (10)	4% (4)	95
Military HH: No	41% (370)	31% (281)	4% (40)	2% (17)	15% (137)	7% (60)	905
RD/WT: Right Direction	38% (73)	33% (63)	6% (12)	3% (6)	14% (27)	6% (11)	192
RD/WT: Wrong Track	42% (339)	31% (251)	4% (33)	2% (14)	15% (120)	6% (53)	808
Trump Job Approve	33% (74)	38% (85)	6% (14)	3% (6)	13% (30)	7% (17)	226
Trump Job Disapprove	44% (279)	32% (204)	5% (30)	1% (9)	13% (83)	5% (34)	640
Trump Job Strongly Approve	32% (27)	36% (31)	8% (7)	2% (2)	14% (12)	8% (6)	85
Trump Job Somewhat Approve	33% (47)	39% (54)	5% (7)	3% (5)	12% (17)	7% (10)	141
Trump Job Somewhat Disapprove	42% (68)	31% (50)	6% (9)	— (1)	16% (26)	5% (8)	161
Trump Job Strongly Disapprove	44% (212)	32% (154)	4% (21)	2% (9)	12% (57)	5% (26)	479
Favorable of Trump	36% (72)	38% (77)	7% (14)	1% (2)	11% (22)	7% (15)	202
Unfavorable of Trump	44% (286)	32% (210)	4% (29)	2% (14)	13% (84)	5% (30)	652
Very Favorable of Trump	41% (38)	30% (28)	7% (6)	1% (1)	14% (13)	6% (5)	91
Somewhat Favorable of Trump	31% (34)	45% (50)	7% (8)	1% (1)	8% (9)	8% (9)	110
Somewhat Unfavorable of Trump	44% (61)	29% (40)	7% (10)	3% (4)	13% (18)	4% (6)	139
Very Unfavorable of Trump	44% (225)	33% (170)	4% (20)	2% (9)	13% (65)	5% (24)	514

Continued on next page

**Table CGZ1\_15: Do you have a favorable or unfavorable view of following people?***Will Smith*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
#1 Issue: Economy	41% (118)	35% (99)	6% (16)	2% (6)	12% (34)	4% (12)	285
#1 Issue: Security	36% (25)	28% (20)	5% (4)	5% (3)	18% (13)	9% (6)	72
#1 Issue: Health Care	42% (71)	32% (54)	4% (7)	1% (1)	15% (26)	5% (8)	168
#1 Issue: Women's Issues	38% (55)	31% (45)	6% (8)	1% (2)	15% (21)	9% (13)	143
#1 Issue: Education	47% (68)	27% (39)	4% (6)	3% (5)	15% (22)	4% (6)	145
#1 Issue: Energy	36% (32)	40% (35)	2% (2)	— (0)	16% (14)	6% (5)	87
#1 Issue: Other	48% (40)	24% (20)	1% (1)	2% (2)	12% (10)	14% (12)	84
4-Region: Northeast	35% (66)	32% (61)	5% (10)	1% (2)	19% (36)	7% (14)	188
4-Region: Midwest	44% (83)	29% (56)	6% (12)	2% (4)	14% (26)	4% (8)	189
4-Region: South	44% (168)	30% (117)	4% (15)	2% (7)	13% (50)	7% (28)	386
4-Region: West	40% (95)	34% (80)	3% (8)	3% (6)	15% (35)	5% (13)	237
Middle school (Grade 6 - 8)	44% (32)	23% (16)	3% (2)	— (0)	20% (14)	10% (7)	72
High school (Grade 9 - 12)	43% (201)	30% (137)	3% (15)	2% (8)	15% (68)	7% (33)	461
Community college	37% (25)	36% (24)	6% (4)	4% (3)	14% (9)	4% (3)	67
College or university program	38% (74)	36% (71)	7% (13)	2% (4)	13% (26)	4% (7)	195
I am not in school	39% (81)	32% (66)	5% (10)	2% (5)	14% (30)	7% (14)	204
White, non-Hispanic	36% (194)	34% (185)	5% (30)	1% (7)	17% (92)	6% (34)	543
POC	48% (218)	28% (128)	3% (15)	3% (12)	12% (55)	7% (30)	457
Twitter Users	42% (179)	34% (144)	5% (21)	2% (8)	16% (69)	2% (8)	428
Facebook Users	43% (210)	31% (152)	4% (21)	2% (11)	15% (74)	4% (19)	487
Snapchat Users	44% (272)	33% (204)	5% (29)	2% (11)	13% (79)	4% (25)	620
Instagram Users	43% (329)	32% (246)	4% (33)	2% (15)	14% (109)	4% (30)	762
Tiktok Users	45% (209)	31% (143)	3% (16)	2% (8)	15% (72)	4% (20)	467
Reddit Users	41% (110)	36% (96)	4% (11)	2% (4)	16% (42)	2% (6)	268
YouTube Users	42% (382)	32% (297)	4% (40)	2% (17)	15% (134)	5% (49)	920
Harry Styles Fan	45% (188)	34% (143)	4% (15)	2% (7)	13% (54)	3% (14)	421
Billie Eilish Fan	46% (275)	33% (195)	4% (24)	1% (5)	13% (76)	3% (20)	595
Zendaya Fan	46% (285)	33% (204)	4% (24)	2% (11)	12% (75)	2% (14)	614
Taylor Swift Fan	45% (217)	33% (160)	4% (17)	1% (4)	13% (65)	4% (19)	482
Kylie Jenner Fan	50% (155)	29% (89)	5% (14)	2% (7)	11% (34)	4% (11)	311

Continued on next page

**Table CGZ1\_15: Do you have a favorable or unfavorable view of following people?**

Will Smith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
Emma Chamberlain Fan	44% (105)	34% (82)	5% (11)	1% (2)	13% (30)	3% (7)	238
Niall Horan Fan	44% (114)	37% (94)	5% (12)	2% (6)	11% (27)	1% (3)	256
Zayn Malik Fan	49% (136)	34% (95)	6% (15)	2% (6)	8% (22)	1% (3)	277
Liam Payne Fan	45% (110)	36% (88)	5% (12)	2% (4)	11% (26)	1% (3)	242
Louis Tomlinson Fan	46% (99)	37% (80)	5% (11)	2% (4)	10% (21)	— (1)	217
Film: An avid fan	51% (135)	30% (81)	5% (12)	3% (7)	7% (20)	4% (12)	268
Film: A casual fan	39% (210)	34% (183)	4% (22)	1% (8)	17% (92)	5% (26)	539
Film: Not a fan	35% (68)	25% (49)	6% (11)	3% (5)	18% (35)	13% (25)	193
Television: An avid fan	47% (114)	32% (78)	4% (11)	1% (3)	9% (22)	7% (16)	246
Television: A casual fan	42% (234)	33% (183)	4% (22)	2% (10)	16% (88)	4% (24)	562
Television: Not a fan	33% (63)	27% (52)	6% (12)	3% (6)	19% (36)	12% (23)	192
Music: An avid fan	47% (295)	30% (192)	4% (28)	2% (10)	12% (76)	5% (30)	632
Music: A casual fan	33% (111)	34% (112)	4% (15)	3% (9)	19% (65)	6% (22)	333
Fashion: An avid fan	43% (96)	32% (70)	4% (10)	2% (5)	13% (29)	6% (12)	223
Fashion: A casual fan	43% (187)	33% (146)	4% (16)	2% (9)	14% (61)	4% (19)	437
Fashion: Not a fan	38% (129)	29% (97)	6% (19)	2% (6)	17% (57)	10% (33)	340
Pop culture: An avid fan	51% (118)	34% (78)	4% (9)	2% (5)	6% (13)	4% (10)	232
Pop culture: A casual fan	38% (186)	35% (172)	4% (21)	2% (10)	17% (85)	2% (12)	485
Pop culture: Not a fan	38% (108)	23% (64)	5% (15)	2% (5)	17% (49)	15% (42)	283
Sports: An avid fan	52% (108)	26% (54)	7% (15)	1% (2)	9% (18)	5% (11)	209
Sports: A casual fan	41% (131)	34% (110)	3% (10)	2% (7)	15% (48)	5% (17)	323
Sports: Not a fan	37% (172)	32% (150)	4% (19)	2% (10)	17% (81)	8% (36)	468
Celeb fans on social media	45% (325)	32% (230)	5% (34)	2% (14)	12% (84)	4% (30)	717
Celebs share too much on social media	44% (237)	32% (176)	5% (28)	2% (8)	13% (68)	5% (26)	544
Celebs who don't share are disconnected	43% (136)	38% (120)	3% (11)	2% (5)	11% (35)	3% (10)	317
Celebs should interact on social media	43% (281)	35% (227)	5% (30)	2% (11)	12% (80)	4% (28)	658
Celebs' social media is a professional platform	42% (79)	30% (57)	7% (12)	3% (5)	12% (23)	6% (10)	187
Celebs' social media is a personal platform	43% (205)	35% (166)	5% (22)	1% (6)	12% (55)	5% (24)	478
Connects to celebs paid promoting	49% (62)	25% (32)	6% (8)	— (1)	12% (15)	8% (10)	128
Connects to celebs non-paid promoting	42% (168)	37% (147)	4% (17)	1% (4)	12% (46)	4% (14)	397

Continued on next page

**Table CGZ1\_15:** Do you have a favorable or unfavorable view of following people?

Will Smith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	41% (412)	31% (313)	4% (45)	2% (19)	15% (147)	6% (64)	1000
Concerned about climate change	43% (311)	34% (245)	4% (29)	1% (10)	14% (98)	5% (33)	726
Humans can stop climate change	50% (128)	26% (68)	4% (9)	1% (4)	14% (35)	5% (13)	258
Humans can slow climate change	38% (184)	38% (184)	5% (24)	1% (5)	14% (66)	5% (22)	485
Climate change is beyond control	47% (39)	29% (24)	9% (7)	1% (1)	9% (8)	5% (5)	84
Completely in-person school	38% (21)	34% (19)	10% (6)	— (0)	8% (5)	10% (6)	57
Both in person and virtual school	42% (134)	33% (106)	6% (18)	1% (3)	14% (44)	4% (13)	320
Completely virtual school	41% (140)	32% (110)	3% (10)	3% (10)	16% (55)	6% (20)	345
Watch live sports at least once a week	50% (120)	26% (61)	8% (19)	2% (6)	10% (23)	4% (10)	238

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

**Table CGZ1\_16:** Do you have a favorable or unfavorable view of following people?  
Oprah Winfrey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
Gender: Male	16% (77)	23% (111)	14% (70)	12% (60)	22% (105)	13% (65)	489
Gender: Female	20% (100)	24% (123)	11% (59)	8% (41)	30% (153)	7% (36)	511
Age: 18-34	19% (95)	22% (113)	15% (75)	14% (70)	21% (107)	9% (45)	506
GenZers: 1997-2012	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
PID: Dem (no lean)	28% (99)	30% (107)	13% (44)	6% (21)	19% (67)	4% (13)	353
PID: Ind (no lean)	12% (59)	20% (96)	12% (57)	10% (47)	33% (160)	14% (70)	490
PID: Rep (no lean)	12% (19)	19% (30)	17% (27)	21% (32)	20% (31)	11% (17)	157
PID/Gender: Dem Men	29% (44)	24% (36)	15% (23)	9% (13)	18% (28)	6% (9)	154
PID/Gender: Dem Women	28% (55)	36% (71)	10% (21)	4% (8)	20% (40)	2% (4)	199
PID/Gender: Ind Men	10% (24)	22% (55)	12% (31)	11% (27)	26% (64)	19% (48)	248
PID/Gender: Ind Women	15% (35)	17% (42)	11% (26)	8% (20)	40% (96)	9% (23)	242
PID/Gender: Rep Men	11% (9)	23% (20)	18% (16)	23% (20)	17% (14)	9% (8)	87
PID/Gender: Rep Women	14% (10)	15% (10)	16% (11)	18% (13)	24% (17)	13% (9)	71
Ideo: Liberal (1-3)	21% (66)	31% (97)	13% (39)	9% (27)	22% (69)	4% (12)	309
Ideo: Moderate (4)	20% (41)	27% (55)	11% (22)	10% (20)	28% (57)	4% (9)	204
Ideo: Conservative (5-7)	11% (15)	22% (31)	20% (27)	24% (34)	18% (25)	6% (8)	140
Educ: < College	17% (156)	23% (208)	13% (118)	10% (91)	27% (250)	10% (95)	918
Educ: Bachelors degree	25% (16)	38% (24)	12% (7)	15% (10)	8% (5)	3% (2)	65
Income: Under 50k	17% (100)	20% (116)	13% (76)	12% (70)	26% (150)	12% (69)	581
Income: 50k-100k	20% (56)	24% (67)	14% (39)	8% (23)	28% (81)	6% (18)	285
Income: 100k+	16% (22)	38% (50)	10% (14)	6% (8)	20% (27)	10% (13)	134
Ethnicity: White	15% (96)	24% (151)	14% (88)	11% (72)	26% (164)	9% (57)	627
Ethnicity: Hispanic	17% (35)	20% (41)	14% (28)	9% (19)	27% (55)	12% (24)	203
Ethnicity: Black	28% (37)	23% (30)	12% (16)	10% (13)	18% (24)	9% (11)	132
Ethnicity: Other	19% (45)	22% (53)	10% (24)	6% (15)	29% (70)	14% (33)	240
All Christian	19% (47)	28% (71)	12% (30)	11% (28)	23% (57)	7% (18)	251
Atheist	18% (20)	29% (31)	14% (15)	8% (9)	25% (27)	5% (5)	107
Agnostic/Nothing in particular	16% (62)	20% (80)	12% (49)	10% (39)	30% (118)	12% (48)	396
Something Else	21% (42)	18% (35)	14% (27)	12% (23)	23% (45)	13% (25)	197
Religious Non-Protestant/Catholic	15% (9)	32% (18)	18% (10)	5% (3)	23% (13)	7% (4)	58

Continued on next page

**Table CGZ1\_16:** Do you have a favorable or unfavorable view of following people?*Oprah Winfrey*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
Evangelical	17% (27)	18% (29)	14% (23)	20% (32)	23% (37)	9% (14)	163
Non-Evangelical	22% (59)	27% (70)	12% (31)	6% (16)	23% (60)	11% (28)	265
Community: Urban	18% (45)	21% (54)	12% (30)	16% (42)	24% (62)	9% (22)	254
Community: Suburban	18% (95)	26% (141)	14% (73)	7% (36)	26% (139)	10% (57)	540
Community: Rural	19% (38)	19% (39)	13% (26)	12% (24)	28% (57)	11% (22)	205
Employ: Private Sector	25% (25)	25% (24)	13% (13)	18% (18)	15% (14)	4% (4)	98
Employ: Self-Employed	17% (9)	19% (10)	12% (6)	10% (5)	35% (18)	7% (4)	52
Employ: Unemployed	15% (25)	14% (23)	20% (34)	12% (21)	29% (50)	10% (17)	170
Employ: Other	7% (5)	17% (12)	13% (10)	16% (11)	22% (16)	26% (19)	73
Military HH: Yes	21% (20)	32% (31)	14% (13)	5% (5)	27% (26)	1% (1)	95
Military HH: No	17% (157)	22% (203)	13% (116)	11% (96)	26% (232)	11% (100)	905
RD/WT: Right Direction	16% (31)	21% (40)	13% (24)	13% (25)	26% (50)	11% (21)	192
RD/WT: Wrong Track	18% (147)	24% (194)	13% (104)	9% (76)	26% (209)	10% (79)	808
Trump Job Approve	13% (28)	16% (37)	19% (43)	21% (47)	20% (45)	11% (25)	226
Trump Job Disapprove	21% (136)	28% (181)	12% (76)	7% (46)	24% (151)	8% (51)	640
Trump Job Strongly Approve	16% (13)	8% (7)	19% (16)	29% (25)	17% (15)	11% (9)	85
Trump Job Somewhat Approve	11% (15)	21% (30)	19% (27)	16% (22)	22% (30)	11% (16)	141
Trump Job Somewhat Disapprove	14% (22)	26% (42)	13% (21)	5% (8)	30% (48)	12% (20)	161
Trump Job Strongly Disapprove	24% (113)	29% (139)	11% (54)	8% (38)	22% (103)	6% (31)	479
Favorable of Trump	12% (24)	18% (36)	17% (35)	23% (47)	18% (36)	12% (24)	202
Unfavorable of Trump	21% (137)	27% (178)	13% (86)	7% (44)	25% (162)	7% (45)	652
Very Favorable of Trump	14% (13)	13% (12)	17% (16)	30% (28)	16% (15)	9% (8)	91
Somewhat Favorable of Trump	10% (11)	22% (24)	17% (19)	18% (20)	19% (21)	14% (16)	110
Somewhat Unfavorable of Trump	17% (23)	24% (33)	17% (23)	7% (10)	27% (37)	8% (11)	139
Very Unfavorable of Trump	22% (113)	28% (145)	12% (63)	7% (34)	24% (125)	7% (34)	514

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**Table CGZ1\_16: Do you have a favorable or unfavorable view of following people?**  
*Oprah Winfrey*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
#1 Issue: Economy	17% (47)	27% (78)	13% (37)	16% (46)	20% (56)	7% (21)	285
#1 Issue: Security	13% (9)	18% (13)	21% (15)	15% (11)	23% (17)	10% (7)	72
#1 Issue: Health Care	23% (38)	21% (35)	14% (24)	8% (13)	27% (45)	8% (13)	168
#1 Issue: Women's Issues	17% (24)	26% (37)	12% (17)	4% (5)	31% (45)	10% (15)	143
#1 Issue: Education	20% (29)	20% (28)	13% (18)	9% (13)	25% (36)	13% (19)	145
#1 Issue: Energy	16% (14)	28% (24)	7% (6)	3% (2)	35% (30)	11% (10)	87
#1 Issue: Other	15% (12)	18% (15)	14% (11)	11% (9)	27% (23)	15% (13)	84
4-Region: Northeast	15% (28)	22% (41)	14% (27)	13% (24)	29% (54)	8% (16)	188
4-Region: Midwest	18% (35)	23% (43)	15% (28)	9% (17)	28% (52)	8% (15)	189
4-Region: South	18% (69)	20% (79)	13% (49)	9% (36)	28% (107)	12% (46)	386
4-Region: West	20% (46)	30% (71)	11% (26)	10% (25)	19% (45)	10% (24)	237
Middle school (Grade 6 - 8)	17% (12)	21% (15)	8% (6)	2% (1)	27% (20)	25% (18)	72
High school (Grade 9 - 12)	16% (74)	24% (112)	12% (54)	9% (42)	30% (139)	9% (41)	461
Community college	24% (16)	17% (11)	16% (11)	13% (9)	20% (14)	10% (7)	67
College or university program	21% (42)	31% (61)	14% (28)	10% (20)	17% (34)	5% (10)	195
I am not in school	16% (33)	17% (34)	15% (30)	14% (29)	26% (53)	12% (25)	204
White, non-Hispanic	15% (81)	24% (132)	14% (75)	11% (62)	27% (144)	9% (49)	543
POC	21% (97)	22% (102)	12% (54)	9% (39)	25% (114)	11% (52)	457
Twitter Users	21% (92)	29% (126)	10% (44)	10% (43)	23% (100)	6% (24)	428
Facebook Users	20% (96)	24% (117)	14% (70)	10% (50)	25% (121)	7% (33)	487
Snapchat Users	19% (120)	24% (148)	14% (89)	9% (56)	26% (161)	7% (46)	620
Instagram Users	18% (140)	25% (188)	14% (104)	10% (73)	25% (193)	8% (63)	762
Tiktok Users	21% (98)	23% (106)	13% (59)	10% (47)	26% (119)	8% (37)	467
Reddit Users	17% (46)	23% (62)	13% (36)	10% (28)	30% (79)	6% (17)	268
YouTube Users	18% (167)	24% (222)	13% (119)	9% (87)	26% (235)	10% (90)	920
Harry Styles Fan	25% (107)	28% (116)	13% (54)	9% (37)	20% (86)	5% (22)	421
Billie Eilish Fan	22% (132)	24% (144)	13% (80)	9% (53)	24% (140)	8% (46)	595
Zendaya Fan	22% (138)	26% (157)	15% (89)	9% (57)	24% (145)	4% (27)	614
Taylor Swift Fan	24% (116)	27% (129)	11% (53)	8% (37)	23% (112)	7% (36)	482
Kylie Jenner Fan	26% (81)	23% (72)	15% (46)	7% (22)	22% (67)	7% (22)	311

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**Table CGZ1\_16:** Do you have a favorable or unfavorable view of following people?  
 Oprah Winfrey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
Emma Chamberlain Fan	28% (67)	27% (64)	12% (29)	7% (17)	21% (51)	4% (10)	238
Niall Horan Fan	29% (74)	32% (81)	14% (37)	7% (19)	17% (43)	1% (2)	256
Zayn Malik Fan	30% (83)	28% (78)	14% (39)	10% (28)	16% (45)	1% (4)	277
Liam Payne Fan	30% (72)	29% (71)	14% (33)	8% (19)	18% (43)	2% (4)	242
Louis Tomlinson Fan	29% (63)	29% (64)	14% (31)	7% (15)	19% (41)	2% (4)	217
Film: An avid fan	26% (70)	25% (67)	11% (31)	11% (28)	18% (49)	8% (22)	268
Film: A casual fan	16% (86)	24% (131)	14% (78)	10% (55)	27% (148)	8% (41)	539
Film: Not a fan	11% (21)	19% (36)	10% (20)	9% (18)	32% (62)	19% (37)	193
Television: An avid fan	26% (64)	26% (64)	10% (26)	9% (21)	18% (45)	10% (25)	246
Television: A casual fan	17% (94)	24% (133)	14% (81)	9% (53)	27% (152)	9% (49)	562
Television: Not a fan	10% (20)	19% (36)	12% (22)	14% (27)	32% (61)	14% (26)	192
Music: An avid fan	19% (120)	22% (140)	14% (90)	11% (68)	26% (166)	8% (49)	632
Music: A casual fan	17% (55)	27% (90)	11% (36)	8% (28)	25% (82)	12% (41)	333
Fashion: An avid fan	27% (59)	23% (50)	14% (32)	8% (18)	21% (47)	7% (15)	223
Fashion: A casual fan	16% (72)	26% (113)	12% (55)	9% (39)	28% (125)	8% (34)	437
Fashion: Not a fan	14% (47)	21% (70)	12% (42)	13% (44)	25% (86)	15% (51)	340
Pop culture: An avid fan	29% (67)	27% (63)	16% (37)	8% (20)	15% (35)	4% (10)	232
Pop culture: A casual fan	17% (83)	25% (120)	12% (58)	10% (49)	30% (147)	6% (29)	485
Pop culture: Not a fan	10% (28)	18% (51)	12% (33)	12% (33)	27% (76)	22% (62)	283
Sports: An avid fan	26% (55)	22% (46)	14% (29)	11% (22)	18% (38)	9% (18)	209
Sports: A casual fan	19% (61)	28% (89)	12% (38)	8% (27)	25% (82)	8% (26)	323
Sports: Not a fan	13% (62)	21% (98)	13% (61)	11% (51)	30% (139)	12% (57)	468
Celeb fans on social media	21% (150)	25% (183)	14% (99)	10% (71)	24% (172)	6% (43)	717
Celebs share too much on social media	21% (112)	25% (138)	14% (74)	10% (54)	23% (124)	8% (41)	544
Celebs who don't share are disconnected	24% (77)	27% (86)	14% (45)	6% (20)	21% (67)	7% (22)	317
Celebs should interact on social media	19% (125)	27% (180)	13% (86)	10% (65)	24% (159)	7% (43)	658
Celebs' social media is a professional platform	18% (33)	22% (41)	15% (29)	12% (23)	27% (51)	5% (9)	187
Celebs' social media is a personal platform	21% (102)	26% (123)	13% (64)	10% (47)	22% (104)	8% (38)	478
Connects to celebs paid promoting	30% (39)	17% (21)	13% (16)	11% (15)	20% (25)	9% (12)	128
Connects to celebs non-paid promoting	22% (86)	26% (104)	13% (51)	10% (39)	24% (97)	5% (20)	397

Continued on next page

**Table CGZ1\_16:** Do you have a favorable or unfavorable view of following people?  
Oprah Winfrey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	18% (178)	23% (234)	13% (129)	10% (101)	26% (258)	10% (101)	1000
Concerned about climate change	20% (145)	28% (202)	12% (88)	8% (57)	25% (178)	8% (56)	726
Humans can stop climate change	25% (64)	23% (60)	14% (36)	10% (26)	18% (46)	10% (26)	258
Humans can slow climate change	16% (79)	30% (146)	12% (60)	8% (40)	28% (134)	5% (26)	485
Climate change is beyond control	18% (15)	16% (14)	24% (20)	18% (15)	19% (16)	5% (4)	84
Completely in-person school	19% (11)	16% (9)	16% (9)	14% (8)	26% (15)	10% (6)	57
Both in person and virtual school	17% (54)	29% (93)	12% (38)	7% (24)	29% (92)	6% (18)	320
Completely virtual school	20% (68)	25% (87)	12% (43)	8% (27)	25% (86)	10% (34)	345
Watch live sports at least once a week	28% (66)	23% (56)	15% (35)	11% (27)	17% (41)	6% (13)	238

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

**Table CGZ1\_17: Do you have a favorable or unfavorable view of following people?***Bernie Sanders*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Zers (Age 13-23)	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
Gender: Male	23% (112)	22% (109)	9% (46)	16% (78)	16% (77)	14% (66)	489
Gender: Female	23% (119)	24% (123)	7% (36)	10% (51)	27% (140)	8% (42)	511
Age: 18-34	24% (123)	24% (121)	9% (45)	15% (76)	17% (86)	11% (55)	506
GenZers: 1997-2012	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
PID: Dem (no lean)	43% (151)	30% (107)	5% (17)	3% (10)	14% (48)	6% (20)	353
PID: Ind (no lean)	14% (68)	22% (108)	8% (38)	12% (59)	29% (140)	16% (76)	490
PID: Rep (no lean)	8% (12)	11% (18)	17% (26)	38% (60)	19% (29)	7% (12)	157
PID/Gender: Dem Men	43% (66)	29% (45)	8% (12)	3% (4)	9% (14)	8% (13)	154
PID/Gender: Dem Women	43% (85)	31% (61)	2% (5)	3% (6)	17% (34)	4% (8)	199
PID/Gender: Ind Men	15% (38)	21% (51)	7% (18)	17% (41)	22% (54)	19% (47)	248
PID/Gender: Ind Women	13% (31)	23% (56)	9% (21)	7% (18)	36% (87)	12% (30)	242
PID/Gender: Rep Men	10% (9)	15% (13)	19% (16)	37% (32)	11% (10)	8% (7)	87
PID/Gender: Rep Women	4% (3)	8% (5)	14% (10)	39% (28)	28% (20)	7% (5)	71
Ideo: Liberal (1-3)	46% (141)	33% (101)	4% (14)	3% (9)	10% (32)	4% (12)	309
Ideo: Moderate (4)	16% (33)	30% (61)	11% (23)	12% (25)	22% (45)	9% (17)	204
Ideo: Conservative (5-7)	8% (11)	7% (10)	14% (20)	54% (76)	11% (16)	5% (7)	140
Educ: < College	22% (205)	23% (215)	8% (73)	13% (115)	23% (211)	11% (98)	918
Educ: Bachelors degree	35% (23)	22% (14)	9% (6)	19% (12)	8% (5)	8% (5)	65
Income: Under 50k	23% (132)	21% (121)	8% (45)	12% (72)	23% (135)	13% (76)	581
Income: 50k-100k	24% (69)	27% (78)	8% (24)	15% (42)	19% (54)	6% (18)	285
Income: 100k+	23% (31)	25% (33)	9% (12)	11% (15)	21% (28)	11% (14)	134
Ethnicity: White	24% (149)	22% (137)	9% (55)	17% (108)	21% (131)	8% (47)	627
Ethnicity: Hispanic	24% (48)	21% (43)	7% (14)	11% (22)	23% (47)	14% (29)	203
Ethnicity: Black	22% (29)	25% (33)	7% (9)	6% (7)	22% (29)	19% (25)	132
Ethnicity: Other	22% (53)	26% (63)	7% (18)	5% (13)	24% (58)	15% (36)	240
All Christian	20% (51)	26% (65)	9% (21)	19% (48)	20% (49)	6% (16)	251
Atheist	38% (40)	24% (26)	11% (12)	7% (7)	16% (17)	5% (5)	107
Agnostic/Nothing in particular	24% (94)	22% (89)	8% (31)	9% (37)	22% (87)	15% (58)	396
Something Else	18% (36)	21% (41)	6% (12)	16% (31)	26% (52)	12% (24)	197
Religious Non-Protestant/Catholic	16% (9)	22% (13)	12% (7)	13% (8)	29% (17)	7% (4)	58

Continued on next page

**Table CGZ1\_17: Do you have a favorable or unfavorable view of following people?**

Bernie Sanders

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
Evangelical	12% (19)	19% (31)	8% (14)	28% (45)	25% (41)	8% (13)	163
Non-Evangelical	25% (65)	27% (71)	6% (17)	11% (30)	21% (55)	10% (27)	265
Community: Urban	22% (55)	20% (52)	7% (17)	15% (38)	25% (63)	12% (30)	254
Community: Suburban	25% (134)	26% (143)	8% (43)	11% (57)	21% (111)	10% (52)	540
Community: Rural	20% (42)	18% (37)	11% (22)	17% (34)	21% (43)	13% (27)	205
Employ: Private Sector	25% (24)	22% (21)	12% (12)	22% (21)	12% (12)	8% (8)	98
Employ: Self-Employed	28% (15)	14% (7)	4% (2)	9% (4)	24% (13)	21% (11)	52
Employ: Unemployed	22% (38)	21% (35)	12% (20)	10% (17)	25% (43)	10% (17)	170
Employ: Other	10% (7)	25% (18)	10% (7)	16% (12)	15% (11)	23% (17)	73
Military HH: Yes	16% (16)	25% (23)	15% (14)	14% (13)	22% (21)	9% (9)	95
Military HH: No	24% (216)	23% (209)	7% (68)	13% (115)	22% (197)	11% (100)	905
RD/WT: Right Direction	13% (25)	19% (37)	13% (26)	26% (49)	17% (33)	11% (21)	192
RD/WT: Wrong Track	25% (206)	24% (195)	7% (56)	10% (80)	23% (184)	11% (87)	808
Trump Job Approve	7% (17)	12% (28)	17% (37)	37% (83)	17% (38)	10% (22)	226
Trump Job Disapprove	32% (208)	28% (181)	6% (38)	6% (38)	18% (118)	9% (57)	640
Trump Job Strongly Approve	8% (6)	9% (8)	14% (12)	45% (38)	22% (18)	3% (3)	85
Trump Job Somewhat Approve	7% (11)	14% (20)	18% (26)	32% (45)	14% (20)	14% (19)	141
Trump Job Somewhat Disapprove	10% (16)	29% (47)	11% (17)	12% (20)	26% (41)	13% (20)	161
Trump Job Strongly Disapprove	40% (192)	28% (134)	4% (21)	4% (18)	16% (77)	8% (36)	479
Favorable of Trump	5% (11)	11% (23)	17% (34)	40% (81)	16% (32)	10% (21)	202
Unfavorable of Trump	32% (206)	29% (191)	6% (41)	6% (40)	18% (119)	8% (55)	652
Very Favorable of Trump	8% (7)	10% (9)	13% (12)	43% (39)	19% (17)	8% (7)	91
Somewhat Favorable of Trump	4% (4)	13% (14)	21% (23)	38% (42)	13% (15)	12% (13)	110
Somewhat Unfavorable of Trump	14% (20)	26% (36)	11% (15)	14% (19)	25% (34)	10% (14)	139
Very Unfavorable of Trump	36% (186)	30% (155)	5% (25)	4% (21)	17% (85)	8% (40)	514

Continued on next page

**Table CGZ1\_17: Do you have a favorable or unfavorable view of following people?***Bernie Sanders*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
#1 Issue: Economy	19% (53)	24% (69)	13% (36)	19% (56)	17% (48)	8% (23)	285
#1 Issue: Security	11% (8)	9% (6)	11% (8)	35% (25)	18% (13)	16% (11)	72
#1 Issue: Health Care	34% (57)	25% (42)	4% (6)	5% (9)	20% (33)	12% (20)	168
#1 Issue: Women's Issues	23% (34)	28% (40)	5% (7)	7% (10)	25% (36)	12% (17)	143
#1 Issue: Education	21% (30)	24% (35)	9% (13)	12% (17)	25% (36)	10% (14)	145
#1 Issue: Energy	31% (27)	30% (26)	8% (7)	5% (4)	18% (15)	9% (8)	87
#1 Issue: Other	23% (19)	15% (12)	7% (6)	8% (6)	34% (28)	14% (12)	84
4-Region: Northeast	21% (39)	25% (47)	11% (21)	13% (24)	20% (38)	10% (18)	188
4-Region: Midwest	28% (53)	23% (44)	7% (14)	12% (22)	22% (42)	7% (14)	189
4-Region: South	19% (74)	21% (81)	8% (29)	14% (56)	23% (89)	15% (57)	386
4-Region: West	28% (65)	25% (60)	7% (18)	11% (26)	20% (48)	8% (20)	237
Middle school (Grade 6 - 8)	18% (13)	20% (14)	8% (6)	2% (2)	31% (23)	21% (15)	72
High school (Grade 9 - 12)	22% (101)	22% (102)	7% (33)	14% (63)	25% (113)	11% (49)	461
Community college	19% (13)	31% (21)	5% (3)	20% (14)	17% (11)	8% (6)	67
College or university program	29% (56)	27% (52)	7% (14)	13% (25)	19% (38)	5% (10)	195
I am not in school	24% (48)	21% (42)	13% (26)	13% (26)	16% (33)	14% (29)	204
White, non-Hispanic	23% (125)	23% (122)	9% (50)	18% (96)	20% (110)	7% (39)	543
POC	23% (106)	24% (110)	7% (32)	7% (33)	23% (107)	15% (69)	457
Twitter Users	31% (133)	28% (119)	9% (39)	9% (40)	17% (72)	6% (25)	428
Facebook Users	24% (118)	24% (119)	9% (43)	13% (64)	22% (107)	8% (37)	487
Snapchat Users	25% (155)	25% (156)	8% (49)	11% (70)	23% (143)	8% (48)	620
Instagram Users	26% (194)	25% (190)	8% (60)	12% (90)	21% (162)	9% (65)	762
Tiktok Users	29% (134)	23% (107)	7% (33)	10% (48)	23% (106)	8% (39)	467
Reddit Users	32% (86)	28% (74)	10% (27)	11% (30)	16% (42)	4% (10)	268
YouTube Users	24% (220)	24% (221)	8% (78)	12% (112)	22% (201)	10% (88)	920
Harry Styles Fan	29% (122)	24% (102)	9% (38)	8% (34)	22% (91)	8% (33)	421
Billie Eilish Fan	26% (152)	24% (144)	7% (43)	11% (63)	24% (142)	9% (52)	595
Zendaya Fan	26% (162)	25% (156)	9% (52)	11% (66)	22% (135)	7% (42)	614
Taylor Swift Fan	25% (120)	24% (116)	9% (42)	12% (56)	21% (103)	9% (44)	482
Kylie Jenner Fan	24% (74)	21% (65)	11% (34)	11% (34)	23% (73)	10% (31)	311

Continued on next page

**Table CGZ1\_17: Do you have a favorable or unfavorable view of following people?**

Bernie Sanders

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
Emma Chamberlain Fan	30% (71)	25% (60)	9% (21)	9% (22)	22% (52)	5% (12)	238
Niall Horan Fan	29% (74)	25% (65)	10% (25)	12% (30)	18% (47)	6% (16)	256
Zayn Malik Fan	26% (72)	27% (75)	10% (28)	11% (31)	20% (54)	6% (16)	277
Liam Payne Fan	27% (64)	26% (62)	10% (23)	13% (32)	19% (47)	6% (13)	242
Louis Tomlinson Fan	30% (65)	29% (62)	10% (21)	10% (22)	16% (35)	5% (11)	217
Film: An avid fan	31% (84)	23% (61)	9% (23)	9% (23)	19% (50)	10% (26)	268
Film: A casual fan	22% (120)	24% (127)	8% (41)	15% (79)	23% (126)	8% (45)	539
Film: Not a fan	14% (27)	23% (44)	9% (18)	14% (26)	21% (41)	19% (36)	193
Television: An avid fan	31% (77)	22% (54)	6% (15)	13% (32)	19% (47)	9% (22)	246
Television: A casual fan	21% (120)	24% (137)	10% (56)	13% (70)	22% (124)	10% (55)	562
Television: Not a fan	18% (35)	22% (42)	6% (11)	14% (27)	25% (47)	16% (31)	192
Music: An avid fan	26% (166)	22% (137)	8% (51)	12% (79)	22% (140)	9% (59)	632
Music: A casual fan	19% (62)	27% (91)	8% (28)	14% (46)	22% (73)	10% (34)	333
Fashion: An avid fan	28% (63)	20% (44)	6% (14)	12% (27)	22% (49)	11% (25)	223
Fashion: A casual fan	24% (105)	25% (110)	10% (42)	10% (44)	23% (102)	8% (34)	437
Fashion: Not a fan	18% (63)	23% (78)	8% (26)	17% (58)	19% (66)	15% (50)	340
Pop culture: An avid fan	31% (72)	25% (58)	8% (19)	11% (25)	16% (37)	9% (21)	232
Pop culture: A casual fan	22% (107)	24% (116)	8% (38)	13% (64)	26% (127)	7% (32)	485
Pop culture: Not a fan	18% (52)	21% (58)	9% (25)	14% (39)	19% (53)	19% (55)	283
Sports: An avid fan	25% (53)	23% (47)	11% (24)	13% (28)	17% (36)	10% (21)	209
Sports: A casual fan	18% (57)	22% (72)	8% (26)	16% (51)	26% (85)	10% (33)	323
Sports: Not a fan	26% (122)	24% (113)	7% (31)	11% (50)	21% (96)	12% (54)	468
Celeb fans on social media	26% (186)	26% (183)	9% (66)	12% (86)	19% (135)	8% (61)	717
Celebs share too much on social media	24% (132)	26% (142)	8% (45)	13% (71)	21% (112)	8% (41)	544
Celebs who don't share are disconnected	31% (97)	27% (86)	8% (27)	13% (42)	16% (49)	5% (16)	317
Celebs should interact on social media	26% (173)	27% (176)	9% (57)	13% (84)	18% (121)	7% (47)	658
Celebs' social media is a professional platform	24% (45)	22% (42)	6% (11)	18% (34)	20% (38)	10% (18)	187
Celebs' social media is a personal platform	26% (124)	26% (125)	10% (49)	13% (62)	18% (85)	7% (34)	478
Connects to celebs paid promoting	27% (35)	19% (25)	18% (23)	13% (17)	12% (15)	11% (14)	128
Connects to celebs non-paid promoting	29% (115)	28% (110)	9% (35)	12% (47)	17% (68)	6% (22)	397

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**Table CGZ1\_17:** Do you have a favorable or unfavorable view of following people?*Bernie Sanders*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	23% (231)	23% (232)	8% (82)	13% (129)	22% (217)	11% (108)	1000
Concerned about climate change	29% (209)	27% (198)	9% (64)	9% (66)	19% (136)	7% (54)	726
Humans can stop climate change	33% (86)	32% (82)	5% (13)	7% (19)	15% (39)	8% (20)	258
Humans can slow climate change	25% (120)	25% (122)	10% (51)	12% (60)	20% (99)	7% (34)	485
Climate change is beyond control	13% (11)	17% (14)	10% (8)	28% (24)	22% (18)	10% (9)	84
Completely in-person school	10% (6)	31% (17)	9% (5)	19% (11)	21% (12)	10% (6)	57
Both in person and virtual school	25% (78)	25% (79)	8% (25)	13% (40)	25% (79)	6% (18)	320
Completely virtual school	25% (87)	24% (83)	6% (22)	12% (42)	21% (74)	11% (36)	345
Watch live sports at least once a week	25% (60)	26% (61)	12% (28)	14% (33)	12% (29)	11% (27)	238

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

**Table CGZ1\_18:** Do you have a favorable or unfavorable view of following people?  
Alexandria Ocasio-Cortez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Zers (Age 13-23)	12%	(125)	9%	(91)	5%	(46)	9%	(87)	16%	(158)	49%	(493)	1000
Gender: Male	10%	(49)	9%	(45)	6%	(31)	12%	(59)	15%	(72)	48%	(232)	489
Gender: Female	15%	(76)	9%	(45)	3%	(15)	5%	(28)	17%	(86)	51%	(261)	511
Age: 18-34	12%	(61)	13%	(65)	5%	(27)	11%	(54)	16%	(79)	44%	(221)	506
GenZers: 1997-2012	12%	(125)	9%	(91)	5%	(46)	9%	(87)	16%	(158)	49%	(493)	1000
PID: Dem (no lean)	25%	(89)	14%	(51)	4%	(16)	3%	(10)	14%	(50)	39%	(137)	353
PID: Ind (no lean)	6%	(32)	7%	(33)	5%	(22)	7%	(34)	18%	(87)	58%	(283)	490
PID: Rep (no lean)	3%	(4)	5%	(7)	5%	(9)	27%	(42)	14%	(22)	46%	(73)	157
PID/Gender: Dem Men	22%	(35)	16%	(24)	7%	(11)	4%	(6)	14%	(21)	37%	(58)	154
PID/Gender: Dem Women	27%	(54)	13%	(27)	3%	(5)	2%	(5)	14%	(29)	40%	(79)	199
PID/Gender: Ind Men	5%	(13)	6%	(16)	6%	(14)	10%	(25)	16%	(40)	56%	(140)	248
PID/Gender: Ind Women	8%	(18)	7%	(17)	3%	(8)	4%	(9)	19%	(47)	59%	(143)	242
PID/Gender: Rep Men	1%	(1)	6%	(5)	7%	(6)	32%	(28)	13%	(11)	40%	(35)	87
PID/Gender: Rep Women	4%	(3)	3%	(2)	3%	(2)	21%	(15)	15%	(10)	54%	(38)	71
Ideo: Liberal (1-3)	31%	(97)	17%	(53)	4%	(11)	3%	(8)	14%	(44)	31%	(97)	309
Ideo: Moderate (4)	5%	(9)	9%	(18)	9%	(19)	10%	(21)	16%	(33)	51%	(103)	204
Ideo: Conservative (5-7)	2%	(3)	7%	(9)	5%	(7)	36%	(51)	12%	(17)	38%	(53)	140
Educ: < College	12%	(111)	8%	(71)	4%	(41)	8%	(78)	16%	(151)	51%	(467)	918
Educ: Bachelors degree	21%	(14)	27%	(17)	6%	(4)	12%	(7)	10%	(6)	25%	(16)	65
Income: Under 50k	9%	(54)	8%	(44)	4%	(26)	7%	(41)	18%	(103)	54%	(314)	581
Income: 50k-100k	17%	(47)	12%	(33)	5%	(14)	13%	(36)	13%	(37)	41%	(117)	285
Income: 100k+	18%	(24)	10%	(14)	5%	(7)	7%	(10)	14%	(18)	46%	(62)	134
Ethnicity: White	13%	(85)	10%	(60)	4%	(25)	11%	(67)	15%	(96)	47%	(295)	627
Ethnicity: Hispanic	10%	(19)	7%	(14)	7%	(15)	8%	(17)	15%	(31)	52%	(106)	203
Ethnicity: Black	8%	(10)	8%	(10)	9%	(12)	5%	(7)	17%	(23)	53%	(71)	132
Ethnicity: Other	12%	(30)	9%	(21)	4%	(9)	5%	(12)	16%	(40)	53%	(128)	240
All Christian	13%	(33)	13%	(33)	7%	(18)	16%	(40)	13%	(33)	38%	(95)	251
Atheist	26%	(27)	9%	(10)	3%	(3)	5%	(6)	13%	(14)	44%	(47)	107
Agnostic/Nothing in particular	12%	(46)	9%	(35)	4%	(17)	6%	(22)	15%	(59)	55%	(216)	396
Something Else	6%	(12)	4%	(8)	3%	(6)	6%	(13)	20%	(39)	60%	(118)	197
Religious Non-Protestant/Catholic	11%	(7)	11%	(7)	4%	(2)	15%	(9)	24%	(14)	34%	(19)	58

Continued on next page



**Table CGZ1\_18:** Do you have a favorable or unfavorable view of following people?  
Alexandria Ocasio-Cortez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Gen Z'ers (Age 13-23)	12%	(125)	9%	(91)	5%	(46)	9%	(87)	16%	(158)	49%	(493)	1000
Evangelical	5%	(8)	8%	(12)	4%	(7)	16%	(26)	14%	(23)	53%	(87)	163
Non-Evangelical	14%	(36)	9%	(23)	6%	(16)	8%	(22)	18%	(47)	45%	(119)	265
Community: Urban	11%	(28)	8%	(20)	5%	(13)	10%	(26)	15%	(38)	51%	(130)	254
Community: Suburban	14%	(78)	10%	(52)	4%	(24)	8%	(44)	17%	(93)	46%	(249)	540
Community: Rural	9%	(19)	9%	(19)	5%	(10)	8%	(17)	13%	(28)	56%	(114)	205
Employ: Private Sector	9%	(9)	21%	(20)	5%	(5)	18%	(18)	9%	(9)	38%	(37)	98
Employ: Self-Employed	14%	(7)	—	(0)	3%	(1)	8%	(4)	14%	(7)	61%	(32)	52
Employ: Unemployed	9%	(16)	9%	(15)	5%	(8)	7%	(13)	18%	(31)	52%	(88)	170
Employ: Other	4%	(3)	10%	(7)	3%	(2)	7%	(5)	12%	(8)	65%	(47)	73
Military HH: Yes	9%	(9)	11%	(10)	9%	(8)	7%	(6)	9%	(9)	55%	(53)	95
Military HH: No	13%	(116)	9%	(80)	4%	(38)	9%	(80)	16%	(149)	49%	(441)	905
RD/WT: Right Direction	5%	(9)	5%	(10)	8%	(15)	18%	(34)	17%	(33)	47%	(90)	192
RD/WT: Wrong Track	14%	(115)	10%	(81)	4%	(31)	7%	(53)	15%	(125)	50%	(403)	808
Trump Job Approve	2%	(4)	6%	(14)	4%	(10)	25%	(57)	16%	(37)	46%	(104)	226
Trump Job Disapprove	18%	(116)	12%	(77)	5%	(31)	4%	(24)	14%	(92)	47%	(299)	640
Trump Job Strongly Approve	2%	(1)	6%	(5)	3%	(3)	28%	(24)	15%	(13)	46%	(40)	85
Trump Job Somewhat Approve	2%	(3)	6%	(9)	5%	(7)	24%	(33)	17%	(24)	46%	(65)	141
Trump Job Somewhat Disapprove	3%	(5)	13%	(22)	6%	(9)	5%	(8)	22%	(36)	50%	(81)	161
Trump Job Strongly Disapprove	23%	(112)	12%	(55)	5%	(22)	3%	(16)	12%	(56)	45%	(218)	479
Favorable of Trump	2%	(5)	5%	(10)	6%	(11)	26%	(52)	14%	(28)	47%	(95)	202
Unfavorable of Trump	18%	(116)	12%	(79)	5%	(32)	4%	(28)	14%	(91)	47%	(308)	652
Very Favorable of Trump	4%	(3)	3%	(3)	4%	(4)	26%	(23)	14%	(13)	50%	(45)	91
Somewhat Favorable of Trump	2%	(2)	6%	(7)	7%	(7)	26%	(28)	14%	(16)	45%	(50)	110
Somewhat Unfavorable of Trump	4%	(6)	13%	(17)	6%	(9)	10%	(14)	16%	(22)	51%	(70)	139
Very Unfavorable of Trump	21%	(109)	12%	(61)	4%	(23)	3%	(14)	13%	(68)	46%	(238)	514

Continued on next page

**Table CGZ1\_18: Do you have a favorable or unfavorable view of following people?**  
Alexandria Ocasio-Cortez

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (125)	9% (91)	5% (46)	9% (87)	16% (158)	49% (493)	1000
#1 Issue: Economy	9% (27)	9% (25)	7% (19)	15% (43)	15% (43)	45% (129)	285
#1 Issue: Security	5% (4)	10% (7)	4% (3)	24% (17)	8% (6)	48% (35)	72
#1 Issue: Health Care	18% (30)	9% (14)	5% (8)	5% (9)	25% (41)	39% (65)	168
#1 Issue: Women's Issues	17% (24)	8% (12)	3% (4)	1% (2)	11% (16)	59% (85)	143
#1 Issue: Education	7% (10)	8% (12)	4% (6)	7% (10)	14% (21)	60% (87)	145
#1 Issue: Energy	22% (19)	16% (14)	4% (4)	2% (2)	18% (15)	39% (34)	87
#1 Issue: Other	12% (10)	7% (6)	3% (3)	3% (3)	12% (10)	63% (53)	84
4-Region: Northeast	16% (30)	11% (21)	6% (12)	9% (17)	20% (38)	38% (71)	188
4-Region: Midwest	13% (25)	7% (14)	6% (12)	5% (10)	14% (26)	55% (103)	189
4-Region: South	8% (30)	9% (36)	5% (18)	10% (39)	15% (56)	54% (207)	386
4-Region: West	17% (41)	9% (21)	2% (5)	9% (21)	16% (37)	48% (113)	237
Middle school (Grade 6 - 8)	5% (4)	— (0)	6% (4)	2% (2)	17% (13)	70% (50)	72
High school (Grade 9 - 12)	13% (60)	5% (25)	4% (18)	8% (38)	17% (78)	52% (242)	461
Community college	11% (7)	7% (5)	7% (5)	7% (5)	20% (14)	48% (33)	67
College or university program	15% (29)	17% (34)	6% (12)	11% (22)	16% (32)	34% (66)	195
I am not in school	12% (24)	13% (27)	4% (7)	10% (21)	11% (22)	50% (102)	204
White, non-Hispanic	14% (73)	10% (55)	3% (18)	11% (60)	15% (81)	47% (257)	543
POC	11% (51)	8% (36)	6% (29)	6% (27)	17% (78)	52% (237)	457
Twitter Users	18% (78)	12% (52)	6% (25)	8% (35)	14% (60)	42% (179)	428
Facebook Users	13% (65)	12% (57)	5% (26)	9% (42)	16% (76)	45% (220)	487
Snapchat Users	15% (94)	10% (60)	5% (30)	7% (45)	16% (100)	47% (290)	620
Instagram Users	14% (109)	10% (74)	5% (35)	8% (60)	16% (120)	48% (364)	762
Tiktok Users	16% (75)	9% (40)	5% (23)	5% (24)	17% (79)	48% (226)	467
Reddit Users	19% (52)	12% (31)	8% (20)	9% (24)	14% (37)	39% (104)	268
YouTube Users	13% (116)	9% (87)	5% (45)	8% (77)	15% (142)	49% (453)	920
Harry Styles Fan	15% (63)	11% (47)	6% (24)	5% (21)	16% (66)	48% (201)	421
Billie Eilish Fan	14% (83)	11% (63)	5% (30)	6% (33)	16% (93)	49% (293)	595
Zendaya Fan	16% (98)	11% (68)	4% (28)	8% (48)	16% (100)	44% (272)	614
Taylor Swift Fan	13% (63)	10% (49)	5% (22)	8% (38)	15% (71)	49% (237)	482
Kylie Jenner Fan	11% (34)	10% (32)	6% (18)	7% (21)	15% (46)	51% (159)	311

Continued on next page

**Table CGZ1\_18:** Do you have a favorable or unfavorable view of following people?

Alexandria Ocasio-Cortez

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (125)	9% (91)	5% (46)	9% (87)	16% (158)	49% (493)	1000
Emma Chamberlain Fan	16% (37)	16% (37)	7% (16)	5% (11)	13% (32)	44% (105)	238
Niall Horan Fan	15% (39)	16% (41)	5% (13)	8% (21)	16% (40)	40% (102)	256
Zayn Malik Fan	13% (35)	15% (42)	6% (16)	7% (20)	15% (41)	45% (123)	277
Liam Payne Fan	14% (34)	17% (41)	7% (17)	8% (18)	16% (38)	39% (93)	242
Louis Tomlinson Fan	17% (37)	19% (41)	6% (13)	7% (14)	17% (37)	34% (74)	217
Film: An avid fan	14% (39)	10% (28)	6% (17)	9% (24)	15% (41)	45% (119)	268
Film: A casual fan	13% (70)	10% (54)	3% (17)	9% (50)	16% (88)	48% (261)	539
Film: Not a fan	8% (16)	4% (9)	7% (13)	7% (13)	16% (30)	58% (113)	193
Television: An avid fan	17% (41)	9% (22)	6% (14)	8% (19)	18% (44)	43% (107)	246
Television: A casual fan	12% (67)	10% (57)	4% (25)	9% (51)	15% (87)	49% (274)	562
Television: Not a fan	9% (16)	6% (11)	4% (8)	9% (16)	15% (28)	58% (112)	192
Music: An avid fan	12% (77)	9% (55)	5% (30)	8% (49)	15% (97)	51% (323)	632
Music: A casual fan	14% (46)	11% (35)	4% (15)	10% (34)	16% (53)	45% (150)	333
Fashion: An avid fan	16% (35)	10% (23)	5% (11)	6% (14)	16% (37)	46% (103)	223
Fashion: A casual fan	14% (62)	8% (36)	5% (22)	7% (32)	15% (64)	51% (221)	437
Fashion: Not a fan	8% (28)	9% (32)	4% (14)	12% (40)	17% (58)	50% (169)	340
Pop culture: An avid fan	17% (38)	13% (30)	4% (9)	10% (22)	12% (27)	46% (106)	232
Pop culture: A casual fan	14% (68)	10% (49)	6% (30)	7% (34)	19% (94)	43% (211)	485
Pop culture: Not a fan	7% (19)	4% (12)	3% (7)	11% (30)	13% (38)	63% (177)	283
Sports: An avid fan	13% (27)	11% (22)	9% (19)	10% (22)	15% (32)	42% (87)	209
Sports: A casual fan	10% (32)	9% (30)	3% (11)	11% (35)	16% (53)	51% (164)	323
Sports: Not a fan	14% (66)	8% (39)	4% (16)	6% (30)	16% (74)	52% (243)	468
Celeb fans on social media	13% (97)	11% (77)	5% (36)	8% (59)	16% (116)	46% (332)	717
Celebs share too much on social media	13% (71)	11% (58)	5% (27)	9% (50)	15% (84)	47% (254)	544
Celebs who don't share are disconnected	17% (52)	10% (33)	4% (12)	9% (29)	13% (41)	47% (148)	317
Celebs should interact on social media	14% (91)	10% (69)	6% (37)	7% (49)	15% (101)	47% (312)	658
Celebs' social media is a professional platform	7% (12)	10% (18)	6% (11)	11% (21)	14% (26)	53% (99)	187
Celebs' social media is a personal platform	16% (76)	11% (51)	5% (25)	8% (38)	18% (85)	42% (203)	478
Connects to celebs paid promoting	11% (14)	13% (17)	6% (8)	8% (11)	14% (18)	47% (61)	128
Connects to celebs non-paid promoting	18% (72)	11% (44)	6% (22)	8% (31)	15% (59)	43% (169)	397

Continued on next page

**Table CGZ1\_18:** Do you have a favorable or unfavorable view of following people?  
Alexandria Ocasio-Cortez

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Gen Z'ers (Age 13-23)	12% (125)	9% (91)	5% (46)	9% (87)	16% (158)	49% (493)	1000
Concerned about climate change	17% (121)	11% (79)	5% (35)	6% (45)	15% (109)	46% (337)	726
Humans can stop climate change	17% (44)	10% (25)	3% (7)	7% (17)	16% (40)	48% (125)	258
Humans can slow climate change	16% (75)	12% (59)	6% (27)	8% (37)	15% (71)	45% (216)	485
Climate change is beyond control	4% (3)	4% (3)	8% (6)	17% (15)	24% (20)	43% (36)	84
Completely in-person school	3% (2)	7% (4)	7% (4)	10% (5)	26% (15)	48% (27)	57
Both in person and virtual school	14% (45)	9% (30)	5% (17)	8% (24)	17% (54)	47% (150)	320
Completely virtual school	14% (49)	8% (28)	5% (16)	8% (29)	17% (59)	47% (162)	345
Watch live sports at least once a week	15% (35)	12% (28)	9% (20)	11% (26)	16% (37)	38% (91)	238

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

**Table CGZ2\_1:** What kind of fan are you of each of the following people?*Harry Styles*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	16%	(140)	33%	(282)	51%	(443)	864
Gender: Male	10%	(38)	24%	(94)	66%	(256)	387
Gender: Female	21%	(102)	39%	(188)	39%	(187)	477
Age: 18-34	19%	(84)	31%	(136)	50%	(221)	441
GenZers: 1997-2012	16%	(140)	33%	(282)	51%	(443)	864
PID: Dem (no lean)	20%	(67)	31%	(101)	49%	(163)	331
PID: Ind (no lean)	13%	(52)	35%	(139)	52%	(204)	394
PID: Rep (no lean)	15%	(21)	30%	(42)	55%	(76)	139
PID/Gender: Dem Men	13%	(18)	22%	(31)	65%	(91)	139
PID/Gender: Dem Women	26%	(49)	37%	(70)	37%	(72)	192
PID/Gender: Ind Men	5%	(8)	27%	(46)	68%	(117)	171
PID/Gender: Ind Women	19%	(43)	42%	(93)	39%	(87)	224
PID/Gender: Rep Men	16%	(12)	22%	(17)	62%	(48)	77
PID/Gender: Rep Women	14%	(9)	40%	(25)	46%	(28)	62
Ideo: Liberal (1-3)	20%	(59)	30%	(87)	50%	(145)	291
Ideo: Moderate (4)	15%	(29)	34%	(63)	51%	(94)	186
Ideo: Conservative (5-7)	11%	(14)	29%	(35)	60%	(74)	123
Educ: < College	15%	(120)	32%	(254)	53%	(416)	791
Educ: Bachelors degree	22%	(14)	39%	(24)	38%	(24)	61
Income: Under 50k	16%	(77)	31%	(149)	54%	(262)	488
Income: 50k-100k	16%	(42)	37%	(95)	47%	(122)	259
Income: 100k+	18%	(21)	32%	(37)	50%	(59)	117
Ethnicity: White	17%	(95)	29%	(162)	54%	(305)	562
Ethnicity: Hispanic	18%	(32)	35%	(60)	47%	(82)	174
Ethnicity: Black	14%	(15)	40%	(42)	45%	(47)	104
Ethnicity: Other	15%	(30)	39%	(78)	46%	(91)	198
All Christian	20%	(44)	34%	(75)	47%	(105)	225
Atheist	10%	(10)	34%	(34)	56%	(56)	100
Agnostic/Nothing in particular	17%	(55)	27%	(88)	56%	(179)	322
Something Else	14%	(24)	40%	(70)	46%	(82)	176
Evangelical	14%	(21)	39%	(58)	47%	(69)	148
Non-Evangelical	18%	(43)	35%	(83)	46%	(109)	236

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**Table CGZ2\_1: What kind of fan are you of each of the following people?**  
*Harry Styles*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	16%	(140)	33%	(282)	51%	(443)	864
Community: Urban	20%	(42)	32%	(68)	48%	(103)	213
Community: Suburban	13%	(64)	33%	(158)	53%	(252)	473
Community: Rural	19%	(34)	31%	(56)	50%	(89)	178
Employ: Private Sector	21%	(19)	31%	(28)	48%	(44)	91
Employ: Unemployed	13%	(20)	28%	(42)	59%	(90)	151
Military HH: Yes	15%	(13)	39%	(33)	45%	(38)	85
Military HH: No	16%	(126)	32%	(248)	52%	(405)	779
RD/WT: Right Direction	16%	(26)	32%	(52)	52%	(85)	163
RD/WT: Wrong Track	16%	(113)	33%	(230)	51%	(358)	701
Trump Job Approve	17%	(33)	33%	(63)	51%	(99)	195
Trump Job Disapprove	16%	(92)	32%	(182)	52%	(297)	571
Trump Job Strongly Approve	20%	(15)	28%	(21)	52%	(39)	75
Trump Job Somewhat Approve	15%	(18)	35%	(42)	50%	(60)	120
Trump Job Somewhat Disapprove	15%	(21)	34%	(47)	51%	(69)	137
Trump Job Strongly Disapprove	17%	(72)	31%	(135)	52%	(227)	434
Favorable of Trump	17%	(29)	30%	(51)	53%	(90)	170
Unfavorable of Trump	16%	(96)	33%	(192)	51%	(300)	587
Very Favorable of Trump	19%	(14)	28%	(22)	53%	(40)	76
Somewhat Favorable of Trump	16%	(15)	32%	(30)	53%	(49)	94
Somewhat Unfavorable of Trump	12%	(15)	35%	(43)	52%	(65)	124
Very Unfavorable of Trump	17%	(81)	32%	(148)	51%	(235)	464
#1 Issue: Economy	17%	(41)	29%	(70)	54%	(132)	244
#1 Issue: Security	14%	(9)	29%	(18)	57%	(36)	63
#1 Issue: Health Care	16%	(23)	34%	(50)	50%	(75)	148
#1 Issue: Women's Issues	26%	(34)	32%	(40)	42%	(53)	127
#1 Issue: Education	12%	(15)	31%	(39)	56%	(69)	124
#1 Issue: Energy	13%	(10)	37%	(29)	50%	(39)	77
#1 Issue: Other	10%	(7)	39%	(27)	51%	(36)	70

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**Table CGZ2\_1:** What kind of fan are you of each of the following people?*Harry Styles*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	16%	(140)	33%	(282)	51%	(443)	864
4-Region: Northeast	17%	(28)	31%	(52)	52%	(87)	167
4-Region: Midwest	14%	(23)	34%	(55)	52%	(85)	163
4-Region: South	16%	(51)	31%	(103)	53%	(176)	330
4-Region: West	18%	(37)	35%	(71)	47%	(96)	203
Middle school (Grade 6 - 8)	3%	(2)	37%	(21)	60%	(34)	57
High school (Grade 9 - 12)	15%	(59)	34%	(134)	52%	(206)	399
Community college	19%	(10)	37%	(20)	44%	(24)	54
College or university program	23%	(40)	32%	(56)	45%	(80)	177
I am not in school	16%	(28)	29%	(51)	55%	(98)	177
White, non-Hispanic	16%	(78)	30%	(144)	54%	(265)	487
POC	16%	(62)	36%	(138)	47%	(178)	377
Twitter Users	22%	(86)	32%	(126)	46%	(179)	391
Facebook Users	21%	(94)	32%	(142)	46%	(203)	438
Snapchat Users	20%	(113)	33%	(189)	46%	(261)	563
Instagram Users	18%	(124)	33%	(225)	49%	(338)	687
Tiktok Users	24%	(105)	38%	(166)	38%	(164)	435
Reddit Users	14%	(35)	28%	(68)	58%	(144)	248
YouTube Users	16%	(133)	32%	(259)	51%	(416)	809
Harry Styles Fan	33%	(140)	67%	(282)	—	(0)	421
Billie Eilish Fan	23%	(122)	42%	(226)	36%	(192)	540
Zendaya Fan	22%	(128)	39%	(224)	39%	(224)	576
Taylor Swift Fan	24%	(103)	49%	(212)	28%	(120)	435
Kylie Jenner Fan	30%	(85)	44%	(126)	26%	(75)	286
Emma Chamberlain Fan	31%	(72)	51%	(117)	18%	(42)	231
Niall Horan Fan	38%	(97)	52%	(132)	10%	(25)	254
Zayn Malik Fan	34%	(91)	53%	(143)	14%	(37)	270
Liam Payne Fan	38%	(89)	52%	(123)	10%	(25)	236
Louis Tomlinson Fan	42%	(90)	51%	(109)	6%	(13)	212
Film: An avid fan	25%	(58)	30%	(71)	45%	(106)	235
Film: A casual fan	15%	(72)	36%	(173)	49%	(234)	479
Film: Not a fan	7%	(10)	25%	(37)	69%	(103)	150

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**Table CGZ2\_1: What kind of fan are you of each of the following people?  
Harry Styles**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	16%	(140)	33%	(282)	51%	(443)	864
Television: An avid fan	24%	(52)	32%	(70)	44%	(95)	216
Television: A casual fan	14%	(71)	35%	(176)	50%	(250)	497
Television: Not a fan	11%	(16)	24%	(36)	65%	(98)	151
Music: An avid fan	20%	(113)	33%	(183)	47%	(263)	559
Music: A casual fan	9%	(24)	32%	(91)	59%	(167)	283
Fashion: An avid fan	30%	(61)	26%	(53)	44%	(89)	203
Fashion: A casual fan	14%	(53)	41%	(162)	45%	(176)	391
Fashion: Not a fan	9%	(26)	25%	(66)	66%	(178)	270
Pop culture: An avid fan	31%	(68)	29%	(64)	40%	(87)	219
Pop culture: A casual fan	14%	(60)	38%	(170)	48%	(213)	443
Pop culture: Not a fan	6%	(11)	24%	(48)	71%	(143)	202
Sports: An avid fan	19%	(33)	29%	(51)	52%	(91)	176
Sports: A casual fan	20%	(58)	36%	(103)	44%	(124)	286
Sports: Not a fan	12%	(48)	32%	(127)	56%	(227)	402
Celeb fans on social media	19%	(125)	34%	(219)	47%	(303)	647
Celebs share too much on social media	17%	(83)	32%	(153)	51%	(246)	482
Celebs who don't share are disconnected	19%	(52)	35%	(98)	46%	(130)	279
Celebs should interact on social media	18%	(105)	32%	(189)	50%	(297)	590
Celebs' social media is a professional platform	14%	(23)	31%	(51)	55%	(91)	165
Celebs' social media is a personal platform	18%	(76)	32%	(136)	50%	(213)	425
Connects to celebs paid promoting	32%	(36)	30%	(33)	38%	(43)	112
Connects to celebs non-paid promoting	20%	(74)	37%	(139)	43%	(159)	372
Concerned about climate change	18%	(117)	32%	(209)	50%	(329)	654
Humans can stop climate change	17%	(38)	34%	(76)	50%	(111)	225
Humans can slow climate change	17%	(74)	31%	(139)	52%	(232)	445
Climate change is beyond control	13%	(9)	35%	(25)	52%	(38)	72
Completely in-person school	18%	(9)	38%	(19)	43%	(22)	50
Both in person and virtual school	14%	(39)	35%	(98)	52%	(146)	283
Completely virtual school	18%	(53)	32%	(96)	51%	(154)	304
Watch live sports at least once a week	21%	(44)	30%	(65)	49%	(105)	213

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



**Table CGZ2\_2:** What kind of fan are you of each of the following people?  
 Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	21%	(196)	43%	(399)	36%	(333)	929
Gender: Male	17%	(76)	37%	(163)	45%	(200)	439
Gender: Female	24%	(119)	48%	(236)	27%	(134)	490
Age: 18-34	24%	(109)	42%	(196)	34%	(158)	464
GenZers: 1997-2012	21%	(196)	43%	(399)	36%	(333)	929
PID: Dem (no lean)	23%	(78)	45%	(153)	33%	(111)	342
PID: Ind (no lean)	21%	(92)	41%	(182)	38%	(165)	440
PID: Rep (no lean)	17%	(25)	44%	(64)	39%	(57)	146
PID/Gender: Dem Men	22%	(32)	39%	(57)	39%	(56)	145
PID/Gender: Dem Women	23%	(46)	49%	(96)	28%	(55)	197
PID/Gender: Ind Men	14%	(30)	36%	(77)	50%	(106)	213
PID/Gender: Ind Women	27%	(62)	46%	(105)	26%	(60)	227
PID/Gender: Rep Men	17%	(14)	36%	(29)	47%	(38)	80
PID/Gender: Rep Women	17%	(11)	54%	(36)	29%	(19)	66
Ideo: Liberal (1-3)	24%	(71)	43%	(130)	33%	(99)	300
Ideo: Moderate (4)	21%	(39)	41%	(77)	38%	(72)	189
Ideo: Conservative (5-7)	13%	(18)	39%	(52)	48%	(65)	135
Educ: < College	21%	(177)	43%	(365)	36%	(310)	852
Educ: Bachelors degree	22%	(14)	47%	(30)	30%	(19)	63
Income: Under 50k	23%	(119)	43%	(229)	34%	(180)	528
Income: 50k-100k	18%	(50)	45%	(123)	36%	(99)	273
Income: 100k+	21%	(27)	37%	(47)	42%	(54)	128
Ethnicity: White	20%	(118)	43%	(251)	37%	(216)	586
Ethnicity: Hispanic	23%	(44)	41%	(78)	36%	(67)	189
Ethnicity: Black	28%	(34)	38%	(47)	33%	(41)	122
Ethnicity: Other	19%	(43)	46%	(102)	35%	(76)	221
All Christian	22%	(51)	41%	(97)	37%	(86)	235
Atheist	28%	(28)	42%	(42)	30%	(30)	100
Agnostic/Nothing in particular	21%	(74)	41%	(147)	38%	(137)	358
Something Else	18%	(34)	49%	(92)	33%	(62)	188
Religious Non-Protestant/Catholic	14%	(8)	48%	(27)	38%	(21)	56

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**Table CGZ2\_2:** What kind of fan are you of each of the following people?

Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	21%	(196)	43%	(399)	36%	(333)	929
Evangelical	19%	(29)	43%	(64)	38%	(57)	150
Non-Evangelical	21%	(54)	45%	(113)	34%	(85)	253
Community: Urban	24%	(57)	43%	(101)	33%	(78)	235
Community: Suburban	19%	(96)	42%	(213)	39%	(198)	507
Community: Rural	23%	(43)	46%	(86)	31%	(58)	187
Employ: Private Sector	28%	(25)	45%	(41)	28%	(25)	92
Employ: Unemployed	21%	(33)	43%	(68)	36%	(56)	156
Employ: Other	21%	(12)	41%	(25)	38%	(23)	60
Military HH: Yes	20%	(18)	40%	(37)	40%	(37)	92
Military HH: No	21%	(178)	43%	(362)	35%	(297)	836
RD/WT: Right Direction	18%	(31)	38%	(65)	44%	(76)	172
RD/WT: Wrong Track	22%	(165)	44%	(334)	34%	(258)	757
Trump Job Approve	19%	(40)	41%	(86)	40%	(83)	209
Trump Job Disapprove	22%	(136)	43%	(260)	35%	(214)	610
Trump Job Strongly Approve	19%	(15)	47%	(37)	35%	(28)	79
Trump Job Somewhat Approve	20%	(25)	38%	(49)	43%	(56)	129
Trump Job Somewhat Disapprove	22%	(32)	48%	(73)	30%	(46)	151
Trump Job Strongly Disapprove	23%	(104)	41%	(187)	37%	(168)	459
Favorable of Trump	20%	(38)	40%	(75)	40%	(75)	188
Unfavorable of Trump	22%	(138)	44%	(274)	34%	(214)	626
Very Favorable of Trump	26%	(21)	40%	(33)	34%	(29)	83
Somewhat Favorable of Trump	16%	(17)	40%	(42)	44%	(46)	105
Somewhat Unfavorable of Trump	21%	(27)	46%	(59)	32%	(41)	127
Very Unfavorable of Trump	22%	(111)	43%	(215)	35%	(173)	498
#1 Issue: Economy	22%	(58)	40%	(106)	38%	(99)	262
#1 Issue: Security	19%	(12)	39%	(25)	43%	(27)	64
#1 Issue: Health Care	16%	(26)	45%	(73)	39%	(62)	160
#1 Issue: Women's Issues	31%	(41)	43%	(57)	26%	(34)	132
#1 Issue: Education	18%	(25)	44%	(60)	38%	(53)	138
#1 Issue: Energy	18%	(15)	41%	(34)	41%	(35)	84
#1 Issue: Other	23%	(18)	53%	(40)	24%	(18)	76

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**Table CGZ2\_2:** What kind of fan are you of each of the following people?  
Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	21%	(196)	43%	(399)	36%	(333)	929
4-Region: Northeast	22%	(37)	45%	(78)	33%	(57)	172
4-Region: Midwest	20%	(36)	41%	(74)	39%	(70)	181
4-Region: South	21%	(74)	44%	(156)	35%	(123)	353
4-Region: West	22%	(48)	41%	(91)	37%	(83)	223
Middle school (Grade 6 - 8)	13%	(8)	46%	(30)	41%	(27)	65
High school (Grade 9 - 12)	21%	(91)	43%	(188)	36%	(158)	438
Community college	24%	(15)	39%	(23)	37%	(22)	61
College or university program	21%	(39)	42%	(78)	37%	(69)	185
I am not in school	24%	(43)	44%	(80)	32%	(57)	180
White, non-Hispanic	20%	(102)	43%	(218)	36%	(183)	504
POC	22%	(93)	43%	(181)	35%	(150)	425
Twitter Users	25%	(106)	41%	(171)	33%	(138)	416
Facebook Users	27%	(124)	43%	(199)	30%	(135)	458
Snapchat Users	24%	(142)	46%	(272)	30%	(178)	593
Instagram Users	24%	(172)	44%	(316)	33%	(238)	725
Tiktok Users	29%	(130)	47%	(213)	24%	(106)	450
Reddit Users	19%	(49)	41%	(105)	40%	(103)	258
YouTube Users	21%	(186)	43%	(372)	36%	(308)	866
Harry Styles Fan	33%	(136)	51%	(212)	15%	(64)	412
Billie Eilish Fan	33%	(196)	67%	(399)	—	(0)	595
Zendaya Fan	25%	(152)	49%	(291)	26%	(157)	600
Taylor Swift Fan	28%	(128)	51%	(235)	21%	(99)	463
Kylie Jenner Fan	36%	(106)	50%	(151)	14%	(42)	300
Emma Chamberlain Fan	36%	(84)	54%	(128)	10%	(23)	236
Niall Horan Fan	31%	(80)	49%	(127)	19%	(50)	256
Zayn Malik Fan	35%	(95)	49%	(134)	17%	(46)	275
Liam Payne Fan	32%	(78)	51%	(121)	17%	(41)	239
Louis Tomlinson Fan	34%	(74)	49%	(106)	16%	(35)	215
Film: An avid fan	26%	(68)	43%	(110)	30%	(78)	255
Film: A casual fan	20%	(102)	45%	(231)	35%	(177)	510
Film: Not a fan	16%	(26)	36%	(59)	48%	(78)	163

Continued on next page

**Table CGZ2\_2:** What kind of fan are you of each of the following people?

Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	21%	(196)	43%	(399)	36%	(333)	929
Television: An avid fan	28%	(64)	44%	(102)	28%	(65)	231
Television: A casual fan	20%	(108)	45%	(241)	35%	(186)	534
Television: Not a fan	15%	(24)	35%	(57)	51%	(82)	163
Music: An avid fan	25%	(148)	45%	(271)	30%	(179)	599
Music: A casual fan	14%	(44)	40%	(122)	46%	(142)	307
Fashion: An avid fan	29%	(63)	46%	(98)	25%	(53)	214
Fashion: A casual fan	23%	(98)	45%	(190)	32%	(133)	421
Fashion: Not a fan	12%	(35)	38%	(111)	50%	(148)	294
Pop culture: An avid fan	34%	(76)	44%	(97)	22%	(49)	223
Pop culture: A casual fan	20%	(94)	47%	(220)	33%	(157)	472
Pop culture: Not a fan	11%	(25)	35%	(82)	54%	(127)	234
Sports: An avid fan	24%	(47)	35%	(68)	40%	(78)	193
Sports: A casual fan	24%	(74)	43%	(132)	32%	(98)	304
Sports: Not a fan	17%	(75)	46%	(199)	36%	(157)	431
Celeb fans on social media	24%	(165)	45%	(310)	31%	(211)	686
Celebs share too much on social media	22%	(114)	43%	(226)	35%	(181)	521
Celebs who don't share are disconnected	23%	(71)	44%	(136)	32%	(99)	306
Celebs should interact on social media	22%	(141)	43%	(277)	35%	(220)	638
Celebs' social media is a professional platform	24%	(42)	41%	(71)	35%	(62)	175
Celebs' social media is a personal platform	22%	(101)	43%	(193)	35%	(161)	455
Connects to celebs paid promoting	37%	(44)	36%	(43)	27%	(32)	120
Connects to celebs non-paid promoting	24%	(94)	47%	(182)	29%	(113)	390
Concerned about climate change	22%	(155)	42%	(292)	36%	(247)	693
Humans can stop climate change	20%	(49)	44%	(106)	36%	(86)	241
Humans can slow climate change	21%	(98)	44%	(206)	35%	(167)	471
Climate change is beyond control	26%	(19)	37%	(27)	38%	(28)	75
Completely in-person school	22%	(11)	52%	(27)	26%	(13)	51
Both in person and virtual school	18%	(54)	47%	(145)	36%	(110)	310
Completely virtual school	20%	(67)	39%	(129)	40%	(133)	329
Watch live sports at least once a week	24%	(52)	33%	(72)	43%	(94)	218

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

**Table CGZ2\_3:** What kind of fan are you of each of the following people?

Zendaya

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	22%	(186)	50%	(428)	28%	(241)	854
Gender: Male	15%	(57)	43%	(161)	42%	(155)	373
Gender: Female	27%	(129)	56%	(267)	18%	(85)	481
Age: 18-34	22%	(96)	51%	(221)	27%	(119)	437
GenZers: 1997-2012	22%	(186)	50%	(428)	28%	(241)	854
PID: Dem (no lean)	22%	(72)	53%	(174)	24%	(80)	325
PID: Ind (no lean)	23%	(93)	48%	(191)	29%	(113)	397
PID: Rep (no lean)	16%	(21)	48%	(63)	36%	(48)	132
PID/Gender: Dem Men	14%	(19)	51%	(68)	34%	(45)	133
PID/Gender: Dem Women	27%	(53)	55%	(106)	18%	(34)	193
PID/Gender: Ind Men	15%	(26)	40%	(68)	46%	(78)	172
PID/Gender: Ind Women	30%	(67)	54%	(122)	16%	(35)	225
PID/Gender: Rep Men	18%	(12)	35%	(24)	47%	(32)	68
PID/Gender: Rep Women	14%	(9)	61%	(39)	25%	(16)	64
Ideo: Liberal (1-3)	21%	(61)	51%	(147)	28%	(81)	289
Ideo: Moderate (4)	21%	(37)	53%	(92)	25%	(44)	173
Ideo: Conservative (5-7)	14%	(18)	49%	(60)	36%	(44)	121
Educ: < College	22%	(172)	50%	(390)	28%	(222)	784
Educ: Bachelors degree	18%	(11)	51%	(30)	31%	(18)	58
Income: Under 50k	24%	(117)	48%	(236)	28%	(138)	491
Income: 50k-100k	18%	(44)	54%	(132)	28%	(70)	246
Income: 100k+	21%	(24)	51%	(60)	28%	(33)	117
Ethnicity: White	16%	(86)	54%	(281)	30%	(157)	524
Ethnicity: Hispanic	24%	(42)	45%	(80)	31%	(55)	176
Ethnicity: Black	40%	(49)	45%	(54)	15%	(19)	121
Ethnicity: Other	25%	(52)	44%	(92)	31%	(65)	209
All Christian	24%	(51)	50%	(108)	27%	(59)	218
Atheist	18%	(17)	50%	(47)	32%	(31)	95
Agnostic/Nothing in particular	19%	(62)	50%	(164)	30%	(98)	324
Something Else	23%	(39)	52%	(89)	25%	(44)	173
Religious Non-Protestant/Catholic	34%	(17)	48%	(24)	18%	(9)	51

Continued on next page

**Table CGZ2\_3: What kind of fan are you of each of the following people?**

Zendaya

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	22%	(186)	50%	(428)	28%	(241)	854
Evangelical	21%	(30)	53%	(75)	25%	(36)	140
Non-Evangelical	23%	(55)	49%	(113)	28%	(64)	233
Community: Urban	27%	(60)	47%	(105)	25%	(56)	221
Community: Suburban	20%	(92)	50%	(233)	30%	(139)	464
Community: Rural	20%	(34)	53%	(90)	27%	(46)	170
Employ: Private Sector	24%	(20)	54%	(45)	22%	(19)	84
Employ: Unemployed	19%	(29)	43%	(64)	37%	(56)	149
Employ: Other	25%	(13)	47%	(24)	29%	(15)	51
Military HH: Yes	24%	(19)	45%	(35)	31%	(25)	79
Military HH: No	22%	(167)	51%	(393)	28%	(216)	776
RD/WT: Right Direction	22%	(35)	47%	(74)	31%	(48)	156
RD/WT: Wrong Track	22%	(151)	51%	(354)	28%	(193)	698
Trump Job Approve	17%	(31)	52%	(96)	32%	(59)	185
Trump Job Disapprove	23%	(127)	51%	(285)	27%	(151)	563
Trump Job Strongly Approve	16%	(11)	62%	(43)	21%	(15)	69
Trump Job Somewhat Approve	17%	(20)	46%	(53)	38%	(44)	117
Trump Job Somewhat Disapprove	18%	(24)	59%	(76)	23%	(30)	130
Trump Job Strongly Disapprove	24%	(103)	48%	(209)	28%	(121)	433
Favorable of Trump	17%	(28)	51%	(83)	31%	(51)	161
Unfavorable of Trump	22%	(131)	50%	(294)	27%	(158)	583
Very Favorable of Trump	21%	(14)	62%	(43)	18%	(12)	69
Somewhat Favorable of Trump	15%	(14)	44%	(40)	41%	(38)	92
Somewhat Unfavorable of Trump	18%	(22)	53%	(64)	29%	(36)	122
Very Unfavorable of Trump	24%	(109)	50%	(230)	27%	(123)	461
#1 Issue: Economy	19%	(47)	50%	(121)	30%	(72)	239
#1 Issue: Security	15%	(9)	54%	(33)	31%	(19)	60
#1 Issue: Health Care	23%	(34)	50%	(76)	28%	(42)	152
#1 Issue: Women's Issues	27%	(35)	51%	(66)	21%	(27)	129
#1 Issue: Education	26%	(30)	44%	(50)	30%	(34)	114
#1 Issue: Energy	20%	(15)	51%	(40)	30%	(24)	79
#1 Issue: Other	22%	(15)	58%	(41)	21%	(15)	71

Continued on next page

**Table CGZ2\_3:** What kind of fan are you of each of the following people?

Zendaya

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	22%	(186)	50%	(428)	28%	(241)	854
4-Region: Northeast	22%	(37)	47%	(78)	31%	(52)	167
4-Region: Midwest	19%	(30)	52%	(83)	29%	(47)	161
4-Region: South	23%	(72)	50%	(159)	28%	(89)	320
4-Region: West	22%	(46)	52%	(108)	25%	(52)	207
High school (Grade 9 - 12)	21%	(84)	52%	(212)	27%	(110)	406
Community college	23%	(14)	47%	(28)	30%	(18)	60
College or university program	23%	(39)	54%	(93)	23%	(40)	172
I am not in school	22%	(37)	45%	(76)	33%	(56)	169
White, non-Hispanic	16%	(74)	54%	(243)	30%	(134)	451
POC	28%	(112)	46%	(185)	26%	(107)	404
Twitter Users	23%	(88)	51%	(193)	26%	(100)	382
Facebook Users	23%	(100)	52%	(222)	25%	(106)	428
Snapchat Users	24%	(137)	51%	(290)	25%	(139)	566
Instagram Users	23%	(159)	51%	(350)	26%	(177)	686
Tiktok Users	29%	(126)	51%	(218)	20%	(88)	432
Reddit Users	14%	(32)	50%	(118)	36%	(84)	233
YouTube Users	21%	(167)	51%	(404)	28%	(224)	795
Harry Styles Fan	32%	(128)	56%	(224)	12%	(48)	400
Billie Eilish Fan	30%	(160)	52%	(283)	18%	(98)	541
Zendaya Fan	30%	(186)	70%	(428)	—	(0)	614
Taylor Swift Fan	28%	(123)	56%	(245)	15%	(66)	434
Kylie Jenner Fan	36%	(103)	54%	(156)	10%	(28)	286
Emma Chamberlain Fan	36%	(81)	56%	(128)	8%	(18)	227
Niall Horan Fan	30%	(76)	61%	(152)	9%	(22)	250
Zayn Malik Fan	37%	(100)	54%	(144)	9%	(23)	266
Liam Payne Fan	34%	(78)	57%	(133)	9%	(20)	231
Louis Tomlinson Fan	33%	(69)	59%	(124)	8%	(17)	210
Film: An avid fan	32%	(78)	51%	(123)	16%	(40)	241
Film: A casual fan	19%	(91)	52%	(245)	28%	(133)	469
Film: Not a fan	12%	(17)	42%	(60)	47%	(68)	145

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**Table CGZ2\_3: What kind of fan are you of each of the following people?**

*Zendaya*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	22%	(186)	50%	(428)	28%	(241)	854
Television: An avid fan	34%	(73)	51%	(110)	15%	(32)	214
Television: A casual fan	20%	(96)	53%	(261)	27%	(133)	490
Television: Not a fan	11%	(17)	38%	(57)	51%	(76)	150
Music: An avid fan	28%	(154)	48%	(268)	24%	(135)	557
Music: A casual fan	11%	(30)	56%	(154)	34%	(94)	277
Fashion: An avid fan	35%	(73)	50%	(104)	15%	(32)	209
Fashion: A casual fan	23%	(89)	54%	(211)	24%	(93)	392
Fashion: Not a fan	10%	(25)	45%	(113)	46%	(115)	254
Pop culture: An avid fan	38%	(81)	49%	(105)	14%	(30)	216
Pop culture: A casual fan	19%	(85)	54%	(237)	26%	(115)	438
Pop culture: Not a fan	10%	(20)	43%	(85)	48%	(95)	200
Sports: An avid fan	28%	(49)	47%	(82)	25%	(43)	174
Sports: A casual fan	24%	(70)	51%	(149)	25%	(74)	293
Sports: Not a fan	17%	(67)	51%	(196)	32%	(123)	387
Celeb fans on social media	25%	(162)	51%	(330)	24%	(154)	646
Celebs share too much on social media	22%	(107)	49%	(235)	28%	(134)	475
Celebs who don't share are disconnected	23%	(65)	53%	(152)	24%	(68)	285
Celebs should interact on social media	22%	(129)	51%	(296)	27%	(159)	584
Celebs' social media is a professional platform	26%	(40)	48%	(73)	26%	(39)	152
Celebs' social media is a personal platform	23%	(96)	50%	(211)	28%	(118)	424
Connects to celebs paid promoting	34%	(39)	44%	(50)	22%	(25)	114
Connects to celebs non-paid promoting	26%	(93)	52%	(189)	22%	(78)	360
Concerned about climate change	24%	(154)	50%	(322)	26%	(169)	645
Humans can stop climate change	24%	(55)	46%	(105)	29%	(67)	227
Humans can slow climate change	21%	(89)	52%	(223)	27%	(117)	428
Climate change is beyond control	27%	(19)	41%	(29)	31%	(22)	70
Both in person and virtual school	18%	(51)	55%	(156)	27%	(78)	285
Completely virtual school	22%	(65)	52%	(154)	26%	(79)	298
Watch live sports at least once a week	24%	(50)	43%	(90)	33%	(69)	208

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



**Table CGZ2\_4:** What kind of fan are you of each of the following people?

Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(120)	38%	(361)	50%	(473)	955
Gender: Male	9%	(42)	33%	(150)	58%	(263)	456
Gender: Female	16%	(78)	42%	(211)	42%	(210)	499
Age: 18-34	15%	(72)	37%	(179)	48%	(234)	486
GenZers: 1997-2012	13%	(120)	38%	(361)	50%	(473)	955
PID: Dem (no lean)	17%	(60)	35%	(121)	48%	(164)	345
PID: Ind (no lean)	9%	(41)	39%	(180)	52%	(238)	459
PID: Rep (no lean)	13%	(20)	40%	(60)	47%	(71)	151
PID/Gender: Dem Men	16%	(23)	28%	(42)	56%	(83)	148
PID/Gender: Dem Women	19%	(37)	40%	(80)	41%	(81)	197
PID/Gender: Ind Men	4%	(10)	34%	(78)	61%	(138)	226
PID/Gender: Ind Women	13%	(31)	44%	(102)	43%	(100)	233
PID/Gender: Rep Men	11%	(9)	38%	(31)	51%	(42)	82
PID/Gender: Rep Women	16%	(11)	43%	(29)	42%	(29)	69
Ideo: Liberal (1-3)	17%	(51)	35%	(106)	48%	(147)	304
Ideo: Moderate (4)	13%	(25)	42%	(83)	46%	(92)	200
Ideo: Conservative (5-7)	10%	(13)	36%	(49)	54%	(73)	135
Educ: < College	12%	(101)	38%	(336)	50%	(438)	875
Educ: Bachelors degree	24%	(15)	31%	(20)	45%	(29)	64
Income: Under 50k	12%	(66)	33%	(182)	55%	(299)	547
Income: 50k-100k	11%	(31)	49%	(134)	40%	(110)	275
Income: 100k+	18%	(23)	34%	(45)	48%	(64)	132
Ethnicity: White	13%	(77)	38%	(231)	49%	(298)	606
Ethnicity: Hispanic	12%	(23)	36%	(70)	52%	(100)	193
Ethnicity: Black	11%	(14)	34%	(42)	55%	(69)	125
Ethnicity: Other	13%	(29)	40%	(89)	47%	(106)	224
All Christian	16%	(40)	40%	(98)	43%	(105)	243
Atheist	11%	(12)	37%	(39)	51%	(53)	104
Agnostic/Nothing in particular	11%	(41)	34%	(127)	55%	(203)	371
Something Else	12%	(22)	41%	(78)	47%	(89)	190
Religious Non-Protestant/Catholic	13%	(7)	42%	(24)	44%	(25)	56

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**Table CGZ2\_4:** What kind of fan are you of each of the following people?  
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(120)	38%	(361)	50%	(473)	955
Evangelical	13%	(20)	41%	(64)	46%	(72)	156
Non-Evangelical	15%	(38)	41%	(104)	45%	(115)	256
Community: Urban	14%	(33)	33%	(78)	53%	(127)	238
Community: Suburban	12%	(64)	38%	(200)	49%	(258)	522
Community: Rural	12%	(24)	42%	(83)	45%	(88)	195
Employ: Private Sector	24%	(23)	35%	(34)	41%	(40)	96
Employ: Unemployed	10%	(16)	37%	(61)	54%	(89)	167
Employ: Other	12%	(7)	48%	(29)	41%	(24)	60
Military HH: Yes	16%	(15)	49%	(46)	35%	(33)	94
Military HH: No	12%	(105)	37%	(316)	51%	(440)	861
RD/WT: Right Direction	13%	(24)	40%	(71)	47%	(85)	180
RD/WT: Wrong Track	12%	(97)	37%	(290)	50%	(388)	775
Trump Job Approve	14%	(30)	40%	(87)	46%	(100)	217
Trump Job Disapprove	13%	(79)	36%	(224)	51%	(319)	623
Trump Job Strongly Approve	14%	(11)	46%	(38)	40%	(32)	82
Trump Job Somewhat Approve	14%	(19)	36%	(49)	50%	(68)	136
Trump Job Somewhat Disapprove	17%	(27)	35%	(56)	48%	(75)	158
Trump Job Strongly Disapprove	11%	(53)	36%	(168)	53%	(244)	465
Favorable of Trump	12%	(24)	40%	(77)	48%	(94)	194
Unfavorable of Trump	13%	(82)	37%	(239)	50%	(319)	640
Very Favorable of Trump	16%	(14)	41%	(36)	44%	(39)	88
Somewhat Favorable of Trump	9%	(10)	39%	(41)	52%	(55)	105
Somewhat Unfavorable of Trump	15%	(20)	42%	(57)	43%	(58)	136
Very Unfavorable of Trump	12%	(63)	36%	(182)	52%	(260)	505
#1 Issue: Economy	14%	(39)	39%	(108)	47%	(130)	277
#1 Issue: Security	12%	(8)	30%	(20)	58%	(39)	67
#1 Issue: Health Care	13%	(20)	36%	(57)	52%	(83)	160
#1 Issue: Women's Issues	14%	(19)	46%	(63)	40%	(55)	137
#1 Issue: Education	12%	(17)	37%	(52)	50%	(70)	139
#1 Issue: Energy	9%	(7)	38%	(33)	53%	(45)	85
#1 Issue: Other	10%	(8)	35%	(27)	54%	(41)	76

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**Table CGZ2\_4:** What kind of fan are you of each of the following people?

Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(120)	38%	(361)	50%	(473)	955
4-Region: Northeast	13%	(24)	37%	(66)	50%	(88)	178
4-Region: Midwest	13%	(23)	37%	(68)	50%	(91)	182
4-Region: South	12%	(44)	38%	(140)	50%	(184)	368
4-Region: West	13%	(30)	38%	(87)	48%	(110)	227
Middle school (Grade 6 - 8)	5%	(3)	39%	(25)	56%	(36)	64
High school (Grade 9 - 12)	11%	(49)	38%	(169)	50%	(222)	440
Community college	10%	(6)	39%	(25)	51%	(32)	63
College or university program	21%	(39)	35%	(66)	44%	(84)	189
I am not in school	12%	(23)	39%	(77)	49%	(98)	198
White, non-Hispanic	13%	(66)	39%	(204)	48%	(254)	524
POC	13%	(54)	36%	(157)	51%	(219)	431
Twitter Users	15%	(65)	35%	(149)	49%	(208)	423
Facebook Users	17%	(82)	40%	(193)	42%	(203)	477
Snapchat Users	15%	(89)	38%	(228)	47%	(283)	600
Instagram Users	14%	(101)	38%	(280)	49%	(361)	742
Tiktok Users	18%	(81)	40%	(183)	42%	(188)	453
Reddit Users	10%	(27)	33%	(89)	57%	(151)	267
YouTube Users	12%	(110)	38%	(335)	50%	(443)	888
Harry Styles Fan	23%	(93)	54%	(222)	24%	(97)	412
Billie Eilish Fan	18%	(103)	45%	(260)	38%	(222)	585
Zendaya Fan	16%	(96)	45%	(272)	39%	(238)	606
Taylor Swift Fan	25%	(120)	75%	(361)	—	(0)	482
Kylie Jenner Fan	23%	(69)	51%	(157)	26%	(79)	305
Emma Chamberlain Fan	24%	(56)	51%	(120)	25%	(58)	234
Niall Horan Fan	25%	(62)	53%	(134)	22%	(56)	253
Zayn Malik Fan	25%	(70)	53%	(144)	22%	(60)	273
Liam Payne Fan	27%	(64)	52%	(125)	21%	(49)	238
Louis Tomlinson Fan	27%	(57)	54%	(115)	20%	(42)	214
Film: An avid fan	17%	(44)	42%	(107)	41%	(107)	258
Film: A casual fan	13%	(69)	38%	(200)	49%	(257)	525
Film: Not a fan	5%	(8)	32%	(54)	63%	(109)	171

Continued on next page

**Table CGZ2\_4:** What kind of fan are you of each of the following people?  
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(120)	38%	(361)	50%	(473)	955
Television: An avid fan	18%	(42)	46%	(107)	37%	(86)	235
Television: A casual fan	13%	(69)	38%	(209)	49%	(270)	548
Television: Not a fan	6%	(9)	26%	(45)	68%	(117)	171
Music: An avid fan	15%	(92)	38%	(236)	47%	(288)	616
Music: A casual fan	9%	(27)	38%	(121)	53%	(170)	318
Fashion: An avid fan	21%	(44)	38%	(80)	42%	(89)	213
Fashion: A casual fan	12%	(50)	43%	(182)	46%	(197)	429
Fashion: Not a fan	9%	(27)	32%	(99)	60%	(187)	313
Pop culture: An avid fan	24%	(55)	36%	(81)	39%	(88)	224
Pop culture: A casual fan	11%	(52)	44%	(210)	45%	(215)	477
Pop culture: Not a fan	6%	(14)	28%	(70)	67%	(170)	254
Sports: An avid fan	17%	(34)	41%	(81)	42%	(84)	199
Sports: A casual fan	17%	(55)	39%	(122)	44%	(139)	315
Sports: Not a fan	7%	(31)	36%	(159)	57%	(250)	440
Celeb fans on social media	16%	(109)	39%	(273)	46%	(321)	703
Celebs share too much on social media	14%	(76)	39%	(212)	46%	(249)	537
Celebs who don't share are disconnected	15%	(49)	41%	(129)	44%	(137)	315
Celebs should interact on social media	13%	(87)	39%	(252)	48%	(311)	650
Celebs' social media is a professional platform	13%	(24)	39%	(71)	48%	(86)	181
Celebs' social media is a personal platform	14%	(67)	39%	(185)	46%	(216)	468
Connects to celebs paid promoting	26%	(33)	36%	(45)	37%	(47)	125
Connects to celebs non-paid promoting	16%	(62)	42%	(164)	42%	(165)	392
Concerned about climate change	14%	(97)	39%	(277)	48%	(339)	713
Humans can stop climate change	12%	(30)	41%	(102)	47%	(117)	249
Humans can slow climate change	14%	(68)	37%	(176)	49%	(233)	476
Climate change is beyond control	14%	(11)	32%	(26)	55%	(44)	81
Completely in-person school	10%	(5)	52%	(28)	38%	(21)	54
Both in person and virtual school	14%	(43)	34%	(105)	52%	(161)	309
Completely virtual school	12%	(40)	40%	(133)	49%	(164)	337
Watch live sports at least once a week	17%	(39)	32%	(73)	52%	(118)	229

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

**Table CGZ2\_5:** What kind of fan are you of each of the following people?

Kylie Jenner

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(92)	24%	(219)	66%	(597)	908
Gender: Male	10%	(43)	19%	(80)	71%	(301)	424
Gender: Female	10%	(50)	29%	(138)	61%	(296)	484
Age: 18-34	12%	(54)	24%	(111)	65%	(300)	466
GenZers: 1997-2012	10%	(92)	24%	(219)	66%	(597)	908
PID: Dem (no lean)	10%	(34)	24%	(81)	66%	(226)	341
PID: Ind (no lean)	10%	(43)	23%	(99)	67%	(285)	427
PID: Rep (no lean)	11%	(15)	28%	(38)	62%	(85)	139
PID/Gender: Dem Men	12%	(17)	18%	(26)	70%	(101)	144
PID/Gender: Dem Women	8%	(17)	28%	(56)	63%	(125)	198
PID/Gender: Ind Men	7%	(14)	20%	(40)	73%	(149)	203
PID/Gender: Ind Women	13%	(29)	27%	(59)	61%	(136)	224
PID/Gender: Rep Men	14%	(11)	20%	(15)	66%	(51)	76
PID/Gender: Rep Women	7%	(4)	37%	(23)	56%	(35)	62
Ideo: Liberal (1-3)	8%	(24)	20%	(58)	73%	(217)	298
Ideo: Moderate (4)	12%	(22)	22%	(42)	66%	(126)	190
Ideo: Conservative (5-7)	10%	(13)	23%	(30)	67%	(86)	129
Educ: < College	10%	(81)	23%	(191)	67%	(556)	828
Educ: Bachelors degree	8%	(5)	38%	(25)	54%	(35)	65
Income: Under 50k	10%	(50)	24%	(127)	66%	(341)	518
Income: 50k-100k	8%	(23)	24%	(65)	67%	(179)	267
Income: 100k+	16%	(19)	22%	(27)	62%	(77)	123
Ethnicity: White	9%	(51)	22%	(129)	69%	(395)	575
Ethnicity: Hispanic	12%	(22)	25%	(46)	64%	(120)	188
Ethnicity: Black	17%	(21)	27%	(32)	56%	(68)	121
Ethnicity: Other	10%	(20)	27%	(57)	63%	(133)	211
All Christian	12%	(28)	24%	(55)	64%	(148)	232
Atheist	5%	(5)	20%	(20)	74%	(73)	97
Agnostic/Nothing in particular	10%	(35)	20%	(70)	70%	(244)	349
Something Else	9%	(17)	32%	(60)	59%	(108)	185
Religious Non-Protestant/Catholic	14%	(7)	30%	(16)	56%	(29)	52

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**Table CGZ2\_5:** What kind of fan are you of each of the following people?

Kylie Jenner

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(92)	24%	(219)	66%	(597)	908
Evangelical	9%	(13)	30%	(45)	61%	(91)	149
Non-Evangelical	12%	(29)	26%	(65)	62%	(155)	249
Community: Urban	12%	(27)	24%	(57)	64%	(149)	233
Community: Suburban	9%	(45)	22%	(108)	69%	(339)	492
Community: Rural	11%	(20)	29%	(53)	60%	(109)	182
Employ: Private Sector	14%	(13)	31%	(29)	55%	(52)	94
Employ: Unemployed	11%	(18)	23%	(37)	65%	(105)	160
Employ: Other	3%	(1)	30%	(16)	67%	(35)	52
Military HH: Yes	11%	(9)	21%	(19)	68%	(61)	89
Military HH: No	10%	(83)	24%	(200)	65%	(536)	819
RD/WT: Right Direction	13%	(22)	24%	(41)	63%	(107)	170
RD/WT: Wrong Track	9%	(70)	24%	(178)	66%	(490)	738
Trump Job Approve	10%	(20)	30%	(59)	61%	(121)	199
Trump Job Disapprove	10%	(60)	22%	(133)	68%	(411)	604
Trump Job Strongly Approve	12%	(9)	28%	(21)	61%	(47)	77
Trump Job Somewhat Approve	9%	(11)	31%	(37)	61%	(74)	122
Trump Job Somewhat Disapprove	11%	(17)	27%	(41)	62%	(95)	153
Trump Job Strongly Disapprove	10%	(43)	20%	(92)	70%	(316)	451
Favorable of Trump	10%	(18)	27%	(50)	63%	(113)	181
Unfavorable of Trump	10%	(63)	23%	(141)	67%	(415)	619
Very Favorable of Trump	14%	(12)	24%	(20)	62%	(52)	84
Somewhat Favorable of Trump	6%	(6)	31%	(30)	63%	(61)	97
Somewhat Unfavorable of Trump	14%	(18)	26%	(34)	60%	(78)	129
Very Unfavorable of Trump	9%	(45)	22%	(108)	69%	(338)	490
#1 Issue: Economy	13%	(33)	23%	(62)	64%	(170)	265
#1 Issue: Security	11%	(7)	36%	(23)	54%	(34)	63
#1 Issue: Health Care	10%	(15)	21%	(32)	69%	(107)	155
#1 Issue: Women's Issues	14%	(18)	23%	(30)	63%	(82)	130
#1 Issue: Education	3%	(4)	29%	(38)	67%	(89)	131
#1 Issue: Energy	8%	(7)	17%	(14)	74%	(60)	81
#1 Issue: Other	10%	(7)	26%	(19)	64%	(46)	72

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**Table CGZ2\_5:** What kind of fan are you of each of the following people?*Kylie Jenner*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(92)	24%	(219)	66%	(597)	908
4-Region: Northeast	13%	(22)	26%	(45)	62%	(106)	172
4-Region: Midwest	8%	(14)	25%	(43)	67%	(118)	176
4-Region: South	10%	(36)	24%	(84)	65%	(223)	343
4-Region: West	10%	(21)	22%	(47)	69%	(150)	217
Middle school (Grade 6 - 8)	1%	(1)	29%	(17)	70%	(40)	58
High school (Grade 9 - 12)	10%	(41)	25%	(107)	65%	(272)	421
Community college	14%	(8)	24%	(14)	63%	(37)	60
College or university program	11%	(20)	22%	(41)	67%	(125)	185
I am not in school	12%	(22)	22%	(40)	66%	(122)	184
White, non-Hispanic	9%	(44)	22%	(110)	69%	(340)	494
POC	12%	(48)	26%	(109)	62%	(257)	414
Twitter Users	13%	(55)	24%	(98)	63%	(259)	412
Facebook Users	13%	(58)	26%	(120)	61%	(280)	458
Snapchat Users	13%	(74)	26%	(155)	61%	(360)	589
Instagram Users	12%	(86)	24%	(177)	64%	(458)	721
Tiktok Users	15%	(66)	28%	(127)	57%	(252)	445
Reddit Users	6%	(15)	19%	(47)	75%	(192)	255
YouTube Users	10%	(86)	24%	(205)	66%	(557)	848
Harry Styles Fan	16%	(63)	36%	(148)	48%	(197)	408
Billie Eilish Fan	13%	(76)	32%	(182)	55%	(314)	571
Zendaya Fan	13%	(77)	31%	(181)	56%	(331)	589
Taylor Swift Fan	16%	(72)	34%	(154)	50%	(229)	455
Kylie Jenner Fan	30%	(92)	70%	(219)	—	(0)	311
Emma Chamberlain Fan	22%	(53)	45%	(105)	33%	(78)	235
Niall Horan Fan	17%	(42)	39%	(97)	45%	(113)	252
Zayn Malik Fan	19%	(53)	37%	(103)	43%	(118)	275
Liam Payne Fan	16%	(37)	41%	(97)	43%	(101)	235
Louis Tomlinson Fan	19%	(41)	39%	(84)	41%	(89)	213
Film: An avid fan	14%	(35)	25%	(63)	61%	(152)	249
Film: A casual fan	9%	(45)	24%	(118)	67%	(338)	501
Film: Not a fan	8%	(13)	24%	(37)	68%	(107)	157

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**Table CGZ2\_5: What kind of fan are you of each of the following people?**

Kylie Jenner

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(92)	24%	(219)	66%	(597)	908
Television: An avid fan	15%	(35)	25%	(57)	60%	(135)	226
Television: A casual fan	9%	(46)	26%	(133)	66%	(341)	520
Television: Not a fan	7%	(12)	18%	(29)	75%	(121)	161
Music: An avid fan	12%	(73)	25%	(147)	62%	(365)	586
Music: A casual fan	6%	(18)	22%	(67)	72%	(215)	301
Fashion: An avid fan	22%	(47)	33%	(69)	45%	(95)	210
Fashion: A casual fan	8%	(34)	26%	(105)	66%	(266)	405
Fashion: Not a fan	4%	(11)	15%	(45)	81%	(236)	292
Pop culture: An avid fan	17%	(37)	31%	(70)	52%	(116)	223
Pop culture: A casual fan	9%	(42)	23%	(105)	68%	(312)	459
Pop culture: Not a fan	6%	(13)	19%	(43)	75%	(169)	226
Sports: An avid fan	21%	(40)	25%	(47)	54%	(103)	189
Sports: A casual fan	11%	(31)	32%	(96)	57%	(169)	295
Sports: Not a fan	5%	(21)	18%	(76)	77%	(326)	423
Celeb fans on social media	12%	(80)	26%	(179)	62%	(419)	678
Celebs share too much on social media	10%	(53)	24%	(125)	65%	(334)	512
Celebs who don't share are disconnected	12%	(37)	30%	(90)	58%	(174)	301
Celebs should interact on social media	10%	(65)	25%	(154)	65%	(409)	628
Celebs' social media is a professional platform	14%	(25)	24%	(42)	61%	(105)	172
Celebs' social media is a personal platform	10%	(43)	23%	(105)	67%	(300)	448
Connects to celebs paid promoting	22%	(27)	33%	(40)	45%	(55)	121
Connects to celebs non-paid promoting	13%	(52)	25%	(96)	62%	(237)	385
Concerned about climate change	10%	(70)	23%	(159)	66%	(455)	685
Humans can stop climate change	10%	(24)	21%	(51)	68%	(161)	235
Humans can slow climate change	9%	(40)	25%	(114)	67%	(306)	459
Climate change is beyond control	18%	(14)	27%	(21)	55%	(42)	77
Completely in-person school	14%	(7)	32%	(17)	54%	(29)	53
Both in person and virtual school	8%	(23)	26%	(79)	66%	(199)	300
Completely virtual school	10%	(32)	22%	(68)	68%	(214)	314
Watch live sports at least once a week	17%	(37)	26%	(57)	57%	(126)	220

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



**Table CGZ2\_6:** What kind of fan are you of each of the following people?

Emma Chamberlain

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(71)	26%	(167)	63%	(408)	646
Gender: Male	7%	(17)	21%	(54)	72%	(186)	257
Gender: Female	14%	(54)	29%	(113)	57%	(222)	389
Age: 18-34	10%	(33)	25%	(79)	65%	(204)	315
GenZers: 1997-2012	11%	(71)	26%	(167)	63%	(408)	646
PID: Dem (no lean)	11%	(29)	28%	(73)	60%	(155)	257
PID: Ind (no lean)	11%	(31)	24%	(70)	65%	(190)	290
PID: Rep (no lean)	11%	(11)	24%	(23)	65%	(64)	98
PID/Gender: Dem Men	9%	(8)	25%	(23)	66%	(60)	90
PID/Gender: Dem Women	13%	(22)	30%	(51)	57%	(95)	167
PID/Gender: Ind Men	5%	(6)	18%	(21)	77%	(89)	116
PID/Gender: Ind Women	14%	(25)	28%	(49)	58%	(101)	175
PID/Gender: Rep Men	6%	(3)	20%	(10)	73%	(37)	50
Ideo: Liberal (1-3)	10%	(23)	24%	(56)	66%	(152)	232
Ideo: Moderate (4)	10%	(12)	27%	(35)	63%	(82)	130
Ideo: Conservative (5-7)	9%	(8)	24%	(21)	67%	(60)	89
Educ: < College	11%	(63)	25%	(150)	64%	(381)	594
Income: Under 50k	9%	(33)	24%	(88)	67%	(244)	365
Income: 50k-100k	14%	(26)	25%	(48)	61%	(118)	192
Income: 100k+	13%	(12)	35%	(31)	52%	(46)	89
Ethnicity: White	10%	(42)	26%	(105)	64%	(264)	411
Ethnicity: Hispanic	15%	(20)	25%	(34)	60%	(80)	134
Ethnicity: Black	13%	(10)	24%	(20)	63%	(51)	80
Ethnicity: Other	12%	(19)	27%	(42)	60%	(93)	154
All Christian	11%	(19)	32%	(56)	57%	(99)	174
Atheist	6%	(4)	20%	(14)	74%	(51)	69
Agnostic/Nothing in particular	9%	(22)	24%	(58)	67%	(165)	245
Something Else	18%	(22)	23%	(27)	59%	(71)	120
Evangelical	16%	(16)	28%	(29)	57%	(60)	105
Non-Evangelical	14%	(24)	28%	(49)	59%	(104)	177

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**Table CGZ2\_6:** What kind of fan are you of each of the following people?

Emma Chamberlain

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(71)	26%	(167)	63%	(408)	646
Community: Urban	10%	(17)	26%	(43)	64%	(107)	167
Community: Suburban	11%	(37)	25%	(87)	65%	(230)	355
Community: Rural	13%	(16)	30%	(37)	57%	(70)	124
Employ: Private Sector	7%	(4)	41%	(26)	52%	(34)	64
Employ: Unemployed	10%	(9)	27%	(26)	64%	(61)	96
Military HH: Yes	12%	(7)	27%	(17)	61%	(38)	62
Military HH: No	11%	(63)	26%	(150)	63%	(370)	584
RD/WT: Right Direction	11%	(13)	20%	(24)	70%	(86)	124
RD/WT: Wrong Track	11%	(57)	27%	(143)	62%	(321)	522
Trump Job Approve	11%	(15)	24%	(33)	65%	(87)	134
Trump Job Disapprove	11%	(48)	26%	(113)	63%	(272)	433
Trump Job Strongly Approve	12%	(6)	25%	(13)	63%	(33)	53
Trump Job Somewhat Approve	11%	(9)	24%	(20)	65%	(53)	82
Trump Job Somewhat Disapprove	11%	(12)	22%	(24)	66%	(71)	107
Trump Job Strongly Disapprove	11%	(36)	27%	(90)	62%	(201)	327
Favorable of Trump	8%	(10)	25%	(29)	67%	(79)	117
Unfavorable of Trump	12%	(55)	25%	(111)	63%	(281)	447
Very Favorable of Trump	11%	(6)	24%	(13)	65%	(36)	55
Somewhat Favorable of Trump	6%	(4)	26%	(16)	68%	(43)	62
Somewhat Unfavorable of Trump	15%	(14)	19%	(17)	66%	(61)	93
Very Unfavorable of Trump	11%	(40)	26%	(94)	62%	(220)	354
#1 Issue: Economy	11%	(20)	24%	(44)	65%	(121)	184
#1 Issue: Health Care	9%	(9)	22%	(23)	69%	(70)	102
#1 Issue: Women's Issues	16%	(17)	29%	(31)	56%	(60)	107
#1 Issue: Education	10%	(9)	27%	(23)	62%	(54)	87
#1 Issue: Energy	13%	(8)	20%	(13)	67%	(42)	63

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**Table CGZ2\_6:** What kind of fan are you of each of the following people?  
 Emma Chamberlain

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(71)	26%	(167)	63%	(408)	646
4-Region: Northeast	12%	(17)	30%	(42)	57%	(79)	138
4-Region: Midwest	9%	(10)	25%	(29)	66%	(76)	115
4-Region: South	10%	(23)	23%	(54)	67%	(155)	232
4-Region: West	13%	(21)	26%	(42)	61%	(98)	161
High school (Grade 9 - 12)	10%	(33)	27%	(87)	63%	(201)	321
College or university program	10%	(13)	26%	(34)	64%	(83)	130
I am not in school	9%	(10)	25%	(28)	66%	(75)	113
White, non-Hispanic	9%	(33)	26%	(93)	64%	(225)	351
POC	13%	(38)	25%	(74)	62%	(183)	295
Twitter Users	10%	(32)	30%	(95)	60%	(186)	313
Facebook Users	10%	(34)	27%	(86)	63%	(203)	322
Snapchat Users	12%	(53)	30%	(130)	58%	(256)	440
Instagram Users	11%	(57)	28%	(148)	61%	(327)	532
Tiktok Users	15%	(54)	34%	(121)	52%	(186)	362
Reddit Users	5%	(9)	20%	(38)	75%	(140)	187
YouTube Users	11%	(66)	26%	(158)	63%	(381)	605
Harry Styles Fan	18%	(59)	40%	(130)	42%	(136)	325
Billie Eilish Fan	14%	(62)	35%	(151)	50%	(215)	427
Zendaya Fan	14%	(65)	32%	(144)	53%	(240)	450
Taylor Swift Fan	17%	(57)	35%	(118)	48%	(164)	339
Kylie Jenner Fan	23%	(54)	44%	(103)	33%	(76)	234
Emma Chamberlain Fan	30%	(71)	70%	(167)	—	(0)	238
Niall Horan Fan	20%	(42)	41%	(87)	39%	(82)	210
Zayn Malik Fan	18%	(40)	41%	(89)	41%	(89)	218
Liam Payne Fan	19%	(38)	44%	(88)	36%	(72)	197
Louis Tomlinson Fan	21%	(38)	46%	(84)	33%	(61)	183
Film: An avid fan	14%	(26)	28%	(52)	58%	(109)	187
Film: A casual fan	10%	(36)	29%	(103)	61%	(214)	353
Film: Not a fan	9%	(9)	11%	(12)	80%	(85)	106

Continued on next page

**Table CGZ2\_6:** What kind of fan are you of each of the following people?

Emma Chamberlain

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(71)	26%	(167)	63%	(408)	646
Television: An avid fan	13%	(22)	29%	(48)	58%	(97)	166
Television: A casual fan	11%	(38)	29%	(105)	60%	(212)	356
Television: Not a fan	9%	(11)	12%	(15)	80%	(98)	124
Music: An avid fan	12%	(54)	28%	(122)	60%	(262)	437
Music: A casual fan	8%	(16)	23%	(45)	68%	(131)	192
Fashion: An avid fan	20%	(35)	28%	(49)	51%	(88)	173
Fashion: A casual fan	9%	(27)	29%	(88)	61%	(182)	298
Fashion: Not a fan	5%	(8)	17%	(30)	78%	(137)	175
Pop culture: An avid fan	15%	(27)	31%	(56)	53%	(95)	178
Pop culture: A casual fan	11%	(36)	28%	(94)	61%	(208)	338
Pop culture: Not a fan	6%	(7)	13%	(17)	81%	(105)	130
Sports: An avid fan	16%	(21)	28%	(37)	56%	(74)	132
Sports: A casual fan	13%	(29)	33%	(71)	53%	(115)	216
Sports: Not a fan	7%	(21)	20%	(59)	73%	(218)	298
Celeb fans on social media	13%	(62)	28%	(140)	59%	(293)	495
Celebs share too much on social media	10%	(38)	25%	(93)	65%	(242)	373
Celebs who don't share are disconnected	11%	(24)	32%	(74)	57%	(132)	230
Celebs should interact on social media	12%	(55)	25%	(114)	62%	(279)	448
Celebs' social media is a professional platform	16%	(17)	22%	(24)	62%	(66)	108
Celebs' social media is a personal platform	10%	(35)	25%	(85)	64%	(214)	334
Connects to celebs paid promoting	18%	(16)	32%	(28)	50%	(45)	89
Connects to celebs non-paid promoting	14%	(42)	26%	(79)	60%	(179)	300
Concerned about climate change	11%	(57)	26%	(129)	63%	(317)	503
Humans can stop climate change	11%	(18)	21%	(34)	68%	(110)	162
Humans can slow climate change	11%	(36)	27%	(92)	63%	(216)	344
Climate change is beyond control	18%	(9)	26%	(13)	56%	(29)	51
Both in person and virtual school	13%	(29)	28%	(62)	59%	(132)	223
Completely virtual school	9%	(21)	23%	(51)	68%	(153)	226
Watch live sports at least once a week	14%	(21)	30%	(45)	56%	(86)	152

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

**Table CGZ2\_7: What kind of fan are you of each of the following people?**  
 Niall Horan

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(61)	33%	(196)	57%	(337)	593
Gender: Male	6%	(14)	27%	(64)	67%	(158)	236
Gender: Female	13%	(47)	37%	(131)	50%	(179)	357
Age: 18-34	10%	(34)	33%	(112)	57%	(191)	337
GenZers: 1997-2012	10%	(61)	33%	(196)	57%	(337)	593
PID: Dem (no lean)	12%	(31)	30%	(76)	57%	(144)	251
PID: Ind (no lean)	10%	(25)	33%	(84)	57%	(145)	254
PID: Rep (no lean)	6%	(5)	40%	(36)	54%	(48)	89
PID/Gender: Dem Men	7%	(7)	24%	(22)	68%	(61)	90
PID/Gender: Dem Women	15%	(24)	34%	(54)	51%	(83)	161
PID/Gender: Ind Men	4%	(4)	26%	(27)	70%	(72)	103
PID/Gender: Ind Women	14%	(21)	38%	(57)	48%	(73)	150
Ideo: Liberal (1-3)	11%	(26)	29%	(68)	60%	(143)	238
Ideo: Moderate (4)	9%	(11)	35%	(44)	56%	(70)	125
Ideo: Conservative (5-7)	7%	(6)	35%	(28)	58%	(46)	80
Educ: < College	10%	(55)	31%	(168)	58%	(310)	533
Educ: Bachelors degree	8%	(4)	45%	(24)	47%	(25)	53
Income: Under 50k	9%	(29)	32%	(105)	59%	(193)	327
Income: 50k-100k	10%	(19)	37%	(68)	52%	(95)	182
Income: 100k+	15%	(13)	27%	(23)	58%	(49)	84
Ethnicity: White	10%	(40)	32%	(122)	58%	(222)	384
Ethnicity: Hispanic	12%	(14)	26%	(31)	62%	(72)	118
Ethnicity: Black	9%	(6)	31%	(21)	60%	(42)	69
Ethnicity: Other	10%	(15)	37%	(52)	52%	(73)	140
All Christian	15%	(26)	36%	(60)	49%	(83)	168
Atheist	8%	(4)	27%	(16)	65%	(38)	59
Agnostic/Nothing in particular	9%	(20)	30%	(66)	61%	(135)	221
Something Else	7%	(8)	34%	(38)	59%	(66)	112
Evangelical	8%	(8)	40%	(39)	52%	(52)	99
Non-Evangelical	15%	(25)	30%	(50)	55%	(94)	169

Continued on next page

**Table CGZ2\_7: What kind of fan are you of each of the following people?**

Niall Horan

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(61)	33%	(196)	57%	(337)	593
Community: Urban	10%	(14)	34%	(50)	56%	(83)	148
Community: Suburban	11%	(36)	29%	(96)	60%	(196)	327
Community: Rural	9%	(11)	42%	(50)	49%	(58)	119
Employ: Private Sector	10%	(7)	49%	(35)	41%	(29)	72
Employ: Unemployed	10%	(10)	24%	(24)	65%	(64)	98
Military HH: No	10%	(56)	31%	(171)	58%	(317)	544
RD/WT: Right Direction	13%	(14)	35%	(37)	53%	(57)	108
RD/WT: Wrong Track	10%	(47)	33%	(158)	58%	(280)	485
Trump Job Approve	11%	(15)	38%	(50)	51%	(67)	131
Trump Job Disapprove	10%	(39)	31%	(125)	60%	(242)	405
Trump Job Strongly Approve	9%	(5)	35%	(20)	56%	(31)	56
Trump Job Somewhat Approve	13%	(10)	40%	(30)	48%	(36)	76
Trump Job Somewhat Disapprove	10%	(9)	29%	(27)	61%	(57)	93
Trump Job Strongly Disapprove	10%	(30)	31%	(97)	59%	(185)	312
Favorable of Trump	12%	(13)	33%	(37)	56%	(64)	115
Unfavorable of Trump	10%	(41)	32%	(133)	58%	(243)	417
Very Favorable of Trump	12%	(7)	31%	(18)	57%	(33)	58
Somewhat Favorable of Trump	12%	(7)	34%	(19)	55%	(31)	57
Somewhat Unfavorable of Trump	11%	(9)	32%	(27)	57%	(48)	84
Very Unfavorable of Trump	9%	(31)	32%	(106)	59%	(196)	333
#1 Issue: Economy	10%	(16)	35%	(58)	55%	(90)	165
#1 Issue: Health Care	9%	(10)	31%	(34)	60%	(66)	110
#1 Issue: Women's Issues	17%	(15)	32%	(28)	50%	(43)	85
#1 Issue: Education	12%	(9)	37%	(27)	51%	(38)	74
#1 Issue: Energy	11%	(6)	33%	(19)	56%	(33)	59

Continued on next page

**Table CGZ2\_7:** What kind of fan are you of each of the following people?

Niall Horan

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(61)	33%	(196)	57%	(337)	593
4-Region: Northeast	6%	(8)	36%	(45)	58%	(71)	124
4-Region: Midwest	9%	(10)	34%	(39)	57%	(65)	115
4-Region: South	10%	(21)	32%	(69)	58%	(123)	213
4-Region: West	16%	(22)	30%	(42)	54%	(77)	142
High school (Grade 9 - 12)	12%	(30)	33%	(84)	55%	(138)	253
College or university program	11%	(16)	32%	(45)	57%	(82)	142
I am not in school	6%	(8)	34%	(43)	60%	(75)	127
White, non-Hispanic	10%	(31)	33%	(107)	58%	(189)	327
POC	11%	(30)	33%	(88)	56%	(148)	266
Twitter Users	12%	(34)	31%	(92)	57%	(167)	294
Facebook Users	11%	(38)	37%	(121)	52%	(172)	331
Snapchat Users	11%	(47)	33%	(141)	56%	(235)	422
Instagram Users	10%	(51)	33%	(163)	56%	(275)	489
Tiktok Users	14%	(44)	35%	(112)	52%	(167)	323
Reddit Users	9%	(15)	29%	(48)	62%	(105)	168
YouTube Users	11%	(58)	33%	(183)	56%	(309)	550
Harry Styles Fan	18%	(58)	53%	(171)	29%	(92)	321
Billie Eilish Fan	14%	(54)	39%	(153)	47%	(182)	388
Zendaya Fan	14%	(59)	40%	(170)	47%	(200)	428
Taylor Swift Fan	16%	(49)	47%	(148)	38%	(120)	317
Kylie Jenner Fan	20%	(41)	49%	(99)	31%	(63)	202
Emma Chamberlain Fan	20%	(38)	49%	(91)	30%	(56)	184
Niall Horan Fan	24%	(61)	76%	(196)	—	(0)	256
Zayn Malik Fan	22%	(53)	59%	(140)	18%	(43)	237
Liam Payne Fan	25%	(54)	66%	(144)	9%	(20)	218
Louis Tomlinson Fan	26%	(52)	66%	(133)	9%	(17)	202
Film: An avid fan	17%	(29)	34%	(58)	49%	(82)	169
Film: A casual fan	9%	(30)	35%	(115)	56%	(188)	333
Film: Not a fan	2%	(2)	24%	(22)	73%	(67)	91

Continued on next page

**Table CGZ2\_7: What kind of fan are you of each of the following people?**

Niall Horan

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(61)	33%	(196)	57%	(337)	593
Television: An avid fan	17%	(26)	40%	(63)	44%	(70)	159
Television: A casual fan	9%	(29)	33%	(112)	58%	(197)	339
Television: Not a fan	6%	(6)	21%	(20)	73%	(70)	96
Music: An avid fan	12%	(48)	34%	(133)	54%	(214)	394
Music: A casual fan	7%	(12)	32%	(58)	62%	(114)	184
Fashion: An avid fan	20%	(31)	29%	(44)	51%	(78)	152
Fashion: A casual fan	8%	(23)	37%	(104)	55%	(155)	281
Fashion: Not a fan	5%	(7)	30%	(48)	65%	(105)	161
Pop culture: An avid fan	20%	(32)	31%	(49)	49%	(77)	158
Pop culture: A casual fan	8%	(25)	40%	(126)	53%	(167)	318
Pop culture: Not a fan	4%	(4)	17%	(20)	79%	(93)	117
Sports: An avid fan	11%	(15)	34%	(44)	55%	(71)	130
Sports: A casual fan	15%	(28)	39%	(71)	46%	(85)	185
Sports: Not a fan	6%	(18)	29%	(80)	65%	(181)	279
Celeb fans on social media	12%	(57)	35%	(160)	53%	(247)	464
Celebs share too much on social media	11%	(34)	33%	(106)	57%	(184)	324
Celebs who don't share are disconnected	10%	(20)	37%	(79)	53%	(112)	211
Celebs should interact on social media	12%	(48)	32%	(131)	57%	(233)	411
Celebs' social media is a professional platform	13%	(13)	32%	(31)	55%	(52)	96
Celebs' social media is a personal platform	11%	(32)	32%	(98)	58%	(177)	307
Connects to celebs paid promoting	26%	(20)	36%	(28)	38%	(29)	77
Connects to celebs non-paid promoting	15%	(38)	31%	(80)	55%	(143)	262
Concerned about climate change	10%	(47)	33%	(155)	57%	(271)	473
Humans can stop climate change	12%	(19)	31%	(50)	57%	(92)	161
Humans can slow climate change	11%	(34)	35%	(110)	54%	(171)	316
Climate change is beyond control	5%	(2)	25%	(13)	70%	(35)	50
Both in person and virtual school	8%	(17)	32%	(63)	60%	(121)	200
Completely virtual school	13%	(27)	35%	(73)	51%	(105)	205
Watch live sports at least once a week	10%	(16)	36%	(56)	54%	(84)	156

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



**Table CGZ2\_8:** What kind of fan are you of each of the following people?

Zayn Malik

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(60)	32%	(217)	59%	(396)	673
Gender: Male	6%	(16)	24%	(67)	70%	(190)	273
Gender: Female	11%	(44)	38%	(150)	51%	(206)	400
Age: 18-34	11%	(40)	35%	(134)	54%	(205)	379
GenZers: 1997-2012	9%	(60)	32%	(217)	59%	(396)	673
PID: Dem (no lean)	11%	(31)	33%	(90)	55%	(151)	272
PID: Ind (no lean)	8%	(23)	31%	(93)	61%	(179)	296
PID: Rep (no lean)	5%	(6)	32%	(34)	62%	(66)	105
PID/Gender: Dem Men	9%	(9)	24%	(23)	67%	(67)	99
PID/Gender: Dem Women	13%	(22)	39%	(67)	49%	(84)	173
PID/Gender: Ind Men	5%	(5)	24%	(29)	71%	(85)	119
PID/Gender: Ind Women	10%	(18)	36%	(64)	54%	(94)	176
PID/Gender: Rep Men	3%	(1)	27%	(14)	71%	(38)	54
PID/Gender: Rep Women	8%	(4)	38%	(20)	54%	(27)	51
Ideo: Liberal (1-3)	10%	(24)	28%	(69)	62%	(151)	244
Ideo: Moderate (4)	11%	(16)	33%	(49)	56%	(84)	150
Ideo: Conservative (5-7)	5%	(5)	36%	(36)	59%	(59)	100
Educ: < College	8%	(50)	31%	(189)	61%	(369)	607
Educ: Bachelors degree	14%	(8)	42%	(24)	43%	(25)	57
Income: Under 50k	8%	(28)	31%	(115)	61%	(228)	371
Income: 50k-100k	10%	(21)	36%	(74)	54%	(112)	207
Income: 100k+	12%	(11)	29%	(27)	59%	(56)	94
Ethnicity: White	8%	(32)	29%	(124)	63%	(271)	427
Ethnicity: Hispanic	14%	(18)	30%	(41)	56%	(76)	134
Ethnicity: Black	13%	(11)	38%	(32)	49%	(42)	85
Ethnicity: Other	11%	(17)	38%	(61)	52%	(83)	161
All Christian	13%	(26)	34%	(66)	53%	(102)	194
Atheist	3%	(2)	34%	(23)	63%	(42)	67
Agnostic/Nothing in particular	8%	(20)	27%	(67)	65%	(158)	245
Something Else	6%	(7)	37%	(47)	57%	(73)	127
Evangelical	10%	(11)	39%	(45)	51%	(58)	115
Non-Evangelical	12%	(22)	32%	(60)	57%	(108)	190

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**Table CGZ2\_8:** What kind of fan are you of each of the following people?

Zayn Malik

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(60)	32%	(217)	59%	(396)	673
Community: Urban	11%	(19)	32%	(54)	57%	(96)	169
Community: Suburban	10%	(36)	29%	(108)	61%	(228)	373
Community: Rural	4%	(5)	41%	(54)	55%	(71)	131
Employ: Private Sector	15%	(12)	44%	(36)	41%	(34)	81
Employ: Unemployed	7%	(7)	24%	(26)	70%	(77)	110
Military HH: Yes	14%	(8)	29%	(17)	57%	(34)	59
Military HH: No	8%	(52)	33%	(199)	59%	(362)	613
RD/WT: Right Direction	8%	(10)	31%	(40)	60%	(76)	126
RD/WT: Wrong Track	9%	(50)	32%	(177)	58%	(320)	546
Trump Job Approve	7%	(10)	38%	(58)	55%	(83)	151
Trump Job Disapprove	9%	(42)	30%	(134)	61%	(270)	445
Trump Job Strongly Approve	3%	(1)	46%	(26)	52%	(29)	56
Trump Job Somewhat Approve	9%	(8)	34%	(32)	57%	(54)	95
Trump Job Somewhat Disapprove	7%	(8)	32%	(34)	61%	(65)	107
Trump Job Strongly Disapprove	10%	(34)	29%	(99)	61%	(204)	337
Favorable of Trump	7%	(8)	37%	(47)	57%	(73)	129
Unfavorable of Trump	10%	(46)	31%	(146)	59%	(277)	469
Very Favorable of Trump	7%	(4)	35%	(21)	58%	(34)	59
Somewhat Favorable of Trump	6%	(4)	38%	(26)	56%	(39)	70
Somewhat Unfavorable of Trump	10%	(9)	33%	(32)	57%	(56)	98
Very Unfavorable of Trump	10%	(37)	31%	(114)	59%	(220)	371
#1 Issue: Economy	10%	(19)	35%	(69)	55%	(109)	197
#1 Issue: Health Care	6%	(8)	28%	(35)	66%	(82)	125
#1 Issue: Women's Issues	14%	(13)	31%	(30)	55%	(53)	96
#1 Issue: Education	12%	(11)	39%	(36)	49%	(46)	94
#1 Issue: Energy	5%	(3)	25%	(15)	70%	(42)	59

Continued on next page

**Table CGZ2\_8:** What kind of fan are you of each of the following people?

Zayn Malik

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(60)	32%	(217)	59%	(396)	673
4-Region: Northeast	8%	(12)	31%	(43)	61%	(86)	141
4-Region: Midwest	7%	(9)	32%	(42)	61%	(80)	132
4-Region: South	8%	(20)	35%	(85)	57%	(139)	243
4-Region: West	12%	(20)	30%	(47)	58%	(91)	157
High school (Grade 9 - 12)	7%	(21)	31%	(90)	62%	(180)	291
Community college	17%	(9)	40%	(21)	44%	(23)	52
College or university program	11%	(17)	36%	(58)	53%	(84)	160
I am not in school	9%	(13)	32%	(46)	58%	(83)	143
White, non-Hispanic	6%	(23)	29%	(107)	64%	(236)	365
POC	12%	(37)	36%	(110)	52%	(160)	307
Twitter Users	11%	(37)	34%	(112)	55%	(184)	334
Facebook Users	11%	(40)	38%	(141)	51%	(190)	371
Snapchat Users	11%	(50)	34%	(161)	55%	(257)	468
Instagram Users	10%	(57)	32%	(180)	57%	(319)	556
Tiktok Users	13%	(45)	36%	(131)	51%	(183)	360
Reddit Users	6%	(12)	29%	(59)	65%	(133)	204
YouTube Users	9%	(57)	32%	(204)	59%	(369)	629
Harry Styles Fan	14%	(51)	52%	(183)	34%	(118)	352
Billie Eilish Fan	11%	(48)	41%	(180)	48%	(214)	442
Zendaya Fan	11%	(55)	39%	(188)	49%	(238)	482
Taylor Swift Fan	13%	(48)	46%	(165)	40%	(143)	357
Kylie Jenner Fan	19%	(44)	49%	(113)	32%	(75)	231
Emma Chamberlain Fan	17%	(33)	48%	(97)	35%	(70)	199
Niall Horan Fan	18%	(43)	63%	(150)	19%	(46)	239
Zayn Malik Fan	22%	(60)	78%	(217)	—	(0)	277
Liam Payne Fan	20%	(45)	66%	(148)	14%	(32)	225
Louis Tomlinson Fan	20%	(42)	64%	(133)	15%	(32)	206
Film: An avid fan	18%	(34)	29%	(57)	53%	(104)	195
Film: A casual fan	6%	(21)	35%	(133)	59%	(221)	375
Film: Not a fan	4%	(4)	26%	(26)	70%	(71)	102

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**Table CGZ2\_8:** What kind of fan are you of each of the following people?

Zayn Malik

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(60)	32%	(217)	59%	(396)	673
Television: An avid fan	16%	(29)	37%	(65)	47%	(83)	177
Television: A casual fan	6%	(23)	36%	(134)	58%	(219)	376
Television: Not a fan	7%	(9)	15%	(18)	78%	(94)	120
Music: An avid fan	11%	(50)	34%	(153)	55%	(246)	449
Music: A casual fan	5%	(10)	29%	(60)	66%	(137)	207
Fashion: An avid fan	16%	(27)	30%	(50)	54%	(90)	167
Fashion: A casual fan	8%	(25)	39%	(122)	54%	(170)	317
Fashion: Not a fan	4%	(8)	24%	(45)	72%	(136)	188
Pop culture: An avid fan	17%	(30)	36%	(63)	47%	(83)	176
Pop culture: A casual fan	6%	(23)	35%	(126)	59%	(213)	363
Pop culture: Not a fan	5%	(7)	21%	(28)	74%	(99)	134
Sports: An avid fan	14%	(20)	32%	(45)	53%	(74)	139
Sports: A casual fan	13%	(28)	37%	(81)	50%	(109)	218
Sports: Not a fan	4%	(12)	29%	(91)	67%	(212)	315
Celeb fans on social media	11%	(57)	35%	(178)	54%	(279)	515
Celebs share too much on social media	10%	(37)	34%	(127)	57%	(215)	379
Celebs who don't share are disconnected	10%	(23)	38%	(85)	52%	(119)	227
Celebs should interact on social media	10%	(48)	31%	(146)	59%	(276)	470
Celebs' social media is a professional platform	9%	(10)	38%	(45)	54%	(65)	120
Celebs' social media is a personal platform	11%	(37)	32%	(107)	57%	(194)	338
Connects to celebs paid promoting	26%	(23)	35%	(31)	38%	(34)	88
Connects to celebs non-paid promoting	11%	(33)	35%	(104)	53%	(156)	292
Concerned about climate change	10%	(51)	32%	(167)	59%	(307)	525
Humans can stop climate change	11%	(21)	29%	(54)	59%	(110)	185
Humans can slow climate change	8%	(27)	33%	(118)	59%	(206)	351
Climate change is beyond control	9%	(5)	35%	(19)	55%	(30)	54
Both in person and virtual school	8%	(19)	30%	(70)	62%	(147)	236
Completely virtual school	10%	(22)	34%	(77)	56%	(127)	226
Watch live sports at least once a week	15%	(25)	33%	(55)	52%	(87)	167

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

**Table CGZ2\_9:** What kind of fan are you of each of the following people?

Liam Payne

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(51)	30%	(191)	62%	(388)	630
Gender: Male	4%	(10)	26%	(65)	70%	(176)	251
Gender: Female	11%	(41)	33%	(126)	56%	(211)	378
Age: 18-34	9%	(33)	34%	(123)	57%	(203)	359
GenZers: 1997-2012	8%	(51)	30%	(191)	62%	(388)	630
PID: Dem (no lean)	8%	(22)	31%	(80)	61%	(157)	259
PID: Ind (no lean)	9%	(25)	27%	(75)	64%	(176)	276
PID: Rep (no lean)	5%	(5)	37%	(36)	58%	(55)	96
PID/Gender: Dem Men	4%	(4)	26%	(25)	70%	(69)	98
PID/Gender: Dem Women	11%	(18)	34%	(55)	55%	(88)	161
PID/Gender: Ind Men	4%	(4)	24%	(26)	72%	(77)	107
PID/Gender: Ind Women	12%	(21)	29%	(49)	59%	(99)	169
Ideo: Liberal (1-3)	7%	(16)	29%	(66)	64%	(147)	230
Ideo: Moderate (4)	8%	(11)	30%	(40)	62%	(83)	134
Ideo: Conservative (5-7)	7%	(6)	34%	(31)	59%	(54)	91
Educ: < College	8%	(44)	29%	(164)	63%	(360)	569
Educ: Bachelors degree	8%	(4)	40%	(21)	51%	(27)	53
Income: Under 50k	8%	(29)	30%	(106)	61%	(215)	350
Income: 50k-100k	7%	(13)	31%	(60)	62%	(120)	193
Income: 100k+	10%	(9)	28%	(24)	62%	(54)	87
Ethnicity: White	8%	(31)	30%	(118)	62%	(246)	395
Ethnicity: Hispanic	10%	(13)	29%	(38)	62%	(82)	132
Ethnicity: Black	9%	(7)	28%	(21)	63%	(47)	74
Ethnicity: Other	8%	(13)	32%	(52)	59%	(96)	161
All Christian	14%	(25)	32%	(57)	54%	(95)	177
Atheist	2%	(1)	31%	(21)	68%	(46)	67
Agnostic/Nothing in particular	6%	(15)	29%	(68)	65%	(150)	232
Something Else	7%	(9)	28%	(33)	65%	(79)	120
Evangelical	11%	(11)	33%	(35)	57%	(60)	106
Non-Evangelical	13%	(22)	27%	(48)	60%	(105)	176

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**Table CGZ2\_9:** What kind of fan are you of each of the following people?

Liam Payne

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(51)	30%	(191)	62%	(388)	630
Community: Urban	7%	(12)	32%	(50)	60%	(93)	155
Community: Suburban	8%	(27)	28%	(99)	64%	(227)	353
Community: Rural	10%	(12)	34%	(42)	55%	(67)	121
Employ: Private Sector	8%	(6)	45%	(34)	46%	(34)	74
Employ: Unemployed	8%	(8)	23%	(24)	69%	(71)	103
Military HH: Yes	6%	(4)	32%	(18)	62%	(36)	58
Military HH: No	8%	(47)	30%	(172)	62%	(352)	572
RD/WT: Right Direction	8%	(10)	33%	(37)	59%	(67)	114
RD/WT: Wrong Track	8%	(41)	30%	(154)	62%	(320)	515
Trump Job Approve	7%	(10)	35%	(51)	58%	(84)	145
Trump Job Disapprove	8%	(34)	29%	(122)	63%	(270)	426
Trump Job Strongly Approve	2%	(1)	43%	(25)	55%	(32)	58
Trump Job Somewhat Approve	10%	(9)	30%	(27)	60%	(52)	88
Trump Job Somewhat Disapprove	8%	(8)	32%	(31)	59%	(58)	98
Trump Job Strongly Disapprove	8%	(26)	28%	(90)	65%	(212)	328
Favorable of Trump	6%	(7)	34%	(43)	60%	(74)	124
Unfavorable of Trump	8%	(36)	29%	(130)	62%	(276)	441
Very Favorable of Trump	4%	(2)	34%	(21)	62%	(38)	61
Somewhat Favorable of Trump	7%	(5)	35%	(22)	58%	(37)	63
Somewhat Unfavorable of Trump	11%	(9)	28%	(25)	61%	(53)	87
Very Unfavorable of Trump	8%	(27)	30%	(105)	63%	(222)	354
#1 Issue: Economy	9%	(17)	32%	(61)	59%	(109)	187
#1 Issue: Health Care	9%	(11)	26%	(30)	65%	(76)	117
#1 Issue: Women's Issues	11%	(10)	32%	(28)	57%	(50)	88
#1 Issue: Education	7%	(6)	37%	(30)	55%	(45)	81
#1 Issue: Energy	4%	(2)	25%	(13)	71%	(37)	53

Continued on next page

**Table CGZ2\_9:** What kind of fan are you of each of the following people?  
*Liam Payne*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(51)	30%	(191)	62%	(388)	630
4-Region: Northeast	8%	(10)	32%	(41)	60%	(77)	128
4-Region: Midwest	8%	(9)	26%	(30)	66%	(74)	113
4-Region: South	8%	(19)	30%	(71)	62%	(150)	240
4-Region: West	9%	(13)	32%	(48)	59%	(87)	148
High school (Grade 9 - 12)	7%	(20)	27%	(73)	66%	(180)	273
College or university program	7%	(11)	34%	(52)	58%	(88)	150
I am not in school	8%	(11)	35%	(47)	57%	(76)	134
White, non-Hispanic	7%	(24)	30%	(100)	63%	(211)	334
POC	9%	(27)	31%	(91)	60%	(177)	296
Twitter Users	10%	(31)	31%	(95)	59%	(180)	305
Facebook Users	11%	(39)	36%	(126)	53%	(187)	352
Snapchat Users	9%	(38)	33%	(147)	58%	(258)	443
Instagram Users	8%	(42)	31%	(164)	61%	(318)	523
Tiktok Users	11%	(39)	33%	(111)	56%	(190)	340
Reddit Users	6%	(10)	28%	(49)	67%	(117)	176
YouTube Users	8%	(49)	30%	(176)	62%	(363)	587
Harry Styles Fan	14%	(48)	49%	(163)	37%	(122)	334
Billie Eilish Fan	11%	(44)	38%	(155)	52%	(212)	410
Zendaya Fan	10%	(46)	37%	(166)	52%	(233)	445
Taylor Swift Fan	11%	(36)	46%	(153)	43%	(145)	334
Kylie Jenner Fan	15%	(32)	48%	(102)	36%	(77)	212
Emma Chamberlain Fan	15%	(30)	48%	(96)	37%	(73)	199
Niall Horan Fan	18%	(44)	64%	(154)	17%	(41)	239
Zayn Malik Fan	19%	(46)	59%	(147)	22%	(56)	249
Liam Payne Fan	21%	(51)	79%	(191)	—	(0)	242
Louis Tomlinson Fan	21%	(43)	67%	(140)	12%	(26)	209
Film: An avid fan	14%	(25)	30%	(54)	56%	(101)	179
Film: A casual fan	7%	(23)	34%	(116)	60%	(206)	345
Film: Not a fan	3%	(4)	19%	(20)	77%	(81)	105

Continued on next page

**Table CGZ2\_9:** What kind of fan are you of each of the following people?

Liam Payne

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(51)	30%	(191)	62%	(388)	630
Television: An avid fan	14%	(24)	36%	(61)	49%	(83)	167
Television: A casual fan	6%	(21)	31%	(110)	63%	(226)	358
Television: Not a fan	5%	(6)	19%	(20)	76%	(79)	105
Music: An avid fan	10%	(44)	30%	(128)	60%	(253)	424
Music: A casual fan	4%	(7)	32%	(60)	65%	(122)	189
Fashion: An avid fan	13%	(21)	30%	(47)	57%	(89)	157
Fashion: A casual fan	8%	(24)	31%	(92)	61%	(181)	297
Fashion: Not a fan	4%	(6)	29%	(51)	67%	(117)	175
Pop culture: An avid fan	15%	(25)	34%	(57)	51%	(85)	167
Pop culture: A casual fan	7%	(23)	33%	(114)	60%	(207)	344
Pop culture: Not a fan	3%	(4)	16%	(19)	81%	(96)	118
Sports: An avid fan	8%	(11)	33%	(45)	59%	(80)	136
Sports: A casual fan	11%	(23)	38%	(77)	51%	(102)	201
Sports: Not a fan	6%	(17)	24%	(69)	71%	(206)	292
Celeb fans on social media	10%	(48)	33%	(159)	57%	(275)	482
Celebs share too much on social media	8%	(30)	29%	(102)	63%	(220)	352
Celebs who don't share are disconnected	9%	(19)	33%	(73)	58%	(127)	219
Celebs should interact on social media	9%	(39)	30%	(130)	61%	(266)	435
Celebs' social media is a professional platform	10%	(11)	31%	(34)	58%	(63)	107
Celebs' social media is a personal platform	8%	(25)	31%	(101)	61%	(199)	325
Connects to celebs paid promoting	20%	(17)	37%	(31)	43%	(36)	83
Connects to celebs non-paid promoting	10%	(28)	31%	(88)	59%	(166)	282
Concerned about climate change	8%	(40)	30%	(149)	62%	(304)	493
Humans can stop climate change	10%	(16)	29%	(46)	61%	(98)	160
Humans can slow climate change	7%	(23)	31%	(105)	62%	(211)	339
Climate change is beyond control	12%	(7)	31%	(17)	57%	(31)	55
Both in person and virtual school	8%	(16)	27%	(56)	66%	(138)	209
Completely virtual school	8%	(18)	31%	(69)	61%	(134)	220
Watch live sports at least once a week	10%	(16)	35%	(56)	55%	(88)	160

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



**Table CGZ2\_10:** What kind of fan are you of each of the following people?

Louis Tomlinson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(55)	31%	(161)	59%	(311)	528
Gender: Male	7%	(15)	26%	(55)	67%	(143)	213
Gender: Female	13%	(40)	34%	(106)	54%	(168)	315
Age: 18-34	12%	(37)	32%	(101)	57%	(179)	317
GenZers: 1997-2012	11%	(55)	31%	(161)	59%	(311)	528
PID: Dem (no lean)	14%	(31)	30%	(68)	57%	(130)	228
PID: Ind (no lean)	8%	(18)	31%	(69)	61%	(137)	224
PID: Rep (no lean)	9%	(7)	32%	(24)	59%	(45)	76
PID/Gender: Dem Men	12%	(9)	25%	(21)	63%	(52)	82
PID/Gender: Dem Women	15%	(21)	32%	(47)	53%	(78)	147
PID/Gender: Ind Men	2%	(2)	28%	(27)	70%	(66)	95
PID/Gender: Ind Women	12%	(16)	33%	(43)	55%	(71)	129
Ideo: Liberal (1-3)	12%	(26)	27%	(57)	60%	(124)	206
Ideo: Moderate (4)	8%	(10)	35%	(41)	57%	(66)	117
Ideo: Conservative (5-7)	7%	(5)	27%	(20)	65%	(48)	73
Educ: < College	10%	(48)	30%	(140)	60%	(283)	471
Income: Under 50k	10%	(30)	27%	(81)	63%	(185)	297
Income: 50k-100k	11%	(17)	36%	(55)	53%	(83)	155
Income: 100k+	11%	(9)	32%	(25)	56%	(43)	77
Ethnicity: White	10%	(34)	31%	(102)	59%	(198)	333
Ethnicity: Hispanic	14%	(15)	24%	(26)	62%	(67)	109
Ethnicity: Black	16%	(10)	28%	(18)	56%	(35)	63
Ethnicity: Other	9%	(12)	32%	(42)	59%	(78)	131
All Christian	17%	(27)	31%	(48)	52%	(80)	155
Atheist	4%	(2)	32%	(18)	64%	(36)	55
Agnostic/Nothing in particular	8%	(15)	33%	(61)	59%	(111)	187
Something Else	8%	(7)	28%	(26)	65%	(61)	94
Evangelical	12%	(11)	30%	(26)	58%	(52)	89
Non-Evangelical	16%	(23)	28%	(42)	56%	(81)	146
Community: Urban	10%	(14)	32%	(44)	58%	(79)	137
Community: Suburban	12%	(35)	26%	(78)	62%	(183)	296
Community: Rural	7%	(7)	41%	(39)	52%	(50)	95

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**Table CGZ2\_10:** What kind of fan are you of each of the following people?

Louis Tomlinson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(55)	31%	(161)	59%	(311)	528
Employ: Private Sector	14%	(9)	44%	(29)	42%	(28)	67
Employ: Unemployed	12%	(9)	15%	(12)	73%	(58)	79
Military HH: No	11%	(53)	30%	(145)	59%	(288)	486
RD/WT: Right Direction	13%	(12)	35%	(33)	52%	(48)	93
RD/WT: Wrong Track	10%	(43)	30%	(128)	61%	(263)	435
Trump Job Approve	10%	(12)	34%	(40)	56%	(66)	117
Trump Job Disapprove	10%	(37)	28%	(103)	61%	(222)	363
Trump Job Somewhat Approve	10%	(7)	35%	(25)	56%	(40)	72
Trump Job Somewhat Disapprove	11%	(9)	31%	(25)	57%	(46)	80
Trump Job Strongly Disapprove	10%	(28)	28%	(78)	62%	(176)	282
Favorable of Trump	9%	(9)	30%	(30)	60%	(59)	99
Unfavorable of Trump	10%	(39)	30%	(113)	60%	(225)	377
Very Favorable of Trump	8%	(4)	30%	(15)	62%	(31)	50
Somewhat Unfavorable of Trump	10%	(8)	28%	(22)	62%	(47)	76
Very Unfavorable of Trump	10%	(31)	30%	(92)	59%	(178)	301
#1 Issue: Economy	11%	(18)	34%	(53)	55%	(87)	157
#1 Issue: Health Care	9%	(9)	26%	(26)	64%	(64)	99
#1 Issue: Women's Issues	14%	(10)	35%	(25)	51%	(36)	71
#1 Issue: Education	13%	(10)	32%	(24)	55%	(40)	74
4-Region: Northeast	9%	(10)	35%	(39)	55%	(62)	111
4-Region: Midwest	11%	(10)	23%	(21)	66%	(59)	90
4-Region: South	9%	(18)	32%	(62)	59%	(114)	194
4-Region: West	13%	(17)	29%	(39)	58%	(77)	133
High school (Grade 9 - 12)	10%	(22)	29%	(63)	61%	(133)	218
College or university program	12%	(15)	31%	(40)	57%	(74)	130
I am not in school	12%	(14)	32%	(37)	56%	(66)	117
White, non-Hispanic	9%	(24)	32%	(89)	59%	(166)	279
POC	13%	(32)	29%	(72)	58%	(146)	249
Twitter Users	11%	(31)	34%	(93)	55%	(153)	277
Facebook Users	11%	(35)	35%	(108)	54%	(167)	310
Snapchat Users	12%	(44)	33%	(121)	56%	(207)	372

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**Table CGZ2\_10:** What kind of fan are you of each of the following people?  
Louis Tomlinson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(55)	31%	(161)	59%	(311)	528
Instagram Users	10%	(46)	32%	(141)	58%	(254)	441
Tiktok Users	13%	(38)	36%	(104)	51%	(145)	286
Reddit Users	7%	(11)	31%	(45)	62%	(93)	149
YouTube Users	11%	(51)	31%	(152)	58%	(284)	487
Harry Styles Fan	18%	(53)	49%	(146)	33%	(99)	298
Billie Eilish Fan	13%	(46)	39%	(134)	48%	(165)	345
Zendaya Fan	13%	(52)	36%	(141)	51%	(198)	391
Taylor Swift Fan	15%	(43)	44%	(129)	42%	(124)	296
Kylie Jenner Fan	18%	(34)	48%	(91)	33%	(63)	188
Emma Chamberlain Fan	19%	(32)	52%	(90)	30%	(51)	173
Niall Horan Fan	22%	(49)	60%	(135)	18%	(39)	224
Zayn Malik Fan	22%	(50)	55%	(125)	23%	(52)	226
Liam Payne Fan	25%	(52)	62%	(131)	13%	(28)	210
Louis Tomlinson Fan	26%	(55)	74%	(161)	—	(0)	217
Film: An avid fan	16%	(25)	29%	(47)	55%	(89)	161
Film: A casual fan	9%	(27)	35%	(102)	55%	(160)	289
Film: Not a fan	4%	(3)	16%	(13)	80%	(62)	77
Television: An avid fan	19%	(26)	35%	(50)	46%	(65)	140
Television: A casual fan	8%	(24)	31%	(94)	61%	(185)	303
Television: Not a fan	6%	(5)	20%	(17)	73%	(62)	85
Music: An avid fan	13%	(45)	33%	(115)	54%	(188)	348
Music: A casual fan	6%	(9)	27%	(45)	67%	(113)	168
Fashion: An avid fan	15%	(21)	32%	(44)	53%	(73)	137
Fashion: A casual fan	10%	(26)	31%	(77)	59%	(148)	252
Fashion: Not a fan	6%	(8)	29%	(40)	65%	(90)	139
Pop culture: An avid fan	19%	(28)	36%	(51)	45%	(64)	143
Pop culture: A casual fan	8%	(24)	33%	(96)	59%	(172)	292
Pop culture: Not a fan	4%	(4)	15%	(14)	81%	(76)	93
Sports: An avid fan	12%	(14)	31%	(36)	57%	(66)	117
Sports: A casual fan	14%	(25)	35%	(60)	51%	(87)	172
Sports: Not a fan	7%	(16)	27%	(65)	66%	(158)	239

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**Table CGZ2\_10:** What kind of fan are you of each of the following people?

Louis Tomlinson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(55)	31%	(161)	59%	(311)	528
Celeb fans on social media	13%	(52)	33%	(135)	55%	(227)	415
Celebs share too much on social media	10%	(30)	31%	(94)	59%	(175)	299
Celebs who don't share are disconnected	10%	(19)	33%	(64)	56%	(107)	190
Celebs should interact on social media	10%	(36)	32%	(117)	58%	(211)	365
Celebs' social media is a professional platform	12%	(11)	32%	(29)	57%	(52)	91
Celebs' social media is a personal platform	11%	(29)	32%	(86)	58%	(158)	273
Connects to celebs paid promoting	22%	(16)	36%	(26)	43%	(31)	74
Connects to celebs non-paid promoting	13%	(31)	35%	(84)	52%	(125)	240
Concerned about climate change	11%	(46)	30%	(125)	59%	(250)	421
Humans can stop climate change	12%	(16)	29%	(39)	59%	(80)	136
Humans can slow climate change	10%	(29)	32%	(93)	58%	(166)	288
Both in person and virtual school	9%	(15)	26%	(45)	65%	(115)	176
Completely virtual school	11%	(21)	35%	(63)	54%	(98)	181
Watch live sports at least once a week	11%	(15)	36%	(49)	52%	(71)	135

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

**Table CGZ2\_11:** What kind of fan are you of each of the following people?*Barack Obama*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	25%	(239)	45%	(434)	31%	(301)	975
Gender: Male	27%	(128)	45%	(210)	28%	(133)	470
Gender: Female	22%	(112)	44%	(224)	33%	(169)	505
Age: 18-34	26%	(127)	44%	(220)	30%	(149)	495
GenZers: 1997-2012	25%	(239)	45%	(434)	31%	(301)	975
PID: Dem (no lean)	37%	(130)	50%	(175)	13%	(44)	349
PID: Ind (no lean)	21%	(97)	45%	(214)	34%	(160)	471
PID: Rep (no lean)	8%	(12)	29%	(45)	63%	(97)	155
PID/Gender: Dem Men	41%	(62)	50%	(75)	9%	(14)	151
PID/Gender: Dem Women	34%	(68)	51%	(100)	15%	(30)	198
PID/Gender: Ind Men	24%	(55)	46%	(108)	30%	(70)	233
PID/Gender: Ind Women	18%	(42)	45%	(106)	38%	(90)	238
PID/Gender: Rep Men	12%	(10)	31%	(27)	57%	(49)	85
PID/Gender: Rep Women	3%	(2)	27%	(18)	70%	(49)	69
Ideo: Liberal (1-3)	30%	(93)	49%	(151)	20%	(62)	306
Ideo: Moderate (4)	21%	(43)	48%	(97)	31%	(62)	203
Ideo: Conservative (5-7)	11%	(15)	21%	(29)	68%	(94)	138
Educ: < College	24%	(212)	45%	(398)	32%	(285)	895
Educ: Bachelors degree	32%	(21)	46%	(30)	22%	(14)	65
Income: Under 50k	26%	(147)	44%	(245)	30%	(168)	560
Income: 50k-100k	21%	(60)	48%	(136)	31%	(87)	283
Income: 100k+	24%	(32)	41%	(54)	35%	(46)	131
Ethnicity: White	19%	(119)	45%	(275)	36%	(222)	616
Ethnicity: Hispanic	27%	(53)	47%	(94)	26%	(52)	198
Ethnicity: Black	51%	(66)	33%	(42)	16%	(21)	129
Ethnicity: Other	24%	(54)	51%	(117)	25%	(58)	230
All Christian	25%	(62)	41%	(100)	34%	(85)	247
Atheist	29%	(30)	44%	(46)	27%	(29)	105
Agnostic/Nothing in particular	25%	(94)	47%	(178)	29%	(110)	381
Something Else	24%	(46)	45%	(86)	32%	(61)	193
Religious Non-Protestant/Catholic	13%	(8)	49%	(28)	38%	(22)	57

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**Table CGZ2\_11:** What kind of fan are you of each of the following people?

Barack Obama

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	25%	(239)	45%	(434)	31%	(301)	975
Evangelical	23%	(36)	35%	(56)	42%	(68)	161
Non-Evangelical	27%	(69)	47%	(122)	26%	(68)	259
Community: Urban	21%	(52)	44%	(108)	35%	(87)	248
Community: Suburban	27%	(141)	46%	(241)	27%	(144)	525
Community: Rural	23%	(46)	42%	(86)	35%	(71)	202
Employ: Private Sector	25%	(25)	40%	(39)	35%	(35)	98
Employ: Self-Employed	27%	(14)	46%	(24)	27%	(14)	52
Employ: Unemployed	24%	(41)	42%	(70)	34%	(58)	169
Employ: Other	26%	(16)	39%	(24)	35%	(22)	62
Military HH: Yes	30%	(28)	43%	(40)	28%	(26)	95
Military HH: No	24%	(211)	45%	(394)	31%	(275)	880
RD/WT: Right Direction	17%	(32)	36%	(66)	47%	(87)	185
RD/WT: Wrong Track	26%	(207)	47%	(368)	27%	(215)	790
Trump Job Approve	9%	(20)	31%	(70)	60%	(133)	223
Trump Job Disapprove	31%	(199)	49%	(314)	19%	(122)	634
Trump Job Strongly Approve	8%	(6)	22%	(19)	70%	(59)	85
Trump Job Somewhat Approve	10%	(14)	37%	(51)	53%	(73)	138
Trump Job Somewhat Disapprove	22%	(36)	50%	(79)	28%	(44)	159
Trump Job Strongly Disapprove	34%	(163)	49%	(234)	16%	(78)	475
Favorable of Trump	8%	(16)	29%	(57)	63%	(126)	199
Unfavorable of Trump	31%	(200)	49%	(316)	20%	(131)	648
Very Favorable of Trump	7%	(7)	24%	(22)	68%	(62)	91
Somewhat Favorable of Trump	8%	(9)	33%	(35)	59%	(64)	108
Somewhat Unfavorable of Trump	20%	(27)	49%	(67)	31%	(43)	136
Very Unfavorable of Trump	34%	(174)	49%	(249)	17%	(89)	512

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**Table CGZ2\_11:** What kind of fan are you of each of the following people?*Barack Obama*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	25%	(239)	45%	(434)	31%	(301)	975
#1 Issue: Economy	21%	(60)	41%	(115)	37%	(105)	280
#1 Issue: Security	15%	(11)	34%	(24)	50%	(35)	69
#1 Issue: Health Care	25%	(42)	51%	(85)	23%	(39)	166
#1 Issue: Women's Issues	30%	(41)	41%	(58)	29%	(40)	139
#1 Issue: Education	21%	(30)	55%	(78)	25%	(36)	143
#1 Issue: Energy	29%	(24)	49%	(41)	23%	(19)	85
#1 Issue: Other	33%	(26)	39%	(30)	28%	(22)	79
4-Region: Northeast	27%	(50)	39%	(71)	34%	(63)	183
4-Region: Midwest	23%	(44)	49%	(91)	28%	(52)	187
4-Region: South	25%	(92)	42%	(155)	33%	(124)	372
4-Region: West	23%	(54)	50%	(117)	27%	(62)	233
Middle school (Grade 6 - 8)	36%	(25)	42%	(29)	21%	(15)	69
High school (Grade 9 - 12)	22%	(98)	45%	(202)	33%	(149)	449
Community college	27%	(17)	42%	(27)	31%	(20)	65
College or university program	26%	(50)	49%	(96)	25%	(48)	194
I am not in school	25%	(49)	41%	(80)	35%	(68)	198
White, non-Hispanic	19%	(102)	44%	(232)	37%	(198)	532
POC	31%	(137)	46%	(202)	23%	(103)	443
Twitter Users	30%	(126)	41%	(174)	30%	(127)	427
Facebook Users	25%	(119)	44%	(211)	31%	(151)	482
Snapchat Users	26%	(161)	45%	(278)	28%	(172)	611
Instagram Users	25%	(188)	46%	(345)	29%	(218)	750
Tiktok Users	29%	(131)	46%	(212)	25%	(114)	457
Reddit Users	21%	(57)	47%	(126)	31%	(83)	266
YouTube Users	24%	(220)	45%	(408)	31%	(276)	904
Harry Styles Fan	28%	(116)	48%	(200)	24%	(102)	418
Billie Eilish Fan	28%	(167)	46%	(272)	26%	(150)	589
Zendaya Fan	28%	(171)	46%	(285)	26%	(157)	614
Taylor Swift Fan	29%	(137)	48%	(231)	23%	(111)	479
Kylie Jenner Fan	33%	(101)	50%	(152)	17%	(53)	307
Emma Chamberlain Fan	28%	(67)	52%	(122)	20%	(48)	236

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**Table CGZ2\_11: What kind of fan are you of each of the following people?**

Barack Obama

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	25%	(239)	45%	(434)	31%	(301)	975
Niall Horan Fan	24%	(61)	53%	(136)	23%	(59)	256
Zayn Malik Fan	30%	(84)	49%	(135)	21%	(57)	276
Liam Payne Fan	28%	(66)	53%	(126)	20%	(47)	239
Louis Tomlinson Fan	28%	(60)	51%	(109)	21%	(45)	214
Film: An avid fan	34%	(91)	46%	(122)	20%	(53)	266
Film: A casual fan	22%	(119)	44%	(234)	34%	(179)	532
Film: Not a fan	16%	(29)	44%	(78)	39%	(70)	177
Television: An avid fan	36%	(87)	44%	(106)	21%	(50)	243
Television: A casual fan	22%	(120)	47%	(263)	31%	(172)	555
Television: Not a fan	18%	(32)	37%	(65)	45%	(79)	176
Music: An avid fan	29%	(180)	43%	(269)	28%	(175)	624
Music: A casual fan	16%	(53)	48%	(157)	35%	(115)	325
Fashion: An avid fan	37%	(81)	35%	(77)	28%	(61)	219
Fashion: A casual fan	23%	(98)	49%	(215)	28%	(122)	434
Fashion: Not a fan	19%	(61)	44%	(142)	37%	(119)	322
Pop culture: An avid fan	37%	(86)	42%	(97)	21%	(47)	230
Pop culture: A casual fan	19%	(92)	49%	(237)	31%	(151)	479
Pop culture: Not a fan	23%	(61)	38%	(101)	39%	(103)	265
Sports: An avid fan	43%	(88)	39%	(80)	19%	(39)	207
Sports: A casual fan	22%	(69)	47%	(150)	31%	(100)	319
Sports: Not a fan	18%	(82)	46%	(205)	36%	(162)	449
Celeb fans on social media	28%	(197)	46%	(330)	26%	(183)	710
Celebs share too much on social media	25%	(135)	46%	(247)	29%	(156)	538
Celebs who don't share are disconnected	25%	(80)	47%	(148)	28%	(88)	316
Celebs should interact on social media	26%	(170)	44%	(287)	30%	(196)	654
Celebs' social media is a professional platform	27%	(51)	40%	(74)	33%	(62)	186
Celebs' social media is a personal platform	26%	(122)	47%	(222)	27%	(127)	471
Connects to celebs paid promoting	42%	(53)	38%	(48)	20%	(25)	126
Connects to celebs non-paid promoting	26%	(105)	47%	(185)	27%	(107)	396
Concerned about climate change	27%	(196)	48%	(345)	25%	(178)	718

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**Table CGZ2\_11:** What kind of fan are you of each of the following people?*Barack Obama*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	25%	(239)	45%	(434)	31%	(301)	975
Humans can stop climate change	32%	(81)	45%	(114)	24%	(61)	256
Humans can slow climate change	22%	(107)	50%	(241)	28%	(133)	482
Climate change is beyond control	27%	(22)	28%	(23)	45%	(36)	81
Completely in-person school	24%	(13)	41%	(23)	34%	(19)	55
Both in person and virtual school	22%	(70)	46%	(145)	32%	(100)	315
Completely virtual school	24%	(83)	47%	(160)	29%	(98)	341
Watch live sports at least once a week	34%	(78)	41%	(96)	25%	(59)	233

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

**Table CGZ2\_12:** What kind of fan are you of each of the following people?

Tom Hanks

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	15%	(130)	42%	(377)	43%	(384)	892
Gender: Male	19%	(82)	46%	(197)	35%	(150)	429
Gender: Female	11%	(49)	39%	(180)	51%	(234)	463
Age: 18-34	19%	(85)	45%	(207)	36%	(165)	457
GenZers: 1997-2012	15%	(130)	42%	(377)	43%	(384)	892
PID: Dem (no lean)	15%	(49)	44%	(146)	41%	(136)	331
PID: Ind (no lean)	14%	(57)	41%	(169)	46%	(189)	415
PID: Rep (no lean)	17%	(24)	43%	(62)	41%	(59)	146
PID/Gender: Dem Men	16%	(24)	51%	(73)	33%	(47)	144
PID/Gender: Dem Women	14%	(26)	39%	(73)	47%	(89)	187
PID/Gender: Ind Men	18%	(38)	42%	(85)	40%	(81)	204
PID/Gender: Ind Women	9%	(19)	40%	(84)	51%	(109)	211
PID/Gender: Rep Men	25%	(20)	47%	(39)	28%	(23)	82
PID/Gender: Rep Women	7%	(4)	36%	(23)	57%	(37)	64
Ideo: Liberal (1-3)	10%	(29)	43%	(127)	47%	(138)	294
Ideo: Moderate (4)	22%	(40)	39%	(73)	39%	(73)	186
Ideo: Conservative (5-7)	15%	(21)	43%	(58)	41%	(56)	134
Educ: < College	15%	(120)	41%	(331)	45%	(364)	816
Educ: Bachelors degree	12%	(7)	61%	(39)	27%	(17)	63
Income: Under 50k	16%	(81)	41%	(203)	43%	(212)	496
Income: 50k-100k	11%	(31)	46%	(126)	42%	(116)	273
Income: 100k+	15%	(18)	39%	(48)	46%	(56)	123
Ethnicity: White	15%	(89)	44%	(257)	40%	(235)	582
Ethnicity: Hispanic	13%	(22)	42%	(72)	45%	(78)	173
Ethnicity: Black	13%	(13)	34%	(37)	53%	(57)	107
Ethnicity: Other	14%	(28)	41%	(84)	45%	(92)	203
All Christian	19%	(44)	45%	(104)	36%	(83)	231
Atheist	11%	(11)	41%	(41)	48%	(47)	99
Agnostic/Nothing in particular	14%	(48)	43%	(151)	43%	(148)	347
Something Else	13%	(23)	36%	(62)	51%	(87)	171
Religious Non-Protestant/Catholic	13%	(7)	48%	(26)	39%	(21)	53

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**Table CGZ2\_12:** What kind of fan are you of each of the following people?

Tom Hanks

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	15%	(130)	42%	(377)	43%	(384)	892
Evangelical	18%	(26)	42%	(60)	40%	(56)	142
Non-Evangelical	16%	(39)	39%	(92)	45%	(108)	240
Community: Urban	13%	(28)	42%	(93)	45%	(99)	220
Community: Suburban	14%	(69)	42%	(209)	44%	(215)	493
Community: Rural	19%	(34)	42%	(75)	39%	(70)	179
Employ: Private Sector	13%	(13)	49%	(46)	38%	(36)	95
Employ: Unemployed	17%	(26)	46%	(69)	37%	(56)	150
Employ: Other	16%	(8)	46%	(24)	39%	(20)	53
Military HH: Yes	18%	(17)	45%	(42)	37%	(35)	94
Military HH: No	14%	(113)	42%	(335)	44%	(350)	798
RD/WT: Right Direction	20%	(35)	44%	(75)	36%	(61)	171
RD/WT: Wrong Track	13%	(95)	42%	(302)	45%	(323)	721
Trump Job Approve	17%	(35)	45%	(93)	37%	(76)	204
Trump Job Disapprove	15%	(86)	41%	(237)	44%	(258)	581
Trump Job Strongly Approve	17%	(14)	42%	(34)	41%	(34)	81
Trump Job Somewhat Approve	18%	(21)	48%	(59)	35%	(42)	123
Trump Job Somewhat Disapprove	14%	(20)	43%	(63)	44%	(64)	146
Trump Job Strongly Disapprove	15%	(66)	40%	(175)	45%	(195)	435
Favorable of Trump	17%	(31)	49%	(91)	34%	(63)	185
Unfavorable of Trump	15%	(91)	40%	(241)	45%	(266)	598
Very Favorable of Trump	19%	(16)	41%	(36)	40%	(35)	87
Somewhat Favorable of Trump	15%	(15)	56%	(55)	28%	(28)	98
Somewhat Unfavorable of Trump	14%	(18)	45%	(57)	41%	(51)	127
Very Unfavorable of Trump	15%	(72)	39%	(184)	46%	(215)	472
#1 Issue: Economy	18%	(48)	41%	(109)	41%	(106)	263
#1 Issue: Security	7%	(4)	53%	(33)	41%	(26)	63
#1 Issue: Health Care	15%	(22)	41%	(61)	44%	(65)	147
#1 Issue: Women's Issues	12%	(15)	43%	(55)	44%	(56)	127
#1 Issue: Education	17%	(22)	39%	(52)	44%	(58)	132
#1 Issue: Energy	15%	(12)	38%	(30)	47%	(37)	79
#1 Issue: Other	10%	(7)	49%	(34)	41%	(28)	69

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**Table CGZ2\_12:** What kind of fan are you of each of the following people?

Tom Hanks

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	15%	(130)	42%	(377)	43%	(384)	892
4-Region: Northeast	9%	(15)	49%	(81)	42%	(68)	164
4-Region: Midwest	13%	(24)	43%	(75)	44%	(77)	175
4-Region: South	18%	(59)	39%	(132)	43%	(146)	337
4-Region: West	15%	(33)	41%	(90)	43%	(94)	216
Middle school (Grade 6 - 8)	10%	(6)	38%	(23)	51%	(30)	59
High school (Grade 9 - 12)	12%	(49)	38%	(156)	50%	(205)	409
Community college	17%	(10)	48%	(30)	35%	(22)	62
College or university program	15%	(28)	52%	(95)	33%	(60)	182
I am not in school	21%	(37)	41%	(74)	38%	(68)	179
White, non-Hispanic	15%	(78)	45%	(229)	39%	(198)	506
POC	13%	(52)	38%	(148)	48%	(186)	386
Twitter Users	16%	(63)	43%	(171)	42%	(168)	402
Facebook Users	19%	(85)	44%	(196)	37%	(168)	450
Snapchat Users	14%	(77)	44%	(246)	43%	(242)	564
Instagram Users	15%	(102)	41%	(285)	44%	(307)	694
Tiktok Users	14%	(58)	41%	(175)	45%	(189)	423
Reddit Users	15%	(38)	44%	(110)	41%	(102)	250
YouTube Users	15%	(125)	43%	(355)	42%	(352)	833
Harry Styles Fan	17%	(66)	49%	(193)	34%	(132)	391
Billie Eilish Fan	15%	(80)	44%	(240)	41%	(221)	542
Zendaya Fan	16%	(92)	45%	(255)	39%	(225)	572
Taylor Swift Fan	20%	(86)	46%	(200)	35%	(153)	439
Kylie Jenner Fan	20%	(56)	49%	(138)	31%	(87)	281
Emma Chamberlain Fan	18%	(40)	49%	(109)	33%	(75)	224
Niall Horan Fan	17%	(42)	56%	(137)	27%	(67)	246
Zayn Malik Fan	19%	(50)	51%	(135)	29%	(77)	263
Liam Payne Fan	19%	(45)	56%	(131)	24%	(57)	233
Louis Tomlinson Fan	19%	(39)	55%	(115)	27%	(56)	209
Film: An avid fan	27%	(68)	43%	(108)	29%	(73)	249
Film: A casual fan	11%	(52)	44%	(217)	45%	(222)	491
Film: Not a fan	7%	(11)	35%	(53)	58%	(89)	152

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**Table CGZ2\_12:** What kind of fan are you of each of the following people?  
 Tom Hanks

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	15%	(130)	42%	(377)	43%	(384)	892
Television: An avid fan	26%	(59)	44%	(101)	31%	(70)	230
Television: A casual fan	12%	(59)	45%	(229)	43%	(219)	507
Television: Not a fan	8%	(12)	31%	(47)	61%	(94)	154
Music: An avid fan	15%	(88)	44%	(252)	41%	(235)	576
Music: A casual fan	13%	(39)	40%	(116)	47%	(139)	294
Fashion: An avid fan	20%	(40)	39%	(77)	41%	(83)	200
Fashion: A casual fan	13%	(54)	42%	(167)	45%	(180)	401
Fashion: Not a fan	13%	(37)	46%	(133)	42%	(121)	292
Pop culture: An avid fan	23%	(49)	37%	(80)	40%	(86)	214
Pop culture: A casual fan	14%	(63)	46%	(206)	40%	(181)	450
Pop culture: Not a fan	8%	(19)	40%	(91)	52%	(118)	228
Sports: An avid fan	27%	(50)	47%	(88)	26%	(48)	186
Sports: A casual fan	14%	(42)	44%	(132)	41%	(123)	297
Sports: Not a fan	9%	(38)	39%	(158)	52%	(213)	409
Celeb fans on social media	17%	(110)	42%	(279)	41%	(268)	658
Celebs share too much on social media	15%	(78)	46%	(232)	39%	(196)	507
Celebs who don't share are disconnected	13%	(38)	43%	(127)	45%	(134)	299
Celebs should interact on social media	14%	(87)	42%	(258)	44%	(271)	616
Celebs' social media is a professional platform	19%	(31)	42%	(69)	40%	(67)	167
Celebs' social media is a personal platform	14%	(63)	43%	(190)	43%	(189)	443
Connects to celebs paid promoting	28%	(32)	39%	(44)	32%	(36)	113
Connects to celebs non-paid promoting	16%	(58)	42%	(156)	42%	(156)	369
Concerned about climate change	16%	(108)	41%	(278)	42%	(285)	671
Humans can stop climate change	18%	(42)	39%	(92)	42%	(99)	234
Humans can slow climate change	13%	(59)	45%	(206)	42%	(189)	455
Climate change is beyond control	19%	(15)	40%	(31)	41%	(32)	77
Both in person and virtual school	11%	(32)	42%	(127)	47%	(140)	299
Completely virtual school	14%	(43)	42%	(134)	44%	(139)	316
Watch live sports at least once a week	27%	(59)	48%	(106)	26%	(57)	222

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

**Table CGZ2\_13: What kind of fan are you of each of the following people?**

Betty White

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(93)	34%	(242)	54%	(386)	721
Gender: Male	14%	(48)	31%	(108)	55%	(186)	342
Gender: Female	12%	(46)	35%	(134)	53%	(199)	379
Age: 18-34	18%	(74)	38%	(159)	44%	(182)	415
GenZers: 1997-2012	13%	(93)	34%	(242)	54%	(386)	721
PID: Dem (no lean)	11%	(32)	37%	(103)	52%	(144)	278
PID: Ind (no lean)	13%	(43)	31%	(99)	56%	(178)	320
PID: Rep (no lean)	15%	(18)	33%	(40)	52%	(64)	122
PID/Gender: Dem Men	15%	(18)	36%	(43)	49%	(59)	120
PID/Gender: Dem Women	9%	(14)	38%	(60)	53%	(85)	159
PID/Gender: Ind Men	15%	(22)	27%	(40)	59%	(87)	149
PID/Gender: Ind Women	12%	(21)	35%	(59)	53%	(91)	171
PID/Gender: Rep Men	11%	(8)	34%	(25)	55%	(40)	73
Ideo: Liberal (1-3)	11%	(29)	34%	(88)	55%	(143)	260
Ideo: Moderate (4)	16%	(24)	41%	(62)	44%	(67)	153
Ideo: Conservative (5-7)	12%	(14)	29%	(34)	59%	(68)	115
Educ: < College	13%	(82)	32%	(213)	55%	(360)	654
Educ: Bachelors degree	19%	(11)	44%	(26)	37%	(21)	58
Income: Under 50k	15%	(62)	33%	(139)	52%	(217)	419
Income: 50k-100k	11%	(23)	36%	(76)	53%	(110)	208
Income: 100k+	8%	(8)	29%	(27)	63%	(59)	94
Ethnicity: White	15%	(74)	34%	(165)	51%	(244)	484
Ethnicity: Hispanic	11%	(16)	31%	(43)	57%	(79)	139
Ethnicity: Black	9%	(8)	43%	(38)	48%	(42)	89
Ethnicity: Other	7%	(11)	26%	(38)	67%	(99)	148
All Christian	15%	(28)	34%	(65)	51%	(98)	190
Atheist	8%	(7)	32%	(26)	60%	(48)	81
Agnostic/Nothing in particular	13%	(35)	36%	(97)	52%	(141)	273
Something Else	14%	(20)	31%	(45)	55%	(80)	144
Evangelical	17%	(20)	32%	(38)	51%	(61)	118
Non-Evangelical	13%	(25)	33%	(66)	54%	(108)	199

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**Table CGZ2\_13:** What kind of fan are you of each of the following people?*Betty White*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(93)	34%	(242)	54%	(386)	721
Community: Urban	10%	(18)	34%	(61)	56%	(101)	180
Community: Suburban	12%	(46)	30%	(116)	58%	(229)	391
Community: Rural	20%	(29)	43%	(64)	38%	(56)	149
Employ: Private Sector	19%	(15)	39%	(31)	42%	(34)	81
Employ: Unemployed	18%	(24)	35%	(48)	47%	(65)	137
Military HH: Yes	12%	(9)	40%	(29)	48%	(35)	73
Military HH: No	13%	(84)	33%	(213)	54%	(351)	648
RD/WT: Right Direction	22%	(31)	31%	(43)	47%	(65)	139
RD/WT: Wrong Track	11%	(62)	34%	(198)	55%	(320)	581
Trump Job Approve	23%	(39)	30%	(51)	48%	(83)	174
Trump Job Disapprove	11%	(51)	34%	(159)	56%	(262)	472
Trump Job Strongly Approve	23%	(15)	30%	(21)	47%	(32)	68
Trump Job Somewhat Approve	23%	(24)	29%	(31)	48%	(51)	106
Trump Job Somewhat Disapprove	10%	(11)	31%	(35)	59%	(65)	111
Trump Job Strongly Disapprove	11%	(40)	34%	(124)	55%	(197)	360
Favorable of Trump	24%	(36)	30%	(46)	46%	(69)	152
Unfavorable of Trump	10%	(50)	35%	(170)	55%	(268)	488
Very Favorable of Trump	27%	(19)	29%	(20)	43%	(30)	69
Somewhat Favorable of Trump	21%	(17)	32%	(26)	47%	(39)	83
Somewhat Unfavorable of Trump	11%	(12)	37%	(38)	52%	(54)	104
Very Unfavorable of Trump	10%	(38)	34%	(132)	56%	(213)	384
#1 Issue: Economy	16%	(35)	28%	(62)	56%	(121)	217
#1 Issue: Security	12%	(6)	30%	(15)	58%	(30)	51
#1 Issue: Health Care	13%	(16)	35%	(44)	52%	(64)	123
#1 Issue: Women's Issues	9%	(9)	36%	(37)	55%	(56)	102
#1 Issue: Education	9%	(8)	38%	(34)	54%	(48)	89
#1 Issue: Energy	15%	(10)	36%	(24)	49%	(34)	69
#1 Issue: Other	11%	(7)	41%	(24)	48%	(28)	59

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**Table CGZ2\_13: What kind of fan are you of each of the following people?**

Betty White

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(93)	34%	(242)	54%	(386)	721
4-Region: Northeast	14%	(20)	37%	(53)	49%	(70)	142
4-Region: Midwest	12%	(16)	37%	(52)	51%	(71)	140
4-Region: South	13%	(36)	33%	(91)	53%	(146)	273
4-Region: West	13%	(22)	28%	(46)	59%	(98)	166
High school (Grade 9 - 12)	9%	(27)	27%	(81)	64%	(196)	305
Community college	20%	(12)	44%	(27)	36%	(22)	61
College or university program	13%	(21)	34%	(55)	53%	(86)	161
I am not in school	20%	(32)	42%	(69)	38%	(62)	162
White, non-Hispanic	16%	(67)	35%	(147)	49%	(209)	423
POC	9%	(26)	32%	(95)	59%	(177)	298
Twitter Users	12%	(39)	37%	(127)	51%	(174)	341
Facebook Users	18%	(70)	38%	(149)	44%	(171)	389
Snapchat Users	12%	(59)	33%	(158)	55%	(262)	478
Instagram Users	12%	(67)	33%	(188)	56%	(320)	575
Tiktok Users	13%	(45)	36%	(125)	51%	(175)	345
Reddit Users	12%	(25)	34%	(73)	54%	(114)	212
YouTube Users	12%	(84)	34%	(228)	54%	(359)	671
Harry Styles Fan	15%	(49)	45%	(152)	40%	(134)	335
Billie Eilish Fan	14%	(64)	40%	(180)	46%	(210)	455
Zendaya Fan	14%	(68)	38%	(186)	48%	(232)	486
Taylor Swift Fan	15%	(54)	44%	(159)	41%	(150)	364
Kylie Jenner Fan	13%	(30)	46%	(109)	41%	(99)	238
Emma Chamberlain Fan	12%	(23)	46%	(89)	41%	(79)	191
Niall Horan Fan	16%	(34)	49%	(106)	35%	(76)	216
Zayn Malik Fan	16%	(37)	47%	(110)	37%	(85)	232
Liam Payne Fan	17%	(35)	48%	(98)	35%	(71)	204
Louis Tomlinson Fan	16%	(31)	48%	(91)	36%	(67)	189
Film: An avid fan	17%	(35)	41%	(81)	42%	(84)	199
Film: A casual fan	12%	(48)	33%	(131)	55%	(221)	400
Film: Not a fan	9%	(11)	25%	(30)	67%	(81)	122

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**Table CGZ2\_13:** What kind of fan are you of each of the following people?*Betty White*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	13%	(93)	34%	(242)	54%	(386)	721
Television: An avid fan	21%	(40)	37%	(70)	41%	(78)	188
Television: A casual fan	10%	(42)	36%	(147)	54%	(220)	410
Television: Not a fan	9%	(11)	19%	(24)	72%	(88)	123
Music: An avid fan	14%	(68)	34%	(159)	52%	(246)	473
Music: A casual fan	10%	(23)	34%	(79)	56%	(128)	230
Fashion: An avid fan	17%	(28)	31%	(52)	52%	(87)	167
Fashion: A casual fan	10%	(33)	36%	(116)	53%	(170)	319
Fashion: Not a fan	14%	(33)	31%	(73)	55%	(128)	235
Pop culture: An avid fan	18%	(31)	39%	(69)	44%	(78)	178
Pop culture: A casual fan	12%	(45)	36%	(135)	52%	(198)	378
Pop culture: Not a fan	11%	(17)	23%	(38)	67%	(110)	164
Sports: An avid fan	15%	(24)	35%	(55)	50%	(79)	158
Sports: A casual fan	14%	(31)	35%	(77)	51%	(112)	220
Sports: Not a fan	11%	(39)	32%	(109)	57%	(195)	342
Celeb fans on social media	15%	(80)	36%	(195)	50%	(271)	545
Celebs share too much on social media	15%	(58)	33%	(134)	52%	(208)	400
Celebs who don't share are disconnected	15%	(36)	29%	(69)	56%	(134)	239
Celebs should interact on social media	13%	(65)	33%	(162)	54%	(265)	492
Celebs' social media is a professional platform	22%	(31)	35%	(50)	43%	(61)	141
Celebs' social media is a personal platform	11%	(39)	33%	(117)	55%	(195)	351
Connects to celebs paid promoting	23%	(21)	37%	(35)	40%	(37)	93
Connects to celebs non-paid promoting	13%	(39)	31%	(96)	57%	(177)	311
Concerned about climate change	14%	(75)	34%	(188)	52%	(288)	551
Humans can stop climate change	18%	(33)	26%	(48)	56%	(105)	187
Humans can slow climate change	12%	(43)	36%	(136)	52%	(197)	376
Climate change is beyond control	11%	(7)	42%	(26)	47%	(30)	64
Both in person and virtual school	9%	(22)	28%	(68)	63%	(153)	243
Completely virtual school	11%	(26)	34%	(81)	55%	(131)	238
Watch live sports at least once a week	16%	(30)	33%	(62)	50%	(94)	186

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

**Table CGZ2\_14:** What kind of fan are you of each of the following people?

Mel Gibson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(35)	31%	(196)	63%	(392)	623
Gender: Male	8%	(25)	34%	(106)	58%	(181)	312
Gender: Female	3%	(10)	29%	(90)	68%	(211)	311
Age: 18-34	8%	(28)	38%	(140)	54%	(198)	366
GenZers: 1997-2012	6%	(35)	31%	(196)	63%	(392)	623
PID: Dem (no lean)	5%	(11)	34%	(81)	62%	(148)	240
PID: Ind (no lean)	6%	(16)	30%	(80)	65%	(175)	271
PID: Rep (no lean)	8%	(9)	31%	(35)	61%	(68)	112
PID/Gender: Dem Men	8%	(9)	38%	(40)	54%	(56)	104
PID/Gender: Dem Women	2%	(2)	30%	(41)	68%	(92)	136
PID/Gender: Ind Men	6%	(9)	32%	(46)	62%	(88)	142
PID/Gender: Ind Women	5%	(7)	27%	(34)	68%	(88)	129
PID/Gender: Rep Men	12%	(8)	31%	(20)	57%	(37)	65
Ideo: Liberal (1-3)	5%	(10)	27%	(57)	68%	(146)	213
Ideo: Moderate (4)	7%	(10)	31%	(44)	62%	(88)	142
Ideo: Conservative (5-7)	5%	(6)	36%	(37)	59%	(60)	102
Educ: < College	5%	(30)	30%	(171)	64%	(362)	563
Educ: Bachelors degree	8%	(4)	41%	(22)	51%	(27)	53
Income: Under 50k	8%	(29)	30%	(105)	62%	(220)	353
Income: 50k-100k	2%	(3)	36%	(66)	62%	(114)	183
Income: 100k+	4%	(3)	29%	(25)	68%	(59)	87
Ethnicity: White	6%	(23)	32%	(134)	62%	(259)	415
Ethnicity: Hispanic	8%	(9)	30%	(34)	62%	(70)	113
Ethnicity: Black	10%	(7)	33%	(25)	58%	(44)	76
Ethnicity: Other	4%	(5)	28%	(37)	68%	(89)	132
All Christian	8%	(14)	34%	(62)	58%	(105)	181
Atheist	3%	(2)	36%	(26)	60%	(43)	72
Agnostic/Nothing in particular	5%	(10)	29%	(65)	66%	(149)	224
Something Else	5%	(6)	30%	(33)	65%	(73)	112
Evangelical	10%	(10)	33%	(33)	57%	(58)	101
Non-Evangelical	5%	(9)	32%	(57)	63%	(112)	178

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**Table CGZ2\_14:** What kind of fan are you of each of the following people?  
 Mel Gibson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(35)	31%	(196)	63%	(392)	623
Community: Urban	7%	(11)	29%	(45)	63%	(98)	154
Community: Suburban	4%	(14)	30%	(103)	66%	(227)	344
Community: Rural	8%	(10)	38%	(48)	54%	(67)	125
Employ: Private Sector	10%	(8)	45%	(35)	45%	(35)	78
Employ: Unemployed	9%	(10)	38%	(41)	53%	(57)	108
Military HH: Yes	8%	(5)	39%	(24)	54%	(34)	63
Military HH: No	5%	(31)	31%	(171)	64%	(358)	560
RD/WT: Right Direction	10%	(12)	36%	(45)	54%	(68)	124
RD/WT: Wrong Track	5%	(24)	30%	(151)	65%	(324)	499
Trump Job Approve	9%	(14)	36%	(56)	55%	(85)	155
Trump Job Disapprove	5%	(19)	30%	(117)	66%	(260)	395
Trump Job Strongly Approve	14%	(8)	26%	(15)	60%	(36)	60
Trump Job Somewhat Approve	5%	(5)	43%	(41)	52%	(49)	96
Trump Job Somewhat Disapprove	10%	(10)	27%	(28)	63%	(66)	105
Trump Job Strongly Disapprove	3%	(9)	31%	(89)	66%	(193)	291
Favorable of Trump	10%	(14)	35%	(47)	55%	(75)	135
Unfavorable of Trump	4%	(18)	30%	(127)	65%	(270)	415
Very Favorable of Trump	15%	(9)	29%	(18)	57%	(35)	63
Somewhat Favorable of Trump	6%	(5)	40%	(29)	54%	(39)	73
Somewhat Unfavorable of Trump	10%	(10)	28%	(28)	62%	(62)	99
Very Unfavorable of Trump	3%	(9)	31%	(99)	66%	(209)	316
#1 Issue: Economy	9%	(18)	33%	(65)	58%	(113)	196
#1 Issue: Health Care	2%	(2)	34%	(35)	64%	(64)	100
#1 Issue: Women's Issues	3%	(2)	23%	(18)	74%	(56)	76
#1 Issue: Education	8%	(7)	32%	(29)	60%	(54)	90
#1 Issue: Energy	1%	(1)	29%	(19)	70%	(45)	65

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**Table CGZ2\_14:** What kind of fan are you of each of the following people?

Mel Gibson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(35)	31%	(196)	63%	(392)	623
4-Region: Northeast	7%	(8)	30%	(37)	64%	(79)	125
4-Region: Midwest	2%	(2)	32%	(37)	66%	(76)	115
4-Region: South	7%	(17)	31%	(72)	62%	(147)	236
4-Region: West	5%	(8)	34%	(49)	61%	(90)	147
High school (Grade 9 - 12)	3%	(7)	21%	(55)	76%	(195)	257
Community college	9%	(5)	36%	(18)	55%	(28)	51
College or university program	6%	(9)	37%	(54)	57%	(83)	146
I am not in school	10%	(14)	43%	(61)	47%	(65)	140
White, non-Hispanic	5%	(19)	32%	(117)	63%	(227)	363
POC	6%	(17)	30%	(79)	63%	(165)	260
Twitter Users	6%	(18)	33%	(97)	61%	(182)	296
Facebook Users	7%	(26)	39%	(136)	54%	(191)	352
Snapchat Users	6%	(23)	32%	(131)	62%	(252)	406
Instagram Users	5%	(26)	30%	(149)	64%	(315)	489
Tiktok Users	6%	(15)	31%	(82)	64%	(171)	267
Reddit Users	8%	(16)	30%	(57)	62%	(118)	191
YouTube Users	5%	(31)	31%	(182)	63%	(365)	578
Harry Styles Fan	7%	(19)	40%	(112)	53%	(148)	279
Billie Eilish Fan	7%	(25)	35%	(131)	59%	(221)	377
Zendaya Fan	6%	(24)	34%	(136)	60%	(238)	398
Taylor Swift Fan	7%	(23)	39%	(120)	53%	(163)	305
Kylie Jenner Fan	12%	(22)	48%	(92)	41%	(79)	193
Emma Chamberlain Fan	10%	(15)	49%	(74)	41%	(62)	151
Niall Horan Fan	8%	(16)	47%	(91)	45%	(88)	195
Zayn Malik Fan	10%	(21)	49%	(101)	41%	(85)	207
Liam Payne Fan	11%	(20)	52%	(95)	37%	(66)	181
Louis Tomlinson Fan	10%	(18)	50%	(84)	40%	(68)	169
Film: An avid fan	8%	(15)	38%	(71)	54%	(99)	185
Film: A casual fan	5%	(18)	31%	(107)	63%	(216)	342
Film: Not a fan	3%	(3)	19%	(18)	79%	(76)	97

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**Table CGZ2\_14:** What kind of fan are you of each of the following people?

Mel Gibson

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(35)	31%	(196)	63%	(392)	623
Television: An avid fan	9%	(15)	39%	(66)	53%	(91)	172
Television: A casual fan	5%	(16)	33%	(113)	63%	(217)	347
Television: Not a fan	4%	(4)	16%	(16)	80%	(84)	104
Music: An avid fan	6%	(23)	32%	(130)	62%	(249)	402
Music: A casual fan	5%	(10)	31%	(64)	64%	(132)	206
Fashion: An avid fan	8%	(11)	35%	(48)	57%	(79)	138
Fashion: A casual fan	5%	(15)	29%	(82)	65%	(183)	280
Fashion: Not a fan	5%	(9)	32%	(65)	64%	(131)	205
Pop culture: An avid fan	11%	(16)	33%	(48)	55%	(80)	145
Pop culture: A casual fan	4%	(14)	32%	(108)	64%	(218)	340
Pop culture: Not a fan	3%	(5)	28%	(39)	68%	(94)	138
Sports: An avid fan	10%	(16)	38%	(57)	51%	(77)	150
Sports: A casual fan	6%	(11)	37%	(73)	57%	(112)	196
Sports: Not a fan	3%	(8)	24%	(66)	73%	(203)	277
Celeb fans on social media	7%	(32)	32%	(151)	61%	(287)	470
Celebs share too much on social media	6%	(21)	33%	(116)	62%	(219)	356
Celebs who don't share are disconnected	8%	(16)	29%	(53)	63%	(117)	186
Celebs should interact on social media	4%	(18)	30%	(128)	65%	(275)	422
Celebs' social media is a professional platform	9%	(11)	40%	(50)	51%	(63)	124
Celebs' social media is a personal platform	6%	(18)	28%	(88)	66%	(206)	311
Connects to celebs paid promoting	14%	(11)	41%	(33)	45%	(36)	79
Connects to celebs non-paid promoting	5%	(14)	30%	(76)	65%	(166)	256
Concerned about climate change	5%	(24)	32%	(153)	62%	(295)	472
Humans can stop climate change	6%	(10)	28%	(46)	65%	(106)	162
Humans can slow climate change	5%	(15)	34%	(111)	61%	(197)	323
Climate change is beyond control	9%	(5)	31%	(17)	60%	(33)	54
Both in person and virtual school	4%	(9)	30%	(63)	65%	(137)	209
Completely virtual school	4%	(9)	26%	(55)	69%	(145)	209
Watch live sports at least once a week	10%	(17)	37%	(65)	54%	(94)	176

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

**Table CGZ2\_15: What kind of fan are you of each of the following people?**

Will Smith

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	23%	(212)	52%	(488)	25%	(237)	936
Gender: Male	28%	(126)	51%	(230)	21%	(95)	451
Gender: Female	18%	(86)	53%	(257)	29%	(142)	485
Age: 18-34	26%	(124)	52%	(246)	23%	(108)	478
GenZers: 1997-2012	23%	(212)	52%	(488)	25%	(237)	936
PID: Dem (no lean)	22%	(75)	52%	(176)	26%	(89)	340
PID: Ind (no lean)	24%	(107)	51%	(232)	25%	(114)	453
PID: Rep (no lean)	21%	(30)	55%	(79)	24%	(34)	143
PID/Gender: Dem Men	28%	(40)	53%	(77)	19%	(27)	145
PID/Gender: Dem Women	18%	(35)	51%	(99)	31%	(61)	195
PID/Gender: Ind Men	27%	(61)	50%	(114)	24%	(54)	230
PID/Gender: Ind Women	20%	(46)	53%	(118)	27%	(60)	224
PID/Gender: Rep Men	31%	(24)	51%	(40)	17%	(13)	77
PID/Gender: Rep Women	10%	(6)	59%	(39)	31%	(21)	66
Ideo: Liberal (1-3)	16%	(48)	51%	(153)	32%	(96)	298
Ideo: Moderate (4)	25%	(48)	51%	(97)	25%	(47)	193
Ideo: Conservative (5-7)	19%	(26)	56%	(74)	24%	(32)	132
Educ: < College	23%	(197)	51%	(441)	26%	(222)	860
Educ: Bachelors degree	19%	(12)	61%	(38)	20%	(13)	63
Income: Under 50k	27%	(149)	50%	(273)	23%	(124)	545
Income: 50k-100k	18%	(48)	55%	(146)	27%	(73)	268
Income: 100k+	12%	(15)	56%	(68)	32%	(40)	123
Ethnicity: White	20%	(116)	54%	(317)	27%	(158)	592
Ethnicity: Hispanic	25%	(49)	51%	(98)	24%	(46)	192
Ethnicity: Black	39%	(49)	47%	(59)	14%	(18)	126
Ethnicity: Other	22%	(47)	51%	(111)	28%	(61)	219
All Christian	21%	(49)	54%	(127)	25%	(58)	234
Atheist	20%	(19)	54%	(52)	26%	(25)	95
Agnostic/Nothing in particular	22%	(81)	53%	(199)	25%	(93)	373
Something Else	28%	(52)	50%	(92)	23%	(42)	186
Religious Non-Protestant/Catholic	23%	(12)	43%	(24)	34%	(19)	55

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**Table CGZ2\_15:** What kind of fan are you of each of the following people?

Will Smith

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	23%	(212)	52%	(488)	25%	(237)	936
Evangelical	28%	(43)	46%	(70)	26%	(40)	153
Non-Evangelical	22%	(55)	54%	(135)	23%	(58)	248
Community: Urban	21%	(49)	54%	(128)	26%	(61)	237
Community: Suburban	22%	(112)	50%	(259)	28%	(141)	513
Community: Rural	27%	(51)	54%	(101)	19%	(35)	187
Employ: Private Sector	21%	(20)	60%	(57)	18%	(17)	94
Employ: Unemployed	25%	(42)	55%	(91)	19%	(32)	165
Employ: Other	22%	(13)	60%	(37)	18%	(11)	61
Military HH: Yes	27%	(25)	47%	(43)	26%	(24)	91
Military HH: No	22%	(188)	53%	(445)	25%	(213)	845
RD/WT: Right Direction	27%	(49)	51%	(92)	22%	(40)	181
RD/WT: Wrong Track	22%	(163)	52%	(396)	26%	(197)	756
Trump Job Approve	25%	(52)	54%	(113)	21%	(44)	209
Trump Job Disapprove	23%	(137)	51%	(308)	26%	(160)	606
Trump Job Strongly Approve	26%	(20)	55%	(43)	19%	(15)	79
Trump Job Somewhat Approve	24%	(31)	54%	(70)	22%	(29)	130
Trump Job Somewhat Disapprove	21%	(31)	52%	(80)	27%	(42)	153
Trump Job Strongly Disapprove	23%	(106)	50%	(228)	26%	(118)	452
Favorable of Trump	24%	(45)	57%	(106)	19%	(36)	187
Unfavorable of Trump	23%	(143)	50%	(313)	27%	(166)	622
Very Favorable of Trump	27%	(23)	53%	(46)	20%	(17)	86
Somewhat Favorable of Trump	22%	(22)	60%	(60)	18%	(19)	101
Somewhat Unfavorable of Trump	24%	(31)	53%	(70)	24%	(32)	133
Very Unfavorable of Trump	23%	(112)	50%	(244)	27%	(134)	489
#1 Issue: Economy	26%	(70)	52%	(143)	22%	(61)	274
#1 Issue: Security	11%	(7)	63%	(41)	26%	(17)	65
#1 Issue: Health Care	23%	(37)	51%	(82)	25%	(41)	160
#1 Issue: Women's Issues	22%	(28)	52%	(68)	26%	(34)	130
#1 Issue: Education	21%	(29)	51%	(71)	28%	(39)	139
#1 Issue: Energy	21%	(17)	46%	(38)	33%	(27)	82
#1 Issue: Other	26%	(18)	55%	(40)	19%	(14)	72

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**Table CGZ2\_15: What kind of fan are you of each of the following people?**

Will Smith

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	23%	(212)	52%	(488)	25%	(237)	936
4-Region: Northeast	19%	(33)	50%	(86)	32%	(55)	174
4-Region: Midwest	20%	(36)	55%	(100)	25%	(45)	181
4-Region: South	28%	(99)	50%	(180)	22%	(79)	357
4-Region: West	20%	(45)	54%	(122)	26%	(58)	224
Middle school (Grade 6 - 8)	29%	(19)	46%	(30)	25%	(16)	65
High school (Grade 9 - 12)	20%	(87)	51%	(220)	28%	(122)	429
Community college	22%	(14)	56%	(36)	22%	(14)	65
College or university program	22%	(42)	50%	(94)	28%	(52)	188
I am not in school	27%	(51)	56%	(107)	17%	(33)	190
White, non-Hispanic	19%	(99)	53%	(271)	27%	(139)	509
POC	27%	(113)	51%	(216)	23%	(97)	427
Twitter Users	21%	(88)	49%	(206)	30%	(126)	420
Facebook Users	25%	(117)	53%	(249)	22%	(102)	469
Snapchat Users	23%	(137)	54%	(320)	23%	(138)	595
Instagram Users	22%	(164)	52%	(380)	26%	(188)	732
Tiktok Users	24%	(109)	51%	(229)	24%	(109)	447
Reddit Users	17%	(43)	53%	(138)	31%	(81)	262
YouTube Users	23%	(197)	52%	(457)	25%	(217)	870
Harry Styles Fan	31%	(125)	52%	(211)	18%	(71)	407
Billie Eilish Fan	27%	(156)	53%	(306)	20%	(113)	575
Zendaya Fan	27%	(163)	53%	(319)	20%	(118)	599
Taylor Swift Fan	29%	(133)	51%	(237)	20%	(93)	463
Kylie Jenner Fan	33%	(98)	53%	(157)	15%	(45)	300
Emma Chamberlain Fan	26%	(59)	58%	(133)	17%	(38)	230
Niall Horan Fan	29%	(74)	54%	(136)	17%	(44)	253
Zayn Malik Fan	32%	(89)	54%	(148)	14%	(37)	274
Liam Payne Fan	33%	(79)	51%	(123)	16%	(37)	239
Louis Tomlinson Fan	30%	(65)	55%	(120)	15%	(31)	216
Film: An avid fan	35%	(90)	49%	(126)	16%	(40)	256
Film: A casual fan	19%	(95)	55%	(284)	26%	(134)	513
Film: Not a fan	16%	(27)	46%	(78)	37%	(63)	168

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**Table CGZ2\_15:** What kind of fan are you of each of the following people?

Will Smith

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	23%	(212)	52%	(488)	25%	(237)	936
Television: An avid fan	32%	(74)	52%	(119)	16%	(37)	230
Television: A casual fan	22%	(117)	54%	(288)	25%	(133)	537
Television: Not a fan	13%	(22)	48%	(81)	40%	(67)	169
Music: An avid fan	26%	(158)	52%	(313)	22%	(131)	602
Music: A casual fan	16%	(49)	53%	(164)	32%	(99)	312
Fashion: An avid fan	30%	(62)	44%	(93)	26%	(55)	210
Fashion: A casual fan	22%	(90)	55%	(231)	23%	(97)	419
Fashion: Not a fan	19%	(60)	53%	(164)	27%	(84)	308
Pop culture: An avid fan	31%	(69)	51%	(114)	18%	(40)	223
Pop culture: A casual fan	20%	(96)	54%	(257)	25%	(120)	473
Pop culture: Not a fan	19%	(46)	49%	(117)	32%	(77)	241
Sports: An avid fan	39%	(77)	45%	(90)	16%	(31)	197
Sports: A casual fan	25%	(75)	55%	(170)	20%	(61)	307
Sports: Not a fan	14%	(60)	53%	(228)	34%	(145)	432
Celeb fans on social media	26%	(176)	51%	(353)	23%	(158)	686
Celebs share too much on social media	23%	(121)	52%	(272)	24%	(125)	518
Celebs who don't share are disconnected	24%	(73)	49%	(152)	27%	(82)	307
Celebs should interact on social media	23%	(145)	51%	(322)	26%	(163)	630
Celebs' social media is a professional platform	26%	(46)	48%	(84)	26%	(46)	176
Celebs' social media is a personal platform	23%	(104)	53%	(239)	24%	(111)	454
Connects to celebs paid promoting	38%	(44)	48%	(57)	14%	(17)	118
Connects to celebs non-paid promoting	23%	(88)	52%	(200)	25%	(95)	383
Concerned about climate change	23%	(161)	51%	(356)	25%	(175)	693
Humans can stop climate change	27%	(67)	47%	(114)	26%	(64)	245
Humans can slow climate change	19%	(87)	56%	(258)	25%	(118)	463
Climate change is beyond control	33%	(26)	50%	(40)	17%	(14)	79
Completely in-person school	34%	(17)	45%	(23)	22%	(11)	51
Both in person and virtual school	20%	(60)	52%	(158)	29%	(88)	306
Completely virtual school	19%	(63)	53%	(172)	28%	(90)	325
Watch live sports at least once a week	36%	(83)	45%	(102)	19%	(43)	228

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

**Table CGZ2\_16:** What kind of fan are you of each of the following people?  
Oprah Winfrey

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(78)	31%	(280)	60%	(542)	899
Gender: Male	9%	(39)	29%	(125)	61%	(260)	424
Gender: Female	8%	(39)	33%	(155)	59%	(282)	475
Age: 18-34	12%	(56)	32%	(148)	56%	(257)	461
GenZers: 1997-2012	9%	(78)	31%	(280)	60%	(542)	899
PID: Dem (no lean)	13%	(42)	37%	(127)	50%	(170)	339
PID: Ind (no lean)	6%	(25)	28%	(118)	66%	(277)	420
PID: Rep (no lean)	7%	(10)	25%	(35)	68%	(95)	140
PID/Gender: Dem Men	14%	(21)	35%	(50)	51%	(74)	145
PID/Gender: Dem Women	11%	(22)	39%	(77)	49%	(96)	195
PID/Gender: Ind Men	5%	(11)	27%	(54)	68%	(136)	201
PID/Gender: Ind Women	7%	(15)	29%	(64)	64%	(141)	219
PID/Gender: Rep Men	10%	(8)	26%	(21)	64%	(50)	79
PID/Gender: Rep Women	4%	(2)	23%	(14)	73%	(45)	61
Ideo: Liberal (1-3)	11%	(32)	29%	(87)	60%	(178)	297
Ideo: Moderate (4)	12%	(23)	35%	(67)	53%	(104)	195
Ideo: Conservative (5-7)	6%	(8)	22%	(30)	72%	(95)	132
Educ: < College	8%	(63)	30%	(249)	62%	(511)	823
Educ: Bachelors degree	15%	(10)	44%	(28)	41%	(25)	63
Income: Under 50k	9%	(46)	29%	(149)	62%	(317)	512
Income: 50k-100k	9%	(23)	32%	(85)	60%	(159)	267
Income: 100k+	7%	(9)	39%	(47)	54%	(65)	121
Ethnicity: White	8%	(44)	29%	(166)	63%	(361)	571
Ethnicity: Hispanic	10%	(18)	30%	(53)	60%	(107)	178
Ethnicity: Black	13%	(16)	35%	(42)	52%	(63)	121
Ethnicity: Other	9%	(18)	35%	(72)	57%	(118)	208
All Christian	9%	(22)	35%	(80)	56%	(130)	233
Atheist	10%	(10)	27%	(28)	63%	(64)	102
Agnostic/Nothing in particular	8%	(26)	31%	(108)	61%	(213)	348
Something Else	9%	(16)	29%	(51)	61%	(106)	172
Religious Non-Protestant/Catholic	7%	(4)	26%	(14)	66%	(36)	54

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**Table CGZ2\_16:** What kind of fan are you of each of the following people?*Oprah Winfrey*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(78)	31%	(280)	60%	(542)	899
Evangelical	10%	(15)	25%	(37)	65%	(97)	149
Non-Evangelical	9%	(22)	37%	(89)	53%	(126)	236
Community: Urban	9%	(20)	30%	(70)	61%	(142)	232
Community: Suburban	9%	(43)	32%	(153)	59%	(288)	484
Community: Rural	8%	(15)	31%	(57)	61%	(112)	184
Employ: Private Sector	14%	(13)	30%	(28)	56%	(53)	94
Employ: Unemployed	7%	(11)	28%	(43)	65%	(99)	153
Employ: Other	5%	(3)	37%	(20)	58%	(31)	54
Military HH: Yes	9%	(9)	33%	(32)	58%	(55)	95
Military HH: No	9%	(69)	31%	(248)	61%	(487)	805
RD/WT: Right Direction	12%	(20)	25%	(43)	63%	(107)	170
RD/WT: Wrong Track	8%	(58)	32%	(237)	60%	(435)	729
Trump Job Approve	8%	(16)	24%	(47)	68%	(137)	201
Trump Job Disapprove	9%	(55)	35%	(203)	56%	(331)	589
Trump Job Strongly Approve	9%	(7)	24%	(18)	67%	(51)	76
Trump Job Somewhat Approve	8%	(10)	23%	(29)	69%	(86)	125
Trump Job Somewhat Disapprove	8%	(11)	30%	(43)	62%	(87)	141
Trump Job Strongly Disapprove	10%	(44)	36%	(161)	54%	(244)	448
Favorable of Trump	6%	(10)	24%	(42)	70%	(125)	178
Unfavorable of Trump	10%	(60)	33%	(202)	57%	(345)	607
Very Favorable of Trump	7%	(6)	26%	(21)	67%	(56)	83
Somewhat Favorable of Trump	5%	(5)	22%	(21)	73%	(69)	95
Somewhat Unfavorable of Trump	10%	(13)	29%	(37)	60%	(77)	127
Very Unfavorable of Trump	10%	(47)	34%	(165)	56%	(268)	480
#1 Issue: Economy	6%	(17)	36%	(95)	58%	(152)	264
#1 Issue: Security	6%	(4)	29%	(19)	65%	(42)	64
#1 Issue: Health Care	11%	(17)	30%	(47)	59%	(91)	155
#1 Issue: Women's Issues	8%	(10)	26%	(34)	66%	(85)	128
#1 Issue: Education	10%	(12)	30%	(38)	60%	(75)	125
#1 Issue: Energy	11%	(9)	24%	(19)	64%	(50)	77
#1 Issue: Other	9%	(7)	37%	(26)	53%	(38)	71

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**Table CGZ2\_16: What kind of fan are you of each of the following people?**  
*Oprah Winfrey*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(78)	31%	(280)	60%	(542)	899
4-Region: Northeast	9%	(15)	33%	(57)	58%	(101)	173
4-Region: Midwest	7%	(13)	29%	(51)	63%	(110)	174
4-Region: South	10%	(33)	28%	(94)	63%	(212)	339
4-Region: West	8%	(17)	37%	(78)	55%	(118)	213
Middle school (Grade 6 - 8)	9%	(5)	32%	(17)	59%	(32)	54
High school (Grade 9 - 12)	5%	(22)	29%	(123)	66%	(276)	421
Community college	12%	(8)	34%	(21)	54%	(33)	61
College or university program	15%	(28)	34%	(63)	51%	(94)	184
I am not in school	8%	(15)	32%	(57)	60%	(108)	179
White, non-Hispanic	7%	(35)	29%	(144)	64%	(316)	494
POC	11%	(43)	34%	(136)	56%	(226)	405
Twitter Users	11%	(43)	30%	(122)	59%	(239)	404
Facebook Users	11%	(50)	33%	(148)	56%	(256)	454
Snapchat Users	9%	(52)	32%	(184)	59%	(338)	574
Instagram Users	10%	(69)	31%	(214)	60%	(417)	699
Tiktok Users	10%	(42)	34%	(147)	56%	(240)	429
Reddit Users	6%	(16)	29%	(72)	65%	(163)	251
YouTube Users	8%	(68)	32%	(266)	60%	(496)	830
Harry Styles Fan	12%	(48)	41%	(163)	47%	(188)	400
Billie Eilish Fan	11%	(59)	36%	(198)	53%	(292)	549
Zendaya Fan	11%	(62)	37%	(219)	52%	(305)	586
Taylor Swift Fan	12%	(54)	43%	(191)	45%	(201)	446
Kylie Jenner Fan	15%	(45)	45%	(130)	40%	(114)	289
Emma Chamberlain Fan	14%	(31)	44%	(99)	43%	(98)	228
Niall Horan Fan	13%	(34)	46%	(117)	41%	(104)	255
Zayn Malik Fan	16%	(43)	45%	(122)	40%	(109)	273
Liam Payne Fan	15%	(37)	47%	(111)	38%	(90)	238
Louis Tomlinson Fan	15%	(33)	46%	(97)	39%	(83)	213
Film: An avid fan	13%	(31)	40%	(99)	47%	(115)	245
Film: A casual fan	7%	(37)	30%	(148)	63%	(313)	498
Film: Not a fan	6%	(10)	21%	(33)	73%	(114)	156

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**Table CGZ2\_16:** What kind of fan are you of each of the following people?  
*Oprah Winfrey*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	9%	(78)	31%	(280)	60%	(542)	899
Television: An avid fan	15%	(33)	41%	(92)	44%	(97)	221
Television: A casual fan	7%	(34)	32%	(163)	62%	(316)	513
Television: Not a fan	7%	(11)	15%	(26)	78%	(129)	166
Music: An avid fan	10%	(57)	30%	(177)	60%	(350)	583
Music: A casual fan	6%	(18)	34%	(99)	60%	(175)	292
Fashion: An avid fan	16%	(34)	39%	(82)	44%	(92)	207
Fashion: A casual fan	7%	(27)	31%	(126)	62%	(250)	403
Fashion: Not a fan	6%	(17)	25%	(72)	69%	(199)	289
Pop culture: An avid fan	16%	(35)	35%	(77)	49%	(110)	222
Pop culture: A casual fan	7%	(30)	33%	(153)	60%	(273)	456
Pop culture: Not a fan	6%	(13)	23%	(50)	72%	(158)	221
Sports: An avid fan	16%	(30)	34%	(65)	50%	(96)	191
Sports: A casual fan	8%	(24)	41%	(121)	51%	(153)	298
Sports: Not a fan	6%	(24)	23%	(94)	71%	(293)	411
Celeb fans on social media	11%	(72)	34%	(230)	55%	(372)	674
Celebs share too much on social media	9%	(45)	33%	(168)	58%	(289)	502
Celebs who don't share are disconnected	9%	(28)	32%	(95)	59%	(173)	295
Celebs should interact on social media	8%	(51)	31%	(188)	61%	(376)	615
Celebs' social media is a professional platform	13%	(24)	29%	(52)	58%	(102)	177
Celebs' social media is a personal platform	10%	(43)	30%	(131)	60%	(266)	440
Connects to celebs paid promoting	21%	(24)	35%	(40)	45%	(52)	116
Connects to celebs non-paid promoting	9%	(34)	31%	(116)	60%	(227)	377
Concerned about climate change	10%	(70)	33%	(219)	57%	(382)	670
Humans can stop climate change	11%	(24)	36%	(83)	54%	(124)	232
Humans can slow climate change	8%	(35)	30%	(138)	62%	(285)	459
Climate change is beyond control	16%	(13)	25%	(20)	59%	(47)	79
Completely in-person school	13%	(6)	29%	(15)	58%	(30)	51
Both in person and virtual school	8%	(23)	31%	(92)	62%	(186)	301
Completely virtual school	8%	(24)	32%	(99)	60%	(188)	311
Watch live sports at least once a week	16%	(35)	34%	(77)	50%	(113)	225

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

**Table CGZ3\_1:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting the projects they're working on, such as films, TV shows, games or albums

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
Gender: Male	12% (57)	23% (115)	32% (156)	7% (33)	7% (32)	20% (96)	489
Gender: Female	13% (67)	31% (158)	29% (148)	8% (41)	2% (9)	17% (89)	511
Age: 18-34	14% (71)	26% (133)	32% (164)	7% (37)	5% (27)	15% (75)	506
GenZers: 1997-2012	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
PID: Dem (no lean)	15% (53)	30% (106)	32% (113)	7% (24)	4% (15)	12% (41)	353
PID: Ind (no lean)	11% (56)	25% (120)	30% (145)	8% (39)	4% (20)	23% (111)	490
PID: Rep (no lean)	10% (15)	30% (46)	29% (46)	7% (11)	4% (6)	21% (32)	157
PID/Gender: Dem Men	16% (25)	28% (43)	36% (55)	4% (6)	7% (10)	10% (15)	154
PID/Gender: Dem Women	14% (28)	32% (63)	29% (58)	9% (18)	3% (5)	13% (26)	199
PID/Gender: Ind Men	9% (23)	20% (50)	30% (75)	9% (24)	6% (16)	24% (60)	248
PID/Gender: Ind Women	13% (32)	29% (70)	29% (70)	6% (15)	2% (4)	21% (51)	242
PID/Gender: Rep Men	9% (8)	25% (22)	31% (27)	4% (3)	7% (6)	24% (21)	87
PID/Gender: Rep Women	10% (7)	35% (24)	28% (20)	11% (8)	— (0)	17% (12)	71
Ideo: Liberal (1-3)	13% (40)	33% (102)	33% (103)	8% (25)	4% (11)	9% (28)	309
Ideo: Moderate (4)	12% (25)	27% (55)	36% (74)	4% (8)	6% (13)	14% (28)	204
Ideo: Conservative (5-7)	9% (13)	30% (42)	31% (44)	11% (15)	5% (7)	14% (20)	140
Educ: < College	12% (111)	27% (247)	30% (280)	7% (65)	4% (35)	20% (180)	918
Educ: Bachelors degree	15% (10)	35% (23)	30% (20)	12% (8)	5% (3)	3% (2)	65
Income: Under 50k	13% (74)	26% (148)	28% (161)	8% (44)	5% (32)	21% (123)	581
Income: 50k-100k	15% (42)	30% (85)	33% (94)	8% (24)	1% (4)	13% (36)	285
Income: 100k+	6% (8)	30% (40)	37% (50)	4% (5)	4% (6)	19% (26)	134
Ethnicity: White	10% (64)	29% (184)	30% (188)	7% (45)	4% (26)	19% (119)	627
Ethnicity: Hispanic	15% (30)	25% (52)	31% (63)	8% (17)	6% (12)	14% (28)	203
Ethnicity: Black	22% (29)	24% (32)	27% (36)	8% (11)	4% (6)	14% (18)	132
Ethnicity: Other	13% (31)	23% (56)	34% (81)	7% (17)	4% (9)	19% (47)	240

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**Table CGZ3\_1:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Promoting the projects they're working on, such as films, TV shows, games or albums

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
All Christian	14% (35)	30% (76)	30% (76)	8% (21)	3% (7)	15% (36)	251
Atheist	12% (12)	37% (40)	25% (27)	5% (5)	4% (4)	17% (19)	107
Agnostic/Nothing in particular	12% (47)	22% (88)	31% (122)	7% (29)	5% (21)	22% (88)	396
Something Else	12% (23)	28% (56)	34% (67)	8% (15)	3% (7)	15% (29)	197
Religious Non-Protestant/Catholic	17% (10)	23% (13)	29% (17)	5% (3)	3% (2)	24% (14)	58
Evangelical	12% (19)	30% (48)	34% (56)	6% (10)	4% (7)	14% (23)	163
Non-Evangelical	13% (33)	30% (79)	31% (81)	9% (23)	3% (7)	15% (40)	265
Community: Urban	16% (42)	26% (66)	27% (69)	8% (20)	3% (8)	19% (49)	254
Community: Suburban	11% (60)	27% (148)	33% (176)	6% (34)	4% (22)	19% (101)	540
Community: Rural	11% (22)	29% (59)	29% (60)	9% (19)	5% (11)	17% (34)	205
Employ: Private Sector	22% (21)	28% (27)	33% (32)	7% (7)	3% (3)	8% (8)	98
Employ: Self-Employed	12% (6)	19% (10)	33% (17)	10% (5)	11% (6)	15% (8)	52
Employ: Unemployed	11% (18)	27% (46)	26% (44)	8% (13)	3% (5)	26% (45)	170
Employ: Other	10% (7)	17% (12)	27% (20)	3% (2)	11% (8)	33% (24)	73
Military HH: Yes	16% (16)	24% (23)	28% (27)	7% (6)	4% (3)	21% (20)	95
Military HH: No	12% (108)	28% (250)	31% (277)	7% (67)	4% (38)	18% (164)	905
RD/WT: Right Direction	12% (24)	25% (48)	30% (58)	7% (13)	4% (8)	22% (41)	192
RD/WT: Wrong Track	12% (100)	28% (225)	31% (247)	8% (61)	4% (33)	18% (143)	808
Trump Job Approve	15% (33)	30% (67)	30% (68)	8% (18)	3% (8)	15% (33)	226
Trump Job Disapprove	13% (81)	29% (184)	33% (210)	7% (47)	5% (30)	14% (88)	640
Trump Job Strongly Approve	18% (15)	31% (27)	25% (21)	9% (7)	3% (2)	14% (12)	85
Trump Job Somewhat Approve	12% (17)	28% (40)	33% (47)	7% (10)	4% (5)	15% (21)	141
Trump Job Somewhat Disapprove	13% (21)	33% (53)	34% (55)	6% (9)	4% (7)	11% (17)	161
Trump Job Strongly Disapprove	13% (60)	27% (131)	32% (155)	8% (38)	5% (24)	15% (71)	479
Favorable of Trump	15% (31)	31% (62)	28% (57)	7% (13)	4% (7)	15% (31)	202
Unfavorable of Trump	12% (80)	29% (191)	33% (217)	7% (46)	4% (29)	14% (90)	652

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**Table CGZ3\_1:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting the projects they're working on, such as films, TV shows, games or albums

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
Very Favorable of Trump	19% (17)	29% (27)	22% (20)	5% (5)	5% (5)	20% (18)	91
Somewhat Favorable of Trump	12% (13)	33% (36)	34% (37)	8% (9)	3% (3)	11% (13)	110
Somewhat Unfavorable of Trump	10% (14)	32% (44)	38% (53)	3% (5)	4% (5)	13% (18)	139
Very Unfavorable of Trump	13% (66)	29% (147)	32% (163)	8% (42)	5% (24)	14% (72)	514
#1 Issue: Economy	11% (32)	31% (88)	32% (91)	6% (17)	5% (15)	15% (43)	285
#1 Issue: Security	11% (8)	22% (15)	34% (24)	8% (6)	— (0)	26% (19)	72
#1 Issue: Health Care	13% (21)	32% (54)	28% (46)	9% (14)	4% (6)	15% (25)	168
#1 Issue: Women's Issues	15% (21)	23% (33)	30% (43)	8% (11)	1% (2)	23% (33)	143
#1 Issue: Education	19% (27)	28% (40)	27% (39)	8% (11)	6% (8)	14% (20)	145
#1 Issue: Energy	5% (4)	25% (22)	37% (32)	12% (10)	7% (6)	14% (12)	87
#1 Issue: Other	9% (8)	24% (20)	32% (26)	2% (2)	2% (2)	30% (25)	84
4-Region: Northeast	14% (26)	26% (48)	28% (53)	9% (16)	4% (7)	19% (37)	188
4-Region: Midwest	9% (17)	30% (56)	26% (48)	4% (7)	5% (10)	27% (50)	189
4-Region: South	14% (55)	28% (107)	29% (113)	8% (33)	3% (13)	17% (65)	386
4-Region: West	11% (26)	26% (61)	38% (90)	7% (17)	4% (10)	14% (33)	237
Middle school (Grade 6 - 8)	10% (7)	18% (13)	29% (21)	3% (2)	6% (4)	34% (25)	72
High school (Grade 9 - 12)	12% (56)	29% (134)	28% (129)	9% (40)	3% (14)	19% (89)	461
Community college	16% (11)	32% (22)	30% (20)	5% (3)	5% (4)	11% (8)	67
College or university program	12% (23)	27% (52)	35% (69)	7% (14)	5% (10)	14% (27)	195
I am not in school	13% (27)	26% (52)	32% (66)	7% (14)	4% (9)	18% (36)	204
White, non-Hispanic	9% (51)	30% (162)	30% (164)	7% (37)	4% (23)	20% (107)	543
POC	16% (73)	24% (111)	31% (141)	8% (37)	4% (18)	17% (78)	457
Twitter Users	16% (69)	32% (137)	32% (135)	6% (24)	3% (13)	12% (50)	428
Facebook Users	16% (79)	28% (138)	30% (148)	7% (34)	4% (19)	14% (70)	487
Snapchat Users	14% (85)	28% (175)	32% (199)	8% (47)	4% (23)	15% (91)	620
Instagram Users	14% (103)	28% (214)	32% (242)	7% (53)	4% (30)	16% (120)	762
Tiktok Users	15% (72)	30% (138)	29% (135)	6% (27)	4% (19)	16% (76)	467
Reddit Users	13% (34)	29% (79)	33% (88)	7% (18)	3% (9)	15% (42)	268

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**Table CGZ3\_1:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Promoting the projects they're working on, such as films, TV shows, games or albums

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
YouTube Users	13% (121)	27% (253)	31% (284)	7% (66)	4% (34)	18% (162)	920
Harry Styles Fan	17% (73)	30% (128)	29% (123)	7% (31)	2% (9)	13% (57)	421
Billie Eilish Fan	16% (94)	30% (180)	30% (178)	7% (40)	3% (17)	15% (86)	595
Zendaya Fan	15% (94)	30% (186)	32% (194)	7% (42)	2% (14)	14% (83)	614
Taylor Swift Fan	17% (84)	31% (148)	28% (134)	7% (36)	2% (11)	14% (69)	482
Kylie Jenner Fan	21% (64)	31% (97)	27% (83)	7% (21)	2% (6)	13% (40)	311
Emma Chamberlain Fan	16% (37)	33% (80)	33% (79)	8% (18)	2% (4)	8% (20)	238
Niall Horan Fan	20% (50)	28% (72)	32% (81)	9% (22)	2% (4)	10% (26)	256
Zayn Malik Fan	22% (61)	31% (87)	29% (79)	6% (18)	2% (4)	10% (28)	277
Liam Payne Fan	20% (49)	32% (77)	30% (73)	8% (20)	2% (5)	8% (19)	242
Louis Tomlinson Fan	19% (41)	31% (68)	32% (69)	8% (17)	2% (5)	7% (15)	217
Film: An avid fan	19% (50)	27% (72)	31% (83)	6% (15)	4% (10)	14% (38)	268
Film: A casual fan	10% (55)	31% (167)	33% (180)	7% (39)	3% (14)	16% (84)	539
Film: Not a fan	10% (19)	17% (34)	22% (42)	10% (19)	9% (17)	32% (62)	193
Television: An avid fan	18% (43)	29% (71)	28% (69)	6% (14)	5% (12)	15% (36)	246
Television: A casual fan	12% (67)	30% (166)	32% (179)	7% (41)	2% (12)	17% (96)	562
Television: Not a fan	7% (14)	19% (36)	29% (56)	9% (18)	9% (17)	27% (52)	192
Music: An avid fan	16% (100)	29% (180)	29% (182)	7% (43)	4% (22)	17% (105)	632
Music: A casual fan	6% (21)	26% (88)	35% (118)	9% (30)	5% (16)	18% (61)	333
Fashion: An avid fan	17% (39)	29% (63)	30% (68)	8% (17)	2% (4)	14% (31)	223
Fashion: A casual fan	13% (56)	30% (131)	31% (138)	7% (29)	4% (16)	16% (69)	437
Fashion: Not a fan	9% (29)	23% (79)	29% (99)	8% (28)	6% (21)	25% (84)	340
Pop culture: An avid fan	22% (52)	30% (70)	31% (73)	5% (13)	2% (4)	9% (22)	232
Pop culture: A casual fan	11% (55)	29% (142)	34% (164)	8% (40)	3% (14)	15% (70)	485
Pop culture: Not a fan	6% (17)	22% (62)	24% (67)	7% (21)	8% (23)	33% (92)	283
Sports: An avid fan	15% (31)	25% (52)	30% (62)	6% (14)	7% (15)	17% (35)	209
Sports: A casual fan	16% (51)	27% (89)	35% (113)	6% (20)	2% (7)	14% (44)	323
Sports: Not a fan	9% (42)	28% (132)	28% (129)	8% (40)	4% (19)	23% (106)	468

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**Table CGZ3\_1:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting the projects they're working on, such as films, TV shows, games or albums

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (124)	27% (273)	30% (304)	7% (73)	4% (41)	18% (185)	1000
Celeb fans on social media	16% (112)	32% (227)	29% (207)	8% (61)	4% (27)	11% (82)	717
Celebs share too much on social media	14% (76)	33% (181)	30% (165)	8% (41)	4% (21)	11% (59)	544
Celebs who don't share are disconnected	20% (63)	30% (94)	32% (102)	7% (23)	3% (8)	9% (28)	317
Celebs should interact on social media	16% (107)	36% (234)	28% (184)	7% (47)	4% (25)	9% (60)	658
Celebs' social media is a professional platform	12% (22)	30% (56)	28% (53)	9% (17)	6% (11)	15% (28)	187
Celebs' social media is a personal platform	15% (71)	34% (162)	29% (140)	7% (33)	4% (17)	12% (56)	478
Connects to celebs paid promoting	37% (47)	35% (45)	14% (18)	7% (9)	4% (5)	3% (4)	128
Connects to celebs non-paid promoting	20% (79)	42% (166)	25% (98)	7% (27)	2% (9)	4% (18)	397
Concerned about climate change	14% (100)	31% (222)	31% (226)	7% (54)	4% (26)	13% (97)	726
Humans can stop climate change	14% (37)	28% (72)	28% (72)	9% (22)	6% (15)	15% (40)	258
Humans can slow climate change	13% (62)	33% (160)	33% (161)	6% (29)	4% (17)	12% (57)	485
Climate change is beyond control	17% (14)	24% (20)	36% (30)	4% (3)	— (0)	18% (15)	84
Completely in-person school	9% (5)	33% (19)	22% (12)	9% (5)	7% (4)	20% (11)	57
Both in person and virtual school	12% (37)	29% (92)	34% (108)	7% (23)	3% (10)	16% (50)	320
Completely virtual school	12% (43)	28% (97)	30% (102)	8% (29)	4% (15)	17% (59)	345
Watch live sports at least once a week	17% (40)	25% (59)	33% (78)	7% (17)	5% (12)	13% (32)	238

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

**Table CGZ3\_2:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
 Sharing photos of their everyday life

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
Gender: Male	14% (70)	28% (138)	25% (120)	6% (30)	5% (23)	22% (108)	489
Gender: Female	25% (127)	34% (173)	19% (96)	4% (20)	3% (16)	16% (80)	511
Age: 18-34	19% (98)	28% (143)	26% (130)	6% (31)	5% (23)	16% (81)	506
GenZers: 1997-2012	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
PID: Dem (no lean)	29% (101)	34% (121)	21% (72)	3% (12)	2% (8)	11% (38)	353
PID: Ind (no lean)	15% (72)	27% (131)	22% (110)	6% (32)	5% (23)	25% (122)	490
PID: Rep (no lean)	15% (23)	38% (59)	22% (34)	4% (6)	4% (7)	18% (28)	157
PID/Gender: Dem Men	25% (38)	31% (47)	25% (39)	3% (5)	4% (6)	13% (20)	154
PID/Gender: Dem Women	32% (63)	37% (73)	17% (33)	4% (8)	1% (3)	9% (19)	199
PID/Gender: Ind Men	10% (25)	23% (58)	24% (60)	9% (24)	4% (10)	29% (71)	248
PID/Gender: Ind Women	20% (48)	30% (73)	21% (50)	3% (8)	5% (13)	21% (51)	242
PID/Gender: Rep Men	8% (7)	37% (32)	25% (21)	2% (2)	7% (6)	20% (17)	87
PID/Gender: Rep Women	22% (16)	38% (27)	18% (13)	6% (4)	1% (1)	14% (10)	71
Ideo: Liberal (1-3)	27% (84)	35% (109)	21% (64)	5% (16)	2% (7)	9% (29)	309
Ideo: Moderate (4)	18% (37)	29% (60)	24% (48)	6% (13)	6% (12)	16% (33)	204
Ideo: Conservative (5-7)	11% (16)	38% (54)	30% (43)	3% (4)	4% (6)	13% (18)	140
Educ: < College	19% (178)	31% (281)	22% (199)	5% (46)	4% (33)	20% (181)	918
Educ: Bachelors degree	23% (15)	43% (28)	19% (12)	6% (4)	4% (3)	5% (3)	65
Income: Under 50k	17% (100)	29% (166)	23% (134)	5% (30)	4% (26)	21% (125)	581
Income: 50k-100k	24% (67)	35% (101)	19% (53)	5% (15)	3% (8)	14% (41)	285
Income: 100k+	22% (30)	32% (44)	22% (29)	4% (5)	4% (5)	17% (22)	134
Ethnicity: White	19% (120)	32% (202)	20% (128)	5% (29)	3% (22)	20% (126)	627
Ethnicity: Hispanic	19% (39)	30% (61)	24% (49)	6% (12)	5% (11)	15% (31)	203
Ethnicity: Black	24% (31)	23% (30)	25% (33)	8% (10)	6% (7)	15% (20)	132
Ethnicity: Other	19% (45)	32% (78)	23% (55)	5% (11)	4% (9)	17% (42)	240

Continued on next page

**Table CGZ3\_2:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing photos of their everyday life*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
All Christian	21% (53)	33% (82)	21% (52)	5% (14)	4% (11)	15% (38)	251
Atheist	22% (23)	34% (36)	22% (23)	4% (4)	2% (2)	17% (18)	107
Agnostic/Nothing in particular	19% (76)	25% (101)	23% (92)	5% (20)	4% (17)	23% (89)	396
Something Else	18% (36)	38% (76)	20% (39)	5% (10)	3% (7)	15% (30)	197
Religious Non-Protestant/Catholic	16% (9)	30% (17)	22% (13)	4% (2)	3% (1)	25% (14)	58
Evangelical	15% (24)	41% (67)	22% (35)	5% (7)	4% (7)	14% (23)	163
Non-Evangelical	23% (60)	34% (90)	19% (51)	5% (14)	4% (10)	15% (39)	265
Community: Urban	20% (52)	28% (72)	23% (57)	4% (11)	4% (10)	21% (53)	254
Community: Suburban	20% (109)	32% (175)	21% (114)	5% (28)	3% (18)	18% (95)	540
Community: Rural	17% (35)	31% (64)	22% (45)	5% (11)	5% (10)	20% (40)	205
Employ: Private Sector	21% (20)	34% (34)	30% (29)	5% (5)	2% (2)	8% (7)	98
Employ: Self-Employed	19% (10)	23% (12)	26% (13)	6% (3)	9% (5)	17% (9)	52
Employ: Unemployed	23% (39)	22% (38)	22% (38)	4% (6)	3% (6)	25% (43)	170
Employ: Other	15% (11)	25% (18)	14% (10)	1% (1)	8% (6)	36% (26)	73
Military HH: Yes	18% (17)	38% (36)	9% (8)	7% (7)	4% (4)	23% (22)	95
Military HH: No	20% (179)	30% (274)	23% (208)	5% (43)	4% (35)	18% (165)	905
RD/WT: Right Direction	17% (32)	26% (50)	26% (49)	5% (10)	2% (5)	24% (46)	192
RD/WT: Wrong Track	20% (164)	32% (261)	21% (168)	5% (40)	4% (34)	18% (142)	808
Trump Job Approve	16% (36)	33% (74)	26% (58)	5% (11)	3% (7)	17% (39)	226
Trump Job Disapprove	23% (147)	32% (207)	21% (136)	5% (35)	4% (26)	14% (90)	640
Trump Job Strongly Approve	17% (14)	33% (28)	22% (19)	6% (5)	4% (3)	18% (16)	85
Trump Job Somewhat Approve	15% (22)	32% (45)	28% (40)	4% (6)	3% (4)	17% (24)	141
Trump Job Somewhat Disapprove	20% (33)	39% (62)	20% (33)	5% (8)	1% (2)	15% (24)	161
Trump Job Strongly Disapprove	24% (115)	30% (145)	22% (104)	6% (27)	5% (24)	14% (66)	479
Favorable of Trump	15% (30)	34% (69)	27% (55)	4% (9)	3% (6)	17% (34)	202
Unfavorable of Trump	24% (155)	32% (212)	21% (134)	5% (35)	4% (29)	13% (88)	652

Continued on next page

**Table CGZ3\_2:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing photos of their everyday life*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
Very Favorable of Trump	19% (17)	30% (27)	20% (18)	5% (4)	4% (4)	23% (21)	91
Somewhat Favorable of Trump	11% (13)	37% (41)	33% (37)	4% (5)	2% (2)	12% (13)	110
Somewhat Unfavorable of Trump	22% (30)	36% (50)	19% (26)	5% (7)	2% (3)	16% (22)	139
Very Unfavorable of Trump	24% (125)	31% (161)	21% (107)	5% (28)	5% (26)	13% (66)	514
#1 Issue: Economy	20% (58)	32% (91)	24% (69)	6% (18)	2% (6)	15% (44)	285
#1 Issue: Security	16% (12)	30% (21)	24% (17)	7% (5)	1% (1)	21% (15)	72
#1 Issue: Health Care	26% (44)	34% (58)	19% (33)	2% (4)	3% (5)	15% (26)	168
#1 Issue: Women's Issues	24% (34)	28% (41)	21% (30)	3% (4)	6% (8)	18% (26)	143
#1 Issue: Education	14% (20)	31% (45)	22% (32)	9% (13)	5% (8)	19% (27)	145
#1 Issue: Energy	16% (14)	38% (33)	18% (16)	5% (4)	7% (6)	16% (14)	87
#1 Issue: Other	15% (12)	24% (20)	23% (19)	2% (2)	3% (2)	34% (28)	84
4-Region: Northeast	20% (38)	34% (64)	19% (35)	5% (10)	3% (6)	19% (35)	188
4-Region: Midwest	16% (31)	31% (58)	21% (39)	3% (6)	5% (9)	24% (46)	189
4-Region: South	21% (80)	29% (110)	22% (87)	7% (26)	3% (13)	18% (70)	386
4-Region: West	20% (47)	33% (78)	24% (56)	4% (9)	5% (11)	15% (36)	237
Middle school (Grade 6 - 8)	14% (10)	29% (21)	11% (8)	7% (5)	4% (3)	35% (25)	72
High school (Grade 9 - 12)	22% (100)	32% (146)	19% (89)	5% (22)	3% (14)	20% (91)	461
Community college	22% (15)	30% (21)	26% (18)	3% (2)	4% (3)	14% (10)	67
College or university program	18% (36)	34% (66)	27% (54)	5% (9)	3% (6)	12% (24)	195
I am not in school	17% (36)	28% (57)	24% (49)	6% (12)	6% (12)	19% (38)	204
White, non-Hispanic	19% (104)	32% (175)	20% (110)	4% (23)	3% (17)	21% (113)	543
POC	20% (92)	30% (135)	23% (106)	6% (27)	5% (21)	16% (74)	457
Twitter Users	26% (111)	32% (138)	24% (102)	4% (16)	3% (14)	11% (48)	428
Facebook Users	24% (115)	32% (155)	23% (113)	3% (16)	3% (16)	15% (71)	487
Snapchat Users	23% (146)	33% (203)	21% (133)	4% (26)	4% (22)	14% (90)	620
Instagram Users	22% (166)	34% (257)	22% (168)	4% (33)	3% (25)	15% (113)	762
Tiktok Users	25% (118)	34% (159)	18% (82)	4% (18)	3% (15)	16% (74)	467
Reddit Users	22% (60)	32% (87)	24% (65)	5% (13)	4% (10)	13% (34)	268

Continued on next page

**Table CGZ3\_2:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing photos of their everyday life*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
YouTube Users	21% (192)	32% (294)	21% (197)	4% (40)	4% (35)	17% (161)	920
Harry Styles Fan	29% (120)	34% (141)	19% (81)	3% (14)	3% (14)	12% (51)	421
Billie Eilish Fan	25% (148)	34% (204)	20% (118)	4% (21)	3% (18)	15% (87)	595
Zendaya Fan	24% (150)	34% (207)	21% (128)	4% (27)	3% (18)	14% (84)	614
Taylor Swift Fan	29% (138)	32% (155)	18% (88)	5% (22)	3% (15)	13% (64)	482
Kylie Jenner Fan	29% (90)	33% (101)	21% (64)	4% (12)	3% (10)	11% (33)	311
Emma Chamberlain Fan	27% (64)	38% (90)	19% (46)	4% (8)	3% (8)	9% (22)	238
Niall Horan Fan	30% (76)	33% (85)	18% (47)	5% (12)	3% (8)	11% (29)	256
Zayn Malik Fan	31% (85)	34% (94)	18% (50)	4% (11)	3% (7)	10% (29)	277
Liam Payne Fan	30% (72)	35% (84)	22% (53)	4% (10)	2% (6)	7% (17)	242
Louis Tomlinson Fan	30% (64)	35% (76)	19% (41)	6% (12)	3% (7)	7% (16)	217
Film: An avid fan	27% (73)	28% (75)	20% (53)	5% (12)	4% (10)	17% (45)	268
Film: A casual fan	19% (104)	35% (190)	24% (129)	5% (26)	2% (11)	15% (80)	539
Film: Not a fan	10% (19)	24% (46)	18% (35)	6% (13)	9% (18)	32% (63)	193
Television: An avid fan	29% (72)	29% (71)	18% (44)	4% (10)	2% (5)	18% (44)	246
Television: A casual fan	18% (98)	33% (188)	24% (135)	5% (30)	3% (19)	16% (92)	562
Television: Not a fan	14% (26)	27% (52)	19% (37)	6% (11)	7% (14)	27% (51)	192
Music: An avid fan	24% (149)	32% (199)	19% (122)	5% (32)	4% (22)	17% (107)	632
Music: A casual fan	13% (45)	31% (104)	27% (91)	5% (17)	5% (15)	18% (61)	333
Fashion: An avid fan	27% (60)	34% (76)	17% (39)	3% (8)	3% (6)	15% (34)	223
Fashion: A casual fan	20% (88)	36% (156)	22% (97)	5% (22)	3% (13)	14% (61)	437
Fashion: Not a fan	14% (48)	23% (79)	24% (81)	6% (20)	6% (20)	27% (92)	340
Pop culture: An avid fan	32% (74)	33% (76)	19% (43)	3% (7)	3% (8)	11% (24)	232
Pop culture: A casual fan	20% (97)	35% (171)	24% (115)	5% (24)	1% (7)	15% (71)	485
Pop culture: Not a fan	9% (26)	22% (63)	21% (59)	7% (20)	8% (24)	32% (92)	283
Sports: An avid fan	20% (41)	31% (66)	22% (46)	4% (9)	5% (11)	17% (36)	209
Sports: A casual fan	23% (74)	32% (102)	24% (78)	5% (17)	4% (12)	13% (41)	323
Sports: Not a fan	17% (81)	30% (143)	20% (92)	5% (25)	3% (16)	24% (111)	468

Continued on next page

**Table CGZ3\_2:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Sharing photos of their everyday life

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	20% (196)	31% (311)	22% (216)	5% (50)	4% (38)	19% (187)	1000
Celeb fans on social media	25% (178)	35% (251)	20% (141)	5% (37)	4% (30)	11% (80)	717
Celebs share too much on social media	24% (128)	36% (196)	20% (109)	5% (28)	4% (19)	12% (63)	544
Celebs who don't share are disconnected	30% (97)	41% (129)	18% (57)	4% (12)	2% (6)	5% (17)	317
Celebs should interact on social media	25% (164)	39% (256)	19% (125)	4% (30)	4% (24)	9% (59)	658
Celebs' social media is a professional platform	11% (20)	30% (57)	25% (46)	8% (14)	7% (14)	19% (36)	187
Celebs' social media is a personal platform	27% (131)	37% (178)	19% (88)	3% (17)	3% (14)	11% (50)	478
Connects to celebs paid promoting	38% (48)	38% (48)	13% (17)	3% (3)	5% (6)	3% (4)	128
Connects to celebs non-paid promoting	33% (129)	44% (174)	13% (53)	5% (18)	2% (9)	4% (15)	397
Concerned about climate change	22% (160)	35% (254)	22% (157)	5% (35)	3% (25)	13% (95)	726
Humans can stop climate change	22% (57)	33% (84)	19% (50)	7% (18)	3% (8)	16% (42)	258
Humans can slow climate change	21% (104)	37% (179)	22% (106)	4% (19)	4% (20)	12% (57)	485
Climate change is beyond control	20% (17)	26% (22)	30% (25)	6% (5)	1% (1)	16% (14)	84
Completely in-person school	12% (7)	38% (21)	28% (16)	1% (1)	6% (3)	15% (9)	57
Both in person and virtual school	18% (56)	34% (109)	21% (68)	6% (20)	2% (6)	19% (60)	320
Completely virtual school	23% (78)	33% (115)	20% (69)	4% (15)	4% (13)	16% (56)	345
Watch live sports at least once a week	21% (51)	31% (73)	23% (56)	5% (12)	6% (13)	14% (33)	238

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

**Table CGZ3\_3:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Sharing photos of their friends and family

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
Gender: Male	17% (81)	27% (133)	23% (114)	7% (34)	4% (19)	22% (108)	489
Gender: Female	23% (120)	33% (169)	23% (116)	4% (18)	1% (6)	16% (82)	511
Age: 18-34	21% (105)	26% (133)	27% (138)	6% (31)	3% (16)	16% (83)	506
GenZers: 1997-2012	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
PID: Dem (no lean)	25% (88)	34% (120)	25% (88)	4% (14)	2% (6)	11% (38)	353
PID: Ind (no lean)	17% (82)	27% (130)	23% (111)	6% (29)	3% (14)	25% (124)	490
PID: Rep (no lean)	19% (30)	34% (53)	19% (31)	6% (10)	3% (4)	18% (29)	157
PID/Gender: Dem Men	24% (36)	31% (48)	26% (40)	4% (6)	3% (4)	13% (20)	154
PID/Gender: Dem Women	26% (51)	36% (71)	24% (49)	4% (7)	1% (2)	9% (18)	199
PID/Gender: Ind Men	13% (33)	22% (55)	24% (59)	8% (19)	4% (10)	29% (72)	248
PID/Gender: Ind Women	20% (49)	31% (76)	21% (52)	4% (10)	2% (4)	21% (52)	242
PID/Gender: Rep Men	13% (11)	35% (30)	18% (15)	10% (9)	5% (4)	19% (17)	87
PID/Gender: Rep Women	28% (19)	32% (23)	22% (15)	2% (1)	— (0)	17% (12)	71
Ideo: Liberal (1-3)	25% (77)	35% (109)	25% (78)	4% (12)	1% (5)	9% (29)	309
Ideo: Moderate (4)	20% (41)	29% (59)	26% (52)	6% (12)	1% (2)	18% (36)	204
Ideo: Conservative (5-7)	14% (19)	38% (53)	23% (33)	8% (11)	4% (5)	13% (18)	140
Educ: < College	20% (180)	30% (272)	23% (213)	5% (45)	3% (24)	20% (184)	918
Educ: Bachelors degree	24% (15)	42% (27)	18% (11)	11% (7)	1% (1)	5% (3)	65
Income: Under 50k	18% (107)	26% (150)	25% (144)	6% (36)	4% (21)	21% (123)	581
Income: 50k-100k	22% (61)	36% (103)	21% (60)	5% (14)	1% (4)	15% (42)	285
Income: 100k+	24% (32)	37% (49)	19% (26)	1% (2)	— (1)	19% (25)	134
Ethnicity: White	20% (129)	30% (186)	22% (140)	5% (33)	2% (15)	20% (125)	627
Ethnicity: Hispanic	18% (36)	33% (67)	24% (48)	7% (14)	3% (6)	15% (31)	203
Ethnicity: Black	22% (29)	25% (34)	29% (38)	5% (7)	3% (4)	15% (20)	132
Ethnicity: Other	18% (43)	35% (83)	21% (51)	5% (12)	2% (6)	19% (45)	240

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**Table CGZ3\_3:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing photos of their friends and family*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
All Christian	22% (55)	32% (80)	23% (58)	7% (17)	2% (6)	14% (36)	251
Atheist	28% (30)	27% (29)	22% (24)	4% (4)	1% (1)	17% (18)	107
Agnostic/Nothing in particular	16% (62)	29% (115)	24% (95)	4% (17)	4% (14)	23% (92)	396
Something Else	21% (42)	32% (62)	23% (45)	5% (11)	1% (3)	17% (34)	197
Religious Non-Protestant/Catholic	22% (13)	33% (19)	15% (8)	6% (4)	1% (1)	24% (14)	58
Evangelical	22% (35)	31% (50)	25% (41)	6% (10)	2% (4)	14% (24)	163
Non-Evangelical	22% (57)	32% (85)	22% (59)	7% (17)	2% (5)	16% (41)	265
Community: Urban	20% (51)	31% (78)	21% (53)	5% (13)	3% (8)	20% (52)	254
Community: Suburban	20% (110)	32% (175)	24% (128)	5% (25)	2% (8)	17% (95)	540
Community: Rural	19% (39)	24% (50)	24% (49)	7% (15)	4% (8)	21% (44)	205
Employ: Private Sector	22% (22)	37% (36)	30% (29)	4% (4)	1% (1)	7% (6)	98
Employ: Self-Employed	13% (7)	30% (15)	29% (15)	5% (3)	6% (3)	18% (9)	52
Employ: Unemployed	19% (32)	23% (39)	24% (41)	4% (7)	4% (6)	27% (45)	170
Employ: Other	13% (9)	24% (17)	24% (17)	5% (3)	4% (3)	32% (23)	73
Military HH: Yes	24% (23)	25% (24)	19% (18)	4% (4)	3% (3)	25% (24)	95
Military HH: No	20% (177)	31% (279)	23% (211)	5% (48)	2% (22)	18% (167)	905
RD/WT: Right Direction	16% (30)	32% (62)	21% (40)	5% (9)	3% (5)	24% (46)	192
RD/WT: Wrong Track	21% (170)	30% (241)	23% (190)	5% (43)	2% (20)	18% (144)	808
Trump Job Approve	20% (46)	29% (66)	23% (52)	7% (17)	3% (6)	17% (39)	226
Trump Job Disapprove	23% (147)	32% (207)	23% (150)	5% (29)	2% (14)	14% (92)	640
Trump Job Strongly Approve	25% (21)	24% (20)	25% (21)	7% (6)	1% (1)	19% (16)	85
Trump Job Somewhat Approve	17% (24)	33% (46)	22% (31)	8% (11)	4% (5)	16% (23)	141
Trump Job Somewhat Disapprove	24% (38)	36% (58)	19% (30)	7% (11)	1% (2)	14% (22)	161
Trump Job Strongly Disapprove	23% (108)	31% (149)	25% (120)	4% (18)	3% (12)	15% (70)	479
Favorable of Trump	19% (38)	31% (63)	25% (51)	6% (12)	4% (7)	15% (30)	202
Unfavorable of Trump	23% (151)	32% (210)	24% (153)	5% (30)	2% (16)	14% (91)	652

Continued on next page

**Table CGZ3\_3:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing photos of their friends and family*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
Very Favorable of Trump	25% (22)	26% (24)	22% (20)	4% (4)	2% (2)	21% (19)	91
Somewhat Favorable of Trump	14% (15)	36% (39)	28% (31)	7% (8)	5% (5)	10% (11)	110
Somewhat Unfavorable of Trump	25% (35)	33% (46)	18% (26)	5% (6)	2% (2)	17% (23)	139
Very Unfavorable of Trump	23% (116)	32% (164)	25% (128)	5% (24)	3% (14)	13% (68)	514
#1 Issue: Economy	22% (62)	33% (95)	23% (64)	6% (17)	1% (4)	16% (44)	285
#1 Issue: Security	15% (11)	26% (19)	23% (17)	8% (6)	5% (4)	23% (17)	72
#1 Issue: Health Care	26% (43)	34% (57)	19% (32)	3% (5)	4% (6)	14% (24)	168
#1 Issue: Women's Issues	23% (33)	27% (38)	26% (37)	3% (4)	2% (2)	20% (29)	143
#1 Issue: Education	16% (23)	33% (47)	21% (30)	9% (13)	3% (4)	19% (27)	145
#1 Issue: Energy	16% (14)	36% (31)	25% (22)	5% (5)	3% (3)	15% (13)	87
#1 Issue: Other	15% (13)	18% (15)	30% (25)	2% (2)	— (0)	34% (29)	84
4-Region: Northeast	20% (37)	32% (61)	21% (40)	6% (11)	4% (7)	17% (32)	188
4-Region: Midwest	20% (39)	23% (43)	21% (39)	4% (8)	4% (8)	28% (52)	189
4-Region: South	22% (84)	29% (113)	25% (97)	6% (22)	1% (3)	18% (68)	386
4-Region: West	17% (40)	36% (85)	22% (53)	5% (12)	3% (7)	16% (39)	237
Middle school (Grade 6 - 8)	16% (12)	29% (21)	16% (11)	5% (3)	3% (2)	31% (22)	72
High school (Grade 9 - 12)	20% (92)	35% (160)	18% (82)	5% (23)	2% (10)	20% (94)	461
Community college	21% (14)	21% (14)	32% (22)	6% (4)	7% (4)	13% (9)	67
College or university program	23% (44)	27% (53)	30% (58)	6% (12)	1% (2)	14% (27)	195
I am not in school	19% (39)	27% (54)	27% (56)	5% (10)	3% (6)	19% (39)	204
White, non-Hispanic	20% (111)	29% (158)	22% (121)	5% (28)	2% (13)	21% (112)	543
POC	20% (90)	32% (145)	24% (108)	5% (25)	3% (12)	17% (78)	457
Twitter Users	24% (103)	31% (133)	28% (118)	5% (20)	2% (7)	11% (48)	428
Facebook Users	26% (127)	29% (139)	24% (117)	5% (22)	1% (6)	15% (75)	487
Snapchat Users	23% (140)	32% (196)	24% (151)	5% (29)	1% (9)	15% (94)	620
Instagram Users	21% (163)	33% (251)	23% (177)	5% (38)	2% (13)	16% (119)	762
Tiktok Users	26% (121)	32% (151)	21% (99)	4% (16)	2% (8)	15% (72)	467
Reddit Users	23% (61)	30% (81)	25% (67)	6% (17)	2% (6)	14% (36)	268

Continued on next page

**Table CGZ3\_3:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing photos of their friends and family*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
YouTube Users	21% (193)	31% (287)	23% (213)	5% (44)	2% (21)	18% (163)	920
Harry Styles Fan	31% (132)	31% (129)	21% (90)	4% (18)	1% (4)	11% (48)	421
Billie Eilish Fan	25% (151)	31% (186)	23% (135)	5% (30)	2% (10)	14% (82)	595
Zendaya Fan	24% (148)	34% (211)	23% (142)	4% (24)	1% (7)	13% (82)	614
Taylor Swift Fan	29% (141)	30% (147)	22% (105)	4% (21)	1% (6)	13% (62)	482
Kylie Jenner Fan	29% (92)	31% (96)	21% (66)	6% (18)	1% (4)	11% (35)	311
Emma Chamberlain Fan	30% (72)	27% (65)	27% (64)	5% (12)	3% (7)	7% (18)	238
Niall Horan Fan	31% (80)	33% (85)	19% (48)	6% (16)	1% (3)	10% (25)	256
Zayn Malik Fan	32% (89)	31% (86)	22% (60)	4% (12)	2% (5)	9% (24)	277
Liam Payne Fan	31% (76)	34% (82)	21% (51)	6% (14)	1% (4)	6% (15)	242
Louis Tomlinson Fan	33% (71)	34% (73)	21% (45)	5% (10)	1% (3)	7% (15)	217
Film: An avid fan	27% (71)	27% (72)	24% (64)	5% (13)	2% (5)	16% (42)	268
Film: A casual fan	19% (104)	35% (190)	24% (128)	4% (24)	2% (12)	15% (81)	539
Film: Not a fan	13% (26)	21% (40)	19% (37)	8% (16)	4% (8)	34% (66)	193
Television: An avid fan	28% (70)	27% (66)	20% (48)	6% (15)	4% (9)	16% (39)	246
Television: A casual fan	19% (106)	34% (192)	24% (137)	4% (25)	2% (9)	16% (93)	562
Television: Not a fan	13% (24)	23% (45)	23% (44)	7% (13)	4% (7)	31% (59)	192
Music: An avid fan	24% (150)	30% (189)	22% (142)	6% (36)	2% (13)	16% (101)	632
Music: A casual fan	14% (46)	32% (106)	25% (84)	5% (15)	3% (10)	22% (72)	333
Fashion: An avid fan	28% (63)	26% (57)	23% (51)	7% (15)	2% (5)	14% (31)	223
Fashion: A casual fan	20% (90)	35% (152)	23% (101)	5% (22)	2% (8)	15% (65)	437
Fashion: Not a fan	14% (48)	27% (93)	23% (77)	4% (15)	3% (12)	28% (94)	340
Pop culture: An avid fan	31% (72)	28% (66)	23% (54)	5% (12)	4% (9)	8% (19)	232
Pop culture: A casual fan	21% (103)	34% (167)	23% (111)	5% (26)	1% (4)	15% (74)	485
Pop culture: Not a fan	9% (26)	25% (70)	23% (65)	5% (14)	4% (12)	34% (97)	283
Sports: An avid fan	23% (48)	27% (56)	23% (48)	7% (15)	3% (5)	17% (35)	209
Sports: A casual fan	22% (72)	33% (108)	26% (83)	5% (17)	1% (4)	12% (40)	323
Sports: Not a fan	17% (81)	30% (138)	21% (99)	4% (20)	3% (15)	25% (115)	468

Continued on next page

**Table CGZ3\_3:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing photos of their friends and family*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	20% (200)	30% (303)	23% (230)	5% (52)	2% (25)	19% (190)	1000
Celeb fans on social media	25% (180)	34% (240)	22% (161)	6% (42)	2% (18)	11% (75)	717
Celebs share too much on social media	26% (139)	34% (185)	21% (116)	5% (28)	2% (13)	12% (63)	544
Celebs who don't share are disconnected	31% (100)	37% (116)	18% (59)	5% (16)	2% (6)	6% (20)	317
Celebs should interact on social media	26% (168)	36% (237)	22% (145)	4% (29)	2% (15)	10% (65)	658
Celebs' social media is a professional platform	15% (28)	25% (47)	29% (53)	10% (18)	4% (7)	18% (34)	187
Celebs' social media is a personal platform	27% (131)	38% (180)	19% (90)	4% (19)	2% (8)	10% (50)	478
Connects to celebs paid promoting	40% (51)	27% (35)	18% (23)	6% (7)	5% (7)	4% (5)	128
Connects to celebs non-paid promoting	33% (132)	41% (162)	16% (62)	5% (20)	2% (7)	3% (13)	397
Concerned about climate change	23% (167)	34% (247)	24% (174)	4% (29)	2% (14)	13% (94)	726
Humans can stop climate change	22% (58)	34% (87)	19% (48)	6% (16)	3% (7)	16% (40)	258
Humans can slow climate change	23% (112)	34% (167)	24% (116)	4% (21)	2% (10)	12% (60)	485
Climate change is beyond control	20% (16)	23% (19)	33% (28)	3% (3)	3% (3)	18% (15)	84
Completely in-person school	18% (10)	20% (11)	33% (19)	12% (7)	1% (1)	16% (9)	57
Both in person and virtual school	20% (65)	29% (92)	25% (78)	5% (16)	2% (8)	19% (60)	320
Completely virtual school	21% (72)	38% (131)	19% (65)	4% (13)	2% (7)	17% (57)	345
Watch live sports at least once a week	22% (52)	33% (79)	24% (57)	6% (13)	2% (4)	14% (32)	238

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

**Table CGZ3\_4:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Promoting products they have been paid to endorse*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	4% (37)	9% (91)	34% (339)	17% (169)	16% (161)	20% (204)	1000
Gender: Male	3% (15)	11% (53)	33% (160)	15% (72)	16% (78)	23% (111)	489
Gender: Female	4% (22)	7% (38)	35% (179)	19% (97)	16% (83)	18% (92)	511
Age: 18-34	5% (26)	11% (54)	36% (181)	17% (86)	15% (75)	17% (84)	506
GenZers: 1997-2012	4% (37)	9% (91)	34% (339)	17% (169)	16% (161)	20% (204)	1000
PID: Dem (no lean)	4% (14)	8% (29)	38% (135)	20% (70)	19% (67)	11% (37)	353
PID: Ind (no lean)	2% (12)	9% (45)	33% (161)	14% (67)	14% (70)	28% (135)	490
PID: Rep (no lean)	7% (11)	10% (16)	27% (43)	20% (32)	15% (24)	20% (31)	157
PID/Gender: Dem Men	4% (6)	12% (19)	41% (63)	14% (22)	18% (28)	11% (17)	154
PID/Gender: Dem Women	4% (9)	5% (10)	36% (72)	24% (48)	20% (39)	10% (20)	199
PID/Gender: Ind Men	1% (3)	9% (22)	32% (79)	13% (33)	15% (37)	30% (75)	248
PID/Gender: Ind Women	4% (9)	10% (23)	34% (82)	14% (35)	13% (33)	25% (61)	242
PID/Gender: Rep Men	8% (7)	13% (11)	22% (19)	20% (17)	15% (13)	23% (19)	87
PID/Gender: Rep Women	5% (4)	7% (5)	35% (25)	20% (14)	16% (11)	17% (12)	71
Ideo: Liberal (1-3)	3% (9)	8% (25)	34% (105)	24% (75)	21% (65)	10% (30)	309
Ideo: Moderate (4)	4% (9)	10% (20)	38% (78)	16% (32)	16% (32)	16% (32)	204
Ideo: Conservative (5-7)	5% (7)	8% (11)	35% (49)	20% (28)	20% (28)	13% (18)	140
Educ: < College	4% (35)	9% (82)	34% (312)	16% (147)	16% (146)	21% (196)	918
Educ: Bachelors degree	2% (1)	11% (7)	34% (22)	29% (19)	18% (11)	6% (4)	65
Income: Under 50k	5% (28)	8% (49)	34% (197)	14% (82)	15% (87)	24% (138)	581
Income: 50k-100k	2% (7)	11% (30)	33% (95)	21% (59)	19% (54)	15% (41)	285
Income: 100k+	2% (3)	9% (12)	35% (47)	21% (29)	15% (20)	18% (24)	134
Ethnicity: White	3% (21)	9% (54)	33% (208)	17% (104)	18% (113)	20% (127)	627
Ethnicity: Hispanic	4% (9)	7% (14)	37% (75)	21% (42)	14% (29)	17% (34)	203
Ethnicity: Black	8% (10)	13% (17)	32% (42)	17% (23)	13% (17)	17% (23)	132
Ethnicity: Other	3% (6)	8% (19)	37% (89)	18% (42)	13% (31)	22% (53)	240

Continued on next page

**Table CGZ3\_4:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting products they have been paid to endorse

Demographic	Much more connected		Somewhat more connected		Neither more nor less connected		Somewhat less connected		Much less connected		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	4%	(37)	9%	(91)	34%	(339)	17%	(169)	16%	(161)	20%	(204)	1000
All Christian	7%	(17)	12%	(29)	34%	(84)	18%	(45)	14%	(35)	16%	(40)	251
Atheist	3%	(3)	7%	(7)	35%	(38)	18%	(19)	19%	(20)	18%	(19)	107
Agnostic/Nothing in particular	3%	(11)	9%	(34)	31%	(123)	15%	(60)	18%	(70)	25%	(97)	396
Something Else	2%	(4)	8%	(16)	41%	(81)	16%	(32)	16%	(31)	17%	(34)	197
Religious Non-Protestant/Catholic	2%	(1)	12%	(7)	26%	(15)	22%	(13)	8%	(5)	30%	(17)	58
Evangelical	6%	(10)	9%	(15)	39%	(64)	20%	(33)	12%	(19)	13%	(22)	163
Non-Evangelical	4%	(10)	10%	(27)	35%	(91)	17%	(44)	17%	(46)	17%	(46)	265
Community: Urban	6%	(15)	9%	(22)	35%	(89)	15%	(39)	12%	(32)	22%	(57)	254
Community: Suburban	3%	(15)	9%	(49)	32%	(173)	19%	(104)	18%	(99)	19%	(100)	540
Community: Rural	3%	(7)	10%	(20)	37%	(76)	13%	(26)	15%	(30)	22%	(46)	205
Employ: Private Sector	7%	(7)	16%	(16)	40%	(39)	16%	(16)	15%	(15)	6%	(6)	98
Employ: Self-Employed	1%	(1)	8%	(4)	36%	(18)	14%	(7)	23%	(12)	19%	(10)	52
Employ: Unemployed	3%	(5)	9%	(15)	29%	(50)	15%	(26)	16%	(27)	28%	(48)	170
Employ: Other	4%	(3)	12%	(8)	20%	(15)	13%	(10)	12%	(9)	39%	(28)	73
Military HH: Yes	6%	(6)	6%	(6)	27%	(26)	16%	(15)	18%	(17)	27%	(26)	95
Military HH: No	3%	(31)	9%	(85)	35%	(313)	17%	(154)	16%	(144)	20%	(177)	905
RD/WT: Right Direction	5%	(9)	11%	(21)	32%	(62)	13%	(24)	17%	(32)	22%	(43)	192
RD/WT: Wrong Track	3%	(28)	9%	(69)	34%	(277)	18%	(145)	16%	(128)	20%	(160)	808
Trump Job Approve	6%	(13)	9%	(21)	35%	(80)	18%	(40)	14%	(31)	18%	(41)	226
Trump Job Disapprove	3%	(21)	10%	(61)	35%	(225)	18%	(118)	18%	(118)	15%	(97)	640
Trump Job Strongly Approve	6%	(5)	7%	(6)	35%	(30)	21%	(18)	13%	(11)	18%	(15)	85
Trump Job Somewhat Approve	6%	(8)	11%	(15)	36%	(50)	15%	(21)	14%	(20)	19%	(26)	141
Trump Job Somewhat Disapprove	4%	(7)	13%	(20)	39%	(64)	14%	(23)	16%	(25)	14%	(23)	161
Trump Job Strongly Disapprove	3%	(15)	8%	(41)	34%	(161)	20%	(94)	19%	(93)	16%	(75)	479
Favorable of Trump	6%	(11)	9%	(18)	36%	(72)	19%	(39)	12%	(24)	18%	(37)	202
Unfavorable of Trump	3%	(23)	9%	(62)	35%	(227)	19%	(123)	19%	(122)	15%	(97)	652

Continued on next page

**Table CGZ3\_4:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Promoting products they have been paid to endorse

Demographic	Much more connected		Somewhat more connected		Neither more nor less connected		Somewhat less connected		Much less connected		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	4%	(37)	9%	(91)	34%	(339)	17%	(169)	16%	(161)	20%	(204)	1000
Very Favorable of Trump	5%	(5)	7%	(6)	31%	(28)	25%	(23)	9%	(8)	22%	(20)	91
Somewhat Favorable of Trump	6%	(6)	11%	(12)	40%	(44)	15%	(16)	15%	(16)	15%	(16)	110
Somewhat Unfavorable of Trump	4%	(6)	13%	(18)	38%	(53)	18%	(25)	12%	(17)	14%	(19)	139
Very Unfavorable of Trump	3%	(17)	8%	(43)	34%	(173)	19%	(98)	21%	(105)	15%	(77)	514
#1 Issue: Economy	4%	(12)	10%	(29)	36%	(103)	19%	(54)	13%	(38)	17%	(50)	285
#1 Issue: Security	3%	(2)	8%	(6)	35%	(25)	14%	(10)	17%	(12)	23%	(17)	72
#1 Issue: Health Care	4%	(7)	8%	(14)	31%	(53)	22%	(36)	20%	(33)	15%	(25)	168
#1 Issue: Women's Issues	4%	(5)	12%	(17)	33%	(47)	12%	(17)	17%	(25)	22%	(32)	143
#1 Issue: Education	3%	(5)	6%	(9)	34%	(50)	18%	(26)	18%	(26)	20%	(29)	145
#1 Issue: Energy	4%	(3)	11%	(10)	33%	(29)	17%	(15)	15%	(13)	19%	(17)	87
#1 Issue: Other	2%	(2)	5%	(4)	36%	(30)	10%	(9)	14%	(12)	33%	(28)	84
4-Region: Northeast	6%	(11)	9%	(17)	30%	(56)	22%	(41)	14%	(26)	20%	(37)	188
4-Region: Midwest	2%	(3)	8%	(15)	29%	(54)	13%	(25)	20%	(38)	28%	(53)	189
4-Region: South	5%	(18)	9%	(35)	35%	(137)	15%	(60)	17%	(65)	19%	(72)	386
4-Region: West	2%	(5)	10%	(24)	39%	(92)	18%	(43)	13%	(32)	17%	(41)	237
Middle school (Grade 6 - 8)	3%	(2)	8%	(6)	21%	(15)	17%	(12)	19%	(14)	31%	(22)	72
High school (Grade 9 - 12)	3%	(14)	8%	(36)	34%	(158)	17%	(77)	16%	(72)	23%	(104)	461
Community college	6%	(4)	14%	(10)	40%	(27)	13%	(9)	15%	(10)	13%	(9)	67
College or university program	4%	(8)	10%	(20)	36%	(70)	19%	(37)	17%	(33)	14%	(27)	195
I am not in school	4%	(8)	9%	(18)	34%	(69)	17%	(35)	16%	(32)	20%	(41)	204
White, non-Hispanic	3%	(18)	9%	(47)	33%	(176)	16%	(87)	19%	(101)	21%	(114)	543
POC	4%	(19)	10%	(44)	36%	(162)	18%	(82)	13%	(60)	20%	(90)	457
Twitter Users	5%	(23)	10%	(41)	36%	(152)	18%	(78)	18%	(77)	13%	(56)	428
Facebook Users	6%	(27)	11%	(54)	35%	(169)	17%	(83)	15%	(75)	16%	(80)	487
Snapchat Users	4%	(25)	9%	(58)	35%	(219)	18%	(109)	16%	(99)	18%	(109)	620
Instagram Users	4%	(33)	9%	(72)	34%	(261)	18%	(140)	16%	(122)	18%	(133)	762
Tiktok Users	5%	(22)	11%	(50)	34%	(158)	19%	(89)	15%	(68)	17%	(81)	467
Reddit Users	3%	(8)	10%	(26)	30%	(81)	20%	(54)	21%	(57)	16%	(43)	268

Continued on next page

**Table CGZ3\_4:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting products they have been paid to endorse

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	4% (37)	9% (91)	34% (339)	17% (169)	16% (161)	20% (204)	1000
YouTube Users	4% (34)	9% (85)	34% (315)	17% (155)	17% (155)	19% (176)	920
Harry Styles Fan	6% (25)	10% (44)	36% (152)	18% (77)	15% (63)	14% (60)	421
Billie Eilish Fan	5% (29)	10% (58)	36% (215)	17% (102)	15% (90)	17% (101)	595
Zendaya Fan	5% (30)	10% (59)	37% (226)	17% (105)	15% (93)	16% (101)	614
Taylor Swift Fan	6% (30)	10% (48)	37% (179)	16% (75)	16% (79)	15% (70)	482
Kylie Jenner Fan	8% (24)	14% (42)	37% (115)	16% (51)	12% (36)	14% (43)	311
Emma Chamberlain Fan	6% (15)	12% (29)	41% (97)	18% (43)	12% (28)	11% (27)	238
Niall Horan Fan	6% (16)	12% (31)	37% (95)	18% (46)	15% (38)	12% (31)	256
Zayn Malik Fan	7% (20)	12% (34)	37% (103)	18% (50)	13% (35)	12% (34)	277
Liam Payne Fan	7% (17)	13% (31)	39% (95)	17% (41)	14% (35)	9% (23)	242
Louis Tomlinson Fan	8% (17)	11% (25)	36% (79)	19% (41)	17% (36)	8% (18)	217
Film: An avid fan	7% (19)	11% (29)	35% (95)	12% (33)	15% (40)	19% (51)	268
Film: A casual fan	3% (14)	8% (43)	35% (191)	20% (109)	17% (90)	17% (92)	539
Film: Not a fan	2% (4)	9% (18)	27% (53)	14% (28)	16% (31)	31% (60)	193
Television: An avid fan	5% (13)	12% (29)	36% (89)	15% (37)	15% (38)	16% (40)	246
Television: A casual fan	3% (18)	8% (47)	33% (186)	19% (106)	16% (93)	20% (112)	562
Television: Not a fan	3% (6)	8% (14)	33% (64)	14% (27)	16% (30)	27% (52)	192
Music: An avid fan	5% (30)	9% (58)	34% (212)	16% (103)	17% (105)	20% (124)	632
Music: A casual fan	2% (5)	9% (29)	37% (123)	19% (62)	15% (50)	19% (64)	333
Fashion: An avid fan	6% (14)	12% (26)	32% (72)	16% (35)	18% (40)	16% (35)	223
Fashion: A casual fan	4% (19)	8% (36)	36% (156)	18% (80)	15% (67)	18% (79)	437
Fashion: Not a fan	1% (3)	8% (28)	33% (111)	16% (55)	16% (54)	26% (89)	340
Pop culture: An avid fan	6% (13)	12% (28)	35% (80)	18% (42)	17% (40)	12% (29)	232
Pop culture: A casual fan	3% (16)	8% (40)	39% (191)	19% (93)	14% (68)	16% (76)	485
Pop culture: Not a fan	3% (8)	8% (23)	24% (68)	12% (34)	19% (52)	35% (98)	283
Sports: An avid fan	7% (14)	15% (31)	32% (67)	15% (32)	13% (27)	18% (38)	209
Sports: A casual fan	4% (13)	9% (30)	38% (124)	19% (60)	15% (47)	15% (49)	323
Sports: Not a fan	2% (11)	6% (29)	31% (147)	16% (77)	19% (87)	25% (117)	468

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**Table CGZ3\_4:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Promoting products they have been paid to endorse

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	4% (37)	9% (91)	34% (339)	17% (169)	16% (161)	20% (204)	1000
Celeb fans on social media	5% (36)	12% (83)	35% (249)	19% (137)	17% (118)	13% (93)	717
Celebs share too much on social media	5% (27)	9% (50)	34% (184)	20% (108)	19% (104)	13% (71)	544
Celebs who don't share are disconnected	5% (16)	13% (40)	36% (113)	20% (62)	18% (58)	9% (28)	317
Celebs should interact on social media	5% (31)	11% (72)	35% (227)	20% (132)	19% (126)	11% (70)	658
Celebs' social media is a professional platform	6% (12)	12% (22)	29% (55)	17% (32)	15% (28)	20% (38)	187
Celebs' social media is a personal platform	3% (15)	10% (50)	34% (162)	20% (98)	21% (98)	12% (56)	478
Connects to celebs paid promoting	29% (37)	71% (91)	— (0)	— (0)	— (0)	— (0)	128
Connects to celebs non-paid promoting	7% (27)	11% (45)	33% (132)	23% (92)	21% (82)	5% (18)	397
Concerned about climate change	4% (30)	11% (80)	34% (248)	18% (132)	18% (130)	15% (106)	726
Humans can stop climate change	5% (12)	9% (24)	32% (83)	16% (41)	21% (54)	17% (45)	258
Humans can slow climate change	2% (12)	10% (46)	35% (171)	21% (100)	18% (89)	14% (67)	485
Climate change is beyond control	8% (7)	15% (13)	36% (30)	19% (16)	8% (7)	13% (11)	84
Completely in-person school	6% (4)	16% (9)	31% (17)	21% (12)	8% (4)	19% (11)	57
Both in person and virtual school	3% (9)	9% (28)	33% (106)	17% (54)	18% (57)	21% (66)	320
Completely virtual school	4% (12)	9% (30)	36% (126)	17% (58)	18% (61)	17% (58)	345
Watch live sports at least once a week	6% (15)	17% (41)	33% (79)	14% (33)	15% (35)	14% (34)	238

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

**Table CGZ3\_5:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting products they have not been paid to endorse

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
Gender: Male	10% (49)	25% (120)	31% (154)	5% (26)	5% (25)	24% (115)	489
Gender: Female	17% (85)	28% (143)	27% (140)	6% (30)	3% (17)	19% (95)	511
Age: 18-34	14% (73)	23% (115)	34% (171)	6% (30)	5% (24)	18% (93)	506
GenZers: 1997-2012	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
PID: Dem (no lean)	15% (55)	33% (115)	31% (110)	6% (22)	5% (16)	10% (34)	353
PID: Ind (no lean)	12% (59)	22% (106)	29% (141)	5% (24)	4% (19)	29% (142)	490
PID: Rep (no lean)	13% (20)	27% (43)	27% (43)	7% (11)	4% (7)	22% (34)	157
PID/Gender: Dem Men	8% (12)	36% (55)	34% (52)	7% (10)	5% (8)	10% (16)	154
PID/Gender: Dem Women	21% (42)	30% (60)	29% (58)	6% (12)	4% (8)	9% (18)	199
PID/Gender: Ind Men	10% (24)	18% (45)	31% (78)	5% (12)	5% (12)	31% (78)	248
PID/Gender: Ind Women	14% (35)	25% (61)	26% (63)	5% (12)	3% (7)	27% (64)	242
PID/Gender: Rep Men	14% (12)	24% (20)	28% (24)	4% (4)	5% (5)	25% (21)	87
PID/Gender: Rep Women	11% (8)	31% (22)	27% (19)	10% (7)	3% (2)	19% (13)	71
Ideo: Liberal (1-3)	15% (45)	38% (116)	29% (90)	5% (15)	5% (14)	9% (28)	309
Ideo: Moderate (4)	15% (30)	23% (46)	35% (72)	7% (14)	5% (10)	16% (32)	204
Ideo: Conservative (5-7)	14% (19)	26% (37)	30% (42)	7% (9)	5% (7)	18% (25)	140
Educ: < College	13% (121)	27% (245)	29% (265)	5% (49)	4% (36)	22% (202)	918
Educ: Bachelors degree	14% (9)	26% (17)	35% (23)	11% (7)	10% (6)	3% (2)	65
Income: Under 50k	11% (65)	22% (128)	31% (180)	5% (32)	4% (26)	26% (152)	581
Income: 50k-100k	18% (52)	33% (95)	25% (70)	7% (20)	4% (11)	13% (37)	285
Income: 100k+	12% (16)	31% (41)	33% (44)	4% (5)	4% (5)	16% (22)	134
Ethnicity: White	12% (77)	27% (171)	29% (183)	6% (39)	4% (26)	21% (131)	627
Ethnicity: Hispanic	15% (31)	24% (49)	31% (64)	4% (8)	5% (10)	21% (42)	203
Ethnicity: Black	20% (26)	19% (26)	32% (43)	6% (8)	5% (7)	17% (23)	132
Ethnicity: Other	12% (30)	28% (67)	28% (68)	4% (10)	4% (9)	24% (57)	240

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**Table CGZ3\_5:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Promoting products they have not been paid to endorse*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
All Christian	17% (44)	25% (62)	30% (75)	6% (14)	5% (14)	17% (42)	251
Atheist	9% (9)	36% (39)	26% (28)	5% (6)	5% (5)	19% (21)	107
Agnostic/Nothing in particular	13% (50)	23% (92)	28% (109)	7% (26)	4% (18)	26% (101)	396
Something Else	11% (21)	31% (61)	35% (69)	4% (9)	2% (4)	17% (34)	197
Religious Non-Protestant/Catholic	18% (11)	18% (11)	28% (16)	4% (2)	3% (2)	28% (16)	58
Evangelical	12% (20)	28% (45)	36% (59)	6% (10)	2% (4)	16% (26)	163
Non-Evangelical	15% (41)	28% (75)	30% (79)	4% (12)	5% (14)	17% (44)	265
Community: Urban	15% (37)	24% (62)	29% (73)	6% (14)	2% (5)	24% (62)	254
Community: Suburban	14% (75)	28% (152)	30% (161)	5% (28)	5% (26)	18% (99)	540
Community: Rural	11% (22)	24% (49)	29% (60)	7% (14)	6% (11)	24% (49)	205
Employ: Private Sector	18% (18)	24% (23)	43% (42)	6% (6)	3% (3)	7% (7)	98
Employ: Self-Employed	15% (8)	17% (9)	36% (19)	1% (1)	12% (6)	18% (10)	52
Employ: Unemployed	11% (18)	22% (38)	26% (44)	7% (12)	3% (5)	31% (52)	170
Employ: Other	7% (5)	14% (10)	24% (17)	8% (6)	6% (5)	41% (30)	73
Military HH: Yes	12% (11)	28% (27)	26% (25)	7% (7)	4% (4)	23% (22)	95
Military HH: No	14% (122)	26% (237)	30% (269)	6% (50)	4% (38)	21% (189)	905
RD/WT: Right Direction	13% (24)	25% (49)	31% (59)	2% (4)	5% (10)	24% (46)	192
RD/WT: Wrong Track	13% (109)	27% (215)	29% (235)	6% (52)	4% (32)	20% (165)	808
Trump Job Approve	13% (30)	24% (55)	33% (74)	8% (17)	4% (8)	19% (43)	226
Trump Job Disapprove	15% (94)	29% (186)	31% (195)	5% (35)	4% (28)	16% (102)	640
Trump Job Strongly Approve	11% (10)	28% (24)	33% (28)	5% (5)	2% (2)	20% (17)	85
Trump Job Somewhat Approve	14% (20)	22% (30)	32% (46)	9% (13)	5% (7)	18% (25)	141
Trump Job Somewhat Disapprove	19% (31)	32% (52)	28% (46)	6% (9)	1% (2)	14% (22)	161
Trump Job Strongly Disapprove	13% (62)	28% (134)	31% (150)	5% (26)	6% (27)	17% (80)	479
Favorable of Trump	14% (27)	23% (47)	34% (68)	7% (14)	3% (6)	19% (39)	202
Unfavorable of Trump	15% (101)	30% (195)	29% (192)	6% (37)	5% (31)	15% (97)	652

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**Table CGZ3\_5: Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?**  
*Promoting products they have not been paid to endorse*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
Very Favorable of Trump	15% (14)	21% (19)	30% (28)	5% (5)	2% (2)	26% (23)	91
Somewhat Favorable of Trump	12% (13)	25% (27)	37% (41)	8% (9)	4% (4)	14% (16)	110
Somewhat Unfavorable of Trump	17% (23)	30% (41)	31% (43)	6% (8)	4% (5)	14% (19)	139
Very Unfavorable of Trump	15% (78)	30% (154)	29% (149)	6% (29)	5% (26)	15% (78)	514
#1 Issue: Economy	17% (47)	27% (77)	33% (94)	2% (7)	3% (8)	18% (52)	285
#1 Issue: Security	6% (4)	23% (16)	29% (21)	9% (7)	4% (3)	30% (21)	72
#1 Issue: Health Care	14% (24)	30% (51)	27% (45)	8% (13)	5% (9)	15% (26)	168
#1 Issue: Women's Issues	14% (20)	30% (43)	23% (33)	6% (8)	4% (6)	23% (34)	143
#1 Issue: Education	14% (20)	21% (30)	32% (46)	8% (12)	5% (8)	20% (29)	145
#1 Issue: Energy	9% (8)	35% (31)	29% (25)	8% (7)	3% (3)	16% (14)	87
#1 Issue: Other	10% (8)	18% (15)	33% (27)	1% (1)	4% (4)	34% (28)	84
4-Region: Northeast	16% (30)	30% (56)	26% (49)	7% (13)	3% (6)	18% (34)	188
4-Region: Midwest	10% (18)	26% (50)	24% (45)	6% (11)	6% (11)	28% (53)	189
4-Region: South	14% (52)	25% (96)	32% (123)	6% (24)	4% (16)	19% (75)	386
4-Region: West	14% (33)	26% (62)	32% (76)	4% (10)	4% (8)	20% (49)	237
Middle school (Grade 6 - 8)	7% (5)	23% (17)	24% (17)	5% (4)	6% (4)	35% (26)	72
High school (Grade 9 - 12)	13% (61)	30% (140)	26% (121)	5% (22)	3% (12)	23% (105)	461
Community college	18% (12)	28% (19)	26% (18)	4% (2)	7% (4)	18% (12)	67
College or university program	13% (25)	23% (45)	38% (74)	7% (13)	6% (12)	13% (25)	195
I am not in school	15% (30)	21% (43)	32% (64)	7% (15)	5% (9)	21% (42)	204
White, non-Hispanic	12% (64)	28% (152)	29% (157)	6% (35)	4% (20)	21% (115)	543
POC	15% (69)	24% (112)	30% (137)	5% (22)	5% (22)	21% (96)	457
Twitter Users	17% (74)	29% (124)	32% (135)	4% (18)	5% (21)	13% (56)	428
Facebook Users	16% (80)	24% (119)	33% (159)	4% (19)	5% (26)	17% (84)	487
Snapchat Users	15% (94)	28% (172)	30% (187)	5% (28)	4% (27)	18% (111)	620
Instagram Users	14% (110)	28% (212)	31% (237)	5% (36)	4% (31)	18% (137)	762
Tiktok Users	15% (69)	31% (145)	26% (123)	5% (22)	5% (22)	18% (85)	467
Reddit Users	18% (49)	27% (73)	28% (76)	5% (13)	6% (15)	16% (43)	268

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**Table CGZ3\_5:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Promoting products they have not been paid to endorse*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
YouTube Users	14% (128)	27% (245)	30% (276)	5% (50)	4% (37)	20% (183)	920
Harry Styles Fan	19% (81)	31% (132)	28% (117)	6% (26)	3% (14)	12% (52)	421
Billie Eilish Fan	17% (100)	30% (176)	28% (166)	5% (28)	4% (23)	17% (101)	595
Zendaya Fan	16% (96)	30% (185)	30% (182)	6% (36)	3% (21)	15% (93)	614
Taylor Swift Fan	18% (86)	29% (141)	29% (139)	5% (26)	4% (19)	15% (71)	482
Kylie Jenner Fan	21% (64)	27% (84)	27% (85)	6% (20)	5% (16)	14% (42)	311
Emma Chamberlain Fan	20% (47)	31% (74)	29% (68)	7% (17)	4% (10)	9% (21)	238
Niall Horan Fan	18% (47)	28% (72)	32% (83)	8% (20)	4% (9)	10% (26)	256
Zayn Malik Fan	21% (59)	28% (77)	30% (84)	6% (18)	4% (10)	10% (28)	277
Liam Payne Fan	20% (47)	28% (69)	33% (80)	6% (15)	5% (12)	8% (19)	242
Louis Tomlinson Fan	22% (47)	31% (67)	29% (64)	7% (15)	4% (8)	7% (16)	217
Film: An avid fan	18% (48)	25% (66)	28% (74)	6% (15)	6% (16)	18% (49)	268
Film: A casual fan	13% (72)	30% (162)	31% (167)	6% (31)	3% (15)	17% (92)	539
Film: Not a fan	7% (14)	18% (35)	27% (53)	5% (10)	6% (11)	36% (69)	193
Television: An avid fan	18% (44)	26% (64)	27% (67)	7% (17)	5% (11)	18% (43)	246
Television: A casual fan	11% (64)	29% (165)	31% (173)	5% (29)	4% (21)	20% (110)	562
Television: Not a fan	13% (25)	18% (35)	28% (54)	6% (11)	5% (10)	30% (57)	192
Music: An avid fan	15% (94)	27% (171)	29% (181)	5% (34)	4% (24)	20% (128)	632
Music: A casual fan	12% (39)	26% (86)	33% (109)	6% (19)	5% (15)	20% (65)	333
Fashion: An avid fan	19% (43)	29% (64)	27% (60)	4% (9)	4% (10)	17% (38)	223
Fashion: A casual fan	12% (53)	29% (129)	32% (139)	5% (21)	4% (16)	18% (79)	437
Fashion: Not a fan	11% (38)	21% (71)	28% (95)	8% (26)	5% (16)	28% (94)	340
Pop culture: An avid fan	19% (45)	33% (76)	26% (60)	4% (10)	5% (11)	13% (31)	232
Pop culture: A casual fan	13% (64)	28% (138)	32% (157)	6% (29)	3% (15)	17% (81)	485
Pop culture: Not a fan	8% (24)	18% (50)	27% (77)	6% (17)	6% (16)	35% (99)	283
Sports: An avid fan	17% (35)	25% (52)	29% (61)	6% (13)	6% (12)	18% (37)	209
Sports: A casual fan	13% (42)	27% (86)	34% (108)	6% (19)	4% (12)	17% (56)	323
Sports: Not a fan	12% (57)	27% (126)	27% (125)	5% (24)	4% (18)	25% (118)	468

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**Table CGZ3\_5:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Promoting products they have not been paid to endorse

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (133)	26% (264)	29% (294)	6% (57)	4% (42)	21% (211)	1000
Celeb fans on social media	17% (123)	29% (207)	30% (214)	6% (43)	5% (35)	13% (94)	717
Celebs share too much on social media	17% (95)	31% (171)	28% (150)	5% (28)	5% (26)	14% (75)	544
Celebs who don't share are disconnected	19% (59)	35% (111)	28% (90)	3% (10)	4% (13)	11% (34)	317
Celebs should interact on social media	18% (115)	31% (203)	30% (199)	5% (34)	4% (27)	12% (80)	658
Celebs' social media is a professional platform	13% (25)	22% (41)	28% (51)	9% (17)	6% (10)	23% (42)	187
Celebs' social media is a personal platform	16% (76)	34% (162)	29% (139)	4% (18)	5% (23)	12% (60)	478
Connects to celebs paid promoting	31% (40)	25% (32)	24% (30)	8% (11)	5% (6)	7% (9)	128
Connects to celebs non-paid promoting	34% (133)	66% (264)	— (0)	— (0)	— (0)	— (0)	397
Concerned about climate change	16% (116)	30% (216)	29% (212)	6% (40)	5% (33)	15% (108)	726
Humans can stop climate change	15% (39)	26% (68)	26% (68)	8% (20)	4% (11)	20% (52)	258
Humans can slow climate change	16% (76)	32% (154)	30% (147)	5% (22)	4% (19)	14% (66)	485
Climate change is beyond control	13% (11)	25% (21)	35% (29)	4% (3)	8% (6)	16% (13)	84
Completely in-person school	15% (9)	31% (18)	27% (15)	4% (2)	4% (2)	18% (10)	57
Both in person and virtual school	12% (37)	29% (91)	32% (104)	5% (17)	4% (13)	18% (58)	320
Completely virtual school	14% (48)	28% (96)	27% (94)	6% (19)	5% (16)	21% (72)	345
Watch live sports at least once a week	16% (38)	21% (50)	34% (81)	9% (22)	6% (15)	13% (32)	238

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

**Table CGZ3\_6:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Sharing personal struggles or difficulties

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
Gender: Male	23% (113)	25% (123)	21% (103)	6% (28)	5% (23)	20% (99)	489
Gender: Female	38% (192)	29% (148)	14% (72)	3% (13)	3% (14)	14% (71)	511
Age: 18-34	29% (145)	28% (140)	19% (98)	5% (25)	4% (22)	15% (76)	506
GenZers: 1997-2012	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
PID: Dem (no lean)	39% (138)	33% (115)	14% (49)	3% (10)	2% (7)	9% (33)	353
PID: Ind (no lean)	24% (118)	24% (117)	20% (96)	5% (24)	5% (26)	22% (109)	490
PID: Rep (no lean)	31% (48)	25% (39)	19% (29)	5% (7)	3% (5)	18% (29)	157
PID/Gender: Dem Men	33% (51)	34% (53)	15% (24)	4% (7)	2% (3)	11% (17)	154
PID/Gender: Dem Women	44% (87)	31% (62)	13% (26)	2% (3)	2% (4)	8% (16)	199
PID/Gender: Ind Men	16% (40)	19% (46)	25% (61)	7% (18)	8% (19)	26% (65)	248
PID/Gender: Ind Women	33% (79)	29% (71)	15% (35)	3% (6)	3% (7)	18% (44)	242
PID/Gender: Rep Men	25% (22)	27% (24)	21% (18)	4% (4)	1% (1)	21% (18)	87
PID/Gender: Rep Women	37% (26)	22% (15)	15% (11)	5% (4)	5% (4)	15% (11)	71
Ideo: Liberal (1-3)	38% (119)	35% (107)	12% (36)	4% (12)	3% (8)	9% (28)	309
Ideo: Moderate (4)	32% (65)	22% (44)	24% (48)	4% (8)	5% (10)	14% (29)	204
Ideo: Conservative (5-7)	26% (36)	32% (46)	21% (29)	7% (9)	4% (5)	11% (15)	140
Educ: < College	30% (277)	27% (248)	17% (160)	4% (38)	4% (32)	18% (163)	918
Educ: Bachelors degree	35% (23)	32% (21)	18% (12)	5% (3)	4% (3)	6% (4)	65
Income: Under 50k	28% (160)	26% (153)	18% (105)	5% (29)	4% (22)	19% (112)	581
Income: 50k-100k	38% (108)	27% (77)	16% (45)	3% (10)	4% (11)	12% (34)	285
Income: 100k+	27% (37)	31% (41)	19% (25)	2% (3)	3% (4)	18% (24)	134
Ethnicity: White	30% (190)	28% (177)	16% (103)	3% (22)	4% (23)	18% (112)	627
Ethnicity: Hispanic	25% (52)	29% (59)	21% (42)	6% (12)	4% (9)	14% (29)	203
Ethnicity: Black	34% (44)	19% (25)	23% (30)	7% (9)	5% (7)	13% (17)	132
Ethnicity: Other	29% (70)	29% (69)	17% (42)	5% (11)	3% (8)	17% (40)	240

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**Table CGZ3\_6:** *Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*  
*Sharing personal struggles or difficulties*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
All Christian	31% (78)	27% (69)	17% (42)	7% (18)	4% (10)	13% (34)	251
Atheist	36% (38)	35% (38)	12% (13)	3% (3)	3% (3)	12% (13)	107
Agnostic/Nothing in particular	26% (105)	27% (107)	17% (67)	3% (14)	5% (18)	21% (84)	396
Something Else	35% (69)	23% (46)	22% (42)	4% (7)	2% (5)	14% (28)	197
Religious Non-Protestant/Catholic	29% (17)	23% (13)	21% (12)	— (0)	3% (1)	24% (14)	58
Evangelical	31% (50)	27% (44)	21% (34)	7% (12)	4% (6)	10% (16)	163
Non-Evangelical	34% (90)	25% (66)	18% (48)	5% (12)	3% (7)	16% (41)	265
Community: Urban	32% (80)	23% (59)	17% (44)	3% (8)	4% (11)	21% (52)	254
Community: Suburban	32% (171)	28% (153)	17% (94)	4% (21)	3% (19)	15% (83)	540
Community: Rural	26% (53)	29% (59)	18% (37)	6% (13)	4% (8)	17% (35)	205
Employ: Private Sector	32% (31)	33% (33)	19% (19)	5% (5)	5% (5)	5% (5)	98
Employ: Self-Employed	30% (16)	24% (12)	23% (12)	2% (1)	3% (1)	18% (9)	52
Employ: Unemployed	32% (54)	22% (37)	16% (28)	2% (4)	4% (8)	24% (40)	170
Employ: Other	15% (11)	25% (18)	14% (10)	3% (2)	7% (5)	37% (27)	73
Military HH: Yes	39% (37)	24% (23)	8% (7)	5% (5)	5% (4)	20% (19)	95
Military HH: No	30% (268)	27% (248)	19% (167)	4% (37)	4% (33)	17% (151)	905
RD/WT: Right Direction	26% (50)	24% (46)	20% (39)	6% (11)	4% (8)	20% (38)	192
RD/WT: Wrong Track	32% (255)	28% (225)	17% (136)	4% (31)	4% (29)	16% (132)	808
Trump Job Approve	31% (70)	25% (56)	20% (45)	6% (14)	3% (8)	15% (33)	226
Trump Job Disapprove	34% (215)	30% (190)	17% (108)	4% (22)	3% (22)	13% (82)	640
Trump Job Strongly Approve	36% (30)	24% (20)	18% (15)	5% (4)	2% (2)	15% (12)	85
Trump Job Somewhat Approve	28% (40)	25% (36)	21% (29)	7% (9)	4% (6)	15% (21)	141
Trump Job Somewhat Disapprove	30% (49)	27% (43)	21% (34)	8% (13)	2% (3)	12% (19)	161
Trump Job Strongly Disapprove	35% (166)	31% (146)	15% (74)	2% (9)	4% (19)	13% (63)	479
Favorable of Trump	30% (60)	28% (56)	21% (42)	5% (10)	3% (6)	13% (27)	202
Unfavorable of Trump	35% (225)	30% (194)	16% (103)	4% (27)	4% (25)	12% (78)	652

Continued on next page



**Table CGZ3\_6:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing personal struggles or difficulties*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
Very Favorable of Trump	34% (31)	22% (20)	21% (19)	2% (2)	4% (3)	18% (17)	91
Somewhat Favorable of Trump	26% (29)	33% (36)	21% (23)	7% (8)	2% (3)	9% (10)	110
Somewhat Unfavorable of Trump	31% (43)	28% (38)	20% (28)	6% (8)	3% (4)	12% (17)	139
Very Unfavorable of Trump	35% (182)	30% (156)	15% (76)	4% (18)	4% (21)	12% (61)	514
#1 Issue: Economy	33% (93)	27% (76)	19% (55)	5% (15)	2% (7)	13% (39)	285
#1 Issue: Security	29% (21)	20% (15)	19% (13)	6% (4)	5% (3)	22% (16)	72
#1 Issue: Health Care	34% (57)	30% (51)	15% (25)	3% (6)	3% (5)	14% (24)	168
#1 Issue: Women's Issues	36% (52)	27% (38)	13% (18)	3% (5)	4% (6)	17% (24)	143
#1 Issue: Education	25% (37)	28% (40)	24% (35)	5% (8)	4% (6)	13% (19)	145
#1 Issue: Energy	24% (21)	34% (30)	14% (12)	3% (3)	7% (6)	18% (16)	87
#1 Issue: Other	24% (20)	25% (21)	16% (13)	1% (1)	3% (2)	32% (26)	84
4-Region: Northeast	30% (57)	28% (52)	17% (33)	4% (8)	4% (7)	16% (31)	188
4-Region: Midwest	29% (55)	30% (56)	11% (20)	3% (6)	3% (6)	24% (45)	189
4-Region: South	31% (119)	24% (93)	21% (80)	6% (22)	3% (12)	15% (59)	386
4-Region: West	31% (73)	29% (69)	18% (42)	3% (6)	5% (12)	15% (35)	237
Middle school (Grade 6 - 8)	34% (24)	12% (9)	13% (9)	6% (4)	7% (5)	29% (21)	72
High school (Grade 9 - 12)	31% (145)	28% (130)	16% (74)	4% (19)	3% (13)	17% (81)	461
Community college	33% (22)	25% (17)	21% (14)	6% (4)	3% (2)	11% (8)	67
College or university program	27% (53)	34% (66)	19% (37)	6% (11)	2% (4)	12% (24)	195
I am not in school	30% (61)	24% (49)	20% (40)	2% (4)	7% (13)	18% (37)	204
White, non-Hispanic	31% (167)	28% (152)	16% (86)	3% (18)	4% (19)	18% (100)	543
POC	30% (137)	26% (119)	19% (89)	5% (24)	4% (18)	15% (70)	457
Twitter Users	36% (154)	32% (135)	16% (70)	3% (14)	3% (14)	10% (41)	428
Facebook Users	35% (171)	27% (129)	18% (90)	3% (15)	3% (16)	14% (67)	487
Snapchat Users	33% (207)	29% (180)	18% (112)	4% (22)	3% (19)	13% (80)	620
Instagram Users	33% (250)	30% (229)	17% (127)	4% (28)	3% (24)	14% (105)	762
Tiktok Users	39% (180)	28% (130)	13% (62)	4% (18)	3% (13)	14% (64)	467
Reddit Users	32% (87)	31% (83)	17% (46)	6% (15)	1% (4)	12% (32)	268

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**Table CGZ3\_6:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing personal struggles or difficulties*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
YouTube Users	32% (293)	28% (254)	17% (161)	4% (37)	3% (30)	16% (145)	920
Harry Styles Fan	44% (183)	28% (118)	12% (51)	3% (13)	3% (11)	11% (45)	421
Billie Eilish Fan	36% (215)	30% (179)	14% (81)	4% (22)	3% (20)	13% (78)	595
Zendaya Fan	36% (222)	30% (184)	16% (97)	4% (22)	3% (17)	12% (72)	614
Taylor Swift Fan	39% (190)	28% (136)	14% (68)	3% (15)	3% (16)	12% (58)	482
Kylie Jenner Fan	40% (124)	28% (88)	13% (40)	4% (12)	3% (11)	11% (35)	311
Emma Chamberlain Fan	42% (101)	29% (70)	12% (28)	4% (9)	4% (10)	8% (20)	238
Niall Horan Fan	43% (111)	28% (73)	12% (32)	4% (11)	3% (7)	9% (23)	256
Zayn Malik Fan	43% (118)	28% (78)	14% (38)	5% (15)	2% (5)	8% (23)	277
Liam Payne Fan	43% (103)	30% (73)	14% (35)	4% (9)	3% (7)	6% (14)	242
Louis Tomlinson Fan	44% (96)	30% (66)	13% (28)	4% (9)	2% (5)	6% (13)	217
Film: An avid fan	35% (94)	25% (66)	17% (46)	4% (10)	4% (11)	15% (40)	268
Film: A casual fan	32% (172)	30% (162)	18% (96)	4% (22)	3% (15)	13% (71)	539
Film: Not a fan	20% (38)	22% (43)	17% (32)	5% (10)	6% (12)	30% (58)	193
Television: An avid fan	39% (97)	25% (62)	15% (36)	4% (9)	3% (7)	15% (36)	246
Television: A casual fan	29% (165)	29% (164)	19% (107)	4% (20)	4% (22)	15% (84)	562
Television: Not a fan	22% (43)	24% (45)	17% (32)	7% (13)	4% (9)	26% (50)	192
Music: An avid fan	35% (223)	27% (169)	15% (96)	4% (25)	4% (22)	15% (97)	632
Music: A casual fan	23% (75)	30% (99)	22% (74)	4% (15)	5% (15)	17% (55)	333
Fashion: An avid fan	39% (87)	22% (50)	16% (35)	5% (11)	4% (9)	14% (31)	223
Fashion: A casual fan	32% (142)	33% (142)	15% (67)	3% (15)	2% (11)	14% (61)	437
Fashion: Not a fan	22% (76)	23% (79)	21% (73)	5% (16)	5% (18)	23% (78)	340
Pop culture: An avid fan	43% (100)	25% (57)	13% (30)	7% (16)	3% (7)	10% (23)	232
Pop culture: A casual fan	32% (156)	31% (151)	17% (84)	3% (13)	3% (15)	13% (65)	485
Pop culture: Not a fan	17% (48)	22% (63)	21% (61)	5% (13)	6% (16)	29% (83)	283
Sports: An avid fan	28% (59)	27% (57)	19% (40)	4% (8)	5% (10)	17% (35)	209
Sports: A casual fan	31% (101)	28% (91)	21% (68)	4% (12)	3% (11)	12% (40)	323
Sports: Not a fan	31% (145)	26% (123)	14% (67)	5% (22)	4% (17)	20% (95)	468

Continued on next page

**Table CGZ3\_6:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

*Sharing personal struggles or difficulties*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	30% (305)	27% (271)	17% (175)	4% (42)	4% (37)	17% (170)	1000
Celeb fans on social media	37% (265)	29% (210)	15% (105)	5% (35)	4% (32)	10% (69)	717
Celebs share too much on social media	36% (197)	32% (173)	15% (79)	4% (22)	3% (16)	10% (56)	544
Celebs who don't share are disconnected	44% (139)	34% (107)	10% (31)	4% (13)	2% (6)	6% (20)	317
Celebs should interact on social media	41% (268)	31% (206)	14% (92)	4% (24)	3% (18)	8% (51)	658
Celebs' social media is a professional platform	23% (43)	26% (49)	19% (35)	5% (9)	10% (19)	17% (32)	187
Celebs' social media is a personal platform	41% (198)	29% (137)	15% (72)	4% (21)	2% (9)	9% (41)	478
Connects to celebs paid promoting	44% (57)	29% (37)	11% (13)	8% (10)	4% (5)	4% (5)	128
Connects to celebs non-paid promoting	51% (201)	33% (130)	8% (32)	4% (16)	2% (6)	3% (11)	397
Concerned about climate change	35% (255)	30% (218)	16% (115)	4% (31)	3% (23)	12% (84)	726
Humans can stop climate change	35% (90)	27% (69)	17% (44)	4% (9)	3% (8)	14% (37)	258
Humans can slow climate change	35% (170)	32% (157)	15% (71)	4% (20)	3% (16)	10% (50)	485
Climate change is beyond control	30% (25)	17% (14)	25% (21)	6% (5)	7% (6)	15% (13)	84
Completely in-person school	24% (13)	33% (19)	15% (9)	8% (5)	3% (2)	18% (10)	57
Both in person and virtual school	29% (94)	29% (93)	17% (55)	5% (17)	3% (10)	16% (51)	320
Completely virtual school	33% (114)	29% (100)	17% (59)	4% (14)	3% (11)	14% (47)	345
Watch live sports at least once a week	30% (72)	26% (63)	21% (49)	4% (10)	4% (11)	14% (33)	238

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

**Table CGZ3\_7: Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?**  
*Sharing selfies of themselves*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
Gender: Male	8% (37)	19% (93)	35% (173)	9% (45)	7% (34)	22% (107)	489
Gender: Female	11% (58)	24% (124)	37% (189)	8% (41)	3% (16)	16% (82)	511
Age: 18-34	13% (64)	20% (103)	38% (190)	9% (47)	6% (29)	14% (73)	506
GenZers: 1997-2012	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
PID: Dem (no lean)	13% (45)	26% (92)	41% (146)	6% (22)	4% (14)	10% (34)	353
PID: Ind (no lean)	8% (38)	19% (93)	33% (162)	8% (38)	7% (32)	26% (127)	490
PID: Rep (no lean)	8% (12)	20% (32)	35% (54)	16% (26)	3% (5)	17% (27)	157
PID/Gender: Dem Men	12% (18)	25% (38)	42% (65)	6% (9)	4% (7)	11% (17)	154
PID/Gender: Dem Women	14% (27)	27% (55)	40% (80)	7% (13)	3% (7)	8% (16)	199
PID/Gender: Ind Men	6% (15)	15% (36)	32% (80)	9% (23)	9% (23)	29% (72)	248
PID/Gender: Ind Women	10% (23)	23% (57)	34% (82)	6% (15)	4% (9)	23% (56)	242
PID/Gender: Rep Men	5% (5)	22% (19)	32% (28)	15% (13)	5% (4)	20% (18)	87
PID/Gender: Rep Women	11% (8)	19% (13)	38% (27)	18% (13)	1% (1)	14% (10)	71
Ideo: Liberal (1-3)	11% (33)	24% (75)	44% (135)	7% (22)	4% (11)	11% (33)	309
Ideo: Moderate (4)	14% (28)	21% (42)	37% (74)	8% (17)	4% (9)	16% (33)	204
Ideo: Conservative (5-7)	5% (7)	20% (28)	41% (57)	15% (21)	6% (8)	14% (19)	140
Educ: < College	9% (83)	21% (193)	36% (335)	9% (79)	5% (47)	20% (182)	918
Educ: Bachelors degree	15% (10)	30% (20)	38% (24)	8% (5)	4% (3)	5% (3)	65
Income: Under 50k	10% (57)	20% (116)	35% (204)	9% (51)	5% (29)	21% (124)	581
Income: 50k-100k	10% (28)	26% (73)	38% (107)	8% (23)	4% (12)	14% (41)	285
Income: 100k+	8% (11)	21% (28)	38% (51)	9% (12)	7% (10)	18% (24)	134
Ethnicity: White	8% (50)	23% (142)	36% (226)	9% (57)	5% (29)	20% (124)	627
Ethnicity: Hispanic	10% (20)	19% (38)	39% (78)	11% (22)	8% (17)	14% (28)	203
Ethnicity: Black	16% (21)	18% (23)	37% (49)	8% (11)	5% (7)	16% (21)	132
Ethnicity: Other	10% (25)	22% (52)	36% (87)	7% (18)	6% (15)	18% (44)	240

Continued on next page

**Table CGZ3\_7:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing selfies of themselves*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
All Christian	12% (31)	22% (56)	35% (87)	14% (35)	2% (5)	15% (37)	251
Atheist	9% (9)	24% (26)	35% (37)	8% (9)	3% (3)	21% (23)	107
Agnostic/Nothing in particular	7% (29)	22% (87)	36% (141)	6% (22)	8% (31)	22% (86)	396
Something Else	9% (18)	20% (40)	42% (82)	7% (14)	6% (11)	16% (31)	197
Religious Non-Protestant/Catholic	14% (8)	15% (9)	33% (19)	12% (7)	— (0)	25% (14)	58
Evangelical	13% (20)	20% (33)	39% (63)	11% (18)	3% (5)	14% (23)	163
Non-Evangelical	10% (27)	23% (62)	37% (99)	10% (27)	4% (12)	15% (39)	265
Community: Urban	12% (29)	24% (61)	31% (79)	8% (21)	5% (13)	20% (50)	254
Community: Suburban	9% (50)	21% (112)	38% (207)	9% (47)	5% (27)	18% (98)	540
Community: Rural	8% (16)	21% (44)	37% (75)	9% (18)	5% (11)	20% (41)	205
Employ: Private Sector	15% (15)	21% (21)	40% (39)	11% (11)	6% (6)	7% (7)	98
Employ: Self-Employed	8% (4)	20% (10)	37% (19)	7% (4)	13% (7)	15% (8)	52
Employ: Unemployed	14% (24)	17% (29)	32% (54)	8% (14)	5% (8)	24% (41)	170
Employ: Other	6% (4)	22% (16)	28% (20)	8% (6)	4% (3)	33% (24)	73
Military HH: Yes	8% (8)	27% (26)	27% (26)	8% (8)	2% (2)	27% (26)	95
Military HH: No	10% (88)	21% (192)	37% (336)	9% (78)	5% (49)	18% (163)	905
RD/WT: Right Direction	9% (18)	16% (32)	33% (64)	12% (23)	6% (12)	22% (43)	192
RD/WT: Wrong Track	10% (78)	23% (186)	37% (298)	8% (63)	5% (38)	18% (146)	808
Trump Job Approve	9% (21)	23% (53)	35% (80)	12% (27)	3% (7)	17% (37)	226
Trump Job Disapprove	11% (68)	23% (147)	38% (245)	8% (51)	6% (37)	14% (92)	640
Trump Job Strongly Approve	12% (10)	19% (16)	37% (32)	13% (11)	1% (1)	18% (15)	85
Trump Job Somewhat Approve	8% (11)	26% (36)	34% (48)	12% (16)	5% (7)	16% (22)	141
Trump Job Somewhat Disapprove	13% (20)	22% (36)	38% (61)	9% (14)	4% (7)	14% (23)	161
Trump Job Strongly Disapprove	10% (47)	23% (111)	38% (184)	8% (37)	6% (30)	14% (68)	479
Favorable of Trump	9% (19)	22% (45)	35% (71)	13% (27)	3% (7)	16% (33)	202
Unfavorable of Trump	11% (72)	23% (149)	39% (255)	7% (46)	6% (38)	14% (92)	652

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**Table CGZ3\_7: Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?**  
*Sharing selfies of themselves*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
Very Favorable of Trump	13% (12)	18% (17)	37% (34)	9% (8)	2% (2)	20% (18)	91
Somewhat Favorable of Trump	7% (7)	26% (28)	34% (37)	17% (18)	4% (5)	13% (15)	110
Somewhat Unfavorable of Trump	11% (16)	28% (39)	34% (47)	8% (11)	3% (4)	16% (22)	139
Very Unfavorable of Trump	11% (56)	21% (110)	41% (208)	7% (35)	7% (34)	14% (70)	514
#1 Issue: Economy	12% (34)	21% (59)	39% (113)	9% (26)	4% (10)	15% (44)	285
#1 Issue: Security	8% (5)	16% (12)	30% (21)	15% (11)	7% (5)	25% (18)	72
#1 Issue: Health Care	12% (19)	25% (42)	40% (68)	5% (9)	5% (8)	13% (21)	168
#1 Issue: Women's Issues	9% (12)	26% (37)	34% (49)	7% (9)	3% (5)	21% (30)	143
#1 Issue: Education	8% (12)	25% (36)	30% (44)	12% (18)	8% (12)	16% (23)	145
#1 Issue: Energy	6% (5)	14% (13)	48% (42)	10% (8)	6% (5)	16% (14)	87
#1 Issue: Other	6% (5)	21% (17)	28% (23)	5% (4)	4% (3)	37% (31)	84
4-Region: Northeast	10% (19)	22% (41)	35% (66)	12% (22)	4% (7)	18% (34)	188
4-Region: Midwest	9% (16)	18% (33)	34% (64)	8% (15)	8% (15)	24% (45)	189
4-Region: South	11% (44)	21% (83)	38% (146)	8% (30)	4% (16)	18% (68)	386
4-Region: West	7% (17)	26% (61)	36% (86)	8% (20)	5% (12)	17% (41)	237
Middle school (Grade 6 - 8)	6% (4)	19% (13)	35% (25)	5% (4)	4% (3)	31% (23)	72
High school (Grade 9 - 12)	7% (31)	24% (112)	34% (156)	9% (40)	5% (24)	21% (99)	461
Community college	14% (10)	21% (14)	39% (26)	11% (8)	2% (1)	13% (9)	67
College or university program	13% (26)	20% (40)	42% (82)	8% (15)	4% (7)	12% (24)	195
I am not in school	12% (25)	19% (38)	36% (73)	9% (19)	7% (14)	17% (34)	204
White, non-Hispanic	8% (41)	23% (126)	35% (192)	9% (47)	4% (23)	21% (114)	543
POC	12% (54)	20% (92)	37% (169)	8% (39)	6% (28)	16% (75)	457
Twitter Users	11% (49)	25% (106)	40% (170)	9% (38)	4% (16)	12% (51)	428
Facebook Users	13% (62)	25% (122)	36% (174)	7% (33)	5% (22)	15% (74)	487
Snapchat Users	11% (66)	25% (153)	38% (237)	7% (44)	5% (30)	14% (90)	620
Instagram Users	10% (79)	24% (179)	38% (289)	8% (58)	5% (36)	16% (120)	762
Tiktok Users	12% (54)	26% (121)	36% (167)	7% (35)	4% (19)	15% (71)	467
Reddit Users	8% (20)	21% (56)	42% (112)	9% (25)	6% (15)	15% (39)	268

Continued on next page

**Table CGZ3\_7:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing selfies of themselves*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
YouTube Users	10% (87)	23% (210)	37% (340)	8% (77)	5% (45)	17% (161)	920
Harry Styles Fan	12% (52)	28% (119)	36% (153)	8% (33)	2% (10)	13% (54)	421
Billie Eilish Fan	13% (77)	25% (150)	35% (210)	8% (49)	4% (23)	15% (86)	595
Zendaya Fan	12% (71)	25% (155)	37% (230)	8% (48)	4% (23)	14% (86)	614
Taylor Swift Fan	13% (64)	26% (125)	36% (172)	7% (36)	4% (18)	14% (67)	482
Kylie Jenner Fan	17% (53)	30% (94)	28% (87)	9% (29)	4% (12)	11% (35)	311
Emma Chamberlain Fan	13% (30)	32% (75)	35% (84)	9% (21)	3% (7)	8% (20)	238
Niall Horan Fan	14% (36)	28% (71)	35% (89)	10% (25)	3% (8)	10% (26)	256
Zayn Malik Fan	16% (45)	32% (88)	31% (87)	8% (22)	4% (10)	9% (25)	277
Liam Payne Fan	14% (34)	32% (78)	33% (81)	10% (24)	4% (10)	6% (15)	242
Louis Tomlinson Fan	15% (32)	32% (69)	33% (72)	11% (24)	3% (6)	7% (14)	217
Film: An avid fan	14% (36)	22% (60)	35% (93)	9% (23)	4% (12)	16% (43)	268
Film: A casual fan	9% (47)	24% (132)	38% (207)	8% (45)	5% (25)	15% (83)	539
Film: Not a fan	6% (11)	13% (26)	32% (62)	9% (18)	7% (14)	32% (62)	193
Television: An avid fan	13% (33)	24% (59)	33% (81)	11% (27)	3% (8)	16% (38)	246
Television: A casual fan	9% (49)	23% (130)	38% (212)	8% (45)	5% (29)	17% (96)	562
Television: Not a fan	7% (13)	15% (28)	36% (69)	7% (14)	7% (14)	28% (54)	192
Music: An avid fan	12% (74)	24% (149)	35% (223)	9% (55)	4% (26)	16% (104)	632
Music: A casual fan	6% (19)	19% (65)	39% (131)	9% (30)	7% (22)	20% (67)	333
Fashion: An avid fan	15% (34)	24% (53)	36% (81)	9% (20)	3% (7)	13% (28)	223
Fashion: A casual fan	11% (47)	26% (114)	33% (146)	8% (37)	5% (23)	16% (70)	437
Fashion: Not a fan	4% (15)	15% (50)	40% (135)	9% (29)	6% (21)	27% (91)	340
Pop culture: An avid fan	17% (39)	25% (57)	39% (90)	8% (18)	3% (7)	9% (22)	232
Pop culture: A casual fan	9% (42)	25% (122)	39% (189)	8% (40)	3% (15)	16% (76)	485
Pop culture: Not a fan	5% (14)	14% (39)	29% (82)	10% (28)	10% (29)	32% (91)	283
Sports: An avid fan	10% (20)	22% (46)	36% (75)	10% (21)	7% (14)	15% (32)	209
Sports: A casual fan	9% (29)	25% (82)	39% (126)	10% (33)	3% (9)	14% (45)	323
Sports: Not a fan	10% (47)	19% (89)	34% (160)	7% (32)	6% (28)	24% (112)	468

Continued on next page

**Table CGZ3\_7: Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?**  
*Sharing selfies of themselves*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	10% (95)	22% (217)	36% (362)	9% (86)	5% (51)	19% (189)	1000
Celeb fans on social media	13% (90)	25% (182)	37% (264)	10% (68)	5% (35)	11% (78)	717
Celebs share too much on social media	12% (66)	26% (139)	36% (197)	9% (48)	4% (24)	13% (70)	544
Celebs who don't share are disconnected	17% (54)	31% (98)	30% (96)	11% (33)	4% (12)	7% (24)	317
Celebs should interact on social media	13% (88)	26% (172)	37% (241)	9% (58)	5% (32)	10% (67)	658
Celebs' social media is a professional platform	6% (12)	21% (40)	34% (63)	11% (21)	7% (12)	21% (39)	187
Celebs' social media is a personal platform	13% (62)	27% (129)	37% (178)	8% (38)	5% (23)	10% (48)	478
Connects to celebs paid promoting	29% (37)	39% (50)	15% (19)	10% (13)	3% (4)	4% (6)	128
Connects to celebs non-paid promoting	15% (60)	32% (127)	34% (134)	9% (37)	4% (17)	6% (22)	397
Concerned about climate change	11% (78)	23% (167)	39% (284)	8% (57)	5% (39)	14% (100)	726
Humans can stop climate change	11% (29)	21% (55)	36% (93)	10% (25)	8% (20)	14% (36)	258
Humans can slow climate change	9% (44)	25% (120)	41% (198)	8% (40)	4% (18)	13% (65)	485
Climate change is beyond control	16% (13)	26% (21)	25% (21)	11% (9)	6% (5)	17% (14)	84
Completely in-person school	9% (5)	21% (12)	34% (20)	14% (8)	8% (4)	14% (8)	57
Both in person and virtual school	10% (32)	19% (59)	39% (126)	8% (27)	5% (16)	19% (60)	320
Completely virtual school	7% (24)	28% (96)	36% (124)	8% (27)	4% (14)	17% (59)	345
Watch live sports at least once a week	9% (21)	23% (56)	40% (94)	13% (31)	5% (11)	11% (26)	238

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



**Table CGZ3\_8:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*Sharing photos with other celebrities*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
Gender: Male	7% (36)	17% (85)	36% (174)	8% (40)	8% (37)	24% (116)	489
Gender: Female	10% (49)	18% (93)	36% (182)	12% (59)	5% (27)	20% (101)	511
Age: 18-34	9% (47)	19% (97)	36% (182)	11% (53)	6% (32)	19% (95)	506
GenZers: 1997-2012	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
PID: Dem (no lean)	10% (35)	21% (75)	39% (136)	12% (42)	5% (17)	13% (47)	353
PID: Ind (no lean)	7% (34)	14% (69)	35% (169)	9% (43)	7% (35)	28% (139)	490
PID: Rep (no lean)	11% (17)	21% (33)	32% (50)	9% (14)	7% (12)	20% (31)	157
PID/Gender: Dem Men	10% (15)	23% (35)	43% (66)	7% (11)	4% (6)	14% (22)	154
PID/Gender: Dem Women	10% (20)	20% (40)	36% (71)	16% (32)	5% (11)	13% (25)	199
PID/Gender: Ind Men	5% (13)	11% (28)	35% (86)	9% (23)	9% (22)	30% (75)	248
PID/Gender: Ind Women	9% (21)	17% (41)	34% (83)	8% (20)	5% (13)	26% (64)	242
PID/Gender: Rep Men	9% (8)	25% (22)	26% (22)	8% (7)	10% (9)	22% (19)	87
PID/Gender: Rep Women	13% (9)	16% (12)	39% (28)	11% (7)	4% (3)	17% (12)	71
Ideo: Liberal (1-3)	8% (26)	20% (62)	37% (115)	15% (45)	6% (19)	14% (42)	309
Ideo: Moderate (4)	11% (22)	17% (34)	39% (79)	12% (24)	4% (8)	18% (37)	204
Ideo: Conservative (5-7)	6% (8)	20% (29)	41% (57)	11% (15)	6% (9)	16% (23)	140
Educ: < College	8% (76)	18% (161)	36% (326)	10% (88)	6% (57)	23% (210)	918
Educ: Bachelors degree	12% (8)	21% (14)	39% (25)	12% (8)	10% (6)	6% (4)	65
Income: Under 50k	9% (53)	15% (87)	36% (210)	9% (50)	7% (42)	24% (139)	581
Income: 50k-100k	7% (21)	22% (63)	35% (98)	14% (39)	6% (16)	17% (48)	285
Income: 100k+	9% (12)	20% (27)	35% (48)	8% (11)	4% (6)	22% (30)	134
Ethnicity: White	7% (46)	17% (105)	37% (230)	11% (66)	6% (37)	23% (143)	627
Ethnicity: Hispanic	13% (26)	20% (40)	36% (72)	6% (12)	8% (16)	17% (35)	203
Ethnicity: Black	15% (19)	16% (21)	37% (48)	9% (12)	7% (9)	16% (22)	132
Ethnicity: Other	8% (20)	21% (51)	32% (77)	9% (21)	7% (18)	22% (53)	240

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**Table CGZ3\_8:** *Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?*  
*Sharing photos with other celebrities*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
All Christian	11% (28)	20% (51)	35% (87)	10% (25)	6% (16)	18% (44)	251
Atheist	6% (6)	20% (22)	36% (38)	7% (7)	9% (10)	22% (23)	107
Agnostic/Nothing in particular	7% (28)	15% (60)	35% (139)	10% (38)	6% (25)	27% (105)	396
Something Else	11% (22)	17% (33)	38% (74)	12% (25)	5% (10)	17% (33)	197
Religious Non-Protestant/Catholic	5% (3)	22% (13)	34% (20)	8% (5)	4% (2)	27% (15)	58
Evangelical	9% (15)	21% (35)	39% (63)	12% (19)	6% (10)	13% (21)	163
Non-Evangelical	12% (32)	17% (45)	35% (93)	11% (30)	6% (16)	18% (49)	265
Community: Urban	13% (32)	17% (43)	33% (84)	8% (20)	7% (19)	22% (55)	254
Community: Suburban	8% (44)	16% (88)	37% (201)	11% (58)	6% (35)	21% (115)	540
Community: Rural	5% (10)	23% (46)	34% (71)	11% (22)	5% (10)	23% (47)	205
Employ: Private Sector	12% (12)	23% (22)	42% (41)	6% (6)	7% (7)	11% (11)	98
Employ: Self-Employed	6% (3)	7% (4)	48% (25)	6% (3)	7% (4)	25% (13)	52
Employ: Unemployed	11% (19)	15% (26)	30% (50)	8% (14)	6% (10)	30% (51)	170
Employ: Other	8% (6)	21% (15)	24% (17)	8% (6)	4% (3)	36% (26)	73
Military HH: Yes	7% (6)	11% (11)	38% (36)	14% (14)	4% (4)	26% (25)	95
Military HH: No	9% (79)	18% (167)	35% (320)	10% (86)	7% (59)	21% (193)	905
RD/WT: Right Direction	8% (16)	15% (30)	35% (67)	12% (24)	5% (9)	24% (46)	192
RD/WT: Wrong Track	9% (70)	18% (148)	36% (289)	9% (76)	7% (55)	21% (171)	808
Trump Job Approve	10% (22)	18% (41)	38% (87)	11% (26)	5% (12)	17% (39)	226
Trump Job Disapprove	9% (59)	19% (119)	37% (235)	10% (64)	7% (45)	18% (117)	640
Trump Job Strongly Approve	13% (11)	19% (16)	38% (33)	12% (11)	2% (2)	16% (14)	85
Trump Job Somewhat Approve	8% (11)	18% (25)	38% (54)	11% (15)	7% (10)	18% (25)	141
Trump Job Somewhat Disapprove	8% (13)	23% (37)	35% (56)	12% (19)	4% (7)	18% (29)	161
Trump Job Strongly Disapprove	10% (46)	17% (82)	37% (179)	9% (45)	8% (38)	18% (89)	479
Favorable of Trump	9% (18)	19% (38)	38% (77)	12% (24)	4% (9)	18% (36)	202
Unfavorable of Trump	9% (61)	19% (122)	37% (242)	10% (67)	7% (48)	17% (112)	652

Continued on next page

**Table CGZ3\_8:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?

Sharing photos with other celebrities

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
Very Favorable of Trump	12% (11)	19% (17)	37% (34)	9% (8)	2% (2)	21% (19)	91
Somewhat Favorable of Trump	7% (7)	19% (21)	40% (44)	14% (15)	6% (6)	15% (17)	110
Somewhat Unfavorable of Trump	7% (9)	22% (30)	38% (52)	11% (15)	6% (8)	17% (23)	139
Very Unfavorable of Trump	10% (52)	18% (91)	37% (190)	10% (51)	8% (41)	17% (89)	514
#1 Issue: Economy	9% (25)	20% (58)	38% (108)	9% (25)	6% (16)	18% (52)	285
#1 Issue: Security	9% (6)	11% (8)	34% (24)	15% (11)	6% (5)	24% (17)	72
#1 Issue: Health Care	9% (15)	23% (39)	36% (60)	8% (14)	7% (12)	16% (27)	168
#1 Issue: Women's Issues	7% (9)	19% (27)	34% (49)	9% (13)	7% (10)	25% (36)	143
#1 Issue: Education	6% (9)	18% (26)	35% (51)	15% (21)	7% (10)	19% (28)	145
#1 Issue: Energy	10% (9)	14% (12)	36% (31)	13% (11)	5% (4)	22% (19)	87
#1 Issue: Other	11% (9)	9% (8)	34% (29)	4% (3)	5% (4)	36% (30)	84
4-Region: Northeast	8% (15)	23% (43)	32% (60)	12% (22)	6% (12)	20% (37)	188
4-Region: Midwest	7% (13)	10% (19)	35% (66)	10% (20)	7% (13)	31% (59)	189
4-Region: South	8% (32)	20% (78)	35% (136)	9% (36)	7% (25)	21% (80)	386
4-Region: West	11% (26)	16% (38)	40% (94)	10% (23)	6% (13)	18% (43)	237
Middle school (Grade 6 - 8)	13% (9)	7% (5)	30% (21)	8% (6)	8% (5)	34% (25)	72
High school (Grade 9 - 12)	7% (33)	18% (84)	36% (164)	10% (48)	6% (27)	23% (105)	461
Community college	8% (6)	16% (11)	41% (28)	13% (9)	6% (4)	16% (11)	67
College or university program	9% (17)	21% (40)	36% (71)	11% (21)	7% (14)	16% (31)	195
I am not in school	10% (20)	18% (38)	35% (71)	8% (16)	6% (13)	23% (46)	204
White, non-Hispanic	6% (35)	16% (87)	37% (201)	11% (61)	5% (30)	24% (129)	543
POC	11% (51)	20% (90)	34% (154)	9% (39)	7% (34)	19% (88)	457
Twitter Users	10% (43)	24% (102)	38% (162)	8% (35)	6% (25)	14% (61)	428
Facebook Users	11% (53)	20% (97)	38% (185)	8% (39)	6% (28)	18% (86)	487
Snapchat Users	10% (60)	21% (127)	36% (223)	10% (63)	5% (32)	18% (113)	620
Instagram Users	9% (72)	19% (148)	37% (282)	10% (76)	5% (41)	19% (143)	762
Tiktok Users	12% (54)	21% (96)	35% (163)	9% (44)	4% (20)	19% (89)	467
Reddit Users	8% (21)	20% (53)	38% (103)	10% (27)	6% (17)	18% (48)	268

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**Table CGZ3\_8:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
*Sharing photos with other celebrities*

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
YouTube Users	9% (81)	18% (170)	36% (335)	10% (91)	6% (54)	21% (189)	920
Harry Styles Fan	13% (56)	21% (90)	36% (152)	11% (46)	4% (18)	14% (59)	421
Billie Eilish Fan	11% (65)	20% (121)	36% (217)	10% (58)	6% (33)	17% (101)	595
Zendaya Fan	11% (67)	20% (124)	38% (233)	10% (60)	4% (26)	17% (104)	614
Taylor Swift Fan	14% (66)	22% (105)	34% (165)	11% (51)	4% (20)	16% (76)	482
Kylie Jenner Fan	18% (55)	25% (77)	28% (88)	11% (33)	6% (17)	13% (40)	311
Emma Chamberlain Fan	14% (34)	26% (61)	37% (87)	11% (25)	3% (7)	10% (24)	238
Niall Horan Fan	12% (31)	27% (70)	32% (81)	13% (32)	4% (9)	13% (33)	256
Zayn Malik Fan	14% (39)	26% (73)	33% (92)	11% (31)	3% (8)	12% (33)	277
Liam Payne Fan	13% (32)	30% (72)	33% (81)	11% (26)	3% (7)	10% (24)	242
Louis Tomlinson Fan	14% (30)	31% (66)	32% (69)	12% (26)	3% (7)	8% (18)	217
Film: An avid fan	14% (37)	20% (54)	32% (87)	8% (22)	6% (15)	20% (53)	268
Film: A casual fan	8% (43)	18% (95)	41% (220)	11% (59)	4% (24)	18% (99)	539
Film: Not a fan	3% (6)	15% (29)	26% (49)	9% (18)	13% (25)	34% (66)	193
Television: An avid fan	12% (30)	18% (45)	34% (84)	12% (29)	5% (12)	19% (47)	246
Television: A casual fan	8% (47)	19% (106)	38% (212)	9% (53)	5% (30)	20% (113)	562
Television: Not a fan	5% (9)	14% (27)	31% (60)	9% (18)	11% (21)	30% (58)	192
Music: An avid fan	10% (66)	19% (122)	37% (235)	8% (49)	6% (38)	19% (121)	632
Music: A casual fan	6% (19)	15% (52)	35% (117)	13% (45)	7% (23)	23% (78)	333
Fashion: An avid fan	17% (38)	18% (41)	34% (76)	8% (18)	6% (13)	17% (37)	223
Fashion: A casual fan	7% (32)	18% (80)	36% (159)	12% (53)	6% (27)	20% (87)	437
Fashion: Not a fan	5% (16)	17% (57)	35% (120)	9% (29)	7% (25)	28% (94)	340
Pop culture: An avid fan	14% (33)	25% (58)	32% (75)	10% (24)	6% (14)	12% (28)	232
Pop culture: A casual fan	8% (38)	18% (89)	40% (195)	11% (54)	5% (23)	18% (86)	485
Pop culture: Not a fan	5% (15)	11% (30)	30% (85)	8% (22)	9% (27)	37% (104)	283
Sports: An avid fan	12% (25)	20% (41)	34% (71)	11% (23)	5% (11)	18% (37)	209
Sports: A casual fan	10% (31)	20% (65)	40% (130)	10% (32)	6% (19)	14% (46)	323
Sports: Not a fan	6% (30)	15% (71)	33% (155)	10% (45)	7% (34)	29% (134)	468

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**Table CGZ3\_8:** Thinking about when celebrities post on social media, to what extent do the following types of posts make you feel more or less connected to the celebrity?  
Sharing photos with other celebrities

Demographic	Much more connected	Somewhat more connected	Neither more nor less connected	Somewhat less connected	Much less connected	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (86)	18% (178)	36% (356)	10% (100)	6% (64)	22% (218)	1000
Celeb fans on social media	11% (81)	21% (154)	35% (253)	12% (83)	6% (45)	14% (101)	717
Celebs share too much on social media	10% (55)	20% (110)	37% (204)	9% (51)	7% (39)	15% (84)	544
Celebs who don't share are disconnected	16% (49)	19% (59)	34% (108)	16% (51)	6% (20)	9% (29)	317
Celebs should interact on social media	11% (76)	22% (146)	36% (239)	10% (67)	7% (46)	13% (84)	658
Celebs' social media is a professional platform	8% (16)	16% (31)	37% (68)	9% (17)	9% (16)	21% (39)	187
Celebs' social media is a personal platform	10% (50)	24% (112)	36% (172)	12% (59)	6% (27)	12% (58)	478
Connects to celebs paid promoting	30% (38)	38% (49)	16% (20)	8% (11)	2% (3)	5% (7)	128
Connects to celebs non-paid promoting	14% (55)	27% (107)	36% (142)	13% (50)	5% (19)	6% (23)	397
Concerned about climate change	10% (70)	20% (145)	37% (265)	11% (77)	6% (43)	17% (125)	726
Humans can stop climate change	9% (23)	20% (53)	34% (86)	10% (25)	8% (22)	19% (50)	258
Humans can slow climate change	8% (36)	21% (102)	38% (186)	11% (54)	6% (30)	16% (77)	485
Climate change is beyond control	20% (16)	12% (10)	37% (31)	11% (9)	4% (3)	17% (14)	84
Completely in-person school	7% (4)	12% (7)	42% (24)	10% (5)	8% (5)	22% (12)	57
Both in person and virtual school	6% (20)	20% (63)	32% (103)	13% (42)	6% (20)	23% (72)	320
Completely virtual school	11% (37)	18% (61)	38% (130)	10% (33)	6% (22)	18% (61)	345
Watch live sports at least once a week	11% (27)	24% (57)	33% (78)	12% (27)	5% (13)	15% (36)	238

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

**Table CGZ4:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Celebrities should use their social media profiles mostly as a professional platform, to promote their work		Celebrities should use their social media profiles mostly as a personal platform, to share moments from their lives		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	19%	(187)	48%	(478)	34%	(335)	1000
Gender: Male	20%	(98)	47%	(230)	33%	(161)	489
Gender: Female	17%	(89)	48%	(248)	34%	(174)	511
Age: 18-34	21%	(109)	46%	(234)	32%	(163)	506
GenZers: 1997-2012	19%	(187)	48%	(478)	34%	(335)	1000
PID: Dem (no lean)	15%	(54)	58%	(206)	26%	(93)	353
PID: Ind (no lean)	20%	(98)	39%	(193)	41%	(200)	490
PID: Rep (no lean)	23%	(36)	51%	(79)	27%	(42)	157
PID/Gender: Dem Men	18%	(27)	58%	(89)	25%	(38)	154
PID/Gender: Dem Women	13%	(27)	59%	(117)	28%	(55)	199
PID/Gender: Ind Men	19%	(48)	41%	(102)	39%	(98)	248
PID/Gender: Ind Women	20%	(49)	37%	(91)	42%	(102)	242
PID/Gender: Rep Men	26%	(22)	45%	(39)	29%	(25)	87
PID/Gender: Rep Women	19%	(13)	57%	(40)	24%	(17)	71
Ideo: Liberal (1-3)	14%	(45)	61%	(189)	25%	(76)	309
Ideo: Moderate (4)	25%	(51)	43%	(88)	32%	(65)	204
Ideo: Conservative (5-7)	28%	(39)	45%	(63)	27%	(38)	140
Educ: < College	18%	(168)	48%	(439)	34%	(312)	918
Educ: Bachelors degree	23%	(15)	49%	(32)	27%	(18)	65
Income: Under 50k	20%	(115)	43%	(250)	37%	(216)	581
Income: 50k-100k	19%	(55)	55%	(156)	26%	(74)	285
Income: 100k+	13%	(17)	53%	(72)	34%	(45)	134
Ethnicity: White	19%	(117)	50%	(311)	32%	(200)	627
Ethnicity: Hispanic	21%	(42)	47%	(95)	32%	(66)	203
Ethnicity: Black	20%	(26)	47%	(62)	33%	(44)	132
Ethnicity: Other	18%	(44)	44%	(105)	38%	(92)	240

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**Table CGZ4:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Celebrities should use their social media profiles mostly as a professional platform, to promote their work		Celebrities should use their social media profiles mostly as a personal platform, to share moments from their lives		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	19%	(187)	48%	(478)	34%	(335)	1000
All Christian	20%	(50)	49%	(122)	32%	(79)	251
Atheist	22%	(23)	55%	(59)	24%	(25)	107
Agnostic/Nothing in particular	16%	(63)	46%	(181)	38%	(151)	396
Something Else	20%	(40)	47%	(93)	33%	(65)	197
Religious Non-Protestant/Catholic	19%	(11)	45%	(26)	36%	(21)	58
Evangelical	24%	(39)	50%	(81)	26%	(43)	163
Non-Evangelical	17%	(46)	47%	(125)	36%	(94)	265
Community: Urban	18%	(46)	45%	(115)	37%	(94)	254
Community: Suburban	19%	(104)	51%	(278)	29%	(158)	540
Community: Rural	18%	(37)	42%	(86)	40%	(83)	205
Employ: Private Sector	24%	(24)	50%	(50)	25%	(25)	98
Employ: Self-Employed	21%	(11)	46%	(24)	33%	(17)	52
Employ: Unemployed	18%	(31)	41%	(69)	41%	(70)	170
Employ: Other	15%	(11)	38%	(27)	47%	(34)	73
Military HH: Yes	19%	(18)	50%	(48)	31%	(29)	95
Military HH: No	19%	(169)	48%	(430)	34%	(306)	905
RD/WT: Right Direction	21%	(40)	48%	(92)	31%	(60)	192
RD/WT: Wrong Track	18%	(147)	48%	(386)	34%	(275)	808
Trump Job Approve	27%	(61)	48%	(109)	25%	(56)	226
Trump Job Disapprove	17%	(107)	51%	(326)	32%	(208)	640
Trump Job Strongly Approve	26%	(22)	47%	(40)	27%	(23)	85
Trump Job Somewhat Approve	28%	(39)	49%	(69)	23%	(33)	141
Trump Job Somewhat Disapprove	20%	(32)	48%	(78)	32%	(52)	161
Trump Job Strongly Disapprove	16%	(75)	52%	(248)	33%	(156)	479
Favorable of Trump	26%	(52)	46%	(93)	28%	(56)	202
Unfavorable of Trump	17%	(111)	53%	(344)	30%	(197)	652

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**Table CGZ4:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Celebrities should use their social media profiles mostly as a professional platform, to promote their work		Celebrities should use their social media profiles mostly as a personal platform, to share moments from their lives		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	19%	(187)	48%	(478)	34%	(335)	1000
Very Favorable of Trump	28%	(25)	50%	(45)	23%	(21)	91
Somewhat Favorable of Trump	24%	(27)	43%	(48)	32%	(36)	110
Somewhat Unfavorable of Trump	24%	(34)	51%	(70)	25%	(35)	139
Very Unfavorable of Trump	15%	(77)	53%	(274)	32%	(162)	514
#1 Issue: Economy	19%	(54)	46%	(132)	35%	(99)	285
#1 Issue: Security	26%	(19)	37%	(26)	37%	(27)	72
#1 Issue: Health Care	20%	(34)	54%	(91)	26%	(43)	168
#1 Issue: Women's Issues	15%	(21)	52%	(75)	33%	(47)	143
#1 Issue: Education	17%	(24)	57%	(82)	26%	(38)	145
#1 Issue: Energy	20%	(17)	47%	(41)	33%	(29)	87
#1 Issue: Other	14%	(12)	33%	(28)	52%	(44)	84
4-Region: Northeast	17%	(32)	46%	(87)	37%	(70)	188
4-Region: Midwest	17%	(32)	53%	(101)	30%	(56)	189
4-Region: South	20%	(76)	46%	(179)	34%	(131)	386
4-Region: West	20%	(47)	47%	(111)	33%	(78)	237
Middle school (Grade 6 - 8)	9%	(7)	46%	(33)	44%	(32)	72
High school (Grade 9 - 12)	19%	(88)	49%	(224)	32%	(149)	461
Community college	21%	(14)	47%	(32)	31%	(21)	67
College or university program	17%	(33)	51%	(98)	33%	(63)	195
I am not in school	22%	(44)	44%	(90)	34%	(70)	204
White, non-Hispanic	18%	(100)	49%	(266)	33%	(177)	543
POC	19%	(87)	46%	(212)	35%	(158)	457
Twitter Users	17%	(73)	56%	(238)	27%	(117)	428
Facebook Users	21%	(101)	51%	(249)	28%	(137)	487
Snapchat Users	17%	(106)	51%	(315)	32%	(198)	620
Instagram Users	18%	(138)	51%	(387)	31%	(238)	762
Tiktok Users	16%	(75)	53%	(246)	31%	(146)	467
Reddit Users	17%	(46)	54%	(144)	29%	(78)	268

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**Table CGZ4:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Celebrities should use their social media profiles mostly as a professional platform, to promote their work		Celebrities should use their social media profiles mostly as a personal platform, to share moments from their lives		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	19%	(187)	48%	(478)	34%	(335)	1000
YouTube Users	18%	(168)	49%	(450)	33%	(302)	920
Harry Styles Fan	18%	(74)	50%	(212)	32%	(135)	421
Billie Eilish Fan	19%	(113)	49%	(295)	31%	(187)	595
Zendaya Fan	18%	(113)	50%	(306)	32%	(194)	614
Taylor Swift Fan	20%	(95)	52%	(251)	28%	(136)	482
Kylie Jenner Fan	21%	(67)	48%	(148)	31%	(96)	311
Emma Chamberlain Fan	17%	(41)	50%	(119)	32%	(77)	238
Niall Horan Fan	17%	(44)	51%	(130)	32%	(83)	256
Zayn Malik Fan	20%	(56)	52%	(144)	28%	(78)	277
Liam Payne Fan	18%	(45)	52%	(127)	29%	(71)	242
Louis Tomlinson Fan	18%	(40)	53%	(115)	28%	(62)	217
Film: An avid fan	17%	(47)	51%	(137)	31%	(84)	268
Film: A casual fan	20%	(106)	48%	(257)	33%	(177)	539
Film: Not a fan	18%	(35)	44%	(85)	38%	(74)	193
Television: An avid fan	21%	(51)	52%	(127)	28%	(68)	246
Television: A casual fan	19%	(106)	47%	(266)	34%	(189)	562
Television: Not a fan	15%	(29)	44%	(85)	41%	(78)	192
Music: An avid fan	19%	(118)	48%	(306)	33%	(208)	632
Music: A casual fan	19%	(63)	47%	(157)	34%	(113)	333
Fashion: An avid fan	20%	(45)	45%	(99)	35%	(79)	223
Fashion: A casual fan	18%	(79)	49%	(214)	33%	(145)	437
Fashion: Not a fan	19%	(64)	49%	(165)	33%	(112)	340
Pop culture: An avid fan	15%	(35)	58%	(134)	27%	(63)	232
Pop culture: A casual fan	20%	(96)	47%	(225)	34%	(164)	485
Pop culture: Not a fan	20%	(56)	42%	(118)	38%	(109)	283
Sports: An avid fan	17%	(36)	53%	(111)	30%	(62)	209
Sports: A casual fan	17%	(55)	48%	(155)	35%	(113)	323
Sports: Not a fan	20%	(96)	45%	(212)	34%	(160)	468

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**Table CGZ4:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Celebrities should use their social media profiles mostly as a professional platform, to promote their work		Celebrities should use their social media profiles mostly as a personal platform, to share moments from their lives		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	19%	(187)	48%	(478)	34%	(335)	1000
Celeb fans on social media	20%	(140)	52%	(372)	28%	(204)	717
Celebs share too much on social media	21%	(116)	53%	(287)	26%	(141)	544
Celebs who don't share are disconnected	15%	(47)	65%	(206)	20%	(65)	317
Celebs should interact on social media	20%	(129)	57%	(377)	23%	(153)	658
Celebs' social media is a professional platform	100%	(187)	—	(0)	—	(0)	187
Celebs' social media is a personal platform	—	(0)	100%	(478)	—	(0)	478
Connects to celebs paid promoting	26%	(34)	51%	(65)	23%	(29)	128
Connects to celebs non-paid promoting	17%	(66)	60%	(238)	23%	(93)	397
Concerned about climate change	18%	(133)	53%	(383)	29%	(210)	726
Humans can stop climate change	19%	(49)	53%	(138)	27%	(71)	258
Humans can slow climate change	18%	(89)	55%	(267)	26%	(129)	485
Climate change is beyond control	27%	(22)	44%	(37)	29%	(24)	84
Completely in-person school	27%	(16)	42%	(24)	30%	(17)	57
Both in person and virtual school	17%	(56)	48%	(153)	35%	(111)	320
Completely virtual school	18%	(62)	53%	(183)	29%	(99)	345
Watch live sports at least once a week	16%	(38)	55%	(132)	29%	(68)	238

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

**Table CGZ5:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It's ok if a celebrity I've followed for a long time decides to share less of their private life		If a celebrity has always shared private things on social media, they should continue to do so		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	64%	(643)	11%	(113)	24%	(244)	1000
Gender: Male	61%	(296)	12%	(61)	27%	(132)	489
Gender: Female	68%	(347)	10%	(53)	22%	(112)	511
Age: 18-34	63%	(318)	15%	(75)	22%	(112)	506
GenZers: 1997-2012	64%	(643)	11%	(113)	24%	(244)	1000
PID: Dem (no lean)	75%	(266)	8%	(29)	16%	(58)	353
PID: Ind (no lean)	58%	(285)	10%	(48)	32%	(157)	490
PID: Rep (no lean)	58%	(92)	23%	(36)	19%	(29)	157
PID/Gender: Dem Men	73%	(113)	9%	(14)	17%	(27)	154
PID/Gender: Dem Women	77%	(153)	8%	(15)	16%	(31)	199
PID/Gender: Ind Men	53%	(132)	11%	(27)	36%	(90)	248
PID/Gender: Ind Women	63%	(153)	9%	(21)	28%	(67)	242
PID/Gender: Rep Men	59%	(51)	23%	(20)	18%	(15)	87
PID/Gender: Rep Women	58%	(41)	23%	(16)	20%	(14)	71
Ideo: Liberal (1-3)	79%	(245)	8%	(26)	12%	(38)	309
Ideo: Moderate (4)	65%	(133)	13%	(26)	22%	(45)	204
Ideo: Conservative (5-7)	59%	(82)	20%	(29)	21%	(29)	140
Educ: < College	64%	(586)	11%	(97)	26%	(234)	918
Educ: Bachelors degree	69%	(45)	23%	(15)	8%	(5)	65
Income: Under 50k	60%	(347)	12%	(68)	29%	(166)	581
Income: 50k-100k	71%	(201)	11%	(33)	18%	(51)	285
Income: 100k+	71%	(95)	9%	(12)	20%	(27)	134
Ethnicity: White	67%	(420)	9%	(60)	24%	(148)	627
Ethnicity: Hispanic	64%	(129)	15%	(30)	21%	(43)	203
Ethnicity: Black	58%	(77)	14%	(19)	28%	(37)	132
Ethnicity: Other	61%	(147)	15%	(35)	24%	(58)	240
All Christian	63%	(158)	15%	(38)	22%	(55)	251
Atheist	78%	(83)	8%	(9)	14%	(15)	107
Agnostic/Nothing in particular	61%	(241)	8%	(33)	31%	(121)	396
Something Else	65%	(129)	14%	(27)	21%	(41)	197

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**Table CGZ5:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It's ok if a celebrity I've followed for a long time decides to share less of their private life		If a celebrity has always shared private things on social media, they should continue to do so		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	64%	(643)	11%	(113)	24%	(244)	1000
Religious Non-Protestant/Catholic Evangelical	63%	(36)	11%	(6)	26%	(15)	58
Non-Evangelical	61%	(100)	16%	(27)	22%	(36)	163
Community: Urban	66%	(174)	14%	(38)	20%	(53)	265
Community: Suburban	55%	(140)	16%	(40)	29%	(74)	254
Community: Rural	72%	(387)	9%	(47)	20%	(106)	540
Employ: Private Sector	56%	(116)	13%	(26)	31%	(63)	205
Employ: Self-Employed	70%	(68)	16%	(15)	15%	(14)	98
Employ: Unemployed	63%	(32)	14%	(7)	24%	(12)	52
Employ: Other	56%	(95)	12%	(20)	32%	(55)	170
Military HH: Yes	47%	(34)	14%	(10)	39%	(28)	73
Military HH: No	68%	(65)	13%	(13)	18%	(17)	95
RD/WT: Right Direction	64%	(578)	11%	(101)	25%	(226)	905
RD/WT: Wrong Track	57%	(109)	16%	(32)	26%	(51)	192
Trump Job Approve	66%	(533)	10%	(82)	24%	(193)	808
Trump Job Disapprove	59%	(133)	20%	(45)	21%	(48)	226
Trump Job Strongly Approve	72%	(460)	9%	(55)	19%	(125)	640
Trump Job Somewhat Approve	55%	(47)	22%	(19)	24%	(20)	85
Trump Job Somewhat Disapprove	61%	(86)	19%	(27)	20%	(28)	141
Trump Job Strongly Disapprove	67%	(108)	12%	(20)	21%	(33)	161
Favorable of Trump	73%	(352)	7%	(35)	19%	(91)	479
Unfavorable of Trump	58%	(117)	19%	(39)	22%	(45)	202
Very Favorable of Trump	74%	(480)	9%	(56)	18%	(116)	652
Somewhat Favorable of Trump	53%	(48)	21%	(19)	26%	(24)	91
Somewhat Unfavorable of Trump	62%	(69)	18%	(20)	19%	(21)	110
Very Unfavorable of Trump	72%	(100)	13%	(18)	16%	(21)	139
	74%	(380)	8%	(39)	18%	(94)	514

Continued on next page

**Table CGZ5:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It's ok if a celebrity I've followed for a long time decides to share less of their private life		If a celebrity has always shared private things on social media, they should continue to do so		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	64%	(643)	11%	(113)	24%	(244)	1000
#1 Issue: Economy	67%	(192)	14%	(41)	19%	(53)	285
#1 Issue: Security	53%	(38)	11%	(8)	36%	(25)	72
#1 Issue: Health Care	72%	(120)	11%	(18)	17%	(29)	168
#1 Issue: Women's Issues	66%	(94)	9%	(13)	25%	(36)	143
#1 Issue: Education	59%	(85)	12%	(17)	30%	(43)	145
#1 Issue: Energy	69%	(60)	6%	(5)	25%	(22)	87
#1 Issue: Other	60%	(50)	8%	(7)	32%	(27)	84
4-Region: Northeast	66%	(125)	12%	(22)	22%	(41)	188
4-Region: Midwest	58%	(109)	14%	(27)	28%	(52)	189
4-Region: South	63%	(241)	12%	(47)	25%	(97)	386
4-Region: West	71%	(167)	7%	(17)	22%	(53)	237
Middle school (Grade 6 - 8)	60%	(43)	2%	(2)	38%	(27)	72
High school (Grade 9 - 12)	66%	(304)	10%	(46)	24%	(112)	461
Community college	56%	(38)	19%	(13)	25%	(17)	67
College or university program	67%	(131)	14%	(27)	19%	(37)	195
I am not in school	63%	(128)	12%	(25)	25%	(51)	204
White, non-Hispanic	66%	(360)	9%	(47)	25%	(135)	543
POC	62%	(282)	14%	(66)	24%	(109)	457
Twitter Users	73%	(313)	11%	(46)	16%	(70)	428
Facebook Users	67%	(325)	13%	(62)	21%	(100)	487
Snapchat Users	65%	(404)	13%	(80)	22%	(135)	620
Instagram Users	67%	(513)	12%	(94)	20%	(155)	762
Tiktok Users	66%	(310)	13%	(59)	21%	(98)	467
Reddit Users	77%	(206)	7%	(20)	16%	(43)	268
YouTube Users	66%	(605)	11%	(105)	23%	(210)	920
Harry Styles Fan	68%	(287)	14%	(58)	18%	(76)	421
Billie Eilish Fan	67%	(402)	12%	(71)	21%	(123)	595
Zendaya Fan	67%	(413)	12%	(74)	21%	(127)	614
Taylor Swift Fan	69%	(331)	14%	(69)	17%	(81)	482

Continued on next page

**Table CGZ5:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It's ok if a celebrity I've followed for a long time decides to share less of their private life		If a celebrity has always shared private things on social media, they should continue to do so		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	64%	(643)	11%	(113)	24%	(244)	1000
Kylie Jenner Fan	63%	(196)	17%	(52)	20%	(62)	311
Emma Chamberlain Fan	66%	(157)	14%	(34)	20%	(48)	238
Niall Horan Fan	67%	(171)	16%	(40)	18%	(46)	256
Zayn Malik Fan	64%	(177)	20%	(54)	17%	(46)	277
Liam Payne Fan	64%	(154)	17%	(42)	19%	(46)	242
Louis Tomlinson Fan	69%	(148)	15%	(33)	16%	(35)	217
Film: An avid fan	62%	(167)	14%	(38)	23%	(63)	268
Film: A casual fan	70%	(375)	9%	(49)	21%	(115)	539
Film: Not a fan	52%	(101)	14%	(26)	34%	(66)	193
Television: An avid fan	62%	(151)	15%	(36)	24%	(58)	246
Television: A casual fan	67%	(374)	11%	(62)	22%	(126)	562
Television: Not a fan	61%	(118)	8%	(15)	31%	(60)	192
Music: An avid fan	64%	(407)	13%	(81)	23%	(143)	632
Music: A casual fan	67%	(224)	9%	(29)	24%	(80)	333
Fashion: An avid fan	63%	(141)	15%	(34)	21%	(48)	223
Fashion: A casual fan	69%	(302)	9%	(41)	21%	(93)	437
Fashion: Not a fan	59%	(200)	11%	(38)	30%	(103)	340
Pop culture: An avid fan	69%	(159)	15%	(36)	16%	(37)	232
Pop culture: A casual fan	68%	(330)	11%	(51)	21%	(104)	485
Pop culture: Not a fan	54%	(154)	9%	(26)	36%	(103)	283
Sports: An avid fan	56%	(116)	18%	(38)	26%	(54)	209
Sports: A casual fan	67%	(218)	10%	(31)	23%	(74)	323
Sports: Not a fan	66%	(309)	9%	(44)	25%	(115)	468
Celeb fans on social media	69%	(491)	14%	(103)	17%	(122)	717
Celebs share too much on social media	72%	(391)	12%	(64)	16%	(89)	544
Celebs who don't share are disconnected	73%	(231)	15%	(48)	12%	(37)	317
Celebs should interact on social media	76%	(498)	11%	(72)	13%	(88)	658
Celebs' social media is a professional platform	65%	(121)	18%	(34)	17%	(31)	187
Celebs' social media is a personal platform	76%	(363)	14%	(65)	10%	(50)	478

Continued on next page

**Table CGZ5:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It's ok if a celebrity I've followed for a long time decides to share less of their private life		If a celebrity has always shared private things on social media, they should continue to do so		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	64%	(643)	11%	(113)	24%	(244)	1000
Connects to celebs paid promoting	61%	(77)	21%	(27)	18%	(23)	128
Connects to celebs non-paid promoting	81%	(323)	10%	(38)	9%	(36)	397
Concerned about climate change	72%	(520)	10%	(73)	18%	(134)	726
Humans can stop climate change	69%	(179)	10%	(26)	21%	(53)	258
Humans can slow climate change	75%	(363)	10%	(50)	15%	(72)	485
Climate change is beyond control	52%	(44)	23%	(20)	24%	(20)	84
Completely in-person school	56%	(32)	18%	(10)	26%	(15)	57
Both in person and virtual school	66%	(210)	12%	(37)	22%	(72)	320
Completely virtual school	70%	(241)	9%	(32)	21%	(72)	345
Watch live sports at least once a week	62%	(147)	16%	(39)	22%	(52)	238

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

**Table CGZ6\_1: Do you agree or disagree with the following statements?**  
*Celebrities these days can share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
Gender: Male	21%	(105)	34%	(167)	15%	(73)	6%	(31)	23%	(114)	489
Gender: Female	20%	(103)	33%	(169)	18%	(92)	6%	(32)	23%	(116)	511
Age: 18-34	19%	(98)	36%	(181)	15%	(78)	7%	(33)	23%	(116)	506
GenZers: 1997-2012	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
PID: Dem (no lean)	22%	(76)	38%	(134)	15%	(52)	6%	(22)	20%	(69)	353
PID: Ind (no lean)	19%	(92)	32%	(156)	17%	(84)	6%	(30)	26%	(127)	490
PID: Rep (no lean)	25%	(39)	29%	(46)	19%	(29)	6%	(10)	21%	(33)	157
PID/Gender: Dem Men	24%	(38)	39%	(60)	15%	(23)	3%	(5)	19%	(29)	154
PID/Gender: Dem Women	19%	(39)	37%	(73)	15%	(29)	9%	(17)	20%	(40)	199
PID/Gender: Ind Men	17%	(43)	32%	(79)	15%	(36)	9%	(23)	27%	(68)	248
PID/Gender: Ind Women	21%	(50)	32%	(78)	20%	(47)	3%	(8)	25%	(60)	242
PID/Gender: Rep Men	28%	(24)	32%	(28)	16%	(14)	4%	(3)	20%	(17)	87
PID/Gender: Rep Women	20%	(14)	26%	(18)	21%	(15)	10%	(7)	23%	(16)	71
Ideo: Liberal (1-3)	19%	(60)	39%	(121)	18%	(57)	6%	(20)	17%	(52)	309
Ideo: Moderate (4)	20%	(40)	39%	(79)	16%	(33)	6%	(12)	19%	(40)	204
Ideo: Conservative (5-7)	23%	(32)	32%	(45)	21%	(29)	7%	(10)	17%	(24)	140
Educ: < College	20%	(185)	33%	(306)	17%	(153)	6%	(58)	24%	(216)	918
Educ: Bachelors degree	25%	(16)	42%	(27)	13%	(9)	5%	(3)	14%	(9)	65
Income: Under 50k	19%	(111)	32%	(188)	16%	(91)	7%	(42)	26%	(150)	581
Income: 50k-100k	24%	(68)	36%	(102)	17%	(47)	5%	(15)	18%	(52)	285
Income: 100k+	21%	(29)	35%	(47)	19%	(26)	4%	(5)	21%	(28)	134
Ethnicity: White	19%	(118)	36%	(229)	16%	(98)	7%	(42)	22%	(141)	627
Ethnicity: Hispanic	22%	(44)	32%	(64)	16%	(32)	10%	(20)	21%	(43)	203
Ethnicity: Black	26%	(35)	26%	(35)	20%	(26)	7%	(9)	21%	(28)	132
Ethnicity: Other	23%	(55)	30%	(73)	17%	(41)	5%	(12)	25%	(61)	240
All Christian	21%	(54)	41%	(104)	15%	(37)	6%	(15)	17%	(42)	251
Atheist	20%	(22)	40%	(42)	13%	(13)	7%	(8)	20%	(22)	107
Agnostic/Nothing in particular	19%	(76)	31%	(123)	16%	(63)	7%	(27)	27%	(107)	396
Something Else	22%	(43)	28%	(55)	22%	(44)	5%	(10)	23%	(45)	197
Religious Non-Protestant/Catholic	28%	(16)	20%	(12)	17%	(10)	5%	(3)	29%	(17)	58

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**Table CGZ6\_1: Do you agree or disagree with the following statements?  
Celebrities these days can share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
Evangelical	26%	(43)	37%	(61)	17%	(28)	3%	(5)	17%	(27)	163
Non-Evangelical	18%	(48)	35%	(94)	18%	(48)	7%	(19)	22%	(57)	265
Community: Urban	20%	(52)	32%	(81)	17%	(44)	5%	(12)	26%	(66)	254
Community: Suburban	21%	(114)	35%	(188)	16%	(87)	7%	(37)	21%	(114)	540
Community: Rural	20%	(42)	33%	(67)	16%	(34)	6%	(13)	24%	(49)	205
Employ: Private Sector	21%	(21)	41%	(40)	16%	(16)	7%	(6)	15%	(15)	98
Employ: Self-Employed	18%	(9)	28%	(14)	9%	(5)	11%	(6)	33%	(17)	52
Employ: Unemployed	16%	(28)	35%	(59)	17%	(29)	4%	(7)	27%	(47)	170
Employ: Other	16%	(12)	27%	(20)	12%	(9)	8%	(6)	36%	(26)	73
Military HH: Yes	28%	(26)	33%	(32)	14%	(14)	7%	(7)	18%	(17)	95
Military HH: No	20%	(181)	34%	(305)	17%	(151)	6%	(56)	23%	(212)	905
RD/WT: Right Direction	21%	(40)	34%	(65)	15%	(29)	8%	(14)	22%	(42)	192
RD/WT: Wrong Track	21%	(167)	33%	(271)	17%	(136)	6%	(48)	23%	(187)	808
Trump Job Approve	24%	(55)	32%	(71)	19%	(44)	7%	(16)	18%	(41)	226
Trump Job Disapprove	21%	(133)	37%	(234)	17%	(109)	6%	(38)	20%	(126)	640
Trump Job Strongly Approve	24%	(20)	29%	(25)	17%	(14)	12%	(10)	18%	(16)	85
Trump Job Somewhat Approve	24%	(34)	33%	(47)	21%	(29)	4%	(5)	18%	(25)	141
Trump Job Somewhat Disapprove	21%	(35)	41%	(66)	20%	(32)	2%	(3)	15%	(25)	161
Trump Job Strongly Disapprove	21%	(99)	35%	(167)	16%	(76)	7%	(35)	21%	(101)	479
Favorable of Trump	25%	(50)	32%	(65)	18%	(36)	9%	(17)	17%	(33)	202
Unfavorable of Trump	22%	(141)	37%	(243)	18%	(114)	6%	(36)	18%	(118)	652
Very Favorable of Trump	24%	(21)	24%	(22)	19%	(18)	13%	(12)	20%	(18)	91
Somewhat Favorable of Trump	26%	(28)	39%	(43)	17%	(19)	5%	(6)	14%	(15)	110
Somewhat Unfavorable of Trump	19%	(27)	45%	(62)	16%	(23)	3%	(4)	17%	(23)	139
Very Unfavorable of Trump	22%	(115)	35%	(180)	18%	(92)	6%	(32)	18%	(95)	514

Continued on next page

**Table CGZ6\_1: Do you agree or disagree with the following statements?  
Celebrities these days can share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
#1 Issue: Economy	27%	(77)	36%	(103)	16%	(47)	5%	(15)	15%	(44)	285
#1 Issue: Security	23%	(17)	26%	(19)	15%	(11)	8%	(5)	28%	(20)	72
#1 Issue: Health Care	18%	(30)	34%	(57)	15%	(24)	5%	(9)	28%	(47)	168
#1 Issue: Women's Issues	20%	(29)	28%	(40)	19%	(27)	9%	(13)	24%	(35)	143
#1 Issue: Education	17%	(25)	39%	(56)	18%	(26)	9%	(13)	17%	(25)	145
#1 Issue: Energy	14%	(12)	41%	(36)	19%	(16)	5%	(5)	21%	(18)	87
#1 Issue: Other	17%	(15)	28%	(23)	12%	(10)	3%	(3)	40%	(34)	84
4-Region: Northeast	18%	(34)	33%	(61)	17%	(33)	5%	(10)	26%	(50)	188
4-Region: Midwest	16%	(30)	34%	(64)	21%	(39)	4%	(8)	25%	(48)	189
4-Region: South	22%	(84)	34%	(133)	15%	(59)	7%	(27)	21%	(83)	386
4-Region: West	25%	(60)	33%	(78)	14%	(33)	7%	(18)	21%	(49)	237
Middle school (Grade 6 - 8)	21%	(15)	27%	(20)	15%	(11)	14%	(10)	23%	(16)	72
High school (Grade 9 - 12)	22%	(103)	31%	(145)	18%	(85)	5%	(23)	23%	(106)	461
Community college	18%	(12)	39%	(27)	17%	(11)	7%	(5)	19%	(13)	67
College or university program	20%	(40)	37%	(72)	15%	(29)	4%	(8)	24%	(46)	195
I am not in school	19%	(38)	36%	(73)	14%	(29)	8%	(16)	24%	(48)	204
White, non-Hispanic	18%	(99)	37%	(200)	16%	(86)	6%	(31)	23%	(127)	543
POC	24%	(109)	30%	(136)	17%	(79)	7%	(31)	22%	(103)	457
Twitter Users	21%	(91)	37%	(156)	19%	(80)	6%	(25)	18%	(76)	428
Facebook Users	21%	(104)	36%	(178)	16%	(80)	7%	(32)	19%	(93)	487
Snapchat Users	20%	(121)	34%	(209)	19%	(115)	6%	(39)	22%	(135)	620
Instagram Users	22%	(164)	35%	(270)	17%	(126)	6%	(43)	21%	(159)	762
Tiktok Users	19%	(88)	34%	(158)	20%	(91)	6%	(30)	21%	(98)	467
Reddit Users	20%	(54)	39%	(104)	17%	(46)	6%	(17)	17%	(46)	268
YouTube Users	21%	(192)	34%	(316)	16%	(149)	7%	(60)	22%	(203)	920
Harry Styles Fan	21%	(90)	35%	(146)	19%	(81)	5%	(22)	19%	(81)	421
Billie Eilish Fan	23%	(137)	34%	(204)	18%	(106)	6%	(34)	19%	(115)	595
Zendaya Fan	21%	(129)	35%	(212)	19%	(119)	6%	(39)	19%	(115)	614
Taylor Swift Fan	22%	(108)	37%	(179)	17%	(83)	6%	(31)	17%	(80)	482
Kylie Jenner Fan	23%	(71)	34%	(107)	22%	(67)	4%	(13)	17%	(52)	311

Continued on next page

**Table CGZ6\_1: Do you agree or disagree with the following statements?  
Celebrities these days can share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
Emma Chamberlain Fan	20%	(48)	35%	(83)	22%	(53)	7%	(16)	16%	(38)	238
Niall Horan Fan	20%	(50)	35%	(90)	19%	(50)	7%	(18)	19%	(48)	256
Zayn Malik Fan	21%	(59)	38%	(105)	17%	(47)	7%	(19)	17%	(46)	277
Liam Payne Fan	20%	(47)	35%	(85)	20%	(48)	6%	(15)	19%	(47)	242
Louis Tomlinson Fan	20%	(44)	37%	(80)	20%	(44)	8%	(17)	15%	(32)	217
Film: An avid fan	25%	(66)	32%	(87)	17%	(45)	7%	(20)	18%	(49)	268
Film: A casual fan	20%	(108)	37%	(198)	17%	(89)	5%	(27)	22%	(117)	539
Film: Not a fan	17%	(33)	26%	(51)	16%	(31)	8%	(15)	33%	(63)	193
Television: An avid fan	21%	(52)	35%	(86)	15%	(38)	10%	(26)	18%	(45)	246
Television: A casual fan	21%	(118)	34%	(194)	18%	(100)	4%	(24)	22%	(125)	562
Television: Not a fan	20%	(38)	29%	(57)	14%	(27)	6%	(12)	30%	(59)	192
Music: An avid fan	22%	(141)	33%	(208)	17%	(106)	6%	(38)	22%	(139)	632
Music: A casual fan	17%	(58)	37%	(122)	17%	(58)	7%	(23)	22%	(73)	333
Fashion: An avid fan	26%	(58)	29%	(65)	19%	(43)	9%	(21)	16%	(35)	223
Fashion: A casual fan	18%	(79)	37%	(163)	16%	(71)	4%	(17)	24%	(106)	437
Fashion: Not a fan	21%	(70)	32%	(108)	15%	(50)	7%	(24)	26%	(88)	340
Pop culture: An avid fan	27%	(64)	36%	(84)	17%	(40)	7%	(15)	13%	(29)	232
Pop culture: A casual fan	18%	(86)	34%	(164)	19%	(95)	5%	(26)	24%	(114)	485
Pop culture: Not a fan	21%	(58)	31%	(88)	11%	(30)	7%	(20)	30%	(86)	283
Sports: An avid fan	24%	(49)	35%	(73)	12%	(25)	9%	(18)	21%	(44)	209
Sports: A casual fan	23%	(75)	35%	(114)	18%	(58)	4%	(12)	20%	(64)	323
Sports: Not a fan	18%	(83)	32%	(149)	18%	(82)	7%	(32)	26%	(122)	468
Celeb fans on social media	22%	(160)	35%	(253)	19%	(139)	7%	(51)	16%	(113)	717
Celebs share too much on social media	38%	(207)	62%	(336)	—	(0)	—	(0)	—	(0)	544
Celebs who don't share are disconnected	27%	(87)	40%	(127)	19%	(61)	5%	(16)	8%	(27)	317
Celebs should interact on social media	26%	(174)	41%	(273)	17%	(109)	6%	(37)	10%	(65)	658
Celebs' social media is a professional platform	27%	(50)	35%	(66)	16%	(31)	6%	(12)	15%	(28)	187
Celebs' social media is a personal platform	22%	(103)	39%	(184)	19%	(91)	8%	(36)	13%	(64)	478
Connects to celebs paid promoting	22%	(28)	38%	(49)	23%	(30)	8%	(10)	9%	(11)	128
Connects to celebs non-paid promoting	24%	(94)	43%	(171)	17%	(69)	5%	(18)	11%	(44)	397

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**Table CGZ6\_1: Do you agree or disagree with the following statements?  
Celebrities these days can share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(207)	34%	(336)	16%	(165)	6%	(62)	23%	(229)	1000
Concerned about climate change	21%	(155)	38%	(275)	18%	(129)	5%	(39)	17%	(127)	726
Humans can stop climate change	24%	(63)	37%	(96)	16%	(42)	7%	(18)	15%	(39)	258
Humans can slow climate change	20%	(98)	40%	(193)	19%	(91)	5%	(24)	17%	(80)	485
Climate change is beyond control	29%	(24)	24%	(20)	17%	(14)	8%	(6)	22%	(19)	84
Completely in-person school	32%	(18)	24%	(13)	17%	(10)	6%	(4)	21%	(12)	57
Both in person and virtual school	18%	(57)	36%	(115)	20%	(65)	3%	(11)	23%	(72)	320
Completely virtual school	22%	(76)	35%	(120)	15%	(52)	8%	(27)	20%	(70)	345
Watch live sports at least once a week	25%	(59)	36%	(86)	13%	(31)	7%	(16)	19%	(45)	238

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

**Table CGZ6\_2:** Do you agree or disagree with the following statements?*I feel more connected with celebrities who share details about their lives on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	17%	(167)	36%	(359)	15%	(146)	6%	(65)	26%	(263)	1000
Gender: Male	15%	(72)	31%	(153)	18%	(86)	8%	(41)	28%	(137)	489
Gender: Female	19%	(96)	40%	(206)	12%	(60)	5%	(23)	25%	(127)	511
Age: 18-34	18%	(93)	34%	(173)	16%	(79)	7%	(37)	25%	(124)	506
GenZers: 1997-2012	17%	(167)	36%	(359)	15%	(146)	6%	(65)	26%	(263)	1000
PID: Dem (no lean)	21%	(74)	45%	(158)	12%	(41)	3%	(12)	19%	(67)	353
PID: Ind (no lean)	12%	(60)	30%	(145)	17%	(85)	9%	(42)	32%	(158)	490
PID: Rep (no lean)	21%	(33)	36%	(56)	12%	(20)	7%	(10)	24%	(38)	157
PID/Gender: Dem Men	22%	(34)	40%	(61)	13%	(20)	4%	(6)	22%	(34)	154
PID/Gender: Dem Women	20%	(41)	49%	(97)	11%	(21)	3%	(6)	17%	(34)	199
PID/Gender: Ind Men	8%	(21)	25%	(63)	22%	(54)	12%	(30)	33%	(81)	248
PID/Gender: Ind Women	16%	(39)	34%	(82)	13%	(31)	5%	(12)	32%	(77)	242
PID/Gender: Rep Men	20%	(17)	34%	(29)	14%	(12)	6%	(6)	26%	(22)	87
PID/Gender: Rep Women	23%	(16)	37%	(26)	10%	(7)	7%	(5)	22%	(16)	71
Ideo: Liberal (1-3)	22%	(67)	46%	(143)	11%	(34)	4%	(13)	17%	(53)	309
Ideo: Moderate (4)	17%	(35)	31%	(63)	20%	(40)	7%	(14)	26%	(52)	204
Ideo: Conservative (5-7)	15%	(21)	39%	(54)	20%	(28)	9%	(13)	18%	(25)	140
Educ: < College	16%	(149)	35%	(325)	15%	(135)	6%	(59)	27%	(250)	918
Educ: Bachelors degree	21%	(13)	46%	(30)	12%	(7)	7%	(4)	15%	(9)	65
Income: Under 50k	14%	(81)	34%	(200)	15%	(90)	8%	(44)	29%	(166)	581
Income: 50k-100k	22%	(62)	34%	(98)	14%	(40)	5%	(14)	25%	(71)	285
Income: 100k+	18%	(25)	45%	(61)	12%	(16)	5%	(7)	20%	(26)	134
Ethnicity: White	16%	(101)	38%	(237)	12%	(75)	7%	(42)	27%	(171)	627
Ethnicity: Hispanic	20%	(40)	35%	(70)	18%	(36)	6%	(12)	22%	(45)	203
Ethnicity: Black	20%	(27)	29%	(38)	15%	(20)	8%	(10)	28%	(37)	132
Ethnicity: Other	16%	(39)	35%	(84)	21%	(50)	5%	(12)	23%	(55)	240
All Christian	18%	(44)	34%	(86)	20%	(49)	5%	(14)	23%	(58)	251
Atheist	16%	(17)	41%	(44)	8%	(9)	8%	(8)	27%	(29)	107
Agnostic/Nothing in particular	14%	(54)	35%	(138)	14%	(57)	6%	(23)	31%	(124)	396
Something Else	19%	(38)	37%	(73)	13%	(25)	9%	(18)	22%	(43)	197
Religious Non-Protestant/Catholic	27%	(15)	33%	(19)	13%	(8)	3%	(2)	24%	(14)	58

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**Table CGZ6\_2: Do you agree or disagree with the following statements?**  
*I feel more connected with celebrities who share details about their lives on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	36%	(359)	15%	(146)	6%	(65)	26%	(263)	1000
Evangelical	19%	(32)	37%	(61)	15%	(25)	7%	(11)	21%	(34)	163
Non-Evangelical	19%	(49)	34%	(90)	17%	(45)	7%	(19)	24%	(62)	265
Community: Urban	17%	(44)	33%	(85)	14%	(35)	9%	(24)	26%	(67)	254
Community: Suburban	17%	(93)	38%	(203)	15%	(81)	6%	(31)	25%	(133)	540
Community: Rural	15%	(31)	35%	(71)	14%	(30)	5%	(10)	31%	(64)	205
Employ: Private Sector	21%	(20)	40%	(39)	15%	(15)	8%	(8)	16%	(16)	98
Employ: Self-Employed	4%	(2)	36%	(18)	17%	(9)	8%	(4)	35%	(18)	52
Employ: Unemployed	16%	(27)	33%	(56)	16%	(27)	8%	(13)	28%	(47)	170
Employ: Other	11%	(8)	26%	(19)	15%	(11)	6%	(4)	42%	(31)	73
Military HH: Yes	17%	(16)	37%	(35)	16%	(15)	3%	(3)	27%	(26)	95
Military HH: No	17%	(151)	36%	(324)	14%	(131)	7%	(62)	26%	(237)	905
RD/WT: Right Direction	18%	(34)	35%	(67)	16%	(31)	6%	(11)	26%	(49)	192
RD/WT: Wrong Track	16%	(133)	36%	(291)	14%	(115)	7%	(54)	27%	(215)	808
Trump Job Approve	19%	(44)	34%	(78)	18%	(41)	7%	(16)	21%	(48)	226
Trump Job Disapprove	18%	(115)	40%	(257)	14%	(87)	6%	(36)	23%	(145)	640
Trump Job Strongly Approve	24%	(20)	31%	(27)	12%	(10)	12%	(10)	21%	(18)	85
Trump Job Somewhat Approve	17%	(24)	36%	(51)	22%	(31)	4%	(6)	21%	(30)	141
Trump Job Somewhat Disapprove	18%	(29)	38%	(62)	17%	(27)	5%	(8)	22%	(36)	161
Trump Job Strongly Disapprove	18%	(86)	41%	(195)	13%	(60)	6%	(28)	23%	(109)	479
Favorable of Trump	19%	(38)	35%	(70)	18%	(37)	7%	(14)	21%	(42)	202
Unfavorable of Trump	19%	(122)	40%	(259)	13%	(85)	6%	(41)	22%	(146)	652
Very Favorable of Trump	25%	(23)	27%	(25)	13%	(11)	10%	(9)	25%	(23)	91
Somewhat Favorable of Trump	13%	(15)	41%	(46)	23%	(25)	5%	(5)	18%	(20)	110
Somewhat Unfavorable of Trump	17%	(23)	39%	(53)	16%	(22)	8%	(11)	21%	(29)	139
Very Unfavorable of Trump	19%	(98)	40%	(205)	12%	(63)	6%	(29)	23%	(117)	514

Continued on next page

**Table CGZ6\_2:** Do you agree or disagree with the following statements?*I feel more connected with celebrities who share details about their lives on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	17% (167)	36% (359)	15% (146)	6% (65)	26% (263)	1000
#1 Issue: Economy	19% (54)	37% (104)	15% (44)	6% (17)	23% (66)	285
#1 Issue: Security	12% (8)	39% (28)	18% (13)	8% (6)	24% (17)	72
#1 Issue: Health Care	18% (30)	41% (69)	13% (21)	5% (9)	23% (39)	168
#1 Issue: Women's Issues	23% (33)	35% (50)	11% (16)	5% (7)	26% (37)	143
#1 Issue: Education	16% (23)	29% (42)	19% (28)	7% (11)	28% (41)	145
#1 Issue: Energy	9% (8)	44% (39)	17% (15)	4% (3)	26% (22)	87
#1 Issue: Other	10% (8)	32% (27)	7% (6)	10% (8)	41% (34)	84
4-Region: Northeast	21% (40)	32% (60)	13% (24)	6% (11)	28% (53)	188
4-Region: Midwest	16% (31)	33% (63)	13% (24)	7% (14)	30% (57)	189
4-Region: South	17% (64)	37% (142)	14% (54)	6% (22)	27% (103)	386
4-Region: West	14% (32)	39% (93)	18% (43)	8% (18)	21% (50)	237
Middle school (Grade 6 - 8)	17% (12)	31% (22)	12% (9)	7% (5)	33% (23)	72
High school (Grade 9 - 12)	15% (69)	38% (175)	15% (68)	6% (27)	27% (123)	461
Community college	23% (16)	37% (25)	14% (9)	9% (6)	18% (12)	67
College or university program	19% (37)	35% (68)	18% (34)	5% (10)	23% (46)	195
I am not in school	16% (33)	34% (69)	13% (26)	8% (16)	29% (60)	204
White, non-Hispanic	16% (86)	37% (200)	12% (65)	7% (37)	28% (154)	543
POC	18% (81)	35% (159)	18% (80)	6% (28)	24% (109)	457
Twitter Users	22% (93)	41% (177)	15% (63)	4% (16)	18% (79)	428
Facebook Users	23% (111)	35% (173)	14% (67)	6% (27)	22% (109)	487
Snapchat Users	20% (126)	36% (224)	14% (88)	5% (31)	24% (150)	620
Instagram Users	19% (145)	38% (293)	14% (108)	5% (39)	23% (177)	762
Tiktok Users	22% (104)	39% (182)	13% (62)	4% (19)	22% (100)	467
Reddit Users	17% (47)	39% (105)	16% (42)	5% (14)	22% (60)	268
YouTube Users	18% (161)	37% (338)	14% (132)	6% (56)	25% (233)	920
Harry Styles Fan	22% (95)	39% (164)	14% (60)	4% (18)	20% (85)	421
Billie Eilish Fan	21% (124)	38% (227)	13% (75)	5% (28)	24% (140)	595
Zendaya Fan	20% (121)	40% (244)	14% (85)	5% (31)	22% (134)	614
Taylor Swift Fan	23% (110)	38% (185)	13% (62)	5% (23)	21% (102)	482
Kylie Jenner Fan	25% (79)	39% (122)	14% (42)	5% (14)	17% (53)	311

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**Table CGZ6\_2: Do you agree or disagree with the following statements?**  
*I feel more connected with celebrities who share details about their lives on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	36%	(359)	15%	(146)	6%	(65)	26%	(263)	1000
Emma Chamberlain Fan	25%	(59)	43%	(102)	11%	(27)	6%	(13)	16%	(38)	238
Niall Horan Fan	24%	(62)	37%	(94)	17%	(42)	4%	(10)	19%	(48)	256
Zayn Malik Fan	26%	(73)	35%	(97)	16%	(44)	4%	(11)	19%	(52)	277
Liam Payne Fan	25%	(62)	39%	(93)	14%	(33)	5%	(12)	17%	(42)	242
Louis Tomlinson Fan	27%	(58)	41%	(88)	14%	(31)	4%	(9)	14%	(31)	217
Film: An avid fan	25%	(66)	31%	(82)	13%	(35)	6%	(16)	26%	(68)	268
Film: A casual fan	15%	(83)	41%	(219)	16%	(84)	6%	(31)	23%	(123)	539
Film: Not a fan	9%	(18)	30%	(58)	14%	(27)	9%	(18)	37%	(72)	193
Television: An avid fan	26%	(64)	35%	(85)	11%	(27)	5%	(13)	23%	(57)	246
Television: A casual fan	14%	(78)	40%	(223)	15%	(87)	6%	(34)	25%	(139)	562
Television: Not a fan	13%	(25)	26%	(51)	16%	(31)	9%	(18)	35%	(68)	192
Music: An avid fan	21%	(130)	35%	(224)	13%	(84)	6%	(35)	25%	(160)	632
Music: A casual fan	10%	(34)	38%	(128)	18%	(59)	8%	(28)	26%	(86)	333
Fashion: An avid fan	28%	(63)	34%	(75)	10%	(22)	6%	(12)	22%	(49)	223
Fashion: A casual fan	15%	(67)	40%	(176)	14%	(62)	6%	(25)	24%	(107)	437
Fashion: Not a fan	11%	(37)	32%	(108)	18%	(62)	8%	(27)	32%	(107)	340
Pop culture: An avid fan	31%	(73)	37%	(86)	11%	(26)	4%	(10)	16%	(37)	232
Pop culture: A casual fan	14%	(69)	39%	(189)	16%	(76)	6%	(31)	25%	(119)	485
Pop culture: Not a fan	9%	(25)	29%	(83)	15%	(43)	8%	(23)	38%	(108)	283
Sports: An avid fan	23%	(49)	33%	(68)	17%	(36)	7%	(14)	20%	(42)	209
Sports: A casual fan	15%	(49)	39%	(125)	14%	(46)	6%	(21)	25%	(82)	323
Sports: Not a fan	15%	(69)	35%	(166)	14%	(63)	6%	(30)	30%	(139)	468
Celeb fans on social media	22%	(157)	40%	(284)	16%	(116)	6%	(40)	17%	(120)	717
Celebs share too much on social media	19%	(104)	44%	(237)	16%	(85)	6%	(34)	15%	(83)	544
Celebs who don't share are disconnected	31%	(97)	48%	(153)	12%	(37)	2%	(5)	8%	(25)	317
Celebs should interact on social media	23%	(150)	45%	(299)	15%	(96)	4%	(27)	13%	(86)	658
Celebs' social media is a professional platform	12%	(23)	33%	(62)	23%	(42)	12%	(23)	19%	(36)	187
Celebs' social media is a personal platform	24%	(113)	46%	(219)	12%	(57)	4%	(19)	15%	(71)	478
Connects to celebs paid promoting	34%	(43)	45%	(58)	12%	(16)	3%	(4)	6%	(8)	128
Connects to celebs non-paid promoting	25%	(98)	47%	(186)	12%	(46)	4%	(16)	13%	(50)	397

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**Table CGZ6\_2: Do you agree or disagree with the following statements?**  
*I feel more connected with celebrities who share details about their lives on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	36%	(359)	15%	(146)	6%	(65)	26%	(263)	1000
Concerned about climate change	19%	(136)	41%	(295)	15%	(107)	5%	(37)	21%	(151)	726
Humans can stop climate change	23%	(59)	37%	(95)	17%	(44)	4%	(9)	19%	(50)	258
Humans can slow climate change	15%	(72)	43%	(208)	14%	(70)	6%	(30)	22%	(105)	485
Climate change is beyond control	24%	(20)	25%	(21)	18%	(15)	12%	(10)	22%	(18)	84
Completely in-person school	12%	(7)	40%	(23)	14%	(8)	9%	(5)	25%	(14)	57
Both in person and virtual school	17%	(53)	36%	(115)	13%	(40)	5%	(17)	30%	(95)	320
Completely virtual school	17%	(60)	41%	(143)	16%	(57)	5%	(18)	20%	(67)	345
Watch live sports at least once a week	21%	(50)	34%	(82)	18%	(42)	7%	(16)	20%	(48)	238

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

**Table CGZ6\_3: Do you agree or disagree with the following statements?**  
*Celebrities who share too little on social media seem distant and disconnected*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
Gender: Male	6%	(32)	21%	(104)	26%	(129)	19%	(92)	27%	(131)	489
Gender: Female	8%	(42)	27%	(139)	27%	(136)	13%	(65)	25%	(129)	511
Age: 18-34	9%	(47)	21%	(107)	27%	(136)	19%	(99)	23%	(118)	506
GenZers: 1997-2012	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
PID: Dem (no lean)	9%	(30)	27%	(96)	30%	(104)	16%	(58)	18%	(64)	353
PID: Ind (no lean)	5%	(26)	23%	(112)	25%	(121)	15%	(73)	32%	(158)	490
PID: Rep (no lean)	11%	(18)	22%	(35)	25%	(40)	17%	(27)	24%	(38)	157
PID/Gender: Dem Men	10%	(15)	24%	(36)	28%	(43)	21%	(33)	17%	(26)	154
PID/Gender: Dem Women	7%	(15)	30%	(59)	31%	(62)	13%	(25)	19%	(38)	199
PID/Gender: Ind Men	4%	(9)	20%	(50)	24%	(59)	18%	(45)	34%	(84)	248
PID/Gender: Ind Women	7%	(17)	26%	(62)	25%	(61)	11%	(27)	31%	(75)	242
PID/Gender: Rep Men	8%	(7)	21%	(18)	31%	(27)	16%	(14)	24%	(21)	87
PID/Gender: Rep Women	15%	(11)	25%	(17)	19%	(13)	18%	(12)	24%	(17)	71
Ideo: Liberal (1-3)	10%	(31)	29%	(89)	31%	(96)	15%	(47)	15%	(46)	309
Ideo: Moderate (4)	5%	(10)	21%	(43)	30%	(62)	20%	(41)	23%	(47)	204
Ideo: Conservative (5-7)	9%	(13)	24%	(34)	30%	(42)	20%	(28)	17%	(23)	140
Educ: < College	7%	(63)	25%	(226)	26%	(242)	15%	(141)	27%	(246)	918
Educ: Bachelors degree	13%	(9)	19%	(12)	30%	(19)	24%	(15)	15%	(10)	65
Income: Under 50k	7%	(42)	23%	(136)	24%	(137)	17%	(99)	29%	(168)	581
Income: 50k-100k	7%	(21)	27%	(77)	28%	(79)	16%	(47)	21%	(61)	285
Income: 100k+	8%	(11)	23%	(30)	36%	(49)	9%	(12)	24%	(32)	134
Ethnicity: White	7%	(47)	25%	(159)	27%	(170)	15%	(97)	25%	(155)	627
Ethnicity: Hispanic	10%	(20)	21%	(44)	28%	(56)	14%	(28)	27%	(54)	203
Ethnicity: Black	8%	(11)	24%	(32)	21%	(28)	18%	(24)	29%	(38)	132
Ethnicity: Other	7%	(16)	22%	(53)	28%	(68)	15%	(36)	28%	(67)	240
All Christian	7%	(17)	25%	(63)	27%	(68)	17%	(42)	25%	(62)	251
Atheist	7%	(7)	26%	(27)	25%	(27)	23%	(25)	19%	(20)	107
Agnostic/Nothing in particular	5%	(22)	23%	(89)	26%	(104)	15%	(61)	30%	(120)	396
Something Else	12%	(24)	26%	(52)	27%	(53)	12%	(23)	23%	(46)	197
Religious Non-Protestant/Catholic	7%	(4)	23%	(13)	29%	(17)	12%	(7)	29%	(17)	58

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**Table CGZ6\_3: Do you agree or disagree with the following statements?**  
*Celebrities who share too little on social media seem distant and disconnected*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
Evangelical	12%	(19)	29%	(47)	28%	(46)	13%	(21)	19%	(30)	163
Non-Evangelical	8%	(21)	23%	(62)	26%	(69)	16%	(41)	27%	(72)	265
Community: Urban	8%	(19)	22%	(57)	23%	(59)	18%	(46)	29%	(73)	254
Community: Suburban	7%	(40)	25%	(136)	28%	(151)	15%	(84)	24%	(129)	540
Community: Rural	7%	(14)	25%	(51)	26%	(54)	14%	(28)	28%	(58)	205
Employ: Private Sector	10%	(9)	24%	(23)	31%	(31)	20%	(19)	16%	(16)	98
Employ: Self-Employed	7%	(4)	21%	(11)	28%	(14)	10%	(5)	34%	(17)	52
Employ: Unemployed	10%	(17)	20%	(35)	19%	(32)	20%	(34)	31%	(53)	170
Employ: Other	8%	(6)	18%	(13)	18%	(13)	17%	(13)	39%	(28)	73
Military HH: Yes	5%	(4)	39%	(37)	19%	(18)	20%	(19)	18%	(17)	95
Military HH: No	8%	(69)	23%	(206)	27%	(247)	15%	(139)	27%	(243)	905
RD/WT: Right Direction	10%	(19)	21%	(41)	25%	(49)	18%	(35)	25%	(48)	192
RD/WT: Wrong Track	7%	(54)	25%	(203)	27%	(216)	15%	(123)	26%	(213)	808
Trump Job Approve	10%	(23)	27%	(62)	25%	(57)	18%	(40)	20%	(45)	226
Trump Job Disapprove	7%	(45)	26%	(164)	29%	(185)	16%	(102)	22%	(143)	640
Trump Job Strongly Approve	18%	(16)	21%	(18)	20%	(17)	19%	(16)	22%	(19)	85
Trump Job Somewhat Approve	5%	(7)	31%	(44)	28%	(40)	17%	(24)	18%	(26)	141
Trump Job Somewhat Disapprove	7%	(11)	22%	(35)	38%	(61)	13%	(21)	20%	(33)	161
Trump Job Strongly Disapprove	7%	(34)	27%	(129)	26%	(125)	17%	(81)	23%	(110)	479
Favorable of Trump	11%	(22)	23%	(47)	25%	(51)	19%	(38)	22%	(44)	202
Unfavorable of Trump	7%	(46)	27%	(179)	29%	(192)	16%	(103)	20%	(133)	652
Very Favorable of Trump	15%	(13)	19%	(18)	22%	(20)	21%	(19)	23%	(21)	91
Somewhat Favorable of Trump	8%	(8)	27%	(29)	28%	(30)	17%	(19)	21%	(23)	110
Somewhat Unfavorable of Trump	6%	(8)	26%	(36)	38%	(53)	14%	(20)	16%	(22)	139
Very Unfavorable of Trump	7%	(37)	28%	(143)	27%	(140)	16%	(83)	22%	(111)	514

Continued on next page

**Table CGZ6\_3: Do you agree or disagree with the following statements?  
Celebrities who share too little on social media seem distant and disconnected**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
#1 Issue: Economy	9%	(25)	24%	(68)	32%	(91)	17%	(49)	18%	(52)	285
#1 Issue: Security	8%	(6)	22%	(16)	19%	(14)	23%	(17)	27%	(20)	72
#1 Issue: Health Care	9%	(14)	23%	(39)	26%	(44)	15%	(26)	27%	(44)	168
#1 Issue: Women's Issues	7%	(10)	25%	(35)	27%	(38)	12%	(17)	30%	(42)	143
#1 Issue: Education	7%	(11)	27%	(39)	25%	(36)	14%	(21)	27%	(38)	145
#1 Issue: Energy	4%	(4)	30%	(26)	25%	(22)	16%	(14)	25%	(22)	87
#1 Issue: Other	3%	(3)	24%	(20)	17%	(14)	14%	(12)	42%	(35)	84
4-Region: Northeast	7%	(13)	26%	(50)	28%	(53)	13%	(24)	26%	(48)	188
4-Region: Midwest	8%	(14)	22%	(42)	24%	(46)	16%	(29)	31%	(58)	189
4-Region: South	7%	(28)	22%	(85)	25%	(96)	17%	(67)	29%	(111)	386
4-Region: West	8%	(18)	28%	(67)	30%	(70)	16%	(38)	18%	(43)	237
Middle school (Grade 6 - 8)	6%	(4)	24%	(17)	18%	(13)	8%	(6)	45%	(32)	72
High school (Grade 9 - 12)	6%	(29)	26%	(118)	28%	(131)	14%	(64)	26%	(120)	461
Community college	5%	(4)	26%	(18)	25%	(17)	23%	(16)	21%	(14)	67
College or university program	7%	(13)	27%	(52)	30%	(58)	17%	(33)	20%	(38)	195
I am not in school	11%	(23)	19%	(39)	23%	(47)	19%	(39)	28%	(56)	204
White, non-Hispanic	6%	(35)	25%	(137)	27%	(149)	16%	(86)	25%	(136)	543
POC	8%	(39)	23%	(106)	25%	(116)	16%	(72)	27%	(124)	457
Twitter Users	9%	(37)	28%	(120)	29%	(124)	17%	(71)	18%	(76)	428
Facebook Users	9%	(43)	25%	(121)	26%	(128)	18%	(86)	22%	(109)	487
Snapchat Users	8%	(49)	27%	(165)	27%	(167)	14%	(89)	24%	(150)	620
Instagram Users	8%	(62)	26%	(195)	29%	(217)	15%	(112)	23%	(176)	762
Tiktok Users	8%	(39)	27%	(124)	28%	(132)	13%	(62)	23%	(109)	467
Reddit Users	6%	(17)	24%	(65)	32%	(87)	20%	(55)	17%	(45)	268
YouTube Users	8%	(69)	25%	(229)	26%	(238)	16%	(148)	25%	(234)	920
Harry Styles Fan	10%	(43)	25%	(107)	29%	(124)	13%	(57)	22%	(91)	421
Billie Eilish Fan	9%	(52)	26%	(155)	27%	(160)	14%	(86)	24%	(142)	595
Zendaya Fan	9%	(53)	27%	(164)	29%	(178)	14%	(88)	21%	(131)	614
Taylor Swift Fan	10%	(46)	27%	(132)	29%	(142)	14%	(69)	19%	(93)	482
Kylie Jenner Fan	11%	(34)	30%	(93)	29%	(90)	13%	(41)	17%	(53)	311

Continued on next page

**Table CGZ6\_3: Do you agree or disagree with the following statements?  
Celebrities who share too little on social media seem distant and disconnected**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
Emma Chamberlain Fan	10%	(24)	31%	(75)	31%	(75)	11%	(26)	16%	(39)	238
Niall Horan Fan	14%	(35)	25%	(64)	30%	(77)	13%	(33)	18%	(47)	256
Zayn Malik Fan	13%	(35)	26%	(73)	30%	(82)	15%	(41)	16%	(45)	277
Liam Payne Fan	14%	(35)	24%	(58)	30%	(73)	16%	(38)	16%	(39)	242
Louis Tomlinson Fan	13%	(28)	25%	(55)	34%	(74)	14%	(30)	14%	(30)	217
Film: An avid fan	10%	(26)	21%	(57)	29%	(77)	17%	(45)	24%	(63)	268
Film: A casual fan	7%	(36)	28%	(153)	27%	(146)	15%	(80)	23%	(125)	539
Film: Not a fan	6%	(12)	17%	(33)	22%	(42)	17%	(33)	38%	(73)	193
Television: An avid fan	9%	(22)	24%	(60)	29%	(72)	16%	(39)	22%	(53)	246
Television: A casual fan	7%	(37)	25%	(139)	29%	(163)	15%	(81)	25%	(141)	562
Television: Not a fan	7%	(14)	23%	(44)	16%	(30)	19%	(37)	35%	(67)	192
Music: An avid fan	8%	(51)	26%	(162)	27%	(173)	14%	(90)	25%	(155)	632
Music: A casual fan	6%	(20)	24%	(78)	26%	(87)	18%	(62)	26%	(86)	333
Fashion: An avid fan	11%	(24)	25%	(55)	31%	(70)	12%	(26)	21%	(48)	223
Fashion: A casual fan	6%	(25)	29%	(126)	24%	(105)	15%	(66)	26%	(115)	437
Fashion: Not a fan	7%	(25)	18%	(62)	26%	(90)	19%	(66)	29%	(98)	340
Pop culture: An avid fan	10%	(22)	30%	(70)	30%	(69)	15%	(34)	16%	(36)	232
Pop culture: A casual fan	7%	(32)	25%	(120)	29%	(142)	14%	(70)	25%	(120)	485
Pop culture: Not a fan	7%	(19)	19%	(53)	19%	(54)	19%	(53)	37%	(104)	283
Sports: An avid fan	11%	(22)	19%	(39)	32%	(66)	16%	(33)	23%	(48)	209
Sports: A casual fan	7%	(22)	28%	(92)	27%	(88)	14%	(45)	24%	(77)	323
Sports: Not a fan	6%	(29)	24%	(112)	24%	(111)	17%	(80)	29%	(136)	468
Celeb fans on social media	10%	(69)	26%	(187)	30%	(217)	16%	(112)	18%	(132)	717
Celebs share too much on social media	8%	(45)	31%	(168)	30%	(162)	16%	(89)	15%	(79)	544
Celebs who don't share are disconnected	23%	(74)	77%	(243)	—	(0)	—	(0)	—	(0)	317
Celebs should interact on social media	10%	(65)	31%	(207)	30%	(197)	16%	(102)	13%	(87)	658
Celebs' social media is a professional platform	9%	(16)	16%	(30)	36%	(68)	21%	(39)	18%	(34)	187
Celebs' social media is a personal platform	10%	(48)	33%	(158)	27%	(130)	16%	(75)	14%	(68)	478
Connects to celebs paid promoting	15%	(19)	28%	(36)	31%	(39)	14%	(18)	12%	(15)	128
Connects to celebs non-paid promoting	11%	(43)	32%	(128)	31%	(124)	13%	(53)	12%	(50)	397

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**Table CGZ6\_3: Do you agree or disagree with the following statements?  
Celebrities who share too little on social media seem distant and disconnected**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	7%	(74)	24%	(243)	26%	(265)	16%	(158)	26%	(261)	1000
Concerned about climate change	9%	(63)	26%	(191)	30%	(217)	16%	(114)	19%	(141)	726
Humans can stop climate change	12%	(30)	24%	(62)	28%	(71)	14%	(36)	23%	(59)	258
Humans can slow climate change	7%	(32)	28%	(136)	31%	(150)	16%	(79)	18%	(89)	485
Climate change is beyond control	5%	(4)	24%	(20)	32%	(27)	22%	(18)	17%	(14)	84
Completely in-person school	7%	(4)	22%	(12)	40%	(22)	16%	(9)	16%	(9)	57
Both in person and virtual school	7%	(23)	26%	(82)	27%	(85)	14%	(45)	26%	(84)	320
Completely virtual school	5%	(19)	28%	(97)	28%	(96)	17%	(58)	22%	(76)	345
Watch live sports at least once a week	10%	(24)	22%	(52)	30%	(70)	19%	(45)	19%	(46)	238

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

**Table CGZ6\_4:** Do you agree or disagree with the following statements?  
*My friends and family share too much on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	11% (105)	21% (213)	27% (269)	18% (176)	24% (237)	1000
Gender: Male	11% (54)	24% (115)	25% (121)	16% (77)	25% (121)	489
Gender: Female	10% (51)	19% (98)	29% (149)	19% (99)	23% (115)	511
Age: 18-34	13% (67)	23% (116)	27% (135)	14% (72)	23% (116)	506
GenZers: 1997-2012	11% (105)	21% (213)	27% (269)	18% (176)	24% (237)	1000
PID: Dem (no lean)	10% (36)	19% (67)	30% (104)	21% (76)	20% (70)	353
PID: Ind (no lean)	10% (51)	22% (108)	25% (120)	16% (76)	27% (135)	490
PID: Rep (no lean)	12% (18)	24% (38)	28% (45)	15% (24)	20% (31)	157
PID/Gender: Dem Men	12% (19)	21% (32)	28% (43)	17% (26)	22% (34)	154
PID/Gender: Dem Women	8% (16)	18% (35)	31% (61)	25% (49)	18% (36)	199
PID/Gender: Ind Men	10% (25)	26% (64)	20% (51)	15% (37)	29% (72)	248
PID/Gender: Ind Women	11% (26)	18% (44)	29% (70)	16% (39)	26% (63)	242
PID/Gender: Rep Men	11% (10)	23% (20)	31% (27)	16% (14)	18% (16)	87
PID/Gender: Rep Women	13% (9)	26% (18)	25% (18)	15% (10)	22% (16)	71
Ideo: Liberal (1-3)	13% (39)	19% (58)	32% (98)	22% (69)	15% (46)	309
Ideo: Moderate (4)	11% (22)	23% (46)	30% (60)	15% (30)	22% (45)	204
Ideo: Conservative (5-7)	10% (14)	27% (38)	30% (42)	14% (20)	19% (27)	140
Educ: < College	10% (92)	21% (189)	27% (251)	18% (163)	24% (223)	918
Educ: Bachelors degree	17% (11)	30% (20)	20% (13)	18% (12)	15% (10)	65
Income: Under 50k	11% (66)	21% (122)	23% (135)	16% (94)	28% (165)	581
Income: 50k-100k	10% (29)	22% (62)	29% (83)	22% (62)	17% (49)	285
Income: 100k+	7% (10)	22% (29)	39% (52)	15% (20)	17% (23)	134
Ethnicity: White	11% (69)	23% (141)	25% (157)	18% (112)	23% (147)	627
Ethnicity: Hispanic	9% (18)	22% (45)	28% (56)	16% (32)	25% (51)	203
Ethnicity: Black	12% (16)	20% (27)	25% (33)	18% (24)	24% (32)	132
Ethnicity: Other	8% (20)	19% (45)	33% (79)	17% (40)	24% (57)	240
All Christian	10% (24)	23% (58)	31% (78)	18% (44)	18% (46)	251
Atheist	13% (14)	19% (20)	29% (31)	19% (21)	21% (22)	107
Agnostic/Nothing in particular	11% (42)	21% (82)	25% (98)	16% (64)	28% (110)	396
Something Else	10% (20)	21% (41)	25% (49)	20% (39)	24% (48)	197
Religious Non-Protestant/Catholic	11% (6)	21% (12)	28% (16)	17% (10)	23% (13)	58

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**Table CGZ6\_4: Do you agree or disagree with the following statements?  
My friends and family share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(105)	21%	(213)	27%	(269)	18%	(176)	24%	(237)	1000
Evangelical	12%	(19)	26%	(42)	27%	(45)	19%	(31)	17%	(27)	163
Non-Evangelical	9%	(24)	21%	(56)	27%	(71)	19%	(49)	24%	(64)	265
Community: Urban	13%	(32)	22%	(55)	22%	(56)	17%	(44)	26%	(67)	254
Community: Suburban	9%	(51)	22%	(120)	30%	(159)	16%	(88)	23%	(122)	540
Community: Rural	11%	(22)	18%	(38)	26%	(54)	21%	(44)	23%	(47)	205
Employ: Private Sector	12%	(12)	32%	(32)	24%	(24)	13%	(13)	19%	(19)	98
Employ: Self-Employed	18%	(9)	14%	(7)	22%	(12)	20%	(10)	27%	(14)	52
Employ: Unemployed	12%	(20)	25%	(42)	27%	(45)	11%	(18)	26%	(44)	170
Employ: Other	11%	(8)	21%	(15)	23%	(17)	12%	(8)	33%	(24)	73
Military HH: Yes	13%	(12)	24%	(23)	26%	(25)	26%	(25)	10%	(10)	95
Military HH: No	10%	(93)	21%	(190)	27%	(244)	17%	(151)	25%	(227)	905
RD/WT: Right Direction	12%	(22)	24%	(45)	25%	(47)	14%	(27)	26%	(49)	192
RD/WT: Wrong Track	10%	(83)	21%	(168)	27%	(222)	18%	(149)	23%	(187)	808
Trump Job Approve	12%	(26)	26%	(59)	25%	(57)	17%	(39)	20%	(44)	226
Trump Job Disapprove	10%	(67)	21%	(135)	29%	(186)	19%	(121)	21%	(131)	640
Trump Job Strongly Approve	9%	(7)	25%	(21)	25%	(21)	21%	(18)	20%	(17)	85
Trump Job Somewhat Approve	13%	(19)	27%	(38)	25%	(35)	15%	(21)	19%	(27)	141
Trump Job Somewhat Disapprove	11%	(18)	19%	(30)	33%	(52)	17%	(28)	20%	(32)	161
Trump Job Strongly Disapprove	10%	(48)	22%	(104)	28%	(133)	20%	(94)	21%	(99)	479
Favorable of Trump	12%	(24)	25%	(50)	26%	(53)	17%	(35)	19%	(39)	202
Unfavorable of Trump	11%	(71)	22%	(145)	29%	(188)	20%	(128)	18%	(120)	652
Very Favorable of Trump	13%	(11)	28%	(26)	27%	(25)	12%	(11)	20%	(18)	91
Somewhat Favorable of Trump	12%	(13)	22%	(25)	26%	(29)	21%	(24)	19%	(21)	110
Somewhat Unfavorable of Trump	14%	(20)	24%	(34)	29%	(40)	15%	(21)	17%	(24)	139
Very Unfavorable of Trump	10%	(51)	22%	(111)	29%	(148)	21%	(107)	19%	(96)	514

Continued on next page



**Table CGZ6\_4:** Do you agree or disagree with the following statements?  
 My friends and family share too much on social media

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	11% (105)	21% (213)	27% (269)	18% (176)	24% (237)	1000
#1 Issue: Economy	14% (41)	24% (69)	29% (84)	12% (35)	19% (55)	285
#1 Issue: Security	4% (3)	23% (17)	28% (20)	17% (12)	27% (20)	72
#1 Issue: Health Care	10% (17)	23% (38)	26% (44)	19% (32)	21% (35)	168
#1 Issue: Women's Issues	10% (14)	19% (27)	29% (41)	22% (32)	20% (29)	143
#1 Issue: Education	6% (9)	25% (37)	28% (40)	21% (31)	19% (28)	145
#1 Issue: Energy	10% (8)	15% (13)	26% (22)	20% (17)	30% (27)	87
#1 Issue: Other	12% (10)	12% (10)	18% (15)	16% (14)	42% (35)	84
4-Region: Northeast	10% (18)	19% (35)	31% (58)	17% (32)	24% (45)	188
4-Region: Midwest	13% (24)	23% (43)	18% (33)	20% (38)	27% (50)	189
4-Region: South	8% (32)	23% (87)	28% (107)	17% (66)	24% (93)	386
4-Region: West	13% (31)	20% (48)	30% (71)	17% (40)	20% (48)	237
Middle school (Grade 6 - 8)	10% (7)	14% (10)	21% (15)	18% (13)	38% (27)	72
High school (Grade 9 - 12)	8% (36)	21% (97)	28% (131)	20% (94)	23% (104)	461
Community college	12% (8)	23% (15)	21% (14)	24% (16)	20% (14)	67
College or university program	10% (20)	21% (41)	28% (54)	15% (30)	25% (49)	195
I am not in school	16% (34)	24% (50)	27% (54)	11% (23)	21% (43)	204
White, non-Hispanic	11% (61)	22% (118)	25% (136)	18% (99)	24% (129)	543
POC	10% (44)	21% (95)	29% (133)	17% (77)	24% (108)	457
Twitter Users	12% (51)	25% (107)	27% (114)	19% (83)	17% (74)	428
Facebook Users	14% (67)	27% (132)	27% (131)	14% (69)	18% (88)	487
Snapchat Users	10% (62)	23% (140)	29% (179)	17% (105)	21% (133)	620
Instagram Users	11% (81)	22% (168)	29% (224)	18% (135)	20% (154)	762
Tiktok Users	11% (50)	21% (98)	29% (134)	19% (88)	21% (97)	467
Reddit Users	13% (34)	25% (67)	26% (69)	21% (56)	16% (42)	268
YouTube Users	11% (97)	22% (202)	27% (244)	18% (165)	23% (212)	920
Harry Styles Fan	10% (41)	22% (94)	30% (127)	18% (77)	20% (82)	421
Billie Eilish Fan	11% (63)	22% (134)	27% (158)	20% (119)	20% (122)	595
Zendaya Fan	10% (62)	22% (136)	30% (184)	17% (107)	20% (125)	614
Taylor Swift Fan	10% (51)	24% (117)	30% (146)	17% (81)	18% (87)	482
Kylie Jenner Fan	9% (29)	25% (79)	33% (102)	14% (42)	19% (59)	311

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**Table CGZ6\_4: Do you agree or disagree with the following statements?  
My friends and family share too much on social media**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(105)	21%	(213)	27%	(269)	18%	(176)	24%	(237)	1000
Emma Chamberlain Fan	7%	(17)	24%	(57)	34%	(81)	16%	(39)	18%	(43)	238
Niall Horan Fan	11%	(27)	22%	(57)	33%	(85)	17%	(44)	17%	(44)	256
Zayn Malik Fan	10%	(27)	24%	(67)	32%	(89)	18%	(49)	16%	(45)	277
Liam Payne Fan	9%	(21)	22%	(54)	34%	(82)	18%	(43)	18%	(43)	242
Louis Tomlinson Fan	9%	(20)	24%	(51)	37%	(79)	15%	(32)	16%	(34)	217
Film: An avid fan	11%	(30)	24%	(65)	22%	(59)	22%	(58)	21%	(56)	268
Film: A casual fan	10%	(54)	21%	(112)	30%	(162)	17%	(92)	22%	(118)	539
Film: Not a fan	11%	(21)	18%	(36)	25%	(48)	13%	(26)	32%	(63)	193
Television: An avid fan	12%	(30)	20%	(49)	24%	(59)	23%	(56)	21%	(52)	246
Television: A casual fan	8%	(45)	24%	(136)	29%	(165)	16%	(88)	23%	(127)	562
Television: Not a fan	15%	(29)	14%	(28)	24%	(46)	17%	(32)	30%	(57)	192
Music: An avid fan	12%	(73)	21%	(132)	26%	(165)	18%	(116)	23%	(146)	632
Music: A casual fan	9%	(28)	24%	(79)	28%	(95)	17%	(58)	22%	(73)	333
Fashion: An avid fan	10%	(23)	22%	(48)	31%	(68)	17%	(38)	21%	(46)	223
Fashion: A casual fan	9%	(40)	22%	(94)	27%	(118)	17%	(75)	25%	(109)	437
Fashion: Not a fan	12%	(42)	21%	(71)	24%	(83)	19%	(63)	24%	(82)	340
Pop culture: An avid fan	12%	(27)	24%	(56)	26%	(61)	20%	(46)	18%	(42)	232
Pop culture: A casual fan	9%	(43)	23%	(110)	27%	(133)	19%	(92)	22%	(107)	485
Pop culture: Not a fan	12%	(35)	17%	(48)	27%	(75)	13%	(37)	31%	(87)	283
Sports: An avid fan	10%	(21)	24%	(50)	27%	(56)	19%	(40)	20%	(42)	209
Sports: A casual fan	9%	(31)	25%	(82)	30%	(98)	13%	(42)	22%	(71)	323
Sports: Not a fan	11%	(54)	17%	(81)	25%	(116)	20%	(94)	26%	(124)	468
Celeb fans on social media	11%	(82)	25%	(176)	28%	(203)	19%	(133)	17%	(122)	717
Celebs share too much on social media	13%	(72)	27%	(145)	31%	(166)	18%	(96)	12%	(65)	544
Celebs who don't share are disconnected	13%	(40)	28%	(90)	30%	(96)	19%	(60)	10%	(31)	317
Celebs should interact on social media	12%	(77)	25%	(166)	31%	(201)	19%	(128)	13%	(86)	658
Celebs' social media is a professional platform	11%	(20)	29%	(54)	24%	(45)	17%	(32)	19%	(36)	187
Celebs' social media is a personal platform	11%	(55)	23%	(111)	32%	(153)	19%	(93)	14%	(66)	478
Connects to celebs paid promoting	21%	(26)	29%	(37)	24%	(30)	14%	(18)	12%	(16)	128
Connects to celebs non-paid promoting	12%	(49)	22%	(89)	32%	(127)	20%	(81)	13%	(50)	397

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**Table CGZ6\_4:** Do you agree or disagree with the following statements?  
*My friends and family share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(105)	21%	(213)	27%	(269)	18%	(176)	24%	(237)	1000
Concerned about climate change	12%	(87)	21%	(155)	30%	(215)	18%	(132)	19%	(137)	726
Humans can stop climate change	14%	(37)	19%	(49)	30%	(78)	18%	(45)	19%	(49)	258
Humans can slow climate change	10%	(50)	23%	(110)	30%	(145)	21%	(100)	17%	(81)	485
Climate change is beyond control	9%	(7)	30%	(25)	25%	(21)	12%	(10)	24%	(20)	84
Completely in-person school	7%	(4)	30%	(17)	23%	(13)	16%	(9)	24%	(13)	57
Both in person and virtual school	9%	(28)	19%	(60)	30%	(95)	21%	(67)	22%	(69)	320
Completely virtual school	9%	(30)	23%	(78)	27%	(93)	18%	(62)	23%	(81)	345
Watch live sports at least once a week	11%	(27)	26%	(61)	29%	(68)	16%	(37)	19%	(44)	238

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

**Table CGZ6\_5: Do you agree or disagree with the following statements?**  
*Younger generations share too much on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	35% (345)	29% (291)	12% (125)	6% (60)	18% (179)	1000
Gender: Male	39% (192)	27% (130)	10% (48)	6% (31)	18% (87)	489
Gender: Female	30% (154)	31% (160)	15% (77)	6% (29)	18% (92)	511
Age: 18-34	37% (189)	29% (149)	12% (60)	5% (24)	16% (83)	506
GenZers: 1997-2012	35% (345)	29% (291)	12% (125)	6% (60)	18% (179)	1000
PID: Dem (no lean)	32% (114)	34% (120)	13% (45)	7% (24)	14% (49)	353
PID: Ind (no lean)	32% (159)	27% (132)	12% (57)	6% (30)	23% (112)	490
PID: Rep (no lean)	46% (72)	25% (39)	14% (22)	3% (5)	12% (18)	157
PID/Gender: Dem Men	40% (62)	32% (50)	9% (14)	7% (11)	12% (18)	154
PID/Gender: Dem Women	26% (53)	35% (70)	16% (32)	7% (13)	16% (31)	199
PID/Gender: Ind Men	38% (94)	23% (56)	9% (23)	7% (17)	24% (58)	248
PID/Gender: Ind Women	27% (65)	31% (76)	14% (35)	5% (13)	22% (53)	242
PID/Gender: Rep Men	42% (36)	28% (24)	14% (12)	4% (3)	13% (11)	87
PID/Gender: Rep Women	51% (36)	21% (15)	15% (11)	3% (2)	11% (7)	71
Ideo: Liberal (1-3)	31% (95)	32% (99)	17% (53)	7% (23)	13% (39)	309
Ideo: Moderate (4)	38% (78)	31% (63)	12% (24)	5% (9)	14% (29)	204
Ideo: Conservative (5-7)	47% (65)	31% (44)	10% (13)	4% (5)	9% (12)	140
Educ: < College	34% (310)	29% (264)	13% (117)	6% (57)	18% (170)	918
Educ: Bachelors degree	39% (25)	39% (25)	10% (7)	4% (3)	8% (5)	65
Income: Under 50k	35% (203)	26% (151)	12% (73)	7% (39)	20% (115)	581
Income: 50k-100k	34% (97)	33% (93)	13% (38)	6% (17)	14% (40)	285
Income: 100k+	34% (45)	34% (46)	11% (14)	3% (5)	18% (24)	134
Ethnicity: White	37% (231)	28% (174)	13% (79)	6% (37)	17% (107)	627
Ethnicity: Hispanic	37% (76)	29% (58)	12% (25)	8% (15)	14% (29)	203
Ethnicity: Black	38% (51)	25% (33)	13% (17)	8% (11)	15% (20)	132
Ethnicity: Other	26% (64)	35% (84)	12% (29)	5% (12)	22% (53)	240
All Christian	37% (94)	31% (78)	11% (27)	5% (12)	16% (39)	251
Atheist	32% (35)	32% (34)	12% (13)	9% (9)	15% (16)	107
Agnostic/Nothing in particular	31% (122)	29% (115)	13% (51)	7% (27)	20% (81)	396
Something Else	42% (83)	23% (45)	14% (29)	4% (8)	16% (32)	197
Religious Non-Protestant/Catholic	27% (16)	31% (18)	12% (7)	6% (3)	24% (14)	58

Continued on next page

**Table CGZ6\_5:** Do you agree or disagree with the following statements?*Younger generations share too much on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	35% (345)	29% (291)	12% (125)	6% (60)	18% (179)	1000
Evangelical	43% (71)	26% (43)	16% (26)	2% (3)	13% (20)	163
Non-Evangelical	36% (96)	28% (75)	11% (28)	7% (17)	18% (48)	265
Community: Urban	32% (82)	31% (78)	9% (23)	8% (20)	20% (50)	254
Community: Suburban	35% (189)	30% (163)	13% (70)	6% (30)	16% (88)	540
Community: Rural	36% (74)	24% (49)	15% (31)	5% (9)	20% (41)	205
Employ: Private Sector	38% (37)	40% (39)	11% (11)	3% (3)	8% (8)	98
Employ: Self-Employed	31% (16)	31% (16)	7% (4)	9% (5)	22% (12)	52
Employ: Unemployed	33% (55)	29% (49)	10% (17)	6% (10)	22% (38)	170
Employ: Other	37% (27)	17% (13)	14% (10)	2% (1)	29% (21)	73
Military HH: Yes	37% (36)	29% (28)	17% (16)	5% (5)	12% (11)	95
Military HH: No	34% (310)	29% (263)	12% (109)	6% (55)	19% (168)	905
RD/WT: Right Direction	36% (70)	24% (45)	12% (23)	9% (17)	19% (37)	192
RD/WT: Wrong Track	34% (275)	30% (245)	13% (102)	5% (43)	18% (142)	808
Trump Job Approve	44% (100)	26% (58)	13% (29)	5% (12)	12% (27)	226
Trump Job Disapprove	33% (214)	32% (206)	13% (81)	7% (43)	15% (96)	640
Trump Job Strongly Approve	44% (37)	22% (19)	17% (15)	6% (5)	11% (9)	85
Trump Job Somewhat Approve	45% (63)	28% (39)	10% (14)	4% (6)	13% (18)	141
Trump Job Somewhat Disapprove	28% (45)	41% (67)	12% (19)	5% (9)	13% (21)	161
Trump Job Strongly Disapprove	35% (168)	29% (139)	13% (62)	7% (34)	16% (75)	479
Favorable of Trump	45% (91)	26% (52)	13% (27)	4% (9)	11% (22)	202
Unfavorable of Trump	36% (232)	32% (207)	13% (85)	7% (43)	13% (85)	652
Very Favorable of Trump	47% (43)	18% (16)	15% (14)	8% (7)	12% (11)	91
Somewhat Favorable of Trump	44% (49)	33% (36)	11% (12)	2% (2)	11% (12)	110
Somewhat Unfavorable of Trump	39% (54)	38% (52)	13% (18)	3% (4)	8% (11)	139
Very Unfavorable of Trump	35% (178)	30% (155)	13% (67)	8% (39)	14% (74)	514

Continued on next page

**Table CGZ6\_5: Do you agree or disagree with the following statements?**  
*Younger generations share too much on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	35% (345)	29% (291)	12% (125)	6% (60)	18% (179)	1000
#1 Issue: Economy	44% (127)	29% (82)	12% (33)	3% (8)	13% (36)	285
#1 Issue: Security	37% (26)	26% (18)	13% (9)	7% (5)	18% (13)	72
#1 Issue: Health Care	33% (55)	37% (62)	10% (18)	6% (10)	14% (23)	168
#1 Issue: Women's Issues	23% (33)	34% (49)	15% (22)	8% (11)	20% (29)	143
#1 Issue: Education	33% (47)	28% (40)	16% (23)	8% (12)	16% (22)	145
#1 Issue: Energy	38% (34)	24% (21)	9% (8)	7% (6)	22% (19)	87
#1 Issue: Other	23% (19)	20% (17)	13% (11)	7% (6)	36% (30)	84
4-Region: Northeast	31% (58)	27% (51)	15% (28)	6% (12)	21% (40)	188
4-Region: Midwest	33% (61)	29% (55)	11% (20)	6% (12)	21% (40)	189
4-Region: South	34% (133)	29% (113)	14% (54)	5% (18)	18% (68)	386
4-Region: West	39% (93)	30% (72)	10% (23)	8% (18)	13% (31)	237
Middle school (Grade 6 - 8)	21% (15)	24% (17)	7% (5)	15% (11)	33% (24)	72
High school (Grade 9 - 12)	34% (158)	27% (127)	15% (67)	6% (30)	18% (81)	461
Community college	38% (25)	35% (24)	9% (6)	3% (2)	15% (10)	67
College or university program	35% (69)	33% (65)	12% (24)	4% (8)	15% (30)	195
I am not in school	38% (78)	28% (58)	11% (23)	5% (10)	17% (35)	204
White, non-Hispanic	36% (193)	27% (149)	13% (70)	6% (32)	18% (99)	543
POC	33% (152)	31% (141)	12% (55)	6% (28)	18% (81)	457
Twitter Users	40% (173)	30% (128)	10% (45)	7% (31)	12% (52)	428
Facebook Users	37% (181)	32% (158)	11% (54)	4% (20)	15% (75)	487
Snapchat Users	35% (215)	31% (189)	13% (84)	6% (38)	15% (94)	620
Instagram Users	33% (255)	32% (245)	13% (101)	6% (43)	16% (118)	762
Tiktok Users	29% (135)	32% (150)	16% (75)	8% (35)	15% (71)	467
Reddit Users	40% (106)	29% (77)	12% (32)	9% (24)	11% (29)	268
YouTube Users	36% (329)	29% (268)	12% (111)	6% (56)	17% (155)	920
Harry Styles Fan	33% (137)	31% (130)	16% (66)	7% (30)	14% (58)	421
Billie Eilish Fan	34% (204)	30% (178)	15% (87)	7% (40)	15% (87)	595
Zendaya Fan	33% (202)	33% (200)	14% (84)	6% (39)	14% (89)	614
Taylor Swift Fan	36% (173)	29% (140)	16% (79)	5% (24)	14% (66)	482
Kylie Jenner Fan	35% (108)	30% (94)	16% (49)	4% (12)	16% (49)	311

Continued on next page

**Table CGZ6\_5:** Do you agree or disagree with the following statements?*Younger generations share too much on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	35% (345)	29% (291)	12% (125)	6% (60)	18% (179)	1000
Emma Chamberlain Fan	31% (73)	33% (79)	18% (43)	5% (13)	13% (30)	238
Niall Horan Fan	28% (71)	36% (92)	17% (44)	5% (13)	14% (36)	256
Zayn Malik Fan	33% (91)	34% (95)	15% (43)	6% (15)	12% (32)	277
Liam Payne Fan	32% (78)	32% (78)	18% (43)	5% (12)	13% (31)	242
Louis Tomlinson Fan	31% (67)	35% (75)	18% (38)	5% (12)	12% (25)	217
Film: An avid fan	40% (107)	25% (66)	12% (31)	6% (16)	18% (48)	268
Film: A casual fan	33% (178)	33% (178)	14% (73)	6% (32)	14% (78)	539
Film: Not a fan	31% (60)	24% (47)	10% (20)	6% (12)	28% (54)	193
Television: An avid fan	32% (79)	31% (77)	11% (28)	8% (20)	17% (43)	246
Television: A casual fan	35% (196)	31% (176)	14% (80)	5% (29)	15% (82)	562
Television: Not a fan	37% (71)	20% (38)	9% (18)	6% (11)	29% (55)	192
Music: An avid fan	36% (229)	28% (177)	12% (78)	6% (38)	17% (109)	632
Music: A casual fan	33% (110)	32% (105)	13% (43)	6% (20)	17% (56)	333
Fashion: An avid fan	30% (68)	31% (70)	14% (31)	6% (14)	18% (41)	223
Fashion: A casual fan	31% (138)	33% (142)	13% (59)	6% (26)	17% (72)	437
Fashion: Not a fan	41% (140)	23% (79)	10% (35)	6% (20)	20% (66)	340
Pop culture: An avid fan	37% (87)	31% (73)	14% (34)	5% (12)	12% (27)	232
Pop culture: A casual fan	31% (149)	33% (160)	13% (62)	6% (30)	17% (83)	485
Pop culture: Not a fan	39% (109)	20% (58)	10% (29)	6% (18)	24% (69)	283
Sports: An avid fan	36% (76)	24% (50)	14% (29)	5% (11)	20% (42)	209
Sports: A casual fan	36% (115)	33% (107)	13% (42)	3% (11)	15% (49)	323
Sports: Not a fan	33% (154)	29% (133)	12% (54)	8% (38)	19% (89)	468
Celeb fans on social media	36% (261)	31% (223)	14% (101)	7% (51)	11% (79)	717
Celebs share too much on social media	44% (239)	37% (200)	11% (62)	3% (14)	5% (27)	544
Celebs who don't share are disconnected	43% (135)	32% (100)	14% (44)	6% (18)	6% (19)	317
Celebs should interact on social media	41% (273)	35% (231)	12% (80)	6% (40)	5% (35)	658
Celebs' social media is a professional platform	44% (83)	31% (58)	12% (23)	5% (10)	7% (13)	187
Celebs' social media is a personal platform	39% (186)	31% (150)	14% (68)	6% (30)	9% (45)	478
Connects to celebs paid promoting	39% (49)	34% (43)	15% (19)	6% (8)	7% (9)	128
Connects to celebs non-paid promoting	40% (158)	34% (136)	12% (48)	7% (26)	7% (29)	397

Continued on next page

**Table CGZ6\_5: Do you agree or disagree with the following statements?**  
*Younger generations share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	35%	(345)	29%	(291)	12%	(125)	6%	(60)	18%	(179)	1000
Concerned about climate change	35%	(251)	34%	(246)	13%	(94)	6%	(45)	12%	(90)	726
Humans can stop climate change	38%	(98)	29%	(76)	12%	(32)	8%	(20)	12%	(32)	258
Humans can slow climate change	34%	(165)	36%	(173)	13%	(62)	5%	(26)	12%	(60)	485
Climate change is beyond control	42%	(35)	29%	(24)	16%	(13)	7%	(6)	6%	(5)	84
Completely in-person school	30%	(17)	27%	(15)	21%	(12)	8%	(5)	15%	(8)	57
Both in person and virtual school	33%	(106)	32%	(102)	13%	(41)	5%	(16)	17%	(55)	320
Completely virtual school	35%	(121)	29%	(101)	13%	(43)	8%	(26)	15%	(53)	345
Watch live sports at least once a week	39%	(92)	30%	(72)	14%	(32)	3%	(8)	14%	(33)	238

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



**Table CGZ6\_6:** Do you agree or disagree with the following statements?*Older generations don't share enough on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	8% (76)	18% (184)	23% (232)	15% (150)	36% (359)	1000
Gender: Male	9% (42)	18% (88)	21% (103)	17% (85)	35% (170)	489
Gender: Female	7% (34)	19% (96)	25% (129)	13% (64)	37% (189)	511
Age: 18-34	8% (38)	21% (104)	24% (121)	15% (76)	33% (167)	506
GenZers: 1997-2012	8% (76)	18% (184)	23% (232)	15% (150)	36% (359)	1000
PID: Dem (no lean)	9% (31)	19% (66)	25% (87)	16% (55)	32% (113)	353
PID: Ind (no lean)	5% (24)	18% (88)	22% (108)	14% (71)	41% (199)	490
PID: Rep (no lean)	14% (21)	19% (30)	23% (36)	15% (24)	29% (46)	157
PID/Gender: Dem Men	9% (14)	22% (33)	18% (28)	19% (30)	31% (48)	154
PID/Gender: Dem Women	8% (17)	16% (33)	30% (59)	13% (25)	33% (65)	199
PID/Gender: Ind Men	6% (14)	18% (44)	20% (50)	15% (38)	41% (102)	248
PID/Gender: Ind Women	4% (9)	18% (44)	24% (58)	13% (33)	40% (98)	242
PID/Gender: Rep Men	15% (13)	13% (11)	28% (24)	20% (18)	23% (20)	87
PID/Gender: Rep Women	12% (8)	26% (19)	16% (11)	9% (6)	37% (26)	71
Ideo: Liberal (1-3)	8% (26)	20% (63)	27% (83)	18% (54)	27% (83)	309
Ideo: Moderate (4)	8% (17)	15% (31)	26% (54)	16% (34)	34% (68)	204
Ideo: Conservative (5-7)	7% (10)	21% (29)	26% (37)	16% (23)	29% (41)	140
Educ: < College	7% (67)	18% (165)	22% (206)	15% (139)	37% (341)	918
Educ: Bachelors degree	10% (6)	25% (16)	30% (19)	16% (10)	20% (13)	65
Income: Under 50k	7% (43)	19% (110)	20% (118)	16% (90)	38% (220)	581
Income: 50k-100k	8% (23)	17% (49)	26% (73)	16% (45)	34% (96)	285
Income: 100k+	7% (10)	19% (26)	31% (41)	11% (15)	32% (43)	134
Ethnicity: White	6% (39)	18% (111)	25% (156)	16% (103)	35% (218)	627
Ethnicity: Hispanic	10% (20)	21% (42)	22% (44)	12% (24)	36% (73)	203
Ethnicity: Black	11% (15)	18% (24)	16% (22)	14% (18)	40% (53)	132
Ethnicity: Other	9% (21)	20% (49)	23% (54)	12% (28)	36% (88)	240
All Christian	10% (24)	21% (53)	26% (64)	14% (34)	30% (75)	251
Atheist	5% (5)	22% (23)	24% (25)	18% (19)	32% (34)	107
Agnostic/Nothing in particular	6% (23)	16% (65)	21% (84)	14% (57)	42% (168)	396
Something Else	8% (17)	16% (32)	25% (49)	18% (35)	33% (65)	197
Religious Non-Protestant/Catholic	13% (7)	24% (14)	23% (13)	9% (5)	32% (18)	58

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**Table CGZ6\_6: Do you agree or disagree with the following statements?**  
*Older generations don't share enough on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	18% (184)	23% (232)	15% (150)	36% (359)	1000
Evangelical	12% (19)	21% (34)	24% (39)	13% (21)	31% (50)	163
Non-Evangelical	8% (20)	17% (45)	25% (66)	18% (47)	32% (85)	265
Community: Urban	8% (21)	18% (46)	25% (65)	15% (39)	33% (83)	254
Community: Suburban	8% (42)	18% (98)	24% (129)	13% (73)	37% (198)	540
Community: Rural	6% (13)	19% (39)	18% (38)	18% (38)	38% (77)	205
Employ: Private Sector	8% (8)	29% (28)	28% (27)	13% (13)	22% (22)	98
Employ: Self-Employed	7% (3)	15% (8)	16% (8)	21% (11)	41% (21)	52
Employ: Unemployed	10% (18)	18% (31)	23% (40)	13% (23)	35% (59)	170
Employ: Other	8% (6)	19% (14)	26% (19)	11% (8)	36% (26)	73
Military HH: Yes	14% (13)	12% (12)	31% (30)	19% (18)	24% (23)	95
Military HH: No	7% (63)	19% (173)	22% (202)	15% (131)	37% (336)	905
RD/WT: Right Direction	9% (17)	19% (37)	19% (37)	17% (33)	35% (67)	192
RD/WT: Wrong Track	7% (59)	18% (147)	24% (194)	15% (117)	36% (292)	808
Trump Job Approve	10% (22)	21% (48)	24% (55)	16% (36)	29% (65)	226
Trump Job Disapprove	7% (47)	19% (122)	24% (154)	15% (99)	34% (218)	640
Trump Job Strongly Approve	17% (15)	25% (22)	15% (12)	9% (8)	34% (29)	85
Trump Job Somewhat Approve	5% (7)	19% (27)	30% (43)	20% (28)	26% (36)	141
Trump Job Somewhat Disapprove	5% (8)	23% (38)	27% (43)	17% (27)	28% (45)	161
Trump Job Strongly Disapprove	8% (39)	18% (84)	23% (110)	15% (72)	36% (173)	479
Favorable of Trump	11% (21)	20% (41)	24% (49)	15% (31)	30% (60)	202
Unfavorable of Trump	7% (47)	20% (129)	25% (161)	16% (106)	32% (210)	652
Very Favorable of Trump	15% (13)	19% (18)	14% (12)	16% (15)	36% (33)	91
Somewhat Favorable of Trump	7% (8)	21% (23)	33% (37)	15% (16)	24% (26)	110
Somewhat Unfavorable of Trump	6% (8)	25% (35)	27% (38)	16% (22)	25% (35)	139
Very Unfavorable of Trump	7% (38)	18% (94)	24% (123)	16% (84)	34% (175)	514

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**Table CGZ6\_6:** Do you agree or disagree with the following statements?*Older generations don't share enough on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	18% (184)	23% (232)	15% (150)	36% (359)	1000
#1 Issue: Economy	7% (20)	22% (63)	24% (69)	20% (57)	27% (77)	285
#1 Issue: Security	4% (3)	18% (13)	26% (19)	13% (9)	39% (28)	72
#1 Issue: Health Care	8% (14)	18% (29)	22% (37)	14% (23)	38% (63)	168
#1 Issue: Women's Issues	8% (12)	21% (31)	21% (31)	11% (16)	38% (54)	143
#1 Issue: Education	9% (13)	19% (28)	20% (29)	15% (22)	37% (53)	145
#1 Issue: Energy	10% (9)	13% (11)	30% (26)	10% (9)	38% (33)	87
#1 Issue: Other	5% (4)	10% (9)	23% (19)	11% (9)	52% (43)	84
4-Region: Northeast	7% (12)	17% (32)	23% (44)	15% (28)	38% (72)	188
4-Region: Midwest	6% (12)	16% (30)	24% (46)	16% (30)	38% (71)	189
4-Region: South	9% (33)	18% (68)	22% (85)	15% (59)	37% (142)	386
4-Region: West	8% (19)	23% (54)	24% (57)	14% (33)	31% (74)	237
Middle school (Grade 6 - 8)	7% (5)	15% (11)	11% (8)	15% (10)	53% (38)	72
High school (Grade 9 - 12)	7% (35)	16% (75)	23% (107)	16% (75)	37% (169)	461
Community college	8% (5)	29% (19)	22% (15)	11% (8)	29% (20)	67
College or university program	8% (16)	21% (41)	23% (44)	15% (29)	33% (65)	195
I am not in school	7% (15)	19% (38)	28% (57)	14% (28)	33% (66)	204
White, non-Hispanic	6% (31)	18% (96)	25% (133)	17% (93)	35% (191)	543
POC	10% (45)	19% (88)	22% (98)	12% (57)	37% (168)	457
Twitter Users	7% (32)	23% (98)	26% (113)	13% (56)	30% (129)	428
Facebook Users	8% (37)	21% (100)	26% (128)	14% (70)	31% (153)	487
Snapchat Users	7% (46)	21% (128)	25% (153)	13% (81)	34% (211)	620
Instagram Users	7% (54)	19% (148)	25% (192)	14% (106)	34% (262)	762
Tiktok Users	7% (31)	22% (104)	25% (117)	14% (65)	32% (150)	467
Reddit Users	5% (14)	20% (55)	27% (73)	16% (42)	32% (85)	268
YouTube Users	8% (72)	19% (172)	23% (213)	15% (134)	36% (330)	920
Harry Styles Fan	9% (40)	21% (89)	27% (115)	14% (59)	28% (119)	421
Billie Eilish Fan	8% (51)	21% (124)	25% (147)	15% (88)	31% (186)	595
Zendaya Fan	7% (46)	22% (135)	24% (149)	14% (87)	32% (196)	614
Taylor Swift Fan	10% (50)	24% (117)	22% (107)	16% (78)	27% (130)	482
Kylie Jenner Fan	10% (30)	27% (83)	26% (80)	13% (39)	25% (79)	311

Continued on next page

**Table CGZ6\_6: Do you agree or disagree with the following statements?**  
*Older generations don't share enough on social media*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	18% (184)	23% (232)	15% (150)	36% (359)	1000
Emma Chamberlain Fan	11% (26)	26% (61)	28% (67)	10% (23)	26% (61)	238
Niall Horan Fan	11% (27)	22% (56)	26% (67)	14% (36)	28% (71)	256
Zayn Malik Fan	10% (27)	26% (72)	26% (72)	13% (35)	26% (71)	277
Liam Payne Fan	9% (21)	25% (60)	28% (68)	13% (32)	25% (61)	242
Louis Tomlinson Fan	9% (19)	24% (52)	30% (65)	13% (28)	24% (53)	217
Film: An avid fan	11% (29)	21% (56)	19% (52)	16% (43)	33% (88)	268
Film: A casual fan	6% (31)	19% (101)	25% (135)	15% (81)	36% (192)	539
Film: Not a fan	9% (17)	14% (27)	23% (45)	14% (26)	41% (79)	193
Television: An avid fan	9% (22)	21% (52)	23% (57)	13% (31)	34% (84)	246
Television: A casual fan	8% (43)	20% (111)	24% (135)	15% (85)	33% (188)	562
Television: Not a fan	6% (11)	11% (21)	20% (39)	18% (34)	45% (87)	192
Music: An avid fan	8% (49)	20% (124)	22% (137)	16% (101)	35% (220)	632
Music: A casual fan	8% (26)	17% (57)	26% (87)	13% (44)	36% (119)	333
Fashion: An avid fan	10% (22)	21% (48)	22% (49)	17% (38)	30% (67)	223
Fashion: A casual fan	6% (28)	19% (83)	25% (110)	13% (59)	36% (158)	437
Fashion: Not a fan	8% (26)	16% (53)	22% (73)	16% (54)	39% (134)	340
Pop culture: An avid fan	9% (21)	23% (54)	22% (52)	16% (37)	30% (69)	232
Pop culture: A casual fan	6% (30)	19% (93)	25% (122)	14% (68)	35% (171)	485
Pop culture: Not a fan	9% (25)	13% (37)	21% (58)	16% (45)	42% (118)	283
Sports: An avid fan	11% (23)	20% (41)	23% (49)	15% (31)	31% (65)	209
Sports: A casual fan	6% (19)	21% (68)	24% (79)	13% (43)	35% (114)	323
Sports: Not a fan	7% (33)	16% (75)	22% (104)	16% (76)	38% (180)	468
Celeb fans on social media	10% (70)	22% (159)	25% (181)	14% (100)	29% (206)	717
Celebs share too much on social media	10% (53)	23% (127)	27% (149)	15% (81)	25% (134)	544
Celebs who don't share are disconnected	14% (45)	28% (90)	23% (74)	14% (45)	20% (63)	317
Celebs should interact on social media	10% (67)	23% (154)	27% (175)	16% (105)	24% (158)	658
Celebs' social media is a professional platform	9% (16)	22% (41)	25% (47)	17% (31)	28% (53)	187
Celebs' social media is a personal platform	10% (47)	22% (104)	26% (125)	15% (70)	27% (131)	478
Connects to celebs paid promoting	17% (22)	30% (38)	22% (28)	15% (20)	15% (20)	128
Connects to celebs non-paid promoting	9% (35)	23% (91)	28% (112)	16% (65)	24% (94)	397

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**Table CGZ6\_6:** Do you agree or disagree with the following statements?*Older generations don't share enough on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	8%	(76)	18%	(184)	23%	(232)	15%	(150)	36%	(359)	1000
Concerned about climate change	7%	(53)	21%	(154)	25%	(179)	15%	(110)	32%	(231)	726
Humans can stop climate change	10%	(25)	20%	(52)	22%	(58)	16%	(41)	32%	(82)	258
Humans can slow climate change	6%	(28)	19%	(93)	28%	(136)	16%	(77)	31%	(151)	485
Climate change is beyond control	12%	(10)	21%	(17)	30%	(25)	14%	(12)	24%	(20)	84
Completely in-person school	—	(0)	21%	(12)	28%	(16)	19%	(11)	31%	(18)	57
Both in person and virtual school	7%	(22)	18%	(57)	23%	(74)	15%	(48)	37%	(119)	320
Completely virtual school	10%	(34)	19%	(66)	21%	(74)	15%	(53)	34%	(117)	345
Watch live sports at least once a week	11%	(27)	20%	(47)	22%	(53)	13%	(30)	33%	(79)	238

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

**Table CGZ6\_7: Do you agree or disagree with the following statements?**

*I share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
Gender: Male	5%	(24)	11%	(54)	22%	(108)	44%	(216)	18%	(87)	489
Gender: Female	4%	(19)	13%	(69)	24%	(125)	42%	(214)	17%	(84)	511
Age: 18-34	5%	(26)	13%	(68)	25%	(127)	40%	(201)	17%	(84)	506
GenZers: 1997-2012	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
PID: Dem (no lean)	4%	(14)	16%	(56)	24%	(83)	44%	(156)	12%	(43)	353
PID: Ind (no lean)	4%	(19)	9%	(46)	24%	(120)	42%	(205)	21%	(101)	490
PID: Rep (no lean)	6%	(9)	13%	(20)	19%	(30)	45%	(70)	18%	(28)	157
PID/Gender: Dem Men	5%	(7)	17%	(27)	22%	(34)	42%	(64)	14%	(22)	154
PID/Gender: Dem Women	4%	(7)	15%	(29)	25%	(49)	46%	(92)	10%	(21)	199
PID/Gender: Ind Men	4%	(11)	7%	(18)	22%	(56)	46%	(114)	20%	(50)	248
PID/Gender: Ind Women	3%	(8)	12%	(29)	26%	(64)	37%	(90)	21%	(51)	242
PID/Gender: Rep Men	7%	(6)	11%	(9)	21%	(19)	44%	(38)	17%	(15)	87
PID/Gender: Rep Women	5%	(3)	15%	(10)	17%	(12)	45%	(32)	19%	(13)	71
Ideo: Liberal (1-3)	5%	(17)	16%	(50)	26%	(80)	44%	(137)	8%	(25)	309
Ideo: Moderate (4)	4%	(8)	13%	(26)	22%	(45)	44%	(90)	17%	(35)	204
Ideo: Conservative (5-7)	1%	(2)	14%	(19)	28%	(39)	45%	(62)	13%	(18)	140
Educ: < College	4%	(38)	12%	(114)	23%	(209)	43%	(396)	17%	(160)	918
Educ: Bachelors degree	2%	(1)	11%	(7)	28%	(18)	46%	(30)	13%	(8)	65
Income: Under 50k	5%	(27)	11%	(66)	22%	(127)	42%	(245)	20%	(116)	581
Income: 50k-100k	3%	(8)	14%	(40)	23%	(65)	47%	(133)	14%	(39)	285
Income: 100k+	6%	(8)	12%	(17)	31%	(41)	40%	(53)	12%	(15)	134
Ethnicity: White	4%	(25)	12%	(76)	24%	(151)	43%	(270)	17%	(105)	627
Ethnicity: Hispanic	5%	(9)	13%	(27)	22%	(45)	43%	(87)	17%	(34)	203
Ethnicity: Black	6%	(8)	10%	(14)	21%	(28)	46%	(62)	16%	(21)	132
Ethnicity: Other	4%	(9)	14%	(33)	23%	(54)	41%	(99)	19%	(45)	240
All Christian	2%	(5)	15%	(38)	23%	(57)	46%	(116)	14%	(35)	251
Atheist	6%	(7)	10%	(11)	22%	(24)	45%	(48)	16%	(17)	107
Agnostic/Nothing in particular	5%	(18)	12%	(48)	24%	(94)	40%	(160)	19%	(76)	396
Something Else	5%	(9)	10%	(20)	23%	(45)	44%	(87)	18%	(36)	197
Religious Non-Protestant/Catholic	6%	(3)	12%	(7)	26%	(15)	37%	(21)	19%	(11)	58

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**Table CGZ6\_7: Do you agree or disagree with the following statements?**  
*I share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
Evangelical	6%	(9)	12%	(20)	26%	(43)	44%	(72)	12%	(19)	163
Non-Evangelical	2%	(5)	13%	(34)	20%	(53)	48%	(126)	18%	(47)	265
Community: Urban	6%	(16)	11%	(29)	20%	(51)	43%	(108)	19%	(49)	254
Community: Suburban	4%	(20)	13%	(68)	24%	(130)	45%	(242)	15%	(82)	540
Community: Rural	3%	(7)	13%	(26)	26%	(52)	39%	(80)	20%	(40)	205
Employ: Private Sector	5%	(5)	14%	(13)	31%	(30)	43%	(42)	8%	(7)	98
Employ: Self-Employed	5%	(2)	14%	(7)	16%	(9)	49%	(25)	17%	(9)	52
Employ: Unemployed	7%	(12)	11%	(19)	22%	(37)	40%	(68)	20%	(34)	170
Employ: Other	6%	(4)	16%	(11)	26%	(19)	28%	(20)	25%	(18)	73
Military HH: Yes	1%	(1)	22%	(21)	20%	(19)	43%	(41)	13%	(13)	95
Military HH: No	5%	(41)	11%	(101)	24%	(214)	43%	(390)	18%	(159)	905
RD/WT: Right Direction	4%	(7)	12%	(22)	19%	(36)	45%	(86)	21%	(40)	192
RD/WT: Wrong Track	4%	(36)	12%	(100)	24%	(197)	43%	(344)	16%	(132)	808
Trump Job Approve	4%	(9)	12%	(27)	23%	(53)	44%	(100)	16%	(37)	226
Trump Job Disapprove	4%	(28)	13%	(85)	25%	(158)	45%	(289)	12%	(80)	640
Trump Job Strongly Approve	6%	(5)	16%	(13)	21%	(18)	40%	(34)	17%	(15)	85
Trump Job Somewhat Approve	3%	(4)	10%	(14)	25%	(35)	47%	(66)	16%	(22)	141
Trump Job Somewhat Disapprove	3%	(5)	12%	(20)	30%	(48)	43%	(69)	12%	(19)	161
Trump Job Strongly Disapprove	5%	(23)	14%	(65)	23%	(110)	46%	(220)	13%	(60)	479
Favorable of Trump	3%	(6)	12%	(24)	24%	(49)	46%	(93)	15%	(30)	202
Unfavorable of Trump	5%	(32)	13%	(85)	25%	(160)	46%	(302)	11%	(74)	652
Very Favorable of Trump	5%	(4)	14%	(12)	23%	(21)	42%	(38)	17%	(16)	91
Somewhat Favorable of Trump	2%	(2)	10%	(11)	26%	(28)	49%	(54)	13%	(14)	110
Somewhat Unfavorable of Trump	4%	(6)	14%	(19)	26%	(36)	43%	(60)	13%	(18)	139
Very Unfavorable of Trump	5%	(26)	13%	(66)	24%	(124)	47%	(241)	11%	(56)	514

Continued on next page

**Table CGZ6\_7: Do you agree or disagree with the following statements?**

*I share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
#1 Issue: Economy	5%	(15)	13%	(38)	23%	(65)	48%	(136)	11%	(32)	285
#1 Issue: Security	1%	(1)	8%	(6)	34%	(24)	35%	(25)	22%	(16)	72
#1 Issue: Health Care	6%	(10)	12%	(20)	21%	(36)	49%	(82)	12%	(21)	168
#1 Issue: Women's Issues	4%	(6)	15%	(21)	26%	(37)	37%	(54)	18%	(25)	143
#1 Issue: Education	4%	(6)	15%	(22)	22%	(31)	44%	(63)	15%	(22)	145
#1 Issue: Energy	2%	(2)	10%	(8)	19%	(16)	46%	(41)	24%	(21)	87
#1 Issue: Other	3%	(3)	9%	(7)	21%	(18)	33%	(28)	33%	(28)	84
4-Region: Northeast	4%	(7)	9%	(18)	28%	(52)	40%	(75)	19%	(36)	188
4-Region: Midwest	3%	(5)	15%	(29)	19%	(36)	47%	(89)	16%	(31)	189
4-Region: South	5%	(19)	12%	(46)	22%	(83)	42%	(164)	19%	(74)	386
4-Region: West	5%	(12)	13%	(30)	26%	(62)	44%	(103)	13%	(30)	237
Middle school (Grade 6 - 8)	—	(0)	6%	(5)	21%	(15)	45%	(32)	28%	(20)	72
High school (Grade 9 - 12)	5%	(21)	13%	(59)	21%	(96)	46%	(212)	16%	(74)	461
Community college	3%	(2)	16%	(11)	27%	(18)	37%	(25)	17%	(11)	67
College or university program	3%	(6)	14%	(27)	25%	(49)	43%	(83)	16%	(30)	195
I am not in school	7%	(14)	10%	(21)	27%	(55)	38%	(79)	18%	(36)	204
White, non-Hispanic	4%	(22)	11%	(62)	24%	(132)	42%	(230)	18%	(96)	543
POC	4%	(20)	13%	(60)	22%	(101)	44%	(201)	16%	(75)	457
Twitter Users	5%	(20)	15%	(64)	27%	(115)	44%	(186)	10%	(43)	428
Facebook Users	6%	(31)	12%	(61)	24%	(117)	43%	(208)	15%	(71)	487
Snapchat Users	5%	(33)	14%	(85)	25%	(156)	40%	(247)	16%	(99)	620
Instagram Users	5%	(38)	14%	(106)	25%	(188)	41%	(312)	15%	(118)	762
Tiktok Users	5%	(23)	17%	(77)	23%	(108)	40%	(185)	16%	(74)	467
Reddit Users	3%	(9)	13%	(34)	28%	(74)	48%	(128)	9%	(24)	268
YouTube Users	4%	(39)	12%	(108)	24%	(220)	44%	(404)	16%	(149)	920
Harry Styles Fan	5%	(21)	16%	(66)	26%	(109)	39%	(166)	14%	(60)	421
Billie Eilish Fan	5%	(29)	14%	(83)	26%	(152)	41%	(243)	15%	(89)	595
Zendaya Fan	6%	(34)	14%	(87)	24%	(146)	42%	(259)	14%	(88)	614
Taylor Swift Fan	6%	(27)	16%	(78)	25%	(119)	40%	(195)	13%	(63)	482
Kylie Jenner Fan	6%	(18)	17%	(53)	27%	(85)	35%	(110)	14%	(45)	311

Continued on next page



**Table CGZ6\_7: Do you agree or disagree with the following statements?**  
*I share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
Emma Chamberlain Fan	6%	(14)	19%	(46)	29%	(69)	35%	(83)	11%	(26)	238
Niall Horan Fan	5%	(13)	17%	(43)	28%	(72)	38%	(99)	12%	(30)	256
Zayn Malik Fan	6%	(17)	17%	(48)	27%	(75)	40%	(111)	10%	(27)	277
Liam Payne Fan	5%	(13)	15%	(37)	29%	(69)	39%	(94)	12%	(29)	242
Louis Tomlinson Fan	4%	(9)	15%	(33)	31%	(66)	39%	(85)	10%	(23)	217
Film: An avid fan	7%	(18)	12%	(33)	23%	(62)	45%	(120)	13%	(34)	268
Film: A casual fan	3%	(16)	13%	(70)	25%	(136)	43%	(231)	16%	(86)	539
Film: Not a fan	4%	(8)	10%	(19)	18%	(35)	41%	(80)	26%	(51)	193
Television: An avid fan	5%	(13)	14%	(33)	23%	(56)	45%	(110)	13%	(33)	246
Television: A casual fan	3%	(18)	13%	(71)	25%	(140)	43%	(244)	16%	(88)	562
Television: Not a fan	6%	(11)	9%	(18)	19%	(37)	40%	(76)	26%	(50)	192
Music: An avid fan	6%	(35)	13%	(80)	25%	(155)	40%	(255)	17%	(107)	632
Music: A casual fan	2%	(6)	12%	(40)	23%	(76)	49%	(164)	14%	(47)	333
Fashion: An avid fan	7%	(15)	17%	(38)	22%	(50)	38%	(84)	16%	(35)	223
Fashion: A casual fan	3%	(15)	13%	(57)	27%	(118)	41%	(181)	15%	(66)	437
Fashion: Not a fan	4%	(12)	8%	(27)	19%	(65)	49%	(166)	20%	(70)	340
Pop culture: An avid fan	7%	(17)	19%	(45)	22%	(51)	40%	(93)	11%	(26)	232
Pop culture: A casual fan	3%	(13)	11%	(53)	28%	(135)	44%	(213)	14%	(70)	485
Pop culture: Not a fan	4%	(12)	8%	(24)	17%	(47)	44%	(125)	27%	(75)	283
Sports: An avid fan	6%	(13)	14%	(30)	22%	(46)	39%	(82)	18%	(38)	209
Sports: A casual fan	4%	(13)	11%	(37)	27%	(87)	41%	(131)	17%	(55)	323
Sports: Not a fan	3%	(16)	12%	(55)	21%	(100)	47%	(218)	17%	(78)	468
Celeb fans on social media	6%	(40)	16%	(112)	26%	(186)	42%	(302)	11%	(76)	717
Celebs share too much on social media	6%	(35)	15%	(84)	25%	(135)	47%	(255)	6%	(35)	544
Celebs who don't share are disconnected	8%	(26)	18%	(58)	26%	(81)	42%	(133)	6%	(19)	317
Celebs should interact on social media	5%	(35)	15%	(97)	24%	(160)	49%	(324)	6%	(42)	658
Celebs' social media is a professional platform	4%	(7)	15%	(28)	23%	(42)	50%	(94)	8%	(15)	187
Celebs' social media is a personal platform	4%	(21)	14%	(68)	25%	(121)	46%	(219)	10%	(49)	478
Connects to celebs paid promoting	10%	(12)	24%	(31)	28%	(36)	29%	(36)	10%	(12)	128
Connects to celebs non-paid promoting	6%	(24)	15%	(61)	26%	(101)	46%	(183)	7%	(27)	397

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**Table CGZ6\_7: Do you agree or disagree with the following statements?**

*I share too much on social media*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(42)	12%	(122)	23%	(233)	43%	(431)	17%	(171)	1000
Concerned about climate change	5%	(36)	13%	(91)	25%	(179)	47%	(339)	11%	(81)	726
Humans can stop climate change	5%	(13)	13%	(33)	19%	(48)	51%	(132)	12%	(31)	258
Humans can slow climate change	3%	(16)	13%	(62)	29%	(140)	45%	(216)	10%	(51)	485
Climate change is beyond control	7%	(6)	16%	(13)	20%	(17)	36%	(30)	20%	(17)	84
Completely in-person school	3%	(2)	23%	(13)	20%	(11)	35%	(20)	19%	(11)	57
Both in person and virtual school	3%	(10)	12%	(39)	20%	(65)	48%	(153)	16%	(52)	320
Completely virtual school	3%	(12)	12%	(43)	24%	(83)	45%	(154)	15%	(53)	345
Watch live sports at least once a week	5%	(13)	12%	(28)	25%	(59)	42%	(99)	16%	(39)	238

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

**Table CGZ6\_8:** Do you agree or disagree with the following statements?*When celebrities only post about their work or products, such as films, TV shows, games or albums, it feels like they are asking me to buy something*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
Gender: Male	18%	(88)	33%	(161)	19%	(93)	9%	(44)	21%	(103)	489
Gender: Female	16%	(80)	33%	(169)	21%	(109)	8%	(41)	22%	(112)	511
Age: 18-34	15%	(76)	32%	(160)	23%	(115)	10%	(52)	21%	(104)	506
GenZers: 1997-2012	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
PID: Dem (no lean)	16%	(55)	39%	(137)	24%	(85)	7%	(24)	15%	(52)	353
PID: Ind (no lean)	16%	(80)	28%	(139)	18%	(90)	10%	(51)	26%	(130)	490
PID: Rep (no lean)	21%	(33)	34%	(54)	17%	(26)	6%	(10)	22%	(34)	157
PID/Gender: Dem Men	18%	(27)	42%	(65)	20%	(31)	7%	(11)	13%	(20)	154
PID/Gender: Dem Women	14%	(28)	36%	(72)	27%	(55)	7%	(13)	16%	(31)	199
PID/Gender: Ind Men	18%	(46)	26%	(65)	19%	(47)	11%	(28)	26%	(63)	248
PID/Gender: Ind Women	14%	(34)	31%	(75)	18%	(43)	10%	(24)	27%	(66)	242
PID/Gender: Rep Men	17%	(15)	36%	(31)	17%	(15)	6%	(6)	23%	(20)	87
PID/Gender: Rep Women	25%	(18)	32%	(23)	16%	(11)	6%	(4)	21%	(15)	71
Ideo: Liberal (1-3)	17%	(52)	40%	(125)	21%	(64)	8%	(26)	14%	(42)	309
Ideo: Moderate (4)	11%	(23)	34%	(70)	25%	(52)	12%	(23)	18%	(36)	204
Ideo: Conservative (5-7)	20%	(28)	35%	(50)	22%	(30)	6%	(8)	17%	(24)	140
Educ: < College	17%	(158)	32%	(297)	20%	(184)	8%	(76)	22%	(203)	918
Educ: Bachelors degree	15%	(10)	40%	(26)	23%	(15)	10%	(7)	12%	(8)	65
Income: Under 50k	16%	(96)	28%	(162)	21%	(119)	11%	(65)	24%	(140)	581
Income: 50k-100k	16%	(45)	39%	(112)	22%	(61)	6%	(16)	18%	(50)	285
Income: 100k+	20%	(27)	42%	(56)	16%	(21)	3%	(4)	19%	(26)	134
Ethnicity: White	17%	(104)	35%	(218)	20%	(124)	8%	(52)	21%	(129)	627
Ethnicity: Hispanic	19%	(38)	29%	(59)	22%	(45)	10%	(20)	20%	(40)	203
Ethnicity: Black	22%	(29)	27%	(36)	19%	(25)	12%	(16)	20%	(26)	132
Ethnicity: Other	14%	(34)	32%	(76)	22%	(53)	7%	(17)	25%	(60)	240
All Christian	14%	(35)	36%	(90)	21%	(52)	10%	(25)	20%	(50)	251
Atheist	21%	(22)	37%	(40)	19%	(21)	6%	(7)	16%	(17)	107
Agnostic/Nothing in particular	16%	(63)	31%	(123)	18%	(71)	9%	(36)	26%	(103)	396
Something Else	23%	(45)	32%	(63)	22%	(43)	6%	(12)	17%	(34)	197
Religious Non-Protestant/Catholic	4%	(2)	28%	(16)	31%	(18)	9%	(5)	28%	(16)	58

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**Table CGZ6\_8:** Do you agree or disagree with the following statements?

*When celebrities only post about their work or products, such as films, TV shows, games or albums, it feels like they are asking me to buy something*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
Evangelical	21%	(33)	35%	(58)	22%	(36)	8%	(13)	14%	(23)	163
Non-Evangelical	17%	(46)	32%	(86)	20%	(53)	9%	(23)	21%	(56)	265
Community: Urban	16%	(40)	28%	(72)	18%	(46)	13%	(33)	25%	(63)	254
Community: Suburban	18%	(97)	34%	(182)	21%	(116)	7%	(40)	20%	(107)	540
Community: Rural	15%	(31)	37%	(76)	19%	(40)	6%	(13)	22%	(46)	205
Employ: Private Sector	11%	(10)	39%	(39)	25%	(24)	9%	(9)	16%	(15)	98
Employ: Self-Employed	17%	(9)	34%	(17)	13%	(7)	7%	(4)	29%	(15)	52
Employ: Unemployed	18%	(31)	25%	(43)	14%	(24)	14%	(24)	28%	(48)	170
Employ: Other	15%	(11)	29%	(21)	14%	(10)	6%	(4)	36%	(26)	73
Military HH: Yes	15%	(14)	37%	(35)	28%	(26)	9%	(9)	11%	(11)	95
Military HH: No	17%	(153)	33%	(295)	19%	(175)	8%	(76)	23%	(205)	905
RD/WT: Right Direction	19%	(37)	32%	(61)	15%	(30)	8%	(15)	25%	(49)	192
RD/WT: Wrong Track	16%	(130)	33%	(269)	21%	(172)	9%	(71)	21%	(167)	808
Trump Job Approve	20%	(45)	35%	(79)	18%	(42)	8%	(19)	19%	(42)	226
Trump Job Disapprove	17%	(108)	34%	(221)	22%	(144)	10%	(61)	17%	(106)	640
Trump Job Strongly Approve	21%	(18)	33%	(28)	14%	(12)	10%	(8)	22%	(18)	85
Trump Job Somewhat Approve	19%	(26)	36%	(51)	21%	(30)	7%	(10)	17%	(24)	141
Trump Job Somewhat Disapprove	15%	(24)	36%	(58)	26%	(41)	9%	(15)	15%	(24)	161
Trump Job Strongly Disapprove	18%	(84)	34%	(163)	21%	(103)	10%	(46)	17%	(83)	479
Favorable of Trump	20%	(41)	33%	(67)	18%	(36)	9%	(18)	20%	(40)	202
Unfavorable of Trump	18%	(116)	36%	(235)	22%	(145)	9%	(59)	15%	(97)	652
Very Favorable of Trump	25%	(23)	33%	(30)	8%	(7)	9%	(8)	25%	(23)	91
Somewhat Favorable of Trump	17%	(18)	33%	(37)	26%	(29)	8%	(9)	15%	(17)	110
Somewhat Unfavorable of Trump	20%	(28)	35%	(49)	25%	(35)	10%	(14)	9%	(13)	139
Very Unfavorable of Trump	17%	(87)	36%	(187)	21%	(110)	9%	(45)	16%	(84)	514

Continued on next page

**Table CGZ6\_8:** Do you agree or disagree with the following statements?*When celebrities only post about their work or products, such as films, TV shows, games or albums, it feels like they are asking me to buy something*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
#1 Issue: Economy	20%	(56)	32%	(90)	23%	(66)	10%	(28)	16%	(45)	285
#1 Issue: Security	11%	(8)	34%	(24)	19%	(13)	10%	(8)	26%	(19)	72
#1 Issue: Health Care	16%	(26)	35%	(59)	20%	(33)	12%	(20)	17%	(29)	168
#1 Issue: Women's Issues	16%	(23)	38%	(55)	19%	(28)	5%	(7)	21%	(31)	143
#1 Issue: Education	21%	(30)	30%	(43)	21%	(31)	7%	(11)	21%	(30)	145
#1 Issue: Energy	15%	(13)	41%	(36)	16%	(14)	7%	(6)	21%	(19)	87
#1 Issue: Other	8%	(7)	27%	(22)	16%	(13)	7%	(6)	42%	(35)	84
4-Region: Northeast	14%	(26)	35%	(65)	16%	(30)	11%	(20)	25%	(47)	188
4-Region: Midwest	12%	(22)	37%	(69)	15%	(29)	9%	(17)	27%	(51)	189
4-Region: South	19%	(74)	28%	(108)	24%	(92)	9%	(33)	20%	(78)	386
4-Region: West	19%	(45)	37%	(88)	22%	(51)	6%	(14)	16%	(38)	237
Middle school (Grade 6 - 8)	28%	(20)	23%	(17)	17%	(13)	4%	(3)	27%	(20)	72
High school (Grade 9 - 12)	17%	(79)	35%	(159)	19%	(87)	8%	(38)	21%	(98)	461
Community college	22%	(15)	26%	(18)	24%	(16)	9%	(6)	19%	(13)	67
College or university program	15%	(28)	36%	(70)	23%	(45)	8%	(15)	19%	(37)	195
I am not in school	13%	(26)	33%	(67)	20%	(41)	11%	(23)	23%	(48)	204
White, non-Hispanic	16%	(89)	35%	(189)	19%	(105)	8%	(44)	21%	(116)	543
POC	17%	(79)	31%	(141)	21%	(97)	9%	(41)	22%	(100)	457
Twitter Users	17%	(72)	38%	(163)	22%	(95)	8%	(33)	15%	(66)	428
Facebook Users	16%	(79)	34%	(166)	21%	(104)	9%	(44)	19%	(94)	487
Snapchat Users	16%	(100)	37%	(228)	19%	(117)	8%	(50)	20%	(124)	620
Instagram Users	17%	(128)	36%	(273)	20%	(152)	8%	(61)	19%	(147)	762
Tiktok Users	18%	(83)	34%	(157)	21%	(100)	8%	(37)	19%	(89)	467
Reddit Users	21%	(55)	36%	(97)	18%	(49)	8%	(21)	17%	(46)	268
YouTube Users	18%	(162)	33%	(307)	21%	(189)	8%	(77)	20%	(186)	920
Harry Styles Fan	17%	(70)	35%	(149)	21%	(89)	9%	(38)	18%	(75)	421
Billie Eilish Fan	16%	(98)	34%	(205)	22%	(131)	9%	(52)	18%	(109)	595
Zendaya Fan	16%	(101)	34%	(212)	22%	(134)	9%	(55)	18%	(112)	614
Taylor Swift Fan	16%	(77)	35%	(168)	21%	(101)	11%	(51)	18%	(85)	482
Kylie Jenner Fan	15%	(48)	36%	(112)	22%	(69)	10%	(31)	17%	(51)	311

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**Table CGZ6\_8:** Do you agree or disagree with the following statements?

*When celebrities only post about their work or products, such as films, TV shows, games or albums, it feels like they are asking me to buy something*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
Emma Chamberlain Fan	14%	(33)	39%	(93)	23%	(55)	9%	(21)	15%	(37)	238
Niall Horan Fan	17%	(43)	34%	(88)	23%	(58)	9%	(23)	17%	(44)	256
Zayn Malik Fan	16%	(45)	35%	(96)	23%	(63)	8%	(21)	18%	(51)	277
Liam Payne Fan	16%	(39)	33%	(79)	24%	(57)	11%	(26)	17%	(41)	242
Louis Tomlinson Fan	14%	(31)	36%	(78)	26%	(56)	10%	(21)	14%	(30)	217
Film: An avid fan	19%	(51)	34%	(91)	19%	(50)	11%	(28)	18%	(48)	268
Film: A casual fan	16%	(89)	34%	(182)	22%	(119)	8%	(45)	19%	(105)	539
Film: Not a fan	15%	(28)	30%	(57)	17%	(33)	6%	(12)	33%	(63)	193
Television: An avid fan	18%	(45)	38%	(94)	16%	(39)	9%	(23)	18%	(45)	246
Television: A casual fan	16%	(87)	34%	(189)	23%	(128)	8%	(44)	20%	(113)	562
Television: Not a fan	18%	(35)	25%	(47)	18%	(35)	9%	(18)	30%	(57)	192
Music: An avid fan	18%	(114)	33%	(208)	21%	(132)	8%	(51)	20%	(126)	632
Music: A casual fan	15%	(51)	34%	(114)	19%	(65)	10%	(32)	22%	(72)	333
Fashion: An avid fan	15%	(33)	33%	(75)	22%	(50)	11%	(25)	18%	(40)	223
Fashion: A casual fan	16%	(71)	35%	(151)	21%	(92)	7%	(33)	21%	(90)	437
Fashion: Not a fan	19%	(64)	31%	(104)	17%	(59)	8%	(27)	25%	(85)	340
Pop culture: An avid fan	17%	(40)	41%	(96)	21%	(48)	10%	(23)	11%	(26)	232
Pop culture: A casual fan	15%	(74)	34%	(164)	21%	(102)	8%	(40)	22%	(105)	485
Pop culture: Not a fan	19%	(54)	25%	(70)	18%	(52)	8%	(22)	30%	(84)	283
Sports: An avid fan	18%	(37)	37%	(78)	16%	(34)	9%	(19)	20%	(41)	209
Sports: A casual fan	16%	(52)	37%	(121)	19%	(63)	9%	(28)	19%	(60)	323
Sports: Not a fan	17%	(78)	28%	(131)	22%	(105)	8%	(39)	24%	(114)	468
Celeb fans on social media	20%	(140)	36%	(258)	22%	(158)	9%	(66)	13%	(94)	717
Celebs share too much on social media	22%	(118)	41%	(221)	20%	(108)	10%	(54)	8%	(42)	544
Celebs who don't share are disconnected	27%	(84)	43%	(138)	18%	(57)	7%	(21)	5%	(16)	317
Celebs should interact on social media	21%	(141)	40%	(261)	22%	(145)	9%	(61)	8%	(50)	658
Celebs' social media is a professional platform	14%	(25)	33%	(61)	25%	(46)	13%	(23)	17%	(31)	187
Celebs' social media is a personal platform	23%	(108)	42%	(199)	18%	(88)	7%	(34)	10%	(49)	478
Connects to celebs paid promoting	24%	(31)	37%	(48)	20%	(25)	13%	(16)	7%	(9)	128
Connects to celebs non-paid promoting	22%	(85)	43%	(170)	21%	(83)	7%	(29)	7%	(29)	397

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**Table CGZ6\_8:** Do you agree or disagree with the following statements?*When celebrities only post about their work or products, such as films, TV shows, games or albums, it feels like they are asking me to buy something*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	17%	(167)	33%	(330)	20%	(202)	9%	(85)	22%	(216)	1000
Concerned about climate change	18%	(129)	37%	(271)	21%	(153)	9%	(62)	15%	(110)	726
Humans can stop climate change	19%	(50)	32%	(83)	25%	(65)	9%	(22)	15%	(38)	258
Humans can slow climate change	17%	(84)	39%	(189)	21%	(102)	8%	(37)	15%	(73)	485
Climate change is beyond control	19%	(16)	32%	(27)	22%	(18)	9%	(8)	18%	(15)	84
Completely in-person school	18%	(10)	36%	(21)	18%	(11)	13%	(7)	14%	(8)	57
Both in person and virtual school	16%	(51)	33%	(106)	20%	(65)	7%	(21)	24%	(77)	320
Completely virtual school	20%	(70)	33%	(115)	22%	(75)	8%	(29)	16%	(56)	345
Watch live sports at least once a week	18%	(42)	40%	(94)	17%	(40)	9%	(20)	18%	(42)	238

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

**Table CGZ6\_9: Do you agree or disagree with the following statements?**  
*Celebrities should use social media to interact with their fans and followers*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	27%	(267)	39%	(391)	9%	(88)	3%	(34)	22%	(220)	1000
Gender: Male	25%	(123)	39%	(188)	11%	(52)	4%	(19)	22%	(106)	489
Gender: Female	28%	(144)	40%	(203)	7%	(36)	3%	(14)	22%	(114)	511
Age: 18-34	24%	(122)	38%	(194)	11%	(56)	4%	(23)	22%	(112)	506
GenZers: 1997-2012	27%	(267)	39%	(391)	9%	(88)	3%	(34)	22%	(220)	1000
PID: Dem (no lean)	31%	(110)	40%	(141)	8%	(30)	3%	(11)	17%	(61)	353
PID: Ind (no lean)	24%	(117)	39%	(190)	8%	(41)	4%	(19)	25%	(124)	490
PID: Rep (no lean)	26%	(41)	38%	(60)	11%	(18)	2%	(3)	23%	(36)	157
PID/Gender: Dem Men	30%	(47)	40%	(62)	9%	(14)	3%	(5)	17%	(26)	154
PID/Gender: Dem Women	32%	(63)	40%	(79)	8%	(16)	3%	(6)	17%	(34)	199
PID/Gender: Ind Men	23%	(56)	37%	(92)	10%	(26)	4%	(11)	25%	(63)	248
PID/Gender: Ind Women	25%	(60)	41%	(98)	6%	(15)	3%	(8)	25%	(60)	242
PID/Gender: Rep Men	23%	(20)	40%	(34)	14%	(12)	4%	(3)	19%	(16)	87
PID/Gender: Rep Women	29%	(20)	36%	(25)	8%	(5)	—	(0)	27%	(19)	71
Ideo: Liberal (1-3)	30%	(91)	45%	(141)	8%	(25)	4%	(12)	13%	(40)	309
Ideo: Moderate (4)	25%	(50)	43%	(88)	10%	(21)	4%	(8)	18%	(37)	204
Ideo: Conservative (5-7)	21%	(29)	47%	(65)	13%	(18)	3%	(4)	17%	(24)	140
Educ: < College	27%	(248)	39%	(354)	8%	(76)	4%	(34)	22%	(206)	918
Educ: Bachelors degree	23%	(15)	52%	(34)	12%	(8)	—	(0)	14%	(9)	65
Income: Under 50k	25%	(144)	38%	(219)	9%	(52)	5%	(29)	24%	(137)	581
Income: 50k-100k	30%	(85)	38%	(109)	9%	(27)	1%	(4)	21%	(59)	285
Income: 100k+	28%	(38)	47%	(63)	7%	(9)	1%	(1)	18%	(24)	134
Ethnicity: White	26%	(161)	42%	(261)	9%	(54)	3%	(18)	21%	(133)	627
Ethnicity: Hispanic	29%	(58)	39%	(79)	9%	(18)	4%	(9)	19%	(39)	203
Ethnicity: Black	35%	(47)	31%	(41)	8%	(10)	5%	(7)	21%	(27)	132
Ethnicity: Other	25%	(59)	37%	(89)	10%	(24)	4%	(9)	25%	(60)	240
All Christian	27%	(68)	43%	(108)	8%	(21)	3%	(7)	19%	(47)	251
Atheist	25%	(27)	44%	(47)	10%	(11)	4%	(4)	18%	(19)	107
Agnostic/Nothing in particular	23%	(89)	38%	(151)	8%	(33)	4%	(17)	27%	(106)	396
Something Else	33%	(64)	37%	(73)	8%	(16)	3%	(5)	20%	(39)	197
Religious Non-Protestant/Catholic	36%	(21)	26%	(15)	14%	(8)	2%	(1)	21%	(12)	58

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**Table CGZ6\_9: Do you agree or disagree with the following statements?**  
*Celebrities should use social media to interact with their fans and followers*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	27%	(267)	39%	(391)	9%	(88)	3%	(34)	22%	(220)	1000
Evangelical	31%	(50)	39%	(64)	8%	(14)	3%	(5)	19%	(30)	163
Non-Evangelical	29%	(76)	41%	(109)	8%	(22)	2%	(6)	19%	(51)	265
Community: Urban	25%	(65)	39%	(99)	8%	(21)	5%	(13)	23%	(57)	254
Community: Suburban	30%	(164)	38%	(204)	9%	(49)	3%	(14)	20%	(110)	540
Community: Rural	19%	(39)	43%	(88)	9%	(18)	4%	(8)	26%	(53)	205
Employ: Private Sector	25%	(25)	46%	(46)	10%	(10)	2%	(2)	16%	(16)	98
Employ: Self-Employed	18%	(9)	31%	(16)	14%	(7)	2%	(1)	35%	(18)	52
Employ: Unemployed	26%	(44)	35%	(60)	9%	(16)	5%	(9)	25%	(42)	170
Employ: Other	12%	(9)	34%	(25)	7%	(5)	4%	(3)	43%	(31)	73
Military HH: Yes	34%	(33)	39%	(37)	12%	(12)	2%	(2)	13%	(13)	95
Military HH: No	26%	(235)	39%	(354)	8%	(76)	4%	(32)	23%	(207)	905
RD/WT: Right Direction	26%	(49)	40%	(76)	10%	(18)	4%	(7)	21%	(41)	192
RD/WT: Wrong Track	27%	(218)	39%	(315)	9%	(70)	3%	(27)	22%	(179)	808
Trump Job Approve	27%	(61)	40%	(90)	10%	(22)	4%	(8)	20%	(46)	226
Trump Job Disapprove	28%	(179)	42%	(269)	10%	(61)	3%	(21)	17%	(110)	640
Trump Job Strongly Approve	32%	(27)	36%	(31)	9%	(7)	5%	(4)	19%	(16)	85
Trump Job Somewhat Approve	24%	(33)	42%	(59)	10%	(14)	3%	(4)	21%	(30)	141
Trump Job Somewhat Disapprove	22%	(36)	49%	(79)	11%	(17)	3%	(5)	15%	(25)	161
Trump Job Strongly Disapprove	30%	(143)	40%	(190)	9%	(44)	3%	(16)	18%	(86)	479
Favorable of Trump	26%	(52)	40%	(81)	10%	(21)	4%	(8)	20%	(41)	202
Unfavorable of Trump	30%	(198)	43%	(279)	8%	(54)	3%	(22)	15%	(100)	652
Very Favorable of Trump	31%	(29)	31%	(28)	10%	(9)	7%	(7)	20%	(18)	91
Somewhat Favorable of Trump	21%	(23)	47%	(52)	11%	(12)	1%	(1)	20%	(22)	110
Somewhat Unfavorable of Trump	28%	(39)	48%	(67)	8%	(11)	3%	(4)	12%	(17)	139
Very Unfavorable of Trump	31%	(159)	41%	(212)	8%	(42)	4%	(18)	16%	(82)	514

Continued on next page

**Table CGZ6\_9: Do you agree or disagree with the following statements?  
Celebrities should use social media to interact with their fans and followers**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	27% (267)	39% (391)	9% (88)	3% (34)	22% (220)	1000
#1 Issue: Economy	27% (77)	42% (119)	10% (29)	3% (8)	18% (51)	285
#1 Issue: Security	22% (15)	44% (32)	9% (7)	4% (3)	21% (15)	72
#1 Issue: Health Care	35% (58)	37% (63)	6% (10)	4% (7)	18% (29)	168
#1 Issue: Women's Issues	30% (43)	30% (42)	9% (12)	5% (7)	27% (38)	143
#1 Issue: Education	25% (36)	43% (61)	12% (18)	4% (7)	16% (23)	145
#1 Issue: Energy	20% (17)	49% (43)	7% (6)	1% (1)	23% (20)	87
#1 Issue: Other	20% (17)	34% (29)	3% (2)	1% (1)	42% (35)	84
4-Region: Northeast	26% (48)	36% (68)	9% (16)	4% (7)	26% (48)	188
4-Region: Midwest	27% (50)	41% (78)	6% (11)	3% (5)	23% (44)	189
4-Region: South	26% (102)	39% (151)	10% (37)	3% (12)	22% (84)	386
4-Region: West	28% (67)	39% (94)	10% (24)	4% (10)	18% (43)	237
Middle school (Grade 6 - 8)	33% (23)	30% (22)	3% (2)	3% (2)	31% (22)	72
High school (Grade 9 - 12)	28% (129)	42% (193)	7% (34)	3% (16)	20% (90)	461
Community college	24% (16)	33% (22)	15% (10)	6% (4)	22% (15)	67
College or university program	27% (52)	40% (78)	8% (16)	4% (7)	21% (42)	195
I am not in school	23% (47)	38% (77)	12% (25)	2% (5)	25% (51)	204
White, non-Hispanic	26% (139)	41% (225)	9% (46)	3% (15)	22% (118)	543
POC	28% (129)	36% (166)	9% (42)	4% (19)	22% (102)	457
Twitter Users	29% (125)	45% (193)	9% (39)	2% (7)	15% (64)	428
Facebook Users	29% (144)	39% (192)	8% (41)	3% (13)	20% (97)	487
Snapchat Users	28% (175)	40% (246)	9% (53)	3% (16)	21% (129)	620
Instagram Users	29% (223)	40% (303)	9% (68)	3% (21)	19% (149)	762
Tiktok Users	33% (152)	37% (172)	8% (37)	3% (15)	19% (90)	467
Reddit Users	28% (75)	42% (112)	10% (27)	3% (9)	17% (45)	268
YouTube Users	28% (253)	40% (372)	8% (75)	3% (29)	21% (189)	920
Harry Styles Fan	32% (136)	37% (157)	8% (36)	3% (13)	19% (79)	421
Billie Eilish Fan	32% (191)	38% (227)	8% (50)	3% (19)	18% (109)	595
Zendaya Fan	30% (184)	39% (242)	9% (56)	3% (19)	18% (113)	614
Taylor Swift Fan	32% (157)	38% (182)	9% (46)	3% (12)	18% (85)	482
Kylie Jenner Fan	34% (107)	36% (113)	10% (32)	4% (12)	15% (47)	311

Continued on next page

**Table CGZ6\_9: Do you agree or disagree with the following statements?**  
*Celebrities should use social media to interact with their fans and followers*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	27%	(267)	39%	(391)	9%	(88)	3%	(34)	22%	(220)	1000
Emma Chamberlain Fan	33%	(79)	38%	(91)	10%	(23)	4%	(9)	15%	(36)	238
Niall Horan Fan	29%	(76)	40%	(103)	9%	(24)	4%	(9)	18%	(45)	256
Zayn Malik Fan	31%	(85)	39%	(109)	10%	(28)	3%	(9)	16%	(45)	277
Liam Payne Fan	29%	(70)	40%	(98)	10%	(25)	3%	(8)	17%	(41)	242
Louis Tomlinson Fan	29%	(64)	42%	(90)	11%	(24)	3%	(7)	14%	(31)	217
Film: An avid fan	32%	(85)	36%	(95)	8%	(22)	6%	(15)	19%	(50)	268
Film: A casual fan	26%	(143)	43%	(233)	8%	(43)	3%	(16)	19%	(104)	539
Film: Not a fan	20%	(39)	33%	(63)	12%	(22)	2%	(3)	34%	(66)	193
Television: An avid fan	35%	(87)	31%	(77)	9%	(21)	7%	(18)	18%	(43)	246
Television: A casual fan	24%	(137)	44%	(245)	9%	(51)	2%	(12)	21%	(118)	562
Television: Not a fan	23%	(44)	36%	(69)	9%	(16)	2%	(5)	31%	(59)	192
Music: An avid fan	31%	(197)	37%	(233)	7%	(45)	3%	(19)	22%	(138)	632
Music: A casual fan	20%	(65)	46%	(152)	12%	(39)	4%	(13)	19%	(64)	333
Fashion: An avid fan	34%	(75)	33%	(72)	10%	(21)	4%	(9)	20%	(45)	223
Fashion: A casual fan	27%	(119)	44%	(192)	6%	(25)	2%	(11)	21%	(90)	437
Fashion: Not a fan	22%	(73)	37%	(126)	12%	(41)	4%	(14)	25%	(85)	340
Pop culture: An avid fan	37%	(87)	34%	(79)	9%	(22)	5%	(11)	15%	(34)	232
Pop culture: A casual fan	26%	(124)	42%	(204)	8%	(41)	2%	(11)	22%	(105)	485
Pop culture: Not a fan	20%	(57)	38%	(107)	9%	(26)	4%	(13)	29%	(81)	283
Sports: An avid fan	27%	(57)	37%	(77)	11%	(23)	5%	(11)	20%	(41)	209
Sports: A casual fan	28%	(90)	38%	(123)	9%	(30)	2%	(8)	23%	(73)	323
Sports: Not a fan	26%	(120)	41%	(191)	7%	(35)	3%	(15)	23%	(106)	468
Celeb fans on social media	32%	(229)	41%	(291)	10%	(70)	4%	(28)	14%	(98)	717
Celebs share too much on social media	36%	(198)	46%	(249)	8%	(43)	3%	(15)	7%	(40)	544
Celebs who don't share are disconnected	40%	(127)	46%	(145)	7%	(21)	2%	(7)	5%	(17)	317
Celebs should interact on social media	41%	(267)	59%	(391)	—	(0)	—	(0)	—	(0)	658
Celebs' social media is a professional platform	28%	(52)	41%	(77)	13%	(25)	5%	(9)	13%	(24)	187
Celebs' social media is a personal platform	36%	(171)	43%	(206)	7%	(34)	3%	(14)	11%	(54)	478
Connects to celebs paid promoting	40%	(52)	41%	(52)	9%	(12)	—	(1)	9%	(12)	128
Connects to celebs non-paid promoting	35%	(137)	46%	(181)	9%	(34)	1%	(5)	10%	(40)	397

Continued on next page

**Table CGZ6\_9:** Do you agree or disagree with the following statements?  
*Celebrities should use social media to interact with their fans and followers*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	27%	(267)	39%	(391)	9%	(88)	3%	(34)	22%	(220)	1000
Concerned about climate change	30%	(216)	43%	(316)	9%	(63)	3%	(19)	15%	(112)	726
Humans can stop climate change	35%	(91)	35%	(90)	8%	(20)	4%	(9)	18%	(47)	258
Humans can slow climate change	26%	(127)	49%	(237)	8%	(40)	3%	(14)	14%	(67)	485
Climate change is beyond control	28%	(24)	35%	(29)	16%	(13)	2%	(2)	19%	(16)	84
Completely in-person school	27%	(15)	31%	(17)	15%	(9)	2%	(1)	25%	(14)	57
Both in person and virtual school	24%	(78)	43%	(136)	6%	(21)	4%	(12)	23%	(74)	320
Completely virtual school	32%	(109)	43%	(149)	7%	(25)	3%	(10)	15%	(52)	345
Watch live sports at least once a week	27%	(65)	41%	(96)	11%	(25)	3%	(6)	19%	(45)	238

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

**Table CGZ7\_1: How often do you do any of the following on social media?**  
*Discuss celebrities and celebrity culture*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	11%	(111)	26%	(256)	23%	(231)	40%	(402)	1000
Gender: Male	9%	(46)	23%	(112)	21%	(105)	46%	(225)	489
Gender: Female	13%	(65)	28%	(144)	25%	(126)	34%	(176)	511
Age: 18-34	12%	(60)	30%	(154)	22%	(112)	36%	(180)	506
GenZers: 1997-2012	11%	(111)	26%	(256)	23%	(231)	40%	(402)	1000
PID: Dem (no lean)	16%	(57)	28%	(100)	25%	(90)	30%	(106)	353
PID: Ind (no lean)	8%	(40)	24%	(118)	22%	(107)	46%	(226)	490
PID: Rep (no lean)	9%	(15)	24%	(38)	22%	(35)	45%	(70)	157
PID/Gender: Dem Men	13%	(20)	28%	(43)	24%	(37)	35%	(54)	154
PID/Gender: Dem Women	19%	(37)	29%	(57)	27%	(53)	26%	(52)	199
PID/Gender: Ind Men	8%	(21)	20%	(50)	19%	(47)	53%	(131)	248
PID/Gender: Ind Women	8%	(19)	28%	(69)	25%	(59)	39%	(95)	242
PID/Gender: Rep Men	7%	(6)	23%	(20)	24%	(21)	46%	(40)	87
PID/Gender: Rep Women	12%	(9)	25%	(18)	20%	(14)	42%	(30)	71
Ideo: Liberal (1-3)	16%	(51)	29%	(90)	24%	(75)	30%	(93)	309
Ideo: Moderate (4)	11%	(22)	30%	(62)	23%	(46)	36%	(74)	204
Ideo: Conservative (5-7)	8%	(12)	23%	(32)	23%	(32)	45%	(64)	140
Educ: < College	11%	(99)	25%	(229)	23%	(214)	41%	(376)	918
Educ: Bachelors degree	13%	(9)	37%	(24)	22%	(15)	28%	(18)	65
Income: Under 50k	9%	(53)	26%	(150)	22%	(129)	43%	(249)	581
Income: 50k-100k	13%	(38)	29%	(81)	23%	(65)	35%	(101)	285
Income: 100k+	15%	(20)	19%	(25)	28%	(37)	39%	(52)	134
Ethnicity: White	10%	(65)	25%	(157)	22%	(135)	43%	(270)	627
Ethnicity: Hispanic	12%	(24)	24%	(49)	24%	(48)	40%	(81)	203
Ethnicity: Black	13%	(17)	29%	(39)	28%	(37)	30%	(40)	132
Ethnicity: Other	12%	(30)	25%	(60)	24%	(58)	38%	(92)	240
All Christian	14%	(35)	29%	(73)	22%	(54)	35%	(88)	251
Atheist	15%	(16)	20%	(21)	21%	(23)	44%	(47)	107
Agnostic/Nothing in particular	9%	(37)	24%	(95)	23%	(90)	44%	(174)	396
Something Else	9%	(17)	26%	(51)	29%	(57)	37%	(72)	197
Religious Non-Protestant/Catholic	10%	(6)	32%	(19)	13%	(8)	45%	(26)	58

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**Table CGZ7\_1: How often do you do any of the following on social media?**  
*Discuss celebrities and celebrity culture*

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Zers (Age 13-23)	11% (111)	26% (256)	23% (231)	40% (402)	1000
Evangelical	13% (21)	27% (45)	20% (33)	39% (64)	163
Non-Evangelical	11% (29)	27% (72)	28% (74)	34% (89)	265
Community: Urban	11% (27)	24% (62)	20% (51)	45% (114)	254
Community: Suburban	12% (65)	28% (152)	22% (121)	37% (203)	540
Community: Rural	9% (19)	21% (43)	29% (59)	41% (85)	205
Employ: Private Sector	17% (17)	29% (29)	25% (25)	28% (28)	98
Employ: Self-Employed	8% (4)	24% (13)	20% (10)	48% (25)	52
Employ: Unemployed	5% (9)	29% (49)	24% (42)	42% (71)	170
Employ: Other	10% (7)	31% (22)	12% (9)	47% (34)	73
Military HH: Yes	11% (10)	27% (26)	21% (20)	41% (39)	95
Military HH: No	11% (101)	25% (230)	23% (211)	40% (363)	905
RD/WT: Right Direction	14% (26)	21% (39)	22% (43)	43% (83)	192
RD/WT: Wrong Track	10% (85)	27% (217)	23% (188)	39% (319)	808
Trump Job Approve	9% (21)	28% (63)	17% (38)	46% (104)	226
Trump Job Disapprove	13% (82)	27% (172)	26% (167)	34% (219)	640
Trump Job Strongly Approve	10% (9)	24% (20)	17% (14)	49% (42)	85
Trump Job Somewhat Approve	9% (13)	30% (42)	17% (24)	44% (62)	141
Trump Job Somewhat Disapprove	9% (15)	27% (44)	26% (43)	37% (59)	161
Trump Job Strongly Disapprove	14% (66)	27% (128)	26% (125)	33% (160)	479
Favorable of Trump	10% (19)	23% (45)	18% (37)	50% (100)	202
Unfavorable of Trump	13% (87)	27% (178)	26% (167)	34% (220)	652
Very Favorable of Trump	10% (9)	23% (21)	16% (15)	51% (46)	91
Somewhat Favorable of Trump	9% (10)	22% (24)	20% (22)	49% (54)	110
Somewhat Unfavorable of Trump	10% (14)	32% (44)	24% (33)	34% (47)	139
Very Unfavorable of Trump	14% (73)	26% (134)	26% (134)	34% (173)	514

Continued on next page

**Table CGZ7\_1: How often do you do any of the following on social media?**  
*Discuss celebrities and celebrity culture*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	11%	(111)	26%	(256)	23%	(231)	40%	(402)	1000
#1 Issue: Economy	11%	(31)	26%	(73)	23%	(67)	40%	(114)	285
#1 Issue: Security	10%	(7)	25%	(18)	24%	(17)	42%	(30)	72
#1 Issue: Health Care	14%	(24)	28%	(48)	19%	(33)	38%	(64)	168
#1 Issue: Women's Issues	10%	(15)	28%	(40)	25%	(36)	37%	(53)	143
#1 Issue: Education	11%	(16)	26%	(37)	23%	(33)	40%	(58)	145
#1 Issue: Energy	11%	(9)	20%	(18)	27%	(24)	42%	(37)	87
#1 Issue: Other	11%	(9)	27%	(22)	21%	(18)	42%	(35)	84
4-Region: Northeast	14%	(26)	27%	(51)	23%	(43)	36%	(68)	188
4-Region: Midwest	11%	(21)	26%	(49)	18%	(35)	44%	(83)	189
4-Region: South	11%	(41)	25%	(97)	26%	(100)	38%	(148)	386
4-Region: West	9%	(23)	25%	(59)	22%	(53)	43%	(102)	237
Middle school (Grade 6 - 8)	8%	(6)	15%	(11)	18%	(13)	60%	(43)	72
High school (Grade 9 - 12)	12%	(53)	23%	(104)	25%	(115)	41%	(189)	461
Community college	9%	(6)	30%	(20)	25%	(17)	37%	(25)	67
College or university program	13%	(26)	34%	(66)	22%	(43)	31%	(60)	195
I am not in school	10%	(20)	27%	(55)	22%	(44)	42%	(85)	204
White, non-Hispanic	10%	(56)	24%	(130)	22%	(118)	44%	(239)	543
POC	12%	(56)	28%	(126)	25%	(113)	36%	(162)	457
Twitter Users	17%	(73)	28%	(118)	25%	(106)	31%	(132)	428
Facebook Users	15%	(72)	29%	(139)	22%	(108)	35%	(169)	487
Snapchat Users	13%	(81)	29%	(177)	24%	(150)	34%	(211)	620
Instagram Users	13%	(103)	28%	(214)	24%	(180)	35%	(265)	762
Tiktok Users	17%	(80)	30%	(139)	22%	(103)	31%	(144)	467
Reddit Users	14%	(39)	24%	(64)	22%	(60)	39%	(105)	268
YouTube Users	12%	(107)	26%	(236)	23%	(213)	40%	(363)	920
Harry Styles Fan	17%	(73)	31%	(131)	24%	(103)	27%	(114)	421
Billie Eilish Fan	15%	(89)	30%	(181)	23%	(136)	32%	(189)	595
Zendaya Fan	14%	(83)	31%	(187)	26%	(159)	30%	(184)	614
Taylor Swift Fan	15%	(75)	33%	(157)	21%	(102)	31%	(148)	482
Kylie Jenner Fan	19%	(59)	35%	(108)	23%	(72)	23%	(72)	311
Emma Chamberlain Fan	19%	(45)	36%	(85)	27%	(63)	19%	(45)	238

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**Table CGZ7\_1: How often do you do any of the following on social media?**  
*Discuss celebrities and celebrity culture*

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Z'ers (Age 13-23)	11% (111)	26% (256)	23% (231)	40% (402)	1000
Niall Horan Fan	19% (48)	33% (85)	26% (66)	23% (58)	256
Zayn Malik Fan	19% (52)	37% (102)	23% (63)	21% (59)	277
Liam Payne Fan	19% (46)	34% (82)	25% (62)	21% (52)	242
Louis Tomlinson Fan	21% (45)	34% (73)	27% (58)	18% (40)	217
Film: An avid fan	19% (51)	30% (81)	20% (52)	31% (83)	268
Film: A casual fan	9% (47)	25% (138)	26% (141)	40% (214)	539
Film: Not a fan	7% (13)	20% (38)	20% (38)	54% (105)	193
Television: An avid fan	17% (42)	33% (80)	20% (50)	30% (73)	246
Television: A casual fan	8% (47)	27% (150)	26% (144)	39% (221)	562
Television: Not a fan	11% (22)	14% (26)	19% (37)	56% (108)	192
Music: An avid fan	14% (87)	27% (171)	24% (154)	35% (219)	632
Music: A casual fan	7% (22)	24% (81)	22% (73)	47% (158)	333
Fashion: An avid fan	22% (49)	33% (73)	17% (37)	28% (63)	223
Fashion: A casual fan	9% (39)	29% (126)	29% (127)	33% (145)	437
Fashion: Not a fan	7% (23)	17% (57)	20% (67)	57% (194)	340
Pop culture: An avid fan	27% (62)	32% (75)	17% (38)	24% (57)	232
Pop culture: A casual fan	7% (34)	29% (140)	29% (141)	35% (169)	485
Pop culture: Not a fan	5% (15)	15% (41)	18% (51)	62% (176)	283
Sports: An avid fan	15% (32)	25% (52)	21% (45)	38% (79)	209
Sports: A casual fan	12% (37)	26% (84)	28% (92)	34% (110)	323
Sports: Not a fan	9% (42)	25% (119)	20% (95)	45% (213)	468
Celeb fans on social media	16% (111)	36% (256)	25% (180)	24% (169)	717
Celebs share too much on social media	14% (76)	28% (154)	22% (122)	35% (192)	544
Celebs who don't share are disconnected	17% (53)	32% (102)	25% (80)	26% (81)	317
Celebs should interact on social media	14% (95)	28% (186)	24% (157)	33% (220)	658
Celebs' social media is a professional platform	12% (23)	26% (49)	20% (38)	41% (77)	187
Celebs' social media is a personal platform	14% (68)	28% (134)	24% (115)	34% (161)	478
Connects to celebs paid promoting	26% (33)	39% (50)	18% (22)	18% (22)	128
Connects to celebs non-paid promoting	17% (68)	32% (126)	27% (106)	24% (97)	397
Concerned about climate change	13% (94)	29% (211)	25% (179)	33% (242)	726

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**Table CGZ7\_1:** How often do you do any of the following on social media?*Discuss celebrities and celebrity culture*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	11%	(111)	26%	(256)	23%	(231)	40%	(402)	1000
Humans can stop climate change	15%	(39)	25%	(64)	25%	(64)	35%	(91)	258
Humans can slow climate change	11%	(52)	28%	(136)	24%	(117)	37%	(180)	485
Climate change is beyond control	14%	(12)	32%	(26)	20%	(17)	35%	(29)	84
Completely in-person school	16%	(9)	27%	(15)	25%	(14)	32%	(18)	57
Both in person and virtual school	11%	(37)	24%	(77)	24%	(78)	40%	(128)	320
Completely virtual school	11%	(36)	26%	(90)	23%	(81)	40%	(137)	345
Watch live sports at least once a week	14%	(34)	26%	(63)	24%	(57)	35%	(84)	238

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

**Table CGZ7\_2: How often do you do any of the following on social media?**  
Talk about what a celebrity is wearing

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Zers (Age 13-23)	8% (80)	21% (210)	22% (217)	49% (494)	1000
Gender: Male	8% (41)	16% (79)	19% (91)	57% (278)	489
Gender: Female	8% (39)	26% (131)	25% (126)	42% (215)	511
Age: 18-34	10% (49)	24% (119)	23% (116)	44% (222)	506
GenZers: 1997-2012	8% (80)	21% (210)	22% (217)	49% (494)	1000
PID: Dem (no lean)	9% (31)	28% (99)	22% (79)	41% (144)	353
PID: Ind (no lean)	7% (32)	17% (81)	21% (101)	56% (276)	490
PID: Rep (no lean)	10% (16)	19% (30)	24% (37)	47% (74)	157
PID/Gender: Dem Men	9% (14)	27% (41)	16% (24)	48% (74)	154
PID/Gender: Dem Women	9% (17)	29% (57)	28% (55)	35% (69)	199
PID/Gender: Ind Men	7% (17)	11% (28)	18% (46)	63% (157)	248
PID/Gender: Ind Women	6% (15)	22% (53)	23% (55)	49% (119)	242
PID/Gender: Rep Men	11% (9)	10% (9)	25% (21)	54% (47)	87
PID/Gender: Rep Women	10% (7)	29% (21)	22% (16)	39% (27)	71
Ideo: Liberal (1-3)	8% (26)	27% (83)	21% (66)	43% (134)	309
Ideo: Moderate (4)	7% (14)	21% (42)	24% (50)	48% (98)	204
Ideo: Conservative (5-7)	6% (8)	23% (32)	24% (34)	48% (67)	140
Educ: < College	7% (68)	20% (187)	22% (203)	50% (460)	918
Educ: Bachelors degree	11% (7)	31% (20)	19% (12)	39% (25)	65
Income: Under 50k	8% (48)	21% (120)	22% (129)	49% (284)	581
Income: 50k-100k	7% (20)	21% (59)	22% (62)	51% (144)	285
Income: 100k+	9% (12)	23% (31)	20% (26)	48% (65)	134
Ethnicity: White	7% (44)	21% (129)	19% (121)	53% (333)	627
Ethnicity: Hispanic	9% (18)	21% (42)	24% (48)	46% (94)	203
Ethnicity: Black	13% (17)	25% (33)	25% (34)	37% (49)	132
Ethnicity: Other	8% (19)	20% (48)	26% (62)	46% (112)	240
All Christian	9% (23)	23% (57)	22% (55)	46% (116)	251
Atheist	5% (5)	19% (20)	24% (25)	52% (56)	107
Agnostic/Nothing in particular	8% (33)	19% (75)	20% (80)	53% (208)	396
Something Else	8% (15)	25% (48)	23% (45)	45% (89)	197
Religious Non-Protestant/Catholic	6% (3)	16% (9)	23% (13)	55% (31)	58

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**Table CGZ7\_2:** How often do you do any of the following on social media?

Talk about what a celebrity is wearing

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Zers (Age 13-23)	8% (80)	21% (210)	22% (217)	49% (494)	1000
Evangelical	12% (19)	20% (33)	23% (37)	45% (74)	163
Non-Evangelical	7% (18)	25% (67)	22% (59)	46% (121)	265
Community: Urban	7% (18)	21% (53)	22% (55)	50% (128)	254
Community: Suburban	8% (42)	21% (116)	23% (124)	48% (259)	540
Community: Rural	10% (20)	20% (41)	18% (38)	52% (107)	205
Employ: Private Sector	13% (13)	30% (30)	21% (20)	35% (35)	98
Employ: Self-Employed	6% (3)	23% (12)	15% (8)	56% (29)	52
Employ: Unemployed	7% (12)	16% (28)	23% (39)	54% (91)	170
Employ: Other	8% (6)	20% (15)	24% (17)	48% (35)	73
Military HH: Yes	9% (9)	21% (20)	15% (14)	55% (53)	95
Military HH: No	8% (71)	21% (190)	22% (202)	49% (441)	905
RD/WT: Right Direction	12% (23)	16% (31)	23% (44)	49% (93)	192
RD/WT: Wrong Track	7% (57)	22% (178)	21% (172)	50% (401)	808
Trump Job Approve	9% (21)	20% (46)	21% (47)	50% (112)	226
Trump Job Disapprove	7% (46)	24% (151)	23% (147)	46% (295)	640
Trump Job Strongly Approve	10% (9)	16% (14)	28% (24)	46% (39)	85
Trump Job Somewhat Approve	9% (12)	23% (32)	17% (23)	52% (73)	141
Trump Job Somewhat Disapprove	8% (12)	24% (38)	21% (34)	47% (76)	161
Trump Job Strongly Disapprove	7% (34)	24% (113)	24% (113)	46% (219)	479
Favorable of Trump	9% (19)	18% (35)	21% (42)	52% (105)	202
Unfavorable of Trump	8% (52)	23% (151)	23% (147)	46% (302)	652
Very Favorable of Trump	13% (12)	12% (11)	25% (23)	50% (45)	91
Somewhat Favorable of Trump	6% (7)	22% (24)	17% (19)	54% (60)	110
Somewhat Unfavorable of Trump	11% (15)	21% (29)	23% (33)	44% (62)	139
Very Unfavorable of Trump	7% (37)	24% (121)	22% (114)	47% (241)	514

Continued on next page

**Table CGZ7\_2: How often do you do any of the following on social media?  
Talk about what a celebrity is wearing**

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Zers (Age 13-23)	8% (80)	21% (210)	22% (217)	49% (494)	1000
#1 Issue: Economy	9% (25)	23% (66)	21% (60)	47% (135)	285
#1 Issue: Security	6% (4)	23% (16)	22% (16)	49% (35)	72
#1 Issue: Health Care	10% (17)	17% (28)	25% (41)	48% (80)	168
#1 Issue: Women's Issues	9% (13)	26% (37)	20% (29)	45% (64)	143
#1 Issue: Education	7% (10)	20% (29)	23% (33)	50% (73)	145
#1 Issue: Energy	6% (6)	19% (17)	15% (14)	59% (52)	87
#1 Issue: Other	5% (4)	16% (13)	26% (22)	53% (44)	84
4-Region: Northeast	8% (16)	22% (40)	20% (37)	50% (95)	188
4-Region: Midwest	7% (13)	19% (37)	20% (38)	54% (102)	189
4-Region: South	8% (31)	23% (90)	23% (90)	45% (174)	386
4-Region: West	8% (20)	18% (43)	22% (52)	52% (122)	237
Middle school (Grade 6 - 8)	5% (4)	14% (10)	19% (14)	61% (44)	72
High school (Grade 9 - 12)	7% (34)	18% (85)	21% (98)	53% (244)	461
Community college	13% (9)	22% (15)	25% (17)	40% (27)	67
College or university program	6% (12)	30% (58)	23% (45)	40% (79)	195
I am not in school	10% (21)	20% (42)	21% (43)	49% (99)	204
White, non-Hispanic	7% (38)	20% (109)	19% (101)	54% (295)	543
POC	9% (42)	22% (100)	25% (116)	44% (199)	457
Twitter Users	11% (45)	24% (102)	22% (94)	44% (187)	428
Facebook Users	10% (49)	22% (106)	24% (115)	45% (218)	487
Snapchat Users	9% (53)	24% (147)	24% (149)	44% (271)	620
Instagram Users	9% (67)	23% (174)	24% (182)	45% (339)	762
Tiktok Users	10% (45)	26% (121)	24% (112)	40% (189)	467
Reddit Users	8% (20)	20% (53)	18% (48)	55% (147)	268
YouTube Users	8% (75)	20% (186)	22% (205)	49% (455)	920
Harry Styles Fan	10% (43)	27% (114)	25% (107)	37% (156)	421
Billie Eilish Fan	9% (56)	26% (152)	24% (143)	41% (244)	595
Zendaya Fan	9% (57)	25% (152)	26% (160)	40% (245)	614
Taylor Swift Fan	10% (49)	26% (124)	24% (116)	40% (193)	482
Kylie Jenner Fan	14% (44)	32% (99)	26% (79)	28% (88)	311
Emma Chamberlain Fan	11% (26)	37% (87)	28% (66)	24% (58)	238

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**Table CGZ7\_2:** How often do you do any of the following on social media?

Talk about what a celebrity is wearing

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Z'ers (Age 13-23)	8% (80)	21% (210)	22% (217)	49% (494)	1000
Niall Horan Fan	13% (32)	26% (67)	28% (71)	33% (86)	256
Zayn Malik Fan	12% (34)	32% (87)	26% (73)	30% (82)	277
Liam Payne Fan	12% (29)	30% (73)	31% (74)	27% (65)	242
Louis Tomlinson Fan	14% (29)	31% (67)	28% (61)	27% (59)	217
Film: An avid fan	15% (40)	22% (58)	19% (51)	44% (118)	268
Film: A casual fan	6% (32)	21% (116)	23% (127)	49% (265)	539
Film: Not a fan	4% (8)	18% (36)	20% (39)	57% (111)	193
Television: An avid fan	14% (34)	24% (60)	19% (46)	43% (105)	246
Television: A casual fan	5% (31)	23% (128)	24% (136)	48% (267)	562
Television: Not a fan	8% (15)	11% (22)	18% (34)	63% (121)	192
Music: An avid fan	10% (61)	23% (144)	22% (140)	45% (286)	632
Music: A casual fan	5% (17)	19% (62)	21% (69)	56% (185)	333
Fashion: An avid fan	18% (40)	31% (69)	19% (42)	32% (72)	223
Fashion: A casual fan	5% (23)	24% (104)	27% (119)	44% (192)	437
Fashion: Not a fan	5% (17)	11% (36)	16% (56)	68% (231)	340
Pop culture: An avid fan	17% (39)	31% (71)	23% (53)	30% (70)	232
Pop culture: A casual fan	6% (30)	21% (101)	24% (116)	49% (238)	485
Pop culture: Not a fan	4% (11)	13% (38)	17% (48)	66% (186)	283
Sports: An avid fan	13% (26)	22% (46)	21% (44)	44% (92)	209
Sports: A casual fan	9% (30)	24% (76)	26% (85)	41% (132)	323
Sports: Not a fan	5% (23)	19% (88)	19% (88)	58% (269)	468
Celeb fans on social media	11% (80)	29% (210)	26% (183)	34% (244)	717
Celebs share too much on social media	10% (53)	23% (126)	22% (118)	45% (246)	544
Celebs who don't share are disconnected	11% (34)	25% (80)	25% (78)	40% (125)	317
Celebs should interact on social media	9% (60)	24% (155)	23% (154)	44% (290)	658
Celebs' social media is a professional platform	10% (19)	20% (37)	20% (38)	50% (93)	187
Celebs' social media is a personal platform	9% (45)	24% (114)	22% (105)	45% (214)	478
Connects to celebs paid promoting	27% (34)	32% (41)	18% (23)	23% (30)	128
Connects to celebs non-paid promoting	10% (41)	27% (106)	21% (85)	42% (165)	397
Concerned about climate change	9% (63)	24% (174)	21% (154)	46% (335)	726

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**Table CGZ7\_2:** How often do you do any of the following on social media?  
Talk about what a celebrity is wearing

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	8%	(80)	21%	(210)	22%	(217)	49%	(494)	1000
Humans can stop climate change	10%	(25)	20%	(52)	22%	(57)	48%	(124)	258
Humans can slow climate change	6%	(31)	23%	(110)	23%	(114)	47%	(230)	485
Climate change is beyond control	14%	(12)	30%	(25)	23%	(19)	33%	(28)	84
Completely in-person school	7%	(4)	28%	(16)	25%	(14)	40%	(23)	57
Both in person and virtual school	5%	(14)	20%	(63)	24%	(76)	52%	(166)	320
Completely virtual school	8%	(27)	23%	(79)	21%	(73)	48%	(165)	345
Watch live sports at least once a week	14%	(33)	22%	(53)	22%	(53)	42%	(99)	238

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

**Table CGZ7\_3:** How often do you do any of the following on social media?

Talk about products a celebrity uses

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	7%	(66)	18%	(178)	26%	(256)	50%	(499)	1000
Gender: Male	7%	(33)	16%	(77)	24%	(117)	54%	(262)	489
Gender: Female	7%	(33)	20%	(101)	27%	(140)	46%	(237)	511
Age: 18-34	7%	(37)	21%	(107)	26%	(134)	45%	(228)	506
GenZers: 1997-2012	7%	(66)	18%	(178)	26%	(256)	50%	(499)	1000
PID: Dem (no lean)	9%	(31)	23%	(82)	26%	(91)	42%	(148)	353
PID: Ind (no lean)	6%	(28)	15%	(75)	22%	(110)	57%	(278)	490
PID: Rep (no lean)	4%	(7)	14%	(22)	35%	(55)	47%	(74)	157
PID/Gender: Dem Men	8%	(13)	22%	(33)	26%	(41)	44%	(67)	154
PID/Gender: Dem Women	9%	(18)	24%	(48)	26%	(51)	41%	(81)	199
PID/Gender: Ind Men	6%	(16)	13%	(33)	20%	(50)	60%	(150)	248
PID/Gender: Ind Women	5%	(12)	18%	(42)	25%	(60)	53%	(128)	242
PID/Gender: Rep Men	5%	(4)	13%	(11)	30%	(26)	52%	(45)	87
PID/Gender: Rep Women	4%	(3)	15%	(10)	41%	(29)	40%	(28)	71
Ideo: Liberal (1-3)	8%	(25)	19%	(60)	31%	(95)	42%	(129)	309
Ideo: Moderate (4)	6%	(13)	22%	(45)	24%	(49)	47%	(96)	204
Ideo: Conservative (5-7)	4%	(5)	17%	(23)	30%	(42)	49%	(69)	140
Educ: < College	7%	(60)	17%	(155)	26%	(236)	51%	(467)	918
Educ: Bachelors degree	8%	(5)	28%	(18)	28%	(18)	36%	(23)	65
Income: Under 50k	7%	(40)	17%	(97)	24%	(137)	53%	(307)	581
Income: 50k-100k	8%	(23)	20%	(56)	25%	(73)	47%	(133)	285
Income: 100k+	2%	(3)	19%	(25)	34%	(46)	44%	(59)	134
Ethnicity: White	6%	(35)	17%	(106)	25%	(157)	52%	(329)	627
Ethnicity: Hispanic	8%	(15)	15%	(31)	30%	(61)	47%	(95)	203
Ethnicity: Black	10%	(13)	23%	(31)	28%	(37)	39%	(51)	132
Ethnicity: Other	7%	(17)	18%	(42)	26%	(61)	50%	(120)	240
All Christian	9%	(24)	18%	(44)	29%	(72)	44%	(111)	251
Atheist	8%	(9)	14%	(15)	18%	(19)	60%	(65)	107
Agnostic/Nothing in particular	6%	(23)	17%	(65)	24%	(94)	54%	(213)	396
Something Else	4%	(8)	22%	(44)	29%	(57)	45%	(88)	197
Religious Non-Protestant/Catholic	4%	(2)	18%	(10)	26%	(15)	52%	(30)	58

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**Table CGZ7\_3: How often do you do any of the following on social media?  
Talk about products a celebrity uses**

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	7%	(66)	18%	(178)	26%	(256)	50%	(499)	1000
Evangelical	6%	(9)	20%	(33)	33%	(54)	41%	(67)	163
Non-Evangelical	8%	(21)	20%	(53)	27%	(71)	45%	(120)	265
Community: Urban	7%	(18)	17%	(44)	25%	(63)	51%	(129)	254
Community: Suburban	6%	(35)	19%	(100)	27%	(145)	48%	(261)	540
Community: Rural	7%	(14)	17%	(34)	23%	(48)	53%	(109)	205
Employ: Private Sector	8%	(8)	33%	(32)	22%	(21)	37%	(37)	98
Employ: Self-Employed	11%	(5)	18%	(9)	13%	(7)	58%	(30)	52
Employ: Unemployed	6%	(10)	15%	(25)	26%	(45)	53%	(90)	170
Employ: Other	5%	(4)	19%	(14)	24%	(17)	52%	(38)	73
Military HH: Yes	3%	(3)	19%	(18)	24%	(23)	54%	(51)	95
Military HH: No	7%	(63)	18%	(160)	26%	(233)	50%	(448)	905
RD/WT: Right Direction	9%	(17)	19%	(37)	19%	(37)	53%	(101)	192
RD/WT: Wrong Track	6%	(49)	17%	(141)	27%	(219)	49%	(399)	808
Trump Job Approve	5%	(12)	20%	(44)	28%	(64)	47%	(106)	226
Trump Job Disapprove	7%	(47)	18%	(115)	27%	(172)	48%	(306)	640
Trump Job Strongly Approve	8%	(7)	21%	(18)	25%	(21)	46%	(39)	85
Trump Job Somewhat Approve	4%	(5)	19%	(26)	31%	(43)	47%	(66)	141
Trump Job Somewhat Disapprove	4%	(7)	18%	(29)	29%	(47)	49%	(79)	161
Trump Job Strongly Disapprove	8%	(40)	18%	(87)	26%	(125)	48%	(227)	479
Favorable of Trump	7%	(13)	17%	(35)	29%	(59)	47%	(95)	202
Unfavorable of Trump	7%	(47)	18%	(120)	26%	(172)	48%	(313)	652
Very Favorable of Trump	8%	(7)	19%	(17)	29%	(26)	44%	(41)	91
Somewhat Favorable of Trump	5%	(6)	16%	(17)	30%	(33)	49%	(54)	110
Somewhat Unfavorable of Trump	4%	(6)	17%	(24)	28%	(38)	51%	(70)	139
Very Unfavorable of Trump	8%	(41)	19%	(97)	26%	(134)	47%	(242)	514

Continued on next page



**Table CGZ7\_3:** How often do you do any of the following on social media?

Talk about products a celebrity uses

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	7%	(66)	18%	(178)	26%	(256)	50%	(499)	1000
#1 Issue: Economy	7%	(19)	21%	(59)	25%	(72)	47%	(136)	285
#1 Issue: Security	3%	(2)	18%	(13)	22%	(16)	57%	(41)	72
#1 Issue: Health Care	9%	(15)	15%	(25)	24%	(39)	53%	(88)	168
#1 Issue: Women's Issues	7%	(9)	18%	(26)	29%	(42)	46%	(65)	143
#1 Issue: Education	7%	(10)	17%	(25)	26%	(38)	50%	(72)	145
#1 Issue: Energy	5%	(4)	21%	(18)	31%	(27)	44%	(39)	87
#1 Issue: Other	5%	(4)	15%	(12)	20%	(17)	60%	(50)	84
4-Region: Northeast	8%	(15)	18%	(34)	24%	(45)	50%	(94)	188
4-Region: Midwest	6%	(11)	18%	(35)	24%	(45)	52%	(97)	189
4-Region: South	7%	(26)	17%	(65)	28%	(109)	48%	(186)	386
4-Region: West	6%	(14)	19%	(45)	24%	(56)	52%	(122)	237
Middle school (Grade 6 - 8)	7%	(5)	11%	(8)	18%	(13)	64%	(46)	72
High school (Grade 9 - 12)	6%	(28)	16%	(73)	26%	(120)	52%	(240)	461
Community college	9%	(6)	19%	(13)	32%	(22)	41%	(27)	67
College or university program	8%	(16)	23%	(46)	28%	(54)	41%	(79)	195
I am not in school	5%	(11)	19%	(39)	23%	(47)	52%	(107)	204
White, non-Hispanic	6%	(33)	16%	(87)	24%	(130)	54%	(293)	543
POC	7%	(33)	20%	(91)	28%	(126)	45%	(206)	457
Twitter Users	9%	(38)	19%	(83)	28%	(120)	44%	(187)	428
Facebook Users	10%	(47)	21%	(103)	24%	(116)	45%	(221)	487
Snapchat Users	7%	(44)	20%	(122)	29%	(182)	44%	(271)	620
Instagram Users	8%	(61)	19%	(145)	28%	(212)	45%	(343)	762
Tiktok Users	7%	(35)	23%	(106)	30%	(142)	39%	(184)	467
Reddit Users	7%	(18)	17%	(47)	23%	(62)	53%	(141)	268
YouTube Users	7%	(62)	18%	(164)	26%	(238)	50%	(456)	920
Harry Styles Fan	10%	(42)	23%	(97)	28%	(117)	39%	(165)	421
Billie Eilish Fan	9%	(51)	21%	(123)	29%	(170)	42%	(251)	595
Zendaya Fan	8%	(50)	22%	(132)	29%	(177)	41%	(254)	614
Taylor Swift Fan	10%	(48)	23%	(110)	27%	(129)	41%	(195)	482
Kylie Jenner Fan	12%	(37)	28%	(86)	30%	(93)	31%	(95)	311
Emma Chamberlain Fan	12%	(29)	26%	(61)	35%	(84)	27%	(64)	238

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**Table CGZ7\_3: How often do you do any of the following on social media?  
Talk about products a celebrity uses**

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Z'ers (Age 13-23)	7% (66)	18% (178)	26% (256)	50% (499)	1000
Niall Horan Fan	9% (24)	28% (71)	27% (70)	35% (91)	256
Zayn Malik Fan	10% (28)	29% (80)	30% (84)	31% (85)	277
Liam Payne Fan	9% (22)	28% (68)	31% (75)	32% (76)	242
Louis Tomlinson Fan	10% (21)	30% (66)	29% (62)	31% (67)	217
Film: An avid fan	11% (29)	23% (62)	25% (66)	42% (111)	268
Film: A casual fan	4% (22)	18% (96)	28% (154)	50% (268)	539
Film: Not a fan	8% (15)	11% (21)	19% (37)	62% (120)	193
Television: An avid fan	13% (31)	20% (50)	28% (69)	39% (96)	246
Television: A casual fan	4% (24)	19% (108)	27% (152)	49% (277)	562
Television: Not a fan	6% (11)	11% (20)	18% (35)	66% (126)	192
Music: An avid fan	8% (50)	20% (124)	26% (161)	47% (296)	632
Music: A casual fan	4% (14)	16% (52)	27% (88)	54% (179)	333
Fashion: An avid fan	14% (31)	26% (57)	25% (57)	35% (78)	223
Fashion: A casual fan	6% (25)	19% (82)	30% (131)	46% (199)	437
Fashion: Not a fan	3% (10)	12% (39)	20% (68)	65% (222)	340
Pop culture: An avid fan	14% (32)	24% (57)	27% (62)	35% (81)	232
Pop culture: A casual fan	6% (28)	17% (85)	29% (142)	48% (230)	485
Pop culture: Not a fan	2% (6)	13% (37)	18% (52)	66% (188)	283
Sports: An avid fan	10% (21)	20% (43)	30% (63)	39% (82)	209
Sports: A casual fan	7% (23)	20% (66)	27% (88)	45% (147)	323
Sports: Not a fan	5% (23)	15% (70)	22% (105)	58% (270)	468
Celeb fans on social media	9% (66)	25% (178)	32% (228)	34% (244)	717
Celebs share too much on social media	8% (46)	21% (113)	25% (138)	45% (247)	544
Celebs who don't share are disconnected	9% (30)	22% (71)	31% (98)	37% (118)	317
Celebs should interact on social media	8% (52)	20% (135)	28% (186)	43% (285)	658
Celebs' social media is a professional platform	9% (17)	19% (36)	26% (49)	45% (85)	187
Celebs' social media is a personal platform	8% (38)	20% (94)	28% (133)	45% (213)	478
Connects to celebs paid promoting	24% (30)	32% (40)	26% (33)	19% (24)	128
Connects to celebs non-paid promoting	10% (40)	22% (88)	32% (129)	35% (140)	397
Concerned about climate change	8% (59)	19% (138)	27% (196)	46% (332)	726

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**Table CGZ7\_3:** How often do you do any of the following on social media?

Talk about products a celebrity uses

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	7%	(66)	18%	(178)	26%	(256)	50%	(499)	1000
Humans can stop climate change	10%	(27)	16%	(41)	27%	(70)	47%	(121)	258
Humans can slow climate change	4%	(19)	20%	(99)	27%	(131)	49%	(237)	485
Climate change is beyond control	14%	(11)	23%	(19)	30%	(25)	33%	(28)	84
Completely in-person school	15%	(9)	15%	(9)	31%	(17)	39%	(22)	57
Both in person and virtual school	4%	(13)	17%	(54)	28%	(89)	51%	(163)	320
Completely virtual school	8%	(28)	19%	(64)	25%	(85)	49%	(168)	345
Watch live sports at least once a week	10%	(24)	24%	(56)	27%	(65)	39%	(92)	238

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

**Table CGZ7\_4:** How often do you do any of the following on social media?  
Talk about the projects, such as movies, TV shows, or albums, that a celebrity is involved in

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
Gender: Male	16%	(78)	32%	(154)	20%	(96)	33%	(160)	489
Gender: Female	18%	(94)	32%	(163)	22%	(112)	28%	(143)	511
Age: 18-34	18%	(93)	34%	(170)	21%	(108)	27%	(135)	506
GenZers: 1997-2012	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
PID: Dem (no lean)	23%	(81)	31%	(110)	24%	(84)	22%	(78)	353
PID: Ind (no lean)	15%	(73)	31%	(153)	19%	(93)	35%	(172)	490
PID: Rep (no lean)	11%	(17)	35%	(54)	20%	(31)	34%	(54)	157
PID/Gender: Dem Men	20%	(32)	31%	(48)	26%	(41)	22%	(34)	154
PID/Gender: Dem Women	25%	(49)	31%	(62)	22%	(44)	22%	(44)	199
PID/Gender: Ind Men	14%	(35)	31%	(77)	18%	(45)	37%	(91)	248
PID/Gender: Ind Women	16%	(38)	31%	(76)	20%	(48)	33%	(80)	242
PID/Gender: Rep Men	13%	(11)	34%	(30)	12%	(10)	41%	(35)	87
PID/Gender: Rep Women	8%	(6)	35%	(25)	29%	(21)	27%	(19)	71
Ideo: Liberal (1-3)	21%	(64)	34%	(107)	23%	(70)	22%	(69)	309
Ideo: Moderate (4)	17%	(35)	33%	(67)	22%	(44)	28%	(57)	204
Ideo: Conservative (5-7)	11%	(15)	39%	(54)	18%	(25)	33%	(46)	140
Educ: < College	17%	(155)	31%	(285)	21%	(193)	31%	(285)	918
Educ: Bachelors degree	19%	(12)	44%	(29)	18%	(12)	19%	(12)	65
Income: Under 50k	19%	(110)	30%	(172)	20%	(116)	31%	(183)	581
Income: 50k-100k	17%	(49)	32%	(92)	21%	(61)	29%	(83)	285
Income: 100k+	9%	(12)	39%	(52)	24%	(32)	28%	(38)	134
Ethnicity: White	16%	(99)	32%	(199)	20%	(123)	33%	(205)	627
Ethnicity: Hispanic	14%	(29)	32%	(65)	25%	(51)	28%	(58)	203
Ethnicity: Black	24%	(32)	33%	(43)	18%	(24)	25%	(33)	132
Ethnicity: Other	17%	(40)	31%	(74)	25%	(61)	27%	(65)	240
All Christian	18%	(44)	34%	(85)	19%	(47)	30%	(75)	251
Atheist	21%	(23)	23%	(24)	27%	(29)	29%	(31)	107
Agnostic/Nothing in particular	16%	(62)	31%	(123)	20%	(79)	33%	(132)	396
Something Else	17%	(34)	35%	(68)	23%	(46)	25%	(49)	197
Religious Non-Protestant/Catholic	15%	(9)	34%	(19)	12%	(7)	39%	(23)	58

Continued on next page

**Table CGZ7\_4:** How often do you do any of the following on social media?

Talk about the projects, such as movies, TV shows, or albums, that a celebrity is involved in

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
Evangelical	13%	(22)	38%	(62)	22%	(36)	27%	(43)	163
Non-Evangelical	19%	(50)	32%	(86)	21%	(55)	28%	(74)	265
Community: Urban	19%	(49)	29%	(73)	22%	(55)	30%	(77)	254
Community: Suburban	19%	(101)	34%	(182)	18%	(99)	29%	(158)	540
Community: Rural	10%	(21)	30%	(62)	26%	(54)	33%	(68)	205
Employ: Private Sector	20%	(20)	38%	(37)	22%	(22)	20%	(19)	98
Employ: Self-Employed	16%	(8)	23%	(12)	21%	(11)	40%	(21)	52
Employ: Unemployed	14%	(24)	31%	(52)	25%	(42)	31%	(52)	170
Employ: Other	18%	(13)	34%	(25)	9%	(7)	39%	(28)	73
Military HH: Yes	19%	(18)	32%	(31)	23%	(22)	26%	(25)	95
Military HH: No	17%	(153)	32%	(286)	21%	(187)	31%	(279)	905
RD/WT: Right Direction	18%	(34)	34%	(64)	21%	(40)	28%	(53)	192
RD/WT: Wrong Track	17%	(137)	31%	(252)	21%	(168)	31%	(250)	808
Trump Job Approve	14%	(31)	33%	(75)	20%	(44)	34%	(76)	226
Trump Job Disapprove	20%	(127)	31%	(199)	23%	(147)	26%	(167)	640
Trump Job Strongly Approve	17%	(14)	34%	(29)	16%	(14)	32%	(28)	85
Trump Job Somewhat Approve	12%	(16)	32%	(46)	21%	(30)	35%	(49)	141
Trump Job Somewhat Disapprove	20%	(32)	34%	(55)	21%	(34)	25%	(41)	161
Trump Job Strongly Disapprove	20%	(95)	30%	(145)	24%	(113)	26%	(126)	479
Favorable of Trump	14%	(27)	32%	(65)	20%	(41)	34%	(68)	202
Unfavorable of Trump	20%	(130)	31%	(201)	24%	(154)	26%	(167)	652
Very Favorable of Trump	16%	(14)	36%	(33)	17%	(16)	31%	(28)	91
Somewhat Favorable of Trump	12%	(13)	29%	(32)	23%	(25)	36%	(40)	110
Somewhat Unfavorable of Trump	15%	(21)	33%	(46)	24%	(34)	28%	(38)	139
Very Unfavorable of Trump	21%	(109)	30%	(155)	23%	(121)	25%	(129)	514

Continued on next page

**Table CGZ7\_4:** How often do you do any of the following on social media?  
Talk about the projects, such as movies, TV shows, or albums, that a celebrity is involved in

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
#1 Issue: Economy	14%	(40)	36%	(102)	20%	(58)	30%	(86)	285
#1 Issue: Security	17%	(12)	22%	(16)	19%	(14)	42%	(30)	72
#1 Issue: Health Care	18%	(31)	33%	(55)	20%	(34)	29%	(48)	168
#1 Issue: Women's Issues	17%	(25)	33%	(47)	24%	(35)	26%	(37)	143
#1 Issue: Education	20%	(29)	27%	(39)	23%	(34)	30%	(43)	145
#1 Issue: Energy	22%	(19)	39%	(34)	14%	(12)	25%	(22)	87
#1 Issue: Other	19%	(16)	21%	(17)	25%	(21)	35%	(29)	84
4-Region: Northeast	17%	(33)	34%	(64)	17%	(32)	32%	(60)	188
4-Region: Midwest	17%	(33)	33%	(62)	20%	(37)	30%	(57)	189
4-Region: South	16%	(64)	29%	(111)	24%	(92)	31%	(119)	386
4-Region: West	18%	(43)	34%	(81)	20%	(47)	28%	(67)	237
Middle school (Grade 6 - 8)	17%	(12)	27%	(19)	11%	(8)	46%	(33)	72
High school (Grade 9 - 12)	17%	(77)	30%	(138)	22%	(102)	31%	(145)	461
Community college	19%	(13)	39%	(26)	19%	(13)	23%	(16)	67
College or university program	18%	(36)	34%	(67)	21%	(41)	26%	(51)	195
I am not in school	17%	(34)	33%	(67)	22%	(45)	29%	(59)	204
White, non-Hispanic	16%	(89)	32%	(173)	19%	(101)	33%	(179)	543
POC	18%	(82)	31%	(144)	23%	(107)	27%	(124)	457
Twitter Users	22%	(94)	35%	(148)	22%	(95)	21%	(92)	428
Facebook Users	21%	(101)	34%	(165)	21%	(102)	24%	(119)	487
Snapchat Users	19%	(118)	33%	(207)	22%	(139)	25%	(156)	620
Instagram Users	20%	(150)	33%	(252)	22%	(168)	25%	(193)	762
Tiktok Users	21%	(97)	33%	(152)	22%	(102)	25%	(115)	467
Reddit Users	20%	(53)	33%	(89)	18%	(48)	29%	(79)	268
YouTube Users	18%	(166)	32%	(293)	20%	(187)	30%	(274)	920
Harry Styles Fan	22%	(93)	35%	(147)	22%	(91)	21%	(90)	421
Billie Eilish Fan	22%	(128)	33%	(195)	22%	(133)	23%	(139)	595
Zendaya Fan	21%	(131)	36%	(219)	21%	(132)	21%	(132)	614
Taylor Swift Fan	22%	(106)	34%	(165)	21%	(99)	23%	(112)	482
Kylie Jenner Fan	23%	(72)	36%	(112)	21%	(64)	20%	(63)	311
Emma Chamberlain Fan	23%	(55)	44%	(105)	20%	(47)	13%	(30)	238

Continued on next page

**Table CGZ7\_4:** How often do you do any of the following on social media?

Talk about the projects, such as movies, TV shows, or albums, that a celebrity is involved in

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Z'ers (Age 13-23)	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
Niall Horan Fan	25%	(63)	36%	(93)	20%	(53)	19%	(48)	256
Zayn Malik Fan	25%	(70)	39%	(108)	19%	(54)	16%	(44)	277
Liam Payne Fan	24%	(59)	40%	(97)	21%	(50)	15%	(37)	242
Louis Tomlinson Fan	25%	(53)	39%	(85)	22%	(47)	14%	(31)	217
Film: An avid fan	33%	(87)	33%	(88)	13%	(34)	21%	(57)	268
Film: A casual fan	12%	(63)	34%	(185)	25%	(133)	29%	(159)	539
Film: Not a fan	11%	(21)	22%	(43)	21%	(41)	45%	(87)	193
Television: An avid fan	31%	(77)	31%	(76)	16%	(40)	21%	(53)	246
Television: A casual fan	13%	(74)	36%	(204)	22%	(125)	28%	(158)	562
Television: Not a fan	11%	(20)	19%	(36)	22%	(43)	48%	(93)	192
Music: An avid fan	20%	(129)	31%	(197)	23%	(144)	26%	(161)	632
Music: A casual fan	12%	(39)	34%	(113)	18%	(61)	36%	(120)	333
Fashion: An avid fan	28%	(63)	30%	(66)	21%	(47)	21%	(47)	223
Fashion: A casual fan	15%	(65)	37%	(163)	20%	(85)	28%	(124)	437
Fashion: Not a fan	13%	(44)	26%	(87)	22%	(76)	39%	(133)	340
Pop culture: An avid fan	30%	(70)	36%	(83)	18%	(41)	16%	(38)	232
Pop culture: A casual fan	14%	(70)	36%	(173)	23%	(112)	27%	(130)	485
Pop culture: Not a fan	11%	(31)	21%	(61)	20%	(56)	48%	(135)	283
Sports: An avid fan	24%	(51)	32%	(67)	22%	(46)	22%	(45)	209
Sports: A casual fan	15%	(49)	35%	(112)	20%	(65)	30%	(97)	323
Sports: Not a fan	15%	(72)	30%	(138)	21%	(97)	34%	(161)	468
Celeb fans on social media	24%	(172)	44%	(317)	20%	(144)	12%	(84)	717
Celebs share too much on social media	20%	(110)	34%	(182)	21%	(115)	25%	(137)	544
Celebs who don't share are disconnected	23%	(74)	36%	(115)	22%	(70)	19%	(59)	317
Celebs should interact on social media	21%	(138)	35%	(228)	20%	(135)	24%	(157)	658
Celebs' social media is a professional platform	18%	(33)	34%	(63)	16%	(30)	32%	(60)	187
Celebs' social media is a personal platform	23%	(110)	33%	(158)	22%	(107)	22%	(104)	478
Connects to celebs paid promoting	30%	(38)	44%	(57)	16%	(21)	10%	(12)	128
Connects to celebs non-paid promoting	24%	(97)	38%	(149)	23%	(91)	15%	(60)	397
Concerned about climate change	20%	(146)	34%	(247)	21%	(150)	25%	(182)	726

Continued on next page

**Table CGZ7\_4:** How often do you do any of the following on social media?  
Talk about the projects, such as movies, TV shows, or albums, that a celebrity is involved in

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	17%	(172)	32%	(317)	21%	(208)	30%	(303)	1000
Humans can stop climate change	22%	(56)	31%	(80)	19%	(50)	28%	(72)	258
Humans can slow climate change	17%	(84)	36%	(173)	22%	(105)	25%	(123)	485
Climate change is beyond control	18%	(15)	33%	(28)	22%	(19)	26%	(22)	84
Completely in-person school	18%	(10)	44%	(25)	13%	(8)	25%	(14)	57
Both in person and virtual school	15%	(47)	32%	(102)	23%	(74)	30%	(97)	320
Completely virtual school	17%	(60)	32%	(111)	17%	(60)	33%	(113)	345
Watch live sports at least once a week	21%	(50)	37%	(88)	18%	(42)	24%	(58)	238

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



**Table CGZ7\_5: How often do you do any of the following on social media?**  
*Share memes or information about celebrities*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
Gender: Male	21%	(101)	30%	(146)	21%	(101)	29%	(141)	489
Gender: Female	21%	(110)	32%	(162)	20%	(101)	27%	(139)	511
Age: 18-34	20%	(99)	32%	(160)	22%	(109)	27%	(137)	506
GenZers: 1997-2012	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
PID: Dem (no lean)	24%	(86)	34%	(119)	22%	(78)	20%	(69)	353
PID: Ind (no lean)	18%	(90)	29%	(142)	19%	(94)	33%	(164)	490
PID: Rep (no lean)	22%	(35)	29%	(46)	18%	(29)	30%	(47)	157
PID/Gender: Dem Men	22%	(34)	35%	(54)	23%	(36)	20%	(31)	154
PID/Gender: Dem Women	27%	(53)	33%	(66)	21%	(42)	19%	(38)	199
PID/Gender: Ind Men	19%	(47)	26%	(64)	20%	(49)	35%	(88)	248
PID/Gender: Ind Women	18%	(43)	32%	(79)	19%	(45)	31%	(76)	242
PID/Gender: Rep Men	23%	(20)	33%	(28)	18%	(15)	26%	(23)	87
PID/Gender: Rep Women	21%	(14)	25%	(18)	19%	(14)	35%	(24)	71
Ideo: Liberal (1-3)	23%	(72)	34%	(106)	25%	(77)	18%	(55)	309
Ideo: Moderate (4)	20%	(41)	35%	(72)	19%	(39)	26%	(52)	204
Ideo: Conservative (5-7)	23%	(33)	28%	(39)	20%	(27)	29%	(41)	140
Educ: < College	21%	(197)	30%	(274)	20%	(186)	28%	(261)	918
Educ: Bachelors degree	20%	(13)	43%	(28)	18%	(12)	18%	(12)	65
Income: Under 50k	21%	(125)	29%	(171)	20%	(114)	29%	(171)	581
Income: 50k-100k	20%	(58)	35%	(99)	20%	(56)	25%	(72)	285
Income: 100k+	21%	(28)	29%	(38)	23%	(31)	27%	(37)	134
Ethnicity: White	22%	(135)	30%	(188)	20%	(125)	29%	(179)	627
Ethnicity: Hispanic	22%	(45)	34%	(69)	18%	(37)	26%	(52)	203
Ethnicity: Black	25%	(33)	30%	(40)	19%	(25)	26%	(34)	132
Ethnicity: Other	18%	(43)	33%	(80)	21%	(51)	27%	(66)	240
All Christian	23%	(57)	34%	(85)	19%	(47)	24%	(61)	251
Atheist	26%	(28)	29%	(31)	20%	(21)	25%	(26)	107
Agnostic/Nothing in particular	19%	(76)	29%	(115)	20%	(80)	32%	(125)	396
Something Else	21%	(42)	33%	(65)	20%	(40)	25%	(50)	197
Religious Non-Protestant/Catholic	13%	(8)	23%	(13)	25%	(14)	40%	(23)	58

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**Table CGZ7\_5: How often do you do any of the following on social media?**  
*Share memes or information about celebrities*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
Evangelical	19%	(30)	34%	(56)	21%	(34)	26%	(43)	163
Non-Evangelical	24%	(64)	34%	(89)	19%	(50)	23%	(62)	265
Community: Urban	17%	(42)	31%	(78)	22%	(56)	31%	(79)	254
Community: Suburban	23%	(122)	32%	(173)	18%	(97)	27%	(148)	540
Community: Rural	23%	(46)	28%	(57)	24%	(48)	26%	(53)	205
Employ: Private Sector	29%	(29)	32%	(31)	22%	(22)	16%	(16)	98
Employ: Self-Employed	8%	(4)	25%	(13)	28%	(14)	39%	(20)	52
Employ: Unemployed	18%	(30)	32%	(55)	22%	(37)	29%	(49)	170
Employ: Other	21%	(15)	32%	(23)	14%	(10)	33%	(24)	73
Military HH: Yes	28%	(27)	26%	(24)	17%	(16)	29%	(28)	95
Military HH: No	20%	(184)	31%	(284)	20%	(185)	28%	(252)	905
RD/WT: Right Direction	21%	(41)	28%	(53)	20%	(38)	31%	(60)	192
RD/WT: Wrong Track	21%	(170)	32%	(255)	20%	(163)	27%	(220)	808
Trump Job Approve	21%	(48)	30%	(69)	19%	(43)	29%	(66)	226
Trump Job Disapprove	22%	(142)	33%	(213)	21%	(132)	24%	(152)	640
Trump Job Strongly Approve	18%	(15)	35%	(30)	21%	(18)	26%	(22)	85
Trump Job Somewhat Approve	23%	(33)	27%	(39)	18%	(25)	31%	(44)	141
Trump Job Somewhat Disapprove	23%	(36)	33%	(53)	21%	(33)	24%	(39)	161
Trump Job Strongly Disapprove	22%	(106)	34%	(160)	21%	(99)	24%	(113)	479
Favorable of Trump	22%	(45)	30%	(60)	18%	(36)	30%	(61)	202
Unfavorable of Trump	23%	(148)	33%	(217)	21%	(137)	23%	(150)	652
Very Favorable of Trump	21%	(19)	34%	(31)	19%	(17)	26%	(24)	91
Somewhat Favorable of Trump	23%	(26)	26%	(29)	17%	(19)	33%	(37)	110
Somewhat Unfavorable of Trump	22%	(31)	31%	(43)	20%	(28)	27%	(37)	139
Very Unfavorable of Trump	23%	(117)	34%	(174)	21%	(110)	22%	(113)	514

Continued on next page

**Table CGZ7\_5: How often do you do any of the following on social media?**  
 Share memes or information about celebrities

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
#1 Issue: Economy	20%	(57)	33%	(95)	20%	(57)	27%	(76)	285
#1 Issue: Security	15%	(10)	24%	(17)	30%	(21)	32%	(23)	72
#1 Issue: Health Care	23%	(38)	31%	(51)	20%	(33)	27%	(45)	168
#1 Issue: Women's Issues	21%	(30)	28%	(40)	22%	(32)	29%	(42)	143
#1 Issue: Education	19%	(27)	32%	(47)	21%	(30)	28%	(40)	145
#1 Issue: Energy	28%	(24)	33%	(29)	16%	(14)	23%	(20)	87
#1 Issue: Other	26%	(22)	30%	(25)	12%	(10)	31%	(26)	84
4-Region: Northeast	17%	(33)	33%	(62)	24%	(44)	26%	(49)	188
4-Region: Midwest	23%	(43)	28%	(52)	19%	(35)	31%	(58)	189
4-Region: South	23%	(88)	30%	(117)	19%	(72)	28%	(108)	386
4-Region: West	19%	(46)	32%	(77)	21%	(50)	27%	(65)	237
Middle school (Grade 6 - 8)	31%	(22)	15%	(10)	13%	(9)	42%	(30)	72
High school (Grade 9 - 12)	21%	(98)	32%	(150)	20%	(93)	26%	(121)	461
Community college	28%	(19)	25%	(17)	21%	(14)	26%	(18)	67
College or university program	16%	(30)	35%	(69)	24%	(46)	25%	(50)	195
I am not in school	20%	(42)	30%	(62)	19%	(39)	30%	(61)	204
White, non-Hispanic	21%	(115)	29%	(160)	21%	(112)	29%	(156)	543
POC	21%	(96)	32%	(148)	20%	(89)	27%	(124)	457
Twitter Users	29%	(123)	32%	(137)	19%	(81)	20%	(88)	428
Facebook Users	23%	(113)	31%	(152)	22%	(106)	24%	(115)	487
Snapchat Users	22%	(139)	33%	(205)	21%	(129)	24%	(147)	620
Instagram Users	23%	(174)	31%	(237)	22%	(166)	24%	(185)	762
Tiktok Users	25%	(118)	33%	(154)	20%	(96)	21%	(99)	467
Reddit Users	31%	(82)	30%	(81)	18%	(48)	21%	(57)	268
YouTube Users	22%	(206)	31%	(283)	20%	(186)	27%	(245)	920
Harry Styles Fan	25%	(105)	34%	(144)	22%	(91)	19%	(81)	421
Billie Eilish Fan	24%	(142)	34%	(205)	20%	(117)	22%	(130)	595
Zendaya Fan	24%	(148)	35%	(217)	19%	(114)	22%	(134)	614
Taylor Swift Fan	23%	(110)	35%	(168)	21%	(99)	22%	(105)	482
Kylie Jenner Fan	24%	(75)	36%	(112)	21%	(64)	19%	(60)	311
Emma Chamberlain Fan	26%	(62)	35%	(84)	22%	(53)	16%	(38)	238

Continued on next page

**Table CGZ7\_5: How often do you do any of the following on social media?**  
*Share memes or information about celebrities*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Z'ers (Age 13-23)	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
Niall Horan Fan	25%	(64)	36%	(93)	23%	(59)	15%	(40)	256
Zayn Malik Fan	24%	(66)	39%	(108)	22%	(61)	15%	(41)	277
Liam Payne Fan	24%	(57)	37%	(90)	23%	(55)	16%	(40)	242
Louis Tomlinson Fan	26%	(56)	38%	(82)	23%	(50)	13%	(28)	217
Film: An avid fan	31%	(82)	29%	(77)	19%	(50)	22%	(59)	268
Film: A casual fan	18%	(98)	33%	(180)	22%	(119)	26%	(142)	539
Film: Not a fan	16%	(31)	26%	(51)	17%	(32)	41%	(79)	193
Television: An avid fan	26%	(64)	31%	(75)	19%	(46)	25%	(61)	246
Television: A casual fan	21%	(118)	33%	(184)	21%	(117)	25%	(143)	562
Television: Not a fan	15%	(29)	25%	(49)	20%	(39)	39%	(76)	192
Music: An avid fan	25%	(160)	31%	(194)	20%	(127)	24%	(151)	632
Music: A casual fan	14%	(45)	34%	(113)	20%	(67)	32%	(107)	333
Fashion: An avid fan	26%	(58)	34%	(76)	16%	(35)	24%	(54)	223
Fashion: A casual fan	19%	(83)	34%	(150)	22%	(97)	24%	(107)	437
Fashion: Not a fan	21%	(70)	24%	(82)	20%	(69)	35%	(119)	340
Pop culture: An avid fan	38%	(87)	31%	(72)	16%	(37)	16%	(36)	232
Pop culture: A casual fan	18%	(87)	35%	(170)	22%	(108)	25%	(120)	485
Pop culture: Not a fan	13%	(37)	24%	(67)	20%	(56)	44%	(124)	283
Sports: An avid fan	20%	(42)	35%	(72)	21%	(44)	24%	(50)	209
Sports: A casual fan	22%	(72)	28%	(90)	24%	(77)	26%	(84)	323
Sports: Not a fan	21%	(97)	31%	(146)	17%	(80)	31%	(145)	468
Celeb fans on social media	29%	(211)	43%	(308)	17%	(120)	11%	(78)	717
Celebs share too much on social media	25%	(135)	31%	(170)	23%	(123)	21%	(115)	544
Celebs who don't share are disconnected	27%	(86)	33%	(105)	22%	(69)	18%	(56)	317
Celebs should interact on social media	26%	(169)	35%	(229)	20%	(132)	20%	(129)	658
Celebs' social media is a professional platform	20%	(38)	32%	(59)	20%	(37)	28%	(53)	187
Celebs' social media is a personal platform	28%	(134)	31%	(147)	21%	(99)	21%	(98)	478
Connects to celebs paid promoting	33%	(42)	40%	(51)	16%	(20)	11%	(14)	128
Connects to celebs non-paid promoting	32%	(125)	32%	(125)	22%	(87)	15%	(59)	397
Concerned about climate change	24%	(175)	33%	(239)	20%	(147)	23%	(165)	726

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**Table CGZ7\_5:** How often do you do any of the following on social media?*Share memes or information about celebrities*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	21%	(211)	31%	(308)	20%	(201)	28%	(280)	1000
Humans can stop climate change	20%	(52)	34%	(89)	22%	(57)	24%	(61)	258
Humans can slow climate change	26%	(125)	33%	(159)	19%	(92)	22%	(109)	485
Climate change is beyond control	20%	(17)	24%	(20)	28%	(23)	28%	(23)	84
Completely in-person school	28%	(16)	25%	(14)	23%	(13)	24%	(13)	57
Both in person and virtual school	20%	(64)	34%	(108)	21%	(68)	25%	(79)	320
Completely virtual school	21%	(73)	31%	(106)	19%	(67)	29%	(99)	345
Watch live sports at least once a week	24%	(57)	33%	(79)	22%	(52)	21%	(50)	238

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

**Table CGZ7\_6: How often do you do any of the following on social media?**  
*Participate in fan-led activities centered around celebrities such as listening parties*

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	6%	(59)	18%	(176)	24%	(236)	53%	(529)	1000
Gender: Male	7%	(32)	18%	(87)	22%	(105)	54%	(264)	489
Gender: Female	5%	(27)	17%	(89)	26%	(131)	52%	(265)	511
Age: 18-34	7%	(36)	20%	(102)	25%	(127)	48%	(241)	506
GenZers: 1997-2012	6%	(59)	18%	(176)	24%	(236)	53%	(529)	1000
PID: Dem (no lean)	7%	(26)	22%	(76)	24%	(85)	47%	(165)	353
PID: Ind (no lean)	5%	(24)	15%	(72)	23%	(114)	57%	(281)	490
PID: Rep (no lean)	6%	(9)	18%	(28)	24%	(37)	53%	(83)	157
PID/Gender: Dem Men	8%	(13)	25%	(39)	19%	(29)	47%	(73)	154
PID/Gender: Dem Women	7%	(13)	19%	(37)	28%	(55)	47%	(93)	199
PID/Gender: Ind Men	5%	(14)	14%	(36)	22%	(55)	58%	(144)	248
PID/Gender: Ind Women	4%	(10)	15%	(36)	24%	(59)	56%	(137)	242
PID/Gender: Rep Men	7%	(6)	15%	(13)	24%	(21)	54%	(47)	87
PID/Gender: Rep Women	4%	(3)	22%	(15)	23%	(17)	50%	(36)	71
Ideo: Liberal (1-3)	9%	(29)	18%	(55)	26%	(81)	47%	(144)	309
Ideo: Moderate (4)	6%	(12)	21%	(43)	22%	(46)	51%	(103)	204
Ideo: Conservative (5-7)	3%	(4)	17%	(24)	27%	(37)	53%	(75)	140
Educ: < College	6%	(52)	17%	(152)	24%	(218)	54%	(496)	918
Educ: Bachelors degree	10%	(6)	31%	(20)	23%	(15)	36%	(23)	65
Income: Under 50k	6%	(32)	17%	(101)	25%	(145)	52%	(303)	581
Income: 50k-100k	7%	(20)	20%	(56)	21%	(60)	52%	(149)	285
Income: 100k+	5%	(7)	14%	(19)	23%	(31)	57%	(77)	134
Ethnicity: White	5%	(33)	18%	(112)	23%	(142)	54%	(341)	627
Ethnicity: Hispanic	7%	(15)	14%	(29)	26%	(53)	52%	(106)	203
Ethnicity: Black	9%	(12)	22%	(29)	24%	(32)	45%	(59)	132
Ethnicity: Other	6%	(15)	14%	(35)	26%	(62)	54%	(129)	240
All Christian	9%	(22)	19%	(49)	24%	(60)	48%	(120)	251
Atheist	4%	(4)	24%	(26)	17%	(18)	55%	(59)	107
Agnostic/Nothing in particular	6%	(22)	17%	(67)	26%	(102)	52%	(205)	396
Something Else	4%	(8)	14%	(28)	23%	(45)	59%	(116)	197
Religious Non-Protestant/Catholic	4%	(2)	11%	(7)	21%	(12)	63%	(37)	58

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**Table CGZ7\_6:** How often do you do any of the following on social media?  
Participate in fan-led activities centered around celebrities such as listening parties

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	6%	(59)	18%	(176)	24%	(236)	53%	(529)	1000
Evangelical	8%	(12)	20%	(33)	20%	(33)	52%	(84)	163
Non-Evangelical	7%	(18)	15%	(41)	25%	(67)	53%	(139)	265
Community: Urban	6%	(16)	18%	(45)	25%	(64)	51%	(129)	254
Community: Suburban	5%	(29)	19%	(102)	22%	(120)	54%	(290)	540
Community: Rural	7%	(15)	14%	(29)	25%	(51)	54%	(110)	205
Employ: Private Sector	11%	(10)	28%	(28)	20%	(20)	41%	(40)	98
Employ: Self-Employed	8%	(4)	15%	(8)	18%	(9)	59%	(30)	52
Employ: Unemployed	6%	(10)	17%	(29)	23%	(40)	54%	(92)	170
Employ: Other	4%	(3)	19%	(14)	25%	(18)	53%	(38)	73
Military HH: Yes	5%	(5)	19%	(18)	19%	(18)	57%	(54)	95
Military HH: No	6%	(54)	18%	(158)	24%	(218)	52%	(474)	905
RD/WT: Right Direction	9%	(18)	19%	(37)	23%	(44)	48%	(93)	192
RD/WT: Wrong Track	5%	(42)	17%	(139)	24%	(191)	54%	(436)	808
Trump Job Approve	5%	(11)	19%	(43)	23%	(53)	53%	(119)	226
Trump Job Disapprove	6%	(39)	18%	(117)	25%	(159)	51%	(325)	640
Trump Job Strongly Approve	5%	(4)	17%	(14)	27%	(23)	52%	(44)	85
Trump Job Somewhat Approve	5%	(7)	21%	(29)	21%	(30)	53%	(75)	141
Trump Job Somewhat Disapprove	4%	(6)	21%	(33)	23%	(37)	53%	(85)	161
Trump Job Strongly Disapprove	7%	(33)	18%	(84)	25%	(122)	50%	(240)	479
Favorable of Trump	6%	(13)	18%	(36)	22%	(45)	53%	(108)	202
Unfavorable of Trump	7%	(43)	17%	(108)	25%	(165)	51%	(336)	652
Very Favorable of Trump	7%	(6)	22%	(20)	20%	(18)	51%	(47)	91
Somewhat Favorable of Trump	6%	(6)	15%	(16)	24%	(27)	55%	(61)	110
Somewhat Unfavorable of Trump	6%	(9)	18%	(25)	24%	(33)	52%	(72)	139
Very Unfavorable of Trump	7%	(35)	16%	(83)	26%	(132)	51%	(264)	514

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**Table CGZ7\_6:** How often do you do any of the following on social media?  
Participate in fan-led activities centered around celebrities such as listening parties

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	6%	(59)	18%	(176)	24%	(236)	53%	(529)	1000
#1 Issue: Economy	6%	(16)	19%	(54)	23%	(66)	52%	(149)	285
#1 Issue: Security	2%	(2)	14%	(10)	25%	(18)	59%	(42)	72
#1 Issue: Health Care	10%	(16)	14%	(24)	23%	(38)	53%	(89)	168
#1 Issue: Women's Issues	7%	(10)	20%	(28)	27%	(39)	46%	(66)	143
#1 Issue: Education	3%	(5)	20%	(29)	24%	(34)	53%	(77)	145
#1 Issue: Energy	7%	(6)	20%	(18)	19%	(17)	53%	(47)	87
#1 Issue: Other	4%	(3)	14%	(12)	19%	(16)	62%	(52)	84
4-Region: Northeast	7%	(14)	19%	(36)	20%	(38)	54%	(101)	188
4-Region: Midwest	4%	(7)	16%	(30)	26%	(49)	55%	(103)	189
4-Region: South	6%	(25)	19%	(72)	24%	(93)	51%	(195)	386
4-Region: West	6%	(14)	16%	(38)	24%	(56)	55%	(129)	237
Middle school (Grade 6 - 8)	6%	(5)	13%	(9)	12%	(9)	68%	(49)	72
High school (Grade 9 - 12)	4%	(18)	17%	(79)	23%	(108)	56%	(256)	461
Community college	10%	(7)	24%	(16)	23%	(16)	42%	(28)	67
College or university program	9%	(18)	18%	(36)	26%	(52)	46%	(89)	195
I am not in school	6%	(12)	17%	(35)	25%	(52)	52%	(106)	204
White, non-Hispanic	5%	(25)	18%	(98)	22%	(120)	55%	(301)	543
POC	8%	(34)	17%	(78)	25%	(116)	50%	(228)	457
Twitter Users	9%	(40)	21%	(89)	24%	(103)	46%	(196)	428
Facebook Users	9%	(42)	19%	(92)	26%	(125)	47%	(228)	487
Snapchat Users	7%	(43)	18%	(110)	27%	(167)	48%	(300)	620
Instagram Users	7%	(53)	18%	(140)	25%	(192)	50%	(378)	762
Tiktok Users	8%	(36)	20%	(94)	27%	(127)	45%	(209)	467
Reddit Users	7%	(20)	21%	(57)	20%	(54)	51%	(137)	268
YouTube Users	6%	(58)	18%	(161)	24%	(219)	52%	(482)	920
Harry Styles Fan	8%	(35)	22%	(92)	29%	(123)	41%	(171)	421
Billie Eilish Fan	7%	(42)	20%	(118)	28%	(165)	45%	(270)	595
Zendaya Fan	8%	(47)	21%	(131)	26%	(162)	45%	(274)	614
Taylor Swift Fan	8%	(38)	22%	(106)	27%	(132)	43%	(207)	482
Kylie Jenner Fan	12%	(36)	26%	(82)	26%	(82)	35%	(110)	311
Emma Chamberlain Fan	10%	(23)	28%	(67)	30%	(70)	33%	(78)	238

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**Table CGZ7\_6:** How often do you do any of the following on social media?  
Participate in fan-led activities centered around celebrities such as listening parties

Demographic	Often	Sometimes	Rarely	Never	Total N
Gen Z'ers (Age 13-23)	6% (59)	18% (176)	24% (236)	53% (529)	1000
Niall Horan Fan	12% (30)	25% (65)	27% (69)	36% (92)	256
Zayn Malik Fan	11% (30)	27% (74)	27% (76)	35% (97)	277
Liam Payne Fan	9% (22)	25% (61)	33% (80)	32% (79)	242
Louis Tomlinson Fan	12% (25)	27% (59)	30% (64)	31% (68)	217
Film: An avid fan	9% (24)	23% (61)	23% (62)	45% (120)	268
Film: A casual fan	5% (26)	16% (87)	26% (140)	53% (287)	539
Film: Not a fan	5% (9)	15% (29)	17% (34)	63% (122)	193
Television: An avid fan	10% (24)	19% (47)	26% (64)	45% (111)	246
Television: A casual fan	5% (26)	18% (103)	25% (142)	52% (290)	562
Television: Not a fan	5% (9)	14% (26)	15% (30)	66% (128)	192
Music: An avid fan	7% (47)	20% (124)	24% (153)	49% (308)	632
Music: A casual fan	4% (13)	14% (48)	24% (78)	58% (194)	333
Fashion: An avid fan	11% (25)	23% (52)	23% (51)	42% (94)	223
Fashion: A casual fan	5% (20)	18% (80)	28% (125)	49% (212)	437
Fashion: Not a fan	4% (13)	13% (44)	18% (60)	65% (222)	340
Pop culture: An avid fan	12% (28)	26% (59)	26% (61)	36% (84)	232
Pop culture: A casual fan	5% (25)	16% (79)	27% (129)	52% (252)	485
Pop culture: Not a fan	2% (6)	13% (38)	16% (46)	68% (193)	283
Sports: An avid fan	10% (22)	24% (49)	24% (49)	42% (88)	209
Sports: A casual fan	6% (19)	15% (48)	31% (100)	48% (156)	323
Sports: Not a fan	4% (19)	17% (79)	18% (86)	61% (285)	468
Celeb fans on social media	8% (59)	25% (176)	29% (204)	39% (277)	717
Celebs share too much on social media	7% (38)	19% (103)	24% (133)	50% (270)	544
Celebs who don't share are disconnected	9% (30)	23% (73)	24% (77)	43% (138)	317
Celebs should interact on social media	7% (44)	18% (118)	25% (168)	50% (329)	658
Celebs' social media is a professional platform	6% (12)	24% (45)	24% (45)	46% (85)	187
Celebs' social media is a personal platform	7% (35)	18% (87)	25% (121)	49% (235)	478
Connects to celebs paid promoting	15% (20)	38% (49)	18% (23)	28% (36)	128
Connects to celebs non-paid promoting	7% (28)	20% (79)	29% (116)	44% (173)	397
Concerned about climate change	7% (49)	18% (133)	25% (182)	50% (362)	726

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**Table CGZ7\_6:** How often do you do any of the following on social media?  
Participate in fan-led activities centered around celebrities such as listening parties

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	6%	(59)	18%	(176)	24%	(236)	53%	(529)	1000
Humans can stop climate change	8%	(21)	16%	(40)	25%	(63)	52%	(134)	258
Humans can slow climate change	4%	(22)	19%	(90)	25%	(121)	52%	(252)	485
Climate change is beyond control	11%	(9)	26%	(22)	26%	(21)	37%	(31)	84
Completely in-person school	9%	(5)	23%	(13)	20%	(11)	48%	(28)	57
Both in person and virtual school	5%	(17)	16%	(50)	23%	(72)	56%	(179)	320
Completely virtual school	6%	(20)	18%	(63)	24%	(83)	52%	(179)	345
Watch live sports at least once a week	11%	(26)	23%	(55)	23%	(54)	43%	(103)	238

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

**Table CGZ7\_7: How often do you do any of the following on social media?**  
 Follow fan accounts for celebrities where fans discuss a celebrity, their career and their life

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
Gender: Male	10%	(47)	21%	(100)	21%	(104)	48%	(237)	489
Gender: Female	14%	(71)	21%	(106)	24%	(125)	41%	(210)	511
Age: 18-34	14%	(70)	25%	(125)	22%	(113)	39%	(198)	506
GenZers: 1997-2012	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
PID: Dem (no lean)	17%	(61)	22%	(77)	23%	(82)	38%	(132)	353
PID: Ind (no lean)	8%	(40)	20%	(98)	22%	(109)	50%	(244)	490
PID: Rep (no lean)	11%	(17)	20%	(31)	24%	(37)	45%	(71)	157
PID/Gender: Dem Men	17%	(26)	21%	(32)	22%	(34)	41%	(62)	154
PID/Gender: Dem Women	18%	(35)	23%	(45)	24%	(48)	35%	(70)	199
PID/Gender: Ind Men	6%	(15)	19%	(47)	21%	(52)	54%	(134)	248
PID/Gender: Ind Women	10%	(25)	21%	(51)	24%	(57)	45%	(109)	242
PID/Gender: Rep Men	8%	(7)	25%	(21)	21%	(18)	46%	(40)	87
PID/Gender: Rep Women	15%	(11)	14%	(10)	27%	(19)	44%	(31)	71
Ideo: Liberal (1-3)	17%	(54)	23%	(70)	23%	(70)	37%	(115)	309
Ideo: Moderate (4)	11%	(23)	25%	(50)	19%	(39)	45%	(92)	204
Ideo: Conservative (5-7)	8%	(11)	17%	(24)	27%	(38)	48%	(67)	140
Educ: < College	11%	(105)	19%	(179)	23%	(214)	46%	(420)	918
Educ: Bachelors degree	15%	(10)	35%	(23)	21%	(14)	28%	(18)	65
Income: Under 50k	12%	(70)	20%	(117)	23%	(135)	45%	(259)	581
Income: 50k-100k	11%	(33)	24%	(69)	21%	(60)	43%	(123)	285
Income: 100k+	11%	(15)	15%	(20)	25%	(33)	49%	(65)	134
Ethnicity: White	12%	(72)	19%	(118)	23%	(144)	47%	(293)	627
Ethnicity: Hispanic	12%	(24)	21%	(43)	24%	(49)	43%	(87)	203
Ethnicity: Black	19%	(25)	22%	(30)	20%	(26)	39%	(52)	132
Ethnicity: Other	9%	(21)	24%	(59)	24%	(58)	43%	(103)	240
All Christian	15%	(37)	25%	(62)	20%	(49)	41%	(103)	251
Atheist	16%	(18)	20%	(22)	21%	(22)	42%	(45)	107
Agnostic/Nothing in particular	9%	(37)	20%	(79)	24%	(96)	46%	(183)	396
Something Else	12%	(23)	16%	(31)	26%	(51)	47%	(92)	197
Religious Non-Protestant/Catholic	7%	(4)	23%	(13)	20%	(12)	50%	(29)	58

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**Table CGZ7\_7: How often do you do any of the following on social media?  
Follow fan accounts for celebrities where fans discuss a celebrity, their career and their life**

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
Evangelical	14%	(24)	20%	(33)	21%	(34)	44%	(72)	163
Non-Evangelical	13%	(34)	21%	(55)	24%	(63)	43%	(113)	265
Community: Urban	9%	(23)	22%	(57)	22%	(57)	46%	(117)	254
Community: Suburban	13%	(68)	20%	(109)	22%	(119)	45%	(245)	540
Community: Rural	13%	(26)	20%	(40)	26%	(53)	41%	(85)	205
Employ: Private Sector	23%	(22)	24%	(24)	17%	(17)	36%	(35)	98
Employ: Self-Employed	10%	(5)	17%	(9)	25%	(13)	48%	(25)	52
Employ: Unemployed	12%	(20)	24%	(40)	16%	(27)	49%	(83)	170
Employ: Other	12%	(9)	21%	(15)	16%	(12)	51%	(37)	73
Military HH: Yes	6%	(6)	27%	(26)	19%	(18)	48%	(46)	95
Military HH: No	12%	(112)	20%	(181)	23%	(211)	44%	(401)	905
RD/WT: Right Direction	13%	(25)	24%	(47)	20%	(38)	43%	(83)	192
RD/WT: Wrong Track	12%	(94)	20%	(159)	24%	(191)	45%	(364)	808
Trump Job Approve	10%	(22)	23%	(51)	24%	(54)	44%	(99)	226
Trump Job Disapprove	14%	(90)	21%	(136)	22%	(143)	42%	(271)	640
Trump Job Strongly Approve	11%	(10)	18%	(16)	20%	(17)	50%	(43)	85
Trump Job Somewhat Approve	9%	(12)	25%	(35)	26%	(37)	40%	(56)	141
Trump Job Somewhat Disapprove	9%	(15)	20%	(32)	24%	(39)	47%	(76)	161
Trump Job Strongly Disapprove	16%	(75)	22%	(105)	22%	(104)	41%	(196)	479
Favorable of Trump	10%	(21)	22%	(44)	22%	(44)	46%	(94)	202
Unfavorable of Trump	14%	(90)	21%	(139)	24%	(154)	41%	(269)	652
Very Favorable of Trump	13%	(12)	22%	(20)	18%	(17)	47%	(43)	91
Somewhat Favorable of Trump	8%	(9)	21%	(23)	24%	(27)	46%	(51)	110
Somewhat Unfavorable of Trump	11%	(15)	21%	(29)	28%	(38)	41%	(56)	139
Very Unfavorable of Trump	15%	(75)	21%	(110)	23%	(116)	41%	(213)	514

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**Table CGZ7\_7: How often do you do any of the following on social media?**  
 Follow fan accounts for celebrities where fans discuss a celebrity, their career and their life

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
#1 Issue: Economy	13%	(37)	24%	(67)	19%	(54)	45%	(127)	285
#1 Issue: Security	11%	(8)	15%	(11)	27%	(19)	47%	(34)	72
#1 Issue: Health Care	15%	(25)	17%	(28)	29%	(48)	40%	(67)	168
#1 Issue: Women's Issues	14%	(19)	22%	(31)	25%	(35)	40%	(57)	143
#1 Issue: Education	7%	(11)	20%	(30)	26%	(38)	46%	(66)	145
#1 Issue: Energy	13%	(11)	19%	(17)	20%	(17)	49%	(43)	87
#1 Issue: Other	7%	(6)	25%	(21)	16%	(14)	51%	(42)	84
4-Region: Northeast	12%	(23)	22%	(41)	20%	(37)	46%	(87)	188
4-Region: Midwest	11%	(20)	18%	(35)	25%	(48)	46%	(86)	189
4-Region: South	14%	(55)	21%	(80)	24%	(91)	41%	(160)	386
4-Region: West	9%	(20)	21%	(50)	22%	(53)	48%	(114)	237
Middle school (Grade 6 - 8)	11%	(8)	14%	(10)	17%	(12)	59%	(42)	72
High school (Grade 9 - 12)	10%	(46)	19%	(86)	25%	(114)	47%	(216)	461
Community college	15%	(10)	28%	(19)	21%	(14)	36%	(24)	67
College or university program	13%	(24)	24%	(47)	26%	(50)	37%	(72)	195
I am not in school	15%	(30)	22%	(44)	19%	(39)	45%	(92)	204
White, non-Hispanic	11%	(59)	19%	(104)	22%	(121)	48%	(259)	543
POC	13%	(59)	22%	(102)	23%	(107)	41%	(188)	457
Twitter Users	19%	(81)	24%	(104)	23%	(96)	34%	(148)	428
Facebook Users	15%	(73)	26%	(126)	24%	(118)	35%	(170)	487
Snapchat Users	14%	(85)	22%	(138)	24%	(150)	40%	(248)	620
Instagram Users	14%	(106)	21%	(163)	24%	(183)	41%	(310)	762
Tiktok Users	16%	(76)	24%	(114)	24%	(112)	35%	(164)	467
Reddit Users	16%	(44)	23%	(62)	24%	(64)	37%	(98)	268
YouTube Users	12%	(111)	21%	(195)	23%	(208)	44%	(406)	920
Harry Styles Fan	16%	(69)	26%	(108)	25%	(105)	33%	(139)	421
Billie Eilish Fan	14%	(83)	23%	(139)	25%	(147)	38%	(226)	595
Zendaya Fan	15%	(91)	23%	(140)	25%	(153)	37%	(229)	614
Taylor Swift Fan	17%	(82)	24%	(115)	25%	(120)	34%	(165)	482
Kylie Jenner Fan	20%	(61)	28%	(86)	25%	(78)	27%	(85)	311
Emma Chamberlain Fan	21%	(50)	23%	(54)	29%	(70)	27%	(65)	238

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**Table CGZ7\_7: How often do you do any of the following on social media?**  
Follow fan accounts for celebrities where fans discuss a celebrity, their career and their life

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Z'ers (Age 13-23)	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
Niall Horan Fan	19%	(49)	30%	(76)	23%	(59)	28%	(72)	256
Zayn Malik Fan	20%	(55)	29%	(80)	22%	(62)	29%	(80)	277
Liam Payne Fan	19%	(46)	30%	(73)	25%	(60)	26%	(63)	242
Louis Tomlinson Fan	22%	(48)	31%	(67)	25%	(53)	22%	(49)	217
Film: An avid fan	17%	(45)	24%	(63)	24%	(65)	35%	(94)	268
Film: A casual fan	11%	(57)	21%	(116)	23%	(123)	45%	(244)	539
Film: Not a fan	8%	(16)	14%	(27)	21%	(41)	57%	(109)	193
Television: An avid fan	20%	(48)	23%	(57)	22%	(54)	35%	(87)	246
Television: A casual fan	10%	(57)	21%	(118)	25%	(142)	44%	(246)	562
Television: Not a fan	7%	(13)	16%	(31)	17%	(33)	60%	(115)	192
Music: An avid fan	15%	(97)	23%	(147)	21%	(131)	41%	(257)	632
Music: A casual fan	6%	(22)	17%	(55)	27%	(91)	50%	(165)	333
Fashion: An avid fan	19%	(43)	23%	(52)	22%	(49)	35%	(78)	223
Fashion: A casual fan	10%	(45)	23%	(101)	25%	(109)	42%	(182)	437
Fashion: Not a fan	9%	(30)	16%	(53)	21%	(70)	55%	(187)	340
Pop culture: An avid fan	25%	(59)	25%	(58)	22%	(50)	28%	(66)	232
Pop culture: A casual fan	10%	(46)	22%	(108)	27%	(130)	41%	(200)	485
Pop culture: Not a fan	5%	(13)	14%	(41)	17%	(48)	64%	(181)	283
Sports: An avid fan	17%	(35)	22%	(46)	22%	(46)	39%	(82)	209
Sports: A casual fan	13%	(41)	21%	(66)	25%	(81)	42%	(135)	323
Sports: Not a fan	9%	(42)	20%	(94)	22%	(102)	49%	(230)	468
Celeb fans on social media	16%	(118)	29%	(206)	25%	(181)	29%	(211)	717
Celebs share too much on social media	15%	(82)	22%	(122)	20%	(109)	42%	(230)	544
Celebs who don't share are disconnected	21%	(66)	21%	(66)	23%	(72)	36%	(113)	317
Celebs should interact on social media	15%	(97)	22%	(145)	23%	(148)	41%	(268)	658
Celebs' social media is a professional platform	12%	(22)	22%	(41)	25%	(47)	41%	(76)	187
Celebs' social media is a personal platform	17%	(79)	20%	(94)	25%	(119)	39%	(186)	478
Connects to celebs paid promoting	33%	(42)	27%	(35)	19%	(25)	20%	(26)	128
Connects to celebs non-paid promoting	17%	(68)	22%	(88)	25%	(99)	36%	(143)	397
Concerned about climate change	14%	(100)	21%	(155)	24%	(177)	41%	(295)	726

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**Table CGZ7\_7:** How often do you do any of the following on social media?

Follow fan accounts for celebrities where fans discuss a celebrity, their career and their life

Demographic	Often		Sometimes		Rarely		Never		Total N
Gen Zers (Age 13-23)	12%	(118)	21%	(206)	23%	(229)	45%	(447)	1000
Humans can stop climate change	13%	(35)	20%	(51)	23%	(60)	44%	(112)	258
Humans can slow climate change	12%	(59)	22%	(104)	24%	(118)	42%	(204)	485
Climate change is beyond control	13%	(11)	31%	(26)	24%	(20)	32%	(27)	84
Completely in-person school	20%	(11)	18%	(10)	30%	(17)	32%	(18)	57
Both in person and virtual school	9%	(29)	20%	(64)	26%	(85)	44%	(142)	320
Completely virtual school	10%	(36)	21%	(73)	22%	(76)	47%	(160)	345
Watch live sports at least once a week	16%	(38)	23%	(56)	22%	(53)	38%	(91)	238

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

**Table CGZ8\_1:** Have you done or do you currently do any of the following?

Attended any virtual events since stay-at-home measures were taken beginning in March 2020, including concerts, workout classes, religious meetings and conferences

Demographic	Yes	No	Total N
Gen Z'ers (Age 13-23)	36% (358)	64% (642)	1000
Gender: Male	37% (179)	63% (310)	489
Gender: Female	35% (180)	65% (332)	511
Age: 18-34	32% (164)	68% (342)	506
GenZers: 1997-2012	36% (358)	64% (642)	1000
PID: Dem (no lean)	41% (146)	59% (207)	353
PID: Ind (no lean)	30% (147)	70% (344)	490
PID: Rep (no lean)	42% (66)	58% (91)	157
PID/Gender: Dem Men	41% (63)	59% (91)	154
PID/Gender: Dem Women	42% (83)	58% (116)	199
PID/Gender: Ind Men	29% (72)	71% (176)	248
PID/Gender: Ind Women	31% (74)	69% (168)	242
PID/Gender: Rep Men	49% (43)	51% (44)	87
PID/Gender: Rep Women	33% (23)	67% (47)	71
Ideo: Liberal (1-3)	41% (128)	59% (182)	309
Ideo: Moderate (4)	34% (69)	66% (135)	204
Ideo: Conservative (5-7)	37% (52)	63% (88)	140
Educ: < College	34% (316)	66% (602)	918
Educ: Bachelors degree	57% (37)	43% (28)	65
Income: Under 50k	28% (165)	72% (416)	581
Income: 50k-100k	45% (128)	55% (156)	285
Income: 100k+	49% (65)	51% (69)	134
Ethnicity: White	35% (218)	65% (409)	627
Ethnicity: Hispanic	35% (70)	65% (132)	203
Ethnicity: Black	42% (55)	58% (77)	132
Ethnicity: Other	35% (85)	65% (156)	240
All Christian	46% (117)	54% (134)	251
Atheist	36% (39)	64% (68)	107
Agnostic/Nothing in particular	28% (111)	72% (285)	396
Something Else	35% (68)	65% (129)	197
Religious Non-Protestant/Catholic	51% (29)	49% (28)	58

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**Table CGZ8\_1:** Have you done or do you currently do any of the following?

Attended any virtual events since stay-at-home measures were taken beginning in March 2020, including concerts, workout classes, religious meetings and conferences

Demographic	Yes		No		Total N
Gen Z'ers (Age 13-23)	36%	(358)	64%	(642)	1000
Evangelical	43%	(71)	57%	(92)	163
Non-Evangelical	40%	(106)	60%	(159)	265
Community: Urban	36%	(92)	64%	(162)	254
Community: Suburban	38%	(207)	62%	(333)	540
Community: Rural	29%	(59)	71%	(146)	205
Employ: Private Sector	44%	(43)	56%	(55)	98
Employ: Self-Employed	33%	(17)	67%	(35)	52
Employ: Unemployed	26%	(44)	74%	(126)	170
Employ: Other	21%	(15)	79%	(57)	73
Military HH: Yes	42%	(40)	58%	(55)	95
Military HH: No	35%	(318)	65%	(586)	905
RD/WT: Right Direction	37%	(70)	63%	(121)	192
RD/WT: Wrong Track	36%	(288)	64%	(520)	808
Trump Job Approve	35%	(79)	65%	(147)	226
Trump Job Disapprove	37%	(237)	63%	(403)	640
Trump Job Strongly Approve	35%	(30)	65%	(55)	85
Trump Job Somewhat Approve	35%	(49)	65%	(92)	141
Trump Job Somewhat Disapprove	37%	(60)	63%	(101)	161
Trump Job Strongly Disapprove	37%	(177)	63%	(302)	479
Favorable of Trump	34%	(69)	66%	(133)	202
Unfavorable of Trump	38%	(248)	62%	(404)	652
Very Favorable of Trump	36%	(33)	64%	(58)	91
Somewhat Favorable of Trump	33%	(36)	67%	(74)	110
Somewhat Unfavorable of Trump	42%	(58)	58%	(80)	139
Very Unfavorable of Trump	37%	(190)	63%	(324)	514

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**Table CGZ8\_1:** Have you done or do you currently do any of the following?

Attended any virtual events since stay-at-home measures were taken beginning in March 2020, including concerts, workout classes, religious meetings and conferences

Demographic	Yes	No	Total N
Gen Z'ers (Age 13-23)	36% (358)	64% (642)	1000
#1 Issue: Economy	36% (102)	64% (183)	285
#1 Issue: Security	33% (24)	67% (48)	72
#1 Issue: Health Care	40% (67)	60% (100)	168
#1 Issue: Women's Issues	34% (49)	66% (94)	143
#1 Issue: Education	40% (58)	60% (87)	145
#1 Issue: Energy	41% (36)	59% (52)	87
#1 Issue: Other	26% (21)	74% (62)	84
4-Region: Northeast	38% (71)	62% (117)	188
4-Region: Midwest	32% (60)	68% (129)	189
4-Region: South	36% (141)	64% (245)	386
4-Region: West	36% (87)	64% (151)	237
Middle school (Grade 6 - 8)	48% (35)	52% (37)	72
High school (Grade 9 - 12)	36% (167)	64% (295)	461
Community college	27% (18)	73% (49)	67
College or university program	44% (86)	56% (108)	195
I am not in school	26% (52)	74% (152)	204
White, non-Hispanic	35% (189)	65% (354)	543
POC	37% (169)	63% (288)	457
Twitter Users	38% (164)	62% (264)	428
Facebook Users	35% (171)	65% (316)	487
Snapchat Users	37% (227)	63% (392)	620
Instagram Users	37% (285)	63% (477)	762
Tiktok Users	37% (174)	63% (293)	467
Reddit Users	41% (111)	59% (157)	268
YouTube Users	36% (330)	64% (590)	920
Harry Styles Fan	37% (156)	63% (265)	421
Billie Eilish Fan	36% (214)	64% (381)	595
Zendaya Fan	37% (228)	63% (386)	614
Taylor Swift Fan	39% (190)	61% (292)	482
Kylie Jenner Fan	36% (112)	64% (199)	311

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**Table CGZ8\_1:** Have you done or do you currently do any of the following?

Attended any virtual events since stay-at-home measures were taken beginning in March 2020, including concerts, workout classes, religious meetings and conferences

Demographic	Yes	No	Total N
Gen Z'ers (Age 13-23)	36% (358)	64% (642)	1000
Emma Chamberlain Fan	34% (81)	66% (157)	238
Niall Horan Fan	38% (98)	62% (159)	256
Zayn Malik Fan	41% (114)	59% (163)	277
Liam Payne Fan	39% (94)	61% (148)	242
Louis Tomlinson Fan	39% (85)	61% (131)	217
Film: An avid fan	41% (110)	59% (158)	268
Film: A casual fan	36% (193)	64% (347)	539
Film: Not a fan	29% (56)	71% (137)	193
Television: An avid fan	39% (95)	61% (151)	246
Television: A casual fan	36% (205)	64% (357)	562
Television: Not a fan	30% (58)	70% (134)	192
Music: An avid fan	38% (239)	62% (392)	632
Music: A casual fan	33% (110)	67% (224)	333
Fashion: An avid fan	37% (82)	63% (140)	223
Fashion: A casual fan	37% (161)	63% (276)	437
Fashion: Not a fan	34% (115)	66% (225)	340
Pop culture: An avid fan	38% (89)	62% (143)	232
Pop culture: A casual fan	39% (189)	61% (296)	485
Pop culture: Not a fan	28% (80)	72% (203)	283
Sports: An avid fan	46% (97)	54% (112)	209
Sports: A casual fan	40% (129)	60% (194)	323
Sports: Not a fan	28% (132)	72% (336)	468
Celeb fans on social media	38% (274)	62% (443)	717
Celebs share too much on social media	40% (219)	60% (325)	544
Celebs who don't share are disconnected	38% (122)	62% (195)	317
Celebs should interact on social media	40% (263)	60% (395)	658
Celebs' social media is a professional platform	38% (71)	62% (116)	187
Celebs' social media is a personal platform	40% (190)	60% (288)	478
Connects to celebs paid promoting	42% (54)	58% (74)	128
Connects to celebs non-paid promoting	42% (167)	58% (230)	397

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**Table CGZ8\_1:** Have you done or do you currently do any of the following?

Attended any virtual events since stay-at-home measures were taken beginning in March 2020, including concerts, workout classes, religious meetings and conferences

Demographic	Yes		No		Total N
Gen Z'ers (Age 13-23)	36%	(358)	64%	(642)	1000
Concerned about climate change	39%	(286)	61%	(440)	726
Humans can stop climate change	39%	(102)	61%	(156)	258
Humans can slow climate change	39%	(190)	61%	(295)	485
Climate change is beyond control	36%	(30)	64%	(54)	84
Completely in-person school	32%	(18)	68%	(39)	57
Both in person and virtual school	41%	(130)	59%	(190)	320
Completely virtual school	41%	(143)	59%	(202)	345
Watch live sports at least once a week	44%	(105)	56%	(133)	238

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

**Table CGZ8\_2:** Have you done or do you currently do any of the following?  
 Regularly listen to podcasts

Demographic	Yes	No	Total N
Gen Zers (Age 13-23)	32% (320)	68% (680)	1000
Gender: Male	34% (167)	66% (321)	489
Gender: Female	30% (153)	70% (358)	511
Age: 18-34	34% (173)	66% (333)	506
GenZers: 1997-2012	32% (320)	68% (680)	1000
PID: Dem (no lean)	40% (140)	60% (213)	353
PID: Ind (no lean)	26% (125)	74% (365)	490
PID: Rep (no lean)	35% (55)	65% (102)	157
PID/Gender: Dem Men	45% (69)	55% (85)	154
PID/Gender: Dem Women	36% (71)	64% (127)	199
PID/Gender: Ind Men	26% (64)	74% (184)	248
PID/Gender: Ind Women	25% (61)	75% (181)	242
PID/Gender: Rep Men	40% (34)	60% (52)	87
PID/Gender: Rep Women	29% (21)	71% (50)	71
Ideo: Liberal (1-3)	44% (135)	56% (175)	309
Ideo: Moderate (4)	30% (61)	70% (143)	204
Ideo: Conservative (5-7)	38% (53)	62% (87)	140
Educ: < College	31% (281)	69% (637)	918
Educ: Bachelors degree	51% (33)	49% (32)	65
Income: Under 50k	28% (161)	72% (420)	581
Income: 50k-100k	38% (107)	62% (178)	285
Income: 100k+	39% (52)	61% (82)	134
Ethnicity: White	34% (212)	66% (415)	627
Ethnicity: Hispanic	30% (62)	70% (141)	203
Ethnicity: Black	28% (37)	72% (96)	132
Ethnicity: Other	30% (71)	70% (169)	240
All Christian	38% (95)	62% (156)	251
Atheist	36% (38)	64% (69)	107
Agnostic/Nothing in particular	29% (113)	71% (282)	396
Something Else	30% (59)	70% (139)	197
Religious Non-Protestant/Catholic	31% (18)	69% (40)	58

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**Table CGZ8\_2: Have you done or do you currently do any of the following?  
Regularly listen to podcasts**

Demographic	Yes	No	Total N
Gen Zers (Age 13-23)	32% (320)	68% (680)	1000
Evangelical	35% (57)	65% (107)	163
Non-Evangelical	34% (91)	66% (174)	265
Community: Urban	29% (73)	71% (181)	254
Community: Suburban	33% (179)	67% (361)	540
Community: Rural	33% (68)	67% (137)	205
Employ: Private Sector	46% (45)	54% (53)	98
Employ: Self-Employed	43% (22)	57% (29)	52
Employ: Unemployed	28% (47)	72% (123)	170
Employ: Other	28% (20)	72% (53)	73
Military HH: Yes	27% (26)	73% (69)	95
Military HH: No	33% (294)	67% (610)	905
RD/WT: Right Direction	32% (61)	68% (130)	192
RD/WT: Wrong Track	32% (259)	68% (549)	808
Trump Job Approve	34% (76)	66% (150)	226
Trump Job Disapprove	34% (216)	66% (424)	640
Trump Job Strongly Approve	37% (32)	63% (54)	85
Trump Job Somewhat Approve	31% (44)	69% (97)	141
Trump Job Somewhat Disapprove	32% (52)	68% (109)	161
Trump Job Strongly Disapprove	34% (164)	66% (314)	479
Favorable of Trump	35% (71)	65% (131)	202
Unfavorable of Trump	35% (227)	65% (425)	652
Very Favorable of Trump	41% (37)	59% (54)	91
Somewhat Favorable of Trump	31% (34)	69% (76)	110
Somewhat Unfavorable of Trump	38% (52)	62% (86)	139
Very Unfavorable of Trump	34% (175)	66% (339)	514

Continued on next page

**Table CGZ8\_2:** Have you done or do you currently do any of the following?  
Regularly listen to podcasts

Demographic	Yes	No	Total N
Gen Zers (Age 13-23)	32% (320)	68% (680)	1000
#1 Issue: Economy	36% (101)	64% (184)	285
#1 Issue: Security	27% (19)	73% (52)	72
#1 Issue: Health Care	34% (57)	66% (111)	168
#1 Issue: Women's Issues	36% (51)	64% (92)	143
#1 Issue: Education	31% (44)	69% (100)	145
#1 Issue: Energy	29% (25)	71% (62)	87
#1 Issue: Other	20% (17)	80% (67)	84
4-Region: Northeast	30% (56)	70% (132)	188
4-Region: Midwest	35% (65)	65% (124)	189
4-Region: South	33% (129)	67% (257)	386
4-Region: West	29% (69)	71% (168)	237
Middle school (Grade 6 - 8)	31% (22)	69% (50)	72
High school (Grade 9 - 12)	30% (141)	70% (321)	461
Community college	32% (22)	68% (46)	67
College or university program	36% (71)	64% (124)	195
I am not in school	32% (65)	68% (139)	204
White, non-Hispanic	35% (187)	65% (356)	543
POC	29% (133)	71% (324)	457
Twitter Users	39% (168)	61% (260)	428
Facebook Users	36% (177)	64% (311)	487
Snapchat Users	33% (204)	67% (416)	620
Instagram Users	34% (257)	66% (505)	762
Tiktok Users	33% (152)	67% (315)	467
Reddit Users	41% (109)	59% (159)	268
YouTube Users	33% (302)	67% (618)	920
Harry Styles Fan	35% (148)	65% (273)	421
Billie Eilish Fan	33% (196)	67% (399)	595
Zendaya Fan	32% (199)	68% (415)	614
Taylor Swift Fan	33% (161)	67% (321)	482
Kylie Jenner Fan	34% (106)	66% (205)	311
Emma Chamberlain Fan	36% (85)	64% (153)	238

Continued on next page

**Table CGZ8\_2: Have you done or do you currently do any of the following?  
Regularly listen to podcasts**

Demographic	Yes	No	Total N
Gen Zers (Age 13-23)	32% (320)	68% (680)	1000
Niall Horan Fan	36% (93)	64% (164)	256
Zayn Malik Fan	35% (98)	65% (179)	277
Liam Payne Fan	36% (87)	64% (155)	242
Louis Tomlinson Fan	40% (87)	60% (130)	217
Film: An avid fan	39% (105)	61% (163)	268
Film: A casual fan	31% (170)	69% (370)	539
Film: Not a fan	24% (46)	76% (147)	193
Television: An avid fan	35% (87)	65% (159)	246
Television: A casual fan	31% (174)	69% (387)	562
Television: Not a fan	31% (59)	69% (134)	192
Music: An avid fan	32% (205)	68% (427)	632
Music: A casual fan	32% (107)	68% (226)	333
Fashion: An avid fan	37% (82)	63% (141)	223
Fashion: A casual fan	32% (138)	68% (299)	437
Fashion: Not a fan	29% (100)	71% (240)	340
Pop culture: An avid fan	36% (85)	64% (148)	232
Pop culture: A casual fan	33% (162)	67% (323)	485
Pop culture: Not a fan	26% (74)	74% (209)	283
Sports: An avid fan	39% (81)	61% (127)	209
Sports: A casual fan	32% (104)	68% (219)	323
Sports: Not a fan	29% (134)	71% (334)	468
Celeb fans on social media	34% (242)	66% (474)	717
Celebs share too much on social media	36% (194)	64% (350)	544
Celebs who don't share are disconnected	36% (115)	64% (202)	317
Celebs should interact on social media	36% (236)	64% (423)	658
Celebs' social media is a professional platform	33% (61)	67% (126)	187
Celebs' social media is a personal platform	34% (165)	66% (313)	478
Connects to celebs paid promoting	37% (48)	63% (80)	128
Connects to celebs non-paid promoting	39% (155)	61% (242)	397
Concerned about climate change	35% (254)	65% (472)	726

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**Table CGZ8\_2:** Have you done or do you currently do any of the following?

Regularly listen to podcasts

Demographic	Yes		No		Total N
Gen Zers (Age 13-23)	32%	(320)	68%	(680)	1000
Humans can stop climate change	33%	(86)	67%	(172)	258
Humans can slow climate change	35%	(170)	65%	(315)	485
Climate change is beyond control	32%	(27)	68%	(57)	84
Completely in-person school	33%	(19)	67%	(38)	57
Both in person and virtual school	34%	(108)	66%	(212)	320
Completely virtual school	31%	(108)	69%	(236)	345
Watch live sports at least once a week	40%	(95)	60%	(143)	238

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

**Table CGZ9\_INET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Concert or music festival

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	23%	(81)	77%	(278)	358
Gender: Male	22%	(39)	78%	(140)	179
Gender: Female	23%	(42)	77%	(138)	180
Age: 18-34	29%	(47)	71%	(117)	164
GenZers: 1997-2012	23%	(81)	77%	(278)	358
PID: Dem (no lean)	27%	(39)	73%	(107)	146
PID: Ind (no lean)	20%	(30)	80%	(117)	147
PID: Rep (no lean)	18%	(12)	82%	(54)	66
PID/Gender: Dem Men	26%	(16)	74%	(47)	63
PID/Gender: Dem Women	28%	(23)	72%	(60)	83
PID/Gender: Ind Men	21%	(15)	79%	(57)	72
PID/Gender: Ind Women	20%	(15)	80%	(59)	74
Ideo: Liberal (1-3)	30%	(39)	70%	(89)	128
Ideo: Moderate (4)	20%	(14)	80%	(55)	69
Ideo: Conservative (5-7)	21%	(11)	79%	(41)	52
Educ: < College	20%	(65)	80%	(252)	316
Income: Under 50k	25%	(42)	75%	(123)	165
Income: 50k-100k	24%	(30)	76%	(98)	128
Income: 100k+	14%	(9)	86%	(56)	65
Ethnicity: White	23%	(50)	77%	(168)	218
Ethnicity: Hispanic	29%	(20)	71%	(50)	70
Ethnicity: Black	24%	(13)	76%	(42)	55
Ethnicity: Other	20%	(17)	80%	(68)	85
All Christian	20%	(23)	80%	(93)	117
Agnostic/Nothing in particular	27%	(30)	73%	(81)	111
Something Else	17%	(11)	83%	(57)	68
Evangelical	16%	(12)	84%	(59)	71
Non-Evangelical	21%	(22)	79%	(84)	106

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**Table CGZ9\_1NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Concert or music festival

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	23%	(81)	77%	(278)	358
Community: Urban	25%	(23)	75%	(69)	92
Community: Suburban	22%	(45)	78%	(162)	207
Community: Rural	22%	(13)	78%	(46)	59
Military HH: No	23%	(72)	77%	(246)	318
RD/WT: Right Direction	18%	(13)	82%	(58)	70
RD/WT: Wrong Track	24%	(68)	76%	(220)	288
Trump Job Approve	18%	(14)	82%	(65)	79
Trump Job Disapprove	27%	(64)	73%	(173)	237
Trump Job Somewhat Disapprove	27%	(16)	73%	(44)	60
Trump Job Strongly Disapprove	27%	(48)	73%	(129)	177
Favorable of Trump	18%	(12)	82%	(57)	69
Unfavorable of Trump	26%	(65)	74%	(183)	248
Somewhat Unfavorable of Trump	25%	(15)	75%	(43)	58
Very Unfavorable of Trump	26%	(50)	74%	(140)	190
#1 Issue: Economy	21%	(21)	79%	(81)	102
#1 Issue: Health Care	25%	(17)	75%	(50)	67
#1 Issue: Education	28%	(16)	72%	(42)	58
4-Region: Northeast	23%	(16)	77%	(55)	71
4-Region: Midwest	22%	(13)	78%	(47)	60
4-Region: South	23%	(32)	77%	(109)	141
4-Region: West	22%	(19)	78%	(67)	87
High school (Grade 9 - 12)	20%	(34)	80%	(133)	167
College or university program	26%	(22)	74%	(64)	86
I am not in school	38%	(20)	62%	(32)	52
White, non-Hispanic	21%	(39)	79%	(150)	189
POC	25%	(41)	75%	(128)	169
Twitter Users	26%	(42)	74%	(122)	164
Facebook Users	24%	(41)	76%	(130)	171
Snapchat Users	23%	(51)	77%	(176)	227
Instagram Users	25%	(70)	75%	(215)	285

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**Table CGZ9\_INET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Concert or music festival

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	23%	(81)	77%	(278)	358
Tiktok Users	25%	(43)	75%	(131)	174
Reddit Users	34%	(38)	66%	(73)	111
YouTube Users	24%	(78)	76%	(252)	330
Harry Styles Fan	22%	(35)	78%	(121)	156
Billie Eilish Fan	27%	(58)	73%	(156)	214
Zendaya Fan	21%	(48)	79%	(180)	228
Taylor Swift Fan	20%	(37)	80%	(153)	190
Kylie Jenner Fan	22%	(25)	78%	(87)	112
Emma Chamberlain Fan	18%	(14)	82%	(66)	81
Niall Horan Fan	24%	(24)	76%	(74)	98
Zayn Malik Fan	27%	(30)	73%	(83)	114
Liam Payne Fan	22%	(20)	78%	(74)	94
Louis Tomlinson Fan	22%	(19)	78%	(66)	85
Film: An avid fan	24%	(26)	76%	(84)	110
Film: A casual fan	21%	(41)	79%	(152)	193
Film: Not a fan	25%	(14)	75%	(42)	56
Television: An avid fan	27%	(26)	73%	(69)	95
Television: A casual fan	21%	(44)	79%	(161)	205
Television: Not a fan	18%	(11)	82%	(48)	58
Music: An avid fan	24%	(58)	76%	(181)	239
Music: A casual fan	21%	(23)	79%	(87)	110
Fashion: An avid fan	28%	(23)	72%	(60)	82
Fashion: A casual fan	24%	(38)	76%	(123)	161
Fashion: Not a fan	17%	(20)	83%	(95)	115
Pop culture: An avid fan	24%	(21)	76%	(68)	89
Pop culture: A casual fan	24%	(46)	76%	(143)	189
Pop culture: Not a fan	17%	(14)	83%	(67)	80
Sports: An avid fan	14%	(14)	86%	(83)	97
Sports: A casual fan	20%	(26)	80%	(104)	129
Sports: Not a fan	31%	(41)	69%	(91)	132

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**Table CGZ9\_1NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Concert or music festival

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	23% (81)	77% (278)	358
Celeb fans on social media	27% (73)	73% (201)	274
Celebs share too much on social media	21% (46)	79% (172)	219
Celebs who don't share are disconnected	24% (29)	76% (92)	122
Celebs should interact on social media	25% (67)	75% (196)	263
Celebs' social media is a professional platform	27% (19)	73% (52)	71
Celebs' social media is a personal platform	24% (45)	76% (145)	190
Connects to celebs paid promoting	24% (13)	76% (41)	54
Connects to celebs non-paid promoting	23% (38)	77% (129)	167
Concerned about climate change	25% (71)	75% (215)	286
Humans can stop climate change	24% (24)	76% (77)	102
Humans can slow climate change	24% (46)	76% (143)	190
Both in person and virtual school	20% (26)	80% (104)	130
Completely virtual school	20% (28)	80% (114)	143
Watch live sports at least once a week	19% (20)	81% (85)	105

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

**Table CGZ9\_2NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Exercise or workout class

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	26% (91)	74% (267)	358
Gender: Male	24% (43)	76% (136)	179
Gender: Female	27% (49)	73% (131)	180
Age: 18-34	29% (47)	71% (117)	164
GenZers: 1997-2012	26% (91)	74% (267)	358
PID: Dem (no lean)	29% (42)	71% (104)	146
PID: Ind (no lean)	22% (32)	78% (115)	147
PID: Rep (no lean)	26% (17)	74% (48)	66
PID/Gender: Dem Men	32% (21)	68% (43)	63
PID/Gender: Dem Women	26% (22)	74% (61)	83
PID/Gender: Ind Men	15% (11)	85% (61)	72
PID/Gender: Ind Women	28% (21)	72% (53)	74
Ideo: Liberal (1-3)	29% (37)	71% (90)	128
Ideo: Moderate (4)	26% (18)	74% (51)	69
Ideo: Conservative (5-7)	26% (14)	74% (39)	52
Educ: < College	24% (75)	76% (242)	316
Income: Under 50k	20% (33)	80% (132)	165
Income: 50k-100k	30% (39)	70% (89)	128
Income: 100k+	30% (19)	70% (46)	65
Ethnicity: White	26% (56)	74% (162)	218
Ethnicity: Hispanic	28% (20)	72% (51)	70
Ethnicity: Black	20% (11)	80% (44)	55
Ethnicity: Other	28% (24)	72% (61)	85
All Christian	29% (34)	71% (83)	117
Agnostic/Nothing in particular	19% (21)	81% (90)	111
Something Else	21% (15)	79% (54)	68
Evangelical	21% (15)	79% (56)	71
Non-Evangelical	31% (33)	69% (73)	106

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**Table CGZ9\_2NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Exercise or workout class

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	26% (91)	74% (267)	358
Community: Urban	28% (26)	72% (66)	92
Community: Suburban	25% (52)	75% (155)	207
Community: Rural	22% (13)	78% (46)	59
Military HH: No	27% (85)	73% (234)	318
RD/WT: Right Direction	23% (16)	77% (54)	70
RD/WT: Wrong Track	26% (75)	74% (213)	288
Trump Job Approve	23% (18)	77% (60)	79
Trump Job Disapprove	28% (65)	72% (171)	237
Trump Job Somewhat Disapprove	29% (18)	71% (42)	60
Trump Job Strongly Disapprove	27% (47)	73% (129)	177
Favorable of Trump	29% (20)	71% (49)	69
Unfavorable of Trump	26% (66)	74% (182)	248
Somewhat Unfavorable of Trump	22% (13)	78% (45)	58
Very Unfavorable of Trump	28% (53)	72% (137)	190
#1 Issue: Economy	25% (26)	75% (77)	102
#1 Issue: Health Care	30% (20)	70% (47)	67
#1 Issue: Education	26% (15)	74% (43)	58
4-Region: Northeast	36% (25)	64% (46)	71
4-Region: Midwest	23% (14)	77% (47)	60
4-Region: South	27% (38)	73% (103)	141
4-Region: West	17% (14)	83% (72)	87
High school (Grade 9 - 12)	26% (44)	74% (123)	167
College or university program	28% (24)	72% (62)	86
I am not in school	28% (15)	72% (38)	52
White, non-Hispanic	25% (47)	75% (142)	189
POC	26% (45)	74% (124)	169
Twitter Users	27% (44)	73% (120)	164
Facebook Users	29% (49)	71% (122)	171
Snapchat Users	29% (66)	71% (162)	227
Instagram Users	27% (76)	73% (209)	285

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**Table CGZ9\_2NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Exercise or workout class

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	26%	(91)	74%	(267)	358
Tiktok Users	27%	(47)	73%	(126)	174
Reddit Users	27%	(29)	73%	(82)	111
YouTube Users	25%	(84)	75%	(246)	330
Harry Styles Fan	30%	(47)	70%	(109)	156
Billie Eilish Fan	31%	(67)	69%	(147)	214
Zendaya Fan	31%	(71)	69%	(157)	228
Taylor Swift Fan	30%	(56)	70%	(134)	190
Kylie Jenner Fan	36%	(41)	64%	(71)	112
Emma Chamberlain Fan	40%	(33)	60%	(48)	81
Niall Horan Fan	32%	(32)	68%	(66)	98
Zayn Malik Fan	33%	(38)	67%	(76)	114
Liam Payne Fan	36%	(34)	64%	(60)	94
Louis Tomlinson Fan	38%	(32)	62%	(53)	85
Film: An avid fan	31%	(34)	69%	(75)	110
Film: A casual fan	23%	(45)	77%	(148)	193
Film: Not a fan	22%	(12)	78%	(44)	56
Television: An avid fan	39%	(37)	61%	(58)	95
Television: A casual fan	23%	(47)	77%	(157)	205
Television: Not a fan	12%	(7)	88%	(51)	58
Music: An avid fan	26%	(62)	74%	(178)	239
Music: A casual fan	27%	(29)	73%	(81)	110
Fashion: An avid fan	34%	(28)	66%	(55)	82
Fashion: A casual fan	26%	(42)	74%	(118)	161
Fashion: Not a fan	19%	(21)	81%	(94)	115
Pop culture: An avid fan	38%	(34)	62%	(56)	89
Pop culture: A casual fan	24%	(45)	76%	(144)	189
Pop culture: Not a fan	16%	(13)	84%	(68)	80
Sports: An avid fan	39%	(38)	61%	(59)	97
Sports: A casual fan	27%	(35)	73%	(95)	129
Sports: Not a fan	14%	(19)	86%	(113)	132

Continued on next page



**Table CGZ9\_2NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Exercise or workout class

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	26%	(91)	74%	(267)	358
Celeb fans on social media	29%	(80)	71%	(193)	274
Celebs share too much on social media	25%	(54)	75%	(165)	219
Celebs who don't share are disconnected	27%	(32)	73%	(89)	122
Celebs should interact on social media	26%	(70)	74%	(193)	263
Celebs' social media is a professional platform	20%	(14)	80%	(57)	71
Celebs' social media is a personal platform	30%	(56)	70%	(134)	190
Connects to celebs paid promoting	46%	(25)	54%	(29)	54
Connects to celebs non-paid promoting	32%	(54)	68%	(113)	167
Concerned about climate change	28%	(79)	72%	(207)	286
Humans can stop climate change	30%	(31)	70%	(71)	102
Humans can slow climate change	25%	(47)	75%	(143)	190
Both in person and virtual school	28%	(36)	72%	(94)	130
Completely virtual school	23%	(33)	77%	(109)	143
Watch live sports at least once a week	36%	(38)	64%	(67)	105

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

**Table CGZ9\_3NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
*Religious event*

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	23% (84)	77% (275)	358
Gender: Male	19% (33)	81% (145)	179
Gender: Female	28% (50)	72% (130)	180
Age: 18-34	22% (36)	78% (128)	164
GenZers: 1997-2012	23% (84)	77% (275)	358
PID: Dem (no lean)	17% (25)	83% (121)	146
PID: Ind (no lean)	22% (32)	78% (114)	147
PID: Rep (no lean)	41% (27)	59% (39)	66
PID/Gender: Dem Men	13% (8)	87% (55)	63
PID/Gender: Dem Women	20% (16)	80% (66)	83
PID/Gender: Ind Men	14% (10)	86% (62)	72
PID/Gender: Ind Women	30% (22)	70% (52)	74
Ideo: Liberal (1-3)	15% (19)	85% (109)	128
Ideo: Moderate (4)	25% (17)	75% (52)	69
Ideo: Conservative (5-7)	37% (19)	63% (33)	52
Educ: < College	24% (77)	76% (239)	316
Income: Under 50k	21% (34)	79% (131)	165
Income: 50k-100k	24% (31)	76% (97)	128
Income: 100k+	29% (19)	71% (46)	65
Ethnicity: White	22% (48)	78% (170)	218
Ethnicity: Hispanic	30% (21)	70% (49)	70
Ethnicity: Black	25% (14)	75% (41)	55
Ethnicity: Other	25% (21)	75% (63)	85
All Christian	43% (51)	57% (66)	117
Agnostic/Nothing in particular	2% (2)	98% (109)	111
Something Else	36% (25)	64% (44)	68
Evangelical	50% (35)	50% (35)	71
Non-Evangelical	32% (34)	68% (72)	106

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**Table CGZ9\_3NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.

Religious event

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	23% (84)	77% (275)	358
Community: Urban	22% (20)	78% (71)	92
Community: Suburban	22% (46)	78% (161)	207
Community: Rural	28% (17)	72% (42)	59
Military HH: No	24% (75)	76% (243)	318
RD/WT: Right Direction	23% (16)	77% (54)	70
RD/WT: Wrong Track	23% (67)	77% (221)	288
Trump Job Approve	35% (27)	65% (51)	79
Trump Job Disapprove	19% (45)	81% (192)	237
Trump Job Somewhat Disapprove	21% (12)	79% (47)	60
Trump Job Strongly Disapprove	18% (32)	82% (144)	177
Favorable of Trump	34% (23)	66% (46)	69
Unfavorable of Trump	20% (50)	80% (198)	248
Somewhat Unfavorable of Trump	29% (17)	71% (41)	58
Very Unfavorable of Trump	17% (32)	83% (157)	190
#1 Issue: Economy	30% (31)	70% (71)	102
#1 Issue: Health Care	14% (9)	86% (58)	67
#1 Issue: Education	26% (15)	74% (43)	58
4-Region: Northeast	18% (13)	82% (58)	71
4-Region: Midwest	15% (9)	85% (51)	60
4-Region: South	25% (35)	75% (106)	141
4-Region: West	31% (26)	69% (60)	87
High school (Grade 9 - 12)	25% (42)	75% (125)	167
College or university program	26% (23)	74% (64)	86
I am not in school	13% (7)	87% (45)	52
White, non-Hispanic	21% (39)	79% (150)	189
POC	26% (45)	74% (124)	169
Twitter Users	23% (38)	77% (127)	164
Facebook Users	27% (46)	73% (125)	171
Snapchat Users	22% (51)	78% (177)	227
Instagram Users	22% (63)	78% (222)	285

Continued on next page

**Table CGZ9\_3NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
*Religious event*

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	23%	(84)	77%	(275)	358
Tiktok Users	24%	(42)	76%	(131)	174
Reddit Users	16%	(17)	84%	(94)	111
YouTube Users	23%	(75)	77%	(255)	330
Harry Styles Fan	27%	(42)	73%	(114)	156
Billie Eilish Fan	21%	(45)	79%	(168)	214
Zendaya Fan	28%	(64)	72%	(164)	228
Taylor Swift Fan	27%	(51)	73%	(139)	190
Kylie Jenner Fan	26%	(29)	74%	(82)	112
Emma Chamberlain Fan	32%	(26)	68%	(55)	81
Niall Horan Fan	25%	(24)	75%	(74)	98
Zayn Malik Fan	25%	(29)	75%	(85)	114
Liam Payne Fan	24%	(22)	76%	(72)	94
Louis Tomlinson Fan	25%	(21)	75%	(64)	85
Film: An avid fan	21%	(23)	79%	(87)	110
Film: A casual fan	25%	(47)	75%	(145)	193
Film: Not a fan	25%	(14)	75%	(42)	56
Television: An avid fan	15%	(14)	85%	(81)	95
Television: A casual fan	28%	(58)	72%	(147)	205
Television: Not a fan	21%	(12)	79%	(46)	58
Music: An avid fan	24%	(56)	76%	(183)	239
Music: A casual fan	24%	(27)	76%	(83)	110
Fashion: An avid fan	21%	(17)	79%	(65)	82
Fashion: A casual fan	26%	(41)	74%	(119)	161
Fashion: Not a fan	22%	(25)	78%	(90)	115
Pop culture: An avid fan	19%	(17)	81%	(72)	89
Pop culture: A casual fan	24%	(45)	76%	(144)	189
Pop culture: Not a fan	26%	(21)	74%	(59)	80
Sports: An avid fan	22%	(21)	78%	(75)	97
Sports: A casual fan	32%	(41)	68%	(88)	129
Sports: Not a fan	16%	(21)	84%	(111)	132

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**Table CGZ9\_3NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.

Religious event

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	23% (84)	77% (275)	358
Celeb fans on social media	21% (57)	79% (217)	274
Celebs share too much on social media	25% (54)	75% (165)	219
Celebs who don't share are disconnected	21% (26)	79% (95)	122
Celebs should interact on social media	23% (61)	77% (202)	263
Celebs' social media is a professional platform	23% (16)	77% (55)	71
Celebs' social media is a personal platform	20% (38)	80% (152)	190
Connects to celebs paid promoting	25% (13)	75% (41)	54
Connects to celebs non-paid promoting	23% (39)	77% (129)	167
Concerned about climate change	21% (61)	79% (225)	286
Humans can stop climate change	17% (17)	83% (84)	102
Humans can slow climate change	22% (41)	78% (149)	190
Both in person and virtual school	28% (36)	72% (94)	130
Completely virtual school	23% (33)	77% (109)	143
Watch live sports at least once a week	21% (22)	79% (83)	105

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

**Table CGZ9\_4NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Work-related conference

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	22%	(77)	78%	(281)	358
Gender: Male	20%	(35)	80%	(143)	179
Gender: Female	24%	(42)	76%	(138)	180
Age: 18-34	34%	(57)	66%	(108)	164
GenZers: 1997-2012	22%	(77)	78%	(281)	358
PID: Dem (no lean)	24%	(36)	76%	(110)	146
PID: Ind (no lean)	19%	(28)	81%	(119)	147
PID: Rep (no lean)	21%	(14)	79%	(52)	66
PID/Gender: Dem Men	23%	(15)	77%	(49)	63
PID/Gender: Dem Women	25%	(21)	75%	(62)	83
PID/Gender: Ind Men	16%	(12)	84%	(61)	72
PID/Gender: Ind Women	21%	(16)	79%	(58)	74
Ideo: Liberal (1-3)	25%	(31)	75%	(96)	128
Ideo: Moderate (4)	28%	(20)	72%	(49)	69
Ideo: Conservative (5-7)	23%	(12)	77%	(40)	52
Educ: < College	17%	(54)	83%	(262)	316
Income: Under 50k	19%	(31)	81%	(134)	165
Income: 50k-100k	29%	(38)	71%	(91)	128
Income: 100k+	14%	(9)	86%	(56)	65
Ethnicity: White	22%	(49)	78%	(170)	218
Ethnicity: Hispanic	20%	(14)	80%	(56)	70
Ethnicity: Black	21%	(12)	79%	(44)	55
Ethnicity: Other	20%	(17)	80%	(68)	85
All Christian	23%	(27)	77%	(90)	117
Agnostic/Nothing in particular	24%	(26)	76%	(85)	111
Something Else	15%	(10)	85%	(58)	68
Evangelical	22%	(16)	78%	(55)	71
Non-Evangelical	18%	(19)	82%	(87)	106

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**Table CGZ9\_4NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Work-related conference

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	22% (77)	78% (281)	358
Community: Urban	25% (23)	75% (69)	92
Community: Suburban	19% (40)	81% (167)	207
Community: Rural	23% (14)	77% (46)	59
Military HH: No	23% (72)	77% (247)	318
RD/WT: Right Direction	18% (12)	82% (58)	70
RD/WT: Wrong Track	23% (65)	77% (223)	288
Trump Job Approve	22% (17)	78% (61)	79
Trump Job Disapprove	23% (54)	77% (183)	237
Trump Job Somewhat Disapprove	16% (10)	84% (50)	60
Trump Job Strongly Disapprove	25% (44)	75% (133)	177
Favorable of Trump	22% (15)	78% (53)	69
Unfavorable of Trump	22% (54)	78% (194)	248
Somewhat Unfavorable of Trump	14% (8)	86% (50)	58
Very Unfavorable of Trump	24% (45)	76% (144)	190
#1 Issue: Economy	25% (26)	75% (77)	102
#1 Issue: Health Care	28% (19)	72% (49)	67
#1 Issue: Education	17% (10)	83% (48)	58
4-Region: Northeast	24% (17)	76% (54)	71
4-Region: Midwest	15% (9)	85% (51)	60
4-Region: South	24% (34)	76% (107)	141
4-Region: West	20% (17)	80% (69)	87
High school (Grade 9 - 12)	12% (21)	88% (146)	167
College or university program	37% (32)	63% (54)	86
I am not in school	34% (18)	66% (34)	52
White, non-Hispanic	23% (43)	77% (146)	189
POC	20% (34)	80% (135)	169
Twitter Users	27% (44)	73% (120)	164
Facebook Users	26% (45)	74% (126)	171
Snapchat Users	25% (57)	75% (170)	227
Instagram Users	22% (63)	78% (222)	285

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**Table CGZ9\_4NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Work-related conference

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	22%	(77)	78%	(281)	358
Tiktok Users	26%	(45)	74%	(128)	174
Reddit Users	24%	(26)	76%	(85)	111
YouTube Users	22%	(72)	78%	(258)	330
Harry Styles Fan	27%	(41)	73%	(115)	156
Billie Eilish Fan	24%	(52)	76%	(162)	214
Zendaya Fan	23%	(51)	77%	(176)	228
Taylor Swift Fan	19%	(36)	81%	(154)	190
Kylie Jenner Fan	24%	(27)	76%	(84)	112
Emma Chamberlain Fan	25%	(20)	75%	(61)	81
Niall Horan Fan	27%	(27)	73%	(71)	98
Zayn Malik Fan	31%	(35)	69%	(78)	114
Liam Payne Fan	28%	(26)	72%	(68)	94
Louis Tomlinson Fan	31%	(26)	69%	(59)	85
Film: An avid fan	24%	(26)	76%	(84)	110
Film: A casual fan	22%	(43)	78%	(150)	193
Film: Not a fan	15%	(9)	85%	(48)	56
Television: An avid fan	22%	(21)	78%	(74)	95
Television: A casual fan	20%	(42)	80%	(163)	205
Television: Not a fan	25%	(15)	75%	(44)	58
Music: An avid fan	24%	(58)	76%	(182)	239
Music: A casual fan	17%	(19)	83%	(91)	110
Fashion: An avid fan	21%	(17)	79%	(65)	82
Fashion: A casual fan	23%	(37)	77%	(124)	161
Fashion: Not a fan	20%	(23)	80%	(92)	115
Pop culture: An avid fan	23%	(20)	77%	(69)	89
Pop culture: A casual fan	22%	(41)	78%	(148)	189
Pop culture: Not a fan	20%	(16)	80%	(65)	80
Sports: An avid fan	25%	(25)	75%	(72)	97
Sports: A casual fan	23%	(30)	77%	(100)	129
Sports: Not a fan	17%	(23)	83%	(109)	132

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**Table CGZ9\_4NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Work-related conference

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	22%	(77)	78%	(281)	358
Celeb fans on social media	21%	(58)	79%	(215)	274
Celebs share too much on social media	21%	(46)	79%	(173)	219
Celebs who don't share are disconnected	16%	(20)	84%	(102)	122
Celebs should interact on social media	21%	(54)	79%	(209)	263
Celebs' social media is a professional platform	20%	(14)	80%	(57)	71
Celebs' social media is a personal platform	23%	(43)	77%	(147)	190
Connects to celebs paid promoting	23%	(13)	77%	(42)	54
Connects to celebs non-paid promoting	22%	(36)	78%	(131)	167
Concerned about climate change	22%	(62)	78%	(223)	286
Humans can stop climate change	21%	(21)	79%	(81)	102
Humans can slow climate change	21%	(41)	79%	(149)	190
Both in person and virtual school	19%	(25)	81%	(105)	130
Completely virtual school	21%	(29)	79%	(113)	143
Watch live sports at least once a week	25%	(26)	75%	(78)	105

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

**Table CGZ9\_5NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
*Educational event, such as a cooking class*

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	40%	(144)	60%	(215)	358
Gender: Male	37%	(66)	63%	(112)	179
Gender: Female	43%	(77)	57%	(103)	180
Age: 18-34	30%	(50)	70%	(115)	164
GenZers: 1997-2012	40%	(144)	60%	(215)	358
PID: Dem (no lean)	41%	(61)	59%	(86)	146
PID: Ind (no lean)	42%	(61)	58%	(85)	147
PID: Rep (no lean)	33%	(22)	67%	(44)	66
PID/Gender: Dem Men	40%	(25)	60%	(38)	63
PID/Gender: Dem Women	42%	(35)	58%	(48)	83
PID/Gender: Ind Men	36%	(26)	64%	(47)	72
PID/Gender: Ind Women	48%	(36)	52%	(39)	74
Ideo: Liberal (1-3)	42%	(54)	58%	(74)	128
Ideo: Moderate (4)	37%	(25)	63%	(43)	69
Ideo: Conservative (5-7)	34%	(18)	66%	(34)	52
Educ: < College	42%	(134)	58%	(182)	316
Income: Under 50k	35%	(58)	65%	(106)	165
Income: 50k-100k	40%	(51)	60%	(77)	128
Income: 100k+	52%	(34)	48%	(31)	65
Ethnicity: White	40%	(87)	60%	(131)	218
Ethnicity: Hispanic	38%	(27)	62%	(43)	70
Ethnicity: Black	37%	(20)	63%	(35)	55
Ethnicity: Other	43%	(36)	57%	(49)	85
All Christian	35%	(41)	65%	(75)	117
Agnostic/Nothing in particular	33%	(36)	67%	(75)	111
Something Else	38%	(26)	62%	(42)	68
Evangelical	31%	(22)	69%	(49)	71
Non-Evangelical	41%	(44)	59%	(62)	106

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**Table CGZ9\_5NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Educational event, such as a cooking class

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	40%	(144)	60%	(215)	358
Community: Urban	29%	(26)	71%	(66)	92
Community: Suburban	46%	(95)	54%	(112)	207
Community: Rural	37%	(22)	63%	(37)	59
Military HH: No	40%	(127)	60%	(191)	318
RD/WT: Right Direction	38%	(26)	62%	(44)	70
RD/WT: Wrong Track	41%	(117)	59%	(171)	288
Trump Job Approve	30%	(24)	70%	(55)	79
Trump Job Disapprove	42%	(99)	58%	(137)	237
Trump Job Somewhat Disapprove	40%	(24)	60%	(36)	60
Trump Job Strongly Disapprove	43%	(75)	57%	(101)	177
Favorable of Trump	33%	(23)	67%	(46)	69
Unfavorable of Trump	41%	(101)	59%	(147)	248
Somewhat Unfavorable of Trump	34%	(20)	66%	(38)	58
Very Unfavorable of Trump	43%	(81)	57%	(108)	190
#1 Issue: Economy	39%	(40)	61%	(62)	102
#1 Issue: Health Care	39%	(26)	61%	(41)	67
#1 Issue: Education	37%	(21)	63%	(36)	58
4-Region: Northeast	46%	(33)	54%	(38)	71
4-Region: Midwest	43%	(26)	57%	(34)	60
4-Region: South	34%	(48)	66%	(93)	141
4-Region: West	43%	(37)	57%	(50)	87
High school (Grade 9 - 12)	49%	(82)	51%	(85)	167
College or university program	37%	(32)	63%	(54)	86
I am not in school	19%	(10)	81%	(42)	52
White, non-Hispanic	40%	(76)	60%	(113)	189
POC	40%	(68)	60%	(101)	169
Twitter Users	44%	(72)	56%	(92)	164
Facebook Users	36%	(62)	64%	(110)	171
Snapchat Users	39%	(90)	61%	(138)	227
Instagram Users	40%	(113)	60%	(172)	285

Continued on next page

**Table CGZ9\_5NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
*Educational event, such as a cooking class*

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	40%	(144)	60%	(215)	358
Tiktok Users	47%	(82)	53%	(92)	174
Reddit Users	44%	(49)	56%	(62)	111
YouTube Users	41%	(137)	59%	(193)	330
Harry Styles Fan	44%	(68)	56%	(88)	156
Billie Eilish Fan	43%	(92)	57%	(121)	214
Zendaya Fan	42%	(97)	58%	(131)	228
Taylor Swift Fan	41%	(78)	59%	(112)	190
Kylie Jenner Fan	34%	(38)	66%	(74)	112
Emma Chamberlain Fan	45%	(36)	55%	(44)	81
Niall Horan Fan	40%	(39)	60%	(59)	98
Zayn Malik Fan	37%	(42)	63%	(71)	114
Liam Payne Fan	33%	(31)	67%	(63)	94
Louis Tomlinson Fan	36%	(31)	64%	(54)	85
Film: An avid fan	40%	(43)	60%	(66)	110
Film: A casual fan	40%	(78)	60%	(115)	193
Film: Not a fan	40%	(22)	60%	(34)	56
Television: An avid fan	33%	(31)	67%	(64)	95
Television: A casual fan	43%	(87)	57%	(117)	205
Television: Not a fan	43%	(25)	57%	(33)	58
Music: An avid fan	38%	(90)	62%	(149)	239
Music: A casual fan	46%	(51)	54%	(59)	110
Fashion: An avid fan	41%	(34)	59%	(48)	82
Fashion: A casual fan	41%	(66)	59%	(95)	161
Fashion: Not a fan	38%	(43)	62%	(72)	115
Pop culture: An avid fan	41%	(37)	59%	(53)	89
Pop culture: A casual fan	42%	(80)	58%	(109)	189
Pop culture: Not a fan	33%	(27)	67%	(53)	80
Sports: An avid fan	35%	(34)	65%	(63)	97
Sports: A casual fan	37%	(48)	63%	(81)	129
Sports: Not a fan	46%	(61)	54%	(71)	132

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**Table CGZ9\_5NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Educational event, such as a cooking class

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	40%	(144)	60%	(215)	358
Celeb fans on social media	35%	(97)	65%	(177)	274
Celebs share too much on social media	44%	(95)	56%	(123)	219
Celebs who don't share are disconnected	38%	(47)	62%	(75)	122
Celebs should interact on social media	41%	(108)	59%	(155)	263
Celebs' social media is a professional platform	41%	(29)	59%	(42)	71
Celebs' social media is a personal platform	39%	(74)	61%	(116)	190
Connects to celebs paid promoting	34%	(18)	66%	(36)	54
Connects to celebs non-paid promoting	52%	(87)	48%	(80)	167
Concerned about climate change	41%	(118)	59%	(167)	286
Humans can stop climate change	38%	(39)	62%	(63)	102
Humans can slow climate change	45%	(85)	55%	(105)	190
Both in person and virtual school	42%	(55)	58%	(76)	130
Completely virtual school	47%	(66)	53%	(76)	143
Watch live sports at least once a week	34%	(36)	66%	(69)	105

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

**Table CGZ9\_6NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Content convention, such as Comic-Con

Demographic	Selected	Not Selected	Total N
Gen Z'ers (Age 13-23)	5% (19)	95% (339)	358
Gender: Male	7% (13)	93% (166)	179
Gender: Female	4% (6)	96% (173)	180
Age: 18-34	8% (13)	92% (151)	164
GenZers: 1997-2012	5% (19)	95% (339)	358
PID: Dem (no lean)	5% (8)	95% (138)	146
PID: Ind (no lean)	5% (7)	95% (139)	147
PID: Rep (no lean)	6% (4)	94% (62)	66
PID/Gender: Dem Men	7% (4)	93% (59)	63
PID/Gender: Dem Women	4% (3)	96% (79)	83
PID/Gender: Ind Men	6% (4)	94% (68)	72
PID/Gender: Ind Women	4% (3)	96% (71)	74
Ideo: Liberal (1-3)	5% (6)	95% (122)	128
Ideo: Moderate (4)	6% (4)	94% (65)	69
Ideo: Conservative (5-7)	9% (5)	91% (48)	52
Educ: < College	5% (16)	95% (300)	316
Income: Under 50k	7% (11)	93% (153)	165
Income: 50k-100k	3% (3)	97% (125)	128
Income: 100k+	7% (4)	93% (61)	65
Ethnicity: White	7% (14)	93% (204)	218
Ethnicity: Hispanic	6% (4)	94% (66)	70
Ethnicity: Black	4% (2)	96% (53)	55
Ethnicity: Other	3% (2)	97% (82)	85
All Christian	4% (4)	96% (112)	117
Agnostic/Nothing in particular	10% (12)	90% (99)	111
Something Else	3% (2)	97% (66)	68
Evangelical	5% (4)	95% (67)	71
Non-Evangelical	2% (2)	98% (104)	106

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**Table CGZ9\_6NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Content convention, such as Comic-Con

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(19)	95%	(339)	358
Community: Urban	7%	(6)	93%	(86)	92
Community: Suburban	5%	(10)	95%	(197)	207
Community: Rural	5%	(3)	95%	(57)	59
Military HH: No	6%	(18)	94%	(301)	318
RD/WT: Right Direction	4%	(3)	96%	(68)	70
RD/WT: Wrong Track	6%	(16)	94%	(272)	288
Trump Job Approve	8%	(7)	92%	(72)	79
Trump Job Disapprove	5%	(13)	95%	(224)	237
Trump Job Somewhat Disapprove	12%	(7)	88%	(53)	60
Trump Job Strongly Disapprove	3%	(5)	97%	(171)	177
Favorable of Trump	7%	(5)	93%	(64)	69
Unfavorable of Trump	5%	(13)	95%	(235)	248
Somewhat Unfavorable of Trump	8%	(5)	92%	(53)	58
Very Unfavorable of Trump	4%	(8)	96%	(182)	190
#1 Issue: Economy	8%	(9)	92%	(94)	102
#1 Issue: Health Care	7%	(5)	93%	(62)	67
#1 Issue: Education	3%	(2)	97%	(56)	58
4-Region: Northeast	7%	(5)	93%	(66)	71
4-Region: Midwest	9%	(5)	91%	(55)	60
4-Region: South	5%	(7)	95%	(133)	141
4-Region: West	2%	(2)	98%	(85)	87
High school (Grade 9 - 12)	3%	(5)	97%	(162)	167
College or university program	3%	(3)	97%	(83)	86
I am not in school	17%	(9)	83%	(43)	52
White, non-Hispanic	7%	(14)	93%	(176)	189
POC	3%	(5)	97%	(164)	169
Twitter Users	9%	(14)	91%	(150)	164
Facebook Users	7%	(12)	93%	(160)	171
Snapchat Users	6%	(14)	94%	(213)	227
Instagram Users	5%	(14)	95%	(271)	285

Continued on next page

**Table CGZ9\_6NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Content convention, such as Comic-Con

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(19)	95%	(339)	358
Tiktok Users	5%	(8)	95%	(166)	174
Reddit Users	10%	(12)	90%	(99)	111
YouTube Users	6%	(19)	94%	(312)	330
Harry Styles Fan	5%	(7)	95%	(149)	156
Billie Eilish Fan	6%	(12)	94%	(201)	214
Zendaya Fan	6%	(14)	94%	(214)	228
Taylor Swift Fan	4%	(7)	96%	(183)	190
Kylie Jenner Fan	5%	(5)	95%	(106)	112
Emma Chamberlain Fan	4%	(3)	96%	(77)	81
Niall Horan Fan	3%	(3)	97%	(95)	98
Zayn Malik Fan	4%	(4)	96%	(109)	114
Liam Payne Fan	6%	(6)	94%	(88)	94
Louis Tomlinson Fan	8%	(7)	92%	(78)	85
Film: An avid fan	9%	(9)	91%	(100)	110
Film: A casual fan	4%	(8)	96%	(185)	193
Film: Not a fan	3%	(2)	97%	(54)	56
Television: An avid fan	9%	(9)	91%	(87)	95
Television: A casual fan	5%	(9)	95%	(195)	205
Television: Not a fan	2%	(1)	98%	(57)	58
Music: An avid fan	5%	(12)	95%	(227)	239
Music: A casual fan	5%	(5)	95%	(104)	110
Fashion: An avid fan	5%	(4)	95%	(78)	82
Fashion: A casual fan	3%	(5)	97%	(156)	161
Fashion: Not a fan	9%	(10)	91%	(105)	115
Pop culture: An avid fan	11%	(10)	89%	(79)	89
Pop culture: A casual fan	4%	(7)	96%	(181)	189
Pop culture: Not a fan	2%	(2)	98%	(78)	80
Sports: An avid fan	5%	(5)	95%	(92)	97
Sports: A casual fan	4%	(5)	96%	(125)	129
Sports: Not a fan	8%	(10)	92%	(122)	132

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**Table CGZ9\_6NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Content convention, such as Comic-Con

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(19)	95%	(339)	358
Celeb fans on social media	6%	(17)	94%	(257)	274
Celebs share too much on social media	4%	(8)	96%	(211)	219
Celebs who don't share are disconnected	4%	(5)	96%	(117)	122
Celebs should interact on social media	5%	(13)	95%	(250)	263
Celebs' social media is a professional platform	9%	(6)	91%	(65)	71
Celebs' social media is a personal platform	6%	(11)	94%	(179)	190
Connects to celebs paid promoting	9%	(5)	91%	(49)	54
Connects to celebs non-paid promoting	4%	(7)	96%	(160)	167
Concerned about climate change	5%	(15)	95%	(271)	286
Humans can stop climate change	5%	(6)	95%	(96)	102
Humans can slow climate change	6%	(12)	94%	(178)	190
Both in person and virtual school	4%	(5)	96%	(125)	130
Completely virtual school	4%	(6)	96%	(137)	143
Watch live sports at least once a week	8%	(8)	92%	(96)	105

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

**Table CGZ9\_7NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Other, please specify.

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	13%	(47)	87%	(311)	358
Gender: Male	15%	(26)	85%	(152)	179
Gender: Female	12%	(21)	88%	(159)	180
Age: 18-34	7%	(12)	93%	(152)	164
GenZers: 1997-2012	13%	(47)	87%	(311)	358
PID: Dem (no lean)	10%	(15)	90%	(131)	146
PID: Ind (no lean)	14%	(21)	86%	(125)	147
PID: Rep (no lean)	17%	(11)	83%	(55)	66
PID/Gender: Dem Men	7%	(4)	93%	(59)	63
PID/Gender: Dem Women	13%	(10)	87%	(72)	83
PID/Gender: Ind Men	20%	(14)	80%	(58)	72
PID/Gender: Ind Women	9%	(7)	91%	(67)	74
Ideo: Liberal (1-3)	8%	(10)	92%	(117)	128
Ideo: Moderate (4)	17%	(12)	83%	(57)	69
Ideo: Conservative (5-7)	21%	(11)	79%	(41)	52
Educ: < College	15%	(47)	85%	(269)	316
Income: Under 50k	14%	(23)	86%	(142)	165
Income: 50k-100k	14%	(19)	86%	(110)	128
Income: 100k+	8%	(5)	92%	(60)	65
Ethnicity: White	14%	(31)	86%	(188)	218
Ethnicity: Hispanic	8%	(6)	92%	(64)	70
Ethnicity: Black	10%	(5)	90%	(50)	55
Ethnicity: Other	13%	(11)	87%	(74)	85
All Christian	8%	(10)	92%	(107)	117
Agnostic/Nothing in particular	17%	(18)	83%	(93)	111
Something Else	14%	(10)	86%	(59)	68
Evangelical	18%	(13)	82%	(58)	71
Non-Evangelical	6%	(7)	94%	(99)	106

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**Table CGZ9\_7NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Other, please specify.

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	13%	(47)	87%	(311)	358
Community: Urban	11%	(10)	89%	(82)	92
Community: Suburban	14%	(28)	86%	(179)	207
Community: Rural	15%	(9)	85%	(50)	59
Military HH: No	12%	(37)	88%	(281)	318
RD/WT: Right Direction	14%	(10)	86%	(61)	70
RD/WT: Wrong Track	13%	(37)	87%	(251)	288
Trump Job Approve	16%	(12)	84%	(67)	79
Trump Job Disapprove	11%	(26)	89%	(210)	237
Trump Job Somewhat Disapprove	12%	(7)	88%	(52)	60
Trump Job Strongly Disapprove	11%	(19)	89%	(158)	177
Favorable of Trump	12%	(8)	88%	(61)	69
Unfavorable of Trump	13%	(31)	87%	(217)	248
Somewhat Unfavorable of Trump	18%	(10)	82%	(48)	58
Very Unfavorable of Trump	11%	(21)	89%	(169)	190
#1 Issue: Economy	16%	(16)	84%	(86)	102
#1 Issue: Health Care	8%	(5)	92%	(62)	67
#1 Issue: Education	10%	(6)	90%	(52)	58
4-Region: Northeast	12%	(9)	88%	(62)	71
4-Region: Midwest	8%	(5)	92%	(55)	60
4-Region: South	14%	(20)	86%	(121)	141
4-Region: West	16%	(14)	84%	(73)	87
High school (Grade 9 - 12)	17%	(29)	83%	(138)	167
College or university program	10%	(8)	90%	(78)	86
I am not in school	4%	(2)	96%	(50)	52
White, non-Hispanic	15%	(28)	85%	(161)	189
POC	11%	(19)	89%	(150)	169
Twitter Users	9%	(15)	91%	(149)	164
Facebook Users	12%	(21)	88%	(151)	171
Snapchat Users	11%	(25)	89%	(202)	227
Instagram Users	15%	(42)	85%	(244)	285

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**Table CGZ9\_7NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
Other, please specify.

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	13%	(47)	87%	(311)	358
Tiktok Users	10%	(18)	90%	(156)	174
Reddit Users	10%	(11)	90%	(100)	111
YouTube Users	13%	(44)	87%	(286)	330
Harry Styles Fan	9%	(14)	91%	(142)	156
Billie Eilish Fan	9%	(19)	91%	(195)	214
Zendaya Fan	11%	(25)	89%	(203)	228
Taylor Swift Fan	13%	(24)	87%	(166)	190
Kylie Jenner Fan	11%	(12)	89%	(100)	112
Emma Chamberlain Fan	8%	(7)	92%	(74)	81
Niall Horan Fan	5%	(5)	95%	(93)	98
Zayn Malik Fan	10%	(11)	90%	(102)	114
Liam Payne Fan	6%	(6)	94%	(88)	94
Louis Tomlinson Fan	4%	(4)	96%	(82)	85
Film: An avid fan	11%	(12)	89%	(98)	110
Film: A casual fan	15%	(28)	85%	(164)	193
Film: Not a fan	12%	(7)	88%	(49)	56
Television: An avid fan	11%	(10)	89%	(85)	95
Television: A casual fan	14%	(29)	86%	(175)	205
Television: Not a fan	13%	(8)	87%	(51)	58
Music: An avid fan	13%	(30)	87%	(209)	239
Music: A casual fan	14%	(15)	86%	(95)	110
Fashion: An avid fan	10%	(8)	90%	(74)	82
Fashion: A casual fan	12%	(20)	88%	(141)	161
Fashion: Not a fan	16%	(19)	84%	(96)	115
Pop culture: An avid fan	9%	(8)	91%	(81)	89
Pop culture: A casual fan	13%	(25)	87%	(164)	189
Pop culture: Not a fan	17%	(14)	83%	(66)	80
Sports: An avid fan	13%	(13)	87%	(84)	97
Sports: A casual fan	14%	(18)	86%	(112)	129
Sports: Not a fan	13%	(17)	87%	(116)	132

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**Table CGZ9\_7NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 Other, please specify.

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	13%	(47)	87%	(311)	358
Celeb fans on social media	11%	(29)	89%	(245)	274
Celebs share too much on social media	13%	(29)	87%	(190)	219
Celebs who don't share are disconnected	9%	(11)	91%	(110)	122
Celebs should interact on social media	12%	(31)	88%	(232)	263
Celebs' social media is a professional platform	21%	(15)	79%	(57)	71
Celebs' social media is a personal platform	11%	(22)	89%	(168)	190
Connects to celebs paid promoting	6%	(3)	94%	(51)	54
Connects to celebs non-paid promoting	10%	(17)	90%	(150)	167
Concerned about climate change	12%	(35)	88%	(251)	286
Humans can stop climate change	11%	(11)	89%	(90)	102
Humans can slow climate change	13%	(25)	87%	(165)	190
Both in person and virtual school	15%	(19)	85%	(111)	130
Completely virtual school	14%	(20)	86%	(123)	143
Watch live sports at least once a week	11%	(12)	89%	(93)	105

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

**Table CGZ9\_8NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(17)	95%	(341)	358
Gender: Male	7%	(12)	93%	(166)	179
Gender: Female	3%	(5)	97%	(175)	180
Age: 18-34	4%	(6)	96%	(158)	164
GenZers: 1997-2012	5%	(17)	95%	(341)	358
PID: Dem (no lean)	2%	(3)	98%	(143)	146
PID: Ind (no lean)	10%	(15)	90%	(132)	147
PID: Rep (no lean)	—	(0)	100%	(66)	66
PID/Gender: Dem Men	2%	(2)	98%	(62)	63
PID/Gender: Dem Women	2%	(1)	98%	(81)	83
PID/Gender: Ind Men	15%	(11)	85%	(62)	72
PID/Gender: Ind Women	5%	(4)	95%	(70)	74
Ideo: Liberal (1-3)	4%	(6)	96%	(122)	128
Ideo: Moderate (4)	1%	(1)	99%	(68)	69
Ideo: Conservative (5-7)	1%	(1)	99%	(52)	52
Educ: < College	5%	(17)	95%	(299)	316
Income: Under 50k	7%	(11)	93%	(154)	165
Income: 50k-100k	2%	(2)	98%	(126)	128
Income: 100k+	7%	(4)	93%	(61)	65
Ethnicity: White	2%	(5)	98%	(214)	218
Ethnicity: Hispanic	8%	(6)	92%	(64)	70
Ethnicity: Black	9%	(5)	91%	(50)	55
Ethnicity: Other	9%	(7)	91%	(77)	85
All Christian	1%	(2)	99%	(115)	117
Agnostic/Nothing in particular	8%	(9)	92%	(102)	111
Something Else	7%	(5)	93%	(63)	68
Evangelical	3%	(2)	97%	(69)	71
Non-Evangelical	4%	(4)	96%	(102)	106

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**Table CGZ9\_8NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(17)	95%	(341)	358
Community: Urban	7%	(6)	93%	(86)	92
Community: Suburban	3%	(6)	97%	(202)	207
Community: Rural	10%	(6)	90%	(53)	59
Military HH: No	5%	(17)	95%	(302)	318
RD/WT: Right Direction	9%	(6)	91%	(64)	70
RD/WT: Wrong Track	4%	(11)	96%	(277)	288
Trump Job Approve	4%	(3)	96%	(76)	79
Trump Job Disapprove	4%	(9)	96%	(227)	237
Trump Job Somewhat Disapprove	4%	(2)	96%	(57)	60
Trump Job Strongly Disapprove	4%	(7)	96%	(170)	177
Favorable of Trump	4%	(2)	96%	(67)	69
Unfavorable of Trump	5%	(11)	95%	(237)	248
Somewhat Unfavorable of Trump	4%	(2)	96%	(56)	58
Very Unfavorable of Trump	5%	(9)	95%	(181)	190
#1 Issue: Economy	1%	(1)	99%	(101)	102
#1 Issue: Health Care	3%	(2)	97%	(65)	67
#1 Issue: Education	8%	(5)	92%	(53)	58
4-Region: Northeast	5%	(4)	95%	(67)	71
4-Region: Midwest	6%	(4)	94%	(56)	60
4-Region: South	4%	(6)	96%	(134)	141
4-Region: West	4%	(4)	96%	(83)	87
High school (Grade 9 - 12)	5%	(8)	95%	(159)	167
College or university program	4%	(3)	96%	(83)	86
I am not in school	3%	(1)	97%	(51)	52
White, non-Hispanic	3%	(5)	97%	(185)	189
POC	7%	(13)	93%	(156)	169
Twitter Users	2%	(3)	98%	(161)	164
Facebook Users	2%	(4)	98%	(168)	171
Snapchat Users	4%	(10)	96%	(217)	227
Instagram Users	3%	(8)	97%	(277)	285

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**Table CGZ9\_8NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(17)	95%	(341)	358
Tiktok Users	4%	(7)	96%	(167)	174
Reddit Users	2%	(2)	98%	(109)	111
YouTube Users	4%	(14)	96%	(316)	330
Harry Styles Fan	3%	(5)	97%	(151)	156
Billie Eilish Fan	5%	(10)	95%	(204)	214
Zendaya Fan	3%	(8)	97%	(220)	228
Taylor Swift Fan	5%	(10)	95%	(180)	190
Kylie Jenner Fan	5%	(5)	95%	(106)	112
Emma Chamberlain Fan	4%	(3)	96%	(78)	81
Niall Horan Fan	4%	(4)	96%	(94)	98
Zayn Malik Fan	4%	(5)	96%	(109)	114
Liam Payne Fan	3%	(3)	97%	(91)	94
Louis Tomlinson Fan	3%	(3)	97%	(82)	85
Film: An avid fan	4%	(5)	96%	(105)	110
Film: A casual fan	4%	(8)	96%	(184)	193
Film: Not a fan	8%	(5)	92%	(52)	56
Television: An avid fan	3%	(3)	97%	(92)	95
Television: A casual fan	4%	(8)	96%	(196)	205
Television: Not a fan	10%	(6)	90%	(52)	58
Music: An avid fan	5%	(11)	95%	(228)	239
Music: A casual fan	5%	(6)	95%	(104)	110
Fashion: An avid fan	3%	(3)	97%	(80)	82
Fashion: A casual fan	4%	(7)	96%	(154)	161
Fashion: Not a fan	7%	(8)	93%	(107)	115
Pop culture: An avid fan	1%	(1)	99%	(89)	89
Pop culture: A casual fan	5%	(9)	95%	(180)	189
Pop culture: Not a fan	10%	(8)	90%	(72)	80
Sports: An avid fan	5%	(5)	95%	(92)	97
Sports: A casual fan	4%	(5)	96%	(125)	129
Sports: Not a fan	6%	(8)	94%	(125)	132

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**Table CGZ9\_8NET:** You previously indicated that you have attended a virtual event since March 2020. What type of virtual event did you attend?  
 Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Gen Z'ers (Age 13-23)	5%	(17)	95%	(341)	358
Celeb fans on social media	6%	(17)	94%	(257)	274
Celebs share too much on social media	5%	(12)	95%	(207)	219
Celebs who don't share are disconnected	4%	(5)	96%	(117)	122
Celebs should interact on social media	5%	(12)	95%	(251)	263
Celebs' social media is a professional platform	—	(0)	100%	(71)	71
Celebs' social media is a personal platform	4%	(8)	96%	(182)	190
Connects to celebs paid promoting	5%	(3)	95%	(52)	54
Connects to celebs non-paid promoting	3%	(5)	97%	(162)	167
Concerned about climate change	4%	(11)	96%	(275)	286
Humans can stop climate change	6%	(6)	94%	(96)	102
Humans can slow climate change	4%	(7)	96%	(183)	190
Both in person and virtual school	4%	(5)	96%	(126)	130
Completely virtual school	5%	(7)	95%	(136)	143
Watch live sports at least once a week	5%	(5)	95%	(100)	105

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

**Table CGZ10\_1: How interested are you in the following types of podcasts?**

*Politics*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	15% (49)	28% (90)	15% (49)	34% (109)	7% (23)	320
Gender: Male	15% (26)	34% (56)	11% (19)	33% (55)	7% (12)	167
Gender: Female	15% (23)	22% (33)	20% (31)	35% (54)	8% (12)	153
Age: 18-34	16% (27)	37% (63)	14% (25)	29% (49)	5% (8)	173
GenZers: 1997-2012	15% (49)	28% (90)	15% (49)	34% (109)	7% (23)	320
PID: Dem (no lean)	21% (30)	35% (49)	13% (18)	28% (39)	3% (4)	140
PID: Ind (no lean)	8% (10)	15% (19)	17% (21)	48% (61)	12% (15)	125
PID: Rep (no lean)	17% (9)	41% (22)	18% (10)	17% (9)	7% (4)	55
PID/Gender: Dem Men	19% (13)	39% (27)	8% (6)	32% (22)	2% (1)	69
PID/Gender: Dem Women	24% (17)	31% (22)	17% (12)	25% (17)	3% (2)	71
PID/Gender: Ind Men	9% (6)	21% (13)	14% (9)	45% (29)	10% (7)	64
PID/Gender: Ind Women	6% (4)	8% (5)	20% (12)	51% (31)	14% (9)	61
Ideo: Liberal (1-3)	21% (28)	32% (44)	15% (20)	27% (37)	4% (5)	135
Ideo: Moderate (4)	5% (3)	34% (21)	22% (14)	33% (20)	5% (3)	61
Ideo: Conservative (5-7)	24% (13)	38% (20)	15% (8)	20% (11)	3% (2)	53
Educ: < College	15% (41)	25% (71)	16% (44)	36% (102)	8% (23)	281
Income: Under 50k	13% (22)	24% (38)	13% (21)	40% (64)	10% (16)	161
Income: 50k-100k	16% (17)	31% (33)	20% (22)	30% (32)	3% (3)	107
Income: 100k+	20% (10)	36% (19)	13% (7)	25% (13)	7% (4)	52
Ethnicity: White	19% (40)	27% (57)	15% (31)	34% (72)	6% (12)	212
Ethnicity: Hispanic	11% (7)	35% (21)	15% (9)	29% (18)	11% (7)	62
Ethnicity: Other	9% (6)	30% (22)	17% (12)	31% (22)	13% (9)	71
All Christian	18% (17)	33% (31)	21% (20)	23% (22)	5% (5)	95
Agnostic/Nothing in particular	7% (8)	29% (33)	16% (18)	38% (43)	10% (11)	113
Something Else	22% (13)	19% (11)	7% (4)	47% (28)	5% (3)	59
Evangelical	18% (10)	25% (14)	14% (8)	40% (23)	3% (1)	57
Non-Evangelical	21% (19)	27% (25)	16% (14)	30% (27)	7% (6)	91
Community: Urban	16% (11)	31% (22)	16% (11)	29% (21)	9% (6)	73
Community: Suburban	16% (28)	27% (48)	19% (33)	34% (60)	6% (10)	179
Community: Rural	14% (10)	28% (19)	7% (5)	40% (28)	10% (7)	68
Military HH: No	16% (46)	28% (81)	15% (45)	34% (100)	8% (23)	294

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**Table CGZ10\_1: How interested are you in the following types of podcasts?***Politics*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	15% (49)	28% (90)	15% (49)	34% (109)	7% (23)	320
RD/WT: Right Direction	8% (5)	37% (22)	17% (10)	27% (17)	12% (7)	61
RD/WT: Wrong Track	17% (44)	26% (67)	15% (39)	36% (92)	6% (16)	259
Trump Job Approve	16% (12)	41% (31)	14% (11)	22% (17)	8% (6)	76
Trump Job Disapprove	17% (36)	26% (57)	16% (34)	38% (82)	3% (7)	216
Trump Job Somewhat Disapprove	8% (4)	27% (14)	17% (9)	43% (22)	5% (2)	52
Trump Job Strongly Disapprove	19% (32)	26% (43)	15% (25)	37% (60)	3% (4)	164
Favorable of Trump	16% (12)	38% (27)	15% (10)	21% (15)	10% (7)	71
Unfavorable of Trump	16% (37)	26% (58)	17% (38)	37% (85)	4% (9)	227
Somewhat Unfavorable of Trump	4% (2)	26% (14)	19% (10)	42% (22)	9% (5)	52
Very Unfavorable of Trump	20% (34)	26% (45)	16% (28)	36% (63)	2% (4)	175
#1 Issue: Economy	17% (17)	32% (33)	20% (20)	24% (24)	7% (7)	101
#1 Issue: Health Care	13% (7)	23% (13)	12% (7)	45% (26)	7% (4)	57
#1 Issue: Women's Issues	15% (8)	15% (8)	22% (11)	45% (23)	3% (2)	51
4-Region: Northeast	18% (10)	34% (19)	11% (6)	27% (15)	10% (5)	56
4-Region: Midwest	15% (10)	28% (18)	11% (7)	42% (27)	4% (2)	65
4-Region: South	14% (19)	25% (33)	19% (25)	34% (44)	7% (9)	129
4-Region: West	15% (10)	28% (20)	15% (11)	32% (22)	9% (6)	69
High school (Grade 9 - 12)	14% (20)	20% (28)	17% (24)	38% (53)	11% (16)	141
College or university program	18% (13)	39% (27)	18% (13)	23% (16)	2% (1)	71
I am not in school	14% (9)	38% (24)	10% (6)	34% (22)	5% (3)	65
White, non-Hispanic	19% (36)	25% (46)	15% (29)	34% (65)	6% (11)	187
POC	9% (13)	33% (43)	16% (21)	33% (44)	9% (12)	133
Twitter Users	22% (37)	32% (53)	16% (27)	25% (43)	5% (9)	168
Facebook Users	19% (33)	34% (59)	16% (28)	27% (48)	4% (8)	177
Snapchat Users	18% (37)	28% (57)	15% (31)	31% (64)	7% (15)	204
Instagram Users	18% (45)	27% (69)	17% (43)	33% (85)	6% (15)	257
Tiktok Users	17% (25)	28% (43)	13% (19)	35% (54)	7% (11)	152
Reddit Users	17% (19)	37% (41)	14% (15)	29% (31)	3% (3)	109
YouTube Users	16% (47)	28% (84)	16% (49)	34% (104)	6% (18)	302
Harry Styles Fan	15% (23)	30% (44)	19% (29)	27% (40)	9% (13)	148

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**Table CGZ10\_1: How interested are you in the following types of podcasts?**

*Politics*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	15% (49)	28% (90)	15% (49)	34% (109)	7% (23)	320
Billie Eilish Fan	17% (33)	29% (57)	15% (29)	33% (64)	7% (14)	196
Zendaya Fan	14% (28)	28% (55)	17% (34)	34% (68)	7% (13)	199
Taylor Swift Fan	14% (23)	33% (54)	14% (22)	32% (52)	7% (11)	161
Kylie Jenner Fan	18% (19)	32% (33)	15% (16)	29% (31)	6% (7)	106
Emma Chamberlain Fan	25% (21)	29% (25)	16% (14)	21% (18)	8% (7)	85
Niall Horan Fan	17% (16)	39% (36)	12% (11)	23% (21)	9% (8)	93
Zayn Malik Fan	14% (14)	35% (34)	16% (16)	28% (27)	7% (7)	98
Liam Payne Fan	20% (17)	38% (33)	16% (14)	22% (19)	4% (4)	87
Louis Tomlinson Fan	20% (18)	37% (32)	16% (14)	20% (18)	6% (5)	87
Film: An avid fan	20% (21)	31% (32)	15% (15)	28% (29)	6% (7)	105
Film: A casual fan	13% (23)	30% (50)	16% (28)	33% (57)	7% (12)	170
Television: An avid fan	20% (17)	32% (28)	17% (14)	26% (23)	5% (4)	87
Television: A casual fan	10% (18)	30% (53)	14% (25)	38% (65)	7% (13)	174
Television: Not a fan	23% (13)	14% (8)	17% (10)	35% (21)	11% (6)	59
Music: An avid fan	20% (41)	30% (61)	12% (25)	33% (67)	5% (11)	205
Music: A casual fan	8% (8)	25% (27)	22% (23)	35% (38)	10% (11)	107
Fashion: An avid fan	21% (18)	25% (20)	13% (11)	31% (25)	9% (8)	82
Fashion: A casual fan	10% (14)	36% (49)	17% (23)	33% (45)	5% (7)	138
Fashion: Not a fan	18% (18)	20% (20)	15% (15)	39% (39)	9% (9)	100
Pop culture: An avid fan	22% (18)	29% (24)	16% (13)	30% (26)	4% (3)	85
Pop culture: A casual fan	13% (21)	32% (52)	17% (27)	30% (48)	8% (13)	162
Pop culture: Not a fan	13% (9)	18% (13)	12% (9)	47% (35)	10% (7)	74
Sports: An avid fan	22% (18)	33% (27)	11% (9)	28% (23)	6% (5)	81
Sports: A casual fan	15% (16)	33% (35)	16% (17)	29% (30)	6% (6)	104
Sports: Not a fan	11% (15)	21% (28)	18% (24)	41% (56)	9% (12)	134
Celeb fans on social media	16% (39)	31% (76)	15% (36)	33% (79)	5% (13)	242
Celebs share too much on social media	18% (34)	32% (63)	14% (27)	33% (63)	4% (7)	194
Celebs who don't share are disconnected	20% (23)	29% (33)	13% (15)	34% (39)	4% (4)	115
Celebs should interact on social media	18% (43)	31% (73)	16% (39)	31% (74)	3% (7)	236

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**Table CGZ10\_1: How interested are you in the following types of podcasts?***Politics*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	15%	(49)	28%	(90)	15%	(49)	34%	(109)	7%	(23)	320
Celebs' social media is a professional platform	7%	(5)	32%	(19)	18%	(11)	37%	(23)	6%	(4)	61
Celebs' social media is a personal platform	19%	(31)	31%	(51)	14%	(24)	34%	(56)	2%	(3)	165
Connects to celebs non-paid promoting	16%	(25)	28%	(44)	19%	(29)	29%	(46)	7%	(11)	155
Concerned about climate change	16%	(39)	30%	(77)	16%	(41)	33%	(85)	5%	(12)	254
Humans can stop climate change	14%	(12)	28%	(24)	11%	(9)	42%	(37)	5%	(4)	86
Humans can slow climate change	16%	(27)	32%	(55)	16%	(27)	32%	(54)	5%	(8)	170
Both in person and virtual school	18%	(19)	28%	(30)	16%	(17)	33%	(35)	6%	(7)	108
Completely virtual school	15%	(17)	24%	(26)	22%	(24)	33%	(36)	5%	(5)	108
Watch live sports at least once a week	21%	(20)	38%	(36)	14%	(13)	27%	(26)	—	(0)	95

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

**Table CGZ10\_2: How interested are you in the following types of podcasts?**

*Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	21% (67)	18% (57)	18% (56)	38% (122)	6% (18)	320
Gender: Male	33% (54)	16% (27)	11% (19)	32% (54)	7% (12)	167
Gender: Female	8% (12)	20% (30)	24% (37)	44% (68)	4% (6)	153
Age: 18-34	25% (43)	19% (33)	15% (27)	38% (65)	3% (5)	173
GenZers: 1997-2012	21% (67)	18% (57)	18% (56)	38% (122)	6% (18)	320
PID: Dem (no lean)	21% (30)	15% (21)	18% (25)	43% (61)	3% (4)	140
PID: Ind (no lean)	18% (23)	16% (19)	21% (26)	38% (47)	8% (10)	125
PID: Rep (no lean)	27% (15)	31% (17)	9% (5)	25% (14)	8% (4)	55
PID/Gender: Dem Men	35% (24)	13% (9)	8% (5)	41% (28)	4% (2)	69
PID/Gender: Dem Women	8% (6)	17% (12)	28% (20)	46% (33)	2% (2)	71
PID/Gender: Ind Men	28% (18)	15% (10)	20% (13)	29% (19)	9% (6)	64
PID/Gender: Ind Women	8% (5)	16% (10)	22% (13)	47% (29)	7% (4)	61
Ideo: Liberal (1-3)	15% (20)	12% (16)	15% (21)	52% (70)	6% (8)	135
Ideo: Moderate (4)	26% (16)	21% (13)	19% (11)	33% (20)	2% (1)	61
Ideo: Conservative (5-7)	29% (15)	30% (16)	12% (6)	26% (14)	3% (2)	53
Educ: < College	20% (56)	17% (47)	19% (52)	38% (107)	6% (18)	281
Income: Under 50k	19% (30)	16% (26)	19% (31)	39% (62)	8% (12)	161
Income: 50k-100k	24% (25)	17% (18)	18% (19)	40% (42)	2% (2)	107
Income: 100k+	22% (11)	26% (14)	12% (6)	33% (17)	7% (4)	52
Ethnicity: White	20% (42)	18% (38)	12% (26)	44% (93)	6% (14)	212
Ethnicity: Hispanic	23% (14)	21% (13)	23% (14)	28% (17)	5% (3)	62
Ethnicity: Other	17% (12)	19% (13)	28% (20)	31% (22)	5% (4)	71
All Christian	29% (28)	25% (23)	19% (18)	25% (24)	3% (3)	95
Agnostic/Nothing in particular	13% (14)	19% (21)	18% (21)	43% (49)	7% (8)	113
Something Else	24% (14)	9% (5)	14% (8)	50% (30)	2% (1)	59
Evangelical	26% (15)	24% (14)	16% (9)	32% (18)	2% (1)	57
Non-Evangelical	30% (27)	15% (13)	19% (17)	34% (31)	3% (3)	91
Community: Urban	30% (22)	13% (9)	18% (13)	33% (24)	6% (4)	73
Community: Suburban	21% (37)	18% (32)	19% (35)	36% (65)	6% (10)	179
Community: Rural	11% (8)	24% (16)	12% (8)	47% (32)	5% (4)	68
Military HH: No	22% (65)	18% (53)	18% (52)	36% (107)	6% (17)	294

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**Table CGZ10\_2: How interested are you in the following types of podcasts?***Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	21% (67)	18% (57)	18% (56)	38% (122)	6% (18)	320
RD/WT: Right Direction	28% (17)	26% (16)	13% (8)	25% (16)	8% (5)	61
RD/WT: Wrong Track	19% (50)	16% (42)	19% (48)	41% (106)	5% (13)	259
Trump Job Approve	28% (21)	27% (20)	8% (6)	31% (24)	6% (4)	76
Trump Job Disapprove	20% (42)	14% (30)	19% (41)	44% (96)	3% (7)	216
Trump Job Somewhat Disapprove	21% (11)	16% (8)	15% (8)	41% (21)	7% (4)	52
Trump Job Strongly Disapprove	19% (31)	13% (22)	20% (33)	46% (75)	2% (4)	164
Favorable of Trump	32% (23)	27% (19)	10% (7)	22% (16)	8% (6)	71
Unfavorable of Trump	19% (42)	14% (31)	21% (48)	44% (100)	3% (6)	227
Somewhat Unfavorable of Trump	14% (7)	14% (8)	26% (14)	41% (22)	5% (2)	52
Very Unfavorable of Trump	20% (35)	13% (23)	20% (34)	45% (78)	2% (4)	175
#1 Issue: Economy	27% (27)	17% (18)	17% (17)	33% (34)	6% (6)	101
#1 Issue: Health Care	21% (12)	13% (7)	16% (9)	43% (24)	7% (4)	57
#1 Issue: Women's Issues	8% (4)	16% (8)	22% (11)	51% (26)	3% (2)	51
4-Region: Northeast	31% (18)	22% (12)	8% (4)	31% (18)	8% (4)	56
4-Region: Midwest	15% (10)	16% (10)	19% (13)	50% (32)	1% (1)	65
4-Region: South	21% (28)	17% (22)	20% (25)	36% (46)	6% (8)	129
4-Region: West	17% (12)	19% (13)	20% (14)	37% (26)	8% (5)	69
High school (Grade 9 - 12)	18% (25)	16% (23)	20% (28)	38% (54)	8% (11)	141
College or university program	22% (16)	24% (17)	16% (11)	35% (25)	3% (2)	71
I am not in school	25% (16)	15% (10)	9% (6)	48% (31)	3% (2)	65
White, non-Hispanic	20% (37)	17% (33)	11% (21)	45% (84)	7% (13)	187
POC	23% (30)	19% (25)	26% (35)	28% (38)	4% (5)	133
Twitter Users	23% (39)	19% (31)	16% (27)	37% (63)	5% (8)	168
Facebook Users	25% (45)	19% (34)	20% (36)	32% (57)	3% (5)	177
Snapchat Users	26% (54)	16% (32)	20% (41)	33% (67)	4% (9)	204
Instagram Users	23% (60)	18% (45)	19% (49)	36% (92)	4% (11)	257
Tiktok Users	22% (33)	19% (28)	22% (33)	33% (51)	5% (7)	152
Reddit Users	22% (24)	12% (13)	10% (11)	51% (55)	4% (5)	109
YouTube Users	21% (64)	18% (54)	19% (56)	38% (114)	4% (14)	302
Harry Styles Fan	18% (27)	22% (32)	21% (31)	33% (49)	6% (8)	148

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**Table CGZ10\_2: How interested are you in the following types of podcasts?**

*Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	21% (67)	18% (57)	18% (56)	38% (122)	6% (18)	320
Billie Eilish Fan	20% (39)	18% (36)	21% (41)	36% (72)	5% (9)	196
Zendaya Fan	20% (39)	18% (36)	19% (38)	38% (76)	5% (11)	199
Taylor Swift Fan	22% (35)	19% (31)	18% (29)	35% (57)	6% (9)	161
Kylie Jenner Fan	23% (24)	26% (28)	24% (26)	21% (22)	5% (6)	106
Emma Chamberlain Fan	18% (16)	26% (22)	23% (19)	28% (23)	5% (5)	85
Niall Horan Fan	20% (18)	23% (21)	18% (17)	30% (28)	9% (8)	93
Zayn Malik Fan	19% (19)	24% (24)	22% (22)	28% (28)	5% (5)	98
Liam Payne Fan	22% (19)	27% (23)	23% (20)	25% (21)	4% (3)	87
Louis Tomlinson Fan	21% (18)	25% (22)	19% (16)	29% (26)	5% (5)	87
Film: An avid fan	28% (29)	18% (19)	21% (22)	29% (31)	4% (4)	105
Film: A casual fan	18% (31)	20% (34)	14% (23)	41% (70)	7% (12)	170
Television: An avid fan	29% (26)	23% (20)	14% (13)	30% (26)	4% (3)	87
Television: A casual fan	18% (31)	18% (31)	19% (34)	38% (67)	7% (12)	174
Television: Not a fan	17% (10)	11% (6)	17% (10)	50% (30)	5% (3)	59
Music: An avid fan	22% (46)	19% (40)	18% (36)	37% (76)	4% (7)	205
Music: A casual fan	18% (20)	15% (16)	19% (20)	40% (43)	8% (8)	107
Fashion: An avid fan	18% (15)	24% (20)	22% (18)	30% (24)	6% (5)	82
Fashion: A casual fan	21% (29)	17% (24)	18% (25)	40% (55)	4% (5)	138
Fashion: Not a fan	23% (23)	14% (14)	13% (13)	43% (43)	8% (8)	100
Pop culture: An avid fan	21% (18)	18% (15)	21% (17)	39% (33)	1% (1)	85
Pop culture: A casual fan	23% (38)	14% (23)	18% (29)	37% (60)	8% (13)	162
Pop culture: Not a fan	15% (11)	26% (19)	13% (9)	39% (29)	6% (5)	74
Sports: An avid fan	66% (53)	23% (19)	4% (3)	3% (2)	5% (4)	81
Sports: A casual fan	11% (11)	33% (34)	30% (31)	22% (23)	5% (6)	104
Sports: Not a fan	2% (2)	3% (4)	16% (22)	72% (97)	7% (9)	134
Celeb fans on social media	22% (53)	18% (44)	18% (44)	38% (91)	4% (10)	242
Celebs share too much on social media	25% (48)	21% (40)	18% (35)	33% (64)	3% (6)	194
Celebs who don't share are disconnected	26% (30)	20% (23)	15% (17)	38% (43)	2% (2)	115
Celebs should interact on social media	22% (52)	20% (47)	17% (41)	38% (91)	3% (6)	236

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**Table CGZ10\_2:** How interested are you in the following types of podcasts?*Sports*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(67)	18%	(57)	18%	(56)	38%	(122)	6%	(18)	320
Celebs' social media is a professional platform	9%	(6)	19%	(12)	16%	(10)	53%	(33)	2%	(1)	61
Celebs' social media is a personal platform	27%	(44)	19%	(32)	18%	(29)	34%	(57)	2%	(3)	165
Connects to celebs non-paid promoting	21%	(33)	17%	(26)	20%	(31)	38%	(59)	4%	(6)	155
Concerned about climate change	22%	(55)	17%	(44)	17%	(42)	41%	(103)	4%	(10)	254
Humans can stop climate change	17%	(14)	19%	(16)	19%	(16)	41%	(35)	5%	(5)	86
Humans can slow climate change	21%	(35)	15%	(25)	15%	(26)	45%	(77)	4%	(7)	170
Both in person and virtual school	15%	(16)	20%	(21)	20%	(22)	41%	(44)	4%	(4)	108
Completely virtual school	18%	(20)	19%	(20)	19%	(21)	37%	(40)	7%	(7)	108
Watch live sports at least once a week	53%	(51)	29%	(28)	11%	(11)	5%	(5)	1%	(1)	95

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

**Table CGZ10\_3: How interested are you in the following types of podcasts?**

Pop culture

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	23% (74)	32% (101)	19% (62)	18% (57)	8% (26)	320
Gender: Male	18% (31)	31% (53)	19% (31)	22% (36)	10% (16)	167
Gender: Female	28% (43)	32% (48)	20% (30)	14% (21)	7% (11)	153
Age: 18-34	25% (43)	34% (59)	21% (36)	15% (26)	5% (9)	173
GenZers: 1997-2012	23% (74)	32% (101)	19% (62)	18% (57)	8% (26)	320
PID: Dem (no lean)	30% (43)	31% (44)	18% (26)	16% (22)	4% (6)	140
PID: Ind (no lean)	19% (24)	32% (41)	16% (20)	23% (28)	10% (13)	125
PID: Rep (no lean)	14% (8)	31% (17)	28% (16)	12% (7)	15% (8)	55
PID/Gender: Dem Men	22% (15)	39% (27)	16% (11)	20% (14)	3% (2)	69
PID/Gender: Dem Women	39% (28)	24% (17)	21% (15)	12% (8)	5% (4)	71
PID/Gender: Ind Men	18% (12)	24% (16)	18% (11)	30% (19)	10% (6)	64
PID/Gender: Ind Women	20% (12)	41% (25)	15% (9)	15% (9)	10% (6)	61
Ideo: Liberal (1-3)	28% (37)	33% (44)	19% (26)	16% (22)	4% (6)	135
Ideo: Moderate (4)	18% (11)	36% (22)	22% (13)	13% (8)	11% (7)	61
Ideo: Conservative (5-7)	20% (11)	29% (15)	28% (15)	11% (6)	12% (6)	53
Educ: < College	22% (63)	30% (85)	19% (55)	19% (53)	9% (26)	281
Income: Under 50k	20% (32)	29% (46)	23% (36)	20% (32)	9% (14)	161
Income: 50k-100k	27% (29)	35% (37)	16% (17)	19% (20)	4% (4)	107
Income: 100k+	23% (12)	34% (18)	17% (9)	10% (5)	16% (8)	52
Ethnicity: White	20% (43)	32% (68)	20% (43)	19% (41)	8% (18)	212
Ethnicity: Hispanic	24% (15)	29% (18)	22% (14)	17% (10)	8% (5)	62
Ethnicity: Other	31% (22)	30% (21)	17% (12)	16% (11)	6% (4)	71
All Christian	26% (25)	36% (34)	16% (16)	15% (14)	7% (7)	95
Agnostic/Nothing in particular	22% (25)	29% (33)	18% (21)	19% (22)	12% (13)	113
Something Else	22% (13)	30% (18)	25% (15)	19% (11)	4% (2)	59
Evangelical	17% (9)	29% (16)	25% (14)	24% (13)	6% (4)	57
Non-Evangelical	28% (26)	37% (34)	16% (14)	13% (12)	6% (6)	91
Community: Urban	25% (19)	27% (20)	17% (12)	18% (13)	13% (10)	73
Community: Suburban	22% (39)	34% (61)	22% (39)	17% (31)	5% (10)	179
Community: Rural	24% (16)	29% (20)	16% (11)	20% (13)	11% (7)	68
Military HH: No	23% (67)	32% (94)	19% (56)	18% (52)	9% (25)	294

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**Table CGZ10\_3: How interested are you in the following types of podcasts?***Pop culture*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	23% (74)	32% (101)	19% (62)	18% (57)	8% (26)	320
RD/WT: Right Direction	22% (14)	35% (21)	10% (6)	17% (10)	16% (10)	61
RD/WT: Wrong Track	23% (60)	31% (80)	21% (56)	18% (47)	6% (16)	259
Trump Job Approve	21% (16)	35% (27)	23% (17)	9% (7)	12% (9)	76
Trump Job Disapprove	25% (54)	30% (65)	18% (40)	22% (47)	5% (10)	216
Trump Job Somewhat Disapprove	24% (12)	38% (20)	18% (9)	15% (8)	6% (3)	52
Trump Job Strongly Disapprove	25% (42)	28% (46)	19% (30)	24% (39)	4% (7)	164
Favorable of Trump	17% (12)	33% (24)	23% (16)	12% (9)	14% (10)	71
Unfavorable of Trump	26% (60)	31% (71)	18% (42)	20% (45)	4% (10)	227
Somewhat Unfavorable of Trump	25% (13)	37% (19)	23% (12)	12% (7)	3% (2)	52
Very Unfavorable of Trump	27% (47)	29% (51)	17% (30)	22% (38)	5% (8)	175
#1 Issue: Economy	25% (25)	36% (36)	21% (21)	8% (8)	11% (11)	101
#1 Issue: Health Care	17% (9)	36% (20)	24% (14)	21% (12)	3% (1)	57
#1 Issue: Women's Issues	28% (14)	23% (12)	13% (7)	26% (13)	11% (5)	51
4-Region: Northeast	21% (12)	37% (21)	13% (7)	17% (10)	12% (7)	56
4-Region: Midwest	24% (16)	31% (20)	17% (11)	19% (13)	9% (6)	65
4-Region: South	23% (29)	26% (34)	25% (32)	18% (23)	8% (11)	129
4-Region: West	24% (17)	38% (26)	16% (11)	18% (12)	4% (3)	69
High school (Grade 9 - 12)	24% (34)	25% (36)	17% (24)	22% (31)	12% (16)	141
College or university program	24% (17)	42% (30)	21% (15)	10% (7)	3% (2)	71
I am not in school	24% (16)	27% (17)	22% (14)	20% (13)	6% (4)	65
White, non-Hispanic	20% (37)	32% (60)	21% (39)	19% (35)	8% (16)	187
POC	27% (36)	31% (41)	17% (23)	17% (22)	8% (11)	133
Twitter Users	27% (46)	38% (65)	15% (25)	12% (21)	7% (12)	168
Facebook Users	26% (47)	37% (66)	16% (29)	15% (26)	5% (9)	177
Snapchat Users	24% (49)	37% (76)	16% (32)	16% (32)	7% (14)	204
Instagram Users	23% (59)	32% (83)	20% (51)	19% (48)	6% (16)	257
Tiktok Users	30% (45)	35% (53)	14% (21)	15% (23)	7% (10)	152
Reddit Users	29% (31)	35% (38)	18% (19)	16% (17)	2% (3)	109
YouTube Users	24% (71)	32% (97)	19% (57)	18% (55)	7% (21)	302
Harry Styles Fan	34% (50)	31% (46)	16% (23)	12% (18)	7% (10)	148

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**Table CGZ10\_3: How interested are you in the following types of podcasts?**

Pop culture

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	23% (74)	32% (101)	19% (62)	18% (57)	8% (26)	320
Billie Eilish Fan	28% (55)	31% (60)	19% (38)	13% (26)	9% (17)	196
Zendaya Fan	29% (57)	33% (67)	18% (35)	12% (25)	8% (15)	199
Taylor Swift Fan	27% (44)	34% (55)	17% (27)	13% (21)	8% (14)	161
Kylie Jenner Fan	34% (36)	32% (34)	15% (16)	11% (12)	8% (8)	106
Emma Chamberlain Fan	39% (33)	32% (27)	19% (16)	3% (2)	6% (5)	85
Niall Horan Fan	36% (34)	31% (29)	16% (15)	9% (8)	7% (7)	93
Zayn Malik Fan	39% (38)	34% (33)	15% (15)	8% (8)	5% (5)	98
Liam Payne Fan	37% (32)	33% (28)	14% (12)	12% (11)	4% (4)	87
Louis Tomlinson Fan	40% (35)	32% (28)	14% (12)	8% (7)	6% (5)	87
Film: An avid fan	35% (37)	32% (34)	15% (16)	10% (11)	7% (8)	105
Film: A casual fan	18% (30)	34% (58)	22% (38)	19% (31)	7% (13)	170
Television: An avid fan	35% (31)	34% (29)	13% (11)	12% (10)	6% (5)	87
Television: A casual fan	19% (33)	35% (60)	20% (34)	18% (31)	9% (15)	174
Television: Not a fan	17% (10)	19% (11)	27% (16)	27% (16)	10% (6)	59
Music: An avid fan	26% (54)	32% (66)	17% (35)	17% (35)	7% (14)	205
Music: A casual fan	17% (18)	31% (33)	24% (25)	19% (20)	10% (10)	107
Fashion: An avid fan	40% (32)	27% (22)	18% (14)	9% (7)	7% (6)	82
Fashion: A casual fan	20% (27)	36% (50)	20% (28)	18% (25)	5% (8)	138
Fashion: Not a fan	14% (14)	29% (29)	19% (19)	25% (25)	13% (13)	100
Pop culture: An avid fan	65% (55)	26% (22)	7% (6)	1% (1)	2% (1)	85
Pop culture: A casual fan	10% (16)	46% (75)	25% (40)	13% (22)	6% (9)	162
Pop culture: Not a fan	5% (3)	6% (4)	21% (16)	47% (34)	21% (16)	74
Sports: An avid fan	15% (12)	40% (32)	17% (14)	18% (15)	10% (8)	81
Sports: A casual fan	29% (31)	33% (35)	18% (18)	12% (12)	8% (9)	104
Sports: Not a fan	23% (31)	26% (34)	22% (29)	23% (30)	7% (10)	134
Celeb fans on social media	27% (66)	37% (90)	18% (43)	11% (27)	7% (16)	242
Celebs share too much on social media	25% (48)	34% (66)	17% (34)	17% (33)	7% (13)	194
Celebs who don't share are disconnected	30% (35)	34% (39)	15% (17)	17% (19)	4% (4)	115
Celebs should interact on social media	26% (61)	34% (79)	18% (42)	17% (41)	5% (13)	236

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**Table CGZ10\_3: How interested are you in the following types of podcasts?***Pop culture*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	23%	(74)	32%	(101)	19%	(62)	18%	(57)	8%	(26)	320
Celebs' social media is a professional platform	16%	(10)	34%	(21)	24%	(15)	22%	(13)	4%	(3)	61
Celebs' social media is a personal platform	29%	(48)	34%	(55)	16%	(26)	17%	(28)	5%	(8)	165
Connects to celebs non-paid promoting	34%	(52)	29%	(45)	21%	(33)	11%	(17)	6%	(9)	155
Concerned about climate change	24%	(60)	36%	(90)	18%	(45)	19%	(47)	4%	(11)	254
Humans can stop climate change	27%	(24)	32%	(28)	13%	(12)	20%	(17)	7%	(6)	86
Humans can slow climate change	22%	(38)	34%	(58)	21%	(37)	18%	(31)	4%	(6)	170
Both in person and virtual school	14%	(15)	39%	(42)	22%	(23)	18%	(19)	7%	(8)	108
Completely virtual school	29%	(32)	28%	(30)	15%	(16)	22%	(23)	7%	(7)	108
Watch live sports at least once a week	22%	(21)	40%	(38)	16%	(15)	17%	(16)	6%	(5)	95

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

**Table CGZ10\_4: How interested are you in the following types of podcasts?**

*Game show*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (43)	30% (97)	26% (85)	24% (76)	6% (19)	320
Gender: Male	13% (22)	33% (55)	26% (43)	22% (37)	6% (11)	167
Gender: Female	14% (21)	27% (42)	27% (42)	26% (40)	6% (9)	153
Age: 18-34	16% (29)	31% (53)	27% (47)	21% (37)	4% (7)	173
GenZers: 1997-2012	13% (43)	30% (97)	26% (85)	24% (76)	6% (19)	320
PID: Dem (no lean)	14% (20)	31% (43)	21% (29)	30% (42)	4% (5)	140
PID: Ind (no lean)	12% (15)	30% (38)	29% (36)	20% (25)	8% (11)	125
PID: Rep (no lean)	13% (7)	29% (16)	35% (19)	17% (9)	6% (3)	55
PID/Gender: Dem Men	16% (11)	30% (20)	23% (16)	29% (20)	2% (2)	69
PID/Gender: Dem Women	13% (9)	32% (23)	19% (14)	31% (22)	5% (4)	71
PID/Gender: Ind Men	12% (8)	37% (24)	21% (13)	21% (13)	9% (6)	64
PID/Gender: Ind Women	12% (8)	23% (14)	37% (23)	20% (12)	8% (5)	61
Ideo: Liberal (1-3)	14% (18)	30% (40)	19% (26)	32% (43)	5% (7)	135
Ideo: Moderate (4)	12% (7)	37% (23)	28% (17)	17% (11)	6% (4)	61
Ideo: Conservative (5-7)	16% (9)	22% (12)	39% (20)	20% (11)	3% (2)	53
Educ: < College	14% (39)	30% (85)	25% (71)	24% (67)	7% (19)	281
Income: Under 50k	11% (18)	32% (51)	28% (45)	23% (37)	7% (11)	161
Income: 50k-100k	14% (15)	33% (35)	27% (29)	22% (24)	4% (5)	107
Income: 100k+	19% (10)	21% (11)	21% (11)	31% (16)	7% (4)	52
Ethnicity: White	10% (21)	28% (60)	28% (59)	28% (60)	6% (12)	212
Ethnicity: Hispanic	16% (10)	36% (22)	25% (15)	18% (11)	6% (4)	62
Ethnicity: Other	18% (13)	40% (28)	19% (13)	17% (12)	7% (5)	71
All Christian	18% (17)	31% (29)	35% (33)	13% (12)	3% (3)	95
Agnostic/Nothing in particular	11% (12)	31% (35)	27% (31)	22% (25)	10% (11)	113
Something Else	12% (7)	21% (12)	19% (11)	46% (27)	3% (2)	59
Evangelical	19% (11)	24% (14)	29% (16)	27% (15)	1% (1)	57
Non-Evangelical	14% (13)	29% (27)	26% (24)	25% (23)	5% (4)	91
Community: Urban	14% (10)	29% (21)	29% (21)	20% (15)	8% (6)	73
Community: Suburban	13% (23)	32% (57)	26% (47)	24% (42)	6% (10)	179
Community: Rural	14% (9)	28% (19)	24% (16)	29% (20)	5% (4)	68
Military HH: No	13% (37)	31% (92)	26% (77)	24% (70)	6% (19)	294

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**Table CGZ10\_4: How interested are you in the following types of podcasts?***Game show*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	13% (43)	30% (97)	26% (85)	24% (76)	6% (19)	320
RD/WT: Right Direction	23% (14)	25% (15)	22% (14)	16% (10)	14% (9)	61
RD/WT: Wrong Track	11% (28)	32% (82)	27% (71)	26% (67)	4% (10)	259
Trump Job Approve	16% (12)	26% (20)	31% (24)	20% (15)	7% (5)	76
Trump Job Disapprove	12% (27)	35% (75)	23% (50)	27% (57)	3% (7)	216
Trump Job Somewhat Disapprove	8% (4)	46% (24)	25% (13)	16% (8)	5% (2)	52
Trump Job Strongly Disapprove	14% (23)	31% (51)	22% (37)	30% (49)	3% (5)	164
Favorable of Trump	15% (10)	29% (21)	29% (20)	20% (14)	8% (5)	71
Unfavorable of Trump	13% (30)	31% (72)	26% (58)	25% (58)	4% (9)	227
Somewhat Unfavorable of Trump	14% (7)	21% (11)	42% (22)	13% (7)	9% (5)	52
Very Unfavorable of Trump	13% (23)	35% (60)	20% (36)	29% (51)	3% (5)	175
#1 Issue: Economy	14% (14)	34% (35)	33% (34)	14% (14)	5% (5)	101
#1 Issue: Health Care	12% (7)	22% (13)	33% (18)	26% (15)	7% (4)	57
#1 Issue: Women's Issues	10% (5)	16% (8)	18% (9)	44% (23)	12% (6)	51
4-Region: Northeast	14% (8)	29% (16)	27% (15)	25% (14)	5% (3)	56
4-Region: Midwest	13% (9)	33% (22)	17% (11)	32% (21)	4% (3)	65
4-Region: South	15% (19)	29% (37)	28% (37)	21% (27)	7% (9)	129
4-Region: West	9% (6)	32% (22)	32% (22)	20% (14)	7% (5)	69
High school (Grade 9 - 12)	11% (16)	28% (40)	24% (34)	26% (36)	11% (15)	141
College or university program	16% (12)	30% (21)	27% (19)	23% (16)	3% (2)	71
I am not in school	10% (7)	33% (21)	29% (19)	25% (16)	3% (2)	65
White, non-Hispanic	11% (20)	27% (51)	28% (52)	29% (53)	6% (11)	187
POC	17% (23)	35% (47)	25% (33)	17% (23)	6% (8)	133
Twitter Users	16% (26)	34% (58)	28% (46)	18% (30)	5% (8)	168
Facebook Users	17% (31)	31% (54)	26% (46)	21% (37)	5% (8)	177
Snapchat Users	16% (33)	30% (61)	27% (54)	24% (49)	4% (7)	204
Instagram Users	13% (33)	32% (81)	28% (73)	23% (59)	4% (11)	257
Tiktok Users	14% (22)	31% (47)	25% (39)	23% (35)	7% (10)	152
Reddit Users	19% (20)	35% (39)	21% (23)	23% (25)	2% (2)	109
YouTube Users	14% (41)	30% (92)	27% (82)	24% (72)	5% (15)	302
Harry Styles Fan	17% (25)	30% (44)	30% (44)	18% (27)	5% (8)	148

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**Table CGZ10\_4: How interested are you in the following types of podcasts?**

*Game show*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	13% (43)	30% (97)	26% (85)	24% (76)	6% (19)	320
Billie Eilish Fan	17% (33)	32% (63)	27% (53)	20% (38)	5% (10)	196
Zendaya Fan	16% (31)	32% (63)	25% (50)	22% (43)	6% (12)	199
Taylor Swift Fan	18% (28)	33% (53)	23% (37)	20% (32)	7% (12)	161
Kylie Jenner Fan	18% (19)	35% (37)	28% (30)	14% (14)	6% (6)	106
Emma Chamberlain Fan	16% (14)	29% (25)	31% (26)	17% (15)	6% (5)	85
Niall Horan Fan	18% (17)	30% (28)	31% (29)	13% (12)	7% (6)	93
Zayn Malik Fan	16% (16)	37% (36)	29% (28)	14% (13)	4% (4)	98
Liam Payne Fan	19% (17)	32% (28)	30% (26)	15% (13)	4% (3)	87
Louis Tomlinson Fan	16% (14)	32% (28)	32% (28)	14% (12)	5% (5)	87
Film: An avid fan	23% (24)	34% (36)	24% (25)	15% (15)	4% (4)	105
Film: A casual fan	9% (15)	33% (55)	30% (51)	23% (38)	6% (10)	170
Television: An avid fan	25% (22)	33% (29)	23% (20)	15% (13)	3% (3)	87
Television: A casual fan	9% (16)	36% (62)	28% (49)	22% (38)	5% (9)	174
Television: Not a fan	8% (4)	10% (6)	27% (16)	42% (25)	13% (8)	59
Music: An avid fan	15% (30)	30% (62)	27% (55)	24% (49)	4% (9)	205
Music: A casual fan	11% (12)	31% (33)	26% (28)	24% (26)	8% (9)	107
Fashion: An avid fan	21% (17)	27% (22)	25% (21)	19% (16)	8% (7)	82
Fashion: A casual fan	12% (17)	36% (50)	29% (40)	20% (28)	3% (4)	138
Fashion: Not a fan	9% (9)	25% (25)	24% (24)	33% (33)	9% (9)	100
Pop culture: An avid fan	21% (17)	35% (29)	32% (27)	11% (10)	2% (1)	85
Pop culture: A casual fan	12% (19)	32% (52)	21% (34)	26% (43)	9% (14)	162
Pop culture: Not a fan	9% (6)	21% (16)	32% (24)	33% (24)	5% (4)	74
Sports: An avid fan	20% (17)	38% (31)	20% (16)	16% (13)	6% (5)	81
Sports: A casual fan	13% (14)	33% (35)	31% (33)	17% (18)	5% (6)	104
Sports: Not a fan	9% (12)	24% (32)	27% (36)	34% (46)	6% (9)	134
Celeb fans on social media	16% (39)	33% (80)	28% (68)	19% (47)	4% (9)	242
Celebs share too much on social media	15% (28)	34% (67)	26% (50)	21% (40)	4% (8)	194
Celebs who don't share are disconnected	20% (23)	34% (39)	26% (30)	19% (21)	2% (2)	115
Celebs should interact on social media	14% (33)	33% (77)	25% (60)	24% (57)	4% (9)	236

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**Table CGZ10\_4:** How interested are you in the following types of podcasts?*Game show*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	13%	(43)	30%	(97)	26%	(85)	24%	(76)	6%	(19)	320
Celebs' social media is a professional platform	12%	(8)	33%	(20)	28%	(17)	22%	(14)	4%	(2)	61
Celebs' social media is a personal platform	16%	(26)	33%	(54)	29%	(48)	19%	(31)	3%	(6)	165
Connects to celebs non-paid promoting	14%	(22)	35%	(54)	28%	(44)	19%	(29)	4%	(7)	155
Concerned about climate change	15%	(39)	30%	(77)	25%	(62)	25%	(63)	5%	(12)	254
Humans can stop climate change	14%	(12)	41%	(36)	12%	(10)	27%	(24)	5%	(5)	86
Humans can slow climate change	13%	(22)	29%	(49)	30%	(51)	25%	(43)	4%	(6)	170
Both in person and virtual school	13%	(14)	24%	(26)	26%	(28)	32%	(35)	4%	(5)	108
Completely virtual school	15%	(17)	36%	(39)	25%	(27)	17%	(18)	7%	(7)	108
Watch live sports at least once a week	22%	(20)	34%	(32)	26%	(25)	15%	(14)	4%	(4)	95

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

**Table CGZ10\_5: How interested are you in the following types of podcasts?**

*Scripted drama*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (32)	24% (77)	26% (85)	31% (98)	9% (29)	320
Gender: Male	8% (14)	22% (37)	29% (49)	29% (49)	11% (19)	167
Gender: Female	12% (18)	26% (40)	23% (36)	32% (49)	7% (10)	153
Age: 18-34	12% (20)	28% (48)	29% (49)	25% (44)	6% (11)	173
GenZers: 1997-2012	10% (32)	24% (77)	26% (85)	31% (98)	9% (29)	320
PID: Dem (no lean)	9% (12)	26% (36)	28% (39)	32% (45)	6% (8)	140
PID: Ind (no lean)	9% (11)	23% (28)	22% (27)	35% (43)	12% (15)	125
PID: Rep (no lean)	15% (8)	24% (13)	33% (18)	17% (9)	10% (6)	55
PID/Gender: Dem Men	10% (7)	26% (18)	31% (21)	29% (20)	5% (3)	69
PID/Gender: Dem Women	7% (5)	26% (18)	25% (18)	35% (25)	7% (5)	71
PID/Gender: Ind Men	3% (2)	22% (14)	24% (15)	35% (23)	16% (10)	64
PID/Gender: Ind Women	16% (9)	23% (14)	19% (12)	34% (21)	8% (5)	61
Ideo: Liberal (1-3)	9% (12)	27% (36)	27% (36)	32% (43)	6% (8)	135
Ideo: Moderate (4)	10% (6)	31% (19)	28% (17)	27% (16)	4% (2)	61
Ideo: Conservative (5-7)	19% (10)	19% (10)	32% (17)	23% (12)	7% (4)	53
Educ: < College	9% (26)	24% (67)	27% (75)	31% (86)	10% (27)	281
Income: Under 50k	6% (10)	24% (38)	24% (39)	36% (58)	10% (16)	161
Income: 50k-100k	14% (15)	26% (28)	31% (33)	25% (26)	5% (5)	107
Income: 100k+	12% (6)	22% (11)	25% (13)	26% (14)	15% (8)	52
Ethnicity: White	8% (17)	25% (52)	29% (62)	31% (65)	7% (16)	212
Ethnicity: Hispanic	14% (8)	20% (12)	18% (11)	35% (21)	13% (8)	62
Ethnicity: Other	13% (9)	21% (15)	21% (15)	33% (23)	12% (9)	71
All Christian	10% (10)	24% (23)	36% (35)	24% (23)	5% (5)	95
Agnostic/Nothing in particular	10% (11)	22% (25)	21% (24)	36% (41)	11% (12)	113
Something Else	11% (6)	20% (12)	24% (14)	34% (20)	11% (6)	59
Evangelical	13% (7)	18% (10)	27% (15)	34% (20)	7% (4)	57
Non-Evangelical	9% (9)	23% (21)	35% (32)	25% (23)	8% (7)	91
Community: Urban	16% (11)	21% (15)	25% (18)	28% (20)	11% (8)	73
Community: Suburban	9% (15)	23% (41)	27% (48)	34% (60)	8% (14)	179
Community: Rural	7% (5)	31% (21)	26% (18)	25% (17)	11% (7)	68
Military HH: No	9% (27)	24% (71)	28% (81)	30% (88)	9% (27)	294

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**Table CGZ10\_5: How interested are you in the following types of podcasts?**  
*Scripted drama*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	10% (32)	24% (77)	26% (85)	31% (98)	9% (29)	320
RD/WT: Right Direction	13% (8)	35% (21)	15% (9)	20% (12)	17% (11)	61
RD/WT: Wrong Track	9% (24)	22% (56)	29% (76)	33% (86)	7% (18)	259
Trump Job Approve	14% (11)	24% (18)	31% (24)	21% (16)	10% (7)	76
Trump Job Disapprove	9% (20)	23% (49)	26% (57)	35% (76)	6% (14)	216
Trump Job Somewhat Disapprove	9% (5)	20% (10)	34% (17)	30% (15)	8% (4)	52
Trump Job Strongly Disapprove	9% (15)	24% (39)	24% (40)	37% (60)	6% (10)	164
Favorable of Trump	15% (11)	21% (15)	30% (22)	22% (16)	11% (8)	71
Unfavorable of Trump	9% (20)	25% (57)	27% (61)	33% (75)	6% (14)	227
Somewhat Unfavorable of Trump	8% (4)	26% (14)	37% (19)	23% (12)	6% (3)	52
Very Unfavorable of Trump	9% (16)	25% (44)	24% (42)	36% (62)	6% (11)	175
#1 Issue: Economy	16% (16)	26% (26)	28% (29)	20% (21)	9% (9)	101
#1 Issue: Health Care	4% (3)	22% (12)	20% (11)	43% (24)	10% (6)	57
#1 Issue: Women's Issues	7% (3)	24% (12)	27% (14)	40% (21)	3% (2)	51
4-Region: Northeast	9% (5)	17% (10)	39% (22)	20% (11)	14% (8)	56
4-Region: Midwest	16% (10)	21% (14)	26% (17)	28% (18)	9% (6)	65
4-Region: South	9% (12)	26% (33)	24% (32)	33% (43)	7% (10)	129
4-Region: West	6% (4)	30% (21)	20% (14)	37% (26)	8% (5)	69
High school (Grade 9 - 12)	8% (11)	19% (26)	27% (38)	35% (50)	11% (16)	141
College or university program	9% (6)	33% (23)	28% (20)	25% (17)	5% (4)	71
I am not in school	12% (8)	26% (17)	27% (17)	30% (19)	5% (3)	65
White, non-Hispanic	8% (15)	25% (47)	30% (57)	29% (55)	7% (14)	187
POC	13% (17)	23% (31)	21% (27)	32% (43)	11% (15)	133
Twitter Users	12% (20)	26% (44)	32% (53)	24% (40)	7% (12)	168
Facebook Users	13% (23)	30% (54)	27% (47)	23% (41)	6% (11)	177
Snapchat Users	12% (24)	25% (51)	29% (59)	27% (55)	8% (16)	204
Instagram Users	11% (27)	23% (59)	29% (74)	30% (77)	7% (19)	257
Tiktok Users	12% (18)	29% (44)	25% (38)	27% (42)	6% (10)	152
Reddit Users	15% (16)	23% (25)	24% (26)	32% (34)	6% (6)	109
YouTube Users	10% (31)	25% (74)	26% (78)	31% (95)	8% (24)	302
Harry Styles Fan	16% (24)	30% (45)	25% (36)	21% (32)	8% (11)	148

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**Table CGZ10\_5: How interested are you in the following types of podcasts?**

*Scripted drama*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	10% (32)	24% (77)	26% (85)	31% (98)	9% (29)	320
Billie Eilish Fan	11% (22)	31% (61)	27% (53)	22% (44)	8% (16)	196
Zendaya Fan	11% (21)	28% (55)	26% (53)	26% (53)	9% (17)	199
Taylor Swift Fan	13% (21)	29% (47)	25% (40)	24% (38)	9% (15)	161
Kylie Jenner Fan	17% (17)	31% (32)	26% (27)	18% (19)	9% (9)	106
Emma Chamberlain Fan	14% (12)	39% (33)	25% (21)	16% (14)	6% (5)	85
Niall Horan Fan	17% (16)	35% (33)	21% (19)	18% (16)	9% (9)	93
Zayn Malik Fan	14% (14)	35% (35)	27% (26)	18% (18)	6% (6)	98
Liam Payne Fan	15% (13)	39% (34)	22% (19)	18% (16)	7% (6)	87
Louis Tomlinson Fan	16% (14)	38% (33)	23% (20)	17% (15)	6% (5)	87
Film: An avid fan	15% (16)	32% (33)	22% (23)	23% (24)	8% (8)	105
Film: A casual fan	8% (14)	20% (34)	29% (50)	33% (56)	9% (15)	170
Television: An avid fan	17% (15)	26% (22)	24% (21)	26% (22)	7% (6)	87
Television: A casual fan	6% (10)	25% (43)	29% (51)	31% (54)	10% (17)	174
Television: Not a fan	11% (7)	21% (12)	22% (13)	36% (21)	10% (6)	59
Music: An avid fan	12% (24)	23% (47)	30% (61)	29% (60)	7% (13)	205
Music: A casual fan	6% (6)	27% (29)	21% (22)	33% (35)	13% (14)	107
Fashion: An avid fan	15% (13)	27% (22)	24% (20)	22% (18)	11% (9)	82
Fashion: A casual fan	9% (13)	26% (36)	29% (41)	32% (44)	4% (5)	138
Fashion: Not a fan	7% (7)	19% (19)	24% (24)	36% (36)	15% (15)	100
Pop culture: An avid fan	15% (13)	37% (31)	26% (22)	19% (16)	3% (2)	85
Pop culture: A casual fan	7% (12)	23% (37)	29% (47)	32% (51)	9% (15)	162
Pop culture: Not a fan	9% (7)	12% (9)	21% (16)	42% (31)	16% (11)	74
Sports: An avid fan	12% (10)	19% (15)	30% (25)	30% (24)	9% (7)	81
Sports: A casual fan	9% (10)	26% (27)	27% (28)	28% (29)	9% (10)	104
Sports: Not a fan	9% (12)	26% (34)	24% (32)	33% (44)	9% (12)	134
Celeb fans on social media	12% (29)	26% (63)	28% (67)	27% (66)	7% (17)	242
Celebs share too much on social media	12% (23)	23% (45)	31% (60)	29% (55)	5% (10)	194
Celebs who don't share are disconnected	18% (21)	21% (25)	32% (37)	25% (28)	4% (4)	115
Celebs should interact on social media	11% (25)	25% (59)	27% (63)	31% (73)	6% (15)	236

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**Table CGZ10\_5: How interested are you in the following types of podcasts?***Scripted drama*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	10%	(32)	24%	(77)	26%	(85)	31%	(98)	9%	(29)	320
Celebs' social media is a professional platform	13%	(8)	27%	(16)	21%	(13)	34%	(21)	5%	(3)	61
Celebs' social media is a personal platform	11%	(18)	27%	(44)	30%	(49)	27%	(44)	5%	(9)	165
Connects to celebs non-paid promoting	13%	(21)	27%	(42)	29%	(44)	24%	(37)	7%	(11)	155
Concerned about climate change	9%	(23)	25%	(64)	27%	(69)	33%	(83)	6%	(15)	254
Humans can stop climate change	5%	(4)	29%	(25)	26%	(23)	30%	(26)	10%	(9)	86
Humans can slow climate change	9%	(16)	23%	(39)	26%	(45)	37%	(62)	5%	(8)	170
Both in person and virtual school	5%	(6)	24%	(26)	27%	(29)	34%	(37)	9%	(10)	108
Completely virtual school	12%	(13)	22%	(24)	24%	(26)	36%	(39)	7%	(8)	108
Watch live sports at least once a week	13%	(13)	26%	(25)	31%	(29)	27%	(26)	3%	(3)	95

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

**Table CGZ10\_6: How interested are you in the following types of podcasts?**

*Scripted comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (42)	39% (123)	21% (67)	19% (62)	8% (26)	320
Gender: Male	12% (21)	43% (71)	19% (32)	15% (25)	11% (18)	167
Gender: Female	14% (21)	34% (52)	23% (35)	24% (37)	5% (8)	153
Age: 18-34	13% (23)	42% (73)	19% (34)	19% (32)	6% (11)	173
GenZers: 1997-2012	13% (42)	39% (123)	21% (67)	19% (62)	8% (26)	320
PID: Dem (no lean)	7% (9)	47% (65)	23% (33)	21% (30)	2% (3)	140
PID: Ind (no lean)	16% (20)	31% (39)	20% (25)	20% (25)	13% (17)	125
PID: Rep (no lean)	24% (13)	35% (19)	17% (9)	13% (7)	11% (6)	55
PID/Gender: Dem Men	8% (6)	52% (36)	21% (14)	16% (11)	2% (2)	69
PID/Gender: Dem Women	5% (3)	41% (29)	26% (18)	26% (19)	2% (2)	71
PID/Gender: Ind Men	12% (8)	33% (21)	20% (13)	18% (11)	17% (11)	64
PID/Gender: Ind Women	19% (12)	29% (18)	20% (12)	22% (13)	10% (6)	61
Ideo: Liberal (1-3)	11% (14)	39% (52)	23% (31)	23% (31)	5% (7)	135
Ideo: Moderate (4)	7% (4)	51% (31)	19% (12)	18% (11)	5% (3)	61
Ideo: Conservative (5-7)	23% (12)	34% (18)	24% (13)	11% (6)	8% (4)	53
Educ: < College	13% (38)	37% (105)	22% (62)	18% (51)	9% (25)	281
Income: Under 50k	11% (17)	38% (62)	21% (34)	20% (32)	10% (16)	161
Income: 50k-100k	18% (19)	36% (39)	24% (26)	17% (19)	4% (4)	107
Income: 100k+	11% (6)	44% (23)	13% (7)	21% (11)	12% (6)	52
Ethnicity: White	11% (24)	40% (86)	23% (49)	18% (38)	7% (15)	212
Ethnicity: Hispanic	17% (11)	35% (22)	12% (8)	21% (13)	14% (9)	62
Ethnicity: Other	16% (11)	36% (26)	11% (8)	25% (18)	12% (8)	71
All Christian	16% (15)	43% (41)	25% (23)	13% (12)	3% (3)	95
Agnostic/Nothing in particular	13% (15)	33% (37)	22% (25)	22% (25)	10% (11)	113
Something Else	10% (6)	40% (23)	17% (10)	22% (13)	12% (7)	59
Evangelical	20% (11)	31% (18)	23% (13)	21% (12)	4% (3)	57
Non-Evangelical	11% (10)	45% (40)	22% (20)	15% (13)	8% (7)	91
Community: Urban	16% (12)	33% (24)	17% (13)	23% (17)	10% (8)	73
Community: Suburban	12% (22)	40% (71)	23% (42)	18% (32)	7% (13)	179
Community: Rural	13% (9)	41% (28)	19% (13)	19% (13)	8% (6)	68
Military HH: No	12% (34)	39% (114)	21% (61)	20% (60)	9% (25)	294

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**Table CGZ10\_6:** How interested are you in the following types of podcasts?*Scripted comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	13% (42)	39% (123)	21% (67)	19% (62)	8% (26)	320
RD/WT: Right Direction	22% (13)	31% (19)	18% (11)	14% (9)	15% (9)	61
RD/WT: Wrong Track	11% (29)	40% (105)	22% (56)	20% (53)	6% (17)	259
Trump Job Approve	20% (15)	39% (30)	21% (16)	10% (7)	10% (7)	76
Trump Job Disapprove	10% (21)	40% (87)	21% (46)	24% (51)	5% (10)	216
Trump Job Somewhat Disapprove	10% (5)	48% (25)	22% (11)	16% (8)	4% (2)	52
Trump Job Strongly Disapprove	10% (16)	38% (62)	21% (35)	26% (43)	5% (8)	164
Favorable of Trump	20% (15)	34% (24)	24% (17)	12% (8)	10% (7)	71
Unfavorable of Trump	11% (26)	40% (92)	21% (48)	22% (50)	5% (12)	227
Somewhat Unfavorable of Trump	10% (5)	54% (28)	18% (9)	14% (8)	4% (2)	52
Very Unfavorable of Trump	12% (21)	36% (63)	22% (38)	25% (43)	5% (9)	175
#1 Issue: Economy	15% (15)	49% (49)	18% (18)	11% (11)	7% (7)	101
#1 Issue: Health Care	12% (7)	45% (26)	15% (8)	21% (12)	7% (4)	57
#1 Issue: Women's Issues	8% (4)	25% (13)	32% (16)	30% (15)	4% (2)	51
4-Region: Northeast	15% (8)	34% (19)	24% (14)	21% (12)	5% (3)	56
4-Region: Midwest	13% (8)	35% (23)	26% (17)	19% (12)	8% (5)	65
4-Region: South	14% (18)	39% (51)	18% (23)	21% (27)	8% (10)	129
4-Region: West	10% (7)	44% (31)	19% (13)	16% (11)	11% (8)	69
High school (Grade 9 - 12)	13% (18)	34% (47)	23% (33)	21% (29)	10% (14)	141
College or university program	15% (10)	43% (31)	20% (14)	15% (11)	7% (5)	71
I am not in school	10% (7)	46% (30)	16% (11)	24% (16)	3% (2)	65
White, non-Hispanic	11% (20)	41% (77)	24% (45)	18% (33)	7% (12)	187
POC	16% (22)	35% (47)	16% (22)	22% (29)	10% (14)	133
Twitter Users	13% (22)	42% (70)	21% (35)	18% (30)	6% (10)	168
Facebook Users	16% (28)	42% (74)	19% (34)	19% (33)	5% (8)	177
Snapchat Users	16% (32)	41% (84)	20% (41)	17% (35)	6% (12)	204
Instagram Users	14% (36)	40% (102)	21% (53)	20% (53)	5% (14)	257
Tiktok Users	17% (26)	38% (57)	19% (29)	21% (32)	5% (8)	152
Reddit Users	15% (17)	37% (40)	19% (21)	23% (25)	6% (6)	109
YouTube Users	13% (40)	39% (119)	21% (65)	19% (58)	7% (21)	302
Harry Styles Fan	17% (26)	40% (59)	21% (31)	16% (24)	6% (8)	148

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**Table CGZ10\_6: How interested are you in the following types of podcasts?**

*Scripted comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	13% (42)	39% (123)	21% (67)	19% (62)	8% (26)	320
Billie Eilish Fan	15% (30)	39% (77)	21% (41)	18% (36)	7% (13)	196
Zendaya Fan	15% (29)	37% (74)	20% (41)	20% (41)	7% (15)	199
Taylor Swift Fan	18% (29)	38% (61)	19% (31)	17% (27)	7% (12)	161
Kylie Jenner Fan	18% (19)	41% (44)	21% (23)	13% (14)	6% (6)	106
Emma Chamberlain Fan	16% (13)	43% (37)	21% (18)	16% (14)	4% (3)	85
Niall Horan Fan	17% (15)	41% (38)	18% (17)	17% (16)	7% (7)	93
Zayn Malik Fan	14% (14)	46% (45)	21% (20)	16% (16)	4% (3)	98
Liam Payne Fan	18% (16)	44% (38)	20% (17)	15% (13)	3% (2)	87
Louis Tomlinson Fan	15% (13)	44% (38)	21% (19)	16% (14)	4% (4)	87
Film: An avid fan	19% (20)	46% (48)	16% (16)	15% (16)	5% (5)	105
Film: A casual fan	9% (16)	38% (65)	26% (44)	18% (31)	8% (13)	170
Television: An avid fan	24% (21)	29% (26)	24% (21)	17% (15)	5% (4)	87
Television: A casual fan	7% (13)	46% (81)	20% (35)	18% (32)	8% (14)	174
Television: Not a fan	13% (8)	29% (17)	18% (10)	25% (15)	14% (8)	59
Music: An avid fan	14% (30)	39% (80)	23% (47)	19% (38)	5% (9)	205
Music: A casual fan	9% (9)	39% (42)	18% (20)	19% (20)	15% (16)	107
Fashion: An avid fan	16% (13)	39% (32)	12% (10)	25% (20)	9% (7)	82
Fashion: A casual fan	14% (19)	37% (51)	27% (37)	19% (26)	4% (5)	138
Fashion: Not a fan	10% (10)	41% (41)	20% (20)	16% (16)	14% (14)	100
Pop culture: An avid fan	19% (16)	46% (39)	18% (15)	14% (12)	2% (2)	85
Pop culture: A casual fan	12% (19)	40% (65)	20% (33)	20% (33)	8% (13)	162
Pop culture: Not a fan	10% (7)	27% (20)	26% (19)	23% (17)	15% (11)	74
Sports: An avid fan	17% (14)	43% (35)	18% (14)	17% (14)	5% (4)	81
Sports: A casual fan	14% (15)	42% (43)	18% (19)	19% (20)	7% (7)	104
Sports: Not a fan	10% (13)	34% (45)	25% (34)	21% (28)	11% (15)	134
Celeb fans on social media	17% (40)	40% (96)	22% (53)	16% (40)	6% (14)	242
Celebs share too much on social media	13% (25)	41% (80)	24% (46)	19% (36)	3% (7)	194
Celebs who don't share are disconnected	16% (18)	38% (44)	27% (31)	14% (16)	4% (5)	115
Celebs should interact on social media	14% (32)	40% (93)	25% (58)	17% (40)	5% (12)	236

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**Table CGZ10\_6:** How interested are you in the following types of podcasts?*Scripted comedy*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	13%	(42)	39%	(123)	21%	(67)	19%	(62)	8%	(26)	320
Celebs' social media is a professional platform	14%	(9)	39%	(24)	27%	(17)	15%	(9)	4%	(3)	61
Celebs' social media is a personal platform	15%	(25)	39%	(64)	22%	(37)	20%	(33)	4%	(6)	165
Connects to celebs non-paid promoting	16%	(24)	41%	(63)	23%	(36)	16%	(24)	5%	(8)	155
Concerned about climate change	14%	(34)	41%	(104)	21%	(53)	20%	(50)	5%	(12)	254
Humans can stop climate change	13%	(11)	39%	(33)	22%	(19)	19%	(16)	8%	(7)	86
Humans can slow climate change	12%	(21)	43%	(72)	20%	(34)	22%	(37)	4%	(6)	170
Both in person and virtual school	13%	(14)	35%	(37)	26%	(28)	19%	(21)	8%	(8)	108
Completely virtual school	14%	(15)	38%	(41)	20%	(22)	20%	(22)	7%	(8)	108
Watch live sports at least once a week	17%	(17)	45%	(43)	17%	(16)	18%	(17)	2%	(2)	95

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

**Table CGZ10\_7: How interested are you in the following types of podcasts?**

Comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	42%	(135)	33%	(104)	13%	(41)	7%	(24)	5%	(16)	320
Gender: Male	43%	(71)	32%	(53)	12%	(20)	8%	(13)	6%	(10)	167
Gender: Female	42%	(64)	34%	(51)	14%	(21)	7%	(11)	4%	(6)	153
Age: 18-34	43%	(75)	35%	(61)	13%	(23)	5%	(8)	4%	(7)	173
GenZers: 1997-2012	42%	(135)	33%	(104)	13%	(41)	7%	(24)	5%	(16)	320
PID: Dem (no lean)	41%	(58)	36%	(50)	15%	(20)	7%	(9)	2%	(2)	140
PID: Ind (no lean)	44%	(56)	29%	(36)	10%	(13)	10%	(12)	7%	(8)	125
PID: Rep (no lean)	39%	(21)	32%	(17)	15%	(8)	4%	(2)	10%	(6)	55
PID/Gender: Dem Men	41%	(28)	36%	(25)	15%	(10)	6%	(4)	1%	(1)	69
PID/Gender: Dem Women	41%	(29)	36%	(25)	14%	(10)	7%	(5)	2%	(2)	71
PID/Gender: Ind Men	46%	(29)	25%	(16)	14%	(9)	10%	(7)	6%	(4)	64
PID/Gender: Ind Women	43%	(26)	34%	(21)	6%	(4)	9%	(5)	8%	(5)	61
Ideo: Liberal (1-3)	40%	(53)	34%	(46)	15%	(20)	8%	(11)	3%	(4)	135
Ideo: Moderate (4)	41%	(25)	41%	(25)	8%	(5)	4%	(2)	6%	(4)	61
Ideo: Conservative (5-7)	41%	(22)	27%	(15)	18%	(10)	6%	(3)	7%	(4)	53
Educ: < College	43%	(122)	32%	(89)	12%	(33)	7%	(21)	6%	(16)	281
Income: Under 50k	43%	(70)	31%	(50)	11%	(18)	9%	(14)	5%	(8)	161
Income: 50k-100k	41%	(44)	38%	(41)	13%	(13)	5%	(5)	3%	(4)	107
Income: 100k+	40%	(21)	26%	(13)	18%	(9)	8%	(4)	9%	(4)	52
Ethnicity: White	41%	(88)	30%	(64)	15%	(32)	8%	(16)	6%	(12)	212
Ethnicity: Hispanic	47%	(29)	35%	(22)	7%	(4)	3%	(2)	8%	(5)	62
Ethnicity: Other	42%	(30)	41%	(29)	6%	(4)	6%	(4)	5%	(4)	71
All Christian	43%	(41)	33%	(32)	15%	(14)	6%	(5)	3%	(3)	95
Agnostic/Nothing in particular	44%	(49)	28%	(32)	14%	(16)	7%	(8)	8%	(9)	113
Something Else	39%	(23)	36%	(21)	15%	(9)	9%	(5)	1%	(1)	59
Evangelical	32%	(18)	40%	(23)	17%	(10)	7%	(4)	4%	(2)	57
Non-Evangelical	51%	(46)	26%	(24)	14%	(12)	8%	(7)	2%	(2)	91
Community: Urban	42%	(31)	31%	(23)	11%	(8)	6%	(4)	10%	(7)	73
Community: Suburban	44%	(79)	31%	(56)	14%	(26)	7%	(13)	3%	(6)	179
Community: Rural	37%	(25)	38%	(26)	11%	(7)	9%	(6)	5%	(4)	68
Military HH: No	41%	(122)	33%	(96)	13%	(38)	7%	(22)	5%	(16)	294

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**Table CGZ10\_7: How interested are you in the following types of podcasts?***Comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	42% (135)	33% (104)	13% (41)	7% (24)	5% (16)	320
RD/WT: Right Direction	52% (32)	18% (11)	7% (4)	10% (6)	13% (8)	61
RD/WT: Wrong Track	40% (103)	36% (93)	14% (37)	7% (18)	3% (8)	259
Trump Job Approve	46% (35)	27% (20)	13% (10)	5% (4)	9% (7)	76
Trump Job Disapprove	40% (86)	36% (79)	13% (27)	9% (20)	2% (4)	216
Trump Job Somewhat Disapprove	36% (19)	39% (20)	13% (7)	11% (6)	— (0)	52
Trump Job Strongly Disapprove	41% (68)	35% (58)	12% (20)	9% (14)	2% (4)	164
Favorable of Trump	43% (31)	26% (19)	15% (11)	5% (4)	10% (7)	71
Unfavorable of Trump	42% (96)	35% (79)	12% (28)	9% (20)	2% (4)	227
Somewhat Unfavorable of Trump	46% (24)	33% (17)	14% (7)	8% (4)	— (0)	52
Very Unfavorable of Trump	41% (72)	36% (62)	12% (21)	9% (16)	2% (4)	175
#1 Issue: Economy	50% (51)	29% (30)	13% (13)	3% (3)	5% (5)	101
#1 Issue: Health Care	39% (22)	36% (21)	7% (4)	15% (8)	3% (1)	57
#1 Issue: Women's Issues	39% (20)	35% (18)	14% (7)	5% (3)	8% (4)	51
4-Region: Northeast	28% (16)	40% (22)	20% (11)	8% (5)	3% (2)	56
4-Region: Midwest	45% (30)	28% (19)	16% (10)	5% (4)	5% (3)	65
4-Region: South	48% (62)	27% (34)	13% (17)	7% (9)	5% (6)	129
4-Region: West	40% (27)	42% (29)	3% (2)	9% (6)	7% (5)	69
High school (Grade 9 - 12)	37% (53)	32% (45)	13% (18)	10% (14)	8% (11)	141
College or university program	44% (31)	38% (27)	13% (9)	2% (2)	2% (2)	71
I am not in school	46% (30)	30% (19)	15% (10)	6% (4)	3% (2)	65
White, non-Hispanic	40% (75)	31% (58)	15% (29)	9% (16)	5% (9)	187
POC	45% (60)	35% (47)	9% (12)	5% (7)	5% (7)	133
Twitter Users	47% (79)	36% (60)	11% (19)	3% (5)	4% (6)	168
Facebook Users	46% (81)	34% (59)	14% (24)	4% (7)	3% (5)	177
Snapchat Users	45% (92)	37% (75)	11% (23)	5% (10)	2% (4)	204
Instagram Users	44% (113)	34% (88)	12% (30)	8% (20)	3% (7)	257
Tiktok Users	46% (69)	34% (52)	10% (15)	6% (10)	4% (6)	152
Reddit Users	48% (52)	33% (36)	10% (11)	8% (8)	2% (2)	109
YouTube Users	44% (132)	32% (98)	13% (39)	7% (21)	4% (12)	302
Harry Styles Fan	48% (71)	31% (46)	12% (17)	6% (8)	4% (6)	148

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**Table CGZ10\_7: How interested are you in the following types of podcasts?**

Comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	42%	(135)	33%	(104)	13%	(41)	7%	(24)	5%	(16)	320
Billie Eilish Fan	47%	(92)	30%	(60)	14%	(27)	5%	(11)	4%	(7)	196
Zendaya Fan	42%	(83)	33%	(65)	13%	(27)	7%	(14)	5%	(10)	199
Taylor Swift Fan	46%	(74)	33%	(53)	10%	(16)	6%	(10)	5%	(8)	161
Kylie Jenner Fan	46%	(49)	33%	(35)	12%	(13)	5%	(5)	4%	(4)	106
Emma Chamberlain Fan	46%	(39)	37%	(31)	11%	(10)	2%	(2)	4%	(3)	85
Niall Horan Fan	44%	(41)	35%	(32)	9%	(9)	7%	(6)	5%	(5)	93
Zayn Malik Fan	43%	(42)	38%	(37)	12%	(12)	6%	(5)	2%	(2)	98
Liam Payne Fan	46%	(40)	37%	(32)	11%	(9)	5%	(4)	2%	(2)	87
Louis Tomlinson Fan	45%	(39)	35%	(30)	11%	(10)	4%	(4)	5%	(4)	87
Film: An avid fan	54%	(56)	33%	(34)	9%	(10)	2%	(2)	2%	(2)	105
Film: A casual fan	37%	(63)	35%	(60)	14%	(24)	9%	(15)	5%	(9)	170
Television: An avid fan	52%	(46)	27%	(23)	11%	(10)	7%	(6)	2%	(2)	87
Television: A casual fan	40%	(70)	38%	(66)	11%	(20)	6%	(10)	4%	(8)	174
Television: Not a fan	32%	(19)	25%	(15)	19%	(11)	12%	(7)	11%	(7)	59
Music: An avid fan	43%	(89)	35%	(71)	10%	(21)	7%	(15)	4%	(9)	205
Music: A casual fan	39%	(42)	29%	(31)	18%	(20)	7%	(8)	6%	(7)	107
Fashion: An avid fan	48%	(40)	31%	(25)	9%	(7)	6%	(5)	7%	(5)	82
Fashion: A casual fan	42%	(58)	35%	(49)	16%	(22)	5%	(7)	1%	(2)	138
Fashion: Not a fan	37%	(37)	30%	(30)	12%	(12)	12%	(12)	9%	(9)	100
Pop culture: An avid fan	61%	(51)	30%	(26)	5%	(4)	3%	(2)	2%	(1)	85
Pop culture: A casual fan	39%	(63)	32%	(52)	14%	(22)	10%	(16)	5%	(9)	162
Pop culture: Not a fan	28%	(21)	36%	(26)	20%	(15)	7%	(5)	8%	(6)	74
Sports: An avid fan	56%	(45)	23%	(19)	7%	(6)	9%	(7)	6%	(5)	81
Sports: A casual fan	36%	(38)	44%	(46)	11%	(11)	5%	(5)	4%	(4)	104
Sports: Not a fan	39%	(52)	30%	(40)	18%	(24)	8%	(11)	5%	(7)	134
Celeb fans on social media	47%	(114)	33%	(79)	12%	(28)	7%	(16)	2%	(5)	242
Celebs share too much on social media	44%	(84)	32%	(63)	11%	(21)	11%	(21)	2%	(4)	194
Celebs who don't share are disconnected	43%	(49)	35%	(41)	11%	(13)	9%	(11)	1%	(2)	115
Celebs should interact on social media	42%	(99)	35%	(82)	12%	(29)	8%	(20)	2%	(5)	236

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**Table CGZ10\_7: How interested are you in the following types of podcasts?***Comedy*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	42%	(135)	33%	(104)	13%	(41)	7%	(24)	5%	(16)	320
Celebs' social media is a professional platform	32%	(19)	37%	(23)	17%	(11)	11%	(7)	3%	(2)	61
Celebs' social media is a personal platform	52%	(86)	34%	(56)	7%	(11)	5%	(9)	2%	(4)	165
Connects to celebs non-paid promoting	49%	(76)	29%	(44)	12%	(18)	9%	(14)	2%	(2)	155
Concerned about climate change	44%	(112)	34%	(86)	12%	(30)	8%	(20)	3%	(7)	254
Humans can stop climate change	45%	(39)	33%	(29)	7%	(6)	8%	(7)	7%	(6)	86
Humans can slow climate change	41%	(69)	37%	(62)	13%	(22)	8%	(14)	1%	(2)	170
Both in person and virtual school	36%	(38)	34%	(37)	17%	(19)	9%	(10)	3%	(4)	108
Completely virtual school	44%	(47)	35%	(38)	7%	(8)	8%	(8)	6%	(7)	108
Watch live sports at least once a week	55%	(53)	25%	(24)	11%	(10)	6%	(6)	3%	(3)	95

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

**Table CGZ10\_8: How interested are you in the following types of podcasts?**

True crime

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	25%	(79)	37%	(118)	14%	(46)	18%	(58)	6%	(19)	320
Gender: Male	21%	(36)	35%	(58)	20%	(33)	17%	(29)	7%	(11)	167
Gender: Female	29%	(44)	39%	(60)	9%	(13)	19%	(29)	5%	(7)	153
Age: 18-34	30%	(53)	35%	(61)	15%	(26)	14%	(25)	5%	(9)	173
GenZers: 1997-2012	25%	(79)	37%	(118)	14%	(46)	18%	(58)	6%	(19)	320
PID: Dem (no lean)	29%	(41)	37%	(51)	13%	(18)	21%	(29)	1%	(1)	140
PID: Ind (no lean)	20%	(25)	36%	(46)	14%	(18)	20%	(25)	9%	(11)	125
PID: Rep (no lean)	24%	(13)	38%	(21)	19%	(10)	7%	(4)	12%	(6)	55
PID/Gender: Dem Men	24%	(17)	42%	(29)	17%	(11)	16%	(11)	1%	(1)	69
PID/Gender: Dem Women	34%	(24)	32%	(23)	9%	(7)	25%	(18)	—	(0)	71
PID/Gender: Ind Men	14%	(9)	31%	(20)	21%	(14)	25%	(16)	8%	(5)	64
PID/Gender: Ind Women	26%	(16)	42%	(26)	7%	(4)	15%	(9)	10%	(6)	61
Ideo: Liberal (1-3)	30%	(41)	35%	(47)	12%	(16)	19%	(26)	4%	(6)	135
Ideo: Moderate (4)	27%	(17)	43%	(26)	12%	(7)	13%	(8)	5%	(3)	61
Ideo: Conservative (5-7)	22%	(12)	42%	(22)	23%	(12)	9%	(5)	5%	(3)	53
Educ: < College	24%	(66)	37%	(104)	14%	(39)	19%	(53)	7%	(19)	281
Income: Under 50k	24%	(39)	36%	(58)	14%	(22)	19%	(31)	7%	(12)	161
Income: 50k-100k	25%	(27)	42%	(45)	15%	(16)	15%	(16)	3%	(3)	107
Income: 100k+	27%	(14)	29%	(15)	16%	(8)	22%	(11)	6%	(3)	52
Ethnicity: White	23%	(50)	39%	(84)	15%	(32)	16%	(33)	6%	(13)	212
Ethnicity: Hispanic	24%	(15)	36%	(22)	17%	(10)	17%	(10)	6%	(4)	62
Ethnicity: Other	27%	(19)	33%	(24)	12%	(9)	22%	(16)	6%	(4)	71
All Christian	28%	(26)	41%	(39)	17%	(16)	10%	(10)	4%	(4)	95
Agnostic/Nothing in particular	23%	(26)	32%	(37)	13%	(15)	23%	(26)	8%	(9)	113
Something Else	24%	(14)	48%	(28)	11%	(6)	15%	(9)	2%	(1)	59
Evangelical	21%	(12)	41%	(23)	23%	(13)	13%	(7)	2%	(1)	57
Non-Evangelical	28%	(26)	46%	(42)	10%	(9)	11%	(10)	4%	(4)	91
Community: Urban	32%	(23)	32%	(23)	14%	(10)	12%	(9)	10%	(7)	73
Community: Suburban	23%	(41)	36%	(65)	15%	(28)	22%	(39)	4%	(7)	179
Community: Rural	23%	(15)	44%	(30)	12%	(8)	15%	(10)	7%	(5)	68
Military HH: No	24%	(70)	38%	(111)	14%	(41)	18%	(53)	6%	(18)	294

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**Table CGZ10\_8: How interested are you in the following types of podcasts?***True crime*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	25% (79)	37% (118)	14% (46)	18% (58)	6% (19)	320
RD/WT: Right Direction	23% (14)	39% (24)	12% (7)	9% (6)	16% (10)	61
RD/WT: Wrong Track	25% (65)	36% (94)	15% (39)	20% (53)	3% (9)	259
Trump Job Approve	24% (18)	44% (33)	18% (14)	4% (3)	10% (7)	76
Trump Job Disapprove	26% (56)	35% (76)	14% (30)	23% (51)	2% (4)	216
Trump Job Somewhat Disapprove	16% (8)	40% (21)	21% (11)	20% (10)	3% (2)	52
Trump Job Strongly Disapprove	29% (47)	34% (55)	11% (19)	25% (41)	1% (2)	164
Favorable of Trump	22% (16)	39% (28)	23% (16)	5% (3)	11% (8)	71
Unfavorable of Trump	27% (61)	37% (83)	13% (29)	21% (48)	2% (6)	227
Somewhat Unfavorable of Trump	25% (13)	52% (27)	7% (4)	12% (6)	5% (3)	52
Very Unfavorable of Trump	28% (49)	32% (56)	14% (25)	24% (42)	2% (3)	175
#1 Issue: Economy	28% (28)	42% (42)	17% (17)	9% (9)	5% (5)	101
#1 Issue: Health Care	27% (15)	36% (21)	9% (5)	24% (13)	4% (2)	57
#1 Issue: Women's Issues	28% (14)	21% (11)	8% (4)	33% (17)	9% (5)	51
4-Region: Northeast	23% (13)	32% (18)	16% (9)	24% (13)	5% (3)	56
4-Region: Midwest	26% (17)	46% (30)	12% (8)	12% (8)	3% (2)	65
4-Region: South	23% (30)	34% (44)	17% (22)	17% (22)	8% (10)	129
4-Region: West	27% (19)	37% (25)	10% (7)	22% (15)	4% (3)	69
High school (Grade 9 - 12)	20% (29)	36% (51)	16% (22)	19% (27)	9% (12)	141
College or university program	35% (25)	33% (23)	14% (10)	17% (12)	1% (1)	71
I am not in school	25% (16)	40% (26)	17% (11)	12% (8)	5% (3)	65
White, non-Hispanic	25% (46)	38% (72)	14% (26)	17% (31)	7% (12)	187
POC	25% (33)	35% (46)	15% (20)	21% (27)	5% (6)	133
Twitter Users	29% (48)	41% (70)	14% (24)	11% (18)	5% (8)	168
Facebook Users	29% (51)	37% (65)	16% (28)	14% (25)	4% (8)	177
Snapchat Users	28% (58)	41% (83)	13% (26)	15% (30)	3% (7)	204
Instagram Users	25% (65)	37% (96)	15% (39)	19% (48)	4% (9)	257
Tiktok Users	33% (50)	36% (55)	12% (18)	13% (20)	6% (9)	152
Reddit Users	29% (32)	37% (41)	15% (17)	16% (18)	2% (2)	109
YouTube Users	26% (78)	38% (113)	14% (43)	19% (56)	4% (12)	302
Harry Styles Fan	30% (45)	38% (57)	11% (16)	15% (22)	6% (9)	148

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**Table CGZ10\_8: How interested are you in the following types of podcasts?**

*True crime*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	25% (79)	37% (118)	14% (46)	18% (58)	6% (19)	320
Billie Eilish Fan	27% (53)	41% (81)	14% (27)	13% (25)	5% (10)	196
Zendaya Fan	29% (57)	38% (75)	12% (24)	17% (34)	4% (8)	199
Taylor Swift Fan	28% (46)	39% (62)	11% (18)	15% (25)	7% (11)	161
Kylie Jenner Fan	27% (28)	38% (40)	13% (13)	17% (18)	6% (6)	106
Emma Chamberlain Fan	34% (28)	36% (31)	13% (11)	12% (10)	5% (5)	85
Niall Horan Fan	30% (28)	40% (37)	11% (10)	12% (11)	6% (6)	93
Zayn Malik Fan	29% (29)	43% (42)	11% (10)	14% (14)	3% (3)	98
Liam Payne Fan	26% (23)	42% (37)	15% (13)	15% (13)	2% (2)	87
Louis Tomlinson Fan	27% (23)	40% (35)	14% (12)	14% (13)	4% (4)	87
Film: An avid fan	40% (42)	35% (36)	11% (12)	11% (12)	3% (3)	105
Film: A casual fan	18% (30)	40% (68)	18% (31)	18% (31)	6% (10)	170
Television: An avid fan	36% (31)	31% (27)	11% (10)	15% (13)	6% (5)	87
Television: A casual fan	24% (42)	41% (71)	17% (29)	15% (27)	3% (5)	174
Television: Not a fan	10% (6)	33% (20)	11% (7)	31% (18)	14% (8)	59
Music: An avid fan	29% (60)	37% (75)	16% (33)	14% (29)	4% (8)	205
Music: A casual fan	17% (18)	39% (42)	13% (13)	24% (26)	7% (7)	107
Fashion: An avid fan	33% (27)	28% (23)	14% (11)	18% (15)	7% (6)	82
Fashion: A casual fan	26% (37)	43% (59)	12% (16)	15% (20)	4% (5)	138
Fashion: Not a fan	16% (16)	35% (35)	19% (19)	23% (23)	7% (7)	100
Pop culture: An avid fan	39% (33)	40% (34)	9% (8)	8% (7)	3% (3)	85
Pop culture: A casual fan	21% (33)	38% (61)	16% (26)	19% (31)	6% (10)	162
Pop culture: Not a fan	17% (13)	30% (22)	16% (12)	28% (21)	8% (6)	74
Sports: An avid fan	31% (25)	34% (28)	15% (12)	14% (11)	6% (5)	81
Sports: A casual fan	22% (23)	39% (41)	13% (14)	18% (19)	7% (8)	104
Sports: Not a fan	23% (31)	37% (49)	15% (20)	21% (28)	5% (6)	134
Celeb fans on social media	26% (63)	39% (95)	15% (35)	16% (39)	4% (10)	242
Celebs share too much on social media	27% (53)	40% (78)	16% (31)	13% (25)	3% (6)	194
Celebs who don't share are disconnected	30% (34)	37% (42)	16% (19)	16% (18)	1% (2)	115
Celebs should interact on social media	28% (67)	40% (94)	13% (31)	16% (37)	3% (7)	236

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**Table CGZ10\_8: How interested are you in the following types of podcasts?***True crime*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	25%	(79)	37%	(118)	14%	(46)	18%	(58)	6%	(19)	320
Celebs' social media is a professional platform	26%	(16)	41%	(25)	10%	(6)	20%	(12)	4%	(2)	61
Celebs' social media is a personal platform	24%	(40)	39%	(64)	18%	(29)	16%	(26)	3%	(5)	165
Connects to celebs non-paid promoting	26%	(40)	41%	(64)	16%	(25)	12%	(19)	4%	(6)	155
Concerned about climate change	27%	(69)	38%	(97)	14%	(35)	17%	(43)	4%	(9)	254
Humans can stop climate change	19%	(17)	40%	(34)	14%	(12)	23%	(20)	4%	(3)	86
Humans can slow climate change	28%	(48)	40%	(68)	14%	(25)	15%	(26)	2%	(3)	170
Both in person and virtual school	24%	(25)	41%	(44)	15%	(16)	18%	(20)	2%	(3)	108
Completely virtual school	27%	(30)	32%	(35)	10%	(11)	25%	(27)	6%	(6)	108
Watch live sports at least once a week	28%	(26)	37%	(35)	18%	(17)	14%	(13)	4%	(4)	95

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

**Table CGZ10\_9: How interested are you in the following types of podcasts?**  
*Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (39)	34% (108)	23% (74)	21% (67)	10% (32)	320
Gender: Male	12% (20)	34% (56)	19% (32)	22% (37)	13% (22)	167
Gender: Female	12% (19)	34% (52)	28% (42)	20% (30)	6% (10)	153
Age: 18-34	16% (27)	40% (69)	20% (35)	17% (29)	8% (13)	173
GenZers: 1997-2012	12% (39)	34% (108)	23% (74)	21% (67)	10% (32)	320
PID: Dem (no lean)	15% (22)	30% (42)	27% (38)	24% (34)	4% (5)	140
PID: Ind (no lean)	8% (9)	36% (45)	20% (25)	22% (27)	15% (19)	125
PID: Rep (no lean)	14% (8)	38% (21)	21% (11)	12% (7)	15% (8)	55
PID/Gender: Dem Men	15% (11)	31% (21)	24% (16)	26% (18)	4% (3)	69
PID/Gender: Dem Women	15% (11)	29% (20)	30% (22)	22% (16)	3% (2)	71
PID/Gender: Ind Men	7% (5)	32% (21)	18% (12)	25% (16)	17% (11)	64
PID/Gender: Ind Women	8% (5)	41% (25)	21% (13)	18% (11)	12% (8)	61
Ideo: Liberal (1-3)	15% (21)	34% (45)	25% (33)	19% (26)	7% (9)	135
Ideo: Moderate (4)	13% (8)	44% (27)	21% (13)	17% (10)	5% (3)	61
Ideo: Conservative (5-7)	11% (6)	33% (18)	28% (15)	16% (9)	12% (6)	53
Educ: < College	11% (32)	33% (92)	23% (63)	22% (62)	11% (32)	281
Income: Under 50k	11% (17)	33% (52)	22% (36)	23% (36)	12% (19)	161
Income: 50k-100k	12% (12)	36% (38)	24% (25)	23% (25)	6% (6)	107
Income: 100k+	17% (9)	34% (18)	25% (13)	12% (6)	12% (6)	52
Ethnicity: White	12% (26)	33% (70)	26% (56)	20% (41)	9% (19)	212
Ethnicity: Hispanic	12% (7)	38% (23)	18% (11)	18% (11)	14% (9)	62
Ethnicity: Other	10% (7)	40% (29)	13% (10)	27% (19)	9% (6)	71
All Christian	14% (13)	37% (36)	25% (23)	17% (16)	7% (7)	95
Agnostic/Nothing in particular	11% (13)	33% (37)	26% (29)	18% (21)	12% (14)	113
Something Else	8% (5)	29% (17)	26% (15)	26% (15)	11% (6)	59
Evangelical	10% (6)	33% (19)	21% (12)	29% (16)	7% (4)	57
Non-Evangelical	11% (10)	36% (32)	27% (25)	16% (15)	10% (9)	91
Community: Urban	15% (11)	31% (22)	20% (14)	22% (16)	13% (9)	73
Community: Suburban	11% (19)	34% (61)	27% (49)	21% (37)	7% (13)	179
Community: Rural	12% (8)	36% (24)	16% (11)	21% (15)	15% (10)	68
Military HH: No	11% (34)	34% (99)	23% (69)	22% (63)	10% (29)	294

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**Table CGZ10\_9: How interested are you in the following types of podcasts?***Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	12% (39)	34% (108)	23% (74)	21% (67)	10% (32)	320
RD/WT: Right Direction	14% (8)	33% (20)	18% (11)	12% (8)	23% (14)	61
RD/WT: Wrong Track	12% (30)	34% (88)	24% (63)	23% (60)	7% (18)	259
Trump Job Approve	13% (10)	42% (32)	21% (16)	10% (8)	13% (10)	76
Trump Job Disapprove	13% (28)	32% (70)	25% (53)	24% (53)	6% (13)	216
Trump Job Somewhat Disapprove	8% (4)	38% (19)	25% (13)	21% (11)	9% (5)	52
Trump Job Strongly Disapprove	15% (24)	31% (50)	25% (40)	25% (42)	5% (8)	164
Favorable of Trump	12% (8)	41% (29)	23% (16)	10% (7)	15% (10)	71
Unfavorable of Trump	13% (29)	33% (75)	24% (55)	24% (54)	7% (15)	227
Somewhat Unfavorable of Trump	8% (4)	44% (23)	22% (12)	20% (10)	7% (4)	52
Very Unfavorable of Trump	14% (25)	30% (52)	25% (43)	25% (44)	7% (12)	175
#1 Issue: Economy	15% (15)	42% (43)	20% (20)	15% (15)	8% (8)	101
#1 Issue: Health Care	15% (8)	28% (16)	16% (9)	33% (19)	7% (4)	57
#1 Issue: Women's Issues	2% (1)	22% (11)	41% (21)	22% (11)	12% (6)	51
4-Region: Northeast	10% (5)	44% (25)	13% (7)	23% (13)	11% (6)	56
4-Region: Midwest	12% (8)	21% (14)	35% (23)	22% (14)	9% (6)	65
4-Region: South	13% (17)	31% (40)	25% (32)	20% (26)	11% (14)	129
4-Region: West	12% (8)	42% (29)	16% (11)	21% (14)	9% (6)	69
High school (Grade 9 - 12)	7% (11)	27% (38)	27% (38)	25% (35)	13% (19)	141
College or university program	19% (13)	40% (28)	19% (13)	17% (12)	5% (4)	71
I am not in school	13% (9)	39% (26)	21% (13)	19% (13)	7% (4)	65
White, non-Hispanic	13% (25)	32% (60)	26% (49)	20% (37)	9% (16)	187
POC	10% (13)	36% (48)	19% (25)	23% (30)	12% (16)	133
Twitter Users	15% (25)	37% (63)	21% (35)	18% (30)	9% (15)	168
Facebook Users	15% (26)	37% (65)	22% (40)	18% (32)	8% (14)	177
Snapchat Users	13% (27)	34% (68)	25% (51)	21% (43)	7% (14)	204
Instagram Users	12% (32)	32% (82)	25% (64)	23% (58)	8% (21)	257
Tiktok Users	14% (22)	33% (50)	26% (39)	19% (28)	9% (13)	152
Reddit Users	21% (22)	30% (33)	24% (26)	18% (19)	7% (8)	109
YouTube Users	12% (37)	34% (103)	24% (72)	21% (63)	9% (28)	302
Harry Styles Fan	12% (17)	38% (56)	23% (34)	18% (27)	10% (15)	148

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**Table CGZ10\_9: How interested are you in the following types of podcasts?**  
*Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	12% (39)	34% (108)	23% (74)	21% (67)	10% (32)	320
Billie Eilish Fan	12% (24)	37% (73)	25% (50)	15% (30)	10% (19)	196
Zendaya Fan	15% (29)	33% (65)	24% (49)	19% (37)	9% (19)	199
Taylor Swift Fan	13% (21)	35% (57)	22% (36)	19% (31)	10% (16)	161
Kylie Jenner Fan	15% (16)	37% (39)	26% (27)	14% (15)	8% (9)	106
Emma Chamberlain Fan	17% (15)	38% (32)	27% (23)	10% (9)	7% (6)	85
Niall Horan Fan	17% (15)	39% (36)	23% (21)	12% (11)	10% (9)	93
Zayn Malik Fan	12% (12)	44% (43)	24% (23)	16% (16)	5% (5)	98
Liam Payne Fan	14% (12)	43% (37)	23% (20)	13% (11)	7% (6)	87
Louis Tomlinson Fan	15% (13)	41% (35)	25% (22)	11% (10)	8% (7)	87
Film: An avid fan	20% (21)	41% (43)	19% (19)	14% (15)	6% (6)	105
Film: A casual fan	9% (15)	34% (57)	27% (46)	21% (35)	10% (17)	170
Television: An avid fan	21% (18)	33% (28)	27% (24)	10% (9)	10% (8)	87
Television: A casual fan	7% (13)	38% (67)	23% (40)	23% (40)	8% (14)	174
Television: Not a fan	13% (8)	21% (13)	18% (11)	31% (18)	16% (9)	59
Music: An avid fan	15% (30)	35% (71)	21% (44)	22% (44)	8% (16)	205
Music: A casual fan	7% (7)	32% (35)	27% (29)	20% (22)	14% (15)	107
Fashion: An avid fan	19% (16)	31% (26)	21% (17)	20% (17)	8% (7)	82
Fashion: A casual fan	12% (16)	37% (51)	26% (36)	18% (25)	7% (10)	138
Fashion: Not a fan	7% (7)	31% (31)	21% (21)	26% (26)	16% (16)	100
Pop culture: An avid fan	18% (15)	39% (33)	28% (23)	12% (10)	4% (3)	85
Pop culture: A casual fan	11% (17)	34% (55)	23% (38)	21% (34)	11% (17)	162
Pop culture: Not a fan	9% (7)	28% (20)	17% (13)	31% (23)	15% (11)	74
Sports: An avid fan	14% (11)	35% (28)	19% (15)	22% (18)	10% (8)	81
Sports: A casual fan	14% (15)	37% (39)	20% (21)	17% (18)	11% (12)	104
Sports: Not a fan	9% (12)	30% (40)	28% (38)	23% (31)	9% (12)	134
Celeb fans on social media	14% (34)	37% (89)	23% (55)	18% (44)	9% (21)	242
Celebs share too much on social media	15% (30)	36% (69)	23% (44)	19% (37)	7% (14)	194
Celebs who don't share are disconnected	15% (17)	37% (43)	25% (29)	19% (22)	4% (4)	115
Celebs should interact on social media	15% (35)	35% (82)	24% (57)	19% (44)	8% (18)	236

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**Table CGZ10\_9: How interested are you in the following types of podcasts?***Investigative journalism*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	12%	(39)	34%	(108)	23%	(74)	21%	(67)	10%	(32)	320
Celebs' social media is a professional platform	7%	(4)	44%	(27)	19%	(12)	24%	(15)	5%	(3)	61
Celebs' social media is a personal platform	15%	(25)	28%	(46)	29%	(48)	20%	(33)	8%	(13)	165
Connects to celebs non-paid promoting	13%	(20)	36%	(56)	27%	(41)	15%	(23)	9%	(14)	155
Concerned about climate change	15%	(38)	36%	(91)	22%	(55)	20%	(51)	7%	(18)	254
Humans can stop climate change	15%	(13)	36%	(31)	16%	(14)	25%	(21)	9%	(8)	86
Humans can slow climate change	13%	(22)	36%	(61)	26%	(44)	19%	(32)	6%	(11)	170
Both in person and virtual school	13%	(14)	32%	(35)	24%	(26)	21%	(23)	8%	(9)	108
Completely virtual school	12%	(13)	33%	(36)	25%	(27)	21%	(23)	8%	(9)	108
Watch live sports at least once a week	14%	(13)	40%	(38)	20%	(19)	17%	(16)	9%	(9)	95

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

**Table CGZ10\_10: How interested are you in the following types of podcasts?**  
*Self-help / productivity*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	18%	(57)	35%	(111)	22%	(72)	18%	(57)	8%	(24)	320
Gender: Male	15%	(25)	31%	(52)	23%	(38)	22%	(36)	10%	(16)	167
Gender: Female	21%	(32)	39%	(59)	22%	(34)	13%	(20)	5%	(8)	153
Age: 18-34	23%	(40)	39%	(68)	20%	(34)	13%	(23)	5%	(8)	173
GenZers: 1997-2012	18%	(57)	35%	(111)	22%	(72)	18%	(57)	8%	(24)	320
PID: Dem (no lean)	23%	(32)	34%	(47)	20%	(28)	19%	(27)	4%	(5)	140
PID: Ind (no lean)	11%	(14)	35%	(44)	25%	(31)	18%	(23)	11%	(13)	125
PID: Rep (no lean)	19%	(11)	36%	(20)	23%	(12)	13%	(7)	10%	(5)	55
PID/Gender: Dem Men	18%	(12)	34%	(24)	19%	(13)	23%	(16)	6%	(4)	69
PID/Gender: Dem Women	28%	(20)	34%	(24)	21%	(15)	16%	(11)	2%	(2)	71
PID/Gender: Ind Men	13%	(8)	27%	(17)	25%	(16)	24%	(15)	12%	(8)	64
PID/Gender: Ind Women	10%	(6)	44%	(27)	25%	(15)	12%	(7)	10%	(6)	61
Ideo: Liberal (1-3)	19%	(26)	32%	(44)	24%	(32)	19%	(26)	5%	(7)	135
Ideo: Moderate (4)	20%	(12)	43%	(26)	18%	(11)	15%	(9)	5%	(3)	61
Ideo: Conservative (5-7)	19%	(10)	31%	(17)	30%	(16)	15%	(8)	5%	(3)	53
Educ: < College	17%	(47)	33%	(91)	24%	(67)	18%	(52)	9%	(24)	281
Income: Under 50k	18%	(28)	33%	(54)	22%	(35)	19%	(30)	9%	(15)	161
Income: 50k-100k	18%	(19)	34%	(37)	27%	(29)	16%	(17)	4%	(5)	107
Income: 100k+	17%	(9)	40%	(21)	15%	(8)	18%	(10)	9%	(5)	52
Ethnicity: White	17%	(35)	35%	(74)	23%	(49)	18%	(38)	7%	(15)	212
Ethnicity: Hispanic	12%	(8)	30%	(19)	29%	(18)	15%	(9)	13%	(8)	62
Ethnicity: Other	15%	(11)	33%	(23)	21%	(15)	19%	(14)	11%	(8)	71
All Christian	24%	(23)	40%	(38)	18%	(17)	11%	(10)	7%	(6)	95
Agnostic/Nothing in particular	14%	(16)	32%	(37)	25%	(29)	20%	(22)	9%	(10)	113
Something Else	17%	(10)	36%	(21)	19%	(11)	25%	(15)	3%	(2)	59
Evangelical	23%	(13)	28%	(16)	21%	(12)	22%	(13)	5%	(3)	57
Non-Evangelical	21%	(19)	46%	(42)	15%	(13)	13%	(12)	6%	(6)	91
Community: Urban	20%	(15)	30%	(22)	24%	(17)	17%	(12)	9%	(7)	73
Community: Suburban	19%	(33)	34%	(61)	25%	(44)	16%	(28)	7%	(12)	179
Community: Rural	12%	(8)	41%	(28)	15%	(10)	24%	(16)	8%	(5)	68
Military HH: No	18%	(53)	35%	(102)	22%	(66)	18%	(52)	7%	(22)	294

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**Table CGZ10\_10: How interested are you in the following types of podcasts?**  
*Self-help / productivity*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	18% (57)	35% (111)	22% (72)	18% (57)	8% (24)	320
RD/WT: Right Direction	20% (12)	30% (18)	18% (11)	18% (11)	15% (9)	61
RD/WT: Wrong Track	17% (44)	36% (93)	23% (60)	18% (46)	6% (15)	259
Trump Job Approve	22% (16)	38% (29)	15% (12)	16% (12)	8% (6)	76
Trump Job Disapprove	18% (39)	34% (74)	24% (52)	20% (43)	4% (8)	216
Trump Job Somewhat Disapprove	6% (3)	43% (22)	27% (14)	16% (8)	8% (4)	52
Trump Job Strongly Disapprove	22% (36)	31% (52)	24% (39)	21% (34)	2% (4)	164
Favorable of Trump	19% (13)	33% (24)	20% (14)	17% (12)	11% (8)	71
Unfavorable of Trump	19% (43)	36% (81)	24% (54)	18% (41)	4% (9)	227
Somewhat Unfavorable of Trump	9% (5)	49% (26)	25% (13)	11% (6)	6% (3)	52
Very Unfavorable of Trump	22% (38)	32% (56)	23% (41)	20% (35)	3% (6)	175
#1 Issue: Economy	20% (21)	38% (39)	25% (25)	11% (11)	6% (6)	101
#1 Issue: Health Care	18% (10)	29% (16)	14% (8)	32% (18)	7% (4)	57
#1 Issue: Women's Issues	17% (9)	20% (10)	38% (19)	17% (9)	9% (5)	51
4-Region: Northeast	17% (10)	39% (22)	16% (9)	14% (8)	13% (7)	56
4-Region: Midwest	24% (16)	26% (17)	24% (16)	22% (14)	4% (3)	65
4-Region: South	17% (23)	34% (43)	24% (31)	18% (23)	7% (9)	129
4-Region: West	13% (9)	42% (29)	23% (16)	16% (11)	7% (5)	69
High school (Grade 9 - 12)	13% (18)	28% (40)	28% (40)	20% (29)	10% (14)	141
College or university program	27% (19)	35% (25)	23% (16)	12% (9)	3% (2)	71
I am not in school	21% (14)	40% (26)	17% (11)	16% (10)	6% (4)	65
White, non-Hispanic	17% (32)	36% (68)	22% (42)	18% (33)	7% (13)	187
POC	18% (24)	33% (43)	22% (30)	18% (24)	9% (11)	133
Twitter Users	19% (32)	38% (64)	21% (36)	14% (24)	8% (13)	168
Facebook Users	23% (41)	37% (66)	22% (39)	12% (21)	6% (10)	177
Snapchat Users	19% (39)	38% (77)	23% (47)	14% (28)	6% (12)	204
Instagram Users	18% (46)	35% (90)	24% (62)	17% (43)	6% (16)	257
Tiktok Users	20% (30)	37% (57)	23% (34)	14% (21)	7% (10)	152
Reddit Users	20% (22)	36% (39)	23% (25)	17% (18)	4% (5)	109
YouTube Users	18% (53)	35% (106)	23% (69)	18% (54)	6% (19)	302
Harry Styles Fan	19% (28)	44% (66)	20% (30)	10% (14)	6% (9)	148

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**Table CGZ10\_10: How interested are you in the following types of podcasts?**  
*Self-help / productivity*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	18% (57)	35% (111)	22% (72)	18% (57)	8% (24)	320
Billie Eilish Fan	22% (42)	37% (73)	22% (44)	11% (22)	8% (15)	196
Zendaya Fan	21% (42)	40% (80)	22% (43)	12% (24)	5% (9)	199
Taylor Swift Fan	20% (32)	39% (64)	22% (35)	11% (18)	7% (12)	161
Kylie Jenner Fan	24% (25)	43% (45)	22% (23)	9% (9)	3% (3)	106
Emma Chamberlain Fan	24% (20)	43% (37)	24% (21)	4% (3)	5% (4)	85
Niall Horan Fan	27% (25)	44% (41)	14% (13)	8% (8)	6% (5)	93
Zayn Malik Fan	25% (24)	47% (46)	18% (18)	7% (7)	3% (3)	98
Liam Payne Fan	26% (23)	46% (40)	18% (16)	7% (6)	3% (2)	87
Louis Tomlinson Fan	25% (22)	46% (40)	18% (15)	7% (6)	4% (4)	87
Film: An avid fan	26% (27)	39% (40)	15% (15)	15% (15)	6% (6)	105
Film: A casual fan	15% (25)	38% (64)	26% (44)	14% (24)	8% (14)	170
Television: An avid fan	30% (26)	29% (25)	18% (16)	17% (15)	6% (5)	87
Television: A casual fan	16% (27)	43% (75)	18% (32)	16% (27)	7% (13)	174
Television: Not a fan	5% (3)	20% (12)	40% (24)	24% (14)	11% (6)	59
Music: An avid fan	24% (49)	32% (66)	22% (45)	16% (33)	6% (12)	205
Music: A casual fan	6% (7)	42% (45)	24% (26)	18% (19)	10% (11)	107
Fashion: An avid fan	30% (25)	23% (19)	27% (22)	12% (10)	8% (6)	82
Fashion: A casual fan	19% (26)	39% (54)	19% (26)	16% (22)	7% (10)	138
Fashion: Not a fan	6% (6)	38% (38)	23% (23)	25% (25)	8% (8)	100
Pop culture: An avid fan	28% (24)	38% (32)	19% (16)	13% (11)	2% (1)	85
Pop culture: A casual fan	15% (23)	37% (60)	26% (41)	16% (25)	7% (11)	162
Pop culture: Not a fan	13% (9)	25% (18)	19% (14)	28% (20)	16% (11)	74
Sports: An avid fan	20% (16)	33% (27)	27% (22)	14% (11)	7% (6)	81
Sports: A casual fan	20% (21)	48% (50)	12% (13)	14% (14)	6% (6)	104
Sports: Not a fan	14% (19)	26% (35)	28% (37)	23% (31)	9% (12)	134
Celeb fans on social media	20% (48)	38% (91)	22% (54)	15% (37)	5% (13)	242
Celebs share too much on social media	19% (37)	38% (74)	20% (39)	17% (33)	6% (11)	194
Celebs who don't share are disconnected	23% (27)	43% (50)	15% (17)	15% (17)	4% (5)	115
Celebs should interact on social media	21% (49)	37% (86)	21% (49)	17% (39)	5% (11)	236

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**Table CGZ10\_10:** How interested are you in the following types of podcasts?*Self-help / productivity*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	18%	(57)	35%	(111)	22%	(72)	18%	(57)	8%	(24)	320
Celebs' social media is a professional platform	16%	(10)	28%	(17)	25%	(15)	25%	(15)	6%	(4)	61
Celebs' social media is a personal platform	23%	(37)	34%	(57)	24%	(40)	14%	(24)	4%	(7)	165
Connects to celebs non-paid promoting	18%	(27)	40%	(62)	28%	(43)	9%	(14)	5%	(8)	155
Concerned about climate change	20%	(50)	36%	(91)	22%	(55)	18%	(46)	5%	(12)	254
Humans can stop climate change	25%	(21)	36%	(31)	13%	(12)	23%	(20)	3%	(2)	86
Humans can slow climate change	18%	(30)	35%	(60)	27%	(45)	16%	(27)	5%	(9)	170
Both in person and virtual school	16%	(17)	34%	(36)	25%	(27)	21%	(23)	4%	(5)	108
Completely virtual school	19%	(21)	33%	(36)	22%	(23)	18%	(20)	8%	(9)	108
Watch live sports at least once a week	22%	(21)	40%	(38)	20%	(19)	17%	(16)	2%	(2)	95

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

**Table CGZ10\_11: How interested are you in the following types of podcasts?**  
*Religion / faith*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	14% (45)	18% (58)	20% (63)	41% (133)	7% (21)	320
Gender: Male	13% (21)	21% (36)	20% (33)	39% (66)	7% (12)	167
Gender: Female	16% (24)	14% (22)	20% (30)	44% (67)	6% (10)	153
Age: 18-34	18% (31)	19% (34)	19% (33)	39% (68)	4% (8)	173
GenZers: 1997-2012	14% (45)	18% (58)	20% (63)	41% (133)	7% (21)	320
PID: Dem (no lean)	13% (18)	14% (19)	20% (28)	50% (70)	3% (5)	140
PID: Ind (no lean)	12% (15)	18% (22)	19% (24)	42% (53)	10% (12)	125
PID: Rep (no lean)	22% (12)	29% (16)	22% (12)	18% (10)	8% (4)	55
PID/Gender: Dem Men	11% (8)	17% (12)	22% (15)	47% (32)	2% (2)	69
PID/Gender: Dem Women	15% (11)	11% (8)	18% (13)	52% (37)	4% (3)	71
PID/Gender: Ind Men	12% (8)	19% (12)	20% (13)	41% (26)	9% (6)	64
PID/Gender: Ind Women	11% (7)	17% (10)	18% (11)	43% (26)	11% (7)	61
Ideo: Liberal (1-3)	10% (14)	11% (15)	19% (26)	55% (74)	5% (6)	135
Ideo: Moderate (4)	12% (7)	36% (22)	13% (8)	35% (21)	4% (2)	61
Ideo: Conservative (5-7)	26% (14)	25% (13)	29% (16)	14% (7)	5% (3)	53
Educ: < College	14% (38)	17% (48)	20% (55)	42% (118)	8% (21)	281
Income: Under 50k	16% (27)	14% (22)	19% (31)	42% (68)	8% (13)	161
Income: 50k-100k	14% (15)	19% (20)	21% (23)	43% (46)	3% (4)	107
Income: 100k+	7% (4)	29% (15)	18% (10)	36% (19)	9% (5)	52
Ethnicity: White	14% (30)	20% (43)	19% (41)	41% (87)	6% (12)	212
Ethnicity: Hispanic	20% (12)	16% (10)	10% (6)	44% (27)	9% (6)	62
Ethnicity: Other	14% (10)	10% (7)	19% (14)	46% (33)	11% (7)	71
All Christian	23% (22)	32% (30)	27% (25)	15% (14)	3% (3)	95
Agnostic/Nothing in particular	6% (7)	10% (11)	16% (18)	58% (66)	10% (11)	113
Something Else	23% (13)	18% (10)	18% (11)	36% (21)	5% (3)	59
Evangelical	32% (18)	32% (18)	22% (12)	13% (8)	— (0)	57
Non-Evangelical	18% (17)	22% (20)	24% (22)	29% (26)	7% (6)	91
Community: Urban	21% (15)	19% (14)	15% (11)	36% (26)	9% (7)	73
Community: Suburban	12% (21)	17% (30)	22% (39)	43% (78)	6% (11)	179
Community: Rural	13% (9)	20% (14)	20% (14)	42% (28)	5% (4)	68
Military HH: No	15% (43)	18% (53)	19% (56)	41% (122)	7% (20)	294

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**Table CGZ10\_11: How interested are you in the following types of podcasts?***Religion / faith*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	14% (45)	18% (58)	20% (63)	41% (133)	7% (21)	320
RD/WT: Right Direction	14% (8)	25% (15)	21% (13)	28% (17)	13% (8)	61
RD/WT: Wrong Track	14% (37)	16% (42)	20% (51)	45% (116)	5% (13)	259
Trump Job Approve	22% (16)	30% (23)	21% (16)	20% (15)	7% (6)	76
Trump Job Disapprove	12% (25)	14% (31)	20% (42)	50% (109)	4% (8)	216
Trump Job Somewhat Disapprove	8% (4)	18% (9)	28% (15)	37% (19)	10% (5)	52
Trump Job Strongly Disapprove	13% (21)	14% (22)	17% (28)	55% (90)	2% (3)	164
Favorable of Trump	23% (16)	27% (19)	22% (16)	20% (14)	8% (6)	71
Unfavorable of Trump	11% (25)	16% (36)	20% (46)	49% (111)	4% (9)	227
Somewhat Unfavorable of Trump	7% (4)	28% (15)	22% (11)	35% (18)	8% (4)	52
Very Unfavorable of Trump	12% (22)	12% (21)	20% (34)	53% (92)	3% (5)	175
#1 Issue: Economy	15% (15)	25% (25)	17% (17)	34% (35)	9% (9)	101
#1 Issue: Health Care	8% (5)	8% (4)	17% (10)	60% (34)	6% (3)	57
#1 Issue: Women's Issues	16% (8)	16% (8)	11% (6)	54% (28)	3% (2)	51
4-Region: Northeast	6% (4)	22% (12)	14% (8)	48% (27)	10% (6)	56
4-Region: Midwest	15% (10)	14% (9)	21% (14)	47% (30)	3% (2)	65
4-Region: South	18% (23)	18% (23)	21% (27)	37% (48)	7% (9)	129
4-Region: West	12% (8)	20% (14)	21% (15)	40% (28)	7% (5)	69
High school (Grade 9 - 12)	11% (15)	18% (26)	20% (29)	41% (58)	9% (13)	141
College or university program	18% (12)	20% (14)	24% (17)	36% (25)	3% (2)	71
I am not in school	11% (7)	16% (10)	21% (13)	48% (31)	4% (3)	65
White, non-Hispanic	13% (25)	20% (37)	21% (39)	41% (76)	6% (11)	187
POC	15% (20)	16% (21)	19% (25)	42% (56)	8% (10)	133
Twitter Users	16% (27)	19% (32)	18% (31)	41% (69)	6% (10)	168
Facebook Users	18% (31)	23% (40)	17% (29)	38% (68)	5% (8)	177
Snapchat Users	16% (33)	18% (37)	21% (43)	39% (80)	5% (10)	204
Instagram Users	14% (35)	18% (47)	20% (51)	43% (110)	6% (14)	257
Tiktok Users	17% (26)	17% (25)	18% (27)	44% (66)	5% (8)	152
Reddit Users	7% (7)	18% (19)	22% (24)	51% (55)	2% (3)	109
YouTube Users	13% (39)	18% (54)	20% (62)	43% (130)	6% (17)	302
Harry Styles Fan	13% (19)	21% (31)	21% (31)	38% (56)	7% (11)	148

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**Table CGZ10\_11: How interested are you in the following types of podcasts?**  
*Religion / faith*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	14% (45)	18% (58)	20% (63)	41% (133)	7% (21)	320
Billie Eilish Fan	11% (22)	20% (40)	20% (40)	41% (80)	7% (13)	196
Zendaya Fan	14% (28)	20% (39)	19% (38)	41% (81)	6% (12)	199
Taylor Swift Fan	15% (23)	24% (38)	18% (29)	36% (59)	7% (12)	161
Kylie Jenner Fan	14% (15)	28% (30)	21% (22)	31% (32)	6% (6)	106
Emma Chamberlain Fan	16% (14)	27% (23)	22% (19)	29% (25)	5% (5)	85
Niall Horan Fan	10% (9)	29% (26)	20% (19)	33% (31)	8% (7)	93
Zayn Malik Fan	12% (12)	28% (28)	23% (22)	33% (32)	4% (4)	98
Liam Payne Fan	10% (8)	30% (26)	22% (19)	34% (29)	5% (4)	87
Louis Tomlinson Fan	8% (7)	28% (24)	25% (22)	33% (28)	6% (6)	87
Film: An avid fan	18% (19)	17% (18)	24% (25)	35% (36)	6% (6)	105
Film: A casual fan	11% (19)	20% (34)	16% (27)	46% (78)	7% (11)	170
Television: An avid fan	16% (14)	21% (18)	29% (25)	29% (25)	5% (5)	87
Television: A casual fan	14% (24)	17% (30)	16% (28)	46% (81)	6% (11)	174
Television: Not a fan	11% (7)	16% (9)	18% (10)	45% (26)	10% (6)	59
Music: An avid fan	17% (36)	17% (34)	18% (37)	42% (87)	5% (11)	205
Music: A casual fan	8% (9)	21% (23)	21% (23)	41% (44)	8% (9)	107
Fashion: An avid fan	19% (16)	16% (13)	15% (12)	41% (34)	9% (7)	82
Fashion: A casual fan	16% (22)	22% (31)	17% (24)	40% (55)	4% (6)	138
Fashion: Not a fan	8% (8)	14% (14)	27% (27)	44% (44)	8% (8)	100
Pop culture: An avid fan	13% (11)	21% (18)	30% (25)	36% (30)	1% (1)	85
Pop culture: A casual fan	13% (21)	18% (29)	18% (29)	43% (70)	8% (14)	162
Pop culture: Not a fan	18% (13)	15% (11)	13% (10)	45% (33)	10% (7)	74
Sports: An avid fan	21% (17)	26% (21)	17% (14)	28% (23)	8% (7)	81
Sports: A casual fan	15% (16)	25% (27)	20% (21)	34% (36)	5% (6)	104
Sports: Not a fan	9% (12)	7% (10)	21% (29)	55% (74)	7% (9)	134
Celeb fans on social media	14% (33)	18% (45)	21% (51)	42% (102)	5% (12)	242
Celebs share too much on social media	14% (28)	22% (43)	22% (42)	38% (73)	3% (7)	194
Celebs who don't share are disconnected	20% (24)	22% (26)	19% (22)	37% (42)	1% (1)	115
Celebs should interact on social media	14% (34)	19% (46)	20% (47)	43% (101)	3% (8)	236

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**Table CGZ10\_11: How interested are you in the following types of podcasts?***Religion / faith*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	14%	(45)	18%	(58)	20%	(63)	41%	(133)	7%	(21)	320
Celebs' social media is a professional platform	12%	(7)	16%	(10)	22%	(13)	48%	(29)	3%	(2)	61
Celebs' social media is a personal platform	16%	(27)	17%	(28)	18%	(30)	45%	(75)	3%	(5)	165
Connects to celebs non-paid promoting	11%	(17)	20%	(30)	21%	(33)	42%	(66)	6%	(9)	155
Concerned about climate change	12%	(31)	18%	(47)	19%	(49)	45%	(115)	4%	(11)	254
Humans can stop climate change	11%	(10)	13%	(11)	22%	(19)	51%	(44)	3%	(2)	86
Humans can slow climate change	12%	(20)	17%	(29)	21%	(36)	45%	(77)	5%	(9)	170
Both in person and virtual school	14%	(15)	18%	(20)	23%	(24)	39%	(42)	6%	(6)	108
Completely virtual school	15%	(16)	19%	(20)	18%	(20)	44%	(47)	5%	(5)	108
Watch live sports at least once a week	18%	(17)	33%	(31)	20%	(19)	27%	(25)	3%	(2)	95

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

**Table CGZ10\_12: How interested are you in the following types of podcasts?**

*Finances*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (30)	27% (86)	21% (69)	33% (107)	9% (28)	320
Gender: Male	10% (17)	33% (54)	20% (33)	28% (46)	10% (17)	167
Gender: Female	9% (13)	21% (32)	24% (36)	40% (61)	7% (11)	153
Age: 18-34	14% (24)	31% (54)	24% (41)	25% (44)	6% (11)	173
GenZers: 1997-2012	9% (30)	27% (86)	21% (69)	33% (107)	9% (28)	320
PID: Dem (no lean)	11% (16)	26% (36)	22% (31)	38% (53)	3% (4)	140
PID: Ind (no lean)	7% (9)	26% (32)	17% (22)	36% (45)	14% (18)	125
PID: Rep (no lean)	10% (6)	33% (18)	28% (16)	16% (9)	12% (6)	55
PID/Gender: Dem Men	14% (10)	30% (21)	13% (9)	39% (27)	3% (2)	69
PID/Gender: Dem Women	8% (6)	21% (15)	31% (22)	37% (26)	2% (2)	71
PID/Gender: Ind Men	7% (4)	35% (23)	20% (13)	24% (15)	14% (9)	64
PID/Gender: Ind Women	7% (5)	16% (10)	15% (9)	48% (30)	14% (8)	61
Ideo: Liberal (1-3)	11% (15)	24% (33)	24% (33)	34% (45)	6% (8)	135
Ideo: Moderate (4)	9% (6)	31% (19)	21% (13)	34% (21)	5% (3)	61
Ideo: Conservative (5-7)	12% (6)	38% (20)	22% (12)	21% (11)	7% (4)	53
Educ: < College	9% (25)	24% (68)	22% (62)	35% (98)	10% (28)	281
Income: Under 50k	10% (16)	26% (42)	19% (31)	36% (57)	9% (15)	161
Income: 50k-100k	8% (8)	25% (27)	28% (30)	34% (36)	5% (5)	107
Income: 100k+	12% (6)	33% (17)	15% (8)	26% (14)	15% (8)	52
Ethnicity: White	9% (19)	27% (57)	22% (48)	33% (71)	9% (19)	212
Ethnicity: Hispanic	5% (3)	27% (16)	27% (17)	30% (19)	11% (7)	62
Ethnicity: Other	7% (5)	27% (19)	21% (15)	34% (25)	11% (8)	71
All Christian	13% (13)	29% (28)	24% (23)	25% (23)	8% (8)	95
Agnostic/Nothing in particular	8% (9)	26% (30)	20% (22)	36% (41)	10% (11)	113
Something Else	4% (2)	23% (14)	21% (12)	46% (27)	5% (3)	59
Evangelical	17% (9)	20% (11)	21% (12)	37% (21)	5% (3)	57
Non-Evangelical	6% (6)	30% (28)	23% (21)	31% (28)	9% (8)	91
Community: Urban	17% (12)	24% (18)	17% (12)	29% (21)	13% (10)	73
Community: Suburban	8% (15)	32% (57)	22% (39)	32% (57)	6% (11)	179
Community: Rural	5% (3)	17% (12)	25% (17)	43% (29)	10% (7)	68
Military HH: No	10% (30)	28% (84)	21% (61)	32% (93)	9% (27)	294

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**Table CGZ10\_12: How interested are you in the following types of podcasts?**

*Finances*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	9%	(30)	27%	(86)	21%	(69)	33%	(107)	9%	(28)	320
RD/WT: Right Direction	11%	(7)	34%	(21)	20%	(12)	18%	(11)	17%	(10)	61
RD/WT: Wrong Track	9%	(24)	25%	(65)	22%	(57)	37%	(96)	7%	(17)	259
Trump Job Approve	11%	(9)	36%	(27)	27%	(20)	16%	(12)	10%	(7)	76
Trump Job Disapprove	9%	(20)	25%	(55)	21%	(45)	39%	(85)	5%	(11)	216
Trump Job Somewhat Disapprove	3%	(2)	25%	(13)	26%	(13)	37%	(19)	8%	(4)	52
Trump Job Strongly Disapprove	11%	(19)	25%	(42)	19%	(32)	40%	(66)	4%	(7)	164
Favorable of Trump	11%	(7)	34%	(24)	27%	(19)	16%	(11)	13%	(9)	71
Unfavorable of Trump	10%	(22)	25%	(58)	20%	(46)	39%	(89)	5%	(11)	227
Somewhat Unfavorable of Trump	—	(0)	30%	(16)	22%	(12)	40%	(21)	8%	(4)	52
Very Unfavorable of Trump	13%	(22)	24%	(42)	20%	(35)	39%	(68)	4%	(7)	175
#1 Issue: Economy	14%	(14)	34%	(35)	21%	(22)	23%	(23)	7%	(8)	101
#1 Issue: Health Care	9%	(5)	24%	(14)	18%	(10)	44%	(25)	5%	(3)	57
#1 Issue: Women's Issues	4%	(2)	11%	(6)	29%	(15)	44%	(22)	12%	(6)	51
4-Region: Northeast	14%	(8)	27%	(15)	18%	(10)	29%	(16)	12%	(7)	56
4-Region: Midwest	4%	(3)	22%	(14)	19%	(12)	48%	(31)	7%	(5)	65
4-Region: South	9%	(12)	29%	(38)	24%	(31)	30%	(39)	8%	(10)	129
4-Region: West	12%	(9)	28%	(19)	23%	(16)	29%	(20)	8%	(6)	69
High school (Grade 9 - 12)	6%	(9)	19%	(27)	20%	(28)	42%	(58)	13%	(18)	141
College or university program	13%	(9)	32%	(23)	29%	(21)	23%	(16)	3%	(2)	71
I am not in school	12%	(8)	34%	(22)	17%	(11)	30%	(19)	7%	(5)	65
White, non-Hispanic	10%	(18)	26%	(48)	21%	(39)	35%	(66)	9%	(17)	187
POC	9%	(12)	29%	(38)	23%	(30)	31%	(41)	8%	(11)	133
Twitter Users	10%	(16)	33%	(56)	19%	(33)	29%	(49)	9%	(15)	168
Facebook Users	12%	(22)	31%	(54)	22%	(39)	29%	(51)	6%	(11)	177
Snapchat Users	12%	(25)	27%	(56)	24%	(49)	29%	(59)	7%	(15)	204
Instagram Users	10%	(27)	27%	(69)	22%	(57)	33%	(86)	7%	(19)	257
Tiktok Users	7%	(11)	24%	(36)	26%	(39)	35%	(54)	8%	(12)	152
Reddit Users	9%	(10)	35%	(39)	18%	(20)	32%	(35)	6%	(6)	109
YouTube Users	9%	(28)	26%	(79)	22%	(68)	35%	(105)	7%	(22)	302
Harry Styles Fan	9%	(13)	26%	(38)	25%	(38)	33%	(50)	6%	(9)	148

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**Table CGZ10\_12: How interested are you in the following types of podcasts?**

*Finances*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	9% (30)	27% (86)	21% (69)	33% (107)	9% (28)	320
Billie Eilish Fan	8% (16)	25% (49)	26% (51)	33% (65)	8% (16)	196
Zendaya Fan	9% (18)	26% (51)	23% (45)	36% (71)	7% (14)	199
Taylor Swift Fan	8% (14)	27% (43)	24% (39)	32% (52)	9% (14)	161
Kylie Jenner Fan	12% (13)	36% (38)	25% (26)	20% (21)	7% (8)	106
Emma Chamberlain Fan	16% (13)	29% (24)	24% (20)	24% (21)	7% (6)	85
Niall Horan Fan	12% (11)	32% (29)	28% (26)	23% (21)	6% (5)	93
Zayn Malik Fan	9% (9)	34% (33)	29% (29)	24% (24)	3% (3)	98
Liam Payne Fan	11% (10)	34% (29)	27% (24)	25% (22)	3% (2)	87
Louis Tomlinson Fan	11% (10)	34% (30)	28% (24)	23% (20)	4% (4)	87
Film: An avid fan	15% (16)	32% (33)	18% (19)	31% (32)	5% (5)	105
Film: A casual fan	7% (12)	27% (45)	25% (43)	32% (54)	9% (15)	170
Television: An avid fan	16% (14)	31% (27)	16% (14)	31% (27)	5% (4)	87
Television: A casual fan	7% (12)	26% (46)	26% (45)	33% (57)	8% (14)	174
Television: Not a fan	8% (5)	22% (13)	16% (9)	39% (23)	15% (9)	59
Music: An avid fan	10% (21)	28% (56)	20% (41)	36% (73)	6% (13)	205
Music: A casual fan	8% (9)	26% (28)	24% (26)	29% (31)	12% (13)	107
Fashion: An avid fan	14% (11)	26% (21)	18% (15)	33% (27)	9% (7)	82
Fashion: A casual fan	9% (12)	30% (42)	22% (30)	33% (46)	6% (9)	138
Fashion: Not a fan	7% (7)	24% (24)	24% (24)	34% (34)	11% (11)	100
Pop culture: An avid fan	11% (9)	30% (26)	26% (22)	27% (23)	5% (4)	85
Pop culture: A casual fan	8% (13)	27% (44)	22% (36)	36% (58)	7% (11)	162
Pop culture: Not a fan	11% (8)	22% (16)	14% (11)	35% (26)	17% (12)	74
Sports: An avid fan	14% (12)	34% (28)	18% (14)	26% (21)	8% (6)	81
Sports: A casual fan	9% (10)	35% (37)	25% (26)	21% (22)	9% (9)	104
Sports: Not a fan	7% (9)	16% (22)	21% (28)	47% (64)	9% (12)	134
Celeb fans on social media	10% (24)	29% (71)	22% (53)	33% (79)	6% (16)	242
Celebs share too much on social media	11% (22)	28% (54)	23% (45)	31% (60)	7% (13)	194
Celebs who don't share are disconnected	10% (12)	33% (38)	18% (21)	34% (39)	4% (4)	115
Celebs should interact on social media	10% (23)	30% (72)	21% (50)	33% (77)	6% (14)	236

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**Table CGZ10\_12:** How interested are you in the following types of podcasts?*Finances*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	9%	(30)	27%	(86)	21%	(69)	33%	(107)	9%	(28)	320
Celebs' social media is a professional platform	9%	(6)	27%	(17)	25%	(15)	34%	(21)	4%	(3)	61
Celebs' social media is a personal platform	10%	(16)	27%	(44)	23%	(38)	35%	(58)	5%	(8)	165
Connects to celebs non-paid promoting	7%	(10)	30%	(46)	23%	(36)	35%	(54)	5%	(8)	155
Concerned about climate change	12%	(29)	27%	(69)	22%	(55)	34%	(86)	6%	(15)	254
Humans can stop climate change	11%	(10)	30%	(26)	16%	(14)	38%	(32)	5%	(4)	86
Humans can slow climate change	9%	(15)	25%	(43)	27%	(46)	34%	(58)	5%	(8)	170
Both in person and virtual school	10%	(10)	27%	(29)	18%	(19)	39%	(42)	6%	(7)	108
Completely virtual school	8%	(9)	26%	(29)	27%	(29)	31%	(33)	8%	(8)	108
Watch live sports at least once a week	17%	(16)	41%	(39)	21%	(20)	17%	(16)	5%	(5)	95

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

**Table CGZ10\_13: How interested are you in the following types of podcasts?**  
*Health / fitness*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	20%	(65)	31%	(100)	19%	(61)	23%	(74)	6%	(20)	320
Gender: Male	19%	(31)	27%	(46)	21%	(36)	25%	(42)	8%	(13)	167
Gender: Female	22%	(34)	36%	(55)	17%	(26)	21%	(31)	5%	(7)	153
Age: 18-34	25%	(44)	35%	(61)	18%	(32)	17%	(29)	4%	(8)	173
GenZers: 1997-2012	20%	(65)	31%	(100)	19%	(61)	23%	(74)	6%	(20)	320
PID: Dem (no lean)	28%	(39)	28%	(39)	20%	(28)	22%	(31)	2%	(3)	140
PID: Ind (no lean)	15%	(19)	31%	(39)	15%	(19)	28%	(35)	10%	(12)	125
PID: Rep (no lean)	12%	(6)	42%	(23)	25%	(14)	14%	(8)	8%	(4)	55
PID/Gender: Dem Men	22%	(15)	23%	(16)	22%	(15)	29%	(20)	3%	(2)	69
PID/Gender: Dem Women	33%	(24)	31%	(22)	18%	(13)	15%	(11)	1%	(1)	71
PID/Gender: Ind Men	16%	(10)	24%	(15)	17%	(11)	32%	(20)	12%	(8)	64
PID/Gender: Ind Women	15%	(9)	39%	(24)	14%	(8)	25%	(15)	8%	(5)	61
Ideo: Liberal (1-3)	24%	(32)	23%	(31)	22%	(30)	27%	(36)	4%	(6)	135
Ideo: Moderate (4)	29%	(18)	40%	(24)	12%	(7)	15%	(9)	4%	(2)	61
Ideo: Conservative (5-7)	17%	(9)	40%	(21)	23%	(12)	16%	(8)	5%	(3)	53
Educ: < College	18%	(52)	31%	(86)	19%	(54)	25%	(69)	7%	(20)	281
Income: Under 50k	15%	(23)	34%	(54)	18%	(30)	26%	(41)	8%	(12)	161
Income: 50k-100k	27%	(29)	28%	(30)	19%	(20)	23%	(25)	3%	(3)	107
Income: 100k+	24%	(12)	31%	(16)	22%	(11)	14%	(7)	9%	(5)	52
Ethnicity: White	17%	(35)	32%	(68)	21%	(44)	25%	(53)	6%	(12)	212
Ethnicity: Hispanic	21%	(13)	36%	(22)	20%	(12)	18%	(11)	5%	(3)	62
Ethnicity: Other	26%	(18)	28%	(20)	17%	(12)	20%	(14)	9%	(7)	71
All Christian	25%	(24)	46%	(44)	13%	(12)	13%	(13)	3%	(3)	95
Agnostic/Nothing in particular	17%	(19)	25%	(28)	21%	(24)	29%	(33)	9%	(10)	113
Something Else	21%	(12)	23%	(13)	20%	(12)	31%	(18)	6%	(3)	59
Evangelical	20%	(12)	38%	(21)	16%	(9)	23%	(13)	3%	(2)	57
Non-Evangelical	26%	(23)	38%	(35)	14%	(12)	18%	(16)	5%	(4)	91
Community: Urban	32%	(23)	23%	(17)	20%	(15)	17%	(12)	8%	(6)	73
Community: Suburban	16%	(28)	35%	(64)	19%	(34)	25%	(44)	5%	(9)	179
Community: Rural	19%	(13)	30%	(20)	18%	(13)	25%	(17)	7%	(5)	68
Military HH: No	21%	(62)	31%	(90)	20%	(58)	22%	(65)	6%	(18)	294

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**Table CGZ10\_13:** How interested are you in the following types of podcasts?

Health / fitness

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	20% (65)	31% (100)	19% (61)	23% (74)	6% (20)	320
RD/WT: Right Direction	21% (13)	33% (20)	10% (6)	20% (13)	15% (9)	61
RD/WT: Wrong Track	20% (52)	31% (80)	21% (55)	24% (61)	4% (11)	259
Trump Job Approve	15% (11)	43% (32)	20% (15)	15% (12)	7% (5)	76
Trump Job Disapprove	24% (51)	27% (59)	19% (40)	27% (58)	4% (8)	216
Trump Job Somewhat Disapprove	19% (10)	33% (17)	18% (9)	27% (14)	3% (2)	52
Trump Job Strongly Disapprove	25% (42)	25% (42)	19% (31)	27% (44)	4% (7)	164
Favorable of Trump	17% (12)	40% (28)	19% (14)	16% (11)	8% (6)	71
Unfavorable of Trump	22% (50)	30% (69)	19% (43)	25% (56)	4% (10)	227
Somewhat Unfavorable of Trump	9% (5)	36% (19)	28% (15)	20% (11)	6% (3)	52
Very Unfavorable of Trump	26% (45)	28% (50)	16% (28)	26% (45)	4% (7)	175
#1 Issue: Economy	21% (21)	38% (38)	19% (19)	17% (17)	5% (5)	101
#1 Issue: Health Care	24% (14)	20% (11)	21% (12)	29% (17)	6% (3)	57
#1 Issue: Women's Issues	18% (9)	20% (10)	26% (13)	29% (15)	6% (3)	51
4-Region: Northeast	28% (16)	35% (19)	14% (8)	20% (11)	3% (2)	56
4-Region: Midwest	21% (14)	27% (18)	12% (8)	35% (23)	4% (3)	65
4-Region: South	19% (24)	30% (39)	24% (30)	20% (26)	8% (10)	129
4-Region: West	16% (11)	35% (25)	22% (15)	19% (13)	8% (6)	69
High school (Grade 9 - 12)	17% (24)	25% (35)	18% (26)	29% (41)	11% (15)	141
College or university program	29% (20)	37% (26)	14% (10)	18% (13)	2% (2)	71
I am not in school	23% (15)	32% (21)	24% (15)	18% (11)	4% (2)	65
White, non-Hispanic	17% (32)	32% (59)	20% (38)	25% (47)	6% (11)	187
POC	25% (33)	31% (41)	17% (23)	20% (27)	7% (9)	133
Twitter Users	19% (32)	35% (58)	18% (31)	23% (38)	5% (8)	168
Facebook Users	22% (39)	39% (69)	17% (31)	17% (31)	4% (7)	177
Snapchat Users	22% (45)	36% (74)	20% (40)	20% (40)	3% (5)	204
Instagram Users	22% (57)	30% (77)	21% (53)	23% (59)	4% (11)	257
Tiktok Users	24% (36)	31% (48)	17% (25)	25% (37)	4% (6)	152
Reddit Users	23% (25)	29% (31)	20% (22)	25% (27)	3% (3)	109
YouTube Users	20% (59)	31% (95)	20% (61)	24% (71)	5% (16)	302
Harry Styles Fan	25% (37)	41% (60)	14% (21)	16% (23)	4% (6)	148

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**Table CGZ10\_13: How interested are you in the following types of podcasts?**  
Health / fitness

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	20%	(65)	31%	(100)	19%	(61)	23%	(74)	6%	(20)	320
Billie Eilish Fan	23%	(45)	35%	(70)	19%	(38)	18%	(36)	4%	(8)	196
Zendaya Fan	22%	(44)	37%	(73)	16%	(32)	19%	(38)	6%	(11)	199
Taylor Swift Fan	24%	(38)	37%	(60)	16%	(26)	18%	(29)	6%	(9)	161
Kylie Jenner Fan	28%	(29)	39%	(41)	13%	(14)	14%	(15)	6%	(6)	106
Emma Chamberlain Fan	29%	(24)	43%	(37)	10%	(9)	15%	(13)	3%	(2)	85
Niall Horan Fan	31%	(29)	39%	(36)	10%	(9)	15%	(14)	5%	(5)	93
Zayn Malik Fan	28%	(27)	46%	(45)	13%	(13)	12%	(11)	2%	(2)	98
Liam Payne Fan	31%	(27)	41%	(36)	11%	(9)	16%	(13)	2%	(2)	87
Louis Tomlinson Fan	31%	(26)	44%	(38)	12%	(10)	10%	(9)	4%	(3)	87
Film: An avid fan	26%	(28)	38%	(40)	15%	(15)	16%	(17)	5%	(5)	105
Film: A casual fan	19%	(32)	32%	(55)	22%	(37)	23%	(40)	4%	(6)	170
Television: An avid fan	30%	(27)	33%	(29)	15%	(13)	16%	(14)	6%	(5)	87
Television: A casual fan	17%	(30)	34%	(60)	22%	(38)	23%	(41)	4%	(6)	174
Television: Not a fan	14%	(8)	21%	(12)	18%	(11)	32%	(19)	14%	(8)	59
Music: An avid fan	22%	(46)	34%	(71)	19%	(38)	21%	(42)	4%	(8)	205
Music: A casual fan	15%	(17)	27%	(29)	21%	(23)	27%	(28)	10%	(10)	107
Fashion: An avid fan	34%	(28)	32%	(26)	14%	(11)	13%	(11)	8%	(6)	82
Fashion: A casual fan	19%	(26)	37%	(51)	18%	(25)	23%	(31)	3%	(4)	138
Fashion: Not a fan	10%	(10)	23%	(23)	25%	(25)	32%	(32)	10%	(10)	100
Pop culture: An avid fan	29%	(24)	37%	(32)	13%	(11)	18%	(16)	2%	(2)	85
Pop culture: A casual fan	18%	(29)	32%	(52)	21%	(34)	21%	(35)	7%	(11)	162
Pop culture: Not a fan	16%	(12)	22%	(16)	21%	(16)	32%	(23)	9%	(6)	74
Sports: An avid fan	32%	(26)	43%	(35)	13%	(11)	7%	(6)	4%	(3)	81
Sports: A casual fan	23%	(24)	37%	(39)	19%	(20)	15%	(16)	6%	(6)	104
Sports: Not a fan	11%	(15)	20%	(27)	23%	(31)	38%	(52)	8%	(10)	134
Celeb fans on social media	23%	(55)	34%	(82)	19%	(46)	21%	(52)	3%	(8)	242
Celebs share too much on social media	22%	(42)	35%	(68)	19%	(36)	20%	(38)	5%	(9)	194
Celebs who don't share are disconnected	24%	(27)	37%	(42)	12%	(13)	25%	(29)	3%	(4)	115
Celebs should interact on social media	22%	(51)	31%	(74)	20%	(46)	23%	(55)	4%	(9)	236

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**Table CGZ10\_13:** How interested are you in the following types of podcasts?*Health / fitness*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	20%	(65)	31%	(100)	19%	(61)	23%	(74)	6%	(20)	320
Celebs' social media is a professional platform	18%	(11)	31%	(19)	20%	(12)	28%	(17)	3%	(2)	61
Celebs' social media is a personal platform	22%	(36)	35%	(57)	20%	(33)	20%	(34)	3%	(5)	165
Connects to celebs non-paid promoting	20%	(31)	37%	(57)	20%	(31)	21%	(32)	3%	(4)	155
Concerned about climate change	23%	(57)	32%	(82)	17%	(43)	25%	(63)	4%	(9)	254
Humans can stop climate change	29%	(25)	30%	(25)	12%	(10)	24%	(21)	6%	(5)	86
Humans can slow climate change	17%	(29)	34%	(58)	19%	(32)	27%	(47)	2%	(4)	170
Both in person and virtual school	23%	(25)	30%	(32)	14%	(15)	30%	(33)	3%	(3)	108
Completely virtual school	20%	(22)	30%	(33)	20%	(22)	23%	(25)	7%	(7)	108
Watch live sports at least once a week	30%	(28)	45%	(43)	13%	(13)	9%	(9)	3%	(3)	95

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

**Table CGZ10\_14:** How interested are you in the following types of podcasts?

News

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	14%	(46)	34%	(110)	22%	(69)	23%	(73)	7%	(23)	320
Gender: Male	16%	(27)	38%	(63)	19%	(32)	19%	(32)	8%	(13)	167
Gender: Female	12%	(19)	31%	(47)	24%	(37)	27%	(41)	6%	(10)	153
Age: 18-34	19%	(32)	38%	(66)	21%	(36)	17%	(30)	5%	(8)	173
GenZers: 1997-2012	14%	(46)	34%	(110)	22%	(69)	23%	(73)	7%	(23)	320
PID: Dem (no lean)	19%	(26)	37%	(52)	19%	(26)	22%	(31)	3%	(5)	140
PID: Ind (no lean)	10%	(13)	24%	(30)	24%	(31)	30%	(37)	12%	(15)	125
PID: Rep (no lean)	12%	(7)	51%	(28)	22%	(12)	9%	(5)	6%	(3)	55
PID/Gender: Dem Men	18%	(12)	40%	(27)	15%	(10)	24%	(17)	3%	(2)	69
PID/Gender: Dem Women	19%	(14)	35%	(25)	22%	(16)	20%	(14)	3%	(2)	71
PID/Gender: Ind Men	16%	(10)	25%	(16)	25%	(16)	22%	(14)	12%	(8)	64
PID/Gender: Ind Women	5%	(3)	22%	(13)	24%	(15)	37%	(23)	12%	(8)	61
Ideo: Liberal (1-3)	15%	(20)	37%	(49)	22%	(30)	22%	(29)	5%	(6)	135
Ideo: Moderate (4)	18%	(11)	36%	(22)	16%	(9)	26%	(16)	4%	(2)	61
Ideo: Conservative (5-7)	19%	(10)	47%	(25)	21%	(11)	10%	(5)	3%	(2)	53
Educ: < College	13%	(36)	33%	(93)	22%	(62)	24%	(67)	8%	(23)	281
Income: Under 50k	15%	(23)	31%	(49)	19%	(31)	26%	(42)	9%	(15)	161
Income: 50k-100k	18%	(19)	34%	(36)	26%	(28)	20%	(21)	3%	(3)	107
Income: 100k+	6%	(3)	47%	(25)	18%	(10)	18%	(9)	10%	(5)	52
Ethnicity: White	12%	(26)	35%	(74)	23%	(49)	23%	(50)	6%	(14)	212
Ethnicity: Hispanic	15%	(9)	41%	(25)	19%	(12)	17%	(11)	8%	(5)	62
Ethnicity: Other	13%	(9)	36%	(26)	19%	(13)	24%	(17)	9%	(6)	71
All Christian	19%	(18)	41%	(39)	17%	(16)	17%	(17)	5%	(4)	95
Agnostic/Nothing in particular	12%	(13)	30%	(33)	25%	(29)	24%	(27)	9%	(11)	113
Something Else	16%	(9)	25%	(14)	23%	(13)	30%	(18)	7%	(4)	59
Evangelical	15%	(9)	41%	(23)	13%	(7)	30%	(17)	2%	(1)	57
Non-Evangelical	18%	(17)	32%	(29)	24%	(22)	18%	(16)	8%	(7)	91
Community: Urban	22%	(16)	32%	(24)	20%	(15)	18%	(13)	8%	(6)	73
Community: Suburban	14%	(25)	34%	(60)	23%	(41)	24%	(43)	5%	(10)	179
Community: Rural	7%	(5)	38%	(26)	19%	(13)	25%	(17)	11%	(8)	68
Military HH: No	14%	(41)	35%	(103)	21%	(62)	22%	(66)	8%	(23)	294

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**Table CGZ10\_14:** How interested are you in the following types of podcasts?

## News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	14% (46)	34% (110)	22% (69)	23% (73)	7% (23)	320
RD/WT: Right Direction	19% (11)	32% (19)	23% (14)	16% (10)	10% (6)	61
RD/WT: Wrong Track	13% (34)	35% (90)	21% (55)	24% (63)	7% (17)	259
Trump Job Approve	17% (13)	45% (34)	20% (15)	12% (9)	6% (4)	76
Trump Job Disapprove	15% (32)	33% (71)	21% (46)	26% (57)	5% (10)	216
Trump Job Somewhat Disapprove	13% (7)	33% (17)	23% (12)	23% (12)	8% (4)	52
Trump Job Strongly Disapprove	15% (25)	33% (54)	21% (35)	27% (45)	3% (6)	164
Favorable of Trump	15% (11)	45% (32)	22% (16)	9% (7)	8% (6)	71
Unfavorable of Trump	15% (33)	32% (74)	21% (48)	28% (63)	4% (10)	227
Somewhat Unfavorable of Trump	10% (5)	37% (19)	19% (10)	30% (16)	5% (2)	52
Very Unfavorable of Trump	16% (28)	31% (54)	22% (38)	27% (47)	4% (7)	175
#1 Issue: Economy	17% (17)	38% (38)	17% (18)	19% (20)	9% (9)	101
#1 Issue: Health Care	14% (8)	32% (18)	12% (7)	36% (20)	6% (3)	57
#1 Issue: Women's Issues	6% (3)	23% (12)	37% (19)	31% (16)	3% (2)	51
4-Region: Northeast	18% (10)	45% (25)	16% (9)	10% (6)	10% (6)	56
4-Region: Midwest	10% (6)	25% (16)	31% (20)	28% (18)	6% (4)	65
4-Region: South	14% (17)	31% (40)	23% (29)	26% (33)	7% (10)	129
4-Region: West	17% (12)	41% (28)	15% (10)	22% (16)	6% (4)	69
High school (Grade 9 - 12)	11% (15)	28% (40)	20% (29)	30% (42)	10% (14)	141
College or university program	19% (14)	42% (30)	20% (14)	16% (11)	3% (2)	71
I am not in school	17% (11)	39% (26)	21% (14)	17% (11)	5% (3)	65
White, non-Hispanic	12% (22)	33% (62)	25% (46)	24% (45)	7% (13)	187
POC	18% (23)	36% (48)	17% (23)	21% (28)	8% (11)	133
Twitter Users	18% (30)	37% (63)	21% (36)	17% (28)	7% (11)	168
Facebook Users	17% (29)	41% (72)	20% (35)	18% (32)	5% (8)	177
Snapchat Users	15% (30)	36% (74)	21% (43)	21% (44)	6% (13)	204
Instagram Users	15% (39)	36% (92)	20% (52)	23% (59)	6% (14)	257
Tiktok Users	16% (24)	29% (45)	25% (38)	23% (35)	7% (10)	152
Reddit Users	15% (16)	44% (48)	17% (18)	21% (23)	4% (4)	109
YouTube Users	14% (44)	35% (104)	22% (66)	23% (70)	6% (19)	302
Harry Styles Fan	17% (25)	35% (52)	21% (32)	20% (29)	7% (10)	148

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**Table CGZ10\_14:** How interested are you in the following types of podcasts?

News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	14% (46)	34% (110)	22% (69)	23% (73)	7% (23)	320
Billie Eilish Fan	16% (32)	34% (67)	20% (39)	22% (43)	8% (15)	196
Zendaya Fan	18% (35)	32% (64)	18% (36)	25% (50)	7% (14)	199
Taylor Swift Fan	16% (26)	33% (53)	21% (34)	23% (36)	7% (11)	161
Kylie Jenner Fan	22% (23)	33% (35)	21% (22)	18% (19)	7% (7)	106
Emma Chamberlain Fan	20% (17)	31% (26)	24% (21)	17% (15)	8% (7)	85
Niall Horan Fan	23% (22)	36% (33)	17% (15)	16% (15)	8% (8)	93
Zayn Malik Fan	19% (19)	36% (36)	19% (18)	19% (19)	7% (6)	98
Liam Payne Fan	24% (20)	35% (30)	20% (18)	16% (14)	5% (5)	87
Louis Tomlinson Fan	22% (19)	36% (31)	19% (17)	16% (14)	8% (7)	87
Film: An avid fan	26% (27)	34% (36)	16% (17)	19% (20)	5% (6)	105
Film: A casual fan	9% (15)	40% (67)	22% (38)	22% (37)	8% (13)	170
Television: An avid fan	24% (21)	34% (29)	21% (19)	17% (14)	5% (4)	87
Television: A casual fan	12% (20)	34% (59)	22% (39)	24% (42)	8% (14)	174
Television: Not a fan	8% (5)	37% (22)	20% (12)	27% (16)	8% (5)	59
Music: An avid fan	17% (35)	35% (72)	20% (41)	22% (46)	5% (10)	205
Music: A casual fan	8% (9)	34% (36)	25% (27)	22% (24)	11% (12)	107
Fashion: An avid fan	20% (17)	30% (24)	22% (18)	20% (16)	9% (7)	82
Fashion: A casual fan	12% (16)	42% (58)	21% (28)	21% (29)	5% (6)	138
Fashion: Not a fan	13% (13)	27% (27)	23% (23)	28% (28)	9% (9)	100
Pop culture: An avid fan	27% (23)	26% (22)	18% (15)	26% (22)	3% (3)	85
Pop culture: A casual fan	10% (17)	41% (67)	23% (37)	17% (28)	8% (13)	162
Pop culture: Not a fan	9% (6)	29% (21)	22% (16)	30% (22)	10% (7)	74
Sports: An avid fan	21% (17)	37% (30)	21% (17)	13% (11)	7% (6)	81
Sports: A casual fan	16% (17)	42% (44)	20% (21)	17% (17)	5% (5)	104
Sports: Not a fan	8% (11)	27% (36)	23% (30)	33% (45)	9% (12)	134
Celeb fans on social media	17% (41)	36% (88)	21% (51)	21% (51)	4% (11)	242
Celebs share too much on social media	17% (32)	38% (73)	19% (36)	23% (44)	4% (8)	194
Celebs who don't share are disconnected	17% (20)	34% (39)	21% (25)	26% (30)	1% (1)	115
Celebs should interact on social media	17% (40)	40% (93)	21% (49)	20% (47)	3% (7)	236

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**Table CGZ10\_14:** How interested are you in the following types of podcasts?

## News

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	14%	(46)	34%	(110)	22%	(69)	23%	(73)	7%	(23)	320
Celebs' social media is a professional platform	10%	(6)	41%	(25)	24%	(15)	24%	(14)	2%	(1)	61
Celebs' social media is a personal platform	15%	(26)	36%	(59)	25%	(41)	21%	(35)	2%	(4)	165
Connects to celebs non-paid promoting	15%	(24)	37%	(58)	24%	(37)	18%	(28)	6%	(9)	155
Concerned about climate change	17%	(43)	37%	(94)	19%	(48)	23%	(58)	4%	(11)	254
Humans can stop climate change	16%	(14)	35%	(31)	19%	(16)	24%	(20)	6%	(5)	86
Humans can slow climate change	15%	(25)	35%	(60)	21%	(36)	23%	(40)	5%	(9)	170
Both in person and virtual school	17%	(18)	30%	(32)	24%	(26)	22%	(23)	8%	(8)	108
Completely virtual school	11%	(12)	38%	(41)	19%	(20)	27%	(29)	5%	(5)	108
Watch live sports at least once a week	22%	(21)	45%	(43)	20%	(19)	11%	(11)	2%	(2)	95

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

**Table CGZ11: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify.	None of the above
Gen Zers (Age 13-23)	52% (167)	16% (51)	1% (2)	— (1)	4% (12)	2% (5)	5% (16)	15% (47)	6% (19)
Gender: Male	50% (83)	16% (26)	1% (2)	— (0)	4% (7)	2% (4)	3% (6)	17% (28)	7% (12)
Gender: Female	55% (84)	16% (25)	— (0)	— (1)	3% (5)	1% (1)	7% (11)	12% (19)	5% (8)
Age: 18-34	52% (91)	18% (30)	— (0)	— (1)	4% (7)	2% (3)	8% (13)	12% (21)	4% (8)
GenZers: 1997-2012	52% (167)	16% (51)	1% (2)	— (1)	4% (12)	2% (5)	5% (16)	15% (47)	6% (19)
PID: Dem (no lean)	58% (82)	17% (24)	— (0)	— (0)	3% (5)	2% (3)	5% (7)	11% (16)	3% (4)
PID: Ind (no lean)	49% (62)	15% (18)	1% (2)	— (1)	4% (5)	1% (1)	3% (4)	17% (21)	10% (12)
PID: Rep (no lean)	44% (24)	16% (9)	— (0)	— (0)	4% (2)	2% (1)	9% (5)	18% (10)	6% (4)
PID/Gender: Dem Men	54% (37)	17% (12)	— (0)	— (0)	4% (2)	2% (1)	6% (4)	15% (10)	3% (2)
PID/Gender: Dem Women	63% (45)	17% (12)	— (0)	— (0)	3% (2)	1% (1)	5% (4)	8% (6)	2% (2)
PID/Gender: Ind Men	43% (27)	16% (10)	3% (2)	— (0)	3% (2)	2% (1)	3% (2)	18% (12)	13% (8)
PID/Gender: Ind Women	56% (34)	13% (8)	— (0)	1% (1)	5% (3)	— (0)	3% (2)	15% (9)	7% (4)
Ideo: Liberal (1-3)	60% (81)	14% (19)	1% (1)	— (1)	5% (7)	1% (2)	3% (4)	13% (18)	2% (3)
Ideo: Moderate (4)	56% (34)	14% (8)	— (0)	— (0)	1% (1)	2% (1)	9% (5)	14% (8)	5% (3)
Ideo: Conservative (5-7)	44% (23)	21% (11)	2% (1)	— (0)	2% (1)	2% (1)	2% (1)	20% (11)	7% (4)
Educ: < College	52% (145)	14% (40)	1% (2)	— (1)	4% (11)	2% (5)	6% (15)	16% (45)	6% (18)
Income: Under 50k	51% (83)	12% (19)	1% (1)	— (0)	4% (6)	1% (2)	7% (11)	18% (29)	6% (10)
Income: 50k-100k	60% (64)	16% (18)	— (0)	1% (1)	4% (4)	2% (2)	5% (6)	8% (9)	4% (4)
Income: 100k+	39% (20)	29% (15)	2% (1)	— (0)	2% (1)	2% (1)	— (0)	16% (8)	10% (5)
Ethnicity: White	55% (117)	16% (34)	— (0)	— (0)	3% (6)	2% (3)	4% (9)	15% (31)	5% (11)
Ethnicity: Hispanic	48% (29)	16% (10)	— (0)	— (0)	6% (4)	2% (1)	8% (5)	12% (7)	8% (5)
Ethnicity: Other	49% (35)	16% (11)	1% (1)	— (0)	8% (6)	1% (1)	4% (3)	13% (9)	8% (6)
All Christian	59% (56)	18% (17)	— (0)	1% (1)	3% (3)	— (0)	7% (7)	6% (6)	6% (6)
Agnostic/Nothing in particular	52% (59)	16% (18)	1% (1)	— (0)	3% (3)	2% (2)	2% (3)	18% (20)	7% (8)
Something Else	43% (25)	18% (11)	— (0)	— (0)	6% (3)	4% (2)	6% (4)	17% (10)	7% (4)
Evangelical	45% (26)	11% (6)	— (0)	— (0)	4% (2)	4% (2)	11% (6)	15% (9)	9% (5)
Non-Evangelical	57% (51)	21% (19)	— (0)	1% (1)	4% (4)	— (0)	4% (4)	8% (7)	5% (5)
Community: Urban	46% (33)	17% (13)	1% (1)	— (0)	4% (3)	— (0)	10% (7)	12% (9)	9% (7)
Community: Suburban	57% (102)	17% (31)	1% (1)	— (0)	3% (5)	1% (3)	4% (8)	14% (25)	3% (6)
Community: Rural	47% (32)	12% (8)	— (0)	1% (1)	5% (4)	3% (2)	2% (2)	19% (13)	11% (7)
Military HH: No	53% (156)	16% (48)	1% (2)	— (1)	3% (10)	2% (5)	5% (15)	13% (40)	6% (18)

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**Table CGZ11: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify.	None of the above
Gen Zers (Age 13-23)	52% (167)	16% (51)	1% (2)	— (1)	4% (12)	2% (5)	5% (16)	15% (47)	6% (19)
RD/WT: Right Direction	45% (27)	17% (10)	— (0)	— (0)	3% (2)	— (0)	9% (5)	18% (11)	9% (5)
RD/WT: Wrong Track	54% (140)	16% (41)	1% (2)	— (1)	4% (10)	2% (5)	4% (11)	14% (36)	5% (14)
Trump Job Approve	46% (35)	16% (12)	— (0)	— (0)	3% (2)	3% (2)	7% (5)	18% (14)	6% (5)
Trump Job Disapprove	53% (115)	17% (37)	— (1)	— (1)	4% (9)	1% (3)	4% (9)	15% (31)	5% (10)
Trump Job Somewhat Disapprove	50% (26)	16% (8)	— (0)	— (0)	9% (4)	— (0)	2% (1)	18% (9)	5% (3)
Trump Job Strongly Disapprove	54% (89)	17% (29)	1% (1)	— (1)	3% (5)	2% (3)	5% (8)	14% (22)	4% (7)
Favorable of Trump	42% (30)	14% (10)	1% (1)	— (0)	5% (3)	3% (2)	9% (6)	18% (13)	7% (5)
Unfavorable of Trump	55% (124)	18% (41)	— (1)	— (1)	4% (8)	1% (3)	4% (9)	14% (31)	5% (11)
Somewhat Unfavorable of Trump	63% (33)	9% (5)	— (0)	— (0)	5% (3)	— (0)	1% (1)	16% (9)	5% (3)
Very Unfavorable of Trump	52% (91)	20% (36)	1% (1)	— (1)	3% (6)	1% (3)	5% (8)	13% (23)	5% (8)
#1 Issue: Economy	48% (49)	19% (20)	2% (2)	1% (1)	3% (3)	2% (2)	7% (7)	15% (15)	4% (4)
#1 Issue: Health Care	51% (29)	20% (11)	— (0)	— (0)	— (0)	3% (2)	4% (2)	18% (10)	4% (2)
#1 Issue: Women's Issues	55% (28)	12% (6)	— (0)	— (0)	5% (3)	— (0)	9% (5)	11% (6)	7% (4)
4-Region: Northeast	63% (36)	14% (8)	— (0)	— (0)	5% (3)	— (0)	4% (2)	7% (4)	7% (4)
4-Region: Midwest	44% (28)	26% (17)	— (0)	— (0)	4% (2)	— (0)	2% (2)	18% (12)	6% (4)
4-Region: South	51% (66)	15% (19)	1% (2)	— (1)	3% (4)	2% (2)	9% (11)	14% (18)	5% (6)
4-Region: West	54% (37)	11% (8)	— (0)	— (0)	3% (2)	4% (3)	2% (1)	19% (13)	7% (5)
High school (Grade 9 - 12)	52% (74)	13% (18)	1% (2)	— (0)	3% (5)	1% (1)	3% (5)	18% (25)	8% (12)
College or university program	54% (38)	22% (15)	— (0)	1% (1)	3% (2)	2% (1)	4% (3)	11% (8)	4% (3)
I am not in school	47% (31)	16% (11)	— (0)	— (0)	4% (3)	3% (2)	10% (6)	18% (12)	2% (1)
White, non-Hispanic	56% (105)	17% (32)	— (0)	— (0)	3% (5)	1% (2)	3% (6)	15% (29)	5% (9)
POC	47% (63)	15% (19)	1% (2)	— (1)	5% (7)	2% (3)	8% (10)	14% (18)	8% (10)
Twitter Users	57% (95)	21% (35)	1% (2)	— (1)	2% (3)	2% (3)	2% (4)	11% (19)	4% (7)
Facebook Users	59% (104)	18% (32)	— (1)	— (0)	2% (4)	2% (4)	5% (8)	9% (16)	5% (8)
Snapchat Users	55% (112)	18% (37)	— (1)	— (1)	2% (4)	2% (4)	6% (11)	12% (24)	4% (9)
Instagram Users	55% (141)	16% (41)	1% (2)	— (1)	4% (9)	1% (4)	4% (10)	14% (36)	5% (14)
Tiktok Users	57% (87)	19% (29)	1% (1)	— (0)	5% (8)	1% (2)	5% (8)	7% (10)	5% (8)
Reddit Users	56% (61)	15% (16)	2% (2)	— (0)	3% (4)	1% (1)	4% (5)	17% (19)	2% (2)
YouTube Users	53% (159)	16% (49)	1% (2)	— (1)	3% (9)	2% (5)	5% (14)	16% (47)	6% (17)
Harry Styles Fan	56% (83)	21% (32)	— (0)	— (0)	3% (5)	2% (3)	7% (10)	6% (9)	4% (5)

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**Table CGZ11: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify.	None of the above
Gen Z'ers (Age 13-23)	52% (167)	16% (51)	1% (2)	— (1)	4% (12)	2% (5)	5% (16)	15% (47)	6% (19)
Billie Eilish Fan	55% (108)	19% (38)	1% (2)	— (1)	4% (7)	1% (3)	5% (9)	10% (19)	5% (10)
Zendaya Fan	54% (108)	18% (35)	— (1)	— (1)	4% (7)	1% (3)	7% (14)	10% (21)	5% (10)
Taylor Swift Fan	60% (97)	17% (27)	— (0)	— (0)	5% (7)	1% (2)	7% (12)	6% (10)	4% (6)
Kylie Jenner Fan	57% (60)	21% (22)	— (0)	1% (1)	3% (3)	1% (1)	7% (7)	6% (7)	5% (6)
Emma Chamberlain Fan	63% (53)	20% (17)	— (0)	1% (1)	2% (2)	2% (2)	4% (3)	4% (3)	4% (3)
Niall Horan Fan	60% (56)	21% (19)	— (0)	— (0)	6% (6)	2% (2)	7% (6)	1% (1)	3% (2)
Zayn Malik Fan	60% (59)	20% (20)	— (0)	1% (1)	4% (4)	2% (2)	8% (8)	1% (1)	3% (3)
Liam Payne Fan	58% (51)	23% (20)	— (0)	1% (1)	3% (3)	3% (2)	9% (7)	3% (2)	1% (1)
Louis Tomlinson Fan	62% (54)	22% (19)	— (0)	1% (1)	3% (3)	3% (2)	8% (7)	1% (1)	1% (1)
Film: An avid fan	56% (58)	16% (17)	1% (1)	— (0)	2% (2)	2% (2)	3% (3)	16% (16)	5% (6)
Film: A casual fan	54% (92)	16% (27)	— (0)	— (1)	5% (9)	1% (2)	4% (7)	14% (24)	4% (7)
Television: An avid fan	57% (49)	13% (11)	1% (1)	— (0)	3% (3)	2% (2)	6% (5)	15% (13)	3% (3)
Television: A casual fan	56% (97)	18% (31)	— (0)	— (1)	4% (7)	2% (3)	4% (7)	11% (19)	5% (10)
Television: Not a fan	36% (21)	16% (9)	2% (1)	— (0)	3% (2)	— (0)	7% (4)	24% (14)	12% (7)
Music: An avid fan	53% (108)	18% (38)	1% (2)	— (1)	2% (5)	1% (2)	6% (12)	13% (26)	6% (13)
Music: A casual fan	54% (58)	11% (12)	— (0)	— (0)	5% (5)	3% (3)	4% (4)	18% (19)	6% (7)
Fashion: An avid fan	55% (45)	20% (16)	1% (1)	1% (1)	1% (1)	— (0)	5% (4)	8% (6)	9% (8)
Fashion: A casual fan	58% (80)	14% (20)	1% (1)	— (0)	4% (6)	2% (3)	5% (7)	12% (17)	3% (4)
Fashion: Not a fan	42% (42)	15% (15)	— (0)	— (0)	5% (5)	2% (2)	5% (5)	23% (23)	7% (7)
Pop culture: An avid fan	57% (48)	19% (16)	— (0)	1% (1)	3% (3)	1% (1)	6% (5)	12% (10)	2% (1)
Pop culture: A casual fan	54% (88)	16% (25)	1% (2)	— (0)	3% (5)	2% (3)	5% (7)	13% (22)	6% (10)
Pop culture: Not a fan	43% (32)	14% (10)	— (0)	— (0)	5% (4)	1% (1)	5% (4)	20% (15)	11% (8)
Sports: An avid fan	56% (46)	19% (16)	— (0)	— (0)	3% (3)	4% (3)	3% (3)	7% (6)	7% (6)
Sports: A casual fan	54% (56)	21% (22)	1% (1)	1% (1)	4% (5)	1% (1)	4% (4)	11% (11)	4% (4)
Sports: Not a fan	49% (65)	11% (14)	1% (1)	— (0)	3% (4)	— (1)	7% (10)	22% (30)	7% (9)
Celeb fans on social media	53% (129)	17% (40)	1% (2)	— (1)	4% (10)	1% (3)	6% (14)	13% (32)	5% (12)
Celebs share too much on social media	57% (110)	17% (33)	— (1)	— (1)	4% (8)	1% (1)	5% (9)	13% (25)	3% (6)
Celebs who don't share are disconnected	51% (59)	19% (22)	2% (2)	— (0)	5% (6)	1% (1)	6% (7)	12% (14)	4% (4)
Celebs should interact on social media	55% (130)	16% (38)	1% (2)	— (1)	3% (6)	1% (2)	4% (9)	17% (39)	4% (8)

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**Table CGZ11: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify.	None of the above
Gen Zers (Age 13-23)	52% (167)	16% (51)	1% (2)	— (1)	4% (12)	2% (5)	5% (16)	15% (47)	6% (19)
Celebs' social media is a professional platform	55% (34)	12% (8)	1% (1)	— (0)	4% (3)	1% (1)	5% (3)	14% (9)	6% (4)
Celebs' social media is a personal platform	50% (82)	18% (29)	1% (1)	— (1)	5% (8)	1% (2)	6% (10)	15% (25)	5% (8)
Connects to celebs non-paid promoting	57% (89)	18% (28)	1% (1)	— (0)	4% (6)	— (1)	3% (5)	13% (21)	3% (5)
Concerned about climate change	55% (139)	17% (42)	— (1)	— (1)	3% (8)	1% (4)	5% (13)	15% (38)	3% (8)
Humans can stop climate change	55% (48)	18% (16)	1% (1)	1% (1)	4% (3)	— (0)	5% (5)	12% (10)	4% (4)
Humans can slow climate change	55% (93)	16% (28)	— (0)	— (0)	4% (7)	1% (2)	4% (7)	17% (28)	3% (6)
Both in person and virtual school	48% (52)	22% (24)	1% (1)	1% (1)	3% (3)	1% (1)	3% (3)	11% (12)	10% (11)
Completely virtual school	57% (62)	12% (13)	1% (1)	— (0)	5% (5)	1% (1)	5% (6)	16% (18)	2% (2)
Watch live sports at least once a week	55% (52)	21% (20)	1% (1)	1% (1)	3% (3)	3% (3)	3% (3)	9% (9)	5% (5)

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

**Table CGZ12: Consider if you had an extra \$1,000 to spend this month. How would you mainly spend this \$1,000?**

Demographic	Pay unpaid bills	Pay down debt, such as student loans or credit card debt	Save it	Invest it	Donate it to charity	Travel	Purchase necessities	Shop for things that are not a necessity	Something else	Don't know / No opinion	Total N
Gender: Male	7% (32)	7% (35)	33% (163)	17% (83)	2% (11)	2% (8)	6% (32)	13% (62)	5% (22)	8% (40)	489
Gender: Female	10% (51)	6% (33)	41% (211)	8% (39)	2% (11)	2% (12)	8% (43)	9% (46)	4% (20)	9% (46)	511
Age: 18-34	12% (63)	11% (55)	35% (179)	11% (54)	2% (10)	2% (12)	9% (43)	8% (40)	3% (13)	7% (36)	506
GenZers: 1997-2012	8% (83)	7% (68)	37% (374)	12% (121)	2% (22)	2% (20)	7% (75)	11% (109)	4% (42)	9% (86)	1000
PID: Dem (no lean)	5% (18)	9% (30)	41% (143)	12% (43)	3% (10)	2% (8)	7% (26)	13% (45)	3% (11)	5% (19)	353
PID: Ind (no lean)	10% (49)	5% (27)	36% (177)	11% (53)	2% (11)	2% (10)	8% (38)	9% (43)	5% (26)	12% (58)	490
PID: Rep (no lean)	11% (17)	7% (11)	34% (54)	16% (25)	1% (2)	1% (2)	7% (11)	13% (20)	4% (6)	6% (10)	157
PID/Gender: Dem Men	6% (10)	9% (14)	35% (54)	15% (23)	4% (5)	1% (1)	6% (10)	15% (23)	3% (5)	6% (10)	154
PID/Gender: Dem Women	4% (9)	8% (16)	45% (89)	10% (20)	2% (4)	4% (7)	8% (16)	11% (22)	3% (6)	4% (9)	199
PID/Gender: Ind Men	7% (17)	6% (16)	33% (82)	16% (39)	2% (6)	2% (5)	7% (18)	10% (25)	6% (14)	11% (27)	248
PID/Gender: Ind Women	13% (32)	5% (11)	39% (94)	6% (14)	2% (6)	2% (4)	8% (20)	8% (19)	5% (12)	13% (31)	242
PID/Gender: Rep Men	7% (6)	6% (5)	31% (27)	24% (21)	— (0)	1% (1)	4% (4)	17% (15)	5% (4)	4% (3)	87
PID/Gender: Rep Women	15% (11)	8% (6)	38% (27)	6% (4)	2% (2)	1% (1)	10% (7)	7% (5)	3% (2)	9% (6)	71
Ideo: Liberal (1-3)	6% (17)	8% (25)	41% (127)	13% (42)	4% (11)	2% (7)	7% (21)	13% (42)	3% (10)	2% (8)	309
Ideo: Moderate (4)	11% (21)	8% (16)	37% (76)	11% (22)	2% (4)	2% (4)	7% (15)	10% (20)	3% (5)	10% (20)	204
Ideo: Conservative (5-7)	8% (11)	10% (14)	41% (57)	16% (22)	1% (1)	1% (1)	11% (15)	9% (13)	2% (3)	3% (4)	140
Educ: < College	8% (76)	6% (53)	38% (349)	12% (114)	2% (21)	2% (17)	7% (68)	11% (100)	4% (41)	9% (79)	918
Educ: Bachelors degree	10% (6)	21% (14)	29% (19)	9% (6)	3% (2)	4% (3)	7% (4)	10% (7)	1% (1)	6% (4)	65
Income: Under 50k	11% (66)	6% (35)	34% (198)	11% (63)	2% (12)	2% (14)	9% (53)	9% (55)	4% (22)	11% (63)	581
Income: 50k-100k	5% (13)	10% (27)	42% (119)	14% (40)	2% (6)	2% (5)	4% (13)	11% (32)	5% (14)	6% (16)	285
Income: 100k+	3% (5)	4% (6)	42% (57)	14% (19)	3% (5)	— (1)	6% (9)	16% (21)	5% (7)	5% (6)	134
Ethnicity: White	9% (57)	8% (48)	37% (230)	11% (70)	2% (16)	2% (11)	7% (42)	13% (79)	5% (28)	7% (47)	627
Ethnicity: Hispanic	10% (19)	9% (18)	35% (71)	12% (24)	3% (5)	1% (3)	11% (22)	7% (14)	2% (3)	11% (23)	203
Ethnicity: Black	11% (14)	3% (4)	35% (46)	13% (18)	1% (2)	4% (5)	9% (11)	10% (13)	5% (6)	9% (12)	132
Ethnicity: Other	5% (12)	7% (16)	41% (98)	14% (34)	2% (5)	2% (4)	9% (22)	7% (16)	3% (8)	11% (27)	240
All Christian	7% (17)	9% (22)	40% (100)	13% (34)	1% (2)	2% (5)	9% (24)	9% (24)	4% (10)	6% (14)	251
Atheist	7% (7)	7% (7)	34% (36)	16% (17)	4% (4)	— (0)	9% (10)	17% (18)	3% (3)	4% (4)	107
Agnostic/Nothing in particular	9% (34)	6% (24)	36% (143)	12% (48)	3% (13)	2% (9)	6% (23)	9% (37)	4% (17)	12% (48)	396
Something Else	11% (21)	7% (13)	37% (72)	9% (18)	1% (2)	3% (6)	7% (14)	12% (24)	5% (10)	8% (17)	197
Religious Non-Protestant/Catholic	9% (5)	5% (3)	43% (25)	7% (4)	2% (1)	— (0)	7% (4)	12% (7)	6% (3)	9% (5)	58
Evangelical	8% (13)	9% (15)	37% (60)	10% (16)	1% (2)	5% (8)	10% (17)	7% (11)	4% (7)	9% (14)	163
Non-Evangelical	9% (23)	7% (18)	40% (106)	12% (33)	1% (2)	1% (3)	8% (20)	13% (35)	4% (11)	5% (14)	265
Community: Urban	7% (17)	8% (19)	33% (85)	14% (35)	2% (6)	3% (7)	7% (19)	9% (22)	5% (12)	13% (32)	254
Community: Suburban	8% (41)	6% (35)	41% (222)	11% (60)	2% (13)	1% (8)	8% (41)	12% (66)	4% (19)	6% (35)	540
Community: Rural	12% (26)	7% (14)	32% (66)	13% (26)	2% (4)	2% (5)	7% (14)	10% (20)	5% (11)	9% (19)	205
Employ: Private Sector	12% (11)	10% (9)	37% (36)	18% (18)	2% (2)	3% (3)	3% (3)	11% (11)	1% (1)	4% (4)	98
Employ: Self-Employed	17% (9)	3% (2)	33% (17)	9% (5)	5% (2)	3% (1)	9% (5)	7% (4)	5% (3)	7% (4)	52
Employ: Unemployed	12% (20)	4% (7)	33% (56)	10% (16)	1% (2)	1% (2)	12% (21)	14% (23)	2% (4)	11% (19)	170
Employ: Other	11% (8)	10% (7)	30% (22)	17% (12)	— (0)	3% (2)	— (0)	6% (5)	7% (5)	17% (13)	73
Military HH: Yes	3% (3)	5% (5)	38% (36)	11% (11)	3% (3)	5% (4)	8% (8)	13% (12)	9% (9)	5% (5)	95
Military HH: No	9% (81)	7% (63)	37% (337)	12% (111)	2% (19)	2% (15)	7% (67)	11% (96)	4% (33)	9% (81)	905

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**Table CGZ12: Consider if you had an extra \$1,000 to spend this month. How would you mainly spend this \$1,000?**

Demographic	Pay unpaid bills	Pay down debt, such as student loans or credit card debt	Save it	Invest it	Donate it to charity	Travel	Purchase necessities	Shop for things that are not a necessity	Something else	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	8% (83)	7% (68)	37% (374)	12% (121)	2% (22)	2% (20)	7% (75)	11% (109)	4% (42)	9% (86)	1000
RD/WT: Right Direction	7% (14)	6% (11)	33% (64)	14% (26)	2% (5)	2% (5)	8% (16)	13% (25)	2% (4)	12% (22)	192
RD/WT: Wrong Track	9% (70)	7% (56)	38% (310)	12% (95)	2% (18)	2% (15)	7% (59)	10% (84)	5% (38)	8% (63)	808
Trump Job Approve	13% (29)	9% (19)	31% (69)	16% (36)	2% (3)	1% (3)	9% (21)	11% (25)	3% (7)	6% (13)	226
Trump Job Disapprove	7% (44)	7% (46)	40% (256)	12% (74)	3% (18)	2% (13)	8% (49)	11% (71)	5% (29)	6% (41)	640
Trump Job Strongly Approve	17% (14)	9% (8)	35% (30)	9% (8)	1% (1)	3% (3)	10% (9)	8% (6)	4% (4)	4% (3)	85
Trump Job Somewhat Approve	10% (14)	8% (12)	28% (40)	20% (28)	2% (3)	— (0)	9% (12)	13% (19)	3% (4)	7% (10)	141
Trump Job Somewhat Disapprove	9% (15)	7% (12)	45% (73)	9% (14)	4% (7)	1% (2)	5% (8)	10% (16)	5% (9)	4% (7)	161
Trump Job Strongly Disapprove	6% (29)	7% (34)	38% (183)	13% (60)	2% (12)	2% (11)	9% (41)	11% (55)	4% (20)	7% (34)	479
Favorable of Trump	12% (23)	9% (18)	33% (66)	17% (35)	1% (2)	2% (4)	9% (18)	10% (20)	3% (6)	4% (9)	202
Unfavorable of Trump	8% (50)	6% (42)	40% (264)	11% (75)	3% (19)	2% (11)	8% (51)	11% (74)	4% (29)	6% (38)	652
Very Favorable of Trump	17% (16)	10% (9)	27% (25)	12% (11)	1% (1)	4% (4)	11% (10)	8% (7)	5% (4)	5% (5)	91
Somewhat Favorable of Trump	7% (8)	8% (9)	37% (41)	22% (24)	1% (1)	— (1)	7% (8)	12% (13)	2% (2)	4% (4)	110
Somewhat Unfavorable of Trump	11% (16)	4% (5)	43% (60)	10% (14)	3% (4)	1% (1)	7% (9)	13% (18)	2% (3)	7% (9)	139
Very Unfavorable of Trump	7% (34)	7% (36)	40% (204)	12% (61)	3% (15)	2% (10)	8% (42)	11% (56)	5% (27)	6% (29)	514
#1 Issue: Economy	10% (29)	8% (22)	38% (109)	14% (41)	2% (5)	1% (3)	7% (19)	9% (25)	5% (13)	7% (19)	285
#1 Issue: Security	5% (4)	5% (4)	39% (28)	15% (11)	3% (2)	— (0)	13% (9)	11% (8)	2% (1)	7% (5)	72
#1 Issue: Health Care	6% (10)	9% (14)	43% (72)	11% (19)	1% (3)	1% (2)	8% (13)	11% (19)	3% (5)	7% (11)	168
#1 Issue: Women's Issues	11% (15)	9% (13)	35% (50)	8% (12)	3% (4)	3% (4)	7% (10)	13% (18)	2% (3)	9% (13)	143
#1 Issue: Education	7% (11)	5% (7)	33% (47)	11% (15)	3% (4)	3% (4)	10% (14)	13% (19)	5% (7)	10% (15)	145
#1 Issue: Energy	8% (7)	3% (2)	43% (37)	18% (16)	3% (3)	2% (2)	5% (4)	8% (7)	2% (1)	8% (7)	87
#1 Issue: Other	9% (8)	4% (4)	34% (28)	7% (6)	— (0)	2% (2)	4% (4)	14% (12)	13% (11)	12% (10)	84
4-Region: Northeast	7% (13)	6% (12)	41% (77)	18% (35)	1% (3)	1% (1)	6% (11)	11% (20)	4% (7)	5% (9)	188
4-Region: Midwest	9% (17)	8% (14)	38% (71)	10% (18)	3% (6)	1% (2)	7% (13)	12% (22)	6% (12)	7% (14)	189
4-Region: South	10% (40)	7% (27)	33% (127)	13% (49)	2% (6)	4% (16)	8% (32)	10% (40)	3% (12)	9% (36)	386
4-Region: West	6% (14)	6% (14)	42% (99)	8% (20)	3% (8)	— (1)	8% (18)	11% (26)	5% (12)	11% (27)	237
Middle school (Grade 6 - 8)	5% (3)	— (0)	34% (24)	10% (7)	4% (3)	— (0)	— (0)	27% (19)	8% (6)	13% (10)	72
High school (Grade 9 - 12)	5% (24)	3% (16)	40% (185)	13% (61)	2% (9)	2% (9)	7% (34)	12% (54)	5% (23)	10% (47)	461
Community college	11% (7)	9% (6)	34% (23)	10% (7)	— (0)	4% (3)	14% (9)	6% (4)	3% (2)	9% (6)	67
College or university program	7% (14)	16% (32)	39% (77)	13% (26)	3% (6)	2% (4)	5% (11)	8% (15)	4% (7)	1% (3)	195
I am not in school	17% (35)	7% (14)	32% (65)	10% (21)	2% (4)	2% (4)	10% (20)	8% (16)	2% (4)	10% (20)	204
White, non-Hispanic	9% (47)	7% (39)	36% (196)	11% (61)	3% (14)	2% (11)	6% (33)	13% (73)	5% (27)	8% (43)	543
POC	8% (37)	6% (29)	39% (178)	13% (61)	2% (9)	2% (9)	9% (42)	8% (35)	3% (15)	9% (43)	457
Twitter Users	7% (32)	8% (36)	42% (182)	15% (63)	3% (12)	2% (9)	7% (31)	9% (37)	3% (11)	4% (17)	428
Facebook Users	13% (63)	8% (40)	38% (188)	12% (60)	1% (7)	2% (9)	8% (37)	8% (38)	4% (19)	5% (27)	487
Snapchat Users	9% (56)	7% (46)	39% (239)	13% (81)	2% (12)	2% (13)	8% (50)	10% (61)	4% (23)	6% (38)	620
Instagram Users	8% (63)	7% (54)	39% (300)	12% (92)	2% (17)	2% (18)	8% (58)	10% (74)	4% (34)	7% (52)	762
Tiktok Users	8% (38)	7% (31)	41% (190)	10% (45)	3% (12)	3% (13)	7% (31)	11% (49)	4% (19)	8% (38)	467
Reddit Users	5% (14)	6% (17)	39% (106)	18% (48)	2% (5)	1% (4)	8% (20)	13% (36)	4% (12)	2% (6)	268
YouTube Users	8% (74)	6% (59)	39% (354)	13% (118)	2% (17)	2% (16)	8% (69)	12% (106)	4% (40)	7% (67)	920
Harry Styles Fan	8% (35)	8% (34)	40% (168)	10% (40)	3% (11)	3% (11)	8% (34)	10% (42)	3% (12)	8% (35)	421
Billie Eilish Fan	9% (52)	7% (42)	37% (220)	12% (74)	2% (11)	3% (15)	8% (46)	10% (60)	5% (27)	8% (47)	595
Zendaya Fan	8% (50)	7% (46)	40% (247)	11% (70)	2% (14)	2% (14)	8% (49)	9% (55)	3% (21)	8% (48)	614
Taylor Swift Fan	9% (45)	8% (37)	38% (181)	11% (53)	3% (14)	3% (13)	7% (32)	10% (47)	5% (22)	8% (37)	482

Continued on next page

**Table CGZ12: Consider if you had an extra \$1,000 to spend this month. How would you mainly spend this \$1,000?**

Demographic	Pay unpaid bills	Pay down debt, such as student loans or credit card debt	Save it	Invest it	Donate it to charity	Travel	Purchase necessities	Shop for things that are not a necessity	Something else	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	8% (83)	7% (68)	37% (374)	12% (121)	2% (22)	2% (20)	7% (75)	11% (109)	4% (42)	9% (86)	1000
Kylie Jenner Fan	11% (33)	6% (18)	36% (112)	12% (39)	3% (10)	3% (9)	8% (24)	10% (30)	2% (7)	9% (29)	311
Emma Chamberlain Fan	8% (18)	5% (11)	39% (93)	11% (26)	4% (9)	3% (7)	10% (24)	7% (16)	3% (7)	11% (27)	238
Niall Horan Fan	8% (20)	7% (19)	42% (107)	11% (27)	2% (6)	3% (9)	10% (25)	6% (16)	4% (10)	7% (18)	256
Zayn Malik Fan	9% (25)	8% (22)	41% (113)	11% (31)	2% (6)	4% (11)	10% (28)	6% (16)	3% (7)	7% (18)	277
Liam Payne Fan	10% (24)	9% (22)	42% (101)	10% (24)	2% (6)	3% (7)	10% (25)	5% (12)	3% (7)	6% (14)	242
Louis Tomlinson Fan	8% (18)	8% (18)	43% (93)	11% (25)	3% (7)	3% (6)	9% (20)	5% (10)	2% (4)	7% (15)	217
Film: An avid fan	9% (25)	7% (19)	32% (86)	13% (35)	1% (2)	3% (9)	10% (26)	9% (25)	5% (13)	11% (29)	268
Film: A casual fan	8% (45)	7% (38)	43% (231)	12% (63)	3% (19)	1% (7)	5% (28)	11% (57)	4% (19)	6% (33)	539
Film: Not a fan	7% (13)	6% (12)	30% (58)	12% (24)	1% (2)	2% (3)	11% (20)	14% (27)	5% (10)	13% (24)	193
Television: An avid fan	13% (32)	8% (20)	31% (77)	12% (28)	1% (3)	2% (6)	7% (18)	11% (27)	5% (12)	9% (23)	246
Television: A casual fan	7% (39)	7% (39)	39% (218)	12% (68)	3% (16)	2% (11)	7% (40)	11% (62)	5% (29)	7% (40)	562
Television: Not a fan	6% (12)	5% (9)	41% (79)	13% (25)	2% (3)	1% (3)	9% (16)	10% (20)	1% (2)	12% (23)	192
Music: An avid fan	8% (52)	7% (47)	37% (236)	13% (80)	2% (13)	2% (12)	8% (49)	10% (60)	4% (28)	8% (53)	632
Music: A casual fan	8% (28)	6% (21)	39% (129)	12% (40)	3% (9)	2% (6)	7% (23)	12% (41)	4% (14)	7% (23)	333
Fashion: An avid fan	13% (29)	5% (12)	33% (74)	12% (27)	3% (6)	3% (6)	9% (20)	11% (23)	3% (7)	9% (20)	223
Fashion: A casual fan	8% (35)	7% (29)	42% (185)	10% (45)	2% (10)	2% (8)	7% (32)	10% (45)	4% (18)	7% (31)	437
Fashion: Not a fan	6% (20)	8% (28)	34% (115)	15% (50)	2% (7)	2% (5)	7% (23)	12% (40)	5% (18)	10% (35)	340
Pop culture: An avid fan	7% (16)	6% (13)	32% (75)	12% (28)	2% (5)	4% (9)	11% (26)	12% (29)	5% (11)	8% (20)	232
Pop culture: A casual fan	11% (52)	8% (39)	40% (192)	12% (60)	3% (12)	1% (4)	6% (29)	8% (40)	4% (20)	8% (39)	485
Pop culture: Not a fan	6% (16)	6% (16)	38% (107)	12% (34)	2% (6)	2% (6)	7% (20)	14% (40)	4% (11)	10% (28)	283
Sports: An avid fan	9% (19)	7% (14)	32% (68)	20% (41)	3% (7)	2% (4)	5% (11)	9% (18)	4% (8)	10% (20)	209
Sports: A casual fan	10% (31)	8% (26)	40% (129)	11% (34)	2% (7)	2% (8)	7% (22)	10% (34)	2% (8)	8% (24)	323
Sports: Not a fan	7% (34)	6% (28)	38% (177)	10% (46)	2% (9)	2% (8)	9% (41)	12% (57)	6% (27)	9% (42)	468
Celeb fans on social media	9% (61)	7% (52)	38% (270)	13% (91)	2% (17)	2% (17)	8% (60)	10% (69)	4% (29)	7% (51)	717
Celebs share too much on social media	9% (48)	7% (38)	39% (211)	13% (71)	2% (10)	2% (13)	8% (43)	13% (69)	3% (17)	4% (24)	544
Celebs who don't share are disconnected	8% (24)	5% (17)	40% (126)	13% (41)	2% (7)	2% (5)	8% (24)	12% (39)	3% (11)	7% (22)	317
Celebs should interact on social media	8% (54)	7% (46)	40% (263)	12% (80)	2% (13)	2% (11)	8% (56)	13% (84)	4% (24)	4% (27)	658
Celebs' social media is a professional platform	14% (26)	4% (8)	34% (63)	15% (27)	4% (8)	1% (1)	10% (19)	10% (19)	4% (8)	4% (7)	187
Celebs' social media is a personal platform	7% (35)	8% (37)	40% (191)	12% (59)	2% (8)	2% (12)	7% (32)	14% (65)	4% (17)	4% (21)	478
Connects to celebs paid promoting	16% (21)	8% (10)	36% (46)	11% (14)	2% (2)	3% (4)	7% (9)	8% (10)	3% (4)	6% (8)	128
Connects to celebs non-paid promoting	7% (30)	6% (24)	45% (179)	15% (58)	2% (8)	2% (7)	8% (30)	10% (41)	2% (9)	3% (12)	397
Concerned about climate change	8% (57)	8% (57)	40% (289)	14% (100)	2% (16)	2% (15)	7% (54)	11% (78)	4% (26)	5% (33)	726
Humans can stop climate change	8% (21)	8% (20)	38% (98)	11% (29)	3% (9)	1% (3)	7% (18)	15% (38)	4% (11)	5% (13)	258
Humans can slow climate change	7% (32)	7% (34)	41% (201)	15% (72)	2% (12)	2% (10)	8% (37)	10% (48)	4% (19)	4% (21)	485
Climate change is beyond control	13% (11)	10% (8)	33% (28)	11% (9)	2% (1)	4% (3)	9% (7)	8% (7)	6% (5)	4% (3)	84
Completely in-person school	5% (3)	4% (2)	28% (16)	18% (10)	1% (1)	3% (2)	5% (3)	17% (10)	4% (3)	14% (8)	57
Both in person and virtual school	6% (20)	7% (23)	38% (122)	15% (47)	2% (8)	3% (10)	6% (19)	13% (41)	5% (16)	4% (13)	320
Completely virtual school	6% (21)	8% (27)	42% (146)	10% (35)	2% (8)	1% (3)	8% (28)	11% (38)	4% (14)	7% (24)	345
Watch live sports at least once a week	8% (19)	9% (22)	34% (81)	18% (43)	3% (6)	2% (4)	8% (18)	8% (20)	4% (9)	6% (15)	238

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



**Table CGZ14:** How concerned are you with the issue of climate change and its impact on the U.S. environment?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/ No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Zers (Age 13-23)	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
Gender: Male	38%	(186)	31%	(152)	13%	(65)	6%	(30)	11%	(56)	489
Gender: Female	43%	(222)	32%	(166)	10%	(51)	4%	(20)	10%	(52)	511
Age: 18-34	43%	(216)	31%	(159)	12%	(59)	5%	(25)	9%	(48)	506
GenZers: 1997-2012	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
PID: Dem (no lean)	61%	(214)	27%	(97)	7%	(26)	1%	(4)	4%	(13)	353
PID: Ind (no lean)	34%	(164)	34%	(166)	11%	(55)	5%	(23)	17%	(82)	490
PID: Rep (no lean)	19%	(30)	35%	(56)	22%	(35)	15%	(24)	8%	(13)	157
PID/Gender: Dem Men	56%	(87)	29%	(45)	10%	(15)	1%	(2)	3%	(5)	154
PID/Gender: Dem Women	64%	(127)	26%	(51)	5%	(11)	1%	(2)	4%	(8)	199
PID/Gender: Ind Men	31%	(78)	31%	(77)	12%	(29)	7%	(18)	19%	(46)	248
PID/Gender: Ind Women	36%	(87)	37%	(89)	11%	(26)	2%	(5)	15%	(36)	242
PID/Gender: Rep Men	24%	(21)	34%	(29)	24%	(21)	12%	(11)	6%	(5)	87
PID/Gender: Rep Women	13%	(9)	37%	(26)	21%	(15)	18%	(13)	11%	(8)	71
Ideo: Liberal (1-3)	67%	(207)	26%	(80)	5%	(17)	2%	(5)	—	(1)	309
Ideo: Moderate (4)	35%	(71)	43%	(87)	10%	(20)	3%	(7)	9%	(18)	204
Ideo: Conservative (5-7)	18%	(26)	35%	(49)	22%	(31)	19%	(27)	5%	(8)	140
Educ: < College	40%	(370)	32%	(294)	12%	(106)	5%	(44)	11%	(104)	918
Educ: Bachelors degree	50%	(32)	31%	(20)	9%	(6)	8%	(5)	2%	(1)	65
Income: Under 50k	40%	(233)	28%	(162)	11%	(65)	6%	(32)	15%	(89)	581
Income: 50k-100k	41%	(117)	37%	(105)	13%	(36)	5%	(13)	5%	(13)	285
Income: 100k+	43%	(58)	38%	(51)	12%	(16)	4%	(5)	4%	(5)	134
Ethnicity: White	41%	(258)	31%	(195)	12%	(75)	6%	(37)	10%	(62)	627
Ethnicity: Hispanic	39%	(79)	33%	(67)	11%	(22)	3%	(7)	14%	(28)	203
Ethnicity: Black	33%	(44)	35%	(46)	16%	(21)	5%	(7)	11%	(15)	132
Ethnicity: Other	44%	(106)	32%	(77)	9%	(21)	2%	(6)	13%	(31)	240
All Christian	42%	(105)	34%	(85)	13%	(32)	4%	(11)	7%	(18)	251
Atheist	55%	(59)	33%	(35)	2%	(2)	2%	(2)	9%	(9)	107
Agnostic/Nothing in particular	42%	(164)	28%	(112)	12%	(46)	4%	(14)	15%	(59)	396
Something Else	31%	(61)	36%	(72)	14%	(28)	9%	(18)	10%	(19)	197
Religious Non-Protestant/Catholic	33%	(19)	36%	(21)	16%	(9)	8%	(5)	7%	(4)	58

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**Table CGZ14:** How concerned are you with the issue of climate change and its impact on the U.S. environment?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/ No opinion		Total N
Gen Zers (Age 13-23)	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
Evangelical	33%	(54)	31%	(50)	16%	(26)	14%	(23)	7%	(11)	163
Non-Evangelical	41%	(108)	36%	(96)	12%	(31)	2%	(6)	9%	(23)	265
Community: Urban	41%	(104)	27%	(69)	13%	(34)	6%	(16)	13%	(32)	254
Community: Suburban	43%	(232)	36%	(193)	10%	(56)	4%	(19)	7%	(41)	540
Community: Rural	35%	(72)	28%	(57)	13%	(27)	7%	(15)	17%	(34)	205
Employ: Private Sector	41%	(40)	36%	(36)	9%	(9)	7%	(7)	7%	(7)	98
Employ: Self-Employed	38%	(20)	25%	(13)	17%	(9)	11%	(6)	9%	(4)	52
Employ: Unemployed	35%	(59)	28%	(47)	15%	(26)	4%	(7)	18%	(31)	170
Employ: Other	34%	(25)	27%	(19)	10%	(8)	3%	(2)	26%	(19)	73
Military HH: Yes	37%	(36)	38%	(36)	9%	(9)	4%	(4)	12%	(11)	95
Military HH: No	41%	(372)	31%	(282)	12%	(108)	5%	(47)	11%	(96)	905
RD/WT: Right Direction	30%	(57)	34%	(66)	15%	(28)	7%	(14)	14%	(27)	192
RD/WT: Wrong Track	43%	(351)	31%	(252)	11%	(88)	4%	(36)	10%	(81)	808
Trump Job Approve	19%	(43)	35%	(80)	24%	(54)	15%	(34)	7%	(15)	226
Trump Job Disapprove	52%	(330)	32%	(207)	7%	(47)	2%	(13)	7%	(43)	640
Trump Job Strongly Approve	15%	(13)	25%	(21)	20%	(17)	29%	(25)	11%	(9)	85
Trump Job Somewhat Approve	21%	(30)	41%	(58)	26%	(37)	7%	(10)	4%	(6)	141
Trump Job Somewhat Disapprove	37%	(60)	47%	(75)	9%	(14)	3%	(5)	4%	(7)	161
Trump Job Strongly Disapprove	56%	(270)	28%	(132)	7%	(33)	2%	(8)	7%	(36)	479
Favorable of Trump	22%	(45)	31%	(63)	22%	(44)	18%	(36)	7%	(14)	202
Unfavorable of Trump	51%	(331)	34%	(220)	9%	(58)	2%	(10)	5%	(34)	652
Very Favorable of Trump	22%	(20)	24%	(22)	18%	(17)	26%	(24)	10%	(9)	91
Somewhat Favorable of Trump	23%	(25)	37%	(41)	25%	(27)	11%	(12)	4%	(4)	110
Somewhat Unfavorable of Trump	32%	(44)	51%	(71)	13%	(18)	1%	(2)	3%	(4)	139
Very Unfavorable of Trump	56%	(287)	29%	(149)	8%	(40)	2%	(8)	6%	(30)	514

Continued on next page

**Table CGZ14:** How concerned are you with the issue of climate change and its impact on the U.S. environment?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/ No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Zers (Age 13-23)	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
#1 Issue: Economy	32%	(91)	42%	(121)	14%	(39)	5%	(15)	6%	(19)	285
#1 Issue: Security	25%	(18)	30%	(22)	20%	(14)	16%	(12)	9%	(6)	72
#1 Issue: Health Care	46%	(77)	29%	(49)	13%	(21)	1%	(2)	11%	(18)	168
#1 Issue: Women's Issues	43%	(62)	29%	(42)	10%	(15)	6%	(8)	12%	(17)	143
#1 Issue: Education	40%	(58)	33%	(48)	13%	(19)	4%	(6)	10%	(14)	145
#1 Issue: Energy	75%	(66)	21%	(18)	—	(0)	2%	(2)	2%	(2)	87
#1 Issue: Other	38%	(31)	21%	(17)	9%	(8)	5%	(4)	27%	(23)	84
4-Region: Northeast	46%	(86)	27%	(52)	15%	(27)	3%	(5)	9%	(18)	188
4-Region: Midwest	38%	(73)	31%	(59)	14%	(27)	6%	(12)	10%	(18)	189
4-Region: South	40%	(154)	29%	(113)	11%	(43)	7%	(27)	12%	(48)	386
4-Region: West	40%	(95)	40%	(94)	8%	(19)	3%	(6)	10%	(23)	237
Middle school (Grade 6 - 8)	32%	(23)	36%	(26)	13%	(9)	8%	(6)	11%	(8)	72
High school (Grade 9 - 12)	39%	(181)	32%	(146)	11%	(51)	5%	(23)	13%	(61)	461
Community college	36%	(24)	28%	(19)	18%	(12)	5%	(3)	13%	(9)	67
College or university program	48%	(94)	35%	(69)	8%	(15)	5%	(9)	4%	(8)	195
I am not in school	42%	(86)	28%	(58)	15%	(30)	4%	(9)	11%	(22)	204
White, non-Hispanic	42%	(227)	30%	(163)	12%	(64)	6%	(33)	10%	(56)	543
POC	40%	(181)	34%	(155)	11%	(52)	4%	(18)	11%	(51)	457
Twitter Users	50%	(212)	30%	(130)	9%	(40)	6%	(24)	5%	(21)	428
Facebook Users	43%	(211)	31%	(151)	12%	(58)	5%	(25)	9%	(42)	487
Snapchat Users	43%	(269)	30%	(188)	12%	(73)	4%	(27)	10%	(62)	620
Instagram Users	45%	(339)	31%	(238)	11%	(80)	5%	(36)	9%	(69)	762
Tiktok Users	46%	(213)	28%	(131)	10%	(48)	4%	(21)	12%	(54)	467
Reddit Users	53%	(141)	33%	(88)	7%	(20)	3%	(9)	4%	(10)	268
YouTube Users	41%	(378)	33%	(299)	12%	(110)	5%	(44)	10%	(88)	920
Harry Styles Fan	47%	(197)	30%	(128)	10%	(43)	3%	(14)	9%	(39)	421
Billie Eilish Fan	45%	(270)	30%	(176)	11%	(65)	4%	(26)	10%	(59)	595
Zendaya Fan	45%	(276)	33%	(200)	10%	(60)	5%	(28)	8%	(50)	614
Taylor Swift Fan	43%	(209)	34%	(165)	10%	(46)	5%	(22)	8%	(40)	482
Kylie Jenner Fan	40%	(126)	33%	(104)	11%	(35)	5%	(17)	9%	(29)	311
Emma Chamberlain Fan	46%	(110)	32%	(75)	7%	(18)	3%	(8)	11%	(27)	238

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**Table CGZ14:** How concerned are you with the issue of climate change and its impact on the U.S. environment?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/ No opinion		Total N
Gen Zers (Age 13-23)	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
Niall Horan Fan	46%	(119)	32%	(83)	10%	(26)	4%	(11)	7%	(17)	256
Zayn Malik Fan	48%	(132)	31%	(86)	10%	(29)	4%	(11)	7%	(19)	277
Liam Payne Fan	46%	(110)	32%	(79)	10%	(25)	4%	(10)	7%	(18)	242
Louis Tomlinson Fan	50%	(108)	29%	(63)	12%	(25)	4%	(10)	5%	(11)	217
Film: An avid fan	52%	(139)	25%	(66)	11%	(29)	4%	(9)	9%	(23)	268
Film: A casual fan	40%	(214)	36%	(192)	10%	(56)	5%	(29)	9%	(49)	539
Film: Not a fan	28%	(55)	31%	(59)	17%	(32)	6%	(12)	18%	(35)	193
Television: An avid fan	49%	(120)	28%	(70)	11%	(28)	4%	(9)	8%	(19)	246
Television: A casual fan	38%	(214)	36%	(202)	11%	(63)	4%	(23)	11%	(59)	562
Television: Not a fan	38%	(74)	24%	(46)	13%	(26)	9%	(18)	15%	(29)	192
Music: An avid fan	44%	(275)	31%	(193)	10%	(63)	5%	(31)	11%	(69)	632
Music: A casual fan	37%	(124)	35%	(115)	14%	(48)	5%	(17)	9%	(29)	333
Fashion: An avid fan	50%	(111)	27%	(60)	8%	(19)	4%	(9)	11%	(23)	223
Fashion: A casual fan	40%	(175)	36%	(157)	11%	(48)	4%	(17)	9%	(40)	437
Fashion: Not a fan	36%	(122)	30%	(101)	15%	(49)	7%	(24)	13%	(44)	340
Pop culture: An avid fan	48%	(111)	28%	(65)	12%	(28)	3%	(7)	9%	(21)	232
Pop culture: A casual fan	42%	(203)	35%	(169)	10%	(49)	5%	(22)	9%	(42)	485
Pop culture: Not a fan	33%	(93)	30%	(84)	14%	(39)	7%	(21)	16%	(45)	283
Sports: An avid fan	41%	(85)	34%	(70)	10%	(22)	6%	(13)	9%	(19)	209
Sports: A casual fan	38%	(124)	32%	(103)	13%	(43)	7%	(24)	9%	(30)	323
Sports: Not a fan	42%	(199)	31%	(145)	11%	(52)	3%	(14)	13%	(59)	468
Celeb fans on social media	45%	(322)	34%	(242)	10%	(74)	4%	(30)	7%	(48)	717
Celebs share too much on social media	46%	(251)	33%	(180)	13%	(73)	4%	(23)	3%	(17)	544
Celebs who don't share are disconnected	45%	(143)	35%	(111)	12%	(39)	4%	(12)	4%	(13)	317
Celebs should interact on social media	46%	(301)	35%	(231)	11%	(75)	4%	(26)	4%	(26)	658
Celebs' social media is a professional platform	37%	(69)	34%	(64)	13%	(25)	8%	(15)	7%	(13)	187
Celebs' social media is a personal platform	46%	(222)	34%	(161)	12%	(56)	4%	(19)	4%	(21)	478
Connects to celebs paid promoting	49%	(63)	37%	(47)	7%	(9)	2%	(2)	5%	(6)	128
Connects to celebs non-paid promoting	48%	(192)	35%	(140)	11%	(45)	2%	(10)	3%	(10)	397
Concerned about climate change	56%	(408)	44%	(318)	—	(0)	—	(0)	—	(0)	726

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**Table CGZ14:** *How concerned are you with the issue of climate change and its impact on the U.S. environment?*

<b>Demographic</b>	<b>Very concerned</b>		<b>Somewhat concerned</b>		<b>Not too concerned</b>		<b>Not concerned at all</b>		<b>Don't know/ No opinion</b>		<b>Total N</b>
Gen Zers (Age 13-23)	41%	(408)	32%	(318)	12%	(116)	5%	(50)	11%	(107)	1000
Humans can stop climate change	58%	(151)	32%	(82)	6%	(15)	2%	(6)	2%	(4)	258
Humans can slow climate change	45%	(216)	39%	(191)	12%	(56)	2%	(10)	3%	(12)	485
Climate change is beyond control	35%	(30)	17%	(14)	29%	(24)	14%	(12)	4%	(4)	84
Completely in-person school	33%	(19)	24%	(13)	19%	(11)	11%	(6)	13%	(7)	57
Both in person and virtual school	42%	(134)	35%	(112)	9%	(27)	6%	(19)	8%	(27)	320
Completely virtual school	42%	(143)	35%	(121)	11%	(39)	4%	(15)	8%	(26)	345
Watch live sports at least once a week	44%	(105)	36%	(85)	11%	(26)	4%	(10)	5%	(12)	238

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

**Table CGZ15:** Which of the following is closest to your opinion, even if none is exactly right?

Demographic	Humans can stop climate change.		Humans can slow down climate change, but not stop it.		Humans cannot stop or slow down climate change because it is beyond our control.		Climate change is not happening.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
Gender: Male	30%	(144)	44%	(214)	10%	(49)	1%	(7)	15%	(75)	489
Gender: Female	22%	(114)	53%	(272)	7%	(34)	3%	(15)	15%	(77)	511
Age: 18-34	26%	(130)	46%	(231)	11%	(56)	3%	(13)	15%	(77)	506
GenZers: 1997-2012	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
PID: Dem (no lean)	35%	(124)	54%	(190)	4%	(13)	—	(1)	7%	(25)	353
PID: Ind (no lean)	22%	(106)	47%	(232)	8%	(41)	2%	(8)	21%	(103)	490
PID: Rep (no lean)	18%	(28)	41%	(64)	19%	(30)	7%	(12)	15%	(24)	157
PID/Gender: Dem Men	39%	(60)	50%	(76)	5%	(7)	—	(1)	6%	(10)	154
PID/Gender: Dem Women	32%	(64)	57%	(113)	3%	(5)	—	(1)	8%	(15)	199
PID/Gender: Ind Men	25%	(62)	41%	(102)	10%	(25)	2%	(4)	22%	(54)	248
PID/Gender: Ind Women	18%	(44)	53%	(129)	7%	(16)	2%	(4)	20%	(49)	242
PID/Gender: Rep Men	26%	(22)	40%	(35)	19%	(17)	2%	(2)	12%	(11)	87
PID/Gender: Rep Women	8%	(6)	41%	(29)	18%	(13)	14%	(10)	19%	(13)	71
Ideo: Liberal (1-3)	34%	(105)	61%	(187)	3%	(9)	1%	(2)	2%	(6)	309
Ideo: Moderate (4)	24%	(48)	47%	(95)	13%	(26)	1%	(2)	16%	(33)	204
Ideo: Conservative (5-7)	20%	(28)	44%	(62)	16%	(23)	12%	(16)	8%	(11)	140
Educ: < College	26%	(237)	48%	(444)	8%	(74)	2%	(19)	16%	(145)	918
Educ: Bachelors degree	31%	(20)	54%	(35)	10%	(6)	3%	(2)	2%	(1)	65
Income: Under 50k	24%	(137)	44%	(258)	10%	(58)	2%	(10)	20%	(117)	581
Income: 50k-100k	28%	(79)	56%	(158)	7%	(20)	3%	(9)	7%	(19)	285
Income: 100k+	31%	(42)	51%	(69)	4%	(6)	2%	(2)	11%	(15)	134
Ethnicity: White	25%	(156)	51%	(319)	8%	(50)	2%	(15)	14%	(87)	627
Ethnicity: Hispanic	31%	(62)	40%	(81)	9%	(18)	3%	(6)	17%	(35)	203
Ethnicity: Black	21%	(28)	43%	(57)	16%	(21)	2%	(3)	18%	(24)	132
Ethnicity: Other	31%	(74)	46%	(110)	5%	(12)	2%	(4)	17%	(41)	240

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**Table CGZ15:** Which of the following is closest to your opinion, even if none is exactly right?

Demographic	Humans can stop climate change.		Humans can slow down climate change, but not stop it.		Humans cannot stop or slow down climate change because it is beyond our control.		Climate change is not happening.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
All Christian	28%	(70)	47%	(118)	9%	(24)	4%	(9)	12%	(30)	251
Atheist	29%	(31)	60%	(64)	2%	(2)	2%	(2)	7%	(8)	107
Agnostic/Nothing in particular	23%	(91)	49%	(195)	8%	(30)	1%	(5)	19%	(75)	396
Something Else	25%	(49)	43%	(85)	12%	(24)	3%	(6)	17%	(33)	197
Religious Non-Protestant/Catholic	31%	(18)	51%	(29)	8%	(5)	—	(0)	10%	(6)	58
Evangelical	24%	(40)	40%	(65)	16%	(26)	5%	(8)	15%	(24)	163
Non-Evangelical	28%	(75)	48%	(127)	7%	(20)	3%	(7)	14%	(37)	265
Community: Urban	23%	(59)	45%	(115)	10%	(27)	4%	(10)	17%	(44)	254
Community: Suburban	28%	(150)	52%	(280)	8%	(42)	2%	(8)	11%	(60)	540
Community: Rural	23%	(48)	44%	(91)	7%	(15)	2%	(4)	23%	(47)	205
Employ: Private Sector	22%	(21)	56%	(55)	13%	(12)	2%	(2)	7%	(7)	98
Employ: Self-Employed	24%	(12)	45%	(23)	8%	(4)	5%	(3)	18%	(9)	52
Employ: Unemployed	23%	(39)	40%	(68)	10%	(17)	1%	(2)	26%	(43)	170
Employ: Other	22%	(16)	34%	(24)	11%	(8)	4%	(3)	29%	(21)	73
Military HH: Yes	14%	(13)	65%	(62)	7%	(7)	2%	(2)	12%	(11)	95
Military HH: No	27%	(245)	47%	(423)	8%	(77)	2%	(19)	16%	(141)	905
RD/WT: Right Direction	24%	(45)	40%	(77)	13%	(25)	2%	(4)	21%	(40)	192
RD/WT: Wrong Track	26%	(213)	50%	(408)	7%	(59)	2%	(17)	14%	(112)	808
Trump Job Approve	18%	(40)	46%	(103)	16%	(35)	7%	(15)	14%	(32)	226
Trump Job Disapprove	31%	(200)	53%	(337)	6%	(37)	1%	(5)	9%	(60)	640
Trump Job Strongly Approve	13%	(11)	32%	(27)	20%	(17)	12%	(11)	23%	(20)	85
Trump Job Somewhat Approve	21%	(29)	54%	(76)	13%	(18)	3%	(5)	9%	(12)	141
Trump Job Somewhat Disapprove	26%	(41)	62%	(100)	5%	(8)	—	(1)	7%	(11)	161
Trump Job Strongly Disapprove	33%	(158)	50%	(238)	6%	(29)	1%	(5)	10%	(49)	479
Favorable of Trump	16%	(32)	46%	(92)	17%	(33)	7%	(15)	14%	(29)	202
Unfavorable of Trump	30%	(196)	54%	(351)	7%	(43)	1%	(5)	9%	(58)	652

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**Table CGZ15: Which of the following is closest to your opinion, even if none is exactly right?**

Demographic	Humans can stop climate change.		Humans can slow down climate change, but not stop it.		Humans cannot stop or slow down climate change because it is beyond our control.		Climate change is not happening.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
Very Favorable of Trump	16%	(14)	34%	(31)	17%	(15)	9%	(8)	25%	(23)	91
Somewhat Favorable of Trump	16%	(18)	55%	(61)	17%	(18)	6%	(7)	5%	(6)	110
Somewhat Unfavorable of Trump	26%	(36)	60%	(84)	7%	(10)	—	(0)	7%	(9)	139
Very Unfavorable of Trump	31%	(161)	52%	(267)	6%	(33)	1%	(5)	9%	(48)	514
#1 Issue: Economy	26%	(73)	51%	(146)	10%	(29)	2%	(6)	11%	(30)	285
#1 Issue: Security	21%	(15)	40%	(28)	17%	(12)	8%	(6)	14%	(10)	72
#1 Issue: Health Care	25%	(42)	56%	(93)	4%	(6)	—	(0)	16%	(26)	168
#1 Issue: Women's Issues	19%	(28)	54%	(78)	7%	(10)	4%	(5)	15%	(22)	143
#1 Issue: Education	28%	(40)	48%	(70)	7%	(10)	2%	(3)	15%	(22)	145
#1 Issue: Energy	45%	(39)	45%	(39)	1%	(1)	1%	(1)	8%	(7)	87
#1 Issue: Other	22%	(18)	34%	(29)	13%	(11)	—	(0)	31%	(26)	84
4-Region: Northeast	25%	(48)	53%	(100)	7%	(13)	—	(1)	14%	(26)	188
4-Region: Midwest	26%	(50)	52%	(98)	6%	(12)	2%	(4)	14%	(26)	189
4-Region: South	24%	(91)	43%	(167)	12%	(45)	4%	(14)	18%	(70)	386
4-Region: West	29%	(70)	51%	(121)	6%	(14)	1%	(3)	13%	(30)	237
Middle school (Grade 6 - 8)	32%	(23)	41%	(29)	6%	(4)	1%	(1)	21%	(15)	72
High school (Grade 9 - 12)	25%	(116)	51%	(235)	6%	(28)	2%	(9)	16%	(73)	461
Community college	22%	(15)	43%	(29)	16%	(11)	4%	(3)	15%	(10)	67
College or university program	28%	(55)	51%	(99)	10%	(20)	2%	(4)	8%	(16)	195
I am not in school	24%	(49)	45%	(93)	10%	(21)	2%	(4)	18%	(37)	204
White, non-Hispanic	24%	(132)	52%	(283)	8%	(42)	2%	(11)	14%	(75)	543
POC	28%	(126)	44%	(202)	9%	(41)	2%	(10)	17%	(77)	457
Twitter Users	24%	(105)	55%	(236)	9%	(40)	1%	(6)	10%	(42)	428
Facebook Users	24%	(116)	51%	(251)	11%	(52)	1%	(7)	13%	(62)	487
Snapchat Users	25%	(152)	49%	(305)	10%	(63)	2%	(11)	14%	(89)	620
Instagram Users	25%	(194)	50%	(380)	9%	(71)	2%	(18)	13%	(100)	762

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**Table CGZ15:** Which of the following is closest to your opinion, even if none is exactly right?

Demographic	Humans can stop climate change.		Humans can slow down climate change, but not stop it.		Humans cannot stop or slow down climate change because it is beyond our control.		Climate change is not happening.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
Tiktok Users	24%	(111)	51%	(239)	9%	(42)	2%	(8)	14%	(67)	467
Reddit Users	32%	(85)	53%	(142)	6%	(15)	1%	(3)	8%	(23)	268
YouTube Users	26%	(242)	50%	(456)	8%	(72)	2%	(21)	14%	(129)	920
Harry Styles Fan	27%	(114)	51%	(213)	8%	(34)	2%	(8)	12%	(53)	421
Billie Eilish Fan	26%	(155)	51%	(304)	8%	(47)	2%	(10)	13%	(79)	595
Zendaya Fan	26%	(160)	51%	(312)	8%	(48)	2%	(14)	13%	(80)	614
Taylor Swift Fan	27%	(132)	51%	(243)	8%	(37)	1%	(7)	13%	(62)	482
Kylie Jenner Fan	24%	(74)	49%	(153)	11%	(35)	2%	(5)	14%	(43)	311
Emma Chamberlain Fan	22%	(52)	54%	(128)	9%	(23)	1%	(4)	13%	(32)	238
Niall Horan Fan	27%	(70)	56%	(144)	6%	(15)	2%	(6)	8%	(22)	256
Zayn Malik Fan	27%	(75)	52%	(145)	9%	(24)	2%	(6)	9%	(26)	277
Liam Payne Fan	26%	(62)	53%	(128)	10%	(24)	2%	(5)	9%	(23)	242
Louis Tomlinson Fan	26%	(56)	56%	(122)	8%	(17)	2%	(4)	8%	(18)	217
Film: An avid fan	30%	(79)	46%	(123)	8%	(21)	3%	(8)	13%	(36)	268
Film: A casual fan	25%	(134)	52%	(281)	8%	(45)	2%	(9)	13%	(70)	539
Film: Not a fan	23%	(45)	42%	(81)	9%	(18)	2%	(4)	24%	(46)	193
Television: An avid fan	30%	(74)	46%	(113)	8%	(18)	3%	(6)	14%	(35)	246
Television: A casual fan	25%	(139)	52%	(291)	9%	(48)	1%	(8)	13%	(75)	562
Television: Not a fan	23%	(45)	42%	(82)	9%	(17)	4%	(7)	22%	(42)	192
Music: An avid fan	25%	(159)	50%	(316)	8%	(50)	2%	(14)	15%	(92)	632
Music: A casual fan	25%	(84)	49%	(164)	9%	(30)	2%	(6)	15%	(50)	333
Fashion: An avid fan	26%	(57)	45%	(100)	10%	(23)	3%	(7)	16%	(35)	223
Fashion: A casual fan	23%	(100)	53%	(231)	8%	(34)	3%	(12)	14%	(60)	437
Fashion: Not a fan	30%	(101)	45%	(154)	8%	(26)	1%	(3)	17%	(57)	340

Continued on next page

**Table CGZ15: Which of the following is closest to your opinion, even if none is exactly right?**

Demographic	Humans can stop climate change.		Humans can slow down climate change, but not stop it.		Humans cannot stop or slow down climate change because it is beyond our control.		Climate change is not happening.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	26%	(258)	49%	(485)	8%	(84)	2%	(21)	15%	(152)	1000
Pop culture: An avid fan	27%	(62)	51%	(118)	7%	(17)	2%	(4)	14%	(32)	232
Pop culture: A casual fan	26%	(125)	53%	(256)	8%	(37)	2%	(10)	11%	(56)	485
Pop culture: Not a fan	25%	(71)	39%	(111)	10%	(29)	2%	(7)	23%	(65)	283
Sports: An avid fan	28%	(59)	46%	(95)	11%	(22)	2%	(4)	14%	(28)	209
Sports: A casual fan	21%	(68)	49%	(159)	10%	(33)	4%	(12)	16%	(51)	323
Sports: Not a fan	28%	(131)	49%	(231)	6%	(28)	1%	(6)	15%	(72)	468
Celeb fans on social media	27%	(194)	52%	(373)	9%	(65)	2%	(14)	10%	(71)	717
Celebs share too much on social media	29%	(159)	53%	(291)	8%	(44)	1%	(7)	8%	(43)	544
Celebs who don't share are disconnected	29%	(92)	53%	(168)	8%	(24)	2%	(7)	8%	(26)	317
Celebs should interact on social media	28%	(182)	55%	(364)	8%	(53)	1%	(9)	8%	(50)	658
Celebs' social media is a professional platform	26%	(49)	48%	(89)	12%	(22)	3%	(6)	10%	(19)	187
Celebs' social media is a personal platform	29%	(138)	56%	(267)	8%	(37)	1%	(6)	6%	(30)	478
Connects to celebs paid promoting	28%	(36)	45%	(58)	15%	(19)	—	(0)	11%	(15)	128
Connects to celebs non-paid promoting	27%	(107)	58%	(230)	8%	(32)	1%	(3)	6%	(24)	397
Concerned about climate change	32%	(232)	56%	(407)	6%	(44)	1%	(5)	5%	(38)	726
Humans can stop climate change	100%	(258)	—	(0)	—	(0)	—	(0)	—	(0)	258
Humans can slow climate change	—	(0)	100%	(485)	—	(0)	—	(0)	—	(0)	485
Climate change is beyond control	—	(0)	—	(0)	100%	(84)	—	(0)	—	(0)	84
Completely in-person school	25%	(14)	31%	(18)	20%	(12)	4%	(2)	19%	(11)	57
Both in person and virtual school	27%	(85)	52%	(167)	7%	(23)	1%	(4)	13%	(40)	320
Completely virtual school	27%	(95)	52%	(181)	7%	(23)	3%	(10)	10%	(36)	345
Watch live sports at least once a week	29%	(68)	47%	(111)	12%	(28)	3%	(6)	10%	(24)	238

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

**Table CGZ17\_1: How interested would you be in a career in the following industries?***Natural gas*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	9% (88)	20% (205)	21% (211)	31% (310)	19% (186)	1000
Gender: Male	11% (55)	24% (116)	23% (111)	26% (126)	16% (80)	489
Gender: Female	6% (33)	17% (89)	20% (100)	36% (184)	21% (106)	511
Age: 18-34	11% (57)	22% (109)	20% (103)	28% (141)	19% (96)	506
GenZers: 1997-2012	9% (88)	20% (205)	21% (211)	31% (310)	19% (186)	1000
PID: Dem (no lean)	12% (41)	23% (80)	19% (66)	36% (126)	11% (39)	353
PID: Ind (no lean)	6% (32)	17% (85)	21% (104)	29% (141)	26% (129)	490
PID: Rep (no lean)	10% (15)	25% (40)	26% (41)	27% (43)	12% (18)	157
PID/Gender: Dem Men	15% (24)	26% (40)	22% (34)	30% (46)	7% (11)	154
PID/Gender: Dem Women	9% (17)	20% (40)	16% (32)	41% (81)	14% (28)	199
PID/Gender: Ind Men	9% (22)	19% (47)	22% (56)	27% (67)	23% (57)	248
PID/Gender: Ind Women	4% (10)	16% (38)	20% (49)	31% (74)	30% (72)	242
PID/Gender: Rep Men	11% (10)	34% (30)	25% (22)	16% (14)	13% (11)	87
PID/Gender: Rep Women	8% (6)	14% (10)	27% (19)	41% (29)	10% (7)	71
Ideo: Liberal (1-3)	9% (27)	20% (63)	22% (67)	41% (125)	9% (28)	309
Ideo: Moderate (4)	9% (18)	28% (57)	22% (44)	23% (48)	18% (36)	204
Ideo: Conservative (5-7)	10% (15)	23% (32)	26% (37)	29% (40)	12% (16)	140
Educ: < College	8% (76)	20% (185)	21% (194)	31% (286)	19% (178)	918
Educ: Bachelors degree	19% (12)	26% (17)	17% (11)	31% (20)	8% (5)	65
Income: Under 50k	9% (54)	21% (124)	18% (102)	28% (163)	24% (138)	581
Income: 50k-100k	8% (23)	18% (51)	26% (73)	36% (102)	12% (35)	285
Income: 100k+	8% (11)	22% (30)	27% (36)	33% (44)	10% (14)	134
Ethnicity: White	9% (53)	20% (127)	21% (132)	33% (210)	17% (105)	627
Ethnicity: Hispanic	10% (20)	22% (44)	18% (37)	29% (58)	22% (44)	203
Ethnicity: Black	10% (13)	21% (28)	22% (30)	25% (33)	21% (28)	132
Ethnicity: Other	9% (22)	21% (49)	20% (49)	28% (67)	22% (53)	240
All Christian	11% (28)	22% (55)	25% (62)	27% (68)	15% (39)	251
Atheist	11% (12)	23% (25)	12% (13)	41% (43)	13% (14)	107
Agnostic/Nothing in particular	6% (23)	20% (79)	19% (74)	31% (123)	24% (96)	396
Something Else	11% (21)	18% (36)	24% (46)	33% (64)	15% (30)	197
Religious Non-Protestant/Catholic	7% (4)	17% (10)	29% (17)	28% (16)	19% (11)	58

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**Table CGZ17\_1: How interested would you be in a career in the following industries?**

*Natural gas*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	9% (88)	20% (205)	21% (211)	31% (310)	19% (186)	1000
Evangelical	13% (22)	21% (35)	23% (37)	30% (49)	13% (21)	163
Non-Evangelical	10% (27)	19% (51)	25% (67)	29% (77)	16% (43)	265
Community: Urban	10% (24)	21% (53)	17% (43)	31% (79)	21% (54)	254
Community: Suburban	9% (47)	20% (110)	25% (134)	30% (163)	16% (86)	540
Community: Rural	8% (17)	20% (41)	17% (34)	33% (69)	22% (45)	205
Employ: Private Sector	14% (14)	25% (25)	21% (21)	29% (28)	10% (10)	98
Employ: Self-Employed	10% (5)	25% (13)	21% (11)	22% (12)	23% (12)	52
Employ: Unemployed	10% (17)	19% (32)	20% (34)	28% (48)	22% (38)	170
Employ: Other	3% (2)	21% (15)	24% (18)	20% (14)	32% (23)	73
Military HH: Yes	4% (4)	24% (23)	25% (24)	35% (33)	12% (12)	95
Military HH: No	9% (85)	20% (182)	21% (187)	31% (277)	19% (174)	905
RD/WT: Right Direction	12% (22)	21% (40)	23% (45)	23% (45)	21% (40)	192
RD/WT: Wrong Track	8% (66)	20% (165)	21% (166)	33% (265)	18% (146)	808
Trump Job Approve	12% (26)	22% (50)	28% (64)	26% (58)	12% (27)	226
Trump Job Disapprove	8% (54)	22% (139)	21% (131)	34% (220)	15% (96)	640
Trump Job Strongly Approve	16% (13)	25% (22)	12% (10)	34% (29)	14% (12)	85
Trump Job Somewhat Approve	9% (13)	20% (29)	38% (54)	21% (30)	11% (16)	141
Trump Job Somewhat Disapprove	8% (13)	27% (43)	22% (35)	30% (48)	14% (23)	161
Trump Job Strongly Disapprove	9% (41)	20% (96)	20% (96)	36% (172)	15% (73)	479
Favorable of Trump	11% (23)	23% (47)	28% (56)	26% (52)	12% (24)	202
Unfavorable of Trump	9% (58)	20% (130)	21% (134)	36% (233)	15% (96)	652
Very Favorable of Trump	14% (12)	22% (20)	16% (15)	34% (31)	14% (13)	91
Somewhat Favorable of Trump	9% (10)	25% (27)	37% (41)	18% (20)	10% (11)	110
Somewhat Unfavorable of Trump	8% (12)	25% (34)	22% (30)	30% (42)	15% (20)	139
Very Unfavorable of Trump	9% (47)	19% (96)	20% (104)	37% (191)	15% (76)	514

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**Table CGZ17\_1: How interested would you be in a career in the following industries?***Natural gas*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	9% (88)	20% (205)	21% (211)	31% (310)	19% (186)	1000
#1 Issue: Economy	13% (38)	26% (73)	19% (54)	27% (76)	15% (44)	285
#1 Issue: Security	4% (3)	23% (17)	16% (12)	31% (23)	25% (18)	72
#1 Issue: Health Care	9% (15)	16% (26)	22% (36)	40% (66)	15% (25)	168
#1 Issue: Women's Issues	6% (8)	14% (20)	16% (23)	38% (55)	26% (37)	143
#1 Issue: Education	4% (6)	24% (34)	31% (45)	29% (41)	12% (18)	145
#1 Issue: Energy	10% (9)	25% (22)	23% (20)	29% (26)	13% (11)	87
#1 Issue: Other	9% (7)	12% (10)	23% (19)	26% (22)	30% (25)	84
4-Region: Northeast	7% (13)	20% (37)	22% (42)	31% (58)	20% (38)	188
4-Region: Midwest	5% (10)	20% (37)	24% (46)	37% (69)	14% (26)	189
4-Region: South	12% (45)	20% (78)	20% (77)	29% (111)	19% (75)	386
4-Region: West	8% (20)	22% (53)	20% (47)	30% (71)	20% (47)	237
Middle school (Grade 6 - 8)	14% (10)	21% (15)	26% (19)	23% (16)	16% (11)	72
High school (Grade 9 - 12)	6% (27)	20% (93)	19% (89)	35% (162)	20% (90)	461
Community college	12% (8)	18% (12)	16% (11)	33% (22)	22% (15)	67
College or university program	10% (20)	22% (44)	26% (50)	27% (52)	15% (29)	195
I am not in school	11% (23)	20% (41)	20% (42)	28% (58)	20% (41)	204
White, non-Hispanic	8% (45)	19% (105)	21% (115)	34% (184)	17% (95)	543
POC	10% (44)	22% (100)	21% (96)	28% (126)	20% (91)	457
Twitter Users	10% (43)	24% (103)	21% (89)	32% (138)	13% (54)	428
Facebook Users	11% (51)	23% (114)	21% (104)	29% (144)	15% (74)	487
Snapchat Users	9% (56)	22% (134)	21% (129)	31% (191)	18% (110)	620
Instagram Users	9% (67)	20% (155)	21% (160)	33% (250)	17% (131)	762
Tiktok Users	9% (40)	19% (88)	22% (101)	33% (152)	18% (85)	467
Reddit Users	10% (26)	24% (65)	26% (70)	31% (84)	9% (23)	268
YouTube Users	9% (81)	21% (189)	21% (194)	32% (293)	18% (162)	920
Harry Styles Fan	8% (33)	23% (97)	22% (92)	31% (130)	17% (70)	421
Billie Eilish Fan	9% (53)	22% (131)	23% (135)	29% (171)	18% (105)	595
Zendaya Fan	9% (58)	21% (128)	21% (129)	32% (199)	16% (100)	614
Taylor Swift Fan	10% (50)	21% (101)	21% (102)	32% (155)	15% (74)	482
Kylie Jenner Fan	12% (39)	26% (80)	21% (64)	25% (77)	16% (51)	311

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**Table CGZ17\_1: How interested would you be in a career in the following industries?**

*Natural gas*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	9% (88)	20% (205)	21% (211)	31% (310)	19% (186)	1000
Emma Chamberlain Fan	9% (21)	24% (58)	21% (50)	30% (72)	16% (37)	238
Niall Horan Fan	9% (22)	26% (68)	18% (47)	31% (78)	16% (40)	256
Zayn Malik Fan	11% (29)	23% (65)	24% (67)	27% (74)	15% (42)	277
Liam Payne Fan	10% (24)	24% (58)	22% (53)	28% (67)	17% (40)	242
Louis Tomlinson Fan	10% (22)	25% (55)	20% (43)	29% (63)	16% (34)	217
Film: An avid fan	13% (35)	21% (56)	20% (53)	30% (80)	16% (43)	268
Film: A casual fan	8% (42)	21% (113)	23% (123)	31% (165)	18% (96)	539
Film: Not a fan	6% (12)	19% (36)	18% (34)	33% (65)	24% (47)	193
Television: An avid fan	15% (37)	20% (49)	17% (43)	29% (72)	18% (45)	246
Television: A casual fan	7% (37)	23% (128)	22% (126)	31% (176)	17% (95)	562
Television: Not a fan	7% (14)	14% (28)	22% (43)	33% (63)	24% (46)	192
Music: An avid fan	10% (62)	20% (129)	20% (129)	30% (191)	19% (120)	632
Music: A casual fan	7% (24)	21% (68)	23% (77)	34% (113)	16% (52)	333
Fashion: An avid fan	12% (27)	20% (44)	19% (41)	30% (67)	19% (43)	223
Fashion: A casual fan	9% (38)	18% (80)	21% (91)	32% (142)	20% (87)	437
Fashion: Not a fan	7% (24)	24% (80)	23% (79)	30% (101)	16% (56)	340
Pop culture: An avid fan	13% (30)	22% (52)	24% (57)	26% (61)	14% (33)	232
Pop culture: A casual fan	9% (44)	21% (101)	21% (104)	31% (152)	17% (83)	485
Pop culture: Not a fan	5% (14)	18% (51)	18% (51)	34% (97)	25% (70)	283
Sports: An avid fan	16% (33)	24% (50)	21% (44)	24% (49)	15% (32)	209
Sports: A casual fan	9% (30)	26% (83)	22% (70)	26% (83)	18% (57)	323
Sports: Not a fan	5% (25)	15% (72)	21% (96)	38% (178)	21% (97)	468
Celeb fans on social media	11% (76)	24% (171)	23% (163)	30% (216)	13% (91)	717
Celebs share too much on social media	10% (57)	25% (137)	22% (122)	32% (174)	10% (54)	544
Celebs who don't share are disconnected	11% (36)	23% (74)	23% (73)	32% (103)	10% (31)	317
Celebs should interact on social media	9% (59)	24% (159)	22% (143)	35% (227)	11% (70)	658
Celebs' social media is a professional platform	10% (19)	23% (44)	20% (37)	31% (58)	15% (28)	187
Celebs' social media is a personal platform	10% (46)	23% (110)	24% (114)	34% (162)	10% (46)	478
Connects to celebs paid promoting	18% (23)	26% (33)	23% (30)	19% (24)	14% (18)	128
Connects to celebs non-paid promoting	10% (40)	25% (98)	21% (83)	34% (133)	11% (43)	397

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**Table CGZ17\_1: How interested would you be in a career in the following industries?***Natural gas*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	9%	(88)	20%	(205)	21%	(211)	31%	(310)	19%	(186)	1000
Concerned about climate change	11%	(78)	23%	(166)	22%	(159)	32%	(235)	12%	(88)	726
Humans can stop climate change	10%	(27)	18%	(47)	24%	(63)	35%	(91)	12%	(30)	258
Humans can slow climate change	8%	(41)	25%	(121)	22%	(105)	34%	(163)	11%	(55)	485
Climate change is beyond control	19%	(16)	23%	(19)	26%	(22)	17%	(14)	15%	(12)	84
Completely in-person school	20%	(11)	25%	(14)	14%	(8)	33%	(19)	9%	(5)	57
Both in person and virtual school	7%	(22)	19%	(62)	26%	(85)	32%	(103)	15%	(48)	320
Completely virtual school	8%	(27)	23%	(78)	18%	(63)	34%	(117)	17%	(59)	345
Watch live sports at least once a week	13%	(31)	29%	(69)	26%	(62)	19%	(46)	12%	(30)	238

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

**Table CGZ17\_2: How interested would you be in a career in the following industries?**

*Coal power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	5% (46)	10% (103)	22% (224)	43% (428)	20% (199)	1000
Gender: Male	4% (22)	11% (53)	26% (127)	41% (198)	18% (88)	489
Gender: Female	5% (24)	10% (50)	19% (97)	45% (230)	22% (110)	511
Age: 18-34	7% (38)	12% (62)	23% (116)	37% (186)	21% (104)	506
GenZers: 1997-2012	5% (46)	10% (103)	22% (224)	43% (428)	20% (199)	1000
PID: Dem (no lean)	6% (23)	11% (39)	19% (68)	50% (177)	13% (46)	353
PID: Ind (no lean)	3% (14)	10% (48)	21% (101)	40% (196)	27% (132)	490
PID: Rep (no lean)	6% (9)	10% (16)	35% (55)	35% (55)	13% (21)	157
PID/Gender: Dem Men	7% (10)	13% (20)	23% (35)	48% (73)	10% (15)	154
PID/Gender: Dem Women	6% (12)	10% (20)	16% (32)	52% (104)	16% (31)	199
PID/Gender: Ind Men	3% (8)	10% (24)	22% (55)	41% (101)	24% (60)	248
PID/Gender: Ind Women	2% (6)	10% (23)	19% (46)	39% (94)	30% (72)	242
PID/Gender: Rep Men	4% (3)	10% (9)	43% (37)	27% (23)	16% (14)	87
PID/Gender: Rep Women	8% (6)	10% (7)	26% (19)	45% (32)	10% (7)	71
Ideo: Liberal (1-3)	5% (15)	11% (33)	18% (56)	56% (174)	10% (31)	309
Ideo: Moderate (4)	5% (10)	13% (25)	28% (57)	35% (71)	19% (39)	204
Ideo: Conservative (5-7)	5% (8)	16% (22)	33% (46)	33% (47)	12% (17)	140
Educ: < College	4% (40)	10% (94)	22% (202)	43% (394)	20% (188)	918
Educ: Bachelors degree	6% (4)	11% (7)	28% (18)	46% (29)	10% (6)	65
Income: Under 50k	5% (28)	12% (69)	19% (113)	39% (226)	25% (146)	581
Income: 50k-100k	5% (13)	9% (26)	26% (74)	47% (134)	13% (38)	285
Income: 100k+	4% (5)	6% (8)	28% (37)	51% (68)	11% (15)	134
Ethnicity: White	5% (31)	8% (53)	22% (135)	46% (289)	19% (119)	627
Ethnicity: Hispanic	7% (15)	11% (23)	20% (41)	38% (78)	22% (45)	203
Ethnicity: Black	6% (8)	12% (16)	23% (31)	34% (45)	25% (33)	132
Ethnicity: Other	3% (7)	14% (34)	24% (58)	39% (94)	20% (47)	240
All Christian	7% (17)	12% (29)	26% (65)	37% (93)	19% (46)	251
Atheist	5% (5)	11% (12)	17% (18)	54% (57)	13% (14)	107
Agnostic/Nothing in particular	4% (14)	9% (38)	20% (78)	43% (170)	24% (97)	396
Something Else	4% (8)	9% (19)	26% (51)	45% (88)	16% (32)	197
Religious Non-Protestant/Catholic	3% (2)	10% (6)	24% (14)	40% (23)	23% (13)	58

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**Table CGZ17\_2: How interested would you be in a career in the following industries?***Coal power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	5% (46)	10% (103)	22% (224)	43% (428)	20% (199)	1000
Evangelical	7% (12)	14% (23)	26% (43)	37% (61)	15% (25)	163
Non-Evangelical	5% (13)	8% (21)	26% (69)	43% (113)	18% (48)	265
Community: Urban	5% (12)	13% (34)	21% (55)	37% (95)	23% (59)	254
Community: Suburban	4% (24)	8% (45)	24% (130)	47% (253)	16% (88)	540
Community: Rural	5% (10)	12% (24)	19% (39)	39% (80)	25% (51)	205
Employ: Private Sector	8% (7)	12% (12)	26% (25)	43% (42)	12% (11)	98
Employ: Self-Employed	8% (4)	11% (6)	20% (10)	35% (18)	26% (13)	52
Employ: Unemployed	3% (6)	12% (21)	24% (41)	34% (58)	26% (44)	170
Employ: Other	5% (3)	5% (3)	26% (19)	30% (22)	34% (25)	73
Military HH: Yes	2% (2)	10% (10)	19% (18)	55% (52)	14% (13)	95
Military HH: No	5% (44)	10% (94)	23% (206)	42% (376)	20% (185)	905
RD/WT: Right Direction	7% (13)	11% (22)	24% (47)	33% (64)	24% (46)	192
RD/WT: Wrong Track	4% (33)	10% (81)	22% (178)	45% (364)	19% (153)	808
Trump Job Approve	6% (13)	14% (31)	30% (67)	36% (81)	15% (33)	226
Trump Job Disapprove	5% (30)	10% (63)	21% (135)	48% (305)	17% (106)	640
Trump Job Strongly Approve	11% (9)	16% (14)	20% (17)	38% (32)	15% (13)	85
Trump Job Somewhat Approve	3% (4)	12% (17)	36% (50)	35% (49)	14% (20)	141
Trump Job Somewhat Disapprove	5% (8)	14% (22)	26% (42)	38% (62)	17% (27)	161
Trump Job Strongly Disapprove	5% (22)	9% (41)	19% (93)	51% (244)	17% (79)	479
Favorable of Trump	6% (13)	14% (29)	29% (59)	35% (70)	15% (30)	202
Unfavorable of Trump	5% (30)	10% (63)	22% (142)	50% (323)	14% (94)	652
Very Favorable of Trump	9% (8)	15% (13)	19% (17)	37% (34)	20% (18)	91
Somewhat Favorable of Trump	4% (5)	14% (16)	38% (42)	33% (36)	11% (12)	110
Somewhat Unfavorable of Trump	5% (8)	15% (21)	28% (39)	36% (50)	15% (20)	139
Very Unfavorable of Trump	4% (23)	8% (42)	20% (103)	53% (273)	14% (73)	514

Continued on next page

**Table CGZ17\_2: How interested would you be in a career in the following industries?**

*Coal power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	5% (46)	10% (103)	22% (224)	43% (428)	20% (199)	1000
#1 Issue: Economy	8% (23)	13% (38)	30% (87)	34% (98)	14% (40)	285
#1 Issue: Security	4% (3)	16% (11)	12% (9)	43% (30)	26% (18)	72
#1 Issue: Health Care	4% (7)	10% (17)	24% (39)	46% (77)	16% (26)	168
#1 Issue: Women's Issues	3% (4)	8% (11)	17% (24)	50% (71)	23% (33)	143
#1 Issue: Education	4% (5)	8% (12)	23% (33)	46% (66)	20% (29)	145
#1 Issue: Energy	1% (1)	7% (6)	18% (16)	60% (52)	13% (12)	87
#1 Issue: Other	2% (2)	7% (6)	19% (16)	34% (29)	38% (31)	84
4-Region: Northeast	3% (5)	12% (23)	22% (42)	43% (81)	20% (37)	188
4-Region: Midwest	2% (4)	10% (19)	24% (46)	46% (88)	17% (32)	189
4-Region: South	7% (26)	10% (38)	21% (79)	42% (161)	21% (81)	386
4-Region: West	5% (11)	10% (24)	24% (57)	41% (98)	20% (48)	237
Middle school (Grade 6 - 8)	2% (1)	7% (5)	33% (24)	41% (29)	18% (13)	72
High school (Grade 9 - 12)	3% (13)	8% (38)	19% (89)	49% (228)	20% (93)	461
Community college	7% (5)	14% (10)	22% (15)	34% (23)	22% (15)	67
College or university program	9% (17)	15% (29)	24% (46)	37% (73)	15% (29)	195
I am not in school	5% (10)	10% (21)	25% (50)	37% (75)	24% (48)	204
White, non-Hispanic	4% (23)	8% (45)	22% (117)	47% (254)	19% (104)	543
POC	5% (23)	13% (58)	23% (107)	38% (174)	21% (94)	457
Twitter Users	5% (22)	13% (55)	24% (102)	45% (191)	14% (59)	428
Facebook Users	6% (29)	12% (58)	25% (120)	41% (197)	17% (84)	487
Snapchat Users	4% (27)	13% (78)	23% (141)	41% (257)	19% (116)	620
Instagram Users	5% (36)	11% (87)	23% (177)	43% (331)	17% (132)	762
Tiktok Users	4% (20)	9% (44)	22% (102)	44% (206)	20% (94)	467
Reddit Users	6% (15)	10% (28)	26% (69)	49% (131)	9% (25)	268
YouTube Users	4% (40)	10% (92)	23% (208)	44% (407)	19% (172)	920
Harry Styles Fan	5% (22)	12% (51)	24% (101)	39% (165)	19% (81)	421
Billie Eilish Fan	5% (30)	12% (73)	24% (141)	41% (242)	19% (110)	595
Zendaya Fan	5% (30)	12% (72)	23% (144)	43% (265)	17% (103)	614
Taylor Swift Fan	6% (28)	12% (59)	22% (108)	43% (206)	17% (82)	482
Kylie Jenner Fan	7% (21)	16% (49)	25% (79)	32% (98)	20% (63)	311

Continued on next page

**Table CGZ17\_2: How interested would you be in a career in the following industries?**  
*Coal power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	5% (46)	10% (103)	22% (224)	43% (428)	20% (199)	1000
Emma Chamberlain Fan	6% (15)	15% (35)	20% (48)	40% (95)	19% (45)	238
Niall Horan Fan	8% (19)	15% (38)	22% (57)	40% (102)	15% (40)	256
Zayn Malik Fan	8% (22)	16% (44)	25% (70)	35% (96)	16% (45)	277
Liam Payne Fan	8% (20)	15% (37)	26% (62)	35% (85)	15% (37)	242
Louis Tomlinson Fan	10% (21)	15% (33)	24% (52)	37% (80)	14% (30)	217
Film: An avid fan	8% (22)	10% (28)	27% (71)	37% (100)	17% (46)	268
Film: A casual fan	3% (18)	11% (60)	23% (125)	44% (236)	19% (100)	539
Film: Not a fan	3% (6)	8% (15)	14% (28)	47% (91)	27% (52)	193
Television: An avid fan	9% (22)	12% (29)	18% (45)	41% (100)	20% (50)	246
Television: A casual fan	3% (16)	11% (61)	26% (145)	43% (242)	17% (98)	562
Television: Not a fan	4% (8)	7% (14)	18% (34)	44% (85)	27% (51)	192
Music: An avid fan	5% (35)	11% (67)	23% (144)	41% (257)	20% (129)	632
Music: A casual fan	3% (10)	10% (34)	22% (74)	49% (163)	16% (52)	333
Fashion: An avid fan	7% (15)	14% (31)	19% (43)	40% (88)	20% (45)	223
Fashion: A casual fan	5% (23)	9% (39)	22% (97)	42% (184)	21% (94)	437
Fashion: Not a fan	2% (8)	10% (33)	25% (84)	46% (156)	17% (59)	340
Pop culture: An avid fan	8% (19)	15% (35)	25% (58)	39% (89)	13% (31)	232
Pop culture: A casual fan	4% (20)	10% (47)	24% (117)	45% (216)	18% (85)	485
Pop culture: Not a fan	3% (7)	8% (21)	18% (50)	43% (122)	29% (82)	283
Sports: An avid fan	9% (18)	10% (22)	28% (58)	36% (75)	17% (35)	209
Sports: A casual fan	3% (10)	14% (46)	26% (84)	38% (122)	19% (61)	323
Sports: Not a fan	4% (18)	8% (36)	17% (82)	49% (231)	22% (102)	468
Celeb fans on social media	6% (42)	13% (95)	24% (174)	42% (300)	15% (105)	717
Celebs share too much on social media	5% (28)	12% (68)	25% (137)	46% (252)	11% (59)	544
Celebs who don't share are disconnected	6% (20)	14% (44)	22% (70)	46% (147)	11% (35)	317
Celebs should interact on social media	5% (34)	11% (75)	24% (159)	48% (314)	12% (77)	658
Celebs' social media is a professional platform	6% (11)	15% (28)	21% (39)	40% (74)	18% (34)	187
Celebs' social media is a personal platform	5% (23)	10% (48)	25% (118)	50% (239)	10% (50)	478
Connects to celebs paid promoting	10% (13)	14% (17)	29% (37)	31% (40)	15% (20)	128
Connects to celebs non-paid promoting	4% (17)	12% (50)	25% (101)	46% (183)	11% (46)	397

Continued on next page

**Table CGZ17\_2: How interested would you be in a career in the following industries?**

*Coal power*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	5%	(46)	10%	(103)	22%	(224)	43%	(428)	20%	(199)	1000
Concerned about climate change	5%	(36)	12%	(88)	23%	(164)	47%	(339)	14%	(99)	726
Humans can stop climate change	7%	(18)	6%	(16)	25%	(65)	49%	(127)	13%	(32)	258
Humans can slow climate change	3%	(17)	13%	(64)	23%	(112)	48%	(232)	12%	(60)	485
Climate change is beyond control	8%	(7)	18%	(15)	33%	(28)	25%	(21)	16%	(13)	84
Completely in-person school	7%	(4)	24%	(14)	19%	(11)	37%	(21)	12%	(7)	57
Both in person and virtual school	5%	(15)	11%	(34)	22%	(71)	47%	(150)	16%	(50)	320
Completely virtual school	4%	(14)	10%	(34)	22%	(75)	47%	(160)	18%	(62)	345
Watch live sports at least once a week	7%	(16)	12%	(28)	31%	(73)	36%	(86)	14%	(34)	238

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

**Table CGZ17\_3: How interested would you be in a career in the following industries?***Nuclear power*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	10%	(101)	20%	(197)	19%	(191)	32%	(324)	19%	(187)	1000
Gender: Male	14%	(69)	23%	(112)	18%	(86)	27%	(134)	18%	(88)	489
Gender: Female	6%	(32)	17%	(84)	21%	(105)	37%	(191)	19%	(99)	511
Age: 18-34	12%	(61)	19%	(96)	18%	(93)	30%	(150)	21%	(106)	506
GenZers: 1997-2012	10%	(101)	20%	(197)	19%	(191)	32%	(324)	19%	(187)	1000
PID: Dem (no lean)	10%	(34)	24%	(85)	19%	(67)	34%	(120)	13%	(46)	353
PID: Ind (no lean)	8%	(41)	17%	(84)	17%	(85)	32%	(159)	25%	(122)	490
PID: Rep (no lean)	17%	(26)	18%	(28)	25%	(40)	29%	(45)	12%	(18)	157
PID/Gender: Dem Men	12%	(19)	33%	(50)	18%	(27)	26%	(40)	12%	(18)	154
PID/Gender: Dem Women	8%	(15)	18%	(35)	20%	(40)	40%	(80)	14%	(28)	199
PID/Gender: Ind Men	12%	(30)	18%	(45)	15%	(38)	31%	(78)	23%	(57)	248
PID/Gender: Ind Women	5%	(11)	16%	(39)	19%	(46)	34%	(81)	27%	(65)	242
PID/Gender: Rep Men	23%	(20)	20%	(17)	24%	(20)	18%	(16)	15%	(13)	87
PID/Gender: Rep Women	9%	(6)	14%	(10)	27%	(19)	42%	(29)	8%	(6)	71
Ideo: Liberal (1-3)	12%	(37)	24%	(74)	18%	(56)	37%	(113)	10%	(30)	309
Ideo: Moderate (4)	9%	(18)	25%	(50)	19%	(39)	29%	(60)	18%	(37)	204
Ideo: Conservative (5-7)	13%	(18)	19%	(27)	26%	(36)	33%	(46)	9%	(13)	140
Educ: < College	9%	(85)	20%	(182)	19%	(172)	33%	(304)	19%	(174)	918
Educ: Bachelors degree	23%	(15)	18%	(11)	26%	(17)	23%	(15)	11%	(7)	65
Income: Under 50k	10%	(56)	18%	(107)	16%	(94)	31%	(181)	25%	(144)	581
Income: 50k-100k	11%	(31)	20%	(58)	24%	(68)	34%	(96)	11%	(30)	285
Income: 100k+	11%	(14)	23%	(31)	21%	(29)	35%	(47)	9%	(13)	134
Ethnicity: White	11%	(67)	18%	(116)	19%	(120)	34%	(214)	18%	(110)	627
Ethnicity: Hispanic	11%	(21)	18%	(37)	20%	(40)	30%	(60)	22%	(44)	203
Ethnicity: Black	11%	(14)	21%	(27)	15%	(20)	31%	(41)	23%	(30)	132
Ethnicity: Other	8%	(20)	22%	(53)	22%	(52)	29%	(69)	19%	(47)	240
All Christian	11%	(27)	20%	(51)	24%	(59)	27%	(69)	18%	(45)	251
Atheist	15%	(16)	21%	(22)	13%	(14)	39%	(42)	12%	(13)	107
Agnostic/Nothing in particular	8%	(33)	18%	(70)	16%	(64)	34%	(134)	24%	(95)	396
Something Else	11%	(21)	21%	(42)	22%	(43)	34%	(67)	13%	(26)	197
Religious Non-Protestant/Catholic	9%	(5)	21%	(12)	20%	(12)	31%	(18)	19%	(11)	58

Continued on next page

**Table CGZ17\_3: How interested would you be in a career in the following industries?**

*Nuclear power*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	10%	(101)	20%	(197)	19%	(191)	32%	(324)	19%	(187)	1000
Evangelical	14%	(23)	19%	(31)	26%	(42)	29%	(47)	13%	(21)	163
Non-Evangelical	9%	(23)	22%	(59)	22%	(59)	30%	(80)	17%	(44)	265
Community: Urban	12%	(30)	16%	(41)	19%	(48)	32%	(81)	21%	(54)	254
Community: Suburban	11%	(58)	21%	(116)	20%	(109)	33%	(176)	15%	(82)	540
Community: Rural	7%	(14)	19%	(40)	17%	(34)	33%	(67)	25%	(51)	205
Employ: Private Sector	15%	(15)	24%	(24)	19%	(18)	30%	(30)	12%	(12)	98
Employ: Self-Employed	8%	(4)	15%	(8)	20%	(10)	29%	(15)	29%	(15)	52
Employ: Unemployed	12%	(21)	14%	(24)	15%	(25)	31%	(53)	28%	(47)	170
Employ: Other	15%	(11)	9%	(6)	15%	(11)	30%	(22)	31%	(22)	73
Military HH: Yes	5%	(5)	24%	(23)	17%	(16)	44%	(42)	10%	(9)	95
Military HH: No	11%	(96)	19%	(174)	19%	(175)	31%	(283)	20%	(177)	905
RD/WT: Right Direction	13%	(24)	20%	(38)	18%	(35)	25%	(48)	24%	(45)	192
RD/WT: Wrong Track	10%	(77)	20%	(158)	19%	(156)	34%	(276)	17%	(141)	808
Trump Job Approve	15%	(34)	20%	(44)	22%	(49)	32%	(71)	12%	(27)	226
Trump Job Disapprove	9%	(58)	21%	(136)	18%	(118)	35%	(225)	16%	(102)	640
Trump Job Strongly Approve	17%	(15)	18%	(15)	16%	(13)	36%	(31)	13%	(11)	85
Trump Job Somewhat Approve	14%	(19)	21%	(29)	25%	(35)	29%	(41)	12%	(16)	141
Trump Job Somewhat Disapprove	8%	(13)	24%	(38)	20%	(33)	35%	(56)	13%	(21)	161
Trump Job Strongly Disapprove	9%	(45)	21%	(98)	18%	(85)	35%	(169)	17%	(81)	479
Favorable of Trump	15%	(30)	19%	(38)	23%	(46)	31%	(63)	12%	(25)	202
Unfavorable of Trump	10%	(63)	22%	(143)	19%	(122)	35%	(230)	14%	(94)	652
Very Favorable of Trump	16%	(15)	17%	(16)	14%	(13)	37%	(34)	15%	(14)	91
Somewhat Favorable of Trump	14%	(15)	20%	(22)	30%	(33)	26%	(29)	10%	(11)	110
Somewhat Unfavorable of Trump	10%	(14)	27%	(37)	22%	(30)	31%	(42)	11%	(16)	139
Very Unfavorable of Trump	10%	(49)	21%	(107)	18%	(92)	37%	(188)	15%	(78)	514

Continued on next page

**Table CGZ17\_3: How interested would you be in a career in the following industries?***Nuclear power*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	10%	(101)	20%	(197)	19%	(191)	32%	(324)	19%	(187)	1000
#1 Issue: Economy	15%	(42)	22%	(64)	23%	(65)	27%	(76)	13%	(38)	285
#1 Issue: Security	12%	(8)	19%	(14)	9%	(7)	34%	(25)	26%	(18)	72
#1 Issue: Health Care	12%	(20)	18%	(31)	20%	(34)	36%	(60)	14%	(23)	168
#1 Issue: Women's Issues	5%	(7)	15%	(21)	19%	(28)	39%	(56)	22%	(32)	143
#1 Issue: Education	6%	(8)	25%	(36)	21%	(30)	32%	(47)	16%	(23)	145
#1 Issue: Energy	12%	(10)	22%	(19)	14%	(13)	38%	(33)	14%	(13)	87
#1 Issue: Other	5%	(5)	12%	(10)	16%	(14)	31%	(26)	35%	(29)	84
4-Region: Northeast	10%	(19)	22%	(41)	19%	(35)	31%	(58)	19%	(35)	188
4-Region: Midwest	9%	(16)	18%	(34)	21%	(39)	36%	(68)	17%	(32)	189
4-Region: South	12%	(46)	19%	(72)	19%	(72)	31%	(121)	19%	(75)	386
4-Region: West	8%	(20)	21%	(50)	19%	(45)	32%	(77)	19%	(45)	237
Middle school (Grade 6 - 8)	16%	(11)	18%	(13)	19%	(14)	29%	(21)	18%	(13)	72
High school (Grade 9 - 12)	7%	(34)	20%	(92)	19%	(89)	36%	(168)	17%	(79)	461
Community college	9%	(6)	25%	(17)	17%	(12)	30%	(20)	18%	(12)	67
College or university program	15%	(29)	21%	(40)	21%	(40)	28%	(55)	15%	(30)	195
I am not in school	10%	(20)	17%	(35)	18%	(37)	30%	(60)	26%	(52)	204
White, non-Hispanic	11%	(58)	19%	(101)	18%	(99)	35%	(188)	18%	(97)	543
POC	9%	(43)	21%	(96)	20%	(92)	30%	(136)	20%	(90)	457
Twitter Users	11%	(47)	24%	(102)	19%	(81)	33%	(142)	13%	(56)	428
Facebook Users	13%	(62)	19%	(91)	21%	(104)	31%	(150)	17%	(81)	487
Snapchat Users	10%	(62)	21%	(130)	20%	(124)	31%	(191)	18%	(112)	620
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Reddit Users	14%	(37)	28%	(76)	18%	(48)	31%	(84)	8%	(23)	268
YouTube Users	10%	(93)	20%	(188)	18%	(170)	33%	(308)	18%	(162)	920
Harry Styles Fan	12%	(48)	20%	(84)	20%	(84)	32%	(137)	16%	(68)	421
Billie Eilish Fan	9%	(53)	21%	(127)	20%	(120)	33%	(195)	17%	(100)	595
Zendaya Fan	9%	(56)	22%	(132)	20%	(122)	34%	(210)	15%	(93)	614
Taylor Swift Fan	11%	(52)	21%	(99)	20%	(99)	34%	(165)	14%	(67)	482
Kylie Jenner Fan	12%	(36)	25%	(79)	21%	(66)	24%	(74)	18%	(56)	311

Continued on next page

**Table CGZ17\_3: How interested would you be in a career in the following industries?**

*Nuclear power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	10% (101)	20% (197)	19% (191)	32% (324)	19% (187)	1000
Emma Chamberlain Fan	10% (23)	22% (52)	20% (48)	32% (76)	16% (39)	238
Niall Horan Fan	11% (28)	22% (56)	20% (51)	33% (84)	15% (38)	256
Zayn Malik Fan	11% (32)	26% (73)	21% (57)	27% (75)	14% (40)	277
Liam Payne Fan	13% (32)	21% (50)	23% (55)	29% (69)	15% (36)	242
Louis Tomlinson Fan	12% (26)	21% (47)	25% (53)	29% (62)	13% (28)	217
Film: An avid fan	12% (33)	19% (51)	18% (49)	36% (96)	15% (39)	268
Film: A casual fan	10% (54)	20% (109)	20% (108)	32% (175)	18% (94)	539
Film: Not a fan	8% (15)	19% (37)	18% (35)	28% (54)	27% (53)	193
Television: An avid fan	14% (34)	18% (43)	16% (39)	36% (89)	17% (41)	246
Television: A casual fan	8% (47)	22% (125)	21% (116)	32% (180)	17% (94)	562
Television: Not a fan	11% (20)	15% (28)	19% (36)	29% (56)	27% (52)	192
Music: An avid fan	11% (69)	18% (115)	19% (120)	33% (209)	19% (120)	632
Music: A casual fan	8% (26)	24% (79)	20% (66)	34% (113)	15% (50)	333
Fashion: An avid fan	12% (27)	18% (41)	19% (43)	33% (73)	17% (39)	223
Fashion: A casual fan	8% (34)	19% (84)	20% (87)	33% (145)	20% (87)	437
Fashion: Not a fan	12% (39)	21% (72)	18% (61)	31% (107)	18% (61)	340
Pop culture: An avid fan	13% (31)	27% (63)	19% (44)	30% (70)	10% (24)	232
Pop culture: A casual fan	8% (39)	21% (100)	21% (101)	34% (163)	17% (82)	485
Pop culture: Not a fan	11% (31)	12% (34)	16% (46)	32% (91)	28% (81)	283
Sports: An avid fan	15% (31)	24% (50)	18% (38)	26% (55)	17% (35)	209
Sports: A casual fan	11% (35)	21% (66)	20% (65)	31% (101)	18% (57)	323
Sports: Not a fan	8% (36)	17% (80)	19% (88)	36% (169)	20% (95)	468
Celeb fans on social media	12% (83)	22% (158)	21% (154)	32% (230)	13% (92)	717
Celebs share too much on social media	11% (60)	23% (126)	23% (124)	34% (183)	9% (51)	544
Celebs who don't share are disconnected	12% (39)	23% (72)	21% (66)	35% (112)	9% (29)	317
Celebs should interact on social media	11% (73)	22% (147)	20% (134)	36% (238)	10% (65)	658
Celebs' social media is a professional platform	13% (24)	23% (44)	21% (39)	29% (53)	14% (26)	187
Celebs' social media is a personal platform	11% (51)	22% (105)	22% (108)	36% (170)	9% (44)	478
Connects to celebs paid promoting	19% (24)	28% (36)	19% (24)	22% (28)	13% (16)	128
Connects to celebs non-paid promoting	12% (47)	24% (94)	23% (93)	32% (128)	9% (35)	397

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**Table CGZ17\_3: How interested would you be in a career in the following industries?***Nuclear power*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	10%	(101)	20%	(197)	19%	(191)	32%	(324)	19%	(187)	1000
Concerned about climate change	11%	(80)	23%	(170)	19%	(140)	34%	(245)	12%	(90)	726
Humans can stop climate change	14%	(37)	20%	(52)	20%	(51)	35%	(90)	11%	(27)	258
Humans can slow climate change	8%	(41)	25%	(119)	21%	(101)	35%	(170)	11%	(54)	485
Climate change is beyond control	18%	(15)	23%	(19)	19%	(16)	26%	(22)	15%	(12)	84
Completely in-person school	16%	(9)	25%	(14)	23%	(13)	25%	(14)	10%	(6)	57
Both in person and virtual school	12%	(38)	20%	(64)	21%	(68)	33%	(105)	14%	(44)	320
Completely virtual school	9%	(30)	22%	(74)	17%	(59)	37%	(128)	15%	(53)	345
Watch live sports at least once a week	15%	(36)	25%	(60)	21%	(50)	25%	(59)	13%	(32)	238

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

**Table CGZ17\_4: How interested would you be in a career in the following industries?**

*Wind power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	18% (184)	25% (253)	16% (161)	24% (235)	17% (167)	1000
Gender: Male	21% (105)	28% (137)	17% (82)	18% (88)	15% (76)	489
Gender: Female	15% (79)	23% (116)	15% (79)	29% (147)	18% (92)	511
Age: 18-34	24% (119)	25% (128)	14% (72)	20% (99)	17% (87)	506
GenZers: 1997-2012	18% (184)	25% (253)	16% (161)	24% (235)	17% (167)	1000
PID: Dem (no lean)	22% (78)	30% (107)	14% (50)	22% (76)	11% (40)	353
PID: Ind (no lean)	16% (77)	22% (107)	16% (80)	24% (117)	22% (109)	490
PID: Rep (no lean)	18% (29)	24% (38)	20% (31)	26% (41)	12% (18)	157
PID/Gender: Dem Men	23% (36)	38% (58)	16% (24)	14% (22)	9% (14)	154
PID/Gender: Dem Women	21% (42)	25% (49)	13% (26)	27% (55)	13% (26)	199
PID/Gender: Ind Men	20% (49)	24% (59)	16% (39)	20% (51)	20% (50)	248
PID/Gender: Ind Women	11% (28)	20% (48)	17% (41)	28% (67)	24% (59)	242
PID/Gender: Rep Men	23% (20)	24% (21)	22% (19)	18% (16)	13% (11)	87
PID/Gender: Rep Women	13% (9)	25% (18)	16% (12)	36% (25)	10% (7)	71
Ideo: Liberal (1-3)	22% (69)	30% (92)	15% (45)	26% (80)	8% (24)	309
Ideo: Moderate (4)	21% (43)	30% (62)	14% (28)	20% (42)	14% (29)	204
Ideo: Conservative (5-7)	16% (23)	27% (38)	22% (31)	24% (34)	10% (14)	140
Educ: < College	18% (163)	25% (226)	16% (149)	24% (222)	17% (158)	918
Educ: Bachelors degree	29% (19)	32% (21)	16% (10)	15% (9)	9% (6)	65
Income: Under 50k	20% (114)	22% (126)	15% (89)	22% (125)	22% (127)	581
Income: 50k-100k	18% (50)	30% (85)	16% (45)	27% (76)	10% (29)	285
Income: 100k+	14% (19)	31% (42)	21% (28)	25% (34)	8% (11)	134
Ethnicity: White	18% (116)	26% (163)	14% (91)	25% (158)	16% (99)	627
Ethnicity: Hispanic	23% (46)	20% (41)	18% (37)	21% (42)	18% (36)	203
Ethnicity: Black	18% (24)	23% (30)	17% (23)	21% (27)	21% (28)	132
Ethnicity: Other	18% (43)	25% (60)	20% (47)	21% (50)	17% (40)	240
All Christian	19% (47)	30% (75)	16% (41)	21% (51)	15% (37)	251
Atheist	28% (30)	21% (22)	19% (20)	20% (22)	12% (13)	107
Agnostic/Nothing in particular	17% (67)	25% (101)	14% (55)	24% (93)	20% (80)	396
Something Else	17% (34)	21% (42)	18% (35)	29% (58)	14% (28)	197
Religious Non-Protestant/Catholic	12% (7)	26% (15)	17% (10)	24% (14)	22% (12)	58

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**Table CGZ17\_4:** How interested would you be in a career in the following industries?*Wind power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	18% (184)	25% (253)	16% (161)	24% (235)	17% (167)	1000
Evangelical	21% (34)	24% (39)	17% (28)	27% (44)	12% (19)	163
Non-Evangelical	16% (43)	28% (73)	18% (47)	23% (60)	16% (42)	265
Community: Urban	18% (46)	23% (57)	17% (42)	24% (60)	19% (48)	254
Community: Suburban	20% (108)	27% (148)	18% (96)	21% (116)	13% (72)	540
Community: Rural	14% (29)	23% (47)	11% (22)	29% (59)	23% (48)	205
Employ: Private Sector	24% (24)	36% (36)	14% (14)	16% (16)	10% (10)	98
Employ: Self-Employed	24% (12)	25% (13)	13% (6)	17% (9)	22% (11)	52
Employ: Unemployed	15% (25)	24% (40)	16% (28)	23% (39)	22% (38)	170
Employ: Other	13% (10)	23% (17)	16% (12)	18% (13)	30% (22)	73
Military HH: Yes	15% (14)	19% (18)	19% (18)	32% (31)	15% (14)	95
Military HH: No	19% (169)	26% (235)	16% (143)	23% (205)	17% (153)	905
RD/WT: Right Direction	20% (39)	22% (42)	21% (40)	17% (33)	20% (38)	192
RD/WT: Wrong Track	18% (145)	26% (211)	15% (121)	25% (202)	16% (129)	808
Trump Job Approve	19% (43)	23% (52)	20% (45)	26% (59)	12% (28)	226
Trump Job Disapprove	19% (125)	28% (180)	15% (96)	24% (153)	13% (85)	640
Trump Job Strongly Approve	20% (17)	21% (18)	13% (11)	30% (26)	15% (13)	85
Trump Job Somewhat Approve	18% (26)	24% (34)	24% (34)	24% (33)	11% (15)	141
Trump Job Somewhat Disapprove	18% (29)	39% (63)	12% (19)	21% (34)	10% (16)	161
Trump Job Strongly Disapprove	20% (96)	25% (118)	16% (77)	25% (119)	14% (69)	479
Favorable of Trump	19% (38)	27% (55)	18% (36)	24% (47)	13% (26)	202
Unfavorable of Trump	20% (129)	27% (173)	17% (108)	25% (163)	12% (79)	652
Very Favorable of Trump	23% (21)	22% (20)	11% (10)	27% (25)	17% (15)	91
Somewhat Favorable of Trump	15% (17)	31% (34)	23% (26)	21% (23)	10% (10)	110
Somewhat Unfavorable of Trump	19% (26)	31% (42)	19% (26)	23% (32)	9% (13)	139
Very Unfavorable of Trump	20% (103)	25% (131)	16% (82)	26% (131)	13% (66)	514

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**Table CGZ17\_4: How interested would you be in a career in the following industries?**

*Wind power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	18% (184)	25% (253)	16% (161)	24% (235)	17% (167)	1000
#1 Issue: Economy	22% (61)	32% (92)	17% (50)	16% (47)	13% (36)	285
#1 Issue: Security	8% (6)	18% (13)	16% (11)	33% (24)	24% (17)	72
#1 Issue: Health Care	21% (35)	25% (43)	12% (20)	30% (51)	12% (20)	168
#1 Issue: Women's Issues	14% (20)	22% (31)	17% (25)	24% (35)	23% (33)	143
#1 Issue: Education	20% (28)	24% (34)	21% (30)	23% (33)	13% (19)	145
#1 Issue: Energy	27% (24)	36% (31)	13% (12)	15% (13)	9% (8)	87
#1 Issue: Other	9% (7)	10% (8)	14% (11)	34% (29)	33% (28)	84
4-Region: Northeast	16% (29)	26% (49)	16% (29)	27% (51)	15% (29)	188
4-Region: Midwest	20% (37)	20% (38)	19% (36)	27% (52)	14% (26)	189
4-Region: South	20% (76)	28% (107)	14% (54)	21% (79)	18% (69)	386
4-Region: West	17% (41)	25% (58)	18% (42)	22% (53)	18% (43)	237
Middle school (Grade 6 - 8)	17% (12)	15% (11)	29% (21)	23% (17)	16% (12)	72
High school (Grade 9 - 12)	14% (66)	26% (121)	15% (69)	28% (129)	17% (77)	461
Community college	18% (12)	27% (18)	18% (12)	20% (14)	17% (11)	67
College or university program	24% (46)	26% (51)	17% (33)	20% (38)	14% (27)	195
I am not in school	23% (47)	26% (52)	13% (26)	18% (37)	20% (41)	204
White, non-Hispanic	17% (93)	27% (145)	14% (76)	26% (141)	16% (88)	543
POC	20% (91)	24% (108)	19% (85)	21% (94)	17% (80)	457
Twitter Users	22% (95)	28% (120)	15% (65)	22% (93)	13% (55)	428
Facebook Users	22% (105)	29% (140)	15% (75)	20% (96)	15% (72)	487
Snapchat Users	18% (113)	27% (165)	14% (90)	24% (146)	17% (105)	620
Instagram Users	18% (138)	27% (204)	17% (130)	24% (181)	14% (110)	762
Tiktok Users	19% (87)	23% (108)	17% (79)	25% (117)	16% (75)	467
Reddit Users	30% (80)	27% (73)	15% (41)	20% (53)	8% (21)	268
YouTube Users	19% (172)	26% (236)	16% (148)	24% (220)	16% (145)	920
Harry Styles Fan	20% (83)	25% (104)	17% (73)	24% (99)	15% (61)	421
Billie Eilish Fan	21% (125)	27% (161)	15% (90)	22% (130)	15% (90)	595
Zendaya Fan	20% (121)	26% (161)	15% (90)	25% (151)	15% (90)	614
Taylor Swift Fan	21% (101)	27% (129)	16% (76)	23% (112)	13% (63)	482
Kylie Jenner Fan	19% (58)	28% (88)	17% (53)	19% (60)	17% (52)	311

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**Table CGZ17\_4:** How interested would you be in a career in the following industries?*Wind power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	18% (184)	25% (253)	16% (161)	24% (235)	17% (167)	1000
Emma Chamberlain Fan	18% (43)	27% (64)	17% (42)	24% (58)	13% (32)	238
Niall Horan Fan	22% (57)	26% (67)	17% (45)	21% (54)	13% (34)	256
Zayn Malik Fan	23% (65)	26% (73)	19% (52)	18% (50)	14% (38)	277
Liam Payne Fan	24% (58)	26% (62)	19% (46)	18% (43)	14% (33)	242
Louis Tomlinson Fan	23% (49)	28% (61)	18% (39)	19% (40)	12% (27)	217
Film: An avid fan	29% (77)	21% (56)	12% (33)	23% (61)	15% (41)	268
Film: A casual fan	15% (81)	29% (155)	19% (101)	23% (123)	15% (80)	539
Film: Not a fan	13% (26)	22% (43)	14% (27)	27% (51)	24% (47)	193
Television: An avid fan	22% (53)	24% (59)	15% (36)	23% (57)	17% (42)	246
Television: A casual fan	18% (104)	28% (158)	15% (86)	24% (133)	14% (81)	562
Television: Not a fan	14% (27)	18% (35)	20% (39)	24% (46)	23% (45)	192
Music: An avid fan	19% (122)	25% (160)	15% (96)	23% (145)	17% (109)	632
Music: A casual fan	16% (53)	27% (89)	18% (60)	26% (86)	13% (45)	333
Fashion: An avid fan	20% (45)	20% (45)	16% (36)	26% (57)	18% (40)	223
Fashion: A casual fan	16% (72)	27% (118)	16% (68)	24% (103)	17% (75)	437
Fashion: Not a fan	20% (67)	26% (89)	17% (57)	22% (75)	15% (52)	340
Pop culture: An avid fan	25% (59)	29% (66)	15% (34)	19% (43)	13% (30)	232
Pop culture: A casual fan	17% (82)	26% (124)	19% (93)	25% (119)	14% (66)	485
Pop culture: Not a fan	15% (43)	22% (63)	12% (34)	26% (73)	25% (71)	283
Sports: An avid fan	21% (44)	29% (61)	18% (38)	15% (32)	16% (33)	209
Sports: A casual fan	17% (55)	29% (95)	18% (57)	21% (69)	15% (48)	323
Sports: Not a fan	18% (85)	21% (97)	14% (66)	29% (134)	18% (86)	468
Celeb fans on social media	21% (152)	29% (211)	16% (114)	22% (159)	11% (80)	717
Celebs share too much on social media	22% (118)	29% (159)	18% (96)	24% (128)	8% (43)	544
Celebs who don't share are disconnected	22% (68)	26% (83)	20% (63)	24% (78)	8% (24)	317
Celebs should interact on social media	21% (139)	29% (191)	17% (111)	24% (159)	9% (58)	658
Celebs' social media is a professional platform	20% (38)	28% (52)	14% (26)	26% (49)	12% (22)	187
Celebs' social media is a personal platform	22% (104)	28% (136)	20% (94)	22% (107)	8% (38)	478
Connects to celebs paid promoting	23% (30)	32% (42)	19% (24)	14% (18)	11% (14)	128
Connects to celebs non-paid promoting	23% (92)	27% (105)	18% (72)	25% (97)	8% (30)	397

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**Table CGZ17\_4:** How interested would you be in a career in the following industries?

Wind power

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	18%	(184)	25%	(253)	16%	(161)	24%	(235)	17%	(167)	1000
Concerned about climate change	23%	(166)	29%	(211)	16%	(117)	22%	(158)	10%	(74)	726
Humans can stop climate change	26%	(68)	31%	(79)	11%	(29)	24%	(62)	8%	(20)	258
Humans can slow climate change	19%	(91)	27%	(132)	19%	(94)	24%	(118)	10%	(50)	485
Climate change is beyond control	17%	(14)	29%	(24)	30%	(25)	16%	(13)	9%	(8)	84
Completely in-person school	17%	(10)	25%	(14)	20%	(11)	28%	(16)	9%	(5)	57
Both in person and virtual school	17%	(54)	27%	(86)	19%	(60)	25%	(78)	13%	(41)	320
Completely virtual school	19%	(64)	26%	(91)	15%	(50)	26%	(90)	14%	(50)	345
Watch live sports at least once a week	20%	(49)	36%	(85)	19%	(45)	11%	(27)	14%	(32)	238

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

**Table CGZ17\_5: How interested would you be in a career in the following industries?**  
 Solar power

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	24% (238)	26% (263)	14% (140)	20% (199)	16% (160)	1000
Gender: Male	28% (138)	28% (136)	15% (71)	15% (71)	15% (72)	489
Gender: Female	19% (100)	25% (127)	13% (69)	25% (128)	17% (88)	511
Age: 18-34	28% (144)	27% (135)	13% (63)	17% (84)	16% (79)	506
GenZers: 1997-2012	24% (238)	26% (263)	14% (140)	20% (199)	16% (160)	1000
PID: Dem (no lean)	29% (102)	28% (100)	13% (46)	19% (68)	10% (36)	353
PID: Ind (no lean)	20% (99)	23% (112)	15% (71)	21% (101)	22% (107)	490
PID: Rep (no lean)	23% (36)	33% (51)	14% (22)	19% (30)	11% (18)	157
PID/Gender: Dem Men	32% (49)	35% (53)	13% (20)	12% (19)	8% (13)	154
PID/Gender: Dem Women	27% (53)	23% (46)	13% (27)	25% (50)	12% (23)	199
PID/Gender: Ind Men	23% (58)	24% (60)	16% (41)	17% (42)	19% (47)	248
PID/Gender: Ind Women	17% (41)	22% (52)	13% (31)	24% (59)	25% (60)	242
PID/Gender: Rep Men	35% (30)	26% (23)	12% (11)	12% (11)	14% (12)	87
PID/Gender: Rep Women	8% (6)	41% (29)	16% (12)	27% (19)	7% (5)	71
Ideo: Liberal (1-3)	27% (84)	29% (91)	14% (42)	23% (70)	7% (22)	309
Ideo: Moderate (4)	29% (60)	27% (55)	12% (24)	17% (35)	15% (30)	204
Ideo: Conservative (5-7)	21% (30)	32% (44)	19% (26)	18% (26)	10% (13)	140
Educ: < College	23% (207)	27% (244)	14% (128)	21% (188)	16% (151)	918
Educ: Bachelors degree	42% (27)	23% (15)	13% (8)	15% (10)	7% (5)	65
Income: Under 50k	24% (138)	25% (146)	12% (68)	19% (109)	21% (120)	581
Income: 50k-100k	24% (70)	27% (76)	16% (47)	23% (65)	10% (28)	285
Income: 100k+	22% (30)	31% (42)	19% (25)	19% (25)	9% (12)	134
Ethnicity: White	24% (148)	27% (169)	14% (88)	21% (130)	15% (92)	627
Ethnicity: Hispanic	28% (56)	27% (55)	12% (25)	16% (32)	17% (34)	203
Ethnicity: Black	23% (30)	27% (36)	12% (16)	19% (25)	19% (26)	132
Ethnicity: Other	24% (59)	24% (58)	15% (37)	18% (44)	18% (42)	240
All Christian	22% (54)	30% (75)	17% (43)	16% (40)	15% (39)	251
Atheist	32% (34)	27% (29)	12% (13)	17% (18)	12% (13)	107
Agnostic/Nothing in particular	23% (92)	26% (105)	10% (41)	20% (80)	20% (78)	396
Something Else	24% (46)	23% (46)	16% (32)	25% (49)	12% (23)	197
Religious Non-Protestant/Catholic	19% (11)	18% (10)	19% (11)	25% (15)	19% (11)	58

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**Table CGZ17\_5: How interested would you be in a career in the following industries?**

*Solar power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	24% (238)	26% (263)	14% (140)	20% (199)	16% (160)	1000
Evangelical	26% (42)	25% (41)	19% (30)	19% (31)	12% (19)	163
Non-Evangelical	21% (56)	28% (73)	16% (43)	20% (54)	14% (38)	265
Community: Urban	23% (59)	25% (62)	12% (31)	21% (54)	19% (48)	254
Community: Suburban	27% (144)	27% (148)	16% (84)	19% (101)	12% (63)	540
Community: Rural	17% (35)	26% (53)	12% (25)	21% (44)	24% (49)	205
Employ: Private Sector	36% (35)	29% (28)	11% (10)	15% (14)	10% (9)	98
Employ: Self-Employed	28% (15)	23% (12)	15% (8)	10% (5)	25% (13)	52
Employ: Unemployed	21% (36)	28% (48)	12% (21)	18% (30)	21% (35)	170
Employ: Other	23% (17)	20% (15)	13% (9)	15% (11)	28% (20)	73
Military HH: Yes	18% (17)	29% (27)	20% (19)	24% (23)	10% (9)	95
Military HH: No	24% (221)	26% (236)	13% (121)	19% (176)	17% (151)	905
RD/WT: Right Direction	25% (48)	28% (54)	12% (23)	15% (28)	20% (38)	192
RD/WT: Wrong Track	23% (190)	26% (209)	14% (117)	21% (171)	15% (122)	808
Trump Job Approve	23% (53)	28% (64)	16% (36)	20% (45)	13% (29)	226
Trump Job Disapprove	25% (161)	28% (178)	14% (89)	21% (134)	12% (78)	640
Trump Job Strongly Approve	22% (19)	33% (28)	8% (7)	19% (16)	18% (15)	85
Trump Job Somewhat Approve	24% (34)	26% (36)	21% (29)	20% (28)	9% (13)	141
Trump Job Somewhat Disapprove	24% (39)	34% (54)	14% (22)	20% (32)	9% (14)	161
Trump Job Strongly Disapprove	25% (122)	26% (123)	14% (67)	21% (102)	13% (64)	479
Favorable of Trump	24% (48)	33% (66)	14% (28)	17% (34)	13% (26)	202
Unfavorable of Trump	26% (169)	27% (174)	14% (92)	22% (146)	11% (71)	652
Very Favorable of Trump	25% (23)	28% (26)	8% (7)	20% (18)	20% (18)	91
Somewhat Favorable of Trump	23% (26)	37% (41)	19% (21)	14% (15)	7% (8)	110
Somewhat Unfavorable of Trump	25% (35)	31% (43)	16% (22)	21% (29)	8% (11)	139
Very Unfavorable of Trump	26% (134)	26% (132)	14% (70)	23% (117)	12% (61)	514

Continued on next page



**Table CGZ17\_5: How interested would you be in a career in the following industries?***Solar power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	24% (238)	26% (263)	14% (140)	20% (199)	16% (160)	1000
#1 Issue: Economy	31% (90)	29% (84)	14% (40)	14% (39)	11% (32)	285
#1 Issue: Security	15% (10)	22% (16)	18% (13)	27% (19)	19% (14)	72
#1 Issue: Health Care	22% (37)	30% (50)	12% (20)	24% (40)	12% (21)	168
#1 Issue: Women's Issues	20% (29)	23% (33)	15% (22)	21% (30)	21% (29)	143
#1 Issue: Education	19% (27)	29% (42)	17% (24)	23% (33)	12% (18)	145
#1 Issue: Energy	39% (34)	31% (27)	9% (7)	12% (11)	9% (8)	87
#1 Issue: Other	10% (8)	13% (11)	15% (13)	29% (24)	33% (27)	84
4-Region: Northeast	25% (46)	22% (42)	12% (23)	26% (49)	15% (28)	188
4-Region: Midwest	21% (39)	28% (53)	14% (27)	24% (45)	13% (25)	189
4-Region: South	26% (101)	26% (99)	15% (56)	16% (62)	17% (66)	386
4-Region: West	21% (51)	29% (69)	14% (34)	18% (43)	17% (41)	237
Middle school (Grade 6 - 8)	20% (14)	26% (19)	18% (13)	21% (15)	15% (11)	72
High school (Grade 9 - 12)	20% (92)	26% (118)	13% (61)	24% (112)	17% (78)	461
Community college	23% (15)	28% (19)	13% (8)	18% (12)	18% (12)	67
College or university program	28% (55)	27% (53)	18% (35)	15% (30)	11% (21)	195
I am not in school	30% (60)	26% (54)	11% (22)	15% (30)	19% (38)	204
White, non-Hispanic	23% (126)	26% (139)	14% (78)	21% (115)	16% (85)	543
POC	24% (111)	27% (125)	14% (62)	18% (84)	16% (75)	457
Twitter Users	28% (122)	28% (121)	12% (52)	21% (89)	11% (45)	428
Facebook Users	27% (133)	27% (133)	14% (68)	17% (83)	14% (70)	487
Snapchat Users	25% (153)	27% (164)	13% (80)	20% (123)	16% (100)	620
Instagram Users	24% (184)	27% (206)	15% (111)	20% (155)	14% (107)	762
Tiktok Users	24% (111)	25% (115)	16% (72)	20% (93)	16% (75)	467
Reddit Users	35% (94)	26% (69)	16% (44)	17% (45)	6% (17)	268
YouTube Users	25% (226)	27% (246)	13% (124)	20% (188)	15% (137)	920
Harry Styles Fan	26% (109)	27% (114)	13% (55)	20% (82)	15% (61)	421
Billie Eilish Fan	27% (159)	28% (167)	14% (81)	17% (104)	14% (85)	595
Zendaya Fan	25% (153)	28% (174)	13% (77)	21% (127)	14% (84)	614
Taylor Swift Fan	27% (129)	28% (137)	13% (64)	20% (95)	12% (57)	482
Kylie Jenner Fan	25% (79)	29% (91)	15% (48)	15% (46)	15% (47)	311

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**Table CGZ17\_5: How interested would you be in a career in the following industries?**

*Solar power*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	24% (238)	26% (263)	14% (140)	20% (199)	16% (160)	1000
Emma Chamberlain Fan	21% (51)	31% (73)	14% (33)	19% (46)	15% (35)	238
Niall Horan Fan	26% (67)	29% (75)	11% (28)	19% (48)	15% (38)	256
Zayn Malik Fan	28% (77)	29% (81)	14% (40)	15% (42)	13% (37)	277
Liam Payne Fan	28% (68)	28% (68)	14% (35)	15% (35)	15% (36)	242
Louis Tomlinson Fan	27% (59)	32% (70)	12% (27)	15% (31)	14% (29)	217
Film: An avid fan	36% (97)	21% (55)	10% (28)	18% (49)	14% (39)	268
Film: A casual fan	21% (112)	28% (152)	17% (89)	20% (107)	15% (79)	539
Film: Not a fan	15% (29)	29% (56)	12% (23)	22% (43)	22% (42)	193
Television: An avid fan	29% (71)	24% (60)	11% (26)	21% (52)	15% (36)	246
Television: A casual fan	23% (131)	28% (159)	14% (81)	20% (111)	14% (80)	562
Television: Not a fan	19% (36)	23% (44)	17% (33)	19% (36)	23% (44)	192
Music: An avid fan	26% (163)	26% (164)	13% (80)	20% (126)	16% (99)	632
Music: A casual fan	20% (65)	29% (95)	17% (57)	21% (69)	14% (46)	333
Fashion: An avid fan	28% (63)	22% (48)	13% (29)	21% (47)	16% (36)	223
Fashion: A casual fan	22% (94)	27% (119)	14% (63)	20% (90)	16% (72)	437
Fashion: Not a fan	24% (80)	28% (96)	14% (49)	18% (62)	16% (53)	340
Pop culture: An avid fan	31% (72)	28% (66)	14% (32)	17% (39)	10% (24)	232
Pop culture: A casual fan	22% (109)	27% (129)	15% (75)	21% (100)	15% (72)	485
Pop culture: Not a fan	20% (56)	24% (69)	12% (34)	21% (60)	23% (64)	283
Sports: An avid fan	29% (61)	29% (60)	14% (29)	15% (31)	13% (26)	209
Sports: A casual fan	26% (85)	30% (96)	12% (39)	17% (55)	15% (48)	323
Sports: Not a fan	20% (91)	23% (107)	15% (72)	24% (112)	18% (85)	468
Celeb fans on social media	27% (196)	30% (218)	14% (98)	19% (133)	10% (72)	717
Celebs share too much on social media	27% (149)	32% (174)	14% (74)	20% (109)	7% (38)	544
Celebs who don't share are disconnected	27% (85)	30% (94)	16% (50)	20% (65)	7% (22)	317
Celebs should interact on social media	28% (181)	30% (196)	14% (93)	21% (141)	7% (47)	658
Celebs' social media is a professional platform	26% (49)	27% (51)	14% (26)	21% (40)	11% (21)	187
Celebs' social media is a personal platform	27% (127)	31% (149)	15% (71)	21% (100)	6% (31)	478
Connects to celebs paid promoting	31% (40)	32% (40)	14% (18)	14% (18)	9% (12)	128
Connects to celebs non-paid promoting	27% (108)	32% (129)	14% (54)	20% (81)	7% (26)	397

Continued on next page

**Table CGZ17\_5: How interested would you be in a career in the following industries?***Solar power*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not very interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	24%	(238)	26%	(263)	14%	(140)	20%	(199)	16%	(160)	1000
Concerned about climate change	29%	(212)	29%	(214)	14%	(99)	19%	(137)	9%	(64)	726
Humans can stop climate change	34%	(89)	27%	(71)	11%	(27)	19%	(50)	8%	(22)	258
Humans can slow climate change	24%	(114)	30%	(146)	18%	(85)	20%	(99)	8%	(40)	485
Climate change is beyond control	27%	(22)	29%	(24)	21%	(18)	14%	(12)	10%	(8)	84
Completely in-person school	25%	(14)	35%	(20)	9%	(5)	21%	(12)	10%	(6)	57
Both in person and virtual school	22%	(72)	26%	(83)	20%	(63)	18%	(59)	13%	(43)	320
Completely virtual school	23%	(80)	28%	(97)	12%	(41)	25%	(85)	12%	(41)	345
Watch live sports at least once a week	32%	(77)	30%	(72)	16%	(39)	9%	(22)	11%	(27)	238

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

**Table CGZ17\_6: How interested would you be in a career in the following industries?**

Hydropower

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	15% (148)	26% (260)	16% (159)	23% (228)	21% (205)	1000
Gender: Male	18% (89)	29% (143)	15% (75)	18% (88)	19% (93)	489
Gender: Female	11% (58)	23% (117)	16% (84)	27% (140)	22% (112)	511
Age: 18-34	18% (91)	25% (128)	16% (79)	20% (100)	21% (107)	506
GenZers: 1997-2012	15% (148)	26% (260)	16% (159)	23% (228)	21% (205)	1000
PID: Dem (no lean)	19% (68)	31% (109)	12% (43)	24% (85)	14% (48)	353
PID: Ind (no lean)	12% (59)	22% (106)	17% (85)	22% (109)	27% (132)	490
PID: Rep (no lean)	14% (21)	29% (46)	20% (31)	22% (34)	16% (25)	157
PID/Gender: Dem Men	24% (37)	36% (56)	12% (18)	16% (25)	12% (18)	154
PID/Gender: Dem Women	16% (31)	27% (53)	12% (25)	30% (60)	15% (30)	199
PID/Gender: Ind Men	15% (37)	22% (55)	17% (43)	22% (54)	24% (59)	248
PID/Gender: Ind Women	9% (22)	21% (50)	17% (42)	23% (56)	30% (72)	242
PID/Gender: Rep Men	18% (16)	37% (32)	16% (14)	11% (9)	18% (15)	87
PID/Gender: Rep Women	8% (5)	19% (14)	25% (18)	35% (24)	14% (10)	71
Ideo: Liberal (1-3)	18% (56)	31% (95)	16% (48)	25% (78)	10% (31)	309
Ideo: Moderate (4)	15% (30)	29% (59)	18% (36)	20% (40)	19% (38)	204
Ideo: Conservative (5-7)	13% (18)	31% (44)	23% (32)	20% (28)	13% (18)	140
Educ: < College	14% (131)	26% (236)	16% (144)	24% (216)	21% (192)	918
Educ: Bachelors degree	22% (14)	33% (21)	18% (11)	15% (10)	13% (8)	65
Income: Under 50k	16% (91)	23% (134)	13% (78)	22% (125)	26% (153)	581
Income: 50k-100k	14% (39)	30% (85)	18% (52)	25% (70)	14% (39)	285
Income: 100k+	13% (17)	31% (42)	21% (29)	25% (33)	10% (13)	134
Ethnicity: White	15% (91)	28% (173)	15% (97)	23% (146)	19% (119)	627
Ethnicity: Hispanic	17% (34)	22% (44)	14% (28)	23% (47)	24% (49)	203
Ethnicity: Black	15% (20)	21% (28)	17% (23)	22% (29)	24% (32)	132
Ethnicity: Other	15% (36)	24% (59)	16% (39)	22% (53)	22% (54)	240
All Christian	14% (35)	30% (75)	19% (48)	20% (50)	17% (43)	251
Atheist	25% (27)	26% (27)	13% (14)	22% (23)	15% (16)	107
Agnostic/Nothing in particular	12% (49)	26% (103)	13% (51)	24% (93)	25% (100)	396
Something Else	16% (32)	22% (44)	19% (37)	25% (49)	18% (35)	197
Religious Non-Protestant/Catholic	11% (6)	20% (12)	17% (10)	27% (16)	25% (15)	58

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**Table CGZ17\_6:** How interested would you be in a career in the following industries?*Hydropower*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	15% (148)	26% (260)	16% (159)	23% (228)	21% (205)	1000
Evangelical	18% (29)	21% (35)	19% (31)	25% (40)	17% (28)	163
Non-Evangelical	14% (38)	29% (77)	19% (50)	21% (55)	17% (45)	265
Community: Urban	16% (40)	26% (66)	13% (33)	23% (60)	22% (56)	254
Community: Suburban	16% (88)	27% (144)	19% (102)	21% (116)	17% (91)	540
Community: Rural	10% (20)	25% (51)	11% (24)	25% (52)	29% (59)	205
Employ: Private Sector	22% (22)	36% (35)	13% (12)	20% (19)	10% (9)	98
Employ: Self-Employed	20% (10)	15% (8)	22% (11)	18% (9)	25% (13)	52
Employ: Unemployed	8% (14)	25% (43)	13% (22)	24% (41)	29% (50)	170
Employ: Other	18% (13)	14% (10)	19% (14)	14% (10)	35% (25)	73
Military HH: Yes	8% (8)	31% (30)	20% (19)	24% (23)	16% (15)	95
Military HH: No	15% (140)	25% (230)	15% (140)	23% (205)	21% (190)	905
RD/WT: Right Direction	18% (34)	25% (48)	17% (32)	19% (36)	22% (42)	192
RD/WT: Wrong Track	14% (114)	26% (212)	16% (126)	24% (192)	20% (163)	808
Trump Job Approve	13% (30)	26% (58)	21% (48)	22% (50)	18% (40)	226
Trump Job Disapprove	16% (102)	28% (179)	15% (99)	24% (155)	16% (104)	640
Trump Job Strongly Approve	16% (14)	18% (16)	17% (14)	28% (24)	21% (18)	85
Trump Job Somewhat Approve	12% (16)	30% (42)	24% (34)	19% (26)	16% (22)	141
Trump Job Somewhat Disapprove	14% (23)	34% (54)	16% (26)	21% (34)	14% (23)	161
Trump Job Strongly Disapprove	17% (79)	26% (125)	15% (72)	25% (121)	17% (81)	479
Favorable of Trump	13% (27)	30% (61)	19% (39)	21% (42)	16% (33)	202
Unfavorable of Trump	17% (110)	27% (175)	16% (102)	25% (165)	15% (101)	652
Very Favorable of Trump	18% (16)	20% (19)	14% (13)	25% (23)	23% (21)	91
Somewhat Favorable of Trump	10% (11)	38% (42)	23% (25)	18% (20)	11% (12)	110
Somewhat Unfavorable of Trump	17% (24)	25% (35)	21% (29)	24% (33)	13% (18)	139
Very Unfavorable of Trump	17% (86)	27% (140)	14% (73)	26% (132)	16% (83)	514

Continued on next page

**Table CGZ17\_6: How interested would you be in a career in the following industries?**

Hydropower

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	15% (148)	26% (260)	16% (159)	23% (228)	21% (205)	1000
#1 Issue: Economy	17% (49)	29% (82)	19% (53)	17% (47)	18% (53)	285
#1 Issue: Security	12% (9)	20% (14)	18% (13)	27% (20)	23% (16)	72
#1 Issue: Health Care	15% (25)	27% (45)	12% (21)	28% (46)	18% (30)	168
#1 Issue: Women's Issues	10% (14)	26% (37)	15% (21)	25% (36)	24% (35)	143
#1 Issue: Education	13% (19)	26% (38)	17% (25)	28% (40)	16% (23)	145
#1 Issue: Energy	28% (24)	36% (31)	10% (9)	16% (14)	10% (9)	87
#1 Issue: Other	5% (4)	13% (11)	20% (17)	26% (21)	35% (30)	84
4-Region: Northeast	13% (25)	28% (52)	15% (28)	23% (44)	21% (39)	188
4-Region: Midwest	13% (25)	28% (52)	20% (38)	25% (47)	14% (26)	189
4-Region: South	17% (66)	24% (92)	16% (60)	21% (80)	23% (87)	386
4-Region: West	13% (31)	27% (63)	13% (32)	24% (57)	22% (53)	237
Middle school (Grade 6 - 8)	17% (12)	16% (12)	26% (19)	22% (16)	19% (14)	72
High school (Grade 9 - 12)	12% (53)	27% (127)	13% (61)	26% (122)	22% (99)	461
Community college	16% (11)	22% (15)	20% (14)	19% (13)	22% (15)	67
College or university program	19% (38)	31% (60)	18% (36)	19% (37)	12% (24)	195
I am not in school	17% (34)	23% (47)	15% (30)	20% (40)	26% (53)	204
White, non-Hispanic	13% (73)	28% (152)	16% (85)	23% (126)	20% (107)	543
POC	16% (75)	24% (108)	16% (73)	22% (102)	22% (98)	457
Twitter Users	17% (74)	31% (131)	14% (62)	23% (98)	15% (63)	428
Facebook Users	18% (87)	27% (133)	17% (81)	20% (96)	18% (90)	487
Snapchat Users	15% (91)	27% (166)	16% (97)	23% (141)	20% (124)	620
Instagram Users	15% (111)	27% (208)	16% (125)	24% (180)	18% (138)	762
Tiktok Users	14% (63)	26% (122)	16% (77)	24% (112)	20% (93)	467
Reddit Users	22% (60)	35% (93)	14% (39)	18% (49)	10% (27)	268
YouTube Users	15% (141)	26% (243)	15% (142)	23% (215)	19% (178)	920
Harry Styles Fan	15% (64)	28% (119)	16% (68)	21% (90)	19% (80)	421
Billie Eilish Fan	16% (94)	29% (175)	14% (86)	21% (126)	19% (114)	595
Zendaya Fan	16% (100)	27% (163)	15% (92)	24% (149)	18% (109)	614
Taylor Swift Fan	17% (80)	28% (134)	15% (72)	23% (110)	18% (85)	482
Kylie Jenner Fan	16% (49)	32% (98)	16% (49)	18% (55)	19% (59)	311

Continued on next page

**Table CGZ17\_6: How interested would you be in a career in the following industries?**  
*Hydropower*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	15% (148)	26% (260)	16% (159)	23% (228)	21% (205)	1000
Emma Chamberlain Fan	15% (35)	29% (70)	15% (36)	23% (55)	18% (42)	238
Niall Horan Fan	16% (41)	31% (79)	16% (41)	20% (51)	17% (44)	256
Zayn Malik Fan	19% (53)	30% (83)	18% (49)	17% (48)	16% (43)	277
Liam Payne Fan	19% (45)	28% (69)	18% (44)	17% (40)	18% (43)	242
Louis Tomlinson Fan	19% (41)	28% (61)	18% (40)	19% (41)	16% (34)	217
Film: An avid fan	24% (64)	25% (67)	13% (35)	21% (57)	16% (44)	268
Film: A casual fan	11% (61)	27% (144)	19% (101)	22% (121)	21% (113)	539
Film: Not a fan	12% (23)	25% (49)	12% (23)	26% (50)	25% (48)	193
Television: An avid fan	20% (49)	26% (63)	13% (32)	23% (56)	19% (47)	246
Television: A casual fan	13% (74)	27% (154)	18% (100)	23% (128)	19% (105)	562
Television: Not a fan	13% (25)	22% (43)	14% (27)	23% (44)	28% (53)	192
Music: An avid fan	16% (100)	26% (165)	14% (90)	23% (143)	21% (134)	632
Music: A casual fan	12% (41)	27% (89)	20% (66)	24% (80)	17% (57)	333
Fashion: An avid fan	18% (39)	23% (50)	15% (34)	24% (54)	20% (46)	223
Fashion: A casual fan	13% (58)	26% (115)	17% (74)	23% (99)	21% (90)	437
Fashion: Not a fan	15% (50)	28% (95)	15% (51)	22% (75)	20% (69)	340
Pop culture: An avid fan	20% (45)	30% (70)	17% (39)	17% (41)	16% (37)	232
Pop culture: A casual fan	14% (67)	27% (129)	18% (86)	24% (114)	18% (88)	485
Pop culture: Not a fan	12% (35)	21% (61)	12% (34)	26% (73)	28% (80)	283
Sports: An avid fan	21% (45)	32% (68)	14% (28)	16% (33)	17% (35)	209
Sports: A casual fan	15% (49)	28% (91)	16% (53)	20% (65)	20% (66)	323
Sports: Not a fan	12% (55)	22% (102)	17% (78)	28% (130)	22% (104)	468
Celeb fans on social media	17% (122)	30% (214)	17% (121)	22% (155)	14% (104)	717
Celebs share too much on social media	18% (97)	31% (167)	17% (90)	23% (127)	11% (62)	544
Celebs who don't share are disconnected	19% (59)	28% (88)	16% (52)	25% (80)	12% (38)	317
Celebs should interact on social media	17% (111)	30% (199)	16% (108)	25% (164)	12% (77)	658
Celebs' social media is a professional platform	16% (29)	28% (53)	16% (31)	24% (44)	16% (30)	187
Celebs' social media is a personal platform	17% (82)	30% (144)	17% (82)	24% (114)	12% (55)	478
Connects to celebs paid promoting	22% (27)	31% (40)	17% (22)	17% (21)	13% (17)	128
Connects to celebs non-paid promoting	17% (67)	31% (122)	16% (65)	24% (95)	12% (48)	397

Continued on next page

**Table CGZ17\_6: How interested would you be in a career in the following industries?**  
*Hydropower*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	15%	(148)	26%	(260)	16%	(159)	23%	(228)	21%	(205)	1000
Concerned about climate change	18%	(133)	30%	(221)	16%	(113)	22%	(160)	14%	(98)	726
Humans can stop climate change	23%	(60)	28%	(72)	12%	(30)	23%	(60)	14%	(36)	258
Humans can slow climate change	14%	(68)	30%	(146)	19%	(93)	24%	(116)	13%	(63)	485
Climate change is beyond control	18%	(15)	28%	(24)	25%	(21)	17%	(14)	12%	(10)	84
Completely in-person school	13%	(7)	32%	(18)	21%	(12)	20%	(11)	15%	(8)	57
Both in person and virtual school	13%	(43)	30%	(96)	18%	(57)	23%	(73)	16%	(51)	320
Completely virtual school	17%	(58)	26%	(91)	13%	(44)	28%	(95)	16%	(57)	345
Watch live sports at least once a week	21%	(50)	36%	(85)	17%	(40)	11%	(25)	16%	(38)	238

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



**Table CGZ18: Now on a different topic...How is your school or university conducting classes this semester?**

Demographic	Completely in-person		Partially in-person and partially virtually		Completely virtually		The school or university has not decided how to conduct classes yet		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
Gender: Male	9%	(33)	39%	(148)	41%	(158)	12%	(44)	383
Gender: Female	6%	(24)	42%	(172)	45%	(187)	7%	(31)	413
Age: 18-34	7%	(22)	42%	(129)	42%	(131)	9%	(29)	312
GenZers: 1997-2012	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
PID: Dem (no lean)	6%	(18)	43%	(122)	44%	(126)	7%	(19)	284
PID: Ind (no lean)	5%	(19)	40%	(157)	44%	(171)	12%	(46)	393
PID: Rep (no lean)	17%	(20)	35%	(41)	40%	(47)	8%	(10)	118
PID/Gender: Dem Men	5%	(6)	42%	(47)	45%	(51)	9%	(10)	114
PID/Gender: Dem Women	7%	(12)	44%	(74)	44%	(75)	5%	(9)	170
PID/Gender: Ind Men	8%	(15)	40%	(82)	38%	(78)	14%	(28)	203
PID/Gender: Ind Women	2%	(4)	39%	(75)	49%	(93)	10%	(19)	190
PID/Gender: Rep Men	18%	(12)	28%	(18)	44%	(29)	10%	(7)	66
PID/Gender: Rep Women	16%	(8)	44%	(23)	35%	(18)	6%	(3)	52
Ideo: Liberal (1-3)	5%	(12)	47%	(112)	44%	(106)	4%	(10)	241
Ideo: Moderate (4)	4%	(7)	39%	(59)	49%	(73)	8%	(11)	150
Ideo: Conservative (5-7)	16%	(18)	42%	(47)	38%	(42)	5%	(6)	113
Educ: < College	7%	(56)	40%	(302)	43%	(329)	10%	(73)	760
Income: Under 50k	8%	(35)	36%	(159)	43%	(186)	13%	(58)	438
Income: 50k-100k	7%	(16)	45%	(110)	44%	(106)	4%	(9)	241
Income: 100k+	5%	(6)	43%	(51)	45%	(52)	7%	(8)	116
Ethnicity: White	8%	(38)	43%	(208)	41%	(199)	8%	(37)	483
Ethnicity: Hispanic	5%	(8)	32%	(51)	54%	(87)	8%	(14)	160
Ethnicity: Black	8%	(8)	43%	(45)	35%	(37)	14%	(15)	105
Ethnicity: Other	5%	(11)	32%	(66)	52%	(109)	11%	(23)	208
All Christian	5%	(11)	47%	(98)	40%	(83)	7%	(15)	207
Atheist	4%	(3)	26%	(22)	60%	(50)	10%	(8)	83
Agnostic/Nothing in particular	7%	(21)	37%	(111)	44%	(131)	13%	(38)	301
Something Else	13%	(21)	44%	(71)	37%	(60)	7%	(11)	162
Religious Non-Protestant/Catholic	2%	(1)	46%	(23)	47%	(24)	6%	(3)	51

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**Table CGZ18: Now on a different topic...How is your school or university conducting classes this semester?**

Demographic	Completely in-person		Partially in-person and partially virtually		Completely virtually		The school or university has not decided how to conduct classes yet		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
Evangelical	13%	(17)	46%	(61)	32%	(42)	9%	(12)	131
Non-Evangelical	7%	(15)	44%	(97)	43%	(96)	6%	(14)	222
Community: Urban	5%	(10)	40%	(77)	44%	(84)	11%	(21)	192
Community: Suburban	6%	(28)	39%	(173)	47%	(209)	7%	(33)	444
Community: Rural	12%	(19)	43%	(70)	32%	(52)	13%	(20)	160
Employ: Unemployed	8%	(7)	34%	(32)	42%	(39)	16%	(15)	93
Military HH: Yes	3%	(2)	52%	(42)	42%	(35)	3%	(2)	82
Military HH: No	8%	(54)	39%	(277)	43%	(310)	10%	(72)	714
RD/WT: Right Direction	9%	(14)	39%	(59)	43%	(64)	8%	(12)	149
RD/WT: Wrong Track	7%	(43)	40%	(261)	43%	(280)	10%	(62)	647
Trump Job Approve	14%	(23)	37%	(60)	41%	(67)	8%	(14)	164
Trump Job Disapprove	5%	(28)	43%	(221)	45%	(232)	7%	(37)	518
Trump Job Strongly Approve	16%	(10)	43%	(26)	38%	(23)	4%	(2)	62
Trump Job Somewhat Approve	13%	(13)	33%	(34)	43%	(44)	11%	(12)	102
Trump Job Somewhat Disapprove	5%	(7)	47%	(61)	41%	(53)	7%	(9)	130
Trump Job Strongly Disapprove	6%	(22)	41%	(160)	46%	(179)	7%	(28)	388
Favorable of Trump	14%	(21)	40%	(61)	37%	(57)	9%	(13)	152
Unfavorable of Trump	5%	(29)	43%	(226)	44%	(231)	7%	(37)	522
Very Favorable of Trump	11%	(7)	46%	(30)	33%	(22)	9%	(6)	66
Somewhat Favorable of Trump	15%	(13)	35%	(31)	41%	(35)	8%	(7)	87
Somewhat Unfavorable of Trump	6%	(6)	43%	(47)	40%	(44)	11%	(13)	110
Very Unfavorable of Trump	5%	(22)	43%	(179)	45%	(187)	6%	(25)	413
#1 Issue: Economy	8%	(18)	38%	(82)	44%	(96)	10%	(21)	217
#1 Issue: Security	8%	(4)	31%	(17)	46%	(26)	15%	(8)	55
#1 Issue: Health Care	4%	(5)	43%	(57)	45%	(61)	8%	(11)	135
#1 Issue: Women's Issues	13%	(14)	36%	(41)	41%	(47)	11%	(12)	114
#1 Issue: Education	2%	(2)	46%	(59)	47%	(60)	6%	(7)	129
#1 Issue: Energy	4%	(3)	48%	(31)	41%	(27)	7%	(5)	66
#1 Issue: Other	12%	(8)	42%	(28)	34%	(23)	11%	(7)	67

Continued on next page

**Table CGZ18: Now on a different topic...How is your school or university conducting classes this semester?**

Demographic	Completely in-person		Partially in-person and partially virtually		Completely virtually		The school or university has not decided how to conduct classes yet		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
4-Region: Northeast	9%	(14)	49%	(74)	29%	(45)	13%	(19)	152
4-Region: Midwest	11%	(18)	55%	(86)	28%	(44)	6%	(9)	157
4-Region: South	7%	(21)	41%	(120)	43%	(128)	9%	(26)	295
4-Region: West	2%	(4)	21%	(39)	67%	(128)	11%	(21)	192
Middle school (Grade 6 - 8)	9%	(7)	39%	(28)	37%	(27)	14%	(10)	72
High school (Grade 9 - 12)	8%	(37)	38%	(175)	44%	(204)	10%	(46)	461
Community college	9%	(6)	32%	(22)	50%	(34)	9%	(6)	67
College or university program	4%	(7)	49%	(95)	41%	(81)	6%	(13)	195
White, non-Hispanic	8%	(36)	44%	(183)	39%	(163)	9%	(36)	419
POC	6%	(21)	36%	(136)	48%	(181)	10%	(38)	377
Twitter Users	5%	(16)	43%	(144)	44%	(148)	7%	(25)	334
Facebook Users	8%	(29)	43%	(151)	41%	(144)	8%	(28)	352
Snapchat Users	8%	(39)	43%	(209)	41%	(197)	8%	(37)	482
Instagram Users	8%	(46)	40%	(241)	44%	(268)	9%	(52)	606
Tiktok Users	9%	(35)	41%	(158)	42%	(163)	9%	(34)	389
Reddit Users	5%	(11)	41%	(87)	49%	(101)	5%	(10)	209
YouTube Users	7%	(51)	40%	(296)	44%	(326)	9%	(64)	736
Harry Styles Fan	8%	(28)	40%	(137)	44%	(150)	8%	(27)	342
Billie Eilish Fan	8%	(38)	42%	(199)	42%	(196)	8%	(39)	472
Zendaya Fan	7%	(33)	41%	(207)	44%	(219)	8%	(41)	500
Taylor Swift Fan	9%	(33)	39%	(148)	45%	(173)	7%	(28)	382
Kylie Jenner Fan	10%	(24)	41%	(102)	40%	(100)	9%	(23)	249
Emma Chamberlain Fan	9%	(18)	46%	(91)	36%	(73)	9%	(18)	200
Niall Horan Fan	5%	(11)	39%	(80)	49%	(100)	7%	(14)	205
Zayn Malik Fan	6%	(14)	41%	(89)	45%	(98)	7%	(16)	218
Liam Payne Fan	7%	(12)	39%	(72)	47%	(86)	7%	(14)	184
Louis Tomlinson Fan	6%	(10)	37%	(61)	50%	(83)	7%	(11)	165

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**Table CGZ18: Now on a different topic...How is your school or university conducting classes this semester?**

Demographic	Completely in-person		Partially in-person and partially virtually		Completely virtually		The school or university has not decided how to conduct classes yet		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
Film: An avid fan	5%	(10)	41%	(86)	43%	(89)	11%	(22)	207
Film: A casual fan	7%	(32)	39%	(168)	45%	(197)	9%	(38)	434
Film: Not a fan	10%	(15)	43%	(66)	38%	(59)	9%	(14)	154
Television: An avid fan	9%	(17)	38%	(75)	42%	(82)	11%	(22)	195
Television: A casual fan	7%	(33)	41%	(185)	43%	(195)	8%	(36)	449
Television: Not a fan	5%	(7)	39%	(60)	45%	(68)	11%	(17)	152
Music: An avid fan	6%	(31)	41%	(206)	43%	(214)	10%	(48)	498
Music: A casual fan	8%	(23)	40%	(109)	43%	(118)	8%	(23)	272
Fashion: An avid fan	7%	(14)	43%	(80)	40%	(74)	10%	(19)	186
Fashion: A casual fan	6%	(21)	38%	(131)	48%	(166)	8%	(28)	346
Fashion: Not a fan	9%	(23)	41%	(108)	40%	(104)	11%	(28)	264
Pop culture: An avid fan	8%	(15)	36%	(68)	44%	(83)	11%	(21)	187
Pop culture: A casual fan	7%	(26)	43%	(169)	44%	(172)	7%	(27)	394
Pop culture: Not a fan	7%	(16)	39%	(83)	42%	(90)	12%	(27)	214
Sports: An avid fan	8%	(14)	46%	(77)	36%	(61)	10%	(16)	168
Sports: A casual fan	7%	(19)	39%	(100)	46%	(119)	8%	(20)	258
Sports: Not a fan	7%	(24)	39%	(143)	44%	(164)	10%	(38)	369
Celeb fans on social media	8%	(46)	39%	(221)	44%	(250)	9%	(50)	567
Celebs share too much on social media	7%	(32)	40%	(172)	45%	(196)	8%	(34)	433
Celebs who don't share are disconnected	6%	(16)	41%	(105)	45%	(115)	7%	(18)	255
Celebs should interact on social media	6%	(33)	40%	(214)	48%	(258)	6%	(31)	535
Celebs' social media is a professional platform	11%	(16)	39%	(56)	44%	(62)	6%	(9)	142
Celebs' social media is a personal platform	6%	(24)	39%	(153)	47%	(183)	7%	(28)	388
Connects to celebs paid promoting	12%	(13)	36%	(37)	42%	(42)	9%	(9)	101
Connects to celebs non-paid promoting	8%	(26)	40%	(128)	44%	(144)	8%	(25)	324
Concerned about climate change	6%	(32)	42%	(246)	45%	(264)	7%	(40)	582
Humans can stop climate change	7%	(14)	41%	(85)	45%	(95)	7%	(15)	209
Humans can slow climate change	5%	(18)	43%	(167)	46%	(181)	7%	(26)	392
Climate change is beyond control	18%	(12)	37%	(23)	37%	(23)	7%	(5)	63

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**Table CGZ18:** *Now on a different topic...How is your school or university conducting classes this semester?*

Demographic	Completely in-person		Partially in-person and partially virtually		Completely virtually		The school or university has not decided how to conduct classes yet		Total N
Gen Z'ers (Age 13-23)	7%	(57)	40%	(320)	43%	(345)	9%	(75)	796
Completely in-person school	100%	(57)	—	(0)	—	(0)	—	(0)	57
Both in person and virtual school	—	(0)	100%	(320)	—	(0)	—	(0)	320
Completely virtual school	—	(0)	—	(0)	100%	(345)	—	(0)	345
Watch live sports at least once a week	8%	(16)	42%	(78)	43%	(79)	7%	(12)	185

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

**Table CGZ19\_1: How confident are you in each of the following?**

Your school or university's administration's ability to make decisions about in-person and remote instruction that keeps students, teachers and staff members safe

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
Gender: Male	23%	(87)	35%	(132)	20%	(75)	10%	(37)	13%	(51)	383
Gender: Female	22%	(92)	36%	(148)	22%	(92)	7%	(31)	12%	(51)	413
Age: 18-34	21%	(65)	40%	(124)	19%	(59)	7%	(22)	14%	(42)	312
GenZers: 1997-2012	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
PID: Dem (no lean)	22%	(64)	36%	(104)	26%	(73)	8%	(22)	8%	(22)	284
PID: Ind (no lean)	21%	(81)	35%	(137)	19%	(77)	9%	(33)	17%	(65)	393
PID: Rep (no lean)	29%	(34)	33%	(39)	15%	(18)	11%	(13)	12%	(14)	118
PID/Gender: Dem Men	23%	(26)	38%	(44)	26%	(29)	5%	(5)	8%	(10)	114
PID/Gender: Dem Women	22%	(38)	35%	(60)	26%	(44)	10%	(16)	8%	(13)	170
PID/Gender: Ind Men	21%	(43)	33%	(66)	18%	(37)	12%	(23)	16%	(33)	203
PID/Gender: Ind Women	20%	(38)	37%	(70)	21%	(39)	5%	(10)	17%	(33)	190
PID/Gender: Rep Men	26%	(17)	33%	(22)	14%	(9)	13%	(8)	14%	(9)	66
PID/Gender: Rep Women	31%	(16)	33%	(17)	18%	(9)	8%	(4)	10%	(5)	52
Ideo: Liberal (1-3)	22%	(52)	39%	(94)	26%	(63)	8%	(20)	5%	(12)	241
Ideo: Moderate (4)	21%	(31)	41%	(61)	22%	(34)	7%	(11)	9%	(13)	150
Ideo: Conservative (5-7)	25%	(28)	36%	(41)	21%	(23)	8%	(9)	10%	(11)	113
Educ: < College	22%	(171)	35%	(265)	21%	(159)	9%	(67)	13%	(99)	760
Income: Under 50k	21%	(93)	34%	(148)	18%	(80)	9%	(40)	17%	(77)	438
Income: 50k-100k	22%	(54)	35%	(84)	26%	(63)	9%	(22)	8%	(18)	241
Income: 100k+	26%	(31)	41%	(47)	21%	(25)	5%	(6)	6%	(7)	116
Ethnicity: White	22%	(104)	34%	(166)	23%	(109)	11%	(53)	11%	(51)	483
Ethnicity: Hispanic	24%	(39)	38%	(61)	16%	(25)	9%	(15)	13%	(20)	160
Ethnicity: Black	27%	(29)	33%	(34)	16%	(17)	5%	(5)	20%	(21)	105
Ethnicity: Other	22%	(45)	38%	(80)	20%	(42)	5%	(10)	15%	(30)	208
All Christian	27%	(55)	33%	(69)	22%	(46)	8%	(16)	10%	(20)	207
Atheist	22%	(18)	32%	(26)	24%	(20)	10%	(8)	13%	(10)	83
Agnostic/Nothing in particular	21%	(63)	37%	(112)	19%	(57)	8%	(25)	14%	(44)	301
Something Else	20%	(32)	36%	(58)	19%	(31)	10%	(17)	15%	(24)	162
Religious Non-Protestant/Catholic	25%	(12)	33%	(17)	29%	(15)	3%	(2)	10%	(5)	51

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**Table CGZ19\_1: How confident are you in each of the following?**

Your school or university's administration's ability to make decisions about in-person and remote instruction that keeps students, teachers and staff members safe

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
Evangelical	25%	(33)	30%	(39)	22%	(28)	11%	(15)	12%	(16)	131
Non-Evangelical	22%	(49)	37%	(82)	21%	(46)	8%	(18)	12%	(27)	222
Community: Urban	22%	(42)	34%	(65)	16%	(31)	10%	(20)	18%	(34)	192
Community: Suburban	23%	(104)	37%	(166)	23%	(104)	8%	(34)	8%	(36)	444
Community: Rural	21%	(33)	30%	(49)	20%	(32)	9%	(14)	20%	(32)	160
Employ: Unemployed	17%	(16)	41%	(38)	15%	(14)	5%	(5)	23%	(21)	93
Military HH: Yes	30%	(24)	31%	(25)	17%	(14)	13%	(10)	10%	(8)	82
Military HH: No	22%	(154)	36%	(255)	22%	(154)	8%	(57)	13%	(94)	714
RD/WT: Right Direction	29%	(43)	35%	(52)	12%	(18)	7%	(10)	17%	(26)	149
RD/WT: Wrong Track	21%	(136)	35%	(228)	23%	(149)	9%	(57)	12%	(76)	647
Trump Job Approve	29%	(48)	35%	(57)	16%	(26)	7%	(12)	13%	(21)	164
Trump Job Disapprove	21%	(108)	37%	(193)	25%	(128)	9%	(46)	8%	(42)	518
Trump Job Strongly Approve	33%	(20)	38%	(24)	8%	(5)	4%	(2)	17%	(11)	62
Trump Job Somewhat Approve	28%	(28)	32%	(33)	20%	(20)	10%	(10)	10%	(11)	102
Trump Job Somewhat Disapprove	18%	(24)	42%	(54)	28%	(36)	9%	(11)	3%	(4)	130
Trump Job Strongly Disapprove	22%	(85)	36%	(139)	24%	(91)	9%	(35)	10%	(38)	388
Favorable of Trump	29%	(44)	34%	(52)	16%	(24)	9%	(13)	12%	(19)	152
Unfavorable of Trump	21%	(110)	39%	(202)	25%	(129)	8%	(44)	7%	(37)	522
Very Favorable of Trump	29%	(19)	36%	(24)	11%	(7)	7%	(4)	17%	(11)	66
Somewhat Favorable of Trump	29%	(25)	33%	(28)	20%	(17)	10%	(9)	9%	(7)	87
Somewhat Unfavorable of Trump	19%	(20)	48%	(52)	23%	(25)	5%	(5)	6%	(7)	110
Very Unfavorable of Trump	22%	(90)	36%	(150)	25%	(104)	9%	(39)	7%	(31)	413
#1 Issue: Economy	22%	(49)	36%	(78)	21%	(45)	8%	(17)	13%	(28)	217
#1 Issue: Security	22%	(12)	33%	(18)	10%	(6)	9%	(5)	26%	(14)	55
#1 Issue: Health Care	24%	(32)	39%	(52)	23%	(31)	8%	(10)	7%	(9)	135
#1 Issue: Women's Issues	20%	(23)	39%	(45)	20%	(23)	6%	(7)	14%	(16)	114
#1 Issue: Education	25%	(32)	37%	(47)	23%	(29)	8%	(10)	8%	(10)	129
#1 Issue: Energy	20%	(13)	41%	(27)	24%	(16)	9%	(6)	6%	(4)	66
#1 Issue: Other	21%	(14)	16%	(11)	23%	(16)	19%	(13)	21%	(14)	67

Continued on next page

**Table CGZ19\_1: How confident are you in each of the following?**

Your school or university's administration's ability to make decisions about in-person and remote instruction that keeps students, teachers and staff members safe

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
4-Region: Northeast	14%	(22)	37%	(56)	27%	(41)	7%	(11)	15%	(22)	152
4-Region: Midwest	24%	(38)	28%	(45)	27%	(43)	9%	(15)	11%	(17)	157
4-Region: South	24%	(70)	35%	(102)	17%	(49)	11%	(31)	14%	(42)	295
4-Region: West	25%	(48)	41%	(78)	18%	(35)	6%	(11)	11%	(21)	192
Middle school (Grade 6 - 8)	28%	(20)	29%	(21)	20%	(14)	12%	(9)	11%	(8)	72
High school (Grade 9 - 12)	21%	(99)	33%	(152)	22%	(102)	9%	(43)	14%	(67)	461
Community college	22%	(15)	33%	(22)	20%	(14)	11%	(7)	14%	(9)	67
College or university program	23%	(44)	44%	(85)	20%	(38)	5%	(9)	9%	(18)	195
White, non-Hispanic	21%	(89)	34%	(144)	23%	(97)	11%	(45)	11%	(45)	419
POC	24%	(89)	36%	(136)	19%	(71)	6%	(23)	15%	(57)	377
Twitter Users	21%	(71)	38%	(125)	25%	(84)	8%	(26)	8%	(27)	334
Facebook Users	25%	(88)	33%	(117)	23%	(80)	9%	(33)	9%	(33)	352
Snapchat Users	21%	(99)	36%	(174)	23%	(111)	8%	(41)	12%	(57)	482
Instagram Users	21%	(130)	36%	(216)	24%	(145)	9%	(54)	10%	(62)	606
Tiktok Users	23%	(88)	34%	(132)	22%	(85)	11%	(41)	11%	(43)	389
Reddit Users	24%	(49)	32%	(67)	29%	(61)	8%	(17)	7%	(14)	209
YouTube Users	23%	(171)	36%	(265)	21%	(155)	8%	(61)	11%	(84)	736
Harry Styles Fan	24%	(83)	38%	(131)	21%	(73)	7%	(24)	9%	(31)	342
Billie Eilish Fan	21%	(101)	37%	(174)	23%	(108)	8%	(37)	11%	(52)	472
Zendaya Fan	23%	(117)	35%	(177)	22%	(111)	8%	(39)	11%	(56)	500
Taylor Swift Fan	26%	(98)	39%	(148)	21%	(79)	6%	(23)	9%	(34)	382
Kylie Jenner Fan	22%	(55)	39%	(96)	23%	(57)	3%	(8)	13%	(33)	249
Emma Chamberlain Fan	22%	(43)	35%	(70)	26%	(52)	7%	(14)	10%	(20)	200
Niall Horan Fan	28%	(57)	36%	(74)	22%	(44)	7%	(14)	8%	(17)	205
Zayn Malik Fan	22%	(48)	39%	(84)	26%	(57)	5%	(10)	8%	(18)	218
Liam Payne Fan	26%	(47)	39%	(71)	20%	(37)	9%	(17)	6%	(12)	184
Louis Tomlinson Fan	26%	(43)	37%	(61)	23%	(38)	7%	(11)	8%	(13)	165

Continued on next page



**Table CGZ19\_1: How confident are you in each of the following?**

Your school or university's administration's ability to make decisions about in-person and remote instruction that keeps students, teachers and staff members safe

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
Film: An avid fan	27%	(55)	31%	(63)	21%	(43)	10%	(21)	12%	(25)	207
Film: A casual fan	20%	(88)	39%	(171)	22%	(94)	8%	(35)	11%	(47)	434
Film: Not a fan	22%	(35)	30%	(46)	20%	(31)	8%	(13)	20%	(30)	154
Television: An avid fan	23%	(45)	35%	(68)	21%	(41)	9%	(18)	12%	(23)	195
Television: A casual fan	23%	(101)	35%	(158)	23%	(103)	8%	(35)	12%	(52)	449
Television: Not a fan	21%	(32)	36%	(54)	16%	(24)	10%	(15)	18%	(27)	152
Music: An avid fan	23%	(116)	32%	(161)	21%	(102)	9%	(47)	14%	(72)	498
Music: A casual fan	20%	(55)	41%	(111)	23%	(63)	7%	(19)	9%	(25)	272
Fashion: An avid fan	19%	(36)	34%	(64)	21%	(40)	10%	(19)	15%	(29)	186
Fashion: A casual fan	22%	(77)	37%	(129)	23%	(79)	6%	(22)	11%	(39)	346
Fashion: Not a fan	25%	(66)	33%	(87)	19%	(49)	10%	(27)	13%	(35)	264
Pop culture: An avid fan	23%	(43)	30%	(57)	27%	(51)	7%	(12)	12%	(23)	187
Pop culture: A casual fan	23%	(89)	40%	(159)	19%	(74)	9%	(34)	10%	(38)	394
Pop culture: Not a fan	21%	(46)	30%	(64)	20%	(42)	10%	(22)	19%	(40)	214
Sports: An avid fan	28%	(47)	41%	(69)	15%	(25)	6%	(10)	10%	(17)	168
Sports: A casual fan	26%	(67)	33%	(84)	24%	(61)	7%	(19)	11%	(28)	258
Sports: Not a fan	17%	(64)	34%	(126)	22%	(82)	11%	(40)	16%	(58)	369
Celeb fans on social media	22%	(126)	37%	(212)	23%	(128)	9%	(51)	9%	(50)	567
Celebs share too much on social media	26%	(111)	39%	(170)	22%	(95)	8%	(35)	6%	(24)	433
Celebs who don't share are disconnected	27%	(69)	38%	(98)	20%	(52)	9%	(23)	5%	(12)	255
Celebs should interact on social media	25%	(135)	39%	(207)	22%	(119)	8%	(45)	5%	(29)	535
Celebs' social media is a professional platform	23%	(33)	38%	(54)	21%	(31)	11%	(15)	7%	(10)	142
Celebs' social media is a personal platform	26%	(101)	38%	(148)	22%	(85)	8%	(31)	6%	(23)	388
Connects to celebs paid promoting	31%	(32)	43%	(44)	16%	(16)	6%	(6)	4%	(4)	101
Connects to celebs non-paid promoting	25%	(79)	40%	(131)	21%	(67)	10%	(32)	4%	(14)	324
Concerned about climate change	21%	(122)	41%	(236)	23%	(136)	8%	(47)	7%	(41)	582
Humans can stop climate change	23%	(48)	39%	(81)	19%	(39)	12%	(25)	8%	(16)	209
Humans can slow climate change	22%	(85)	38%	(148)	28%	(108)	7%	(27)	6%	(25)	392
Climate change is beyond control	25%	(16)	39%	(24)	14%	(9)	9%	(5)	13%	(8)	63

Continued on next page

**Table CGZ19\_1:** *How confident are you in each of the following?*

*Your school or university's administration's ability to make decisions about in-person and remote instruction that keeps students, teachers and staff members safe*

<b>Demographic</b>	<b>Very confident</b>		<b>Somewhat confident</b>		<b>Not very confident</b>		<b>Not confident at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Z'ers (Age 13-23)	22%	(178)	35%	(280)	21%	(168)	9%	(68)	13%	(102)	796
Completely in-person school	20%	(11)	27%	(15)	32%	(18)	11%	(6)	11%	(6)	57
Both in person and virtual school	20%	(64)	36%	(114)	25%	(78)	11%	(35)	9%	(28)	320
Completely virtual school	27%	(95)	39%	(133)	18%	(60)	6%	(20)	11%	(37)	345
Watch live sports at least once a week	29%	(53)	40%	(74)	16%	(29)	7%	(14)	8%	(15)	185

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

**Table CGZ19\_2: How confident are you in each of the following?**  
*Your access to reliable internet and technology needed to succeed in virtual learning*

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	41% (322)	34% (272)	11% (85)	5% (39)	10% (77)	796
Gender: Male	43% (166)	32% (121)	9% (34)	5% (20)	11% (43)	383
Gender: Female	38% (157)	37% (151)	12% (51)	5% (20)	8% (34)	413
Age: 18-34	33% (104)	38% (120)	11% (33)	7% (21)	11% (34)	312
GenZers: 1997-2012	41% (322)	34% (272)	11% (85)	5% (39)	10% (77)	796
PID: Dem (no lean)	43% (123)	38% (108)	9% (27)	4% (11)	5% (15)	284
PID: Ind (no lean)	38% (150)	32% (125)	12% (46)	5% (20)	13% (51)	393
PID: Rep (no lean)	42% (49)	33% (39)	10% (12)	6% (7)	9% (11)	118
PID/Gender: Dem Men	44% (50)	38% (43)	8% (10)	3% (4)	7% (8)	114
PID/Gender: Dem Women	42% (72)	38% (65)	10% (17)	5% (8)	5% (8)	170
PID/Gender: Ind Men	42% (85)	26% (54)	11% (23)	6% (13)	14% (29)	203
PID/Gender: Ind Women	35% (66)	37% (71)	13% (24)	4% (7)	12% (22)	190
PID/Gender: Rep Men	46% (30)	37% (24)	3% (2)	5% (3)	10% (6)	66
PID/Gender: Rep Women	36% (19)	29% (15)	19% (10)	8% (4)	8% (4)	52
Ideo: Liberal (1-3)	44% (106)	41% (98)	9% (21)	4% (9)	3% (8)	241
Ideo: Moderate (4)	39% (58)	40% (60)	11% (16)	3% (5)	7% (11)	150
Ideo: Conservative (5-7)	38% (43)	34% (38)	14% (15)	7% (7)	7% (8)	113
Educ: < College	41% (310)	34% (257)	11% (81)	5% (38)	10% (75)	760
Income: Under 50k	36% (159)	31% (138)	12% (53)	7% (29)	14% (60)	438
Income: 50k-100k	44% (106)	39% (95)	9% (21)	4% (9)	4% (11)	241
Income: 100k+	50% (58)	34% (39)	10% (11)	1% (1)	6% (7)	116
Ethnicity: White	43% (207)	35% (171)	9% (42)	6% (27)	7% (36)	483
Ethnicity: Hispanic	43% (69)	29% (47)	12% (19)	6% (10)	9% (15)	160
Ethnicity: Black	38% (40)	25% (27)	14% (15)	7% (7)	15% (16)	105
Ethnicity: Other	36% (75)	36% (75)	13% (28)	2% (5)	12% (25)	208
All Christian	39% (82)	37% (76)	13% (28)	2% (5)	8% (16)	207
Atheist	47% (39)	34% (28)	11% (9)	1% (1)	7% (6)	83
Agnostic/Nothing in particular	40% (122)	33% (99)	9% (26)	6% (19)	12% (36)	301
Something Else	36% (59)	36% (58)	9% (14)	8% (14)	11% (17)	162
Religious Non-Protestant/Catholic	49% (25)	27% (14)	16% (8)	2% (1)	7% (4)	51

Continued on next page

**Table CGZ19\_2: How confident are you in each of the following?**  
*Your access to reliable internet and technology needed to succeed in virtual learning*

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	41%	(322)	34%	(272)	11%	(85)	5%	(39)	10%	(77)	796
Evangelical	36%	(47)	37%	(48)	13%	(17)	5%	(6)	10%	(13)	131
Non-Evangelical	39%	(88)	37%	(82)	9%	(21)	5%	(12)	9%	(19)	222
Community: Urban	38%	(72)	35%	(67)	11%	(20)	5%	(9)	12%	(23)	192
Community: Suburban	45%	(201)	33%	(145)	11%	(47)	5%	(21)	7%	(30)	444
Community: Rural	31%	(50)	37%	(59)	11%	(18)	6%	(9)	15%	(24)	160
Employ: Unemployed	32%	(30)	32%	(30)	12%	(11)	4%	(4)	19%	(18)	93
Military HH: Yes	41%	(34)	40%	(33)	10%	(8)	5%	(4)	4%	(4)	82
Military HH: No	40%	(289)	34%	(239)	11%	(77)	5%	(35)	10%	(73)	714
RD/WT: Right Direction	41%	(61)	30%	(45)	11%	(16)	7%	(10)	11%	(17)	149
RD/WT: Wrong Track	40%	(261)	35%	(227)	11%	(69)	4%	(29)	9%	(60)	647
Trump Job Approve	40%	(66)	32%	(52)	13%	(21)	6%	(10)	9%	(15)	164
Trump Job Disapprove	43%	(220)	37%	(194)	10%	(51)	4%	(21)	6%	(31)	518
Trump Job Strongly Approve	38%	(23)	37%	(23)	8%	(5)	5%	(3)	12%	(8)	62
Trump Job Somewhat Approve	41%	(42)	29%	(29)	16%	(16)	7%	(7)	7%	(7)	102
Trump Job Somewhat Disapprove	42%	(54)	40%	(52)	11%	(15)	4%	(5)	3%	(4)	130
Trump Job Strongly Disapprove	43%	(166)	37%	(142)	9%	(37)	4%	(16)	7%	(27)	388
Favorable of Trump	38%	(58)	31%	(47)	14%	(22)	7%	(11)	9%	(14)	152
Unfavorable of Trump	42%	(220)	38%	(199)	10%	(51)	5%	(24)	5%	(29)	522
Very Favorable of Trump	37%	(24)	34%	(22)	10%	(7)	6%	(4)	13%	(8)	66
Somewhat Favorable of Trump	39%	(34)	29%	(25)	17%	(15)	8%	(7)	6%	(6)	87
Somewhat Unfavorable of Trump	45%	(49)	36%	(39)	11%	(12)	4%	(4)	5%	(5)	110
Very Unfavorable of Trump	41%	(171)	39%	(160)	10%	(39)	5%	(19)	6%	(23)	413
#1 Issue: Economy	40%	(88)	33%	(73)	12%	(26)	4%	(9)	10%	(22)	217
#1 Issue: Security	37%	(21)	24%	(13)	15%	(8)	7%	(4)	16%	(9)	55
#1 Issue: Health Care	43%	(58)	41%	(55)	7%	(9)	5%	(6)	5%	(6)	135
#1 Issue: Women's Issues	33%	(37)	38%	(43)	15%	(17)	7%	(8)	8%	(9)	114
#1 Issue: Education	42%	(55)	38%	(49)	8%	(11)	4%	(5)	7%	(9)	129
#1 Issue: Energy	52%	(34)	29%	(19)	10%	(7)	4%	(3)	5%	(3)	66
#1 Issue: Other	42%	(28)	24%	(16)	9%	(6)	7%	(5)	18%	(12)	67

Continued on next page

**Table CGZ19\_2: How confident are you in each of the following?**  
*Your access to reliable internet and technology needed to succeed in virtual learning*

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	41% (322)	34% (272)	11% (85)	5% (39)	10% (77)	796
4-Region: Northeast	38% (57)	35% (53)	11% (16)	4% (7)	12% (19)	152
4-Region: Midwest	37% (59)	41% (65)	11% (17)	4% (6)	7% (11)	157
4-Region: South	41% (121)	34% (99)	10% (30)	6% (18)	9% (27)	295
4-Region: West	44% (85)	29% (55)	12% (22)	5% (9)	10% (20)	192
Middle school (Grade 6 - 8)	42% (30)	33% (24)	9% (7)	7% (5)	9% (6)	72
High school (Grade 9 - 12)	42% (196)	31% (144)	11% (51)	5% (22)	11% (50)	461
Community college	33% (22)	34% (23)	17% (11)	5% (3)	11% (7)	67
College or university program	38% (74)	42% (82)	8% (16)	5% (9)	7% (13)	195
White, non-Hispanic	43% (179)	36% (150)	9% (36)	5% (22)	8% (33)	419
POC	38% (144)	32% (122)	13% (49)	5% (17)	12% (44)	377
Twitter Users	42% (140)	39% (130)	11% (35)	4% (13)	5% (16)	334
Facebook Users	39% (138)	37% (130)	11% (37)	6% (22)	7% (25)	352
Snapchat Users	40% (195)	35% (168)	11% (54)	5% (23)	9% (43)	482
Instagram Users	41% (248)	36% (218)	11% (64)	5% (31)	7% (45)	606
Tiktok Users	39% (151)	35% (136)	12% (48)	5% (21)	8% (33)	389
Reddit Users	46% (96)	35% (73)	12% (25)	2% (5)	4% (9)	209
YouTube Users	42% (309)	35% (255)	10% (75)	5% (34)	9% (63)	736
Harry Styles Fan	38% (131)	39% (135)	12% (40)	4% (15)	6% (22)	342
Billie Eilish Fan	40% (189)	36% (169)	11% (53)	5% (24)	8% (37)	472
Zendaya Fan	40% (201)	35% (174)	13% (63)	4% (22)	8% (41)	500
Taylor Swift Fan	40% (152)	40% (152)	10% (39)	5% (19)	5% (21)	382
Kylie Jenner Fan	38% (94)	36% (88)	13% (32)	4% (9)	10% (24)	249
Emma Chamberlain Fan	35% (69)	42% (84)	12% (23)	4% (8)	8% (16)	200
Niall Horan Fan	38% (78)	44% (90)	10% (21)	3% (6)	5% (11)	205
Zayn Malik Fan	36% (78)	44% (95)	10% (22)	4% (8)	6% (14)	218
Liam Payne Fan	37% (69)	43% (80)	10% (19)	5% (10)	4% (7)	184
Louis Tomlinson Fan	34% (56)	46% (77)	10% (16)	5% (8)	5% (8)	165
Film: An avid fan	36% (75)	36% (74)	12% (24)	5% (11)	11% (23)	207
Film: A casual fan	44% (193)	35% (151)	10% (43)	4% (16)	7% (31)	434
Film: Not a fan	35% (55)	30% (47)	12% (19)	8% (12)	14% (22)	154

Continued on next page

**Table CGZ19\_2: How confident are you in each of the following?  
Your access to reliable internet and technology needed to succeed in virtual learning**

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	41% (322)	34% (272)	11% (85)	5% (39)	10% (77)	796
Television: An avid fan	37% (72)	38% (74)	10% (19)	6% (11)	10% (19)	195
Television: A casual fan	41% (186)	35% (156)	12% (52)	5% (21)	8% (35)	449
Television: Not a fan	42% (64)	28% (42)	10% (15)	5% (8)	15% (23)	152
Music: An avid fan	40% (197)	36% (179)	10% (50)	4% (20)	11% (54)	498
Music: A casual fan	44% (119)	32% (86)	12% (32)	7% (19)	6% (16)	272
Fashion: An avid fan	40% (74)	34% (63)	10% (18)	4% (8)	12% (22)	186
Fashion: A casual fan	40% (139)	36% (125)	13% (44)	4% (13)	7% (26)	346
Fashion: Not a fan	41% (109)	32% (84)	9% (23)	7% (19)	11% (29)	264
Pop culture: An avid fan	41% (77)	38% (71)	9% (17)	4% (8)	8% (15)	187
Pop culture: A casual fan	44% (171)	32% (126)	12% (46)	5% (18)	8% (32)	394
Pop culture: Not a fan	35% (74)	35% (75)	11% (23)	6% (13)	14% (29)	214
Sports: An avid fan	43% (72)	34% (57)	8% (14)	5% (9)	10% (16)	168
Sports: A casual fan	37% (95)	37% (95)	13% (34)	5% (12)	8% (21)	258
Sports: Not a fan	42% (155)	32% (120)	10% (37)	5% (18)	11% (40)	369
Celeb fans on social media	41% (229)	37% (211)	11% (64)	5% (27)	6% (34)	567
Celebs share too much on social media	46% (197)	38% (163)	11% (47)	3% (13)	3% (12)	433
Celebs who don't share are disconnected	44% (113)	36% (93)	12% (31)	4% (11)	2% (6)	255
Celebs should interact on social media	46% (249)	38% (204)	10% (53)	4% (19)	2% (10)	535
Celebs' social media is a professional platform	40% (57)	34% (49)	14% (19)	5% (8)	6% (9)	142
Celebs' social media is a personal platform	45% (174)	37% (144)	11% (44)	4% (16)	2% (10)	388
Connects to celebs paid promoting	46% (47)	33% (34)	9% (9)	8% (8)	3% (3)	101
Connects to celebs non-paid promoting	45% (146)	38% (122)	12% (37)	4% (13)	2% (7)	324
Concerned about climate change	43% (250)	37% (217)	11% (66)	4% (21)	5% (28)	582
Humans can stop climate change	46% (97)	35% (73)	10% (22)	3% (7)	5% (11)	209
Humans can slow climate change	43% (168)	38% (149)	12% (47)	3% (14)	4% (14)	392
Climate change is beyond control	36% (23)	32% (20)	12% (8)	12% (8)	7% (5)	63
Completely in-person school	32% (18)	24% (13)	22% (12)	14% (8)	9% (5)	57
Both in person and virtual school	39% (126)	41% (131)	8% (27)	4% (13)	7% (23)	320
Completely virtual school	46% (159)	32% (111)	11% (39)	4% (12)	7% (23)	345
Watch live sports at least once a week	46% (84)	33% (61)	10% (19)	5% (9)	7% (12)	185

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

**Table CGZ19\_3: How confident are you in each of the following?**  
*Your teachers' ability to teach lessons effectively in a virtual classroom this semester*

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	20%	(156)	38%	(301)	21%	(171)	8%	(64)	13%	(104)	796
Gender: Male	22%	(85)	33%	(128)	20%	(76)	10%	(40)	14%	(54)	383
Gender: Female	17%	(71)	42%	(173)	23%	(95)	6%	(24)	12%	(49)	413
Age: 18-34	20%	(61)	38%	(119)	21%	(65)	8%	(24)	14%	(42)	312
GenZers: 1997-2012	20%	(156)	38%	(301)	21%	(171)	8%	(64)	13%	(104)	796
PID: Dem (no lean)	20%	(56)	44%	(125)	24%	(67)	6%	(17)	7%	(20)	284
PID: Ind (no lean)	18%	(71)	35%	(137)	20%	(79)	10%	(38)	18%	(69)	393
PID: Rep (no lean)	25%	(29)	34%	(40)	21%	(25)	8%	(10)	12%	(14)	118
PID/Gender: Dem Men	24%	(27)	37%	(43)	21%	(24)	7%	(8)	10%	(11)	114
PID/Gender: Dem Women	17%	(29)	48%	(82)	25%	(43)	5%	(8)	5%	(9)	170
PID/Gender: Ind Men	20%	(40)	31%	(64)	18%	(37)	13%	(26)	18%	(36)	203
PID/Gender: Ind Women	16%	(31)	38%	(73)	22%	(42)	6%	(11)	18%	(33)	190
PID/Gender: Rep Men	27%	(18)	33%	(21)	22%	(14)	8%	(6)	11%	(7)	66
PID/Gender: Rep Women	22%	(12)	35%	(18)	21%	(11)	8%	(4)	14%	(7)	52
Ideo: Liberal (1-3)	17%	(40)	47%	(113)	25%	(60)	7%	(16)	5%	(13)	241
Ideo: Moderate (4)	20%	(30)	45%	(67)	17%	(26)	10%	(14)	9%	(13)	150
Ideo: Conservative (5-7)	20%	(22)	35%	(39)	24%	(27)	10%	(11)	11%	(13)	113
Educ: < College	19%	(146)	38%	(286)	22%	(165)	8%	(62)	13%	(101)	760
Income: Under 50k	20%	(90)	32%	(142)	21%	(90)	10%	(43)	17%	(73)	438
Income: 50k-100k	16%	(39)	45%	(109)	23%	(56)	7%	(16)	9%	(22)	241
Income: 100k+	24%	(27)	44%	(51)	21%	(25)	4%	(5)	7%	(8)	116
Ethnicity: White	20%	(99)	38%	(186)	22%	(105)	9%	(46)	10%	(47)	483
Ethnicity: Hispanic	19%	(30)	38%	(60)	21%	(34)	8%	(13)	14%	(23)	160
Ethnicity: Black	25%	(26)	31%	(33)	21%	(22)	3%	(3)	20%	(21)	105
Ethnicity: Other	15%	(31)	40%	(83)	21%	(43)	8%	(16)	17%	(36)	208
All Christian	21%	(43)	43%	(88)	23%	(47)	5%	(10)	9%	(19)	207
Atheist	22%	(18)	36%	(30)	26%	(22)	5%	(4)	11%	(9)	83
Agnostic/Nothing in particular	20%	(59)	39%	(117)	16%	(49)	9%	(27)	16%	(49)	301
Something Else	15%	(24)	34%	(55)	25%	(41)	11%	(18)	15%	(25)	162
Religious Non-Protestant/Catholic	27%	(14)	28%	(14)	28%	(14)	11%	(5)	6%	(3)	51

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**Table CGZ19\_3: How confident are you in each of the following?**  
*Your teachers' ability to teach lessons effectively in a virtual classroom this semester*

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	20%	(156)	38%	(301)	21%	(171)	8%	(64)	13%	(104)	796
Evangelical	19%	(25)	35%	(46)	20%	(26)	12%	(15)	14%	(18)	131
Non-Evangelical	17%	(37)	41%	(90)	26%	(57)	6%	(13)	11%	(25)	222
Community: Urban	20%	(38)	37%	(71)	16%	(32)	12%	(22)	15%	(29)	192
Community: Suburban	20%	(90)	39%	(172)	24%	(106)	7%	(33)	10%	(44)	444
Community: Rural	18%	(28)	37%	(59)	21%	(34)	6%	(9)	19%	(31)	160
Employ: Unemployed	16%	(15)	35%	(33)	22%	(20)	7%	(7)	20%	(19)	93
Military HH: Yes	20%	(16)	41%	(33)	25%	(20)	6%	(5)	8%	(7)	82
Military HH: No	20%	(140)	38%	(268)	21%	(150)	8%	(59)	14%	(97)	714
RD/WT: Right Direction	24%	(36)	35%	(52)	17%	(26)	12%	(17)	12%	(18)	149
RD/WT: Wrong Track	18%	(120)	39%	(250)	22%	(145)	7%	(47)	13%	(85)	647
Trump Job Approve	28%	(46)	34%	(55)	15%	(25)	10%	(16)	13%	(21)	164
Trump Job Disapprove	17%	(89)	42%	(218)	24%	(126)	7%	(37)	9%	(48)	518
Trump Job Strongly Approve	32%	(20)	35%	(21)	12%	(8)	5%	(3)	16%	(10)	62
Trump Job Somewhat Approve	26%	(27)	33%	(34)	18%	(18)	13%	(13)	11%	(11)	102
Trump Job Somewhat Disapprove	14%	(18)	49%	(63)	22%	(29)	9%	(12)	6%	(7)	130
Trump Job Strongly Disapprove	18%	(71)	40%	(154)	25%	(97)	6%	(25)	11%	(41)	388
Favorable of Trump	27%	(41)	36%	(55)	15%	(23)	9%	(14)	13%	(19)	152
Unfavorable of Trump	17%	(89)	41%	(215)	25%	(131)	7%	(38)	9%	(50)	522
Very Favorable of Trump	36%	(23)	32%	(21)	13%	(8)	8%	(5)	11%	(7)	66
Somewhat Favorable of Trump	20%	(17)	39%	(34)	17%	(15)	10%	(8)	13%	(12)	87
Somewhat Unfavorable of Trump	18%	(20)	47%	(51)	19%	(20)	7%	(7)	10%	(11)	110
Very Unfavorable of Trump	17%	(69)	40%	(164)	27%	(111)	7%	(30)	9%	(38)	413
#1 Issue: Economy	20%	(44)	37%	(80)	21%	(46)	8%	(18)	14%	(30)	217
#1 Issue: Security	22%	(12)	38%	(21)	13%	(7)	9%	(5)	19%	(10)	55
#1 Issue: Health Care	22%	(29)	40%	(53)	23%	(32)	7%	(10)	8%	(11)	135
#1 Issue: Women's Issues	13%	(15)	47%	(54)	21%	(24)	4%	(4)	14%	(16)	114
#1 Issue: Education	21%	(27)	40%	(52)	24%	(30)	7%	(9)	8%	(10)	129
#1 Issue: Energy	18%	(12)	41%	(27)	26%	(17)	9%	(6)	6%	(4)	66
#1 Issue: Other	21%	(14)	20%	(14)	19%	(13)	14%	(10)	26%	(18)	67

Continued on next page



**Table CGZ19\_3: How confident are you in each of the following?**  
 Your teachers' ability to teach lessons effectively in a virtual classroom this semester

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	20%	(156)	38%	(301)	21%	(171)	8%	(64)	13%	(104)	796
4-Region: Northeast	15%	(22)	39%	(59)	26%	(39)	6%	(10)	14%	(22)	152
4-Region: Midwest	19%	(29)	37%	(57)	23%	(36)	9%	(13)	13%	(21)	157
4-Region: South	22%	(64)	38%	(112)	19%	(55)	11%	(31)	11%	(32)	295
4-Region: West	21%	(40)	38%	(73)	21%	(40)	5%	(10)	15%	(29)	192
Middle school (Grade 6 - 8)	30%	(21)	27%	(20)	21%	(15)	10%	(7)	12%	(9)	72
High school (Grade 9 - 12)	18%	(81)	38%	(174)	22%	(103)	8%	(39)	14%	(64)	461
Community college	20%	(13)	37%	(25)	19%	(13)	6%	(4)	17%	(12)	67
College or university program	20%	(40)	42%	(83)	20%	(40)	7%	(14)	10%	(19)	195
White, non-Hispanic	21%	(88)	38%	(160)	21%	(90)	9%	(38)	10%	(42)	419
POC	18%	(67)	37%	(141)	22%	(81)	7%	(26)	16%	(61)	377
Twitter Users	17%	(56)	44%	(147)	24%	(80)	7%	(25)	8%	(26)	334
Facebook Users	21%	(74)	40%	(140)	23%	(81)	7%	(24)	9%	(32)	352
Snapchat Users	18%	(85)	38%	(183)	24%	(117)	8%	(37)	12%	(60)	482
Instagram Users	18%	(106)	40%	(240)	25%	(150)	7%	(42)	11%	(68)	606
Tiktok Users	17%	(66)	37%	(146)	26%	(102)	8%	(32)	11%	(44)	389
Reddit Users	20%	(41)	43%	(90)	24%	(50)	7%	(14)	7%	(15)	209
YouTube Users	20%	(146)	40%	(291)	21%	(152)	8%	(57)	12%	(89)	736
Harry Styles Fan	19%	(64)	41%	(140)	24%	(83)	7%	(24)	9%	(31)	342
Billie Eilish Fan	18%	(85)	39%	(185)	23%	(110)	8%	(39)	11%	(54)	472
Zendaya Fan	20%	(98)	39%	(197)	22%	(111)	7%	(35)	12%	(59)	500
Taylor Swift Fan	22%	(84)	42%	(161)	22%	(84)	5%	(20)	9%	(33)	382
Kylie Jenner Fan	19%	(46)	42%	(104)	23%	(57)	5%	(13)	11%	(28)	249
Emma Chamberlain Fan	16%	(31)	43%	(85)	26%	(51)	6%	(12)	10%	(20)	200
Niall Horan Fan	21%	(42)	43%	(88)	23%	(47)	6%	(12)	8%	(16)	205
Zayn Malik Fan	16%	(34)	46%	(100)	24%	(52)	6%	(12)	9%	(20)	218
Liam Payne Fan	21%	(39)	44%	(81)	19%	(36)	8%	(15)	7%	(14)	184
Louis Tomlinson Fan	18%	(30)	45%	(74)	23%	(37)	7%	(12)	8%	(13)	165
Film: An avid fan	22%	(46)	35%	(72)	22%	(45)	8%	(16)	13%	(28)	207
Film: A casual fan	20%	(85)	41%	(179)	22%	(93)	7%	(30)	11%	(47)	434
Film: Not a fan	16%	(25)	32%	(50)	21%	(32)	12%	(19)	19%	(29)	154

Continued on next page

**Table CGZ19\_3: How confident are you in each of the following?  
Your teachers' ability to teach lessons effectively in a virtual classroom this semester**

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	20%	(156)	38%	(301)	21%	(171)	8%	(64)	13%	(104)	796
Television: An avid fan	21%	(42)	35%	(68)	23%	(45)	8%	(15)	13%	(25)	195
Television: A casual fan	20%	(90)	41%	(184)	20%	(91)	8%	(34)	11%	(50)	449
Television: Not a fan	16%	(24)	32%	(49)	23%	(35)	10%	(16)	19%	(29)	152
Music: An avid fan	20%	(98)	37%	(183)	22%	(111)	8%	(38)	14%	(70)	498
Music: A casual fan	19%	(52)	42%	(115)	20%	(55)	9%	(25)	9%	(26)	272
Fashion: An avid fan	19%	(35)	37%	(70)	24%	(44)	6%	(11)	14%	(27)	186
Fashion: A casual fan	20%	(69)	37%	(128)	25%	(88)	6%	(19)	12%	(43)	346
Fashion: Not a fan	20%	(52)	40%	(104)	15%	(38)	13%	(34)	13%	(34)	264
Pop culture: An avid fan	21%	(39)	40%	(75)	21%	(39)	7%	(12)	12%	(22)	187
Pop culture: A casual fan	18%	(71)	39%	(154)	23%	(93)	8%	(30)	12%	(46)	394
Pop culture: Not a fan	21%	(45)	34%	(72)	18%	(40)	10%	(22)	17%	(35)	214
Sports: An avid fan	25%	(42)	35%	(59)	20%	(33)	7%	(12)	13%	(23)	168
Sports: A casual fan	20%	(51)	42%	(107)	21%	(55)	5%	(14)	12%	(32)	258
Sports: Not a fan	17%	(63)	37%	(135)	23%	(83)	10%	(39)	13%	(50)	369
Celeb fans on social media	19%	(109)	41%	(230)	24%	(135)	7%	(40)	9%	(54)	567
Celebs share too much on social media	21%	(93)	44%	(191)	22%	(93)	6%	(27)	7%	(29)	433
Celebs who don't share are disconnected	20%	(51)	43%	(111)	25%	(65)	5%	(12)	7%	(17)	255
Celebs should interact on social media	21%	(112)	41%	(221)	24%	(130)	8%	(41)	6%	(31)	535
Celebs' social media is a professional platform	24%	(34)	38%	(55)	20%	(29)	7%	(10)	10%	(15)	142
Celebs' social media is a personal platform	21%	(80)	42%	(164)	24%	(92)	8%	(30)	6%	(22)	388
Connects to celebs paid promoting	30%	(31)	40%	(41)	18%	(18)	7%	(7)	5%	(5)	101
Connects to celebs non-paid promoting	20%	(65)	44%	(144)	22%	(73)	7%	(22)	6%	(21)	324
Concerned about climate change	19%	(109)	44%	(254)	24%	(137)	6%	(37)	8%	(45)	582
Humans can stop climate change	25%	(53)	37%	(77)	20%	(43)	8%	(17)	9%	(20)	209
Humans can slow climate change	16%	(63)	46%	(180)	24%	(94)	7%	(28)	7%	(27)	392
Climate change is beyond control	25%	(16)	23%	(15)	29%	(18)	13%	(8)	10%	(6)	63
Completely in-person school	20%	(11)	32%	(18)	21%	(12)	14%	(8)	13%	(8)	57
Both in person and virtual school	16%	(52)	42%	(135)	25%	(80)	6%	(18)	11%	(35)	320
Completely virtual school	24%	(81)	38%	(132)	20%	(70)	8%	(29)	9%	(32)	345
Watch live sports at least once a week	29%	(53)	34%	(62)	21%	(39)	7%	(12)	10%	(18)	185

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

**Table CGZ20:** *Is your school or university doing enough to equip students, teachers and other staff members with what they need to participate in virtual, remote learning?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	25%	(202)	41%	(324)	16%	(124)	4%	(33)	14%	(113)	796
Gender: Male	23%	(87)	40%	(155)	18%	(69)	5%	(20)	14%	(52)	383
Gender: Female	28%	(115)	41%	(169)	13%	(56)	3%	(12)	15%	(61)	413
Age: 18-34	22%	(69)	40%	(124)	18%	(58)	5%	(17)	14%	(44)	312
GenZers: 1997-2012	25%	(202)	41%	(324)	16%	(124)	4%	(33)	14%	(113)	796
PID: Dem (no lean)	25%	(70)	44%	(126)	15%	(44)	5%	(14)	11%	(31)	284
PID: Ind (no lean)	23%	(90)	38%	(148)	17%	(67)	4%	(14)	19%	(74)	393
PID: Rep (no lean)	35%	(42)	42%	(50)	11%	(13)	4%	(5)	7%	(9)	118
PID/Gender: Dem Men	20%	(23)	49%	(56)	16%	(18)	4%	(5)	11%	(12)	114
PID/Gender: Dem Women	28%	(47)	41%	(69)	15%	(26)	6%	(10)	11%	(18)	170
PID/Gender: Ind Men	22%	(44)	34%	(70)	20%	(41)	6%	(11)	18%	(37)	203
PID/Gender: Ind Women	24%	(46)	41%	(78)	14%	(26)	1%	(3)	19%	(37)	190
PID/Gender: Rep Men	30%	(20)	44%	(29)	15%	(10)	7%	(5)	4%	(3)	66
PID/Gender: Rep Women	42%	(22)	40%	(21)	6%	(3)	—	(0)	11%	(6)	52
Ideo: Liberal (1-3)	27%	(65)	47%	(112)	15%	(37)	6%	(14)	5%	(13)	241
Ideo: Moderate (4)	27%	(41)	41%	(61)	18%	(28)	4%	(6)	10%	(15)	150
Ideo: Conservative (5-7)	27%	(31)	44%	(49)	17%	(20)	4%	(4)	8%	(9)	113
Educ: < College	25%	(194)	40%	(307)	16%	(120)	4%	(30)	14%	(110)	760
Income: Under 50k	26%	(114)	35%	(154)	14%	(60)	5%	(23)	20%	(88)	438
Income: 50k-100k	22%	(52)	47%	(113)	19%	(45)	3%	(8)	10%	(23)	241
Income: 100k+	31%	(36)	49%	(57)	16%	(18)	2%	(2)	2%	(3)	116
Ethnicity: White	26%	(126)	39%	(189)	18%	(86)	5%	(22)	12%	(60)	483
Ethnicity: Hispanic	22%	(35)	38%	(61)	15%	(23)	7%	(12)	18%	(28)	160
Ethnicity: Black	31%	(33)	33%	(34)	15%	(15)	4%	(5)	17%	(18)	105
Ethnicity: Other	21%	(43)	48%	(100)	11%	(23)	3%	(6)	17%	(35)	208
All Christian	28%	(58)	46%	(95)	14%	(29)	3%	(6)	9%	(20)	207
Atheist	20%	(16)	41%	(34)	22%	(18)	6%	(5)	12%	(10)	83
Agnostic/Nothing in particular	23%	(70)	38%	(114)	15%	(47)	5%	(14)	18%	(55)	301
Something Else	24%	(40)	39%	(64)	15%	(25)	4%	(6)	17%	(28)	162
Religious Non-Protestant/Catholic	38%	(19)	37%	(19)	14%	(7)	4%	(2)	7%	(4)	51

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**Table CGZ20:** *Is your school or university doing enough to equip students, teachers and other staff members with what they need to participate in virtual, remote learning?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	25%	(202)	41%	(324)	16%	(124)	4%	(33)	14%	(113)	796
Evangelical	32%	(41)	38%	(50)	12%	(16)	4%	(5)	14%	(18)	131
Non-Evangelical	24%	(53)	46%	(101)	15%	(34)	3%	(7)	12%	(27)	222
Community: Urban	24%	(45)	42%	(81)	12%	(23)	5%	(10)	17%	(32)	192
Community: Suburban	26%	(115)	42%	(188)	17%	(77)	4%	(16)	11%	(48)	444
Community: Rural	26%	(42)	34%	(55)	15%	(24)	4%	(6)	21%	(33)	160
Employ: Unemployed	17%	(16)	38%	(36)	14%	(13)	5%	(5)	26%	(24)	93
Military HH: Yes	30%	(24)	37%	(30)	18%	(14)	3%	(2)	13%	(10)	82
Military HH: No	25%	(178)	41%	(293)	15%	(110)	4%	(30)	14%	(103)	714
RD/WT: Right Direction	33%	(49)	33%	(49)	15%	(23)	2%	(4)	16%	(25)	149
RD/WT: Wrong Track	24%	(153)	42%	(275)	16%	(101)	5%	(29)	14%	(89)	647
Trump Job Approve	31%	(51)	40%	(66)	13%	(22)	2%	(4)	13%	(21)	164
Trump Job Disapprove	24%	(123)	44%	(227)	17%	(90)	5%	(26)	10%	(53)	518
Trump Job Strongly Approve	46%	(28)	31%	(19)	7%	(4)	4%	(2)	12%	(8)	62
Trump Job Somewhat Approve	22%	(23)	46%	(47)	17%	(17)	2%	(2)	13%	(13)	102
Trump Job Somewhat Disapprove	18%	(23)	51%	(66)	19%	(25)	5%	(7)	7%	(9)	130
Trump Job Strongly Disapprove	26%	(100)	41%	(161)	17%	(65)	5%	(19)	11%	(43)	388
Favorable of Trump	34%	(51)	40%	(61)	10%	(15)	4%	(7)	12%	(18)	152
Unfavorable of Trump	24%	(126)	43%	(226)	18%	(96)	4%	(21)	10%	(53)	522
Very Favorable of Trump	41%	(27)	32%	(21)	6%	(4)	5%	(3)	15%	(10)	66
Somewhat Favorable of Trump	28%	(24)	46%	(40)	13%	(11)	4%	(3)	10%	(8)	87
Somewhat Unfavorable of Trump	22%	(24)	47%	(52)	17%	(19)	3%	(3)	11%	(12)	110
Very Unfavorable of Trump	25%	(102)	42%	(174)	19%	(77)	4%	(18)	10%	(41)	413
#1 Issue: Economy	27%	(59)	38%	(83)	18%	(40)	4%	(8)	13%	(28)	217
#1 Issue: Security	24%	(13)	37%	(21)	15%	(8)	7%	(4)	17%	(9)	55
#1 Issue: Health Care	30%	(40)	45%	(61)	13%	(17)	2%	(3)	10%	(13)	135
#1 Issue: Women's Issues	22%	(25)	41%	(47)	13%	(15)	6%	(7)	18%	(21)	114
#1 Issue: Education	25%	(32)	40%	(52)	16%	(20)	6%	(8)	13%	(16)	129
#1 Issue: Energy	18%	(12)	55%	(36)	17%	(11)	2%	(1)	8%	(5)	66
#1 Issue: Other	26%	(17)	34%	(23)	16%	(11)	2%	(1)	23%	(15)	67

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**Table CGZ20:** *Is your school or university doing enough to equip students, teachers and other staff members with what they need to participate in virtual, remote learning?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	25%	(202)	41%	(324)	16%	(124)	4%	(33)	14%	(113)	796
4-Region: Northeast	23%	(35)	40%	(60)	20%	(31)	3%	(5)	14%	(21)	152
4-Region: Midwest	31%	(49)	38%	(59)	12%	(18)	4%	(7)	15%	(24)	157
4-Region: South	25%	(74)	40%	(119)	17%	(51)	4%	(12)	13%	(40)	295
4-Region: West	23%	(44)	45%	(86)	12%	(24)	5%	(9)	15%	(29)	192
Middle school (Grade 6 - 8)	33%	(24)	42%	(30)	11%	(8)	2%	(2)	12%	(9)	72
High school (Grade 9 - 12)	25%	(113)	39%	(182)	16%	(73)	4%	(20)	16%	(74)	461
Community college	27%	(18)	38%	(25)	17%	(11)	3%	(2)	16%	(10)	67
College or university program	24%	(47)	44%	(87)	16%	(32)	5%	(9)	10%	(20)	195
White, non-Hispanic	27%	(113)	39%	(164)	18%	(74)	4%	(15)	13%	(53)	419
POC	24%	(89)	42%	(159)	13%	(51)	5%	(18)	16%	(60)	377
Twitter Users	22%	(73)	46%	(154)	17%	(58)	4%	(14)	10%	(35)	334
Facebook Users	25%	(86)	43%	(152)	14%	(50)	4%	(13)	14%	(50)	352
Snapchat Users	25%	(119)	42%	(204)	15%	(74)	3%	(15)	15%	(70)	482
Instagram Users	24%	(146)	42%	(258)	17%	(101)	4%	(24)	13%	(77)	606
Tiktok Users	25%	(98)	39%	(153)	17%	(67)	4%	(14)	15%	(57)	389
Reddit Users	20%	(41)	44%	(92)	22%	(45)	7%	(14)	8%	(16)	209
YouTube Users	25%	(183)	42%	(309)	16%	(117)	4%	(29)	13%	(99)	736
Harry Styles Fan	27%	(93)	45%	(153)	14%	(48)	3%	(11)	11%	(38)	342
Billie Eilish Fan	24%	(114)	41%	(195)	17%	(81)	4%	(19)	13%	(63)	472
Zendaya Fan	26%	(131)	42%	(211)	15%	(74)	4%	(18)	13%	(67)	500
Taylor Swift Fan	29%	(110)	44%	(167)	14%	(53)	3%	(13)	10%	(39)	382
Kylie Jenner Fan	23%	(58)	45%	(111)	16%	(40)	3%	(7)	13%	(32)	249
Emma Chamberlain Fan	23%	(47)	46%	(91)	17%	(33)	4%	(7)	11%	(21)	200
Niall Horan Fan	29%	(59)	44%	(91)	16%	(32)	3%	(6)	8%	(17)	205
Zayn Malik Fan	27%	(60)	43%	(95)	15%	(32)	3%	(6)	12%	(25)	218
Liam Payne Fan	31%	(57)	41%	(76)	16%	(29)	4%	(7)	8%	(15)	184
Louis Tomlinson Fan	28%	(46)	44%	(74)	18%	(30)	3%	(5)	6%	(11)	165
Film: An avid fan	30%	(63)	35%	(73)	13%	(28)	8%	(16)	14%	(28)	207
Film: A casual fan	25%	(109)	43%	(188)	17%	(72)	2%	(11)	13%	(54)	434
Film: Not a fan	20%	(31)	41%	(63)	16%	(24)	4%	(6)	20%	(31)	154

Continued on next page

**Table CGZ20:** *Is your school or university doing enough to equip students, teachers and other staff members with what they need to participate in virtual, remote learning?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	25%	(202)	41%	(324)	16%	(124)	4%	(33)	14%	(113)	796
Television: An avid fan	30%	(59)	36%	(71)	17%	(32)	5%	(9)	12%	(24)	195
Television: A casual fan	25%	(114)	43%	(193)	14%	(64)	3%	(12)	15%	(66)	449
Television: Not a fan	19%	(29)	39%	(60)	18%	(28)	7%	(11)	16%	(24)	152
Music: An avid fan	26%	(128)	38%	(189)	16%	(80)	5%	(23)	16%	(78)	498
Music: A casual fan	24%	(66)	46%	(126)	16%	(43)	3%	(7)	11%	(30)	272
Fashion: An avid fan	27%	(51)	37%	(70)	17%	(32)	3%	(5)	15%	(28)	186
Fashion: A casual fan	28%	(96)	41%	(143)	15%	(53)	3%	(10)	13%	(45)	346
Fashion: Not a fan	21%	(55)	42%	(111)	15%	(39)	7%	(18)	15%	(40)	264
Pop culture: An avid fan	24%	(44)	39%	(73)	17%	(32)	6%	(11)	15%	(28)	187
Pop culture: A casual fan	27%	(106)	43%	(171)	15%	(60)	3%	(13)	11%	(44)	394
Pop culture: Not a fan	24%	(51)	37%	(80)	15%	(32)	4%	(9)	19%	(42)	214
Sports: An avid fan	29%	(48)	41%	(70)	14%	(24)	5%	(8)	11%	(18)	168
Sports: A casual fan	29%	(74)	42%	(110)	12%	(32)	3%	(8)	14%	(35)	258
Sports: Not a fan	22%	(80)	39%	(144)	18%	(68)	5%	(17)	16%	(60)	369
Celeb fans on social media	27%	(152)	41%	(232)	17%	(96)	4%	(24)	11%	(62)	567
Celebs share too much on social media	27%	(119)	46%	(198)	16%	(68)	4%	(17)	7%	(31)	433
Celebs who don't share are disconnected	26%	(67)	43%	(110)	18%	(46)	4%	(11)	9%	(22)	255
Celebs should interact on social media	27%	(144)	45%	(242)	16%	(88)	3%	(16)	8%	(45)	535
Celebs' social media is a professional platform	28%	(40)	44%	(62)	17%	(24)	2%	(3)	9%	(13)	142
Celebs' social media is a personal platform	28%	(110)	42%	(164)	17%	(65)	4%	(16)	8%	(33)	388
Connects to celebs paid promoting	31%	(31)	37%	(38)	20%	(20)	5%	(5)	7%	(7)	101
Connects to celebs non-paid promoting	27%	(86)	45%	(147)	18%	(59)	3%	(10)	7%	(22)	324
Concerned about climate change	26%	(149)	45%	(260)	17%	(99)	3%	(20)	9%	(54)	582
Humans can stop climate change	28%	(58)	46%	(97)	14%	(30)	5%	(10)	7%	(14)	209
Humans can slow climate change	21%	(83)	47%	(186)	18%	(70)	3%	(14)	10%	(39)	392
Climate change is beyond control	44%	(28)	27%	(17)	18%	(12)	3%	(2)	7%	(5)	63
Completely in-person school	35%	(20)	31%	(18)	12%	(7)	4%	(2)	19%	(11)	57
Both in person and virtual school	25%	(80)	43%	(137)	16%	(51)	3%	(9)	14%	(43)	320
Completely virtual school	27%	(92)	44%	(151)	16%	(57)	5%	(16)	9%	(29)	345
Watch live sports at least once a week	27%	(51)	45%	(84)	17%	(31)	3%	(6)	7%	(13)	185

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

**Table CGZ21:** Thinking back on the spring 2020 semester when stay-at-home measures were put in place and schools and universities went remote, which statement is closest to your opinion, even if none is exactly?

Demographic	I succeeded and learned from my classes at the same rate or better as I normally would during in-person instruction.		I fell behind and wasn't succeeding or learning as much as I normally would during in-person instruction.		Not applicable		Total N
	%	(N)	%	(N)	%	(N)	
Gen Zers (Age 13-23)	46%	(365)	39%	(312)	15%	(119)	796
Gender: Male	45%	(174)	37%	(143)	17%	(66)	383
Gender: Female	46%	(191)	41%	(169)	13%	(53)	413
Age: 18-34	47%	(146)	35%	(110)	18%	(55)	312
GenZers: 1997-2012	46%	(365)	39%	(312)	15%	(119)	796
PID: Dem (no lean)	51%	(144)	40%	(114)	9%	(26)	284
PID: Ind (no lean)	43%	(168)	39%	(152)	19%	(73)	393
PID: Rep (no lean)	45%	(53)	39%	(46)	17%	(20)	118
PID/Gender: Dem Men	47%	(53)	45%	(52)	8%	(9)	114
PID/Gender: Dem Women	53%	(91)	37%	(63)	10%	(16)	170
PID/Gender: Ind Men	45%	(91)	34%	(68)	21%	(43)	203
PID/Gender: Ind Women	40%	(76)	44%	(84)	16%	(30)	190
PID/Gender: Rep Men	44%	(29)	35%	(23)	21%	(14)	66
PID/Gender: Rep Women	45%	(24)	43%	(23)	12%	(6)	52
Ideo: Liberal (1-3)	53%	(128)	44%	(106)	3%	(7)	241
Ideo: Moderate (4)	46%	(69)	38%	(57)	16%	(24)	150
Ideo: Conservative (5-7)	41%	(46)	43%	(49)	15%	(17)	113
Educ: < College	45%	(343)	40%	(303)	15%	(114)	760
Income: Under 50k	42%	(182)	39%	(172)	19%	(84)	438
Income: 50k-100k	47%	(113)	42%	(102)	11%	(27)	241
Income: 100k+	60%	(70)	33%	(39)	6%	(7)	116
Ethnicity: White	43%	(208)	43%	(207)	14%	(68)	483
Ethnicity: Hispanic	45%	(72)	42%	(67)	13%	(21)	160
Ethnicity: Black	51%	(54)	29%	(31)	19%	(20)	105
Ethnicity: Other	50%	(103)	36%	(74)	15%	(31)	208

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**Table CGZ21:** Thinking back on the spring 2020 semester when stay-at-home measures were put in place and schools and universities went remote, which statement is closest to your opinion, even if none is exactly?

Demographic	I succeeded and learned from my classes at the same rate or better as I normally would during in-person instruction.		I fell behind and wasn't succeeding or learning as much as I normally would during in-person instruction.		Not applicable		Total N
Gen Zers (Age 13-23)	46%	(365)	39%	(312)	15%	(119)	796
All Christian	52%	(108)	34%	(71)	13%	(28)	207
Atheist	48%	(40)	41%	(34)	11%	(9)	83
Agnostic/Nothing in particular	44%	(134)	38%	(114)	18%	(53)	301
Something Else	38%	(62)	47%	(76)	15%	(24)	162
Religious Non-Protestant/Catholic	48%	(25)	38%	(19)	14%	(7)	51
Evangelical	47%	(62)	43%	(57)	9%	(12)	131
Non-Evangelical	44%	(98)	39%	(87)	17%	(37)	222
Community: Urban	43%	(82)	38%	(74)	19%	(36)	192
Community: Suburban	49%	(219)	40%	(178)	11%	(47)	444
Community: Rural	40%	(64)	38%	(61)	22%	(36)	160
Employ: Unemployed	28%	(26)	44%	(41)	28%	(26)	93
Military HH: Yes	42%	(34)	44%	(36)	14%	(11)	82
Military HH: No	46%	(331)	39%	(276)	15%	(107)	714
RD/WT: Right Direction	47%	(70)	39%	(58)	14%	(22)	149
RD/WT: Wrong Track	46%	(295)	39%	(255)	15%	(97)	647
Trump Job Approve	43%	(71)	38%	(63)	19%	(31)	164
Trump Job Disapprove	48%	(249)	41%	(211)	11%	(58)	518
Trump Job Strongly Approve	43%	(26)	41%	(25)	17%	(10)	62
Trump Job Somewhat Approve	43%	(45)	37%	(37)	20%	(20)	102
Trump Job Somewhat Disapprove	42%	(54)	46%	(60)	12%	(15)	130
Trump Job Strongly Disapprove	50%	(195)	39%	(151)	11%	(42)	388
Favorable of Trump	42%	(64)	40%	(61)	18%	(27)	152
Unfavorable of Trump	48%	(253)	41%	(212)	11%	(57)	522
Very Favorable of Trump	39%	(26)	45%	(30)	16%	(10)	66
Somewhat Favorable of Trump	44%	(38)	36%	(32)	20%	(17)	87
Somewhat Unfavorable of Trump	45%	(50)	42%	(46)	13%	(14)	110
Very Unfavorable of Trump	49%	(204)	40%	(166)	11%	(43)	413

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**Table CGZ21:** Thinking back on the spring 2020 semester when stay-at-home measures were put in place and schools and universities went remote, which statement is closest to your opinion, even if none is exactly?

Demographic	I succeeded and learned from my classes at the same rate or better as I normally would during in-person instruction.		I fell behind and wasn't succeeding or learning as much as I normally would during in-person instruction.		Not applicable		Total N
Gen Zers (Age 13-23)	46%	(365)	39%	(312)	15%	(119)	796
#1 Issue: Economy	39%	(84)	43%	(93)	18%	(40)	217
#1 Issue: Security	38%	(21)	43%	(24)	20%	(11)	55
#1 Issue: Health Care	51%	(69)	40%	(54)	8%	(11)	135
#1 Issue: Women's Issues	53%	(60)	34%	(38)	13%	(15)	114
#1 Issue: Education	53%	(68)	35%	(45)	13%	(16)	129
#1 Issue: Energy	51%	(34)	41%	(27)	9%	(6)	66
#1 Issue: Other	37%	(25)	43%	(29)	20%	(14)	67
4-Region: Northeast	48%	(72)	38%	(58)	15%	(22)	152
4-Region: Midwest	46%	(72)	41%	(64)	14%	(21)	157
4-Region: South	49%	(144)	35%	(105)	16%	(46)	295
4-Region: West	40%	(77)	45%	(87)	15%	(29)	192
Middle school (Grade 6 - 8)	48%	(35)	39%	(28)	13%	(9)	72
High school (Grade 9 - 12)	44%	(202)	42%	(192)	15%	(68)	461
Community college	47%	(32)	25%	(17)	28%	(19)	67
College or university program	50%	(97)	39%	(75)	12%	(23)	195
White, non-Hispanic	44%	(183)	42%	(175)	15%	(61)	419
POC	48%	(182)	37%	(138)	15%	(57)	377
Twitter Users	44%	(145)	45%	(150)	11%	(38)	334
Facebook Users	48%	(169)	38%	(133)	14%	(49)	352
Snapchat Users	45%	(218)	42%	(205)	12%	(60)	482
Instagram Users	46%	(276)	42%	(252)	13%	(78)	606
Tiktok Users	46%	(179)	43%	(166)	11%	(44)	389
Reddit Users	44%	(93)	45%	(93)	11%	(23)	209
YouTube Users	47%	(343)	39%	(290)	14%	(103)	736
Harry Styles Fan	47%	(159)	44%	(151)	9%	(32)	342
Billie Eilish Fan	45%	(215)	43%	(201)	12%	(57)	472
Zendaya Fan	48%	(241)	39%	(197)	12%	(62)	500

Continued on next page

**Table CGZ21:** Thinking back on the spring 2020 semester when stay-at-home measures were put in place and schools and universities went remote, which statement is closest to your opinion, even if none is exactly?

Demographic	I succeeded and learned from my classes at the same rate or better as I normally would during in-person instruction.		I fell behind and wasn't succeeding or learning as much as I normally would during in-person instruction.		Not applicable		Total N
Gen Z'ers (Age 13-23)	46%	(365)	39%	(312)	15%	(119)	796
Taylor Swift Fan	48%	(183)	42%	(160)	10%	(39)	382
Kylie Jenner Fan	40%	(99)	47%	(116)	13%	(34)	249
Emma Chamberlain Fan	42%	(84)	49%	(98)	9%	(18)	200
Niall Horan Fan	50%	(104)	39%	(81)	10%	(21)	205
Zayn Malik Fan	50%	(108)	40%	(87)	10%	(22)	218
Liam Payne Fan	51%	(94)	39%	(72)	9%	(17)	184
Louis Tomlinson Fan	46%	(76)	44%	(73)	10%	(16)	165
Film: An avid fan	51%	(105)	36%	(75)	13%	(27)	207
Film: A casual fan	46%	(198)	40%	(173)	15%	(64)	434
Film: Not a fan	40%	(62)	42%	(64)	18%	(28)	154
Television: An avid fan	53%	(103)	35%	(68)	12%	(24)	195
Television: A casual fan	44%	(197)	41%	(184)	15%	(68)	449
Television: Not a fan	42%	(65)	40%	(61)	18%	(27)	152
Music: An avid fan	46%	(228)	39%	(197)	15%	(74)	498
Music: A casual fan	47%	(127)	39%	(107)	14%	(38)	272
Fashion: An avid fan	43%	(81)	44%	(82)	13%	(23)	186
Fashion: A casual fan	49%	(168)	38%	(130)	14%	(48)	346
Fashion: Not a fan	44%	(116)	38%	(100)	18%	(47)	264
Pop culture: An avid fan	46%	(86)	45%	(84)	9%	(18)	187
Pop culture: A casual fan	49%	(195)	36%	(143)	14%	(57)	394
Pop culture: Not a fan	40%	(85)	40%	(85)	21%	(44)	214
Sports: An avid fan	50%	(84)	39%	(66)	11%	(18)	168
Sports: A casual fan	49%	(125)	36%	(93)	15%	(40)	258
Sports: Not a fan	42%	(156)	41%	(153)	16%	(61)	369
Celeb fans on social media	49%	(276)	41%	(232)	10%	(58)	567
Celebs share too much on social media	48%	(206)	42%	(181)	11%	(46)	433
Celebs who don't share are disconnected	46%	(119)	44%	(113)	9%	(23)	255

Continued on next page

**Table CGZ21:** Thinking back on the spring 2020 semester when stay-at-home measures were put in place and schools and universities went remote, which statement is closest to your opinion, even if none is exactly?

Demographic	I succeeded and learned from my classes at the same rate or better as I normally would during in-person instruction.		I fell behind and wasn't succeeding or learning as much as I normally would during in-person instruction.		Not applicable		Total N
Gen Zers (Age 13-23)	46%	(365)	39%	(312)	15%	(119)	796
Celebs should interact on social media	47%	(250)	43%	(231)	10%	(54)	535
Celebs' social media is a professional platform	49%	(70)	39%	(56)	12%	(17)	142
Celebs' social media is a personal platform	48%	(187)	44%	(173)	7%	(28)	388
Connects to celebs paid promoting	51%	(52)	37%	(38)	12%	(12)	101
Connects to celebs non-paid promoting	46%	(148)	47%	(153)	7%	(22)	324
Concerned about climate change	48%	(281)	42%	(247)	9%	(54)	582
Humans can stop climate change	52%	(109)	37%	(78)	11%	(22)	209
Humans can slow climate change	44%	(173)	47%	(184)	9%	(35)	392
Climate change is beyond control	58%	(37)	25%	(15)	17%	(11)	63
Completely in-person school	39%	(22)	43%	(25)	18%	(10)	57
Both in person and virtual school	45%	(145)	43%	(138)	11%	(36)	320
Completely virtual school	50%	(173)	37%	(129)	12%	(43)	345
Watch live sports at least once a week	52%	(96)	38%	(70)	11%	(20)	185

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

**Table CGZ22:** And once schools and universities turned to remote instruction in the spring semester of the 2019-2020 school year, what would you say your attendance rate was during that time period?

Demographic	100% - I attended all of my classes.		90%		80%		70%		60%		50% - I attended about half of my classes.		40%		30%		20%		10%		0% - I either wasn't able to attend my classes virtually or skipped all of them.	Total	
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)			
Gen Zers (Age 13-23)	50%	(397)	17%	(138)	10%	(79)	5%	(43)	1%	(10)	6%	(44)	1%	(11)	2%	(12)	1%	(8)	1%	(10)	6%	(44)	796
Gender: Male	48%	(185)	19%	(72)	10%	(39)	5%	(18)	1%	(5)	5%	(19)	2%	(7)	1%	(2)	—	(2)	2%	(9)	6%	(25)	383
Gender: Female	51%	(213)	16%	(66)	10%	(39)	6%	(24)	1%	(5)	6%	(25)	1%	(4)	2%	(10)	2%	(6)	—	(1)	5%	(19)	413
Age: 18-34	47%	(146)	16%	(49)	10%	(32)	7%	(21)	1%	(4)	8%	(26)	2%	(7)	1%	(3)	1%	(2)	—	(1)	7%	(20)	312
GenZers: 1997-2012	50%	(397)	17%	(138)	10%	(79)	5%	(43)	1%	(10)	6%	(44)	1%	(11)	2%	(12)	1%	(8)	1%	(10)	6%	(44)	796
PID: Dem (no lean)	55%	(157)	17%	(48)	7%	(20)	4%	(11)	2%	(6)	5%	(14)	1%	(4)	3%	(7)	2%	(5)	1%	(2)	3%	(10)	284
PID: Ind (no lean)	46%	(180)	18%	(71)	11%	(43)	7%	(29)	1%	(3)	7%	(28)	1%	(5)	1%	(2)	1%	(2)	1%	(4)	7%	(27)	393
PID: Rep (no lean)	51%	(60)	16%	(19)	14%	(16)	2%	(3)	1%	(1)	2%	(2)	2%	(3)	2%	(3)	1%	(1)	3%	(3)	7%	(8)	118
PID/Gender: Dem Men	54%	(62)	20%	(23)	7%	(8)	4%	(4)	3%	(3)	5%	(5)	1%	(2)	1%	(1)	1%	(2)	2%	(2)	2%	(2)	114
PID/Gender: Dem Women	56%	(96)	15%	(25)	7%	(12)	4%	(7)	2%	(3)	5%	(9)	1%	(2)	4%	(6)	2%	(3)	—	(0)	4%	(7)	170
PID/Gender: Ind Men	43%	(88)	19%	(39)	11%	(22)	7%	(14)	1%	(2)	6%	(12)	2%	(3)	—	(0)	—	(0)	2%	(3)	9%	(19)	203
PID/Gender: Ind Women	48%	(92)	17%	(32)	11%	(21)	7%	(14)	1%	(2)	8%	(15)	1%	(1)	1%	(2)	1%	(2)	—	(1)	4%	(8)	190
PID/Gender: Rep Men	53%	(35)	16%	(10)	14%	(9)	—	(0)	—	(0)	2%	(1)	3%	(2)	2%	(1)	—	(0)	5%	(3)	6%	(4)	66
PID/Gender: Rep Women	47%	(25)	17%	(9)	13%	(7)	5%	(3)	1%	(1)	1%	(1)	2%	(1)	3%	(2)	2%	(1)	—	(0)	7%	(4)	52
Ideo: Liberal (1-3)	51%	(123)	20%	(48)	8%	(19)	3%	(8)	2%	(4)	6%	(15)	3%	(7)	3%	(7)	1%	(2)	1%	(3)	2%	(5)	241
Ideo: Moderate (4)	51%	(77)	20%	(31)	10%	(16)	5%	(8)	1%	(2)	6%	(10)	—	(1)	1%	(1)	—	(0)	1%	(2)	3%	(5)	150
Ideo: Conservative (5-7)	53%	(60)	18%	(20)	11%	(12)	5%	(6)	—	(0)	4%	(5)	2%	(2)	2%	(3)	2%	(2)	—	(0)	4%	(5)	113
Educ: < College	50%	(379)	17%	(132)	10%	(76)	5%	(38)	1%	(10)	6%	(42)	1%	(9)	2%	(12)	1%	(8)	1%	(10)	6%	(43)	760
Income: Under 50k	47%	(204)	14%	(60)	12%	(51)	7%	(33)	2%	(7)	5%	(24)	1%	(5)	2%	(8)	1%	(3)	2%	(8)	8%	(34)	438
Income: 50k-100k	54%	(130)	20%	(48)	9%	(22)	3%	(8)	1%	(2)	6%	(14)	2%	(4)	2%	(4)	1%	(3)	1%	(2)	2%	(6)	241
Income: 100k+	54%	(63)	25%	(29)	5%	(6)	1%	(2)	1%	(2)	6%	(7)	2%	(2)	1%	(1)	1%	(2)	—	(0)	3%	(4)	116
Ethnicity: White	52%	(251)	17%	(83)	8%	(40)	4%	(21)	1%	(3)	5%	(25)	2%	(7)	2%	(10)	1%	(6)	1%	(6)	6%	(30)	483
Ethnicity: Hispanic	47%	(75)	16%	(26)	13%	(21)	7%	(11)	1%	(2)	7%	(11)	2%	(3)	2%	(3)	—	(1)	1%	(2)	4%	(6)	160
Ethnicity: Black	50%	(52)	11%	(12)	16%	(17)	7%	(8)	4%	(4)	6%	(6)	2%	(2)	—	(0)	—	(0)	1%	(1)	3%	(3)	105
Ethnicity: Other	45%	(94)	21%	(43)	10%	(22)	7%	(14)	1%	(3)	6%	(13)	1%	(2)	1%	(2)	1%	(2)	1%	(2)	5%	(11)	208
All Christian	55%	(115)	17%	(34)	11%	(22)	2%	(5)	1%	(3)	4%	(9)	1%	(3)	1%	(2)	—	(1)	—	(0)	6%	(13)	207
Atheist	52%	(43)	23%	(19)	4%	(3)	2%	(2)	1%	(1)	5%	(4)	2%	(2)	—	(0)	2%	(2)	3%	(2)	6%	(5)	83
Agnostic/Nothing in particular	49%	(146)	14%	(43)	10%	(30)	9%	(27)	1%	(4)	7%	(21)	1%	(4)	2%	(5)	1%	(2)	1%	(4)	5%	(15)	301
Something Else	43%	(70)	20%	(32)	14%	(22)	4%	(6)	1%	(2)	5%	(8)	1%	(1)	3%	(5)	2%	(3)	2%	(3)	6%	(9)	162
Religious Non-Protestant/Catholic	57%	(29)	19%	(9)	3%	(2)	6%	(3)	1%	(1)	3%	(2)	3%	(1)	—	(0)	—	(0)	—	(0)	8%	(4)	51
Evangelical	53%	(69)	22%	(28)	12%	(15)	1%	(2)	—	(0)	2%	(2)	2%	(3)	2%	(3)	2%	(3)	—	(0)	5%	(6)	131
Non-Evangelical	48%	(106)	17%	(38)	13%	(29)	4%	(10)	1%	(3)	6%	(14)	—	(1)	2%	(5)	1%	(1)	1%	(3)	6%	(12)	222
Community: Urban	46%	(88)	18%	(35)	9%	(16)	8%	(16)	3%	(6)	6%	(11)	1%	(3)	1%	(2)	1%	(2)	1%	(2)	5%	(9)	192
Community: Suburban	53%	(236)	18%	(80)	10%	(43)	4%	(16)	1%	(2)	6%	(26)	1%	(6)	2%	(11)	1%	(6)	1%	(5)	3%	(15)	444
Community: Rural	46%	(74)	14%	(23)	12%	(20)	6%	(10)	1%	(2)	4%	(7)	1%	(2)	—	(0)	—	(0)	2%	(3)	12%	(20)	160
Employ: Unemployed	39%	(36)	15%	(14)	13%	(12)	8%	(8)	1%	(1)	8%	(8)	2%	(2)	—	(0)	—	(0)	3%	(3)	11%	(10)	93
Military HH: Yes	59%	(48)	19%	(15)	9%	(7)	4%	(3)	—	(0)	2%	(2)	1%	(1)	—	(0)	—	(0)	2%	(2)	5%	(4)	82
Military HH: No	49%	(349)	17%	(123)	10%	(72)	5%	(39)	1%	(10)	6%	(43)	1%	(10)	2%	(12)	1%	(8)	1%	(8)	6%	(40)	714
RD/WT: Right Direction	52%	(77)	15%	(22)	11%	(17)	4%	(6)	1%	(1)	5%	(7)	4%	(6)	1%	(1)	—	(0)	1%	(2)	6%	(9)	149
RD/WT: Wrong Track	49%	(320)	18%	(116)	10%	(62)	6%	(36)	1%	(9)	6%	(37)	1%	(5)	2%	(11)	1%	(8)	1%	(8)	5%	(35)	647

Continued on next page

**Table CGZ22:** And once schools and universities turned to remote instruction in the spring semester of the 2019-2020 school year, what would you say your attendance rate was during that time period?

Demographic	100 % - I attended all of my classes.		90 %		80 %		70 %		60 %		50 % - I attended about half of my classes.		40 %		30 %		20 %		10 %		0 % - I either wasn't able to attend my classes virtually or skipped all of them.	Total	
Gen Zers (Age 13-23)	50%	(397)	17%	(138)	10%	(79)	5%	(43)	1%	(10)	6%	(44)	1%	(11)	2%	(12)	1%	(8)	1%	(10)	6%	(44)	796
Trump Job Approve	51%	(84)	17%	(28)	12%	(19)	3%	(5)	—	(1)	4%	(7)	1%	(2)	2%	(3)	1%	(1)	1%	(2)	8%	(14)	164
Trump Job Disapprove	50%	(261)	17%	(88)	10%	(49)	5%	(28)	1%	(7)	6%	(32)	2%	(9)	1%	(7)	1%	(7)	1%	(6)	5%	(24)	518
Trump Job Strongly Approve	53%	(33)	19%	(12)	9%	(5)	2%	(1)	—	(0)	3%	(2)	3%	(2)	4%	(3)	2%	(1)	—	(0)	5%	(3)	62
Trump Job Somewhat Approve	50%	(51)	16%	(16)	14%	(14)	3%	(4)	1%	(1)	5%	(5)	—	(0)	—	(0)	—	(0)	2%	(2)	10%	(10)	102
Trump Job Somewhat Disapprove	46%	(60)	21%	(27)	12%	(15)	6%	(8)	1%	(2)	7%	(9)	2%	(2)	—	(0)	—	(0)	1%	(2)	4%	(5)	130
Trump Job Strongly Disapprove	52%	(201)	16%	(61)	9%	(34)	5%	(21)	1%	(5)	6%	(23)	2%	(7)	2%	(7)	2%	(7)	1%	(4)	5%	(19)	388
Favorable of Trump	50%	(76)	20%	(31)	11%	(17)	2%	(4)	1%	(2)	3%	(5)	2%	(3)	2%	(3)	1%	(1)	1%	(2)	7%	(11)	152
Unfavorable of Trump	50%	(263)	18%	(93)	10%	(52)	5%	(27)	1%	(6)	5%	(28)	2%	(8)	1%	(8)	1%	(7)	1%	(5)	5%	(26)	522
Very Favorable of Trump	47%	(31)	17%	(11)	11%	(7)	2%	(1)	1%	(1)	5%	(3)	3%	(2)	4%	(3)	2%	(1)	—	(0)	9%	(6)	66
Somewhat Favorable of Trump	52%	(45)	23%	(20)	11%	(10)	3%	(3)	1%	(1)	2%	(2)	1%	(1)	—	(0)	—	(0)	2%	(2)	6%	(5)	87
Somewhat Unfavorable of Trump	46%	(50)	20%	(22)	13%	(15)	3%	(3)	2%	(2)	6%	(7)	1%	(2)	1%	(2)	—	(0)	—	(0)	7%	(8)	110
Very Unfavorable of Trump	52%	(213)	17%	(71)	9%	(37)	6%	(23)	1%	(4)	5%	(21)	2%	(7)	2%	(6)	2%	(7)	1%	(5)	4%	(18)	413
#1 Issue: Economy	51%	(111)	17%	(37)	12%	(26)	5%	(11)	1%	(3)	4%	(8)	—	(1)	2%	(3)	1%	(2)	2%	(4)	5%	(11)	217
#1 Issue: Security	42%	(23)	8%	(5)	8%	(5)	12%	(7)	2%	(1)	12%	(6)	2%	(1)	—	(0)	3%	(2)	2%	(1)	9%	(5)	55
#1 Issue: Health Care	50%	(68)	17%	(23)	10%	(14)	6%	(8)	3%	(4)	6%	(8)	2%	(2)	2%	(3)	2%	(2)	—	(1)	2%	(3)	135
#1 Issue: Women's Issues	57%	(65)	19%	(22)	6%	(7)	5%	(6)	—	(1)	6%	(6)	1%	(1)	1%	(1)	—	(0)	1%	(1)	4%	(5)	114
#1 Issue: Education	52%	(67)	16%	(21)	6%	(8)	3%	(4)	1%	(2)	7%	(8)	2%	(3)	3%	(4)	1%	(2)	1%	(2)	7%	(8)	129
#1 Issue: Energy	52%	(34)	23%	(15)	12%	(8)	4%	(2)	—	(0)	4%	(3)	5%	(3)	—	(0)	—	(0)	—	(0)	—	(0)	66
#1 Issue: Other	33%	(22)	19%	(13)	17%	(11)	7%	(5)	1%	(1)	6%	(4)	—	(0)	2%	(2)	—	(0)	2%	(2)	13%	(8)	67
4-Region: Northeast	52%	(78)	20%	(31)	12%	(18)	4%	(6)	—	(1)	9%	(13)	2%	(3)	—	(0)	1%	(2)	—	(0)	—	(1)	152
4-Region: Midwest	47%	(74)	19%	(29)	6%	(10)	6%	(9)	1%	(2)	7%	(11)	1%	(2)	3%	(5)	—	(0)	—	(0)	9%	(15)	157
4-Region: South	51%	(151)	17%	(49)	9%	(27)	6%	(18)	2%	(4)	4%	(12)	1%	(4)	1%	(3)	1%	(4)	2%	(6)	5%	(15)	295
4-Region: West	48%	(93)	15%	(29)	12%	(24)	5%	(9)	2%	(3)	4%	(8)	1%	(2)	2%	(4)	1%	(3)	2%	(4)	7%	(14)	192
Middle school (Grade 6 - 8)	47%	(34)	20%	(15)	5%	(4)	6%	(5)	1%	(1)	2%	(1)	2%	(2)	4%	(3)	2%	(2)	—	(0)	10%	(7)	72
High school (Grade 9 - 12)	51%	(236)	17%	(78)	10%	(46)	5%	(21)	1%	(5)	5%	(22)	1%	(4)	1%	(6)	1%	(5)	2%	(9)	6%	(29)	461
Community college	50%	(34)	13%	(9)	14%	(10)	7%	(5)	—	(0)	7%	(5)	1%	(1)	—	(0)	—	(0)	1%	(1)	5%	(3)	67
College or university program	48%	(93)	18%	(36)	10%	(19)	6%	(12)	2%	(4)	8%	(15)	2%	(5)	2%	(3)	1%	(2)	—	(0)	3%	(5)	195
White, non-Hispanic	53%	(220)	17%	(71)	8%	(32)	4%	(17)	1%	(3)	5%	(21)	2%	(7)	2%	(7)	1%	(6)	2%	(6)	7%	(29)	419
POC	47%	(177)	18%	(67)	12%	(47)	7%	(26)	2%	(8)	6%	(23)	1%	(3)	1%	(5)	1%	(2)	1%	(3)	4%	(15)	377
Twitter Users	49%	(163)	19%	(65)	9%	(31)	5%	(18)	1%	(4)	5%	(18)	2%	(6)	3%	(9)	1%	(4)	1%	(2)	4%	(14)	334
Facebook Users	49%	(171)	17%	(61)	10%	(34)	6%	(21)	1%	(2)	6%	(21)	2%	(6)	3%	(9)	1%	(3)	1%	(4)	6%	(20)	352
Snapchat Users	46%	(222)	18%	(87)	10%	(51)	6%	(28)	1%	(5)	7%	(33)	2%	(10)	2%	(8)	1%	(6)	1%	(4)	6%	(28)	482
Instagram Users	48%	(289)	18%	(109)	11%	(67)	6%	(37)	1%	(9)	7%	(40)	1%	(9)	1%	(9)	1%	(6)	1%	(4)	5%	(29)	606
Tiktok Users	47%	(181)	20%	(76)	10%	(39)	6%	(22)	1%	(5)	6%	(23)	1%	(5)	2%	(10)	1%	(4)	1%	(3)	5%	(20)	389
Reddit Users	52%	(109)	19%	(39)	8%	(18)	3%	(7)	1%	(1)	6%	(13)	3%	(5)	1%	(2)	1%	(2)	1%	(2)	6%	(12)	209
YouTube Users	51%	(376)	18%	(130)	9%	(68)	5%	(37)	1%	(9)	5%	(40)	1%	(11)	1%	(11)	1%	(7)	1%	(10)	5%	(37)	736
Harry Styles Fan	52%	(179)	19%	(66)	10%	(34)	4%	(13)	2%	(6)	5%	(18)	1%	(3)	2%	(6)	1%	(3)	—	(1)	4%	(14)	342
Billie Eilish Fan	48%	(229)	18%	(83)	11%	(54)	5%	(24)	2%	(8)	6%	(26)	1%	(6)	2%	(9)	1%	(4)	1%	(6)	5%	(24)	472
Zendaya Fan	53%	(263)	18%	(88)	9%	(44)	5%	(27)	2%	(9)	6%	(28)	1%	(6)	2%	(8)	1%	(6)	1%	(3)	4%	(19)	500
Taylor Swift Fan	53%	(203)	20%	(75)	8%	(30)	4%	(17)	2%	(7)	4%	(14)	1%	(5)	2%	(8)	1%	(4)	—	(2)	5%	(17)	382

Continued on next page

**Table CGZ22:** And once schools and universities turned to remote instruction in the spring semester of the 2019-2020 school year, what would you say your attendance rate was during that time period?

Demographic	100% - I attended all of my classes.		90%		80%		70%		60%		50% - I attended about half of my classes.		40%		30%		20%		10%		0% - I either wasn't able to attend my classes virtually or skipped all of them.	Total	
Gen Zers (Age 13-23)	50%	(397)	17%	(138)	10%	(79)	5%	(43)	1%	(10)	6%	(44)	1%	(11)	2%	(12)	1%	(8)	1%	(10)	6%	(44)	796
Kylie Jenner Fan	46%	(114)	20%	(49)	13%	(31)	8%	(19)	2%	(5)	4%	(9)	1%	(3)	2%	(5)	1%	(1)	—	(0)	5%	(13)	249
Emma Chamberlain Fan	49%	(98)	20%	(40)	9%	(19)	5%	(10)	2%	(4)	6%	(13)	1%	(2)	4%	(7)	1%	(2)	—	(0)	3%	(5)	200
Niall Horan Fan	56%	(115)	19%	(38)	9%	(18)	5%	(10)	2%	(3)	3%	(7)	1%	(2)	1%	(3)	—	(0)	—	(1)	4%	(9)	205
Zayn Malik Fan	52%	(112)	20%	(43)	10%	(22)	6%	(13)	1%	(2)	3%	(7)	2%	(3)	1%	(3)	1%	(3)	—	(0)	4%	(10)	218
Liam Payne Fan	55%	(102)	17%	(32)	10%	(18)	6%	(10)	1%	(2)	4%	(8)	1%	(2)	2%	(3)	1%	(2)	—	(1)	2%	(4)	184
Louis Tomlinson Fan	52%	(86)	20%	(33)	11%	(18)	4%	(7)	2%	(4)	5%	(8)	1%	(2)	2%	(3)	—	(0)	—	(0)	3%	(4)	165
Film: An avid fan	58%	(121)	15%	(31)	9%	(18)	6%	(13)	1%	(2)	3%	(6)	1%	(2)	2%	(5)	1%	(2)	—	(1)	3%	(7)	207
Film: A casual fan	48%	(210)	19%	(81)	11%	(46)	4%	(19)	1%	(6)	6%	(27)	2%	(7)	1%	(6)	1%	(5)	1%	(5)	5%	(22)	434
Film: Not a fan	43%	(67)	16%	(25)	9%	(15)	7%	(10)	2%	(2)	7%	(11)	1%	(2)	1%	(2)	1%	(2)	2%	(4)	10%	(15)	154
Television: An avid fan	58%	(114)	14%	(27)	8%	(15)	6%	(12)	2%	(3)	4%	(8)	1%	(2)	1%	(1)	2%	(4)	—	(0)	5%	(9)	195
Television: A casual fan	49%	(221)	18%	(83)	10%	(46)	4%	(19)	2%	(7)	6%	(27)	1%	(3)	2%	(8)	1%	(4)	1%	(6)	6%	(25)	449
Television: Not a fan	41%	(63)	18%	(28)	11%	(17)	8%	(12)	—	(1)	6%	(9)	4%	(6)	2%	(3)	—	(0)	2%	(4)	7%	(10)	152
Music: An avid fan	50%	(250)	17%	(83)	12%	(58)	5%	(23)	2%	(8)	5%	(26)	1%	(7)	2%	(8)	1%	(4)	1%	(4)	5%	(27)	498
Music: A casual fan	51%	(139)	18%	(50)	7%	(19)	6%	(16)	1%	(2)	6%	(17)	1%	(3)	2%	(4)	1%	(4)	2%	(5)	4%	(12)	272
Fashion: An avid fan	52%	(96)	16%	(30)	10%	(19)	4%	(8)	2%	(4)	7%	(13)	2%	(3)	2%	(4)	—	(1)	1%	(2)	4%	(7)	186
Fashion: A casual fan	47%	(164)	19%	(65)	13%	(44)	6%	(21)	2%	(6)	6%	(21)	1%	(2)	1%	(5)	1%	(3)	—	(2)	4%	(13)	346
Fashion: Not a fan	52%	(137)	16%	(43)	6%	(16)	5%	(13)	—	(1)	4%	(10)	2%	(6)	1%	(4)	2%	(4)	2%	(7)	9%	(24)	264
Pop culture: An avid fan	53%	(100)	19%	(35)	8%	(14)	4%	(7)	2%	(4)	6%	(11)	1%	(1)	2%	(3)	—	(1)	1%	(2)	5%	(10)	187
Pop culture: A casual fan	50%	(197)	18%	(72)	10%	(41)	5%	(20)	1%	(4)	6%	(22)	2%	(7)	2%	(8)	1%	(4)	1%	(4)	4%	(15)	394
Pop culture: Not a fan	47%	(100)	15%	(31)	11%	(23)	7%	(16)	1%	(2)	5%	(12)	1%	(3)	1%	(2)	1%	(3)	1%	(3)	9%	(19)	214
Sports: An avid fan	55%	(92)	16%	(27)	10%	(17)	4%	(7)	1%	(2)	3%	(6)	3%	(5)	1%	(1)	2%	(3)	—	(1)	4%	(7)	168
Sports: A casual fan	50%	(129)	18%	(48)	11%	(29)	6%	(15)	2%	(6)	5%	(12)	1%	(3)	2%	(5)	—	(1)	1%	(2)	4%	(10)	258
Sports: Not a fan	48%	(176)	17%	(63)	9%	(33)	5%	(20)	1%	(3)	7%	(26)	1%	(3)	2%	(6)	1%	(5)	2%	(7)	7%	(27)	369
Celeb fans on social media	49%	(277)	19%	(108)	10%	(57)	6%	(31)	2%	(9)	5%	(28)	1%	(8)	2%	(12)	1%	(6)	1%	(7)	4%	(24)	567
Celebs share too much on social media	54%	(232)	18%	(76)	11%	(46)	4%	(18)	1%	(5)	4%	(19)	2%	(7)	1%	(3)	1%	(6)	1%	(6)	4%	(16)	433
Celebs who don't share are disconnected	50%	(128)	20%	(51)	11%	(27)	7%	(17)	1%	(3)	4%	(10)	2%	(4)	2%	(5)	—	(0)	—	(1)	3%	(8)	255
Celebs should interact on social media	52%	(276)	19%	(99)	10%	(52)	5%	(27)	1%	(7)	4%	(23)	2%	(9)	2%	(9)	1%	(3)	1%	(7)	4%	(24)	535
Celebs' social media is a professional platform	51%	(72)	18%	(25)	12%	(17)	5%	(7)	—	(0)	5%	(8)	1%	(2)	1%	(1)	2%	(3)	1%	(2)	4%	(5)	142
Celebs' social media is a personal platform	52%	(200)	17%	(67)	11%	(41)	5%	(19)	2%	(7)	4%	(14)	2%	(8)	2%	(10)	1%	(5)	1%	(5)	3%	(13)	388
Connects to celebs paid promoting	49%	(50)	21%	(21)	9%	(9)	13%	(13)	—	(0)	4%	(4)	1%	(1)	—	(0)	—	(0)	1%	(1)	2%	(2)	101
Connects to celebs non-paid promoting	51%	(165)	22%	(71)	9%	(28)	4%	(14)	1%	(4)	6%	(18)	1%	(5)	1%	(4)	1%	(3)	1%	(4)	2%	(8)	324
Concerned about climate change	51%	(298)	18%	(107)	9%	(54)	5%	(29)	2%	(9)	6%	(35)	1%	(8)	2%	(10)	1%	(6)	1%	(7)	4%	(21)	582
Humans can stop climate change	55%	(114)	15%	(32)	8%	(17)	4%	(8)	1%	(3)	5%	(11)	1%	(2)	2%	(4)	1%	(3)	1%	(3)	6%	(13)	209
Humans can slow climate change	49%	(191)	20%	(79)	10%	(40)	5%	(20)	2%	(6)	5%	(20)	2%	(6)	2%	(7)	1%	(2)	1%	(5)	4%	(15)	392
Climate change is beyond control	52%	(33)	13%	(8)	12%	(7)	8%	(5)	1%	(1)	6%	(3)	1%	(1)	—	(0)	2%	(1)	3%	(2)	3%	(2)	63
Completely in-person school	45%	(25)	19%	(11)	9%	(5)	5%	(3)	2%	(1)	6%	(3)	1%	(1)	—	(0)	1%	(1)	—	(0)	12%	(7)	57
Both in person and virtual school	50%	(160)	21%	(67)	9%	(28)	5%	(15)	1%	(2)	7%	(21)	1%	(5)	3%	(9)	1%	(3)	1%	(2)	2%	(7)	320
Completely virtual school	53%	(183)	13%	(46)	11%	(38)	5%	(19)	2%	(8)	4%	(14)	2%	(5)	1%	(3)	1%	(3)	2%	(7)	5%	(19)	345
Watch live sports at least once a week	51%	(94)	17%	(31)	13%	(24)	6%	(10)	2%	(3)	3%	(6)	3%	(5)	1%	(2)	1%	(3)	1%	(2)	2%	(4)	185

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

**Table CGZ24\_1:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(24)	6%	(62)	91%	(914)	1000
Gender: Male	3%	(17)	7%	(36)	89%	(436)	489
Gender: Female	1%	(8)	5%	(26)	93%	(478)	511
Age: 18-34	3%	(14)	8%	(43)	89%	(450)	506
GenZers: 1997-2012	2%	(24)	6%	(62)	91%	(914)	1000
PID: Dem (no lean)	2%	(6)	6%	(23)	92%	(324)	353
PID: Ind (no lean)	3%	(16)	6%	(30)	91%	(444)	490
PID: Rep (no lean)	1%	(2)	5%	(9)	93%	(147)	157
PID/Gender: Dem Men	3%	(5)	7%	(10)	90%	(139)	154
PID/Gender: Dem Women	—	(1)	6%	(13)	93%	(185)	199
PID/Gender: Ind Men	4%	(9)	8%	(20)	88%	(219)	248
PID/Gender: Ind Women	3%	(7)	4%	(11)	93%	(225)	242
PID/Gender: Rep Men	2%	(2)	7%	(6)	91%	(78)	87
PID/Gender: Rep Women	—	(0)	3%	(2)	97%	(68)	71
Ideo: Liberal (1-3)	2%	(6)	6%	(19)	92%	(284)	309
Ideo: Moderate (4)	2%	(4)	8%	(17)	90%	(183)	204
Ideo: Conservative (5-7)	3%	(4)	7%	(9)	91%	(127)	140
Educ: < College	2%	(22)	6%	(54)	92%	(842)	918
Educ: Bachelors degree	2%	(1)	7%	(5)	91%	(59)	65
Income: Under 50k	3%	(16)	7%	(40)	90%	(525)	581
Income: 50k-100k	2%	(5)	6%	(18)	92%	(262)	285
Income: 100k+	2%	(3)	3%	(4)	95%	(127)	134
Ethnicity: White	2%	(10)	5%	(33)	93%	(584)	627
Ethnicity: Hispanic	4%	(8)	8%	(17)	88%	(177)	203
Ethnicity: Black	4%	(5)	11%	(14)	85%	(113)	132
Ethnicity: Other	4%	(9)	6%	(15)	90%	(217)	240
All Christian	4%	(9)	7%	(19)	89%	(223)	251
Atheist	2%	(2)	5%	(5)	94%	(100)	107
Agnostic/Nothing in particular	3%	(11)	7%	(27)	90%	(358)	396
Something Else	1%	(2)	4%	(7)	95%	(188)	197
Religious Non-Protestant/Catholic	1%	(1)	7%	(4)	91%	(53)	58

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**Table CGZ24\_1: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(24)	6%	(62)	91%	(914)	1000
Evangelical	2%	(3)	7%	(11)	91%	(149)	163
Non-Evangelical	3%	(7)	5%	(12)	93%	(245)	265
Community: Urban	2%	(6)	7%	(19)	90%	(230)	254
Community: Suburban	2%	(12)	5%	(28)	93%	(500)	540
Community: Rural	3%	(6)	7%	(15)	90%	(184)	205
Employ: Private Sector	1%	(1)	11%	(11)	88%	(86)	98
Employ: Self-Employed	1%	(1)	12%	(6)	87%	(45)	52
Employ: Unemployed	3%	(5)	4%	(6)	94%	(159)	170
Employ: Other	6%	(4)	3%	(2)	92%	(66)	73
Military HH: Yes	5%	(5)	7%	(7)	88%	(84)	95
Military HH: No	2%	(19)	6%	(55)	92%	(830)	905
RD/WT: Right Direction	5%	(9)	7%	(14)	88%	(169)	192
RD/WT: Wrong Track	2%	(15)	6%	(48)	92%	(745)	808
Trump Job Approve	2%	(5)	7%	(16)	91%	(205)	226
Trump Job Disapprove	2%	(13)	6%	(40)	92%	(587)	640
Trump Job Strongly Approve	1%	(1)	7%	(6)	92%	(78)	85
Trump Job Somewhat Approve	3%	(4)	7%	(10)	90%	(126)	141
Trump Job Somewhat Disapprove	1%	(1)	7%	(11)	93%	(149)	161
Trump Job Strongly Disapprove	3%	(12)	6%	(29)	91%	(437)	479
Favorable of Trump	2%	(4)	5%	(11)	93%	(187)	202
Unfavorable of Trump	2%	(11)	6%	(40)	92%	(600)	652
Very Favorable of Trump	3%	(3)	8%	(7)	89%	(81)	91
Somewhat Favorable of Trump	1%	(1)	3%	(4)	96%	(106)	110
Somewhat Unfavorable of Trump	2%	(3)	6%	(9)	91%	(126)	139
Very Unfavorable of Trump	2%	(8)	6%	(32)	92%	(474)	514

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**Table CGZ24\_1:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(24)	6%	(62)	91%	(914)	1000
#1 Issue: Economy	—	(1)	8%	(22)	92%	(262)	285
#1 Issue: Security	2%	(1)	6%	(4)	92%	(66)	72
#1 Issue: Health Care	2%	(4)	3%	(4)	95%	(159)	168
#1 Issue: Women's Issues	2%	(3)	6%	(9)	92%	(132)	143
#1 Issue: Education	5%	(7)	8%	(12)	87%	(126)	145
#1 Issue: Energy	1%	(1)	5%	(4)	94%	(82)	87
#1 Issue: Other	6%	(5)	6%	(5)	88%	(74)	84
4-Region: Northeast	1%	(2)	10%	(19)	89%	(167)	188
4-Region: Midwest	3%	(6)	4%	(7)	93%	(175)	189
4-Region: South	2%	(10)	6%	(23)	92%	(354)	386
4-Region: West	2%	(6)	6%	(13)	92%	(218)	237
Middle school (Grade 6 - 8)	4%	(3)	4%	(3)	92%	(66)	72
High school (Grade 9 - 12)	2%	(11)	4%	(20)	93%	(431)	461
Community college	4%	(3)	8%	(5)	88%	(59)	67
College or university program	1%	(2)	11%	(21)	88%	(171)	195
I am not in school	2%	(4)	6%	(13)	92%	(187)	204
White, non-Hispanic	2%	(9)	5%	(24)	94%	(509)	543
POC	3%	(15)	8%	(37)	89%	(405)	457
Twitter Users	2%	(9)	9%	(37)	89%	(383)	428
Facebook Users	2%	(11)	8%	(38)	90%	(438)	487
Snapchat Users	3%	(17)	6%	(40)	91%	(562)	620
Instagram Users	2%	(18)	6%	(46)	92%	(698)	762
Tiktok Users	3%	(16)	7%	(31)	90%	(419)	467
Reddit Users	3%	(9)	5%	(14)	92%	(245)	268
YouTube Users	3%	(23)	6%	(57)	91%	(839)	920
Harry Styles Fan	4%	(15)	9%	(38)	88%	(369)	421
Billie Eilish Fan	2%	(14)	7%	(43)	90%	(537)	595
Zendaya Fan	3%	(16)	7%	(46)	90%	(552)	614
Taylor Swift Fan	3%	(13)	9%	(43)	88%	(425)	482
Kylie Jenner Fan	4%	(12)	12%	(36)	84%	(262)	311
Emma Chamberlain Fan	5%	(11)	13%	(31)	82%	(196)	238

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**Table CGZ24\_1: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(24)	6%	(62)	91%	(914)	1000
Niall Horan Fan	4%	(12)	12%	(31)	84%	(214)	256
Zayn Malik Fan	4%	(10)	11%	(31)	85%	(235)	277
Liam Payne Fan	5%	(12)	13%	(31)	82%	(199)	242
Louis Tomlinson Fan	4%	(8)	15%	(33)	81%	(176)	217
Film: An avid fan	2%	(6)	9%	(24)	89%	(237)	268
Film: A casual fan	3%	(14)	5%	(29)	92%	(496)	539
Film: Not a fan	2%	(4)	4%	(9)	93%	(181)	193
Television: An avid fan	2%	(4)	10%	(24)	89%	(218)	246
Television: A casual fan	3%	(14)	5%	(31)	92%	(517)	562
Television: Not a fan	3%	(6)	4%	(7)	93%	(179)	192
Music: An avid fan	2%	(11)	6%	(40)	92%	(581)	632
Music: A casual fan	4%	(12)	6%	(19)	91%	(302)	333
Fashion: An avid fan	3%	(6)	8%	(18)	89%	(199)	223
Fashion: A casual fan	2%	(7)	6%	(27)	92%	(403)	437
Fashion: Not a fan	3%	(11)	5%	(17)	92%	(312)	340
Pop culture: An avid fan	3%	(7)	8%	(19)	89%	(206)	232
Pop culture: A casual fan	2%	(9)	7%	(33)	91%	(443)	485
Pop culture: Not a fan	3%	(9)	3%	(9)	94%	(265)	283
Sports: An avid fan	3%	(6)	14%	(28)	84%	(175)	209
Sports: A casual fan	2%	(6)	7%	(23)	91%	(294)	323
Sports: Not a fan	3%	(12)	2%	(10)	95%	(445)	468
Celeb fans on social media	3%	(20)	8%	(56)	89%	(640)	717
Celebs share too much on social media	2%	(9)	6%	(35)	92%	(500)	544
Celebs who don't share are disconnected	3%	(11)	7%	(22)	90%	(284)	317
Celebs should interact on social media	2%	(11)	6%	(38)	93%	(610)	658
Celebs' social media is a professional platform	4%	(7)	8%	(16)	88%	(163)	187
Celebs' social media is a personal platform	2%	(8)	7%	(32)	92%	(439)	478
Connects to celebs paid promoting	4%	(5)	17%	(21)	79%	(101)	128
Connects to celebs non-paid promoting	1%	(6)	6%	(25)	92%	(366)	397
Concerned about climate change	2%	(15)	6%	(43)	92%	(668)	726

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**Table CGZ24\_1:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(24)	6%	(62)	91%	(914)	1000
Humans can stop climate change	3%	(8)	5%	(14)	92%	(236)	258
Humans can slow climate change	1%	(3)	6%	(30)	93%	(452)	485
Climate change is beyond control	3%	(3)	13%	(11)	84%	(70)	84
Completely in-person school	5%	(3)	11%	(6)	84%	(48)	57
Both in person and virtual school	3%	(8)	4%	(12)	94%	(300)	320
Completely virtual school	2%	(7)	8%	(27)	90%	(312)	345
Watch live sports at least once a week	3%	(8)	13%	(32)	83%	(198)	238

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

**Table CGZ24\_2:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	12%	(123)	23%	(226)	65%	(651)	1000
Gender: Male	19%	(93)	29%	(143)	52%	(253)	489
Gender: Female	6%	(30)	16%	(83)	78%	(398)	511
Age: 18-34	14%	(71)	24%	(123)	62%	(312)	506
GenZers: 1997-2012	12%	(123)	23%	(226)	65%	(651)	1000
PID: Dem (no lean)	11%	(37)	22%	(77)	68%	(239)	353
PID: Ind (no lean)	13%	(63)	21%	(102)	66%	(325)	490
PID: Rep (no lean)	14%	(22)	30%	(47)	56%	(88)	157
PID/Gender: Dem Men	17%	(25)	28%	(43)	55%	(85)	154
PID/Gender: Dem Women	6%	(12)	17%	(33)	77%	(153)	199
PID/Gender: Ind Men	19%	(47)	28%	(70)	53%	(131)	248
PID/Gender: Ind Women	7%	(16)	13%	(33)	80%	(194)	242
PID/Gender: Rep Men	23%	(20)	34%	(30)	43%	(37)	87
PID/Gender: Rep Women	3%	(2)	24%	(17)	73%	(51)	71
Ideo: Liberal (1-3)	8%	(23)	23%	(72)	69%	(214)	309
Ideo: Moderate (4)	16%	(32)	23%	(47)	61%	(124)	204
Ideo: Conservative (5-7)	14%	(20)	28%	(40)	57%	(80)	140
Educ: < College	12%	(107)	23%	(208)	66%	(604)	918
Educ: Bachelors degree	18%	(12)	23%	(15)	59%	(38)	65
Income: Under 50k	11%	(61)	23%	(134)	66%	(386)	581
Income: 50k-100k	13%	(38)	23%	(65)	64%	(182)	285
Income: 100k+	18%	(23)	20%	(27)	62%	(83)	134
Ethnicity: White	12%	(74)	21%	(132)	67%	(421)	627
Ethnicity: Hispanic	14%	(28)	24%	(48)	62%	(126)	203
Ethnicity: Black	17%	(23)	25%	(32)	58%	(77)	132
Ethnicity: Other	11%	(26)	25%	(61)	64%	(153)	240
All Christian	16%	(39)	25%	(63)	59%	(149)	251
Atheist	12%	(13)	19%	(20)	69%	(74)	107
Agnostic/Nothing in particular	11%	(44)	23%	(90)	66%	(262)	396
Something Else	9%	(19)	21%	(41)	70%	(138)	197
Religious Non-Protestant/Catholic	15%	(9)	20%	(11)	65%	(38)	58

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**Table CGZ24\_2:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	12%	(123)	23%	(226)	65%	(651)	1000
Evangelical	13%	(22)	23%	(38)	64%	(104)	163
Non-Evangelical	14%	(36)	23%	(61)	63%	(168)	265
Community: Urban	11%	(29)	24%	(62)	64%	(164)	254
Community: Suburban	13%	(68)	22%	(119)	65%	(353)	540
Community: Rural	13%	(26)	22%	(45)	65%	(134)	205
Employ: Private Sector	18%	(17)	23%	(23)	59%	(58)	98
Employ: Self-Employed	17%	(9)	19%	(10)	64%	(33)	52
Employ: Unemployed	12%	(20)	26%	(45)	62%	(105)	170
Employ: Other	15%	(11)	22%	(16)	64%	(46)	73
Military HH: Yes	15%	(15)	26%	(25)	58%	(56)	95
Military HH: No	12%	(108)	22%	(201)	66%	(596)	905
RD/WT: Right Direction	19%	(37)	23%	(43)	58%	(111)	192
RD/WT: Wrong Track	11%	(86)	23%	(182)	67%	(540)	808
Trump Job Approve	19%	(44)	24%	(55)	56%	(127)	226
Trump Job Disapprove	11%	(68)	22%	(144)	67%	(428)	640
Trump Job Strongly Approve	13%	(11)	27%	(23)	60%	(51)	85
Trump Job Somewhat Approve	24%	(33)	23%	(32)	54%	(75)	141
Trump Job Somewhat Disapprove	10%	(17)	26%	(43)	63%	(102)	161
Trump Job Strongly Disapprove	11%	(51)	21%	(101)	68%	(326)	479
Favorable of Trump	19%	(37)	27%	(54)	55%	(111)	202
Unfavorable of Trump	10%	(68)	22%	(141)	68%	(443)	652
Very Favorable of Trump	15%	(14)	26%	(24)	59%	(53)	91
Somewhat Favorable of Trump	21%	(23)	27%	(30)	52%	(57)	110
Somewhat Unfavorable of Trump	11%	(15)	24%	(33)	65%	(91)	139
Very Unfavorable of Trump	10%	(53)	21%	(108)	69%	(352)	514

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**Table CGZ24\_2:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	12%	(123)	23%	(226)	65%	(651)	1000
#1 Issue: Economy	16%	(45)	23%	(67)	61%	(174)	285
#1 Issue: Security	5%	(4)	20%	(15)	74%	(53)	72
#1 Issue: Health Care	9%	(15)	22%	(37)	69%	(116)	168
#1 Issue: Women's Issues	6%	(9)	19%	(28)	74%	(106)	143
#1 Issue: Education	19%	(28)	27%	(40)	53%	(77)	145
#1 Issue: Energy	8%	(7)	24%	(21)	68%	(59)	87
#1 Issue: Other	12%	(10)	20%	(17)	68%	(57)	84
4-Region: Northeast	13%	(24)	25%	(47)	62%	(117)	188
4-Region: Midwest	10%	(18)	23%	(44)	67%	(127)	189
4-Region: South	13%	(49)	24%	(91)	64%	(246)	386
4-Region: West	13%	(31)	19%	(44)	68%	(162)	237
Middle school (Grade 6 - 8)	13%	(9)	19%	(13)	69%	(49)	72
High school (Grade 9 - 12)	12%	(53)	22%	(103)	66%	(305)	461
Community college	8%	(6)	32%	(21)	60%	(41)	67
College or university program	15%	(30)	20%	(38)	65%	(127)	195
I am not in school	12%	(25)	24%	(49)	63%	(129)	204
White, non-Hispanic	12%	(63)	20%	(110)	68%	(370)	543
POC	13%	(60)	25%	(116)	62%	(282)	457
Twitter Users	15%	(64)	28%	(119)	57%	(246)	428
Facebook Users	12%	(60)	25%	(122)	63%	(305)	487
Snapchat Users	11%	(71)	24%	(146)	65%	(402)	620
Instagram Users	11%	(84)	23%	(176)	66%	(502)	762
Tiktok Users	11%	(51)	23%	(105)	67%	(311)	467
Reddit Users	17%	(47)	30%	(81)	52%	(141)	268
YouTube Users	13%	(119)	24%	(217)	63%	(584)	920
Harry Styles Fan	15%	(63)	24%	(101)	61%	(257)	421
Billie Eilish Fan	14%	(81)	24%	(142)	63%	(373)	595
Zendaya Fan	12%	(76)	23%	(141)	65%	(397)	614
Taylor Swift Fan	15%	(71)	24%	(114)	62%	(297)	482
Kylie Jenner Fan	20%	(62)	29%	(89)	51%	(160)	311
Emma Chamberlain Fan	17%	(41)	25%	(59)	58%	(138)	238

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**Table CGZ24\_2:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	12%	(123)	23%	(226)	65%	(651)	1000
Niall Horan Fan	14%	(37)	25%	(65)	60%	(155)	256
Zayn Malik Fan	15%	(43)	26%	(73)	58%	(162)	277
Liam Payne Fan	13%	(31)	28%	(67)	60%	(144)	242
Louis Tomlinson Fan	16%	(35)	28%	(61)	56%	(121)	217
Film: An avid fan	18%	(49)	22%	(60)	59%	(159)	268
Film: A casual fan	9%	(50)	24%	(127)	67%	(362)	539
Film: Not a fan	12%	(24)	20%	(39)	68%	(131)	193
Television: An avid fan	15%	(37)	24%	(59)	61%	(149)	246
Television: A casual fan	11%	(61)	23%	(128)	66%	(373)	562
Television: Not a fan	13%	(24)	20%	(39)	67%	(130)	192
Music: An avid fan	12%	(78)	22%	(140)	65%	(413)	632
Music: A casual fan	12%	(39)	25%	(83)	63%	(212)	333
Fashion: An avid fan	14%	(32)	20%	(45)	65%	(146)	223
Fashion: A casual fan	11%	(46)	21%	(92)	68%	(299)	437
Fashion: Not a fan	13%	(45)	26%	(89)	61%	(207)	340
Pop culture: An avid fan	16%	(38)	25%	(57)	59%	(137)	232
Pop culture: A casual fan	11%	(52)	24%	(115)	66%	(318)	485
Pop culture: Not a fan	12%	(33)	19%	(53)	69%	(197)	283
Sports: An avid fan	28%	(58)	31%	(65)	41%	(85)	209
Sports: A casual fan	11%	(35)	25%	(81)	64%	(207)	323
Sports: Not a fan	6%	(30)	17%	(79)	77%	(359)	468
Celeb fans on social media	15%	(105)	23%	(167)	62%	(445)	717
Celebs share too much on social media	13%	(71)	23%	(127)	64%	(346)	544
Celebs who don't share are disconnected	17%	(55)	21%	(66)	62%	(195)	317
Celebs should interact on social media	13%	(83)	24%	(157)	64%	(418)	658
Celebs' social media is a professional platform	13%	(25)	32%	(60)	55%	(102)	187
Celebs' social media is a personal platform	13%	(62)	23%	(109)	64%	(307)	478
Connects to celebs paid promoting	25%	(31)	19%	(24)	57%	(72)	128
Connects to celebs non-paid promoting	12%	(47)	24%	(96)	64%	(253)	397
Concerned about climate change	12%	(87)	23%	(168)	65%	(471)	726

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**Table CGZ24\_2:** *Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? Esports*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	12%	(123)	23%	(226)	65%	(651)	1000
Humans can stop climate change	18%	(45)	25%	(65)	57%	(148)	258
Humans can slow climate change	9%	(45)	21%	(104)	69%	(336)	485
Climate change is beyond control	14%	(12)	25%	(21)	62%	(51)	84
Completely in-person school	10%	(6)	31%	(18)	59%	(33)	57
Both in person and virtual school	11%	(37)	23%	(72)	66%	(211)	320
Completely virtual school	14%	(48)	20%	(69)	66%	(228)	345
Watch live sports at least once a week	29%	(68)	29%	(70)	42%	(100)	238

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



**Table CGZ24\_3:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(44)	11%	(109)	85%	(847)	1000
Gender: Male	7%	(34)	14%	(70)	79%	(384)	489
Gender: Female	2%	(10)	8%	(39)	91%	(463)	511
Age: 18-34	6%	(29)	15%	(76)	79%	(401)	506
GenZers: 1997-2012	4%	(44)	11%	(109)	85%	(847)	1000
PID: Dem (no lean)	4%	(14)	10%	(36)	86%	(303)	353
PID: Ind (no lean)	4%	(21)	10%	(50)	86%	(419)	490
PID: Rep (no lean)	6%	(9)	15%	(23)	80%	(125)	157
PID/Gender: Dem Men	7%	(11)	13%	(20)	80%	(123)	154
PID/Gender: Dem Women	1%	(3)	8%	(16)	90%	(180)	199
PID/Gender: Ind Men	6%	(15)	14%	(35)	80%	(198)	248
PID/Gender: Ind Women	2%	(5)	6%	(15)	91%	(221)	242
PID/Gender: Rep Men	9%	(7)	18%	(16)	73%	(64)	87
PID/Gender: Rep Women	2%	(2)	10%	(7)	87%	(62)	71
Ideo: Liberal (1-3)	4%	(13)	9%	(26)	87%	(270)	309
Ideo: Moderate (4)	2%	(5)	15%	(31)	82%	(168)	204
Ideo: Conservative (5-7)	7%	(10)	19%	(27)	74%	(104)	140
Educ: < College	4%	(38)	10%	(92)	86%	(788)	918
Educ: Bachelors degree	2%	(1)	24%	(16)	74%	(48)	65
Income: Under 50k	4%	(24)	10%	(57)	86%	(500)	581
Income: 50k-100k	5%	(14)	12%	(35)	83%	(236)	285
Income: 100k+	4%	(6)	13%	(17)	83%	(112)	134
Ethnicity: White	4%	(26)	10%	(62)	86%	(539)	627
Ethnicity: Hispanic	5%	(10)	14%	(29)	81%	(163)	203
Ethnicity: Black	6%	(8)	12%	(16)	81%	(108)	132
Ethnicity: Other	4%	(9)	13%	(31)	83%	(200)	240
All Christian	6%	(15)	12%	(31)	82%	(205)	251
Atheist	8%	(8)	5%	(5)	87%	(94)	107
Agnostic/Nothing in particular	3%	(10)	13%	(51)	84%	(334)	396
Something Else	4%	(7)	7%	(14)	89%	(176)	197
Religious Non-Protestant/Catholic	6%	(4)	14%	(8)	80%	(46)	58

Continued on next page

**Table CGZ24\_3: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Formula 1**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(44)	11%	(109)	85%	(847)	1000
Evangelical	5%	(9)	11%	(19)	83%	(136)	163
Non-Evangelical	5%	(12)	9%	(24)	86%	(229)	265
Community: Urban	5%	(13)	13%	(33)	82%	(209)	254
Community: Suburban	4%	(20)	11%	(60)	85%	(461)	540
Community: Rural	5%	(11)	8%	(17)	87%	(178)	205
Employ: Private Sector	9%	(9)	20%	(20)	71%	(70)	98
Employ: Self-Employed	2%	(1)	12%	(6)	86%	(44)	52
Employ: Unemployed	6%	(10)	12%	(21)	82%	(139)	170
Employ: Other	5%	(4)	10%	(7)	86%	(62)	73
Military HH: Yes	3%	(2)	14%	(14)	83%	(79)	95
Military HH: No	5%	(41)	11%	(96)	85%	(768)	905
RD/WT: Right Direction	6%	(12)	18%	(34)	76%	(146)	192
RD/WT: Wrong Track	4%	(32)	9%	(76)	87%	(701)	808
Trump Job Approve	6%	(14)	18%	(41)	76%	(171)	226
Trump Job Disapprove	4%	(24)	10%	(62)	87%	(555)	640
Trump Job Strongly Approve	5%	(4)	18%	(16)	77%	(65)	85
Trump Job Somewhat Approve	7%	(10)	18%	(25)	75%	(105)	141
Trump Job Somewhat Disapprove	4%	(7)	11%	(17)	85%	(137)	161
Trump Job Strongly Disapprove	3%	(16)	9%	(44)	87%	(418)	479
Favorable of Trump	7%	(13)	20%	(40)	74%	(148)	202
Unfavorable of Trump	3%	(21)	9%	(57)	88%	(575)	652
Very Favorable of Trump	9%	(8)	18%	(17)	73%	(66)	91
Somewhat Favorable of Trump	5%	(5)	21%	(23)	74%	(82)	110
Somewhat Unfavorable of Trump	3%	(4)	9%	(13)	88%	(121)	139
Very Unfavorable of Trump	3%	(16)	9%	(44)	88%	(453)	514

Continued on next page

**Table CGZ24\_3:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(44)	11%	(109)	85%	(847)	1000
#1 Issue: Economy	6%	(18)	15%	(44)	78%	(224)	285
#1 Issue: Security	3%	(2)	6%	(5)	91%	(65)	72
#1 Issue: Health Care	3%	(6)	8%	(14)	88%	(148)	168
#1 Issue: Women's Issues	1%	(1)	9%	(14)	90%	(129)	143
#1 Issue: Education	5%	(7)	9%	(14)	86%	(124)	145
#1 Issue: Energy	2%	(2)	10%	(9)	88%	(76)	87
#1 Issue: Other	7%	(6)	7%	(6)	85%	(71)	84
4-Region: Northeast	5%	(9)	14%	(27)	81%	(152)	188
4-Region: Midwest	2%	(4)	6%	(12)	92%	(173)	189
4-Region: South	5%	(20)	10%	(40)	84%	(326)	386
4-Region: West	5%	(11)	13%	(31)	83%	(196)	237
Middle school (Grade 6 - 8)	2%	(2)	6%	(5)	91%	(66)	72
High school (Grade 9 - 12)	3%	(16)	9%	(42)	87%	(403)	461
Community college	9%	(6)	7%	(5)	84%	(57)	67
College or university program	3%	(6)	17%	(33)	80%	(156)	195
I am not in school	7%	(14)	12%	(25)	81%	(166)	204
White, non-Hispanic	4%	(23)	9%	(49)	87%	(471)	543
POC	5%	(21)	13%	(60)	82%	(376)	457
Twitter Users	5%	(20)	15%	(63)	81%	(345)	428
Facebook Users	5%	(23)	13%	(63)	82%	(400)	487
Snapchat Users	5%	(29)	12%	(74)	83%	(516)	620
Instagram Users	4%	(31)	11%	(86)	85%	(645)	762
Tiktok Users	4%	(19)	11%	(51)	85%	(397)	467
Reddit Users	7%	(18)	13%	(34)	81%	(216)	268
YouTube Users	5%	(41)	11%	(103)	84%	(775)	920
Harry Styles Fan	4%	(16)	16%	(66)	81%	(339)	421
Billie Eilish Fan	4%	(26)	14%	(81)	82%	(488)	595
Zendaya Fan	4%	(25)	13%	(78)	83%	(511)	614
Taylor Swift Fan	4%	(21)	15%	(71)	81%	(390)	482
Kylie Jenner Fan	7%	(21)	17%	(53)	76%	(237)	311
Emma Chamberlain Fan	6%	(15)	18%	(42)	76%	(181)	238

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**Table CGZ24\_3: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Formula 1**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	4%	(44)	11%	(109)	85%	(847)	1000
Niall Horan Fan	5%	(14)	16%	(40)	79%	(202)	256
Zayn Malik Fan	5%	(15)	20%	(54)	75%	(208)	277
Liam Payne Fan	6%	(16)	18%	(44)	75%	(182)	242
Louis Tomlinson Fan	7%	(15)	18%	(40)	74%	(161)	217
Film: An avid fan	6%	(16)	15%	(41)	79%	(211)	268
Film: A casual fan	4%	(23)	11%	(57)	85%	(459)	539
Film: Not a fan	3%	(5)	6%	(11)	92%	(177)	193
Television: An avid fan	6%	(14)	12%	(29)	83%	(203)	246
Television: A casual fan	4%	(21)	12%	(67)	84%	(474)	562
Television: Not a fan	5%	(9)	7%	(13)	89%	(170)	192
Music: An avid fan	4%	(27)	11%	(71)	84%	(533)	632
Music: A casual fan	4%	(14)	11%	(36)	85%	(284)	333
Fashion: An avid fan	6%	(14)	11%	(25)	83%	(184)	223
Fashion: A casual fan	4%	(17)	11%	(50)	85%	(370)	437
Fashion: Not a fan	4%	(12)	10%	(35)	86%	(293)	340
Pop culture: An avid fan	6%	(13)	17%	(39)	78%	(180)	232
Pop culture: A casual fan	4%	(18)	10%	(49)	86%	(418)	485
Pop culture: Not a fan	5%	(13)	7%	(21)	88%	(249)	283
Sports: An avid fan	8%	(17)	18%	(38)	74%	(153)	209
Sports: A casual fan	3%	(11)	13%	(41)	84%	(271)	323
Sports: Not a fan	3%	(16)	6%	(30)	90%	(422)	468
Celeb fans on social media	5%	(33)	13%	(93)	82%	(591)	717
Celebs share too much on social media	4%	(21)	12%	(67)	84%	(456)	544
Celebs who don't share are disconnected	7%	(21)	12%	(39)	81%	(256)	317
Celebs should interact on social media	4%	(25)	11%	(74)	85%	(559)	658
Celebs' social media is a professional platform	5%	(10)	13%	(25)	81%	(152)	187
Celebs' social media is a personal platform	4%	(20)	11%	(53)	85%	(406)	478
Connects to celebs paid promoting	11%	(14)	16%	(21)	73%	(93)	128
Connects to celebs non-paid promoting	4%	(16)	13%	(51)	83%	(330)	397
Concerned about climate change	4%	(28)	12%	(85)	84%	(613)	726

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**Table CGZ24\_3:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(44)	11%	(109)	85%	(847)	1000
Humans can stop climate change	5%	(13)	12%	(31)	83%	(214)	258
Humans can slow climate change	3%	(14)	10%	(48)	87%	(423)	485
Climate change is beyond control	9%	(8)	17%	(14)	74%	(62)	84
Completely in-person school	3%	(2)	24%	(13)	73%	(41)	57
Both in person and virtual school	3%	(9)	7%	(23)	90%	(287)	320
Completely virtual school	4%	(15)	13%	(44)	83%	(286)	345
Watch live sports at least once a week	8%	(19)	21%	(50)	71%	(169)	238

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

**Table CGZ24\_4:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(39)	9%	(93)	87%	(868)	1000
Gender: Male	5%	(24)	11%	(54)	84%	(410)	489
Gender: Female	3%	(14)	8%	(39)	90%	(458)	511
Age: 18-34	4%	(22)	12%	(62)	83%	(422)	506
GenZers: 1997-2012	4%	(39)	9%	(93)	87%	(868)	1000
PID: Dem (no lean)	3%	(10)	8%	(27)	90%	(316)	353
PID: Ind (no lean)	4%	(22)	9%	(46)	86%	(423)	490
PID: Rep (no lean)	4%	(7)	13%	(20)	83%	(130)	157
PID/Gender: Dem Men	2%	(4)	8%	(13)	89%	(137)	154
PID/Gender: Dem Women	3%	(6)	7%	(14)	90%	(178)	199
PID/Gender: Ind Men	6%	(14)	12%	(29)	83%	(205)	248
PID/Gender: Ind Women	3%	(8)	7%	(17)	90%	(217)	242
PID/Gender: Rep Men	8%	(7)	15%	(13)	77%	(67)	87
PID/Gender: Rep Women	—	(0)	11%	(8)	89%	(63)	71
Ideo: Liberal (1-3)	4%	(11)	6%	(19)	90%	(279)	309
Ideo: Moderate (4)	3%	(5)	12%	(23)	86%	(175)	204
Ideo: Conservative (5-7)	4%	(5)	18%	(26)	78%	(109)	140
Educ: < College	4%	(36)	9%	(81)	87%	(801)	918
Educ: Bachelors degree	1%	(1)	17%	(11)	82%	(53)	65
Income: Under 50k	4%	(23)	11%	(65)	85%	(493)	581
Income: 50k-100k	4%	(10)	8%	(24)	88%	(251)	285
Income: 100k+	4%	(5)	3%	(4)	93%	(124)	134
Ethnicity: White	4%	(22)	9%	(57)	87%	(548)	627
Ethnicity: Hispanic	6%	(11)	10%	(21)	84%	(170)	203
Ethnicity: Black	6%	(7)	12%	(16)	82%	(109)	132
Ethnicity: Other	4%	(9)	8%	(20)	88%	(211)	240
All Christian	5%	(12)	12%	(31)	83%	(209)	251
Atheist	5%	(5)	4%	(4)	91%	(97)	107
Agnostic/Nothing in particular	3%	(13)	9%	(37)	87%	(346)	396
Something Else	3%	(5)	10%	(20)	87%	(172)	197
Religious Non-Protestant/Catholic	6%	(3)	3%	(2)	91%	(53)	58

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**Table CGZ24\_4:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(39)	9%	(93)	87%	(868)	1000
Evangelical	3%	(4)	13%	(22)	84%	(137)	163
Non-Evangelical	4%	(12)	10%	(27)	86%	(226)	265
Community: Urban	5%	(12)	9%	(23)	86%	(219)	254
Community: Suburban	3%	(16)	10%	(53)	87%	(471)	540
Community: Rural	5%	(11)	8%	(17)	87%	(178)	205
Employ: Private Sector	5%	(5)	17%	(16)	79%	(77)	98
Employ: Self-Employed	4%	(2)	10%	(5)	86%	(44)	52
Employ: Unemployed	5%	(8)	11%	(18)	84%	(143)	170
Employ: Other	4%	(3)	9%	(6)	87%	(63)	73
Military HH: Yes	6%	(6)	13%	(12)	81%	(77)	95
Military HH: No	4%	(33)	9%	(81)	87%	(791)	905
RD/WT: Right Direction	9%	(17)	12%	(23)	79%	(152)	192
RD/WT: Wrong Track	3%	(22)	9%	(70)	89%	(717)	808
Trump Job Approve	5%	(10)	16%	(36)	80%	(180)	226
Trump Job Disapprove	3%	(21)	7%	(47)	89%	(572)	640
Trump Job Strongly Approve	5%	(4)	18%	(16)	77%	(65)	85
Trump Job Somewhat Approve	4%	(6)	14%	(20)	82%	(115)	141
Trump Job Somewhat Disapprove	2%	(3)	9%	(14)	90%	(144)	161
Trump Job Strongly Disapprove	4%	(18)	7%	(33)	89%	(427)	479
Favorable of Trump	5%	(9)	16%	(32)	79%	(160)	202
Unfavorable of Trump	3%	(20)	8%	(49)	89%	(583)	652
Very Favorable of Trump	8%	(8)	18%	(16)	74%	(67)	91
Somewhat Favorable of Trump	2%	(2)	14%	(16)	84%	(93)	110
Somewhat Unfavorable of Trump	1%	(2)	10%	(14)	89%	(123)	139
Very Unfavorable of Trump	4%	(18)	7%	(35)	90%	(460)	514

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**Table CGZ24\_4:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(39)	9%	(93)	87%	(868)	1000
#1 Issue: Economy	2%	(6)	11%	(32)	86%	(247)	285
#1 Issue: Security	3%	(2)	9%	(6)	88%	(63)	72
#1 Issue: Health Care	5%	(8)	6%	(11)	89%	(149)	168
#1 Issue: Women's Issues	5%	(7)	8%	(12)	87%	(125)	143
#1 Issue: Education	4%	(6)	9%	(12)	87%	(126)	145
#1 Issue: Energy	1%	(1)	11%	(10)	88%	(77)	87
#1 Issue: Other	7%	(6)	9%	(7)	84%	(70)	84
4-Region: Northeast	2%	(4)	11%	(21)	87%	(163)	188
4-Region: Midwest	5%	(9)	7%	(12)	89%	(167)	189
4-Region: South	3%	(11)	11%	(41)	86%	(333)	386
4-Region: West	6%	(14)	8%	(19)	86%	(205)	237
Middle school (Grade 6 - 8)	4%	(3)	15%	(11)	82%	(59)	72
High school (Grade 9 - 12)	4%	(20)	6%	(27)	90%	(415)	461
Community college	6%	(4)	11%	(7)	83%	(56)	67
College or university program	3%	(5)	11%	(21)	86%	(168)	195
I am not in school	4%	(7)	13%	(27)	83%	(170)	204
White, non-Hispanic	4%	(19)	9%	(48)	88%	(476)	543
POC	4%	(19)	10%	(45)	86%	(393)	457
Twitter Users	4%	(18)	11%	(46)	85%	(364)	428
Facebook Users	5%	(22)	11%	(55)	84%	(409)	487
Snapchat Users	4%	(26)	10%	(60)	86%	(534)	620
Instagram Users	4%	(30)	9%	(69)	87%	(662)	762
Tiktok Users	5%	(24)	9%	(42)	86%	(402)	467
Reddit Users	4%	(11)	9%	(25)	86%	(232)	268
YouTube Users	4%	(38)	10%	(89)	86%	(793)	920
Harry Styles Fan	6%	(24)	11%	(46)	83%	(351)	421
Billie Eilish Fan	4%	(23)	12%	(70)	84%	(502)	595
Zendaya Fan	4%	(27)	10%	(60)	86%	(527)	614
Taylor Swift Fan	5%	(23)	13%	(60)	83%	(398)	482
Kylie Jenner Fan	6%	(20)	15%	(46)	79%	(245)	311
Emma Chamberlain Fan	6%	(15)	17%	(40)	77%	(183)	238

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**Table CGZ24\_4:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(39)	9%	(93)	87%	(868)	1000
Niall Horan Fan	7%	(17)	13%	(33)	80%	(206)	256
Zayn Malik Fan	6%	(17)	13%	(37)	80%	(223)	277
Liam Payne Fan	5%	(13)	15%	(37)	79%	(192)	242
Louis Tomlinson Fan	7%	(15)	16%	(36)	77%	(166)	217
Film: An avid fan	6%	(16)	10%	(26)	84%	(225)	268
Film: A casual fan	3%	(16)	10%	(56)	87%	(468)	539
Film: Not a fan	3%	(7)	6%	(11)	91%	(176)	193
Television: An avid fan	7%	(18)	9%	(22)	84%	(206)	246
Television: A casual fan	3%	(16)	10%	(58)	87%	(488)	562
Television: Not a fan	3%	(5)	7%	(13)	91%	(175)	192
Music: An avid fan	4%	(26)	9%	(56)	87%	(549)	632
Music: A casual fan	3%	(9)	11%	(35)	87%	(289)	333
Fashion: An avid fan	6%	(14)	10%	(22)	84%	(186)	223
Fashion: A casual fan	3%	(12)	9%	(38)	89%	(387)	437
Fashion: Not a fan	4%	(13)	10%	(33)	87%	(295)	340
Pop culture: An avid fan	7%	(16)	8%	(18)	85%	(198)	232
Pop culture: A casual fan	2%	(12)	11%	(52)	87%	(421)	485
Pop culture: Not a fan	4%	(11)	8%	(23)	88%	(249)	283
Sports: An avid fan	7%	(15)	16%	(34)	77%	(160)	209
Sports: A casual fan	3%	(10)	11%	(35)	86%	(278)	323
Sports: Not a fan	3%	(14)	5%	(24)	92%	(430)	468
Celeb fans on social media	5%	(33)	11%	(76)	85%	(607)	717
Celebs share too much on social media	3%	(17)	11%	(57)	86%	(469)	544
Celebs who don't share are disconnected	4%	(14)	12%	(37)	84%	(266)	317
Celebs should interact on social media	3%	(21)	9%	(61)	88%	(576)	658
Celebs' social media is a professional platform	6%	(11)	13%	(25)	81%	(151)	187
Celebs' social media is a personal platform	2%	(11)	9%	(41)	89%	(425)	478
Connects to celebs paid promoting	11%	(14)	16%	(20)	74%	(94)	128
Connects to celebs non-paid promoting	4%	(17)	9%	(38)	86%	(343)	397
Concerned about climate change	3%	(22)	9%	(62)	88%	(641)	726

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**Table CGZ24\_4:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(39)	9%	(93)	87%	(868)	1000
Humans can stop climate change	6%	(15)	9%	(24)	85%	(218)	258
Humans can slow climate change	2%	(8)	8%	(38)	91%	(439)	485
Climate change is beyond control	6%	(5)	19%	(16)	75%	(63)	84
Completely in-person school	7%	(4)	20%	(12)	72%	(41)	57
Both in person and virtual school	2%	(5)	5%	(16)	93%	(298)	320
Completely virtual school	4%	(15)	9%	(32)	86%	(298)	345
Watch live sports at least once a week	6%	(15)	15%	(36)	79%	(187)	238

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

**Table CGZ24\_5:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(23)	8%	(79)	90%	(897)	1000
Gender: Male	3%	(14)	9%	(46)	88%	(428)	489
Gender: Female	2%	(9)	6%	(33)	92%	(469)	511
Age: 18-34	2%	(11)	11%	(54)	87%	(441)	506
GenZers: 1997-2012	2%	(23)	8%	(79)	90%	(897)	1000
PID: Dem (no lean)	2%	(6)	10%	(36)	88%	(310)	353
PID: Ind (no lean)	3%	(15)	5%	(26)	92%	(449)	490
PID: Rep (no lean)	2%	(3)	11%	(17)	88%	(138)	157
PID/Gender: Dem Men	2%	(4)	12%	(19)	85%	(131)	154
PID/Gender: Dem Women	1%	(2)	9%	(17)	90%	(179)	199
PID/Gender: Ind Men	3%	(8)	7%	(18)	89%	(222)	248
PID/Gender: Ind Women	3%	(7)	3%	(8)	94%	(227)	242
PID/Gender: Rep Men	3%	(3)	11%	(9)	87%	(75)	87
PID/Gender: Rep Women	—	(0)	11%	(8)	89%	(63)	71
Ideo: Liberal (1-3)	1%	(4)	9%	(29)	89%	(277)	309
Ideo: Moderate (4)	2%	(4)	8%	(16)	90%	(183)	204
Ideo: Conservative (5-7)	1%	(1)	12%	(16)	88%	(123)	140
Educ: < College	2%	(22)	7%	(66)	90%	(830)	918
Educ: Bachelors degree	2%	(1)	17%	(11)	82%	(53)	65
Income: Under 50k	3%	(17)	8%	(44)	89%	(520)	581
Income: 50k-100k	1%	(4)	10%	(28)	89%	(253)	285
Income: 100k+	2%	(3)	5%	(7)	93%	(125)	134
Ethnicity: White	1%	(8)	7%	(46)	91%	(573)	627
Ethnicity: Hispanic	3%	(6)	10%	(20)	87%	(176)	203
Ethnicity: Black	6%	(8)	9%	(12)	85%	(112)	132
Ethnicity: Other	3%	(7)	9%	(21)	88%	(212)	240
All Christian	3%	(8)	13%	(32)	84%	(211)	251
Atheist	3%	(3)	3%	(3)	94%	(101)	107
Agnostic/Nothing in particular	2%	(9)	7%	(29)	90%	(358)	396
Something Else	2%	(3)	6%	(11)	93%	(183)	197
Religious Non-Protestant/Catholic	—	(0)	8%	(4)	92%	(53)	58

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**Table CGZ24\_5:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(23)	8%	(79)	90%	(897)	1000
Evangelical	2%	(3)	12%	(20)	86%	(140)	163
Non-Evangelical	3%	(8)	8%	(20)	89%	(236)	265
Community: Urban	3%	(7)	11%	(28)	86%	(219)	254
Community: Suburban	2%	(9)	7%	(40)	91%	(492)	540
Community: Rural	4%	(8)	6%	(11)	91%	(186)	205
Employ: Private Sector	—	(0)	18%	(18)	82%	(80)	98
Employ: Self-Employed	5%	(3)	9%	(5)	86%	(44)	52
Employ: Unemployed	2%	(3)	6%	(11)	92%	(156)	170
Employ: Other	4%	(3)	5%	(3)	91%	(66)	73
Military HH: Yes	4%	(4)	10%	(9)	86%	(82)	95
Military HH: No	2%	(20)	8%	(70)	90%	(815)	905
RD/WT: Right Direction	4%	(8)	9%	(17)	87%	(166)	192
RD/WT: Wrong Track	2%	(16)	8%	(62)	90%	(731)	808
Trump Job Approve	2%	(5)	10%	(22)	88%	(199)	226
Trump Job Disapprove	2%	(12)	8%	(49)	90%	(578)	640
Trump Job Strongly Approve	—	(0)	12%	(11)	88%	(75)	85
Trump Job Somewhat Approve	3%	(5)	8%	(12)	88%	(124)	141
Trump Job Somewhat Disapprove	1%	(1)	7%	(12)	92%	(148)	161
Trump Job Strongly Disapprove	2%	(11)	8%	(38)	90%	(430)	479
Favorable of Trump	2%	(5)	9%	(18)	89%	(179)	202
Unfavorable of Trump	2%	(12)	8%	(50)	90%	(590)	652
Very Favorable of Trump	4%	(3)	12%	(11)	85%	(77)	91
Somewhat Favorable of Trump	1%	(1)	7%	(7)	92%	(102)	110
Somewhat Unfavorable of Trump	1%	(2)	7%	(9)	92%	(127)	139
Very Unfavorable of Trump	2%	(10)	8%	(41)	90%	(463)	514

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**Table CGZ24\_5:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(23)	8%	(79)	90%	(897)	1000
#1 Issue: Economy	2%	(5)	9%	(25)	90%	(256)	285
#1 Issue: Security	2%	(1)	8%	(6)	91%	(65)	72
#1 Issue: Health Care	3%	(5)	7%	(11)	91%	(152)	168
#1 Issue: Women's Issues	2%	(2)	6%	(9)	92%	(132)	143
#1 Issue: Education	2%	(3)	13%	(18)	85%	(123)	145
#1 Issue: Energy	1%	(1)	6%	(5)	93%	(81)	87
#1 Issue: Other	5%	(4)	5%	(4)	91%	(76)	84
4-Region: Northeast	3%	(5)	11%	(21)	86%	(162)	188
4-Region: Midwest	2%	(4)	7%	(13)	91%	(172)	189
4-Region: South	2%	(8)	7%	(28)	91%	(349)	386
4-Region: West	3%	(6)	7%	(17)	90%	(214)	237
Middle school (Grade 6 - 8)	3%	(2)	5%	(4)	92%	(66)	72
High school (Grade 9 - 12)	3%	(14)	7%	(31)	90%	(417)	461
Community college	4%	(3)	7%	(5)	89%	(60)	67
College or university program	1%	(2)	10%	(20)	89%	(173)	195
I am not in school	2%	(3)	10%	(20)	89%	(181)	204
White, non-Hispanic	1%	(8)	7%	(36)	92%	(498)	543
POC	3%	(15)	9%	(43)	87%	(399)	457
Twitter Users	3%	(11)	10%	(43)	87%	(374)	428
Facebook Users	2%	(10)	9%	(46)	88%	(431)	487
Snapchat Users	2%	(15)	9%	(57)	88%	(547)	620
Instagram Users	2%	(15)	9%	(68)	89%	(679)	762
Tiktok Users	3%	(13)	9%	(40)	89%	(413)	467
Reddit Users	3%	(8)	7%	(19)	90%	(241)	268
YouTube Users	2%	(22)	8%	(73)	90%	(824)	920
Harry Styles Fan	3%	(13)	12%	(50)	85%	(358)	421
Billie Eilish Fan	2%	(12)	10%	(60)	88%	(523)	595
Zendaya Fan	3%	(16)	10%	(59)	88%	(538)	614
Taylor Swift Fan	3%	(12)	12%	(56)	86%	(414)	482
Kylie Jenner Fan	4%	(11)	16%	(49)	80%	(250)	311
Emma Chamberlain Fan	4%	(10)	19%	(44)	77%	(184)	238

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**Table CGZ24\_5: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
LPGA Tour**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(23)	8%	(79)	90%	(897)	1000
Niall Horan Fan	4%	(10)	16%	(40)	81%	(207)	256
Zayn Malik Fan	5%	(13)	15%	(41)	80%	(222)	277
Liam Payne Fan	3%	(8)	18%	(43)	79%	(191)	242
Louis Tomlinson Fan	4%	(8)	20%	(43)	76%	(165)	217
Film: An avid fan	2%	(5)	14%	(37)	84%	(225)	268
Film: A casual fan	2%	(12)	6%	(35)	91%	(492)	539
Film: Not a fan	3%	(6)	4%	(7)	93%	(180)	193
Television: An avid fan	3%	(7)	12%	(29)	85%	(209)	246
Television: A casual fan	2%	(12)	7%	(38)	91%	(511)	562
Television: Not a fan	2%	(4)	6%	(12)	92%	(176)	192
Music: An avid fan	2%	(15)	9%	(58)	89%	(559)	632
Music: A casual fan	2%	(5)	7%	(22)	92%	(306)	333
Fashion: An avid fan	2%	(6)	11%	(26)	86%	(192)	223
Fashion: A casual fan	2%	(10)	7%	(33)	90%	(395)	437
Fashion: Not a fan	2%	(8)	6%	(21)	91%	(311)	340
Pop culture: An avid fan	3%	(7)	14%	(32)	83%	(194)	232
Pop culture: A casual fan	2%	(9)	8%	(39)	90%	(436)	485
Pop culture: Not a fan	3%	(8)	3%	(8)	94%	(267)	283
Sports: An avid fan	3%	(7)	16%	(33)	81%	(168)	209
Sports: A casual fan	2%	(5)	9%	(29)	89%	(289)	323
Sports: Not a fan	3%	(12)	4%	(17)	94%	(440)	468
Celeb fans on social media	3%	(20)	10%	(73)	87%	(624)	717
Celebs share too much on social media	2%	(12)	8%	(43)	90%	(488)	544
Celebs who don't share are disconnected	3%	(10)	10%	(31)	87%	(276)	317
Celebs should interact on social media	2%	(12)	8%	(56)	90%	(591)	658
Celebs' social media is a professional platform	4%	(7)	10%	(19)	86%	(161)	187
Celebs' social media is a personal platform	2%	(9)	9%	(41)	90%	(428)	478
Connects to celebs paid promoting	5%	(6)	18%	(23)	77%	(98)	128
Connects to celebs non-paid promoting	2%	(9)	10%	(40)	88%	(348)	397
Concerned about climate change	2%	(13)	8%	(58)	90%	(655)	726

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**Table CGZ24\_5:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(23)	8%	(79)	90%	(897)	1000
Humans can stop climate change	3%	(7)	9%	(24)	88%	(227)	258
Humans can slow climate change	2%	(8)	7%	(34)	91%	(444)	485
Climate change is beyond control	3%	(2)	15%	(13)	82%	(69)	84
Completely in-person school	4%	(2)	14%	(8)	82%	(47)	57
Both in person and virtual school	1%	(4)	7%	(22)	92%	(293)	320
Completely virtual school	3%	(11)	7%	(23)	90%	(311)	345
Watch live sports at least once a week	4%	(9)	15%	(37)	81%	(192)	238

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

**Table CGZ24\_6:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(109)	21%	(209)	68%	(683)	1000
Gender: Male	15%	(73)	22%	(109)	63%	(306)	489
Gender: Female	7%	(35)	20%	(100)	74%	(376)	511
Age: 18-34	12%	(59)	21%	(107)	67%	(341)	506
GenZers: 1997-2012	11%	(109)	21%	(209)	68%	(683)	1000
PID: Dem (no lean)	11%	(39)	18%	(64)	71%	(249)	353
PID: Ind (no lean)	8%	(41)	19%	(94)	72%	(355)	490
PID: Rep (no lean)	18%	(28)	32%	(50)	50%	(79)	157
PID/Gender: Dem Men	14%	(22)	20%	(31)	65%	(100)	154
PID/Gender: Dem Women	9%	(17)	17%	(33)	75%	(149)	199
PID/Gender: Ind Men	13%	(31)	19%	(47)	68%	(170)	248
PID/Gender: Ind Women	4%	(10)	19%	(47)	76%	(185)	242
PID/Gender: Rep Men	23%	(20)	35%	(30)	42%	(36)	87
PID/Gender: Rep Women	11%	(8)	28%	(20)	60%	(43)	71
Ideo: Liberal (1-3)	10%	(32)	17%	(52)	73%	(225)	309
Ideo: Moderate (4)	9%	(19)	25%	(51)	65%	(133)	204
Ideo: Conservative (5-7)	19%	(26)	30%	(41)	52%	(73)	140
Educ: < College	10%	(96)	21%	(191)	69%	(631)	918
Educ: Bachelors degree	17%	(11)	21%	(14)	62%	(40)	65
Income: Under 50k	8%	(48)	19%	(108)	73%	(425)	581
Income: 50k-100k	13%	(36)	25%	(70)	63%	(179)	285
Income: 100k+	18%	(25)	23%	(31)	58%	(78)	134
Ethnicity: White	12%	(78)	22%	(139)	65%	(410)	627
Ethnicity: Hispanic	9%	(19)	19%	(38)	72%	(146)	203
Ethnicity: Black	8%	(11)	23%	(31)	68%	(90)	132
Ethnicity: Other	8%	(20)	16%	(39)	76%	(182)	240
All Christian	15%	(38)	31%	(79)	54%	(135)	251
Atheist	12%	(13)	9%	(9)	79%	(85)	107
Agnostic/Nothing in particular	10%	(40)	17%	(65)	73%	(290)	396
Something Else	7%	(13)	21%	(42)	72%	(142)	197
Religious Non-Protestant/Catholic	11%	(7)	26%	(15)	63%	(36)	58

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**Table CGZ24\_6:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	11%	(109)	21%	(209)	68%	(683)	1000
Evangelical	10%	(16)	33%	(53)	57%	(94)	163
Non-Evangelical	12%	(33)	24%	(63)	64%	(169)	265
Community: Urban	13%	(34)	18%	(45)	69%	(175)	254
Community: Suburban	11%	(61)	22%	(118)	67%	(361)	540
Community: Rural	7%	(13)	22%	(45)	71%	(146)	205
Employ: Private Sector	15%	(15)	19%	(18)	66%	(65)	98
Employ: Self-Employed	9%	(5)	16%	(8)	75%	(39)	52
Employ: Unemployed	9%	(15)	19%	(32)	72%	(123)	170
Employ: Other	15%	(11)	19%	(14)	66%	(48)	73
Military HH: Yes	16%	(15)	20%	(19)	64%	(61)	95
Military HH: No	10%	(94)	21%	(190)	69%	(621)	905
RD/WT: Right Direction	15%	(29)	24%	(46)	61%	(117)	192
RD/WT: Wrong Track	10%	(79)	20%	(163)	70%	(566)	808
Trump Job Approve	14%	(32)	29%	(65)	57%	(128)	226
Trump Job Disapprove	10%	(65)	19%	(121)	71%	(453)	640
Trump Job Strongly Approve	15%	(13)	25%	(21)	60%	(52)	85
Trump Job Somewhat Approve	14%	(20)	32%	(44)	55%	(77)	141
Trump Job Somewhat Disapprove	8%	(12)	24%	(39)	68%	(110)	161
Trump Job Strongly Disapprove	11%	(53)	17%	(82)	72%	(343)	479
Favorable of Trump	16%	(33)	25%	(51)	59%	(118)	202
Unfavorable of Trump	10%	(64)	20%	(129)	70%	(459)	652
Very Favorable of Trump	18%	(17)	23%	(21)	58%	(53)	91
Somewhat Favorable of Trump	14%	(16)	27%	(30)	59%	(65)	110
Somewhat Unfavorable of Trump	7%	(10)	29%	(40)	64%	(88)	139
Very Unfavorable of Trump	11%	(54)	17%	(89)	72%	(371)	514

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**Table CGZ24\_6:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(109)	21%	(209)	68%	(683)	1000
#1 Issue: Economy	11%	(31)	23%	(66)	66%	(189)	285
#1 Issue: Security	10%	(7)	16%	(11)	74%	(53)	72
#1 Issue: Health Care	10%	(18)	18%	(30)	72%	(120)	168
#1 Issue: Women's Issues	7%	(10)	23%	(33)	70%	(100)	143
#1 Issue: Education	14%	(21)	22%	(32)	63%	(92)	145
#1 Issue: Energy	12%	(10)	21%	(18)	67%	(59)	87
#1 Issue: Other	9%	(8)	20%	(16)	71%	(59)	84
4-Region: Northeast	11%	(20)	29%	(55)	60%	(113)	188
4-Region: Midwest	10%	(18)	21%	(39)	70%	(132)	189
4-Region: South	10%	(37)	18%	(68)	73%	(280)	386
4-Region: West	14%	(33)	20%	(47)	67%	(158)	237
Middle school (Grade 6 - 8)	14%	(10)	20%	(14)	66%	(48)	72
High school (Grade 9 - 12)	10%	(44)	22%	(102)	68%	(315)	461
Community college	10%	(7)	23%	(16)	67%	(45)	67
College or university program	16%	(31)	19%	(38)	65%	(126)	195
I am not in school	8%	(17)	19%	(39)	73%	(149)	204
White, non-Hispanic	13%	(69)	22%	(121)	65%	(353)	543
POC	9%	(39)	19%	(88)	72%	(330)	457
Twitter Users	12%	(51)	24%	(104)	64%	(273)	428
Facebook Users	13%	(62)	20%	(98)	67%	(327)	487
Snapchat Users	12%	(73)	22%	(135)	66%	(412)	620
Instagram Users	12%	(92)	21%	(163)	67%	(507)	762
Tiktok Users	13%	(59)	21%	(98)	66%	(310)	467
Reddit Users	14%	(37)	21%	(56)	65%	(176)	268
YouTube Users	11%	(103)	22%	(199)	67%	(618)	920
Harry Styles Fan	12%	(49)	26%	(111)	62%	(262)	421
Billie Eilish Fan	10%	(59)	22%	(128)	69%	(408)	595
Zendaya Fan	10%	(64)	24%	(145)	66%	(405)	614
Taylor Swift Fan	12%	(58)	26%	(124)	62%	(300)	482
Kylie Jenner Fan	15%	(46)	27%	(83)	58%	(181)	311
Emma Chamberlain Fan	14%	(32)	32%	(76)	54%	(129)	238

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**Table CGZ24\_6:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	11%	(109)	21%	(209)	68%	(683)	1000
Niall Horan Fan	15%	(39)	25%	(64)	60%	(153)	256
Zayn Malik Fan	13%	(36)	27%	(74)	60%	(167)	277
Liam Payne Fan	15%	(35)	28%	(67)	58%	(139)	242
Louis Tomlinson Fan	15%	(32)	28%	(60)	57%	(124)	217
Film: An avid fan	15%	(40)	26%	(70)	59%	(158)	268
Film: A casual fan	9%	(47)	22%	(117)	70%	(376)	539
Film: Not a fan	12%	(22)	12%	(22)	77%	(149)	193
Television: An avid fan	14%	(35)	27%	(67)	58%	(144)	246
Television: A casual fan	10%	(55)	20%	(114)	70%	(393)	562
Television: Not a fan	10%	(19)	14%	(27)	76%	(146)	192
Music: An avid fan	11%	(71)	22%	(141)	66%	(420)	632
Music: A casual fan	10%	(34)	19%	(63)	71%	(236)	333
Fashion: An avid fan	11%	(24)	23%	(52)	66%	(147)	223
Fashion: A casual fan	10%	(42)	22%	(96)	68%	(299)	437
Fashion: Not a fan	12%	(42)	18%	(61)	70%	(237)	340
Pop culture: An avid fan	15%	(34)	22%	(51)	63%	(147)	232
Pop culture: A casual fan	11%	(55)	22%	(108)	66%	(321)	485
Pop culture: Not a fan	7%	(19)	17%	(49)	76%	(214)	283
Sports: An avid fan	32%	(67)	33%	(69)	35%	(73)	209
Sports: A casual fan	9%	(28)	33%	(107)	58%	(189)	323
Sports: Not a fan	3%	(14)	7%	(33)	90%	(421)	468
Celeb fans on social media	12%	(83)	23%	(163)	66%	(471)	717
Celebs share too much on social media	11%	(59)	22%	(121)	67%	(364)	544
Celebs who don't share are disconnected	11%	(34)	22%	(71)	67%	(213)	317
Celebs should interact on social media	10%	(67)	21%	(141)	68%	(450)	658
Celebs' social media is a professional platform	8%	(16)	28%	(52)	64%	(119)	187
Celebs' social media is a personal platform	11%	(55)	19%	(93)	69%	(330)	478
Connects to celebs paid promoting	16%	(20)	32%	(40)	53%	(67)	128
Connects to celebs non-paid promoting	12%	(46)	23%	(90)	66%	(261)	397
Concerned about climate change	10%	(74)	23%	(164)	67%	(488)	726

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**Table CGZ24\_6:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(109)	21%	(209)	68%	(683)	1000
Humans can stop climate change	11%	(28)	22%	(57)	67%	(173)	258
Humans can slow climate change	10%	(48)	21%	(104)	69%	(333)	485
Climate change is beyond control	15%	(13)	28%	(24)	56%	(47)	84
Completely in-person school	6%	(3)	31%	(18)	63%	(36)	57
Both in person and virtual school	11%	(34)	22%	(70)	67%	(216)	320
Completely virtual school	12%	(40)	22%	(75)	67%	(230)	345
Watch live sports at least once a week	26%	(63)	39%	(92)	35%	(83)	238

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

**Table CGZ24\_7:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(118)	84%	(840)	1000
Gender: Male	5%	(26)	14%	(69)	80%	(393)	489
Gender: Female	3%	(16)	10%	(49)	87%	(447)	511
Age: 18-34	5%	(24)	14%	(72)	81%	(410)	506
GenZers: 1997-2012	4%	(42)	12%	(118)	84%	(840)	1000
PID: Dem (no lean)	4%	(16)	11%	(38)	85%	(299)	353
PID: Ind (no lean)	3%	(17)	11%	(56)	85%	(418)	490
PID: Rep (no lean)	6%	(9)	16%	(25)	78%	(123)	157
PID/Gender: Dem Men	6%	(9)	11%	(17)	83%	(128)	154
PID/Gender: Dem Women	4%	(7)	10%	(20)	86%	(172)	199
PID/Gender: Ind Men	4%	(10)	14%	(34)	82%	(204)	248
PID/Gender: Ind Women	3%	(7)	9%	(22)	88%	(214)	242
PID/Gender: Rep Men	8%	(7)	21%	(18)	71%	(61)	87
PID/Gender: Rep Women	3%	(2)	10%	(7)	87%	(62)	71
Ideo: Liberal (1-3)	3%	(10)	10%	(31)	87%	(269)	309
Ideo: Moderate (4)	6%	(11)	14%	(28)	81%	(164)	204
Ideo: Conservative (5-7)	5%	(8)	20%	(29)	74%	(104)	140
Educ: < College	4%	(38)	11%	(101)	85%	(779)	918
Educ: Bachelors degree	3%	(2)	22%	(14)	75%	(48)	65
Income: Under 50k	4%	(21)	10%	(61)	86%	(499)	581
Income: 50k-100k	5%	(13)	13%	(37)	82%	(234)	285
Income: 100k+	6%	(8)	15%	(20)	79%	(106)	134
Ethnicity: White	3%	(21)	10%	(65)	86%	(541)	627
Ethnicity: Hispanic	7%	(13)	17%	(35)	76%	(154)	203
Ethnicity: Black	6%	(8)	15%	(20)	78%	(104)	132
Ethnicity: Other	5%	(12)	14%	(33)	81%	(195)	240
All Christian	7%	(18)	16%	(41)	76%	(192)	251
Atheist	5%	(5)	6%	(6)	89%	(95)	107
Agnostic/Nothing in particular	3%	(13)	11%	(43)	86%	(340)	396
Something Else	2%	(3)	10%	(20)	89%	(175)	197
Religious Non-Protestant/Catholic	3%	(2)	17%	(10)	80%	(46)	58

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**Table CGZ24\_7: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?**  
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(118)	84%	(840)	1000
Evangelical	5%	(9)	15%	(24)	80%	(131)	163
Non-Evangelical	5%	(13)	13%	(33)	82%	(218)	265
Community: Urban	4%	(10)	15%	(38)	81%	(206)	254
Community: Suburban	4%	(24)	11%	(60)	85%	(457)	540
Community: Rural	4%	(8)	10%	(21)	86%	(177)	205
Employ: Private Sector	4%	(4)	18%	(18)	78%	(76)	98
Employ: Self-Employed	1%	(1)	13%	(7)	86%	(45)	52
Employ: Unemployed	7%	(12)	7%	(13)	86%	(146)	170
Employ: Other	5%	(3)	16%	(12)	79%	(57)	73
Military HH: Yes	9%	(9)	7%	(7)	83%	(79)	95
Military HH: No	4%	(33)	12%	(111)	84%	(761)	905
RD/WT: Right Direction	7%	(14)	15%	(29)	77%	(148)	192
RD/WT: Wrong Track	3%	(28)	11%	(89)	86%	(692)	808
Trump Job Approve	6%	(13)	14%	(32)	80%	(180)	226
Trump Job Disapprove	4%	(25)	11%	(71)	85%	(545)	640
Trump Job Strongly Approve	3%	(3)	9%	(8)	88%	(75)	85
Trump Job Somewhat Approve	7%	(11)	18%	(25)	75%	(106)	141
Trump Job Somewhat Disapprove	4%	(6)	15%	(25)	81%	(130)	161
Trump Job Strongly Disapprove	4%	(19)	10%	(46)	87%	(414)	479
Favorable of Trump	5%	(11)	14%	(28)	81%	(163)	202
Unfavorable of Trump	3%	(20)	11%	(72)	86%	(560)	652
Very Favorable of Trump	5%	(5)	7%	(6)	88%	(80)	91
Somewhat Favorable of Trump	6%	(6)	19%	(21)	75%	(82)	110
Somewhat Unfavorable of Trump	5%	(6)	17%	(23)	79%	(109)	139
Very Unfavorable of Trump	3%	(14)	9%	(48)	88%	(451)	514

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**Table CGZ24\_7:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(118)	84%	(840)	1000
#1 Issue: Economy	4%	(12)	13%	(37)	83%	(236)	285
#1 Issue: Security	4%	(3)	6%	(4)	90%	(65)	72
#1 Issue: Health Care	4%	(7)	12%	(20)	84%	(141)	168
#1 Issue: Women's Issues	3%	(5)	11%	(16)	85%	(122)	143
#1 Issue: Education	4%	(6)	11%	(15)	86%	(124)	145
#1 Issue: Energy	3%	(3)	16%	(14)	80%	(70)	87
#1 Issue: Other	6%	(5)	10%	(8)	84%	(70)	84
4-Region: Northeast	5%	(10)	18%	(33)	77%	(145)	188
4-Region: Midwest	3%	(5)	11%	(20)	87%	(164)	189
4-Region: South	5%	(18)	11%	(42)	84%	(325)	386
4-Region: West	4%	(9)	10%	(23)	87%	(206)	237
Middle school (Grade 6 - 8)	7%	(5)	7%	(5)	86%	(62)	72
High school (Grade 9 - 12)	4%	(16)	11%	(50)	86%	(395)	461
Community college	3%	(2)	16%	(11)	81%	(54)	67
College or university program	4%	(7)	17%	(33)	79%	(154)	195
I am not in school	5%	(11)	10%	(20)	85%	(174)	204
White, non-Hispanic	3%	(18)	9%	(50)	87%	(475)	543
POC	5%	(24)	15%	(68)	80%	(365)	457
Twitter Users	4%	(16)	15%	(63)	81%	(349)	428
Facebook Users	4%	(21)	14%	(68)	82%	(399)	487
Snapchat Users	5%	(31)	14%	(90)	81%	(499)	620
Instagram Users	4%	(30)	13%	(99)	83%	(633)	762
Tiktok Users	6%	(26)	13%	(61)	81%	(380)	467
Reddit Users	5%	(14)	13%	(34)	82%	(220)	268
YouTube Users	4%	(39)	12%	(111)	84%	(769)	920
Harry Styles Fan	5%	(23)	16%	(69)	78%	(329)	421
Billie Eilish Fan	4%	(23)	13%	(80)	83%	(492)	595
Zendaya Fan	5%	(29)	13%	(82)	82%	(502)	614
Taylor Swift Fan	5%	(24)	14%	(69)	81%	(389)	482
Kylie Jenner Fan	7%	(21)	17%	(54)	76%	(236)	311
Emma Chamberlain Fan	7%	(17)	20%	(47)	73%	(174)	238

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**Table CGZ24\_7: Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLS**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(118)	84%	(840)	1000
Niall Horan Fan	6%	(16)	17%	(44)	76%	(196)	256
Zayn Malik Fan	6%	(18)	17%	(47)	77%	(212)	277
Liam Payne Fan	7%	(18)	19%	(46)	74%	(179)	242
Louis Tomlinson Fan	8%	(17)	20%	(43)	72%	(157)	217
Film: An avid fan	5%	(12)	12%	(33)	83%	(222)	268
Film: A casual fan	4%	(20)	12%	(66)	84%	(453)	539
Film: Not a fan	5%	(9)	10%	(19)	85%	(165)	193
Television: An avid fan	4%	(10)	13%	(32)	83%	(204)	246
Television: A casual fan	4%	(24)	13%	(70)	83%	(468)	562
Television: Not a fan	4%	(8)	8%	(16)	88%	(168)	192
Music: An avid fan	3%	(22)	12%	(75)	85%	(534)	632
Music: A casual fan	5%	(15)	12%	(42)	83%	(276)	333
Fashion: An avid fan	4%	(9)	13%	(28)	83%	(186)	223
Fashion: A casual fan	4%	(17)	13%	(55)	84%	(365)	437
Fashion: Not a fan	5%	(17)	10%	(34)	85%	(289)	340
Pop culture: An avid fan	6%	(14)	13%	(29)	82%	(189)	232
Pop culture: A casual fan	3%	(14)	15%	(71)	83%	(400)	485
Pop culture: Not a fan	5%	(14)	6%	(18)	88%	(250)	283
Sports: An avid fan	8%	(16)	27%	(56)	65%	(136)	209
Sports: A casual fan	4%	(12)	13%	(43)	83%	(268)	323
Sports: Not a fan	3%	(13)	4%	(19)	93%	(435)	468
Celeb fans on social media	5%	(34)	14%	(97)	82%	(586)	717
Celebs share too much on social media	3%	(18)	12%	(66)	84%	(459)	544
Celebs who don't share are disconnected	4%	(13)	13%	(42)	83%	(262)	317
Celebs should interact on social media	4%	(26)	12%	(77)	84%	(555)	658
Celebs' social media is a professional platform	5%	(10)	13%	(24)	82%	(153)	187
Celebs' social media is a personal platform	3%	(15)	13%	(61)	84%	(403)	478
Connects to celebs paid promoting	12%	(15)	21%	(27)	67%	(86)	128
Connects to celebs non-paid promoting	3%	(13)	15%	(58)	82%	(326)	397
Concerned about climate change	4%	(28)	13%	(91)	84%	(606)	726

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**Table CGZ24\_7:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	12%	(118)	84%	(840)	1000
Humans can stop climate change	5%	(14)	11%	(28)	84%	(216)	258
Humans can slow climate change	2%	(11)	12%	(60)	85%	(414)	485
Climate change is beyond control	9%	(7)	17%	(15)	74%	(62)	84
Completely in-person school	8%	(5)	21%	(12)	71%	(40)	57
Both in person and virtual school	2%	(7)	11%	(35)	87%	(277)	320
Completely virtual school	4%	(15)	13%	(43)	83%	(286)	345
Watch live sports at least once a week	10%	(23)	24%	(58)	66%	(157)	238

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

**Table CGZ24\_8:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(35)	9%	(86)	88%	(879)	1000
Gender: Male	5%	(25)	11%	(56)	83%	(407)	489
Gender: Female	2%	(10)	6%	(30)	92%	(472)	511
Age: 18-34	4%	(18)	14%	(69)	83%	(419)	506
GenZers: 1997-2012	3%	(35)	9%	(86)	88%	(879)	1000
PID: Dem (no lean)	2%	(8)	8%	(28)	90%	(316)	353
PID: Ind (no lean)	4%	(19)	9%	(42)	87%	(429)	490
PID: Rep (no lean)	4%	(7)	10%	(16)	86%	(134)	157
PID/Gender: Dem Men	4%	(6)	10%	(15)	86%	(133)	154
PID/Gender: Dem Women	1%	(2)	6%	(13)	92%	(183)	199
PID/Gender: Ind Men	5%	(12)	12%	(31)	83%	(205)	248
PID/Gender: Ind Women	3%	(7)	5%	(12)	92%	(223)	242
PID/Gender: Rep Men	8%	(7)	12%	(10)	80%	(69)	87
PID/Gender: Rep Women	—	(0)	8%	(5)	92%	(65)	71
Ideo: Liberal (1-3)	3%	(8)	6%	(20)	91%	(281)	309
Ideo: Moderate (4)	1%	(3)	12%	(25)	86%	(176)	204
Ideo: Conservative (5-7)	4%	(6)	13%	(18)	83%	(116)	140
Educ: < College	3%	(32)	8%	(76)	88%	(810)	918
Educ: Bachelors degree	—	(0)	14%	(9)	86%	(56)	65
Income: Under 50k	4%	(22)	9%	(53)	87%	(506)	581
Income: 50k-100k	3%	(9)	8%	(24)	89%	(253)	285
Income: 100k+	3%	(4)	7%	(10)	90%	(120)	134
Ethnicity: White	3%	(16)	9%	(56)	89%	(555)	627
Ethnicity: Hispanic	4%	(9)	10%	(20)	86%	(174)	203
Ethnicity: Black	6%	(8)	12%	(15)	82%	(109)	132
Ethnicity: Other	4%	(11)	6%	(15)	89%	(215)	240
All Christian	4%	(10)	10%	(26)	86%	(215)	251
Atheist	3%	(3)	6%	(7)	91%	(98)	107
Agnostic/Nothing in particular	3%	(11)	10%	(41)	87%	(344)	396
Something Else	5%	(10)	2%	(5)	92%	(182)	197
Religious Non-Protestant/Catholic	1%	(1)	14%	(8)	85%	(49)	58

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**Table CGZ24\_8:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(35)	9%	(86)	88%	(879)	1000
Evangelical	4%	(7)	8%	(13)	88%	(143)	163
Non-Evangelical	5%	(13)	6%	(16)	89%	(236)	265
Community: Urban	4%	(10)	11%	(28)	85%	(216)	254
Community: Suburban	2%	(13)	8%	(43)	90%	(484)	540
Community: Rural	5%	(11)	7%	(15)	87%	(179)	205
Employ: Private Sector	4%	(4)	19%	(19)	78%	(76)	98
Employ: Self-Employed	1%	(1)	12%	(6)	87%	(45)	52
Employ: Unemployed	5%	(8)	12%	(20)	84%	(142)	170
Employ: Other	6%	(4)	8%	(5)	87%	(63)	73
Military HH: Yes	4%	(4)	7%	(7)	89%	(84)	95
Military HH: No	3%	(31)	9%	(79)	88%	(795)	905
RD/WT: Right Direction	6%	(12)	13%	(25)	81%	(155)	192
RD/WT: Wrong Track	3%	(23)	8%	(61)	90%	(725)	808
Trump Job Approve	5%	(10)	12%	(28)	83%	(188)	226
Trump Job Disapprove	3%	(18)	7%	(48)	90%	(574)	640
Trump Job Strongly Approve	5%	(4)	13%	(11)	83%	(71)	85
Trump Job Somewhat Approve	5%	(7)	12%	(17)	83%	(117)	141
Trump Job Somewhat Disapprove	2%	(3)	9%	(15)	89%	(143)	161
Trump Job Strongly Disapprove	3%	(15)	7%	(33)	90%	(431)	479
Favorable of Trump	5%	(10)	13%	(26)	82%	(165)	202
Unfavorable of Trump	2%	(15)	7%	(47)	90%	(590)	652
Very Favorable of Trump	7%	(7)	17%	(15)	76%	(69)	91
Somewhat Favorable of Trump	3%	(4)	10%	(11)	87%	(96)	110
Somewhat Unfavorable of Trump	2%	(3)	8%	(12)	89%	(124)	139
Very Unfavorable of Trump	2%	(11)	7%	(36)	91%	(466)	514

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**Table CGZ24\_8:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(35)	9%	(86)	88%	(879)	1000
#1 Issue: Economy	2%	(6)	11%	(31)	87%	(249)	285
#1 Issue: Security	3%	(2)	5%	(3)	92%	(66)	72
#1 Issue: Health Care	3%	(5)	6%	(9)	91%	(153)	168
#1 Issue: Women's Issues	2%	(3)	4%	(6)	94%	(134)	143
#1 Issue: Education	4%	(5)	11%	(16)	85%	(123)	145
#1 Issue: Energy	1%	(1)	14%	(12)	86%	(75)	87
#1 Issue: Other	11%	(9)	7%	(6)	82%	(68)	84
4-Region: Northeast	4%	(7)	10%	(19)	86%	(162)	188
4-Region: Midwest	2%	(4)	7%	(13)	91%	(172)	189
4-Region: South	3%	(12)	8%	(31)	89%	(343)	386
4-Region: West	5%	(11)	10%	(23)	86%	(203)	237
Middle school (Grade 6 - 8)	8%	(6)	3%	(2)	88%	(64)	72
High school (Grade 9 - 12)	3%	(15)	6%	(27)	91%	(420)	461
Community college	4%	(3)	10%	(7)	85%	(57)	67
College or university program	3%	(7)	11%	(22)	85%	(166)	195
I am not in school	2%	(5)	14%	(28)	84%	(172)	204
White, non-Hispanic	3%	(14)	9%	(48)	89%	(481)	543
POC	5%	(21)	8%	(38)	87%	(398)	457
Twitter Users	4%	(15)	12%	(53)	84%	(360)	428
Facebook Users	4%	(17)	12%	(61)	84%	(409)	487
Snapchat Users	4%	(23)	9%	(57)	87%	(540)	620
Instagram Users	3%	(25)	9%	(67)	88%	(670)	762
Tiktok Users	5%	(22)	8%	(36)	88%	(409)	467
Reddit Users	3%	(9)	12%	(31)	85%	(228)	268
YouTube Users	3%	(32)	9%	(83)	88%	(805)	920
Harry Styles Fan	5%	(19)	11%	(46)	85%	(356)	421
Billie Eilish Fan	4%	(22)	10%	(61)	86%	(512)	595
Zendaya Fan	4%	(23)	10%	(61)	86%	(530)	614
Taylor Swift Fan	4%	(20)	11%	(55)	84%	(407)	482
Kylie Jenner Fan	6%	(19)	14%	(44)	80%	(248)	311
Emma Chamberlain Fan	5%	(11)	15%	(36)	80%	(191)	238

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**Table CGZ24\_8:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	3%	(35)	9%	(86)	88%	(879)	1000
Niall Horan Fan	5%	(14)	15%	(38)	80%	(205)	256
Zayn Malik Fan	5%	(14)	14%	(39)	81%	(224)	277
Liam Payne Fan	5%	(11)	17%	(41)	79%	(190)	242
Louis Tomlinson Fan	5%	(10)	18%	(39)	77%	(167)	217
Film: An avid fan	3%	(8)	14%	(39)	82%	(221)	268
Film: A casual fan	4%	(23)	7%	(37)	89%	(480)	539
Film: Not a fan	2%	(4)	5%	(10)	92%	(179)	193
Television: An avid fan	3%	(8)	13%	(33)	83%	(205)	246
Television: A casual fan	4%	(20)	8%	(47)	88%	(495)	562
Television: Not a fan	3%	(6)	4%	(7)	93%	(179)	192
Music: An avid fan	2%	(15)	9%	(59)	88%	(557)	632
Music: A casual fan	5%	(16)	8%	(26)	87%	(291)	333
Fashion: An avid fan	3%	(8)	11%	(25)	85%	(190)	223
Fashion: A casual fan	3%	(13)	8%	(35)	89%	(389)	437
Fashion: Not a fan	4%	(14)	8%	(26)	88%	(301)	340
Pop culture: An avid fan	3%	(8)	12%	(28)	84%	(196)	232
Pop culture: A casual fan	3%	(15)	8%	(40)	89%	(430)	485
Pop culture: Not a fan	4%	(12)	6%	(18)	90%	(253)	283
Sports: An avid fan	5%	(9)	19%	(39)	77%	(160)	209
Sports: A casual fan	3%	(9)	9%	(30)	88%	(285)	323
Sports: Not a fan	3%	(16)	4%	(18)	93%	(434)	468
Celeb fans on social media	4%	(29)	10%	(75)	86%	(613)	717
Celebs share too much on social media	3%	(18)	9%	(51)	87%	(475)	544
Celebs who don't share are disconnected	4%	(14)	9%	(30)	86%	(273)	317
Celebs should interact on social media	3%	(18)	8%	(52)	89%	(588)	658
Celebs' social media is a professional platform	6%	(10)	12%	(23)	82%	(154)	187
Celebs' social media is a personal platform	3%	(12)	8%	(40)	89%	(425)	478
Connects to celebs paid promoting	8%	(10)	19%	(24)	74%	(94)	128
Connects to celebs non-paid promoting	4%	(14)	8%	(33)	88%	(350)	397
Concerned about climate change	3%	(22)	9%	(63)	88%	(640)	726

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**Table CGZ24\_8:** *Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(35)	9%	(86)	88%	(879)	1000
Humans can stop climate change	3%	(8)	10%	(25)	87%	(224)	258
Humans can slow climate change	2%	(11)	8%	(40)	89%	(434)	485
Climate change is beyond control	7%	(5)	11%	(9)	82%	(69)	84
Completely in-person school	13%	(7)	10%	(6)	77%	(44)	57
Both in person and virtual school	2%	(5)	7%	(21)	92%	(294)	320
Completely virtual school	3%	(12)	7%	(25)	89%	(307)	345
Watch live sports at least once a week	4%	(9)	20%	(47)	77%	(182)	238

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

**Table CGZ24\_9:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(58)	92%	(921)	1000
Gender: Male	3%	(15)	7%	(32)	90%	(442)	489
Gender: Female	1%	(6)	5%	(26)	94%	(479)	511
Age: 18-34	2%	(12)	8%	(43)	89%	(451)	506
GenZers: 1997-2012	2%	(21)	6%	(58)	92%	(921)	1000
PID: Dem (no lean)	2%	(6)	5%	(18)	93%	(329)	353
PID: Ind (no lean)	2%	(11)	5%	(26)	92%	(453)	490
PID: Rep (no lean)	3%	(5)	8%	(13)	88%	(139)	157
PID/Gender: Dem Men	2%	(3)	5%	(8)	93%	(143)	154
PID/Gender: Dem Women	1%	(2)	5%	(10)	94%	(186)	199
PID/Gender: Ind Men	3%	(7)	7%	(16)	91%	(225)	248
PID/Gender: Ind Women	2%	(4)	4%	(10)	94%	(228)	242
PID/Gender: Rep Men	6%	(5)	9%	(8)	85%	(74)	87
PID/Gender: Rep Women	—	(0)	7%	(5)	93%	(65)	71
Ideo: Liberal (1-3)	1%	(3)	6%	(20)	93%	(286)	309
Ideo: Moderate (4)	1%	(3)	5%	(11)	93%	(190)	204
Ideo: Conservative (5-7)	2%	(3)	9%	(13)	89%	(124)	140
Educ: < College	2%	(20)	5%	(49)	93%	(850)	918
Educ: Bachelors degree	1%	(1)	11%	(7)	88%	(57)	65
Income: Under 50k	2%	(14)	7%	(40)	91%	(527)	581
Income: 50k-100k	1%	(3)	5%	(15)	93%	(266)	285
Income: 100k+	3%	(3)	2%	(2)	96%	(128)	134
Ethnicity: White	2%	(10)	5%	(32)	93%	(586)	627
Ethnicity: Hispanic	4%	(7)	7%	(14)	89%	(181)	203
Ethnicity: Black	4%	(5)	9%	(12)	88%	(116)	132
Ethnicity: Other	3%	(6)	6%	(15)	91%	(219)	240
All Christian	3%	(8)	7%	(18)	90%	(225)	251
Atheist	3%	(3)	2%	(3)	95%	(102)	107
Agnostic/Nothing in particular	1%	(4)	7%	(28)	92%	(364)	396
Something Else	3%	(6)	3%	(7)	94%	(185)	197
Religious Non-Protestant/Catholic	1%	(1)	4%	(3)	94%	(54)	58

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**Table CGZ24\_9:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(58)	92%	(921)	1000
Evangelical	2%	(3)	7%	(11)	91%	(148)	163
Non-Evangelical	4%	(10)	5%	(13)	91%	(242)	265
Community: Urban	2%	(6)	7%	(19)	90%	(229)	254
Community: Suburban	1%	(7)	5%	(27)	94%	(507)	540
Community: Rural	4%	(8)	6%	(13)	90%	(184)	205
Employ: Private Sector	2%	(2)	10%	(10)	87%	(86)	98
Employ: Self-Employed	2%	(1)	6%	(3)	92%	(48)	52
Employ: Unemployed	3%	(6)	3%	(5)	94%	(160)	170
Employ: Other	3%	(2)	5%	(4)	92%	(67)	73
Military HH: Yes	3%	(2)	4%	(4)	94%	(89)	95
Military HH: No	2%	(19)	6%	(54)	92%	(831)	905
RD/WT: Right Direction	5%	(9)	8%	(15)	87%	(167)	192
RD/WT: Wrong Track	1%	(12)	5%	(43)	93%	(754)	808
Trump Job Approve	3%	(7)	9%	(20)	88%	(199)	226
Trump Job Disapprove	1%	(9)	5%	(35)	93%	(596)	640
Trump Job Strongly Approve	4%	(3)	12%	(10)	84%	(72)	85
Trump Job Somewhat Approve	3%	(4)	7%	(9)	90%	(127)	141
Trump Job Somewhat Disapprove	1%	(1)	5%	(9)	94%	(151)	161
Trump Job Strongly Disapprove	2%	(8)	6%	(26)	93%	(445)	479
Favorable of Trump	3%	(6)	9%	(19)	88%	(177)	202
Unfavorable of Trump	1%	(8)	5%	(31)	94%	(613)	652
Very Favorable of Trump	5%	(5)	10%	(9)	85%	(77)	91
Somewhat Favorable of Trump	1%	(1)	9%	(9)	90%	(100)	110
Somewhat Unfavorable of Trump	1%	(1)	5%	(6)	94%	(131)	139
Very Unfavorable of Trump	1%	(7)	5%	(25)	94%	(482)	514

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**Table CGZ24\_9:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(58)	92%	(921)	1000
#1 Issue: Economy	2%	(6)	8%	(22)	90%	(257)	285
#1 Issue: Security	1%	(1)	3%	(2)	96%	(69)	72
#1 Issue: Health Care	2%	(4)	3%	(5)	95%	(158)	168
#1 Issue: Women's Issues	1%	(1)	8%	(11)	92%	(131)	143
#1 Issue: Education	3%	(4)	7%	(11)	90%	(130)	145
#1 Issue: Energy	—	(0)	3%	(3)	97%	(84)	87
#1 Issue: Other	5%	(4)	4%	(4)	91%	(76)	84
4-Region: Northeast	1%	(3)	8%	(15)	91%	(171)	188
4-Region: Midwest	2%	(3)	4%	(8)	94%	(178)	189
4-Region: South	2%	(9)	6%	(23)	92%	(354)	386
4-Region: West	3%	(6)	5%	(13)	92%	(218)	237
Middle school (Grade 6 - 8)	4%	(3)	2%	(2)	94%	(67)	72
High school (Grade 9 - 12)	3%	(12)	5%	(22)	93%	(428)	461
Community college	5%	(3)	9%	(6)	86%	(58)	67
College or university program	—	(1)	8%	(15)	92%	(179)	195
I am not in school	1%	(2)	6%	(13)	92%	(189)	204
White, non-Hispanic	1%	(8)	5%	(27)	94%	(509)	543
POC	3%	(13)	7%	(31)	90%	(412)	457
Twitter Users	1%	(6)	7%	(31)	91%	(391)	428
Facebook Users	2%	(9)	7%	(33)	91%	(445)	487
Snapchat Users	1%	(9)	7%	(46)	91%	(565)	620
Instagram Users	2%	(12)	6%	(49)	92%	(702)	762
Tiktok Users	2%	(11)	7%	(33)	90%	(422)	467
Reddit Users	2%	(6)	6%	(15)	92%	(247)	268
YouTube Users	2%	(20)	6%	(53)	92%	(847)	920
Harry Styles Fan	2%	(10)	9%	(38)	88%	(373)	421
Billie Eilish Fan	2%	(10)	8%	(46)	91%	(540)	595
Zendaya Fan	2%	(14)	8%	(47)	90%	(552)	614
Taylor Swift Fan	2%	(9)	8%	(40)	90%	(433)	482
Kylie Jenner Fan	3%	(9)	12%	(37)	85%	(265)	311
Emma Chamberlain Fan	3%	(6)	14%	(33)	84%	(199)	238

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**Table CGZ24\_9:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(58)	92%	(921)	1000
Niall Horan Fan	3%	(9)	11%	(28)	86%	(220)	256
Zayn Malik Fan	3%	(7)	12%	(34)	85%	(236)	277
Liam Payne Fan	2%	(6)	13%	(32)	84%	(204)	242
Louis Tomlinson Fan	3%	(7)	15%	(33)	82%	(177)	217
Film: An avid fan	3%	(7)	8%	(20)	90%	(240)	268
Film: A casual fan	2%	(11)	6%	(33)	92%	(495)	539
Film: Not a fan	2%	(3)	2%	(4)	96%	(185)	193
Television: An avid fan	3%	(7)	8%	(20)	89%	(219)	246
Television: A casual fan	2%	(11)	5%	(28)	93%	(523)	562
Television: Not a fan	2%	(3)	5%	(10)	93%	(180)	192
Music: An avid fan	2%	(11)	6%	(38)	92%	(582)	632
Music: A casual fan	2%	(7)	5%	(18)	92%	(308)	333
Fashion: An avid fan	2%	(5)	9%	(20)	89%	(198)	223
Fashion: A casual fan	2%	(7)	5%	(20)	94%	(410)	437
Fashion: Not a fan	3%	(9)	5%	(18)	92%	(313)	340
Pop culture: An avid fan	2%	(6)	9%	(22)	88%	(205)	232
Pop culture: A casual fan	2%	(9)	6%	(27)	93%	(449)	485
Pop culture: Not a fan	2%	(7)	3%	(10)	94%	(266)	283
Sports: An avid fan	3%	(7)	9%	(19)	88%	(183)	209
Sports: A casual fan	1%	(5)	8%	(26)	90%	(292)	323
Sports: Not a fan	2%	(9)	3%	(13)	95%	(446)	468
Celeb fans on social media	2%	(16)	8%	(55)	90%	(646)	717
Celebs share too much on social media	2%	(10)	6%	(33)	92%	(501)	544
Celebs who don't share are disconnected	3%	(9)	7%	(22)	90%	(285)	317
Celebs should interact on social media	2%	(10)	5%	(34)	93%	(614)	658
Celebs' social media is a professional platform	4%	(7)	10%	(19)	86%	(161)	187
Celebs' social media is a personal platform	1%	(4)	5%	(23)	94%	(451)	478
Connects to celebs paid promoting	3%	(4)	19%	(24)	78%	(100)	128
Connects to celebs non-paid promoting	2%	(7)	7%	(26)	92%	(364)	397
Concerned about climate change	1%	(11)	6%	(42)	93%	(673)	726

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**Table CGZ24\_9:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(58)	92%	(921)	1000
Humans can stop climate change	3%	(8)	6%	(15)	91%	(235)	258
Humans can slow climate change	—	(2)	5%	(23)	95%	(461)	485
Climate change is beyond control	2%	(1)	13%	(11)	86%	(72)	84
Completely in-person school	6%	(3)	15%	(8)	79%	(45)	57
Both in person and virtual school	1%	(3)	3%	(11)	96%	(306)	320
Completely virtual school	3%	(10)	7%	(23)	90%	(311)	345
Watch live sports at least once a week	4%	(8)	11%	(27)	85%	(202)	238

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

**Table CGZ24\_10:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(63)	20%	(196)	74%	(741)	1000
Gender: Male	8%	(39)	23%	(112)	69%	(338)	489
Gender: Female	5%	(25)	16%	(84)	79%	(403)	511
Age: 18-34	7%	(36)	23%	(114)	70%	(356)	506
GenZers: 1997-2012	6%	(63)	20%	(196)	74%	(741)	1000
PID: Dem (no lean)	6%	(21)	14%	(50)	80%	(281)	353
PID: Ind (no lean)	5%	(26)	21%	(103)	74%	(362)	490
PID: Rep (no lean)	11%	(17)	27%	(43)	62%	(97)	157
PID/Gender: Dem Men	9%	(14)	18%	(28)	73%	(112)	154
PID/Gender: Dem Women	4%	(7)	11%	(22)	85%	(169)	199
PID/Gender: Ind Men	6%	(15)	22%	(53)	72%	(179)	248
PID/Gender: Ind Women	4%	(10)	20%	(50)	75%	(182)	242
PID/Gender: Rep Men	11%	(10)	35%	(30)	54%	(47)	87
PID/Gender: Rep Women	10%	(7)	18%	(13)	72%	(51)	71
Ideo: Liberal (1-3)	5%	(16)	13%	(40)	82%	(253)	309
Ideo: Moderate (4)	6%	(12)	24%	(49)	70%	(143)	204
Ideo: Conservative (5-7)	10%	(14)	29%	(41)	61%	(85)	140
Educ: < College	6%	(57)	19%	(179)	74%	(683)	918
Educ: Bachelors degree	4%	(3)	23%	(15)	73%	(47)	65
Income: Under 50k	6%	(34)	20%	(115)	74%	(432)	581
Income: 50k-100k	6%	(17)	24%	(68)	70%	(201)	285
Income: 100k+	9%	(12)	10%	(13)	81%	(108)	134
Ethnicity: White	6%	(38)	21%	(134)	73%	(455)	627
Ethnicity: Hispanic	7%	(13)	18%	(37)	75%	(152)	203
Ethnicity: Black	9%	(12)	20%	(26)	71%	(94)	132
Ethnicity: Other	6%	(13)	15%	(36)	79%	(191)	240
All Christian	7%	(18)	22%	(54)	71%	(179)	251
Atheist	5%	(5)	12%	(13)	83%	(89)	107
Agnostic/Nothing in particular	6%	(23)	21%	(83)	73%	(290)	396
Something Else	8%	(15)	19%	(37)	73%	(145)	197
Religious Non-Protestant/Catholic	3%	(2)	18%	(10)	79%	(46)	58

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**Table CGZ24\_10:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	6%	(63)	20%	(196)	74%	(741)	1000
Evangelical	8%	(14)	22%	(36)	70%	(113)	163
Non-Evangelical	7%	(18)	19%	(51)	74%	(196)	265
Community: Urban	6%	(16)	21%	(54)	72%	(184)	254
Community: Suburban	6%	(35)	18%	(96)	76%	(410)	540
Community: Rural	6%	(13)	22%	(45)	72%	(147)	205
Employ: Private Sector	8%	(8)	25%	(24)	67%	(66)	98
Employ: Self-Employed	6%	(3)	21%	(11)	73%	(38)	52
Employ: Unemployed	10%	(18)	21%	(36)	69%	(117)	170
Employ: Other	8%	(5)	20%	(14)	73%	(53)	73
Military HH: Yes	9%	(8)	24%	(23)	68%	(64)	95
Military HH: No	6%	(55)	19%	(173)	75%	(676)	905
RD/WT: Right Direction	13%	(26)	24%	(46)	63%	(120)	192
RD/WT: Wrong Track	5%	(38)	19%	(150)	77%	(621)	808
Trump Job Approve	12%	(26)	28%	(64)	60%	(136)	226
Trump Job Disapprove	4%	(27)	17%	(106)	79%	(507)	640
Trump Job Strongly Approve	13%	(11)	25%	(21)	62%	(53)	85
Trump Job Somewhat Approve	11%	(15)	30%	(43)	59%	(83)	141
Trump Job Somewhat Disapprove	2%	(4)	26%	(41)	72%	(116)	161
Trump Job Strongly Disapprove	5%	(23)	14%	(65)	82%	(391)	479
Favorable of Trump	12%	(25)	28%	(57)	59%	(119)	202
Unfavorable of Trump	4%	(29)	17%	(113)	78%	(510)	652
Very Favorable of Trump	18%	(16)	22%	(20)	60%	(55)	91
Somewhat Favorable of Trump	8%	(9)	34%	(37)	59%	(65)	110
Somewhat Unfavorable of Trump	4%	(5)	24%	(34)	72%	(100)	139
Very Unfavorable of Trump	5%	(24)	16%	(80)	80%	(410)	514

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**Table CGZ24\_10:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(63)	20%	(196)	74%	(741)	1000
#1 Issue: Economy	6%	(16)	27%	(76)	68%	(193)	285
#1 Issue: Security	6%	(4)	18%	(13)	76%	(54)	72
#1 Issue: Health Care	5%	(8)	18%	(29)	78%	(130)	168
#1 Issue: Women's Issues	5%	(7)	17%	(24)	78%	(112)	143
#1 Issue: Education	7%	(10)	14%	(20)	79%	(114)	145
#1 Issue: Energy	6%	(6)	15%	(13)	78%	(68)	87
#1 Issue: Other	11%	(9)	19%	(16)	71%	(59)	84
4-Region: Northeast	4%	(8)	23%	(43)	73%	(138)	188
4-Region: Midwest	5%	(9)	15%	(29)	80%	(152)	189
4-Region: South	8%	(32)	21%	(79)	71%	(275)	386
4-Region: West	7%	(16)	19%	(45)	74%	(176)	237
Middle school (Grade 6 - 8)	12%	(9)	16%	(12)	72%	(52)	72
High school (Grade 9 - 12)	5%	(21)	19%	(86)	77%	(355)	461
Community college	10%	(7)	20%	(14)	70%	(47)	67
College or university program	7%	(14)	21%	(42)	71%	(139)	195
I am not in school	6%	(13)	21%	(43)	73%	(148)	204
White, non-Hispanic	6%	(35)	22%	(117)	72%	(391)	543
POC	6%	(28)	17%	(79)	77%	(350)	457
Twitter Users	7%	(29)	21%	(91)	72%	(308)	428
Facebook Users	8%	(39)	21%	(101)	71%	(348)	487
Snapchat Users	7%	(44)	20%	(123)	73%	(453)	620
Instagram Users	6%	(44)	20%	(151)	74%	(568)	762
Tiktok Users	8%	(38)	21%	(96)	71%	(332)	467
Reddit Users	6%	(16)	19%	(50)	76%	(203)	268
YouTube Users	7%	(61)	20%	(183)	73%	(675)	920
Harry Styles Fan	8%	(35)	24%	(103)	67%	(284)	421
Billie Eilish Fan	7%	(40)	23%	(135)	71%	(421)	595
Zendaya Fan	7%	(43)	23%	(141)	70%	(430)	614
Taylor Swift Fan	8%	(40)	25%	(119)	67%	(322)	482
Kylie Jenner Fan	10%	(33)	30%	(92)	60%	(186)	311
Emma Chamberlain Fan	10%	(23)	29%	(69)	61%	(146)	238

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**Table CGZ24\_10:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	6%	(63)	20%	(196)	74%	(741)	1000
Niall Horan Fan	10%	(25)	23%	(58)	68%	(173)	256
Zayn Malik Fan	8%	(22)	24%	(68)	68%	(187)	277
Liam Payne Fan	8%	(19)	26%	(62)	66%	(160)	242
Louis Tomlinson Fan	11%	(24)	25%	(54)	64%	(138)	217
Film: An avid fan	9%	(24)	22%	(58)	69%	(186)	268
Film: A casual fan	6%	(32)	22%	(118)	72%	(389)	539
Film: Not a fan	4%	(7)	11%	(20)	86%	(165)	193
Television: An avid fan	9%	(21)	22%	(53)	70%	(172)	246
Television: A casual fan	6%	(33)	21%	(118)	73%	(410)	562
Television: Not a fan	5%	(9)	13%	(24)	83%	(159)	192
Music: An avid fan	7%	(45)	21%	(135)	72%	(452)	632
Music: A casual fan	5%	(17)	17%	(56)	78%	(261)	333
Fashion: An avid fan	10%	(21)	21%	(46)	70%	(155)	223
Fashion: A casual fan	5%	(24)	22%	(94)	73%	(319)	437
Fashion: Not a fan	5%	(18)	16%	(56)	78%	(266)	340
Pop culture: An avid fan	10%	(24)	20%	(47)	70%	(162)	232
Pop culture: A casual fan	5%	(24)	21%	(104)	74%	(357)	485
Pop culture: Not a fan	6%	(16)	16%	(45)	78%	(222)	283
Sports: An avid fan	13%	(27)	29%	(61)	58%	(121)	209
Sports: A casual fan	6%	(18)	27%	(86)	68%	(219)	323
Sports: Not a fan	4%	(18)	10%	(49)	86%	(401)	468
Celeb fans on social media	7%	(51)	21%	(154)	71%	(512)	717
Celebs share too much on social media	6%	(31)	22%	(121)	72%	(392)	544
Celebs who don't share are disconnected	9%	(28)	21%	(68)	70%	(221)	317
Celebs should interact on social media	6%	(40)	20%	(131)	74%	(487)	658
Celebs' social media is a professional platform	8%	(15)	23%	(44)	68%	(128)	187
Celebs' social media is a personal platform	6%	(30)	20%	(96)	74%	(353)	478
Connects to celebs paid promoting	12%	(16)	30%	(39)	57%	(73)	128
Connects to celebs non-paid promoting	7%	(28)	22%	(87)	71%	(282)	397
Concerned about climate change	6%	(40)	20%	(146)	74%	(539)	726

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**Table CGZ24\_10:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(63)	20%	(196)	74%	(741)	1000
Humans can stop climate change	7%	(17)	21%	(55)	72%	(186)	258
Humans can slow climate change	5%	(22)	19%	(92)	77%	(371)	485
Climate change is beyond control	12%	(10)	31%	(26)	57%	(48)	84
Completely in-person school	8%	(4)	33%	(19)	60%	(34)	57
Both in person and virtual school	5%	(16)	18%	(57)	77%	(247)	320
Completely virtual school	6%	(21)	19%	(65)	75%	(259)	345
Watch live sports at least once a week	12%	(28)	28%	(67)	60%	(142)	238

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



**Table CGZ24\_11:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(176)	29%	(290)	53%	(534)	1000
Gender: Male	25%	(123)	27%	(132)	48%	(234)	489
Gender: Female	10%	(52)	31%	(158)	59%	(301)	511
Age: 18-34	20%	(101)	29%	(146)	51%	(260)	506
GenZers: 1997-2012	18%	(176)	29%	(290)	53%	(534)	1000
PID: Dem (no lean)	21%	(73)	29%	(101)	51%	(179)	353
PID: Ind (no lean)	15%	(76)	28%	(137)	57%	(277)	490
PID: Rep (no lean)	17%	(27)	33%	(52)	50%	(78)	157
PID/Gender: Dem Men	33%	(51)	26%	(40)	41%	(62)	154
PID/Gender: Dem Women	11%	(22)	31%	(61)	59%	(116)	199
PID/Gender: Ind Men	20%	(51)	25%	(62)	54%	(135)	248
PID/Gender: Ind Women	10%	(25)	31%	(75)	59%	(142)	242
PID/Gender: Rep Men	25%	(21)	34%	(29)	42%	(36)	87
PID/Gender: Rep Women	8%	(6)	32%	(23)	60%	(42)	71
Ideo: Liberal (1-3)	16%	(50)	25%	(77)	59%	(182)	309
Ideo: Moderate (4)	21%	(42)	31%	(63)	48%	(98)	204
Ideo: Conservative (5-7)	17%	(24)	35%	(49)	48%	(67)	140
Educ: < College	16%	(148)	29%	(267)	55%	(503)	918
Educ: Bachelors degree	27%	(18)	30%	(20)	42%	(27)	65
Income: Under 50k	16%	(92)	29%	(169)	55%	(320)	581
Income: 50k-100k	19%	(55)	28%	(79)	53%	(151)	285
Income: 100k+	21%	(29)	31%	(42)	48%	(64)	134
Ethnicity: White	14%	(86)	27%	(167)	60%	(374)	627
Ethnicity: Hispanic	20%	(40)	32%	(64)	48%	(98)	203
Ethnicity: Black	34%	(46)	37%	(49)	29%	(38)	132
Ethnicity: Other	18%	(44)	31%	(74)	51%	(122)	240
All Christian	22%	(56)	32%	(79)	46%	(115)	251
Atheist	15%	(16)	17%	(18)	69%	(74)	107
Agnostic/Nothing in particular	15%	(60)	28%	(112)	57%	(224)	396
Something Else	18%	(35)	32%	(64)	50%	(99)	197
Religious Non-Protestant/Catholic	17%	(10)	33%	(19)	51%	(29)	58

Continued on next page

**Table CGZ24\_11:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(176)	29%	(290)	53%	(534)	1000
Evangelical	19%	(31)	34%	(55)	47%	(77)	163
Non-Evangelical	21%	(56)	31%	(82)	48%	(127)	265
Community: Urban	22%	(56)	30%	(77)	48%	(121)	254
Community: Suburban	16%	(86)	30%	(160)	55%	(295)	540
Community: Rural	17%	(35)	26%	(53)	58%	(118)	205
Employ: Private Sector	24%	(24)	34%	(33)	42%	(41)	98
Employ: Self-Employed	24%	(12)	26%	(13)	50%	(26)	52
Employ: Unemployed	14%	(23)	29%	(49)	58%	(98)	170
Employ: Other	24%	(17)	27%	(19)	50%	(36)	73
Military HH: Yes	21%	(20)	26%	(25)	53%	(51)	95
Military HH: No	17%	(156)	29%	(265)	53%	(484)	905
RD/WT: Right Direction	23%	(44)	26%	(50)	51%	(98)	192
RD/WT: Wrong Track	16%	(132)	30%	(240)	54%	(436)	808
Trump Job Approve	18%	(41)	31%	(70)	51%	(116)	226
Trump Job Disapprove	18%	(117)	29%	(184)	53%	(339)	640
Trump Job Strongly Approve	17%	(14)	29%	(25)	54%	(46)	85
Trump Job Somewhat Approve	19%	(26)	32%	(44)	50%	(70)	141
Trump Job Somewhat Disapprove	18%	(29)	32%	(52)	50%	(80)	161
Trump Job Strongly Disapprove	18%	(88)	28%	(132)	54%	(259)	479
Favorable of Trump	17%	(35)	29%	(58)	54%	(109)	202
Unfavorable of Trump	18%	(117)	30%	(193)	52%	(342)	652
Very Favorable of Trump	19%	(17)	25%	(23)	56%	(51)	91
Somewhat Favorable of Trump	16%	(18)	32%	(35)	52%	(58)	110
Somewhat Unfavorable of Trump	19%	(27)	34%	(47)	47%	(65)	139
Very Unfavorable of Trump	18%	(90)	28%	(146)	54%	(277)	514

Continued on next page

**Table CGZ24\_11:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(176)	29%	(290)	53%	(534)	1000
#1 Issue: Economy	20%	(56)	28%	(80)	52%	(149)	285
#1 Issue: Security	10%	(7)	32%	(23)	58%	(42)	72
#1 Issue: Health Care	19%	(32)	33%	(56)	47%	(80)	168
#1 Issue: Women's Issues	12%	(17)	29%	(41)	59%	(85)	143
#1 Issue: Education	19%	(27)	30%	(44)	51%	(74)	145
#1 Issue: Energy	17%	(15)	19%	(17)	64%	(56)	87
#1 Issue: Other	18%	(15)	33%	(28)	49%	(41)	84
4-Region: Northeast	18%	(34)	31%	(59)	50%	(95)	188
4-Region: Midwest	16%	(30)	28%	(52)	57%	(107)	189
4-Region: South	20%	(77)	28%	(109)	52%	(200)	386
4-Region: West	15%	(35)	29%	(69)	56%	(133)	237
Middle school (Grade 6 - 8)	14%	(10)	31%	(22)	55%	(39)	72
High school (Grade 9 - 12)	16%	(73)	29%	(136)	55%	(252)	461
Community college	18%	(12)	28%	(19)	54%	(36)	67
College or university program	22%	(42)	32%	(63)	46%	(90)	195
I am not in school	18%	(38)	24%	(50)	57%	(117)	204
White, non-Hispanic	13%	(69)	26%	(142)	61%	(332)	543
POC	23%	(107)	32%	(147)	44%	(203)	457
Twitter Users	21%	(88)	30%	(127)	50%	(212)	428
Facebook Users	20%	(99)	27%	(129)	53%	(259)	487
Snapchat Users	20%	(127)	31%	(190)	49%	(302)	620
Instagram Users	19%	(146)	30%	(231)	50%	(385)	762
Tiktok Users	20%	(92)	32%	(149)	48%	(226)	467
Reddit Users	19%	(50)	24%	(63)	58%	(155)	268
YouTube Users	18%	(166)	29%	(270)	53%	(484)	920
Harry Styles Fan	19%	(81)	33%	(140)	48%	(201)	421
Billie Eilish Fan	18%	(105)	32%	(191)	50%	(299)	595
Zendaya Fan	19%	(118)	33%	(200)	48%	(296)	614
Taylor Swift Fan	20%	(94)	31%	(151)	49%	(237)	482
Kylie Jenner Fan	28%	(86)	36%	(113)	36%	(112)	311
Emma Chamberlain Fan	22%	(52)	38%	(91)	40%	(95)	238

Continued on next page

**Table CGZ24\_11:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	18%	(176)	29%	(290)	53%	(534)	1000
Niall Horan Fan	21%	(54)	31%	(81)	48%	(122)	256
Zayn Malik Fan	24%	(66)	35%	(98)	41%	(113)	277
Liam Payne Fan	23%	(55)	34%	(82)	43%	(105)	242
Louis Tomlinson Fan	21%	(46)	32%	(70)	47%	(101)	217
Film: An avid fan	27%	(72)	30%	(81)	43%	(114)	268
Film: A casual fan	13%	(68)	31%	(169)	56%	(302)	539
Film: Not a fan	19%	(36)	20%	(39)	61%	(117)	193
Television: An avid fan	26%	(64)	26%	(64)	48%	(118)	246
Television: A casual fan	15%	(87)	33%	(185)	52%	(290)	562
Television: Not a fan	13%	(25)	21%	(41)	66%	(126)	192
Music: An avid fan	20%	(127)	30%	(191)	50%	(314)	632
Music: A casual fan	13%	(44)	28%	(93)	59%	(196)	333
Fashion: An avid fan	23%	(52)	32%	(70)	45%	(100)	223
Fashion: A casual fan	17%	(75)	31%	(134)	52%	(228)	437
Fashion: Not a fan	14%	(49)	25%	(85)	61%	(206)	340
Pop culture: An avid fan	23%	(54)	30%	(70)	47%	(108)	232
Pop culture: A casual fan	16%	(79)	30%	(147)	53%	(259)	485
Pop culture: Not a fan	15%	(43)	26%	(73)	59%	(167)	283
Sports: An avid fan	53%	(110)	32%	(67)	15%	(31)	209
Sports: A casual fan	13%	(41)	48%	(156)	39%	(126)	323
Sports: Not a fan	5%	(24)	14%	(67)	81%	(377)	468
Celeb fans on social media	20%	(146)	32%	(229)	48%	(342)	717
Celebs share too much on social media	19%	(104)	30%	(164)	51%	(276)	544
Celebs who don't share are disconnected	19%	(62)	31%	(98)	50%	(157)	317
Celebs should interact on social media	17%	(113)	31%	(202)	52%	(344)	658
Celebs' social media is a professional platform	20%	(37)	28%	(53)	52%	(97)	187
Celebs' social media is a personal platform	20%	(97)	31%	(148)	49%	(234)	478
Connects to celebs paid promoting	34%	(44)	31%	(40)	35%	(45)	128
Connects to celebs non-paid promoting	17%	(68)	31%	(122)	52%	(206)	397
Concerned about climate change	18%	(130)	30%	(218)	52%	(378)	726

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**Table CGZ24\_11:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(176)	29%	(290)	53%	(534)	1000
Humans can stop climate change	19%	(48)	29%	(75)	52%	(135)	258
Humans can slow climate change	16%	(76)	29%	(139)	56%	(270)	485
Climate change is beyond control	27%	(23)	39%	(33)	34%	(28)	84
Completely in-person school	15%	(8)	39%	(22)	47%	(27)	57
Both in person and virtual school	19%	(60)	31%	(98)	51%	(162)	320
Completely virtual school	16%	(55)	31%	(107)	53%	(184)	345
Watch live sports at least once a week	45%	(107)	38%	(91)	17%	(40)	238

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

**Table CGZ24\_12:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(175)	31%	(308)	52%	(517)	1000
Gender: Male	24%	(119)	30%	(147)	46%	(223)	489
Gender: Female	11%	(56)	32%	(161)	57%	(294)	511
Age: 18-34	18%	(93)	32%	(160)	50%	(253)	506
GenZers: 1997-2012	18%	(175)	31%	(308)	52%	(517)	1000
PID: Dem (no lean)	17%	(59)	30%	(105)	53%	(188)	353
PID: Ind (no lean)	16%	(76)	28%	(140)	56%	(274)	490
PID: Rep (no lean)	25%	(40)	40%	(63)	34%	(54)	157
PID/Gender: Dem Men	27%	(42)	29%	(44)	44%	(68)	154
PID/Gender: Dem Women	9%	(17)	31%	(61)	61%	(121)	199
PID/Gender: Ind Men	21%	(52)	26%	(64)	54%	(133)	248
PID/Gender: Ind Women	10%	(25)	31%	(76)	59%	(142)	242
PID/Gender: Rep Men	30%	(26)	45%	(39)	26%	(22)	87
PID/Gender: Rep Women	20%	(14)	35%	(25)	45%	(32)	71
Ideo: Liberal (1-3)	15%	(47)	25%	(77)	60%	(185)	309
Ideo: Moderate (4)	19%	(38)	35%	(70)	47%	(95)	204
Ideo: Conservative (5-7)	23%	(32)	37%	(52)	40%	(56)	140
Educ: < College	17%	(157)	30%	(272)	53%	(489)	918
Educ: Bachelors degree	21%	(14)	44%	(28)	35%	(23)	65
Income: Under 50k	17%	(97)	28%	(162)	55%	(322)	581
Income: 50k-100k	19%	(54)	34%	(96)	47%	(135)	285
Income: 100k+	18%	(24)	37%	(50)	45%	(60)	134
Ethnicity: White	17%	(107)	32%	(199)	51%	(320)	627
Ethnicity: Hispanic	14%	(28)	34%	(69)	52%	(106)	203
Ethnicity: Black	22%	(29)	35%	(47)	43%	(57)	132
Ethnicity: Other	16%	(39)	26%	(62)	58%	(140)	240
All Christian	21%	(52)	39%	(97)	41%	(102)	251
Atheist	15%	(16)	14%	(15)	71%	(76)	107
Agnostic/Nothing in particular	16%	(63)	30%	(117)	54%	(215)	396
Something Else	18%	(35)	32%	(62)	51%	(100)	197
Religious Non-Protestant/Catholic	15%	(9)	39%	(22)	46%	(27)	58

Continued on next page

**Table CGZ24\_12:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(175)	31%	(308)	52%	(517)	1000
Evangelical	23%	(37)	33%	(55)	44%	(71)	163
Non-Evangelical	19%	(49)	36%	(94)	46%	(121)	265
Community: Urban	17%	(44)	30%	(75)	53%	(135)	254
Community: Suburban	17%	(93)	32%	(175)	50%	(272)	540
Community: Rural	18%	(38)	28%	(57)	54%	(110)	205
Employ: Private Sector	21%	(21)	36%	(35)	43%	(42)	98
Employ: Self-Employed	23%	(12)	21%	(11)	56%	(29)	52
Employ: Unemployed	18%	(31)	27%	(46)	55%	(93)	170
Employ: Other	21%	(15)	32%	(23)	47%	(34)	73
Military HH: Yes	18%	(17)	36%	(34)	46%	(44)	95
Military HH: No	18%	(158)	30%	(274)	52%	(472)	905
RD/WT: Right Direction	22%	(42)	31%	(59)	48%	(91)	192
RD/WT: Wrong Track	17%	(134)	31%	(249)	53%	(425)	808
Trump Job Approve	25%	(56)	35%	(80)	40%	(90)	226
Trump Job Disapprove	16%	(104)	29%	(189)	54%	(348)	640
Trump Job Strongly Approve	30%	(26)	29%	(25)	41%	(35)	85
Trump Job Somewhat Approve	22%	(30)	39%	(55)	40%	(56)	141
Trump Job Somewhat Disapprove	14%	(23)	35%	(57)	50%	(81)	161
Trump Job Strongly Disapprove	17%	(80)	27%	(131)	56%	(267)	479
Favorable of Trump	26%	(52)	31%	(62)	43%	(87)	202
Unfavorable of Trump	16%	(102)	31%	(201)	53%	(349)	652
Very Favorable of Trump	30%	(27)	28%	(25)	43%	(39)	91
Somewhat Favorable of Trump	23%	(25)	34%	(37)	44%	(48)	110
Somewhat Unfavorable of Trump	17%	(24)	40%	(55)	43%	(60)	139
Very Unfavorable of Trump	15%	(79)	29%	(146)	56%	(289)	514

Continued on next page

**Table CGZ24\_12:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(175)	31%	(308)	52%	(517)	1000
#1 Issue: Economy	22%	(64)	29%	(82)	49%	(140)	285
#1 Issue: Security	13%	(9)	32%	(23)	55%	(40)	72
#1 Issue: Health Care	16%	(27)	30%	(49)	55%	(91)	168
#1 Issue: Women's Issues	13%	(18)	30%	(44)	57%	(81)	143
#1 Issue: Education	17%	(25)	36%	(52)	47%	(68)	145
#1 Issue: Energy	17%	(15)	30%	(26)	53%	(46)	87
#1 Issue: Other	18%	(15)	33%	(28)	48%	(40)	84
4-Region: Northeast	18%	(33)	33%	(63)	49%	(92)	188
4-Region: Midwest	15%	(28)	31%	(59)	54%	(102)	189
4-Region: South	21%	(80)	28%	(107)	52%	(199)	386
4-Region: West	14%	(34)	33%	(79)	52%	(124)	237
Middle school (Grade 6 - 8)	20%	(14)	37%	(26)	44%	(32)	72
High school (Grade 9 - 12)	17%	(78)	30%	(140)	53%	(244)	461
Community college	19%	(13)	23%	(16)	58%	(39)	67
College or university program	19%	(36)	34%	(67)	47%	(92)	195
I am not in school	17%	(34)	29%	(60)	54%	(110)	204
White, non-Hispanic	18%	(97)	31%	(168)	51%	(278)	543
POC	17%	(79)	31%	(140)	52%	(239)	457
Twitter Users	21%	(88)	30%	(129)	49%	(212)	428
Facebook Users	20%	(95)	30%	(147)	50%	(245)	487
Snapchat Users	21%	(132)	31%	(193)	48%	(295)	620
Instagram Users	19%	(145)	32%	(241)	49%	(376)	762
Tiktok Users	21%	(100)	31%	(147)	47%	(219)	467
Reddit Users	15%	(39)	31%	(83)	54%	(145)	268
YouTube Users	18%	(170)	31%	(284)	51%	(466)	920
Harry Styles Fan	19%	(80)	35%	(149)	46%	(192)	421
Billie Eilish Fan	17%	(101)	33%	(196)	50%	(299)	595
Zendaya Fan	19%	(115)	34%	(206)	48%	(292)	614
Taylor Swift Fan	19%	(94)	37%	(178)	44%	(210)	482
Kylie Jenner Fan	27%	(84)	35%	(110)	38%	(117)	311
Emma Chamberlain Fan	23%	(55)	40%	(96)	37%	(87)	238

Continued on next page



**Table CGZ24\_12:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(175)	31%	(308)	52%	(517)	1000
Niall Horan Fan	22%	(57)	34%	(88)	43%	(111)	256
Zayn Malik Fan	22%	(60)	35%	(98)	43%	(119)	277
Liam Payne Fan	21%	(52)	36%	(86)	43%	(104)	242
Louis Tomlinson Fan	21%	(45)	36%	(78)	43%	(93)	217
Film: An avid fan	25%	(67)	33%	(88)	42%	(113)	268
Film: A casual fan	14%	(77)	32%	(171)	54%	(291)	539
Film: Not a fan	16%	(31)	26%	(50)	58%	(113)	193
Television: An avid fan	27%	(66)	32%	(78)	41%	(102)	246
Television: A casual fan	15%	(87)	33%	(183)	52%	(292)	562
Television: Not a fan	12%	(23)	24%	(47)	63%	(122)	192
Music: An avid fan	20%	(129)	32%	(201)	48%	(302)	632
Music: A casual fan	12%	(41)	30%	(100)	58%	(192)	333
Fashion: An avid fan	23%	(51)	31%	(69)	46%	(102)	223
Fashion: A casual fan	14%	(59)	35%	(152)	52%	(226)	437
Fashion: Not a fan	19%	(65)	26%	(87)	55%	(188)	340
Pop culture: An avid fan	24%	(55)	30%	(71)	46%	(107)	232
Pop culture: A casual fan	15%	(74)	34%	(164)	51%	(247)	485
Pop culture: Not a fan	17%	(47)	26%	(74)	57%	(163)	283
Sports: An avid fan	54%	(112)	31%	(65)	15%	(31)	209
Sports: A casual fan	15%	(49)	51%	(165)	34%	(109)	323
Sports: Not a fan	3%	(15)	17%	(78)	80%	(376)	468
Celeb fans on social media	19%	(138)	34%	(242)	47%	(337)	717
Celebs share too much on social media	18%	(100)	33%	(181)	48%	(263)	544
Celebs who don't share are disconnected	20%	(64)	29%	(93)	51%	(160)	317
Celebs should interact on social media	17%	(115)	32%	(214)	50%	(330)	658
Celebs' social media is a professional platform	20%	(37)	34%	(64)	46%	(86)	187
Celebs' social media is a personal platform	19%	(91)	33%	(158)	48%	(230)	478
Connects to celebs paid promoting	31%	(39)	34%	(43)	36%	(46)	128
Connects to celebs non-paid promoting	19%	(76)	32%	(126)	49%	(194)	397
Concerned about climate change	18%	(129)	31%	(226)	51%	(370)	726

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**Table CGZ24\_12:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	18%	(175)	31%	(308)	52%	(517)	1000
Humans can stop climate change	18%	(46)	33%	(85)	49%	(127)	258
Humans can slow climate change	16%	(78)	31%	(152)	53%	(255)	485
Climate change is beyond control	28%	(24)	29%	(24)	42%	(35)	84
Completely in-person school	24%	(14)	34%	(19)	42%	(24)	57
Both in person and virtual school	17%	(55)	32%	(102)	51%	(162)	320
Completely virtual school	17%	(58)	31%	(108)	52%	(178)	345
Watch live sports at least once a week	46%	(110)	35%	(84)	19%	(44)	238

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

**Table CGZ24\_13:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	7%	(72)	18%	(177)	75%	(751)	1000
Gender: Male	9%	(45)	21%	(104)	70%	(340)	489
Gender: Female	5%	(27)	14%	(73)	80%	(412)	511
Age: 18-34	8%	(39)	18%	(93)	74%	(373)	506
GenZers: 1997-2012	7%	(72)	18%	(177)	75%	(751)	1000
PID: Dem (no lean)	5%	(19)	21%	(75)	73%	(259)	353
PID: Ind (no lean)	8%	(38)	14%	(67)	79%	(385)	490
PID: Rep (no lean)	9%	(15)	22%	(35)	68%	(107)	157
PID/Gender: Dem Men	8%	(12)	24%	(37)	68%	(105)	154
PID/Gender: Dem Women	3%	(7)	19%	(38)	77%	(154)	199
PID/Gender: Ind Men	10%	(24)	17%	(43)	73%	(181)	248
PID/Gender: Ind Women	6%	(14)	10%	(24)	84%	(204)	242
PID/Gender: Rep Men	10%	(9)	28%	(24)	62%	(54)	87
PID/Gender: Rep Women	8%	(6)	16%	(11)	76%	(54)	71
Ideo: Liberal (1-3)	6%	(18)	19%	(58)	75%	(233)	309
Ideo: Moderate (4)	8%	(17)	18%	(37)	73%	(149)	204
Ideo: Conservative (5-7)	8%	(11)	24%	(33)	68%	(95)	140
Educ: < College	7%	(67)	17%	(152)	76%	(699)	918
Educ: Bachelors degree	6%	(4)	32%	(21)	62%	(40)	65
Income: Under 50k	6%	(37)	15%	(87)	79%	(457)	581
Income: 50k-100k	7%	(21)	21%	(59)	72%	(205)	285
Income: 100k+	11%	(14)	23%	(31)	66%	(89)	134
Ethnicity: White	8%	(50)	19%	(120)	73%	(458)	627
Ethnicity: Hispanic	8%	(15)	14%	(28)	79%	(159)	203
Ethnicity: Black	7%	(9)	16%	(21)	77%	(102)	132
Ethnicity: Other	5%	(13)	15%	(37)	80%	(191)	240
All Christian	10%	(26)	22%	(54)	68%	(170)	251
Atheist	5%	(5)	16%	(17)	79%	(84)	107
Agnostic/Nothing in particular	8%	(31)	16%	(62)	76%	(302)	396
Something Else	4%	(7)	17%	(34)	79%	(156)	197
Religious Non-Protestant/Catholic	3%	(2)	18%	(10)	79%	(46)	58

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**Table CGZ24\_13:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	7%	(72)	18%	(177)	75%	(751)	1000
Evangelical	5%	(8)	18%	(29)	77%	(125)	163
Non-Evangelical	9%	(25)	20%	(54)	70%	(186)	265
Community: Urban	7%	(18)	15%	(38)	78%	(199)	254
Community: Suburban	7%	(40)	19%	(105)	73%	(396)	540
Community: Rural	7%	(14)	17%	(34)	76%	(157)	205
Employ: Private Sector	8%	(7)	22%	(21)	71%	(69)	98
Employ: Self-Employed	8%	(4)	11%	(6)	80%	(42)	52
Employ: Unemployed	10%	(17)	10%	(17)	80%	(136)	170
Employ: Other	10%	(8)	16%	(11)	74%	(54)	73
Military HH: Yes	9%	(9)	18%	(17)	73%	(70)	95
Military HH: No	7%	(63)	18%	(160)	75%	(682)	905
RD/WT: Right Direction	13%	(25)	16%	(30)	71%	(136)	192
RD/WT: Wrong Track	6%	(46)	18%	(147)	76%	(615)	808
Trump Job Approve	9%	(21)	19%	(44)	71%	(161)	226
Trump Job Disapprove	6%	(39)	19%	(120)	75%	(481)	640
Trump Job Strongly Approve	9%	(8)	14%	(12)	77%	(66)	85
Trump Job Somewhat Approve	10%	(14)	23%	(32)	68%	(95)	141
Trump Job Somewhat Disapprove	9%	(14)	19%	(30)	73%	(117)	161
Trump Job Strongly Disapprove	5%	(25)	19%	(90)	76%	(364)	479
Favorable of Trump	9%	(17)	20%	(40)	71%	(144)	202
Unfavorable of Trump	6%	(40)	18%	(118)	76%	(494)	652
Very Favorable of Trump	11%	(10)	17%	(16)	72%	(66)	91
Somewhat Favorable of Trump	7%	(7)	23%	(25)	71%	(78)	110
Somewhat Unfavorable of Trump	11%	(15)	14%	(20)	75%	(104)	139
Very Unfavorable of Trump	5%	(25)	19%	(99)	76%	(390)	514

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**Table CGZ24\_13:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	7%	(72)	18%	(177)	75%	(751)	1000
#1 Issue: Economy	7%	(21)	20%	(58)	72%	(206)	285
#1 Issue: Security	7%	(5)	15%	(11)	78%	(56)	72
#1 Issue: Health Care	5%	(9)	17%	(28)	78%	(130)	168
#1 Issue: Women's Issues	5%	(6)	17%	(24)	79%	(113)	143
#1 Issue: Education	7%	(11)	18%	(26)	74%	(108)	145
#1 Issue: Energy	10%	(9)	17%	(15)	73%	(64)	87
#1 Issue: Other	10%	(8)	15%	(12)	75%	(63)	84
4-Region: Northeast	6%	(12)	26%	(49)	68%	(127)	188
4-Region: Midwest	9%	(16)	19%	(36)	72%	(137)	189
4-Region: South	6%	(23)	13%	(52)	81%	(311)	386
4-Region: West	9%	(21)	17%	(40)	74%	(176)	237
Middle school (Grade 6 - 8)	11%	(8)	21%	(15)	67%	(49)	72
High school (Grade 9 - 12)	6%	(30)	16%	(76)	77%	(356)	461
Community college	5%	(4)	21%	(14)	74%	(50)	67
College or university program	9%	(18)	20%	(39)	71%	(138)	195
I am not in school	6%	(12)	16%	(33)	78%	(159)	204
White, non-Hispanic	8%	(44)	20%	(107)	72%	(392)	543
POC	6%	(27)	15%	(70)	79%	(360)	457
Twitter Users	7%	(32)	22%	(92)	71%	(304)	428
Facebook Users	7%	(36)	19%	(94)	73%	(357)	487
Snapchat Users	8%	(49)	19%	(118)	73%	(452)	620
Instagram Users	7%	(55)	18%	(140)	74%	(568)	762
Tiktok Users	9%	(43)	17%	(78)	74%	(346)	467
Reddit Users	7%	(18)	23%	(62)	70%	(189)	268
YouTube Users	8%	(70)	18%	(168)	74%	(682)	920
Harry Styles Fan	9%	(40)	20%	(86)	70%	(296)	421
Billie Eilish Fan	8%	(47)	18%	(108)	74%	(440)	595
Zendaya Fan	8%	(48)	19%	(115)	74%	(451)	614
Taylor Swift Fan	10%	(46)	21%	(99)	70%	(336)	482
Kylie Jenner Fan	12%	(36)	22%	(68)	66%	(206)	311
Emma Chamberlain Fan	14%	(32)	24%	(58)	62%	(148)	238

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**Table CGZ24\_13:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	7%	(72)	18%	(177)	75%	(751)	1000
Niall Horan Fan	9%	(24)	24%	(61)	67%	(171)	256
Zayn Malik Fan	8%	(24)	21%	(59)	70%	(194)	277
Liam Payne Fan	11%	(27)	24%	(58)	65%	(157)	242
Louis Tomlinson Fan	11%	(23)	25%	(55)	64%	(139)	217
Film: An avid fan	9%	(24)	22%	(60)	69%	(184)	268
Film: A casual fan	6%	(33)	18%	(95)	76%	(411)	539
Film: Not a fan	8%	(15)	11%	(22)	81%	(157)	193
Television: An avid fan	9%	(21)	22%	(54)	69%	(171)	246
Television: A casual fan	7%	(40)	18%	(103)	75%	(419)	562
Television: Not a fan	6%	(11)	10%	(20)	84%	(162)	192
Music: An avid fan	8%	(48)	18%	(116)	74%	(467)	632
Music: A casual fan	6%	(21)	18%	(59)	76%	(254)	333
Fashion: An avid fan	11%	(24)	17%	(38)	72%	(161)	223
Fashion: A casual fan	6%	(27)	16%	(70)	78%	(340)	437
Fashion: Not a fan	6%	(21)	20%	(69)	74%	(250)	340
Pop culture: An avid fan	11%	(26)	21%	(48)	68%	(158)	232
Pop culture: A casual fan	6%	(30)	20%	(98)	74%	(357)	485
Pop culture: Not a fan	5%	(15)	11%	(31)	84%	(237)	283
Sports: An avid fan	16%	(33)	35%	(74)	49%	(102)	209
Sports: A casual fan	8%	(26)	22%	(70)	70%	(227)	323
Sports: Not a fan	3%	(13)	7%	(33)	90%	(422)	468
Celeb fans on social media	8%	(56)	21%	(150)	71%	(511)	717
Celebs share too much on social media	7%	(38)	20%	(110)	73%	(396)	544
Celebs who don't share are disconnected	7%	(22)	19%	(61)	74%	(234)	317
Celebs should interact on social media	6%	(42)	19%	(127)	74%	(490)	658
Celebs' social media is a professional platform	9%	(18)	19%	(35)	72%	(134)	187
Celebs' social media is a personal platform	6%	(26)	21%	(99)	74%	(352)	478
Connects to celebs paid promoting	14%	(18)	21%	(26)	65%	(84)	128
Connects to celebs non-paid promoting	7%	(27)	20%	(81)	73%	(289)	397
Concerned about climate change	7%	(48)	19%	(141)	74%	(537)	726

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**Table CGZ24\_13:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	7%	(72)	18%	(177)	75%	(751)	1000
Humans can stop climate change	6%	(17)	18%	(45)	76%	(196)	258
Humans can slow climate change	7%	(34)	20%	(97)	73%	(353)	485
Climate change is beyond control	8%	(7)	17%	(15)	74%	(62)	84
Completely in-person school	8%	(4)	26%	(15)	66%	(37)	57
Both in person and virtual school	5%	(15)	20%	(64)	75%	(240)	320
Completely virtual school	10%	(33)	16%	(56)	74%	(255)	345
Watch live sports at least once a week	16%	(38)	32%	(77)	52%	(123)	238

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

**Table CGZ24\_14:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(32)	11%	(105)	86%	(863)	1000
Gender: Male	5%	(24)	14%	(68)	81%	(396)	489
Gender: Female	1%	(8)	7%	(38)	91%	(466)	511
Age: 18-34	4%	(20)	14%	(72)	82%	(415)	506
GenZers: 1997-2012	3%	(32)	11%	(105)	86%	(863)	1000
PID: Dem (no lean)	3%	(9)	12%	(41)	86%	(302)	353
PID: Ind (no lean)	4%	(18)	8%	(38)	88%	(434)	490
PID: Rep (no lean)	3%	(4)	17%	(26)	81%	(126)	157
PID/Gender: Dem Men	5%	(8)	16%	(24)	79%	(122)	154
PID/Gender: Dem Women	1%	(2)	9%	(17)	91%	(180)	199
PID/Gender: Ind Men	5%	(14)	10%	(25)	84%	(209)	248
PID/Gender: Ind Women	2%	(5)	5%	(13)	93%	(225)	242
PID/Gender: Rep Men	4%	(3)	21%	(19)	75%	(65)	87
PID/Gender: Rep Women	2%	(1)	11%	(8)	87%	(62)	71
Ideo: Liberal (1-3)	2%	(6)	12%	(36)	86%	(267)	309
Ideo: Moderate (4)	4%	(8)	9%	(19)	86%	(176)	204
Ideo: Conservative (5-7)	4%	(5)	19%	(26)	77%	(109)	140
Educ: < College	3%	(29)	10%	(90)	87%	(799)	918
Educ: Bachelors degree	3%	(2)	21%	(14)	76%	(49)	65
Income: Under 50k	3%	(17)	11%	(63)	86%	(501)	581
Income: 50k-100k	4%	(11)	11%	(31)	85%	(243)	285
Income: 100k+	3%	(4)	9%	(12)	88%	(118)	134
Ethnicity: White	3%	(19)	10%	(65)	87%	(543)	627
Ethnicity: Hispanic	4%	(8)	10%	(21)	85%	(173)	203
Ethnicity: Black	4%	(5)	13%	(17)	83%	(110)	132
Ethnicity: Other	3%	(7)	10%	(24)	87%	(210)	240
All Christian	4%	(10)	16%	(40)	80%	(201)	251
Atheist	3%	(3)	7%	(7)	90%	(97)	107
Agnostic/Nothing in particular	4%	(15)	10%	(40)	86%	(341)	396
Something Else	2%	(4)	8%	(16)	90%	(177)	197
Religious Non-Protestant/Catholic	—	(0)	5%	(3)	95%	(55)	58

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**Table CGZ24\_14:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	3%	(32)	11%	(105)	86%	(863)	1000
Evangelical	2%	(4)	16%	(26)	82%	(133)	163
Non-Evangelical	4%	(10)	10%	(27)	86%	(228)	265
Community: Urban	2%	(6)	13%	(33)	85%	(215)	254
Community: Suburban	4%	(19)	9%	(51)	87%	(470)	540
Community: Rural	3%	(7)	10%	(21)	86%	(177)	205
Employ: Private Sector	2%	(2)	22%	(22)	76%	(75)	98
Employ: Self-Employed	5%	(3)	8%	(4)	87%	(45)	52
Employ: Unemployed	3%	(6)	8%	(13)	89%	(151)	170
Employ: Other	4%	(3)	7%	(5)	89%	(64)	73
Military HH: Yes	9%	(8)	9%	(9)	82%	(78)	95
Military HH: No	3%	(24)	11%	(97)	87%	(784)	905
RD/WT: Right Direction	7%	(13)	14%	(27)	79%	(152)	192
RD/WT: Wrong Track	2%	(19)	10%	(79)	88%	(711)	808
Trump Job Approve	5%	(11)	14%	(33)	81%	(182)	226
Trump Job Disapprove	2%	(15)	10%	(64)	88%	(561)	640
Trump Job Strongly Approve	3%	(2)	14%	(12)	84%	(72)	85
Trump Job Somewhat Approve	6%	(9)	15%	(21)	79%	(110)	141
Trump Job Somewhat Disapprove	1%	(2)	9%	(15)	89%	(144)	161
Trump Job Strongly Disapprove	3%	(13)	10%	(48)	87%	(418)	479
Favorable of Trump	5%	(10)	16%	(32)	79%	(159)	202
Unfavorable of Trump	2%	(15)	9%	(60)	89%	(577)	652
Very Favorable of Trump	5%	(5)	16%	(15)	79%	(72)	91
Somewhat Favorable of Trump	5%	(6)	16%	(17)	79%	(87)	110
Somewhat Unfavorable of Trump	3%	(4)	7%	(9)	91%	(125)	139
Very Unfavorable of Trump	2%	(11)	10%	(50)	88%	(452)	514

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**Table CGZ24\_14:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(32)	11%	(105)	86%	(863)	1000
#1 Issue: Economy	4%	(12)	11%	(32)	85%	(241)	285
#1 Issue: Security	1%	(1)	11%	(8)	88%	(63)	72
#1 Issue: Health Care	3%	(4)	9%	(14)	89%	(149)	168
#1 Issue: Women's Issues	2%	(3)	8%	(12)	89%	(128)	143
#1 Issue: Education	2%	(3)	12%	(17)	86%	(125)	145
#1 Issue: Energy	2%	(2)	13%	(11)	85%	(75)	87
#1 Issue: Other	5%	(4)	12%	(10)	83%	(70)	84
4-Region: Northeast	3%	(5)	13%	(25)	84%	(159)	188
4-Region: Midwest	3%	(5)	9%	(17)	88%	(166)	189
4-Region: South	4%	(14)	10%	(40)	86%	(331)	386
4-Region: West	3%	(7)	10%	(23)	87%	(206)	237
Middle school (Grade 6 - 8)	5%	(4)	6%	(5)	88%	(64)	72
High school (Grade 9 - 12)	3%	(13)	9%	(41)	88%	(408)	461
Community college	5%	(3)	11%	(7)	85%	(57)	67
College or university program	4%	(7)	14%	(27)	83%	(161)	195
I am not in school	3%	(6)	13%	(26)	85%	(173)	204
White, non-Hispanic	3%	(17)	10%	(55)	87%	(471)	543
POC	3%	(15)	11%	(51)	86%	(392)	457
Twitter Users	3%	(13)	12%	(53)	85%	(363)	428
Facebook Users	4%	(20)	13%	(65)	83%	(402)	487
Snapchat Users	3%	(21)	12%	(71)	85%	(527)	620
Instagram Users	3%	(22)	11%	(86)	86%	(655)	762
Tiktok Users	3%	(15)	11%	(53)	85%	(399)	467
Reddit Users	4%	(10)	13%	(36)	83%	(222)	268
YouTube Users	3%	(30)	11%	(97)	86%	(792)	920
Harry Styles Fan	4%	(15)	14%	(61)	82%	(345)	421
Billie Eilish Fan	3%	(18)	12%	(70)	85%	(508)	595
Zendaya Fan	3%	(20)	12%	(74)	85%	(520)	614
Taylor Swift Fan	4%	(21)	12%	(58)	83%	(402)	482
Kylie Jenner Fan	6%	(17)	14%	(44)	80%	(250)	311
Emma Chamberlain Fan	4%	(10)	17%	(41)	79%	(187)	238

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**Table CGZ24\_14:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(32)	11%	(105)	86%	(863)	1000
Niall Horan Fan	5%	(12)	16%	(40)	79%	(204)	256
Zayn Malik Fan	6%	(17)	15%	(41)	79%	(219)	277
Liam Payne Fan	5%	(13)	17%	(40)	78%	(189)	242
Louis Tomlinson Fan	4%	(10)	19%	(42)	76%	(165)	217
Film: An avid fan	5%	(13)	14%	(38)	81%	(216)	268
Film: A casual fan	2%	(12)	10%	(52)	88%	(475)	539
Film: Not a fan	3%	(6)	8%	(15)	89%	(171)	193
Television: An avid fan	4%	(10)	14%	(34)	82%	(202)	246
Television: A casual fan	3%	(17)	10%	(58)	87%	(487)	562
Television: Not a fan	3%	(5)	7%	(14)	90%	(173)	192
Music: An avid fan	3%	(20)	10%	(66)	86%	(545)	632
Music: A casual fan	3%	(10)	11%	(36)	86%	(287)	333
Fashion: An avid fan	4%	(8)	11%	(23)	86%	(191)	223
Fashion: A casual fan	3%	(15)	11%	(49)	85%	(373)	437
Fashion: Not a fan	3%	(9)	10%	(33)	88%	(298)	340
Pop culture: An avid fan	6%	(13)	11%	(27)	83%	(193)	232
Pop culture: A casual fan	2%	(9)	12%	(61)	86%	(415)	485
Pop culture: Not a fan	4%	(10)	6%	(18)	90%	(254)	283
Sports: An avid fan	8%	(17)	22%	(45)	70%	(147)	209
Sports: A casual fan	1%	(4)	11%	(36)	88%	(283)	323
Sports: Not a fan	2%	(11)	5%	(24)	93%	(433)	468
Celeb fans on social media	3%	(23)	13%	(90)	84%	(603)	717
Celebs share too much on social media	3%	(18)	11%	(60)	86%	(465)	544
Celebs who don't share are disconnected	4%	(12)	11%	(34)	85%	(270)	317
Celebs should interact on social media	3%	(20)	10%	(65)	87%	(574)	658
Celebs' social media is a professional platform	4%	(8)	15%	(27)	81%	(152)	187
Celebs' social media is a personal platform	3%	(14)	10%	(47)	87%	(416)	478
Connects to celebs paid promoting	11%	(14)	17%	(22)	72%	(92)	128
Connects to celebs non-paid promoting	3%	(11)	11%	(45)	86%	(341)	397
Concerned about climate change	3%	(22)	10%	(76)	86%	(628)	726

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**Table CGZ24\_14:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(32)	11%	(105)	86%	(863)	1000
Humans can stop climate change	3%	(7)	12%	(31)	86%	(221)	258
Humans can slow climate change	3%	(15)	9%	(45)	88%	(425)	485
Climate change is beyond control	4%	(3)	17%	(15)	78%	(66)	84
Completely in-person school	5%	(3)	17%	(10)	78%	(44)	57
Both in person and virtual school	3%	(10)	10%	(31)	87%	(279)	320
Completely virtual school	3%	(11)	10%	(33)	87%	(301)	345
Watch live sports at least once a week	7%	(18)	25%	(59)	68%	(161)	238

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

**Table CGZ24\_15:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(80)	21%	(208)	71%	(712)	1000
Gender: Male	13%	(62)	27%	(132)	60%	(294)	489
Gender: Female	3%	(18)	15%	(75)	82%	(418)	511
Age: 18-34	11%	(54)	25%	(127)	64%	(325)	506
GenZers: 1997-2012	8%	(80)	21%	(208)	71%	(712)	1000
PID: Dem (no lean)	8%	(29)	18%	(64)	74%	(260)	353
PID: Ind (no lean)	7%	(35)	22%	(109)	71%	(346)	490
PID: Rep (no lean)	10%	(16)	22%	(35)	68%	(106)	157
PID/Gender: Dem Men	14%	(21)	25%	(39)	61%	(94)	154
PID/Gender: Dem Women	4%	(8)	12%	(25)	84%	(166)	199
PID/Gender: Ind Men	12%	(29)	29%	(71)	60%	(149)	248
PID/Gender: Ind Women	2%	(6)	16%	(39)	82%	(198)	242
PID/Gender: Rep Men	14%	(12)	26%	(23)	60%	(52)	87
PID/Gender: Rep Women	5%	(4)	17%	(12)	77%	(55)	71
Ideo: Liberal (1-3)	6%	(19)	16%	(49)	78%	(242)	309
Ideo: Moderate (4)	10%	(19)	20%	(42)	70%	(143)	204
Ideo: Conservative (5-7)	10%	(15)	28%	(39)	62%	(87)	140
Educ: < College	8%	(73)	20%	(183)	72%	(662)	918
Educ: Bachelors degree	5%	(3)	31%	(20)	64%	(41)	65
Income: Under 50k	8%	(49)	22%	(130)	69%	(402)	581
Income: 50k-100k	8%	(22)	21%	(60)	71%	(203)	285
Income: 100k+	7%	(9)	14%	(18)	80%	(107)	134
Ethnicity: White	7%	(42)	18%	(116)	75%	(469)	627
Ethnicity: Hispanic	11%	(21)	25%	(51)	64%	(130)	203
Ethnicity: Black	12%	(16)	31%	(41)	57%	(75)	132
Ethnicity: Other	9%	(21)	21%	(51)	70%	(168)	240
All Christian	9%	(24)	20%	(50)	71%	(178)	251
Atheist	9%	(9)	12%	(13)	79%	(84)	107
Agnostic/Nothing in particular	7%	(30)	22%	(88)	70%	(278)	396
Something Else	7%	(13)	23%	(46)	70%	(138)	197
Religious Non-Protestant/Catholic	8%	(4)	19%	(11)	73%	(42)	58

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**Table CGZ24\_15:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	8%	(80)	21%	(208)	71%	(712)	1000
Evangelical	7%	(12)	24%	(39)	69%	(113)	163
Non-Evangelical	9%	(25)	20%	(52)	71%	(187)	265
Community: Urban	9%	(23)	24%	(61)	67%	(170)	254
Community: Suburban	7%	(38)	17%	(93)	76%	(410)	540
Community: Rural	9%	(19)	26%	(54)	64%	(132)	205
Employ: Private Sector	15%	(15)	28%	(28)	57%	(56)	98
Employ: Self-Employed	6%	(3)	33%	(17)	61%	(32)	52
Employ: Unemployed	14%	(25)	26%	(45)	59%	(101)	170
Employ: Other	9%	(7)	22%	(16)	69%	(50)	73
Military HH: Yes	10%	(9)	18%	(17)	72%	(68)	95
Military HH: No	8%	(71)	21%	(190)	71%	(644)	905
RD/WT: Right Direction	14%	(28)	23%	(45)	62%	(119)	192
RD/WT: Wrong Track	6%	(52)	20%	(163)	73%	(593)	808
Trump Job Approve	11%	(25)	25%	(56)	64%	(145)	226
Trump Job Disapprove	7%	(43)	20%	(125)	74%	(471)	640
Trump Job Strongly Approve	15%	(12)	20%	(17)	65%	(56)	85
Trump Job Somewhat Approve	9%	(13)	28%	(39)	63%	(89)	141
Trump Job Somewhat Disapprove	8%	(13)	21%	(34)	71%	(114)	161
Trump Job Strongly Disapprove	6%	(30)	19%	(91)	75%	(357)	479
Favorable of Trump	10%	(20)	23%	(47)	66%	(134)	202
Unfavorable of Trump	7%	(43)	20%	(131)	73%	(479)	652
Very Favorable of Trump	15%	(14)	17%	(16)	68%	(62)	91
Somewhat Favorable of Trump	6%	(7)	28%	(31)	65%	(72)	110
Somewhat Unfavorable of Trump	10%	(14)	23%	(31)	67%	(93)	139
Very Unfavorable of Trump	6%	(29)	19%	(99)	75%	(386)	514

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**Table CGZ24\_15:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(80)	21%	(208)	71%	(712)	1000
#1 Issue: Economy	11%	(31)	26%	(73)	63%	(181)	285
#1 Issue: Security	4%	(3)	24%	(17)	73%	(52)	72
#1 Issue: Health Care	7%	(12)	19%	(32)	74%	(124)	168
#1 Issue: Women's Issues	4%	(6)	17%	(24)	79%	(113)	143
#1 Issue: Education	7%	(10)	19%	(27)	74%	(107)	145
#1 Issue: Energy	5%	(4)	17%	(15)	78%	(68)	87
#1 Issue: Other	12%	(10)	23%	(19)	65%	(54)	84
4-Region: Northeast	9%	(16)	19%	(37)	72%	(136)	188
4-Region: Midwest	6%	(12)	20%	(38)	74%	(139)	189
4-Region: South	9%	(34)	20%	(76)	72%	(276)	386
4-Region: West	8%	(18)	24%	(57)	68%	(162)	237
Middle school (Grade 6 - 8)	4%	(3)	17%	(13)	78%	(56)	72
High school (Grade 9 - 12)	6%	(27)	20%	(90)	75%	(344)	461
Community college	13%	(9)	17%	(12)	70%	(47)	67
College or university program	8%	(16)	19%	(36)	73%	(142)	195
I am not in school	12%	(25)	28%	(58)	60%	(122)	204
White, non-Hispanic	6%	(35)	17%	(93)	76%	(415)	543
POC	10%	(45)	25%	(114)	65%	(297)	457
Twitter Users	9%	(37)	20%	(87)	71%	(305)	428
Facebook Users	10%	(50)	23%	(111)	67%	(326)	487
Snapchat Users	9%	(57)	23%	(140)	68%	(423)	620
Instagram Users	8%	(63)	22%	(166)	70%	(533)	762
Tiktok Users	7%	(35)	21%	(96)	72%	(336)	467
Reddit Users	10%	(28)	19%	(50)	71%	(190)	268
YouTube Users	8%	(78)	21%	(196)	70%	(646)	920
Harry Styles Fan	9%	(39)	21%	(88)	70%	(294)	421
Billie Eilish Fan	8%	(47)	23%	(137)	69%	(411)	595
Zendaya Fan	9%	(55)	22%	(135)	69%	(424)	614
Taylor Swift Fan	10%	(46)	21%	(102)	69%	(333)	482
Kylie Jenner Fan	13%	(41)	27%	(85)	60%	(186)	311
Emma Chamberlain Fan	13%	(31)	26%	(63)	61%	(145)	238

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**Table CGZ24\_15:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(80)	21%	(208)	71%	(712)	1000
Niall Horan Fan	9%	(24)	23%	(59)	68%	(173)	256
Zayn Malik Fan	10%	(28)	24%	(66)	66%	(183)	277
Liam Payne Fan	11%	(27)	25%	(60)	64%	(155)	242
Louis Tomlinson Fan	12%	(26)	24%	(52)	64%	(139)	217
Film: An avid fan	15%	(40)	25%	(68)	60%	(160)	268
Film: A casual fan	5%	(28)	21%	(112)	74%	(399)	539
Film: Not a fan	6%	(12)	14%	(28)	79%	(153)	193
Television: An avid fan	14%	(33)	22%	(54)	64%	(159)	246
Television: A casual fan	7%	(37)	20%	(113)	73%	(412)	562
Television: Not a fan	5%	(10)	21%	(41)	74%	(141)	192
Music: An avid fan	10%	(63)	23%	(144)	67%	(424)	632
Music: A casual fan	5%	(15)	18%	(59)	78%	(259)	333
Fashion: An avid fan	11%	(25)	21%	(46)	68%	(152)	223
Fashion: A casual fan	8%	(34)	20%	(86)	73%	(317)	437
Fashion: Not a fan	6%	(21)	22%	(75)	72%	(243)	340
Pop culture: An avid fan	10%	(24)	25%	(58)	64%	(150)	232
Pop culture: A casual fan	6%	(31)	21%	(100)	73%	(354)	485
Pop culture: Not a fan	9%	(25)	18%	(50)	74%	(208)	283
Sports: An avid fan	20%	(42)	35%	(74)	45%	(93)	209
Sports: A casual fan	7%	(21)	24%	(77)	70%	(225)	323
Sports: Not a fan	4%	(17)	12%	(57)	84%	(394)	468
Celeb fans on social media	9%	(67)	23%	(165)	68%	(484)	717
Celebs share too much on social media	8%	(43)	23%	(124)	69%	(376)	544
Celebs who don't share are disconnected	9%	(29)	22%	(70)	68%	(217)	317
Celebs should interact on social media	8%	(52)	21%	(140)	71%	(466)	658
Celebs' social media is a professional platform	11%	(21)	24%	(44)	65%	(122)	187
Celebs' social media is a personal platform	8%	(39)	23%	(109)	69%	(330)	478
Connects to celebs paid promoting	21%	(26)	21%	(27)	59%	(75)	128
Connects to celebs non-paid promoting	9%	(34)	21%	(82)	71%	(281)	397
Concerned about climate change	8%	(57)	20%	(146)	72%	(523)	726

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**Table CGZ24\_15:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	8%	(80)	21%	(208)	71%	(712)	1000
Humans can stop climate change	9%	(24)	26%	(68)	64%	(166)	258
Humans can slow climate change	5%	(26)	19%	(93)	75%	(366)	485
Climate change is beyond control	18%	(15)	20%	(17)	63%	(52)	84
Completely in-person school	9%	(5)	31%	(18)	60%	(34)	57
Both in person and virtual school	6%	(19)	18%	(58)	76%	(243)	320
Completely virtual school	8%	(27)	18%	(61)	74%	(256)	345
Watch live sports at least once a week	20%	(49)	34%	(81)	45%	(108)	238

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

**Table CGZ24\_16:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(53)	12%	(117)	83%	(831)	1000
Gender: Male	5%	(25)	13%	(63)	82%	(400)	489
Gender: Female	5%	(28)	10%	(53)	84%	(430)	511
Age: 18-34	6%	(30)	13%	(67)	81%	(409)	506
GenZers: 1997-2012	5%	(53)	12%	(117)	83%	(831)	1000
PID: Dem (no lean)	5%	(19)	14%	(50)	81%	(284)	353
PID: Ind (no lean)	6%	(29)	11%	(55)	83%	(406)	490
PID: Rep (no lean)	3%	(5)	8%	(12)	89%	(140)	157
PID/Gender: Dem Men	5%	(8)	15%	(23)	80%	(123)	154
PID/Gender: Dem Women	6%	(11)	13%	(26)	81%	(161)	199
PID/Gender: Ind Men	5%	(13)	13%	(33)	82%	(203)	248
PID/Gender: Ind Women	7%	(16)	9%	(22)	84%	(204)	242
PID/Gender: Rep Men	6%	(5)	8%	(7)	86%	(75)	87
PID/Gender: Rep Women	—	(0)	7%	(5)	93%	(66)	71
Ideo: Liberal (1-3)	5%	(14)	12%	(37)	83%	(258)	309
Ideo: Moderate (4)	6%	(12)	13%	(27)	81%	(165)	204
Ideo: Conservative (5-7)	3%	(5)	7%	(10)	90%	(126)	140
Educ: < College	5%	(44)	11%	(99)	84%	(775)	918
Educ: Bachelors degree	9%	(6)	21%	(14)	70%	(45)	65
Income: Under 50k	5%	(31)	13%	(73)	82%	(477)	581
Income: 50k-100k	6%	(17)	12%	(33)	83%	(235)	285
Income: 100k+	4%	(5)	8%	(11)	88%	(118)	134
Ethnicity: White	3%	(22)	7%	(46)	89%	(560)	627
Ethnicity: Hispanic	7%	(14)	14%	(28)	79%	(161)	203
Ethnicity: Black	12%	(16)	26%	(34)	62%	(82)	132
Ethnicity: Other	6%	(15)	15%	(37)	78%	(189)	240
All Christian	8%	(20)	12%	(30)	80%	(202)	251
Atheist	2%	(3)	10%	(10)	88%	(94)	107
Agnostic/Nothing in particular	5%	(20)	10%	(39)	85%	(337)	396
Something Else	4%	(9)	14%	(27)	82%	(162)	197
Religious Non-Protestant/Catholic	2%	(1)	19%	(11)	78%	(45)	58

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**Table CGZ24\_16:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	5%	(53)	12%	(117)	83%	(831)	1000
Evangelical	4%	(7)	15%	(24)	81%	(132)	163
Non-Evangelical	8%	(20)	12%	(31)	81%	(214)	265
Community: Urban	6%	(15)	13%	(34)	81%	(206)	254
Community: Suburban	5%	(26)	10%	(56)	85%	(458)	540
Community: Rural	6%	(12)	13%	(26)	81%	(167)	205
Employ: Private Sector	7%	(7)	15%	(14)	78%	(77)	98
Employ: Self-Employed	5%	(2)	28%	(15)	67%	(35)	52
Employ: Unemployed	6%	(10)	8%	(14)	86%	(146)	170
Employ: Other	10%	(7)	9%	(6)	81%	(59)	73
Military HH: Yes	10%	(10)	9%	(9)	81%	(77)	95
Military HH: No	5%	(43)	12%	(108)	83%	(753)	905
RD/WT: Right Direction	9%	(18)	12%	(23)	79%	(151)	192
RD/WT: Wrong Track	4%	(35)	12%	(94)	84%	(679)	808
Trump Job Approve	6%	(14)	8%	(18)	86%	(194)	226
Trump Job Disapprove	5%	(31)	13%	(86)	82%	(523)	640
Trump Job Strongly Approve	1%	(1)	9%	(8)	89%	(76)	85
Trump Job Somewhat Approve	9%	(13)	7%	(10)	84%	(118)	141
Trump Job Somewhat Disapprove	2%	(4)	10%	(15)	88%	(142)	161
Trump Job Strongly Disapprove	6%	(27)	15%	(71)	80%	(381)	479
Favorable of Trump	4%	(9)	10%	(20)	86%	(173)	202
Unfavorable of Trump	5%	(32)	12%	(81)	83%	(539)	652
Very Favorable of Trump	4%	(4)	14%	(13)	82%	(75)	91
Somewhat Favorable of Trump	5%	(5)	7%	(7)	89%	(98)	110
Somewhat Unfavorable of Trump	4%	(6)	10%	(14)	86%	(119)	139
Very Unfavorable of Trump	5%	(26)	13%	(67)	82%	(420)	514

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**Table CGZ24\_16:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(53)	12%	(117)	83%	(831)	1000
#1 Issue: Economy	3%	(8)	13%	(37)	85%	(241)	285
#1 Issue: Security	6%	(4)	6%	(4)	88%	(63)	72
#1 Issue: Health Care	3%	(5)	12%	(21)	84%	(141)	168
#1 Issue: Women's Issues	10%	(14)	12%	(17)	78%	(112)	143
#1 Issue: Education	8%	(11)	13%	(19)	79%	(114)	145
#1 Issue: Energy	3%	(3)	9%	(8)	88%	(77)	87
#1 Issue: Other	8%	(6)	10%	(8)	83%	(69)	84
4-Region: Northeast	5%	(9)	15%	(28)	80%	(151)	188
4-Region: Midwest	4%	(8)	11%	(21)	85%	(160)	189
4-Region: South	5%	(19)	12%	(48)	83%	(319)	386
4-Region: West	7%	(16)	9%	(21)	84%	(200)	237
Middle school (Grade 6 - 8)	4%	(3)	8%	(6)	88%	(63)	72
High school (Grade 9 - 12)	6%	(27)	12%	(55)	82%	(380)	461
Community college	3%	(2)	13%	(8)	84%	(57)	67
College or university program	5%	(9)	13%	(25)	83%	(161)	195
I am not in school	6%	(12)	11%	(23)	83%	(169)	204
White, non-Hispanic	3%	(18)	7%	(36)	90%	(488)	543
POC	8%	(34)	18%	(80)	75%	(342)	457
Twitter Users	6%	(25)	14%	(59)	81%	(345)	428
Facebook Users	7%	(35)	12%	(56)	81%	(396)	487
Snapchat Users	7%	(40)	14%	(85)	80%	(494)	620
Instagram Users	6%	(45)	12%	(95)	82%	(623)	762
Tiktok Users	7%	(34)	13%	(62)	79%	(371)	467
Reddit Users	5%	(13)	8%	(22)	87%	(234)	268
YouTube Users	6%	(51)	12%	(108)	83%	(761)	920
Harry Styles Fan	8%	(34)	16%	(66)	76%	(321)	421
Billie Eilish Fan	7%	(40)	14%	(84)	79%	(472)	595
Zendaya Fan	8%	(46)	14%	(88)	78%	(479)	614
Taylor Swift Fan	7%	(35)	14%	(68)	79%	(379)	482
Kylie Jenner Fan	9%	(29)	19%	(60)	71%	(221)	311
Emma Chamberlain Fan	10%	(23)	20%	(46)	71%	(169)	238

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**Table CGZ24\_16:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	5%	(53)	12%	(117)	83%	(831)	1000
Niall Horan Fan	10%	(24)	17%	(43)	74%	(189)	256
Zayn Malik Fan	10%	(28)	18%	(50)	72%	(199)	277
Liam Payne Fan	10%	(25)	17%	(42)	72%	(175)	242
Louis Tomlinson Fan	11%	(24)	17%	(36)	72%	(156)	217
Film: An avid fan	9%	(24)	13%	(35)	78%	(209)	268
Film: A casual fan	4%	(22)	11%	(59)	85%	(458)	539
Film: Not a fan	3%	(7)	12%	(23)	85%	(164)	193
Television: An avid fan	7%	(18)	16%	(39)	77%	(189)	246
Television: A casual fan	5%	(26)	11%	(62)	84%	(473)	562
Television: Not a fan	5%	(9)	8%	(15)	88%	(168)	192
Music: An avid fan	6%	(39)	12%	(76)	82%	(516)	632
Music: A casual fan	4%	(12)	12%	(40)	85%	(282)	333
Fashion: An avid fan	10%	(22)	12%	(26)	78%	(174)	223
Fashion: A casual fan	5%	(20)	14%	(63)	81%	(354)	437
Fashion: Not a fan	3%	(10)	8%	(28)	89%	(302)	340
Pop culture: An avid fan	10%	(23)	13%	(31)	77%	(178)	232
Pop culture: A casual fan	4%	(20)	13%	(65)	82%	(399)	485
Pop culture: Not a fan	3%	(9)	7%	(20)	90%	(253)	283
Sports: An avid fan	11%	(24)	23%	(49)	65%	(136)	209
Sports: A casual fan	6%	(18)	14%	(46)	80%	(259)	323
Sports: Not a fan	2%	(11)	5%	(22)	93%	(435)	468
Celeb fans on social media	7%	(47)	14%	(102)	79%	(568)	717
Celebs share too much on social media	5%	(30)	11%	(62)	83%	(452)	544
Celebs who don't share are disconnected	7%	(23)	13%	(40)	80%	(253)	317
Celebs should interact on social media	6%	(37)	11%	(75)	83%	(546)	658
Celebs' social media is a professional platform	8%	(15)	10%	(19)	82%	(153)	187
Celebs' social media is a personal platform	5%	(22)	13%	(61)	83%	(395)	478
Connects to celebs paid promoting	13%	(17)	17%	(22)	70%	(89)	128
Connects to celebs non-paid promoting	6%	(25)	12%	(48)	81%	(323)	397
Concerned about climate change	5%	(37)	11%	(83)	83%	(606)	726

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**Table CGZ24\_16:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(53)	12%	(117)	83%	(831)	1000
Humans can stop climate change	7%	(17)	11%	(28)	83%	(213)	258
Humans can slow climate change	3%	(16)	12%	(58)	85%	(411)	485
Climate change is beyond control	9%	(8)	13%	(11)	77%	(65)	84
Completely in-person school	4%	(2)	16%	(9)	80%	(45)	57
Both in person and virtual school	3%	(10)	13%	(40)	84%	(269)	320
Completely virtual school	6%	(20)	10%	(33)	85%	(291)	345
Watch live sports at least once a week	12%	(28)	19%	(46)	69%	(164)	238

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

**Table CGZ24\_17:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(60)	92%	(919)	1000
Gender: Male	3%	(17)	7%	(36)	89%	(436)	489
Gender: Female	1%	(4)	5%	(24)	94%	(483)	511
Age: 18-34	2%	(9)	9%	(46)	89%	(451)	506
GenZers: 1997-2012	2%	(21)	6%	(60)	92%	(919)	1000
PID: Dem (no lean)	2%	(6)	6%	(21)	92%	(326)	353
PID: Ind (no lean)	3%	(14)	6%	(27)	92%	(449)	490
PID: Rep (no lean)	1%	(1)	7%	(12)	92%	(144)	157
PID/Gender: Dem Men	3%	(5)	6%	(9)	91%	(140)	154
PID/Gender: Dem Women	1%	(1)	6%	(12)	93%	(186)	199
PID/Gender: Ind Men	4%	(10)	7%	(18)	88%	(219)	248
PID/Gender: Ind Women	1%	(3)	4%	(9)	95%	(230)	242
PID/Gender: Rep Men	2%	(1)	10%	(8)	89%	(77)	87
PID/Gender: Rep Women	—	(0)	5%	(3)	95%	(67)	71
Ideo: Liberal (1-3)	1%	(4)	6%	(19)	93%	(287)	309
Ideo: Moderate (4)	1%	(2)	8%	(15)	91%	(186)	204
Ideo: Conservative (5-7)	2%	(3)	7%	(9)	92%	(128)	140
Educ: < College	2%	(20)	5%	(49)	92%	(849)	918
Educ: Bachelors degree	—	(0)	14%	(9)	86%	(56)	65
Income: Under 50k	2%	(14)	6%	(35)	92%	(533)	581
Income: 50k-100k	2%	(6)	7%	(21)	91%	(258)	285
Income: 100k+	1%	(2)	3%	(4)	95%	(128)	134
Ethnicity: White	2%	(11)	5%	(29)	94%	(588)	627
Ethnicity: Hispanic	4%	(8)	7%	(15)	89%	(180)	203
Ethnicity: Black	3%	(4)	9%	(12)	88%	(117)	132
Ethnicity: Other	3%	(7)	8%	(20)	89%	(214)	240
All Christian	3%	(7)	8%	(19)	90%	(225)	251
Atheist	4%	(4)	2%	(3)	94%	(100)	107
Agnostic/Nothing in particular	1%	(5)	7%	(27)	92%	(364)	396
Something Else	2%	(4)	4%	(8)	94%	(185)	197
Religious Non-Protestant/Catholic	—	(0)	7%	(4)	93%	(54)	58

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**Table CGZ24\_17:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(60)	92%	(919)	1000
Evangelical	3%	(5)	6%	(10)	91%	(149)	163
Non-Evangelical	2%	(6)	6%	(17)	91%	(241)	265
Community: Urban	2%	(5)	9%	(24)	89%	(225)	254
Community: Suburban	2%	(8)	4%	(24)	94%	(508)	540
Community: Rural	4%	(8)	6%	(12)	90%	(185)	205
Employ: Private Sector	1%	(1)	13%	(12)	86%	(85)	98
Employ: Self-Employed	—	(0)	9%	(4)	91%	(47)	52
Employ: Unemployed	3%	(6)	2%	(4)	95%	(161)	170
Employ: Other	3%	(2)	7%	(5)	90%	(65)	73
Military HH: Yes	3%	(3)	7%	(7)	89%	(85)	95
Military HH: No	2%	(18)	6%	(53)	92%	(834)	905
RD/WT: Right Direction	3%	(7)	8%	(15)	88%	(170)	192
RD/WT: Wrong Track	2%	(14)	6%	(45)	93%	(749)	808
Trump Job Approve	2%	(4)	8%	(17)	91%	(205)	226
Trump Job Disapprove	2%	(12)	5%	(35)	93%	(593)	640
Trump Job Strongly Approve	—	(0)	8%	(6)	92%	(79)	85
Trump Job Somewhat Approve	3%	(4)	7%	(11)	90%	(127)	141
Trump Job Somewhat Disapprove	—	(0)	7%	(12)	93%	(149)	161
Trump Job Strongly Disapprove	3%	(12)	5%	(23)	93%	(443)	479
Favorable of Trump	1%	(2)	8%	(16)	91%	(184)	202
Unfavorable of Trump	2%	(12)	5%	(34)	93%	(606)	652
Very Favorable of Trump	1%	(1)	8%	(7)	92%	(84)	91
Somewhat Favorable of Trump	1%	(1)	8%	(9)	91%	(100)	110
Somewhat Unfavorable of Trump	1%	(2)	7%	(10)	92%	(127)	139
Very Unfavorable of Trump	2%	(10)	5%	(24)	93%	(479)	514

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**Table CGZ24\_17:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(60)	92%	(919)	1000
#1 Issue: Economy	1%	(3)	6%	(18)	93%	(264)	285
#1 Issue: Security	3%	(2)	7%	(5)	90%	(64)	72
#1 Issue: Health Care	2%	(3)	4%	(6)	95%	(158)	168
#1 Issue: Women's Issues	1%	(2)	5%	(7)	94%	(134)	143
#1 Issue: Education	2%	(2)	8%	(12)	90%	(130)	145
#1 Issue: Energy	1%	(1)	6%	(5)	93%	(82)	87
#1 Issue: Other	8%	(7)	4%	(3)	88%	(73)	84
4-Region: Northeast	3%	(5)	8%	(15)	90%	(169)	188
4-Region: Midwest	1%	(3)	4%	(8)	94%	(178)	189
4-Region: South	2%	(8)	6%	(24)	92%	(354)	386
4-Region: West	2%	(6)	6%	(14)	92%	(218)	237
Middle school (Grade 6 - 8)	6%	(4)	—	(0)	94%	(68)	72
High school (Grade 9 - 12)	2%	(11)	4%	(20)	93%	(431)	461
Community college	1%	(1)	8%	(6)	91%	(61)	67
College or university program	1%	(3)	9%	(18)	89%	(174)	195
I am not in school	1%	(3)	8%	(17)	90%	(185)	204
White, non-Hispanic	2%	(9)	4%	(23)	94%	(511)	543
POC	3%	(12)	8%	(37)	89%	(407)	457
Twitter Users	2%	(8)	7%	(30)	91%	(390)	428
Facebook Users	2%	(11)	7%	(35)	91%	(441)	487
Snapchat Users	3%	(17)	6%	(35)	92%	(568)	620
Instagram Users	2%	(16)	6%	(47)	92%	(699)	762
Tiktok Users	3%	(13)	6%	(26)	92%	(427)	467
Reddit Users	2%	(6)	6%	(16)	92%	(246)	268
YouTube Users	2%	(21)	6%	(54)	92%	(845)	920
Harry Styles Fan	3%	(14)	9%	(37)	88%	(370)	421
Billie Eilish Fan	2%	(14)	7%	(43)	90%	(538)	595
Zendaya Fan	2%	(14)	7%	(43)	91%	(556)	614
Taylor Swift Fan	2%	(12)	9%	(44)	88%	(426)	482
Kylie Jenner Fan	4%	(12)	12%	(36)	85%	(263)	311
Emma Chamberlain Fan	5%	(11)	13%	(31)	82%	(196)	238

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**Table CGZ24\_17:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(60)	92%	(919)	1000
Niall Horan Fan	3%	(9)	10%	(27)	86%	(221)	256
Zayn Malik Fan	3%	(9)	11%	(31)	86%	(237)	277
Liam Payne Fan	4%	(9)	13%	(31)	83%	(202)	242
Louis Tomlinson Fan	4%	(9)	14%	(31)	81%	(176)	217
Film: An avid fan	1%	(4)	9%	(23)	90%	(241)	268
Film: A casual fan	3%	(14)	5%	(26)	93%	(500)	539
Film: Not a fan	2%	(3)	6%	(12)	92%	(178)	193
Television: An avid fan	2%	(5)	7%	(17)	91%	(224)	246
Television: A casual fan	2%	(12)	6%	(32)	92%	(517)	562
Television: Not a fan	2%	(4)	6%	(11)	92%	(177)	192
Music: An avid fan	1%	(9)	6%	(40)	92%	(583)	632
Music: A casual fan	3%	(10)	6%	(19)	91%	(304)	333
Fashion: An avid fan	2%	(4)	9%	(19)	90%	(200)	223
Fashion: A casual fan	2%	(9)	6%	(26)	92%	(402)	437
Fashion: Not a fan	2%	(8)	4%	(15)	93%	(318)	340
Pop culture: An avid fan	2%	(5)	8%	(18)	90%	(209)	232
Pop culture: A casual fan	2%	(9)	6%	(31)	92%	(445)	485
Pop culture: Not a fan	2%	(7)	4%	(11)	94%	(265)	283
Sports: An avid fan	3%	(7)	11%	(24)	85%	(177)	209
Sports: A casual fan	2%	(5)	7%	(21)	92%	(297)	323
Sports: Not a fan	2%	(9)	3%	(15)	95%	(445)	468
Celeb fans on social media	2%	(15)	7%	(52)	91%	(649)	717
Celebs share too much on social media	1%	(7)	7%	(36)	92%	(501)	544
Celebs who don't share are disconnected	3%	(8)	6%	(20)	91%	(288)	317
Celebs should interact on social media	2%	(10)	6%	(37)	93%	(611)	658
Celebs' social media is a professional platform	4%	(7)	7%	(14)	89%	(166)	187
Celebs' social media is a personal platform	1%	(6)	6%	(27)	93%	(446)	478
Connects to celebs paid promoting	5%	(7)	14%	(18)	81%	(103)	128
Connects to celebs non-paid promoting	2%	(9)	6%	(22)	92%	(365)	397
Concerned about climate change	2%	(12)	6%	(42)	92%	(671)	726

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**Table CGZ24\_17:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	2%	(21)	6%	(60)	92%	(919)	1000
Humans can stop climate change	2%	(5)	6%	(17)	92%	(236)	258
Humans can slow climate change	1%	(3)	5%	(25)	94%	(457)	485
Climate change is beyond control	5%	(4)	11%	(9)	84%	(70)	84
Completely in-person school	10%	(6)	9%	(5)	81%	(46)	57
Both in person and virtual school	—	(1)	4%	(13)	95%	(305)	320
Completely virtual school	3%	(9)	6%	(22)	91%	(314)	345
Watch live sports at least once a week	4%	(9)	13%	(30)	83%	(198)	238

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

**Table CGZ24\_18:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(106)	26%	(259)	64%	(635)	1000
Gender: Male	14%	(69)	27%	(132)	59%	(287)	489
Gender: Female	7%	(37)	25%	(127)	68%	(348)	511
Age: 18-34	12%	(61)	27%	(136)	61%	(310)	506
GenZers: 1997-2012	11%	(106)	26%	(259)	64%	(635)	1000
PID: Dem (no lean)	9%	(32)	23%	(82)	68%	(238)	353
PID: Ind (no lean)	9%	(45)	25%	(125)	65%	(321)	490
PID: Rep (no lean)	18%	(29)	33%	(52)	49%	(76)	157
PID/Gender: Dem Men	13%	(20)	27%	(42)	60%	(92)	154
PID/Gender: Dem Women	6%	(12)	20%	(40)	74%	(147)	199
PID/Gender: Ind Men	12%	(30)	24%	(59)	64%	(159)	248
PID/Gender: Ind Women	6%	(14)	27%	(65)	67%	(162)	242
PID/Gender: Rep Men	22%	(19)	35%	(31)	43%	(37)	87
PID/Gender: Rep Women	14%	(10)	30%	(21)	56%	(39)	71
Ideo: Liberal (1-3)	8%	(26)	22%	(67)	70%	(216)	309
Ideo: Moderate (4)	10%	(21)	28%	(58)	62%	(125)	204
Ideo: Conservative (5-7)	17%	(24)	31%	(43)	52%	(73)	140
Educ: < College	10%	(90)	25%	(230)	65%	(597)	918
Educ: Bachelors degree	19%	(13)	34%	(22)	46%	(30)	65
Income: Under 50k	11%	(61)	23%	(135)	66%	(385)	581
Income: 50k-100k	12%	(35)	28%	(78)	60%	(172)	285
Income: 100k+	7%	(10)	34%	(45)	59%	(79)	134
Ethnicity: White	11%	(69)	27%	(168)	62%	(389)	627
Ethnicity: Hispanic	9%	(19)	21%	(43)	69%	(140)	203
Ethnicity: Black	15%	(19)	28%	(37)	57%	(76)	132
Ethnicity: Other	7%	(17)	22%	(53)	71%	(170)	240
All Christian	14%	(35)	32%	(80)	54%	(135)	251
Atheist	8%	(8)	14%	(15)	78%	(84)	107
Agnostic/Nothing in particular	10%	(39)	24%	(96)	66%	(262)	396
Something Else	9%	(18)	27%	(52)	64%	(127)	197
Religious Non-Protestant/Catholic	10%	(6)	31%	(18)	59%	(34)	58

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**Table CGZ24\_18:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	11%	(106)	26%	(259)	64%	(635)	1000
Evangelical	15%	(24)	34%	(56)	51%	(83)	163
Non-Evangelical	11%	(29)	27%	(71)	62%	(164)	265
Community: Urban	10%	(26)	27%	(69)	62%	(159)	254
Community: Suburban	11%	(58)	25%	(136)	64%	(347)	540
Community: Rural	11%	(23)	26%	(53)	63%	(129)	205
Employ: Private Sector	19%	(19)	29%	(29)	52%	(51)	98
Employ: Self-Employed	9%	(4)	27%	(14)	65%	(34)	52
Employ: Unemployed	13%	(21)	23%	(39)	64%	(109)	170
Employ: Other	14%	(10)	21%	(15)	65%	(47)	73
Military HH: Yes	14%	(13)	29%	(28)	57%	(54)	95
Military HH: No	10%	(93)	25%	(231)	64%	(581)	905
RD/WT: Right Direction	16%	(30)	27%	(52)	57%	(109)	192
RD/WT: Wrong Track	9%	(76)	26%	(206)	65%	(526)	808
Trump Job Approve	16%	(37)	31%	(70)	52%	(119)	226
Trump Job Disapprove	9%	(55)	25%	(162)	66%	(423)	640
Trump Job Strongly Approve	22%	(19)	25%	(21)	53%	(45)	85
Trump Job Somewhat Approve	13%	(18)	35%	(49)	52%	(73)	141
Trump Job Somewhat Disapprove	7%	(11)	31%	(50)	62%	(100)	161
Trump Job Strongly Disapprove	9%	(44)	23%	(112)	68%	(323)	479
Favorable of Trump	16%	(32)	29%	(58)	55%	(111)	202
Unfavorable of Trump	9%	(58)	26%	(167)	66%	(428)	652
Very Favorable of Trump	16%	(15)	29%	(26)	55%	(50)	91
Somewhat Favorable of Trump	16%	(17)	29%	(32)	55%	(61)	110
Somewhat Unfavorable of Trump	10%	(13)	31%	(44)	59%	(82)	139
Very Unfavorable of Trump	9%	(44)	24%	(123)	67%	(346)	514

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**Table CGZ24\_18:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(106)	26%	(259)	64%	(635)	1000
#1 Issue: Economy	11%	(32)	30%	(84)	59%	(169)	285
#1 Issue: Security	9%	(7)	19%	(13)	72%	(52)	72
#1 Issue: Health Care	12%	(21)	23%	(38)	65%	(109)	168
#1 Issue: Women's Issues	11%	(15)	23%	(33)	66%	(95)	143
#1 Issue: Education	10%	(14)	25%	(36)	65%	(94)	145
#1 Issue: Energy	3%	(3)	36%	(31)	61%	(53)	87
#1 Issue: Other	14%	(11)	27%	(23)	59%	(49)	84
4-Region: Northeast	6%	(12)	29%	(54)	65%	(122)	188
4-Region: Midwest	11%	(20)	25%	(48)	64%	(121)	189
4-Region: South	14%	(54)	25%	(97)	61%	(234)	386
4-Region: West	8%	(20)	25%	(59)	67%	(158)	237
Middle school (Grade 6 - 8)	8%	(6)	37%	(26)	55%	(40)	72
High school (Grade 9 - 12)	10%	(48)	24%	(110)	66%	(304)	461
Community college	7%	(5)	24%	(16)	68%	(46)	67
College or university program	12%	(24)	29%	(57)	58%	(114)	195
I am not in school	12%	(24)	24%	(49)	64%	(132)	204
White, non-Hispanic	12%	(63)	28%	(149)	61%	(331)	543
POC	10%	(44)	24%	(109)	67%	(304)	457
Twitter Users	12%	(51)	25%	(106)	63%	(271)	428
Facebook Users	13%	(65)	23%	(113)	63%	(309)	487
Snapchat Users	12%	(77)	28%	(172)	60%	(371)	620
Instagram Users	11%	(86)	27%	(204)	62%	(473)	762
Tiktok Users	12%	(58)	28%	(131)	60%	(278)	467
Reddit Users	12%	(32)	21%	(56)	67%	(180)	268
YouTube Users	11%	(98)	26%	(242)	63%	(579)	920
Harry Styles Fan	12%	(50)	31%	(131)	57%	(241)	421
Billie Eilish Fan	10%	(60)	29%	(170)	61%	(365)	595
Zendaya Fan	11%	(68)	29%	(178)	60%	(367)	614
Taylor Swift Fan	13%	(61)	30%	(145)	57%	(275)	482
Kylie Jenner Fan	15%	(46)	38%	(118)	47%	(147)	311
Emma Chamberlain Fan	13%	(31)	40%	(95)	47%	(112)	238

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**Table CGZ24\_18:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	11%	(106)	26%	(259)	64%	(635)	1000
Niall Horan Fan	13%	(33)	35%	(89)	52%	(135)	256
Zayn Malik Fan	14%	(39)	33%	(90)	53%	(147)	277
Liam Payne Fan	15%	(37)	34%	(82)	51%	(123)	242
Louis Tomlinson Fan	13%	(28)	35%	(76)	52%	(112)	217
Film: An avid fan	18%	(47)	27%	(71)	56%	(149)	268
Film: A casual fan	7%	(38)	28%	(149)	65%	(352)	539
Film: Not a fan	11%	(21)	20%	(38)	69%	(134)	193
Television: An avid fan	19%	(47)	25%	(62)	56%	(137)	246
Television: A casual fan	9%	(48)	29%	(164)	62%	(350)	562
Television: Not a fan	6%	(11)	17%	(33)	77%	(149)	192
Music: An avid fan	12%	(77)	27%	(170)	61%	(385)	632
Music: A casual fan	8%	(27)	24%	(80)	68%	(226)	333
Fashion: An avid fan	15%	(34)	26%	(58)	59%	(131)	223
Fashion: A casual fan	9%	(41)	28%	(121)	63%	(276)	437
Fashion: Not a fan	9%	(32)	23%	(80)	67%	(229)	340
Pop culture: An avid fan	16%	(38)	26%	(59)	58%	(135)	232
Pop culture: A casual fan	9%	(46)	28%	(135)	63%	(304)	485
Pop culture: Not a fan	8%	(22)	23%	(64)	69%	(197)	283
Sports: An avid fan	32%	(67)	39%	(82)	29%	(60)	209
Sports: A casual fan	8%	(24)	40%	(130)	52%	(169)	323
Sports: Not a fan	3%	(15)	10%	(47)	87%	(406)	468
Celeb fans on social media	12%	(85)	28%	(199)	60%	(433)	717
Celebs share too much on social media	12%	(64)	27%	(148)	61%	(332)	544
Celebs who don't share are disconnected	13%	(40)	26%	(82)	62%	(195)	317
Celebs should interact on social media	10%	(68)	27%	(174)	63%	(416)	658
Celebs' social media is a professional platform	10%	(19)	26%	(49)	63%	(119)	187
Celebs' social media is a personal platform	12%	(57)	28%	(132)	60%	(289)	478
Connects to celebs paid promoting	22%	(28)	34%	(43)	44%	(56)	128
Connects to celebs non-paid promoting	11%	(43)	28%	(113)	61%	(241)	397
Concerned about climate change	10%	(72)	26%	(186)	64%	(468)	726

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**Table CGZ24\_18:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	11%	(106)	26%	(259)	64%	(635)	1000
Humans can stop climate change	10%	(27)	25%	(65)	64%	(166)	258
Humans can slow climate change	8%	(41)	27%	(130)	65%	(314)	485
Climate change is beyond control	23%	(19)	25%	(21)	52%	(43)	84
Completely in-person school	6%	(3)	39%	(22)	55%	(31)	57
Both in person and virtual school	12%	(38)	27%	(86)	61%	(196)	320
Completely virtual school	9%	(32)	25%	(85)	66%	(228)	345
Watch live sports at least once a week	26%	(61)	40%	(96)	34%	(81)	238

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



**Table CGZ24\_19:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(100)	23%	(225)	67%	(675)	1000
Gender: Male	14%	(66)	25%	(123)	61%	(299)	489
Gender: Female	7%	(34)	20%	(102)	73%	(375)	511
Age: 18-34	10%	(51)	25%	(127)	65%	(328)	506
GenZers: 1997-2012	10%	(100)	23%	(225)	67%	(675)	1000
PID: Dem (no lean)	11%	(39)	19%	(69)	69%	(245)	353
PID: Ind (no lean)	8%	(41)	22%	(109)	69%	(339)	490
PID: Rep (no lean)	12%	(20)	30%	(47)	58%	(90)	157
PID/Gender: Dem Men	17%	(26)	23%	(35)	60%	(93)	154
PID/Gender: Dem Women	7%	(13)	17%	(34)	76%	(152)	199
PID/Gender: Ind Men	10%	(26)	24%	(60)	66%	(163)	248
PID/Gender: Ind Women	6%	(16)	21%	(50)	73%	(177)	242
PID/Gender: Rep Men	16%	(14)	33%	(29)	50%	(44)	87
PID/Gender: Rep Women	8%	(5)	26%	(18)	67%	(47)	71
Ideo: Liberal (1-3)	8%	(26)	20%	(62)	72%	(221)	309
Ideo: Moderate (4)	14%	(28)	27%	(55)	59%	(121)	204
Ideo: Conservative (5-7)	14%	(20)	22%	(31)	64%	(89)	140
Educ: < College	10%	(87)	22%	(200)	69%	(631)	918
Educ: Bachelors degree	14%	(9)	32%	(21)	55%	(35)	65
Income: Under 50k	9%	(53)	21%	(124)	69%	(404)	581
Income: 50k-100k	12%	(35)	25%	(70)	63%	(180)	285
Income: 100k+	9%	(12)	23%	(31)	68%	(91)	134
Ethnicity: White	9%	(59)	21%	(134)	69%	(434)	627
Ethnicity: Hispanic	10%	(20)	21%	(42)	70%	(141)	203
Ethnicity: Black	16%	(21)	28%	(37)	56%	(74)	132
Ethnicity: Other	9%	(21)	22%	(54)	69%	(166)	240
All Christian	16%	(39)	26%	(66)	58%	(146)	251
Atheist	8%	(9)	14%	(15)	78%	(83)	107
Agnostic/Nothing in particular	8%	(32)	19%	(76)	73%	(288)	396
Something Else	8%	(16)	24%	(47)	68%	(134)	197
Religious Non-Protestant/Catholic	8%	(5)	38%	(22)	54%	(31)	58

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**Table CGZ24\_19:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(100)	23%	(225)	67%	(675)	1000
Evangelical	13%	(21)	25%	(41)	62%	(101)	163
Non-Evangelical	12%	(33)	26%	(69)	61%	(163)	265
Community: Urban	10%	(27)	24%	(60)	66%	(168)	254
Community: Suburban	10%	(53)	23%	(122)	68%	(366)	540
Community: Rural	10%	(21)	21%	(43)	69%	(141)	205
Employ: Private Sector	15%	(15)	27%	(26)	58%	(57)	98
Employ: Self-Employed	9%	(5)	23%	(12)	67%	(35)	52
Employ: Unemployed	10%	(17)	22%	(37)	69%	(117)	170
Employ: Other	12%	(9)	20%	(14)	68%	(49)	73
Military HH: Yes	13%	(12)	21%	(20)	66%	(63)	95
Military HH: No	10%	(88)	23%	(205)	68%	(611)	905
RD/WT: Right Direction	15%	(29)	23%	(44)	62%	(118)	192
RD/WT: Wrong Track	9%	(71)	22%	(181)	69%	(556)	808
Trump Job Approve	14%	(33)	26%	(60)	59%	(134)	226
Trump Job Disapprove	9%	(57)	22%	(143)	69%	(440)	640
Trump Job Strongly Approve	16%	(13)	19%	(16)	65%	(56)	85
Trump Job Somewhat Approve	14%	(19)	31%	(43)	55%	(78)	141
Trump Job Somewhat Disapprove	5%	(8)	27%	(44)	68%	(109)	161
Trump Job Strongly Disapprove	10%	(49)	21%	(100)	69%	(330)	479
Favorable of Trump	14%	(28)	26%	(52)	60%	(121)	202
Unfavorable of Trump	9%	(57)	23%	(148)	68%	(447)	652
Very Favorable of Trump	17%	(16)	21%	(20)	62%	(56)	91
Somewhat Favorable of Trump	12%	(13)	30%	(33)	59%	(65)	110
Somewhat Unfavorable of Trump	7%	(9)	30%	(41)	63%	(88)	139
Very Unfavorable of Trump	9%	(48)	21%	(107)	70%	(359)	514

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**Table CGZ24\_19:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(100)	23%	(225)	67%	(675)	1000
#1 Issue: Economy	11%	(32)	25%	(72)	63%	(181)	285
#1 Issue: Security	4%	(3)	22%	(16)	74%	(53)	72
#1 Issue: Health Care	14%	(24)	19%	(31)	67%	(113)	168
#1 Issue: Women's Issues	10%	(14)	18%	(26)	72%	(103)	143
#1 Issue: Education	7%	(10)	30%	(43)	64%	(92)	145
#1 Issue: Energy	6%	(5)	19%	(17)	75%	(65)	87
#1 Issue: Other	14%	(11)	22%	(19)	64%	(53)	84
4-Region: Northeast	8%	(15)	25%	(48)	67%	(125)	188
4-Region: Midwest	12%	(23)	19%	(36)	69%	(130)	189
4-Region: South	11%	(42)	25%	(96)	64%	(248)	386
4-Region: West	9%	(21)	19%	(45)	72%	(171)	237
Middle school (Grade 6 - 8)	11%	(8)	21%	(15)	67%	(48)	72
High school (Grade 9 - 12)	11%	(49)	20%	(93)	69%	(320)	461
Community college	8%	(5)	28%	(19)	64%	(43)	67
College or university program	11%	(22)	25%	(49)	64%	(124)	195
I am not in school	8%	(16)	24%	(49)	68%	(139)	204
White, non-Hispanic	9%	(51)	21%	(116)	69%	(376)	543
POC	11%	(49)	24%	(109)	65%	(299)	457
Twitter Users	12%	(51)	24%	(103)	64%	(274)	428
Facebook Users	14%	(69)	21%	(101)	65%	(318)	487
Snapchat Users	12%	(77)	24%	(149)	64%	(394)	620
Instagram Users	11%	(86)	23%	(176)	66%	(500)	762
Tiktok Users	13%	(61)	23%	(108)	64%	(298)	467
Reddit Users	11%	(29)	20%	(54)	69%	(185)	268
YouTube Users	10%	(94)	23%	(210)	67%	(616)	920
Harry Styles Fan	12%	(50)	26%	(109)	62%	(262)	421
Billie Eilish Fan	10%	(60)	24%	(144)	66%	(391)	595
Zendaya Fan	12%	(71)	25%	(155)	63%	(387)	614
Taylor Swift Fan	12%	(60)	26%	(127)	61%	(294)	482
Kylie Jenner Fan	15%	(46)	33%	(103)	52%	(162)	311
Emma Chamberlain Fan	12%	(28)	31%	(73)	57%	(137)	238

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**Table CGZ24\_19:** *Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	10%	(100)	23%	(225)	67%	(675)	1000
Niall Horan Fan	13%	(32)	27%	(69)	60%	(155)	256
Zayn Malik Fan	14%	(40)	29%	(79)	57%	(158)	277
Liam Payne Fan	13%	(31)	29%	(69)	59%	(142)	242
Louis Tomlinson Fan	13%	(27)	27%	(59)	60%	(131)	217
Film: An avid fan	16%	(43)	24%	(64)	60%	(161)	268
Film: A casual fan	8%	(41)	23%	(122)	70%	(376)	539
Film: Not a fan	9%	(17)	20%	(39)	71%	(137)	193
Television: An avid fan	18%	(44)	20%	(50)	62%	(152)	246
Television: A casual fan	8%	(46)	26%	(144)	66%	(372)	562
Television: Not a fan	5%	(10)	16%	(32)	78%	(150)	192
Music: An avid fan	11%	(73)	23%	(145)	66%	(414)	632
Music: A casual fan	8%	(26)	22%	(73)	70%	(234)	333
Fashion: An avid fan	12%	(28)	23%	(51)	64%	(144)	223
Fashion: A casual fan	10%	(44)	25%	(107)	66%	(286)	437
Fashion: Not a fan	8%	(29)	20%	(67)	72%	(245)	340
Pop culture: An avid fan	14%	(32)	21%	(49)	65%	(151)	232
Pop culture: A casual fan	9%	(46)	25%	(123)	65%	(316)	485
Pop culture: Not a fan	8%	(22)	19%	(53)	73%	(207)	283
Sports: An avid fan	31%	(65)	37%	(76)	33%	(68)	209
Sports: A casual fan	6%	(19)	32%	(104)	62%	(201)	323
Sports: Not a fan	4%	(17)	10%	(45)	87%	(406)	468
Celeb fans on social media	12%	(84)	25%	(183)	63%	(450)	717
Celebs share too much on social media	11%	(60)	24%	(128)	65%	(355)	544
Celebs who don't share are disconnected	12%	(38)	23%	(73)	65%	(206)	317
Celebs should interact on social media	11%	(70)	23%	(149)	67%	(439)	658
Celebs' social media is a professional platform	13%	(24)	22%	(41)	66%	(123)	187
Celebs' social media is a personal platform	11%	(55)	24%	(117)	64%	(307)	478
Connects to celebs paid promoting	22%	(28)	29%	(37)	49%	(62)	128
Connects to celebs non-paid promoting	11%	(44)	22%	(89)	67%	(264)	397
Concerned about climate change	10%	(70)	23%	(164)	68%	(492)	726

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**Table CGZ24\_19:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	10%	(100)	23%	(225)	67%	(675)	1000
Humans can stop climate change	12%	(31)	21%	(55)	67%	(172)	258
Humans can slow climate change	7%	(34)	23%	(113)	70%	(338)	485
Climate change is beyond control	17%	(15)	26%	(22)	57%	(47)	84
Completely in-person school	9%	(5)	29%	(17)	62%	(35)	57
Both in person and virtual school	11%	(36)	23%	(73)	66%	(211)	320
Completely virtual school	10%	(34)	21%	(72)	69%	(238)	345
Watch live sports at least once a week	26%	(62)	38%	(90)	36%	(86)	238

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

**Table CGZ24\_20:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(57)	9%	(95)	85%	(848)	1000
Gender: Male	10%	(48)	12%	(58)	78%	(383)	489
Gender: Female	2%	(9)	7%	(37)	91%	(465)	511
Age: 18-34	7%	(33)	12%	(60)	82%	(413)	506
GenZers: 1997-2012	6%	(57)	9%	(95)	85%	(848)	1000
PID: Dem (no lean)	6%	(21)	9%	(32)	85%	(299)	353
PID: Ind (no lean)	5%	(24)	10%	(49)	85%	(417)	490
PID: Rep (no lean)	8%	(12)	8%	(13)	84%	(132)	157
PID/Gender: Dem Men	12%	(19)	10%	(16)	78%	(119)	154
PID/Gender: Dem Women	1%	(2)	8%	(17)	91%	(180)	199
PID/Gender: Ind Men	7%	(18)	14%	(35)	79%	(196)	248
PID/Gender: Ind Women	3%	(6)	6%	(14)	92%	(222)	242
PID/Gender: Rep Men	13%	(11)	8%	(7)	79%	(68)	87
PID/Gender: Rep Women	2%	(1)	9%	(6)	90%	(63)	71
Ideo: Liberal (1-3)	5%	(14)	9%	(28)	86%	(267)	309
Ideo: Moderate (4)	7%	(15)	12%	(25)	80%	(164)	204
Ideo: Conservative (5-7)	6%	(9)	15%	(21)	79%	(111)	140
Educ: < College	5%	(48)	9%	(80)	86%	(790)	918
Educ: Bachelors degree	10%	(6)	19%	(12)	71%	(46)	65
Income: Under 50k	5%	(27)	9%	(55)	86%	(499)	581
Income: 50k-100k	6%	(17)	10%	(28)	84%	(240)	285
Income: 100k+	10%	(13)	9%	(12)	82%	(109)	134
Ethnicity: White	5%	(29)	8%	(52)	87%	(546)	627
Ethnicity: Hispanic	7%	(14)	13%	(26)	80%	(163)	203
Ethnicity: Black	8%	(11)	12%	(15)	80%	(106)	132
Ethnicity: Other	7%	(17)	11%	(27)	82%	(196)	240
All Christian	10%	(24)	13%	(33)	77%	(194)	251
Atheist	5%	(5)	6%	(6)	89%	(95)	107
Agnostic/Nothing in particular	4%	(14)	10%	(39)	87%	(342)	396
Something Else	3%	(7)	6%	(12)	90%	(178)	197
Religious Non-Protestant/Catholic	11%	(6)	9%	(5)	80%	(46)	58

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**Table CGZ24\_20:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(57)	9%	(95)	85%	(848)	1000
Evangelical	5%	(9)	9%	(15)	85%	(139)	163
Non-Evangelical	8%	(21)	10%	(27)	82%	(216)	265
Community: Urban	7%	(19)	13%	(33)	80%	(203)	254
Community: Suburban	6%	(32)	9%	(49)	85%	(460)	540
Community: Rural	3%	(7)	6%	(13)	90%	(185)	205
Employ: Private Sector	9%	(9)	15%	(14)	76%	(75)	98
Employ: Self-Employed	4%	(2)	10%	(5)	86%	(45)	52
Employ: Unemployed	5%	(8)	7%	(12)	88%	(150)	170
Employ: Other	8%	(6)	6%	(4)	86%	(62)	73
Military HH: Yes	6%	(6)	13%	(12)	81%	(77)	95
Military HH: No	6%	(51)	9%	(82)	85%	(771)	905
RD/WT: Right Direction	10%	(20)	10%	(20)	80%	(152)	192
RD/WT: Wrong Track	5%	(38)	9%	(75)	86%	(696)	808
Trump Job Approve	6%	(13)	9%	(21)	85%	(192)	226
Trump Job Disapprove	6%	(37)	10%	(62)	85%	(541)	640
Trump Job Strongly Approve	3%	(2)	4%	(4)	93%	(79)	85
Trump Job Somewhat Approve	8%	(11)	13%	(18)	80%	(112)	141
Trump Job Somewhat Disapprove	8%	(12)	11%	(18)	81%	(131)	161
Trump Job Strongly Disapprove	5%	(25)	9%	(44)	86%	(410)	479
Favorable of Trump	6%	(12)	9%	(18)	85%	(171)	202
Unfavorable of Trump	5%	(35)	9%	(62)	85%	(556)	652
Very Favorable of Trump	4%	(4)	6%	(6)	90%	(82)	91
Somewhat Favorable of Trump	8%	(8)	12%	(13)	81%	(89)	110
Somewhat Unfavorable of Trump	7%	(10)	12%	(17)	80%	(112)	139
Very Unfavorable of Trump	5%	(25)	9%	(44)	87%	(444)	514

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**Table CGZ24\_20:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(57)	9%	(95)	85%	(848)	1000
#1 Issue: Economy	7%	(19)	10%	(30)	83%	(237)	285
#1 Issue: Security	3%	(2)	9%	(6)	88%	(63)	72
#1 Issue: Health Care	7%	(12)	5%	(8)	88%	(148)	168
#1 Issue: Women's Issues	2%	(3)	12%	(17)	86%	(123)	143
#1 Issue: Education	5%	(7)	10%	(15)	85%	(122)	145
#1 Issue: Energy	6%	(5)	13%	(11)	81%	(71)	87
#1 Issue: Other	6%	(5)	8%	(7)	86%	(72)	84
4-Region: Northeast	7%	(12)	12%	(23)	81%	(153)	188
4-Region: Midwest	4%	(8)	9%	(16)	87%	(164)	189
4-Region: South	6%	(25)	9%	(33)	85%	(328)	386
4-Region: West	5%	(12)	9%	(22)	86%	(203)	237
Middle school (Grade 6 - 8)	8%	(6)	5%	(3)	87%	(63)	72
High school (Grade 9 - 12)	5%	(22)	9%	(41)	86%	(399)	461
Community college	6%	(4)	12%	(8)	82%	(55)	67
College or university program	9%	(18)	12%	(23)	79%	(154)	195
I am not in school	3%	(7)	10%	(20)	87%	(177)	204
White, non-Hispanic	4%	(24)	7%	(41)	88%	(478)	543
POC	7%	(33)	12%	(54)	81%	(370)	457
Twitter Users	7%	(30)	12%	(50)	81%	(349)	428
Facebook Users	6%	(29)	12%	(60)	82%	(398)	487
Snapchat Users	7%	(41)	11%	(70)	82%	(509)	620
Instagram Users	6%	(47)	10%	(79)	83%	(636)	762
Tiktok Users	7%	(30)	9%	(42)	84%	(394)	467
Reddit Users	8%	(23)	10%	(25)	82%	(220)	268
YouTube Users	6%	(55)	10%	(90)	84%	(775)	920
Harry Styles Fan	6%	(26)	13%	(56)	81%	(339)	421
Billie Eilish Fan	5%	(30)	11%	(68)	84%	(497)	595
Zendaya Fan	6%	(36)	11%	(68)	83%	(510)	614
Taylor Swift Fan	5%	(26)	12%	(60)	82%	(396)	482
Kylie Jenner Fan	7%	(22)	15%	(48)	77%	(241)	311
Emma Chamberlain Fan	8%	(19)	17%	(41)	75%	(178)	238

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**Table CGZ24\_20:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	6%	(57)	9%	(95)	85%	(848)	1000
Niall Horan Fan	8%	(20)	14%	(35)	78%	(201)	256
Zayn Malik Fan	7%	(20)	16%	(44)	77%	(213)	277
Liam Payne Fan	9%	(21)	16%	(38)	75%	(183)	242
Louis Tomlinson Fan	8%	(18)	17%	(36)	75%	(162)	217
Film: An avid fan	6%	(17)	13%	(34)	81%	(217)	268
Film: A casual fan	5%	(30)	9%	(47)	86%	(463)	539
Film: Not a fan	6%	(11)	7%	(14)	87%	(168)	193
Television: An avid fan	6%	(16)	11%	(28)	82%	(202)	246
Television: A casual fan	6%	(31)	10%	(54)	85%	(477)	562
Television: Not a fan	5%	(10)	7%	(13)	88%	(169)	192
Music: An avid fan	4%	(28)	10%	(65)	85%	(539)	632
Music: A casual fan	8%	(25)	9%	(28)	84%	(280)	333
Fashion: An avid fan	6%	(14)	11%	(25)	83%	(184)	223
Fashion: A casual fan	6%	(24)	10%	(43)	85%	(369)	437
Fashion: Not a fan	6%	(19)	8%	(27)	87%	(295)	340
Pop culture: An avid fan	7%	(16)	12%	(28)	81%	(188)	232
Pop culture: A casual fan	6%	(29)	9%	(45)	85%	(410)	485
Pop culture: Not a fan	4%	(12)	7%	(21)	88%	(250)	283
Sports: An avid fan	18%	(37)	18%	(37)	64%	(134)	209
Sports: A casual fan	3%	(11)	10%	(33)	87%	(280)	323
Sports: Not a fan	2%	(9)	5%	(25)	93%	(434)	468
Celeb fans on social media	6%	(46)	11%	(81)	82%	(589)	717
Celebs share too much on social media	6%	(31)	11%	(57)	84%	(455)	544
Celebs who don't share are disconnected	7%	(23)	12%	(39)	81%	(255)	317
Celebs should interact on social media	5%	(36)	10%	(66)	85%	(556)	658
Celebs' social media is a professional platform	4%	(7)	13%	(25)	83%	(155)	187
Celebs' social media is a personal platform	7%	(32)	9%	(43)	84%	(403)	478
Connects to celebs paid promoting	12%	(16)	18%	(23)	70%	(89)	128
Connects to celebs non-paid promoting	6%	(22)	11%	(43)	84%	(332)	397
Concerned about climate change	6%	(42)	10%	(74)	84%	(610)	726

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**Table CGZ24\_20:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	6%	(57)	9%	(95)	85%	(848)	1000
Humans can stop climate change	8%	(20)	10%	(26)	82%	(212)	258
Humans can slow climate change	5%	(23)	9%	(45)	86%	(417)	485
Climate change is beyond control	8%	(7)	13%	(11)	79%	(66)	84
Completely in-person school	2%	(1)	21%	(12)	77%	(44)	57
Both in person and virtual school	7%	(21)	7%	(22)	87%	(276)	320
Completely virtual school	7%	(23)	11%	(37)	83%	(285)	345
Watch live sports at least once a week	15%	(37)	19%	(46)	65%	(155)	238

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

**Table CGZ24\_21:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(52)	8%	(76)	87%	(872)	1000
Gender: Male	9%	(42)	10%	(47)	82%	(400)	489
Gender: Female	2%	(10)	6%	(29)	92%	(472)	511
Age: 18-34	6%	(29)	9%	(45)	85%	(432)	506
GenZers: 1997-2012	5%	(52)	8%	(76)	87%	(872)	1000
PID: Dem (no lean)	4%	(16)	10%	(34)	86%	(303)	353
PID: Ind (no lean)	5%	(25)	6%	(29)	89%	(436)	490
PID: Rep (no lean)	7%	(11)	8%	(13)	85%	(134)	157
PID/Gender: Dem Men	8%	(12)	12%	(18)	80%	(124)	154
PID/Gender: Dem Women	2%	(3)	8%	(17)	90%	(179)	199
PID/Gender: Ind Men	7%	(18)	8%	(20)	85%	(210)	248
PID/Gender: Ind Women	3%	(7)	4%	(9)	93%	(226)	242
PID/Gender: Rep Men	13%	(11)	11%	(9)	77%	(66)	87
PID/Gender: Rep Women	—	(0)	5%	(3)	95%	(67)	71
Ideo: Liberal (1-3)	3%	(10)	9%	(27)	88%	(272)	309
Ideo: Moderate (4)	6%	(12)	8%	(15)	87%	(176)	204
Ideo: Conservative (5-7)	8%	(12)	11%	(16)	80%	(113)	140
Educ: < College	5%	(45)	7%	(63)	88%	(810)	918
Educ: Bachelors degree	7%	(4)	15%	(10)	78%	(51)	65
Income: Under 50k	4%	(24)	9%	(50)	87%	(506)	581
Income: 50k-100k	6%	(18)	6%	(16)	88%	(251)	285
Income: 100k+	7%	(9)	7%	(9)	86%	(115)	134
Ethnicity: White	4%	(24)	6%	(37)	90%	(566)	627
Ethnicity: Hispanic	10%	(19)	15%	(31)	75%	(153)	203
Ethnicity: Black	7%	(9)	10%	(13)	83%	(110)	132
Ethnicity: Other	8%	(19)	10%	(25)	82%	(196)	240
All Christian	10%	(25)	11%	(27)	80%	(200)	251
Atheist	4%	(4)	4%	(4)	92%	(98)	107
Agnostic/Nothing in particular	3%	(11)	7%	(26)	91%	(358)	396
Something Else	5%	(9)	6%	(11)	90%	(177)	197
Religious Non-Protestant/Catholic	5%	(3)	13%	(7)	83%	(48)	58

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**Table CGZ24\_21:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(52)	8%	(76)	87%	(872)	1000
Evangelical	7%	(12)	11%	(18)	82%	(133)	163
Non-Evangelical	8%	(22)	7%	(18)	85%	(225)	265
Community: Urban	7%	(17)	13%	(33)	80%	(204)	254
Community: Suburban	5%	(26)	6%	(34)	89%	(481)	540
Community: Rural	4%	(9)	4%	(8)	91%	(188)	205
Employ: Private Sector	10%	(9)	11%	(10)	80%	(78)	98
Employ: Self-Employed	4%	(2)	5%	(3)	91%	(47)	52
Employ: Unemployed	4%	(7)	7%	(13)	88%	(150)	170
Employ: Other	8%	(6)	5%	(4)	87%	(63)	73
Military HH: Yes	6%	(6)	5%	(5)	89%	(85)	95
Military HH: No	5%	(46)	8%	(71)	87%	(788)	905
RD/WT: Right Direction	8%	(16)	9%	(17)	83%	(159)	192
RD/WT: Wrong Track	4%	(36)	7%	(59)	88%	(714)	808
Trump Job Approve	5%	(12)	8%	(17)	87%	(197)	226
Trump Job Disapprove	5%	(34)	7%	(47)	87%	(559)	640
Trump Job Strongly Approve	2%	(2)	8%	(7)	90%	(77)	85
Trump Job Somewhat Approve	7%	(10)	7%	(11)	85%	(120)	141
Trump Job Somewhat Disapprove	7%	(12)	11%	(18)	81%	(131)	161
Trump Job Strongly Disapprove	5%	(22)	6%	(28)	89%	(428)	479
Favorable of Trump	5%	(11)	7%	(15)	87%	(176)	202
Unfavorable of Trump	5%	(30)	7%	(48)	88%	(574)	652
Very Favorable of Trump	4%	(3)	10%	(9)	86%	(79)	91
Somewhat Favorable of Trump	7%	(7)	5%	(6)	88%	(97)	110
Somewhat Unfavorable of Trump	6%	(9)	10%	(14)	83%	(115)	139
Very Unfavorable of Trump	4%	(21)	7%	(34)	89%	(459)	514

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**Table CGZ24\_21:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
*La Liga*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(52)	8%	(76)	87%	(872)	1000
#1 Issue: Economy	6%	(18)	10%	(28)	84%	(239)	285
#1 Issue: Security	4%	(3)	6%	(4)	91%	(65)	72
#1 Issue: Health Care	6%	(10)	9%	(14)	85%	(143)	168
#1 Issue: Women's Issues	3%	(4)	5%	(7)	92%	(132)	143
#1 Issue: Education	4%	(5)	7%	(10)	89%	(129)	145
#1 Issue: Energy	5%	(4)	5%	(5)	90%	(79)	87
#1 Issue: Other	6%	(5)	7%	(6)	87%	(73)	84
4-Region: Northeast	6%	(11)	14%	(27)	80%	(151)	188
4-Region: Midwest	5%	(9)	4%	(7)	91%	(172)	189
4-Region: South	5%	(20)	6%	(24)	89%	(342)	386
4-Region: West	5%	(12)	7%	(17)	88%	(208)	237
Middle school (Grade 6 - 8)	7%	(5)	4%	(3)	90%	(65)	72
High school (Grade 9 - 12)	5%	(21)	7%	(34)	88%	(407)	461
Community college	6%	(4)	9%	(6)	85%	(57)	67
College or university program	7%	(13)	10%	(19)	83%	(163)	195
I am not in school	5%	(9)	7%	(13)	89%	(182)	204
White, non-Hispanic	3%	(18)	4%	(23)	92%	(502)	543
POC	7%	(34)	12%	(53)	81%	(370)	457
Twitter Users	7%	(29)	10%	(41)	84%	(358)	428
Facebook Users	7%	(32)	8%	(37)	86%	(418)	487
Snapchat Users	7%	(41)	9%	(53)	85%	(525)	620
Instagram Users	5%	(41)	9%	(65)	86%	(656)	762
Tiktok Users	7%	(32)	8%	(38)	85%	(396)	467
Reddit Users	7%	(19)	9%	(23)	84%	(226)	268
YouTube Users	6%	(52)	8%	(71)	87%	(797)	920
Harry Styles Fan	7%	(30)	10%	(42)	83%	(350)	421
Billie Eilish Fan	5%	(32)	8%	(48)	86%	(515)	595
Zendaya Fan	5%	(34)	9%	(53)	86%	(527)	614
Taylor Swift Fan	6%	(29)	9%	(43)	85%	(410)	482
Kylie Jenner Fan	8%	(26)	12%	(37)	80%	(248)	311
Emma Chamberlain Fan	8%	(19)	13%	(32)	79%	(187)	238

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**Table CGZ24\_21:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(52)	8%	(76)	87%	(872)	1000
Niall Horan Fan	7%	(17)	12%	(31)	81%	(208)	256
Zayn Malik Fan	7%	(20)	13%	(35)	80%	(221)	277
Liam Payne Fan	8%	(20)	13%	(32)	79%	(190)	242
Louis Tomlinson Fan	7%	(15)	15%	(33)	78%	(168)	217
Film: An avid fan	6%	(16)	9%	(23)	85%	(228)	268
Film: A casual fan	5%	(25)	8%	(41)	88%	(473)	539
Film: Not a fan	6%	(11)	6%	(11)	89%	(171)	193
Television: An avid fan	6%	(14)	8%	(19)	87%	(213)	246
Television: A casual fan	5%	(26)	8%	(46)	87%	(490)	562
Television: Not a fan	6%	(12)	6%	(11)	88%	(170)	192
Music: An avid fan	4%	(27)	8%	(50)	88%	(555)	632
Music: A casual fan	6%	(21)	7%	(24)	87%	(288)	333
Fashion: An avid fan	6%	(13)	8%	(17)	86%	(192)	223
Fashion: A casual fan	5%	(22)	8%	(36)	87%	(380)	437
Fashion: Not a fan	5%	(17)	7%	(23)	88%	(300)	340
Pop culture: An avid fan	8%	(18)	9%	(20)	84%	(194)	232
Pop culture: A casual fan	4%	(22)	9%	(41)	87%	(422)	485
Pop culture: Not a fan	4%	(12)	5%	(14)	91%	(257)	283
Sports: An avid fan	13%	(27)	13%	(27)	74%	(154)	209
Sports: A casual fan	4%	(14)	10%	(31)	86%	(278)	323
Sports: Not a fan	2%	(10)	4%	(17)	94%	(440)	468
Celeb fans on social media	6%	(42)	9%	(62)	86%	(613)	717
Celebs share too much on social media	5%	(28)	8%	(44)	87%	(472)	544
Celebs who don't share are disconnected	7%	(21)	10%	(32)	83%	(264)	317
Celebs should interact on social media	5%	(31)	7%	(47)	88%	(581)	658
Celebs' social media is a professional platform	5%	(9)	10%	(19)	85%	(158)	187
Celebs' social media is a personal platform	6%	(26)	7%	(35)	87%	(416)	478
Connects to celebs paid promoting	12%	(15)	13%	(17)	75%	(96)	128
Connects to celebs non-paid promoting	6%	(25)	8%	(31)	86%	(340)	397
Concerned about climate change	5%	(39)	7%	(52)	88%	(635)	726

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**Table CGZ24\_21:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	5%	(52)	8%	(76)	87%	(872)	1000
Humans can stop climate change	5%	(14)	8%	(21)	86%	(223)	258
Humans can slow climate change	4%	(21)	7%	(36)	88%	(428)	485
Climate change is beyond control	10%	(9)	10%	(8)	80%	(67)	84
Completely in-person school	5%	(3)	14%	(8)	81%	(46)	57
Both in person and virtual school	5%	(15)	8%	(24)	88%	(280)	320
Completely virtual school	6%	(20)	8%	(26)	87%	(299)	345
Watch live sports at least once a week	14%	(34)	14%	(33)	72%	(171)	238

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

**Table CGZ24\_22:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	7%	(68)	89%	(890)	1000
Gender: Male	7%	(35)	9%	(45)	84%	(409)	489
Gender: Female	1%	(7)	5%	(23)	94%	(481)	511
Age: 18-34	5%	(24)	8%	(41)	87%	(441)	506
GenZers: 1997-2012	4%	(42)	7%	(68)	89%	(890)	1000
PID: Dem (no lean)	4%	(14)	7%	(26)	89%	(312)	353
PID: Ind (no lean)	4%	(17)	7%	(33)	90%	(440)	490
PID: Rep (no lean)	6%	(10)	6%	(10)	87%	(137)	157
PID/Gender: Dem Men	7%	(12)	12%	(18)	81%	(124)	154
PID/Gender: Dem Women	1%	(3)	4%	(8)	95%	(188)	199
PID/Gender: Ind Men	6%	(15)	8%	(20)	86%	(214)	248
PID/Gender: Ind Women	1%	(3)	5%	(13)	93%	(226)	242
PID/Gender: Rep Men	10%	(9)	9%	(8)	81%	(70)	87
PID/Gender: Rep Women	2%	(1)	3%	(2)	95%	(67)	71
Ideo: Liberal (1-3)	3%	(9)	7%	(21)	90%	(279)	309
Ideo: Moderate (4)	5%	(10)	8%	(16)	87%	(178)	204
Ideo: Conservative (5-7)	6%	(8)	9%	(13)	85%	(119)	140
Educ: < College	4%	(36)	7%	(60)	90%	(822)	918
Educ: Bachelors degree	5%	(4)	12%	(8)	82%	(53)	65
Income: Under 50k	3%	(19)	8%	(44)	89%	(518)	581
Income: 50k-100k	5%	(14)	6%	(16)	89%	(254)	285
Income: 100k+	6%	(8)	6%	(8)	88%	(118)	134
Ethnicity: White	4%	(22)	5%	(34)	91%	(571)	627
Ethnicity: Hispanic	7%	(15)	7%	(14)	86%	(174)	203
Ethnicity: Black	6%	(7)	10%	(13)	84%	(112)	132
Ethnicity: Other	5%	(12)	9%	(21)	86%	(207)	240
All Christian	8%	(20)	8%	(20)	84%	(211)	251
Atheist	4%	(4)	6%	(6)	90%	(96)	107
Agnostic/Nothing in particular	2%	(7)	6%	(23)	92%	(365)	396
Something Else	3%	(5)	6%	(11)	92%	(181)	197
Religious Non-Protestant/Catholic	8%	(5)	12%	(7)	80%	(46)	58

Continued on next page



**Table CGZ24\_22:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	4%	(42)	7%	(68)	89%	(890)	1000
Evangelical	5%	(8)	9%	(14)	86%	(141)	163
Non-Evangelical	6%	(17)	6%	(17)	87%	(231)	265
Community: Urban	6%	(15)	9%	(23)	85%	(217)	254
Community: Suburban	4%	(19)	7%	(37)	90%	(484)	540
Community: Rural	3%	(7)	4%	(9)	92%	(189)	205
Employ: Private Sector	8%	(8)	10%	(10)	82%	(80)	98
Employ: Self-Employed	3%	(2)	8%	(4)	89%	(46)	52
Employ: Unemployed	5%	(8)	4%	(6)	91%	(155)	170
Employ: Other	6%	(4)	4%	(3)	90%	(65)	73
Military HH: Yes	6%	(6)	6%	(6)	88%	(84)	95
Military HH: No	4%	(36)	7%	(63)	89%	(806)	905
RD/WT: Right Direction	7%	(13)	7%	(14)	86%	(164)	192
RD/WT: Wrong Track	3%	(28)	7%	(54)	90%	(726)	808
Trump Job Approve	5%	(11)	6%	(13)	90%	(203)	226
Trump Job Disapprove	4%	(25)	7%	(48)	89%	(567)	640
Trump Job Strongly Approve	4%	(4)	5%	(4)	91%	(78)	85
Trump Job Somewhat Approve	5%	(7)	6%	(9)	89%	(125)	141
Trump Job Somewhat Disapprove	4%	(6)	8%	(14)	88%	(142)	161
Trump Job Strongly Disapprove	4%	(19)	7%	(34)	89%	(426)	479
Favorable of Trump	5%	(10)	5%	(9)	90%	(182)	202
Unfavorable of Trump	3%	(22)	8%	(52)	89%	(578)	652
Very Favorable of Trump	6%	(6)	3%	(3)	90%	(82)	91
Somewhat Favorable of Trump	4%	(4)	6%	(6)	90%	(100)	110
Somewhat Unfavorable of Trump	5%	(7)	9%	(13)	86%	(119)	139
Very Unfavorable of Trump	3%	(15)	8%	(40)	89%	(459)	514

Continued on next page

**Table CGZ24\_22:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	7%	(68)	89%	(890)	1000
#1 Issue: Economy	4%	(12)	8%	(23)	88%	(250)	285
#1 Issue: Security	1%	(1)	4%	(3)	95%	(68)	72
#1 Issue: Health Care	6%	(11)	6%	(9)	88%	(147)	168
#1 Issue: Women's Issues	1%	(2)	7%	(10)	92%	(131)	143
#1 Issue: Education	4%	(5)	7%	(10)	89%	(129)	145
#1 Issue: Energy	4%	(4)	8%	(7)	88%	(77)	87
#1 Issue: Other	6%	(5)	6%	(5)	88%	(74)	84
4-Region: Northeast	5%	(9)	12%	(24)	83%	(155)	188
4-Region: Midwest	4%	(7)	6%	(11)	91%	(171)	189
4-Region: South	4%	(17)	6%	(23)	89%	(345)	386
4-Region: West	3%	(8)	5%	(11)	92%	(218)	237
Middle school (Grade 6 - 8)	7%	(5)	3%	(2)	90%	(64)	72
High school (Grade 9 - 12)	4%	(17)	7%	(32)	89%	(413)	461
Community college	1%	(1)	12%	(8)	87%	(59)	67
College or university program	6%	(12)	9%	(17)	85%	(166)	195
I am not in school	3%	(7)	4%	(9)	92%	(189)	204
White, non-Hispanic	3%	(15)	5%	(28)	92%	(499)	543
POC	6%	(26)	9%	(40)	86%	(391)	457
Twitter Users	5%	(20)	9%	(37)	87%	(371)	428
Facebook Users	5%	(23)	8%	(39)	87%	(425)	487
Snapchat Users	5%	(30)	8%	(50)	87%	(540)	620
Instagram Users	5%	(35)	7%	(55)	88%	(672)	762
Tiktok Users	5%	(26)	7%	(34)	87%	(407)	467
Reddit Users	5%	(13)	7%	(19)	88%	(236)	268
YouTube Users	4%	(40)	7%	(65)	89%	(815)	920
Harry Styles Fan	5%	(22)	10%	(40)	85%	(359)	421
Billie Eilish Fan	4%	(25)	8%	(48)	88%	(523)	595
Zendaya Fan	4%	(24)	9%	(52)	88%	(537)	614
Taylor Swift Fan	5%	(24)	9%	(43)	86%	(415)	482
Kylie Jenner Fan	7%	(22)	13%	(40)	80%	(249)	311
Emma Chamberlain Fan	7%	(16)	14%	(34)	79%	(187)	238

Continued on next page

**Table CGZ24\_22:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	4%	(42)	7%	(68)	89%	(890)	1000
Niall Horan Fan	7%	(19)	11%	(29)	81%	(208)	256
Zayn Malik Fan	7%	(18)	12%	(34)	81%	(225)	277
Liam Payne Fan	8%	(18)	13%	(32)	79%	(191)	242
Louis Tomlinson Fan	7%	(15)	15%	(33)	77%	(168)	217
Film: An avid fan	5%	(13)	8%	(22)	87%	(233)	268
Film: A casual fan	4%	(20)	7%	(36)	90%	(484)	539
Film: Not a fan	5%	(9)	5%	(10)	90%	(173)	193
Television: An avid fan	4%	(10)	10%	(24)	86%	(213)	246
Television: A casual fan	4%	(23)	6%	(35)	90%	(504)	562
Television: Not a fan	5%	(9)	5%	(10)	90%	(173)	192
Music: An avid fan	3%	(18)	7%	(46)	90%	(567)	632
Music: A casual fan	6%	(21)	6%	(20)	88%	(293)	333
Fashion: An avid fan	3%	(8)	10%	(23)	86%	(192)	223
Fashion: A casual fan	4%	(17)	6%	(28)	90%	(392)	437
Fashion: Not a fan	5%	(17)	5%	(18)	90%	(306)	340
Pop culture: An avid fan	5%	(11)	10%	(23)	85%	(198)	232
Pop culture: A casual fan	4%	(21)	7%	(33)	89%	(431)	485
Pop culture: Not a fan	3%	(9)	4%	(13)	92%	(261)	283
Sports: An avid fan	12%	(25)	14%	(30)	74%	(153)	209
Sports: A casual fan	2%	(6)	7%	(24)	91%	(293)	323
Sports: Not a fan	2%	(10)	3%	(14)	95%	(444)	468
Celeb fans on social media	5%	(33)	9%	(61)	87%	(622)	717
Celebs share too much on social media	3%	(17)	8%	(42)	89%	(484)	544
Celebs who don't share are disconnected	4%	(13)	10%	(31)	86%	(272)	317
Celebs should interact on social media	3%	(23)	7%	(43)	90%	(592)	658
Celebs' social media is a professional platform	5%	(9)	7%	(14)	88%	(165)	187
Celebs' social media is a personal platform	4%	(20)	7%	(36)	88%	(423)	478
Connects to celebs paid promoting	7%	(10)	16%	(20)	77%	(98)	128
Connects to celebs non-paid promoting	4%	(17)	8%	(34)	87%	(346)	397
Concerned about climate change	4%	(28)	7%	(51)	89%	(647)	726

Continued on next page

**Table CGZ24\_22:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(42)	7%	(68)	89%	(890)	1000
Humans can stop climate change	5%	(12)	7%	(19)	88%	(227)	258
Humans can slow climate change	3%	(17)	6%	(29)	91%	(439)	485
Climate change is beyond control	4%	(3)	14%	(11)	83%	(69)	84
Completely in-person school	5%	(3)	15%	(9)	80%	(45)	57
Both in person and virtual school	3%	(10)	7%	(23)	90%	(286)	320
Completely virtual school	5%	(17)	7%	(23)	88%	(304)	345
Watch live sports at least once a week	12%	(28)	14%	(33)	74%	(177)	238

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

**Table CGZ24\_23:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(34)	7%	(75)	89%	(892)	1000
Gender: Male	5%	(24)	10%	(48)	85%	(416)	489
Gender: Female	2%	(9)	5%	(27)	93%	(476)	511
Age: 18-34	3%	(18)	11%	(55)	86%	(433)	506
GenZers: 1997-2012	3%	(34)	7%	(75)	89%	(892)	1000
PID: Dem (no lean)	4%	(14)	8%	(29)	88%	(309)	353
PID: Ind (no lean)	3%	(15)	7%	(33)	90%	(442)	490
PID: Rep (no lean)	2%	(4)	8%	(12)	90%	(141)	157
PID/Gender: Dem Men	7%	(11)	10%	(15)	83%	(127)	154
PID/Gender: Dem Women	2%	(3)	7%	(14)	92%	(182)	199
PID/Gender: Ind Men	4%	(9)	10%	(24)	87%	(215)	248
PID/Gender: Ind Women	2%	(6)	4%	(10)	94%	(227)	242
PID/Gender: Rep Men	4%	(4)	10%	(9)	85%	(74)	87
PID/Gender: Rep Women	—	(0)	5%	(3)	95%	(67)	71
Ideo: Liberal (1-3)	2%	(8)	9%	(29)	88%	(272)	309
Ideo: Moderate (4)	3%	(6)	8%	(17)	89%	(180)	204
Ideo: Conservative (5-7)	4%	(5)	9%	(13)	87%	(122)	140
Educ: < College	3%	(30)	7%	(61)	90%	(827)	918
Educ: Bachelors degree	3%	(2)	17%	(11)	80%	(52)	65
Income: Under 50k	3%	(17)	8%	(45)	89%	(519)	581
Income: 50k-100k	4%	(10)	8%	(23)	88%	(251)	285
Income: 100k+	5%	(7)	5%	(6)	90%	(121)	134
Ethnicity: White	2%	(14)	7%	(41)	91%	(573)	627
Ethnicity: Hispanic	6%	(12)	10%	(20)	85%	(171)	203
Ethnicity: Black	6%	(8)	9%	(12)	84%	(112)	132
Ethnicity: Other	5%	(11)	9%	(22)	86%	(207)	240
All Christian	5%	(12)	11%	(28)	84%	(211)	251
Atheist	5%	(5)	4%	(4)	92%	(98)	107
Agnostic/Nothing in particular	2%	(9)	7%	(30)	90%	(358)	396
Something Else	3%	(6)	4%	(8)	93%	(184)	197
Religious Non-Protestant/Catholic	4%	(2)	10%	(6)	86%	(49)	58

Continued on next page

**Table CGZ24\_23:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(34)	7%	(75)	89%	(892)	1000
Evangelical	2%	(3)	9%	(15)	89%	(145)	163
Non-Evangelical	5%	(14)	7%	(18)	88%	(233)	265
Community: Urban	4%	(10)	11%	(27)	85%	(217)	254
Community: Suburban	3%	(17)	6%	(34)	91%	(489)	540
Community: Rural	3%	(7)	6%	(13)	90%	(186)	205
Employ: Private Sector	4%	(4)	17%	(17)	79%	(77)	98
Employ: Self-Employed	3%	(2)	6%	(3)	91%	(47)	52
Employ: Unemployed	4%	(7)	6%	(10)	90%	(153)	170
Employ: Other	5%	(4)	5%	(3)	90%	(65)	73
Military HH: Yes	5%	(5)	6%	(6)	89%	(85)	95
Military HH: No	3%	(29)	8%	(69)	89%	(807)	905
RD/WT: Right Direction	5%	(9)	10%	(19)	85%	(163)	192
RD/WT: Wrong Track	3%	(24)	7%	(56)	90%	(729)	808
Trump Job Approve	2%	(6)	8%	(18)	90%	(203)	226
Trump Job Disapprove	4%	(22)	8%	(50)	89%	(567)	640
Trump Job Strongly Approve	3%	(3)	5%	(4)	92%	(78)	85
Trump Job Somewhat Approve	2%	(3)	10%	(13)	88%	(124)	141
Trump Job Somewhat Disapprove	3%	(4)	11%	(18)	87%	(140)	161
Trump Job Strongly Disapprove	4%	(18)	7%	(32)	89%	(428)	479
Favorable of Trump	2%	(4)	9%	(19)	89%	(179)	202
Unfavorable of Trump	3%	(20)	7%	(47)	90%	(585)	652
Very Favorable of Trump	2%	(2)	10%	(9)	88%	(81)	91
Somewhat Favorable of Trump	2%	(2)	9%	(10)	89%	(98)	110
Somewhat Unfavorable of Trump	4%	(5)	8%	(11)	88%	(122)	139
Very Unfavorable of Trump	3%	(14)	7%	(36)	90%	(463)	514

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**Table CGZ24\_23:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(34)	7%	(75)	89%	(892)	1000
#1 Issue: Economy	3%	(7)	9%	(27)	88%	(251)	285
#1 Issue: Security	2%	(2)	7%	(5)	90%	(65)	72
#1 Issue: Health Care	5%	(8)	6%	(10)	89%	(149)	168
#1 Issue: Women's Issues	1%	(2)	6%	(9)	92%	(132)	143
#1 Issue: Education	3%	(4)	9%	(12)	88%	(128)	145
#1 Issue: Energy	3%	(2)	6%	(5)	91%	(80)	87
#1 Issue: Other	6%	(5)	6%	(5)	88%	(74)	84
4-Region: Northeast	3%	(7)	13%	(24)	84%	(157)	188
4-Region: Midwest	3%	(6)	5%	(9)	92%	(174)	189
4-Region: South	3%	(12)	7%	(28)	90%	(346)	386
4-Region: West	4%	(9)	6%	(13)	91%	(215)	237
Middle school (Grade 6 - 8)	6%	(4)	2%	(1)	93%	(67)	72
High school (Grade 9 - 12)	3%	(14)	6%	(26)	91%	(422)	461
Community college	5%	(3)	7%	(4)	89%	(60)	67
College or university program	5%	(9)	12%	(23)	83%	(162)	195
I am not in school	2%	(4)	10%	(20)	88%	(180)	204
White, non-Hispanic	2%	(9)	6%	(33)	92%	(501)	543
POC	5%	(25)	9%	(42)	85%	(390)	457
Twitter Users	4%	(17)	10%	(44)	86%	(367)	428
Facebook Users	4%	(18)	10%	(47)	87%	(423)	487
Snapchat Users	4%	(24)	9%	(57)	87%	(539)	620
Instagram Users	3%	(27)	8%	(64)	88%	(672)	762
Tiktok Users	4%	(18)	9%	(43)	87%	(406)	467
Reddit Users	5%	(13)	9%	(25)	86%	(230)	268
YouTube Users	4%	(34)	7%	(68)	89%	(818)	920
Harry Styles Fan	4%	(19)	12%	(52)	83%	(351)	421
Billie Eilish Fan	3%	(19)	10%	(57)	87%	(519)	595
Zendaya Fan	4%	(24)	9%	(54)	87%	(536)	614
Taylor Swift Fan	4%	(20)	9%	(45)	87%	(417)	482
Kylie Jenner Fan	5%	(16)	14%	(43)	81%	(252)	311
Emma Chamberlain Fan	6%	(14)	16%	(38)	78%	(186)	238

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**Table CGZ24\_23:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	3%	(34)	7%	(75)	89%	(892)	1000
Niall Horan Fan	6%	(15)	14%	(35)	81%	(206)	256
Zayn Malik Fan	6%	(16)	14%	(38)	81%	(223)	277
Liam Payne Fan	5%	(13)	16%	(39)	79%	(190)	242
Louis Tomlinson Fan	6%	(12)	19%	(41)	76%	(164)	217
Film: An avid fan	3%	(9)	11%	(30)	86%	(229)	268
Film: A casual fan	3%	(19)	6%	(34)	90%	(487)	539
Film: Not a fan	3%	(6)	6%	(11)	91%	(176)	193
Television: An avid fan	4%	(10)	10%	(25)	86%	(211)	246
Television: A casual fan	3%	(18)	7%	(38)	90%	(505)	562
Television: Not a fan	3%	(5)	6%	(12)	91%	(175)	192
Music: An avid fan	3%	(20)	8%	(48)	89%	(564)	632
Music: A casual fan	3%	(11)	8%	(25)	89%	(297)	333
Fashion: An avid fan	4%	(8)	9%	(19)	88%	(195)	223
Fashion: A casual fan	3%	(14)	7%	(29)	90%	(394)	437
Fashion: Not a fan	3%	(11)	8%	(27)	89%	(303)	340
Pop culture: An avid fan	4%	(10)	10%	(24)	85%	(198)	232
Pop culture: A casual fan	3%	(15)	7%	(35)	90%	(434)	485
Pop culture: Not a fan	3%	(8)	6%	(16)	92%	(259)	283
Sports: An avid fan	8%	(17)	16%	(33)	76%	(159)	209
Sports: A casual fan	2%	(5)	9%	(28)	90%	(290)	323
Sports: Not a fan	2%	(11)	3%	(14)	95%	(443)	468
Celeb fans on social media	4%	(27)	9%	(66)	87%	(624)	717
Celebs share too much on social media	3%	(14)	8%	(44)	89%	(485)	544
Celebs who don't share are disconnected	4%	(13)	9%	(27)	87%	(277)	317
Celebs should interact on social media	3%	(20)	7%	(46)	90%	(593)	658
Celebs' social media is a professional platform	3%	(6)	8%	(16)	88%	(165)	187
Celebs' social media is a personal platform	3%	(15)	8%	(39)	89%	(424)	478
Connects to celebs paid promoting	7%	(9)	19%	(24)	74%	(95)	128
Connects to celebs non-paid promoting	3%	(12)	9%	(38)	88%	(347)	397
Concerned about climate change	3%	(23)	7%	(52)	90%	(651)	726

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**Table CGZ24\_23:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(34)	7%	(75)	89%	(892)	1000
Humans can stop climate change	4%	(11)	7%	(17)	89%	(230)	258
Humans can slow climate change	2%	(10)	8%	(38)	90%	(437)	485
Climate change is beyond control	3%	(3)	15%	(13)	82%	(68)	84
Completely in-person school	5%	(3)	12%	(7)	82%	(47)	57
Both in person and virtual school	1%	(4)	8%	(25)	91%	(290)	320
Completely virtual school	6%	(19)	5%	(19)	89%	(307)	345
Watch live sports at least once a week	7%	(17)	18%	(43)	74%	(177)	238

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

**Table CGZ24\_24:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(37)	8%	(78)	89%	(885)	1000
Gender: Male	6%	(27)	11%	(55)	83%	(406)	489
Gender: Female	2%	(10)	4%	(23)	94%	(479)	511
Age: 18-34	4%	(20)	11%	(53)	86%	(433)	506
GenZers: 1997-2012	4%	(37)	8%	(78)	89%	(885)	1000
PID: Dem (no lean)	3%	(11)	8%	(28)	89%	(314)	353
PID: Ind (no lean)	4%	(18)	7%	(35)	89%	(437)	490
PID: Rep (no lean)	5%	(8)	9%	(14)	86%	(135)	157
PID/Gender: Dem Men	5%	(8)	11%	(17)	84%	(129)	154
PID/Gender: Dem Women	2%	(3)	5%	(10)	93%	(185)	199
PID/Gender: Ind Men	5%	(13)	11%	(27)	84%	(208)	248
PID/Gender: Ind Women	2%	(5)	4%	(8)	95%	(229)	242
PID/Gender: Rep Men	8%	(7)	12%	(11)	80%	(69)	87
PID/Gender: Rep Women	2%	(2)	5%	(4)	92%	(65)	71
Ideo: Liberal (1-3)	3%	(9)	7%	(23)	90%	(278)	309
Ideo: Moderate (4)	3%	(7)	9%	(19)	87%	(177)	204
Ideo: Conservative (5-7)	5%	(7)	13%	(18)	82%	(114)	140
Educ: < College	4%	(35)	7%	(65)	89%	(818)	918
Educ: Bachelors degree	1%	(1)	17%	(11)	83%	(53)	65
Income: Under 50k	3%	(19)	8%	(49)	88%	(513)	581
Income: 50k-100k	5%	(13)	7%	(20)	88%	(252)	285
Income: 100k+	3%	(4)	7%	(9)	90%	(121)	134
Ethnicity: White	3%	(16)	7%	(43)	91%	(568)	627
Ethnicity: Hispanic	6%	(12)	11%	(23)	83%	(168)	203
Ethnicity: Black	8%	(10)	10%	(13)	82%	(109)	132
Ethnicity: Other	5%	(11)	9%	(21)	86%	(208)	240
All Christian	6%	(15)	10%	(26)	84%	(210)	251
Atheist	2%	(3)	7%	(8)	90%	(97)	107
Agnostic/Nothing in particular	3%	(10)	7%	(29)	90%	(357)	396
Something Else	4%	(7)	5%	(10)	91%	(180)	197
Religious Non-Protestant/Catholic	4%	(2)	10%	(6)	86%	(50)	58

Continued on next page

**Table CGZ24\_24:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(37)	8%	(78)	89%	(885)	1000
Evangelical	5%	(9)	8%	(13)	87%	(142)	163
Non-Evangelical	5%	(13)	8%	(20)	87%	(231)	265
Community: Urban	6%	(14)	11%	(27)	84%	(213)	254
Community: Suburban	3%	(17)	7%	(36)	90%	(488)	540
Community: Rural	3%	(6)	7%	(14)	90%	(185)	205
Employ: Private Sector	5%	(5)	16%	(15)	79%	(78)	98
Employ: Self-Employed	3%	(2)	7%	(4)	90%	(46)	52
Employ: Unemployed	4%	(6)	5%	(9)	91%	(155)	170
Employ: Other	7%	(5)	7%	(5)	87%	(63)	73
Military HH: Yes	4%	(4)	5%	(5)	90%	(86)	95
Military HH: No	4%	(33)	8%	(72)	88%	(799)	905
RD/WT: Right Direction	6%	(11)	10%	(20)	84%	(160)	192
RD/WT: Wrong Track	3%	(26)	7%	(58)	90%	(725)	808
Trump Job Approve	4%	(9)	10%	(22)	86%	(196)	226
Trump Job Disapprove	3%	(22)	7%	(48)	89%	(571)	640
Trump Job Strongly Approve	5%	(4)	8%	(7)	88%	(75)	85
Trump Job Somewhat Approve	4%	(5)	11%	(15)	86%	(121)	141
Trump Job Somewhat Disapprove	2%	(3)	11%	(18)	87%	(140)	161
Trump Job Strongly Disapprove	4%	(19)	6%	(29)	90%	(431)	479
Favorable of Trump	4%	(8)	9%	(17)	87%	(176)	202
Unfavorable of Trump	3%	(20)	7%	(48)	90%	(585)	652
Very Favorable of Trump	7%	(7)	11%	(10)	81%	(74)	91
Somewhat Favorable of Trump	1%	(1)	6%	(7)	92%	(102)	110
Somewhat Unfavorable of Trump	3%	(5)	11%	(15)	86%	(119)	139
Very Unfavorable of Trump	3%	(15)	6%	(32)	91%	(466)	514

Continued on next page

**Table CGZ24\_24:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(37)	8%	(78)	89%	(885)	1000
#1 Issue: Economy	3%	(8)	10%	(28)	87%	(249)	285
#1 Issue: Security	1%	(1)	10%	(7)	90%	(64)	72
#1 Issue: Health Care	4%	(7)	6%	(10)	89%	(150)	168
#1 Issue: Women's Issues	2%	(3)	6%	(8)	92%	(132)	143
#1 Issue: Education	4%	(6)	9%	(13)	87%	(126)	145
#1 Issue: Energy	5%	(4)	6%	(6)	89%	(78)	87
#1 Issue: Other	6%	(5)	6%	(5)	88%	(74)	84
4-Region: Northeast	3%	(6)	14%	(26)	83%	(155)	188
4-Region: Midwest	5%	(10)	5%	(9)	90%	(169)	189
4-Region: South	4%	(14)	6%	(24)	90%	(348)	386
4-Region: West	3%	(7)	7%	(18)	90%	(213)	237
Middle school (Grade 6 - 8)	6%	(4)	2%	(1)	92%	(67)	72
High school (Grade 9 - 12)	4%	(17)	7%	(31)	90%	(414)	461
Community college	6%	(4)	13%	(9)	81%	(55)	67
College or university program	3%	(6)	10%	(20)	87%	(169)	195
I am not in school	3%	(6)	8%	(17)	89%	(181)	204
White, non-Hispanic	2%	(12)	6%	(30)	92%	(500)	543
POC	5%	(25)	10%	(47)	84%	(385)	457
Twitter Users	4%	(17)	10%	(43)	86%	(368)	428
Facebook Users	4%	(18)	10%	(47)	87%	(423)	487
Snapchat Users	4%	(26)	10%	(63)	86%	(530)	620
Instagram Users	4%	(30)	9%	(67)	87%	(666)	762
Tiktok Users	5%	(24)	8%	(39)	87%	(404)	467
Reddit Users	4%	(10)	9%	(24)	87%	(235)	268
YouTube Users	4%	(35)	8%	(73)	88%	(812)	920
Harry Styles Fan	5%	(21)	10%	(42)	85%	(359)	421
Billie Eilish Fan	4%	(22)	9%	(55)	87%	(518)	595
Zendaya Fan	4%	(23)	10%	(59)	87%	(532)	614
Taylor Swift Fan	5%	(22)	9%	(45)	86%	(415)	482
Kylie Jenner Fan	6%	(18)	14%	(43)	80%	(250)	311
Emma Chamberlain Fan	6%	(15)	15%	(36)	78%	(186)	238

Continued on next page

**Table CGZ24\_24:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	4%	(37)	8%	(78)	89%	(885)	1000
Niall Horan Fan	6%	(15)	14%	(36)	80%	(206)	256
Zayn Malik Fan	5%	(15)	14%	(38)	81%	(224)	277
Liam Payne Fan	6%	(14)	18%	(43)	77%	(186)	242
Louis Tomlinson Fan	6%	(13)	19%	(40)	75%	(163)	217
Film: An avid fan	6%	(16)	8%	(21)	86%	(230)	268
Film: A casual fan	3%	(16)	8%	(45)	89%	(479)	539
Film: Not a fan	3%	(6)	6%	(11)	92%	(177)	193
Television: An avid fan	5%	(12)	11%	(26)	84%	(208)	246
Television: A casual fan	3%	(18)	7%	(40)	90%	(504)	562
Television: Not a fan	4%	(8)	6%	(11)	90%	(174)	192
Music: An avid fan	3%	(20)	8%	(49)	89%	(563)	632
Music: A casual fan	4%	(14)	8%	(26)	88%	(293)	333
Fashion: An avid fan	5%	(10)	8%	(17)	88%	(195)	223
Fashion: A casual fan	3%	(14)	8%	(35)	89%	(388)	437
Fashion: Not a fan	4%	(13)	7%	(25)	89%	(302)	340
Pop culture: An avid fan	7%	(15)	9%	(21)	84%	(196)	232
Pop culture: A casual fan	3%	(13)	8%	(41)	89%	(430)	485
Pop culture: Not a fan	3%	(8)	6%	(16)	92%	(259)	283
Sports: An avid fan	8%	(16)	16%	(34)	76%	(159)	209
Sports: A casual fan	3%	(11)	9%	(30)	87%	(283)	323
Sports: Not a fan	2%	(10)	3%	(14)	95%	(444)	468
Celeb fans on social media	4%	(29)	9%	(67)	87%	(620)	717
Celebs share too much on social media	2%	(12)	8%	(45)	89%	(486)	544
Celebs who don't share are disconnected	4%	(14)	11%	(34)	85%	(269)	317
Celebs should interact on social media	3%	(18)	7%	(49)	90%	(591)	658
Celebs' social media is a professional platform	4%	(7)	11%	(20)	86%	(160)	187
Celebs' social media is a personal platform	4%	(17)	8%	(40)	88%	(421)	478
Connects to celebs paid promoting	6%	(8)	19%	(24)	75%	(96)	128
Connects to celebs non-paid promoting	4%	(15)	9%	(35)	87%	(347)	397
Concerned about climate change	3%	(21)	8%	(58)	89%	(647)	726

Continued on next page

**Table CGZ24\_24:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	4%	(37)	8%	(78)	89%	(885)	1000
Humans can stop climate change	5%	(13)	8%	(21)	87%	(224)	258
Humans can slow climate change	2%	(10)	8%	(36)	90%	(439)	485
Climate change is beyond control	6%	(5)	13%	(11)	81%	(68)	84
Completely in-person school	2%	(1)	15%	(9)	82%	(47)	57
Both in person and virtual school	3%	(9)	8%	(24)	90%	(287)	320
Completely virtual school	5%	(17)	7%	(25)	88%	(302)	345
Watch live sports at least once a week	8%	(18)	18%	(42)	75%	(177)	238

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

**Table CGZ24\_25:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Major League Lacrosse

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	7%	(68)	90%	(901)	1000
Gender: Male	4%	(19)	7%	(35)	89%	(435)	489
Gender: Female	2%	(12)	6%	(33)	91%	(466)	511
Age: 18-34	4%	(19)	9%	(46)	87%	(441)	506
GenZers: 1997-2012	3%	(31)	7%	(68)	90%	(901)	1000
PID: Dem (no lean)	3%	(10)	6%	(22)	91%	(321)	353
PID: Ind (no lean)	3%	(17)	7%	(35)	90%	(439)	490
PID: Rep (no lean)	3%	(5)	8%	(12)	90%	(141)	157
PID/Gender: Dem Men	2%	(4)	7%	(10)	91%	(140)	154
PID/Gender: Dem Women	3%	(6)	6%	(11)	91%	(181)	199
PID/Gender: Ind Men	4%	(11)	8%	(19)	88%	(218)	248
PID/Gender: Ind Women	2%	(6)	6%	(15)	91%	(221)	242
PID/Gender: Rep Men	5%	(5)	6%	(5)	89%	(77)	87
PID/Gender: Rep Women	—	(0)	10%	(7)	90%	(64)	71
Ideo: Liberal (1-3)	2%	(8)	6%	(18)	92%	(283)	309
Ideo: Moderate (4)	2%	(5)	8%	(16)	90%	(183)	204
Ideo: Conservative (5-7)	3%	(4)	8%	(11)	90%	(126)	140
Educ: < College	3%	(29)	6%	(56)	91%	(833)	918
Educ: Bachelors degree	—	(0)	15%	(10)	85%	(55)	65
Income: Under 50k	3%	(20)	8%	(46)	89%	(515)	581
Income: 50k-100k	3%	(9)	5%	(13)	92%	(263)	285
Income: 100k+	2%	(3)	6%	(8)	92%	(123)	134
Ethnicity: White	3%	(16)	6%	(37)	92%	(574)	627
Ethnicity: Hispanic	6%	(12)	7%	(15)	86%	(175)	203
Ethnicity: Black	5%	(7)	11%	(15)	84%	(111)	132
Ethnicity: Other	4%	(9)	7%	(16)	90%	(216)	240
All Christian	3%	(8)	8%	(19)	89%	(223)	251
Atheist	4%	(5)	3%	(3)	93%	(99)	107
Agnostic/Nothing in particular	2%	(9)	8%	(33)	90%	(354)	396
Something Else	4%	(9)	3%	(7)	92%	(182)	197
Religious Non-Protestant/Catholic	2%	(1)	11%	(6)	87%	(50)	58

Continued on next page

**Table CGZ24\_25:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Major League Lacrosse

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	7%	(68)	90%	(901)	1000
Evangelical	4%	(6)	6%	(10)	91%	(148)	163
Non-Evangelical	4%	(11)	5%	(15)	90%	(239)	265
Community: Urban	3%	(8)	8%	(19)	90%	(228)	254
Community: Suburban	3%	(17)	7%	(37)	90%	(487)	540
Community: Rural	3%	(7)	6%	(12)	91%	(186)	205
Employ: Private Sector	4%	(4)	13%	(12)	83%	(82)	98
Employ: Self-Employed	1%	(1)	8%	(4)	91%	(47)	52
Employ: Unemployed	4%	(6)	8%	(13)	89%	(151)	170
Employ: Other	4%	(3)	6%	(4)	90%	(66)	73
Military HH: Yes	6%	(6)	7%	(6)	87%	(83)	95
Military HH: No	3%	(26)	7%	(62)	90%	(817)	905
RD/WT: Right Direction	8%	(15)	8%	(16)	84%	(161)	192
RD/WT: Wrong Track	2%	(16)	6%	(53)	91%	(739)	808
Trump Job Approve	4%	(8)	8%	(18)	88%	(200)	226
Trump Job Disapprove	3%	(17)	6%	(39)	91%	(584)	640
Trump Job Strongly Approve	3%	(2)	7%	(6)	90%	(77)	85
Trump Job Somewhat Approve	4%	(6)	9%	(12)	87%	(123)	141
Trump Job Somewhat Disapprove	1%	(1)	7%	(12)	92%	(148)	161
Trump Job Strongly Disapprove	3%	(16)	6%	(27)	91%	(436)	479
Favorable of Trump	3%	(5)	8%	(17)	89%	(180)	202
Unfavorable of Trump	3%	(17)	6%	(37)	92%	(598)	652
Very Favorable of Trump	1%	(1)	10%	(9)	89%	(81)	91
Somewhat Favorable of Trump	4%	(4)	7%	(7)	90%	(99)	110
Somewhat Unfavorable of Trump	2%	(3)	5%	(7)	92%	(128)	139
Very Unfavorable of Trump	3%	(14)	6%	(30)	91%	(470)	514

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**Table CGZ24\_25:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Major League Lacrosse

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	7%	(68)	90%	(901)	1000
#1 Issue: Economy	2%	(7)	8%	(23)	90%	(256)	285
#1 Issue: Security	2%	(1)	5%	(3)	93%	(67)	72
#1 Issue: Health Care	3%	(5)	6%	(10)	91%	(153)	168
#1 Issue: Women's Issues	2%	(3)	7%	(10)	91%	(131)	143
#1 Issue: Education	4%	(6)	5%	(8)	91%	(131)	145
#1 Issue: Energy	2%	(1)	6%	(6)	92%	(80)	87
#1 Issue: Other	8%	(7)	9%	(7)	84%	(70)	84
4-Region: Northeast	2%	(4)	10%	(20)	87%	(165)	188
4-Region: Midwest	3%	(5)	6%	(11)	92%	(173)	189
4-Region: South	3%	(12)	5%	(21)	91%	(353)	386
4-Region: West	4%	(10)	7%	(17)	89%	(210)	237
Middle school (Grade 6 - 8)	8%	(6)	1%	(1)	90%	(65)	72
High school (Grade 9 - 12)	2%	(11)	7%	(31)	91%	(420)	461
Community college	5%	(3)	8%	(5)	88%	(59)	67
College or university program	3%	(6)	7%	(14)	89%	(174)	195
I am not in school	2%	(5)	8%	(16)	90%	(183)	204
White, non-Hispanic	2%	(13)	6%	(30)	92%	(499)	543
POC	4%	(18)	8%	(38)	88%	(401)	457
Twitter Users	3%	(11)	8%	(34)	90%	(384)	428
Facebook Users	3%	(14)	8%	(39)	89%	(434)	487
Snapchat Users	3%	(20)	8%	(48)	89%	(552)	620
Instagram Users	3%	(25)	7%	(57)	89%	(681)	762
Tiktok Users	4%	(19)	8%	(36)	88%	(412)	467
Reddit Users	2%	(7)	6%	(17)	91%	(245)	268
YouTube Users	3%	(30)	7%	(63)	90%	(827)	920
Harry Styles Fan	4%	(17)	11%	(45)	85%	(359)	421
Billie Eilish Fan	3%	(19)	9%	(51)	88%	(526)	595
Zendaya Fan	3%	(21)	9%	(55)	88%	(537)	614
Taylor Swift Fan	3%	(16)	9%	(46)	87%	(420)	482
Kylie Jenner Fan	5%	(15)	14%	(42)	82%	(254)	311
Emma Chamberlain Fan	4%	(9)	16%	(39)	80%	(190)	238

Continued on next page

**Table CGZ24\_25:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Major League Lacrosse

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	7%	(68)	90%	(901)	1000
Niall Horan Fan	3%	(8)	13%	(32)	84%	(216)	256
Zayn Malik Fan	4%	(12)	12%	(34)	83%	(230)	277
Liam Payne Fan	4%	(9)	14%	(34)	82%	(199)	242
Louis Tomlinson Fan	5%	(11)	16%	(34)	79%	(172)	217
Film: An avid fan	5%	(13)	9%	(24)	86%	(230)	268
Film: A casual fan	3%	(14)	6%	(34)	91%	(491)	539
Film: Not a fan	2%	(4)	5%	(9)	93%	(180)	193
Television: An avid fan	4%	(9)	11%	(27)	85%	(209)	246
Television: A casual fan	3%	(16)	6%	(32)	91%	(513)	562
Television: Not a fan	3%	(6)	4%	(8)	93%	(178)	192
Music: An avid fan	2%	(15)	7%	(47)	90%	(570)	632
Music: A casual fan	4%	(13)	6%	(20)	90%	(300)	333
Fashion: An avid fan	5%	(11)	10%	(22)	85%	(190)	223
Fashion: A casual fan	2%	(10)	7%	(29)	91%	(398)	437
Fashion: Not a fan	3%	(10)	5%	(17)	92%	(313)	340
Pop culture: An avid fan	4%	(10)	8%	(19)	87%	(203)	232
Pop culture: A casual fan	2%	(11)	8%	(38)	90%	(435)	485
Pop culture: Not a fan	4%	(10)	4%	(11)	93%	(262)	283
Sports: An avid fan	5%	(11)	12%	(25)	83%	(173)	209
Sports: A casual fan	3%	(9)	8%	(24)	89%	(289)	323
Sports: Not a fan	2%	(11)	4%	(18)	94%	(439)	468
Celeb fans on social media	3%	(22)	8%	(60)	88%	(634)	717
Celebs share too much on social media	2%	(9)	7%	(38)	91%	(496)	544
Celebs who don't share are disconnected	3%	(11)	8%	(25)	89%	(281)	317
Celebs should interact on social media	3%	(17)	6%	(40)	91%	(600)	658
Celebs' social media is a professional platform	5%	(9)	10%	(18)	85%	(160)	187
Celebs' social media is a personal platform	1%	(7)	6%	(31)	92%	(440)	478
Connects to celebs paid promoting	7%	(8)	14%	(18)	79%	(101)	128
Connects to celebs non-paid promoting	4%	(14)	7%	(29)	89%	(354)	397
Concerned about climate change	3%	(19)	6%	(44)	91%	(662)	726

Continued on next page

**Table CGZ24\_25:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Major League Lacrosse

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	7%	(68)	90%	(901)	1000
Humans can stop climate change	4%	(11)	6%	(14)	90%	(233)	258
Humans can slow climate change	—	(2)	6%	(31)	93%	(452)	485
Climate change is beyond control	8%	(6)	12%	(10)	80%	(67)	84
Completely in-person school	9%	(5)	7%	(4)	83%	(47)	57
Both in person and virtual school	1%	(5)	5%	(14)	94%	(301)	320
Completely virtual school	4%	(13)	7%	(25)	89%	(307)	345
Watch live sports at least once a week	5%	(11)	12%	(29)	83%	(197)	238

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

**Table CGZ24\_26:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(26)	7%	(67)	91%	(907)	1000
Gender: Male	4%	(20)	7%	(36)	88%	(432)	489
Gender: Female	1%	(6)	6%	(31)	93%	(475)	511
Age: 18-34	3%	(15)	10%	(50)	87%	(441)	506
GenZers: 1997-2012	3%	(26)	7%	(67)	91%	(907)	1000
PID: Dem (no lean)	2%	(6)	7%	(26)	91%	(321)	353
PID: Ind (no lean)	3%	(13)	6%	(32)	91%	(445)	490
PID: Rep (no lean)	4%	(7)	6%	(9)	90%	(141)	157
PID/Gender: Dem Men	2%	(4)	10%	(15)	88%	(135)	154
PID/Gender: Dem Women	1%	(2)	5%	(11)	93%	(186)	199
PID/Gender: Ind Men	4%	(10)	6%	(16)	89%	(222)	248
PID/Gender: Ind Women	1%	(3)	6%	(16)	92%	(223)	242
PID/Gender: Rep Men	8%	(7)	5%	(5)	87%	(75)	87
PID/Gender: Rep Women	—	(0)	6%	(5)	94%	(66)	71
Ideo: Liberal (1-3)	1%	(4)	6%	(18)	93%	(287)	309
Ideo: Moderate (4)	1%	(3)	10%	(20)	89%	(181)	204
Ideo: Conservative (5-7)	3%	(4)	7%	(10)	90%	(126)	140
Educ: < College	3%	(23)	6%	(56)	91%	(839)	918
Educ: Bachelors degree	2%	(1)	13%	(8)	85%	(55)	65
Income: Under 50k	3%	(19)	7%	(40)	90%	(522)	581
Income: 50k-100k	1%	(4)	7%	(19)	92%	(263)	285
Income: 100k+	3%	(4)	6%	(8)	91%	(122)	134
Ethnicity: White	2%	(12)	6%	(39)	92%	(576)	627
Ethnicity: Hispanic	3%	(6)	8%	(15)	89%	(181)	203
Ethnicity: Black	6%	(7)	10%	(13)	84%	(112)	132
Ethnicity: Other	3%	(7)	6%	(15)	91%	(219)	240
All Christian	3%	(7)	9%	(22)	88%	(221)	251
Atheist	3%	(4)	5%	(5)	92%	(98)	107
Agnostic/Nothing in particular	2%	(8)	7%	(29)	91%	(358)	396
Something Else	3%	(5)	3%	(7)	94%	(185)	197
Religious Non-Protestant/Catholic	3%	(2)	6%	(3)	91%	(53)	58

Continued on next page

**Table CGZ24\_26:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(26)	7%	(67)	91%	(907)	1000
Evangelical	2%	(3)	6%	(10)	92%	(151)	163
Non-Evangelical	4%	(10)	7%	(18)	90%	(237)	265
Community: Urban	2%	(6)	9%	(22)	89%	(226)	254
Community: Suburban	3%	(14)	6%	(32)	91%	(494)	540
Community: Rural	3%	(5)	7%	(14)	91%	(186)	205
Employ: Private Sector	5%	(5)	14%	(13)	82%	(80)	98
Employ: Self-Employed	2%	(1)	11%	(6)	87%	(45)	52
Employ: Unemployed	2%	(4)	7%	(12)	91%	(154)	170
Employ: Other	6%	(4)	3%	(3)	90%	(66)	73
Military HH: Yes	6%	(5)	6%	(6)	88%	(84)	95
Military HH: No	2%	(21)	7%	(61)	91%	(823)	905
RD/WT: Right Direction	7%	(14)	9%	(17)	84%	(160)	192
RD/WT: Wrong Track	1%	(12)	6%	(50)	92%	(746)	808
Trump Job Approve	4%	(8)	8%	(17)	89%	(201)	226
Trump Job Disapprove	2%	(13)	6%	(41)	92%	(586)	640
Trump Job Strongly Approve	1%	(1)	7%	(6)	92%	(78)	85
Trump Job Somewhat Approve	5%	(7)	8%	(11)	87%	(122)	141
Trump Job Somewhat Disapprove	1%	(1)	8%	(14)	91%	(146)	161
Trump Job Strongly Disapprove	2%	(12)	6%	(27)	92%	(440)	479
Favorable of Trump	3%	(6)	7%	(14)	90%	(181)	202
Unfavorable of Trump	2%	(14)	6%	(42)	91%	(597)	652
Very Favorable of Trump	2%	(2)	7%	(7)	91%	(83)	91
Somewhat Favorable of Trump	4%	(4)	7%	(7)	90%	(99)	110
Somewhat Unfavorable of Trump	3%	(4)	8%	(11)	90%	(124)	139
Very Unfavorable of Trump	2%	(10)	6%	(31)	92%	(472)	514

Continued on next page

**Table CGZ24\_26:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(26)	7%	(67)	91%	(907)	1000
#1 Issue: Economy	2%	(5)	9%	(27)	89%	(253)	285
#1 Issue: Security	1%	(1)	2%	(2)	97%	(70)	72
#1 Issue: Health Care	5%	(8)	4%	(6)	92%	(154)	168
#1 Issue: Women's Issues	1%	(2)	9%	(13)	90%	(128)	143
#1 Issue: Education	2%	(3)	5%	(7)	93%	(134)	145
#1 Issue: Energy	1%	(1)	6%	(5)	93%	(81)	87
#1 Issue: Other	6%	(5)	8%	(7)	86%	(72)	84
4-Region: Northeast	2%	(4)	10%	(20)	88%	(165)	188
4-Region: Midwest	2%	(3)	5%	(10)	93%	(176)	189
4-Region: South	2%	(9)	7%	(26)	91%	(351)	386
4-Region: West	4%	(10)	5%	(12)	91%	(215)	237
Middle school (Grade 6 - 8)	6%	(4)	1%	(1)	93%	(67)	72
High school (Grade 9 - 12)	2%	(11)	5%	(23)	93%	(428)	461
Community college	—	(0)	11%	(8)	89%	(60)	67
College or university program	2%	(4)	10%	(20)	87%	(170)	195
I am not in school	3%	(6)	8%	(16)	89%	(182)	204
White, non-Hispanic	2%	(10)	6%	(33)	92%	(500)	543
POC	3%	(16)	8%	(34)	89%	(407)	457
Twitter Users	3%	(13)	8%	(36)	89%	(380)	428
Facebook Users	3%	(15)	8%	(41)	89%	(432)	487
Snapchat Users	3%	(16)	8%	(47)	90%	(557)	620
Instagram Users	3%	(22)	8%	(57)	90%	(683)	762
Tiktok Users	3%	(13)	8%	(38)	89%	(416)	467
Reddit Users	3%	(8)	7%	(18)	90%	(242)	268
YouTube Users	3%	(26)	7%	(63)	90%	(831)	920
Harry Styles Fan	4%	(15)	10%	(43)	86%	(364)	421
Billie Eilish Fan	3%	(16)	9%	(52)	89%	(528)	595
Zendaya Fan	3%	(17)	8%	(52)	89%	(545)	614
Taylor Swift Fan	3%	(15)	10%	(47)	87%	(419)	482
Kylie Jenner Fan	5%	(15)	14%	(44)	81%	(252)	311
Emma Chamberlain Fan	3%	(8)	16%	(38)	81%	(192)	238

Continued on next page

**Table CGZ24\_26:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Z'ers (Age 13-23)	3%	(26)	7%	(67)	91%	(907)	1000
Niall Horan Fan	4%	(11)	11%	(29)	84%	(217)	256
Zayn Malik Fan	4%	(12)	12%	(34)	83%	(231)	277
Liam Payne Fan	5%	(11)	14%	(33)	82%	(197)	242
Louis Tomlinson Fan	6%	(13)	14%	(31)	80%	(173)	217
Film: An avid fan	5%	(12)	11%	(30)	84%	(225)	268
Film: A casual fan	2%	(10)	5%	(28)	93%	(501)	539
Film: Not a fan	2%	(3)	5%	(9)	94%	(181)	193
Television: An avid fan	3%	(8)	9%	(22)	88%	(217)	246
Television: A casual fan	2%	(13)	6%	(34)	92%	(515)	562
Television: Not a fan	3%	(5)	6%	(12)	91%	(175)	192
Music: An avid fan	2%	(15)	8%	(51)	90%	(566)	632
Music: A casual fan	3%	(10)	5%	(16)	92%	(308)	333
Fashion: An avid fan	3%	(6)	12%	(27)	85%	(190)	223
Fashion: A casual fan	2%	(9)	7%	(29)	91%	(399)	437
Fashion: Not a fan	3%	(11)	3%	(11)	93%	(318)	340
Pop culture: An avid fan	2%	(5)	12%	(28)	86%	(199)	232
Pop culture: A casual fan	2%	(10)	6%	(30)	92%	(445)	485
Pop culture: Not a fan	4%	(11)	3%	(10)	93%	(262)	283
Sports: An avid fan	5%	(10)	13%	(28)	82%	(171)	209
Sports: A casual fan	2%	(7)	8%	(26)	90%	(290)	323
Sports: Not a fan	2%	(9)	3%	(14)	95%	(445)	468
Celeb fans on social media	3%	(20)	8%	(59)	89%	(638)	717
Celebs share too much on social media	3%	(14)	8%	(41)	90%	(488)	544
Celebs who don't share are disconnected	4%	(13)	10%	(30)	86%	(274)	317
Celebs should interact on social media	2%	(15)	7%	(45)	91%	(598)	658
Celebs' social media is a professional platform	3%	(5)	9%	(17)	88%	(164)	187
Celebs' social media is a personal platform	2%	(9)	7%	(32)	91%	(437)	478
Connects to celebs paid promoting	4%	(6)	18%	(22)	78%	(100)	128
Connects to celebs non-paid promoting	2%	(8)	8%	(31)	90%	(357)	397
Concerned about climate change	2%	(18)	7%	(48)	91%	(660)	726

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**Table CGZ24\_26:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(26)	7%	(67)	91%	(907)	1000
Humans can stop climate change	3%	(7)	7%	(18)	90%	(234)	258
Humans can slow climate change	2%	(9)	6%	(28)	92%	(448)	485
Climate change is beyond control	3%	(3)	11%	(9)	86%	(72)	84
Completely in-person school	3%	(1)	8%	(5)	89%	(51)	57
Both in person and virtual school	2%	(5)	5%	(15)	94%	(299)	320
Completely virtual school	3%	(10)	8%	(26)	90%	(309)	345
Watch live sports at least once a week	4%	(11)	13%	(30)	83%	(197)	238

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



**Table CGZ24\_27:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	6%	(63)	91%	(906)	1000
Gender: Male	5%	(23)	8%	(39)	87%	(427)	489
Gender: Female	2%	(8)	5%	(25)	94%	(478)	511
Age: 18-34	4%	(20)	9%	(47)	87%	(439)	506
GenZers: 1997-2012	3%	(31)	6%	(63)	91%	(906)	1000
PID: Dem (no lean)	4%	(14)	5%	(18)	91%	(321)	353
PID: Ind (no lean)	3%	(13)	7%	(32)	91%	(445)	490
PID: Rep (no lean)	3%	(5)	8%	(13)	89%	(140)	157
PID/Gender: Dem Men	5%	(8)	6%	(9)	89%	(137)	154
PID/Gender: Dem Women	3%	(5)	4%	(9)	93%	(184)	199
PID/Gender: Ind Men	4%	(10)	9%	(22)	87%	(216)	248
PID/Gender: Ind Women	1%	(3)	4%	(11)	94%	(228)	242
PID/Gender: Rep Men	5%	(5)	9%	(8)	86%	(74)	87
PID/Gender: Rep Women	—	(0)	7%	(5)	93%	(66)	71
Ideo: Liberal (1-3)	2%	(8)	7%	(20)	91%	(282)	309
Ideo: Moderate (4)	3%	(6)	8%	(17)	89%	(180)	204
Ideo: Conservative (5-7)	—	(1)	7%	(10)	93%	(130)	140
Educ: < College	3%	(27)	6%	(54)	91%	(838)	918
Educ: Bachelors degree	5%	(3)	13%	(9)	82%	(53)	65
Income: Under 50k	3%	(19)	8%	(44)	89%	(519)	581
Income: 50k-100k	3%	(9)	5%	(15)	91%	(261)	285
Income: 100k+	2%	(3)	3%	(4)	94%	(126)	134
Ethnicity: White	2%	(15)	6%	(39)	91%	(573)	627
Ethnicity: Hispanic	4%	(8)	8%	(15)	89%	(179)	203
Ethnicity: Black	7%	(10)	8%	(10)	85%	(113)	132
Ethnicity: Other	3%	(6)	6%	(14)	92%	(220)	240
All Christian	4%	(10)	8%	(20)	88%	(220)	251
Atheist	6%	(6)	3%	(4)	91%	(97)	107
Agnostic/Nothing in particular	3%	(10)	6%	(25)	91%	(360)	396
Something Else	2%	(4)	5%	(10)	93%	(184)	197
Religious Non-Protestant/Catholic	2%	(1)	7%	(4)	91%	(52)	58

Continued on next page

**Table CGZ24\_27:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	6%	(63)	91%	(906)	1000
Evangelical	2%	(4)	8%	(14)	89%	(145)	163
Non-Evangelical	4%	(10)	6%	(15)	91%	(240)	265
Community: Urban	3%	(7)	10%	(24)	88%	(223)	254
Community: Suburban	4%	(19)	5%	(26)	92%	(496)	540
Community: Rural	3%	(5)	6%	(13)	91%	(187)	205
Employ: Private Sector	6%	(6)	11%	(11)	83%	(81)	98
Employ: Self-Employed	3%	(2)	8%	(4)	89%	(46)	52
Employ: Unemployed	2%	(4)	9%	(15)	89%	(151)	170
Employ: Other	5%	(4)	3%	(2)	92%	(67)	73
Military HH: Yes	6%	(6)	8%	(8)	86%	(82)	95
Military HH: No	3%	(25)	6%	(56)	91%	(824)	905
RD/WT: Right Direction	7%	(13)	10%	(19)	84%	(160)	192
RD/WT: Wrong Track	2%	(18)	6%	(45)	92%	(745)	808
Trump Job Approve	3%	(7)	9%	(21)	88%	(198)	226
Trump Job Disapprove	3%	(18)	5%	(35)	92%	(587)	640
Trump Job Strongly Approve	3%	(2)	7%	(6)	90%	(77)	85
Trump Job Somewhat Approve	3%	(5)	10%	(15)	86%	(121)	141
Trump Job Somewhat Disapprove	2%	(3)	6%	(9)	92%	(149)	161
Trump Job Strongly Disapprove	3%	(15)	5%	(25)	92%	(438)	479
Favorable of Trump	2%	(5)	8%	(16)	90%	(181)	202
Unfavorable of Trump	3%	(17)	5%	(34)	92%	(601)	652
Very Favorable of Trump	2%	(1)	10%	(10)	88%	(80)	91
Somewhat Favorable of Trump	3%	(3)	6%	(7)	91%	(100)	110
Somewhat Unfavorable of Trump	2%	(3)	5%	(6)	93%	(129)	139
Very Unfavorable of Trump	3%	(14)	5%	(28)	92%	(472)	514

Continued on next page

**Table CGZ24\_27:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	6%	(63)	91%	(906)	1000
#1 Issue: Economy	3%	(7)	7%	(21)	90%	(257)	285
#1 Issue: Security	1%	(1)	5%	(3)	95%	(68)	72
#1 Issue: Health Care	5%	(8)	5%	(9)	90%	(150)	168
#1 Issue: Women's Issues	2%	(3)	5%	(7)	93%	(133)	143
#1 Issue: Education	3%	(4)	7%	(10)	90%	(131)	145
#1 Issue: Energy	1%	(1)	6%	(5)	93%	(81)	87
#1 Issue: Other	6%	(5)	8%	(7)	86%	(72)	84
4-Region: Northeast	2%	(5)	9%	(18)	88%	(166)	188
4-Region: Midwest	3%	(5)	5%	(9)	93%	(175)	189
4-Region: South	3%	(10)	7%	(25)	91%	(351)	386
4-Region: West	5%	(12)	5%	(11)	90%	(215)	237
Middle school (Grade 6 - 8)	6%	(4)	2%	(2)	92%	(66)	72
High school (Grade 9 - 12)	2%	(11)	5%	(23)	93%	(427)	461
Community college	2%	(1)	9%	(6)	89%	(60)	67
College or university program	4%	(7)	9%	(17)	88%	(171)	195
I am not in school	3%	(7)	8%	(16)	89%	(182)	204
White, non-Hispanic	2%	(13)	6%	(31)	92%	(499)	543
POC	4%	(18)	7%	(33)	89%	(406)	457
Twitter Users	4%	(15)	7%	(29)	90%	(383)	428
Facebook Users	3%	(16)	7%	(34)	90%	(437)	487
Snapchat Users	4%	(22)	6%	(40)	90%	(558)	620
Instagram Users	3%	(27)	7%	(51)	90%	(685)	762
Tiktok Users	4%	(19)	7%	(34)	89%	(414)	467
Reddit Users	4%	(11)	5%	(12)	91%	(245)	268
YouTube Users	3%	(30)	6%	(59)	90%	(831)	920
Harry Styles Fan	5%	(20)	9%	(36)	87%	(365)	421
Billie Eilish Fan	3%	(19)	8%	(48)	89%	(527)	595
Zendaya Fan	4%	(22)	7%	(46)	89%	(546)	614
Taylor Swift Fan	4%	(21)	8%	(39)	88%	(422)	482
Kylie Jenner Fan	5%	(16)	12%	(36)	83%	(258)	311
Emma Chamberlain Fan	6%	(13)	13%	(31)	81%	(194)	238

Continued on next page

**Table CGZ24\_27:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	6%	(63)	91%	(906)	1000
Niall Horan Fan	5%	(13)	10%	(27)	85%	(217)	256
Zayn Malik Fan	6%	(17)	11%	(29)	83%	(230)	277
Liam Payne Fan	6%	(14)	12%	(29)	82%	(199)	242
Louis Tomlinson Fan	7%	(15)	14%	(31)	79%	(171)	217
Film: An avid fan	5%	(13)	7%	(20)	88%	(235)	268
Film: A casual fan	3%	(15)	7%	(35)	91%	(489)	539
Film: Not a fan	2%	(3)	4%	(8)	94%	(182)	193
Television: An avid fan	5%	(11)	10%	(24)	86%	(211)	246
Television: A casual fan	2%	(14)	6%	(32)	92%	(516)	562
Television: Not a fan	3%	(6)	4%	(7)	93%	(179)	192
Music: An avid fan	3%	(21)	6%	(40)	90%	(571)	632
Music: A casual fan	2%	(8)	7%	(22)	91%	(303)	333
Fashion: An avid fan	5%	(10)	7%	(16)	88%	(196)	223
Fashion: A casual fan	3%	(11)	6%	(28)	91%	(398)	437
Fashion: Not a fan	3%	(10)	6%	(20)	91%	(311)	340
Pop culture: An avid fan	6%	(13)	7%	(16)	87%	(203)	232
Pop culture: A casual fan	2%	(8)	7%	(34)	91%	(442)	485
Pop culture: Not a fan	3%	(10)	4%	(12)	92%	(261)	283
Sports: An avid fan	6%	(13)	11%	(23)	83%	(172)	209
Sports: A casual fan	2%	(7)	7%	(24)	90%	(292)	323
Sports: Not a fan	2%	(11)	3%	(16)	94%	(441)	468
Celeb fans on social media	3%	(24)	8%	(57)	89%	(636)	717
Celebs share too much on social media	3%	(16)	6%	(34)	91%	(494)	544
Celebs who don't share are disconnected	4%	(14)	7%	(21)	89%	(282)	317
Celebs should interact on social media	3%	(19)	6%	(41)	91%	(599)	658
Celebs' social media is a professional platform	5%	(8)	12%	(22)	84%	(157)	187
Celebs' social media is a personal platform	3%	(12)	6%	(28)	92%	(438)	478
Connects to celebs paid promoting	8%	(10)	13%	(16)	80%	(102)	128
Connects to celebs non-paid promoting	3%	(13)	7%	(29)	89%	(354)	397
Concerned about climate change	3%	(22)	6%	(46)	91%	(658)	726

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**Table CGZ24\_27:** Now on a different topic...In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
 National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Gen Zers (Age 13-23)	3%	(31)	6%	(63)	91%	(906)	1000
Humans can stop climate change	3%	(8)	6%	(15)	91%	(235)	258
Humans can slow climate change	2%	(8)	7%	(33)	92%	(444)	485
Climate change is beyond control	7%	(6)	10%	(8)	83%	(70)	84
Completely in-person school	4%	(2)	12%	(7)	84%	(48)	57
Both in person and virtual school	2%	(6)	5%	(16)	93%	(298)	320
Completely virtual school	4%	(14)	6%	(20)	90%	(311)	345
Watch live sports at least once a week	5%	(12)	11%	(26)	84%	(199)	238

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

**Table CGZ27: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Gen Zers (Age 13-23)	8%	(77)	16%	(160)	13%	(131)	24%	(242)	39%	(389)	1000
Gender: Male	14%	(67)	22%	(105)	13%	(62)	20%	(99)	32%	(156)	489
Gender: Female	2%	(11)	11%	(55)	14%	(69)	28%	(143)	46%	(233)	511
Age: 18-34	9%	(48)	18%	(92)	13%	(68)	21%	(106)	38%	(193)	506
GenZers: 1997-2012	8%	(77)	16%	(160)	13%	(131)	24%	(242)	39%	(389)	1000
PID: Dem (no lean)	8%	(28)	18%	(65)	13%	(46)	21%	(73)	40%	(140)	353
PID: Ind (no lean)	6%	(29)	13%	(63)	11%	(54)	27%	(132)	43%	(213)	490
PID: Rep (no lean)	13%	(20)	21%	(33)	20%	(31)	23%	(37)	23%	(36)	157
PID/Gender: Dem Men	16%	(25)	27%	(41)	10%	(16)	16%	(25)	30%	(47)	154
PID/Gender: Dem Women	2%	(4)	12%	(23)	15%	(30)	24%	(48)	47%	(94)	199
PID/Gender: Ind Men	10%	(24)	16%	(40)	10%	(25)	25%	(61)	39%	(97)	248
PID/Gender: Ind Women	2%	(5)	9%	(23)	12%	(29)	29%	(71)	48%	(115)	242
PID/Gender: Rep Men	21%	(18)	27%	(24)	24%	(21)	15%	(13)	14%	(12)	87
PID/Gender: Rep Women	4%	(3)	13%	(9)	15%	(11)	34%	(24)	34%	(24)	71
Ideo: Liberal (1-3)	6%	(20)	17%	(52)	13%	(40)	23%	(71)	41%	(126)	309
Ideo: Moderate (4)	9%	(19)	18%	(37)	16%	(33)	23%	(47)	33%	(68)	204
Ideo: Conservative (5-7)	11%	(16)	23%	(32)	15%	(20)	29%	(41)	22%	(31)	140
Educ: < College	7%	(66)	15%	(142)	13%	(120)	24%	(219)	40%	(371)	918
Educ: Bachelors degree	12%	(8)	24%	(16)	15%	(10)	29%	(19)	20%	(13)	65
Income: Under 50k	7%	(40)	14%	(79)	11%	(67)	22%	(129)	46%	(266)	581
Income: 50k-100k	8%	(23)	19%	(54)	15%	(43)	26%	(74)	32%	(91)	285
Income: 100k+	11%	(14)	20%	(27)	16%	(22)	29%	(39)	24%	(33)	134
Ethnicity: White	8%	(50)	15%	(96)	13%	(82)	24%	(149)	40%	(250)	627
Ethnicity: Hispanic	10%	(20)	17%	(35)	14%	(28)	22%	(44)	37%	(75)	203
Ethnicity: Black	10%	(13)	21%	(27)	13%	(18)	23%	(30)	33%	(44)	132
Ethnicity: Other	6%	(14)	15%	(37)	13%	(31)	26%	(63)	40%	(96)	240
All Christian	13%	(33)	18%	(46)	16%	(41)	26%	(66)	26%	(65)	251
Atheist	4%	(4)	13%	(14)	12%	(13)	27%	(29)	45%	(48)	107
Agnostic/Nothing in particular	8%	(31)	15%	(58)	9%	(37)	23%	(90)	45%	(180)	396
Something Else	4%	(7)	16%	(32)	15%	(29)	24%	(48)	41%	(81)	197
Religious Non-Protestant/Catholic	5%	(3)	19%	(11)	22%	(13)	21%	(12)	33%	(19)	58

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**Table CGZ27: How often do you watch live sporting events?**

Demographic	Almost every day	At least once a week	At least once a month	Once every few months	Never	Total N
Gen Zers (Age 13-23)	8% (77)	16% (160)	13% (131)	24% (242)	39% (389)	1000
Evangelical	9% (15)	18% (30)	18% (30)	25% (42)	29% (47)	163
Non-Evangelical	10% (25)	17% (46)	13% (35)	26% (69)	34% (89)	265
Community: Urban	8% (20)	17% (44)	14% (36)	19% (47)	42% (107)	254
Community: Suburban	8% (45)	16% (86)	14% (75)	27% (144)	35% (191)	540
Community: Rural	6% (12)	15% (30)	10% (21)	25% (51)	45% (92)	205
Employ: Private Sector	8% (8)	21% (20)	19% (19)	28% (27)	24% (24)	98
Employ: Self-Employed	13% (7)	18% (9)	8% (4)	25% (13)	36% (19)	52
Employ: Unemployed	6% (10)	12% (21)	13% (21)	20% (35)	49% (84)	170
Employ: Other	14% (10)	15% (11)	7% (5)	16% (11)	49% (36)	73
Military HH: Yes	8% (8)	14% (14)	14% (13)	27% (26)	37% (35)	95
Military HH: No	8% (70)	16% (147)	13% (118)	24% (216)	39% (354)	905
RD/WT: Right Direction	9% (17)	20% (38)	15% (28)	26% (49)	31% (59)	192
RD/WT: Wrong Track	7% (60)	15% (123)	13% (103)	24% (193)	41% (330)	808
Trump Job Approve	10% (22)	21% (48)	17% (39)	25% (57)	27% (61)	226
Trump Job Disapprove	8% (50)	15% (98)	12% (75)	24% (153)	41% (264)	640
Trump Job Strongly Approve	11% (9)	15% (13)	20% (17)	20% (17)	35% (30)	85
Trump Job Somewhat Approve	9% (12)	25% (35)	15% (22)	28% (40)	22% (31)	141
Trump Job Somewhat Disapprove	8% (14)	15% (24)	16% (25)	27% (43)	34% (55)	161
Trump Job Strongly Disapprove	8% (36)	15% (73)	10% (50)	23% (110)	44% (209)	479
Favorable of Trump	10% (19)	22% (44)	15% (30)	26% (52)	28% (56)	202
Unfavorable of Trump	8% (50)	15% (95)	13% (83)	25% (161)	40% (264)	652
Very Favorable of Trump	10% (9)	17% (16)	14% (13)	22% (20)	36% (33)	91
Somewhat Favorable of Trump	9% (10)	26% (29)	16% (17)	28% (31)	21% (23)	110
Somewhat Unfavorable of Trump	11% (16)	12% (17)	16% (22)	31% (43)	29% (40)	139
Very Unfavorable of Trump	7% (34)	15% (78)	12% (60)	23% (117)	43% (223)	514

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**Table CGZ27: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Gen Zers (Age 13-23)	8%	(77)	16%	(160)	13%	(131)	24%	(242)	39%	(389)	1000
#1 Issue: Economy	9%	(26)	22%	(62)	13%	(38)	24%	(67)	32%	(92)	285
#1 Issue: Security	9%	(6)	13%	(9)	17%	(12)	24%	(17)	38%	(27)	72
#1 Issue: Health Care	8%	(14)	12%	(20)	16%	(27)	27%	(45)	37%	(61)	168
#1 Issue: Women's Issues	4%	(5)	11%	(16)	11%	(16)	28%	(40)	47%	(67)	143
#1 Issue: Education	9%	(12)	19%	(27)	11%	(16)	25%	(35)	37%	(53)	145
#1 Issue: Energy	12%	(10)	21%	(18)	10%	(8)	17%	(15)	41%	(35)	87
#1 Issue: Other	3%	(3)	9%	(8)	15%	(13)	22%	(19)	50%	(42)	84
4-Region: Northeast	11%	(20)	18%	(33)	15%	(28)	20%	(37)	37%	(70)	188
4-Region: Midwest	4%	(8)	13%	(25)	12%	(22)	27%	(52)	44%	(82)	189
4-Region: South	10%	(38)	15%	(59)	13%	(52)	23%	(89)	38%	(148)	386
4-Region: West	5%	(11)	18%	(43)	13%	(30)	27%	(64)	37%	(89)	237
Middle school (Grade 6 - 8)	7%	(5)	10%	(7)	18%	(13)	29%	(21)	37%	(26)	72
High school (Grade 9 - 12)	7%	(32)	15%	(71)	12%	(56)	25%	(117)	40%	(185)	461
Community college	4%	(3)	18%	(12)	15%	(10)	20%	(13)	44%	(30)	67
College or university program	10%	(19)	19%	(37)	15%	(30)	24%	(47)	32%	(63)	195
I am not in school	10%	(19)	16%	(33)	11%	(22)	22%	(44)	42%	(85)	204
White, non-Hispanic	8%	(43)	15%	(79)	12%	(68)	24%	(129)	41%	(224)	543
POC	8%	(34)	18%	(81)	14%	(64)	25%	(112)	36%	(165)	457
Twitter Users	10%	(41)	20%	(87)	12%	(52)	24%	(102)	34%	(146)	428
Facebook Users	10%	(50)	16%	(78)	13%	(62)	23%	(111)	38%	(186)	487
Snapchat Users	9%	(57)	18%	(110)	13%	(79)	23%	(140)	38%	(234)	620
Instagram Users	9%	(67)	17%	(130)	13%	(99)	25%	(188)	37%	(279)	762
Tiktok Users	8%	(37)	16%	(73)	15%	(70)	24%	(111)	38%	(176)	467
Reddit Users	9%	(23)	18%	(49)	9%	(25)	28%	(75)	36%	(96)	268
YouTube Users	8%	(77)	16%	(150)	13%	(120)	25%	(227)	38%	(346)	920
Harry Styles Fan	7%	(31)	19%	(78)	15%	(64)	26%	(111)	33%	(138)	421
Billie Eilish Fan	6%	(34)	15%	(91)	15%	(88)	25%	(149)	39%	(234)	595
Zendaya Fan	6%	(39)	16%	(101)	15%	(93)	25%	(152)	37%	(228)	614
Taylor Swift Fan	8%	(41)	15%	(70)	17%	(82)	27%	(132)	33%	(157)	482
Kylie Jenner Fan	12%	(38)	18%	(57)	20%	(63)	21%	(66)	28%	(88)	311
Emma Chamberlain Fan	9%	(22)	19%	(44)	17%	(39)	29%	(69)	27%	(63)	238

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**Table CGZ27: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Gen Zers (Age 13-23)	8%	(77)	16%	(160)	13%	(131)	24%	(242)	39%	(389)	1000
Niall Horan Fan	9%	(24)	19%	(48)	16%	(41)	24%	(61)	32%	(82)	256
Zayn Malik Fan	8%	(22)	21%	(57)	15%	(41)	25%	(70)	31%	(85)	277
Liam Payne Fan	11%	(27)	19%	(46)	15%	(37)	23%	(55)	32%	(78)	242
Louis Tomlinson Fan	9%	(20)	21%	(44)	16%	(34)	23%	(49)	32%	(70)	217
Film: An avid fan	11%	(28)	22%	(59)	13%	(34)	23%	(62)	32%	(84)	268
Film: A casual fan	6%	(30)	14%	(75)	14%	(76)	26%	(143)	40%	(215)	539
Film: Not a fan	10%	(19)	13%	(26)	11%	(21)	19%	(37)	47%	(90)	193
Television: An avid fan	12%	(29)	18%	(44)	13%	(32)	21%	(53)	36%	(89)	246
Television: A casual fan	7%	(37)	15%	(86)	14%	(79)	26%	(148)	38%	(211)	562
Television: Not a fan	6%	(11)	16%	(31)	11%	(20)	21%	(41)	46%	(89)	192
Music: An avid fan	8%	(50)	17%	(108)	13%	(83)	23%	(148)	38%	(242)	632
Music: A casual fan	8%	(27)	14%	(46)	13%	(44)	27%	(89)	38%	(128)	333
Fashion: An avid fan	7%	(17)	17%	(39)	16%	(35)	22%	(48)	37%	(83)	223
Fashion: A casual fan	7%	(29)	15%	(66)	14%	(60)	28%	(120)	37%	(162)	437
Fashion: Not a fan	9%	(32)	16%	(56)	10%	(35)	21%	(73)	42%	(144)	340
Pop culture: An avid fan	7%	(17)	20%	(46)	13%	(29)	25%	(58)	35%	(82)	232
Pop culture: A casual fan	8%	(40)	15%	(71)	14%	(69)	25%	(122)	38%	(184)	485
Pop culture: Not a fan	7%	(21)	15%	(43)	12%	(33)	22%	(62)	44%	(124)	283
Sports: An avid fan	29%	(61)	39%	(82)	10%	(21)	13%	(27)	8%	(17)	209
Sports: A casual fan	4%	(13)	20%	(66)	25%	(80)	32%	(102)	19%	(62)	323
Sports: Not a fan	1%	(3)	3%	(12)	6%	(30)	24%	(113)	66%	(310)	468
Celeb fans on social media	9%	(65)	17%	(123)	15%	(105)	25%	(176)	35%	(248)	717
Celebs share too much on social media	8%	(42)	19%	(103)	14%	(78)	26%	(139)	33%	(181)	544
Celebs who don't share are disconnected	7%	(23)	17%	(53)	14%	(45)	26%	(83)	36%	(113)	317
Celebs should interact on social media	8%	(51)	17%	(110)	15%	(99)	24%	(158)	36%	(240)	658
Celebs' social media is a professional platform	7%	(13)	13%	(25)	15%	(28)	29%	(54)	36%	(68)	187
Celebs' social media is a personal platform	8%	(40)	19%	(92)	15%	(70)	25%	(120)	33%	(156)	478
Connects to celebs paid promoting	22%	(28)	22%	(27)	14%	(17)	18%	(23)	25%	(31)	128
Connects to celebs non-paid promoting	6%	(24)	16%	(64)	15%	(61)	27%	(108)	35%	(141)	397
Concerned about climate change	9%	(62)	18%	(128)	14%	(98)	24%	(173)	36%	(265)	726

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**Table CGZ27: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Gen Zers (Age 13-23)	8%	(77)	16%	(160)	13%	(131)	24%	(242)	39%	(389)	1000
Humans can stop climate change	9%	(23)	17%	(45)	11%	(28)	24%	(62)	39%	(100)	258
Humans can slow climate change	6%	(29)	17%	(82)	14%	(70)	27%	(133)	35%	(171)	485
Climate change is beyond control	16%	(14)	18%	(15)	20%	(17)	15%	(12)	32%	(26)	84
Completely in-person school	15%	(9)	13%	(7)	13%	(7)	20%	(12)	39%	(22)	57
Both in person and virtual school	7%	(22)	17%	(55)	15%	(48)	26%	(84)	34%	(110)	320
Completely virtual school	6%	(20)	17%	(60)	14%	(48)	25%	(87)	38%	(130)	345
Watch live sports at least once a week	33%	(77)	67%	(160)	—	(0)	—	(0)	—	(0)	238

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

**Table CGZ28:** How do you most often watch live sporting events when you are not watching them in person?

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Gender: Male	31%	(153)	27%	(133)	3%	(13)	5%	(26)	33%	(163)	489
Gender: Female	33%	(171)	16%	(84)	2%	(9)	3%	(18)	45%	(230)	511
Age: 18-34	31%	(158)	24%	(121)	3%	(16)	5%	(23)	37%	(188)	506
GenZers: 1997-2012	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
PID: Dem (no lean)	38%	(133)	18%	(63)	1%	(5)	3%	(11)	40%	(139)	353
PID: Ind (no lean)	27%	(131)	21%	(104)	2%	(10)	5%	(24)	45%	(221)	490
PID: Rep (no lean)	38%	(60)	31%	(49)	4%	(7)	6%	(9)	20%	(32)	157
PID/Gender: Dem Men	39%	(60)	22%	(34)	3%	(4)	3%	(4)	34%	(52)	154
PID/Gender: Dem Women	37%	(74)	15%	(30)	—	(1)	4%	(7)	44%	(88)	199
PID/Gender: Ind Men	25%	(62)	26%	(65)	2%	(5)	6%	(14)	41%	(102)	248
PID/Gender: Ind Women	28%	(69)	16%	(39)	2%	(5)	4%	(10)	49%	(120)	242
PID/Gender: Rep Men	36%	(31)	39%	(34)	5%	(4)	10%	(9)	10%	(9)	87
PID/Gender: Rep Women	41%	(29)	22%	(15)	4%	(3)	1%	(1)	32%	(23)	71
Ideo: Liberal (1-3)	35%	(110)	21%	(64)	2%	(8)	3%	(8)	39%	(119)	309
Ideo: Moderate (4)	37%	(75)	25%	(51)	2%	(3)	4%	(9)	32%	(66)	204
Ideo: Conservative (5-7)	37%	(52)	32%	(45)	3%	(4)	5%	(7)	23%	(33)	140
Educ: < College	32%	(290)	21%	(188)	2%	(20)	5%	(42)	41%	(377)	918
Educ: Bachelors degree	38%	(25)	38%	(24)	3%	(2)	2%	(1)	19%	(12)	65
Income: Under 50k	26%	(151)	19%	(113)	3%	(17)	5%	(29)	47%	(272)	581
Income: 50k-100k	37%	(104)	25%	(70)	2%	(5)	4%	(12)	33%	(93)	285
Income: 100k+	51%	(69)	25%	(34)	—	(0)	3%	(4)	21%	(28)	134
Ethnicity: White	32%	(202)	22%	(140)	2%	(15)	4%	(23)	39%	(247)	627
Ethnicity: Hispanic	31%	(62)	22%	(45)	4%	(7)	6%	(12)	37%	(75)	203
Ethnicity: Black	37%	(49)	20%	(27)	2%	(3)	5%	(6)	36%	(47)	132

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**Table CGZ28: How do you most often watch live sporting events when you are not watching them in person?**

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Ethnicity: Other	30%	(73)	21%	(49)	2%	(4)	6%	(15)	41%	(98)	240
All Christian	41%	(102)	28%	(70)	2%	(5)	3%	(8)	26%	(66)	251
Atheist	25%	(27)	25%	(27)	2%	(2)	5%	(6)	43%	(46)	107
Agnostic/Nothing in particular	28%	(112)	18%	(72)	2%	(7)	6%	(25)	46%	(181)	396
Something Else	32%	(63)	19%	(37)	4%	(7)	3%	(5)	43%	(85)	197
Religious Non-Protestant/Catholic	36%	(21)	25%	(15)	2%	(1)	5%	(3)	33%	(19)	58
Evangelical	39%	(64)	24%	(39)	3%	(5)	3%	(5)	31%	(50)	163
Non-Evangelical	37%	(98)	24%	(62)	2%	(7)	3%	(7)	34%	(90)	265
Community: Urban	33%	(85)	20%	(51)	3%	(8)	4%	(10)	40%	(101)	254
Community: Suburban	33%	(179)	24%	(131)	2%	(10)	5%	(25)	36%	(195)	540
Community: Rural	29%	(60)	17%	(35)	2%	(4)	5%	(9)	47%	(97)	205
Employ: Private Sector	39%	(38)	29%	(28)	4%	(4)	3%	(3)	26%	(25)	98
Employ: Self-Employed	29%	(15)	26%	(14)	3%	(1)	5%	(3)	37%	(19)	52
Employ: Unemployed	24%	(41)	21%	(35)	2%	(3)	5%	(9)	48%	(82)	170
Employ: Other	22%	(16)	21%	(15)	4%	(3)	5%	(4)	48%	(35)	73
Military HH: Yes	35%	(33)	15%	(14)	4%	(4)	4%	(4)	42%	(40)	95
Military HH: No	32%	(291)	22%	(203)	2%	(18)	4%	(41)	39%	(352)	905
RD/WT: Right Direction	37%	(71)	25%	(47)	3%	(6)	8%	(16)	27%	(51)	192
RD/WT: Wrong Track	31%	(253)	21%	(170)	2%	(16)	4%	(29)	42%	(341)	808
Trump Job Approve	37%	(83)	29%	(66)	4%	(9)	5%	(11)	25%	(58)	226
Trump Job Disapprove	33%	(212)	20%	(129)	1%	(9)	3%	(19)	42%	(271)	640

Continued on next page

**Table CGZ28:** How do you most often watch live sporting events when you are not watching them in person?

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Trump Job Strongly Approve	31%	(26)	33%	(28)	3%	(3)	1%	(1)	31%	(27)	85
Trump Job Somewhat Approve	40%	(57)	27%	(38)	4%	(6)	7%	(10)	22%	(31)	141
Trump Job Somewhat Disapprove	34%	(55)	29%	(47)	1%	(2)	2%	(4)	33%	(53)	161
Trump Job Strongly Disapprove	33%	(157)	17%	(82)	2%	(7)	3%	(15)	46%	(218)	479
Favorable of Trump	33%	(67)	30%	(60)	5%	(10)	5%	(10)	27%	(54)	202
Unfavorable of Trump	34%	(223)	20%	(128)	1%	(6)	4%	(25)	41%	(270)	652
Very Favorable of Trump	30%	(27)	32%	(29)	4%	(4)	3%	(3)	31%	(28)	91
Somewhat Favorable of Trump	36%	(40)	29%	(31)	5%	(6)	7%	(7)	23%	(26)	110
Somewhat Unfavorable of Trump	39%	(54)	26%	(36)	1%	(1)	6%	(8)	29%	(40)	139
Very Unfavorable of Trump	33%	(169)	18%	(92)	1%	(5)	3%	(17)	45%	(231)	514
#1 Issue: Economy	36%	(103)	28%	(81)	3%	(7)	3%	(8)	30%	(86)	285
#1 Issue: Security	28%	(20)	21%	(15)	1%	(1)	6%	(4)	44%	(32)	72
#1 Issue: Health Care	39%	(65)	17%	(29)	2%	(4)	5%	(8)	37%	(62)	168
#1 Issue: Women's Issues	29%	(42)	15%	(22)	1%	(2)	7%	(9)	48%	(69)	143
#1 Issue: Education	33%	(47)	25%	(36)	2%	(4)	4%	(6)	35%	(51)	145
#1 Issue: Energy	26%	(22)	26%	(22)	1%	(1)	4%	(3)	44%	(38)	87
#1 Issue: Other	25%	(21)	11%	(9)	1%	(1)	7%	(6)	56%	(47)	84
4-Region: Northeast	40%	(76)	19%	(36)	2%	(4)	5%	(9)	33%	(63)	188
4-Region: Midwest	31%	(58)	16%	(31)	3%	(5)	4%	(8)	46%	(87)	189
4-Region: South	31%	(121)	23%	(89)	3%	(10)	4%	(15)	39%	(150)	386
4-Region: West	29%	(69)	25%	(60)	1%	(3)	5%	(12)	39%	(93)	237

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**Table CGZ28: How do you most often watch live sporting events when you are not watching them in person?**

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Middle school (Grade 6 - 8)	41%	(29)	17%	(12)	—	(0)	—	(0)	42%	(30)	72
High school (Grade 9 - 12)	33%	(154)	20%	(91)	2%	(8)	5%	(25)	40%	(184)	461
Community college	24%	(16)	20%	(13)	4%	(3)	4%	(3)	48%	(32)	67
College or university program	36%	(70)	25%	(49)	3%	(7)	5%	(10)	30%	(59)	195
I am not in school	27%	(55)	25%	(52)	2%	(5)	3%	(7)	42%	(86)	204
White, non-Hispanic	32%	(174)	22%	(119)	2%	(11)	4%	(19)	41%	(220)	543
POC	33%	(151)	21%	(98)	2%	(11)	6%	(25)	38%	(172)	457
Twitter Users	35%	(148)	23%	(100)	2%	(9)	6%	(24)	34%	(147)	428
Facebook Users	33%	(161)	23%	(111)	2%	(11)	5%	(25)	37%	(180)	487
Snapchat Users	34%	(213)	22%	(135)	2%	(15)	4%	(24)	37%	(232)	620
Instagram Users	33%	(254)	22%	(167)	2%	(15)	5%	(39)	38%	(286)	762
Tiktok Users	35%	(164)	20%	(92)	2%	(7)	5%	(22)	39%	(181)	467
Reddit Users	28%	(75)	30%	(79)	3%	(8)	2%	(5)	38%	(101)	268
YouTube Users	33%	(306)	22%	(206)	2%	(17)	4%	(40)	38%	(352)	920
Harry Styles Fan	37%	(158)	22%	(94)	2%	(10)	5%	(19)	33%	(140)	421
Billie Eilish Fan	33%	(194)	21%	(125)	2%	(12)	5%	(27)	40%	(238)	595
Zendaya Fan	36%	(221)	19%	(114)	2%	(12)	5%	(29)	39%	(237)	614
Taylor Swift Fan	38%	(182)	22%	(104)	2%	(9)	5%	(25)	33%	(161)	482
Kylie Jenner Fan	36%	(112)	23%	(73)	3%	(8)	6%	(18)	32%	(100)	311
Emma Chamberlain Fan	42%	(99)	19%	(46)	1%	(4)	6%	(14)	32%	(75)	238
Niall Horan Fan	39%	(101)	22%	(56)	2%	(5)	5%	(12)	33%	(84)	256
Zayn Malik Fan	39%	(109)	22%	(61)	3%	(9)	5%	(15)	30%	(84)	277
Liam Payne Fan	40%	(96)	24%	(58)	1%	(3)	5%	(11)	31%	(74)	242
Louis Tomlinson Fan	42%	(91)	21%	(45)	1%	(2)	6%	(13)	30%	(66)	217

Continued on next page

**Table CGZ28:** How do you most often watch live sporting events when you are not watching them in person?

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Film: An avid fan	36%	(96)	24%	(64)	1%	(4)	5%	(13)	34%	(91)	268
Film: A casual fan	31%	(167)	23%	(125)	2%	(11)	4%	(21)	40%	(215)	539
Film: Not a fan	31%	(61)	14%	(28)	4%	(8)	6%	(11)	45%	(86)	193
Television: An avid fan	40%	(98)	22%	(55)	1%	(2)	3%	(7)	34%	(84)	246
Television: A casual fan	33%	(184)	22%	(121)	2%	(12)	4%	(25)	39%	(220)	562
Television: Not a fan	22%	(42)	21%	(41)	4%	(8)	6%	(12)	46%	(88)	192
Music: An avid fan	32%	(201)	21%	(135)	2%	(16)	4%	(28)	40%	(252)	632
Music: A casual fan	35%	(115)	23%	(77)	1%	(4)	4%	(14)	37%	(123)	333
Fashion: An avid fan	34%	(76)	22%	(48)	2%	(3)	4%	(10)	38%	(85)	223
Fashion: A casual fan	34%	(147)	21%	(93)	3%	(13)	4%	(19)	38%	(166)	437
Fashion: Not a fan	30%	(101)	22%	(76)	2%	(5)	5%	(16)	42%	(142)	340
Pop culture: An avid fan	37%	(87)	23%	(54)	2%	(4)	4%	(10)	33%	(77)	232
Pop culture: A casual fan	34%	(166)	21%	(101)	2%	(9)	4%	(20)	39%	(189)	485
Pop culture: Not a fan	25%	(72)	22%	(62)	3%	(9)	5%	(14)	45%	(126)	283
Sports: An avid fan	51%	(106)	32%	(67)	2%	(3)	7%	(14)	9%	(19)	209
Sports: A casual fan	42%	(135)	29%	(93)	2%	(8)	7%	(21)	20%	(66)	323
Sports: Not a fan	18%	(83)	12%	(57)	2%	(11)	2%	(9)	66%	(307)	468
Celeb fans on social media	35%	(252)	23%	(167)	3%	(18)	4%	(32)	35%	(248)	717
Celebs share too much on social media	36%	(194)	24%	(133)	2%	(10)	4%	(20)	34%	(187)	544
Celebs who don't share are disconnected	32%	(102)	26%	(81)	2%	(5)	4%	(12)	37%	(116)	317
Celebs should interact on social media	36%	(234)	24%	(159)	1%	(8)	3%	(22)	36%	(235)	658
Celebs' social media is a professional platform	34%	(64)	23%	(42)	5%	(9)	6%	(10)	32%	(61)	187
Celebs' social media is a personal platform	36%	(172)	26%	(124)	1%	(6)	4%	(17)	33%	(159)	478
Connects to celebs paid promoting	37%	(47)	30%	(38)	2%	(3)	6%	(8)	25%	(32)	128

Continued on next page

**Table CGZ28:** How do you most often watch live sporting events when you are not watching them in person?

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	32%	(324)	22%	(217)	2%	(22)	4%	(44)	39%	(392)	1000
Connects to celebs non-paid promoting	38%	(151)	25%	(99)	1%	(3)	2%	(8)	34%	(135)	397
Concerned about climate change	34%	(247)	23%	(168)	2%	(16)	4%	(28)	37%	(267)	726
Humans can stop climate change	34%	(88)	22%	(56)	2%	(6)	4%	(11)	38%	(97)	258
Humans can slow climate change	36%	(176)	24%	(117)	2%	(8)	3%	(13)	35%	(171)	485
Climate change is beyond control	26%	(22)	29%	(24)	5%	(5)	9%	(8)	31%	(26)	84
Completely in-person school	40%	(23)	14%	(8)	3%	(2)	11%	(6)	32%	(18)	57
Both in person and virtual school	39%	(126)	18%	(57)	3%	(9)	4%	(13)	36%	(115)	320
Completely virtual school	30%	(103)	25%	(86)	2%	(7)	4%	(13)	39%	(136)	345
Watch live sports at least once a week	51%	(122)	37%	(89)	2%	(6)	6%	(14)	3%	(8)	238

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



**Table CGZ29:** Which of these social media platforms do you most associate with sports content?

Demographic	Twitter	Facebook	Snapchat	Instagram	TikTok	Reddit	YouTube	None of the above	Total N
Gen Zers (Age 13-23)	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
Gender: Male	8% (40)	7% (36)	1% (4)	15% (75)	2% (10)	1% (7)	39% (189)	26% (128)	489
Gender: Female	12% (61)	7% (35)	2% (11)	11% (58)	4% (21)	1% (4)	26% (134)	37% (187)	511
Age: 18-34	11% (54)	9% (45)	2% (11)	13% (64)	2% (13)	2% (8)	29% (148)	32% (163)	506
GenZers: 1997-2012	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
PID: Dem (no lean)	16% (56)	6% (23)	1% (4)	12% (41)	2% (9)	2% (6)	34% (118)	27% (96)	353
PID: Ind (no lean)	8% (39)	7% (34)	2% (8)	12% (61)	4% (19)	1% (3)	28% (140)	38% (187)	490
PID: Rep (no lean)	4% (7)	9% (15)	2% (3)	20% (31)	2% (4)	1% (1)	41% (64)	20% (32)	157
PID/Gender: Dem Men	10% (15)	9% (15)	— (1)	13% (20)	2% (2)	1% (2)	40% (62)	24% (36)	154
PID/Gender: Dem Women	21% (41)	4% (8)	2% (3)	10% (20)	3% (6)	2% (4)	28% (56)	30% (60)	199
PID/Gender: Ind Men	9% (22)	6% (15)	1% (2)	14% (35)	3% (6)	1% (3)	35% (88)	31% (76)	248
PID/Gender: Ind Women	7% (17)	8% (19)	2% (5)	11% (26)	5% (13)	— (0)	21% (52)	46% (111)	242
PID/Gender: Rep Men	3% (3)	8% (7)	1% (1)	23% (20)	1% (1)	1% (1)	44% (38)	18% (15)	87
PID/Gender: Rep Women	6% (4)	11% (8)	3% (2)	17% (12)	4% (3)	— (0)	37% (26)	24% (17)	71
Ideo: Liberal (1-3)	16% (51)	8% (24)	1% (4)	13% (39)	2% (6)	3% (8)	30% (92)	27% (85)	309
Ideo: Moderate (4)	12% (25)	11% (22)	2% (4)	11% (23)	1% (2)	— (1)	37% (76)	25% (51)	204
Ideo: Conservative (5-7)	7% (10)	9% (13)	1% (2)	19% (26)	3% (5)	— (0)	40% (56)	20% (28)	140
Educ: < College	9% (84)	7% (64)	2% (14)	14% (125)	3% (27)	1% (8)	32% (298)	32% (297)	918
Educ: Bachelors degree	26% (17)	9% (6)	1% (1)	10% (6)	2% (2)	4% (3)	29% (19)	19% (12)	65
Income: Under 50k	7% (40)	8% (45)	2% (11)	13% (73)	3% (19)	1% (7)	28% (164)	38% (222)	581
Income: 50k-100k	16% (44)	5% (15)	1% (3)	14% (39)	4% (10)	1% (3)	37% (106)	23% (65)	285
Income: 100k+	13% (17)	8% (11)	— (0)	16% (21)	1% (2)	1% (1)	39% (53)	21% (28)	134
Ethnicity: White	11% (69)	9% (55)	1% (6)	13% (79)	2% (14)	1% (8)	30% (190)	33% (205)	627
Ethnicity: Hispanic	9% (17)	7% (13)	3% (7)	15% (31)	4% (8)	2% (4)	31% (62)	30% (60)	203
Ethnicity: Black	7% (9)	6% (7)	2% (3)	18% (24)	7% (9)	— (1)	36% (48)	24% (32)	132
Ethnicity: Other	10% (23)	4% (9)	2% (6)	12% (29)	3% (8)	1% (2)	35% (85)	33% (79)	240
All Christian	12% (31)	8% (21)	1% (3)	14% (36)	4% (9)	1% (2)	37% (92)	22% (56)	251
Atheist	13% (14)	8% (9)	— (0)	11% (12)	1% (1)	3% (3)	28% (30)	36% (39)	107
Agnostic/Nothing in particular	8% (33)	7% (27)	1% (6)	13% (53)	2% (10)	1% (4)	29% (114)	38% (149)	396
Something Else	9% (17)	6% (11)	2% (5)	11% (22)	5% (10)	1% (2)	35% (70)	31% (61)	197
Religious Non-Protestant/Catholic	12% (7)	5% (3)	3% (2)	20% (12)	1% (1)	— (0)	35% (20)	24% (14)	58

Continued on next page

**Table CGZ29:** Which of these social media platforms do you most associate with sports content?

Demographic	Twitter	Facebook	Snapchat	Instagram	TikTok	Reddit	YouTube	None of the above	Total N
Gen Zers (Age 13-23)	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
Evangelical	11% (17)	9% (14)	2% (3)	10% (16)	5% (9)	— (0)	33% (54)	30% (49)	163
Non-Evangelical	12% (31)	6% (16)	2% (4)	15% (38)	4% (11)	1% (3)	38% (101)	23% (61)	265
Community: Urban	11% (28)	9% (22)	2% (5)	11% (28)	5% (12)	— (1)	29% (75)	33% (83)	254
Community: Suburban	11% (60)	6% (30)	1% (7)	14% (78)	3% (16)	2% (10)	35% (187)	29% (154)	540
Community: Rural	7% (14)	9% (19)	1% (3)	13% (27)	2% (4)	— (0)	30% (61)	38% (78)	205
Employ: Private Sector	14% (14)	8% (7)	3% (3)	13% (12)	3% (3)	5% (5)	34% (33)	21% (20)	98
Employ: Self-Employed	5% (3)	11% (6)	— (0)	15% (8)	3% (1)	— (0)	30% (16)	36% (19)	52
Employ: Unemployed	5% (9)	8% (14)	4% (7)	12% (21)	1% (2)	1% (1)	28% (48)	40% (68)	170
Employ: Other	5% (4)	4% (3)	1% (1)	12% (8)	6% (4)	— (0)	32% (24)	41% (29)	73
Military HH: Yes	17% (16)	7% (7)	— (0)	12% (11)	— (0)	2% (2)	28% (27)	34% (32)	95
Military HH: No	9% (86)	7% (64)	2% (15)	13% (122)	3% (31)	1% (9)	33% (295)	31% (283)	905
RD/WT: Right Direction	5% (9)	9% (17)	3% (6)	11% (20)	3% (5)	— (0)	37% (71)	34% (64)	192
RD/WT: Wrong Track	12% (93)	7% (54)	1% (9)	14% (113)	3% (26)	1% (11)	31% (251)	31% (251)	808
Trump Job Approve	8% (18)	10% (23)	3% (6)	13% (30)	2% (5)	— (1)	39% (88)	25% (56)	226
Trump Job Disapprove	12% (80)	6% (39)	1% (7)	14% (88)	3% (22)	1% (9)	31% (197)	31% (197)	640
Trump Job Strongly Approve	7% (6)	12% (10)	2% (2)	11% (9)	4% (3)	— (0)	35% (30)	30% (26)	85
Trump Job Somewhat Approve	8% (12)	9% (13)	3% (4)	15% (21)	1% (2)	— (1)	41% (58)	21% (30)	141
Trump Job Somewhat Disapprove	10% (16)	9% (14)	1% (2)	16% (26)	3% (5)	— (0)	40% (65)	21% (34)	161
Trump Job Strongly Disapprove	13% (64)	5% (25)	1% (5)	13% (62)	4% (18)	2% (9)	28% (133)	34% (163)	479
Favorable of Trump	8% (16)	11% (21)	2% (5)	14% (27)	2% (5)	— (0)	38% (76)	25% (50)	202
Unfavorable of Trump	13% (82)	7% (44)	1% (8)	13% (85)	3% (22)	1% (9)	32% (206)	30% (197)	652
Very Favorable of Trump	7% (7)	13% (12)	2% (2)	10% (9)	5% (4)	— (0)	33% (30)	31% (28)	91
Somewhat Favorable of Trump	9% (10)	9% (10)	3% (3)	17% (19)	1% (1)	— (0)	42% (46)	20% (22)	110
Somewhat Unfavorable of Trump	7% (9)	7% (10)	3% (4)	18% (25)	3% (4)	1% (2)	40% (55)	22% (30)	139
Very Unfavorable of Trump	14% (73)	7% (34)	1% (4)	12% (60)	3% (18)	1% (7)	29% (151)	32% (167)	514

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**Table CGZ29:** Which of these social media platforms do you most associate with sports content?

Demographic	Twitter	Facebook	Snapchat	Instagram	TikTok	Reddit	YouTube	None of the above	Total N
Gen Zers (Age 13-23)	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
#1 Issue: Economy	10% (28)	9% (25)	2% (5)	14% (39)	3% (9)	1% (2)	38% (108)	25% (71)	285
#1 Issue: Security	10% (8)	7% (5)	— (0)	21% (15)	1% (1)	— (0)	28% (20)	33% (24)	72
#1 Issue: Health Care	11% (19)	8% (13)	1% (1)	13% (21)	3% (5)	1% (2)	32% (53)	31% (52)	168
#1 Issue: Women's Issues	13% (19)	5% (8)	1% (1)	10% (15)	4% (5)	2% (2)	23% (33)	42% (60)	143
#1 Issue: Education	11% (16)	6% (8)	4% (5)	17% (25)	2% (3)	1% (2)	35% (51)	24% (34)	145
#1 Issue: Energy	11% (10)	4% (4)	1% (1)	8% (7)	— (0)	2% (2)	40% (35)	34% (30)	87
#1 Issue: Other	4% (3)	8% (6)	— (0)	11% (10)	8% (6)	— (0)	25% (21)	45% (38)	84
4-Region: Northeast	14% (26)	5% (10)	1% (1)	15% (28)	4% (8)	— (0)	34% (63)	27% (51)	188
4-Region: Midwest	10% (20)	9% (17)	1% (2)	16% (29)	3% (6)	1% (2)	27% (50)	33% (62)	189
4-Region: South	9% (36)	8% (30)	2% (9)	12% (47)	3% (13)	2% (6)	34% (132)	29% (113)	386
4-Region: West	9% (20)	6% (15)	1% (3)	12% (28)	2% (4)	1% (2)	33% (77)	37% (89)	237
Middle school (Grade 6 - 8)	7% (5)	1% (1)	— (0)	4% (3)	8% (6)	2% (1)	53% (38)	24% (17)	72
High school (Grade 9 - 12)	10% (45)	6% (28)	1% (6)	16% (75)	3% (15)	— (0)	31% (145)	32% (147)	461
Community college	9% (6)	5% (3)	1% (1)	7% (5)	5% (4)	— (0)	38% (26)	34% (23)	67
College or university program	15% (29)	11% (22)	1% (2)	14% (28)	1% (3)	2% (4)	27% (53)	28% (54)	195
I am not in school	8% (16)	8% (17)	3% (6)	11% (22)	2% (4)	3% (5)	29% (60)	36% (74)	204
White, non-Hispanic	11% (62)	9% (47)	1% (4)	12% (64)	3% (14)	1% (6)	30% (162)	34% (185)	543
POC	9% (40)	5% (24)	2% (11)	15% (69)	4% (17)	1% (5)	35% (160)	29% (130)	457
Twitter Users	15% (66)	7% (29)	1% (6)	17% (72)	3% (12)	1% (4)	31% (131)	25% (109)	428
Facebook Users	11% (53)	9% (45)	2% (8)	13% (64)	2% (9)	1% (6)	32% (154)	31% (149)	487
Snapchat Users	11% (65)	7% (45)	2% (13)	17% (107)	4% (22)	1% (6)	29% (178)	30% (183)	620
Instagram Users	12% (90)	6% (45)	2% (12)	16% (124)	3% (24)	1% (8)	30% (232)	30% (228)	762
TikTok Users	11% (52)	5% (24)	3% (12)	15% (72)	6% (30)	— (1)	30% (139)	29% (137)	467
Reddit Users	14% (37)	8% (21)	1% (4)	11% (30)	1% (2)	4% (10)	34% (92)	28% (74)	268
YouTube Users	10% (94)	7% (65)	1% (13)	13% (120)	3% (28)	1% (8)	34% (313)	30% (279)	920
Harry Styles Fan	10% (43)	6% (27)	2% (10)	13% (57)	4% (19)	1% (4)	33% (140)	29% (122)	421
Billie Eilish Fan	11% (63)	6% (34)	2% (13)	15% (91)	4% (24)	1% (5)	31% (187)	30% (178)	595
Zendaya Fan	11% (65)	6% (37)	2% (11)	14% (86)	4% (24)	1% (6)	32% (196)	31% (189)	614
Taylor Swift Fan	10% (48)	8% (38)	2% (8)	13% (64)	3% (15)	1% (5)	35% (167)	28% (137)	482
Kylie Jenner Fan	9% (29)	6% (19)	3% (8)	18% (56)	7% (21)	1% (3)	35% (110)	21% (65)	311
Emma Chamberlain Fan	12% (30)	5% (13)	2% (6)	17% (41)	5% (11)	1% (2)	35% (83)	22% (53)	238

Continued on next page

**Table CGZ29:** Which of these social media platforms do you most associate with sports content?

Demographic	Twitter	Facebook	Snapchat	Instagram	TikTok	Reddit	YouTube	None of the above	Total N
Gen Zers (Age 13-23)	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
Niall Horan Fan	13% (33)	6% (16)	3% (7)	14% (36)	5% (14)	1% (4)	30% (78)	27% (69)	256
Zayn Malik Fan	12% (34)	7% (19)	3% (10)	17% (47)	5% (12)	1% (4)	31% (86)	23% (65)	277
Liam Payne Fan	14% (33)	7% (17)	3% (7)	12% (29)	5% (12)	1% (3)	32% (77)	27% (64)	242
Louis Tomlinson Fan	16% (34)	7% (16)	2% (4)	13% (29)	5% (11)	1% (3)	33% (71)	23% (49)	217
Film: An avid fan	8% (21)	6% (17)	1% (2)	15% (39)	3% (8)	1% (2)	34% (91)	33% (88)	268
Film: A casual fan	12% (64)	8% (41)	2% (10)	12% (64)	3% (17)	1% (4)	33% (177)	30% (161)	539
Film: Not a fan	9% (17)	7% (13)	2% (3)	16% (30)	3% (6)	2% (4)	28% (54)	34% (66)	193
Television: An avid fan	11% (26)	6% (16)	1% (2)	13% (32)	3% (6)	1% (2)	34% (85)	31% (77)	246
Television: A casual fan	10% (55)	8% (42)	2% (11)	14% (76)	3% (18)	1% (5)	32% (181)	31% (174)	562
Television: Not a fan	11% (21)	7% (13)	1% (2)	13% (25)	4% (7)	2% (3)	30% (57)	33% (64)	192
Music: An avid fan	11% (70)	6% (41)	2% (10)	15% (94)	3% (20)	1% (9)	30% (189)	32% (200)	632
Music: A casual fan	10% (32)	9% (29)	1% (4)	11% (38)	3% (9)	1% (2)	36% (121)	30% (99)	333
Fashion: An avid fan	8% (19)	5% (11)	2% (4)	19% (43)	4% (10)	1% (3)	31% (69)	29% (64)	223
Fashion: A casual fan	12% (51)	7% (33)	2% (7)	13% (56)	4% (16)	1% (6)	30% (131)	32% (138)	437
Fashion: Not a fan	10% (32)	8% (28)	1% (4)	10% (34)	2% (6)	1% (2)	36% (122)	33% (113)	340
Pop culture: An avid fan	13% (30)	4% (10)	2% (6)	18% (41)	4% (8)	1% (2)	33% (77)	25% (58)	232
Pop culture: A casual fan	11% (51)	9% (43)	1% (4)	13% (62)	3% (16)	1% (4)	32% (157)	30% (147)	485
Pop culture: Not a fan	7% (21)	6% (18)	2% (5)	10% (29)	2% (7)	1% (4)	31% (89)	39% (110)	283
Sports: An avid fan	9% (19)	7% (15)	1% (3)	24% (50)	3% (7)	1% (1)	45% (94)	10% (20)	209
Sports: A casual fan	11% (37)	6% (19)	2% (8)	15% (48)	5% (18)	1% (2)	39% (128)	20% (65)	323
Sports: Not a fan	10% (46)	8% (37)	1% (4)	8% (36)	2% (7)	2% (8)	21% (101)	49% (230)	468
Celeb fans on social media	11% (78)	8% (54)	2% (13)	15% (106)	4% (26)	1% (7)	34% (241)	27% (191)	717
Celebs share too much on social media	11% (61)	7% (41)	1% (8)	14% (76)	3% (16)	1% (6)	33% (178)	29% (159)	544
Celebs who don't share are disconnected	14% (45)	9% (27)	2% (8)	13% (42)	4% (11)	1% (3)	31% (98)	26% (82)	317
Celebs should interact on social media	12% (81)	8% (50)	2% (12)	14% (90)	2% (13)	1% (8)	34% (222)	28% (182)	658
Celebs' social media is a professional platform	7% (13)	11% (20)	1% (1)	17% (31)	4% (8)	3% (5)	30% (56)	29% (53)	187
Celebs' social media is a personal platform	13% (63)	7% (32)	2% (10)	15% (71)	3% (14)	1% (5)	34% (161)	26% (122)	478
Connects to celebs paid promoting	6% (7)	5% (6)	3% (4)	18% (23)	5% (6)	— (1)	47% (60)	16% (21)	128
Connects to celebs non-paid promoting	13% (50)	8% (33)	2% (6)	13% (53)	3% (13)	1% (5)	36% (143)	23% (92)	397
Concerned about climate change	12% (90)	7% (53)	1% (11)	13% (95)	2% (18)	1% (9)	33% (242)	29% (210)	726

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**Table CGZ29:** Which of these social media platforms do you most associate with sports content?

Demographic	Twitter	Facebook	Snapchat	Instagram	TikTok	Reddit	YouTube	None of the above	Total N
Gen Zers (Age 13-23)	10% (102)	7% (71)	1% (15)	13% (133)	3% (31)	1% (11)	32% (322)	31% (315)	1000
Humans can stop climate change	11% (28)	8% (21)	1% (3)	10% (27)	3% (8)	2% (5)	33% (84)	32% (82)	258
Humans can slow climate change	13% (61)	7% (34)	2% (8)	16% (76)	2% (8)	1% (5)	33% (159)	28% (133)	485
Climate change is beyond control	6% (5)	10% (9)	4% (4)	13% (11)	8% (7)	— (0)	36% (30)	23% (19)	84
Completely in-person school	8% (4)	11% (6)	— (0)	17% (9)	6% (3)	— (0)	38% (21)	21% (12)	57
Both in person and virtual school	11% (36)	10% (31)	1% (3)	13% (40)	3% (11)	1% (3)	36% (116)	25% (78)	320
Completely virtual school	12% (42)	3% (11)	2% (6)	14% (50)	3% (10)	1% (2)	32% (109)	33% (113)	345
Watch live sports at least once a week	10% (23)	7% (17)	1% (3)	25% (61)	3% (7)	1% (1)	48% (113)	5% (13)	238

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

**Table CGZ30: How many of your favorite sports team's games do you watch during a typical season?**

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Gen Zers (Age 13-23)	6%	(65)	15%	(147)	17%	(167)	17%	(170)	6%	(64)	39%	(387)	1000
Gender: Male	8%	(39)	20%	(96)	19%	(93)	16%	(76)	7%	(33)	31%	(151)	489
Gender: Female	5%	(25)	10%	(51)	15%	(74)	18%	(94)	6%	(31)	46%	(236)	511
Age: 18-34	8%	(42)	18%	(90)	17%	(87)	14%	(68)	6%	(30)	37%	(187)	506
GenZers: 1997-2012	6%	(65)	15%	(147)	17%	(167)	17%	(170)	6%	(64)	39%	(387)	1000
PID: Dem (no lean)	7%	(26)	17%	(60)	17%	(60)	13%	(47)	5%	(18)	40%	(141)	353
PID: Ind (no lean)	4%	(21)	12%	(59)	15%	(74)	20%	(96)	8%	(37)	42%	(204)	490
PID: Rep (no lean)	11%	(18)	18%	(29)	22%	(34)	17%	(27)	5%	(8)	27%	(42)	157
PID/Gender: Dem Men	8%	(12)	27%	(41)	20%	(30)	8%	(12)	5%	(7)	33%	(51)	154
PID/Gender: Dem Women	7%	(14)	9%	(19)	15%	(29)	18%	(36)	6%	(11)	45%	(90)	199
PID/Gender: Ind Men	6%	(14)	15%	(36)	18%	(44)	19%	(48)	9%	(23)	34%	(84)	248
PID/Gender: Ind Women	3%	(7)	9%	(23)	12%	(30)	20%	(48)	6%	(14)	50%	(121)	242
PID/Gender: Rep Men	15%	(13)	22%	(19)	22%	(19)	19%	(17)	3%	(2)	19%	(16)	87
PID/Gender: Rep Women	6%	(4)	14%	(10)	21%	(15)	15%	(10)	8%	(6)	36%	(26)	71
Ideo: Liberal (1-3)	7%	(21)	15%	(45)	14%	(44)	15%	(46)	8%	(24)	42%	(129)	309
Ideo: Moderate (4)	9%	(18)	18%	(37)	19%	(40)	18%	(38)	4%	(8)	32%	(65)	204
Ideo: Conservative (5-7)	9%	(12)	20%	(28)	20%	(28)	19%	(27)	6%	(8)	26%	(36)	140
Educ: < College	6%	(56)	14%	(127)	16%	(148)	17%	(156)	6%	(59)	40%	(371)	918
Educ: Bachelors degree	7%	(5)	26%	(17)	27%	(17)	19%	(12)	4%	(3)	17%	(11)	65
Income: Under 50k	6%	(33)	13%	(75)	15%	(88)	15%	(88)	8%	(45)	43%	(251)	581
Income: 50k-100k	7%	(21)	15%	(42)	20%	(56)	20%	(57)	5%	(14)	34%	(96)	285
Income: 100k+	8%	(10)	23%	(30)	17%	(23)	19%	(25)	3%	(5)	30%	(40)	134
Ethnicity: White	7%	(41)	14%	(89)	17%	(104)	16%	(98)	7%	(44)	40%	(251)	627
Ethnicity: Hispanic	8%	(17)	18%	(37)	18%	(37)	14%	(29)	7%	(13)	34%	(70)	203
Ethnicity: Black	9%	(12)	17%	(23)	18%	(24)	19%	(26)	5%	(6)	32%	(42)	132
Ethnicity: Other	5%	(12)	15%	(35)	16%	(39)	19%	(46)	6%	(14)	39%	(94)	240
All Christian	7%	(19)	20%	(50)	19%	(49)	18%	(45)	5%	(12)	30%	(76)	251
Atheist	6%	(7)	10%	(11)	12%	(13)	21%	(22)	3%	(3)	48%	(51)	107
Agnostic/Nothing in particular	6%	(24)	12%	(47)	16%	(62)	15%	(59)	8%	(33)	43%	(170)	396
Something Else	6%	(11)	16%	(31)	18%	(36)	16%	(32)	7%	(13)	38%	(74)	197
Religious Non-Protestant/Catholic	8%	(5)	15%	(9)	16%	(9)	20%	(12)	6%	(4)	34%	(20)	58

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**Table CGZ30: How many of your favorite sports team's games do you watch during a typical season?**

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Gen Z'ers (Age 13-23)	6%	(65)	15%	(147)	17%	(167)	17%	(170)	6%	(64)	39%	(387)	1000
Evangelical	9%	(15)	20%	(33)	14%	(24)	19%	(31)	8%	(12)	30%	(49)	163
Non-Evangelical	5%	(14)	18%	(48)	21%	(55)	17%	(46)	4%	(11)	35%	(91)	265
Community: Urban	7%	(19)	13%	(34)	16%	(40)	18%	(47)	7%	(17)	38%	(98)	254
Community: Suburban	7%	(35)	16%	(87)	18%	(98)	18%	(95)	5%	(25)	37%	(201)	540
Community: Rural	5%	(11)	13%	(27)	15%	(30)	14%	(28)	10%	(21)	43%	(88)	205
Employ: Private Sector	11%	(11)	21%	(21)	25%	(24)	16%	(16)	1%	(1)	26%	(25)	98
Employ: Self-Employed	9%	(5)	14%	(7)	21%	(11)	18%	(9)	4%	(2)	35%	(18)	52
Employ: Unemployed	7%	(12)	14%	(23)	11%	(19)	17%	(29)	9%	(15)	42%	(72)	170
Employ: Other	3%	(3)	11%	(8)	15%	(11)	12%	(9)	9%	(6)	50%	(36)	73
Military HH: Yes	7%	(6)	14%	(13)	18%	(17)	14%	(13)	6%	(6)	41%	(40)	95
Military HH: No	6%	(58)	15%	(134)	17%	(150)	17%	(157)	6%	(58)	38%	(348)	905
RD/WT: Right Direction	8%	(15)	18%	(34)	18%	(35)	19%	(37)	6%	(12)	31%	(59)	192
RD/WT: Wrong Track	6%	(49)	14%	(113)	16%	(133)	16%	(133)	6%	(52)	41%	(329)	808
Trump Job Approve	9%	(21)	18%	(41)	21%	(48)	18%	(40)	7%	(16)	27%	(61)	226
Trump Job Disapprove	6%	(42)	15%	(99)	15%	(98)	16%	(106)	6%	(37)	41%	(259)	640
Trump Job Strongly Approve	17%	(14)	14%	(12)	16%	(14)	10%	(8)	10%	(9)	33%	(28)	85
Trump Job Somewhat Approve	5%	(6)	20%	(29)	24%	(34)	22%	(31)	5%	(7)	24%	(33)	141
Trump Job Somewhat Disapprove	4%	(6)	18%	(29)	22%	(35)	21%	(35)	2%	(3)	33%	(53)	161
Trump Job Strongly Disapprove	7%	(35)	15%	(70)	13%	(63)	15%	(71)	7%	(34)	43%	(206)	479
Favorable of Trump	9%	(17)	17%	(35)	20%	(40)	20%	(40)	6%	(13)	28%	(57)	202
Unfavorable of Trump	6%	(41)	16%	(103)	15%	(97)	17%	(109)	6%	(41)	40%	(261)	652
Very Favorable of Trump	12%	(11)	12%	(11)	16%	(14)	17%	(15)	8%	(7)	35%	(32)	91
Somewhat Favorable of Trump	6%	(7)	22%	(24)	23%	(25)	23%	(25)	5%	(5)	22%	(24)	110
Somewhat Unfavorable of Trump	4%	(5)	22%	(30)	16%	(22)	22%	(31)	7%	(9)	29%	(41)	139
Very Unfavorable of Trump	7%	(35)	14%	(73)	15%	(75)	15%	(78)	6%	(32)	43%	(220)	514

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**Table CGZ30: How many of your favorite sports team's games do you watch during a typical season?**

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Gen Zers (Age 13-23)	6%	(65)	15%	(147)	17%	(167)	17%	(170)	6%	(64)	39%	(387)	1000
#1 Issue: Economy	8%	(22)	19%	(54)	19%	(54)	17%	(48)	6%	(18)	31%	(89)	285
#1 Issue: Security	7%	(5)	13%	(9)	15%	(11)	16%	(12)	4%	(3)	45%	(32)	72
#1 Issue: Health Care	6%	(9)	14%	(24)	16%	(27)	20%	(34)	5%	(9)	38%	(64)	168
#1 Issue: Women's Issues	5%	(7)	10%	(15)	17%	(24)	17%	(24)	5%	(7)	47%	(67)	143
#1 Issue: Education	7%	(10)	14%	(20)	17%	(25)	18%	(26)	8%	(12)	35%	(50)	145
#1 Issue: Energy	4%	(3)	21%	(19)	20%	(17)	11%	(10)	2%	(2)	42%	(37)	87
#1 Issue: Other	6%	(5)	7%	(6)	11%	(9)	17%	(14)	13%	(11)	47%	(39)	84
4-Region: Northeast	6%	(11)	16%	(30)	21%	(39)	18%	(35)	4%	(8)	35%	(66)	188
4-Region: Midwest	6%	(12)	13%	(24)	12%	(23)	17%	(32)	9%	(17)	43%	(81)	189
4-Region: South	8%	(29)	16%	(62)	15%	(57)	18%	(68)	6%	(25)	37%	(144)	386
4-Region: West	5%	(13)	13%	(32)	20%	(47)	15%	(36)	6%	(15)	40%	(95)	237
Middle school (Grade 6 - 8)	7%	(5)	11%	(8)	17%	(12)	20%	(15)	8%	(6)	37%	(26)	72
High school (Grade 9 - 12)	6%	(26)	11%	(53)	18%	(82)	19%	(87)	6%	(30)	40%	(184)	461
Community college	9%	(6)	16%	(11)	13%	(9)	10%	(7)	3%	(2)	49%	(33)	67
College or university program	6%	(12)	22%	(42)	18%	(36)	17%	(32)	4%	(8)	33%	(64)	195
I am not in school	8%	(16)	17%	(34)	14%	(29)	14%	(29)	9%	(18)	39%	(80)	204
White, non-Hispanic	7%	(36)	14%	(74)	15%	(80)	16%	(88)	7%	(37)	42%	(228)	543
POC	6%	(29)	16%	(73)	19%	(87)	18%	(82)	6%	(27)	35%	(160)	457
Twitter Users	8%	(32)	19%	(83)	17%	(73)	16%	(68)	5%	(19)	35%	(152)	428
Facebook Users	7%	(35)	17%	(83)	16%	(80)	15%	(74)	6%	(30)	38%	(185)	487
Snapchat Users	7%	(46)	18%	(114)	17%	(104)	16%	(98)	4%	(27)	37%	(230)	620
Instagram Users	7%	(57)	15%	(117)	18%	(135)	17%	(132)	5%	(38)	37%	(283)	762
Tiktok Users	8%	(36)	15%	(71)	16%	(77)	17%	(82)	6%	(27)	37%	(174)	467
Reddit Users	6%	(15)	15%	(41)	16%	(44)	18%	(48)	7%	(18)	38%	(102)	268
YouTube Users	7%	(63)	15%	(141)	17%	(156)	17%	(159)	6%	(51)	38%	(349)	920
Harry Styles Fan	8%	(33)	17%	(70)	19%	(79)	19%	(82)	5%	(19)	33%	(137)	421
Billie Eilish Fan	6%	(38)	14%	(83)	17%	(101)	17%	(103)	6%	(34)	40%	(236)	595
Zendaya Fan	6%	(39)	15%	(91)	18%	(112)	17%	(103)	6%	(36)	38%	(232)	614
Taylor Swift Fan	7%	(36)	18%	(89)	18%	(87)	17%	(82)	6%	(29)	33%	(159)	482
Kylie Jenner Fan	9%	(28)	21%	(65)	20%	(62)	18%	(56)	4%	(12)	28%	(88)	311

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**Table CGZ30: How many of your favorite sports team's games do you watch during a typical season?**

Demographic	All of them	Most of them	Some of them	A few of them	None of them	I don't have a favorite sports team	Total N
Gen Z'ers (Age 13-23)	6% (65)	15% (147)	17% (167)	17% (170)	6% (64)	39% (387)	1000
Emma Chamberlain Fan	8% (19)	18% (43)	21% (51)	18% (44)	3% (7)	31% (74)	238
Niall Horan Fan	8% (19)	20% (50)	21% (53)	16% (41)	3% (8)	33% (84)	256
Zayn Malik Fan	9% (24)	19% (53)	19% (54)	18% (50)	4% (10)	31% (86)	277
Liam Payne Fan	10% (24)	19% (46)	19% (45)	17% (41)	3% (8)	32% (78)	242
Louis Tomlinson Fan	9% (19)	20% (43)	20% (44)	15% (32)	3% (6)	34% (73)	217
Film: An avid fan	10% (27)	16% (42)	21% (56)	15% (41)	6% (15)	32% (86)	268
Film: A casual fan	5% (28)	14% (78)	17% (90)	19% (101)	5% (25)	40% (217)	539
Film: Not a fan	5% (9)	14% (28)	11% (21)	14% (27)	12% (23)	44% (84)	193
Television: An avid fan	10% (25)	17% (41)	18% (45)	16% (39)	6% (14)	33% (82)	246
Television: A casual fan	6% (34)	16% (87)	16% (92)	18% (99)	5% (28)	39% (221)	562
Television: Not a fan	3% (6)	10% (19)	16% (30)	16% (32)	11% (22)	44% (84)	192
Music: An avid fan	7% (45)	16% (99)	18% (111)	16% (101)	6% (40)	37% (235)	632
Music: A casual fan	5% (17)	13% (43)	16% (53)	19% (62)	6% (19)	42% (138)	333
Fashion: An avid fan	9% (19)	18% (41)	16% (36)	17% (39)	3% (7)	36% (80)	223
Fashion: A casual fan	5% (22)	15% (67)	17% (73)	17% (75)	6% (26)	40% (175)	437
Fashion: Not a fan	7% (24)	12% (39)	17% (59)	17% (56)	9% (31)	39% (131)	340
Pop culture: An avid fan	8% (19)	16% (36)	21% (49)	16% (38)	6% (14)	33% (76)	232
Pop culture: A casual fan	6% (30)	16% (77)	16% (76)	17% (85)	6% (27)	39% (190)	485
Pop culture: Not a fan	6% (16)	12% (34)	15% (42)	17% (48)	8% (23)	43% (121)	283
Sports: An avid fan	22% (47)	39% (81)	21% (43)	9% (19)	1% (1)	8% (17)	209
Sports: A casual fan	4% (14)	16% (52)	29% (94)	25% (81)	6% (20)	19% (61)	323
Sports: Not a fan	1% (4)	3% (14)	6% (30)	15% (70)	9% (42)	66% (309)	468
Celeb fans on social media	8% (54)	17% (121)	18% (130)	17% (120)	6% (45)	34% (247)	717
Celebs share too much on social media	7% (35)	18% (97)	18% (96)	18% (97)	7% (38)	33% (182)	544
Celebs who don't share are disconnected	8% (24)	16% (50)	16% (50)	21% (65)	5% (16)	35% (111)	317
Celebs should interact on social media	6% (42)	17% (111)	17% (112)	18% (119)	6% (40)	36% (234)	658
Celebs' social media is a professional platform	9% (17)	15% (27)	20% (37)	15% (28)	8% (15)	34% (63)	187
Celebs' social media is a personal platform	8% (37)	16% (79)	18% (86)	19% (92)	5% (26)	33% (158)	478
Connects to celebs paid promoting	12% (15)	25% (32)	16% (21)	19% (24)	3% (4)	25% (32)	128
Connects to celebs non-paid promoting	6% (25)	16% (63)	18% (73)	19% (77)	4% (17)	36% (143)	397

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**Table CGZ30: How many of your favorite sports team's games do you watch during a typical season?**

Demographic	All of them	Most of them	Some of them	A few of them	None of them	I don't have a favorite sports team	Total N
Gen Zers (Age 13-23)	6% (65)	15% (147)	17% (167)	17% (170)	6% (64)	39% (387)	1000
Concerned about climate change	6% (46)	17% (122)	17% (122)	18% (133)	6% (45)	35% (257)	726
Humans can stop climate change	7% (18)	17% (44)	14% (37)	17% (44)	8% (22)	36% (94)	258
Humans can slow climate change	5% (23)	17% (80)	19% (90)	20% (95)	5% (23)	36% (174)	485
Climate change is beyond control	15% (12)	18% (15)	15% (13)	14% (12)	5% (4)	33% (27)	84
Completely in-person school	12% (7)	22% (12)	17% (9)	7% (4)	13% (8)	29% (17)	57
Both in person and virtual school	6% (20)	14% (44)	17% (54)	20% (65)	6% (18)	37% (119)	320
Completely virtual school	6% (19)	14% (49)	19% (67)	19% (64)	4% (14)	38% (132)	345
Watch live sports at least once a week	21% (49)	38% (91)	27% (63)	9% (22)	2% (4)	3% (8)	238

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

**Table CGZ31: Now on a different topic...Generally speaking, do you think the country is moving toward:**

Demographic	Capitalism		Socialism		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	26%	(263)	17%	(171)	57%	(566)	1000
Gender: Male	26%	(128)	22%	(105)	52%	(256)	489
Gender: Female	26%	(135)	13%	(65)	61%	(311)	511
Age: 18-34	31%	(155)	20%	(99)	50%	(252)	506
GenZers: 1997-2012	26%	(263)	17%	(171)	57%	(566)	1000
PID: Dem (no lean)	37%	(131)	15%	(54)	48%	(168)	353
PID: Ind (no lean)	19%	(95)	13%	(65)	67%	(330)	490
PID: Rep (no lean)	24%	(37)	33%	(52)	43%	(68)	157
PID/Gender: Dem Men	31%	(47)	24%	(37)	45%	(70)	154
PID/Gender: Dem Women	42%	(84)	9%	(17)	49%	(98)	199
PID/Gender: Ind Men	22%	(55)	16%	(39)	62%	(155)	248
PID/Gender: Ind Women	17%	(40)	11%	(26)	73%	(176)	242
PID/Gender: Rep Men	30%	(26)	34%	(30)	36%	(31)	87
PID/Gender: Rep Women	16%	(11)	32%	(23)	52%	(37)	71
Ideo: Liberal (1-3)	44%	(137)	21%	(66)	34%	(107)	309
Ideo: Moderate (4)	27%	(55)	12%	(25)	60%	(123)	204
Ideo: Conservative (5-7)	27%	(38)	42%	(59)	31%	(44)	140
Educ: < College	25%	(233)	16%	(146)	59%	(539)	918
Educ: Bachelors degree	40%	(26)	32%	(21)	28%	(18)	65
Income: Under 50k	21%	(121)	16%	(91)	64%	(370)	581
Income: 50k-100k	33%	(95)	21%	(59)	46%	(131)	285
Income: 100k+	35%	(48)	16%	(21)	49%	(65)	134
Ethnicity: White	26%	(162)	20%	(126)	54%	(339)	627
Ethnicity: Hispanic	25%	(51)	16%	(32)	59%	(120)	203
Ethnicity: Black	25%	(33)	16%	(21)	59%	(78)	132
Ethnicity: Other	28%	(68)	10%	(24)	62%	(149)	240
All Christian	31%	(78)	16%	(39)	53%	(133)	251
Atheist	43%	(46)	17%	(18)	40%	(43)	107
Agnostic/Nothing in particular	23%	(90)	17%	(66)	61%	(240)	396
Something Else	17%	(34)	20%	(39)	63%	(124)	197
Religious Non-Protestant/Catholic	29%	(17)	16%	(9)	55%	(32)	58

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**Table CGZ31: Now on a different topic...Generally speaking, do you think the country is moving toward:**

Demographic	Capitalism		Socialism		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	26%	(263)	17%	(171)	57%	(566)	1000
Evangelical	22%	(36)	23%	(37)	55%	(90)	163
Non-Evangelical	27%	(72)	14%	(37)	59%	(156)	265
Community: Urban	29%	(73)	17%	(44)	54%	(138)	254
Community: Suburban	28%	(151)	16%	(85)	56%	(305)	540
Community: Rural	19%	(40)	20%	(42)	60%	(123)	205
Employ: Private Sector	36%	(35)	28%	(27)	36%	(35)	98
Employ: Self-Employed	30%	(15)	21%	(11)	49%	(25)	52
Employ: Unemployed	21%	(36)	17%	(28)	62%	(105)	170
Employ: Other	20%	(15)	10%	(7)	70%	(51)	73
Military HH: Yes	30%	(28)	18%	(17)	52%	(50)	95
Military HH: No	26%	(235)	17%	(154)	57%	(516)	905
RD/WT: Right Direction	22%	(42)	21%	(39)	58%	(110)	192
RD/WT: Wrong Track	27%	(221)	16%	(131)	56%	(456)	808
Trump Job Approve	20%	(46)	33%	(75)	47%	(105)	226
Trump Job Disapprove	32%	(206)	13%	(85)	55%	(349)	640
Trump Job Strongly Approve	17%	(15)	38%	(32)	45%	(39)	85
Trump Job Somewhat Approve	23%	(32)	30%	(42)	47%	(67)	141
Trump Job Somewhat Disapprove	29%	(47)	11%	(18)	60%	(97)	161
Trump Job Strongly Disapprove	33%	(159)	14%	(67)	53%	(253)	479
Favorable of Trump	22%	(45)	34%	(69)	44%	(88)	202
Unfavorable of Trump	32%	(206)	14%	(91)	54%	(355)	652
Very Favorable of Trump	21%	(19)	35%	(32)	44%	(40)	91
Somewhat Favorable of Trump	23%	(25)	33%	(37)	44%	(48)	110
Somewhat Unfavorable of Trump	31%	(43)	14%	(20)	55%	(76)	139
Very Unfavorable of Trump	32%	(163)	14%	(71)	54%	(279)	514

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**Table CGZ31: Now on a different topic...Generally speaking, do you think the country is moving toward:**

Demographic	Capitalism		Socialism		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	26%	(263)	17%	(171)	57%	(566)	1000
#1 Issue: Economy	31%	(89)	22%	(64)	47%	(133)	285
#1 Issue: Security	17%	(12)	23%	(17)	60%	(43)	72
#1 Issue: Health Care	30%	(50)	19%	(31)	52%	(87)	168
#1 Issue: Women's Issues	22%	(31)	16%	(23)	62%	(89)	143
#1 Issue: Education	25%	(36)	11%	(16)	65%	(93)	145
#1 Issue: Energy	39%	(34)	13%	(11)	48%	(42)	87
#1 Issue: Other	13%	(11)	8%	(6)	80%	(67)	84
4-Region: Northeast	30%	(56)	16%	(29)	55%	(103)	188
4-Region: Midwest	21%	(40)	21%	(39)	58%	(109)	189
4-Region: South	27%	(103)	16%	(63)	57%	(219)	386
4-Region: West	27%	(64)	16%	(38)	57%	(135)	237
Middle school (Grade 6 - 8)	18%	(13)	7%	(5)	75%	(54)	72
High school (Grade 9 - 12)	24%	(112)	15%	(69)	61%	(281)	461
Community college	30%	(20)	18%	(12)	52%	(35)	67
College or university program	32%	(63)	23%	(44)	45%	(87)	195
I am not in school	27%	(55)	20%	(40)	53%	(109)	204
White, non-Hispanic	25%	(137)	21%	(112)	54%	(293)	543
POC	28%	(126)	13%	(59)	60%	(273)	457
Twitter Users	34%	(145)	17%	(71)	50%	(212)	428
Facebook Users	28%	(137)	18%	(90)	53%	(260)	487
Snapchat Users	27%	(168)	17%	(107)	56%	(345)	620
Instagram Users	28%	(213)	17%	(126)	55%	(423)	762
Tiktok Users	25%	(115)	17%	(78)	59%	(273)	467
Reddit Users	37%	(98)	20%	(55)	43%	(115)	268
YouTube Users	27%	(245)	17%	(156)	56%	(519)	920
Harry Styles Fan	27%	(114)	17%	(70)	56%	(238)	421
Billie Eilish Fan	25%	(146)	18%	(110)	57%	(340)	595
Zendaya Fan	27%	(165)	16%	(98)	57%	(350)	614
Taylor Swift Fan	26%	(123)	18%	(89)	56%	(270)	482
Kylie Jenner Fan	23%	(71)	18%	(55)	59%	(185)	311
Emma Chamberlain Fan	24%	(58)	18%	(43)	58%	(137)	238

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**Table CGZ31: Now on a different topic...Generally speaking, do you think the country is moving toward:**

Demographic	Capitalism		Socialism		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	26%	(263)	17%	(171)	57%	(566)	1000
Niall Horan Fan	28%	(72)	20%	(50)	52%	(134)	256
Zayn Malik Fan	30%	(84)	17%	(48)	52%	(145)	277
Liam Payne Fan	25%	(61)	21%	(50)	54%	(131)	242
Louis Tomlinson Fan	29%	(63)	18%	(39)	53%	(114)	217
Film: An avid fan	28%	(75)	19%	(49)	54%	(143)	268
Film: A casual fan	26%	(143)	17%	(94)	56%	(303)	539
Film: Not a fan	24%	(46)	14%	(27)	62%	(120)	193
Television: An avid fan	25%	(61)	18%	(45)	57%	(140)	246
Television: A casual fan	26%	(145)	16%	(92)	58%	(325)	562
Television: Not a fan	30%	(57)	17%	(34)	53%	(102)	192
Music: An avid fan	26%	(167)	19%	(117)	55%	(348)	632
Music: A casual fan	27%	(91)	14%	(45)	59%	(197)	333
Fashion: An avid fan	28%	(62)	15%	(34)	57%	(126)	223
Fashion: A casual fan	26%	(114)	15%	(65)	59%	(258)	437
Fashion: Not a fan	26%	(88)	21%	(71)	53%	(182)	340
Pop culture: An avid fan	28%	(65)	17%	(40)	55%	(127)	232
Pop culture: A casual fan	28%	(137)	17%	(85)	54%	(264)	485
Pop culture: Not a fan	22%	(62)	16%	(46)	62%	(175)	283
Sports: An avid fan	28%	(57)	20%	(41)	53%	(110)	209
Sports: A casual fan	23%	(75)	16%	(53)	60%	(195)	323
Sports: Not a fan	28%	(131)	16%	(76)	56%	(261)	468
Celeb fans on social media	29%	(205)	19%	(135)	53%	(377)	717
Celebs share too much on social media	29%	(160)	18%	(97)	53%	(287)	544
Celebs who don't share are disconnected	28%	(88)	19%	(59)	53%	(169)	317
Celebs should interact on social media	29%	(189)	19%	(126)	52%	(344)	658
Celebs' social media is a professional platform	27%	(51)	23%	(42)	50%	(94)	187
Celebs' social media is a personal platform	31%	(148)	19%	(93)	49%	(237)	478
Connects to celebs paid promoting	26%	(33)	20%	(26)	54%	(68)	128
Connects to celebs non-paid promoting	32%	(128)	19%	(77)	48%	(192)	397
Concerned about climate change	32%	(235)	16%	(117)	52%	(374)	726

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**Table CGZ31:** *Now on a different topic...Generally speaking, do you think the country is moving toward:*

<b>Demographic</b>	<b>Capitalism</b>		<b>Socialism</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Gen Zers (Age 13-23)	26%	(263)	17%	(171)	57%	(566)	1000
Humans can stop climate change	33%	(86)	15%	(39)	52%	(134)	258
Humans can slow climate change	31%	(149)	18%	(88)	51%	(248)	485
Climate change is beyond control	18%	(15)	29%	(24)	53%	(45)	84
Completely in-person school	28%	(16)	28%	(16)	44%	(25)	57
Both in person and virtual school	30%	(94)	19%	(59)	52%	(166)	320
Completely virtual school	25%	(85)	15%	(51)	60%	(208)	345
Watch live sports at least once a week	32%	(75)	20%	(48)	48%	(114)	238

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

**Table CGZ32:** Which of the following statements come closest to your view, even if none are exactly right?

Demographic	America should move away from capitalism and toward socialism		America should move away from socialism and toward capitalism		America should maintain its current balance of capitalism and socialism		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
Gender: Male	21%	(102)	18%	(86)	19%	(95)	42%	(206)	489
Gender: Female	21%	(108)	9%	(47)	14%	(69)	56%	(287)	511
Age: 18-34	24%	(120)	16%	(80)	17%	(87)	43%	(219)	506
GenZers: 1997-2012	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
PID: Dem (no lean)	36%	(128)	7%	(23)	16%	(58)	41%	(144)	353
PID: Ind (no lean)	15%	(71)	10%	(48)	16%	(77)	60%	(293)	490
PID: Rep (no lean)	7%	(11)	39%	(62)	19%	(29)	35%	(56)	157
PID/Gender: Dem Men	37%	(58)	11%	(17)	18%	(27)	34%	(52)	154
PID/Gender: Dem Women	35%	(70)	3%	(6)	15%	(30)	46%	(92)	199
PID/Gender: Ind Men	15%	(36)	14%	(34)	20%	(49)	52%	(130)	248
PID/Gender: Ind Women	15%	(35)	6%	(15)	12%	(29)	68%	(163)	242
PID/Gender: Rep Men	9%	(8)	41%	(35)	22%	(19)	28%	(24)	87
PID/Gender: Rep Women	4%	(3)	37%	(26)	14%	(10)	45%	(32)	71
Ideo: Liberal (1-3)	45%	(139)	8%	(24)	18%	(56)	29%	(90)	309
Ideo: Moderate (4)	16%	(32)	14%	(28)	24%	(48)	47%	(96)	204
Ideo: Conservative (5-7)	9%	(12)	44%	(62)	22%	(31)	25%	(35)	140
Educ: < College	20%	(188)	13%	(118)	15%	(141)	51%	(472)	918
Educ: Bachelors degree	31%	(20)	18%	(12)	31%	(20)	20%	(13)	65
Income: Under 50k	15%	(89)	13%	(74)	14%	(83)	58%	(335)	581
Income: 50k-100k	31%	(88)	15%	(42)	17%	(47)	38%	(108)	285
Income: 100k+	24%	(32)	13%	(17)	25%	(34)	38%	(50)	134
Ethnicity: White	22%	(138)	16%	(103)	15%	(95)	46%	(291)	627
Ethnicity: Hispanic	19%	(39)	11%	(23)	19%	(39)	50%	(101)	203
Ethnicity: Black	17%	(23)	12%	(15)	16%	(21)	56%	(74)	132
Ethnicity: Other	21%	(50)	6%	(14)	20%	(48)	53%	(128)	240

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**Table CGZ32:** Which of the following statements come closest to your view, even if none are exactly right?

Demographic	America should move away from capitalism and toward socialism		America should move away from socialism and toward capitalism		America should maintain its current balance of capitalism and socialism		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
All Christian	17%	(43)	18%	(44)	22%	(54)	44%	(109)	251
Atheist	34%	(37)	13%	(14)	18%	(20)	35%	(37)	107
Agnostic/Nothing in particular	24%	(95)	8%	(33)	14%	(57)	53%	(211)	396
Something Else	14%	(28)	16%	(32)	12%	(24)	58%	(114)	197
Religious Non-Protestant/Catholic	13%	(7)	17%	(10)	22%	(13)	48%	(28)	58
Evangelical	11%	(19)	25%	(40)	14%	(22)	50%	(82)	163
Non-Evangelical	19%	(50)	13%	(34)	19%	(51)	49%	(130)	265
Community: Urban	19%	(49)	14%	(36)	16%	(41)	51%	(128)	254
Community: Suburban	22%	(121)	12%	(64)	20%	(106)	46%	(250)	540
Community: Rural	19%	(40)	16%	(33)	9%	(18)	56%	(115)	205
Employ: Private Sector	21%	(20)	26%	(26)	25%	(25)	28%	(27)	98
Employ: Self-Employed	23%	(12)	12%	(6)	11%	(6)	54%	(28)	52
Employ: Unemployed	16%	(28)	11%	(18)	18%	(30)	55%	(94)	170
Employ: Other	17%	(12)	10%	(7)	6%	(4)	67%	(49)	73
Military HH: Yes	20%	(19)	19%	(18)	22%	(21)	39%	(37)	95
Military HH: No	21%	(190)	13%	(115)	16%	(144)	50%	(456)	905
RD/WT: Right Direction	7%	(14)	26%	(51)	22%	(41)	45%	(86)	192
RD/WT: Wrong Track	24%	(196)	10%	(82)	15%	(123)	50%	(407)	808
Trump Job Approve	7%	(15)	33%	(75)	19%	(43)	41%	(92)	226
Trump Job Disapprove	29%	(186)	7%	(45)	18%	(112)	46%	(297)	640
Trump Job Strongly Approve	6%	(5)	36%	(31)	13%	(11)	45%	(39)	85
Trump Job Somewhat Approve	7%	(11)	32%	(44)	23%	(32)	38%	(53)	141
Trump Job Somewhat Disapprove	17%	(27)	14%	(22)	24%	(39)	45%	(73)	161
Trump Job Strongly Disapprove	33%	(158)	5%	(23)	15%	(74)	47%	(224)	479
Favorable of Trump	7%	(14)	35%	(70)	21%	(42)	38%	(76)	202
Unfavorable of Trump	29%	(187)	7%	(48)	18%	(115)	46%	(303)	652

Continued on next page

**Table CGZ32:** Which of the following statements come closest to your view, even if none are exactly right?

Demographic	America should move away from capitalism and toward socialism		America should move away from socialism and toward capitalism		America should maintain its current balance of capitalism and socialism		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
Very Favorable of Trump	7%	(6)	33%	(30)	18%	(16)	43%	(39)	91
Somewhat Favorable of Trump	7%	(8)	36%	(40)	23%	(26)	34%	(37)	110
Somewhat Unfavorable of Trump	18%	(25)	15%	(21)	22%	(31)	45%	(62)	139
Very Unfavorable of Trump	32%	(163)	5%	(27)	16%	(83)	47%	(241)	514
#1 Issue: Economy	15%	(44)	23%	(66)	20%	(58)	41%	(117)	285
#1 Issue: Security	8%	(5)	29%	(21)	15%	(10)	49%	(35)	72
#1 Issue: Health Care	32%	(54)	3%	(5)	16%	(26)	49%	(82)	168
#1 Issue: Women's Issues	22%	(32)	8%	(12)	13%	(19)	56%	(81)	143
#1 Issue: Education	23%	(33)	11%	(16)	15%	(21)	52%	(75)	145
#1 Issue: Energy	29%	(26)	7%	(6)	21%	(18)	43%	(37)	87
#1 Issue: Other	17%	(14)	7%	(6)	9%	(7)	67%	(56)	84
4-Region: Northeast	27%	(50)	12%	(23)	20%	(38)	41%	(78)	188
4-Region: Midwest	22%	(42)	14%	(26)	12%	(23)	52%	(99)	189
4-Region: South	16%	(62)	16%	(61)	15%	(57)	53%	(206)	386
4-Region: West	24%	(56)	10%	(23)	20%	(47)	47%	(111)	237
Middle school (Grade 6 - 8)	6%	(4)	11%	(8)	14%	(10)	70%	(50)	72
High school (Grade 9 - 12)	20%	(95)	12%	(55)	16%	(72)	52%	(240)	461
Community college	21%	(14)	19%	(13)	11%	(7)	49%	(33)	67
College or university program	26%	(50)	18%	(35)	18%	(36)	38%	(74)	195
I am not in school	23%	(47)	11%	(22)	19%	(40)	47%	(96)	204
White, non-Hispanic	23%	(123)	16%	(88)	15%	(80)	46%	(251)	543
POC	19%	(87)	10%	(45)	18%	(84)	53%	(242)	457
Twitter Users	26%	(112)	12%	(53)	22%	(96)	39%	(167)	428
Facebook Users	21%	(101)	14%	(67)	18%	(89)	47%	(230)	487
Snapchat Users	23%	(145)	11%	(71)	16%	(101)	49%	(303)	620
Instagram Users	23%	(179)	11%	(88)	17%	(128)	48%	(368)	762
Tiktok Users	23%	(110)	10%	(48)	15%	(71)	51%	(238)	467
Reddit Users	33%	(87)	11%	(30)	20%	(54)	36%	(96)	268

Continued on next page

**Table CGZ32:** Which of the following statements come closest to your view, even if none are exactly right?

Demographic	America should move away from capitalism and toward socialism		America should move away from socialism and toward capitalism		America should maintain its current balance of capitalism and socialism		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Gen Z'ers (Age 13-23)	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
YouTube Users	22%	(200)	13%	(119)	17%	(156)	48%	(445)	920
Harry Styles Fan	21%	(89)	11%	(46)	18%	(76)	50%	(210)	421
Billie Eilish Fan	22%	(129)	12%	(72)	17%	(104)	49%	(291)	595
Zendaya Fan	22%	(136)	12%	(72)	17%	(102)	50%	(304)	614
Taylor Swift Fan	21%	(100)	13%	(63)	19%	(89)	48%	(230)	482
Kylie Jenner Fan	16%	(51)	15%	(48)	18%	(57)	50%	(155)	311
Emma Chamberlain Fan	20%	(47)	13%	(30)	17%	(41)	50%	(120)	238
Niall Horan Fan	19%	(47)	15%	(39)	19%	(49)	47%	(120)	256
Zayn Malik Fan	20%	(56)	14%	(39)	19%	(53)	47%	(129)	277
Liam Payne Fan	19%	(46)	15%	(37)	19%	(46)	47%	(113)	242
Louis Tomlinson Fan	21%	(47)	15%	(33)	20%	(43)	43%	(94)	217
Film: An avid fan	23%	(61)	12%	(32)	19%	(50)	46%	(124)	268
Film: A casual fan	22%	(116)	13%	(73)	17%	(90)	48%	(260)	539
Film: Not a fan	17%	(32)	14%	(28)	12%	(24)	57%	(109)	193
Television: An avid fan	23%	(56)	11%	(27)	18%	(45)	48%	(118)	246
Television: A casual fan	19%	(105)	15%	(83)	18%	(99)	49%	(276)	562
Television: Not a fan	25%	(48)	12%	(24)	11%	(21)	52%	(100)	192
Music: An avid fan	21%	(136)	13%	(80)	16%	(102)	50%	(314)	632
Music: A casual fan	21%	(69)	14%	(47)	17%	(57)	48%	(159)	333
Fashion: An avid fan	20%	(45)	14%	(30)	14%	(31)	52%	(117)	223
Fashion: A casual fan	22%	(95)	12%	(53)	17%	(73)	49%	(216)	437
Fashion: Not a fan	21%	(70)	15%	(49)	18%	(61)	47%	(160)	340
Pop culture: An avid fan	20%	(46)	12%	(28)	22%	(50)	47%	(108)	232
Pop culture: A casual fan	22%	(107)	15%	(71)	15%	(70)	49%	(236)	485
Pop culture: Not a fan	20%	(56)	12%	(35)	16%	(44)	52%	(148)	283
Sports: An avid fan	18%	(37)	20%	(42)	21%	(43)	42%	(87)	209
Sports: A casual fan	17%	(54)	15%	(47)	16%	(53)	52%	(170)	323
Sports: Not a fan	25%	(119)	9%	(44)	15%	(69)	50%	(236)	468

Continued on next page

**Table CGZ32:** Which of the following statements come closest to your view, even if none are exactly right?

Demographic	America should move away from capitalism and toward socialism		America should move away from socialism and toward capitalism		America should maintain its current balance of capitalism and socialism		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	21%	(210)	13%	(133)	16%	(164)	49%	(493)	1000
Celeb fans on social media	23%	(164)	14%	(97)	19%	(134)	45%	(322)	717
Celebs share too much on social media	23%	(123)	14%	(76)	18%	(98)	45%	(247)	544
Celebs who don't share are disconnected	22%	(71)	14%	(46)	20%	(63)	43%	(137)	317
Celebs should interact on social media	25%	(162)	13%	(84)	19%	(124)	44%	(288)	658
Celebs' social media is a professional platform	22%	(42)	19%	(36)	20%	(38)	38%	(71)	187
Celebs' social media is a personal platform	25%	(119)	13%	(64)	19%	(92)	43%	(203)	478
Connects to celebs paid promoting	12%	(16)	19%	(24)	24%	(30)	45%	(58)	128
Connects to celebs non-paid promoting	27%	(107)	12%	(47)	19%	(75)	42%	(168)	397
Concerned about climate change	27%	(193)	11%	(78)	20%	(143)	43%	(312)	726
Humans can stop climate change	28%	(73)	7%	(19)	20%	(53)	44%	(113)	258
Humans can slow climate change	25%	(121)	13%	(63)	18%	(86)	44%	(215)	485
Climate change is beyond control	13%	(11)	32%	(27)	16%	(14)	39%	(32)	84
Completely in-person school	17%	(10)	28%	(16)	11%	(6)	44%	(25)	57
Both in person and virtual school	24%	(78)	16%	(52)	14%	(46)	45%	(144)	320
Completely virtual school	20%	(68)	11%	(38)	20%	(67)	50%	(171)	345
Watch live sports at least once a week	22%	(52)	20%	(48)	21%	(50)	37%	(88)	238

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

**Table CGZ33\_1:** Generally speaking, do you agree or disagree with the following statements?*When it comes to economic issues, it is hard for me to tell the difference between the Democratic and Republican parties*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	8% (76)	19% (188)	16% (157)	19% (189)	39% (391)	1000
Gender: Male	8% (41)	20% (99)	17% (81)	20% (99)	35% (169)	489
Gender: Female	7% (35)	17% (89)	15% (76)	18% (90)	43% (222)	511
Age: 18-34	7% (37)	19% (96)	18% (93)	20% (100)	36% (181)	506
GenZers: 1997-2012	8% (76)	19% (188)	16% (157)	19% (189)	39% (391)	1000
PID: Dem (no lean)	6% (21)	20% (69)	17% (61)	28% (99)	29% (103)	353
PID: Ind (no lean)	9% (43)	18% (89)	14% (70)	10% (47)	49% (242)	490
PID: Rep (no lean)	7% (12)	19% (29)	17% (27)	27% (43)	30% (46)	157
PID/Gender: Dem Men	7% (10)	27% (42)	14% (21)	30% (47)	22% (34)	154
PID/Gender: Dem Women	6% (11)	14% (27)	20% (40)	26% (52)	34% (68)	199
PID/Gender: Ind Men	9% (23)	16% (39)	18% (45)	10% (25)	47% (116)	248
PID/Gender: Ind Women	8% (20)	21% (50)	10% (24)	9% (22)	52% (126)	242
PID/Gender: Rep Men	9% (7)	20% (18)	18% (15)	31% (27)	22% (19)	87
PID/Gender: Rep Women	6% (4)	17% (12)	16% (12)	23% (16)	39% (27)	71
Ideo: Liberal (1-3)	10% (30)	22% (67)	19% (58)	30% (92)	20% (62)	309
Ideo: Moderate (4)	9% (18)	27% (56)	19% (39)	15% (30)	30% (60)	204
Ideo: Conservative (5-7)	5% (7)	15% (21)	23% (32)	32% (45)	25% (34)	140
Educ: < College	7% (67)	18% (169)	15% (140)	18% (169)	41% (372)	918
Educ: Bachelors degree	12% (8)	23% (15)	21% (14)	27% (18)	16% (11)	65
Income: Under 50k	8% (45)	18% (105)	14% (83)	14% (83)	46% (265)	581
Income: 50k-100k	7% (21)	19% (53)	18% (51)	25% (71)	31% (88)	285
Income: 100k+	8% (10)	22% (29)	17% (23)	26% (35)	28% (37)	134
Ethnicity: White	8% (47)	19% (119)	16% (100)	23% (142)	35% (219)	627
Ethnicity: Hispanic	6% (12)	22% (44)	18% (36)	13% (27)	41% (83)	203
Ethnicity: Black	10% (13)	16% (21)	16% (21)	14% (18)	45% (59)	132
Ethnicity: Other	7% (16)	20% (47)	15% (35)	12% (29)	47% (113)	240
All Christian	5% (13)	21% (52)	19% (48)	22% (55)	33% (82)	251
Atheist	9% (10)	21% (22)	16% (17)	27% (29)	28% (30)	107
Agnostic/Nothing in particular	7% (27)	18% (71)	12% (49)	17% (66)	46% (182)	396
Something Else	9% (18)	17% (34)	18% (35)	16% (31)	40% (80)	197
Religious Non-Protestant/Catholic	13% (7)	17% (10)	15% (9)	18% (10)	37% (21)	58

Continued on next page

**Table CGZ33\_1: Generally speaking, do you agree or disagree with the following statements?**  
*When it comes to economic issues, it is hard for me to tell the difference between the Democratic and Republican parties*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	19% (188)	16% (157)	19% (189)	39% (391)	1000
Evangelical	7% (12)	18% (29)	19% (31)	20% (33)	36% (59)	163
Non-Evangelical	7% (20)	20% (54)	19% (49)	17% (46)	36% (96)	265
Community: Urban	8% (20)	20% (50)	16% (40)	16% (41)	40% (103)	254
Community: Suburban	7% (38)	18% (98)	16% (85)	21% (113)	38% (206)	540
Community: Rural	8% (17)	19% (39)	16% (32)	17% (36)	40% (82)	205
Employ: Private Sector	9% (9)	21% (21)	22% (22)	26% (26)	22% (21)	98
Employ: Self-Employed	3% (1)	20% (11)	12% (6)	22% (12)	42% (22)	52
Employ: Unemployed	9% (15)	21% (36)	11% (19)	13% (22)	45% (77)	170
Employ: Other	7% (5)	18% (13)	16% (11)	11% (8)	48% (35)	73
Military HH: Yes	7% (7)	24% (22)	22% (21)	18% (17)	29% (28)	95
Military HH: No	8% (69)	18% (165)	15% (136)	19% (172)	40% (363)	905
RD/WT: Right Direction	7% (14)	17% (33)	15% (29)	19% (36)	42% (80)	192
RD/WT: Wrong Track	8% (62)	19% (155)	16% (128)	19% (153)	38% (311)	808
Trump Job Approve	7% (15)	22% (50)	16% (36)	24% (55)	31% (70)	226
Trump Job Disapprove	9% (55)	19% (123)	18% (113)	20% (127)	35% (221)	640
Trump Job Strongly Approve	5% (4)	20% (17)	10% (9)	37% (31)	28% (24)	85
Trump Job Somewhat Approve	8% (11)	23% (32)	20% (28)	17% (24)	33% (46)	141
Trump Job Somewhat Disapprove	5% (8)	23% (36)	24% (38)	13% (21)	36% (58)	161
Trump Job Strongly Disapprove	10% (47)	18% (86)	16% (75)	22% (107)	34% (163)	479
Favorable of Trump	6% (13)	22% (44)	16% (32)	26% (52)	30% (60)	202
Unfavorable of Trump	9% (59)	20% (129)	17% (112)	20% (129)	34% (222)	652
Very Favorable of Trump	8% (7)	21% (19)	10% (9)	35% (32)	27% (25)	91
Somewhat Favorable of Trump	5% (6)	23% (25)	21% (23)	18% (20)	32% (36)	110
Somewhat Unfavorable of Trump	10% (14)	21% (29)	22% (30)	12% (16)	35% (49)	139
Very Unfavorable of Trump	9% (45)	19% (100)	16% (82)	22% (113)	34% (174)	514

Continued on next page

**Table CGZ33\_1:** Generally speaking, do you agree or disagree with the following statements?*When it comes to economic issues, it is hard for me to tell the difference between the Democratic and Republican parties*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	19% (188)	16% (157)	19% (189)	39% (391)	1000
#1 Issue: Economy	8% (24)	21% (61)	16% (47)	22% (63)	32% (91)	285
#1 Issue: Security	3% (2)	15% (11)	16% (12)	20% (14)	46% (33)	72
#1 Issue: Health Care	12% (20)	16% (26)	14% (24)	19% (32)	39% (66)	168
#1 Issue: Women's Issues	5% (7)	16% (23)	14% (20)	21% (30)	44% (63)	143
#1 Issue: Education	5% (8)	24% (35)	18% (26)	13% (19)	39% (57)	145
#1 Issue: Energy	8% (7)	25% (22)	20% (17)	21% (19)	27% (23)	87
#1 Issue: Other	7% (6)	12% (10)	12% (10)	13% (11)	57% (47)	84
4-Region: Northeast	8% (14)	16% (31)	21% (39)	20% (39)	35% (66)	188
4-Region: Midwest	7% (14)	17% (32)	16% (31)	25% (47)	35% (66)	189
4-Region: South	8% (32)	19% (73)	15% (57)	17% (64)	41% (160)	386
4-Region: West	6% (15)	22% (52)	13% (31)	17% (40)	42% (99)	237
Middle school (Grade 6 - 8)	5% (3)	14% (10)	6% (4)	18% (13)	58% (42)	72
High school (Grade 9 - 12)	8% (36)	19% (90)	14% (66)	17% (79)	41% (191)	461
Community college	7% (5)	25% (17)	16% (11)	15% (10)	36% (24)	67
College or university program	6% (11)	18% (35)	25% (49)	23% (45)	28% (55)	195
I am not in school	10% (21)	18% (36)	13% (27)	20% (41)	39% (79)	204
White, non-Hispanic	8% (43)	18% (99)	15% (82)	23% (126)	36% (193)	543
POC	7% (33)	19% (89)	16% (75)	14% (63)	43% (197)	457
Twitter Users	10% (41)	19% (83)	19% (83)	21% (90)	31% (131)	428
Facebook Users	9% (43)	21% (102)	16% (76)	21% (101)	34% (165)	487
Snapchat Users	8% (47)	18% (112)	16% (100)	20% (127)	38% (234)	620
Instagram Users	8% (58)	19% (143)	16% (123)	20% (151)	38% (287)	762
Tiktok Users	7% (31)	17% (81)	16% (77)	20% (93)	40% (185)	467
Reddit Users	9% (23)	21% (56)	20% (53)	25% (68)	25% (68)	268
YouTube Users	8% (69)	19% (175)	16% (148)	19% (175)	38% (352)	920
Harry Styles Fan	7% (31)	20% (84)	17% (72)	19% (78)	37% (157)	421
Billie Eilish Fan	8% (49)	18% (105)	17% (103)	19% (112)	38% (226)	595
Zendaya Fan	8% (47)	20% (122)	17% (103)	19% (118)	36% (223)	614
Taylor Swift Fan	8% (37)	20% (98)	16% (77)	20% (98)	36% (172)	482
Kylie Jenner Fan	7% (22)	23% (70)	16% (49)	16% (50)	38% (119)	311

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**Table CGZ33\_1: Generally speaking, do you agree or disagree with the following statements?**  
When it comes to economic issues, it is hard for me to tell the difference between the Democratic and Republican parties

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	8% (76)	19% (188)	16% (157)	19% (189)	39% (391)	1000
Emma Chamberlain Fan	8% (19)	21% (50)	16% (38)	20% (47)	35% (84)	238
Niall Horan Fan	8% (20)	22% (56)	16% (42)	20% (50)	34% (88)	256
Zayn Malik Fan	7% (20)	23% (65)	17% (47)	19% (52)	34% (93)	277
Liam Payne Fan	7% (17)	23% (55)	15% (36)	19% (47)	36% (87)	242
Louis Tomlinson Fan	7% (16)	23% (49)	16% (36)	19% (41)	35% (75)	217
Film: An avid fan	8% (21)	17% (46)	16% (44)	22% (59)	36% (97)	268
Film: A casual fan	7% (38)	21% (113)	17% (90)	20% (106)	36% (193)	539
Film: Not a fan	8% (16)	15% (28)	12% (23)	13% (24)	52% (101)	193
Television: An avid fan	8% (19)	20% (49)	13% (32)	23% (56)	36% (89)	246
Television: A casual fan	7% (37)	20% (110)	17% (97)	19% (106)	38% (211)	562
Television: Not a fan	10% (19)	15% (29)	15% (28)	14% (26)	47% (90)	192
Music: An avid fan	8% (51)	18% (115)	16% (99)	20% (123)	38% (242)	632
Music: A casual fan	7% (23)	20% (65)	17% (56)	18% (61)	38% (128)	333
Fashion: An avid fan	8% (18)	21% (47)	15% (34)	23% (51)	33% (73)	223
Fashion: A casual fan	8% (34)	19% (81)	15% (65)	16% (70)	43% (188)	437
Fashion: Not a fan	7% (24)	17% (59)	17% (58)	20% (69)	38% (130)	340
Pop culture: An avid fan	10% (23)	21% (48)	16% (36)	24% (55)	30% (69)	232
Pop culture: A casual fan	6% (31)	21% (103)	16% (77)	18% (86)	39% (187)	485
Pop culture: Not a fan	8% (22)	13% (36)	15% (44)	17% (47)	48% (135)	283
Sports: An avid fan	8% (16)	23% (48)	16% (34)	22% (46)	31% (65)	209
Sports: A casual fan	6% (18)	16% (50)	16% (51)	21% (69)	41% (134)	323
Sports: Not a fan	9% (41)	19% (90)	15% (72)	16% (74)	41% (192)	468
Celeb fans on social media	8% (60)	21% (151)	18% (128)	20% (142)	33% (236)	717
Celebs share too much on social media	9% (51)	23% (123)	17% (90)	21% (116)	30% (164)	544
Celebs who don't share are disconnected	11% (35)	26% (83)	15% (47)	21% (65)	27% (87)	317
Celebs should interact on social media	9% (61)	22% (144)	17% (111)	21% (140)	31% (202)	658
Celebs' social media is a professional platform	7% (13)	24% (44)	17% (33)	21% (39)	31% (58)	187
Celebs' social media is a personal platform	9% (43)	23% (109)	18% (85)	20% (96)	30% (145)	478
Connects to celebs paid promoting	11% (14)	26% (34)	15% (20)	15% (19)	32% (41)	128
Connects to celebs non-paid promoting	10% (39)	21% (82)	19% (75)	24% (94)	27% (106)	397

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**Table CGZ33\_1:** Generally speaking, do you agree or disagree with the following statements?*When it comes to economic issues, it is hard for me to tell the difference between the Democratic and Republican parties*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	8%	(76)	19%	(188)	16%	(157)	19%	(189)	39%	(391)	1000
Concerned about climate change	9%	(64)	22%	(157)	18%	(129)	20%	(147)	31%	(228)	726
Humans can stop climate change	11%	(29)	22%	(56)	16%	(41)	20%	(52)	31%	(80)	258
Humans can slow climate change	7%	(35)	21%	(103)	19%	(91)	21%	(102)	32%	(154)	485
Climate change is beyond control	10%	(9)	17%	(14)	17%	(15)	14%	(12)	41%	(35)	84
Completely in-person school	5%	(3)	22%	(12)	18%	(10)	23%	(13)	32%	(18)	57
Both in person and virtual school	8%	(27)	17%	(55)	17%	(55)	23%	(75)	34%	(109)	320
Completely virtual school	6%	(20)	21%	(73)	17%	(59)	15%	(53)	41%	(140)	345
Watch live sports at least once a week	7%	(17)	25%	(60)	16%	(38)	21%	(51)	31%	(73)	238

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

**Table CGZ33\_2: Generally speaking, do you agree or disagree with the following statements?**  
*The Democratic Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	6%	(58)	11%	(113)	18%	(182)	15%	(151)	50%	(496)	1000
Gender: Male	7%	(33)	12%	(58)	21%	(101)	17%	(85)	43%	(211)	489
Gender: Female	5%	(25)	11%	(55)	16%	(81)	13%	(66)	56%	(285)	511
Age: 18-34	8%	(42)	12%	(61)	18%	(89)	17%	(88)	45%	(226)	506
GenZers: 1997-2012	6%	(58)	11%	(113)	18%	(182)	15%	(151)	50%	(496)	1000
PID: Dem (no lean)	8%	(29)	17%	(59)	22%	(79)	14%	(51)	38%	(135)	353
PID: Ind (no lean)	4%	(19)	8%	(39)	15%	(72)	12%	(57)	62%	(303)	490
PID: Rep (no lean)	7%	(11)	10%	(15)	19%	(31)	28%	(43)	37%	(58)	157
PID/Gender: Dem Men	10%	(16)	22%	(34)	24%	(37)	13%	(19)	31%	(48)	154
PID/Gender: Dem Women	6%	(13)	13%	(25)	21%	(42)	16%	(32)	44%	(87)	199
PID/Gender: Ind Men	5%	(13)	6%	(16)	18%	(45)	16%	(40)	54%	(135)	248
PID/Gender: Ind Women	3%	(6)	9%	(23)	11%	(27)	7%	(18)	69%	(168)	242
PID/Gender: Rep Men	6%	(5)	9%	(8)	22%	(19)	30%	(26)	33%	(28)	87
PID/Gender: Rep Women	8%	(5)	10%	(7)	17%	(12)	24%	(17)	41%	(29)	71
Ideo: Liberal (1-3)	10%	(30)	19%	(59)	24%	(75)	17%	(54)	30%	(92)	309
Ideo: Moderate (4)	4%	(9)	12%	(24)	22%	(44)	15%	(31)	47%	(95)	204
Ideo: Conservative (5-7)	9%	(12)	6%	(8)	22%	(31)	40%	(56)	24%	(33)	140
Educ: < College	5%	(50)	11%	(98)	18%	(165)	15%	(136)	51%	(470)	918
Educ: Bachelors degree	11%	(7)	18%	(12)	23%	(15)	20%	(13)	27%	(18)	65
Income: Under 50k	5%	(31)	10%	(58)	15%	(89)	13%	(77)	56%	(327)	581
Income: 50k-100k	5%	(15)	14%	(40)	21%	(59)	20%	(57)	40%	(114)	285
Income: 100k+	9%	(12)	12%	(16)	26%	(35)	13%	(17)	41%	(55)	134
Ethnicity: White	6%	(37)	13%	(79)	18%	(115)	18%	(113)	45%	(283)	627
Ethnicity: Hispanic	4%	(8)	10%	(21)	20%	(41)	14%	(29)	51%	(104)	203
Ethnicity: Black	7%	(10)	10%	(13)	19%	(25)	10%	(13)	54%	(71)	132
Ethnicity: Other	5%	(12)	9%	(22)	17%	(42)	10%	(25)	59%	(141)	240
All Christian	6%	(14)	13%	(32)	20%	(50)	20%	(51)	42%	(104)	251
Atheist	12%	(12)	9%	(10)	20%	(22)	18%	(19)	41%	(44)	107
Agnostic/Nothing in particular	5%	(19)	10%	(40)	17%	(66)	13%	(50)	55%	(220)	396
Something Else	5%	(10)	13%	(25)	20%	(39)	11%	(21)	52%	(102)	197
Religious Non-Protestant/Catholic	3%	(2)	11%	(7)	14%	(8)	20%	(12)	51%	(30)	58

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**Table CGZ33\_2:** Generally speaking, do you agree or disagree with the following statements?*The Democratic Party is too accepting of capitalism*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	6% (58)	11% (113)	18% (182)	15% (151)	50% (496)	1000
Evangelical	6% (10)	10% (17)	18% (30)	22% (35)	44% (71)	163
Non-Evangelical	5% (14)	14% (38)	19% (51)	13% (34)	48% (127)	265
Community: Urban	6% (15)	11% (29)	12% (31)	20% (51)	50% (127)	254
Community: Suburban	6% (31)	11% (60)	21% (112)	14% (74)	49% (263)	540
Community: Rural	6% (12)	12% (24)	19% (39)	13% (26)	51% (105)	205
Employ: Private Sector	7% (7)	16% (16)	14% (14)	27% (27)	35% (34)	98
Employ: Self-Employed	14% (7)	13% (7)	10% (5)	17% (9)	47% (24)	52
Employ: Unemployed	5% (9)	9% (16)	15% (26)	12% (21)	58% (99)	170
Employ: Other	6% (4)	11% (8)	16% (12)	11% (8)	56% (41)	73
Military HH: Yes	3% (3)	13% (12)	20% (19)	18% (17)	46% (44)	95
Military HH: No	6% (54)	11% (101)	18% (163)	15% (135)	50% (452)	905
RD/WT: Right Direction	4% (8)	10% (20)	19% (36)	21% (41)	45% (87)	192
RD/WT: Wrong Track	6% (49)	12% (93)	18% (146)	14% (111)	51% (409)	808
Trump Job Approve	6% (14)	9% (21)	17% (38)	27% (62)	40% (91)	226
Trump Job Disapprove	7% (43)	14% (89)	20% (129)	13% (84)	46% (294)	640
Trump Job Strongly Approve	10% (9)	11% (9)	15% (13)	30% (25)	34% (29)	85
Trump Job Somewhat Approve	4% (5)	8% (11)	18% (25)	26% (36)	44% (62)	141
Trump Job Somewhat Disapprove	2% (4)	13% (21)	23% (37)	15% (24)	46% (74)	161
Trump Job Strongly Disapprove	8% (40)	14% (68)	19% (92)	12% (60)	46% (219)	479
Favorable of Trump	6% (12)	10% (20)	16% (33)	29% (58)	39% (78)	202
Unfavorable of Trump	7% (43)	14% (90)	20% (131)	13% (87)	46% (300)	652
Very Favorable of Trump	11% (10)	10% (9)	12% (11)	33% (30)	35% (32)	91
Somewhat Favorable of Trump	2% (2)	10% (11)	20% (22)	26% (29)	42% (46)	110
Somewhat Unfavorable of Trump	6% (8)	11% (15)	21% (29)	18% (25)	44% (61)	139
Very Unfavorable of Trump	7% (36)	15% (75)	20% (102)	12% (62)	46% (239)	514

Continued on next page

**Table CGZ33\_2: Generally speaking, do you agree or disagree with the following statements?**  
*The Democratic Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	6%	(58)	11%	(113)	18%	(182)	15%	(151)	50%	(496)	1000
#1 Issue: Economy	8%	(22)	12%	(33)	21%	(59)	19%	(55)	40%	(115)	285
#1 Issue: Security	1%	(1)	6%	(4)	16%	(11)	26%	(19)	52%	(37)	72
#1 Issue: Health Care	9%	(15)	11%	(19)	19%	(33)	13%	(22)	47%	(78)	168
#1 Issue: Women's Issues	5%	(6)	12%	(17)	16%	(24)	11%	(16)	56%	(80)	143
#1 Issue: Education	4%	(6)	12%	(17)	18%	(26)	13%	(18)	54%	(78)	145
#1 Issue: Energy	6%	(5)	18%	(15)	21%	(18)	15%	(13)	41%	(36)	87
#1 Issue: Other	2%	(2)	8%	(7)	11%	(9)	7%	(6)	71%	(59)	84
4-Region: Northeast	6%	(11)	7%	(14)	26%	(49)	16%	(30)	45%	(85)	188
4-Region: Midwest	4%	(8)	15%	(28)	15%	(29)	18%	(35)	48%	(90)	189
4-Region: South	7%	(29)	11%	(44)	15%	(59)	14%	(53)	52%	(201)	386
4-Region: West	4%	(11)	12%	(28)	19%	(45)	14%	(34)	50%	(119)	237
Middle school (Grade 6 - 8)	3%	(2)	11%	(8)	15%	(11)	9%	(6)	63%	(45)	72
High school (Grade 9 - 12)	4%	(19)	10%	(44)	20%	(92)	14%	(65)	52%	(242)	461
Community college	14%	(9)	5%	(3)	19%	(13)	13%	(9)	49%	(33)	67
College or university program	7%	(14)	16%	(31)	20%	(39)	19%	(37)	38%	(75)	195
I am not in school	7%	(14)	13%	(28)	14%	(28)	17%	(34)	49%	(101)	204
White, non-Hispanic	6%	(34)	12%	(66)	18%	(100)	18%	(98)	45%	(245)	543
POC	5%	(24)	10%	(47)	18%	(82)	12%	(54)	55%	(250)	457
Twitter Users	7%	(29)	15%	(63)	20%	(86)	18%	(75)	41%	(175)	428
Facebook Users	6%	(31)	12%	(61)	18%	(89)	16%	(77)	47%	(229)	487
Snapchat Users	6%	(37)	12%	(76)	19%	(118)	14%	(86)	49%	(303)	620
Instagram Users	6%	(45)	12%	(92)	20%	(152)	14%	(105)	48%	(368)	762
Tiktok Users	5%	(22)	13%	(61)	18%	(85)	12%	(57)	52%	(241)	467
Reddit Users	9%	(23)	15%	(41)	19%	(50)	17%	(44)	41%	(110)	268
YouTube Users	6%	(54)	12%	(106)	18%	(169)	15%	(138)	49%	(452)	920
Harry Styles Fan	6%	(24)	13%	(55)	19%	(79)	13%	(57)	49%	(207)	421
Billie Eilish Fan	7%	(39)	12%	(74)	19%	(116)	13%	(75)	49%	(291)	595
Zendaya Fan	6%	(38)	13%	(78)	19%	(118)	14%	(87)	48%	(294)	614
Taylor Swift Fan	5%	(25)	12%	(59)	20%	(94)	15%	(73)	48%	(230)	482
Kylie Jenner Fan	5%	(17)	13%	(39)	18%	(55)	13%	(41)	51%	(159)	311

Continued on next page

**Table CGZ33\_2:** Generally speaking, do you agree or disagree with the following statements?*The Democratic Party is too accepting of capitalism*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	6% (58)	11% (113)	18% (182)	15% (151)	50% (496)	1000
Emma Chamberlain Fan	5% (12)	13% (31)	18% (43)	14% (33)	49% (118)	238
Niall Horan Fan	6% (14)	12% (31)	21% (54)	14% (37)	47% (121)	256
Zayn Malik Fan	7% (21)	13% (35)	19% (52)	13% (36)	48% (134)	277
Liam Payne Fan	5% (13)	12% (28)	19% (46)	16% (38)	48% (116)	242
Louis Tomlinson Fan	6% (13)	14% (31)	20% (44)	15% (32)	45% (97)	217
Film: An avid fan	6% (17)	16% (43)	16% (43)	15% (39)	47% (125)	268
Film: A casual fan	6% (32)	10% (55)	19% (104)	15% (82)	49% (267)	539
Film: Not a fan	5% (9)	8% (15)	18% (35)	16% (30)	54% (104)	193
Television: An avid fan	6% (16)	14% (35)	16% (40)	17% (43)	46% (112)	246
Television: A casual fan	5% (30)	12% (66)	18% (103)	14% (79)	51% (284)	562
Television: Not a fan	6% (12)	6% (12)	20% (39)	16% (30)	52% (100)	192
Music: An avid fan	6% (36)	11% (72)	18% (112)	16% (98)	49% (313)	632
Music: A casual fan	6% (20)	12% (40)	19% (63)	14% (47)	49% (163)	333
Fashion: An avid fan	8% (18)	11% (25)	18% (41)	14% (32)	48% (107)	223
Fashion: A casual fan	6% (25)	12% (53)	16% (70)	13% (57)	53% (233)	437
Fashion: Not a fan	4% (14)	11% (36)	21% (71)	18% (63)	46% (156)	340
Pop culture: An avid fan	8% (18)	15% (35)	20% (47)	18% (41)	39% (91)	232
Pop culture: A casual fan	6% (29)	12% (57)	17% (84)	14% (66)	51% (249)	485
Pop culture: Not a fan	4% (11)	8% (21)	18% (51)	16% (44)	55% (156)	283
Sports: An avid fan	8% (16)	14% (30)	18% (37)	17% (35)	43% (91)	209
Sports: A casual fan	4% (14)	10% (33)	18% (58)	16% (51)	51% (166)	323
Sports: Not a fan	6% (27)	11% (49)	19% (87)	14% (66)	51% (239)	468
Celeb fans on social media	6% (46)	13% (94)	20% (145)	16% (114)	44% (317)	717
Celebs share too much on social media	7% (37)	13% (73)	20% (109)	16% (85)	44% (239)	544
Celebs who don't share are disconnected	9% (27)	14% (43)	19% (60)	18% (57)	41% (130)	317
Celebs should interact on social media	6% (41)	13% (84)	21% (140)	16% (105)	44% (289)	658
Celebs' social media is a professional platform	5% (9)	11% (20)	22% (41)	19% (36)	43% (80)	187
Celebs' social media is a personal platform	8% (36)	13% (64)	21% (102)	18% (84)	40% (192)	478
Connects to celebs paid promoting	9% (11)	14% (18)	19% (24)	18% (23)	40% (51)	128
Connects to celebs non-paid promoting	7% (28)	16% (63)	22% (88)	17% (67)	38% (150)	397

Continued on next page

**Table CGZ33\_2:** Generally speaking, do you agree or disagree with the following statements?  
*The Democratic Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	6%	(58)	11%	(113)	18%	(182)	15%	(151)	50%	(496)	1000
Concerned about climate change	7%	(50)	13%	(97)	21%	(152)	15%	(108)	44%	(318)	726
Humans can stop climate change	7%	(19)	13%	(34)	22%	(57)	15%	(38)	43%	(110)	258
Humans can slow climate change	5%	(25)	12%	(60)	21%	(101)	18%	(85)	44%	(214)	485
Climate change is beyond control	9%	(8)	16%	(13)	18%	(15)	18%	(15)	39%	(33)	84
Completely in-person school	8%	(5)	11%	(6)	27%	(15)	16%	(9)	38%	(21)	57
Both in person and virtual school	6%	(20)	13%	(41)	16%	(52)	17%	(55)	48%	(152)	320
Completely virtual school	5%	(17)	10%	(36)	22%	(75)	13%	(44)	50%	(173)	345
Watch live sports at least once a week	8%	(19)	13%	(32)	21%	(50)	20%	(46)	38%	(90)	238

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

**Table CGZ33\_3: Generally speaking, do you agree or disagree with the following statements?**  
*The Democratic Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
Gender: Male	13%	(65)	16%	(78)	18%	(86)	9%	(46)	44%	(214)	489
Gender: Female	10%	(49)	12%	(61)	15%	(76)	10%	(49)	54%	(277)	511
Age: 18-34	13%	(64)	14%	(71)	18%	(89)	11%	(56)	45%	(226)	506
GenZers: 1997-2012	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
PID: Dem (no lean)	5%	(19)	15%	(52)	24%	(85)	18%	(62)	38%	(135)	353
PID: Ind (no lean)	8%	(37)	12%	(58)	13%	(63)	5%	(26)	62%	(306)	490
PID: Rep (no lean)	36%	(57)	18%	(28)	9%	(14)	4%	(7)	32%	(51)	157
PID/Gender: Dem Men	9%	(13)	18%	(28)	25%	(38)	17%	(26)	32%	(49)	154
PID/Gender: Dem Women	3%	(6)	12%	(24)	23%	(47)	18%	(36)	43%	(85)	199
PID/Gender: Ind Men	9%	(23)	12%	(30)	15%	(38)	6%	(16)	57%	(141)	248
PID/Gender: Ind Women	6%	(14)	12%	(28)	10%	(24)	4%	(10)	68%	(165)	242
PID/Gender: Rep Men	33%	(29)	23%	(20)	11%	(10)	5%	(4)	28%	(24)	87
PID/Gender: Rep Women	40%	(28)	12%	(9)	6%	(5)	3%	(2)	38%	(27)	71
Ideo: Liberal (1-3)	5%	(15)	16%	(51)	26%	(81)	22%	(67)	31%	(95)	309
Ideo: Moderate (4)	11%	(22)	21%	(43)	16%	(33)	5%	(10)	47%	(95)	204
Ideo: Conservative (5-7)	47%	(65)	19%	(27)	10%	(15)	4%	(6)	19%	(27)	140
Educ: < College	11%	(97)	13%	(124)	16%	(148)	9%	(83)	51%	(467)	918
Educ: Bachelors degree	21%	(14)	17%	(11)	19%	(13)	16%	(10)	27%	(17)	65
Income: Under 50k	10%	(58)	12%	(69)	12%	(71)	9%	(53)	57%	(330)	581
Income: 50k-100k	13%	(38)	15%	(43)	24%	(68)	9%	(26)	39%	(110)	285
Income: 100k+	13%	(17)	20%	(27)	18%	(23)	12%	(16)	38%	(51)	134
Ethnicity: White	14%	(89)	14%	(89)	17%	(109)	11%	(67)	43%	(273)	627
Ethnicity: Hispanic	9%	(19)	16%	(32)	14%	(28)	9%	(18)	52%	(106)	203
Ethnicity: Black	5%	(7)	11%	(15)	17%	(22)	9%	(12)	57%	(76)	132
Ethnicity: Other	7%	(17)	15%	(35)	13%	(30)	6%	(15)	59%	(143)	240
All Christian	17%	(43)	20%	(49)	17%	(44)	8%	(20)	38%	(95)	251
Atheist	9%	(10)	11%	(12)	19%	(20)	16%	(17)	45%	(48)	107
Agnostic/Nothing in particular	7%	(30)	11%	(44)	16%	(63)	10%	(39)	56%	(220)	396
Something Else	12%	(25)	13%	(26)	13%	(25)	8%	(16)	53%	(105)	197
Religious Non-Protestant/Catholic	19%	(11)	13%	(8)	19%	(11)	4%	(2)	45%	(26)	58

Continued on next page

**Table CGZ33\_3: Generally speaking, do you agree or disagree with the following statements?**  
*The Democratic Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
Evangelical	23%	(37)	17%	(28)	10%	(16)	6%	(10)	44%	(72)	163
Non-Evangelical	10%	(26)	17%	(46)	18%	(48)	9%	(23)	46%	(121)	265
Community: Urban	13%	(34)	15%	(38)	10%	(26)	11%	(28)	50%	(128)	254
Community: Suburban	10%	(54)	15%	(80)	18%	(97)	10%	(56)	47%	(253)	540
Community: Rural	13%	(26)	10%	(20)	19%	(39)	5%	(11)	54%	(110)	205
Employ: Private Sector	24%	(23)	16%	(15)	19%	(18)	9%	(9)	33%	(33)	98
Employ: Self-Employed	13%	(7)	11%	(6)	14%	(7)	14%	(7)	47%	(25)	52
Employ: Unemployed	7%	(12)	16%	(27)	13%	(21)	7%	(12)	57%	(97)	170
Employ: Other	14%	(10)	15%	(11)	3%	(3)	7%	(5)	61%	(45)	73
Military HH: Yes	12%	(11)	18%	(17)	17%	(16)	11%	(11)	42%	(40)	95
Military HH: No	11%	(102)	13%	(122)	16%	(145)	9%	(84)	50%	(451)	905
RD/WT: Right Direction	19%	(37)	16%	(32)	13%	(24)	6%	(12)	46%	(87)	192
RD/WT: Wrong Track	10%	(77)	13%	(107)	17%	(138)	10%	(83)	50%	(404)	808
Trump Job Approve	34%	(77)	18%	(42)	8%	(18)	3%	(7)	36%	(82)	226
Trump Job Disapprove	5%	(32)	14%	(92)	20%	(130)	13%	(85)	47%	(302)	640
Trump Job Strongly Approve	45%	(38)	20%	(17)	3%	(3)	3%	(3)	29%	(25)	85
Trump Job Somewhat Approve	28%	(39)	18%	(25)	11%	(16)	3%	(4)	40%	(57)	141
Trump Job Somewhat Disapprove	8%	(14)	25%	(40)	18%	(29)	1%	(2)	48%	(77)	161
Trump Job Strongly Disapprove	4%	(19)	11%	(52)	21%	(100)	17%	(83)	47%	(225)	479
Favorable of Trump	35%	(70)	17%	(35)	10%	(20)	4%	(9)	34%	(68)	202
Unfavorable of Trump	6%	(40)	14%	(92)	20%	(131)	13%	(83)	47%	(306)	652
Very Favorable of Trump	41%	(37)	15%	(14)	8%	(8)	6%	(5)	30%	(27)	91
Somewhat Favorable of Trump	30%	(33)	19%	(21)	12%	(13)	3%	(4)	36%	(40)	110
Somewhat Unfavorable of Trump	11%	(15)	26%	(36)	15%	(20)	4%	(5)	45%	(62)	139
Very Unfavorable of Trump	5%	(25)	11%	(56)	22%	(111)	15%	(78)	48%	(244)	514

Continued on next page



**Table CGZ33\_3: Generally speaking, do you agree or disagree with the following statements?**  
*The Democratic Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
#1 Issue: Economy	19%	(55)	17%	(49)	15%	(42)	8%	(23)	41%	(117)	285
#1 Issue: Security	27%	(20)	16%	(11)	6%	(4)	3%	(2)	48%	(35)	72
#1 Issue: Health Care	8%	(14)	14%	(23)	18%	(30)	13%	(21)	47%	(79)	168
#1 Issue: Women's Issues	7%	(10)	12%	(17)	19%	(27)	11%	(15)	52%	(74)	143
#1 Issue: Education	6%	(8)	11%	(16)	23%	(33)	9%	(13)	52%	(75)	145
#1 Issue: Energy	3%	(2)	17%	(15)	26%	(22)	13%	(12)	41%	(36)	87
#1 Issue: Other	4%	(4)	7%	(6)	3%	(3)	11%	(9)	75%	(62)	84
4-Region: Northeast	9%	(17)	15%	(29)	23%	(42)	11%	(21)	42%	(79)	188
4-Region: Midwest	10%	(19)	16%	(31)	15%	(29)	10%	(18)	48%	(91)	189
4-Region: South	12%	(46)	12%	(46)	14%	(52)	9%	(36)	53%	(206)	386
4-Region: West	13%	(31)	14%	(33)	16%	(38)	8%	(20)	49%	(115)	237
Middle school (Grade 6 - 8)	7%	(5)	17%	(12)	9%	(7)	3%	(2)	64%	(46)	72
High school (Grade 9 - 12)	11%	(49)	13%	(58)	17%	(79)	8%	(39)	51%	(236)	461
Community college	9%	(6)	14%	(9)	18%	(12)	15%	(10)	44%	(30)	67
College or university program	13%	(25)	17%	(32)	19%	(37)	13%	(25)	39%	(76)	195
I am not in school	14%	(29)	13%	(26)	13%	(27)	10%	(19)	51%	(103)	204
White, non-Hispanic	15%	(80)	13%	(71)	17%	(94)	11%	(60)	44%	(238)	543
POC	7%	(34)	15%	(68)	15%	(68)	8%	(34)	55%	(253)	457
Twitter Users	11%	(47)	14%	(60)	20%	(86)	13%	(55)	42%	(179)	428
Facebook Users	12%	(58)	15%	(75)	17%	(83)	9%	(45)	46%	(226)	487
Snapchat Users	10%	(61)	13%	(80)	17%	(105)	11%	(69)	49%	(304)	620
Instagram Users	10%	(79)	14%	(104)	17%	(131)	10%	(79)	49%	(370)	762
Tiktok Users	8%	(37)	14%	(65)	17%	(78)	12%	(55)	50%	(231)	467
Reddit Users	12%	(33)	14%	(37)	19%	(51)	14%	(37)	41%	(110)	268
YouTube Users	12%	(108)	14%	(124)	16%	(150)	10%	(89)	49%	(448)	920
Harry Styles Fan	8%	(35)	15%	(62)	17%	(70)	11%	(46)	49%	(208)	421
Billie Eilish Fan	10%	(57)	13%	(78)	18%	(107)	10%	(60)	49%	(293)	595
Zendaya Fan	11%	(65)	14%	(83)	18%	(112)	10%	(58)	48%	(295)	614
Taylor Swift Fan	12%	(56)	15%	(74)	17%	(80)	10%	(47)	47%	(225)	482
Kylie Jenner Fan	10%	(31)	15%	(48)	14%	(45)	9%	(29)	51%	(159)	311

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**Table CGZ33\_3: Generally speaking, do you agree or disagree with the following statements?  
The Democratic Party is too accepting of socialism**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
Emma Chamberlain Fan	9%	(21)	16%	(39)	17%	(41)	10%	(23)	48%	(114)	238
Niall Horan Fan	11%	(28)	15%	(39)	18%	(45)	10%	(26)	46%	(119)	256
Zayn Malik Fan	11%	(31)	16%	(44)	17%	(46)	9%	(25)	47%	(131)	277
Liam Payne Fan	12%	(29)	15%	(37)	15%	(36)	10%	(24)	49%	(118)	242
Louis Tomlinson Fan	12%	(26)	14%	(30)	18%	(39)	11%	(23)	46%	(99)	217
Film: An avid fan	11%	(28)	15%	(40)	15%	(41)	13%	(36)	46%	(122)	268
Film: A casual fan	12%	(64)	14%	(76)	17%	(93)	8%	(45)	49%	(262)	539
Film: Not a fan	11%	(21)	12%	(23)	15%	(28)	7%	(14)	55%	(107)	193
Television: An avid fan	9%	(22)	11%	(28)	18%	(45)	15%	(37)	46%	(114)	246
Television: A casual fan	12%	(69)	16%	(92)	14%	(81)	7%	(41)	50%	(279)	562
Television: Not a fan	12%	(23)	10%	(19)	18%	(35)	9%	(17)	51%	(99)	192
Music: An avid fan	13%	(80)	11%	(72)	16%	(104)	11%	(67)	49%	(310)	632
Music: A casual fan	9%	(30)	18%	(60)	16%	(55)	8%	(27)	48%	(161)	333
Fashion: An avid fan	8%	(19)	15%	(34)	16%	(36)	13%	(30)	47%	(104)	223
Fashion: A casual fan	11%	(48)	11%	(49)	15%	(68)	9%	(40)	53%	(233)	437
Fashion: Not a fan	14%	(46)	16%	(55)	17%	(58)	7%	(25)	45%	(155)	340
Pop culture: An avid fan	11%	(26)	16%	(38)	19%	(45)	12%	(28)	41%	(95)	232
Pop culture: A casual fan	11%	(53)	13%	(65)	16%	(80)	9%	(45)	50%	(242)	485
Pop culture: Not a fan	12%	(35)	13%	(36)	13%	(37)	7%	(21)	55%	(154)	283
Sports: An avid fan	11%	(24)	18%	(37)	16%	(34)	11%	(24)	43%	(91)	209
Sports: A casual fan	14%	(46)	14%	(45)	16%	(51)	6%	(19)	50%	(162)	323
Sports: Not a fan	9%	(44)	12%	(57)	16%	(77)	11%	(52)	51%	(238)	468
Celeb fans on social media	11%	(79)	16%	(113)	19%	(134)	10%	(73)	44%	(318)	717
Celebs share too much on social media	13%	(69)	17%	(91)	18%	(97)	9%	(51)	43%	(235)	544
Celebs who don't share are disconnected	14%	(44)	16%	(50)	17%	(55)	10%	(33)	42%	(135)	317
Celebs should interact on social media	12%	(78)	16%	(103)	18%	(119)	10%	(68)	44%	(290)	658
Celebs' social media is a professional platform	12%	(23)	21%	(38)	18%	(34)	7%	(13)	42%	(78)	187
Celebs' social media is a personal platform	13%	(61)	17%	(80)	17%	(82)	13%	(63)	40%	(192)	478
Connects to celebs paid promoting	17%	(21)	17%	(22)	16%	(20)	9%	(12)	41%	(53)	128
Connects to celebs non-paid promoting	13%	(52)	17%	(67)	20%	(78)	12%	(49)	38%	(151)	397

Continued on next page

**Table CGZ33\_3:** Generally speaking, do you agree or disagree with the following statements?*The Democratic Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	11%	(114)	14%	(139)	16%	(162)	9%	(95)	49%	(491)	1000
Concerned about climate change	9%	(66)	15%	(112)	19%	(140)	12%	(86)	44%	(322)	726
Humans can stop climate change	7%	(18)	16%	(41)	21%	(54)	14%	(37)	42%	(108)	258
Humans can slow climate change	12%	(58)	15%	(73)	19%	(92)	9%	(46)	44%	(216)	485
Climate change is beyond control	18%	(15)	20%	(17)	8%	(7)	12%	(10)	43%	(36)	84
Completely in-person school	18%	(10)	18%	(11)	17%	(10)	7%	(4)	39%	(22)	57
Both in person and virtual school	11%	(34)	15%	(48)	19%	(61)	10%	(31)	46%	(146)	320
Completely virtual school	10%	(36)	13%	(46)	17%	(60)	10%	(35)	49%	(168)	345
Watch live sports at least once a week	12%	(29)	20%	(46)	20%	(46)	11%	(27)	37%	(89)	238

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

**Table CGZ33\_4: Generally speaking, do you agree or disagree with the following statements?**  
*The Republican Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
Gender: Male	16%	(77)	17%	(82)	14%	(68)	8%	(40)	45%	(222)	489
Gender: Female	16%	(80)	15%	(76)	9%	(47)	6%	(28)	55%	(280)	511
Age: 18-34	17%	(86)	15%	(74)	13%	(67)	10%	(49)	46%	(231)	506
GenZers: 1997-2012	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
PID: Dem (no lean)	29%	(102)	19%	(67)	10%	(36)	4%	(13)	38%	(135)	353
PID: Ind (no lean)	8%	(40)	13%	(65)	10%	(50)	6%	(28)	63%	(308)	490
PID: Rep (no lean)	9%	(15)	16%	(26)	19%	(29)	18%	(28)	38%	(60)	157
PID/Gender: Dem Men	29%	(45)	19%	(30)	13%	(21)	5%	(7)	33%	(51)	154
PID/Gender: Dem Women	29%	(57)	19%	(37)	8%	(15)	3%	(5)	42%	(84)	199
PID/Gender: Ind Men	9%	(23)	13%	(33)	12%	(31)	7%	(18)	58%	(143)	248
PID/Gender: Ind Women	7%	(17)	13%	(32)	8%	(19)	4%	(10)	68%	(165)	242
PID/Gender: Rep Men	10%	(9)	22%	(19)	19%	(16)	17%	(15)	32%	(27)	87
PID/Gender: Rep Women	8%	(6)	9%	(7)	19%	(13)	18%	(13)	46%	(32)	71
Ideo: Liberal (1-3)	36%	(112)	19%	(60)	10%	(30)	5%	(17)	29%	(90)	309
Ideo: Moderate (4)	11%	(23)	21%	(43)	16%	(32)	7%	(14)	45%	(92)	204
Ideo: Conservative (5-7)	8%	(11)	20%	(28)	23%	(32)	23%	(32)	27%	(38)	140
Educ: < College	15%	(138)	16%	(145)	11%	(103)	6%	(55)	52%	(476)	918
Educ: Bachelors degree	26%	(17)	15%	(10)	14%	(9)	19%	(12)	27%	(17)	65
Income: Under 50k	12%	(70)	12%	(71)	10%	(56)	7%	(42)	59%	(341)	581
Income: 50k-100k	23%	(65)	18%	(50)	14%	(39)	6%	(16)	40%	(114)	285
Income: 100k+	16%	(21)	28%	(37)	15%	(20)	7%	(10)	35%	(46)	134
Ethnicity: White	18%	(110)	17%	(109)	12%	(76)	7%	(44)	46%	(288)	627
Ethnicity: Hispanic	14%	(29)	13%	(27)	12%	(24)	8%	(15)	53%	(108)	203
Ethnicity: Black	12%	(16)	13%	(18)	12%	(15)	7%	(9)	56%	(74)	132
Ethnicity: Other	13%	(31)	13%	(31)	10%	(24)	6%	(15)	58%	(140)	240
All Christian	12%	(30)	19%	(48)	17%	(42)	10%	(25)	42%	(106)	251
Atheist	30%	(32)	12%	(13)	13%	(14)	4%	(4)	42%	(44)	107
Agnostic/Nothing in particular	16%	(63)	16%	(62)	8%	(31)	5%	(20)	56%	(220)	396
Something Else	12%	(25)	14%	(27)	12%	(23)	8%	(15)	55%	(108)	197
Religious Non-Protestant/Catholic	12%	(7)	19%	(11)	12%	(7)	7%	(4)	49%	(28)	58

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**Table CGZ33\_4:** Generally speaking, do you agree or disagree with the following statements?  
*The Republican Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
Evangelical	11%	(18)	16%	(27)	14%	(23)	10%	(17)	48%	(78)	163
Non-Evangelical	13%	(35)	17%	(44)	14%	(37)	8%	(22)	48%	(127)	265
Community: Urban	18%	(46)	14%	(35)	10%	(25)	8%	(21)	50%	(127)	254
Community: Suburban	15%	(82)	18%	(98)	12%	(66)	6%	(34)	48%	(262)	540
Community: Rural	14%	(29)	12%	(25)	12%	(24)	7%	(14)	55%	(113)	205
Employ: Private Sector	13%	(13)	21%	(21)	22%	(21)	12%	(12)	32%	(32)	98
Employ: Self-Employed	14%	(7)	12%	(6)	13%	(7)	13%	(7)	49%	(25)	52
Employ: Unemployed	14%	(24)	14%	(24)	8%	(13)	4%	(7)	59%	(101)	170
Employ: Other	7%	(5)	18%	(13)	11%	(8)	2%	(2)	61%	(45)	73
Military HH: Yes	15%	(14)	23%	(22)	10%	(9)	7%	(7)	46%	(44)	95
Military HH: No	16%	(143)	15%	(136)	12%	(106)	7%	(62)	51%	(459)	905
RD/WT: Right Direction	5%	(9)	17%	(32)	18%	(35)	12%	(22)	49%	(93)	192
RD/WT: Wrong Track	18%	(148)	16%	(126)	10%	(80)	6%	(46)	51%	(409)	808
Trump Job Approve	6%	(14)	16%	(35)	19%	(42)	17%	(38)	43%	(98)	226
Trump Job Disapprove	22%	(140)	18%	(116)	10%	(64)	4%	(27)	46%	(293)	640
Trump Job Strongly Approve	7%	(6)	13%	(11)	15%	(13)	25%	(22)	39%	(33)	85
Trump Job Somewhat Approve	5%	(7)	17%	(25)	20%	(29)	11%	(16)	46%	(64)	141
Trump Job Somewhat Disapprove	9%	(15)	24%	(39)	15%	(24)	5%	(8)	46%	(75)	161
Trump Job Strongly Disapprove	26%	(125)	16%	(76)	8%	(40)	4%	(19)	46%	(218)	479
Favorable of Trump	6%	(12)	16%	(33)	17%	(34)	17%	(35)	43%	(87)	202
Unfavorable of Trump	21%	(140)	18%	(118)	11%	(69)	4%	(29)	46%	(297)	652
Very Favorable of Trump	9%	(8)	13%	(11)	14%	(13)	23%	(21)	42%	(38)	91
Somewhat Favorable of Trump	4%	(5)	19%	(21)	20%	(22)	13%	(14)	44%	(49)	110
Somewhat Unfavorable of Trump	7%	(10)	24%	(34)	16%	(22)	5%	(7)	47%	(66)	139
Very Unfavorable of Trump	25%	(130)	16%	(84)	9%	(47)	4%	(22)	45%	(232)	514

Continued on next page

**Table CGZ33\_4:** Generally speaking, do you agree or disagree with the following statements?  
*The Republican Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Zers (Age 13-23)	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
#1 Issue: Economy	13%	(36)	18%	(51)	17%	(50)	10%	(28)	42%	(121)	285
#1 Issue: Security	1%	(1)	14%	(10)	16%	(11)	14%	(10)	55%	(39)	72
#1 Issue: Health Care	23%	(38)	20%	(33)	7%	(12)	3%	(5)	48%	(80)	168
#1 Issue: Women's Issues	21%	(30)	15%	(21)	6%	(8)	5%	(8)	53%	(76)	143
#1 Issue: Education	13%	(19)	13%	(19)	12%	(17)	7%	(11)	54%	(79)	145
#1 Issue: Energy	24%	(21)	19%	(17)	14%	(12)	5%	(4)	39%	(34)	87
#1 Issue: Other	13%	(11)	7%	(6)	4%	(3)	2%	(2)	74%	(61)	84
4-Region: Northeast	18%	(34)	14%	(27)	16%	(31)	9%	(17)	42%	(79)	188
4-Region: Midwest	16%	(31)	17%	(32)	11%	(21)	5%	(10)	50%	(95)	189
4-Region: South	13%	(52)	14%	(55)	11%	(42)	7%	(29)	54%	(208)	386
4-Region: West	17%	(40)	19%	(44)	9%	(21)	5%	(12)	50%	(119)	237
Middle school (Grade 6 - 8)	9%	(7)	21%	(15)	4%	(3)	2%	(2)	64%	(46)	72
High school (Grade 9 - 12)	15%	(70)	16%	(72)	11%	(52)	6%	(26)	52%	(241)	461
Community college	20%	(14)	13%	(9)	9%	(6)	9%	(6)	49%	(33)	67
College or university program	18%	(34)	19%	(38)	14%	(27)	10%	(20)	39%	(75)	195
I am not in school	15%	(31)	12%	(24)	13%	(27)	7%	(15)	52%	(106)	204
White, non-Hispanic	17%	(94)	18%	(98)	12%	(65)	7%	(37)	46%	(250)	543
POC	14%	(63)	13%	(60)	11%	(50)	7%	(32)	55%	(252)	457
Twitter Users	23%	(97)	18%	(75)	13%	(54)	6%	(27)	41%	(176)	428
Facebook Users	17%	(83)	16%	(78)	12%	(59)	6%	(31)	49%	(236)	487
Snapchat Users	17%	(105)	16%	(96)	12%	(72)	7%	(44)	49%	(303)	620
Instagram Users	18%	(134)	16%	(120)	12%	(89)	7%	(50)	49%	(370)	762
Tiktok Users	18%	(84)	15%	(69)	10%	(48)	5%	(26)	52%	(241)	467
Reddit Users	25%	(67)	17%	(44)	11%	(29)	6%	(16)	41%	(111)	268
YouTube Users	16%	(149)	16%	(148)	12%	(109)	6%	(57)	50%	(458)	920
Harry Styles Fan	15%	(64)	18%	(75)	10%	(43)	7%	(29)	50%	(210)	421
Billie Eilish Fan	17%	(104)	16%	(96)	11%	(66)	6%	(37)	49%	(292)	595
Zendaya Fan	17%	(103)	17%	(104)	12%	(71)	7%	(43)	48%	(293)	614
Taylor Swift Fan	15%	(74)	15%	(74)	14%	(67)	7%	(35)	48%	(233)	482
Kylie Jenner Fan	11%	(34)	15%	(47)	14%	(44)	8%	(26)	52%	(160)	311

Continued on next page

**Table CGZ33\_4: Generally speaking, do you agree or disagree with the following statements?  
The Republican Party is too accepting of capitalism**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
Emma Chamberlain Fan	18%	(43)	16%	(37)	13%	(31)	6%	(15)	47%	(112)	238
Niall Horan Fan	13%	(34)	18%	(45)	14%	(35)	9%	(22)	47%	(120)	256
Zayn Malik Fan	12%	(34)	17%	(47)	12%	(34)	11%	(30)	48%	(132)	277
Liam Payne Fan	12%	(28)	15%	(37)	14%	(34)	11%	(28)	48%	(115)	242
Louis Tomlinson Fan	14%	(31)	17%	(37)	15%	(33)	9%	(19)	44%	(96)	217
Film: An avid fan	20%	(55)	15%	(39)	10%	(27)	8%	(22)	47%	(125)	268
Film: A casual fan	14%	(78)	17%	(90)	12%	(67)	7%	(38)	49%	(267)	539
Film: Not a fan	12%	(24)	15%	(29)	11%	(21)	5%	(9)	57%	(110)	193
Television: An avid fan	17%	(42)	16%	(38)	12%	(29)	10%	(24)	45%	(112)	246
Television: A casual fan	15%	(82)	17%	(96)	12%	(70)	5%	(30)	51%	(284)	562
Television: Not a fan	17%	(32)	12%	(24)	8%	(16)	8%	(15)	55%	(106)	192
Music: An avid fan	16%	(102)	15%	(97)	12%	(76)	6%	(38)	50%	(319)	632
Music: A casual fan	15%	(50)	17%	(58)	11%	(36)	7%	(25)	49%	(165)	333
Fashion: An avid fan	18%	(41)	14%	(30)	13%	(30)	7%	(15)	48%	(107)	223
Fashion: A casual fan	15%	(66)	16%	(68)	11%	(49)	6%	(25)	52%	(229)	437
Fashion: Not a fan	15%	(49)	18%	(60)	11%	(37)	8%	(28)	49%	(167)	340
Pop culture: An avid fan	21%	(48)	18%	(42)	12%	(29)	10%	(23)	39%	(90)	232
Pop culture: A casual fan	14%	(70)	16%	(79)	11%	(55)	6%	(27)	52%	(254)	485
Pop culture: Not a fan	14%	(38)	13%	(38)	11%	(31)	6%	(18)	56%	(158)	283
Sports: An avid fan	12%	(24)	18%	(37)	19%	(40)	8%	(16)	44%	(92)	209
Sports: A casual fan	14%	(44)	14%	(45)	13%	(42)	7%	(22)	53%	(170)	323
Sports: Not a fan	19%	(88)	16%	(76)	7%	(33)	6%	(30)	51%	(240)	468
Celeb fans on social media	17%	(125)	19%	(137)	12%	(86)	7%	(52)	44%	(318)	717
Celebs share too much on social media	18%	(97)	17%	(93)	14%	(75)	6%	(34)	45%	(244)	544
Celebs who don't share are disconnected	21%	(68)	18%	(58)	12%	(37)	7%	(21)	42%	(133)	317
Celebs should interact on social media	18%	(119)	19%	(127)	13%	(83)	6%	(40)	44%	(290)	658
Celebs' social media is a professional platform	11%	(21)	19%	(35)	16%	(29)	12%	(22)	43%	(80)	187
Celebs' social media is a personal platform	20%	(98)	18%	(86)	15%	(69)	5%	(25)	42%	(200)	478
Connects to celebs paid promoting	14%	(17)	18%	(22)	18%	(23)	13%	(17)	38%	(48)	128
Connects to celebs non-paid promoting	21%	(82)	21%	(82)	14%	(55)	7%	(27)	38%	(152)	397

Continued on next page

**Table CGZ33\_4:** Generally speaking, do you agree or disagree with the following statements?  
*The Republican Party is too accepting of capitalism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	16%	(157)	16%	(158)	11%	(115)	7%	(69)	50%	(502)	1000
Concerned about climate change	20%	(144)	19%	(140)	12%	(85)	5%	(37)	44%	(321)	726
Humans can stop climate change	24%	(62)	17%	(45)	10%	(26)	7%	(17)	42%	(108)	258
Humans can slow climate change	17%	(85)	20%	(95)	14%	(67)	5%	(23)	44%	(215)	485
Climate change is beyond control	6%	(5)	14%	(12)	21%	(17)	16%	(13)	44%	(37)	84
Completely in-person school	13%	(7)	18%	(10)	17%	(10)	14%	(8)	38%	(21)	57
Both in person and virtual school	16%	(52)	18%	(57)	10%	(33)	7%	(23)	48%	(154)	320
Completely virtual school	17%	(57)	17%	(60)	11%	(37)	6%	(20)	50%	(171)	345
Watch live sports at least once a week	15%	(35)	19%	(44)	20%	(47)	8%	(19)	39%	(93)	238

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



**Table CGZ33\_5: Generally speaking, do you agree or disagree with the following statements?**  
*The Republican Party is too accepting of socialism*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Zers (Age 13-23)	4% (36)	9% (92)	13% (134)	24% (236)	50% (502)	1000
Gender: Male	4% (19)	11% (52)	16% (80)	25% (121)	44% (216)	489
Gender: Female	3% (16)	8% (40)	10% (54)	22% (115)	56% (286)	511
Age: 18-34	4% (19)	11% (54)	13% (68)	26% (134)	46% (230)	506
GenZers: 1997-2012	4% (36)	9% (92)	13% (134)	24% (236)	50% (502)	1000
PID: Dem (no lean)	5% (16)	8% (28)	15% (55)	31% (111)	41% (143)	353
PID: Ind (no lean)	1% (7)	8% (41)	11% (56)	17% (84)	62% (303)	490
PID: Rep (no lean)	8% (13)	15% (24)	15% (23)	26% (41)	35% (56)	157
PID/Gender: Dem Men	4% (7)	12% (18)	18% (28)	31% (47)	35% (54)	154
PID/Gender: Dem Women	5% (10)	5% (10)	14% (27)	32% (64)	45% (89)	199
PID/Gender: Ind Men	2% (5)	9% (22)	14% (34)	20% (50)	55% (138)	248
PID/Gender: Ind Women	1% (2)	7% (18)	9% (22)	14% (34)	68% (166)	242
PID/Gender: Rep Men	9% (8)	13% (11)	22% (19)	28% (24)	28% (24)	87
PID/Gender: Rep Women	7% (5)	18% (13)	6% (5)	24% (17)	45% (32)	71
Ideo: Liberal (1-3)	5% (16)	9% (28)	15% (45)	40% (123)	31% (96)	309
Ideo: Moderate (4)	3% (6)	14% (28)	19% (39)	17% (34)	48% (97)	204
Ideo: Conservative (5-7)	6% (9)	13% (19)	19% (26)	43% (60)	19% (27)	140
Educ: < College	3% (28)	9% (79)	13% (121)	23% (211)	52% (479)	918
Educ: Bachelors degree	9% (6)	18% (12)	14% (9)	37% (24)	22% (14)	65
Income: Under 50k	2% (13)	9% (54)	11% (63)	20% (114)	58% (336)	581
Income: 50k-100k	6% (16)	9% (26)	16% (47)	30% (85)	39% (111)	285
Income: 100k+	5% (7)	9% (13)	18% (24)	27% (36)	41% (55)	134
Ethnicity: White	4% (24)	10% (60)	13% (82)	28% (176)	45% (284)	627
Ethnicity: Hispanic	3% (6)	10% (20)	18% (36)	17% (34)	53% (108)	203
Ethnicity: Black	4% (5)	8% (10)	16% (22)	14% (18)	59% (77)	132
Ethnicity: Other	3% (7)	9% (22)	12% (30)	17% (42)	59% (141)	240
All Christian	5% (12)	13% (33)	17% (44)	23% (58)	42% (104)	251
Atheist	4% (5)	5% (5)	12% (13)	35% (37)	44% (47)	107
Agnostic/Nothing in particular	3% (13)	6% (25)	12% (46)	23% (90)	56% (221)	396
Something Else	2% (3)	13% (25)	14% (27)	19% (37)	53% (105)	197
Religious Non-Protestant/Catholic	5% (3)	10% (6)	10% (6)	28% (16)	47% (27)	58

Continued on next page

**Table CGZ33\_5: Generally speaking, do you agree or disagree with the following statements?**  
*The Republican Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(36)	9%	(92)	13%	(134)	24%	(236)	50%	(502)	1000
Evangelical	4%	(7)	15%	(25)	17%	(28)	17%	(29)	46%	(75)	163
Non-Evangelical	3%	(8)	12%	(31)	14%	(38)	23%	(61)	48%	(127)	265
Community: Urban	5%	(13)	9%	(24)	13%	(33)	23%	(59)	49%	(126)	254
Community: Suburban	4%	(21)	8%	(44)	15%	(81)	23%	(125)	50%	(269)	540
Community: Rural	1%	(2)	12%	(24)	10%	(20)	25%	(51)	53%	(108)	205
Employ: Private Sector	7%	(7)	13%	(12)	21%	(20)	27%	(27)	32%	(32)	98
Employ: Self-Employed	5%	(3)	11%	(6)	6%	(3)	32%	(17)	46%	(24)	52
Employ: Unemployed	2%	(4)	11%	(18)	10%	(18)	18%	(30)	59%	(100)	170
Employ: Other	3%	(2)	16%	(11)	11%	(8)	13%	(9)	58%	(42)	73
Military HH: Yes	2%	(2)	8%	(8)	18%	(17)	24%	(23)	48%	(45)	95
Military HH: No	4%	(34)	9%	(84)	13%	(117)	23%	(212)	51%	(457)	905
RD/WT: Right Direction	5%	(9)	13%	(25)	16%	(32)	17%	(33)	48%	(93)	192
RD/WT: Wrong Track	3%	(26)	8%	(68)	13%	(102)	25%	(203)	51%	(410)	808
Trump Job Approve	5%	(11)	17%	(37)	15%	(34)	25%	(56)	38%	(87)	226
Trump Job Disapprove	4%	(24)	8%	(51)	13%	(85)	27%	(173)	48%	(308)	640
Trump Job Strongly Approve	9%	(7)	19%	(16)	11%	(9)	29%	(25)	33%	(28)	85
Trump Job Somewhat Approve	3%	(4)	15%	(21)	18%	(25)	23%	(32)	42%	(59)	141
Trump Job Somewhat Disapprove	3%	(5)	12%	(20)	17%	(28)	20%	(32)	48%	(77)	161
Trump Job Strongly Disapprove	4%	(19)	6%	(31)	12%	(57)	29%	(140)	48%	(231)	479
Favorable of Trump	5%	(10)	16%	(33)	16%	(33)	25%	(50)	37%	(75)	202
Unfavorable of Trump	4%	(25)	8%	(51)	14%	(88)	27%	(177)	48%	(311)	652
Very Favorable of Trump	8%	(7)	15%	(14)	16%	(14)	25%	(23)	35%	(32)	91
Somewhat Favorable of Trump	3%	(3)	17%	(19)	17%	(19)	24%	(27)	39%	(43)	110
Somewhat Unfavorable of Trump	4%	(5)	12%	(16)	20%	(28)	18%	(25)	46%	(64)	139
Very Unfavorable of Trump	4%	(20)	7%	(35)	12%	(60)	30%	(152)	48%	(247)	514

Continued on next page

**Table CGZ33\_5: Generally speaking, do you agree or disagree with the following statements?  
The Republican Party is too accepting of socialism**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(36)	9%	(92)	13%	(134)	24%	(236)	50%	(502)	1000
#1 Issue: Economy	7%	(19)	12%	(34)	19%	(53)	23%	(64)	40%	(114)	285
#1 Issue: Security	4%	(3)	12%	(8)	11%	(8)	25%	(18)	48%	(35)	72
#1 Issue: Health Care	3%	(5)	6%	(10)	14%	(23)	28%	(47)	49%	(82)	168
#1 Issue: Women's Issues	4%	(5)	7%	(9)	7%	(10)	28%	(40)	55%	(78)	143
#1 Issue: Education	2%	(2)	7%	(10)	15%	(22)	18%	(27)	57%	(83)	145
#1 Issue: Energy	1%	(1)	13%	(11)	15%	(13)	27%	(24)	44%	(39)	87
#1 Issue: Other	—	(0)	7%	(5)	5%	(4)	15%	(12)	74%	(61)	84
4-Region: Northeast	5%	(10)	8%	(16)	13%	(24)	28%	(53)	45%	(85)	188
4-Region: Midwest	3%	(5)	11%	(20)	8%	(16)	27%	(51)	51%	(96)	189
4-Region: South	4%	(15)	10%	(40)	14%	(53)	19%	(74)	53%	(204)	386
4-Region: West	2%	(5)	7%	(16)	17%	(41)	24%	(57)	49%	(117)	237
Middle school (Grade 6 - 8)	2%	(2)	6%	(5)	23%	(16)	7%	(5)	62%	(45)	72
High school (Grade 9 - 12)	4%	(19)	8%	(37)	12%	(56)	23%	(106)	52%	(242)	461
Community college	4%	(2)	9%	(6)	16%	(11)	24%	(16)	48%	(32)	67
College or university program	3%	(6)	12%	(24)	13%	(25)	31%	(60)	41%	(80)	195
I am not in school	3%	(7)	10%	(20)	12%	(25)	24%	(49)	50%	(103)	204
White, non-Hispanic	4%	(22)	9%	(50)	12%	(66)	29%	(157)	46%	(247)	543
POC	3%	(14)	9%	(42)	15%	(68)	17%	(78)	56%	(255)	457
Twitter Users	5%	(20)	9%	(40)	15%	(63)	28%	(119)	43%	(186)	428
Facebook Users	4%	(19)	9%	(45)	14%	(67)	25%	(120)	48%	(235)	487
Snapchat Users	4%	(23)	9%	(54)	13%	(83)	25%	(154)	49%	(306)	620
Instagram Users	4%	(30)	8%	(59)	14%	(104)	25%	(190)	50%	(379)	762
Tiktok Users	3%	(14)	8%	(39)	14%	(64)	24%	(110)	51%	(240)	467
Reddit Users	4%	(10)	8%	(21)	13%	(34)	34%	(90)	42%	(112)	268
YouTube Users	4%	(35)	9%	(80)	14%	(127)	24%	(219)	50%	(460)	920
Harry Styles Fan	4%	(17)	11%	(45)	12%	(53)	22%	(92)	51%	(215)	421
Billie Eilish Fan	4%	(24)	9%	(56)	13%	(77)	24%	(143)	50%	(295)	595
Zendaya Fan	4%	(23)	10%	(60)	14%	(86)	24%	(145)	49%	(300)	614
Taylor Swift Fan	4%	(20)	11%	(53)	15%	(72)	21%	(102)	49%	(235)	482
Kylie Jenner Fan	4%	(13)	12%	(39)	15%	(45)	17%	(53)	52%	(161)	311

Continued on next page

**Table CGZ33\_5: Generally speaking, do you agree or disagree with the following statements?  
The Republican Party is too accepting of socialism**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Gen Z'ers (Age 13-23)	4% (36)	9% (92)	13% (134)	24% (236)	50% (502)	1000
Emma Chamberlain Fan	6% (13)	13% (31)	12% (28)	20% (48)	50% (118)	238
Niall Horan Fan	4% (11)	11% (27)	16% (40)	22% (56)	48% (122)	256
Zayn Malik Fan	6% (16)	11% (31)	14% (38)	20% (54)	50% (138)	277
Liam Payne Fan	5% (13)	12% (30)	14% (34)	19% (46)	49% (120)	242
Louis Tomlinson Fan	5% (11)	12% (26)	15% (32)	21% (45)	47% (102)	217
Film: An avid fan	7% (20)	8% (23)	14% (37)	23% (62)	47% (126)	268
Film: A casual fan	2% (11)	11% (57)	13% (72)	25% (133)	49% (266)	539
Film: Not a fan	2% (5)	7% (13)	13% (25)	21% (41)	57% (110)	193
Television: An avid fan	7% (17)	10% (24)	11% (28)	22% (54)	50% (123)	246
Television: A casual fan	3% (14)	9% (52)	15% (85)	24% (133)	50% (278)	562
Television: Not a fan	2% (5)	9% (17)	11% (21)	25% (49)	53% (101)	192
Music: An avid fan	4% (27)	9% (55)	12% (78)	24% (154)	50% (318)	632
Music: A casual fan	2% (8)	10% (34)	16% (52)	22% (74)	49% (165)	333
Fashion: An avid fan	5% (10)	10% (22)	14% (31)	23% (52)	48% (107)	223
Fashion: A casual fan	4% (17)	8% (35)	12% (51)	23% (100)	53% (233)	437
Fashion: Not a fan	2% (8)	10% (35)	15% (52)	24% (83)	48% (162)	340
Pop culture: An avid fan	7% (16)	13% (30)	14% (32)	24% (55)	43% (99)	232
Pop culture: A casual fan	2% (11)	7% (36)	14% (69)	24% (117)	52% (252)	485
Pop culture: Not a fan	3% (8)	9% (26)	12% (33)	22% (64)	53% (151)	283
Sports: An avid fan	6% (13)	11% (24)	17% (35)	20% (41)	46% (95)	209
Sports: A casual fan	3% (10)	9% (28)	16% (52)	22% (70)	50% (163)	323
Sports: Not a fan	3% (12)	9% (41)	10% (47)	27% (125)	52% (244)	468
Celeb fans on social media	4% (31)	11% (81)	15% (108)	24% (174)	45% (323)	717
Celebs share too much on social media	5% (25)	11% (59)	16% (86)	24% (129)	45% (245)	544
Celebs who don't share are disconnected	5% (17)	13% (41)	12% (38)	26% (82)	44% (139)	317
Celebs should interact on social media	5% (31)	11% (71)	15% (99)	25% (162)	45% (295)	658
Celebs' social media is a professional platform	5% (9)	11% (21)	19% (36)	22% (41)	43% (80)	187
Celebs' social media is a personal platform	4% (21)	11% (55)	13% (64)	27% (131)	43% (208)	478
Connects to celebs paid promoting	9% (11)	15% (20)	20% (26)	14% (18)	42% (53)	128
Connects to celebs non-paid promoting	5% (19)	9% (37)	16% (64)	30% (117)	40% (159)	397

Continued on next page

**Table CGZ33\_5:** Generally speaking, do you agree or disagree with the following statements?*The Republican Party is too accepting of socialism*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Gen Z'ers (Age 13-23)	4%	(36)	9%	(92)	13%	(134)	24%	(236)	50%	(502)	1000
Concerned about climate change	4%	(27)	10%	(70)	14%	(103)	27%	(195)	46%	(333)	726
Humans can stop climate change	4%	(10)	8%	(21)	13%	(33)	30%	(76)	45%	(117)	258
Humans can slow climate change	3%	(16)	9%	(43)	16%	(80)	26%	(125)	46%	(221)	485
Climate change is beyond control	5%	(5)	26%	(22)	12%	(10)	18%	(15)	38%	(32)	84
Completely in-person school	10%	(6)	10%	(6)	18%	(10)	28%	(16)	34%	(19)	57
Both in person and virtual school	2%	(6)	11%	(36)	12%	(39)	26%	(84)	48%	(155)	320
Completely virtual school	4%	(13)	8%	(27)	15%	(53)	23%	(80)	50%	(171)	345
Watch live sports at least once a week	6%	(14)	12%	(28)	19%	(45)	23%	(56)	39%	(94)	238

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

**Table CGZdem1:** What level of school will you be in for the 2020-21 school year?

Demographic	Middle school (Grade 6 - 8)		High school (Grade 9 - 12)		Community college		College or university program		I am not in school		Total N
Gen Zers (Age 13-23)	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
Gender: Male	9%	(43)	45%	(221)	5%	(25)	19%	(93)	22%	(106)	489
Gender: Female	6%	(29)	47%	(240)	8%	(42)	20%	(102)	19%	(98)	511
Age: 18-34	1%	(3)	13%	(68)	12%	(62)	35%	(179)	38%	(194)	506
GenZers: 1997-2012	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
PID: Dem (no lean)	6%	(22)	39%	(136)	7%	(26)	28%	(100)	19%	(68)	353
PID: Ind (no lean)	8%	(37)	53%	(259)	7%	(32)	13%	(65)	20%	(97)	490
PID: Rep (no lean)	9%	(14)	42%	(66)	6%	(9)	19%	(30)	25%	(39)	157
PID/Gender: Dem Men	8%	(13)	36%	(55)	5%	(8)	25%	(38)	26%	(40)	154
PID/Gender: Dem Women	4%	(9)	41%	(81)	9%	(19)	31%	(62)	14%	(28)	199
PID/Gender: Ind Men	10%	(24)	52%	(128)	6%	(15)	14%	(36)	18%	(45)	248
PID/Gender: Ind Women	5%	(13)	54%	(131)	7%	(17)	12%	(29)	21%	(52)	242
PID/Gender: Rep Men	7%	(6)	44%	(38)	3%	(3)	21%	(19)	24%	(21)	87
PID/Gender: Rep Women	11%	(8)	39%	(28)	8%	(6)	16%	(11)	26%	(18)	71
Ideo: Liberal (1-3)	5%	(14)	40%	(124)	4%	(13)	29%	(90)	22%	(68)	309
Ideo: Moderate (4)	3%	(5)	37%	(75)	12%	(24)	23%	(46)	26%	(53)	204
Ideo: Conservative (5-7)	4%	(5)	49%	(68)	8%	(11)	20%	(29)	19%	(27)	140
Educ: < College	8%	(72)	50%	(460)	7%	(67)	18%	(161)	17%	(158)	918
Educ: Bachelors degree	—	(0)	1%	(1)	—	(0)	43%	(28)	56%	(36)	65
Income: Under 50k	7%	(39)	44%	(254)	8%	(45)	17%	(101)	25%	(143)	581
Income: 50k-100k	6%	(16)	49%	(141)	7%	(20)	23%	(65)	15%	(44)	285
Income: 100k+	13%	(18)	50%	(67)	2%	(3)	22%	(29)	13%	(18)	134
Ethnicity: White	7%	(44)	44%	(273)	6%	(36)	21%	(130)	23%	(144)	627
Ethnicity: Hispanic	5%	(10)	41%	(84)	10%	(21)	22%	(45)	21%	(42)	203
Ethnicity: Black	10%	(13)	42%	(55)	9%	(12)	19%	(25)	21%	(27)	132
Ethnicity: Other	6%	(15)	55%	(133)	8%	(19)	17%	(40)	14%	(33)	240
All Christian	8%	(19)	41%	(102)	8%	(19)	27%	(67)	17%	(43)	251
Atheist	6%	(6)	50%	(53)	9%	(9)	13%	(14)	23%	(24)	107
Agnostic/Nothing in particular	7%	(26)	45%	(178)	6%	(25)	18%	(72)	24%	(95)	396
Something Else	9%	(18)	52%	(102)	6%	(12)	15%	(30)	18%	(35)	197
Religious Non-Protestant/Catholic	7%	(4)	54%	(31)	2%	(1)	25%	(14)	12%	(7)	58

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**Table CGZdem1:** What level of school will you be in for the 2020-21 school year?

Demographic	Middle school (Grade 6 - 8)		High school (Grade 9 - 12)		Community college		College or university program		I am not in school		Total N
Gen Z'ers (Age 13-23)	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
Evangelical	8%	(13)	43%	(69)	8%	(12)	22%	(36)	20%	(33)	163
Non-Evangelical	8%	(22)	48%	(127)	7%	(18)	20%	(54)	16%	(43)	265
Community: Urban	4%	(10)	42%	(108)	10%	(25)	19%	(49)	25%	(62)	254
Community: Suburban	10%	(55)	46%	(247)	7%	(36)	20%	(106)	18%	(97)	540
Community: Rural	3%	(7)	52%	(106)	3%	(7)	19%	(40)	22%	(45)	205
Employ: Private Sector	—	(0)	13%	(13)	4%	(4)	31%	(31)	51%	(51)	98
Employ: Self-Employed	3%	(1)	29%	(15)	7%	(4)	20%	(10)	42%	(22)	52
Employ: Unemployed	5%	(8)	38%	(65)	3%	(5)	9%	(15)	45%	(77)	170
Employ: Other	7%	(5)	33%	(24)	6%	(4)	13%	(10)	40%	(29)	73
Military HH: Yes	8%	(8)	51%	(49)	6%	(6)	20%	(19)	14%	(14)	95
Military HH: No	7%	(64)	46%	(413)	7%	(62)	19%	(176)	21%	(190)	905
RD/WT: Right Direction	10%	(18)	43%	(83)	6%	(12)	19%	(36)	22%	(43)	192
RD/WT: Wrong Track	7%	(54)	47%	(379)	7%	(55)	20%	(159)	20%	(162)	808
Trump Job Approve	5%	(12)	43%	(98)	6%	(12)	18%	(42)	27%	(62)	226
Trump Job Disapprove	8%	(49)	45%	(288)	7%	(44)	21%	(137)	19%	(122)	640
Trump Job Strongly Approve	5%	(4)	48%	(41)	7%	(6)	13%	(11)	27%	(23)	85
Trump Job Somewhat Approve	6%	(8)	40%	(57)	5%	(7)	22%	(31)	27%	(38)	141
Trump Job Somewhat Disapprove	9%	(14)	47%	(76)	7%	(12)	17%	(27)	20%	(32)	161
Trump Job Strongly Disapprove	7%	(35)	44%	(212)	7%	(32)	23%	(109)	19%	(90)	479
Favorable of Trump	6%	(11)	44%	(89)	6%	(13)	20%	(39)	25%	(49)	202
Unfavorable of Trump	8%	(49)	45%	(292)	7%	(45)	21%	(137)	20%	(130)	652
Very Favorable of Trump	6%	(5)	48%	(44)	8%	(7)	11%	(10)	28%	(26)	91
Somewhat Favorable of Trump	5%	(6)	41%	(45)	5%	(6)	27%	(30)	21%	(24)	110
Somewhat Unfavorable of Trump	10%	(14)	45%	(62)	7%	(10)	17%	(24)	21%	(29)	139
Very Unfavorable of Trump	7%	(35)	45%	(230)	7%	(34)	22%	(113)	20%	(101)	514

Continued on next page

**Table CGZdem1:** What level of school will you be in for the 2020-21 school year?

Demographic	Middle school (Grade 6 - 8)		High school (Grade 9 - 12)		Community college		College or university program		I am not in school		Total N
Gen Zers (Age 13-23)	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
#1 Issue: Economy	7%	(20)	41%	(116)	8%	(22)	21%	(59)	24%	(68)	285
#1 Issue: Security	5%	(4)	42%	(30)	6%	(5)	23%	(17)	23%	(17)	72
#1 Issue: Health Care	5%	(9)	45%	(75)	6%	(10)	24%	(41)	20%	(33)	168
#1 Issue: Women's Issues	3%	(4)	53%	(75)	10%	(14)	15%	(21)	20%	(29)	143
#1 Issue: Education	9%	(13)	53%	(77)	8%	(12)	19%	(27)	11%	(16)	145
#1 Issue: Energy	9%	(8)	46%	(40)	2%	(2)	18%	(16)	24%	(21)	87
#1 Issue: Other	16%	(13)	47%	(40)	3%	(3)	14%	(12)	19%	(16)	84
4-Region: Northeast	6%	(12)	48%	(91)	7%	(13)	20%	(37)	19%	(36)	188
4-Region: Midwest	12%	(22)	48%	(90)	5%	(9)	19%	(36)	17%	(32)	189
4-Region: South	6%	(25)	43%	(165)	7%	(28)	20%	(77)	24%	(91)	386
4-Region: West	6%	(14)	48%	(115)	8%	(18)	19%	(45)	19%	(45)	237
Middle school (Grade 6 - 8)	100%	(72)	—	(0)	—	(0)	—	(0)	—	(0)	72
High school (Grade 9 - 12)	—	(0)	100%	(461)	—	(0)	—	(0)	—	(0)	461
Community college	—	(0)	—	(0)	100%	(67)	—	(0)	—	(0)	67
College or university program	—	(0)	—	(0)	—	(0)	100%	(195)	—	(0)	195
I am not in school	—	(0)	—	(0)	—	(0)	—	(0)	100%	(204)	204
White, non-Hispanic	8%	(41)	45%	(244)	6%	(30)	19%	(104)	23%	(124)	543
POC	7%	(31)	48%	(217)	8%	(37)	20%	(91)	17%	(80)	457
Twitter Users	5%	(19)	39%	(168)	8%	(34)	26%	(112)	22%	(95)	428
Facebook Users	3%	(15)	36%	(178)	7%	(35)	25%	(124)	28%	(136)	487
Snapchat Users	4%	(26)	44%	(271)	7%	(44)	23%	(142)	22%	(138)	620
Instagram Users	5%	(37)	47%	(357)	7%	(51)	21%	(161)	20%	(156)	762
Tiktok Users	6%	(28)	50%	(234)	8%	(37)	19%	(90)	17%	(77)	467
Reddit Users	6%	(15)	48%	(128)	6%	(15)	19%	(50)	22%	(59)	268
YouTube Users	8%	(70)	47%	(429)	7%	(63)	19%	(175)	20%	(184)	920
Harry Styles Fan	5%	(23)	46%	(193)	7%	(30)	23%	(96)	19%	(79)	421
Billie Eilish Fan	6%	(38)	47%	(279)	6%	(38)	20%	(116)	21%	(123)	595
Zendaya Fan	5%	(30)	48%	(297)	7%	(42)	22%	(132)	18%	(114)	614
Taylor Swift Fan	6%	(28)	45%	(218)	6%	(31)	22%	(105)	21%	(100)	482
Kylie Jenner Fan	6%	(17)	48%	(149)	7%	(22)	19%	(60)	20%	(62)	311

Continued on next page



**Table CGZdem1:** What level of school will you be in for the 2020-21 school year?

Demographic	Middle school (Grade 6 - 8)		High school (Grade 9 - 12)		Community college		College or university program		I am not in school		Total N
Gen Z'ers (Age 13-23)	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
Emma Chamberlain Fan	4%	(10)	51%	(120)	10%	(23)	20%	(47)	16%	(38)	238
Niall Horan Fan	4%	(9)	45%	(115)	8%	(21)	24%	(61)	20%	(51)	256
Zayn Malik Fan	1%	(2)	40%	(111)	11%	(29)	27%	(75)	21%	(59)	277
Liam Payne Fan	2%	(5)	38%	(93)	10%	(24)	26%	(63)	24%	(58)	242
Louis Tomlinson Fan	1%	(2)	39%	(85)	11%	(23)	25%	(55)	24%	(51)	217
Film: An avid fan	5%	(14)	44%	(117)	8%	(21)	20%	(55)	23%	(60)	268
Film: A casual fan	8%	(44)	45%	(244)	7%	(39)	20%	(107)	19%	(105)	539
Film: Not a fan	7%	(13)	52%	(100)	4%	(8)	17%	(33)	20%	(39)	193
Television: An avid fan	6%	(15)	44%	(108)	11%	(27)	19%	(46)	21%	(51)	246
Television: A casual fan	9%	(49)	44%	(249)	6%	(34)	21%	(118)	20%	(113)	562
Television: Not a fan	4%	(8)	55%	(105)	4%	(7)	16%	(31)	21%	(40)	192
Music: An avid fan	6%	(39)	48%	(301)	7%	(42)	19%	(117)	21%	(133)	632
Music: A casual fan	8%	(28)	45%	(150)	7%	(23)	22%	(72)	18%	(61)	333
Fashion: An avid fan	5%	(10)	48%	(108)	9%	(20)	22%	(48)	16%	(36)	223
Fashion: A casual fan	5%	(24)	46%	(202)	8%	(33)	20%	(87)	21%	(91)	437
Fashion: Not a fan	11%	(38)	44%	(151)	4%	(15)	17%	(59)	23%	(77)	340
Pop culture: An avid fan	6%	(13)	44%	(102)	9%	(22)	22%	(50)	19%	(45)	232
Pop culture: A casual fan	7%	(32)	48%	(232)	7%	(35)	20%	(96)	19%	(91)	485
Pop culture: Not a fan	10%	(27)	45%	(127)	4%	(11)	17%	(49)	24%	(69)	283
Sports: An avid fan	9%	(19)	42%	(87)	6%	(13)	23%	(48)	19%	(40)	209
Sports: A casual fan	7%	(24)	46%	(149)	6%	(20)	20%	(65)	20%	(65)	323
Sports: Not a fan	6%	(28)	48%	(225)	7%	(34)	17%	(81)	21%	(99)	468
Celeb fans on social media	6%	(44)	46%	(329)	7%	(49)	20%	(145)	21%	(150)	717
Celebs share too much on social media	6%	(35)	46%	(248)	7%	(38)	21%	(112)	20%	(110)	544
Celebs who don't share are disconnected	7%	(21)	47%	(147)	7%	(21)	20%	(65)	20%	(62)	317
Celebs should interact on social media	7%	(45)	49%	(321)	6%	(39)	20%	(130)	19%	(123)	658
Celebs' social media is a professional platform	4%	(7)	47%	(88)	8%	(14)	18%	(33)	24%	(44)	187
Celebs' social media is a personal platform	7%	(33)	47%	(224)	7%	(32)	21%	(98)	19%	(90)	478
Connects to celebs paid promoting	6%	(8)	40%	(51)	11%	(14)	22%	(28)	21%	(27)	128
Connects to celebs non-paid promoting	5%	(22)	51%	(201)	8%	(31)	18%	(70)	18%	(73)	397

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**Table CGZdem1:** What level of school will you be in for the 2020-21 school year?

Demographic	Middle school (Grade 6 - 8)		High school (Grade 9 - 12)		Community college		College or university program		I am not in school		Total N
Gen Zers (Age 13-23)	7%	(72)	46%	(461)	7%	(67)	19%	(195)	20%	(204)	1000
Concerned about climate change	7%	(49)	45%	(327)	6%	(43)	22%	(163)	20%	(144)	726
Humans can stop climate change	9%	(23)	45%	(116)	6%	(15)	21%	(55)	19%	(49)	258
Humans can slow climate change	6%	(29)	48%	(235)	6%	(29)	20%	(99)	19%	(93)	485
Climate change is beyond control	5%	(4)	33%	(28)	13%	(11)	24%	(20)	25%	(21)	84
Completely in-person school	12%	(7)	65%	(37)	11%	(6)	12%	(7)	—	(0)	57
Both in person and virtual school	9%	(28)	55%	(175)	7%	(22)	30%	(95)	—	(0)	320
Completely virtual school	8%	(27)	59%	(204)	10%	(34)	23%	(81)	—	(0)	345
Watch live sports at least once a week	5%	(12)	43%	(103)	6%	(14)	23%	(56)	22%	(53)	238

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

**Table CGZdem2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Twitter

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	43%	(428)	57%	(572)	1000
Gender: Male	44%	(216)	56%	(272)	489
Gender: Female	41%	(212)	59%	(299)	511
Age: 18-34	49%	(249)	51%	(257)	506
GenZers: 1997-2012	43%	(428)	57%	(572)	1000
PID: Dem (no lean)	57%	(201)	43%	(152)	353
PID: Ind (no lean)	34%	(168)	66%	(323)	490
PID: Rep (no lean)	38%	(60)	62%	(97)	157
PID/Gender: Dem Men	58%	(89)	42%	(65)	154
PID/Gender: Dem Women	56%	(112)	44%	(87)	199
PID/Gender: Ind Men	35%	(87)	65%	(161)	248
PID/Gender: Ind Women	33%	(80)	67%	(162)	242
PID/Gender: Rep Men	46%	(40)	54%	(47)	87
PID/Gender: Rep Women	28%	(20)	72%	(51)	71
Ideo: Liberal (1-3)	59%	(182)	41%	(127)	309
Ideo: Moderate (4)	48%	(97)	52%	(107)	204
Ideo: Conservative (5-7)	36%	(50)	64%	(90)	140
Educ: < College	41%	(376)	59%	(542)	918
Educ: Bachelors degree	66%	(43)	34%	(22)	65
Income: Under 50k	40%	(233)	60%	(348)	581
Income: 50k-100k	47%	(134)	53%	(151)	285
Income: 100k+	46%	(61)	54%	(73)	134
Ethnicity: White	43%	(271)	57%	(356)	627
Ethnicity: Hispanic	44%	(89)	56%	(113)	203
Ethnicity: Black	51%	(68)	49%	(65)	132
Ethnicity: Other	37%	(90)	63%	(150)	240
All Christian	50%	(126)	50%	(125)	251
Atheist	57%	(61)	43%	(46)	107
Agnostic/Nothing in particular	42%	(164)	58%	(231)	396
Something Else	29%	(57)	71%	(140)	197
Religious Non-Protestant/Catholic	37%	(21)	63%	(36)	58

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**Table CGZdem2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.  
Twitter

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	43%	(428)	57%	(572)	1000
Evangelical	38%	(63)	62%	(100)	163
Non-Evangelical	43%	(113)	57%	(152)	265
Community: Urban	43%	(110)	57%	(144)	254
Community: Suburban	42%	(229)	58%	(311)	540
Community: Rural	43%	(89)	57%	(117)	205
Employ: Private Sector	58%	(57)	42%	(41)	98
Employ: Self-Employed	47%	(25)	53%	(27)	52
Employ: Unemployed	37%	(64)	63%	(106)	170
Employ: Other	35%	(26)	65%	(47)	73
Military HH: Yes	39%	(37)	61%	(58)	95
Military HH: No	43%	(391)	57%	(514)	905
RD/WT: Right Direction	42%	(81)	58%	(110)	192
RD/WT: Wrong Track	43%	(347)	57%	(461)	808
Trump Job Approve	37%	(84)	63%	(142)	226
Trump Job Disapprove	48%	(309)	52%	(330)	640
Trump Job Strongly Approve	31%	(27)	69%	(59)	85
Trump Job Somewhat Approve	41%	(58)	59%	(83)	141
Trump Job Somewhat Disapprove	41%	(66)	59%	(95)	161
Trump Job Strongly Disapprove	51%	(243)	49%	(235)	479
Favorable of Trump	38%	(76)	62%	(126)	202
Unfavorable of Trump	49%	(319)	51%	(333)	652
Very Favorable of Trump	34%	(31)	66%	(60)	91
Somewhat Favorable of Trump	40%	(45)	60%	(66)	110
Somewhat Unfavorable of Trump	39%	(54)	61%	(84)	139
Very Unfavorable of Trump	52%	(265)	48%	(249)	514

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**Table CGZdem2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Twitter

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	43%	(428)	57%	(572)	1000
#1 Issue: Economy	44%	(125)	56%	(160)	285
#1 Issue: Security	38%	(27)	62%	(44)	72
#1 Issue: Health Care	47%	(78)	53%	(89)	168
#1 Issue: Women's Issues	44%	(63)	56%	(80)	143
#1 Issue: Education	45%	(66)	55%	(79)	145
#1 Issue: Energy	37%	(33)	63%	(55)	87
#1 Issue: Other	37%	(31)	63%	(52)	84
4-Region: Northeast	46%	(87)	54%	(101)	188
4-Region: Midwest	45%	(85)	55%	(103)	189
4-Region: South	43%	(164)	57%	(221)	386
4-Region: West	39%	(92)	61%	(146)	237
Middle school (Grade 6 - 8)	27%	(19)	73%	(53)	72
High school (Grade 9 - 12)	36%	(168)	64%	(293)	461
Community college	51%	(34)	49%	(33)	67
College or university program	57%	(112)	43%	(83)	195
I am not in school	46%	(95)	54%	(110)	204
White, non-Hispanic	41%	(224)	59%	(319)	543
POC	45%	(204)	55%	(253)	457
Twitter Users	100%	(428)	—	(0)	428
Facebook Users	55%	(268)	45%	(219)	487
Snapchat Users	52%	(321)	48%	(299)	620
Instagram Users	51%	(389)	49%	(374)	762
Tiktok Users	52%	(243)	48%	(224)	467
Reddit Users	65%	(173)	35%	(95)	268
YouTube Users	45%	(415)	55%	(505)	920
Harry Styles Fan	50%	(212)	50%	(209)	421
Billie Eilish Fan	47%	(277)	53%	(318)	595
Zendaya Fan	46%	(282)	54%	(332)	614
Taylor Swift Fan	45%	(215)	55%	(267)	482
Kylie Jenner Fan	49%	(152)	51%	(159)	311
Emma Chamberlain Fan	53%	(127)	47%	(111)	238

Continued on next page

**Table CGZdem2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.

Twitter

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	43% (428)	57% (572)	1000
Niall Horan Fan	49% (126)	51% (130)	256
Zayn Malik Fan	54% (150)	46% (127)	277
Liam Payne Fan	52% (125)	48% (117)	242
Louis Tomlinson Fan	57% (124)	43% (92)	217
Film: An avid fan	49% (131)	51% (136)	268
Film: A casual fan	43% (230)	57% (309)	539
Film: Not a fan	34% (66)	66% (127)	193
Television: An avid fan	44% (107)	56% (139)	246
Television: A casual fan	43% (240)	57% (322)	562
Television: Not a fan	42% (81)	58% (111)	192
Music: An avid fan	46% (291)	54% (341)	632
Music: A casual fan	39% (132)	61% (202)	333
Fashion: An avid fan	46% (102)	54% (121)	223
Fashion: A casual fan	44% (192)	56% (245)	437
Fashion: Not a fan	39% (134)	61% (206)	340
Pop culture: An avid fan	57% (132)	43% (100)	232
Pop culture: A casual fan	43% (209)	57% (275)	485
Pop culture: Not a fan	31% (87)	69% (196)	283
Sports: An avid fan	49% (103)	51% (106)	209
Sports: A casual fan	42% (137)	58% (187)	323
Sports: Not a fan	40% (188)	60% (280)	468
Celeb fans on social media	48% (347)	52% (369)	717
Celebs share too much on social media	45% (247)	55% (296)	544
Celebs who don't share are disconnected	50% (157)	50% (160)	317
Celebs should interact on social media	48% (318)	52% (340)	658
Celebs' social media is a professional platform	39% (73)	61% (114)	187
Celebs' social media is a personal platform	50% (238)	50% (240)	478
Connects to celebs paid promoting	50% (64)	50% (64)	128
Connects to celebs non-paid promoting	50% (198)	50% (199)	397
Concerned about climate change	47% (343)	53% (383)	726

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**Table CGZdem2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.

Twitter

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	43%	(428)	57%	(572)	1000
Humans can stop climate change	41%	(105)	59%	(153)	258
Humans can slow climate change	49%	(236)	51%	(249)	485
Climate change is beyond control	47%	(40)	53%	(44)	84
Completely in-person school	29%	(16)	71%	(41)	57
Both in person and virtual school	45%	(144)	55%	(176)	320
Completely virtual school	43%	(148)	57%	(196)	345
Watch live sports at least once a week	54%	(128)	46%	(110)	238

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

**Table CGZdem2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.  
Facebook

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	49%	(487)	51%	(513)	1000
Gender: Male	48%	(234)	52%	(255)	489
Gender: Female	50%	(253)	50%	(258)	511
Age: 18-34	63%	(320)	37%	(186)	506
GenZers: 1997-2012	49%	(487)	51%	(513)	1000
PID: Dem (no lean)	51%	(178)	49%	(174)	353
PID: Ind (no lean)	45%	(222)	55%	(268)	490
PID: Rep (no lean)	55%	(87)	45%	(70)	157
PID/Gender: Dem Men	49%	(75)	51%	(79)	154
PID/Gender: Dem Women	52%	(104)	48%	(95)	199
PID/Gender: Ind Men	44%	(110)	56%	(138)	248
PID/Gender: Ind Women	46%	(112)	54%	(130)	242
PID/Gender: Rep Men	57%	(49)	43%	(37)	87
PID/Gender: Rep Women	53%	(38)	47%	(33)	71
Ideo: Liberal (1-3)	51%	(156)	49%	(153)	309
Ideo: Moderate (4)	56%	(114)	44%	(90)	204
Ideo: Conservative (5-7)	54%	(76)	46%	(65)	140
Educ: < College	46%	(424)	54%	(494)	918
Educ: Bachelors degree	80%	(52)	20%	(13)	65
Income: Under 50k	50%	(290)	50%	(291)	581
Income: 50k-100k	49%	(138)	51%	(146)	285
Income: 100k+	44%	(59)	56%	(75)	134
Ethnicity: White	54%	(337)	46%	(290)	627
Ethnicity: Hispanic	39%	(80)	61%	(123)	203
Ethnicity: Black	39%	(52)	61%	(80)	132
Ethnicity: Other	41%	(98)	59%	(142)	240
All Christian	57%	(144)	43%	(107)	251
Atheist	52%	(55)	48%	(52)	107
Agnostic/Nothing in particular	46%	(181)	54%	(215)	396
Something Else	41%	(82)	59%	(116)	197
Religious Non-Protestant/Catholic	55%	(32)	45%	(26)	58

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**Table CGZdem2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Facebook

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	49%	(487)	51%	(513)	1000
Evangelical	51%	(83)	49%	(81)	163
Non-Evangelical	49%	(129)	51%	(135)	265
Community: Urban	52%	(131)	48%	(123)	254
Community: Suburban	46%	(247)	54%	(293)	540
Community: Rural	53%	(109)	47%	(97)	205
Employ: Private Sector	72%	(71)	28%	(27)	98
Employ: Self-Employed	55%	(29)	45%	(23)	52
Employ: Unemployed	54%	(92)	46%	(79)	170
Employ: Other	46%	(33)	54%	(39)	73
Military HH: Yes	48%	(46)	52%	(50)	95
Military HH: No	49%	(442)	51%	(463)	905
RD/WT: Right Direction	46%	(88)	54%	(103)	192
RD/WT: Wrong Track	49%	(399)	51%	(409)	808
Trump Job Approve	56%	(126)	44%	(100)	226
Trump Job Disapprove	47%	(299)	53%	(341)	640
Trump Job Strongly Approve	54%	(46)	46%	(39)	85
Trump Job Somewhat Approve	57%	(80)	43%	(61)	141
Trump Job Somewhat Disapprove	45%	(73)	55%	(88)	161
Trump Job Strongly Disapprove	47%	(226)	53%	(253)	479
Favorable of Trump	56%	(113)	44%	(88)	202
Unfavorable of Trump	48%	(315)	52%	(337)	652
Very Favorable of Trump	58%	(53)	42%	(38)	91
Somewhat Favorable of Trump	54%	(60)	46%	(50)	110
Somewhat Unfavorable of Trump	50%	(69)	50%	(69)	139
Very Unfavorable of Trump	48%	(246)	52%	(268)	514

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**Table CGZdem2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.  
Facebook

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	49%	(487)	51%	(513)	1000
#1 Issue: Economy	52%	(148)	48%	(138)	285
#1 Issue: Security	46%	(33)	54%	(39)	72
#1 Issue: Health Care	52%	(87)	48%	(80)	168
#1 Issue: Women's Issues	53%	(75)	47%	(68)	143
#1 Issue: Education	45%	(65)	55%	(80)	145
#1 Issue: Energy	38%	(33)	62%	(54)	87
#1 Issue: Other	48%	(40)	52%	(43)	84
4-Region: Northeast	49%	(92)	51%	(96)	188
4-Region: Midwest	56%	(105)	44%	(83)	189
4-Region: South	49%	(191)	51%	(195)	386
4-Region: West	42%	(98)	58%	(139)	237
Middle school (Grade 6 - 8)	21%	(15)	79%	(57)	72
High school (Grade 9 - 12)	38%	(178)	62%	(284)	461
Community college	52%	(35)	48%	(32)	67
College or university program	64%	(124)	36%	(71)	195
I am not in school	66%	(136)	34%	(69)	204
White, non-Hispanic	54%	(291)	46%	(252)	543
POC	43%	(196)	57%	(261)	457
Twitter Users	63%	(268)	37%	(160)	428
Facebook Users	100%	(487)	—	(0)	487
Snapchat Users	58%	(362)	42%	(258)	620
Instagram Users	54%	(413)	46%	(349)	762
Tiktok Users	56%	(259)	44%	(208)	467
Reddit Users	55%	(148)	45%	(120)	268
YouTube Users	50%	(463)	50%	(457)	920
Harry Styles Fan	56%	(235)	44%	(186)	421
Billie Eilish Fan	54%	(322)	46%	(273)	595
Zendaya Fan	52%	(322)	48%	(292)	614
Taylor Swift Fan	57%	(275)	43%	(207)	482
Kylie Jenner Fan	57%	(178)	43%	(133)	311
Emma Chamberlain Fan	50%	(120)	50%	(118)	238

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**Table CGZdem2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Facebook

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	49%	(487)	51%	(513)	1000
Niall Horan Fan	62%	(159)	38%	(97)	256
Zayn Malik Fan	65%	(181)	35%	(96)	277
Liam Payne Fan	68%	(165)	32%	(77)	242
Louis Tomlinson Fan	66%	(143)	34%	(74)	217
Film: An avid fan	56%	(150)	44%	(118)	268
Film: A casual fan	47%	(255)	53%	(284)	539
Film: Not a fan	42%	(82)	58%	(111)	193
Television: An avid fan	53%	(130)	47%	(116)	246
Television: A casual fan	50%	(284)	50%	(278)	562
Television: Not a fan	38%	(74)	62%	(118)	192
Music: An avid fan	51%	(324)	49%	(308)	632
Music: A casual fan	46%	(154)	54%	(179)	333
Fashion: An avid fan	48%	(107)	52%	(116)	223
Fashion: A casual fan	52%	(225)	48%	(212)	437
Fashion: Not a fan	46%	(155)	54%	(185)	340
Pop culture: An avid fan	52%	(122)	48%	(111)	232
Pop culture: A casual fan	53%	(256)	47%	(229)	485
Pop culture: Not a fan	39%	(110)	61%	(173)	283
Sports: An avid fan	50%	(103)	50%	(105)	209
Sports: A casual fan	49%	(158)	51%	(166)	323
Sports: Not a fan	48%	(226)	52%	(242)	468
Celeb fans on social media	52%	(371)	48%	(345)	717
Celebs share too much on social media	52%	(282)	48%	(262)	544
Celebs who don't share are disconnected	52%	(164)	48%	(152)	317
Celebs should interact on social media	51%	(336)	49%	(322)	658
Celebs' social media is a professional platform	54%	(101)	46%	(86)	187
Celebs' social media is a personal platform	52%	(249)	48%	(229)	478
Connects to celebs paid promoting	64%	(81)	36%	(46)	128
Connects to celebs non-paid promoting	50%	(199)	50%	(198)	397
Concerned about climate change	50%	(362)	50%	(364)	726

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**Table CGZdem2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.  
Facebook

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	49%	(487)	51%	(513)	1000
Humans can stop climate change	45%	(116)	55%	(142)	258
Humans can slow climate change	52%	(251)	48%	(234)	485
Climate change is beyond control	62%	(52)	38%	(32)	84
Completely in-person school	51%	(29)	49%	(28)	57
Both in person and virtual school	47%	(151)	53%	(168)	320
Completely virtual school	42%	(144)	58%	(201)	345
Watch live sports at least once a week	54%	(129)	46%	(109)	238

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

**Table CGZdem2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Snapchat

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	62%	(620)	38%	(380)	1000
Gender: Male	55%	(271)	45%	(218)	489
Gender: Female	68%	(349)	32%	(162)	511
Age: 18-34	68%	(342)	32%	(164)	506
GenZers: 1997-2012	62%	(620)	38%	(380)	1000
PID: Dem (no lean)	69%	(244)	31%	(109)	353
PID: Ind (no lean)	57%	(281)	43%	(209)	490
PID: Rep (no lean)	60%	(95)	40%	(62)	157
PID/Gender: Dem Men	64%	(99)	36%	(55)	154
PID/Gender: Dem Women	73%	(145)	27%	(54)	199
PID/Gender: Ind Men	49%	(121)	51%	(127)	248
PID/Gender: Ind Women	66%	(160)	34%	(82)	242
PID/Gender: Rep Men	58%	(51)	42%	(36)	87
PID/Gender: Rep Women	62%	(44)	38%	(27)	71
Ideo: Liberal (1-3)	69%	(212)	31%	(97)	309
Ideo: Moderate (4)	59%	(121)	41%	(83)	204
Ideo: Conservative (5-7)	61%	(85)	39%	(55)	140
Educ: < College	61%	(559)	39%	(359)	918
Educ: Bachelors degree	74%	(48)	26%	(17)	65
Income: Under 50k	60%	(351)	40%	(230)	581
Income: 50k-100k	64%	(183)	36%	(102)	285
Income: 100k+	64%	(86)	36%	(48)	134
Ethnicity: White	61%	(382)	39%	(245)	627
Ethnicity: Hispanic	65%	(132)	35%	(71)	203
Ethnicity: Black	70%	(93)	30%	(40)	132
Ethnicity: Other	60%	(145)	40%	(95)	240
All Christian	66%	(165)	34%	(86)	251
Atheist	60%	(65)	40%	(42)	107
Agnostic/Nothing in particular	58%	(228)	42%	(168)	396
Something Else	66%	(130)	34%	(67)	197
Religious Non-Protestant/Catholic	61%	(35)	39%	(22)	58

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**Table CGZdem2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.  
Snapchat

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	62%	(620)	38%	(380)	1000
Evangelical	66%	(108)	34%	(55)	163
Non-Evangelical	66%	(175)	34%	(90)	265
Community: Urban	64%	(162)	36%	(92)	254
Community: Suburban	59%	(318)	41%	(222)	540
Community: Rural	68%	(140)	32%	(66)	205
Employ: Private Sector	67%	(66)	33%	(33)	98
Employ: Self-Employed	67%	(35)	33%	(17)	52
Employ: Unemployed	64%	(109)	36%	(61)	170
Employ: Other	60%	(44)	40%	(29)	73
Military HH: Yes	50%	(47)	50%	(48)	95
Military HH: No	63%	(572)	37%	(332)	905
RD/WT: Right Direction	49%	(94)	51%	(97)	192
RD/WT: Wrong Track	65%	(526)	35%	(283)	808
Trump Job Approve	58%	(130)	42%	(96)	226
Trump Job Disapprove	65%	(416)	35%	(224)	640
Trump Job Strongly Approve	61%	(52)	39%	(33)	85
Trump Job Somewhat Approve	55%	(78)	45%	(63)	141
Trump Job Somewhat Disapprove	59%	(95)	41%	(67)	161
Trump Job Strongly Disapprove	67%	(322)	33%	(157)	479
Favorable of Trump	58%	(117)	42%	(85)	202
Unfavorable of Trump	65%	(423)	35%	(229)	652
Very Favorable of Trump	67%	(61)	33%	(30)	91
Somewhat Favorable of Trump	51%	(56)	49%	(54)	110
Somewhat Unfavorable of Trump	55%	(77)	45%	(62)	139
Very Unfavorable of Trump	67%	(346)	33%	(168)	514

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**Table CGZdem2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Snapchat

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	62%	(620)	38%	(380)	1000
#1 Issue: Economy	61%	(173)	39%	(112)	285
#1 Issue: Security	60%	(43)	40%	(29)	72
#1 Issue: Health Care	62%	(105)	38%	(63)	168
#1 Issue: Women's Issues	70%	(100)	30%	(43)	143
#1 Issue: Education	57%	(82)	43%	(62)	145
#1 Issue: Energy	58%	(51)	42%	(37)	87
#1 Issue: Other	69%	(57)	31%	(26)	84
4-Region: Northeast	74%	(138)	26%	(50)	188
4-Region: Midwest	69%	(130)	31%	(59)	189
4-Region: South	57%	(219)	43%	(167)	386
4-Region: West	56%	(133)	44%	(104)	237
Middle school (Grade 6 - 8)	36%	(26)	64%	(46)	72
High school (Grade 9 - 12)	59%	(271)	41%	(191)	461
Community college	65%	(44)	35%	(24)	67
College or university program	73%	(142)	27%	(53)	195
I am not in school	67%	(138)	33%	(67)	204
White, non-Hispanic	60%	(327)	40%	(216)	543
POC	64%	(292)	36%	(165)	457
Twitter Users	75%	(321)	25%	(107)	428
Facebook Users	74%	(362)	26%	(126)	487
Snapchat Users	100%	(620)	—	(0)	620
Instagram Users	74%	(563)	26%	(199)	762
Tiktok Users	82%	(381)	18%	(85)	467
Reddit Users	60%	(162)	40%	(106)	268
YouTube Users	63%	(582)	37%	(338)	920
Harry Styles Fan	72%	(302)	28%	(119)	421
Billie Eilish Fan	70%	(415)	30%	(180)	595
Zendaya Fan	70%	(427)	30%	(186)	614
Taylor Swift Fan	66%	(317)	34%	(165)	482
Kylie Jenner Fan	74%	(229)	26%	(81)	311
Emma Chamberlain Fan	77%	(183)	23%	(55)	238

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**Table CGZdem2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.  
*Snapchat*

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	62%	(620)	38%	(380)	1000
Niall Horan Fan	73%	(187)	27%	(69)	256
Zayn Malik Fan	76%	(211)	24%	(66)	277
Liam Payne Fan	77%	(185)	23%	(56)	242
Louis Tomlinson Fan	76%	(165)	24%	(51)	217
Film: An avid fan	63%	(168)	37%	(100)	268
Film: A casual fan	65%	(353)	35%	(186)	539
Film: Not a fan	51%	(98)	49%	(95)	193
Television: An avid fan	65%	(161)	35%	(85)	246
Television: A casual fan	64%	(358)	36%	(203)	562
Television: Not a fan	52%	(101)	48%	(92)	192
Music: An avid fan	67%	(425)	33%	(207)	632
Music: A casual fan	55%	(182)	45%	(151)	333
Fashion: An avid fan	72%	(161)	28%	(62)	223
Fashion: A casual fan	68%	(296)	32%	(141)	437
Fashion: Not a fan	48%	(163)	52%	(177)	340
Pop culture: An avid fan	71%	(166)	29%	(67)	232
Pop culture: A casual fan	64%	(308)	36%	(177)	485
Pop culture: Not a fan	52%	(146)	48%	(137)	283
Sports: An avid fan	67%	(140)	33%	(68)	209
Sports: A casual fan	64%	(207)	36%	(116)	323
Sports: Not a fan	58%	(272)	42%	(196)	468
Celeb fans on social media	65%	(468)	35%	(249)	717
Celebs share too much on social media	61%	(330)	39%	(213)	544
Celebs who don't share are disconnected	68%	(214)	32%	(103)	317
Celebs should interact on social media	64%	(421)	36%	(237)	658
Celebs' social media is a professional platform	57%	(106)	43%	(81)	187
Celebs' social media is a personal platform	66%	(315)	34%	(163)	478
Connects to celebs paid promoting	65%	(83)	35%	(44)	128
Connects to celebs non-paid promoting	67%	(266)	33%	(131)	397
Concerned about climate change	63%	(457)	37%	(269)	726

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**Table CGZdem2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.*Snapchat*

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	62%	(620)	38%	(380)	1000
Humans can stop climate change	59%	(152)	41%	(106)	258
Humans can slow climate change	63%	(305)	37%	(180)	485
Climate change is beyond control	76%	(63)	24%	(20)	84
Completely in-person school	68%	(39)	32%	(18)	57
Both in person and virtual school	65%	(209)	35%	(111)	320
Completely virtual school	57%	(197)	43%	(147)	345
Watch live sports at least once a week	70%	(167)	30%	(71)	238

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

**Table CGZdem2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.

Instagram

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	76%	(762)	24%	(238)	1000
Gender: Male	71%	(347)	29%	(142)	489
Gender: Female	81%	(416)	19%	(96)	511
Age: 18-34	79%	(397)	21%	(109)	506
GenZers: 1997-2012	76%	(762)	24%	(238)	1000
PID: Dem (no lean)	84%	(296)	16%	(56)	353
PID: Ind (no lean)	74%	(362)	26%	(128)	490
PID: Rep (no lean)	66%	(104)	34%	(53)	157
PID/Gender: Dem Men	78%	(121)	22%	(33)	154
PID/Gender: Dem Women	88%	(176)	12%	(23)	199
PID/Gender: Ind Men	68%	(170)	32%	(78)	248
PID/Gender: Ind Women	79%	(192)	21%	(50)	242
PID/Gender: Rep Men	65%	(56)	35%	(30)	87
PID/Gender: Rep Women	67%	(48)	33%	(23)	71
Ideo: Liberal (1-3)	84%	(260)	16%	(49)	309
Ideo: Moderate (4)	75%	(152)	25%	(51)	204
Ideo: Conservative (5-7)	68%	(96)	32%	(44)	140
Educ: < College	76%	(694)	24%	(224)	918
Educ: Bachelors degree	83%	(54)	17%	(11)	65
Income: Under 50k	76%	(441)	24%	(140)	581
Income: 50k-100k	77%	(221)	23%	(64)	285
Income: 100k+	75%	(101)	25%	(33)	134
Ethnicity: White	74%	(461)	26%	(166)	627
Ethnicity: Hispanic	79%	(160)	21%	(43)	203
Ethnicity: Black	81%	(108)	19%	(25)	132
Ethnicity: Other	80%	(193)	20%	(47)	240
All Christian	73%	(183)	27%	(67)	251
Atheist	80%	(86)	20%	(21)	107
Agnostic/Nothing in particular	76%	(301)	24%	(94)	396
Something Else	77%	(153)	23%	(45)	197
Religious Non-Protestant/Catholic	78%	(45)	22%	(13)	58

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**Table CGZdem2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Instagram

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	76%	(762)	24%	(238)	1000
Evangelical	72%	(118)	28%	(45)	163
Non-Evangelical	77%	(204)	23%	(61)	265
Community: Urban	79%	(200)	21%	(55)	254
Community: Suburban	77%	(418)	23%	(123)	540
Community: Rural	71%	(145)	29%	(60)	205
Employ: Private Sector	79%	(77)	21%	(21)	98
Employ: Self-Employed	78%	(40)	22%	(12)	52
Employ: Unemployed	75%	(127)	25%	(43)	170
Employ: Other	59%	(43)	41%	(30)	73
Military HH: Yes	69%	(66)	31%	(29)	95
Military HH: No	77%	(696)	23%	(208)	905
RD/WT: Right Direction	64%	(123)	36%	(69)	192
RD/WT: Wrong Track	79%	(639)	21%	(169)	808
Trump Job Approve	60%	(137)	40%	(89)	226
Trump Job Disapprove	82%	(525)	18%	(115)	640
Trump Job Strongly Approve	62%	(53)	38%	(33)	85
Trump Job Somewhat Approve	60%	(84)	40%	(56)	141
Trump Job Somewhat Disapprove	82%	(133)	18%	(29)	161
Trump Job Strongly Disapprove	82%	(392)	18%	(86)	479
Favorable of Trump	61%	(123)	39%	(78)	202
Unfavorable of Trump	83%	(539)	17%	(113)	652
Very Favorable of Trump	61%	(56)	39%	(36)	91
Somewhat Favorable of Trump	61%	(68)	39%	(42)	110
Somewhat Unfavorable of Trump	77%	(106)	23%	(33)	139
Very Unfavorable of Trump	84%	(433)	16%	(80)	514

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**Table CGZdem2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.

Instagram

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	76%	(762)	24%	(238)	1000
#1 Issue: Economy	75%	(214)	25%	(71)	285
#1 Issue: Security	71%	(51)	29%	(21)	72
#1 Issue: Health Care	77%	(129)	23%	(39)	168
#1 Issue: Women's Issues	87%	(125)	13%	(19)	143
#1 Issue: Education	73%	(106)	27%	(39)	145
#1 Issue: Energy	75%	(66)	25%	(22)	87
#1 Issue: Other	79%	(66)	21%	(17)	84
4-Region: Northeast	80%	(151)	20%	(37)	188
4-Region: Midwest	72%	(136)	28%	(52)	189
4-Region: South	73%	(282)	27%	(104)	386
4-Region: West	81%	(192)	19%	(45)	237
Middle school (Grade 6 - 8)	51%	(37)	49%	(35)	72
High school (Grade 9 - 12)	77%	(357)	23%	(104)	461
Community college	75%	(51)	25%	(17)	67
College or university program	83%	(161)	17%	(33)	195
I am not in school	76%	(156)	24%	(48)	204
White, non-Hispanic	73%	(395)	27%	(148)	543
POC	80%	(367)	20%	(90)	457
Twitter Users	91%	(389)	9%	(40)	428
Facebook Users	85%	(413)	15%	(74)	487
Snapchat Users	91%	(563)	9%	(57)	620
Instagram Users	100%	(762)	—	(0)	762
Tiktok Users	90%	(419)	10%	(47)	467
Reddit Users	78%	(209)	22%	(59)	268
YouTube Users	78%	(720)	22%	(200)	920
Harry Styles Fan	83%	(349)	17%	(72)	421
Billie Eilish Fan	82%	(488)	18%	(107)	595
Zendaya Fan	83%	(509)	17%	(105)	614
Taylor Swift Fan	79%	(381)	21%	(100)	482
Kylie Jenner Fan	84%	(262)	16%	(48)	311
Emma Chamberlain Fan	86%	(205)	14%	(33)	238

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**Table CGZdem2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.

Instagram

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	76% (762)	24% (238)	1000
Niall Horan Fan	83% (214)	17% (42)	256
Zayn Malik Fan	86% (237)	14% (40)	277
Liam Payne Fan	85% (205)	15% (37)	242
Louis Tomlinson Fan	86% (187)	14% (30)	217
Film: An avid fan	79% (211)	21% (57)	268
Film: A casual fan	78% (419)	22% (121)	539
Film: Not a fan	69% (132)	31% (61)	193
Television: An avid fan	76% (187)	24% (59)	246
Television: A casual fan	78% (436)	22% (126)	562
Television: Not a fan	72% (139)	28% (53)	192
Music: An avid fan	80% (506)	20% (126)	632
Music: A casual fan	73% (243)	27% (91)	333
Fashion: An avid fan	85% (189)	15% (34)	223
Fashion: A casual fan	82% (360)	18% (77)	437
Fashion: Not a fan	63% (213)	37% (127)	340
Pop culture: An avid fan	82% (190)	18% (42)	232
Pop culture: A casual fan	78% (380)	22% (105)	485
Pop culture: Not a fan	68% (193)	32% (90)	283
Sports: An avid fan	82% (171)	18% (38)	209
Sports: A casual fan	78% (252)	22% (71)	323
Sports: Not a fan	72% (339)	28% (129)	468
Celeb fans on social media	81% (577)	19% (140)	717
Celebs share too much on social media	80% (434)	20% (109)	544
Celebs who don't share are disconnected	81% (258)	19% (59)	317
Celebs should interact on social media	80% (526)	20% (132)	658
Celebs' social media is a professional platform	74% (138)	26% (49)	187
Celebs' social media is a personal platform	81% (387)	19% (91)	478
Connects to celebs paid promoting	83% (105)	17% (22)	128
Connects to celebs non-paid promoting	81% (322)	19% (75)	397
Concerned about climate change	80% (577)	20% (149)	726

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**Table CGZdem2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.  
*Instagram*

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	76%	(762)	24%	(238)	1000
Humans can stop climate change	75%	(194)	25%	(64)	258
Humans can slow climate change	78%	(380)	22%	(105)	485
Climate change is beyond control	84%	(71)	16%	(13)	84
Completely in-person school	80%	(46)	20%	(11)	57
Both in person and virtual school	75%	(241)	25%	(79)	320
Completely virtual school	78%	(268)	22%	(77)	345
Watch live sports at least once a week	83%	(196)	17%	(41)	238

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

**Table CGZdem2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.  
 TikTok

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	47%	(467)	53%	(533)	1000
Gender: Male	34%	(168)	66%	(321)	489
Gender: Female	58%	(299)	42%	(213)	511
Age: 18-34	44%	(223)	56%	(283)	506
GenZers: 1997-2012	47%	(467)	53%	(533)	1000
PID: Dem (no lean)	54%	(191)	46%	(161)	353
PID: Ind (no lean)	43%	(211)	57%	(280)	490
PID: Rep (no lean)	41%	(65)	59%	(92)	157
PID/Gender: Dem Men	38%	(59)	62%	(95)	154
PID/Gender: Dem Women	67%	(132)	33%	(66)	199
PID/Gender: Ind Men	31%	(77)	69%	(171)	248
PID/Gender: Ind Women	55%	(134)	45%	(108)	242
PID/Gender: Rep Men	37%	(32)	63%	(55)	87
PID/Gender: Rep Women	46%	(33)	54%	(38)	71
Ideo: Liberal (1-3)	54%	(168)	46%	(141)	309
Ideo: Moderate (4)	40%	(81)	60%	(122)	204
Ideo: Conservative (5-7)	36%	(51)	64%	(89)	140
Educ: < College	47%	(431)	53%	(487)	918
Educ: Bachelors degree	41%	(27)	59%	(38)	65
Income: Under 50k	46%	(270)	54%	(311)	581
Income: 50k-100k	47%	(133)	53%	(152)	285
Income: 100k+	48%	(64)	52%	(70)	134
Ethnicity: White	47%	(292)	53%	(335)	627
Ethnicity: Hispanic	51%	(104)	49%	(99)	203
Ethnicity: Black	50%	(66)	50%	(66)	132
Ethnicity: Other	45%	(108)	55%	(132)	240
All Christian	47%	(118)	53%	(133)	251
Atheist	46%	(49)	54%	(58)	107
Agnostic/Nothing in particular	44%	(176)	56%	(220)	396
Something Else	53%	(104)	47%	(94)	197
Religious Non-Protestant/Catholic	39%	(23)	61%	(35)	58

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**Table CGZdem2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.  
TikTok

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	47%	(467)	53%	(533)	1000
Evangelical	50%	(82)	50%	(81)	163
Non-Evangelical	49%	(130)	51%	(135)	265
Community: Urban	47%	(119)	53%	(135)	254
Community: Suburban	46%	(251)	54%	(290)	540
Community: Rural	47%	(97)	53%	(108)	205
Employ: Private Sector	42%	(42)	58%	(56)	98
Employ: Self-Employed	36%	(19)	64%	(33)	52
Employ: Unemployed	42%	(72)	58%	(98)	170
Employ: Other	52%	(37)	48%	(35)	73
Military HH: Yes	48%	(46)	52%	(49)	95
Military HH: No	46%	(421)	54%	(484)	905
RD/WT: Right Direction	40%	(77)	60%	(115)	192
RD/WT: Wrong Track	48%	(390)	52%	(419)	808
Trump Job Approve	36%	(82)	64%	(144)	226
Trump Job Disapprove	50%	(319)	50%	(321)	640
Trump Job Strongly Approve	46%	(39)	54%	(46)	85
Trump Job Somewhat Approve	30%	(43)	70%	(98)	141
Trump Job Somewhat Disapprove	43%	(70)	57%	(91)	161
Trump Job Strongly Disapprove	52%	(249)	48%	(229)	479
Favorable of Trump	37%	(74)	63%	(128)	202
Unfavorable of Trump	49%	(322)	51%	(331)	652
Very Favorable of Trump	48%	(43)	52%	(48)	91
Somewhat Favorable of Trump	28%	(31)	72%	(80)	110
Somewhat Unfavorable of Trump	35%	(48)	65%	(90)	139
Very Unfavorable of Trump	53%	(273)	47%	(240)	514

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**Table CGZdem2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.  
 TikTok

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	47%	(467)	53%	(533)	1000
#1 Issue: Economy	39%	(111)	61%	(174)	285
#1 Issue: Security	44%	(31)	56%	(40)	72
#1 Issue: Health Care	50%	(83)	50%	(84)	168
#1 Issue: Women's Issues	68%	(97)	32%	(46)	143
#1 Issue: Education	39%	(56)	61%	(89)	145
#1 Issue: Energy	42%	(37)	58%	(51)	87
#1 Issue: Other	54%	(45)	46%	(38)	84
4-Region: Northeast	49%	(92)	51%	(96)	188
4-Region: Midwest	51%	(97)	49%	(92)	189
4-Region: South	43%	(165)	57%	(221)	386
4-Region: West	48%	(113)	52%	(124)	237
Middle school (Grade 6 - 8)	39%	(28)	61%	(44)	72
High school (Grade 9 - 12)	51%	(234)	49%	(228)	461
Community college	55%	(37)	45%	(30)	67
College or university program	46%	(90)	54%	(104)	195
I am not in school	38%	(77)	62%	(127)	204
White, non-Hispanic	46%	(250)	54%	(293)	543
POC	47%	(216)	53%	(241)	457
Twitter Users	57%	(243)	43%	(185)	428
Facebook Users	53%	(259)	47%	(228)	487
Snapchat Users	62%	(381)	38%	(238)	620
Instagram Users	55%	(419)	45%	(343)	762
Tiktok Users	100%	(467)	—	(0)	467
Reddit Users	44%	(118)	56%	(151)	268
YouTube Users	48%	(445)	52%	(475)	920
Harry Styles Fan	64%	(271)	36%	(150)	421
Billie Eilish Fan	58%	(343)	42%	(252)	595
Zendaya Fan	56%	(344)	44%	(270)	614
Taylor Swift Fan	55%	(264)	45%	(218)	482
Kylie Jenner Fan	62%	(193)	38%	(118)	311
Emma Chamberlain Fan	74%	(175)	26%	(63)	238

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**Table CGZdem2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.  
TikTok

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	47% (467)	53% (533)	1000
Niall Horan Fan	61% (156)	39% (100)	256
Zayn Malik Fan	64% (177)	36% (100)	277
Liam Payne Fan	62% (150)	38% (92)	242
Louis Tomlinson Fan	65% (141)	35% (75)	217
Film: An avid fan	51% (136)	49% (132)	268
Film: A casual fan	48% (261)	52% (278)	539
Film: Not a fan	36% (70)	64% (124)	193
Television: An avid fan	51% (125)	49% (121)	246
Television: A casual fan	48% (267)	52% (294)	562
Television: Not a fan	39% (75)	61% (118)	192
Music: An avid fan	52% (327)	48% (305)	632
Music: A casual fan	39% (129)	61% (204)	333
Fashion: An avid fan	60% (134)	40% (89)	223
Fashion: A casual fan	51% (225)	49% (212)	437
Fashion: Not a fan	32% (108)	68% (232)	340
Pop culture: An avid fan	57% (133)	43% (99)	232
Pop culture: A casual fan	49% (235)	51% (249)	485
Pop culture: Not a fan	35% (98)	65% (185)	283
Sports: An avid fan	46% (95)	54% (114)	209
Sports: A casual fan	52% (169)	48% (155)	323
Sports: Not a fan	43% (203)	57% (265)	468
Celeb fans on social media	51% (363)	49% (353)	717
Celebs share too much on social media	45% (247)	55% (297)	544
Celebs who don't share are disconnected	52% (163)	48% (154)	317
Celebs should interact on social media	49% (325)	51% (334)	658
Celebs' social media is a professional platform	40% (75)	60% (112)	187
Celebs' social media is a personal platform	52% (246)	48% (232)	478
Connects to celebs paid promoting	56% (72)	44% (56)	128
Connects to celebs non-paid promoting	54% (214)	46% (182)	397
Concerned about climate change	47% (344)	53% (382)	726

Continued on next page

**Table CGZdem2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.  
 TikTok

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	47%	(467)	53%	(533)	1000
Humans can stop climate change	43%	(111)	57%	(147)	258
Humans can slow climate change	49%	(239)	51%	(246)	485
Climate change is beyond control	50%	(42)	50%	(42)	84
Completely in-person school	61%	(35)	39%	(22)	57
Both in person and virtual school	49%	(158)	51%	(162)	320
Completely virtual school	47%	(163)	53%	(182)	345
Watch live sports at least once a week	46%	(110)	54%	(128)	238

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

**Table CGZdem2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.

Reddit

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	27%	(268)	73%	(732)	1000
Gender: Male	33%	(163)	67%	(326)	489
Gender: Female	21%	(106)	79%	(406)	511
Age: 18-34	27%	(136)	73%	(370)	506
GenZers: 1997-2012	27%	(268)	73%	(732)	1000
PID: Dem (no lean)	30%	(107)	70%	(245)	353
PID: Ind (no lean)	25%	(125)	75%	(365)	490
PID: Rep (no lean)	23%	(36)	77%	(121)	157
PID/Gender: Dem Men	39%	(60)	61%	(94)	154
PID/Gender: Dem Women	24%	(47)	76%	(151)	199
PID/Gender: Ind Men	30%	(73)	70%	(175)	248
PID/Gender: Ind Women	21%	(51)	79%	(191)	242
PID/Gender: Rep Men	34%	(29)	66%	(58)	87
PID/Gender: Rep Women	10%	(7)	90%	(64)	71
Ideo: Liberal (1-3)	39%	(121)	61%	(188)	309
Ideo: Moderate (4)	26%	(54)	74%	(150)	204
Ideo: Conservative (5-7)	24%	(34)	76%	(106)	140
Educ: < College	26%	(240)	74%	(678)	918
Educ: Bachelors degree	37%	(24)	63%	(41)	65
Income: Under 50k	24%	(141)	76%	(440)	581
Income: 50k-100k	28%	(80)	72%	(205)	285
Income: 100k+	35%	(47)	65%	(87)	134
Ethnicity: White	28%	(173)	72%	(454)	627
Ethnicity: Hispanic	22%	(44)	78%	(159)	203
Ethnicity: Black	21%	(28)	79%	(105)	132
Ethnicity: Other	28%	(67)	72%	(173)	240
All Christian	23%	(58)	77%	(193)	251
Atheist	51%	(55)	49%	(52)	107
Agnostic/Nothing in particular	27%	(108)	73%	(288)	396
Something Else	17%	(34)	83%	(163)	197
Religious Non-Protestant/Catholic	26%	(15)	74%	(42)	58

Continued on next page

**Table CGZdem2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Reddit

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	27% (268)	73% (732)	1000
Evangelical	18% (30)	82% (134)	163
Non-Evangelical	23% (60)	77% (205)	265
Community: Urban	24% (62)	76% (192)	254
Community: Suburban	30% (162)	70% (378)	540
Community: Rural	21% (44)	79% (161)	205
Employ: Private Sector	39% (38)	61% (60)	98
Employ: Self-Employed	20% (10)	80% (42)	52
Employ: Unemployed	25% (43)	75% (127)	170
Employ: Other	28% (21)	72% (52)	73
Military HH: Yes	31% (30)	69% (65)	95
Military HH: No	26% (238)	74% (666)	905
RD/WT: Right Direction	25% (48)	75% (144)	192
RD/WT: Wrong Track	27% (220)	73% (588)	808
Trump Job Approve	23% (53)	77% (173)	226
Trump Job Disapprove	30% (194)	70% (445)	640
Trump Job Strongly Approve	17% (14)	83% (71)	85
Trump Job Somewhat Approve	27% (39)	73% (102)	141
Trump Job Somewhat Disapprove	28% (45)	72% (116)	161
Trump Job Strongly Disapprove	31% (150)	69% (329)	479
Favorable of Trump	22% (45)	78% (157)	202
Unfavorable of Trump	31% (205)	69% (447)	652
Very Favorable of Trump	20% (19)	80% (73)	91
Somewhat Favorable of Trump	24% (26)	76% (84)	110
Somewhat Unfavorable of Trump	29% (40)	71% (98)	139
Very Unfavorable of Trump	32% (165)	68% (348)	514

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**Table CGZdem2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.

Reddit

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	27% (268)	73% (732)	1000
#1 Issue: Economy	27% (77)	73% (208)	285
#1 Issue: Security	22% (15)	78% (56)	72
#1 Issue: Health Care	29% (49)	71% (118)	168
#1 Issue: Women's Issues	20% (29)	80% (115)	143
#1 Issue: Education	31% (45)	69% (100)	145
#1 Issue: Energy	35% (31)	65% (57)	87
#1 Issue: Other	22% (18)	78% (65)	84
4-Region: Northeast	30% (57)	70% (131)	188
4-Region: Midwest	31% (58)	69% (131)	189
4-Region: South	24% (91)	76% (294)	386
4-Region: West	26% (62)	74% (175)	237
Middle school (Grade 6 - 8)	21% (15)	79% (57)	72
High school (Grade 9 - 12)	28% (128)	72% (333)	461
Community college	22% (15)	78% (53)	67
College or university program	26% (50)	74% (144)	195
I am not in school	29% (59)	71% (145)	204
White, non-Hispanic	27% (149)	73% (394)	543
POC	26% (119)	74% (338)	457
Twitter Users	40% (173)	60% (255)	428
Facebook Users	30% (148)	70% (339)	487
Snapchat Users	26% (162)	74% (458)	620
Instagram Users	27% (209)	73% (553)	762
Tiktok Users	25% (118)	75% (349)	467
Reddit Users	100% (268)	— (0)	268
YouTube Users	29% (265)	71% (655)	920
Harry Styles Fan	25% (104)	75% (318)	421
Billie Eilish Fan	26% (154)	74% (441)	595
Zendaya Fan	24% (149)	76% (464)	614
Taylor Swift Fan	24% (116)	76% (366)	482
Kylie Jenner Fan	20% (63)	80% (248)	311
Emma Chamberlain Fan	20% (47)	80% (191)	238

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**Table CGZdem2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.  
 Reddit

Demographic	Selected	Not Selected	Total N
Gen Zers (Age 13-23)	27% (268)	73% (732)	1000
Niall Horan Fan	25% (64)	75% (193)	256
Zayn Malik Fan	26% (71)	74% (206)	277
Liam Payne Fan	24% (59)	76% (183)	242
Louis Tomlinson Fan	26% (57)	74% (160)	217
Film: An avid fan	31% (84)	69% (183)	268
Film: A casual fan	26% (142)	74% (398)	539
Film: Not a fan	22% (42)	78% (151)	193
Television: An avid fan	26% (65)	74% (181)	246
Television: A casual fan	26% (148)	74% (414)	562
Television: Not a fan	29% (56)	71% (137)	192
Music: An avid fan	27% (171)	73% (461)	632
Music: A casual fan	27% (90)	73% (243)	333
Fashion: An avid fan	24% (52)	76% (170)	223
Fashion: A casual fan	25% (111)	75% (326)	437
Fashion: Not a fan	31% (104)	69% (236)	340
Pop culture: An avid fan	33% (77)	67% (155)	232
Pop culture: A casual fan	27% (130)	73% (355)	485
Pop culture: Not a fan	22% (61)	78% (222)	283
Sports: An avid fan	27% (56)	73% (152)	209
Sports: A casual fan	20% (66)	80% (258)	323
Sports: Not a fan	31% (146)	69% (322)	468
Celeb fans on social media	29% (206)	71% (510)	717
Celebs share too much on social media	29% (158)	71% (385)	544
Celebs who don't share are disconnected	26% (82)	74% (235)	317
Celebs should interact on social media	28% (187)	72% (471)	658
Celebs' social media is a professional platform	25% (46)	75% (141)	187
Celebs' social media is a personal platform	30% (144)	70% (334)	478
Connects to celebs paid promoting	26% (34)	74% (94)	128
Connects to celebs non-paid promoting	31% (122)	69% (275)	397
Concerned about climate change	32% (229)	68% (497)	726

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**Table CGZdem2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.  
*Reddit*

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	27%	(268)	73%	(732)	1000
Humans can stop climate change	33%	(85)	67%	(173)	258
Humans can slow climate change	29%	(142)	71%	(343)	485
Climate change is beyond control	18%	(15)	82%	(68)	84
Completely in-person school	20%	(11)	80%	(46)	57
Both in person and virtual school	27%	(87)	73%	(233)	320
Completely virtual school	29%	(101)	71%	(243)	345
Watch live sports at least once a week	30%	(72)	70%	(166)	238

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



**Table CGZdem2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.  
 YouTube

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	92%	(920)	8%	(80)	1000
Gender: Male	95%	(463)	5%	(26)	489
Gender: Female	89%	(457)	11%	(54)	511
Age: 18-34	91%	(458)	9%	(48)	506
GenZers: 1997-2012	92%	(920)	8%	(80)	1000
PID: Dem (no lean)	94%	(331)	6%	(22)	353
PID: Ind (no lean)	92%	(451)	8%	(39)	490
PID: Rep (no lean)	88%	(138)	12%	(19)	157
PID/Gender: Dem Men	96%	(148)	4%	(6)	154
PID/Gender: Dem Women	92%	(183)	8%	(16)	199
PID/Gender: Ind Men	94%	(234)	6%	(14)	248
PID/Gender: Ind Women	90%	(217)	10%	(25)	242
PID/Gender: Rep Men	94%	(81)	6%	(5)	87
PID/Gender: Rep Women	81%	(57)	19%	(14)	71
Ideo: Liberal (1-3)	92%	(285)	8%	(24)	309
Ideo: Moderate (4)	93%	(190)	7%	(14)	204
Ideo: Conservative (5-7)	93%	(131)	7%	(9)	140
Educ: < College	92%	(845)	8%	(73)	918
Educ: Bachelors degree	91%	(59)	9%	(6)	65
Income: Under 50k	90%	(525)	10%	(56)	581
Income: 50k-100k	94%	(266)	6%	(18)	285
Income: 100k+	96%	(129)	4%	(5)	134
Ethnicity: White	92%	(577)	8%	(50)	627
Ethnicity: Hispanic	91%	(185)	9%	(18)	203
Ethnicity: Black	92%	(122)	8%	(10)	132
Ethnicity: Other	92%	(220)	8%	(20)	240
All Christian	91%	(227)	9%	(23)	251
Atheist	97%	(104)	3%	(3)	107
Agnostic/Nothing in particular	93%	(368)	7%	(28)	396
Something Else	92%	(181)	8%	(16)	197
Religious Non-Protestant/Catholic	83%	(48)	17%	(10)	58

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**Table CGZdem2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.  
YouTube

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	92%	(920)	8%	(80)	1000
Evangelical	88%	(143)	12%	(20)	163
Non-Evangelical	93%	(247)	7%	(18)	265
Community: Urban	91%	(231)	9%	(23)	254
Community: Suburban	94%	(506)	6%	(34)	540
Community: Rural	89%	(183)	11%	(22)	205
Employ: Private Sector	91%	(90)	9%	(9)	98
Employ: Self-Employed	90%	(47)	10%	(5)	52
Employ: Unemployed	92%	(157)	8%	(13)	170
Employ: Other	88%	(64)	12%	(9)	73
Military HH: Yes	90%	(85)	10%	(10)	95
Military HH: No	92%	(834)	8%	(70)	905
RD/WT: Right Direction	90%	(173)	10%	(18)	192
RD/WT: Wrong Track	92%	(747)	8%	(62)	808
Trump Job Approve	91%	(206)	9%	(20)	226
Trump Job Disapprove	94%	(601)	6%	(39)	640
Trump Job Strongly Approve	91%	(78)	9%	(8)	85
Trump Job Somewhat Approve	91%	(128)	9%	(13)	141
Trump Job Somewhat Disapprove	93%	(150)	7%	(11)	161
Trump Job Strongly Disapprove	94%	(451)	6%	(28)	479
Favorable of Trump	90%	(181)	10%	(20)	202
Unfavorable of Trump	95%	(617)	5%	(35)	652
Very Favorable of Trump	85%	(78)	15%	(14)	91
Somewhat Favorable of Trump	94%	(104)	6%	(7)	110
Somewhat Unfavorable of Trump	95%	(132)	5%	(7)	139
Very Unfavorable of Trump	95%	(486)	5%	(28)	514

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**Table CGZdem2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.  
 YouTube

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	92%	(920)	8%	(80)	1000
#1 Issue: Economy	94%	(268)	6%	(18)	285
#1 Issue: Security	88%	(63)	12%	(9)	72
#1 Issue: Health Care	92%	(154)	8%	(13)	168
#1 Issue: Women's Issues	95%	(136)	5%	(8)	143
#1 Issue: Education	92%	(133)	8%	(11)	145
#1 Issue: Energy	91%	(79)	9%	(8)	87
#1 Issue: Other	89%	(74)	11%	(9)	84
4-Region: Northeast	91%	(172)	9%	(16)	188
4-Region: Midwest	92%	(174)	8%	(15)	189
4-Region: South	92%	(355)	8%	(31)	386
4-Region: West	92%	(219)	8%	(18)	237
Middle school (Grade 6 - 8)	97%	(70)	3%	(2)	72
High school (Grade 9 - 12)	93%	(429)	7%	(33)	461
Community college	93%	(63)	7%	(4)	67
College or university program	90%	(175)	10%	(20)	195
I am not in school	90%	(184)	10%	(20)	204
White, non-Hispanic	92%	(498)	8%	(45)	543
POC	92%	(422)	8%	(35)	457
Twitter Users	97%	(415)	3%	(14)	428
Facebook Users	95%	(463)	5%	(24)	487
Snapchat Users	94%	(582)	6%	(37)	620
Instagram Users	94%	(720)	6%	(42)	762
Tiktok Users	95%	(445)	5%	(22)	467
Reddit Users	99%	(265)	1%	(4)	268
YouTube Users	100%	(920)	—	(0)	920
Harry Styles Fan	93%	(393)	7%	(29)	421
Billie Eilish Fan	94%	(558)	6%	(37)	595
Zendaya Fan	93%	(571)	7%	(43)	614
Taylor Swift Fan	92%	(445)	8%	(36)	482
Kylie Jenner Fan	94%	(291)	6%	(20)	311
Emma Chamberlain Fan	94%	(224)	6%	(14)	238

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**Table CGZdem2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.  
YouTube

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	92%	(920)	8%	(80)	1000
Niall Horan Fan	94%	(241)	6%	(16)	256
Zayn Malik Fan	94%	(260)	6%	(16)	277
Liam Payne Fan	93%	(225)	7%	(17)	242
Louis Tomlinson Fan	94%	(203)	6%	(13)	217
Film: An avid fan	95%	(254)	5%	(14)	268
Film: A casual fan	93%	(504)	7%	(35)	539
Film: Not a fan	84%	(162)	16%	(31)	193
Television: An avid fan	92%	(226)	8%	(20)	246
Television: A casual fan	94%	(528)	6%	(34)	562
Television: Not a fan	86%	(166)	14%	(26)	192
Music: An avid fan	93%	(585)	7%	(46)	632
Music: A casual fan	93%	(311)	7%	(22)	333
Fashion: An avid fan	91%	(202)	9%	(21)	223
Fashion: A casual fan	92%	(404)	8%	(33)	437
Fashion: Not a fan	92%	(314)	8%	(26)	340
Pop culture: An avid fan	93%	(215)	7%	(17)	232
Pop culture: A casual fan	93%	(452)	7%	(33)	485
Pop culture: Not a fan	89%	(252)	11%	(31)	283
Sports: An avid fan	93%	(194)	7%	(15)	209
Sports: A casual fan	93%	(302)	7%	(21)	323
Sports: Not a fan	91%	(424)	9%	(44)	468
Celeb fans on social media	93%	(669)	7%	(47)	717
Celebs share too much on social media	93%	(508)	7%	(36)	544
Celebs who don't share are disconnected	94%	(299)	6%	(18)	317
Celebs should interact on social media	95%	(626)	5%	(33)	658
Celebs' social media is a professional platform	90%	(168)	10%	(19)	187
Celebs' social media is a personal platform	94%	(450)	6%	(28)	478
Connects to celebs paid promoting	94%	(120)	6%	(8)	128
Connects to celebs non-paid promoting	94%	(373)	6%	(23)	397
Concerned about climate change	93%	(678)	7%	(48)	726

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**Table CGZdem2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.

## YouTube

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	92%	(920)	8%	(80)	1000
Humans can stop climate change	94%	(242)	6%	(16)	258
Humans can slow climate change	94%	(456)	6%	(29)	485
Climate change is beyond control	86%	(72)	14%	(12)	84
Completely in-person school	90%	(51)	10%	(6)	57
Both in person and virtual school	92%	(296)	8%	(24)	320
Completely virtual school	95%	(326)	5%	(19)	345
Watch live sports at least once a week	96%	(227)	4%	(11)	238

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

**Table CGZdem2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.

None of the above

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	2%	(23)	98%	(977)	1000
Gender: Male	2%	(8)	98%	(480)	489
Gender: Female	3%	(15)	97%	(496)	511
Age: 18-34	2%	(10)	98%	(496)	506
GenZers: 1997-2012	2%	(23)	98%	(977)	1000
PID: Dem (no lean)	—	(2)	100%	(351)	353
PID: Ind (no lean)	4%	(18)	96%	(472)	490
PID: Rep (no lean)	2%	(3)	98%	(154)	157
PID/Gender: Dem Men	—	(0)	100%	(154)	154
PID/Gender: Dem Women	1%	(2)	99%	(197)	199
PID/Gender: Ind Men	3%	(7)	97%	(241)	248
PID/Gender: Ind Women	5%	(11)	95%	(231)	242
PID/Gender: Rep Men	1%	(1)	99%	(85)	87
PID/Gender: Rep Women	3%	(2)	97%	(68)	71
Ideo: Liberal (1-3)	2%	(5)	98%	(305)	309
Ideo: Moderate (4)	1%	(1)	99%	(203)	204
Ideo: Conservative (5-7)	1%	(2)	99%	(139)	140
Educ: < College	2%	(22)	98%	(896)	918
Educ: Bachelors degree	2%	(1)	98%	(64)	65
Income: Under 50k	3%	(18)	97%	(563)	581
Income: 50k-100k	1%	(3)	99%	(282)	285
Income: 100k+	2%	(2)	98%	(132)	134
Ethnicity: White	2%	(13)	98%	(614)	627
Ethnicity: Hispanic	2%	(3)	98%	(199)	203
Ethnicity: Black	2%	(3)	98%	(129)	132
Ethnicity: Other	3%	(7)	97%	(234)	240
All Christian	2%	(4)	98%	(247)	251
Atheist	—	(0)	100%	(107)	107
Agnostic/Nothing in particular	3%	(11)	97%	(385)	396
Something Else	3%	(5)	97%	(192)	197
Religious Non-Protestant/Catholic	5%	(3)	95%	(55)	58

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**Table CGZdem2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.  
 None of the above

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	2%	(23)	98%	(977)	1000
Evangelical	3%	(5)	97%	(158)	163
Non-Evangelical	2%	(4)	98%	(260)	265
Community: Urban	3%	(7)	97%	(248)	254
Community: Suburban	1%	(8)	99%	(533)	540
Community: Rural	4%	(9)	96%	(196)	205
Employ: Private Sector	—	(0)	100%	(98)	98
Employ: Self-Employed	2%	(1)	98%	(51)	52
Employ: Unemployed	1%	(2)	99%	(168)	170
Employ: Other	11%	(8)	89%	(64)	73
Military HH: Yes	1%	(1)	99%	(95)	95
Military HH: No	2%	(23)	98%	(882)	905
RD/WT: Right Direction	4%	(7)	96%	(184)	192
RD/WT: Wrong Track	2%	(16)	98%	(793)	808
Trump Job Approve	3%	(6)	97%	(220)	226
Trump Job Disapprove	1%	(6)	99%	(634)	640
Trump Job Strongly Approve	4%	(3)	96%	(82)	85
Trump Job Somewhat Approve	2%	(3)	98%	(138)	141
Trump Job Somewhat Disapprove	1%	(2)	99%	(159)	161
Trump Job Strongly Disapprove	1%	(3)	99%	(475)	479
Favorable of Trump	2%	(4)	98%	(197)	202
Unfavorable of Trump	1%	(6)	99%	(647)	652
Very Favorable of Trump	4%	(4)	96%	(88)	91
Somewhat Favorable of Trump	1%	(1)	99%	(110)	110
Somewhat Unfavorable of Trump	1%	(1)	99%	(138)	139
Very Unfavorable of Trump	1%	(5)	99%	(509)	514

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**Table CGZdem2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.  
None of the above

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	2%	(23)	98%	(977)	1000
#1 Issue: Economy	1%	(3)	99%	(282)	285
#1 Issue: Security	3%	(2)	97%	(69)	72
#1 Issue: Health Care	2%	(4)	98%	(164)	168
#1 Issue: Women's Issues	2%	(3)	98%	(140)	143
#1 Issue: Education	—	(0)	100%	(145)	145
#1 Issue: Energy	4%	(4)	96%	(84)	87
#1 Issue: Other	7%	(6)	93%	(78)	84
4-Region: Northeast	3%	(5)	97%	(183)	188
4-Region: Midwest	2%	(3)	98%	(186)	189
4-Region: South	2%	(9)	98%	(377)	386
4-Region: West	3%	(6)	97%	(231)	237
Middle school (Grade 6 - 8)	1%	(1)	99%	(71)	72
High school (Grade 9 - 12)	3%	(14)	97%	(448)	461
Community college	2%	(1)	98%	(66)	67
College or university program	1%	(2)	99%	(193)	195
I am not in school	3%	(6)	97%	(198)	204
White, non-Hispanic	2%	(13)	98%	(530)	543
POC	2%	(10)	98%	(447)	457
Twitter Users	—	(0)	100%	(428)	428
Facebook Users	—	(0)	100%	(487)	487
Snapchat Users	—	(0)	100%	(620)	620
Instagram Users	—	(0)	100%	(762)	762
Tiktok Users	—	(0)	100%	(467)	467
Reddit Users	—	(0)	100%	(268)	268
YouTube Users	—	(0)	100%	(920)	920
Harry Styles Fan	1%	(5)	99%	(416)	421
Billie Eilish Fan	1%	(5)	99%	(590)	595
Zendaya Fan	1%	(8)	99%	(606)	614
Taylor Swift Fan	1%	(7)	99%	(475)	482
Kylie Jenner Fan	1%	(2)	99%	(309)	311
Emma Chamberlain Fan	—	(0)	100%	(238)	238

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**Table CGZdem2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.  
 None of the above

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	2%	(23)	98%	(977)	1000
Niall Horan Fan	1%	(2)	99%	(255)	256
Zayn Malik Fan	—	(1)	100%	(276)	277
Liam Payne Fan	—	(0)	100%	(242)	242
Louis Tomlinson Fan	1%	(2)	99%	(215)	217
Film: An avid fan	2%	(4)	98%	(263)	268
Film: A casual fan	1%	(7)	99%	(533)	539
Film: Not a fan	6%	(12)	94%	(181)	193
Television: An avid fan	3%	(7)	97%	(239)	246
Television: A casual fan	1%	(6)	99%	(556)	562
Television: Not a fan	6%	(11)	94%	(182)	192
Music: An avid fan	2%	(12)	98%	(620)	632
Music: A casual fan	2%	(5)	98%	(328)	333
Fashion: An avid fan	3%	(7)	97%	(216)	223
Fashion: A casual fan	2%	(7)	98%	(430)	437
Fashion: Not a fan	3%	(10)	97%	(330)	340
Pop culture: An avid fan	2%	(5)	98%	(228)	232
Pop culture: A casual fan	1%	(4)	99%	(481)	485
Pop culture: Not a fan	5%	(15)	95%	(268)	283
Sports: An avid fan	2%	(5)	98%	(204)	209
Sports: A casual fan	1%	(2)	99%	(322)	323
Sports: Not a fan	3%	(16)	97%	(452)	468
Celeb fans on social media	1%	(8)	99%	(709)	717
Celebs share too much on social media	1%	(6)	99%	(538)	544
Celebs who don't share are disconnected	1%	(4)	99%	(313)	317
Celebs should interact on social media	—	(3)	100%	(655)	658
Celebs' social media is a professional platform	2%	(4)	98%	(183)	187
Celebs' social media is a personal platform	1%	(4)	99%	(474)	478
Connects to celebs paid promoting	—	(0)	100%	(128)	128
Connects to celebs non-paid promoting	1%	(4)	99%	(393)	397
Concerned about climate change	1%	(10)	99%	(716)	726

Continued on next page

**Table CGZdem2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.  
None of the above

Demographic	Selected		Not Selected		Total N
Gen Zers (Age 13-23)	2%	(23)	98%	(977)	1000
Humans can stop climate change	2%	(5)	98%	(253)	258
Humans can slow climate change	1%	(3)	99%	(482)	485
Climate change is beyond control	2%	(2)	98%	(82)	84
Completely in-person school	3%	(2)	97%	(55)	57
Both in person and virtual school	1%	(3)	99%	(317)	320
Completely virtual school	2%	(6)	98%	(339)	345
Watch live sports at least once a week	—	(1)	100%	(237)	238

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

**Table CGZdem3\_1:** *In general, what kind of fan do you consider yourself of the following?*  
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	27%	(268)	54%	(539)	19%	(193)	1000
Gender: Male	29%	(140)	50%	(243)	22%	(105)	489
Gender: Female	25%	(127)	58%	(296)	17%	(88)	511
Age: 18-34	30%	(154)	51%	(258)	19%	(94)	506
GenZers: 1997-2012	27%	(268)	54%	(539)	19%	(193)	1000
PID: Dem (no lean)	32%	(113)	53%	(186)	15%	(53)	353
PID: Ind (no lean)	25%	(121)	55%	(269)	20%	(100)	490
PID: Rep (no lean)	22%	(34)	53%	(83)	25%	(40)	157
PID/Gender: Dem Men	32%	(50)	51%	(78)	17%	(26)	154
PID/Gender: Dem Women	32%	(63)	55%	(109)	13%	(27)	199
PID/Gender: Ind Men	27%	(67)	49%	(122)	24%	(59)	248
PID/Gender: Ind Women	22%	(53)	61%	(147)	17%	(41)	242
PID/Gender: Rep Men	27%	(23)	50%	(43)	23%	(20)	87
PID/Gender: Rep Women	15%	(11)	57%	(40)	28%	(20)	71
Ideo: Liberal (1-3)	31%	(95)	54%	(168)	15%	(46)	309
Ideo: Moderate (4)	28%	(56)	54%	(110)	18%	(37)	204
Ideo: Conservative (5-7)	21%	(30)	62%	(87)	17%	(24)	140
Educ: < College	26%	(240)	54%	(499)	19%	(178)	918
Educ: Bachelors degree	31%	(20)	56%	(36)	14%	(9)	65
Income: Under 50k	28%	(161)	51%	(295)	22%	(126)	581
Income: 50k-100k	27%	(77)	58%	(164)	15%	(44)	285
Income: 100k+	22%	(30)	60%	(81)	17%	(23)	134
Ethnicity: White	27%	(166)	55%	(347)	18%	(114)	627
Ethnicity: Hispanic	22%	(45)	56%	(114)	21%	(43)	203
Ethnicity: Black	36%	(47)	44%	(58)	21%	(27)	132
Ethnicity: Other	22%	(54)	56%	(135)	22%	(52)	240
All Christian	30%	(74)	53%	(133)	17%	(43)	251
Atheist	24%	(25)	61%	(65)	15%	(16)	107
Agnostic/Nothing in particular	27%	(105)	52%	(207)	21%	(84)	396
Something Else	24%	(47)	57%	(112)	20%	(39)	197
Religious Non-Protestant/Catholic	34%	(20)	45%	(26)	20%	(12)	58

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**Table CGZdem3\_1:** *In general, what kind of fan do you consider yourself of the following?*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	27%	(268)	54%	(539)	19%	(193)	1000
Evangelical	25%	(42)	53%	(86)	22%	(36)	163
Non-Evangelical	27%	(72)	57%	(151)	16%	(42)	265
Community: Urban	32%	(81)	47%	(120)	21%	(53)	254
Community: Suburban	26%	(139)	56%	(305)	18%	(96)	540
Community: Rural	23%	(48)	56%	(114)	21%	(43)	205
Employ: Private Sector	35%	(34)	50%	(50)	15%	(15)	98
Employ: Self-Employed	38%	(20)	42%	(22)	20%	(10)	52
Employ: Unemployed	27%	(46)	57%	(98)	16%	(27)	170
Employ: Other	25%	(18)	44%	(32)	31%	(23)	73
Military HH: Yes	31%	(29)	52%	(50)	17%	(16)	95
Military HH: No	26%	(238)	54%	(489)	20%	(177)	905
RD/WT: Right Direction	25%	(49)	53%	(102)	21%	(41)	192
RD/WT: Wrong Track	27%	(219)	54%	(437)	19%	(152)	808
Trump Job Approve	22%	(50)	59%	(132)	19%	(43)	226
Trump Job Disapprove	28%	(181)	54%	(344)	18%	(115)	640
Trump Job Strongly Approve	25%	(21)	53%	(46)	22%	(19)	85
Trump Job Somewhat Approve	21%	(29)	62%	(87)	17%	(25)	141
Trump Job Somewhat Disapprove	24%	(39)	63%	(101)	13%	(21)	161
Trump Job Strongly Disapprove	30%	(142)	51%	(243)	20%	(93)	479
Favorable of Trump	21%	(43)	59%	(118)	20%	(40)	202
Unfavorable of Trump	29%	(188)	53%	(347)	18%	(117)	652
Very Favorable of Trump	23%	(21)	58%	(53)	20%	(18)	91
Somewhat Favorable of Trump	20%	(22)	60%	(66)	20%	(23)	110
Somewhat Unfavorable of Trump	25%	(35)	59%	(81)	17%	(23)	139
Very Unfavorable of Trump	30%	(154)	52%	(266)	18%	(94)	514

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**Table CGZdem3\_1:** In general, what kind of fan do you consider yourself of the following?*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	27%	(268)	54%	(539)	19%	(193)	1000
#1 Issue: Economy	29%	(82)	56%	(160)	15%	(43)	285
#1 Issue: Security	16%	(11)	59%	(42)	25%	(18)	72
#1 Issue: Health Care	28%	(46)	52%	(88)	20%	(34)	168
#1 Issue: Women's Issues	26%	(38)	53%	(76)	21%	(30)	143
#1 Issue: Education	30%	(43)	47%	(67)	24%	(34)	145
#1 Issue: Energy	27%	(24)	58%	(51)	15%	(13)	87
#1 Issue: Other	26%	(22)	55%	(46)	19%	(16)	84
4-Region: Northeast	24%	(45)	56%	(106)	20%	(37)	188
4-Region: Midwest	26%	(49)	49%	(92)	25%	(48)	189
4-Region: South	28%	(108)	53%	(204)	19%	(74)	386
4-Region: West	27%	(65)	58%	(137)	15%	(35)	237
Middle school (Grade 6 - 8)	20%	(14)	61%	(44)	19%	(13)	72
High school (Grade 9 - 12)	25%	(117)	53%	(244)	22%	(100)	461
Community college	31%	(21)	57%	(39)	12%	(8)	67
College or university program	28%	(55)	55%	(107)	17%	(33)	195
I am not in school	30%	(60)	51%	(105)	19%	(39)	204
White, non-Hispanic	27%	(145)	56%	(302)	18%	(96)	543
POC	27%	(123)	52%	(237)	21%	(98)	457
Twitter Users	31%	(131)	54%	(230)	15%	(66)	428
Facebook Users	31%	(150)	52%	(255)	17%	(82)	487
Snapchat Users	27%	(168)	57%	(353)	16%	(98)	620
Instagram Users	28%	(211)	55%	(419)	17%	(132)	762
Tiktok Users	29%	(136)	56%	(261)	15%	(70)	467
Reddit Users	31%	(84)	53%	(142)	16%	(42)	268
YouTube Users	28%	(254)	55%	(504)	18%	(162)	920
Harry Styles Fan	31%	(129)	58%	(245)	11%	(47)	421
Billie Eilish Fan	30%	(178)	56%	(333)	14%	(85)	595
Zendaya Fan	33%	(201)	55%	(336)	13%	(77)	614
Taylor Swift Fan	31%	(151)	56%	(268)	13%	(63)	482
Kylie Jenner Fan	31%	(97)	52%	(163)	16%	(50)	311
Emma Chamberlain Fan	33%	(78)	58%	(139)	9%	(21)	238

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**Table CGZdem3\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	27%	(268)	54%	(539)	19%	(193)	1000
Niall Horan Fan	34%	(87)	57%	(145)	9%	(24)	256
Zayn Malik Fan	33%	(91)	56%	(155)	11%	(31)	277
Liam Payne Fan	32%	(78)	58%	(139)	10%	(24)	242
Louis Tomlinson Fan	33%	(72)	59%	(129)	7%	(16)	217
Film: An avid fan	100%	(268)	—	(0)	—	(0)	268
Film: A casual fan	—	(0)	100%	(539)	—	(0)	539
Film: Not a fan	—	(0)	—	(0)	100%	(193)	193
Television: An avid fan	61%	(150)	34%	(83)	5%	(13)	246
Television: A casual fan	18%	(101)	67%	(379)	15%	(82)	562
Television: Not a fan	9%	(17)	40%	(78)	51%	(98)	192
Music: An avid fan	34%	(218)	52%	(330)	13%	(84)	632
Music: A casual fan	14%	(46)	61%	(203)	25%	(84)	333
Fashion: An avid fan	42%	(94)	46%	(103)	12%	(26)	223
Fashion: A casual fan	25%	(107)	61%	(268)	14%	(62)	437
Fashion: Not a fan	20%	(66)	49%	(168)	31%	(106)	340
Pop culture: An avid fan	50%	(115)	43%	(100)	7%	(17)	232
Pop culture: A casual fan	23%	(111)	63%	(306)	14%	(68)	485
Pop culture: Not a fan	15%	(41)	47%	(134)	38%	(108)	283
Sports: An avid fan	41%	(86)	42%	(88)	17%	(35)	209
Sports: A casual fan	27%	(86)	60%	(194)	13%	(43)	323
Sports: Not a fan	20%	(95)	55%	(257)	25%	(115)	468
Celeb fans on social media	31%	(219)	54%	(385)	16%	(113)	717
Celebs share too much on social media	28%	(153)	56%	(306)	16%	(84)	544
Celebs who don't share are disconnected	26%	(83)	60%	(189)	14%	(45)	317
Celebs should interact on social media	27%	(181)	57%	(375)	16%	(102)	658
Celebs' social media is a professional platform	25%	(47)	57%	(106)	19%	(35)	187
Celebs' social media is a personal platform	29%	(137)	54%	(257)	18%	(85)	478
Connects to celebs paid promoting	38%	(48)	45%	(58)	17%	(22)	128
Connects to celebs non-paid promoting	29%	(114)	59%	(234)	12%	(49)	397
Concerned about climate change	28%	(206)	56%	(406)	16%	(114)	726

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**Table CGZdem3\_1:** In general, what kind of fan do you consider yourself of the following?*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	27%	(268)	54%	(539)	19%	(193)	1000
Humans can stop climate change	31%	(79)	52%	(134)	17%	(45)	258
Humans can slow climate change	25%	(123)	58%	(281)	17%	(81)	485
Climate change is beyond control	25%	(21)	53%	(45)	21%	(18)	84
Completely in-person school	17%	(10)	56%	(32)	27%	(15)	57
Both in person and virtual school	27%	(86)	53%	(168)	21%	(66)	320
Completely virtual school	26%	(89)	57%	(197)	17%	(59)	345
Watch live sports at least once a week	37%	(87)	44%	(106)	19%	(45)	238

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

**Table CGZdem3\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	25%	(246)	56%	(562)	19%	(192)	1000
Gender: Male	22%	(110)	54%	(265)	23%	(114)	489
Gender: Female	27%	(136)	58%	(297)	15%	(79)	511
Age: 18-34	27%	(139)	54%	(275)	18%	(92)	506
GenZers: 1997-2012	25%	(246)	56%	(562)	19%	(192)	1000
PID: Dem (no lean)	30%	(107)	55%	(194)	15%	(52)	353
PID: Ind (no lean)	21%	(104)	56%	(275)	23%	(111)	490
PID: Rep (no lean)	22%	(35)	59%	(93)	18%	(29)	157
PID/Gender: Dem Men	29%	(45)	54%	(84)	16%	(25)	154
PID/Gender: Dem Women	31%	(61)	55%	(110)	14%	(28)	199
PID/Gender: Ind Men	18%	(45)	52%	(129)	30%	(74)	248
PID/Gender: Ind Women	24%	(59)	60%	(145)	15%	(37)	242
PID/Gender: Rep Men	22%	(19)	60%	(52)	18%	(15)	87
PID/Gender: Rep Women	22%	(16)	59%	(41)	19%	(14)	71
Ideo: Liberal (1-3)	29%	(90)	52%	(162)	18%	(57)	309
Ideo: Moderate (4)	22%	(45)	60%	(121)	18%	(37)	204
Ideo: Conservative (5-7)	21%	(30)	58%	(81)	21%	(30)	140
Educ: < College	24%	(224)	56%	(517)	19%	(177)	918
Educ: Bachelors degree	28%	(18)	58%	(38)	14%	(9)	65
Income: Under 50k	24%	(137)	56%	(328)	20%	(116)	581
Income: 50k-100k	27%	(76)	54%	(154)	20%	(56)	285
Income: 100k+	25%	(33)	60%	(80)	15%	(21)	134
Ethnicity: White	26%	(164)	57%	(355)	17%	(108)	627
Ethnicity: Hispanic	15%	(29)	60%	(121)	26%	(52)	203
Ethnicity: Black	31%	(41)	53%	(70)	16%	(21)	132
Ethnicity: Other	17%	(41)	57%	(137)	26%	(63)	240
All Christian	26%	(66)	58%	(145)	16%	(40)	251
Atheist	27%	(28)	51%	(55)	22%	(24)	107
Agnostic/Nothing in particular	24%	(97)	55%	(217)	21%	(82)	396
Something Else	20%	(39)	60%	(119)	20%	(39)	197
Religious Non-Protestant/Catholic	30%	(17)	56%	(33)	14%	(8)	58

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**Table CGZdem3\_2:** *In general, what kind of fan do you consider yourself of the following?*  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Z'ers (Age 13-23)	25%	(246)	56%	(562)	19%	(192)	1000
Evangelical	23%	(37)	54%	(89)	23%	(38)	163
Non-Evangelical	25%	(66)	60%	(158)	15%	(41)	265
Community: Urban	24%	(61)	51%	(129)	25%	(64)	254
Community: Suburban	27%	(144)	58%	(316)	15%	(81)	540
Community: Rural	20%	(42)	57%	(117)	23%	(47)	205
Employ: Private Sector	27%	(26)	63%	(62)	10%	(10)	98
Employ: Self-Employed	34%	(17)	43%	(22)	23%	(12)	52
Employ: Unemployed	26%	(45)	57%	(97)	17%	(28)	170
Employ: Other	22%	(16)	45%	(33)	32%	(24)	73
Military HH: Yes	23%	(22)	61%	(59)	16%	(15)	95
Military HH: No	25%	(224)	56%	(503)	20%	(177)	905
RD/WT: Right Direction	25%	(47)	56%	(107)	20%	(37)	192
RD/WT: Wrong Track	25%	(199)	56%	(455)	19%	(155)	808
Trump Job Approve	24%	(55)	59%	(133)	17%	(38)	226
Trump Job Disapprove	25%	(162)	58%	(368)	17%	(110)	640
Trump Job Strongly Approve	34%	(29)	48%	(41)	18%	(15)	85
Trump Job Somewhat Approve	19%	(26)	65%	(92)	16%	(23)	141
Trump Job Somewhat Disapprove	17%	(28)	68%	(109)	15%	(24)	161
Trump Job Strongly Disapprove	28%	(134)	54%	(259)	18%	(86)	479
Favorable of Trump	25%	(51)	57%	(116)	17%	(35)	202
Unfavorable of Trump	25%	(165)	57%	(370)	18%	(117)	652
Very Favorable of Trump	29%	(27)	50%	(45)	21%	(19)	91
Somewhat Favorable of Trump	22%	(24)	64%	(70)	15%	(16)	110
Somewhat Unfavorable of Trump	13%	(17)	68%	(94)	19%	(27)	139
Very Unfavorable of Trump	29%	(148)	54%	(276)	18%	(90)	514

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**Table CGZdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	25%	(246)	56%	(562)	19%	(192)	1000
#1 Issue: Economy	23%	(67)	61%	(174)	16%	(44)	285
#1 Issue: Security	10%	(7)	63%	(45)	27%	(19)	72
#1 Issue: Health Care	28%	(46)	54%	(91)	18%	(31)	168
#1 Issue: Women's Issues	30%	(44)	51%	(73)	18%	(26)	143
#1 Issue: Education	25%	(37)	54%	(77)	21%	(30)	145
#1 Issue: Energy	29%	(26)	46%	(40)	24%	(21)	87
#1 Issue: Other	21%	(18)	62%	(52)	17%	(14)	84
4-Region: Northeast	26%	(49)	48%	(91)	26%	(49)	188
4-Region: Midwest	26%	(49)	60%	(114)	14%	(26)	189
4-Region: South	27%	(103)	56%	(217)	17%	(65)	386
4-Region: West	19%	(45)	59%	(140)	22%	(52)	237
Middle school (Grade 6 - 8)	20%	(15)	68%	(49)	12%	(8)	72
High school (Grade 9 - 12)	23%	(108)	54%	(249)	23%	(105)	461
Community college	39%	(27)	50%	(34)	11%	(7)	67
College or university program	23%	(46)	61%	(118)	16%	(31)	195
I am not in school	25%	(51)	55%	(113)	20%	(40)	204
White, non-Hispanic	27%	(149)	57%	(307)	16%	(87)	543
POC	21%	(97)	56%	(254)	23%	(106)	457
Twitter Users	25%	(107)	56%	(240)	19%	(81)	428
Facebook Users	27%	(130)	58%	(284)	15%	(74)	487
Snapchat Users	26%	(161)	58%	(358)	16%	(101)	620
Instagram Users	25%	(187)	57%	(436)	18%	(139)	762
Tiktok Users	27%	(125)	57%	(267)	16%	(75)	467
Reddit Users	24%	(65)	55%	(148)	21%	(56)	268
YouTube Users	25%	(226)	57%	(528)	18%	(166)	920
Harry Styles Fan	29%	(122)	59%	(247)	12%	(53)	421
Billie Eilish Fan	28%	(166)	59%	(349)	14%	(81)	595
Zendaya Fan	30%	(183)	58%	(357)	12%	(74)	614
Taylor Swift Fan	31%	(149)	58%	(278)	11%	(55)	482
Kylie Jenner Fan	29%	(92)	58%	(179)	13%	(40)	311
Emma Chamberlain Fan	29%	(69)	60%	(143)	11%	(25)	238

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**Table CGZdem3\_2: In general, what kind of fan do you consider yourself of the following?**  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Z'ers (Age 13-23)	25%	(246)	56%	(562)	19%	(192)	1000
Niall Horan Fan	35%	(89)	55%	(141)	10%	(26)	256
Zayn Malik Fan	34%	(94)	57%	(157)	9%	(26)	277
Liam Payne Fan	35%	(85)	55%	(132)	11%	(25)	242
Louis Tomlinson Fan	35%	(75)	55%	(119)	10%	(23)	217
Film: An avid fan	56%	(150)	38%	(101)	6%	(17)	268
Film: A casual fan	15%	(83)	70%	(379)	14%	(78)	539
Film: Not a fan	7%	(13)	43%	(82)	51%	(98)	193
Television: An avid fan	100%	(246)	—	(0)	—	(0)	246
Television: A casual fan	—	(0)	100%	(562)	—	(0)	562
Television: Not a fan	—	(0)	—	(0)	100%	(192)	192
Music: An avid fan	30%	(192)	53%	(333)	17%	(106)	632
Music: A casual fan	15%	(49)	65%	(218)	20%	(66)	333
Fashion: An avid fan	39%	(88)	47%	(106)	13%	(29)	223
Fashion: A casual fan	23%	(102)	62%	(270)	15%	(65)	437
Fashion: Not a fan	17%	(56)	55%	(186)	29%	(98)	340
Pop culture: An avid fan	44%	(103)	47%	(109)	9%	(20)	232
Pop culture: A casual fan	22%	(107)	63%	(306)	15%	(72)	485
Pop culture: Not a fan	13%	(35)	52%	(147)	35%	(100)	283
Sports: An avid fan	35%	(74)	52%	(108)	13%	(27)	209
Sports: A casual fan	25%	(82)	58%	(189)	16%	(53)	323
Sports: Not a fan	19%	(90)	57%	(265)	24%	(112)	468
Celeb fans on social media	27%	(196)	58%	(412)	15%	(108)	717
Celebs share too much on social media	25%	(137)	57%	(312)	17%	(94)	544
Celebs who don't share are disconnected	26%	(82)	56%	(177)	18%	(58)	317
Celebs should interact on social media	25%	(164)	58%	(381)	17%	(113)	658
Celebs' social media is a professional platform	27%	(51)	57%	(106)	16%	(29)	187
Celebs' social media is a personal platform	27%	(127)	56%	(266)	18%	(85)	478
Connects to celebs paid promoting	33%	(42)	51%	(65)	16%	(20)	128
Connects to celebs non-paid promoting	27%	(108)	58%	(229)	15%	(60)	397
Concerned about climate change	26%	(190)	57%	(416)	17%	(120)	726

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**Table CGZdem3\_2:** *In general, what kind of fan do you consider yourself of the following?*

*Television*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	25%	(246)	56%	(562)	19%	(192)	1000
Humans can stop climate change	29%	(74)	54%	(139)	17%	(45)	258
Humans can slow climate change	23%	(113)	60%	(291)	17%	(82)	485
Climate change is beyond control	22%	(18)	58%	(48)	20%	(17)	84
Completely in-person school	29%	(17)	58%	(33)	13%	(7)	57
Both in person and virtual school	23%	(75)	58%	(185)	19%	(60)	320
Completely virtual school	24%	(82)	57%	(195)	20%	(68)	345
Watch live sports at least once a week	31%	(73)	52%	(123)	18%	(42)	238

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

**Table CGZdem3\_3:** *In general, what kind of fan do you consider yourself of the following?*  
 Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	63%	(632)	33%	(333)	4%	(35)	1000
Gender: Male	57%	(279)	38%	(185)	5%	(24)	489
Gender: Female	69%	(352)	29%	(148)	2%	(11)	511
Age: 18-34	63%	(321)	32%	(162)	5%	(23)	506
GenZers: 1997-2012	63%	(632)	33%	(333)	4%	(35)	1000
PID: Dem (no lean)	65%	(230)	32%	(114)	2%	(8)	353
PID: Ind (no lean)	63%	(309)	34%	(167)	3%	(14)	490
PID: Rep (no lean)	59%	(93)	33%	(52)	8%	(12)	157
PID/Gender: Dem Men	61%	(95)	34%	(52)	5%	(7)	154
PID/Gender: Dem Women	68%	(136)	31%	(62)	1%	(1)	199
PID/Gender: Ind Men	56%	(138)	41%	(102)	3%	(8)	248
PID/Gender: Ind Women	70%	(171)	27%	(65)	3%	(7)	242
PID/Gender: Rep Men	53%	(46)	35%	(31)	11%	(10)	87
PID/Gender: Rep Women	66%	(46)	31%	(22)	4%	(3)	71
Ideo: Liberal (1-3)	63%	(193)	35%	(108)	2%	(8)	309
Ideo: Moderate (4)	57%	(116)	39%	(79)	4%	(9)	204
Ideo: Conservative (5-7)	64%	(89)	33%	(47)	3%	(4)	140
Educ: < College	63%	(579)	33%	(307)	3%	(32)	918
Educ: Bachelors degree	63%	(41)	33%	(21)	4%	(3)	65
Income: Under 50k	63%	(367)	32%	(186)	5%	(28)	581
Income: 50k-100k	68%	(194)	30%	(87)	1%	(4)	285
Income: 100k+	52%	(70)	45%	(60)	3%	(4)	134
Ethnicity: White	65%	(406)	32%	(204)	3%	(17)	627
Ethnicity: Hispanic	63%	(127)	34%	(70)	3%	(5)	203
Ethnicity: Black	68%	(90)	28%	(37)	4%	(5)	132
Ethnicity: Other	56%	(135)	39%	(93)	5%	(13)	240
All Christian	65%	(164)	32%	(79)	3%	(8)	251
Atheist	66%	(71)	30%	(33)	3%	(4)	107
Agnostic/Nothing in particular	61%	(241)	35%	(137)	4%	(17)	396
Something Else	66%	(131)	31%	(62)	2%	(4)	197
Religious Non-Protestant/Catholic	56%	(32)	40%	(23)	4%	(2)	58

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**Table CGZdem3\_3: In general, what kind of fan do you consider yourself of the following?**

*Music*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	63%	(632)	33%	(333)	4%	(35)	1000
Evangelical	71%	(115)	26%	(43)	3%	(5)	163
Non-Evangelical	62%	(164)	36%	(95)	2%	(6)	265
Community: Urban	68%	(172)	29%	(73)	4%	(9)	254
Community: Suburban	59%	(320)	37%	(201)	4%	(20)	540
Community: Rural	68%	(140)	29%	(60)	3%	(6)	205
Employ: Private Sector	70%	(69)	28%	(27)	2%	(2)	98
Employ: Self-Employed	73%	(38)	26%	(13)	1%	(1)	52
Employ: Unemployed	69%	(117)	28%	(47)	3%	(5)	170
Employ: Other	55%	(40)	35%	(26)	10%	(7)	73
Military HH: Yes	76%	(73)	22%	(21)	2%	(2)	95
Military HH: No	62%	(559)	35%	(312)	4%	(34)	905
RD/WT: Right Direction	52%	(100)	40%	(76)	8%	(15)	192
RD/WT: Wrong Track	66%	(532)	32%	(257)	2%	(20)	808
Trump Job Approve	64%	(144)	31%	(71)	5%	(11)	226
Trump Job Disapprove	63%	(406)	34%	(218)	3%	(16)	640
Trump Job Strongly Approve	70%	(60)	27%	(23)	3%	(2)	85
Trump Job Somewhat Approve	60%	(84)	34%	(48)	6%	(9)	141
Trump Job Somewhat Disapprove	60%	(98)	37%	(60)	3%	(4)	161
Trump Job Strongly Disapprove	64%	(308)	33%	(158)	2%	(12)	479
Favorable of Trump	62%	(124)	34%	(68)	5%	(9)	202
Unfavorable of Trump	64%	(418)	34%	(219)	2%	(15)	652
Very Favorable of Trump	67%	(61)	28%	(25)	6%	(5)	91
Somewhat Favorable of Trump	57%	(63)	39%	(43)	4%	(4)	110
Somewhat Unfavorable of Trump	62%	(85)	36%	(49)	3%	(4)	139
Very Unfavorable of Trump	65%	(333)	33%	(170)	2%	(11)	514

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**Table CGZdem3\_3:** *In general, what kind of fan do you consider yourself of the following?*

*Music*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	63%	(632)	33%	(333)	4%	(35)	1000
#1 Issue: Economy	66%	(187)	32%	(93)	2%	(6)	285
#1 Issue: Security	60%	(43)	35%	(25)	5%	(4)	72
#1 Issue: Health Care	61%	(102)	35%	(58)	4%	(7)	168
#1 Issue: Women's Issues	73%	(105)	23%	(32)	4%	(6)	143
#1 Issue: Education	57%	(82)	40%	(58)	3%	(4)	145
#1 Issue: Energy	59%	(52)	39%	(34)	2%	(2)	87
#1 Issue: Other	62%	(52)	36%	(30)	2%	(2)	84
4-Region: Northeast	64%	(120)	33%	(61)	3%	(6)	188
4-Region: Midwest	66%	(124)	29%	(55)	5%	(9)	189
4-Region: South	63%	(242)	34%	(130)	3%	(13)	386
4-Region: West	61%	(144)	36%	(86)	3%	(6)	237
Middle school (Grade 6 - 8)	54%	(39)	38%	(28)	8%	(6)	72
High school (Grade 9 - 12)	65%	(301)	33%	(150)	2%	(10)	461
Community college	62%	(42)	33%	(23)	5%	(3)	67
College or university program	60%	(117)	37%	(72)	3%	(6)	195
I am not in school	65%	(133)	30%	(61)	5%	(10)	204
White, non-Hispanic	64%	(349)	32%	(176)	3%	(17)	543
POC	62%	(282)	34%	(157)	4%	(18)	457
Twitter Users	68%	(291)	31%	(132)	1%	(6)	428
Facebook Users	66%	(324)	32%	(154)	2%	(10)	487
Snapchat Users	69%	(425)	29%	(182)	2%	(13)	620
Instagram Users	66%	(506)	32%	(243)	2%	(14)	762
Tiktok Users	70%	(327)	28%	(129)	2%	(11)	467
Reddit Users	64%	(171)	34%	(90)	3%	(7)	268
YouTube Users	64%	(585)	34%	(311)	3%	(24)	920
Harry Styles Fan	70%	(296)	27%	(116)	2%	(10)	421
Billie Eilish Fan	71%	(420)	28%	(166)	2%	(10)	595
Zendaya Fan	69%	(422)	30%	(184)	1%	(8)	614
Taylor Swift Fan	68%	(328)	31%	(148)	1%	(5)	482
Kylie Jenner Fan	71%	(220)	27%	(85)	2%	(6)	311
Emma Chamberlain Fan	74%	(176)	26%	(61)	1%	(1)	238

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**Table CGZdem3\_3: In general, what kind of fan do you consider yourself of the following?**

*Music*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	63%	(632)	33%	(333)	4%	(35)	1000
Niall Horan Fan	70%	(181)	28%	(71)	2%	(5)	256
Zayn Malik Fan	73%	(203)	25%	(70)	1%	(4)	277
Liam Payne Fan	71%	(172)	28%	(67)	1%	(4)	242
Louis Tomlinson Fan	74%	(159)	25%	(55)	1%	(2)	217
Film: An avid fan	81%	(218)	17%	(46)	1%	(4)	268
Film: A casual fan	61%	(330)	38%	(203)	1%	(7)	539
Film: Not a fan	44%	(84)	44%	(84)	13%	(24)	193
Television: An avid fan	78%	(192)	20%	(49)	2%	(4)	246
Television: A casual fan	59%	(333)	39%	(218)	2%	(10)	562
Television: Not a fan	55%	(106)	34%	(66)	11%	(20)	192
Music: An avid fan	100%	(632)	—	(0)	—	(0)	632
Music: A casual fan	—	(0)	100%	(333)	—	(0)	333
Fashion: An avid fan	85%	(189)	14%	(31)	1%	(3)	223
Fashion: A casual fan	65%	(284)	34%	(149)	1%	(5)	437
Fashion: Not a fan	47%	(159)	45%	(153)	8%	(27)	340
Pop culture: An avid fan	83%	(193)	15%	(35)	2%	(4)	232
Pop culture: A casual fan	60%	(291)	38%	(186)	1%	(7)	485
Pop culture: Not a fan	52%	(147)	40%	(112)	9%	(24)	283
Sports: An avid fan	71%	(148)	28%	(59)	1%	(2)	209
Sports: A casual fan	68%	(219)	31%	(99)	2%	(5)	323
Sports: Not a fan	56%	(264)	38%	(176)	6%	(28)	468
Celeb fans on social media	67%	(477)	31%	(224)	2%	(15)	717
Celebs share too much on social media	64%	(349)	33%	(180)	3%	(15)	544
Celebs who don't share are disconnected	68%	(214)	31%	(99)	1%	(4)	317
Celebs should interact on social media	65%	(430)	33%	(217)	2%	(11)	658
Celebs' social media is a professional platform	63%	(118)	34%	(63)	3%	(6)	187
Celebs' social media is a personal platform	64%	(306)	33%	(157)	3%	(15)	478
Connects to celebs paid promoting	69%	(88)	27%	(35)	4%	(5)	128
Connects to celebs non-paid promoting	67%	(265)	31%	(125)	2%	(7)	397
Concerned about climate change	65%	(469)	33%	(239)	2%	(18)	726

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**Table CGZdem3\_3:** *In general, what kind of fan do you consider yourself of the following?*

*Music*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Gen Zers (Age 13-23)	63%	(632)	33%	(333)	4%	(35)	1000
Humans can stop climate change	62%	(159)	32%	(84)	6%	(15)	258
Humans can slow climate change	65%	(316)	34%	(164)	1%	(5)	485
Climate change is beyond control	60%	(50)	35%	(30)	4%	(4)	84
Completely in-person school	55%	(31)	40%	(23)	5%	(3)	57
Both in person and virtual school	64%	(206)	34%	(109)	2%	(5)	320
Completely virtual school	62%	(214)	34%	(118)	4%	(13)	345
Watch live sports at least once a week	67%	(158)	31%	(73)	3%	(7)	238

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

**Table CGZdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	22%	(223)	44%	(437)	34%	(340)	1000
Gender: Male	13%	(65)	36%	(174)	51%	(250)	489
Gender: Female	31%	(158)	51%	(263)	18%	(90)	511
Age: 18-34	24%	(121)	43%	(216)	33%	(169)	506
GenZers: 1997-2012	22%	(223)	44%	(437)	34%	(340)	1000
PID: Dem (no lean)	24%	(86)	45%	(160)	30%	(107)	353
PID: Ind (no lean)	23%	(110)	43%	(210)	35%	(169)	490
PID: Rep (no lean)	17%	(27)	42%	(66)	41%	(64)	157
PID/Gender: Dem Men	12%	(18)	42%	(64)	46%	(71)	154
PID/Gender: Dem Women	34%	(68)	48%	(96)	18%	(35)	199
PID/Gender: Ind Men	14%	(34)	33%	(82)	53%	(132)	248
PID/Gender: Ind Women	31%	(76)	53%	(129)	15%	(37)	242
PID/Gender: Rep Men	14%	(12)	32%	(28)	53%	(46)	87
PID/Gender: Rep Women	20%	(14)	55%	(39)	25%	(18)	71
Ideo: Liberal (1-3)	24%	(75)	46%	(143)	30%	(92)	309
Ideo: Moderate (4)	22%	(45)	43%	(87)	35%	(72)	204
Ideo: Conservative (5-7)	17%	(23)	44%	(62)	39%	(55)	140
Educ: < College	22%	(202)	43%	(398)	35%	(318)	918
Educ: Bachelors degree	24%	(16)	49%	(32)	27%	(17)	65
Income: Under 50k	23%	(133)	42%	(246)	35%	(202)	581
Income: 50k-100k	19%	(55)	46%	(131)	35%	(98)	285
Income: 100k+	26%	(34)	45%	(60)	30%	(40)	134
Ethnicity: White	20%	(126)	42%	(264)	38%	(237)	627
Ethnicity: Hispanic	23%	(46)	48%	(98)	29%	(59)	203
Ethnicity: Black	34%	(44)	43%	(57)	23%	(31)	132
Ethnicity: Other	22%	(52)	48%	(116)	30%	(72)	240
All Christian	20%	(51)	50%	(127)	29%	(73)	251
Atheist	21%	(22)	43%	(46)	36%	(39)	107
Agnostic/Nothing in particular	20%	(80)	39%	(156)	40%	(159)	396
Something Else	27%	(54)	43%	(84)	30%	(59)	197
Religious Non-Protestant/Catholic	26%	(15)	50%	(29)	24%	(14)	58

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**Table CGZdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*  
 Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	22%	(223)	44%	(437)	34%	(340)	1000
Evangelical	20%	(33)	44%	(71)	36%	(59)	163
Non-Evangelical	26%	(69)	49%	(130)	25%	(66)	265
Community: Urban	25%	(63)	48%	(121)	27%	(70)	254
Community: Suburban	22%	(120)	42%	(227)	36%	(193)	540
Community: Rural	19%	(39)	43%	(89)	38%	(77)	205
Employ: Private Sector	21%	(20)	57%	(56)	23%	(22)	98
Employ: Self-Employed	32%	(16)	34%	(17)	35%	(18)	52
Employ: Unemployed	23%	(39)	38%	(64)	39%	(67)	170
Employ: Other	22%	(16)	41%	(30)	37%	(27)	73
Military HH: Yes	22%	(21)	38%	(36)	40%	(38)	95
Military HH: No	22%	(201)	44%	(401)	33%	(302)	905
RD/WT: Right Direction	22%	(42)	40%	(77)	38%	(72)	192
RD/WT: Wrong Track	22%	(180)	45%	(360)	33%	(268)	808
Trump Job Approve	19%	(42)	41%	(92)	41%	(92)	226
Trump Job Disapprove	24%	(153)	45%	(286)	31%	(201)	640
Trump Job Strongly Approve	24%	(21)	40%	(34)	36%	(30)	85
Trump Job Somewhat Approve	15%	(21)	41%	(58)	44%	(61)	141
Trump Job Somewhat Disapprove	22%	(36)	45%	(73)	32%	(52)	161
Trump Job Strongly Disapprove	24%	(117)	44%	(212)	31%	(149)	479
Favorable of Trump	18%	(36)	40%	(80)	43%	(86)	202
Unfavorable of Trump	24%	(155)	45%	(295)	31%	(202)	652
Very Favorable of Trump	18%	(16)	41%	(38)	41%	(37)	91
Somewhat Favorable of Trump	17%	(19)	38%	(42)	45%	(49)	110
Somewhat Unfavorable of Trump	20%	(28)	47%	(65)	33%	(46)	139
Very Unfavorable of Trump	25%	(127)	45%	(230)	30%	(157)	514

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**Table CGZdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	22%	(223)	44%	(437)	34%	(340)	1000
#1 Issue: Economy	23%	(67)	42%	(120)	35%	(99)	285
#1 Issue: Security	28%	(20)	39%	(28)	33%	(23)	72
#1 Issue: Health Care	18%	(29)	45%	(75)	38%	(63)	168
#1 Issue: Women's Issues	32%	(46)	43%	(62)	25%	(36)	143
#1 Issue: Education	17%	(25)	42%	(61)	41%	(59)	145
#1 Issue: Energy	21%	(18)	37%	(33)	42%	(36)	87
#1 Issue: Other	19%	(16)	60%	(50)	20%	(17)	84
4-Region: Northeast	25%	(46)	40%	(76)	35%	(66)	188
4-Region: Midwest	22%	(42)	44%	(83)	33%	(63)	189
4-Region: South	21%	(83)	45%	(175)	33%	(128)	386
4-Region: West	22%	(52)	43%	(103)	35%	(82)	237
Middle school (Grade 6 - 8)	15%	(10)	33%	(24)	53%	(38)	72
High school (Grade 9 - 12)	23%	(108)	44%	(202)	33%	(151)	461
Community college	29%	(20)	49%	(33)	22%	(15)	67
College or university program	25%	(48)	45%	(87)	30%	(59)	195
I am not in school	18%	(36)	45%	(91)	38%	(77)	204
White, non-Hispanic	19%	(105)	42%	(228)	39%	(210)	543
POC	26%	(117)	46%	(209)	28%	(130)	457
Twitter Users	24%	(102)	45%	(192)	31%	(134)	428
Facebook Users	22%	(107)	46%	(225)	32%	(155)	487
Snapchat Users	26%	(161)	48%	(296)	26%	(163)	620
Instagram Users	25%	(189)	47%	(360)	28%	(213)	762
Tiktok Users	29%	(134)	48%	(225)	23%	(108)	467
Reddit Users	20%	(52)	42%	(111)	39%	(104)	268
YouTube Users	22%	(202)	44%	(404)	34%	(314)	920
Harry Styles Fan	27%	(114)	51%	(215)	22%	(92)	421
Billie Eilish Fan	27%	(161)	48%	(288)	25%	(146)	595
Zendaya Fan	29%	(177)	49%	(299)	22%	(138)	614
Taylor Swift Fan	26%	(124)	48%	(232)	26%	(126)	482
Kylie Jenner Fan	37%	(115)	45%	(139)	18%	(57)	311
Emma Chamberlain Fan	36%	(85)	48%	(115)	16%	(38)	238

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**Table CGZdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*  
 Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Z'ers (Age 13-23)	22%	(223)	44%	(437)	34%	(340)	1000
Niall Horan Fan	29%	(74)	49%	(126)	22%	(56)	256
Zayn Malik Fan	28%	(77)	53%	(147)	19%	(52)	277
Liam Payne Fan	28%	(68)	48%	(116)	24%	(58)	242
Louis Tomlinson Fan	30%	(65)	48%	(103)	22%	(48)	217
Film: An avid fan	35%	(94)	40%	(107)	25%	(66)	268
Film: A casual fan	19%	(103)	50%	(268)	31%	(168)	539
Film: Not a fan	13%	(26)	32%	(62)	55%	(106)	193
Television: An avid fan	36%	(88)	41%	(102)	23%	(56)	246
Television: A casual fan	19%	(106)	48%	(270)	33%	(186)	562
Television: Not a fan	15%	(29)	34%	(65)	51%	(98)	192
Music: An avid fan	30%	(189)	45%	(284)	25%	(159)	632
Music: A casual fan	9%	(31)	45%	(149)	46%	(153)	333
Fashion: An avid fan	100%	(223)	—	(0)	—	(0)	223
Fashion: A casual fan	—	(0)	100%	(437)	—	(0)	437
Fashion: Not a fan	—	(0)	—	(0)	100%	(340)	340
Pop culture: An avid fan	44%	(102)	39%	(90)	18%	(41)	232
Pop culture: A casual fan	19%	(94)	52%	(252)	29%	(138)	485
Pop culture: Not a fan	9%	(27)	34%	(95)	57%	(161)	283
Sports: An avid fan	31%	(65)	36%	(75)	33%	(69)	209
Sports: A casual fan	22%	(73)	53%	(172)	24%	(79)	323
Sports: Not a fan	18%	(85)	41%	(190)	41%	(192)	468
Celeb fans on social media	24%	(174)	46%	(328)	30%	(214)	717
Celebs share too much on social media	23%	(123)	45%	(242)	33%	(178)	544
Celebs who don't share are disconnected	25%	(80)	48%	(151)	27%	(86)	317
Celebs should interact on social media	22%	(148)	47%	(311)	30%	(200)	658
Celebs' social media is a professional platform	24%	(45)	42%	(79)	34%	(64)	187
Celebs' social media is a personal platform	21%	(99)	45%	(214)	35%	(165)	478
Connects to celebs paid promoting	32%	(41)	44%	(56)	25%	(31)	128
Connects to celebs non-paid promoting	27%	(106)	46%	(182)	27%	(109)	397
Concerned about climate change	24%	(171)	46%	(332)	31%	(223)	726

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**Table CGZdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	22%	(223)	44%	(437)	34%	(340)	1000
Humans can stop climate change	22%	(57)	39%	(100)	39%	(101)	258
Humans can slow climate change	21%	(100)	48%	(231)	32%	(154)	485
Climate change is beyond control	28%	(23)	41%	(34)	31%	(26)	84
Completely in-person school	24%	(14)	36%	(21)	40%	(23)	57
Both in person and virtual school	25%	(80)	41%	(131)	34%	(108)	320
Completely virtual school	21%	(74)	48%	(166)	30%	(104)	345
Watch live sports at least once a week	23%	(55)	40%	(94)	37%	(88)	238

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

**Table CGZdem3\_5:** *In general, what kind of fan do you consider yourself of the following?*  
 Pop culture

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	23%	(232)	48%	(485)	28%	(283)	1000
Gender: Male	20%	(98)	43%	(211)	37%	(180)	489
Gender: Female	26%	(134)	54%	(274)	20%	(103)	511
Age: 18-34	25%	(128)	46%	(231)	29%	(146)	506
GenZers: 1997-2012	23%	(232)	48%	(485)	28%	(283)	1000
PID: Dem (no lean)	31%	(111)	49%	(174)	19%	(68)	353
PID: Ind (no lean)	18%	(90)	48%	(236)	34%	(165)	490
PID: Rep (no lean)	20%	(31)	48%	(75)	32%	(50)	157
PID/Gender: Dem Men	30%	(46)	45%	(70)	25%	(38)	154
PID/Gender: Dem Women	32%	(65)	52%	(104)	15%	(30)	199
PID/Gender: Ind Men	15%	(38)	41%	(102)	44%	(109)	248
PID/Gender: Ind Women	22%	(53)	55%	(134)	23%	(56)	242
PID/Gender: Rep Men	16%	(14)	45%	(39)	39%	(34)	87
PID/Gender: Rep Women	24%	(17)	52%	(37)	24%	(17)	71
Ideo: Liberal (1-3)	28%	(87)	50%	(155)	22%	(68)	309
Ideo: Moderate (4)	25%	(50)	53%	(107)	23%	(46)	204
Ideo: Conservative (5-7)	19%	(26)	50%	(71)	31%	(43)	140
Educ: < College	22%	(206)	49%	(448)	29%	(263)	918
Educ: Bachelors degree	32%	(21)	48%	(31)	19%	(12)	65
Income: Under 50k	21%	(122)	47%	(273)	32%	(187)	581
Income: 50k-100k	26%	(75)	52%	(148)	22%	(62)	285
Income: 100k+	26%	(35)	48%	(64)	26%	(35)	134
Ethnicity: White	24%	(152)	47%	(295)	29%	(180)	627
Ethnicity: Hispanic	22%	(44)	51%	(103)	27%	(55)	203
Ethnicity: Black	21%	(28)	44%	(58)	35%	(47)	132
Ethnicity: Other	22%	(52)	55%	(131)	24%	(57)	240
All Christian	28%	(70)	51%	(129)	21%	(52)	251
Atheist	30%	(32)	44%	(47)	26%	(28)	107
Agnostic/Nothing in particular	21%	(81)	43%	(171)	36%	(144)	396
Something Else	21%	(42)	55%	(108)	24%	(48)	197
Religious Non-Protestant/Catholic	12%	(7)	62%	(36)	26%	(15)	58

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**Table CGZdem3\_5: In general, what kind of fan do you consider yourself of the following?**  
*Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	23%	(232)	48%	(485)	28%	(283)	1000
Evangelical	21%	(34)	51%	(83)	28%	(46)	163
Non-Evangelical	28%	(73)	54%	(142)	18%	(49)	265
Community: Urban	22%	(56)	49%	(125)	29%	(73)	254
Community: Suburban	23%	(124)	50%	(270)	27%	(146)	540
Community: Rural	25%	(52)	43%	(89)	31%	(64)	205
Employ: Private Sector	35%	(35)	42%	(41)	23%	(23)	98
Employ: Self-Employed	21%	(11)	44%	(23)	35%	(18)	52
Employ: Unemployed	20%	(35)	46%	(78)	34%	(58)	170
Employ: Other	14%	(11)	39%	(29)	46%	(34)	73
Military HH: Yes	25%	(24)	44%	(42)	31%	(30)	95
Military HH: No	23%	(208)	49%	(443)	28%	(253)	905
RD/WT: Right Direction	24%	(46)	43%	(82)	33%	(64)	192
RD/WT: Wrong Track	23%	(186)	50%	(403)	27%	(219)	808
Trump Job Approve	25%	(57)	47%	(106)	28%	(63)	226
Trump Job Disapprove	24%	(156)	50%	(319)	26%	(165)	640
Trump Job Strongly Approve	30%	(25)	44%	(37)	27%	(23)	85
Trump Job Somewhat Approve	22%	(32)	49%	(69)	29%	(40)	141
Trump Job Somewhat Disapprove	23%	(38)	55%	(89)	22%	(35)	161
Trump Job Strongly Disapprove	25%	(118)	48%	(229)	27%	(131)	479
Favorable of Trump	22%	(44)	47%	(95)	31%	(63)	202
Unfavorable of Trump	25%	(165)	50%	(327)	25%	(160)	652
Very Favorable of Trump	27%	(24)	42%	(39)	31%	(28)	91
Somewhat Favorable of Trump	17%	(19)	51%	(56)	31%	(35)	110
Somewhat Unfavorable of Trump	22%	(31)	53%	(74)	25%	(34)	139
Very Unfavorable of Trump	26%	(134)	49%	(254)	25%	(126)	514

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**Table CGZdem3\_5:** *In general, what kind of fan do you consider yourself of the following?**Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	23%	(232)	48%	(485)	28%	(283)	1000
#1 Issue: Economy	27%	(78)	47%	(133)	26%	(75)	285
#1 Issue: Security	23%	(17)	44%	(31)	33%	(23)	72
#1 Issue: Health Care	23%	(39)	50%	(84)	27%	(45)	168
#1 Issue: Women's Issues	29%	(41)	45%	(64)	26%	(38)	143
#1 Issue: Education	18%	(26)	50%	(72)	32%	(47)	145
#1 Issue: Energy	17%	(15)	53%	(46)	30%	(26)	87
#1 Issue: Other	17%	(14)	56%	(47)	27%	(23)	84
4-Region: Northeast	23%	(43)	47%	(88)	31%	(58)	188
4-Region: Midwest	26%	(48)	48%	(90)	27%	(51)	189
4-Region: South	24%	(93)	46%	(177)	30%	(116)	386
4-Region: West	20%	(48)	55%	(130)	25%	(59)	237
Middle school (Grade 6 - 8)	18%	(13)	44%	(32)	38%	(27)	72
High school (Grade 9 - 12)	22%	(102)	50%	(232)	28%	(127)	461
Community college	32%	(22)	52%	(35)	17%	(11)	67
College or university program	26%	(50)	49%	(96)	25%	(49)	195
I am not in school	22%	(45)	44%	(91)	34%	(69)	204
White, non-Hispanic	24%	(129)	47%	(256)	29%	(158)	543
POC	23%	(104)	50%	(229)	27%	(125)	457
Twitter Users	31%	(132)	49%	(209)	20%	(87)	428
Facebook Users	25%	(122)	52%	(256)	23%	(110)	487
Snapchat Users	27%	(166)	50%	(308)	24%	(146)	620
Instagram Users	25%	(190)	50%	(380)	25%	(193)	762
Tiktok Users	29%	(133)	50%	(235)	21%	(98)	467
Reddit Users	29%	(77)	48%	(130)	23%	(61)	268
YouTube Users	23%	(215)	49%	(452)	27%	(252)	920
Harry Styles Fan	31%	(132)	55%	(230)	14%	(59)	421
Billie Eilish Fan	29%	(174)	53%	(314)	18%	(107)	595
Zendaya Fan	30%	(186)	53%	(322)	17%	(105)	614
Taylor Swift Fan	28%	(136)	54%	(262)	17%	(84)	482
Kylie Jenner Fan	34%	(107)	47%	(147)	18%	(56)	311
Emma Chamberlain Fan	35%	(83)	55%	(130)	10%	(24)	238

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**Table CGZdem3\_5: In general, what kind of fan do you consider yourself of the following?**

*Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Z'ers (Age 13-23)	23%	(232)	48%	(485)	28%	(283)	1000
Niall Horan Fan	32%	(81)	59%	(151)	9%	(24)	256
Zayn Malik Fan	34%	(93)	54%	(149)	12%	(34)	277
Liam Payne Fan	34%	(82)	57%	(137)	9%	(22)	242
Louis Tomlinson Fan	36%	(79)	56%	(120)	8%	(18)	217
Film: An avid fan	43%	(115)	41%	(111)	15%	(41)	268
Film: A casual fan	19%	(100)	57%	(306)	25%	(134)	539
Film: Not a fan	9%	(17)	35%	(68)	56%	(108)	193
Television: An avid fan	42%	(103)	44%	(107)	14%	(35)	246
Television: A casual fan	19%	(109)	54%	(306)	26%	(147)	562
Television: Not a fan	11%	(20)	37%	(72)	52%	(100)	192
Music: An avid fan	31%	(193)	46%	(291)	23%	(147)	632
Music: A casual fan	10%	(35)	56%	(186)	34%	(112)	333
Fashion: An avid fan	46%	(102)	42%	(94)	12%	(27)	223
Fashion: A casual fan	21%	(90)	58%	(252)	22%	(95)	437
Fashion: Not a fan	12%	(41)	41%	(138)	47%	(161)	340
Pop culture: An avid fan	100%	(232)	—	(0)	—	(0)	232
Pop culture: A casual fan	—	(0)	100%	(485)	—	(0)	485
Pop culture: Not a fan	—	(0)	—	(0)	100%	(283)	283
Sports: An avid fan	28%	(59)	51%	(106)	21%	(44)	209
Sports: A casual fan	24%	(78)	50%	(160)	26%	(85)	323
Sports: Not a fan	20%	(95)	47%	(219)	33%	(154)	468
Celeb fans on social media	28%	(201)	50%	(360)	22%	(156)	717
Celebs share too much on social media	27%	(148)	46%	(250)	27%	(146)	544
Celebs who don't share are disconnected	29%	(92)	48%	(152)	23%	(72)	317
Celebs should interact on social media	25%	(166)	50%	(328)	25%	(164)	658
Celebs' social media is a professional platform	19%	(35)	51%	(96)	30%	(56)	187
Celebs' social media is a personal platform	28%	(134)	47%	(225)	25%	(118)	478
Connects to celebs paid promoting	32%	(41)	44%	(56)	24%	(31)	128
Connects to celebs non-paid promoting	30%	(121)	51%	(202)	19%	(74)	397
Concerned about climate change	24%	(176)	51%	(373)	24%	(177)	726

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**Table CGZdem3\_5:** In general, what kind of fan do you consider yourself of the following?*Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	23%	(232)	48%	(485)	28%	(283)	1000
Humans can stop climate change	24%	(62)	49%	(125)	28%	(71)	258
Humans can slow climate change	24%	(118)	53%	(256)	23%	(111)	485
Climate change is beyond control	20%	(17)	45%	(37)	35%	(29)	84
Completely in-person school	26%	(15)	46%	(26)	27%	(16)	57
Both in person and virtual school	21%	(68)	53%	(169)	26%	(83)	320
Completely virtual school	24%	(83)	50%	(172)	26%	(90)	345
Watch live sports at least once a week	26%	(63)	47%	(111)	27%	(64)	238

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

**Table CGZdem3\_6:** In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	21%	(209)	32%	(323)	47%	(468)	1000
Gender: Male	32%	(155)	26%	(129)	42%	(205)	489
Gender: Female	11%	(54)	38%	(194)	52%	(263)	511
Age: 18-34	23%	(115)	31%	(158)	46%	(233)	506
GenZers: 1997-2012	21%	(209)	32%	(323)	47%	(468)	1000
PID: Dem (no lean)	21%	(75)	32%	(113)	47%	(165)	353
PID: Ind (no lean)	19%	(91)	31%	(150)	51%	(249)	490
PID: Rep (no lean)	27%	(43)	39%	(61)	34%	(54)	157
PID/Gender: Dem Men	36%	(56)	24%	(37)	40%	(61)	154
PID/Gender: Dem Women	10%	(19)	38%	(76)	52%	(104)	199
PID/Gender: Ind Men	27%	(66)	25%	(61)	49%	(121)	248
PID/Gender: Ind Women	10%	(25)	37%	(89)	53%	(129)	242
PID/Gender: Rep Men	38%	(33)	36%	(31)	26%	(23)	87
PID/Gender: Rep Women	14%	(10)	42%	(29)	44%	(31)	71
Ideo: Liberal (1-3)	16%	(51)	29%	(91)	54%	(168)	309
Ideo: Moderate (4)	23%	(47)	33%	(68)	44%	(89)	204
Ideo: Conservative (5-7)	23%	(32)	45%	(63)	33%	(46)	140
Educ: < College	20%	(186)	32%	(289)	48%	(442)	918
Educ: Bachelors degree	25%	(16)	41%	(26)	34%	(22)	65
Income: Under 50k	19%	(110)	29%	(171)	52%	(300)	581
Income: 50k-100k	21%	(61)	36%	(103)	42%	(121)	285
Income: 100k+	28%	(37)	37%	(49)	35%	(47)	134
Ethnicity: White	20%	(124)	32%	(198)	49%	(305)	627
Ethnicity: Hispanic	20%	(40)	36%	(74)	44%	(88)	203
Ethnicity: Black	29%	(39)	36%	(48)	35%	(46)	132
Ethnicity: Other	19%	(46)	32%	(78)	48%	(116)	240
All Christian	23%	(58)	44%	(110)	33%	(83)	251
Atheist	16%	(17)	23%	(24)	62%	(66)	107
Agnostic/Nothing in particular	19%	(75)	27%	(108)	54%	(213)	396
Something Else	22%	(43)	34%	(67)	44%	(87)	197
Religious Non-Protestant/Catholic	28%	(16)	33%	(19)	40%	(23)	58

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**Table CGZdem3\_6:** *In general, what kind of fan do you consider yourself of the following?*  
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	21%	(209)	32%	(323)	47%	(468)	1000
Evangelical	26%	(43)	41%	(66)	33%	(54)	163
Non-Evangelical	22%	(58)	38%	(100)	40%	(107)	265
Community: Urban	23%	(59)	32%	(81)	45%	(114)	254
Community: Suburban	21%	(113)	32%	(175)	47%	(253)	540
Community: Rural	18%	(37)	33%	(68)	49%	(101)	205
Employ: Private Sector	22%	(21)	43%	(42)	36%	(35)	98
Employ: Self-Employed	29%	(15)	29%	(15)	41%	(21)	52
Employ: Unemployed	21%	(35)	25%	(42)	55%	(93)	170
Employ: Other	30%	(22)	27%	(19)	43%	(31)	73
Military HH: Yes	20%	(19)	29%	(28)	50%	(48)	95
Military HH: No	21%	(189)	33%	(295)	46%	(420)	905
RD/WT: Right Direction	29%	(55)	30%	(57)	41%	(79)	192
RD/WT: Wrong Track	19%	(153)	33%	(266)	48%	(389)	808
Trump Job Approve	23%	(51)	41%	(94)	36%	(81)	226
Trump Job Disapprove	21%	(133)	29%	(188)	50%	(319)	640
Trump Job Strongly Approve	27%	(23)	37%	(31)	37%	(31)	85
Trump Job Somewhat Approve	20%	(28)	44%	(63)	35%	(50)	141
Trump Job Somewhat Disapprove	25%	(41)	28%	(46)	46%	(75)	161
Trump Job Strongly Disapprove	19%	(92)	30%	(142)	51%	(245)	479
Favorable of Trump	25%	(51)	38%	(76)	37%	(75)	202
Unfavorable of Trump	21%	(137)	30%	(195)	49%	(321)	652
Very Favorable of Trump	26%	(24)	35%	(32)	38%	(35)	91
Somewhat Favorable of Trump	24%	(27)	40%	(44)	36%	(40)	110
Somewhat Unfavorable of Trump	24%	(33)	36%	(50)	40%	(56)	139
Very Unfavorable of Trump	20%	(104)	28%	(145)	52%	(265)	514

Continued on next page

**Table CGZdem3\_6:** *In general, what kind of fan do you consider yourself of the following?*

*Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	21%	(209)	32%	(323)	47%	(468)	1000
#1 Issue: Economy	26%	(75)	33%	(93)	41%	(117)	285
#1 Issue: Security	16%	(11)	38%	(28)	46%	(33)	72
#1 Issue: Health Care	17%	(28)	29%	(49)	54%	(90)	168
#1 Issue: Women's Issues	13%	(19)	35%	(50)	52%	(74)	143
#1 Issue: Education	20%	(28)	38%	(54)	43%	(62)	145
#1 Issue: Energy	31%	(27)	25%	(22)	43%	(38)	87
#1 Issue: Other	21%	(17)	28%	(24)	51%	(42)	84
4-Region: Northeast	26%	(48)	30%	(57)	44%	(83)	188
4-Region: Midwest	18%	(34)	27%	(52)	55%	(103)	189
4-Region: South	22%	(84)	33%	(129)	45%	(173)	386
4-Region: West	18%	(43)	36%	(85)	46%	(110)	237
Middle school (Grade 6 - 8)	27%	(19)	34%	(24)	39%	(28)	72
High school (Grade 9 - 12)	19%	(87)	32%	(149)	49%	(225)	461
Community college	20%	(13)	30%	(20)	51%	(34)	67
College or university program	25%	(48)	34%	(65)	42%	(81)	195
I am not in school	20%	(40)	32%	(65)	48%	(99)	204
White, non-Hispanic	20%	(108)	30%	(163)	50%	(271)	543
POC	22%	(100)	35%	(160)	43%	(197)	457
Twitter Users	24%	(103)	32%	(137)	44%	(188)	428
Facebook Users	21%	(103)	32%	(158)	46%	(226)	487
Snapchat Users	23%	(140)	33%	(207)	44%	(272)	620
Instagram Users	22%	(171)	33%	(252)	44%	(339)	762
Tiktok Users	20%	(95)	36%	(169)	44%	(203)	467
Reddit Users	21%	(56)	25%	(66)	54%	(146)	268
YouTube Users	21%	(194)	33%	(302)	46%	(424)	920
Harry Styles Fan	20%	(84)	38%	(161)	42%	(175)	421
Billie Eilish Fan	19%	(115)	35%	(206)	46%	(274)	595
Zendaya Fan	21%	(131)	36%	(219)	43%	(264)	614
Taylor Swift Fan	24%	(115)	37%	(177)	39%	(190)	482
Kylie Jenner Fan	28%	(86)	41%	(127)	31%	(97)	311
Emma Chamberlain Fan	24%	(58)	42%	(100)	34%	(80)	238

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**Table CGZdem3\_6:** *In general, what kind of fan do you consider yourself of the following?*  
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Z'ers (Age 13-23)	21%	(209)	32%	(323)	47%	(468)	1000
Niall Horan Fan	23%	(59)	39%	(99)	38%	(98)	256
Zayn Malik Fan	23%	(65)	39%	(109)	37%	(103)	277
Liam Payne Fan	23%	(56)	41%	(100)	36%	(86)	242
Louis Tomlinson Fan	23%	(50)	39%	(85)	38%	(82)	217
Film: An avid fan	32%	(86)	32%	(86)	36%	(95)	268
Film: A casual fan	16%	(88)	36%	(194)	48%	(257)	539
Film: Not a fan	18%	(35)	22%	(43)	60%	(115)	193
Television: An avid fan	30%	(74)	33%	(82)	37%	(90)	246
Television: A casual fan	19%	(108)	34%	(189)	47%	(265)	562
Television: Not a fan	14%	(27)	28%	(53)	58%	(112)	192
Music: An avid fan	23%	(148)	35%	(219)	42%	(264)	632
Music: A casual fan	18%	(59)	30%	(99)	53%	(176)	333
Fashion: An avid fan	29%	(65)	33%	(73)	38%	(85)	223
Fashion: A casual fan	17%	(75)	39%	(172)	43%	(190)	437
Fashion: Not a fan	20%	(69)	23%	(79)	57%	(192)	340
Pop culture: An avid fan	26%	(59)	34%	(78)	41%	(95)	232
Pop culture: A casual fan	22%	(106)	33%	(160)	45%	(219)	485
Pop culture: Not a fan	15%	(44)	30%	(85)	55%	(154)	283
Sports: An avid fan	100%	(209)	—	(0)	—	(0)	209
Sports: A casual fan	—	(0)	100%	(323)	—	(0)	323
Sports: Not a fan	—	(0)	—	(0)	100%	(468)	468
Celeb fans on social media	23%	(164)	32%	(227)	45%	(325)	717
Celebs share too much on social media	22%	(122)	35%	(189)	43%	(233)	544
Celebs who don't share are disconnected	19%	(61)	36%	(114)	45%	(142)	317
Celebs should interact on social media	20%	(133)	32%	(213)	47%	(312)	658
Celebs' social media is a professional platform	19%	(36)	30%	(55)	51%	(96)	187
Celebs' social media is a personal platform	23%	(111)	32%	(155)	44%	(212)	478
Connects to celebs paid promoting	35%	(45)	33%	(43)	31%	(40)	128
Connects to celebs non-paid promoting	22%	(87)	32%	(128)	46%	(183)	397
Concerned about climate change	21%	(155)	31%	(227)	47%	(344)	726

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**Table CGZdem3\_6:** *In general, what kind of fan do you consider yourself of the following?  
Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Gen Zers (Age 13-23)	21%	(209)	32%	(323)	47%	(468)	1000
Humans can stop climate change	23%	(59)	26%	(68)	51%	(131)	258
Humans can slow climate change	20%	(95)	33%	(159)	48%	(231)	485
Climate change is beyond control	27%	(22)	40%	(33)	33%	(28)	84
Completely in-person school	24%	(14)	33%	(19)	43%	(24)	57
Both in person and virtual school	24%	(77)	31%	(100)	45%	(143)	320
Completely virtual school	18%	(61)	35%	(119)	48%	(164)	345
Watch live sports at least once a week	60%	(143)	33%	(79)	6%	(15)	238

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



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Gen Z'ers (Age 13-23)	1000	100%
xdemGender	Gender: Male	489	49%
	Gender: Female	511	51%
	N	1000	
age	Age: 18-34	506	51%
demAgeGeneration	GenZers: 1997-2012	1000	100%
xpid3	PID: Dem (no lean)	353	35%
	PID: Ind (no lean)	490	49%
	PID: Rep (no lean)	157	16%
	N	1000	
xpidGender	PID/Gender: Dem Men	154	15%
	PID/Gender: Dem Women	199	20%
	PID/Gender: Ind Men	248	25%
	PID/Gender: Ind Women	242	24%
	PID/Gender: Rep Men	87	9%
	PID/Gender: Rep Women	71	7%
	N	1000	
xdemIdeo3	Ideo: Liberal (1-3)	309	31%
	Ideo: Moderate (4)	204	20%
	Ideo: Conservative (5-7)	140	14%
	N	653	
xeduc3	Educ: < College	918	92%
	Educ: Bachelors degree	65	6%
	Educ: Post-grad	17	2%
	N	1000	
xdemInc3	Income: Under 50k	581	58%
	Income: 50k-100k	285	28%
	Income: 100k+	134	13%
	N	1000	
xdemWhite	Ethnicity: White	627	63%
xdemHispBin	Ethnicity: Hispanic	203	20%
demBlackBin	Ethnicity: Black	132	13%
demRaceOther	Ethnicity: Other	240	24%

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemReligion	All Christian	251	25%
	All Non-Christian	49	5%
	Atheist	107	11%
	Agnostic/Nothing in particular	396	40%
	Something Else	197	20%
	N	1000	
xdemReligOther	Religious Non-Protestant/Catholic	58	6%
xdemEvang	Evangelical	163	16%
	Non-Evangelical	265	26%
	N	428	
xdemUsr	Community: Urban	254	25%
	Community: Suburban	540	54%
	Community: Rural	205	21%
	N	1000	
xdemEmploy	Employ: Private Sector	98	10%
	Employ: Government	29	3%
	Employ: Self-Employed	52	5%
	Employ: Homemaker	16	2%
	Employ: Retired	1	0%
	Employ: Unemployed	170	17%
	Employ: Other	73	7%
	N	438	
xdemMilHH1	Military HH: Yes	95	10%
	Military HH: No	905	90%
	N	1000	
xnr1	RD/WT: Right Direction	192	19%
	RD/WT: Wrong Track	808	81%
	N	1000	
Trump_Approve	Trump Job Approve	226	23%
	Trump Job Disapprove	640	64%
	N	866	
Trump_Approve2	Trump Job Strongly Approve	85	9%
	Trump Job Somewhat Approve	141	14%
	Trump Job Somewhat Disapprove	161	16%
	Trump Job Strongly Disapprove	479	48%
	N	866	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	202	20%
	Unfavorable of Trump	652	65%
	N	854	
Trump_Fav_FULL	Very Favorable of Trump	91	9%
	Somewhat Favorable of Trump	110	11%
	Somewhat Unfavorable of Trump	139	14%
	Very Unfavorable of Trump	514	51%
	N	854	
xnr3	#1 Issue: Economy	285	29%
	#1 Issue: Security	72	7%
	#1 Issue: Health Care	168	17%
	#1 Issue: Medicare / Social Security	17	2%
	#1 Issue: Women's Issues	143	14%
	#1 Issue: Education	145	14%
	#1 Issue: Energy	87	9%
	#1 Issue: Other	84	8%
	N	1000	
xreg4	4-Region: Northeast	188	19%
	4-Region: Midwest	189	19%
	4-Region: South	386	39%
	4-Region: West	237	24%
	N	1000	
CGZdem1	Middle school (Grade 6 - 8)	72	7%
	High school (Grade 9 - 12)	461	46%
	Community college	67	7%
	College or university program	195	19%
	I am not in school	204	20%
N	1000		
CGZxdem1	White, non-Hispanic	543	54%
CGZxdem2	POC	457	46%
CGZxdem3	Twitter Users	428	43%
CGZxdem4	Facebook Users	487	49%
CGZxdem5	Snapchat Users	620	62%
CGZxdem6	Instagram Users	762	76%
CGZxdem7	Tiktok Users	467	47%
CGZxdem8	Reddit Users	268	27%

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
CGZxdem9	YouTube Users	920	92%
CGZxdem10	Harry Styles Fan	421	42%
CGZxdem11	Billie Eilish Fan	595	60%
CGZxdem12	Zendaya Fan	614	61%
CGZxdem13	Taylor Swift Fan	482	48%
CGZxdem14	Kylie Jenner Fan	311	31%
CGZxdem15	Emma Chamberlain Fan	238	24%
CGZxdem16	Niall Horan Fan	256	26%
CGZxdem17	Zayn Malik Fan	277	28%
CGZxdem18	Liam Payne Fan	242	24%
CGZxdem19	Louis Tomlinson Fan	217	22%
CGZxdem20	Film: An avid fan	268	27%
	Film: A casual fan	539	54%
	Film: Not a fan	193	19%
	<i>N</i>	1000	
CGZxdem21	Television: An avid fan	246	25%
	Television: A casual fan	562	56%
	Television: Not a fan	192	19%
	<i>N</i>	1000	
CGZxdem22	Music: An avid fan	632	63%
	Music: A casual fan	333	33%
	Music: Not a fan	35	4%
	<i>N</i>	1000	
CGZxdem23	Fashion: An avid fan	223	22%
	Fashion: A casual fan	437	44%
	Fashion: Not a fan	340	34%
	<i>N</i>	1000	
CGZxdem24	Pop culture: An avid fan	232	23%
	Pop culture: A casual fan	485	48%
	Pop culture: Not a fan	283	28%
	<i>N</i>	1000	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
CGZxdem25	Sports: An avid fan	209	21%
	Sports: A casual fan	323	32%
	Sports: Not a fan	468	47%
	N	1000	
CGZxdem26	Celeb fans on social media	717	72%
CGZxdem27	Celebs share too much on social media	544	54%
CGZxdem28	Celebs who don't share are disconnected	317	32%
CGZxdem29	Celebs should interact on social media	658	66%
CGZxdem30	Celebs' social media is a professional platform	187	19%
	Celebs' social media is a personal platform	478	48%
	N	665	
CGZxdem31	Connects to celebs paid promoting	128	13%
CGZxdem32	Connects to celebs non-paid promoting	397	40%
CGZxdem33	Concerned about climate change	726	73%
CGZxdem34	Humans can stop climate change	258	26%
	Humans can slow climate change	485	49%
	Climate change is beyond control	84	8%
	Climate change is not happening	21	2%
	N	848	
CGZxdem35	Completely in-person school	57	6%
	Both in person and virtual school	320	32%
	Completely virtual school	345	34%
	N	721	
CGZxdem36	Watch live sports at least once a week	238	24%

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

