



National Tracking Poll #2210188
October 27-28, 2022

Crosstabulation Results

Methodology:

This poll was conducted between October 27-October 28, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

- 1 **Table AUSHTI1_1:** *In general, what kind of fan do you consider yourself of the following? Music* 6
- 2 **Table AUSHTI1_2:** *In general, what kind of fan do you consider yourself of the following? Pop culture* 10
- 3 **Table AUSHTI1_3:** *In general, what kind of fan do you consider yourself of the following? Television* 13
- 4 **Table AUSHTI1_4:** *In general, what kind of fan do you consider yourself of the following? Ye (Formerly known as Kanye West)* 16
- 5 **Table AUSHTI1_5:** *In general, what kind of fan do you consider yourself of the following? Kim Kardashian* 19
- 6 **Table AUSHTI1_6:** *In general, what kind of fan do you consider yourself of the following? Candace Owens* 22
- 7 **Table AUSHTI1_7:** *In general, what kind of fan do you consider yourself of the following? Tucker Carlson* 25
- 8 **Table AUSHTI1_8:** *In general, what kind of fan do you consider yourself of the following? Chris Cuomo* 28
- 9 **Table AUSHTI1_9:** *In general, what kind of fan do you consider yourself of the following? Lizzo* 31
- 10 **Table AUSHTI1_10:** *In general, what kind of fan do you consider yourself of the following? Beyonce* 34
- 11 **Table AUSHTI1_11:** *In general, what kind of fan do you consider yourself of the following? Sean 'Diddy' Combs* 37
- 12 **Table AUSHTI2_1:** *Do you have a favorable or unfavorable opinion of the following? Ye (Formerly known as Kanye West)* 40
- 13 **Table AUSHTI2_2:** *Do you have a favorable or unfavorable opinion of the following? Kim Kardashian* 44
- 14 **Table AUSHTI2_3:** *Do you have a favorable or unfavorable opinion of the following? Candace Owens* 48
- 15 **Table AUSHTI2_4:** *Do you have a favorable or unfavorable opinion of the following? Tucker Carlson* 52
- 16 **Table AUSHTI2_5:** *Do you have a favorable or unfavorable opinion of the following? Chris Cuomo* 56
- 17 **Table AUSHTI2_6:** *Do you have a favorable or unfavorable opinion of the following? Lizzo* 60

18	Table AUSHTI2_7: <i>Do you have a favorable or unfavorable opinion of the following? Beyonce</i>	64
19	Table AUSHTI2_8: <i>Do you have a favorable or unfavorable opinion of the following? Sean 'Diddy' Combs</i>	68
20	Table AUSHTI3_1: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Rihanna</i>	72
21	Table AUSHTI3_2: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Beyonce</i>	76
22	Table AUSHTI3_3: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Lizzo</i>	80
23	Table AUSHTI3_4: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Kim Kardashian</i>	84
24	Table AUSHTI3_5: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Kanye West</i>	88
25	Table AUSHTI3_6: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Sean 'Diddy' Combs</i>	92
26	Table AUSHTI3_7: <i>If the following people recommended a product or service, would you be more or less likely to purchase that product or service? Taylor Swift</i>	96
27	Table AUSHTI4_1: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Rihanna</i>	100
28	Table AUSHTI4_2: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Beyonce</i>	104
29	Table AUSHTI4_3: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Lizzo</i>	108
30	Table AUSHTI4_4: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Kim Kardashian</i>	112
31	Table AUSHTI4_5: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Kanye West</i>	116
32	Table AUSHTI4_6: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Sean 'Diddy' Combs</i>	120
33	Table AUSHTI4_7: <i>Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate? Taylor Swift</i>	124
34	Table AUSHTI5_1: <i>How much of a factor are the following for you when deciding whether to purchase from a brand or not? A brand's relationship with a celebrity that has made homophobic remarks in the past or currently shares homophobic ideas</i>	128

35 **Table AUSHTI5_2:** *How much of a factor are the following for you when deciding whether to purchase from a brand or not? A brand’s relation with a celebrity that has made antisemitic remarks in the past or currently shares antisemitic ideas* 131

36 **Table AUSHTI5_3:** *How much of a factor are the following for you when deciding whether to purchase from a brand or not? A brand’s relation with a celebrity that has made racist remarks in the past or currently shares racist ideas* 134

37 **Table AUSHTI5_4:** *How much of a factor are the following for you when deciding whether to purchase from a brand or not? A brand’s relation with a celebrity that has made sexist remarks in the past or currently shares sexist ideas* 137

38 **Table AUSHTI6:** *If a company has a partnership with a celebrity that does or says something hateful to a group or community of people, how do you think the company should react? . . .* 140

39 **Table AUSHTI7_1:** *Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments? A social media company suspending a celebrity’s account after making antisemitic comments on their platform* 144

40 **Table AUSHTI7_2:** *Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments? A fashion company announcing it no longer plans to work with a celebrity who made antisemitic comments . . .* 148

41 **Table AUSHTI7_3:** *Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments? A fashion company announcing it is canceling a clothing line it made in collaboration with a celebrity who made antisemitic comments* 152

42 **Table AUSHTI7_4:** *Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments? A fashion company pulling all products related to a celebrity from in store and online retailers after the celebrity made antisemitic comments* 156

43 **Table AUSHTI8_1:** *How much have you seen, read or heard recently about the following? Kanye West and Candace Owens wearing matching ’White Lives Matter’ shirts at a surprise fashion show during Paris Fashion Week* 160

44 **Table AUSHTI8_2:** *How much have you seen, read or heard recently about the following? Tucker Carlson’s interview with Kanye West on October 6th, 2022, which included unaired clips where Kanye made antisemitic comments and referred to Black people as the true Jewish race* 163

45 **Table AUSHTI8_3:** *How much have you seen, read or heard recently about the following? Kanye’s account on Instagram being banned on October 7th, 2022 and his account on Twitter being restricted on October 8th after making antisemitic comments on both platforms* 167

46 **Table AUSHTI8_4:** *How much have you seen, read or heard recently about the following? Balenciaga announcing it ’has no longer any relations nor any plans for future projects’ with Kanye West* 171

47	Table AUSHTI8_5: <i>How much have you seen, read or heard recently about the following? Adidas announcing it had cut ties with Kanye West, including ceasing production of all Yeezy products, including the popular Yeezy line of sneakers</i>	174
48	Table AUSHTI8_6: <i>How much have you seen, read or heard recently about the following? Gap announcing it is taking immediate steps to remove Kanye’s products from all Gap retail stores and had ended operations of Yeezygap.com</i>	177
49	Table AUSHTI8_7: <i>How much have you seen, read or heard recently about the following? Foot Locker issuing a statement saying it will no longer carry Kanye products in stores or online and instructing all retail operators to pull any existing products from store shelves and digital sites</i>	180
50	Table AUSHTI8_8: <i>How much have you seen, read or heard recently about the following? Hollywood talent agency CAA confirming that Kanye West has been dropped as a client of the firm</i>	184
51	Table AUSHTI9_1: <i>Considering Kanye West’s most recent behavior, how interested are you in doing the following? Streaming music released by Kanye West</i>	187
52	Table AUSHTI9_2: <i>Considering Kanye West’s most recent behavior, how interested are you in doing the following? Buying music released by Kanye West</i>	191
53	Table AUSHTI9_3: <i>Considering Kanye West’s most recent behavior, how interested are you in doing the following? Buying clothing released by Kanye West</i>	195
54	Table AUSHTI9_4: <i>Considering Kanye West’s most recent behavior, how interested are you in doing the following? Attending a Kanye West concert</i>	199
55	Summary Statistics of Survey Respondent Demographics	203

Crosstabulation Results by Respondent Demographics

Table AUSHT11_1: *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
Adults	58% (1273)	37% (816)	5% (120)	2210
Gender: Male	58% (624)	36% (385)	6% (59)	1068
Gender: Female	57% (650)	38% (432)	5% (61)	1142
Age: 18-34	63% (408)	32% (206)	4% (28)	642
Age: 35-44	67% (244)	29% (107)	4% (14)	365
Age: 45-64	54% (387)	39% (282)	6% (45)	714
Age: 65+	48% (235)	45% (221)	7% (33)	489
GenZers: 1997-2012	69% (165)	26% (62)	5% (11)	239
Millennials: 1981-1996	63% (415)	33% (217)	4% (26)	658
GenXers: 1965-1980	61% (338)	34% (188)	5% (28)	553
Baby Boomers: 1946-1964	47% (330)	45% (315)	7% (50)	694
PID: Dem (no lean)	59% (527)	37% (325)	4% (38)	890
PID: Ind (no lean)	62% (388)	33% (210)	5% (30)	627
PID: Rep (no lean)	52% (359)	41% (281)	8% (53)	693
PID/Gender: Dem Men	62% (253)	35% (143)	4% (15)	411
PID/Gender: Dem Women	57% (273)	38% (182)	5% (23)	479
PID/Gender: Ind Men	60% (187)	36% (114)	3% (11)	312
PID/Gender: Ind Women	64% (201)	30% (96)	6% (19)	316
PID/Gender: Rep Men	53% (183)	37% (128)	10% (34)	345
PID/Gender: Rep Women	51% (176)	44% (154)	5% (19)	348
Ideo: Liberal (1-3)	61% (422)	35% (241)	4% (31)	694
Ideo: Moderate (4)	60% (426)	37% (261)	3% (19)	706
Ideo: Conservative (5-7)	52% (345)	40% (266)	9% (57)	668
Educ: < College	61% (883)	34% (483)	5% (71)	1437
Educ: Bachelors degree	51% (251)	44% (216)	5% (23)	491
Educ: Post-grad	49% (139)	42% (117)	9% (26)	282
Income: Under 50k	60% (768)	35% (455)	5% (66)	1290
Income: 50k-100k	56% (358)	38% (248)	6% (38)	643
Income: 100k+	53% (147)	41% (113)	6% (17)	277

Continued on next page

Table AUSHT11_1: 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
Adults	58% (1273)	37% (816)	5% (120)	2210
Ethnicity: White	56% (951)	39% (668)	5% (92)	1711
Ethnicity: Hispanic	60% (225)	34% (127)	6% (22)	374
Ethnicity: Black	70% (197)	25% (71)	5% (14)	282
Ethnicity: Other	58% (125)	36% (78)	6% (14)	217
All Christian	53% (520)	40% (392)	7% (69)	981
All Non-Christian	52% (64)	38% (47)	10% (12)	124
Atheist	57% (61)	41% (43)	2% (2)	105
Agnostic/Nothing in particular	63% (397)	34% (214)	3% (22)	633
Something Else	63% (232)	33% (120)	4% (15)	367
Religious Non-Protestant/Catholic	51% (69)	40% (54)	9% (12)	135
Evangelical	56% (329)	38% (226)	6% (37)	593
Non-Evangelical	57% (411)	37% (271)	6% (41)	723
Community: Urban	62% (397)	33% (211)	6% (37)	645
Community: Suburban	57% (551)	39% (376)	5% (48)	975
Community: Rural	55% (325)	39% (229)	6% (36)	590
Employ: Private Sector	60% (414)	36% (248)	5% (33)	695
Employ: Government	56% (65)	34% (40)	10% (12)	116
Employ: Self-Employed	62% (112)	32% (58)	6% (11)	182
Employ: Homemaker	59% (84)	34% (49)	7% (9)	142
Employ: Student	74% (46)	25% (15)	1% (1)	62
Employ: Retired	48% (278)	45% (258)	7% (40)	575
Employ: Unemployed	63% (186)	34% (102)	3% (10)	297
Employ: Other	63% (89)	33% (47)	3% (5)	141
Military HH: Yes	59% (181)	35% (108)	6% (18)	308
Military HH: No	57% (1092)	37% (708)	5% (102)	1902
RD/WT: Right Direction	57% (365)	38% (244)	5% (34)	643
RD/WT: Wrong Track	58% (908)	37% (573)	5% (86)	1567
Biden Job Approve	60% (606)	37% (372)	4% (36)	1013
Biden Job Disapprove	56% (621)	37% (418)	7% (76)	1115

Continued on next page

Table AUSHT11_1: 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
Adults	58% (1273)	37% (816)	5% (120)	2210
Biden Job Strongly Approve	58% (262)	36% (162)	6% (27)	451
Biden Job Somewhat Approve	61% (344)	37% (210)	2% (9)	563
Biden Job Somewhat Disapprove	60% (198)	35% (116)	4% (14)	328
Biden Job Strongly Disapprove	54% (423)	38% (302)	8% (62)	787
Favorable of Biden	61% (614)	36% (362)	4% (38)	1014
Unfavorable of Biden	55% (609)	38% (421)	7% (73)	1103
Very Favorable of Biden	60% (282)	34% (160)	5% (24)	467
Somewhat Favorable of Biden	61% (332)	37% (202)	2% (14)	547
Somewhat Unfavorable of Biden	59% (168)	38% (108)	4% (11)	286
Very Unfavorable of Biden	54% (441)	38% (314)	8% (63)	817
#1 Issue: Economy	59% (523)	36% (321)	6% (50)	894
#1 Issue: Security	57% (122)	37% (80)	6% (13)	215
#1 Issue: Health Care	51% (98)	44% (83)	5% (9)	190
#1 Issue: Medicare / Social Security	51% (118)	44% (102)	5% (13)	232
#1 Issue: Women's Issues	64% (220)	31% (108)	5% (18)	346
#1 Issue: Education	57% (43)	42% (32)	2% (1)	76
#1 Issue: Energy	62% (82)	32% (42)	6% (8)	132
#1 Issue: Other	54% (67)	40% (50)	7% (9)	125
2020 Vote: Joe Biden	60% (561)	36% (337)	3% (32)	930
2020 Vote: Donald Trump	51% (391)	42% (324)	7% (57)	773
2020 Vote: Didn't Vote	64% (295)	29% (132)	7% (31)	458
2018 House Vote: Democrat	61% (456)	36% (274)	3% (23)	753
2018 House Vote: Republican	50% (304)	42% (259)	8% (47)	610
2018 House Vote: Someone else	63% (33)	28% (15)	9% (5)	52
2016 Vote: Hillary Clinton	61% (431)	35% (244)	4% (28)	703
2016 Vote: Donald Trump	50% (332)	42% (282)	7% (50)	664
2016 Vote: Other	53% (42)	44% (35)	3% (2)	80
2016 Vote: Didn't Vote	61% (465)	33% (254)	5% (40)	760
Voted in 2014: Yes	55% (686)	39% (486)	5% (66)	1238
Voted in 2014: No	60% (588)	34% (330)	6% (55)	972

Continued on next page

Table AUSHTI1_1: *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
Adults	58% (1273)	37% (816)	5% (120)	2210
4-Region: Northeast	59% (224)	36% (138)	5% (21)	383
4-Region: Midwest	56% (256)	38% (176)	6% (25)	456
4-Region: South	57% (483)	37% (314)	6% (48)	844
4-Region: West	59% (311)	36% (189)	5% (27)	527

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

Table AUSHT11_2: 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
Adults	14% (299)	44% (964)	43% (947)	2210
Gender: Male	15% (159)	39% (418)	46% (490)	1068
Gender: Female	12% (139)	48% (546)	40% (457)	1142
Age: 18-34	20% (130)	48% (307)	32% (205)	642
Age: 35-44	20% (72)	48% (175)	32% (118)	365
Age: 45-64	12% (85)	43% (305)	45% (323)	714
Age: 65+	2% (11)	36% (177)	62% (301)	489
GenZers: 1997-2012	25% (59)	46% (110)	29% (70)	239
Millennials: 1981-1996	20% (129)	47% (312)	33% (218)	658
GenXers: 1965-1980	14% (77)	44% (246)	42% (230)	553
Baby Boomers: 1946-1964	5% (33)	42% (288)	54% (373)	694
PID: Dem (no lean)	18% (161)	51% (458)	30% (270)	890
PID: Ind (no lean)	13% (82)	38% (241)	49% (304)	627
PID: Rep (no lean)	8% (56)	38% (265)	54% (372)	693
PID/Gender: Dem Men	19% (78)	50% (205)	31% (129)	411
PID/Gender: Dem Women	17% (83)	53% (254)	30% (142)	479
PID/Gender: Ind Men	16% (49)	31% (98)	53% (164)	312
PID/Gender: Ind Women	10% (33)	45% (143)	44% (140)	316
PID/Gender: Rep Men	9% (32)	33% (115)	57% (197)	345
PID/Gender: Rep Women	7% (23)	43% (150)	50% (175)	348
Ideo: Liberal (1-3)	17% (120)	51% (355)	32% (219)	694
Ideo: Moderate (4)	15% (104)	46% (325)	39% (277)	706
Ideo: Conservative (5-7)	8% (54)	35% (234)	57% (380)	668
Educ: < College	14% (194)	43% (623)	43% (620)	1437
Educ: Bachelors degree	15% (71)	44% (217)	41% (203)	491
Educ: Post-grad	12% (33)	44% (125)	44% (124)	282
Income: Under 50k	15% (191)	43% (559)	42% (539)	1290
Income: 50k-100k	13% (81)	43% (278)	44% (285)	643
Income: 100k+	10% (27)	46% (127)	44% (123)	277
Ethnicity: White	11% (193)	43% (736)	46% (782)	1711
Ethnicity: Hispanic	18% (67)	50% (188)	32% (119)	374
Ethnicity: Black	23% (66)	44% (123)	33% (93)	282

Continued on next page

Table AUSHTI1_2: 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
Adults	14%	(299)	44%	(964)	43%	(947)	2210
Ethnicity: Other	18%	(40)	48%	(105)	33%	(73)	217
All Christian	11%	(113)	40%	(395)	48%	(474)	981
All Non-Christian	16%	(20)	51%	(63)	33%	(41)	124
Atheist	14%	(15)	50%	(53)	36%	(37)	105
Agnostic/Nothing in particular	16%	(100)	43%	(275)	41%	(258)	633
Something Else	14%	(52)	49%	(179)	37%	(137)	367
Religious Non-Protestant/Catholic	17%	(23)	50%	(68)	33%	(45)	135
Evangelical	12%	(70)	36%	(213)	52%	(310)	593
Non-Evangelical	12%	(89)	48%	(349)	39%	(285)	723
Community: Urban	17%	(108)	50%	(321)	33%	(216)	645
Community: Suburban	13%	(130)	43%	(416)	44%	(429)	975
Community: Rural	10%	(61)	38%	(227)	51%	(302)	590
Employ: Private Sector	18%	(126)	47%	(328)	35%	(241)	695
Employ: Government	15%	(17)	48%	(55)	38%	(44)	116
Employ: Self-Employed	13%	(23)	46%	(84)	41%	(74)	182
Employ: Homemaker	13%	(19)	43%	(61)	44%	(62)	142
Employ: Student	30%	(19)	45%	(28)	25%	(16)	62
Employ: Retired	5%	(30)	37%	(211)	58%	(334)	575
Employ: Unemployed	16%	(48)	47%	(139)	37%	(111)	297
Employ: Other	12%	(17)	41%	(58)	46%	(65)	141
Military HH: Yes	8%	(25)	37%	(115)	55%	(168)	308
Military HH: No	14%	(274)	45%	(849)	41%	(779)	1902
RD/WT: Right Direction	19%	(125)	46%	(294)	35%	(223)	643
RD/WT: Wrong Track	11%	(174)	43%	(669)	46%	(724)	1567
Biden Job Approve	17%	(169)	50%	(502)	34%	(343)	1013
Biden Job Disapprove	10%	(114)	38%	(428)	51%	(573)	1115
Biden Job Strongly Approve	18%	(82)	46%	(208)	36%	(161)	451
Biden Job Somewhat Approve	15%	(87)	52%	(294)	32%	(182)	563
Biden Job Somewhat Disapprove	15%	(49)	50%	(165)	35%	(115)	328
Biden Job Strongly Disapprove	8%	(66)	33%	(263)	58%	(458)	787

Continued on next page

Table AUSHT11_2: 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
Adults	14%	(299)	44%	(964)	43%	(947)	2210
Favorable of Biden	17%	(176)	50%	(510)	32%	(329)	1014
Unfavorable of Biden	9%	(104)	38%	(420)	52%	(579)	1103
Very Favorable of Biden	20%	(96)	46%	(212)	34%	(159)	467
Somewhat Favorable of Biden	15%	(80)	54%	(297)	31%	(170)	547
Somewhat Unfavorable of Biden	13%	(38)	47%	(134)	40%	(114)	286
Very Unfavorable of Biden	8%	(66)	35%	(286)	57%	(465)	817
#1 Issue: Economy	14%	(129)	43%	(385)	42%	(380)	894
#1 Issue: Security	13%	(27)	35%	(75)	52%	(112)	215
#1 Issue: Health Care	19%	(37)	39%	(73)	42%	(80)	190
#1 Issue: Medicare / Social Security	5%	(12)	41%	(96)	54%	(125)	232
#1 Issue: Women's Issues	17%	(57)	54%	(188)	29%	(100)	346
#1 Issue: Education	16%	(12)	49%	(37)	35%	(27)	76
#1 Issue: Energy	12%	(16)	42%	(55)	46%	(61)	132
#1 Issue: Other	7%	(9)	43%	(54)	50%	(62)	125
2020 Vote: Joe Biden	17%	(153)	51%	(471)	33%	(306)	930
2020 Vote: Donald Trump	8%	(62)	38%	(294)	54%	(416)	773
2020 Vote: Didn't Vote	17%	(77)	40%	(182)	43%	(199)	458
2018 House Vote: Democrat	17%	(125)	50%	(376)	33%	(252)	753
2018 House Vote: Republican	7%	(43)	37%	(225)	56%	(342)	610
2018 House Vote: Someone else	7%	(4)	34%	(18)	59%	(31)	52
2016 Vote: Hillary Clinton	16%	(114)	51%	(360)	33%	(229)	703
2016 Vote: Donald Trump	8%	(52)	36%	(240)	56%	(371)	664
2016 Vote: Other	4%	(3)	37%	(30)	59%	(47)	80
2016 Vote: Didn't Vote	17%	(128)	44%	(333)	39%	(299)	760
Voted in 2014: Yes	12%	(145)	43%	(531)	45%	(561)	1238
Voted in 2014: No	16%	(154)	44%	(433)	40%	(386)	972
4-Region: Northeast	15%	(57)	45%	(173)	40%	(153)	383
4-Region: Midwest	11%	(51)	43%	(196)	46%	(209)	456
4-Region: South	16%	(133)	41%	(347)	43%	(364)	844
4-Region: West	11%	(57)	47%	(248)	42%	(221)	527

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

Table AUSHT11_3: 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
Adults	49%	(1074)	40%	(877)	12%	(260)	2210
Gender: Male	48%	(507)	38%	(411)	14%	(150)	1068
Gender: Female	50%	(566)	41%	(466)	10%	(110)	1142
Age: 18-34	37%	(236)	43%	(279)	20%	(127)	642
Age: 35-44	51%	(185)	40%	(145)	10%	(36)	365
Age: 45-64	52%	(371)	39%	(280)	9%	(63)	714
Age: 65+	58%	(282)	35%	(173)	7%	(34)	489
GenZers: 1997-2012	36%	(85)	39%	(92)	26%	(62)	239
Millennials: 1981-1996	41%	(273)	44%	(292)	14%	(93)	658
GenXers: 1965-1980	53%	(293)	40%	(221)	7%	(39)	553
Baby Boomers: 1946-1964	56%	(385)	35%	(246)	9%	(63)	694
PID: Dem (no lean)	57%	(512)	33%	(298)	9%	(81)	890
PID: Ind (no lean)	39%	(244)	47%	(294)	14%	(90)	627
PID: Rep (no lean)	46%	(318)	41%	(285)	13%	(90)	693
PID/Gender: Dem Men	56%	(229)	33%	(135)	12%	(48)	411
PID/Gender: Dem Women	59%	(283)	34%	(163)	7%	(33)	479
PID/Gender: Ind Men	41%	(127)	44%	(137)	15%	(48)	312
PID/Gender: Ind Women	37%	(117)	50%	(157)	13%	(41)	316
PID/Gender: Rep Men	44%	(152)	40%	(139)	16%	(54)	345
PID/Gender: Rep Women	48%	(166)	42%	(146)	10%	(36)	348
Ideo: Liberal (1-3)	54%	(376)	34%	(239)	11%	(80)	694
Ideo: Moderate (4)	49%	(343)	43%	(302)	9%	(61)	706
Ideo: Conservative (5-7)	45%	(304)	42%	(278)	13%	(86)	668
Educ: < College	50%	(721)	38%	(545)	12%	(171)	1437
Educ: Bachelors degree	48%	(234)	42%	(205)	11%	(52)	491
Educ: Post-grad	42%	(118)	45%	(127)	13%	(37)	282
Income: Under 50k	49%	(637)	38%	(485)	13%	(168)	1290
Income: 50k-100k	49%	(317)	40%	(258)	11%	(68)	643
Income: 100k+	43%	(119)	48%	(134)	9%	(24)	277
Ethnicity: White	49%	(838)	40%	(690)	11%	(183)	1711
Ethnicity: Hispanic	48%	(179)	36%	(134)	16%	(61)	374
Ethnicity: Black	54%	(151)	33%	(92)	14%	(39)	282

Continued on next page

Table AUSHT11_3: 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
Adults	49%	(1074)	40%	(877)	12%	(260)	2210
Ethnicity: Other	39%	(85)	44%	(94)	17%	(38)	217
All Christian	51%	(500)	39%	(386)	10%	(95)	981
All Non-Christian	51%	(63)	35%	(43)	14%	(18)	124
Atheist	50%	(52)	38%	(40)	13%	(13)	105
Agnostic/Nothing in particular	46%	(290)	40%	(255)	14%	(87)	633
Something Else	46%	(168)	42%	(153)	13%	(46)	367
Religious Non-Protestant/Catholic	49%	(66)	36%	(49)	15%	(20)	135
Evangelical	46%	(274)	41%	(243)	13%	(77)	593
Non-Evangelical	53%	(380)	39%	(283)	8%	(60)	723
Community: Urban	49%	(318)	40%	(258)	11%	(69)	645
Community: Suburban	51%	(496)	38%	(373)	11%	(106)	975
Community: Rural	44%	(260)	42%	(246)	14%	(85)	590
Employ: Private Sector	49%	(339)	41%	(288)	10%	(68)	695
Employ: Government	48%	(56)	43%	(51)	9%	(10)	116
Employ: Self-Employed	37%	(67)	45%	(82)	18%	(33)	182
Employ: Homemaker	48%	(68)	44%	(63)	8%	(11)	142
Employ: Student	31%	(19)	54%	(34)	15%	(9)	62
Employ: Retired	56%	(322)	35%	(204)	8%	(49)	575
Employ: Unemployed	46%	(137)	35%	(105)	19%	(55)	297
Employ: Other	47%	(66)	36%	(51)	17%	(24)	141
Military HH: Yes	49%	(152)	41%	(125)	10%	(31)	308
Military HH: No	48%	(921)	40%	(752)	12%	(229)	1902
RD/WT: Right Direction	53%	(339)	36%	(230)	11%	(73)	643
RD/WT: Wrong Track	47%	(734)	41%	(646)	12%	(187)	1567
Biden Job Approve	54%	(551)	36%	(368)	9%	(95)	1013
Biden Job Disapprove	45%	(498)	43%	(475)	13%	(142)	1115
Biden Job Strongly Approve	62%	(278)	29%	(129)	10%	(44)	451
Biden Job Somewhat Approve	48%	(272)	42%	(239)	9%	(51)	563
Biden Job Somewhat Disapprove	48%	(158)	43%	(141)	9%	(29)	328
Biden Job Strongly Disapprove	43%	(340)	42%	(334)	14%	(113)	787

Continued on next page

Table AUSHT11_3: 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
Adults	49%	(1074)	40%	(877)	12%	(260)	2210
Favorable of Biden	55%	(554)	37%	(374)	8%	(86)	1014
Unfavorable of Biden	45%	(493)	42%	(465)	13%	(145)	1103
Very Favorable of Biden	63%	(296)	28%	(133)	8%	(38)	467
Somewhat Favorable of Biden	47%	(258)	44%	(241)	9%	(48)	547
Somewhat Unfavorable of Biden	47%	(134)	42%	(120)	12%	(33)	286
Very Unfavorable of Biden	44%	(359)	42%	(346)	14%	(112)	817
#1 Issue: Economy	48%	(427)	41%	(370)	11%	(97)	894
#1 Issue: Security	51%	(109)	37%	(80)	12%	(25)	215
#1 Issue: Health Care	44%	(84)	41%	(78)	15%	(28)	190
#1 Issue: Medicare / Social Security	58%	(134)	35%	(82)	7%	(16)	232
#1 Issue: Women's Issues	50%	(173)	39%	(134)	11%	(38)	346
#1 Issue: Education	39%	(30)	47%	(36)	13%	(10)	76
#1 Issue: Energy	45%	(60)	38%	(50)	17%	(23)	132
#1 Issue: Other	45%	(56)	37%	(46)	18%	(23)	125
2020 Vote: Joe Biden	58%	(544)	33%	(311)	8%	(75)	930
2020 Vote: Donald Trump	46%	(352)	43%	(334)	11%	(87)	773
2020 Vote: Didn't Vote	35%	(159)	45%	(208)	20%	(91)	458
2018 House Vote: Democrat	59%	(445)	34%	(254)	7%	(55)	753
2018 House Vote: Republican	47%	(288)	41%	(251)	12%	(71)	610
2018 House Vote: Someone else	36%	(19)	55%	(29)	9%	(4)	52
2016 Vote: Hillary Clinton	59%	(414)	34%	(239)	7%	(50)	703
2016 Vote: Donald Trump	49%	(328)	41%	(271)	10%	(65)	664
2016 Vote: Other	40%	(32)	45%	(36)	14%	(11)	80
2016 Vote: Didn't Vote	39%	(297)	43%	(330)	17%	(133)	760
Voted in 2014: Yes	53%	(660)	38%	(468)	9%	(109)	1238
Voted in 2014: No	42%	(413)	42%	(408)	16%	(151)	972
4-Region: Northeast	49%	(187)	42%	(160)	9%	(36)	383
4-Region: Midwest	52%	(236)	36%	(166)	12%	(55)	456
4-Region: South	47%	(401)	41%	(343)	12%	(100)	844
4-Region: West	47%	(250)	39%	(208)	13%	(69)	527

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

**Table AUSHT11_4: In general, what kind of fan do you consider yourself of the following?
Ye (Formerly known as Kanye West)**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(396)	76%	(1680)	2210
Gender: Male	9%	(93)	21%	(222)	71%	(753)	1068
Gender: Female	4%	(41)	15%	(174)	81%	(927)	1142
Age: 18-34	11%	(70)	27%	(170)	62%	(401)	642
Age: 35-44	7%	(27)	25%	(90)	68%	(249)	365
Age: 45-64	4%	(30)	14%	(100)	82%	(584)	714
Age: 65+	1%	(7)	7%	(36)	91%	(446)	489
GenZers: 1997-2012	13%	(31)	28%	(66)	59%	(142)	239
Millennials: 1981-1996	9%	(59)	26%	(172)	65%	(428)	658
GenXers: 1965-1980	6%	(32)	17%	(93)	77%	(428)	553
Baby Boomers: 1946-1964	2%	(12)	9%	(60)	90%	(622)	694
PID: Dem (no lean)	6%	(50)	17%	(150)	77%	(690)	890
PID: Ind (no lean)	5%	(32)	17%	(108)	78%	(487)	627
PID: Rep (no lean)	8%	(52)	20%	(138)	73%	(503)	693
PID/Gender: Dem Men	8%	(34)	23%	(93)	69%	(285)	411
PID/Gender: Dem Women	3%	(16)	12%	(57)	85%	(405)	479
PID/Gender: Ind Men	8%	(25)	19%	(59)	73%	(227)	312
PID/Gender: Ind Women	2%	(6)	16%	(49)	82%	(260)	316
PID/Gender: Rep Men	10%	(34)	20%	(70)	70%	(241)	345
PID/Gender: Rep Women	5%	(18)	19%	(68)	75%	(262)	348
Ideo: Liberal (1-3)	6%	(41)	15%	(104)	79%	(549)	694
Ideo: Moderate (4)	6%	(45)	18%	(129)	75%	(532)	706
Ideo: Conservative (5-7)	7%	(45)	20%	(131)	74%	(492)	668
Educ: < College	6%	(80)	19%	(279)	75%	(1078)	1437
Educ: Bachelors degree	8%	(38)	14%	(71)	78%	(382)	491
Educ: Post-grad	6%	(16)	16%	(46)	78%	(220)	282
Income: Under 50k	6%	(74)	19%	(240)	76%	(976)	1290
Income: 50k-100k	7%	(44)	17%	(109)	76%	(490)	643
Income: 100k+	6%	(16)	17%	(47)	77%	(214)	277
Ethnicity: White	5%	(79)	16%	(277)	79%	(1355)	1711
Ethnicity: Hispanic	9%	(35)	24%	(89)	67%	(249)	374
Ethnicity: Black	16%	(44)	22%	(63)	62%	(176)	282

Continued on next page

Table AUSHT11_4: *In general, what kind of fan do you consider yourself of the following?
 Ye (Formerly known as Kanye West)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(396)	76%	(1680)	2210
Ethnicity: Other	5%	(11)	26%	(56)	69%	(149)	217
All Christian	6%	(56)	18%	(177)	76%	(749)	981
All Non-Christian	12%	(15)	17%	(21)	71%	(88)	124
Atheist	10%	(10)	11%	(11)	79%	(84)	105
Agnostic/Nothing in particular	5%	(31)	17%	(108)	78%	(494)	633
Something Else	6%	(23)	21%	(79)	72%	(266)	367
Religious Non-Protestant/Catholic	13%	(17)	18%	(24)	69%	(94)	135
Evangelical	7%	(41)	20%	(119)	73%	(433)	593
Non-Evangelical	4%	(32)	17%	(124)	78%	(566)	723
Community: Urban	9%	(61)	23%	(149)	67%	(435)	645
Community: Suburban	4%	(44)	15%	(149)	80%	(782)	975
Community: Rural	5%	(30)	17%	(98)	78%	(462)	590
Employ: Private Sector	8%	(59)	21%	(148)	70%	(487)	695
Employ: Government	9%	(10)	26%	(31)	65%	(76)	116
Employ: Self-Employed	9%	(16)	19%	(34)	72%	(131)	182
Employ: Homemaker	3%	(4)	18%	(26)	79%	(112)	142
Employ: Student	8%	(5)	32%	(20)	59%	(37)	62
Employ: Retired	3%	(16)	7%	(39)	90%	(520)	575
Employ: Unemployed	5%	(14)	23%	(68)	72%	(215)	297
Employ: Other	7%	(9)	21%	(30)	72%	(102)	141
Military HH: Yes	5%	(15)	14%	(43)	81%	(250)	308
Military HH: No	6%	(119)	19%	(353)	75%	(1430)	1902
RD/WT: Right Direction	7%	(47)	19%	(120)	74%	(475)	643
RD/WT: Wrong Track	6%	(87)	18%	(276)	77%	(1205)	1567
Biden Job Approve	6%	(56)	16%	(162)	78%	(795)	1013
Biden Job Disapprove	7%	(74)	20%	(219)	74%	(823)	1115
Biden Job Strongly Approve	7%	(31)	13%	(58)	80%	(362)	451
Biden Job Somewhat Approve	4%	(25)	19%	(104)	77%	(433)	563
Biden Job Somewhat Disapprove	7%	(24)	19%	(62)	74%	(242)	328
Biden Job Strongly Disapprove	6%	(50)	20%	(156)	74%	(581)	787

Continued on next page

**Table AUSHT11_4: In general, what kind of fan do you consider yourself of the following?
Ye (Formerly known as Kanye West)**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(396)	76%	(1680)	2210
Favorable of Biden	6%	(56)	16%	(163)	78%	(795)	1014
Unfavorable of Biden	7%	(73)	20%	(217)	74%	(813)	1103
Very Favorable of Biden	7%	(31)	14%	(64)	80%	(372)	467
Somewhat Favorable of Biden	5%	(25)	18%	(99)	77%	(423)	547
Somewhat Unfavorable of Biden	8%	(23)	17%	(48)	75%	(215)	286
Very Unfavorable of Biden	6%	(50)	21%	(169)	73%	(598)	817
#1 Issue: Economy	8%	(70)	20%	(180)	72%	(645)	894
#1 Issue: Security	6%	(12)	26%	(55)	68%	(147)	215
#1 Issue: Health Care	5%	(9)	23%	(43)	72%	(137)	190
#1 Issue: Medicare / Social Security	3%	(7)	5%	(12)	92%	(214)	232
#1 Issue: Women's Issues	4%	(13)	14%	(49)	82%	(284)	346
#1 Issue: Education	13%	(10)	22%	(17)	65%	(49)	76
#1 Issue: Energy	6%	(8)	18%	(24)	76%	(100)	132
#1 Issue: Other	4%	(5)	14%	(17)	82%	(103)	125
2020 Vote: Joe Biden	5%	(49)	13%	(123)	82%	(759)	930
2020 Vote: Donald Trump	7%	(51)	21%	(162)	72%	(559)	773
2020 Vote: Didn't Vote	7%	(33)	22%	(102)	70%	(323)	458
2018 House Vote: Democrat	6%	(44)	16%	(118)	78%	(591)	753
2018 House Vote: Republican	6%	(36)	18%	(108)	76%	(465)	610
2018 House Vote: Someone else	2%	(1)	23%	(12)	76%	(39)	52
2016 Vote: Hillary Clinton	5%	(35)	15%	(107)	80%	(560)	703
2016 Vote: Donald Trump	6%	(42)	18%	(118)	76%	(503)	664
2016 Vote: Other	—	(0)	11%	(9)	89%	(71)	80
2016 Vote: Didn't Vote	7%	(56)	21%	(161)	72%	(544)	760
Voted in 2014: Yes	5%	(62)	16%	(196)	79%	(979)	1238
Voted in 2014: No	7%	(72)	21%	(200)	72%	(701)	972
4-Region: Northeast	5%	(18)	18%	(70)	77%	(295)	383
4-Region: Midwest	6%	(27)	17%	(76)	78%	(354)	456
4-Region: South	6%	(50)	20%	(170)	74%	(625)	844
4-Region: West	7%	(39)	15%	(81)	77%	(406)	527

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

Table AUSHT11_5: In general, what kind of fan do you consider yourself of the following?
 Kim Kardashian

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(394)	76%	(1682)	2210
Gender: Male	7%	(74)	15%	(165)	78%	(829)	1068
Gender: Female	5%	(60)	20%	(230)	75%	(853)	1142
Age: 18-34	10%	(65)	26%	(167)	64%	(411)	642
Age: 35-44	10%	(38)	21%	(77)	69%	(251)	365
Age: 45-64	4%	(29)	15%	(110)	80%	(574)	714
Age: 65+	—	(2)	8%	(40)	91%	(446)	489
GenZers: 1997-2012	9%	(22)	28%	(67)	63%	(151)	239
Millennials: 1981-1996	11%	(72)	23%	(150)	66%	(436)	658
GenXers: 1965-1980	6%	(31)	19%	(103)	76%	(418)	553
Baby Boomers: 1946-1964	1%	(7)	10%	(70)	89%	(617)	694
PID: Dem (no lean)	9%	(76)	22%	(195)	70%	(619)	890
PID: Ind (no lean)	4%	(26)	16%	(98)	80%	(503)	627
PID: Rep (no lean)	5%	(32)	15%	(101)	81%	(559)	693
PID/Gender: Dem Men	9%	(38)	21%	(87)	70%	(286)	411
PID/Gender: Dem Women	8%	(38)	23%	(108)	70%	(333)	479
PID/Gender: Ind Men	6%	(18)	11%	(34)	83%	(259)	312
PID/Gender: Ind Women	3%	(8)	20%	(64)	77%	(243)	316
PID/Gender: Rep Men	5%	(18)	13%	(44)	82%	(283)	345
PID/Gender: Rep Women	4%	(14)	17%	(57)	79%	(277)	348
Ideo: Liberal (1-3)	9%	(63)	19%	(131)	72%	(500)	694
Ideo: Moderate (4)	6%	(42)	24%	(166)	71%	(498)	706
Ideo: Conservative (5-7)	3%	(23)	11%	(75)	85%	(570)	668
Educ: < College	6%	(86)	20%	(286)	74%	(1066)	1437
Educ: Bachelors degree	7%	(34)	15%	(72)	78%	(384)	491
Educ: Post-grad	5%	(14)	13%	(37)	82%	(231)	282
Income: Under 50k	6%	(79)	19%	(239)	75%	(972)	1290
Income: 50k-100k	5%	(30)	18%	(118)	77%	(495)	643
Income: 100k+	9%	(25)	14%	(38)	77%	(214)	277
Ethnicity: White	5%	(88)	15%	(256)	80%	(1367)	1711
Ethnicity: Hispanic	10%	(38)	28%	(104)	62%	(232)	374
Ethnicity: Black	11%	(32)	28%	(80)	60%	(171)	282

Continued on next page

Table AUSHT11_5: In general, what kind of fan do you consider yourself of the following?

Kim Kardashian

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(394)	76%	(1682)	2210
Ethnicity: Other	7%	(14)	27%	(58)	66%	(144)	217
All Christian	6%	(54)	15%	(144)	80%	(784)	981
All Non-Christian	11%	(14)	24%	(30)	64%	(79)	124
Atheist	2%	(2)	9%	(9)	89%	(93)	105
Agnostic/Nothing in particular	5%	(33)	21%	(133)	74%	(467)	633
Something Else	8%	(31)	21%	(78)	70%	(258)	367
Religious Non-Protestant/Catholic	12%	(16)	24%	(32)	64%	(87)	135
Evangelical	8%	(48)	17%	(98)	75%	(447)	593
Non-Evangelical	4%	(30)	16%	(116)	80%	(576)	723
Community: Urban	10%	(67)	25%	(158)	65%	(420)	645
Community: Suburban	5%	(47)	15%	(148)	80%	(780)	975
Community: Rural	3%	(20)	15%	(88)	82%	(482)	590
Employ: Private Sector	9%	(60)	22%	(152)	69%	(482)	695
Employ: Government	13%	(15)	26%	(30)	62%	(72)	116
Employ: Self-Employed	7%	(13)	18%	(33)	75%	(136)	182
Employ: Homemaker	6%	(8)	16%	(23)	78%	(111)	142
Employ: Student	5%	(3)	34%	(21)	61%	(38)	62
Employ: Retired	1%	(8)	8%	(46)	91%	(521)	575
Employ: Unemployed	6%	(17)	19%	(57)	75%	(224)	297
Employ: Other	7%	(9)	24%	(33)	70%	(98)	141
Military HH: Yes	5%	(14)	11%	(35)	84%	(259)	308
Military HH: No	6%	(120)	19%	(359)	75%	(1423)	1902
RD/WT: Right Direction	10%	(66)	22%	(139)	68%	(438)	643
RD/WT: Wrong Track	4%	(68)	16%	(256)	79%	(1243)	1567
Biden Job Approve	8%	(81)	22%	(220)	70%	(712)	1013
Biden Job Disapprove	4%	(49)	14%	(160)	81%	(906)	1115
Biden Job Strongly Approve	12%	(52)	22%	(98)	67%	(301)	451
Biden Job Somewhat Approve	5%	(29)	22%	(122)	73%	(411)	563
Biden Job Somewhat Disapprove	7%	(22)	20%	(65)	74%	(241)	328
Biden Job Strongly Disapprove	3%	(27)	12%	(95)	85%	(665)	787

Continued on next page

**Table AUSHT11_5: In general, what kind of fan do you consider yourself of the following?
Kim Kardashian**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(134)	18%	(394)	76%	(1682)	2210
Favorable of Biden	8%	(85)	21%	(217)	70%	(712)	1014
Unfavorable of Biden	4%	(43)	15%	(161)	82%	(899)	1103
Very Favorable of Biden	13%	(59)	21%	(98)	66%	(310)	467
Somewhat Favorable of Biden	5%	(26)	22%	(119)	74%	(403)	547
Somewhat Unfavorable of Biden	5%	(15)	19%	(54)	76%	(216)	286
Very Unfavorable of Biden	3%	(27)	13%	(107)	84%	(683)	817
#1 Issue: Economy	7%	(62)	17%	(155)	76%	(677)	894
#1 Issue: Security	7%	(14)	13%	(27)	81%	(173)	215
#1 Issue: Health Care	10%	(19)	20%	(39)	70%	(132)	190
#1 Issue: Medicare / Social Security	2%	(4)	12%	(28)	86%	(200)	232
#1 Issue: Women's Issues	6%	(21)	26%	(88)	68%	(237)	346
#1 Issue: Education	5%	(4)	29%	(22)	67%	(50)	76
#1 Issue: Energy	5%	(7)	14%	(18)	81%	(108)	132
#1 Issue: Other	3%	(4)	14%	(17)	83%	(104)	125
2020 Vote: Joe Biden	8%	(71)	19%	(177)	73%	(681)	930
2020 Vote: Donald Trump	5%	(37)	15%	(114)	80%	(621)	773
2020 Vote: Didn't Vote	5%	(22)	22%	(100)	73%	(335)	458
2018 House Vote: Democrat	8%	(57)	19%	(144)	73%	(552)	753
2018 House Vote: Republican	5%	(28)	11%	(69)	84%	(513)	610
2018 House Vote: Someone else	3%	(1)	13%	(7)	84%	(44)	52
2016 Vote: Hillary Clinton	8%	(53)	20%	(142)	72%	(507)	703
2016 Vote: Donald Trump	4%	(26)	11%	(75)	85%	(564)	664
2016 Vote: Other	2%	(2)	6%	(5)	92%	(73)	80
2016 Vote: Didn't Vote	7%	(52)	23%	(172)	70%	(536)	760
Voted in 2014: Yes	5%	(66)	16%	(193)	79%	(979)	1238
Voted in 2014: No	7%	(68)	21%	(201)	72%	(703)	972
4-Region: Northeast	8%	(30)	17%	(65)	75%	(287)	383
4-Region: Midwest	5%	(21)	13%	(59)	82%	(376)	456
4-Region: South	7%	(57)	20%	(171)	73%	(616)	844
4-Region: West	5%	(26)	19%	(99)	76%	(402)	527

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

Table AUSHT11_6: In general, what kind of fan do you consider yourself of the following?

Candace Owens

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(198)	17%	(370)	74%	(1642)	2210
Gender: Male	10%	(104)	18%	(191)	72%	(773)	1068
Gender: Female	8%	(93)	16%	(180)	76%	(869)	1142
Age: 18-34	8%	(49)	16%	(101)	77%	(493)	642
Age: 35-44	9%	(33)	21%	(78)	69%	(254)	365
Age: 45-64	9%	(65)	19%	(135)	72%	(513)	714
Age: 65+	10%	(51)	12%	(56)	78%	(382)	489
GenZers: 1997-2012	7%	(18)	14%	(32)	79%	(189)	239
Millennials: 1981-1996	9%	(58)	20%	(131)	71%	(470)	658
GenXers: 1965-1980	9%	(52)	19%	(105)	72%	(396)	553
Baby Boomers: 1946-1964	9%	(62)	14%	(97)	77%	(535)	694
PID: Dem (no lean)	5%	(44)	13%	(119)	82%	(727)	890
PID: Ind (no lean)	5%	(31)	12%	(77)	83%	(518)	627
PID: Rep (no lean)	18%	(123)	25%	(174)	57%	(396)	693
PID/Gender: Dem Men	6%	(26)	16%	(65)	78%	(320)	411
PID/Gender: Dem Women	4%	(17)	11%	(54)	85%	(407)	479
PID/Gender: Ind Men	5%	(16)	11%	(33)	84%	(263)	312
PID/Gender: Ind Women	5%	(15)	14%	(44)	81%	(256)	316
PID/Gender: Rep Men	18%	(62)	27%	(93)	55%	(190)	345
PID/Gender: Rep Women	17%	(61)	23%	(81)	59%	(207)	348
Ideo: Liberal (1-3)	4%	(26)	13%	(88)	84%	(580)	694
Ideo: Moderate (4)	5%	(32)	15%	(109)	80%	(565)	706
Ideo: Conservative (5-7)	20%	(134)	24%	(161)	56%	(373)	668
Educ: < College	8%	(117)	16%	(229)	76%	(1092)	1437
Educ: Bachelors degree	10%	(52)	19%	(94)	70%	(346)	491
Educ: Post-grad	10%	(30)	17%	(48)	72%	(205)	282
Income: Under 50k	8%	(103)	16%	(204)	76%	(983)	1290
Income: 50k-100k	9%	(61)	17%	(111)	73%	(472)	643
Income: 100k+	12%	(34)	20%	(56)	68%	(187)	277
Ethnicity: White	10%	(167)	17%	(283)	74%	(1261)	1711
Ethnicity: Hispanic	9%	(34)	19%	(70)	72%	(270)	374
Ethnicity: Black	7%	(19)	15%	(42)	78%	(220)	282

Continued on next page

Table AUSHT11_6: In general, what kind of fan do you consider yourself of the following?
 Candace Owens

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(198)	17%	(370)	74%	(1642)	2210
Ethnicity: Other	5%	(12)	21%	(45)	74%	(160)	217
All Christian	12%	(120)	20%	(192)	68%	(669)	981
All Non-Christian	6%	(7)	20%	(25)	74%	(92)	124
Atheist	3%	(3)	8%	(8)	89%	(94)	105
Agnostic/Nothing in particular	6%	(37)	14%	(86)	81%	(510)	633
Something Else	8%	(30)	16%	(60)	76%	(277)	367
Religious Non-Protestant/Catholic	6%	(8)	23%	(30)	72%	(97)	135
Evangelical	15%	(88)	22%	(128)	64%	(377)	593
Non-Evangelical	8%	(59)	15%	(110)	77%	(554)	723
Community: Urban	10%	(62)	18%	(118)	72%	(465)	645
Community: Suburban	9%	(89)	15%	(142)	76%	(743)	975
Community: Rural	8%	(46)	19%	(110)	73%	(433)	590
Employ: Private Sector	10%	(71)	21%	(146)	69%	(478)	695
Employ: Government	8%	(9)	26%	(30)	66%	(77)	116
Employ: Self-Employed	8%	(14)	20%	(37)	72%	(131)	182
Employ: Homemaker	8%	(11)	15%	(22)	77%	(109)	142
Employ: Student	7%	(4)	18%	(11)	76%	(47)	62
Employ: Retired	10%	(57)	13%	(76)	77%	(442)	575
Employ: Unemployed	5%	(15)	10%	(31)	85%	(251)	297
Employ: Other	11%	(16)	13%	(19)	76%	(107)	141
Military HH: Yes	12%	(36)	16%	(49)	73%	(224)	308
Military HH: No	9%	(162)	17%	(322)	75%	(1418)	1902
RD/WT: Right Direction	6%	(35)	17%	(109)	78%	(499)	643
RD/WT: Wrong Track	10%	(162)	17%	(262)	73%	(1143)	1567
Biden Job Approve	4%	(45)	12%	(124)	83%	(844)	1013
Biden Job Disapprove	13%	(149)	21%	(233)	66%	(733)	1115
Biden Job Strongly Approve	7%	(31)	14%	(61)	79%	(358)	451
Biden Job Somewhat Approve	2%	(14)	11%	(63)	86%	(486)	563
Biden Job Somewhat Disapprove	3%	(9)	14%	(46)	83%	(273)	328
Biden Job Strongly Disapprove	18%	(140)	24%	(187)	58%	(460)	787

Continued on next page

Table AUSHTI1_6: In general, what kind of fan do you consider yourself of the following?

Candace Owens

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(198)	17%	(370)	74%	(1642)	2210
Favorable of Biden	4%	(39)	13%	(129)	83%	(845)	1014
Unfavorable of Biden	14%	(155)	21%	(229)	65%	(720)	1103
Very Favorable of Biden	6%	(29)	13%	(61)	81%	(377)	467
Somewhat Favorable of Biden	2%	(10)	12%	(68)	86%	(469)	547
Somewhat Unfavorable of Biden	5%	(13)	14%	(41)	81%	(232)	286
Very Unfavorable of Biden	17%	(142)	23%	(188)	60%	(487)	817
#1 Issue: Economy	9%	(85)	21%	(185)	70%	(624)	894
#1 Issue: Security	23%	(49)	22%	(47)	55%	(118)	215
#1 Issue: Health Care	9%	(17)	15%	(29)	76%	(144)	190
#1 Issue: Medicare / Social Security	7%	(17)	7%	(15)	86%	(200)	232
#1 Issue: Women's Issues	2%	(9)	10%	(33)	88%	(304)	346
#1 Issue: Education	7%	(5)	25%	(19)	68%	(51)	76
#1 Issue: Energy	5%	(7)	15%	(20)	79%	(105)	132
#1 Issue: Other	7%	(9)	17%	(22)	76%	(95)	125
2020 Vote: Joe Biden	4%	(38)	11%	(101)	85%	(791)	930
2020 Vote: Donald Trump	18%	(141)	25%	(195)	57%	(437)	773
2020 Vote: Didn't Vote	4%	(17)	15%	(69)	81%	(371)	458
2018 House Vote: Democrat	4%	(33)	13%	(95)	83%	(626)	753
2018 House Vote: Republican	18%	(113)	25%	(152)	57%	(346)	610
2018 House Vote: Someone else	8%	(4)	14%	(7)	78%	(41)	52
2016 Vote: Hillary Clinton	5%	(32)	13%	(88)	83%	(582)	703
2016 Vote: Donald Trump	18%	(121)	22%	(144)	60%	(399)	664
2016 Vote: Other	2%	(2)	21%	(17)	77%	(61)	80
2016 Vote: Didn't Vote	6%	(42)	16%	(121)	79%	(597)	760
Voted in 2014: Yes	10%	(130)	18%	(219)	72%	(888)	1238
Voted in 2014: No	7%	(68)	16%	(151)	77%	(754)	972
4-Region: Northeast	8%	(31)	16%	(63)	75%	(289)	383
4-Region: Midwest	9%	(39)	16%	(74)	75%	(343)	456
4-Region: South	10%	(81)	18%	(151)	73%	(613)	844
4-Region: West	9%	(46)	16%	(83)	76%	(398)	527

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

Table AUSHT11_7: In general, what kind of fan do you consider yourself of the following?

Tucker Carlson

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(219)	18%	(399)	72%	(1592)	2210
Gender: Male	13%	(134)	20%	(211)	68%	(722)	1068
Gender: Female	7%	(84)	16%	(188)	76%	(870)	1142
Age: 18-34	8%	(53)	14%	(90)	78%	(498)	642
Age: 35-44	7%	(27)	19%	(70)	73%	(268)	365
Age: 45-64	10%	(72)	22%	(159)	68%	(483)	714
Age: 65+	13%	(66)	16%	(80)	70%	(343)	489
GenZers: 1997-2012	6%	(15)	15%	(36)	79%	(189)	239
Millennials: 1981-1996	9%	(60)	16%	(105)	75%	(493)	658
GenXers: 1965-1980	10%	(53)	22%	(124)	68%	(377)	553
Baby Boomers: 1946-1964	11%	(79)	19%	(129)	70%	(486)	694
PID: Dem (no lean)	4%	(39)	14%	(122)	82%	(730)	890
PID: Ind (no lean)	5%	(31)	14%	(87)	81%	(509)	627
PID: Rep (no lean)	21%	(149)	27%	(190)	51%	(354)	693
PID/Gender: Dem Men	7%	(27)	17%	(69)	77%	(315)	411
PID/Gender: Dem Women	2%	(12)	11%	(53)	86%	(414)	479
PID/Gender: Ind Men	6%	(20)	14%	(44)	79%	(247)	312
PID/Gender: Ind Women	3%	(11)	14%	(43)	83%	(262)	316
PID/Gender: Rep Men	25%	(87)	29%	(98)	46%	(159)	345
PID/Gender: Rep Women	18%	(62)	26%	(92)	56%	(194)	348
Ideo: Liberal (1-3)	5%	(34)	13%	(87)	83%	(573)	694
Ideo: Moderate (4)	5%	(34)	15%	(103)	81%	(569)	706
Ideo: Conservative (5-7)	22%	(147)	30%	(198)	48%	(323)	668
Educ: < College	9%	(124)	17%	(249)	74%	(1064)	1437
Educ: Bachelors degree	14%	(66)	18%	(88)	68%	(336)	491
Educ: Post-grad	10%	(29)	22%	(62)	68%	(191)	282
Income: Under 50k	8%	(103)	17%	(224)	75%	(962)	1290
Income: 50k-100k	12%	(77)	19%	(123)	69%	(444)	643
Income: 100k+	14%	(39)	19%	(52)	67%	(186)	277
Ethnicity: White	11%	(190)	19%	(319)	70%	(1202)	1711
Ethnicity: Hispanic	9%	(33)	22%	(83)	69%	(257)	374
Ethnicity: Black	7%	(20)	13%	(38)	79%	(224)	282

Continued on next page

Table AUSHT11_7: In general, what kind of fan do you consider yourself of the following?
Tucker Carlson

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(219)	18%	(399)	72%	(1592)	2210
Ethnicity: Other	4%	(8)	20%	(43)	76%	(166)	217
All Christian	15%	(146)	22%	(218)	63%	(618)	981
All Non-Christian	7%	(8)	19%	(23)	75%	(93)	124
Atheist	5%	(6)	11%	(11)	84%	(88)	105
Agnostic/Nothing in particular	6%	(41)	11%	(70)	82%	(522)	633
Something Else	5%	(18)	21%	(77)	74%	(272)	367
Religious Non-Protestant/Catholic	7%	(9)	20%	(27)	74%	(100)	135
Evangelical	14%	(86)	25%	(148)	61%	(360)	593
Non-Evangelical	10%	(74)	19%	(137)	71%	(512)	723
Community: Urban	11%	(72)	18%	(114)	71%	(459)	645
Community: Suburban	9%	(83)	19%	(184)	73%	(707)	975
Community: Rural	11%	(63)	17%	(101)	72%	(426)	590
Employ: Private Sector	12%	(81)	23%	(158)	66%	(456)	695
Employ: Government	11%	(12)	18%	(21)	71%	(83)	116
Employ: Self-Employed	7%	(12)	16%	(30)	77%	(140)	182
Employ: Homemaker	5%	(7)	14%	(20)	81%	(115)	142
Employ: Student	3%	(2)	20%	(12)	77%	(48)	62
Employ: Retired	12%	(70)	16%	(95)	71%	(411)	575
Employ: Unemployed	6%	(17)	14%	(43)	80%	(237)	297
Employ: Other	12%	(17)	15%	(21)	73%	(103)	141
Military HH: Yes	15%	(47)	18%	(54)	67%	(207)	308
Military HH: No	9%	(172)	18%	(345)	73%	(1385)	1902
RD/WT: Right Direction	6%	(42)	14%	(92)	79%	(509)	643
RD/WT: Wrong Track	11%	(177)	20%	(307)	69%	(1083)	1567
Biden Job Approve	5%	(47)	12%	(126)	83%	(840)	1013
Biden Job Disapprove	15%	(172)	24%	(266)	61%	(677)	1115
Biden Job Strongly Approve	7%	(33)	14%	(62)	79%	(356)	451
Biden Job Somewhat Approve	2%	(14)	11%	(64)	86%	(484)	563
Biden Job Somewhat Disapprove	3%	(9)	16%	(52)	81%	(267)	328
Biden Job Strongly Disapprove	21%	(163)	27%	(215)	52%	(409)	787

Continued on next page

Table AUSHT11_7: In general, what kind of fan do you consider yourself of the following?
Tucker Carlson

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(219)	18%	(399)	72%	(1592)	2210
Favorable of Biden	5%	(46)	12%	(125)	83%	(843)	1014
Unfavorable of Biden	15%	(169)	24%	(261)	61%	(673)	1103
Very Favorable of Biden	7%	(34)	12%	(57)	80%	(375)	467
Somewhat Favorable of Biden	2%	(12)	12%	(67)	85%	(468)	547
Somewhat Unfavorable of Biden	3%	(10)	14%	(41)	82%	(235)	286
Very Unfavorable of Biden	19%	(159)	27%	(220)	54%	(438)	817
#1 Issue: Economy	11%	(96)	21%	(192)	68%	(606)	894
#1 Issue: Security	29%	(62)	28%	(60)	43%	(93)	215
#1 Issue: Health Care	7%	(13)	20%	(38)	73%	(139)	190
#1 Issue: Medicare / Social Security	7%	(17)	11%	(25)	82%	(190)	232
#1 Issue: Women's Issues	2%	(6)	8%	(29)	90%	(310)	346
#1 Issue: Education	3%	(3)	21%	(16)	75%	(57)	76
#1 Issue: Energy	5%	(6)	18%	(23)	78%	(102)	132
#1 Issue: Other	12%	(15)	12%	(15)	76%	(95)	125
2020 Vote: Joe Biden	4%	(40)	10%	(93)	86%	(797)	930
2020 Vote: Donald Trump	21%	(160)	29%	(227)	50%	(386)	773
2020 Vote: Didn't Vote	4%	(17)	15%	(69)	81%	(372)	458
2018 House Vote: Democrat	4%	(28)	13%	(101)	83%	(624)	753
2018 House Vote: Republican	22%	(133)	28%	(171)	50%	(306)	610
2018 House Vote: Someone else	5%	(2)	23%	(12)	72%	(38)	52
2016 Vote: Hillary Clinton	3%	(25)	14%	(95)	83%	(583)	703
2016 Vote: Donald Trump	22%	(147)	27%	(177)	51%	(340)	664
2016 Vote: Other	5%	(4)	16%	(12)	79%	(63)	80
2016 Vote: Didn't Vote	6%	(42)	15%	(114)	80%	(604)	760
Voted in 2014: Yes	12%	(146)	20%	(251)	68%	(841)	1238
Voted in 2014: No	7%	(73)	15%	(149)	77%	(751)	972
4-Region: Northeast	9%	(35)	17%	(64)	74%	(283)	383
4-Region: Midwest	8%	(38)	18%	(83)	74%	(336)	456
4-Region: South	10%	(86)	19%	(159)	71%	(599)	844
4-Region: West	11%	(60)	18%	(93)	71%	(373)	527

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

Table AUSHT11_8: In general, what kind of fan do you consider yourself of the following?

Chris Cuomo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(88)	17%	(381)	79%	(1740)	2210
Gender: Male	4%	(46)	18%	(195)	77%	(827)	1068
Gender: Female	4%	(43)	16%	(186)	80%	(913)	1142
Age: 18-34	4%	(28)	13%	(80)	83%	(534)	642
Age: 35-44	4%	(15)	19%	(68)	77%	(282)	365
Age: 45-64	5%	(32)	18%	(132)	77%	(550)	714
Age: 65+	3%	(13)	21%	(101)	77%	(375)	489
GenZers: 1997-2012	7%	(17)	8%	(20)	84%	(202)	239
Millennials: 1981-1996	3%	(22)	17%	(111)	80%	(526)	658
GenXers: 1965-1980	4%	(24)	19%	(103)	77%	(426)	553
Baby Boomers: 1946-1964	3%	(22)	19%	(133)	78%	(539)	694
PID: Dem (no lean)	7%	(62)	26%	(229)	67%	(599)	890
PID: Ind (no lean)	2%	(15)	11%	(72)	86%	(540)	627
PID: Rep (no lean)	2%	(11)	12%	(81)	87%	(601)	693
PID/Gender: Dem Men	8%	(32)	30%	(122)	63%	(258)	411
PID/Gender: Dem Women	6%	(31)	22%	(107)	71%	(341)	479
PID/Gender: Ind Men	2%	(7)	12%	(36)	86%	(269)	312
PID/Gender: Ind Women	3%	(9)	11%	(35)	86%	(272)	316
PID/Gender: Rep Men	2%	(7)	11%	(36)	87%	(301)	345
PID/Gender: Rep Women	1%	(3)	13%	(45)	86%	(300)	348
Ideo: Liberal (1-3)	6%	(45)	24%	(170)	69%	(479)	694
Ideo: Moderate (4)	5%	(34)	18%	(128)	77%	(545)	706
Ideo: Conservative (5-7)	1%	(6)	12%	(77)	88%	(585)	668
Educ: < College	3%	(47)	15%	(218)	82%	(1172)	1437
Educ: Bachelors degree	6%	(29)	21%	(104)	73%	(358)	491
Educ: Post-grad	4%	(12)	21%	(59)	75%	(211)	282
Income: Under 50k	3%	(42)	17%	(218)	80%	(1029)	1290
Income: 50k-100k	5%	(31)	16%	(105)	79%	(507)	643
Income: 100k+	5%	(15)	21%	(58)	74%	(204)	277
Ethnicity: White	4%	(63)	17%	(289)	79%	(1359)	1711
Ethnicity: Hispanic	3%	(11)	22%	(82)	75%	(280)	374
Ethnicity: Black	6%	(18)	19%	(54)	75%	(211)	282

Continued on next page

Table AUSHTI1_8: In general, what kind of fan do you consider yourself of the following?
 Chris Cuomo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(88)	17%	(381)	79%	(1740)	2210
Ethnicity: Other	4%	(8)	18%	(39)	79%	(170)	217
All Christian	4%	(37)	19%	(182)	78%	(762)	981
All Non-Christian	11%	(13)	22%	(28)	67%	(83)	124
Atheist	3%	(3)	16%	(17)	81%	(85)	105
Agnostic/Nothing in particular	3%	(21)	14%	(90)	82%	(521)	633
Something Else	4%	(13)	18%	(64)	79%	(289)	367
Religious Non-Protestant/Catholic	11%	(14)	21%	(29)	68%	(93)	135
Evangelical	4%	(23)	17%	(103)	79%	(467)	593
Non-Evangelical	4%	(25)	19%	(137)	77%	(560)	723
Community: Urban	6%	(41)	22%	(140)	72%	(464)	645
Community: Suburban	3%	(31)	18%	(173)	79%	(771)	975
Community: Rural	3%	(16)	12%	(68)	86%	(506)	590
Employ: Private Sector	5%	(38)	20%	(137)	75%	(520)	695
Employ: Government	4%	(4)	19%	(22)	77%	(90)	116
Employ: Self-Employed	1%	(3)	14%	(26)	85%	(153)	182
Employ: Homemaker	4%	(5)	13%	(19)	83%	(117)	142
Employ: Student	4%	(3)	11%	(7)	84%	(52)	62
Employ: Retired	4%	(21)	20%	(114)	76%	(440)	575
Employ: Unemployed	4%	(13)	13%	(39)	83%	(246)	297
Employ: Other	1%	(2)	13%	(18)	86%	(121)	141
Military HH: Yes	4%	(11)	19%	(58)	78%	(239)	308
Military HH: No	4%	(77)	17%	(323)	79%	(1501)	1902
RD/WT: Right Direction	9%	(58)	30%	(192)	61%	(393)	643
RD/WT: Wrong Track	2%	(30)	12%	(189)	86%	(1348)	1567
Biden Job Approve	6%	(65)	26%	(260)	68%	(688)	1013
Biden Job Disapprove	2%	(22)	10%	(115)	88%	(979)	1115
Biden Job Strongly Approve	10%	(47)	30%	(137)	59%	(267)	451
Biden Job Somewhat Approve	3%	(18)	22%	(124)	75%	(421)	563
Biden Job Somewhat Disapprove	3%	(11)	17%	(55)	80%	(262)	328
Biden Job Strongly Disapprove	1%	(10)	8%	(60)	91%	(716)	787

Continued on next page

Table AUSHT11_8: In general, what kind of fan do you consider yourself of the following?

Chris Cuomo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(88)	17%	(381)	79%	(1740)	2210
Favorable of Biden	6%	(66)	25%	(256)	68%	(692)	1014
Unfavorable of Biden	2%	(19)	10%	(110)	88%	(974)	1103
Very Favorable of Biden	10%	(45)	30%	(139)	61%	(283)	467
Somewhat Favorable of Biden	4%	(21)	21%	(117)	75%	(410)	547
Somewhat Unfavorable of Biden	4%	(13)	15%	(43)	81%	(231)	286
Very Unfavorable of Biden	1%	(6)	8%	(68)	91%	(743)	817
#1 Issue: Economy	4%	(32)	15%	(134)	82%	(729)	894
#1 Issue: Security	2%	(4)	11%	(24)	87%	(187)	215
#1 Issue: Health Care	4%	(8)	24%	(46)	71%	(136)	190
#1 Issue: Medicare / Social Security	5%	(13)	19%	(44)	76%	(176)	232
#1 Issue: Women's Issues	5%	(18)	18%	(64)	76%	(264)	346
#1 Issue: Education	4%	(3)	19%	(14)	77%	(59)	76
#1 Issue: Energy	2%	(3)	19%	(25)	79%	(105)	132
#1 Issue: Other	6%	(8)	25%	(32)	69%	(86)	125
2020 Vote: Joe Biden	7%	(64)	25%	(236)	68%	(630)	930
2020 Vote: Donald Trump	1%	(11)	11%	(86)	87%	(675)	773
2020 Vote: Didn't Vote	3%	(13)	11%	(51)	86%	(393)	458
2018 House Vote: Democrat	7%	(53)	26%	(196)	67%	(504)	753
2018 House Vote: Republican	2%	(9)	10%	(62)	88%	(539)	610
2018 House Vote: Someone else	—	(0)	17%	(9)	83%	(43)	52
2016 Vote: Hillary Clinton	8%	(55)	26%	(185)	66%	(462)	703
2016 Vote: Donald Trump	1%	(8)	11%	(75)	87%	(580)	664
2016 Vote: Other	1%	(1)	11%	(9)	88%	(70)	80
2016 Vote: Didn't Vote	3%	(24)	14%	(110)	82%	(626)	760
Voted in 2014: Yes	4%	(56)	19%	(240)	76%	(942)	1238
Voted in 2014: No	3%	(33)	15%	(141)	82%	(799)	972
4-Region: Northeast	5%	(17)	16%	(63)	79%	(302)	383
4-Region: Midwest	4%	(17)	15%	(66)	82%	(373)	456
4-Region: South	4%	(32)	17%	(142)	79%	(670)	844
4-Region: West	4%	(22)	21%	(110)	75%	(395)	527

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

Table AUSHT11_9: In general, what kind of fan do you consider yourself of the following?

Lizzo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	23%	(500)	69%	(1517)	2210
Gender: Male	7%	(71)	17%	(185)	76%	(812)	1068
Gender: Female	11%	(121)	28%	(316)	62%	(706)	1142
Age: 18-34	15%	(97)	30%	(192)	55%	(354)	642
Age: 35-44	8%	(30)	27%	(100)	64%	(235)	365
Age: 45-64	7%	(47)	21%	(148)	73%	(519)	714
Age: 65+	4%	(18)	12%	(61)	84%	(410)	489
GenZers: 1997-2012	17%	(41)	26%	(63)	57%	(136)	239
Millennials: 1981-1996	12%	(80)	31%	(202)	57%	(376)	658
GenXers: 1965-1980	8%	(42)	20%	(113)	72%	(398)	553
Baby Boomers: 1946-1964	4%	(29)	17%	(121)	78%	(544)	694
PID: Dem (no lean)	14%	(121)	29%	(255)	58%	(514)	890
PID: Ind (no lean)	6%	(39)	22%	(140)	71%	(448)	627
PID: Rep (no lean)	5%	(32)	15%	(105)	80%	(555)	693
PID/Gender: Dem Men	11%	(47)	23%	(95)	65%	(269)	411
PID/Gender: Dem Women	15%	(74)	33%	(160)	51%	(245)	479
PID/Gender: Ind Men	4%	(11)	16%	(50)	80%	(250)	312
PID/Gender: Ind Women	9%	(28)	28%	(89)	63%	(198)	316
PID/Gender: Rep Men	4%	(13)	11%	(39)	85%	(293)	345
PID/Gender: Rep Women	6%	(19)	19%	(66)	75%	(262)	348
Ideo: Liberal (1-3)	13%	(92)	31%	(213)	56%	(389)	694
Ideo: Moderate (4)	9%	(65)	23%	(163)	68%	(478)	706
Ideo: Conservative (5-7)	3%	(22)	13%	(89)	83%	(557)	668
Educ: < College	9%	(136)	22%	(318)	68%	(983)	1437
Educ: Bachelors degree	7%	(35)	24%	(118)	69%	(339)	491
Educ: Post-grad	8%	(22)	23%	(65)	69%	(195)	282
Income: Under 50k	9%	(115)	22%	(289)	69%	(886)	1290
Income: 50k-100k	9%	(60)	22%	(143)	68%	(440)	643
Income: 100k+	6%	(17)	25%	(68)	69%	(191)	277
Ethnicity: White	7%	(122)	22%	(371)	71%	(1218)	1711
Ethnicity: Hispanic	14%	(53)	23%	(88)	62%	(233)	374
Ethnicity: Black	18%	(52)	28%	(80)	54%	(151)	282

Continued on next page

Table AUSHT11_9: In general, what kind of fan do you consider yourself of the following?

Lizzo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	23%	(500)	69%	(1517)	2210
Ethnicity: Other	9%	(19)	23%	(50)	68%	(148)	217
All Christian	6%	(56)	20%	(200)	74%	(725)	981
All Non-Christian	11%	(13)	25%	(30)	65%	(80)	124
Atheist	6%	(7)	22%	(23)	72%	(76)	105
Agnostic/Nothing in particular	11%	(67)	27%	(170)	63%	(396)	633
Something Else	13%	(49)	21%	(78)	65%	(240)	367
Religious Non-Protestant/Catholic	11%	(15)	23%	(31)	66%	(89)	135
Evangelical	8%	(50)	18%	(108)	73%	(435)	593
Non-Evangelical	7%	(50)	23%	(164)	70%	(508)	723
Community: Urban	15%	(97)	27%	(172)	58%	(376)	645
Community: Suburban	6%	(61)	23%	(223)	71%	(691)	975
Community: Rural	6%	(34)	18%	(105)	76%	(451)	590
Employ: Private Sector	10%	(70)	27%	(190)	63%	(435)	695
Employ: Government	18%	(21)	25%	(29)	57%	(66)	116
Employ: Self-Employed	5%	(9)	24%	(44)	71%	(129)	182
Employ: Homemaker	10%	(14)	30%	(43)	60%	(85)	142
Employ: Student	11%	(7)	37%	(23)	52%	(32)	62
Employ: Retired	5%	(29)	13%	(77)	82%	(469)	575
Employ: Unemployed	12%	(34)	19%	(57)	69%	(206)	297
Employ: Other	6%	(8)	27%	(37)	68%	(95)	141
Military HH: Yes	4%	(14)	17%	(53)	78%	(241)	308
Military HH: No	9%	(178)	24%	(447)	67%	(1276)	1902
RD/WT: Right Direction	15%	(95)	26%	(170)	59%	(378)	643
RD/WT: Wrong Track	6%	(97)	21%	(331)	73%	(1139)	1567
Biden Job Approve	12%	(123)	28%	(285)	60%	(605)	1013
Biden Job Disapprove	5%	(59)	17%	(184)	78%	(872)	1115
Biden Job Strongly Approve	15%	(68)	26%	(118)	59%	(265)	451
Biden Job Somewhat Approve	10%	(56)	30%	(167)	60%	(340)	563
Biden Job Somewhat Disapprove	8%	(25)	25%	(81)	67%	(221)	328
Biden Job Strongly Disapprove	4%	(33)	13%	(103)	83%	(651)	787

Continued on next page

Table AUSHTI1_9: In general, what kind of fan do you consider yourself of the following?

Lizzo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	23%	(500)	69%	(1517)	2210
Favorable of Biden	13%	(133)	27%	(278)	60%	(603)	1014
Unfavorable of Biden	5%	(51)	17%	(187)	78%	(865)	1103
Very Favorable of Biden	16%	(75)	27%	(127)	57%	(265)	467
Somewhat Favorable of Biden	11%	(58)	28%	(151)	62%	(338)	547
Somewhat Unfavorable of Biden	6%	(19)	26%	(75)	67%	(192)	286
Very Unfavorable of Biden	4%	(33)	14%	(112)	82%	(672)	817
#1 Issue: Economy	8%	(72)	22%	(194)	70%	(628)	894
#1 Issue: Security	5%	(11)	14%	(29)	81%	(175)	215
#1 Issue: Health Care	13%	(25)	25%	(47)	62%	(117)	190
#1 Issue: Medicare / Social Security	6%	(14)	13%	(30)	81%	(189)	232
#1 Issue: Women's Issues	14%	(48)	32%	(110)	54%	(188)	346
#1 Issue: Education	10%	(7)	32%	(24)	59%	(45)	76
#1 Issue: Energy	6%	(9)	21%	(28)	72%	(96)	132
#1 Issue: Other	6%	(8)	30%	(37)	64%	(81)	125
2020 Vote: Joe Biden	12%	(107)	28%	(260)	61%	(563)	930
2020 Vote: Donald Trump	5%	(41)	16%	(126)	78%	(606)	773
2020 Vote: Didn't Vote	9%	(42)	23%	(106)	68%	(310)	458
2018 House Vote: Democrat	12%	(88)	28%	(210)	60%	(455)	753
2018 House Vote: Republican	4%	(26)	13%	(80)	83%	(504)	610
2018 House Vote: Someone else	3%	(1)	22%	(12)	75%	(39)	52
2016 Vote: Hillary Clinton	13%	(92)	27%	(193)	59%	(417)	703
2016 Vote: Donald Trump	3%	(22)	15%	(102)	81%	(541)	664
2016 Vote: Other	2%	(1)	14%	(11)	84%	(67)	80
2016 Vote: Didn't Vote	10%	(76)	25%	(193)	65%	(491)	760
Voted in 2014: Yes	8%	(98)	20%	(253)	72%	(887)	1238
Voted in 2014: No	10%	(94)	25%	(247)	65%	(631)	972
4-Region: Northeast	10%	(36)	20%	(78)	70%	(268)	383
4-Region: Midwest	8%	(35)	24%	(108)	69%	(313)	456
4-Region: South	9%	(76)	23%	(193)	68%	(576)	844
4-Region: West	9%	(45)	23%	(121)	68%	(360)	527

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

Table AUSHT11_10: In general, what kind of fan do you consider yourself of the following?

Beyonce

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(270)	35%	(764)	53%	(1176)	2210
Gender: Male	13%	(134)	30%	(319)	58%	(614)	1068
Gender: Female	12%	(136)	39%	(445)	49%	(562)	1142
Age: 18-34	18%	(113)	44%	(281)	39%	(248)	642
Age: 35-44	15%	(56)	38%	(140)	46%	(169)	365
Age: 45-64	11%	(76)	33%	(235)	56%	(403)	714
Age: 65+	5%	(25)	22%	(108)	73%	(356)	489
GenZers: 1997-2012	18%	(43)	48%	(114)	34%	(82)	239
Millennials: 1981-1996	18%	(116)	40%	(263)	42%	(279)	658
GenXers: 1965-1980	12%	(64)	36%	(197)	53%	(292)	553
Baby Boomers: 1946-1964	7%	(46)	26%	(179)	68%	(469)	694
PID: Dem (no lean)	18%	(158)	42%	(371)	41%	(361)	890
PID: Ind (no lean)	11%	(68)	33%	(207)	56%	(352)	627
PID: Rep (no lean)	6%	(44)	27%	(186)	67%	(463)	693
PID/Gender: Dem Men	19%	(79)	39%	(159)	42%	(173)	411
PID/Gender: Dem Women	16%	(79)	44%	(212)	39%	(188)	479
PID/Gender: Ind Men	11%	(35)	26%	(80)	63%	(196)	312
PID/Gender: Ind Women	10%	(32)	40%	(127)	49%	(156)	316
PID/Gender: Rep Men	6%	(19)	23%	(80)	71%	(245)	345
PID/Gender: Rep Women	7%	(24)	30%	(105)	63%	(218)	348
Ideo: Liberal (1-3)	14%	(101)	42%	(289)	44%	(305)	694
Ideo: Moderate (4)	16%	(113)	39%	(276)	45%	(317)	706
Ideo: Conservative (5-7)	6%	(38)	22%	(149)	72%	(481)	668
Educ: < College	13%	(184)	35%	(506)	52%	(747)	1437
Educ: Bachelors degree	13%	(62)	33%	(164)	54%	(265)	491
Educ: Post-grad	9%	(24)	33%	(94)	58%	(164)	282
Income: Under 50k	13%	(169)	36%	(465)	51%	(655)	1290
Income: 50k-100k	11%	(74)	31%	(202)	57%	(368)	643
Income: 100k+	10%	(27)	35%	(97)	55%	(153)	277
Ethnicity: White	8%	(135)	33%	(572)	59%	(1003)	1711
Ethnicity: Hispanic	15%	(58)	47%	(174)	38%	(142)	374
Ethnicity: Black	35%	(99)	35%	(99)	30%	(84)	282

Continued on next page

Table AUSHT11_10: *In general, what kind of fan do you consider yourself of the following?*
 Beyonce

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(270)	35%	(764)	53%	(1176)	2210
Ethnicity: Other	16%	(35)	42%	(92)	41%	(90)	217
All Christian	10%	(99)	31%	(303)	59%	(579)	981
All Non-Christian	17%	(21)	36%	(44)	47%	(59)	124
Atheist	11%	(12)	28%	(29)	61%	(64)	105
Agnostic/Nothing in particular	12%	(74)	39%	(245)	50%	(314)	633
Something Else	17%	(64)	39%	(143)	44%	(160)	367
Religious Non-Protestant/Catholic	16%	(22)	35%	(48)	49%	(66)	135
Evangelical	14%	(82)	29%	(174)	57%	(338)	593
Non-Evangelical	11%	(77)	36%	(260)	53%	(386)	723
Community: Urban	17%	(112)	40%	(259)	42%	(274)	645
Community: Suburban	11%	(111)	33%	(317)	56%	(547)	975
Community: Rural	8%	(48)	32%	(187)	60%	(356)	590
Employ: Private Sector	14%	(99)	37%	(258)	49%	(338)	695
Employ: Government	13%	(15)	48%	(56)	39%	(46)	116
Employ: Self-Employed	16%	(29)	35%	(64)	49%	(88)	182
Employ: Homemaker	7%	(10)	38%	(54)	55%	(77)	142
Employ: Student	14%	(9)	52%	(33)	34%	(21)	62
Employ: Retired	7%	(39)	25%	(141)	69%	(395)	575
Employ: Unemployed	15%	(43)	38%	(112)	48%	(142)	297
Employ: Other	18%	(25)	33%	(46)	50%	(70)	141
Military HH: Yes	8%	(23)	28%	(86)	65%	(199)	308
Military HH: No	13%	(246)	36%	(678)	51%	(977)	1902
RD/WT: Right Direction	19%	(122)	41%	(265)	40%	(256)	643
RD/WT: Wrong Track	9%	(148)	32%	(498)	59%	(921)	1567
Biden Job Approve	17%	(172)	41%	(419)	42%	(422)	1013
Biden Job Disapprove	8%	(88)	28%	(314)	64%	(713)	1115
Biden Job Strongly Approve	20%	(90)	40%	(178)	40%	(182)	451
Biden Job Somewhat Approve	15%	(82)	43%	(240)	43%	(240)	563
Biden Job Somewhat Disapprove	13%	(41)	42%	(139)	45%	(148)	328
Biden Job Strongly Disapprove	6%	(47)	22%	(175)	72%	(565)	787

Continued on next page

Table AUSHT11_10: *In general, what kind of fan do you consider yourself of the following?
Beyonce*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(270)	35%	(764)	53%	(1176)	2210
Favorable of Biden	17%	(176)	41%	(414)	42%	(425)	1014
Unfavorable of Biden	7%	(82)	29%	(318)	64%	(703)	1103
Very Favorable of Biden	22%	(103)	41%	(189)	37%	(174)	467
Somewhat Favorable of Biden	13%	(73)	41%	(224)	46%	(251)	547
Somewhat Unfavorable of Biden	12%	(36)	39%	(112)	48%	(139)	286
Very Unfavorable of Biden	6%	(47)	25%	(206)	69%	(564)	817
#1 Issue: Economy	11%	(100)	34%	(306)	55%	(487)	894
#1 Issue: Security	9%	(20)	22%	(48)	69%	(147)	215
#1 Issue: Health Care	19%	(36)	40%	(76)	41%	(78)	190
#1 Issue: Medicare / Social Security	12%	(28)	25%	(58)	63%	(147)	232
#1 Issue: Women's Issues	12%	(43)	50%	(172)	38%	(131)	346
#1 Issue: Education	22%	(16)	29%	(22)	50%	(38)	76
#1 Issue: Energy	16%	(21)	31%	(41)	53%	(70)	132
#1 Issue: Other	4%	(5)	33%	(42)	63%	(79)	125
2020 Vote: Joe Biden	18%	(166)	38%	(358)	44%	(407)	930
2020 Vote: Donald Trump	5%	(42)	27%	(206)	68%	(524)	773
2020 Vote: Didn't Vote	12%	(53)	41%	(189)	47%	(216)	458
2018 House Vote: Democrat	17%	(126)	40%	(300)	43%	(328)	753
2018 House Vote: Republican	5%	(32)	23%	(142)	71%	(436)	610
2018 House Vote: Someone else	8%	(4)	25%	(13)	67%	(35)	52
2016 Vote: Hillary Clinton	18%	(123)	41%	(286)	42%	(293)	703
2016 Vote: Donald Trump	6%	(38)	23%	(151)	72%	(476)	664
2016 Vote: Other	3%	(3)	26%	(21)	70%	(56)	80
2016 Vote: Didn't Vote	14%	(104)	40%	(306)	46%	(350)	760
Voted in 2014: Yes	12%	(146)	31%	(389)	57%	(703)	1238
Voted in 2014: No	13%	(124)	39%	(375)	49%	(474)	972
4-Region: Northeast	14%	(52)	34%	(128)	53%	(202)	383
4-Region: Midwest	9%	(43)	32%	(147)	58%	(266)	456
4-Region: South	14%	(116)	35%	(295)	51%	(433)	844
4-Region: West	11%	(58)	37%	(194)	52%	(275)	527

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

Table AUSHT11_11: In general, what kind of fan do you consider yourself of the following?

Sean 'Diddy' Combs

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(119)	24%	(528)	71%	(1564)	2210
Gender: Male	6%	(68)	22%	(235)	72%	(766)	1068
Gender: Female	4%	(51)	26%	(293)	70%	(798)	1142
Age: 18-34	8%	(55)	28%	(180)	63%	(407)	642
Age: 35-44	8%	(28)	37%	(135)	55%	(202)	365
Age: 45-64	4%	(32)	22%	(158)	73%	(523)	714
Age: 65+	1%	(4)	11%	(54)	88%	(431)	489
GenZers: 1997-2012	10%	(24)	22%	(52)	68%	(163)	239
Millennials: 1981-1996	8%	(55)	34%	(225)	57%	(378)	658
GenXers: 1965-1980	4%	(25)	26%	(147)	69%	(382)	553
Baby Boomers: 1946-1964	2%	(15)	15%	(101)	83%	(578)	694
PID: Dem (no lean)	8%	(71)	27%	(242)	65%	(577)	890
PID: Ind (no lean)	3%	(21)	24%	(148)	73%	(459)	627
PID: Rep (no lean)	4%	(27)	20%	(138)	76%	(528)	693
PID/Gender: Dem Men	10%	(40)	26%	(108)	64%	(263)	411
PID/Gender: Dem Women	7%	(31)	28%	(134)	65%	(313)	479
PID/Gender: Ind Men	5%	(14)	20%	(64)	75%	(234)	312
PID/Gender: Ind Women	2%	(7)	27%	(84)	71%	(225)	316
PID/Gender: Rep Men	4%	(14)	18%	(63)	78%	(268)	345
PID/Gender: Rep Women	4%	(13)	22%	(75)	75%	(260)	348
Ideo: Liberal (1-3)	7%	(50)	25%	(173)	68%	(472)	694
Ideo: Moderate (4)	7%	(49)	30%	(212)	63%	(445)	706
Ideo: Conservative (5-7)	2%	(16)	17%	(111)	81%	(541)	668
Educ: < College	6%	(91)	25%	(359)	69%	(987)	1437
Educ: Bachelors degree	4%	(21)	22%	(108)	74%	(362)	491
Educ: Post-grad	2%	(6)	22%	(61)	76%	(214)	282
Income: Under 50k	6%	(80)	25%	(317)	69%	(892)	1290
Income: 50k-100k	4%	(29)	24%	(153)	72%	(461)	643
Income: 100k+	3%	(10)	21%	(57)	76%	(210)	277
Ethnicity: White	4%	(63)	22%	(371)	75%	(1276)	1711
Ethnicity: Hispanic	8%	(31)	28%	(104)	64%	(239)	374
Ethnicity: Black	15%	(42)	38%	(108)	47%	(133)	282

Continued on next page

Table AUSHTI1_11: In general, what kind of fan do you consider yourself of the following?
Sean 'Diddy' Combs

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(119)	24%	(528)	71%	(1564)	2210
Ethnicity: Other	6%	(13)	22%	(49)	71%	(155)	217
All Christian	5%	(49)	23%	(224)	72%	(708)	981
All Non-Christian	5%	(7)	17%	(22)	77%	(95)	124
Atheist	6%	(6)	12%	(13)	82%	(86)	105
Agnostic/Nothing in particular	6%	(35)	26%	(162)	69%	(436)	633
Something Else	6%	(22)	29%	(107)	65%	(238)	367
Religious Non-Protestant/Catholic	6%	(8)	18%	(25)	76%	(103)	135
Evangelical	7%	(42)	21%	(127)	72%	(424)	593
Non-Evangelical	3%	(24)	27%	(197)	69%	(501)	723
Community: Urban	8%	(53)	31%	(198)	61%	(394)	645
Community: Suburban	5%	(44)	22%	(214)	74%	(716)	975
Community: Rural	4%	(22)	20%	(115)	77%	(453)	590
Employ: Private Sector	6%	(44)	32%	(221)	62%	(429)	695
Employ: Government	10%	(11)	27%	(32)	63%	(73)	116
Employ: Self-Employed	6%	(10)	29%	(52)	66%	(119)	182
Employ: Homemaker	3%	(4)	24%	(34)	73%	(103)	142
Employ: Student	13%	(8)	18%	(11)	68%	(43)	62
Employ: Retired	2%	(9)	12%	(69)	86%	(497)	575
Employ: Unemployed	7%	(20)	25%	(73)	69%	(204)	297
Employ: Other	8%	(12)	24%	(34)	67%	(95)	141
Military HH: Yes	4%	(12)	17%	(54)	79%	(242)	308
Military HH: No	6%	(106)	25%	(474)	69%	(1322)	1902
RD/WT: Right Direction	9%	(59)	30%	(191)	61%	(393)	643
RD/WT: Wrong Track	4%	(60)	22%	(337)	75%	(1171)	1567
Biden Job Approve	8%	(78)	26%	(263)	66%	(673)	1013
Biden Job Disapprove	3%	(35)	22%	(246)	75%	(834)	1115
Biden Job Strongly Approve	12%	(53)	23%	(102)	66%	(296)	451
Biden Job Somewhat Approve	4%	(25)	29%	(161)	67%	(377)	563
Biden Job Somewhat Disapprove	4%	(14)	33%	(109)	63%	(206)	328
Biden Job Strongly Disapprove	3%	(21)	17%	(137)	80%	(629)	787

Continued on next page

Table AUSHT11_11: In general, what kind of fan do you consider yourself of the following?
Sean 'Diddy' Combs

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(119)	24%	(528)	71%	(1564)	2210
Favorable of Biden	8%	(76)	27%	(271)	66%	(666)	1014
Unfavorable of Biden	3%	(37)	21%	(229)	76%	(837)	1103
Very Favorable of Biden	11%	(52)	26%	(122)	63%	(292)	467
Somewhat Favorable of Biden	4%	(24)	27%	(149)	68%	(374)	547
Somewhat Unfavorable of Biden	5%	(15)	27%	(78)	68%	(193)	286
Very Unfavorable of Biden	3%	(22)	19%	(152)	79%	(644)	817
#1 Issue: Economy	5%	(47)	28%	(251)	67%	(596)	894
#1 Issue: Security	7%	(15)	16%	(34)	78%	(167)	215
#1 Issue: Health Care	8%	(15)	29%	(55)	63%	(120)	190
#1 Issue: Medicare / Social Security	4%	(9)	13%	(31)	83%	(193)	232
#1 Issue: Women's Issues	5%	(18)	22%	(74)	73%	(254)	346
#1 Issue: Education	7%	(6)	39%	(30)	53%	(40)	76
#1 Issue: Energy	5%	(6)	18%	(24)	77%	(102)	132
#1 Issue: Other	4%	(4)	23%	(29)	73%	(92)	125
2020 Vote: Joe Biden	7%	(65)	26%	(238)	67%	(626)	930
2020 Vote: Donald Trump	3%	(21)	20%	(152)	78%	(599)	773
2020 Vote: Didn't Vote	7%	(30)	27%	(125)	66%	(302)	458
2018 House Vote: Democrat	6%	(47)	28%	(214)	65%	(492)	753
2018 House Vote: Republican	3%	(21)	16%	(98)	80%	(491)	610
2018 House Vote: Someone else	5%	(2)	24%	(12)	72%	(37)	52
2016 Vote: Hillary Clinton	7%	(47)	28%	(197)	65%	(459)	703
2016 Vote: Donald Trump	3%	(21)	17%	(112)	80%	(530)	664
2016 Vote: Other	1%	(1)	18%	(15)	81%	(64)	80
2016 Vote: Didn't Vote	6%	(49)	27%	(203)	67%	(509)	760
Voted in 2014: Yes	5%	(62)	22%	(277)	73%	(899)	1238
Voted in 2014: No	6%	(57)	26%	(251)	68%	(665)	972
4-Region: Northeast	6%	(23)	21%	(79)	73%	(281)	383
4-Region: Midwest	5%	(22)	21%	(96)	74%	(338)	456
4-Region: South	5%	(45)	27%	(229)	68%	(571)	844
4-Region: West	5%	(28)	24%	(124)	71%	(374)	527

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

**Table AUSHTI2_1: Do you have a favorable or unfavorable opinion of the following?
Ye (Formerly known as Kanye West)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	8% (170)	15% (340)	13% (295)	46% (1027)	17% (378)	2210
Gender: Male	10% (110)	18% (190)	14% (148)	43% (458)	15% (162)	1068
Gender: Female	5% (60)	13% (150)	13% (147)	50% (569)	19% (216)	1142
Age: 18-34	15% (94)	20% (129)	14% (91)	34% (217)	17% (111)	642
Age: 35-44	7% (26)	21% (76)	14% (50)	43% (158)	15% (55)	365
Age: 45-64	6% (42)	13% (90)	14% (100)	48% (343)	19% (138)	714
Age: 65+	2% (8)	9% (44)	11% (54)	63% (309)	15% (74)	489
GenZers: 1997-2012	16% (37)	21% (49)	17% (42)	27% (65)	19% (46)	239
Millennials: 1981-1996	11% (75)	21% (139)	12% (80)	40% (261)	16% (104)	658
GenXers: 1965-1980	8% (43)	14% (80)	16% (90)	44% (245)	17% (96)	553
Baby Boomers: 1946-1964	2% (15)	10% (66)	11% (74)	61% (422)	17% (117)	694
PID: Dem (no lean)	8% (69)	12% (109)	10% (93)	56% (500)	13% (119)	890
PID: Ind (no lean)	6% (40)	15% (96)	15% (92)	45% (280)	19% (119)	627
PID: Rep (no lean)	9% (61)	19% (135)	16% (110)	36% (247)	20% (140)	693
PID/Gender: Dem Men	11% (47)	15% (62)	11% (44)	52% (212)	11% (47)	411
PID/Gender: Dem Women	5% (22)	10% (47)	10% (49)	60% (288)	15% (72)	479
PID/Gender: Ind Men	8% (25)	19% (60)	14% (43)	42% (132)	17% (52)	312
PID/Gender: Ind Women	5% (15)	11% (36)	16% (49)	47% (147)	21% (67)	316
PID/Gender: Rep Men	11% (38)	20% (68)	18% (61)	33% (114)	19% (64)	345
PID/Gender: Rep Women	7% (23)	19% (67)	14% (49)	38% (133)	22% (76)	348
Ideo: Liberal (1-3)	9% (60)	10% (72)	11% (74)	60% (416)	10% (71)	694
Ideo: Moderate (4)	7% (52)	16% (110)	15% (105)	45% (321)	17% (119)	706
Ideo: Conservative (5-7)	8% (50)	21% (138)	16% (105)	37% (244)	20% (131)	668
Educ: < College	8% (108)	17% (243)	14% (200)	42% (610)	19% (276)	1437
Educ: Bachelors degree	8% (41)	12% (59)	12% (60)	55% (269)	12% (61)	491
Educ: Post-grad	7% (21)	13% (37)	13% (35)	52% (147)	15% (42)	282
Income: Under 50k	7% (92)	16% (212)	14% (184)	43% (552)	19% (249)	1290
Income: 50k-100k	8% (54)	15% (94)	11% (74)	50% (324)	15% (98)	643
Income: 100k+	9% (24)	12% (34)	13% (37)	55% (151)	11% (31)	277
Ethnicity: White	6% (105)	15% (254)	14% (231)	48% (822)	18% (300)	1711
Ethnicity: Hispanic	15% (57)	14% (54)	15% (56)	42% (156)	14% (51)	374

Continued on next page

**Table AUSHTI2_1: Do you have a favorable or unfavorable opinion of the following?
 Ye (Formerly known as Kanye West)**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(170)	15%	(340)	13%	(295)	46%	(1027)	17%	(378)	2210
Ethnicity: Black	18%	(50)	18%	(52)	11%	(32)	38%	(108)	14%	(40)	282
Ethnicity: Other	7%	(16)	16%	(34)	15%	(32)	45%	(97)	18%	(38)	217
All Christian	7%	(71)	18%	(175)	13%	(123)	47%	(459)	16%	(154)	981
All Non-Christian	7%	(9)	13%	(16)	14%	(17)	52%	(64)	14%	(17)	124
Atheist	3%	(4)	11%	(11)	8%	(9)	64%	(68)	13%	(14)	105
Agnostic/Nothing in particular	9%	(58)	11%	(70)	14%	(86)	47%	(300)	19%	(119)	633
Something Else	8%	(29)	19%	(68)	16%	(60)	37%	(136)	20%	(74)	367
Religious Non-Protestant/Catholic	10%	(13)	13%	(18)	13%	(18)	49%	(66)	15%	(20)	135
Evangelical	8%	(46)	22%	(133)	14%	(81)	36%	(213)	20%	(121)	593
Non-Evangelical	7%	(48)	14%	(104)	13%	(97)	52%	(374)	14%	(100)	723
Community: Urban	12%	(80)	18%	(117)	13%	(83)	43%	(277)	14%	(88)	645
Community: Suburban	5%	(50)	14%	(136)	14%	(136)	52%	(504)	15%	(149)	975
Community: Rural	7%	(40)	15%	(87)	13%	(77)	42%	(245)	24%	(141)	590
Employ: Private Sector	10%	(70)	18%	(126)	14%	(96)	45%	(311)	13%	(92)	695
Employ: Government	12%	(14)	18%	(21)	17%	(19)	36%	(42)	17%	(20)	116
Employ: Self-Employed	9%	(17)	17%	(31)	15%	(27)	41%	(74)	18%	(33)	182
Employ: Homemaker	5%	(7)	12%	(17)	16%	(23)	41%	(58)	26%	(37)	142
Employ: Student	12%	(8)	16%	(10)	22%	(14)	36%	(22)	14%	(9)	62
Employ: Retired	3%	(16)	10%	(55)	11%	(64)	60%	(342)	17%	(98)	575
Employ: Unemployed	8%	(25)	20%	(59)	11%	(33)	39%	(116)	22%	(64)	297
Employ: Other	10%	(15)	15%	(21)	13%	(18)	44%	(62)	18%	(25)	141
Military HH: Yes	5%	(16)	14%	(44)	13%	(41)	49%	(151)	18%	(56)	308
Military HH: No	8%	(154)	16%	(295)	13%	(254)	46%	(876)	17%	(322)	1902
RD/WT: Right Direction	11%	(74)	14%	(89)	11%	(69)	49%	(317)	15%	(95)	643
RD/WT: Wrong Track	6%	(97)	16%	(251)	14%	(226)	45%	(710)	18%	(283)	1567
Biden Job Approve	8%	(82)	13%	(134)	10%	(106)	55%	(558)	13%	(133)	1013
Biden Job Disapprove	7%	(81)	18%	(200)	16%	(180)	40%	(444)	19%	(210)	1115

Continued on next page

**Table AUSHTI2_1: Do you have a favorable or unfavorable opinion of the following?
Ye (Formerly known as Kanye West)**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(170)	15%	(340)	13%	(295)	46%	(1027)	17%	(378)	2210
Biden Job Strongly Approve	12%	(56)	9%	(39)	8%	(35)	58%	(262)	13%	(59)	451
Biden Job Somewhat Approve	5%	(26)	17%	(95)	13%	(72)	53%	(296)	13%	(74)	563
Biden Job Somewhat Disapprove	6%	(20)	15%	(48)	15%	(50)	46%	(151)	18%	(59)	328
Biden Job Strongly Disapprove	8%	(61)	19%	(152)	16%	(130)	37%	(293)	19%	(151)	787
Favorable of Biden	8%	(83)	13%	(136)	10%	(101)	56%	(565)	13%	(129)	1014
Unfavorable of Biden	7%	(80)	17%	(192)	17%	(187)	39%	(435)	19%	(209)	1103
Very Favorable of Biden	11%	(54)	10%	(47)	8%	(36)	58%	(271)	13%	(59)	467
Somewhat Favorable of Biden	5%	(29)	16%	(89)	12%	(65)	54%	(294)	13%	(69)	547
Somewhat Unfavorable of Biden	7%	(20)	12%	(35)	17%	(50)	46%	(132)	17%	(49)	286
Very Unfavorable of Biden	7%	(60)	19%	(157)	17%	(137)	37%	(303)	20%	(160)	817
#1 Issue: Economy	9%	(78)	17%	(149)	14%	(128)	43%	(380)	18%	(159)	894
#1 Issue: Security	6%	(12)	24%	(52)	16%	(35)	34%	(73)	20%	(43)	215
#1 Issue: Health Care	10%	(19)	21%	(41)	10%	(19)	34%	(65)	24%	(46)	190
#1 Issue: Medicare / Social Security	2%	(5)	7%	(17)	11%	(25)	61%	(141)	19%	(45)	232
#1 Issue: Women's Issues	6%	(21)	10%	(35)	13%	(45)	60%	(208)	10%	(36)	346
#1 Issue: Education	20%	(15)	13%	(9)	14%	(11)	34%	(26)	19%	(15)	76
#1 Issue: Energy	11%	(15)	18%	(24)	14%	(18)	46%	(61)	11%	(14)	132
#1 Issue: Other	4%	(5)	10%	(13)	11%	(14)	58%	(73)	16%	(20)	125
2020 Vote: Joe Biden	6%	(56)	11%	(98)	9%	(88)	63%	(583)	11%	(104)	930
2020 Vote: Donald Trump	9%	(70)	21%	(159)	15%	(113)	36%	(279)	20%	(152)	773
2020 Vote: Didn't Vote	10%	(45)	16%	(73)	18%	(82)	31%	(141)	25%	(116)	458
2018 House Vote: Democrat	7%	(52)	12%	(88)	9%	(70)	62%	(465)	10%	(78)	753
2018 House Vote: Republican	7%	(41)	19%	(116)	14%	(88)	40%	(246)	19%	(118)	610
2018 House Vote: Someone else	6%	(3)	18%	(9)	13%	(7)	55%	(28)	8%	(4)	52
2016 Vote: Hillary Clinton	6%	(43)	12%	(84)	9%	(65)	63%	(439)	10%	(71)	703
2016 Vote: Donald Trump	8%	(50)	18%	(120)	15%	(98)	41%	(269)	19%	(127)	664
2016 Vote: Other	—	(0)	11%	(9)	10%	(8)	64%	(51)	15%	(12)	80
2016 Vote: Didn't Vote	10%	(76)	17%	(126)	16%	(124)	35%	(266)	22%	(168)	760
Voted in 2014: Yes	6%	(75)	15%	(181)	11%	(133)	55%	(677)	14%	(171)	1238
Voted in 2014: No	10%	(95)	16%	(159)	17%	(162)	36%	(350)	21%	(207)	972

Continued on next page

Table AUSHTI2_1: Do you have a favorable or unfavorable opinion of the following?
 Ye (Formerly known as Kanye West)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(170)	15%	(340)	13%	(295)	46%	(1027)	17%	(378)	2210
4-Region: Northeast	8%	(31)	15%	(56)	14%	(53)	46%	(178)	17%	(64)	383
4-Region: Midwest	6%	(26)	16%	(73)	13%	(60)	46%	(212)	19%	(85)	456
4-Region: South	8%	(70)	15%	(126)	15%	(125)	43%	(366)	19%	(158)	844
4-Region: West	8%	(43)	16%	(84)	11%	(57)	52%	(271)	13%	(71)	527

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

Table AUSHTI2_2: Do you have a favorable or unfavorable opinion of the following?

Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	8% (169)	17% (386)	20% (447)	38% (844)	17% (365)	2210
Gender: Male	10% (102)	17% (177)	19% (204)	40% (425)	15% (159)	1068
Gender: Female	6% (67)	18% (209)	21% (242)	37% (419)	18% (206)	1142
Age: 18-34	13% (82)	23% (145)	18% (119)	26% (167)	20% (130)	642
Age: 35-44	11% (39)	23% (83)	20% (74)	34% (124)	13% (46)	365
Age: 45-64	6% (43)	14% (101)	21% (147)	43% (306)	16% (116)	714
Age: 65+	1% (5)	12% (57)	22% (107)	51% (247)	15% (73)	489
GenZers: 1997-2012	11% (27)	22% (52)	16% (39)	26% (63)	24% (57)	239
Millennials: 1981-1996	12% (81)	22% (148)	20% (132)	29% (192)	16% (106)	658
GenXers: 1965-1980	8% (43)	18% (101)	20% (112)	39% (216)	15% (81)	553
Baby Boomers: 1946-1964	2% (17)	11% (76)	22% (150)	50% (345)	15% (106)	694
PID: Dem (no lean)	10% (90)	23% (202)	21% (188)	32% (284)	14% (126)	890
PID: Ind (no lean)	6% (38)	15% (95)	19% (118)	40% (248)	20% (128)	627
PID: Rep (no lean)	6% (41)	13% (89)	20% (140)	45% (311)	16% (112)	693
PID/Gender: Dem Men	13% (51)	25% (104)	20% (84)	30% (122)	12% (50)	411
PID/Gender: Dem Women	8% (39)	20% (98)	22% (104)	34% (162)	16% (75)	479
PID/Gender: Ind Men	8% (25)	11% (36)	18% (55)	44% (136)	19% (60)	312
PID/Gender: Ind Women	4% (13)	19% (59)	20% (63)	36% (112)	22% (68)	316
PID/Gender: Rep Men	7% (25)	11% (37)	19% (65)	49% (168)	14% (49)	345
PID/Gender: Rep Women	4% (15)	15% (52)	21% (75)	41% (144)	18% (62)	348
Ideo: Liberal (1-3)	10% (71)	20% (139)	23% (159)	33% (227)	14% (98)	694
Ideo: Moderate (4)	8% (59)	21% (152)	19% (134)	36% (254)	15% (107)	706
Ideo: Conservative (5-7)	5% (31)	12% (81)	20% (131)	48% (322)	15% (103)	668
Educ: < College	8% (118)	18% (259)	20% (285)	35% (498)	19% (277)	1437
Educ: Bachelors degree	7% (36)	17% (84)	19% (92)	46% (225)	11% (54)	491
Educ: Post-grad	5% (15)	15% (43)	25% (70)	43% (121)	12% (33)	282
Income: Under 50k	8% (105)	17% (217)	20% (252)	36% (461)	20% (254)	1290
Income: 50k-100k	6% (41)	19% (122)	22% (141)	40% (260)	12% (80)	643
Income: 100k+	8% (23)	17% (47)	19% (54)	44% (122)	11% (31)	277
Ethnicity: White	6% (106)	16% (276)	20% (351)	41% (706)	16% (272)	1711
Ethnicity: Hispanic	13% (47)	24% (90)	20% (76)	30% (113)	13% (48)	374

Continued on next page

Table AUSHTI2_2: Do you have a favorable or unfavorable opinion of the following?
 Kim Kardashian

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(169)	17%	(386)	20%	(447)	38%	(844)	17%	(365)	2210
Ethnicity: Black	15%	(43)	24%	(68)	16%	(46)	27%	(76)	18%	(49)	282
Ethnicity: Other	9%	(20)	19%	(41)	23%	(50)	28%	(62)	20%	(43)	217
All Christian	6%	(60)	16%	(161)	21%	(208)	41%	(402)	15%	(149)	981
All Non-Christian	13%	(16)	21%	(25)	22%	(27)	33%	(40)	12%	(14)	124
Atheist	1%	(1)	8%	(8)	25%	(27)	46%	(49)	20%	(21)	105
Agnostic/Nothing in particular	8%	(53)	19%	(121)	19%	(118)	36%	(231)	17%	(110)	633
Something Else	10%	(38)	19%	(70)	18%	(67)	33%	(122)	19%	(71)	367
Religious Non-Protestant/Catholic	14%	(18)	20%	(27)	21%	(28)	32%	(44)	13%	(18)	135
Evangelical	9%	(53)	17%	(103)	16%	(97)	39%	(231)	18%	(109)	593
Non-Evangelical	6%	(42)	16%	(118)	24%	(172)	39%	(285)	15%	(106)	723
Community: Urban	13%	(81)	25%	(159)	18%	(119)	31%	(201)	13%	(85)	645
Community: Suburban	6%	(60)	15%	(149)	22%	(212)	42%	(409)	15%	(144)	975
Community: Rural	5%	(28)	13%	(78)	20%	(115)	40%	(234)	23%	(136)	590
Employ: Private Sector	10%	(72)	21%	(147)	19%	(130)	39%	(268)	11%	(77)	695
Employ: Government	15%	(18)	21%	(25)	24%	(27)	29%	(34)	11%	(13)	116
Employ: Self-Employed	11%	(20)	21%	(38)	23%	(42)	29%	(54)	16%	(29)	182
Employ: Homemaker	10%	(13)	13%	(18)	21%	(30)	34%	(49)	22%	(31)	142
Employ: Student	7%	(4)	25%	(15)	24%	(15)	26%	(16)	18%	(11)	62
Employ: Retired	2%	(12)	11%	(62)	21%	(122)	49%	(279)	17%	(100)	575
Employ: Unemployed	7%	(21)	17%	(50)	20%	(58)	29%	(87)	28%	(82)	297
Employ: Other	6%	(9)	22%	(31)	15%	(21)	41%	(58)	16%	(22)	141
Military HH: Yes	5%	(16)	11%	(35)	19%	(58)	49%	(151)	16%	(48)	308
Military HH: No	8%	(153)	18%	(351)	20%	(389)	36%	(692)	17%	(316)	1902
RD/WT: Right Direction	13%	(81)	22%	(142)	18%	(115)	30%	(195)	17%	(109)	643
RD/WT: Wrong Track	6%	(88)	16%	(243)	21%	(331)	41%	(648)	16%	(256)	1567
Biden Job Approve	10%	(102)	23%	(233)	19%	(195)	32%	(320)	16%	(162)	1013
Biden Job Disapprove	5%	(61)	13%	(148)	21%	(238)	45%	(506)	15%	(162)	1115

Continued on next page

Table AUSHTI2_2: Do you have a favorable or unfavorable opinion of the following?

Kim Kardashian

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(169)	17%	(386)	20%	(447)	38%	(844)	17%	(365)	2210
Biden Job Strongly Approve	14%	(63)	21%	(96)	15%	(65)	36%	(161)	15%	(65)	451
Biden Job Somewhat Approve	7%	(40)	24%	(138)	23%	(130)	28%	(159)	17%	(97)	563
Biden Job Somewhat Disapprove	10%	(31)	17%	(55)	27%	(88)	35%	(114)	12%	(40)	328
Biden Job Strongly Disapprove	4%	(29)	12%	(92)	19%	(150)	50%	(392)	16%	(123)	787
Favorable of Biden	11%	(112)	21%	(217)	20%	(203)	32%	(328)	15%	(154)	1014
Unfavorable of Biden	5%	(52)	14%	(160)	21%	(231)	45%	(497)	15%	(163)	1103
Very Favorable of Biden	14%	(66)	22%	(105)	16%	(74)	35%	(164)	13%	(59)	467
Somewhat Favorable of Biden	9%	(47)	20%	(112)	24%	(130)	30%	(164)	17%	(95)	547
Somewhat Unfavorable of Biden	6%	(18)	20%	(57)	26%	(76)	34%	(98)	13%	(38)	286
Very Unfavorable of Biden	4%	(35)	13%	(103)	19%	(156)	49%	(399)	15%	(125)	817
#1 Issue: Economy	8%	(67)	20%	(179)	21%	(191)	35%	(316)	16%	(141)	894
#1 Issue: Security	7%	(16)	11%	(24)	18%	(38)	49%	(104)	15%	(32)	215
#1 Issue: Health Care	12%	(22)	20%	(38)	14%	(27)	29%	(55)	25%	(48)	190
#1 Issue: Medicare / Social Security	5%	(12)	15%	(36)	19%	(44)	45%	(105)	15%	(36)	232
#1 Issue: Women's Issues	9%	(32)	18%	(64)	24%	(85)	32%	(112)	15%	(53)	346
#1 Issue: Education	7%	(5)	20%	(15)	14%	(10)	40%	(30)	20%	(15)	76
#1 Issue: Energy	6%	(8)	13%	(17)	21%	(28)	46%	(60)	14%	(19)	132
#1 Issue: Other	5%	(6)	10%	(13)	18%	(23)	49%	(61)	18%	(23)	125
2020 Vote: Joe Biden	9%	(83)	20%	(189)	20%	(189)	36%	(335)	14%	(134)	930
2020 Vote: Donald Trump	6%	(46)	15%	(117)	20%	(152)	45%	(349)	14%	(109)	773
2020 Vote: Didn't Vote	8%	(39)	16%	(74)	21%	(98)	30%	(137)	24%	(110)	458
2018 House Vote: Democrat	9%	(65)	22%	(168)	21%	(156)	37%	(281)	11%	(83)	753
2018 House Vote: Republican	5%	(33)	12%	(73)	18%	(112)	49%	(299)	15%	(93)	610
2018 House Vote: Someone else	6%	(3)	4%	(2)	21%	(11)	54%	(28)	15%	(8)	52
2016 Vote: Hillary Clinton	9%	(62)	22%	(153)	21%	(151)	36%	(255)	12%	(81)	703
2016 Vote: Donald Trump	4%	(30)	12%	(81)	20%	(134)	49%	(323)	14%	(96)	664
2016 Vote: Other	3%	(3)	5%	(4)	16%	(12)	57%	(45)	19%	(15)	80
2016 Vote: Didn't Vote	10%	(74)	19%	(145)	20%	(149)	29%	(219)	23%	(173)	760
Voted in 2014: Yes	7%	(82)	17%	(204)	20%	(247)	44%	(548)	13%	(155)	1238
Voted in 2014: No	9%	(87)	19%	(182)	20%	(199)	30%	(295)	22%	(210)	972

Continued on next page

Table AUSHTI2_2: Do you have a favorable or unfavorable opinion of the following?
 Kim Kardashian

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(169)	17%	(386)	20%	(447)	38%	(844)	17%	(365)	2210
4-Region: Northeast	7%	(27)	19%	(73)	19%	(72)	38%	(147)	17%	(64)	383
4-Region: Midwest	7%	(32)	12%	(55)	21%	(96)	42%	(192)	18%	(83)	456
4-Region: South	9%	(75)	19%	(158)	19%	(161)	36%	(305)	17%	(146)	844
4-Region: West	7%	(36)	19%	(100)	22%	(118)	38%	(201)	14%	(72)	527

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

Table AUSHTI2_3: Do you have a favorable or unfavorable opinion of the following?

Candace Owens

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(275)	12%	(273)	7%	(164)	18%	(404)	49%	(1094)	2210
Gender: Male	15%	(158)	15%	(155)	10%	(103)	19%	(204)	42%	(448)	1068
Gender: Female	10%	(117)	10%	(117)	5%	(62)	18%	(200)	57%	(646)	1142
Age: 18-34	11%	(70)	12%	(74)	9%	(56)	18%	(113)	51%	(328)	642
Age: 35-44	11%	(41)	16%	(60)	9%	(33)	19%	(70)	44%	(161)	365
Age: 45-64	13%	(96)	13%	(95)	7%	(52)	17%	(122)	49%	(348)	714
Age: 65+	14%	(68)	9%	(43)	5%	(23)	20%	(99)	52%	(256)	489
GenZers: 1997-2012	12%	(28)	8%	(19)	9%	(22)	17%	(40)	55%	(131)	239
Millennials: 1981-1996	12%	(79)	14%	(94)	9%	(56)	18%	(119)	47%	(311)	658
GenXers: 1965-1980	12%	(66)	16%	(87)	8%	(46)	16%	(87)	48%	(266)	553
Baby Boomers: 1946-1964	14%	(95)	10%	(68)	6%	(39)	21%	(144)	50%	(349)	694
PID: Dem (no lean)	7%	(62)	10%	(90)	8%	(72)	25%	(222)	50%	(444)	890
PID: Ind (no lean)	8%	(48)	9%	(55)	8%	(49)	19%	(118)	57%	(358)	627
PID: Rep (no lean)	24%	(165)	18%	(128)	6%	(43)	9%	(65)	42%	(292)	693
PID/Gender: Dem Men	10%	(42)	12%	(48)	11%	(44)	25%	(104)	42%	(174)	411
PID/Gender: Dem Women	4%	(20)	9%	(42)	6%	(28)	25%	(118)	57%	(271)	479
PID/Gender: Ind Men	8%	(25)	11%	(33)	10%	(31)	21%	(66)	50%	(156)	312
PID/Gender: Ind Women	7%	(23)	7%	(22)	5%	(17)	16%	(52)	64%	(202)	316
PID/Gender: Rep Men	27%	(92)	22%	(74)	8%	(27)	10%	(33)	34%	(118)	345
PID/Gender: Rep Women	21%	(74)	15%	(53)	5%	(16)	9%	(31)	50%	(174)	348
Ideo: Liberal (1-3)	7%	(45)	8%	(58)	7%	(46)	30%	(206)	49%	(339)	694
Ideo: Moderate (4)	7%	(50)	12%	(82)	11%	(75)	16%	(110)	55%	(390)	706
Ideo: Conservative (5-7)	27%	(179)	19%	(128)	5%	(36)	10%	(69)	38%	(256)	668
Educ: < College	12%	(167)	11%	(159)	7%	(105)	16%	(236)	54%	(770)	1437
Educ: Bachelors degree	15%	(74)	14%	(67)	7%	(36)	23%	(113)	41%	(201)	491
Educ: Post-grad	12%	(34)	17%	(47)	8%	(23)	20%	(56)	44%	(123)	282
Income: Under 50k	11%	(140)	11%	(136)	7%	(96)	18%	(236)	53%	(682)	1290
Income: 50k-100k	15%	(96)	15%	(94)	7%	(47)	18%	(114)	45%	(292)	643
Income: 100k+	14%	(40)	15%	(42)	7%	(21)	20%	(54)	43%	(120)	277
Ethnicity: White	13%	(217)	13%	(224)	6%	(108)	17%	(298)	50%	(864)	1711
Ethnicity: Hispanic	16%	(58)	10%	(37)	8%	(29)	17%	(64)	50%	(186)	374

Continued on next page

Table AUSHTI2_3: Do you have a favorable or unfavorable opinion of the following?
 Candace Owens

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(275)	12%	(273)	7%	(164)	18%	(404)	49%	(1094)	2210
Ethnicity: Black	10%	(28)	11%	(32)	11%	(30)	22%	(61)	47%	(132)	282
Ethnicity: Other	14%	(31)	8%	(17)	12%	(26)	21%	(45)	45%	(98)	217
All Christian	18%	(176)	15%	(151)	6%	(58)	15%	(150)	45%	(446)	981
All Non-Christian	12%	(15)	13%	(16)	15%	(19)	22%	(27)	38%	(47)	124
Atheist	2%	(2)	6%	(7)	11%	(12)	38%	(40)	42%	(44)	105
Agnostic/Nothing in particular	8%	(48)	9%	(58)	7%	(45)	22%	(138)	54%	(343)	633
Something Else	9%	(34)	11%	(41)	8%	(29)	13%	(49)	58%	(214)	367
Religious Non-Protestant/Catholic	14%	(19)	13%	(18)	15%	(20)	21%	(28)	37%	(51)	135
Evangelical	19%	(111)	16%	(98)	6%	(33)	12%	(69)	47%	(282)	593
Non-Evangelical	12%	(90)	12%	(87)	7%	(52)	17%	(126)	51%	(369)	723
Community: Urban	13%	(85)	13%	(86)	8%	(52)	18%	(119)	47%	(303)	645
Community: Suburban	12%	(116)	12%	(118)	7%	(72)	19%	(183)	50%	(486)	975
Community: Rural	13%	(74)	12%	(69)	7%	(40)	17%	(102)	52%	(305)	590
Employ: Private Sector	14%	(100)	17%	(115)	8%	(56)	19%	(130)	42%	(293)	695
Employ: Government	16%	(18)	15%	(17)	10%	(11)	19%	(22)	41%	(48)	116
Employ: Self-Employed	15%	(26)	12%	(22)	10%	(18)	15%	(28)	48%	(87)	182
Employ: Homemaker	9%	(13)	10%	(14)	8%	(11)	18%	(25)	55%	(78)	142
Employ: Student	11%	(7)	9%	(5)	6%	(4)	27%	(17)	47%	(29)	62
Employ: Retired	13%	(74)	11%	(64)	5%	(29)	18%	(102)	53%	(306)	575
Employ: Unemployed	7%	(20)	7%	(21)	9%	(27)	21%	(62)	56%	(167)	297
Employ: Other	12%	(17)	9%	(13)	5%	(8)	13%	(18)	61%	(86)	141
Military HH: Yes	15%	(47)	13%	(41)	10%	(32)	15%	(45)	47%	(144)	308
Military HH: No	12%	(229)	12%	(231)	7%	(133)	19%	(359)	50%	(950)	1902
RD/WT: Right Direction	9%	(57)	11%	(73)	8%	(54)	23%	(149)	48%	(309)	643
RD/WT: Wrong Track	14%	(218)	13%	(200)	7%	(110)	16%	(254)	50%	(785)	1567
Biden Job Approve	6%	(63)	10%	(105)	7%	(69)	24%	(241)	53%	(536)	1013
Biden Job Disapprove	19%	(210)	15%	(165)	8%	(91)	14%	(153)	44%	(496)	1115

Continued on next page

Table AUSHTI2_3: Do you have a favorable or unfavorable opinion of the following?

Candace Owens

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(275)	12%	(273)	7%	(164)	18%	(404)	49%	(1094)	2210
Biden Job Strongly Approve	9%	(42)	8%	(38)	6%	(26)	25%	(113)	51%	(231)	451
Biden Job Somewhat Approve	4%	(20)	12%	(67)	8%	(43)	23%	(127)	54%	(305)	563
Biden Job Somewhat Disapprove	5%	(15)	12%	(40)	14%	(45)	17%	(55)	53%	(173)	328
Biden Job Strongly Disapprove	25%	(195)	16%	(125)	6%	(46)	12%	(98)	41%	(323)	787
Favorable of Biden	6%	(63)	10%	(98)	7%	(74)	24%	(245)	53%	(534)	1014
Unfavorable of Biden	19%	(209)	15%	(169)	7%	(81)	14%	(150)	45%	(494)	1103
Very Favorable of Biden	8%	(39)	9%	(43)	5%	(25)	27%	(126)	50%	(233)	467
Somewhat Favorable of Biden	4%	(24)	10%	(55)	9%	(49)	22%	(118)	55%	(301)	547
Somewhat Unfavorable of Biden	5%	(13)	12%	(36)	12%	(35)	16%	(46)	55%	(156)	286
Very Unfavorable of Biden	24%	(196)	16%	(133)	6%	(47)	13%	(104)	41%	(337)	817
#1 Issue: Economy	13%	(120)	15%	(138)	7%	(67)	15%	(130)	49%	(440)	894
#1 Issue: Security	30%	(64)	15%	(32)	5%	(11)	15%	(33)	34%	(74)	215
#1 Issue: Health Care	11%	(20)	11%	(21)	6%	(12)	22%	(42)	50%	(95)	190
#1 Issue: Medicare / Social Security	8%	(19)	10%	(23)	6%	(14)	23%	(54)	53%	(123)	232
#1 Issue: Women's Issues	4%	(14)	6%	(19)	12%	(40)	26%	(90)	53%	(182)	346
#1 Issue: Education	16%	(12)	15%	(12)	7%	(6)	11%	(8)	50%	(38)	76
#1 Issue: Energy	9%	(12)	12%	(16)	9%	(11)	20%	(26)	50%	(66)	132
#1 Issue: Other	10%	(13)	10%	(12)	3%	(4)	17%	(21)	61%	(76)	125
2020 Vote: Joe Biden	5%	(50)	9%	(81)	8%	(74)	27%	(252)	51%	(473)	930
2020 Vote: Donald Trump	25%	(191)	18%	(141)	7%	(53)	10%	(76)	40%	(312)	773
2020 Vote: Didn't Vote	7%	(34)	10%	(46)	7%	(34)	14%	(66)	61%	(278)	458
2018 House Vote: Democrat	6%	(45)	10%	(79)	7%	(55)	28%	(211)	48%	(364)	753
2018 House Vote: Republican	25%	(153)	18%	(111)	6%	(39)	11%	(67)	40%	(241)	610
2018 House Vote: Someone else	8%	(4)	9%	(5)	9%	(5)	31%	(16)	43%	(22)	52
2016 Vote: Hillary Clinton	6%	(41)	10%	(70)	7%	(53)	29%	(204)	48%	(335)	703
2016 Vote: Donald Trump	24%	(161)	17%	(112)	7%	(47)	12%	(81)	40%	(264)	664
2016 Vote: Other	9%	(7)	14%	(11)	9%	(7)	25%	(20)	44%	(35)	80
2016 Vote: Didn't Vote	9%	(66)	11%	(80)	8%	(57)	13%	(100)	60%	(457)	760
Voted in 2014: Yes	14%	(179)	14%	(170)	7%	(86)	21%	(261)	44%	(542)	1238
Voted in 2014: No	10%	(97)	11%	(103)	8%	(78)	15%	(143)	57%	(552)	972

Continued on next page

Table AUSHTI2_3: Do you have a favorable or unfavorable opinion of the following?
 Candace Owens

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(275)	12%	(273)	7%	(164)	18%	(404)	49%	(1094)	2210
4-Region: Northeast	12%	(44)	12%	(47)	7%	(27)	20%	(76)	49%	(189)	383
4-Region: Midwest	10%	(46)	13%	(57)	7%	(34)	20%	(92)	50%	(227)	456
4-Region: South	14%	(116)	13%	(114)	7%	(61)	15%	(130)	50%	(423)	844
4-Region: West	13%	(69)	10%	(55)	8%	(43)	20%	(105)	48%	(255)	527

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

Table AUSHTI2_4: Do you have a favorable or unfavorable opinion of the following?

Tucker Carlson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	12% (270)	15% (322)	9% (197)	27% (606)	37% (814)	2210
Gender: Male	16% (170)	16% (172)	11% (115)	29% (313)	28% (298)	1068
Gender: Female	9% (101)	13% (150)	7% (82)	26% (293)	45% (516)	1142
Age: 18-34	8% (52)	13% (83)	10% (63)	20% (130)	49% (314)	642
Age: 35-44	10% (37)	15% (57)	12% (43)	23% (85)	39% (144)	365
Age: 45-64	14% (98)	16% (117)	8% (59)	27% (196)	34% (244)	714
Age: 65+	17% (84)	13% (66)	7% (32)	40% (195)	23% (112)	489
GenZers: 1997-2012	8% (20)	9% (23)	12% (29)	15% (37)	55% (131)	239
Millennials: 1981-1996	10% (65)	14% (94)	9% (60)	23% (149)	44% (290)	658
GenXers: 1965-1980	12% (64)	17% (96)	10% (53)	25% (136)	37% (204)	553
Baby Boomers: 1946-1964	16% (108)	15% (102)	7% (49)	38% (261)	25% (174)	694
PID: Dem (no lean)	6% (52)	11% (97)	9% (78)	42% (372)	33% (291)	890
PID: Ind (no lean)	7% (42)	12% (75)	10% (62)	24% (151)	47% (297)	627
PID: Rep (no lean)	25% (176)	22% (150)	8% (58)	12% (83)	33% (226)	693
PID/Gender: Dem Men	8% (34)	12% (51)	11% (45)	44% (182)	24% (100)	411
PID/Gender: Dem Women	4% (18)	10% (47)	7% (33)	40% (190)	40% (192)	479
PID/Gender: Ind Men	10% (31)	13% (41)	13% (40)	29% (91)	35% (109)	312
PID/Gender: Ind Women	4% (12)	11% (34)	7% (22)	19% (60)	60% (188)	316
PID/Gender: Rep Men	30% (105)	23% (80)	9% (30)	12% (40)	26% (90)	345
PID/Gender: Rep Women	21% (71)	20% (70)	8% (28)	12% (43)	39% (136)	348
Ideo: Liberal (1-3)	7% (46)	9% (62)	6% (44)	50% (347)	28% (195)	694
Ideo: Moderate (4)	6% (42)	13% (89)	13% (93)	23% (163)	45% (319)	706
Ideo: Conservative (5-7)	27% (183)	24% (164)	9% (57)	12% (78)	28% (186)	668
Educ: < College	11% (158)	13% (191)	10% (139)	22% (314)	44% (635)	1437
Educ: Bachelors degree	15% (76)	15% (71)	9% (42)	37% (183)	24% (119)	491
Educ: Post-grad	13% (37)	21% (60)	6% (16)	39% (109)	21% (60)	282
Income: Under 50k	11% (140)	13% (163)	9% (119)	24% (308)	43% (560)	1290
Income: 50k-100k	14% (89)	18% (113)	8% (51)	32% (208)	28% (182)	643
Income: 100k+	15% (41)	17% (46)	10% (27)	33% (90)	26% (73)	277
Ethnicity: White	13% (229)	16% (275)	8% (133)	28% (482)	35% (591)	1711
Ethnicity: Hispanic	13% (48)	15% (54)	11% (43)	20% (75)	41% (153)	374

Continued on next page

Table AUSHTI2_4: Do you have a favorable or unfavorable opinion of the following?
 Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(270)	15%	(322)	9%	(197)	27%	(606)	37%	(814)	2210
Ethnicity: Black	7%	(19)	9%	(25)	12%	(34)	25%	(69)	48%	(135)	282
Ethnicity: Other	10%	(23)	10%	(22)	14%	(29)	25%	(55)	41%	(88)	217
All Christian	18%	(172)	21%	(203)	8%	(77)	25%	(248)	29%	(281)	981
All Non-Christian	11%	(13)	16%	(19)	13%	(17)	40%	(50)	20%	(25)	124
Atheist	4%	(5)	8%	(9)	10%	(10)	51%	(54)	27%	(28)	105
Agnostic/Nothing in particular	9%	(56)	8%	(52)	8%	(53)	30%	(189)	45%	(283)	633
Something Else	7%	(25)	11%	(39)	11%	(39)	18%	(66)	54%	(198)	367
Religious Non-Protestant/Catholic	10%	(14)	16%	(21)	13%	(18)	39%	(53)	22%	(30)	135
Evangelical	19%	(114)	19%	(115)	6%	(36)	16%	(93)	40%	(235)	593
Non-Evangelical	11%	(76)	16%	(118)	11%	(78)	30%	(214)	33%	(235)	723
Community: Urban	14%	(88)	14%	(88)	9%	(61)	26%	(165)	38%	(245)	645
Community: Suburban	12%	(112)	16%	(153)	8%	(76)	31%	(306)	34%	(327)	975
Community: Rural	12%	(71)	14%	(81)	10%	(60)	23%	(136)	41%	(243)	590
Employ: Private Sector	14%	(99)	18%	(128)	11%	(77)	26%	(181)	30%	(210)	695
Employ: Government	10%	(11)	14%	(16)	12%	(14)	25%	(29)	39%	(45)	116
Employ: Self-Employed	10%	(19)	16%	(29)	7%	(13)	25%	(46)	41%	(75)	182
Employ: Homemaker	8%	(11)	12%	(16)	6%	(9)	25%	(36)	49%	(70)	142
Employ: Student	12%	(8)	7%	(4)	11%	(7)	20%	(13)	50%	(31)	62
Employ: Retired	14%	(83)	13%	(77)	8%	(45)	38%	(216)	27%	(153)	575
Employ: Unemployed	7%	(22)	10%	(30)	8%	(25)	23%	(68)	51%	(153)	297
Employ: Other	13%	(18)	14%	(20)	5%	(7)	13%	(19)	54%	(77)	141
Military HH: Yes	17%	(52)	15%	(47)	7%	(20)	29%	(89)	32%	(99)	308
Military HH: No	11%	(218)	14%	(274)	9%	(177)	27%	(517)	38%	(715)	1902
RD/WT: Right Direction	9%	(58)	11%	(73)	9%	(55)	40%	(255)	32%	(203)	643
RD/WT: Wrong Track	14%	(213)	16%	(249)	9%	(142)	22%	(352)	39%	(612)	1567
Biden Job Approve	6%	(61)	11%	(109)	7%	(75)	41%	(420)	34%	(348)	1013
Biden Job Disapprove	19%	(207)	19%	(210)	11%	(118)	16%	(177)	36%	(403)	1115

Continued on next page

Table AUSHTI2_4: Do you have a favorable or unfavorable opinion of the following?

Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(270)	15%	(322)	9%	(197)	27%	(606)	37%	(814)	2210
Biden Job Strongly Approve	11%	(48)	8%	(38)	6%	(25)	47%	(211)	29%	(130)	451
Biden Job Somewhat Approve	2%	(14)	13%	(72)	9%	(50)	37%	(209)	39%	(218)	563
Biden Job Somewhat Disapprove	3%	(11)	14%	(45)	14%	(46)	23%	(77)	46%	(150)	328
Biden Job Strongly Disapprove	25%	(196)	21%	(165)	9%	(72)	13%	(101)	32%	(254)	787
Favorable of Biden	6%	(56)	10%	(101)	8%	(80)	43%	(432)	34%	(345)	1014
Unfavorable of Biden	19%	(207)	20%	(217)	10%	(111)	15%	(165)	36%	(403)	1103
Very Favorable of Biden	9%	(40)	9%	(41)	6%	(29)	48%	(223)	29%	(133)	467
Somewhat Favorable of Biden	3%	(16)	11%	(59)	9%	(50)	38%	(210)	39%	(212)	547
Somewhat Unfavorable of Biden	5%	(13)	14%	(39)	15%	(42)	22%	(64)	45%	(128)	286
Very Unfavorable of Biden	24%	(194)	22%	(178)	8%	(69)	12%	(101)	34%	(275)	817
#1 Issue: Economy	12%	(104)	18%	(161)	11%	(102)	20%	(177)	39%	(350)	894
#1 Issue: Security	35%	(76)	20%	(43)	9%	(20)	10%	(21)	26%	(55)	215
#1 Issue: Health Care	9%	(17)	16%	(30)	5%	(9)	28%	(54)	42%	(80)	190
#1 Issue: Medicare / Social Security	10%	(23)	10%	(24)	5%	(12)	44%	(102)	31%	(72)	232
#1 Issue: Women's Issues	4%	(13)	5%	(19)	8%	(29)	41%	(143)	41%	(141)	346
#1 Issue: Education	3%	(3)	18%	(13)	8%	(6)	20%	(15)	51%	(39)	76
#1 Issue: Energy	13%	(17)	15%	(20)	7%	(9)	35%	(47)	30%	(39)	132
#1 Issue: Other	15%	(18)	9%	(12)	7%	(9)	38%	(48)	31%	(38)	125
2020 Vote: Joe Biden	5%	(45)	8%	(77)	8%	(76)	48%	(442)	31%	(289)	930
2020 Vote: Donald Trump	25%	(190)	24%	(185)	10%	(75)	11%	(82)	31%	(242)	773
2020 Vote: Didn't Vote	8%	(35)	12%	(55)	9%	(43)	15%	(68)	56%	(258)	458
2018 House Vote: Democrat	6%	(43)	10%	(76)	8%	(61)	50%	(374)	26%	(199)	753
2018 House Vote: Republican	26%	(156)	23%	(141)	7%	(45)	15%	(90)	29%	(178)	610
2018 House Vote: Someone else	6%	(3)	10%	(5)	16%	(8)	27%	(14)	41%	(21)	52
2016 Vote: Hillary Clinton	6%	(39)	10%	(70)	7%	(51)	49%	(348)	28%	(196)	703
2016 Vote: Donald Trump	26%	(173)	22%	(145)	9%	(59)	14%	(94)	29%	(193)	664
2016 Vote: Other	5%	(4)	15%	(12)	12%	(9)	42%	(33)	27%	(21)	80
2016 Vote: Didn't Vote	7%	(54)	12%	(93)	10%	(78)	17%	(131)	53%	(403)	760
Voted in 2014: Yes	15%	(181)	16%	(197)	8%	(102)	35%	(429)	27%	(329)	1238
Voted in 2014: No	9%	(90)	13%	(125)	10%	(95)	18%	(177)	50%	(485)	972

Continued on next page

Table AUSHTI2_4: Do you have a favorable or unfavorable opinion of the following?
 Tucker Carlson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(270)	15%	(322)	9%	(197)	27%	(606)	37%	(814)	2210
4-Region: Northeast	9%	(36)	15%	(59)	9%	(34)	30%	(116)	36%	(137)	383
4-Region: Midwest	9%	(43)	16%	(72)	9%	(42)	28%	(126)	38%	(173)	456
4-Region: South	13%	(113)	16%	(133)	9%	(75)	23%	(198)	39%	(327)	844
4-Region: West	15%	(79)	11%	(58)	9%	(46)	31%	(166)	34%	(179)	527

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

Table AUSHTI2_5: Do you have a favorable or unfavorable opinion of the following?

Chris Cuomo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	6% (124)	16% (348)	14% (299)	26% (574)	39% (864)	2210
Gender: Male	7% (72)	15% (160)	16% (168)	29% (312)	33% (355)	1068
Gender: Female	5% (52)	16% (188)	11% (131)	23% (263)	45% (509)	1142
Age: 18-34	5% (33)	10% (67)	13% (82)	14% (92)	57% (368)	642
Age: 35-44	5% (17)	15% (55)	12% (45)	25% (91)	43% (158)	365
Age: 45-64	7% (53)	17% (118)	15% (107)	29% (204)	32% (231)	714
Age: 65+	4% (21)	22% (107)	13% (64)	38% (188)	22% (108)	489
GenZers: 1997-2012	6% (15)	8% (18)	11% (27)	12% (29)	63% (150)	239
Millennials: 1981-1996	5% (31)	12% (82)	13% (85)	19% (125)	51% (336)	658
GenXers: 1965-1980	7% (40)	17% (95)	14% (76)	26% (145)	36% (197)	553
Baby Boomers: 1946-1964	5% (34)	20% (138)	15% (108)	36% (247)	24% (168)	694
PID: Dem (no lean)	8% (72)	25% (221)	16% (141)	16% (138)	36% (318)	890
PID: Ind (no lean)	4% (24)	11% (68)	12% (75)	23% (146)	50% (314)	627
PID: Rep (no lean)	4% (29)	9% (59)	12% (82)	42% (290)	34% (232)	693
PID/Gender: Dem Men	11% (44)	24% (98)	19% (76)	15% (63)	32% (130)	411
PID/Gender: Dem Women	6% (28)	26% (123)	14% (65)	16% (75)	39% (188)	479
PID/Gender: Ind Men	4% (13)	10% (30)	17% (52)	29% (90)	41% (128)	312
PID/Gender: Ind Women	4% (11)	12% (38)	8% (24)	18% (56)	59% (187)	316
PID/Gender: Rep Men	5% (16)	9% (32)	12% (40)	46% (159)	28% (98)	345
PID/Gender: Rep Women	4% (13)	8% (27)	12% (42)	38% (131)	39% (135)	348
Ideo: Liberal (1-3)	7% (52)	25% (175)	17% (117)	15% (104)	35% (246)	694
Ideo: Moderate (4)	7% (50)	15% (107)	14% (100)	20% (141)	44% (308)	706
Ideo: Conservative (5-7)	3% (19)	9% (62)	12% (78)	47% (314)	29% (196)	668
Educ: < College	5% (68)	14% (197)	12% (177)	24% (339)	46% (656)	1437
Educ: Bachelors degree	8% (39)	19% (95)	13% (66)	31% (153)	28% (137)	491
Educ: Post-grad	6% (17)	20% (56)	20% (55)	29% (83)	25% (71)	282
Income: Under 50k	5% (65)	14% (186)	13% (163)	23% (294)	45% (581)	1290
Income: 50k-100k	6% (42)	16% (106)	14% (90)	31% (199)	32% (206)	643
Income: 100k+	6% (18)	20% (56)	16% (46)	29% (81)	28% (77)	277
Ethnicity: White	5% (90)	16% (266)	13% (224)	29% (493)	37% (639)	1711
Ethnicity: Hispanic	5% (18)	20% (74)	14% (54)	15% (57)	46% (171)	374

Continued on next page

Table AUSHTI2_5: Do you have a favorable or unfavorable opinion of the following?
Chris Cuomo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(124)	16%	(348)	14%	(299)	26%	(574)	39%	(864)	2210
Ethnicity: Black	7%	(21)	19%	(53)	13%	(38)	14%	(39)	47%	(132)	282
Ethnicity: Other	6%	(14)	14%	(29)	17%	(37)	20%	(43)	43%	(94)	217
All Christian	5%	(53)	19%	(187)	14%	(133)	32%	(316)	30%	(293)	981
All Non-Christian	9%	(11)	24%	(30)	16%	(20)	26%	(32)	25%	(31)	124
Atheist	4%	(4)	10%	(11)	17%	(18)	25%	(26)	44%	(46)	105
Agnostic/Nothing in particular	6%	(40)	12%	(75)	14%	(91)	20%	(124)	48%	(304)	633
Something Else	5%	(17)	13%	(47)	10%	(37)	21%	(77)	52%	(190)	367
Religious Non-Protestant/Catholic	8%	(11)	22%	(30)	16%	(22)	27%	(37)	26%	(35)	135
Evangelical	5%	(32)	15%	(87)	11%	(66)	30%	(175)	39%	(234)	593
Non-Evangelical	5%	(34)	19%	(140)	14%	(99)	29%	(208)	33%	(241)	723
Community: Urban	8%	(54)	21%	(138)	11%	(73)	21%	(134)	38%	(246)	645
Community: Suburban	4%	(40)	15%	(151)	14%	(140)	29%	(287)	37%	(357)	975
Community: Rural	5%	(30)	10%	(60)	14%	(85)	26%	(154)	44%	(261)	590
Employ: Private Sector	8%	(53)	17%	(117)	17%	(115)	24%	(167)	35%	(244)	695
Employ: Government	6%	(7)	19%	(22)	10%	(12)	24%	(27)	42%	(48)	116
Employ: Self-Employed	3%	(5)	15%	(26)	12%	(21)	25%	(45)	46%	(84)	182
Employ: Homemaker	5%	(7)	7%	(10)	9%	(13)	26%	(37)	53%	(75)	142
Employ: Student	7%	(4)	8%	(5)	11%	(7)	20%	(12)	54%	(34)	62
Employ: Retired	5%	(29)	20%	(118)	14%	(81)	36%	(208)	24%	(140)	575
Employ: Unemployed	4%	(12)	11%	(34)	14%	(40)	17%	(50)	54%	(161)	297
Employ: Other	5%	(7)	12%	(17)	8%	(11)	19%	(27)	56%	(79)	141
Military HH: Yes	7%	(20)	14%	(43)	15%	(45)	34%	(105)	31%	(94)	308
Military HH: No	5%	(104)	16%	(305)	13%	(254)	25%	(469)	40%	(770)	1902
RD/WT: Right Direction	11%	(71)	26%	(167)	15%	(96)	14%	(88)	34%	(221)	643
RD/WT: Wrong Track	3%	(53)	12%	(181)	13%	(203)	31%	(486)	41%	(643)	1567
Biden Job Approve	9%	(93)	24%	(248)	15%	(152)	14%	(143)	37%	(378)	1013
Biden Job Disapprove	2%	(28)	9%	(97)	13%	(143)	38%	(425)	38%	(423)	1115

Continued on next page

Table AUSHTI2_5: Do you have a favorable or unfavorable opinion of the following?

Chris Cuomo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(124)	16%	(348)	14%	(299)	26%	(574)	39%	(864)	2210
Biden Job Strongly Approve	14%	(65)	27%	(121)	14%	(62)	14%	(65)	30%	(137)	451
Biden Job Somewhat Approve	5%	(28)	22%	(126)	16%	(90)	14%	(78)	43%	(241)	563
Biden Job Somewhat Disapprove	4%	(12)	15%	(49)	16%	(53)	18%	(58)	48%	(157)	328
Biden Job Strongly Disapprove	2%	(16)	6%	(48)	11%	(90)	47%	(367)	34%	(266)	787
Favorable of Biden	9%	(90)	24%	(246)	14%	(143)	15%	(151)	38%	(384)	1014
Unfavorable of Biden	3%	(31)	9%	(96)	13%	(145)	38%	(418)	37%	(414)	1103
Very Favorable of Biden	13%	(59)	28%	(133)	12%	(56)	16%	(74)	31%	(145)	467
Somewhat Favorable of Biden	6%	(31)	21%	(113)	16%	(88)	14%	(77)	44%	(239)	547
Somewhat Unfavorable of Biden	4%	(12)	14%	(41)	20%	(58)	16%	(46)	45%	(130)	286
Very Unfavorable of Biden	2%	(19)	7%	(55)	11%	(87)	46%	(372)	35%	(284)	817
#1 Issue: Economy	5%	(48)	12%	(110)	13%	(119)	29%	(258)	40%	(359)	894
#1 Issue: Security	2%	(5)	12%	(27)	11%	(25)	47%	(101)	27%	(57)	215
#1 Issue: Health Care	9%	(17)	20%	(38)	9%	(17)	14%	(28)	48%	(91)	190
#1 Issue: Medicare / Social Security	7%	(15)	20%	(47)	13%	(31)	26%	(60)	34%	(79)	232
#1 Issue: Women's Issues	4%	(15)	18%	(64)	16%	(55)	15%	(53)	46%	(159)	346
#1 Issue: Education	7%	(5)	19%	(14)	13%	(10)	11%	(8)	51%	(39)	76
#1 Issue: Energy	7%	(9)	18%	(24)	20%	(27)	21%	(28)	33%	(44)	132
#1 Issue: Other	8%	(11)	20%	(25)	12%	(16)	30%	(38)	29%	(36)	125
2020 Vote: Joe Biden	9%	(84)	24%	(225)	16%	(150)	17%	(155)	34%	(316)	930
2020 Vote: Donald Trump	2%	(19)	10%	(74)	11%	(88)	43%	(335)	33%	(256)	773
2020 Vote: Didn't Vote	5%	(21)	10%	(46)	11%	(53)	15%	(67)	59%	(271)	458
2018 House Vote: Democrat	9%	(68)	24%	(183)	17%	(132)	19%	(140)	31%	(231)	753
2018 House Vote: Republican	3%	(21)	8%	(52)	11%	(69)	47%	(290)	29%	(179)	610
2018 House Vote: Someone else	2%	(1)	13%	(7)	15%	(8)	33%	(17)	37%	(19)	52
2016 Vote: Hillary Clinton	9%	(65)	25%	(176)	17%	(122)	17%	(121)	31%	(219)	703
2016 Vote: Donald Trump	4%	(25)	9%	(59)	13%	(84)	46%	(309)	28%	(188)	664
2016 Vote: Other	4%	(3)	6%	(5)	17%	(14)	35%	(28)	37%	(30)	80
2016 Vote: Didn't Vote	4%	(31)	14%	(107)	10%	(79)	15%	(117)	56%	(426)	760
Voted in 2014: Yes	6%	(75)	18%	(222)	15%	(185)	33%	(405)	28%	(351)	1238
Voted in 2014: No	5%	(49)	13%	(127)	12%	(114)	17%	(169)	53%	(514)	972

Continued on next page

Table AUSHTI2_5: Do you have a favorable or unfavorable opinion of the following?
 Chris Cuomo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(124)	16%	(348)	14%	(299)	26%	(574)	39%	(864)	2210
4-Region: Northeast	5%	(19)	18%	(70)	16%	(61)	24%	(91)	37%	(141)	383
4-Region: Midwest	5%	(21)	14%	(64)	13%	(60)	29%	(131)	40%	(181)	456
4-Region: South	6%	(51)	14%	(117)	13%	(106)	25%	(208)	43%	(362)	844
4-Region: West	6%	(34)	19%	(98)	13%	(71)	27%	(144)	34%	(180)	527

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

Table AUSHTI2_6: Do you have a favorable or unfavorable opinion of the following?

Lizzo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (295)	21% (455)	9% (210)	18% (398)	39% (852)	2210
Gender: Male	9% (98)	18% (197)	12% (132)	21% (223)	39% (417)	1068
Gender: Female	17% (197)	23% (258)	7% (77)	15% (175)	38% (436)	1142
Age: 18-34	19% (125)	26% (168)	11% (73)	14% (87)	30% (190)	642
Age: 35-44	14% (51)	24% (87)	11% (42)	15% (54)	36% (132)	365
Age: 45-64	12% (84)	18% (131)	7% (53)	21% (147)	42% (298)	714
Age: 65+	7% (35)	14% (69)	9% (42)	23% (110)	48% (233)	489
GenZers: 1997-2012	23% (56)	22% (53)	15% (35)	12% (29)	28% (67)	239
Millennials: 1981-1996	17% (110)	27% (175)	10% (64)	14% (90)	33% (219)	658
GenXers: 1965-1980	11% (60)	20% (109)	10% (54)	20% (109)	40% (221)	553
Baby Boomers: 1946-1964	10% (69)	17% (115)	8% (52)	22% (153)	44% (305)	694
PID: Dem (no lean)	21% (188)	28% (247)	9% (77)	11% (96)	32% (282)	890
PID: Ind (no lean)	10% (65)	19% (116)	10% (63)	18% (116)	43% (267)	627
PID: Rep (no lean)	6% (42)	13% (92)	10% (69)	27% (186)	44% (303)	693
PID/Gender: Dem Men	16% (65)	27% (111)	13% (54)	11% (47)	33% (136)	411
PID/Gender: Dem Women	26% (123)	28% (136)	5% (24)	10% (50)	30% (146)	479
PID/Gender: Ind Men	6% (18)	17% (52)	12% (38)	21% (66)	44% (138)	312
PID/Gender: Ind Women	15% (47)	20% (64)	8% (25)	16% (50)	41% (129)	316
PID/Gender: Rep Men	4% (15)	10% (35)	12% (41)	32% (111)	41% (143)	345
PID/Gender: Rep Women	8% (27)	17% (58)	8% (28)	22% (75)	46% (160)	348
Ideo: Liberal (1-3)	23% (157)	29% (204)	6% (42)	11% (78)	31% (212)	694
Ideo: Moderate (4)	13% (95)	20% (144)	13% (89)	15% (107)	38% (271)	706
Ideo: Conservative (5-7)	4% (28)	12% (79)	11% (72)	29% (196)	44% (293)	668
Educ: < College	13% (189)	20% (281)	10% (139)	17% (247)	40% (582)	1437
Educ: Bachelors degree	13% (66)	23% (111)	9% (45)	22% (107)	33% (162)	491
Educ: Post-grad	14% (40)	23% (64)	9% (26)	16% (44)	38% (108)	282
Income: Under 50k	14% (178)	20% (252)	10% (132)	17% (218)	40% (510)	1290
Income: 50k-100k	12% (80)	22% (144)	8% (52)	20% (126)	37% (241)	643
Income: 100k+	13% (37)	21% (59)	10% (27)	19% (54)	36% (101)	277
Ethnicity: White	12% (200)	20% (339)	9% (154)	19% (333)	40% (684)	1711
Ethnicity: Hispanic	16% (60)	26% (97)	11% (40)	17% (64)	30% (113)	374

Continued on next page

Table AUSHTI2_6: Do you have a favorable or unfavorable opinion of the following?

Lizzo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(295)	21%	(455)	9%	(210)	18%	(398)	39%	(852)	2210
Ethnicity: Black	22%	(63)	24%	(67)	10%	(27)	15%	(41)	30%	(85)	282
Ethnicity: Other	15%	(32)	23%	(49)	13%	(29)	11%	(24)	38%	(83)	217
All Christian	9%	(92)	20%	(195)	8%	(82)	21%	(207)	41%	(405)	981
All Non-Christian	14%	(18)	21%	(26)	16%	(20)	15%	(18)	34%	(42)	124
Atheist	15%	(16)	22%	(23)	12%	(13)	14%	(15)	36%	(38)	105
Agnostic/Nothing in particular	18%	(115)	23%	(143)	8%	(52)	16%	(104)	35%	(219)	633
Something Else	15%	(55)	18%	(67)	12%	(43)	15%	(54)	40%	(148)	367
Religious Non-Protestant/Catholic	14%	(19)	20%	(27)	15%	(21)	15%	(21)	35%	(48)	135
Evangelical	9%	(52)	17%	(103)	8%	(50)	20%	(119)	45%	(269)	593
Non-Evangelical	12%	(85)	22%	(157)	10%	(73)	19%	(134)	38%	(275)	723
Community: Urban	17%	(108)	27%	(171)	9%	(60)	14%	(93)	33%	(212)	645
Community: Suburban	14%	(132)	20%	(193)	9%	(89)	20%	(194)	38%	(367)	975
Community: Rural	9%	(55)	15%	(91)	10%	(61)	19%	(111)	46%	(274)	590
Employ: Private Sector	14%	(95)	27%	(184)	11%	(74)	20%	(137)	29%	(205)	695
Employ: Government	15%	(18)	23%	(27)	10%	(11)	17%	(20)	34%	(40)	116
Employ: Self-Employed	12%	(21)	18%	(33)	11%	(19)	18%	(33)	41%	(75)	182
Employ: Homemaker	17%	(24)	27%	(38)	6%	(9)	11%	(16)	39%	(55)	142
Employ: Student	27%	(17)	27%	(17)	10%	(6)	10%	(6)	26%	(16)	62
Employ: Retired	9%	(53)	14%	(83)	9%	(49)	20%	(116)	48%	(274)	575
Employ: Unemployed	15%	(45)	17%	(50)	10%	(28)	17%	(51)	41%	(123)	297
Employ: Other	16%	(23)	16%	(23)	9%	(13)	13%	(18)	46%	(65)	141
Military HH: Yes	7%	(20)	17%	(53)	8%	(24)	25%	(78)	43%	(133)	308
Military HH: No	14%	(275)	21%	(402)	10%	(186)	17%	(320)	38%	(719)	1902
RD/WT: Right Direction	19%	(124)	25%	(163)	9%	(56)	12%	(77)	35%	(224)	643
RD/WT: Wrong Track	11%	(171)	19%	(292)	10%	(154)	21%	(322)	40%	(629)	1567
Biden Job Approve	21%	(208)	26%	(268)	8%	(77)	11%	(108)	35%	(351)	1013
Biden Job Disapprove	7%	(79)	15%	(169)	11%	(128)	25%	(283)	41%	(456)	1115

Continued on next page

Table AUSHTI2_6: Do you have a favorable or unfavorable opinion of the following?

Lizzo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(295)	21%	(455)	9%	(210)	18%	(398)	39%	(852)	2210
Biden Job Strongly Approve	26%	(116)	20%	(90)	8%	(36)	11%	(50)	35%	(159)	451
Biden Job Somewhat Approve	16%	(92)	32%	(178)	7%	(42)	10%	(58)	34%	(193)	563
Biden Job Somewhat Disapprove	11%	(37)	25%	(82)	15%	(48)	13%	(43)	36%	(118)	328
Biden Job Strongly Disapprove	5%	(42)	11%	(87)	10%	(80)	31%	(240)	43%	(338)	787
Favorable of Biden	21%	(210)	27%	(271)	7%	(68)	11%	(113)	35%	(352)	1014
Unfavorable of Biden	7%	(72)	15%	(167)	12%	(138)	25%	(277)	41%	(449)	1103
Very Favorable of Biden	26%	(119)	23%	(106)	7%	(31)	11%	(53)	34%	(157)	467
Somewhat Favorable of Biden	17%	(91)	30%	(165)	7%	(37)	11%	(60)	36%	(195)	547
Somewhat Unfavorable of Biden	11%	(31)	24%	(69)	18%	(51)	10%	(30)	37%	(105)	286
Very Unfavorable of Biden	5%	(42)	12%	(98)	11%	(86)	30%	(248)	42%	(344)	817
#1 Issue: Economy	10%	(88)	20%	(183)	11%	(95)	19%	(174)	40%	(354)	894
#1 Issue: Security	5%	(11)	12%	(25)	9%	(20)	33%	(70)	42%	(89)	215
#1 Issue: Health Care	19%	(36)	23%	(44)	7%	(13)	11%	(20)	41%	(77)	190
#1 Issue: Medicare / Social Security	9%	(22)	16%	(36)	8%	(19)	20%	(46)	47%	(109)	232
#1 Issue: Women's Issues	26%	(88)	28%	(97)	10%	(36)	9%	(29)	27%	(94)	346
#1 Issue: Education	17%	(13)	26%	(20)	10%	(7)	11%	(9)	36%	(28)	76
#1 Issue: Energy	16%	(21)	18%	(23)	7%	(9)	21%	(28)	39%	(51)	132
#1 Issue: Other	12%	(15)	22%	(27)	8%	(10)	18%	(23)	40%	(50)	125
2020 Vote: Joe Biden	19%	(179)	26%	(240)	9%	(83)	12%	(108)	34%	(320)	930
2020 Vote: Donald Trump	6%	(45)	15%	(119)	10%	(74)	28%	(215)	41%	(320)	773
2020 Vote: Didn't Vote	15%	(68)	19%	(88)	10%	(48)	14%	(64)	42%	(190)	458
2018 House Vote: Democrat	21%	(155)	25%	(190)	9%	(66)	12%	(93)	33%	(249)	753
2018 House Vote: Republican	5%	(29)	15%	(89)	9%	(52)	28%	(172)	44%	(267)	610
2018 House Vote: Someone else	8%	(4)	11%	(6)	16%	(8)	41%	(21)	24%	(12)	52
2016 Vote: Hillary Clinton	21%	(147)	26%	(180)	9%	(60)	13%	(91)	32%	(226)	703
2016 Vote: Donald Trump	6%	(38)	13%	(86)	9%	(59)	29%	(191)	44%	(290)	664
2016 Vote: Other	7%	(5)	19%	(15)	12%	(9)	24%	(19)	38%	(30)	80
2016 Vote: Didn't Vote	14%	(104)	23%	(174)	11%	(81)	13%	(97)	40%	(304)	760
Voted in 2014: Yes	13%	(164)	19%	(239)	9%	(108)	21%	(261)	38%	(466)	1238
Voted in 2014: No	13%	(131)	22%	(216)	10%	(102)	14%	(137)	40%	(386)	972

Continued on next page

Table AUSHTI2_6: Do you have a favorable or unfavorable opinion of the following?

Lizzo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(295)	21%	(455)	9%	(210)	18%	(398)	39%	(852)	2210
4-Region: Northeast	14%	(53)	18%	(67)	11%	(42)	19%	(73)	39%	(147)	383
4-Region: Midwest	13%	(59)	20%	(92)	10%	(44)	18%	(82)	39%	(179)	456
4-Region: South	13%	(111)	21%	(176)	9%	(79)	17%	(145)	40%	(334)	844
4-Region: West	14%	(72)	23%	(119)	9%	(45)	19%	(98)	36%	(192)	527

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

Table AUSHTI2_7: Do you have a favorable or unfavorable opinion of the following?

Beyonce

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (391)	31% (689)	13% (281)	19% (410)	20% (439)	2210
Gender: Male	18% (187)	28% (300)	14% (152)	20% (215)	20% (213)	1068
Gender: Female	18% (204)	34% (389)	11% (129)	17% (195)	20% (225)	1142
Age: 18-34	26% (164)	35% (223)	9% (59)	11% (71)	20% (125)	642
Age: 35-44	21% (76)	34% (123)	14% (50)	14% (53)	17% (63)	365
Age: 45-64	15% (110)	29% (210)	15% (110)	21% (152)	19% (133)	714
Age: 65+	8% (41)	27% (133)	13% (63)	27% (134)	24% (118)	489
GenZers: 1997-2012	30% (73)	34% (80)	7% (17)	8% (20)	21% (49)	239
Millennials: 1981-1996	23% (153)	34% (227)	11% (76)	13% (87)	18% (116)	658
GenXers: 1965-1980	16% (88)	33% (180)	14% (75)	20% (109)	18% (100)	553
Baby Boomers: 1946-1964	11% (75)	27% (185)	16% (109)	26% (177)	21% (148)	694
PID: Dem (no lean)	25% (222)	39% (345)	12% (107)	8% (74)	16% (143)	890
PID: Ind (no lean)	17% (107)	29% (180)	12% (73)	18% (114)	24% (153)	627
PID: Rep (no lean)	9% (62)	24% (164)	15% (102)	32% (222)	21% (143)	693
PID/Gender: Dem Men	27% (112)	36% (148)	14% (56)	9% (35)	15% (61)	411
PID/Gender: Dem Women	23% (110)	41% (197)	11% (51)	8% (39)	17% (82)	479
PID/Gender: Ind Men	15% (47)	26% (80)	14% (44)	19% (58)	26% (82)	312
PID/Gender: Ind Women	19% (60)	32% (100)	9% (29)	18% (56)	23% (71)	316
PID/Gender: Rep Men	8% (28)	21% (72)	15% (53)	35% (121)	21% (71)	345
PID/Gender: Rep Women	10% (34)	26% (92)	14% (49)	29% (100)	21% (72)	348
Ideo: Liberal (1-3)	25% (173)	38% (266)	12% (82)	8% (55)	17% (117)	694
Ideo: Moderate (4)	20% (138)	35% (244)	12% (83)	15% (104)	19% (137)	706
Ideo: Conservative (5-7)	8% (55)	21% (143)	16% (107)	34% (227)	20% (136)	668
Educ: < College	19% (270)	30% (433)	12% (166)	18% (261)	21% (307)	1437
Educ: Bachelors degree	16% (79)	33% (161)	14% (71)	22% (107)	15% (74)	491
Educ: Post-grad	15% (42)	34% (95)	16% (44)	15% (42)	21% (58)	282
Income: Under 50k	19% (244)	31% (399)	12% (161)	17% (223)	20% (263)	1290
Income: 50k-100k	15% (100)	31% (201)	13% (83)	22% (142)	18% (118)	643
Income: 100k+	17% (48)	32% (89)	13% (37)	16% (45)	21% (57)	277
Ethnicity: White	14% (232)	31% (534)	14% (231)	21% (354)	21% (359)	1711
Ethnicity: Hispanic	23% (85)	34% (127)	12% (46)	14% (51)	17% (65)	374

Continued on next page

Table AUSHTI2_7: Do you have a favorable or unfavorable opinion of the following?
Beyonce

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(391)	31%	(689)	13%	(281)	19%	(410)	20%	(439)	2210
Ethnicity: Black	41%	(117)	25%	(72)	10%	(28)	9%	(25)	14%	(40)	282
Ethnicity: Other	19%	(42)	39%	(84)	10%	(21)	14%	(31)	18%	(39)	217
All Christian	13%	(132)	31%	(300)	13%	(132)	24%	(233)	19%	(184)	981
All Non-Christian	22%	(28)	33%	(41)	14%	(17)	9%	(11)	21%	(27)	124
Atheist	16%	(17)	30%	(32)	15%	(16)	15%	(15)	24%	(25)	105
Agnostic/Nothing in particular	19%	(122)	34%	(213)	11%	(68)	15%	(96)	21%	(133)	633
Something Else	25%	(92)	28%	(103)	13%	(48)	15%	(54)	19%	(70)	367
Religious Non-Protestant/Catholic	23%	(31)	32%	(43)	14%	(19)	9%	(13)	22%	(30)	135
Evangelical	16%	(94)	27%	(162)	14%	(81)	23%	(139)	20%	(116)	593
Non-Evangelical	17%	(121)	32%	(232)	13%	(96)	20%	(141)	18%	(132)	723
Community: Urban	24%	(157)	37%	(237)	12%	(74)	12%	(78)	15%	(99)	645
Community: Suburban	17%	(169)	30%	(294)	13%	(128)	20%	(192)	20%	(191)	975
Community: Rural	11%	(64)	27%	(158)	13%	(79)	24%	(141)	25%	(148)	590
Employ: Private Sector	20%	(139)	33%	(230)	14%	(98)	18%	(127)	14%	(100)	695
Employ: Government	27%	(32)	28%	(32)	12%	(14)	17%	(19)	17%	(19)	116
Employ: Self-Employed	20%	(36)	35%	(63)	14%	(26)	13%	(23)	18%	(33)	182
Employ: Homemaker	17%	(24)	32%	(45)	15%	(22)	14%	(20)	21%	(30)	142
Employ: Student	19%	(12)	45%	(28)	7%	(5)	11%	(7)	18%	(11)	62
Employ: Retired	10%	(57)	29%	(165)	13%	(77)	24%	(139)	24%	(137)	575
Employ: Unemployed	21%	(61)	29%	(85)	10%	(29)	16%	(48)	25%	(74)	297
Employ: Other	21%	(29)	29%	(41)	8%	(12)	18%	(26)	24%	(33)	141
Military HH: Yes	13%	(40)	27%	(83)	13%	(40)	26%	(82)	20%	(63)	308
Military HH: No	18%	(351)	32%	(607)	13%	(241)	17%	(328)	20%	(376)	1902
RD/WT: Right Direction	26%	(167)	37%	(240)	11%	(70)	9%	(56)	17%	(110)	643
RD/WT: Wrong Track	14%	(224)	29%	(449)	13%	(211)	23%	(354)	21%	(328)	1567
Biden Job Approve	25%	(254)	40%	(401)	10%	(99)	8%	(83)	17%	(176)	1013
Biden Job Disapprove	11%	(125)	24%	(267)	16%	(178)	29%	(319)	20%	(226)	1115

Continued on next page

Table AUSHTI2_7: Do you have a favorable or unfavorable opinion of the following?

Beyonce

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(391)	31%	(689)	13%	(281)	19%	(410)	20%	(439)	2210
Biden Job Strongly Approve	28%	(127)	36%	(164)	10%	(44)	9%	(39)	17%	(76)	451
Biden Job Somewhat Approve	23%	(127)	42%	(236)	10%	(55)	8%	(44)	18%	(100)	563
Biden Job Somewhat Disapprove	19%	(63)	33%	(108)	16%	(54)	13%	(42)	19%	(61)	328
Biden Job Strongly Disapprove	8%	(62)	20%	(158)	16%	(124)	35%	(277)	21%	(165)	787
Favorable of Biden	26%	(262)	39%	(397)	10%	(98)	9%	(86)	17%	(171)	1014
Unfavorable of Biden	10%	(115)	25%	(271)	16%	(174)	29%	(316)	21%	(227)	1103
Very Favorable of Biden	33%	(156)	35%	(164)	8%	(35)	8%	(38)	16%	(74)	467
Somewhat Favorable of Biden	19%	(107)	43%	(234)	11%	(62)	9%	(49)	18%	(96)	547
Somewhat Unfavorable of Biden	16%	(46)	34%	(97)	17%	(50)	14%	(41)	18%	(53)	286
Very Unfavorable of Biden	8%	(69)	21%	(174)	15%	(124)	34%	(275)	21%	(174)	817
#1 Issue: Economy	17%	(150)	30%	(264)	13%	(114)	21%	(185)	20%	(181)	894
#1 Issue: Security	12%	(26)	19%	(41)	16%	(35)	36%	(77)	17%	(37)	215
#1 Issue: Health Care	23%	(43)	35%	(66)	9%	(17)	11%	(21)	22%	(42)	190
#1 Issue: Medicare / Social Security	18%	(41)	28%	(66)	11%	(25)	22%	(50)	22%	(50)	232
#1 Issue: Women's Issues	24%	(82)	42%	(147)	11%	(37)	8%	(26)	16%	(54)	346
#1 Issue: Education	21%	(16)	28%	(21)	14%	(10)	11%	(8)	27%	(20)	76
#1 Issue: Energy	17%	(22)	38%	(50)	14%	(19)	14%	(18)	17%	(23)	132
#1 Issue: Other	9%	(11)	28%	(35)	18%	(22)	19%	(24)	26%	(32)	125
2020 Vote: Joe Biden	24%	(227)	37%	(340)	13%	(118)	9%	(84)	17%	(162)	930
2020 Vote: Donald Trump	9%	(69)	24%	(185)	15%	(115)	33%	(252)	20%	(152)	773
2020 Vote: Didn't Vote	18%	(85)	34%	(154)	9%	(43)	14%	(65)	24%	(111)	458
2018 House Vote: Democrat	24%	(180)	38%	(286)	13%	(95)	10%	(74)	16%	(119)	753
2018 House Vote: Republican	8%	(50)	22%	(131)	15%	(91)	34%	(207)	21%	(131)	610
2018 House Vote: Someone else	10%	(5)	20%	(11)	15%	(8)	36%	(19)	19%	(10)	52
2016 Vote: Hillary Clinton	23%	(163)	39%	(276)	11%	(79)	10%	(69)	16%	(116)	703
2016 Vote: Donald Trump	9%	(62)	20%	(132)	15%	(101)	35%	(232)	21%	(137)	664
2016 Vote: Other	14%	(11)	25%	(20)	17%	(13)	27%	(21)	17%	(14)	80
2016 Vote: Didn't Vote	20%	(153)	34%	(260)	12%	(87)	12%	(88)	23%	(172)	760
Voted in 2014: Yes	17%	(208)	29%	(364)	14%	(171)	23%	(279)	17%	(216)	1238
Voted in 2014: No	19%	(183)	33%	(325)	11%	(110)	13%	(131)	23%	(223)	972

Continued on next page

Table AUSHTI2_7: Do you have a favorable or unfavorable opinion of the following?
Beyonce

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(391)	31%	(689)	13%	(281)	19%	(410)	20%	(439)	2210
4-Region: Northeast	18%	(71)	34%	(130)	11%	(41)	15%	(58)	22%	(82)	383
4-Region: Midwest	14%	(64)	30%	(137)	13%	(57)	22%	(99)	22%	(99)	456
4-Region: South	20%	(170)	28%	(238)	14%	(118)	19%	(159)	19%	(159)	844
4-Region: West	16%	(86)	35%	(183)	12%	(65)	18%	(94)	19%	(98)	527

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

Table AUSHTI2_8: Do you have a favorable or unfavorable opinion of the following?

Sean 'Diddy' Combs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	8% (179)	21% (469)	16% (346)	21% (465)	34% (752)	2210
Gender: Male	9% (100)	19% (205)	17% (183)	23% (249)	31% (331)	1068
Gender: Female	7% (79)	23% (264)	14% (162)	19% (217)	37% (421)	1142
Age: 18-34	12% (77)	21% (134)	13% (85)	13% (84)	41% (262)	642
Age: 35-44	9% (33)	33% (120)	15% (54)	16% (58)	27% (100)	365
Age: 45-64	8% (58)	20% (145)	19% (134)	24% (169)	29% (208)	714
Age: 65+	2% (11)	14% (70)	15% (73)	32% (154)	37% (181)	489
GenZers: 1997-2012	12% (29)	13% (32)	9% (22)	12% (30)	53% (127)	239
Millennials: 1981-1996	11% (72)	29% (190)	15% (102)	13% (88)	31% (205)	658
GenXers: 1965-1980	8% (46)	23% (126)	17% (97)	23% (127)	28% (157)	553
Baby Boomers: 1946-1964	5% (32)	16% (114)	17% (120)	28% (196)	33% (232)	694
PID: Dem (no lean)	12% (111)	25% (222)	15% (135)	16% (146)	31% (276)	890
PID: Ind (no lean)	5% (33)	20% (128)	14% (86)	21% (131)	40% (250)	627
PID: Rep (no lean)	5% (35)	17% (118)	18% (125)	27% (188)	33% (226)	693
PID/Gender: Dem Men	16% (65)	23% (93)	17% (71)	18% (74)	26% (107)	411
PID/Gender: Dem Women	9% (45)	27% (129)	13% (64)	15% (72)	35% (169)	479
PID/Gender: Ind Men	6% (17)	19% (58)	14% (43)	24% (76)	38% (117)	312
PID/Gender: Ind Women	5% (16)	22% (70)	13% (43)	17% (55)	42% (133)	316
PID/Gender: Rep Men	5% (18)	16% (54)	20% (69)	29% (98)	31% (106)	345
PID/Gender: Rep Women	5% (18)	19% (65)	16% (56)	26% (90)	34% (119)	348
Ideo: Liberal (1-3)	12% (86)	23% (157)	16% (110)	16% (112)	33% (231)	694
Ideo: Moderate (4)	9% (65)	26% (181)	15% (105)	20% (138)	31% (217)	706
Ideo: Conservative (5-7)	4% (24)	16% (107)	18% (120)	29% (193)	34% (224)	668
Educ: < College	9% (127)	21% (301)	14% (208)	19% (277)	37% (525)	1437
Educ: Bachelors degree	8% (40)	20% (100)	18% (88)	26% (127)	28% (136)	491
Educ: Post-grad	4% (12)	24% (68)	18% (49)	22% (62)	32% (91)	282
Income: Under 50k	9% (115)	21% (267)	15% (192)	20% (255)	36% (461)	1290
Income: 50k-100k	7% (48)	22% (138)	16% (106)	23% (149)	31% (202)	643
Income: 100k+	6% (16)	23% (63)	17% (48)	22% (62)	32% (89)	277
Ethnicity: White	6% (106)	20% (345)	16% (268)	23% (390)	35% (602)	1711
Ethnicity: Hispanic	14% (51)	18% (66)	17% (65)	17% (65)	34% (127)	374

Continued on next page

Table AUSHTI2_8: Do you have a favorable or unfavorable opinion of the following?
Sean 'Diddy' Combs

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(179)	21%	(469)	16%	(346)	21%	(465)	34%	(752)	2210
Ethnicity: Black	20%	(56)	30%	(84)	13%	(37)	15%	(42)	22%	(63)	282
Ethnicity: Other	8%	(17)	19%	(40)	19%	(41)	15%	(33)	39%	(86)	217
All Christian	8%	(76)	22%	(214)	16%	(158)	24%	(236)	30%	(299)	981
All Non-Christian	9%	(11)	15%	(19)	22%	(27)	24%	(29)	30%	(37)	124
Atheist	3%	(3)	12%	(13)	14%	(15)	30%	(31)	41%	(43)	105
Agnostic/Nothing in particular	8%	(51)	23%	(147)	14%	(91)	18%	(112)	36%	(231)	633
Something Else	10%	(37)	21%	(76)	15%	(55)	15%	(57)	39%	(142)	367
Religious Non-Protestant/Catholic	10%	(13)	15%	(20)	22%	(29)	23%	(31)	31%	(42)	135
Evangelical	9%	(52)	17%	(103)	16%	(96)	23%	(134)	35%	(208)	593
Non-Evangelical	7%	(54)	25%	(182)	15%	(111)	21%	(151)	31%	(225)	723
Community: Urban	13%	(87)	26%	(168)	15%	(99)	15%	(98)	30%	(194)	645
Community: Suburban	6%	(62)	21%	(204)	16%	(157)	23%	(228)	33%	(323)	975
Community: Rural	5%	(30)	16%	(97)	15%	(89)	24%	(140)	40%	(235)	590
Employ: Private Sector	12%	(83)	24%	(168)	19%	(130)	20%	(137)	25%	(176)	695
Employ: Government	14%	(16)	19%	(22)	13%	(15)	15%	(17)	40%	(46)	116
Employ: Self-Employed	9%	(16)	24%	(43)	22%	(40)	17%	(31)	29%	(52)	182
Employ: Homemaker	5%	(7)	24%	(35)	11%	(16)	14%	(20)	46%	(65)	142
Employ: Student	11%	(7)	23%	(14)	3%	(2)	16%	(10)	48%	(30)	62
Employ: Retired	3%	(19)	15%	(88)	16%	(91)	30%	(174)	35%	(204)	575
Employ: Unemployed	6%	(17)	25%	(74)	12%	(35)	17%	(50)	41%	(122)	297
Employ: Other	11%	(15)	18%	(26)	12%	(17)	19%	(26)	40%	(57)	141
Military HH: Yes	5%	(15)	19%	(58)	16%	(50)	27%	(84)	33%	(102)	308
Military HH: No	9%	(164)	22%	(411)	16%	(296)	20%	(381)	34%	(650)	1902
RD/WT: Right Direction	15%	(96)	26%	(167)	11%	(71)	17%	(112)	31%	(198)	643
RD/WT: Wrong Track	5%	(83)	19%	(302)	18%	(275)	23%	(354)	35%	(554)	1567
Biden Job Approve	11%	(116)	27%	(271)	13%	(133)	16%	(159)	33%	(333)	1013
Biden Job Disapprove	5%	(56)	17%	(188)	19%	(207)	27%	(296)	33%	(369)	1115

Continued on next page

Table AUSHTI2_8: Do you have a favorable or unfavorable opinion of the following?

Sean 'Diddy' Combs

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(179)	21%	(469)	16%	(346)	21%	(465)	34%	(752)	2210
Biden Job Strongly Approve	18%	(80)	21%	(96)	11%	(48)	19%	(86)	31%	(141)	451
Biden Job Somewhat Approve	6%	(36)	31%	(175)	15%	(85)	13%	(73)	34%	(193)	563
Biden Job Somewhat Disapprove	8%	(26)	21%	(69)	20%	(64)	18%	(61)	33%	(108)	328
Biden Job Strongly Disapprove	4%	(30)	15%	(119)	18%	(143)	30%	(235)	33%	(261)	787
Favorable of Biden	12%	(122)	26%	(267)	14%	(138)	16%	(162)	32%	(324)	1014
Unfavorable of Biden	5%	(50)	17%	(187)	18%	(203)	26%	(291)	34%	(372)	1103
Very Favorable of Biden	19%	(90)	22%	(103)	11%	(51)	19%	(87)	29%	(137)	467
Somewhat Favorable of Biden	6%	(33)	30%	(164)	16%	(88)	14%	(76)	34%	(188)	547
Somewhat Unfavorable of Biden	6%	(17)	22%	(63)	22%	(62)	16%	(47)	34%	(98)	286
Very Unfavorable of Biden	4%	(33)	15%	(124)	17%	(141)	30%	(245)	33%	(274)	817
#1 Issue: Economy	8%	(68)	23%	(207)	18%	(157)	20%	(180)	32%	(283)	894
#1 Issue: Security	7%	(15)	15%	(31)	18%	(39)	32%	(69)	28%	(61)	215
#1 Issue: Health Care	13%	(25)	23%	(43)	7%	(14)	15%	(29)	42%	(79)	190
#1 Issue: Medicare / Social Security	7%	(16)	15%	(34)	16%	(37)	28%	(66)	34%	(79)	232
#1 Issue: Women's Issues	7%	(25)	21%	(74)	15%	(53)	18%	(63)	38%	(131)	346
#1 Issue: Education	8%	(6)	36%	(27)	9%	(7)	12%	(9)	36%	(27)	76
#1 Issue: Energy	8%	(11)	24%	(32)	17%	(23)	16%	(21)	34%	(45)	132
#1 Issue: Other	10%	(13)	16%	(20)	13%	(16)	24%	(30)	37%	(46)	125
2020 Vote: Joe Biden	10%	(97)	24%	(227)	16%	(150)	18%	(168)	31%	(288)	930
2020 Vote: Donald Trump	5%	(42)	16%	(125)	18%	(139)	29%	(225)	31%	(242)	773
2020 Vote: Didn't Vote	9%	(40)	23%	(104)	11%	(50)	14%	(64)	44%	(201)	458
2018 House Vote: Democrat	11%	(84)	25%	(188)	17%	(127)	19%	(143)	28%	(212)	753
2018 House Vote: Republican	5%	(28)	15%	(90)	17%	(104)	30%	(185)	33%	(202)	610
2018 House Vote: Someone else	4%	(2)	17%	(9)	19%	(10)	35%	(18)	25%	(13)	52
2016 Vote: Hillary Clinton	11%	(81)	25%	(175)	17%	(123)	19%	(132)	27%	(192)	703
2016 Vote: Donald Trump	5%	(34)	15%	(102)	18%	(121)	31%	(204)	31%	(203)	664
2016 Vote: Other	2%	(2)	19%	(15)	9%	(8)	33%	(26)	37%	(29)	80
2016 Vote: Didn't Vote	8%	(61)	23%	(176)	12%	(95)	14%	(103)	43%	(326)	760
Voted in 2014: Yes	8%	(100)	20%	(248)	17%	(213)	25%	(312)	29%	(365)	1238
Voted in 2014: No	8%	(79)	23%	(221)	14%	(133)	16%	(154)	40%	(387)	972

Continued on next page

Table AUSHTI2_8: Do you have a favorable or unfavorable opinion of the following?
 Sean 'Diddy' Combs

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(179)	21%	(469)	16%	(346)	21%	(465)	34%	(752)	2210
4-Region: Northeast	7%	(29)	25%	(95)	15%	(56)	21%	(82)	32%	(121)	383
4-Region: Midwest	5%	(25)	20%	(91)	15%	(70)	22%	(99)	38%	(172)	456
4-Region: South	9%	(79)	20%	(172)	16%	(133)	21%	(177)	34%	(284)	844
4-Region: West	9%	(46)	21%	(111)	17%	(87)	20%	(107)	33%	(175)	527

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

Table AUSHTI3_1: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (256)	14% (310)	38% (847)	7% (147)	18% (408)	11% (241)	2210
Gender: Male	11% (120)	14% (152)	37% (393)	6% (63)	21% (229)	10% (112)	1068
Gender: Female	12% (136)	14% (158)	40% (455)	7% (84)	16% (179)	11% (129)	1142
Age: 18-34	22% (138)	21% (132)	31% (200)	7% (45)	9% (59)	11% (68)	642
Age: 35-44	14% (50)	18% (66)	42% (152)	4% (16)	14% (51)	8% (31)	365
Age: 45-64	9% (62)	11% (79)	41% (293)	6% (46)	22% (155)	11% (80)	714
Age: 65+	1% (6)	7% (33)	41% (203)	8% (40)	29% (143)	13% (64)	489
GenZers: 1997-2012	21% (51)	27% (64)	23% (55)	7% (16)	9% (22)	13% (31)	239
Millennials: 1981-1996	19% (127)	17% (111)	37% (244)	6% (40)	12% (78)	9% (58)	658
GenXers: 1965-1980	11% (59)	15% (85)	41% (227)	5% (26)	18% (98)	11% (59)	553
Baby Boomers: 1946-1964	3% (19)	7% (49)	43% (301)	9% (61)	27% (189)	11% (76)	694
PID: Dem (no lean)	15% (133)	18% (158)	40% (356)	6% (56)	11% (100)	10% (87)	890
PID: Ind (no lean)	11% (67)	12% (78)	39% (246)	7% (45)	18% (111)	13% (79)	627
PID: Rep (no lean)	8% (55)	11% (74)	35% (245)	7% (45)	29% (198)	11% (75)	693
PID/Gender: Dem Men	16% (66)	19% (79)	36% (148)	6% (23)	13% (52)	10% (43)	411
PID/Gender: Dem Women	14% (67)	16% (78)	43% (207)	7% (34)	10% (48)	9% (44)	479
PID/Gender: Ind Men	9% (29)	11% (34)	43% (133)	5% (16)	20% (63)	12% (36)	312
PID/Gender: Ind Women	12% (39)	14% (44)	36% (114)	9% (29)	15% (48)	14% (43)	316
PID/Gender: Rep Men	7% (24)	11% (38)	32% (111)	7% (24)	33% (114)	10% (33)	345
PID/Gender: Rep Women	9% (31)	11% (37)	38% (134)	6% (21)	24% (83)	12% (42)	348
Ideo: Liberal (1-3)	15% (106)	17% (118)	42% (294)	5% (35)	11% (75)	10% (66)	694
Ideo: Moderate (4)	12% (83)	18% (127)	39% (276)	7% (52)	14% (99)	10% (69)	706
Ideo: Conservative (5-7)	7% (47)	8% (50)	37% (247)	8% (50)	31% (205)	10% (69)	668
Educ: < College	14% (195)	14% (197)	37% (537)	7% (94)	17% (241)	12% (174)	1437
Educ: Bachelors degree	7% (36)	17% (83)	41% (199)	6% (30)	23% (110)	6% (32)	491
Educ: Post-grad	9% (25)	11% (30)	39% (111)	8% (23)	20% (57)	13% (36)	282
Income: Under 50k	13% (166)	14% (180)	37% (473)	6% (77)	18% (235)	12% (161)	1290
Income: 50k-100k	10% (65)	14% (93)	40% (254)	8% (49)	20% (128)	8% (53)	643
Income: 100k+	9% (25)	13% (37)	43% (120)	8% (22)	16% (45)	10% (27)	277
Ethnicity: White	8% (141)	12% (210)	42% (712)	7% (119)	20% (342)	11% (188)	1711
Ethnicity: Hispanic	19% (71)	19% (72)	31% (115)	8% (29)	16% (59)	7% (28)	374

Continued on next page

Table AUSHTI3_1: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (256)	14% (310)	38% (847)	7% (147)	18% (408)	11% (241)	2210
Ethnicity: Black	31% (88)	19% (54)	25% (71)	4% (10)	9% (25)	12% (34)	282
Ethnicity: Other	12% (27)	21% (47)	30% (65)	8% (18)	19% (41)	9% (19)	217
All Christian	9% (85)	12% (122)	39% (386)	8% (80)	22% (213)	10% (95)	981
All Non-Christian	7% (9)	21% (25)	38% (47)	8% (10)	20% (24)	7% (8)	124
Atheist	12% (13)	18% (19)	36% (37)	6% (6)	13% (14)	15% (16)	105
Agnostic/Nothing in particular	15% (92)	14% (88)	39% (249)	5% (32)	15% (95)	12% (77)	633
Something Else	15% (57)	15% (56)	35% (128)	5% (19)	17% (62)	12% (45)	367
Religious Non-Protestant/Catholic	9% (12)	19% (26)	37% (50)	9% (12)	19% (26)	7% (10)	135
Evangelical	11% (68)	13% (76)	35% (205)	7% (41)	24% (142)	10% (62)	593
Non-Evangelical	10% (69)	14% (100)	41% (299)	8% (55)	17% (124)	10% (76)	723
Community: Urban	17% (112)	21% (135)	34% (216)	7% (46)	13% (85)	8% (51)	645
Community: Suburban	10% (98)	11% (108)	41% (404)	6% (57)	20% (199)	11% (110)	975
Community: Rural	8% (46)	11% (68)	39% (227)	8% (45)	21% (123)	14% (81)	590
Employ: Private Sector	14% (101)	18% (127)	38% (263)	6% (45)	16% (111)	7% (48)	695
Employ: Government	24% (28)	15% (17)	34% (39)	8% (10)	14% (16)	6% (7)	116
Employ: Self-Employed	11% (20)	14% (25)	39% (72)	9% (17)	15% (28)	11% (20)	182
Employ: Homemaker	12% (17)	13% (18)	44% (63)	3% (5)	11% (16)	16% (22)	142
Employ: Student	19% (12)	28% (17)	30% (18)	1% (1)	10% (6)	13% (8)	62
Employ: Retired	3% (15)	8% (48)	39% (222)	8% (46)	29% (165)	14% (79)	575
Employ: Unemployed	15% (44)	12% (35)	37% (110)	6% (19)	16% (48)	14% (41)	297
Employ: Other	14% (20)	16% (22)	43% (60)	4% (6)	13% (18)	11% (15)	141
Military HH: Yes	7% (22)	11% (33)	38% (118)	7% (20)	27% (83)	11% (33)	308
Military HH: No	12% (234)	15% (277)	38% (729)	7% (127)	17% (325)	11% (209)	1902
RD/WT: Right Direction	16% (100)	20% (129)	35% (224)	6% (36)	12% (78)	12% (75)	643
RD/WT: Wrong Track	10% (156)	12% (181)	40% (623)	7% (111)	21% (330)	11% (166)	1567
Biden Job Approve	15% (151)	18% (179)	40% (410)	5% (54)	12% (124)	9% (95)	1013
Biden Job Disapprove	8% (94)	11% (123)	38% (421)	8% (89)	25% (277)	10% (111)	1115

Continued on next page

Table AUSHTI3_1: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (256)	14% (310)	38% (847)	7% (147)	18% (408)	11% (241)	2210
Biden Job Strongly Approve	17% (77)	15% (68)	40% (182)	5% (23)	12% (53)	11% (48)	451
Biden Job Somewhat Approve	13% (73)	20% (111)	41% (229)	6% (31)	13% (71)	8% (47)	563
Biden Job Somewhat Disapprove	14% (47)	18% (60)	39% (127)	8% (27)	12% (38)	9% (29)	328
Biden Job Strongly Disapprove	6% (47)	8% (63)	37% (294)	8% (62)	30% (239)	10% (82)	787
Favorable of Biden	15% (155)	18% (179)	40% (406)	5% (48)	13% (129)	9% (96)	1014
Unfavorable of Biden	8% (88)	11% (122)	38% (422)	9% (94)	25% (270)	10% (108)	1103
Very Favorable of Biden	20% (91)	14% (65)	41% (193)	3% (15)	12% (55)	10% (48)	467
Somewhat Favorable of Biden	12% (64)	21% (114)	39% (214)	6% (33)	14% (74)	9% (48)	547
Somewhat Unfavorable of Biden	13% (36)	17% (50)	42% (119)	10% (29)	10% (30)	8% (23)	286
Very Unfavorable of Biden	6% (52)	9% (72)	37% (302)	8% (65)	29% (241)	10% (85)	817
#1 Issue: Economy	10% (94)	15% (132)	41% (366)	6% (56)	18% (164)	9% (83)	894
#1 Issue: Security	9% (20)	14% (29)	23% (50)	7% (16)	33% (70)	14% (30)	215
#1 Issue: Health Care	14% (27)	15% (29)	38% (72)	7% (14)	11% (20)	15% (28)	190
#1 Issue: Medicare / Social Security	6% (13)	10% (23)	42% (98)	8% (18)	23% (53)	12% (27)	232
#1 Issue: Women's Issues	20% (70)	18% (62)	34% (118)	6% (22)	11% (38)	10% (36)	346
#1 Issue: Education	21% (16)	16% (12)	34% (26)	5% (4)	18% (14)	6% (4)	76
#1 Issue: Energy	9% (12)	13% (17)	45% (59)	5% (7)	17% (22)	11% (15)	132
#1 Issue: Other	4% (5)	5% (6)	47% (59)	9% (11)	21% (26)	15% (19)	125
2020 Vote: Joe Biden	13% (118)	18% (168)	42% (387)	5% (47)	13% (121)	10% (89)	930
2020 Vote: Donald Trump	9% (71)	9% (73)	35% (272)	8% (61)	29% (223)	9% (73)	773
2020 Vote: Didn't Vote	14% (66)	13% (59)	37% (169)	8% (37)	12% (56)	16% (72)	458
2018 House Vote: Democrat	12% (89)	17% (129)	43% (324)	6% (44)	14% (104)	8% (62)	753
2018 House Vote: Republican	8% (50)	9% (53)	37% (226)	5% (32)	30% (185)	11% (64)	610
2018 House Vote: Someone else	6% (3)	12% (6)	32% (17)	19% (10)	21% (11)	11% (6)	52
2016 Vote: Hillary Clinton	13% (92)	17% (121)	44% (308)	5% (34)	14% (96)	7% (52)	703
2016 Vote: Donald Trump	8% (53)	8% (52)	35% (235)	7% (46)	31% (203)	11% (74)	664
2016 Vote: Other	2% (2)	10% (8)	39% (31)	8% (7)	19% (15)	21% (17)	80
2016 Vote: Didn't Vote	14% (108)	17% (128)	36% (270)	8% (61)	12% (94)	13% (99)	760
Voted in 2014: Yes	10% (124)	12% (153)	40% (501)	6% (74)	22% (272)	9% (115)	1238
Voted in 2014: No	14% (132)	16% (158)	36% (346)	8% (73)	14% (136)	13% (126)	972

Continued on next page

Table AUSHTI3_1: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (256)	14% (310)	38% (847)	7% (147)	18% (408)	11% (241)	2210
4-Region: Northeast	11% (43)	16% (63)	41% (158)	6% (23)	14% (54)	11% (42)	383
4-Region: Midwest	10% (44)	12% (54)	42% (191)	6% (26)	18% (84)	13% (58)	456
4-Region: South	14% (120)	15% (124)	33% (276)	6% (54)	20% (165)	12% (105)	844
4-Region: West	9% (49)	13% (69)	42% (223)	8% (43)	20% (105)	7% (37)	527

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

Table AUSHTI3_2: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (208)	13% (294)	38% (844)	7% (162)	22% (476)	10% (227)	2210
Gender: Male	9% (96)	13% (141)	37% (390)	8% (82)	22% (240)	11% (119)	1068
Gender: Female	10% (111)	13% (153)	40% (453)	7% (80)	21% (237)	9% (108)	1142
Age: 18-34	15% (99)	21% (136)	33% (214)	7% (44)	11% (70)	12% (79)	642
Age: 35-44	10% (38)	14% (52)	41% (148)	8% (29)	18% (64)	9% (34)	365
Age: 45-64	8% (56)	10% (70)	40% (283)	8% (56)	25% (180)	10% (68)	714
Age: 65+	3% (15)	7% (36)	41% (198)	7% (32)	33% (162)	9% (45)	489
GenZers: 1997-2012	16% (38)	25% (61)	26% (62)	6% (15)	13% (30)	14% (34)	239
Millennials: 1981-1996	14% (91)	18% (116)	38% (249)	7% (46)	13% (87)	11% (69)	658
GenXers: 1965-1980	9% (50)	12% (68)	39% (218)	8% (42)	22% (120)	10% (56)	553
Baby Boomers: 1946-1964	4% (27)	7% (47)	42% (295)	8% (54)	31% (214)	8% (57)	694
PID: Dem (no lean)	12% (105)	16% (146)	43% (380)	7% (60)	13% (118)	9% (81)	890
PID: Ind (no lean)	10% (62)	12% (75)	36% (224)	8% (48)	21% (132)	14% (86)	627
PID: Rep (no lean)	6% (41)	11% (73)	35% (240)	8% (54)	33% (226)	9% (59)	693
PID/Gender: Dem Men	13% (55)	17% (71)	39% (159)	8% (33)	13% (52)	10% (41)	411
PID/Gender: Dem Women	11% (50)	16% (75)	46% (220)	5% (26)	14% (66)	8% (40)	479
PID/Gender: Ind Men	7% (22)	11% (34)	39% (121)	7% (21)	21% (66)	15% (47)	312
PID/Gender: Ind Women	13% (40)	13% (41)	32% (102)	9% (27)	21% (66)	13% (40)	316
PID/Gender: Rep Men	6% (19)	11% (36)	32% (110)	8% (27)	35% (121)	9% (31)	345
PID/Gender: Rep Women	6% (21)	10% (36)	38% (131)	8% (27)	30% (105)	8% (28)	348
Ideo: Liberal (1-3)	12% (85)	16% (109)	43% (300)	7% (46)	14% (95)	9% (59)	694
Ideo: Moderate (4)	10% (72)	17% (118)	39% (279)	7% (49)	16% (115)	10% (73)	706
Ideo: Conservative (5-7)	5% (36)	8% (52)	35% (233)	9% (59)	35% (237)	8% (52)	668
Educ: < College	11% (155)	12% (175)	37% (538)	8% (113)	20% (291)	12% (165)	1437
Educ: Bachelors degree	6% (31)	17% (84)	39% (191)	7% (33)	25% (123)	6% (30)	491
Educ: Post-grad	8% (22)	13% (35)	41% (115)	6% (16)	22% (62)	11% (32)	282
Income: Under 50k	10% (130)	13% (163)	36% (467)	8% (99)	21% (275)	12% (155)	1290
Income: 50k-100k	7% (47)	16% (100)	39% (248)	8% (52)	23% (149)	7% (48)	643
Income: 100k+	11% (31)	11% (30)	46% (129)	4% (10)	19% (52)	9% (24)	277
Ethnicity: White	6% (109)	12% (201)	42% (712)	7% (124)	23% (400)	10% (165)	1711
Ethnicity: Hispanic	10% (39)	21% (78)	31% (116)	9% (32)	21% (80)	8% (29)	374

Continued on next page

Table AUSHTI3_2: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (208)	13% (294)	38% (844)	7% (162)	22% (476)	10% (227)	2210
Ethnicity: Black	27% (77)	19% (54)	22% (63)	6% (17)	11% (31)	14% (40)	282
Ethnicity: Other	10% (22)	18% (38)	32% (69)	9% (20)	21% (45)	10% (23)	217
All Christian	7% (70)	12% (118)	40% (390)	7% (72)	26% (256)	8% (76)	981
All Non-Christian	9% (12)	18% (22)	35% (43)	11% (13)	16% (20)	12% (14)	124
Atheist	9% (9)	13% (14)	40% (42)	12% (13)	12% (13)	14% (15)	105
Agnostic/Nothing in particular	12% (75)	14% (87)	40% (250)	5% (29)	19% (120)	11% (71)	633
Something Else	11% (42)	15% (54)	32% (118)	10% (35)	18% (67)	14% (51)	367
Religious Non-Protestant/Catholic	11% (15)	16% (22)	34% (46)	11% (15)	16% (22)	12% (16)	135
Evangelical	10% (58)	12% (71)	33% (197)	8% (49)	27% (162)	9% (56)	593
Non-Evangelical	7% (48)	14% (99)	41% (298)	8% (55)	21% (153)	10% (69)	723
Community: Urban	14% (91)	20% (129)	35% (225)	7% (47)	16% (102)	8% (50)	645
Community: Suburban	8% (82)	10% (102)	41% (399)	7% (68)	23% (228)	10% (95)	975
Community: Rural	6% (34)	11% (63)	37% (219)	8% (46)	25% (147)	14% (81)	590
Employ: Private Sector	10% (68)	19% (131)	36% (253)	8% (53)	20% (136)	8% (53)	695
Employ: Government	18% (21)	16% (19)	36% (42)	12% (14)	12% (14)	6% (7)	116
Employ: Self-Employed	11% (20)	12% (23)	38% (70)	6% (12)	21% (38)	11% (20)	182
Employ: Homemaker	9% (13)	10% (14)	47% (67)	6% (8)	18% (25)	11% (15)	142
Employ: Student	12% (8)	10% (6)	47% (29)	3% (2)	8% (5)	20% (12)	62
Employ: Retired	3% (19)	9% (51)	39% (226)	8% (46)	31% (177)	10% (57)	575
Employ: Unemployed	13% (38)	11% (34)	35% (104)	8% (23)	18% (52)	16% (47)	297
Employ: Other	15% (21)	12% (17)	37% (53)	3% (5)	21% (30)	11% (15)	141
Military HH: Yes	7% (20)	10% (30)	37% (114)	7% (20)	31% (95)	9% (29)	308
Military HH: No	10% (187)	14% (264)	38% (730)	7% (141)	20% (381)	10% (198)	1902
RD/WT: Right Direction	14% (90)	18% (118)	38% (246)	6% (37)	13% (83)	11% (69)	643
RD/WT: Wrong Track	8% (118)	11% (176)	38% (597)	8% (125)	25% (393)	10% (158)	1567
Biden Job Approve	13% (132)	17% (177)	41% (420)	5% (52)	14% (141)	9% (92)	1013
Biden Job Disapprove	6% (67)	10% (108)	37% (411)	10% (107)	29% (326)	9% (97)	1115

Continued on next page

Table AUSHTI3_2: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (208)	13% (294)	38% (844)	7% (162)	22% (476)	10% (227)	2210
Biden Job Strongly Approve	16% (74)	15% (68)	40% (180)	5% (20)	15% (66)	9% (42)	451
Biden Job Somewhat Approve	10% (58)	19% (109)	43% (240)	6% (31)	13% (75)	9% (50)	563
Biden Job Somewhat Disapprove	9% (30)	18% (59)	40% (131)	10% (33)	16% (52)	7% (24)	328
Biden Job Strongly Disapprove	5% (37)	6% (49)	36% (280)	9% (74)	35% (273)	9% (73)	787
Favorable of Biden	14% (137)	17% (169)	42% (424)	5% (50)	14% (142)	9% (92)	1014
Unfavorable of Biden	5% (60)	10% (115)	36% (402)	10% (106)	29% (325)	9% (95)	1103
Very Favorable of Biden	18% (85)	15% (69)	41% (189)	5% (25)	13% (62)	8% (37)	467
Somewhat Favorable of Biden	10% (53)	18% (100)	43% (235)	4% (25)	15% (80)	10% (55)	547
Somewhat Unfavorable of Biden	6% (18)	19% (54)	40% (115)	10% (27)	18% (52)	7% (20)	286
Very Unfavorable of Biden	5% (42)	7% (61)	35% (287)	10% (79)	33% (273)	9% (74)	817
#1 Issue: Economy	8% (76)	15% (132)	39% (349)	8% (71)	20% (180)	10% (87)	894
#1 Issue: Security	6% (13)	12% (26)	24% (52)	10% (21)	37% (79)	11% (23)	215
#1 Issue: Health Care	15% (29)	11% (21)	37% (69)	6% (12)	17% (33)	14% (26)	190
#1 Issue: Medicare / Social Security	8% (18)	7% (16)	42% (98)	5% (12)	28% (64)	10% (23)	232
#1 Issue: Women's Issues	12% (40)	19% (67)	41% (141)	5% (19)	14% (49)	8% (29)	346
#1 Issue: Education	17% (13)	16% (12)	31% (24)	8% (6)	20% (15)	8% (6)	76
#1 Issue: Energy	11% (15)	8% (11)	46% (61)	7% (10)	16% (21)	11% (14)	132
#1 Issue: Other	3% (4)	7% (8)	39% (49)	9% (11)	27% (34)	15% (19)	125
2020 Vote: Joe Biden	12% (109)	15% (141)	43% (402)	6% (53)	15% (135)	10% (90)	930
2020 Vote: Donald Trump	5% (40)	11% (83)	34% (261)	10% (74)	33% (254)	8% (60)	773
2020 Vote: Didn't Vote	12% (55)	14% (63)	35% (161)	7% (33)	17% (78)	15% (69)	458
2018 House Vote: Democrat	11% (85)	14% (106)	46% (344)	6% (45)	15% (114)	8% (59)	753
2018 House Vote: Republican	5% (31)	9% (54)	35% (211)	8% (48)	35% (216)	8% (50)	610
2018 House Vote: Someone else	8% (4)	4% (2)	33% (17)	22% (11)	22% (11)	12% (6)	52
2016 Vote: Hillary Clinton	13% (90)	14% (101)	46% (322)	6% (41)	14% (101)	7% (49)	703
2016 Vote: Donald Trump	5% (33)	9% (57)	33% (218)	9% (61)	35% (233)	9% (61)	664
2016 Vote: Other	2% (1)	11% (8)	38% (30)	10% (8)	21% (17)	19% (15)	80
2016 Vote: Didn't Vote	11% (82)	17% (127)	36% (271)	7% (52)	17% (126)	13% (102)	760
Voted in 2014: Yes	9% (110)	12% (145)	40% (495)	7% (86)	25% (306)	8% (96)	1238
Voted in 2014: No	10% (98)	15% (149)	36% (349)	8% (75)	18% (170)	13% (131)	972

Continued on next page

Table AUSHTI3_2: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (208)	13% (294)	38% (844)	7% (162)	22% (476)	10% (227)	2210
4-Region: Northeast	11% (42)	11% (42)	42% (159)	7% (28)	17% (66)	12% (45)	383
4-Region: Midwest	9% (41)	10% (44)	42% (193)	6% (28)	22% (101)	11% (51)	456
4-Region: South	11% (91)	16% (131)	32% (268)	8% (67)	22% (189)	11% (97)	844
4-Region: West	6% (33)	15% (77)	42% (224)	7% (39)	23% (120)	7% (35)	527

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

Table AUSHTI3_3: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	10% (221)	36% (805)	7% (164)	22% (486)	18% (390)	2210
Gender: Male	5% (56)	9% (95)	36% (385)	8% (89)	24% (259)	17% (183)	1068
Gender: Female	8% (88)	11% (126)	37% (420)	7% (75)	20% (227)	18% (206)	1142
Age: 18-34	13% (85)	14% (88)	32% (206)	10% (62)	14% (91)	17% (110)	642
Age: 35-44	6% (22)	13% (46)	40% (147)	6% (20)	21% (77)	14% (53)	365
Age: 45-64	4% (30)	9% (62)	39% (275)	8% (56)	23% (167)	17% (123)	714
Age: 65+	2% (7)	5% (24)	36% (177)	5% (25)	31% (151)	21% (104)	489
GenZers: 1997-2012	16% (37)	13% (31)	23% (54)	11% (26)	18% (42)	20% (49)	239
Millennials: 1981-1996	10% (66)	14% (93)	38% (252)	7% (49)	15% (100)	15% (99)	658
GenXers: 1965-1980	5% (26)	10% (55)	38% (211)	7% (39)	22% (123)	18% (98)	553
Baby Boomers: 1946-1964	2% (14)	6% (42)	39% (271)	7% (49)	28% (198)	17% (120)	694
PID: Dem (no lean)	8% (72)	14% (128)	40% (360)	8% (71)	14% (127)	15% (131)	890
PID: Ind (no lean)	7% (41)	7% (47)	35% (219)	6% (40)	23% (145)	22% (135)	627
PID: Rep (no lean)	4% (31)	7% (46)	33% (226)	8% (53)	31% (213)	18% (124)	693
PID/Gender: Dem Men	9% (35)	14% (57)	38% (157)	9% (36)	16% (65)	15% (61)	411
PID/Gender: Dem Women	8% (37)	15% (71)	42% (203)	7% (36)	13% (62)	15% (70)	479
PID/Gender: Ind Men	3% (10)	6% (19)	39% (121)	7% (22)	23% (72)	22% (68)	312
PID/Gender: Ind Women	10% (31)	9% (27)	31% (99)	6% (18)	23% (73)	21% (67)	316
PID/Gender: Rep Men	3% (11)	5% (19)	31% (108)	9% (32)	35% (121)	16% (54)	345
PID/Gender: Rep Women	6% (20)	8% (27)	34% (118)	6% (21)	27% (92)	20% (70)	348
Ideo: Liberal (1-3)	8% (58)	14% (100)	42% (293)	7% (48)	13% (88)	16% (108)	694
Ideo: Moderate (4)	8% (58)	10% (72)	36% (256)	7% (50)	20% (142)	18% (128)	706
Ideo: Conservative (5-7)	3% (21)	5% (33)	34% (224)	9% (59)	34% (224)	16% (108)	668
Educ: < College	7% (100)	9% (126)	36% (517)	8% (118)	21% (302)	19% (275)	1437
Educ: Bachelors degree	4% (22)	14% (70)	37% (181)	7% (32)	26% (129)	11% (56)	491
Educ: Post-grad	8% (22)	9% (24)	38% (107)	5% (14)	20% (55)	21% (59)	282
Income: Under 50k	6% (81)	8% (106)	36% (461)	8% (106)	22% (282)	20% (254)	1290
Income: 50k-100k	7% (45)	14% (87)	36% (229)	7% (47)	22% (143)	14% (91)	643
Income: 100k+	6% (18)	10% (28)	42% (115)	4% (11)	22% (61)	16% (44)	277
Ethnicity: White	5% (80)	9% (153)	39% (668)	7% (115)	23% (395)	18% (300)	1711
Ethnicity: Hispanic	9% (34)	14% (51)	32% (118)	10% (38)	22% (84)	13% (49)	374

Continued on next page

Table AUSHTI3_3: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	10% (221)	36% (805)	7% (164)	22% (486)	18% (390)	2210
Ethnicity: Black	16% (44)	15% (42)	28% (80)	8% (22)	15% (42)	18% (51)	282
Ethnicity: Other	9% (19)	12% (26)	26% (57)	13% (28)	23% (49)	18% (38)	217
All Christian	5% (45)	9% (89)	37% (366)	8% (75)	23% (230)	18% (177)	981
All Non-Christian	8% (10)	12% (15)	32% (40)	12% (15)	18% (22)	17% (21)	124
Atheist	5% (5)	11% (11)	39% (41)	8% (9)	15% (16)	22% (23)	105
Agnostic/Nothing in particular	8% (54)	11% (70)	38% (242)	6% (36)	21% (133)	15% (98)	633
Something Else	8% (30)	10% (35)	32% (116)	8% (29)	23% (85)	19% (71)	367
Religious Non-Protestant/Catholic	8% (11)	11% (15)	32% (44)	11% (16)	19% (25)	18% (24)	135
Evangelical	5% (32)	9% (52)	33% (193)	8% (46)	26% (154)	20% (117)	593
Non-Evangelical	5% (38)	10% (72)	39% (279)	8% (55)	21% (153)	18% (127)	723
Community: Urban	9% (59)	16% (106)	33% (214)	7% (48)	18% (115)	16% (103)	645
Community: Suburban	5% (51)	9% (85)	39% (377)	7% (65)	24% (232)	17% (166)	975
Community: Rural	6% (33)	5% (30)	36% (215)	9% (52)	24% (140)	21% (121)	590
Employ: Private Sector	7% (51)	14% (96)	38% (266)	8% (53)	21% (147)	12% (82)	695
Employ: Government	12% (14)	12% (14)	32% (38)	13% (15)	13% (15)	18% (20)	116
Employ: Self-Employed	7% (13)	9% (16)	32% (58)	13% (24)	19% (35)	19% (35)	182
Employ: Homemaker	7% (10)	10% (14)	43% (61)	5% (7)	16% (23)	19% (27)	142
Employ: Student	17% (10)	8% (5)	30% (18)	12% (8)	17% (10)	17% (11)	62
Employ: Retired	1% (7)	6% (35)	34% (196)	7% (38)	30% (170)	22% (127)	575
Employ: Unemployed	10% (30)	8% (24)	37% (109)	5% (15)	18% (54)	22% (65)	297
Employ: Other	5% (7)	12% (18)	41% (58)	4% (6)	21% (30)	16% (22)	141
Military HH: Yes	4% (11)	6% (18)	34% (104)	7% (21)	30% (91)	21% (63)	308
Military HH: No	7% (133)	11% (203)	37% (702)	8% (143)	21% (395)	17% (326)	1902
RD/WT: Right Direction	12% (75)	14% (89)	36% (228)	8% (50)	15% (94)	16% (106)	643
RD/WT: Wrong Track	4% (68)	8% (132)	37% (577)	7% (114)	25% (392)	18% (284)	1567
Biden Job Approve	9% (87)	15% (148)	40% (401)	6% (60)	16% (161)	16% (157)	1013
Biden Job Disapprove	5% (52)	6% (69)	34% (384)	9% (103)	28% (316)	17% (192)	1115

Continued on next page

Table AUSHTI3_3: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	10% (221)	36% (805)	7% (164)	22% (486)	18% (390)	2210
Biden Job Strongly Approve	12% (52)	13% (61)	37% (165)	7% (31)	16% (70)	16% (71)	451
Biden Job Somewhat Approve	6% (34)	16% (87)	42% (236)	5% (28)	16% (91)	15% (86)	563
Biden Job Somewhat Disapprove	7% (23)	10% (33)	40% (132)	12% (38)	15% (50)	16% (52)	328
Biden Job Strongly Disapprove	4% (29)	5% (36)	32% (252)	8% (64)	34% (266)	18% (140)	787
Favorable of Biden	9% (90)	14% (142)	40% (404)	6% (60)	16% (158)	16% (160)	1014
Unfavorable of Biden	4% (47)	6% (71)	35% (381)	9% (101)	29% (317)	17% (187)	1103
Very Favorable of Biden	11% (52)	14% (65)	38% (176)	7% (31)	15% (72)	15% (69)	467
Somewhat Favorable of Biden	7% (37)	14% (76)	42% (228)	5% (29)	16% (86)	17% (91)	547
Somewhat Unfavorable of Biden	6% (16)	9% (26)	42% (121)	13% (37)	16% (46)	14% (40)	286
Very Unfavorable of Biden	4% (31)	5% (44)	32% (260)	8% (64)	33% (271)	18% (147)	817
#1 Issue: Economy	6% (50)	10% (86)	38% (337)	8% (69)	22% (196)	17% (155)	894
#1 Issue: Security	5% (11)	5% (11)	26% (57)	10% (21)	35% (74)	19% (40)	215
#1 Issue: Health Care	13% (25)	9% (17)	36% (69)	7% (14)	17% (32)	18% (34)	190
#1 Issue: Medicare / Social Security	5% (11)	6% (15)	37% (86)	8% (19)	24% (55)	20% (46)	232
#1 Issue: Women's Issues	8% (29)	15% (53)	36% (124)	7% (25)	16% (56)	17% (59)	346
#1 Issue: Education	8% (6)	22% (17)	32% (24)	4% (3)	24% (18)	11% (8)	76
#1 Issue: Energy	8% (11)	11% (15)	44% (58)	4% (5)	19% (25)	14% (19)	132
#1 Issue: Other	— (1)	7% (9)	40% (50)	6% (8)	23% (28)	23% (29)	125
2020 Vote: Joe Biden	7% (65)	13% (125)	39% (366)	7% (64)	17% (162)	16% (148)	930
2020 Vote: Donald Trump	4% (34)	7% (54)	33% (255)	8% (62)	31% (237)	17% (130)	773
2020 Vote: Didn't Vote	9% (42)	8% (37)	36% (163)	8% (37)	17% (80)	22% (98)	458
2018 House Vote: Democrat	7% (54)	15% (110)	41% (311)	6% (44)	17% (129)	14% (105)	753
2018 House Vote: Republican	4% (27)	5% (31)	33% (201)	7% (43)	33% (199)	18% (109)	610
2018 House Vote: Someone else	4% (2)	4% (2)	27% (14)	17% (9)	25% (13)	23% (12)	52
2016 Vote: Hillary Clinton	8% (55)	15% (104)	41% (285)	6% (44)	17% (121)	13% (94)	703
2016 Vote: Donald Trump	4% (25)	6% (39)	33% (218)	7% (49)	33% (219)	17% (113)	664
2016 Vote: Other	3% (3)	4% (3)	37% (30)	11% (8)	20% (16)	25% (20)	80
2016 Vote: Didn't Vote	8% (61)	10% (74)	36% (270)	8% (63)	17% (130)	21% (163)	760
Voted in 2014: Yes	6% (70)	10% (127)	37% (454)	7% (84)	25% (306)	16% (197)	1238
Voted in 2014: No	8% (74)	10% (94)	36% (351)	8% (81)	19% (181)	20% (193)	972

Continued on next page

Table AUSHTI3_3: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	10% (221)	36% (805)	7% (164)	22% (486)	18% (390)	2210
4-Region: Northeast	6% (23)	10% (38)	41% (155)	7% (27)	19% (73)	17% (67)	383
4-Region: Midwest	5% (22)	9% (39)	37% (171)	8% (35)	24% (108)	18% (81)	456
4-Region: South	8% (64)	10% (89)	34% (287)	7% (59)	21% (174)	20% (172)	844
4-Region: West	7% (35)	10% (55)	37% (192)	8% (43)	25% (132)	13% (70)	527

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

Table AUSHTI3_4: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*

Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (108)	9% (191)	30% (658)	11% (234)	36% (800)	10% (220)	2210
Gender: Male	5% (55)	10% (103)	30% (316)	10% (109)	36% (382)	10% (102)	1068
Gender: Female	5% (53)	8% (88)	30% (342)	11% (124)	37% (417)	10% (117)	1142
Age: 18-34	9% (59)	15% (98)	27% (176)	11% (71)	25% (159)	12% (79)	642
Age: 35-44	7% (27)	10% (36)	34% (123)	10% (37)	30% (110)	9% (33)	365
Age: 45-64	3% (21)	7% (51)	31% (221)	10% (74)	39% (280)	9% (67)	714
Age: 65+	— (2)	1% (6)	28% (138)	11% (52)	51% (250)	8% (41)	489
GenZers: 1997-2012	11% (26)	16% (37)	20% (47)	9% (23)	28% (67)	17% (40)	239
Millennials: 1981-1996	8% (53)	13% (88)	31% (204)	11% (74)	26% (173)	10% (66)	658
GenXers: 1965-1980	4% (24)	8% (46)	34% (191)	10% (55)	34% (190)	9% (48)	553
Baby Boomers: 1946-1964	1% (6)	3% (18)	29% (202)	11% (76)	49% (338)	8% (54)	694
PID: Dem (no lean)	7% (60)	12% (104)	30% (268)	11% (100)	32% (288)	8% (71)	890
PID: Ind (no lean)	3% (18)	7% (45)	29% (182)	11% (71)	36% (224)	14% (88)	627
PID: Rep (no lean)	4% (31)	6% (42)	30% (208)	9% (63)	41% (287)	9% (61)	693
PID/Gender: Dem Men	8% (31)	14% (57)	29% (120)	11% (45)	31% (126)	8% (33)	411
PID/Gender: Dem Women	6% (28)	10% (47)	31% (148)	12% (56)	34% (162)	8% (38)	479
PID/Gender: Ind Men	4% (11)	6% (20)	30% (94)	12% (37)	35% (109)	13% (41)	312
PID/Gender: Ind Women	2% (7)	8% (25)	28% (88)	11% (33)	36% (115)	15% (47)	316
PID/Gender: Rep Men	4% (13)	8% (26)	30% (102)	8% (28)	43% (147)	8% (28)	345
PID/Gender: Rep Women	5% (18)	5% (16)	30% (105)	10% (36)	40% (140)	9% (33)	348
Ideo: Liberal (1-3)	8% (56)	9% (61)	29% (205)	12% (83)	33% (232)	8% (58)	694
Ideo: Moderate (4)	5% (33)	11% (77)	31% (219)	11% (81)	33% (230)	9% (66)	706
Ideo: Conservative (5-7)	2% (16)	7% (44)	30% (204)	9% (62)	43% (288)	8% (54)	668
Educ: < College	6% (81)	9% (125)	29% (421)	11% (152)	34% (486)	12% (173)	1437
Educ: Bachelors degree	4% (19)	9% (46)	30% (149)	10% (50)	41% (201)	5% (25)	491
Educ: Post-grad	3% (9)	7% (20)	31% (88)	11% (32)	40% (112)	8% (21)	282
Income: Under 50k	5% (60)	8% (107)	29% (378)	10% (127)	36% (463)	12% (155)	1290
Income: 50k-100k	4% (29)	10% (61)	29% (190)	13% (82)	37% (241)	6% (40)	643
Income: 100k+	7% (20)	8% (23)	33% (90)	9% (25)	34% (95)	9% (24)	277
Ethnicity: White	4% (66)	7% (127)	31% (523)	11% (181)	38% (652)	9% (162)	1711
Ethnicity: Hispanic	11% (40)	13% (48)	24% (90)	11% (42)	34% (126)	8% (28)	374

Continued on next page

Table AUSHTI3_4: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (108)	9% (191)	30% (658)	11% (234)	36% (800)	10% (220)	2210
Ethnicity: Black	11% (31)	13% (36)	29% (83)	8% (24)	25% (69)	14% (39)	282
Ethnicity: Other	5% (11)	13% (28)	24% (52)	13% (29)	36% (79)	9% (19)	217
All Christian	5% (45)	8% (79)	31% (303)	12% (114)	37% (364)	8% (76)	981
All Non-Christian	7% (9)	13% (16)	28% (35)	10% (12)	34% (42)	7% (9)	124
Atheist	1% (1)	6% (6)	23% (25)	17% (18)	41% (43)	11% (12)	105
Agnostic/Nothing in particular	6% (36)	9% (57)	29% (185)	8% (54)	36% (228)	11% (72)	633
Something Else	4% (16)	9% (33)	30% (110)	10% (35)	33% (122)	14% (50)	367
Religious Non-Protestant/Catholic	8% (11)	13% (18)	28% (38)	9% (12)	34% (45)	8% (11)	135
Evangelical	5% (30)	9% (51)	31% (182)	10% (58)	36% (211)	10% (61)	593
Non-Evangelical	4% (26)	8% (56)	31% (223)	12% (90)	37% (266)	9% (62)	723
Community: Urban	8% (54)	14% (89)	29% (185)	12% (75)	29% (188)	8% (53)	645
Community: Suburban	4% (36)	7% (65)	30% (293)	10% (96)	41% (396)	9% (89)	975
Community: Rural	3% (19)	6% (36)	30% (180)	11% (62)	36% (215)	13% (78)	590
Employ: Private Sector	5% (35)	13% (93)	30% (210)	10% (71)	33% (232)	8% (52)	695
Employ: Government	17% (20)	12% (14)	25% (30)	17% (20)	25% (29)	4% (4)	116
Employ: Self-Employed	10% (19)	9% (17)	29% (52)	8% (14)	31% (57)	12% (22)	182
Employ: Homemaker	6% (9)	5% (7)	35% (50)	10% (14)	33% (47)	10% (15)	142
Employ: Student	8% (5)	11% (7)	31% (19)	13% (8)	22% (14)	15% (9)	62
Employ: Retired	1% (4)	3% (15)	25% (146)	12% (69)	50% (289)	9% (51)	575
Employ: Unemployed	3% (8)	8% (24)	34% (101)	9% (27)	29% (85)	17% (52)	297
Employ: Other	6% (9)	9% (13)	35% (50)	6% (9)	33% (47)	10% (14)	141
Military HH: Yes	3% (10)	4% (13)	26% (81)	7% (22)	49% (151)	10% (31)	308
Military HH: No	5% (98)	9% (177)	30% (576)	11% (212)	34% (648)	10% (189)	1902
RD/WT: Right Direction	9% (61)	13% (84)	29% (186)	11% (68)	28% (182)	10% (63)	643
RD/WT: Wrong Track	3% (48)	7% (107)	30% (471)	11% (166)	39% (618)	10% (157)	1567
Biden Job Approve	7% (72)	12% (119)	31% (311)	10% (103)	32% (325)	8% (84)	1013
Biden Job Disapprove	3% (35)	6% (68)	30% (329)	11% (126)	41% (458)	9% (98)	1115

Continued on next page

Table AUSHTI3_4: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (108)	9% (191)	30% (658)	11% (234)	36% (800)	10% (220)	2210
Biden Job Strongly Approve	11% (48)	11% (50)	27% (120)	9% (39)	34% (153)	9% (40)	451
Biden Job Somewhat Approve	4% (24)	12% (69)	34% (190)	11% (64)	31% (172)	8% (44)	563
Biden Job Somewhat Disapprove	4% (12)	11% (35)	29% (96)	15% (50)	32% (106)	9% (29)	328
Biden Job Strongly Disapprove	3% (23)	4% (33)	30% (233)	10% (76)	45% (352)	9% (69)	787
Favorable of Biden	7% (73)	11% (113)	29% (298)	10% (105)	34% (341)	8% (85)	1014
Unfavorable of Biden	3% (34)	7% (74)	31% (337)	11% (122)	40% (444)	9% (94)	1103
Very Favorable of Biden	12% (54)	11% (50)	26% (122)	9% (41)	35% (164)	8% (35)	467
Somewhat Favorable of Biden	3% (19)	11% (62)	32% (176)	12% (64)	32% (177)	9% (50)	547
Somewhat Unfavorable of Biden	3% (9)	10% (28)	34% (97)	15% (43)	29% (84)	9% (25)	286
Very Unfavorable of Biden	3% (24)	6% (46)	29% (240)	10% (79)	44% (359)	8% (69)	817
#1 Issue: Economy	4% (33)	10% (88)	33% (298)	12% (108)	33% (292)	8% (75)	894
#1 Issue: Security	6% (13)	7% (14)	26% (55)	6% (13)	45% (96)	11% (24)	215
#1 Issue: Health Care	10% (20)	10% (20)	30% (57)	5% (9)	31% (58)	14% (27)	190
#1 Issue: Medicare / Social Security	2% (4)	4% (8)	28% (65)	13% (31)	45% (105)	8% (19)	232
#1 Issue: Women's Issues	6% (22)	11% (38)	23% (81)	13% (44)	35% (122)	11% (39)	346
#1 Issue: Education	8% (6)	16% (12)	26% (20)	13% (10)	31% (24)	6% (5)	76
#1 Issue: Energy	5% (6)	6% (8)	35% (46)	8% (11)	33% (44)	12% (16)	132
#1 Issue: Other	4% (5)	2% (3)	28% (35)	8% (10)	46% (58)	12% (15)	125
2020 Vote: Joe Biden	5% (47)	11% (98)	30% (279)	11% (101)	36% (331)	8% (73)	930
2020 Vote: Donald Trump	5% (37)	6% (48)	29% (224)	10% (78)	42% (325)	8% (61)	773
2020 Vote: Didn't Vote	5% (25)	9% (43)	30% (139)	11% (51)	27% (123)	17% (78)	458
2018 House Vote: Democrat	5% (36)	11% (81)	31% (235)	11% (86)	35% (267)	6% (48)	753
2018 House Vote: Republican	5% (30)	5% (31)	29% (180)	8% (47)	45% (274)	8% (47)	610
2018 House Vote: Someone else	— (0)	3% (2)	17% (9)	20% (10)	42% (22)	18% (9)	52
2016 Vote: Hillary Clinton	5% (38)	11% (75)	32% (222)	11% (77)	35% (249)	6% (42)	703
2016 Vote: Donald Trump	3% (22)	5% (36)	28% (186)	10% (66)	44% (293)	9% (61)	664
2016 Vote: Other	3% (2)	1% (1)	22% (18)	15% (12)	46% (37)	13% (11)	80
2016 Vote: Didn't Vote	6% (46)	10% (77)	30% (231)	10% (79)	29% (221)	14% (106)	760
Voted in 2014: Yes	4% (54)	8% (102)	29% (364)	10% (127)	41% (504)	7% (86)	1238
Voted in 2014: No	6% (54)	9% (89)	30% (293)	11% (107)	30% (295)	14% (133)	972

Continued on next page

Table AUSHTI3_4: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
 Kim Kardashian*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (108)	9% (191)	30% (658)	11% (234)	36% (800)	10% (220)	2210
4-Region: Northeast	6% (22)	11% (42)	31% (118)	10% (37)	33% (126)	10% (38)	383
4-Region: Midwest	3% (12)	5% (25)	31% (141)	10% (47)	40% (184)	10% (48)	456
4-Region: South	6% (53)	9% (79)	30% (250)	11% (90)	33% (278)	11% (95)	844
4-Region: West	4% (22)	9% (45)	28% (149)	11% (60)	40% (211)	8% (40)	527

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

Table AUSHTI3_5: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Kanye West

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(116)	7%	(157)	27%	(601)	9%	(194)	42%	(921)	10%	(221)	2210
Gender: Male	7%	(76)	9%	(100)	28%	(298)	9%	(100)	37%	(393)	9%	(100)	1068
Gender: Female	3%	(40)	5%	(57)	26%	(303)	8%	(94)	46%	(528)	11%	(121)	1142
Age: 18-34	12%	(74)	12%	(77)	26%	(164)	10%	(67)	29%	(186)	11%	(74)	642
Age: 35-44	5%	(18)	9%	(31)	29%	(104)	10%	(35)	38%	(139)	10%	(38)	365
Age: 45-64	3%	(19)	5%	(39)	31%	(219)	8%	(59)	42%	(302)	11%	(76)	714
Age: 65+	1%	(5)	2%	(9)	23%	(114)	7%	(33)	60%	(294)	7%	(34)	489
GenZers: 1997-2012	10%	(25)	15%	(37)	21%	(51)	11%	(26)	27%	(65)	15%	(35)	239
Millennials: 1981-1996	10%	(63)	10%	(68)	27%	(181)	10%	(66)	33%	(217)	10%	(64)	658
GenXers: 1965-1980	4%	(20)	5%	(29)	33%	(185)	7%	(40)	40%	(219)	11%	(60)	553
Baby Boomers: 1946-1964	1%	(8)	3%	(22)	25%	(172)	8%	(55)	55%	(384)	8%	(53)	694
PID: Dem (no lean)	5%	(43)	8%	(70)	23%	(205)	9%	(80)	47%	(416)	9%	(76)	890
PID: Ind (no lean)	5%	(32)	7%	(41)	26%	(161)	9%	(55)	40%	(252)	14%	(86)	627
PID: Rep (no lean)	6%	(42)	7%	(46)	34%	(235)	9%	(59)	36%	(252)	8%	(59)	693
PID/Gender: Dem Men	7%	(28)	11%	(45)	24%	(99)	11%	(44)	39%	(161)	8%	(34)	411
PID/Gender: Dem Women	3%	(15)	5%	(25)	22%	(106)	8%	(36)	53%	(255)	9%	(42)	479
PID/Gender: Ind Men	8%	(23)	10%	(30)	27%	(84)	7%	(23)	37%	(116)	11%	(35)	312
PID/Gender: Ind Women	3%	(8)	3%	(11)	24%	(77)	10%	(32)	43%	(136)	16%	(51)	316
PID/Gender: Rep Men	7%	(25)	7%	(25)	33%	(115)	9%	(33)	34%	(117)	9%	(30)	345
PID/Gender: Rep Women	5%	(17)	6%	(21)	34%	(120)	8%	(26)	39%	(136)	8%	(29)	348
Ideo: Liberal (1-3)	6%	(40)	7%	(49)	21%	(146)	8%	(58)	51%	(352)	7%	(49)	694
Ideo: Moderate (4)	5%	(36)	8%	(54)	28%	(201)	9%	(63)	39%	(274)	11%	(78)	706
Ideo: Conservative (5-7)	5%	(36)	7%	(45)	35%	(231)	9%	(61)	37%	(246)	7%	(49)	668
Educ: < College	5%	(74)	7%	(108)	29%	(415)	9%	(136)	37%	(536)	12%	(168)	1437
Educ: Bachelors degree	5%	(25)	7%	(34)	25%	(125)	7%	(35)	49%	(243)	6%	(30)	491
Educ: Post-grad	6%	(17)	6%	(16)	22%	(61)	8%	(23)	50%	(142)	8%	(23)	282
Income: Under 50k	5%	(69)	7%	(90)	27%	(347)	9%	(117)	39%	(504)	13%	(163)	1290
Income: 50k-100k	4%	(28)	8%	(50)	28%	(180)	8%	(51)	46%	(294)	6%	(41)	643
Income: 100k+	7%	(19)	6%	(17)	27%	(74)	10%	(26)	44%	(123)	6%	(17)	277
Ethnicity: White	4%	(69)	6%	(108)	28%	(487)	9%	(152)	43%	(735)	9%	(160)	1711
Ethnicity: Hispanic	8%	(29)	10%	(39)	23%	(87)	11%	(43)	40%	(149)	7%	(28)	374

Continued on next page

Table AUSHTI3_5: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Kanye West

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(116)	7%	(157)	27%	(601)	9%	(194)	42%	(921)	10%	(221)	2210
Ethnicity: Black	13%	(36)	11%	(32)	23%	(64)	7%	(19)	33%	(92)	14%	(41)	282
Ethnicity: Other	5%	(12)	8%	(17)	23%	(50)	11%	(23)	44%	(94)	9%	(21)	217
All Christian	5%	(46)	7%	(73)	29%	(288)	9%	(90)	42%	(408)	8%	(77)	981
All Non-Christian	4%	(5)	13%	(16)	18%	(22)	7%	(9)	50%	(62)	8%	(10)	124
Atheist	5%	(6)	1%	(1)	23%	(25)	5%	(6)	52%	(54)	13%	(14)	105
Agnostic/Nothing in particular	5%	(32)	6%	(40)	27%	(168)	9%	(55)	43%	(269)	11%	(69)	633
Something Else	8%	(28)	7%	(27)	27%	(99)	10%	(35)	34%	(126)	14%	(51)	367
Religious Non-Protestant/Catholic	7%	(9)	12%	(16)	20%	(27)	7%	(9)	47%	(63)	8%	(11)	135
Evangelical	7%	(42)	9%	(52)	30%	(176)	9%	(53)	35%	(208)	10%	(62)	593
Non-Evangelical	4%	(26)	6%	(43)	28%	(202)	9%	(67)	44%	(321)	9%	(64)	723
Community: Urban	8%	(52)	12%	(79)	25%	(162)	8%	(52)	38%	(245)	9%	(55)	645
Community: Suburban	5%	(45)	5%	(49)	26%	(254)	10%	(94)	46%	(449)	8%	(82)	975
Community: Rural	3%	(19)	5%	(29)	31%	(185)	8%	(47)	38%	(226)	14%	(84)	590
Employ: Private Sector	7%	(51)	10%	(68)	28%	(195)	11%	(73)	37%	(260)	7%	(48)	695
Employ: Government	7%	(9)	10%	(11)	30%	(35)	13%	(15)	33%	(38)	7%	(8)	116
Employ: Self-Employed	7%	(13)	8%	(14)	26%	(47)	6%	(10)	38%	(69)	15%	(28)	182
Employ: Homemaker	3%	(5)	3%	(4)	34%	(48)	7%	(10)	39%	(55)	14%	(20)	142
Employ: Student	5%	(3)	12%	(7)	22%	(14)	15%	(9)	35%	(22)	11%	(7)	62
Employ: Retired	1%	(8)	3%	(18)	22%	(128)	7%	(40)	58%	(331)	9%	(50)	575
Employ: Unemployed	5%	(14)	9%	(27)	31%	(91)	8%	(24)	33%	(97)	15%	(44)	297
Employ: Other	9%	(13)	5%	(7)	31%	(44)	9%	(12)	35%	(49)	11%	(16)	141
Military HH: Yes	2%	(7)	3%	(11)	25%	(78)	9%	(27)	50%	(155)	10%	(31)	308
Military HH: No	6%	(110)	8%	(146)	28%	(523)	9%	(167)	40%	(766)	10%	(190)	1902
RD/WT: Right Direction	7%	(47)	10%	(66)	24%	(153)	7%	(45)	42%	(270)	10%	(62)	643
RD/WT: Wrong Track	4%	(70)	6%	(91)	29%	(448)	9%	(149)	42%	(651)	10%	(159)	1567
Biden Job Approve	5%	(55)	8%	(84)	23%	(235)	8%	(78)	47%	(481)	8%	(80)	1013
Biden Job Disapprove	5%	(59)	6%	(69)	32%	(354)	10%	(110)	37%	(417)	9%	(106)	1115

Continued on next page

Table AUSHTI3_5: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (116)	7% (157)	27% (601)	9% (194)	42% (921)	10% (221)	2210
Biden Job Strongly Approve	7% (31)	9% (42)	20% (91)	5% (21)	51% (230)	8% (36)	451
Biden Job Somewhat Approve	4% (24)	7% (42)	26% (144)	10% (57)	45% (251)	8% (44)	563
Biden Job Somewhat Disapprove	6% (20)	7% (22)	27% (88)	12% (41)	38% (125)	10% (32)	328
Biden Job Strongly Disapprove	5% (39)	6% (47)	34% (267)	9% (69)	37% (292)	9% (74)	787
Favorable of Biden	6% (57)	8% (82)	23% (238)	7% (73)	47% (481)	8% (82)	1014
Unfavorable of Biden	5% (55)	6% (70)	32% (349)	10% (112)	38% (417)	9% (100)	1103
Very Favorable of Biden	8% (37)	8% (37)	21% (97)	5% (26)	50% (234)	8% (36)	467
Somewhat Favorable of Biden	4% (20)	8% (45)	26% (141)	9% (48)	45% (247)	8% (46)	547
Somewhat Unfavorable of Biden	6% (17)	6% (18)	27% (77)	14% (40)	38% (108)	9% (27)	286
Very Unfavorable of Biden	5% (38)	6% (52)	33% (272)	9% (73)	38% (309)	9% (73)	817
#1 Issue: Economy	5% (49)	8% (73)	31% (275)	10% (88)	37% (329)	9% (80)	894
#1 Issue: Security	3% (7)	7% (16)	33% (71)	8% (16)	36% (77)	12% (26)	215
#1 Issue: Health Care	9% (17)	9% (18)	26% (50)	10% (19)	31% (58)	14% (27)	190
#1 Issue: Medicare / Social Security	3% (6)	3% (7)	22% (52)	8% (19)	56% (130)	7% (17)	232
#1 Issue: Women's Issues	5% (16)	5% (19)	19% (66)	9% (30)	51% (178)	11% (36)	346
#1 Issue: Education	12% (9)	16% (12)	22% (17)	6% (4)	34% (26)	10% (7)	76
#1 Issue: Energy	6% (8)	5% (7)	33% (44)	8% (11)	38% (50)	10% (13)	132
#1 Issue: Other	3% (4)	4% (5)	20% (25)	4% (6)	57% (71)	11% (14)	125
2020 Vote: Joe Biden	4% (37)	6% (56)	21% (196)	8% (76)	52% (487)	8% (77)	930
2020 Vote: Donald Trump	5% (38)	9% (66)	34% (260)	8% (63)	36% (280)	8% (66)	773
2020 Vote: Didn't Vote	9% (41)	7% (32)	28% (130)	11% (48)	30% (135)	16% (71)	458
2018 House Vote: Democrat	4% (31)	8% (58)	22% (167)	8% (62)	51% (387)	6% (48)	753
2018 House Vote: Republican	5% (33)	7% (40)	32% (196)	6% (40)	41% (251)	8% (50)	610
2018 House Vote: Someone else	2% (1)	6% (3)	20% (10)	22% (11)	41% (21)	10% (5)	52
2016 Vote: Hillary Clinton	4% (29)	7% (51)	21% (149)	7% (52)	54% (377)	6% (45)	703
2016 Vote: Donald Trump	5% (31)	6% (42)	32% (211)	8% (56)	40% (264)	9% (60)	664
2016 Vote: Other	— (0)	5% (4)	23% (18)	11% (9)	48% (38)	12% (10)	80
2016 Vote: Didn't Vote	7% (55)	8% (60)	29% (221)	10% (78)	32% (240)	14% (107)	760
Voted in 2014: Yes	4% (45)	7% (83)	26% (328)	8% (99)	48% (590)	7% (92)	1238
Voted in 2014: No	7% (71)	8% (73)	28% (273)	10% (95)	34% (331)	13% (129)	972

Continued on next page

Table AUSHTI3_5: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
 Kanye West*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (116)	7% (157)	27% (601)	9% (194)	42% (921)	10% (221)	2210
4-Region: Northeast	4% (16)	9% (35)	32% (121)	8% (29)	38% (145)	9% (36)	383
4-Region: Midwest	4% (19)	6% (25)	28% (130)	9% (40)	44% (202)	9% (41)	456
4-Region: South	6% (52)	7% (62)	27% (225)	9% (74)	39% (329)	12% (103)	844
4-Region: West	6% (30)	7% (35)	24% (125)	10% (51)	46% (244)	8% (42)	527

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

Table AUSHTI3_6: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (96)	8% (177)	38% (837)	9% (196)	25% (549)	16% (356)	2210
Gender: Male	5% (56)	9% (94)	36% (387)	8% (89)	27% (290)	14% (151)	1068
Gender: Female	3% (40)	7% (83)	39% (449)	9% (107)	23% (259)	18% (204)	1142
Age: 18-34	8% (51)	12% (77)	35% (225)	10% (64)	14% (88)	21% (137)	642
Age: 35-44	5% (20)	11% (41)	43% (156)	9% (32)	20% (73)	12% (44)	365
Age: 45-64	3% (22)	7% (52)	39% (276)	10% (70)	28% (200)	13% (95)	714
Age: 65+	1% (3)	1% (7)	37% (180)	6% (30)	39% (188)	16% (80)	489
GenZers: 1997-2012	5% (11)	10% (24)	27% (64)	14% (34)	16% (38)	28% (67)	239
Millennials: 1981-1996	8% (53)	13% (83)	41% (270)	8% (53)	15% (100)	15% (100)	658
GenXers: 1965-1980	4% (22)	9% (48)	38% (211)	9% (49)	27% (147)	14% (76)	553
Baby Boomers: 1946-1964	1% (9)	3% (22)	39% (273)	8% (58)	34% (234)	14% (99)	694
PID: Dem (no lean)	5% (48)	10% (89)	41% (361)	9% (77)	20% (180)	15% (136)	890
PID: Ind (no lean)	3% (20)	8% (49)	36% (227)	9% (55)	24% (148)	21% (129)	627
PID: Rep (no lean)	4% (28)	6% (39)	36% (248)	9% (65)	32% (221)	13% (91)	693
PID/Gender: Dem Men	7% (30)	12% (49)	36% (150)	7% (29)	23% (96)	14% (58)	411
PID/Gender: Dem Women	4% (17)	8% (40)	44% (212)	10% (48)	18% (84)	16% (78)	479
PID/Gender: Ind Men	4% (12)	7% (23)	40% (123)	8% (26)	23% (72)	18% (55)	312
PID/Gender: Ind Women	2% (7)	8% (26)	33% (104)	9% (29)	24% (76)	23% (73)	316
PID/Gender: Rep Men	4% (13)	7% (23)	33% (114)	10% (35)	35% (121)	11% (38)	345
PID/Gender: Rep Women	4% (15)	5% (17)	38% (134)	9% (30)	29% (99)	15% (53)	348
Ideo: Liberal (1-3)	5% (34)	10% (67)	40% (279)	9% (66)	20% (135)	16% (113)	694
Ideo: Moderate (4)	5% (38)	10% (70)	39% (273)	8% (57)	23% (161)	15% (106)	706
Ideo: Conservative (5-7)	3% (20)	4% (29)	37% (247)	10% (65)	33% (221)	13% (86)	668
Educ: < College	4% (64)	8% (118)	38% (547)	9% (129)	22% (320)	18% (258)	1437
Educ: Bachelors degree	4% (20)	9% (44)	36% (178)	9% (45)	32% (155)	10% (48)	491
Educ: Post-grad	4% (12)	5% (14)	40% (111)	8% (21)	26% (74)	17% (49)	282
Income: Under 50k	5% (61)	8% (100)	36% (465)	9% (110)	24% (310)	19% (244)	1290
Income: 50k-100k	3% (22)	9% (58)	39% (251)	10% (62)	27% (175)	12% (75)	643
Income: 100k+	4% (12)	7% (19)	44% (121)	9% (24)	23% (64)	13% (37)	277
Ethnicity: White	3% (51)	7% (113)	39% (675)	9% (153)	26% (449)	16% (270)	1711
Ethnicity: Hispanic	5% (20)	10% (39)	35% (130)	12% (44)	24% (91)	13% (50)	374

Continued on next page

Table AUSHTI3_6: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	4%	(96)	8%	(177)	38%	(837)	9%	(196)	25%	(549)	16%	(356)	2210
Ethnicity: Black	13%	(37)	16%	(46)	32%	(91)	7%	(19)	14%	(41)	17%	(48)	282
Ethnicity: Other	3%	(7)	8%	(17)	33%	(71)	11%	(24)	27%	(60)	18%	(38)	217
All Christian	4%	(38)	7%	(73)	39%	(383)	10%	(95)	26%	(260)	14%	(133)	981
All Non-Christian	4%	(5)	6%	(7)	34%	(42)	15%	(18)	25%	(32)	16%	(20)	124
Atheist	2%	(2)	2%	(2)	40%	(42)	10%	(10)	21%	(23)	25%	(27)	105
Agnostic/Nothing in particular	5%	(31)	9%	(55)	39%	(248)	7%	(43)	23%	(149)	17%	(107)	633
Something Else	5%	(20)	11%	(39)	33%	(122)	8%	(30)	24%	(87)	19%	(69)	367
Religious Non-Protestant/Catholic	5%	(7)	5%	(7)	34%	(46)	14%	(19)	24%	(33)	17%	(23)	135
Evangelical	6%	(36)	8%	(46)	33%	(199)	10%	(57)	28%	(168)	15%	(87)	593
Non-Evangelical	3%	(18)	8%	(61)	41%	(296)	9%	(66)	23%	(169)	16%	(112)	723
Community: Urban	7%	(47)	14%	(90)	38%	(245)	8%	(54)	18%	(117)	14%	(92)	645
Community: Suburban	3%	(32)	6%	(55)	40%	(386)	9%	(86)	28%	(272)	15%	(144)	975
Community: Rural	3%	(17)	5%	(32)	35%	(206)	9%	(56)	27%	(160)	20%	(119)	590
Employ: Private Sector	6%	(39)	12%	(83)	38%	(265)	12%	(83)	21%	(145)	11%	(79)	695
Employ: Government	8%	(9)	12%	(14)	36%	(42)	14%	(16)	16%	(19)	14%	(16)	116
Employ: Self-Employed	7%	(12)	9%	(17)	35%	(64)	11%	(21)	20%	(36)	18%	(32)	182
Employ: Homemaker	4%	(5)	7%	(10)	46%	(65)	5%	(8)	19%	(27)	19%	(27)	142
Employ: Student	6%	(3)	8%	(5)	40%	(25)	8%	(5)	15%	(9)	23%	(14)	62
Employ: Retired	1%	(4)	4%	(21)	35%	(204)	7%	(41)	37%	(214)	16%	(91)	575
Employ: Unemployed	3%	(10)	6%	(19)	39%	(115)	7%	(19)	23%	(69)	22%	(66)	297
Employ: Other	9%	(13)	6%	(8)	40%	(57)	2%	(3)	22%	(30)	21%	(30)	141
Military HH: Yes	2%	(6)	6%	(18)	36%	(109)	7%	(22)	36%	(111)	14%	(42)	308
Military HH: No	5%	(90)	8%	(159)	38%	(727)	9%	(174)	23%	(438)	16%	(314)	1902
RD/WT: Right Direction	8%	(50)	12%	(76)	35%	(225)	9%	(57)	20%	(130)	16%	(104)	643
RD/WT: Wrong Track	3%	(45)	6%	(100)	39%	(612)	9%	(139)	27%	(420)	16%	(251)	1567
Biden Job Approve	6%	(64)	10%	(100)	40%	(403)	7%	(75)	21%	(212)	16%	(159)	1013
Biden Job Disapprove	3%	(30)	6%	(72)	37%	(415)	11%	(117)	29%	(327)	14%	(154)	1115

Continued on next page

Table AUSHTI3_6: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (96)	8% (177)	38% (837)	9% (196)	25% (549)	16% (356)	2210
Biden Job Strongly Approve	9% (40)	10% (46)	36% (161)	7% (31)	23% (104)	15% (68)	451
Biden Job Somewhat Approve	4% (24)	10% (54)	43% (242)	8% (44)	19% (108)	16% (91)	563
Biden Job Somewhat Disapprove	3% (11)	10% (33)	42% (139)	11% (36)	20% (66)	13% (43)	328
Biden Job Strongly Disapprove	2% (19)	5% (39)	35% (276)	10% (82)	33% (261)	14% (111)	787
Favorable of Biden	7% (68)	10% (98)	40% (405)	7% (66)	21% (213)	16% (164)	1014
Unfavorable of Biden	2% (24)	6% (72)	37% (410)	11% (126)	29% (325)	13% (147)	1103
Very Favorable of Biden	10% (47)	11% (51)	35% (165)	6% (29)	23% (108)	14% (67)	467
Somewhat Favorable of Biden	4% (20)	9% (47)	44% (240)	7% (38)	19% (105)	18% (97)	547
Somewhat Unfavorable of Biden	2% (6)	9% (25)	42% (120)	17% (48)	20% (56)	11% (30)	286
Very Unfavorable of Biden	2% (19)	6% (47)	35% (290)	9% (77)	33% (269)	14% (116)	817
#1 Issue: Economy	3% (31)	10% (90)	40% (355)	9% (81)	23% (208)	14% (129)	894
#1 Issue: Security	4% (9)	7% (14)	29% (63)	8% (17)	36% (78)	15% (33)	215
#1 Issue: Health Care	10% (20)	6% (11)	36% (69)	10% (18)	18% (35)	20% (37)	190
#1 Issue: Medicare / Social Security	2% (6)	5% (12)	37% (86)	7% (16)	34% (79)	14% (33)	232
#1 Issue: Women's Issues	4% (15)	7% (24)	35% (120)	11% (38)	21% (74)	22% (75)	346
#1 Issue: Education	7% (6)	21% (16)	33% (25)	10% (7)	17% (13)	12% (9)	76
#1 Issue: Energy	5% (7)	4% (6)	50% (66)	7% (10)	20% (27)	12% (16)	132
#1 Issue: Other	2% (2)	3% (3)	43% (53)	7% (8)	28% (35)	19% (23)	125
2020 Vote: Joe Biden	5% (48)	9% (83)	40% (371)	8% (71)	23% (216)	15% (141)	930
2020 Vote: Donald Trump	4% (27)	7% (55)	35% (270)	10% (78)	32% (246)	12% (95)	773
2020 Vote: Didn't Vote	4% (19)	8% (36)	38% (175)	9% (42)	17% (77)	24% (108)	458
2018 House Vote: Democrat	5% (38)	10% (74)	41% (310)	8% (59)	24% (179)	12% (94)	753
2018 House Vote: Republican	4% (27)	5% (32)	35% (213)	8% (49)	35% (214)	12% (75)	610
2018 House Vote: Someone else	— (0)	3% (2)	23% (12)	25% (13)	28% (14)	22% (11)	52
2016 Vote: Hillary Clinton	6% (42)	10% (73)	40% (281)	7% (49)	25% (173)	12% (85)	703
2016 Vote: Donald Trump	3% (20)	6% (40)	34% (226)	10% (65)	34% (229)	13% (84)	664
2016 Vote: Other	— (0)	6% (5)	36% (29)	10% (8)	24% (19)	24% (19)	80
2016 Vote: Didn't Vote	4% (32)	8% (58)	39% (299)	10% (74)	17% (129)	22% (168)	760
Voted in 2014: Yes	4% (52)	8% (103)	37% (461)	9% (108)	29% (362)	12% (153)	1238
Voted in 2014: No	4% (44)	8% (74)	39% (376)	9% (88)	19% (187)	21% (203)	972

Continued on next page

Table AUSHTI3_6: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Sean 'Diddy' Combs

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	4%	(96)	8%	(177)	38%	(837)	9%	(196)	25%	(549)	16%	(356)	2210
4-Region: Northeast	4%	(14)	8%	(32)	41%	(157)	8%	(29)	21%	(82)	18%	(69)	383
4-Region: Midwest	3%	(16)	6%	(26)	41%	(189)	8%	(37)	24%	(109)	17%	(80)	456
4-Region: South	6%	(47)	9%	(75)	36%	(304)	9%	(74)	23%	(192)	18%	(152)	844
4-Region: West	4%	(19)	8%	(43)	35%	(187)	11%	(56)	32%	(167)	10%	(55)	527

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

Table AUSHTI3_7: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (215)	15% (331)	39% (861)	8% (168)	19% (410)	10% (225)	2210
Gender: Male	10% (111)	15% (158)	36% (382)	8% (89)	21% (220)	10% (108)	1068
Gender: Female	9% (104)	15% (172)	42% (479)	7% (80)	17% (190)	10% (117)	1142
Age: 18-34	15% (98)	17% (108)	31% (202)	10% (61)	14% (92)	13% (81)	642
Age: 35-44	12% (44)	17% (60)	41% (151)	5% (20)	16% (57)	9% (34)	365
Age: 45-64	7% (53)	16% (112)	41% (289)	6% (44)	21% (148)	9% (67)	714
Age: 65+	4% (19)	10% (50)	45% (220)	9% (44)	23% (113)	9% (43)	489
GenZers: 1997-2012	15% (35)	19% (45)	22% (52)	12% (28)	17% (40)	16% (38)	239
Millennials: 1981-1996	15% (97)	17% (110)	38% (251)	6% (42)	14% (94)	10% (65)	658
GenXers: 1965-1980	9% (47)	18% (100)	39% (215)	5% (30)	19% (106)	10% (55)	553
Baby Boomers: 1946-1964	5% (35)	10% (71)	46% (318)	9% (65)	21% (149)	8% (57)	694
PID: Dem (no lean)	10% (93)	19% (173)	40% (357)	8% (74)	12% (108)	10% (85)	890
PID: Ind (no lean)	9% (59)	12% (74)	38% (236)	8% (53)	19% (122)	13% (84)	627
PID: Rep (no lean)	9% (63)	12% (84)	39% (269)	6% (41)	26% (180)	8% (56)	693
PID/Gender: Dem Men	12% (51)	21% (85)	36% (147)	9% (36)	13% (53)	10% (39)	411
PID/Gender: Dem Women	9% (43)	18% (88)	44% (209)	8% (38)	11% (55)	10% (46)	479
PID/Gender: Ind Men	9% (27)	11% (33)	38% (118)	9% (28)	20% (64)	13% (41)	312
PID/Gender: Ind Women	10% (31)	13% (41)	37% (118)	8% (24)	18% (58)	14% (43)	316
PID/Gender: Rep Men	9% (32)	12% (40)	34% (117)	7% (24)	30% (103)	8% (28)	345
PID/Gender: Rep Women	9% (31)	12% (43)	44% (151)	5% (17)	22% (77)	8% (29)	348
Ideo: Liberal (1-3)	13% (89)	17% (120)	39% (271)	9% (65)	12% (85)	9% (64)	694
Ideo: Moderate (4)	10% (68)	17% (121)	41% (289)	7% (52)	15% (105)	10% (72)	706
Ideo: Conservative (5-7)	6% (41)	11% (76)	39% (263)	7% (46)	28% (189)	8% (54)	668
Educ: < College	10% (144)	14% (203)	39% (556)	8% (116)	18% (256)	11% (163)	1437
Educ: Bachelors degree	8% (42)	17% (85)	40% (195)	7% (33)	21% (103)	7% (33)	491
Educ: Post-grad	10% (29)	15% (43)	39% (111)	7% (19)	18% (51)	10% (29)	282
Income: Under 50k	9% (118)	14% (186)	37% (474)	9% (119)	18% (232)	12% (161)	1290
Income: 50k-100k	10% (61)	17% (110)	42% (270)	5% (32)	20% (131)	6% (39)	643
Income: 100k+	13% (36)	13% (35)	42% (117)	6% (18)	17% (46)	9% (25)	277
Ethnicity: White	8% (142)	15% (253)	42% (717)	7% (118)	19% (322)	9% (159)	1711
Ethnicity: Hispanic	14% (52)	19% (72)	31% (116)	11% (42)	16% (58)	9% (33)	374

Continued on next page

Table AUSHTI3_7: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (215)	15% (331)	39% (861)	8% (168)	19% (410)	10% (225)	2210
Ethnicity: Black	15% (44)	17% (47)	29% (81)	9% (25)	15% (43)	15% (43)	282
Ethnicity: Other	14% (30)	14% (31)	29% (63)	12% (26)	20% (44)	11% (23)	217
All Christian	9% (87)	14% (136)	43% (420)	8% (75)	19% (191)	7% (73)	981
All Non-Christian	12% (15)	23% (29)	30% (37)	6% (8)	18% (22)	10% (13)	124
Atheist	9% (10)	13% (14)	36% (38)	12% (13)	17% (18)	12% (13)	105
Agnostic/Nothing in particular	11% (72)	14% (88)	39% (245)	7% (42)	18% (113)	11% (72)	633
Something Else	8% (31)	18% (65)	33% (120)	8% (31)	18% (66)	15% (54)	367
Religious Non-Protestant/Catholic	13% (17)	22% (30)	31% (41)	6% (8)	18% (24)	11% (14)	135
Evangelical	8% (50)	17% (98)	35% (208)	7% (42)	24% (140)	9% (55)	593
Non-Evangelical	8% (60)	14% (101)	44% (321)	9% (62)	15% (109)	10% (70)	723
Community: Urban	14% (91)	18% (118)	34% (219)	9% (57)	16% (102)	9% (58)	645
Community: Suburban	8% (79)	14% (138)	43% (417)	6% (55)	19% (190)	10% (96)	975
Community: Rural	8% (45)	13% (74)	38% (226)	10% (57)	20% (118)	12% (71)	590
Employ: Private Sector	11% (78)	18% (125)	39% (272)	6% (39)	19% (129)	7% (51)	695
Employ: Government	14% (16)	19% (23)	33% (39)	14% (16)	12% (14)	8% (9)	116
Employ: Self-Employed	12% (21)	17% (31)	31% (57)	9% (17)	17% (32)	13% (24)	182
Employ: Homemaker	11% (15)	16% (22)	43% (61)	5% (7)	15% (21)	11% (15)	142
Employ: Student	14% (9)	23% (14)	29% (18)	6% (4)	11% (7)	17% (11)	62
Employ: Retired	4% (22)	12% (68)	44% (251)	9% (50)	23% (130)	9% (54)	575
Employ: Unemployed	12% (37)	11% (33)	37% (110)	8% (23)	17% (51)	15% (44)	297
Employ: Other	12% (17)	9% (13)	38% (53)	10% (14)	20% (27)	12% (17)	141
Military HH: Yes	7% (23)	12% (36)	36% (112)	9% (28)	25% (78)	10% (31)	308
Military HH: No	10% (192)	15% (294)	39% (749)	7% (141)	17% (332)	10% (194)	1902
RD/WT: Right Direction	16% (100)	18% (116)	36% (231)	7% (46)	13% (82)	11% (69)	643
RD/WT: Wrong Track	7% (115)	14% (215)	40% (630)	8% (123)	21% (328)	10% (156)	1567
Biden Job Approve	13% (132)	18% (185)	41% (410)	7% (66)	13% (127)	9% (92)	1013
Biden Job Disapprove	7% (77)	12% (137)	38% (427)	9% (100)	25% (275)	9% (99)	1115

Continued on next page

**Table AUSHTI3_7: If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Taylor Swift**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (215)	15% (331)	39% (861)	8% (168)	19% (410)	10% (225)	2210
Biden Job Strongly Approve	15% (67)	18% (83)	39% (174)	6% (27)	13% (59)	9% (41)	451
Biden Job Somewhat Approve	12% (66)	18% (102)	42% (237)	7% (39)	12% (68)	9% (51)	563
Biden Job Somewhat Disapprove	9% (29)	21% (69)	36% (119)	12% (38)	12% (38)	10% (34)	328
Biden Job Strongly Disapprove	6% (48)	9% (67)	39% (308)	8% (62)	30% (237)	8% (65)	787
Favorable of Biden	13% (128)	18% (184)	40% (407)	6% (64)	13% (131)	10% (100)	1014
Unfavorable of Biden	7% (73)	13% (140)	39% (431)	9% (102)	24% (267)	8% (91)	1103
Very Favorable of Biden	15% (72)	17% (81)	40% (185)	6% (26)	13% (62)	8% (40)	467
Somewhat Favorable of Biden	10% (57)	19% (102)	41% (222)	7% (38)	13% (69)	11% (60)	547
Somewhat Unfavorable of Biden	7% (21)	20% (58)	39% (112)	14% (40)	11% (32)	8% (23)	286
Very Unfavorable of Biden	6% (51)	10% (82)	39% (319)	8% (61)	29% (235)	8% (68)	817
#1 Issue: Economy	9% (81)	17% (151)	40% (357)	7% (63)	18% (163)	9% (80)	894
#1 Issue: Security	9% (18)	14% (31)	28% (59)	5% (12)	33% (71)	11% (23)	215
#1 Issue: Health Care	13% (24)	12% (23)	39% (74)	10% (18)	13% (24)	14% (26)	190
#1 Issue: Medicare / Social Security	10% (23)	10% (23)	42% (97)	9% (22)	19% (45)	10% (23)	232
#1 Issue: Women's Issues	12% (42)	18% (63)	38% (130)	7% (23)	15% (52)	10% (36)	346
#1 Issue: Education	12% (9)	21% (16)	32% (24)	10% (8)	15% (11)	9% (7)	76
#1 Issue: Energy	11% (14)	10% (13)	47% (63)	9% (12)	13% (18)	10% (13)	132
#1 Issue: Other	3% (4)	8% (11)	45% (56)	9% (11)	21% (26)	14% (17)	125
2020 Vote: Joe Biden	10% (95)	18% (170)	41% (377)	8% (73)	14% (129)	9% (87)	930
2020 Vote: Donald Trump	9% (67)	11% (88)	39% (305)	7% (55)	26% (199)	8% (58)	773
2020 Vote: Didn't Vote	11% (50)	14% (63)	36% (164)	8% (37)	15% (71)	16% (72)	458
2018 House Vote: Democrat	10% (75)	17% (131)	43% (326)	7% (55)	14% (109)	7% (56)	753
2018 House Vote: Republican	8% (49)	10% (63)	40% (243)	7% (44)	27% (165)	8% (46)	610
2018 House Vote: Someone else	4% (2)	7% (4)	32% (17)	18% (9)	25% (13)	14% (7)	52
2016 Vote: Hillary Clinton	11% (75)	17% (122)	43% (299)	8% (54)	14% (100)	7% (52)	703
2016 Vote: Donald Trump	9% (56)	10% (67)	38% (255)	7% (49)	28% (183)	8% (54)	664
2016 Vote: Other	4% (4)	10% (8)	38% (30)	9% (7)	21% (16)	17% (14)	80
2016 Vote: Didn't Vote	11% (80)	17% (133)	36% (274)	8% (57)	15% (111)	14% (105)	760
Voted in 2014: Yes	9% (106)	13% (165)	41% (513)	7% (89)	22% (268)	8% (96)	1238
Voted in 2014: No	11% (109)	17% (166)	36% (348)	8% (79)	15% (141)	13% (129)	972

Continued on next page

Table AUSHTI3_7: *If the following people recommended a product or service, would you be more or less likely to purchase that product or service?
 Taylor Swift*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (215)	15% (331)	39% (861)	8% (168)	19% (410)	10% (225)	2210
4-Region: Northeast	11% (42)	15% (59)	38% (144)	9% (35)	17% (64)	10% (39)	383
4-Region: Midwest	8% (37)	14% (63)	42% (192)	6% (28)	19% (85)	11% (52)	456
4-Region: South	12% (100)	15% (130)	37% (311)	7% (56)	18% (156)	11% (91)	844
4-Region: West	7% (37)	15% (79)	41% (214)	9% (49)	20% (104)	8% (43)	527

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

Table AUSHTI4_1: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (224)	11% (252)	40% (884)	5% (121)	22% (496)	11% (233)	2210
Gender: Male	10% (110)	13% (139)	37% (396)	6% (64)	24% (255)	10% (103)	1068
Gender: Female	10% (113)	10% (113)	43% (488)	5% (58)	21% (240)	11% (130)	1142
Age: 18-34	18% (116)	18% (115)	32% (206)	4% (27)	15% (94)	13% (83)	642
Age: 35-44	13% (48)	15% (55)	43% (156)	7% (25)	14% (52)	8% (31)	365
Age: 45-64	7% (53)	10% (68)	43% (306)	5% (36)	27% (193)	8% (57)	714
Age: 65+	1% (6)	3% (14)	44% (216)	7% (33)	32% (157)	13% (62)	489
GenZers: 1997-2012	20% (49)	16% (38)	25% (60)	5% (12)	15% (36)	18% (44)	239
Millennials: 1981-1996	15% (99)	18% (117)	38% (252)	5% (30)	15% (97)	10% (63)	658
GenXers: 1965-1980	11% (58)	12% (65)	42% (232)	6% (33)	22% (121)	8% (44)	553
Baby Boomers: 1946-1964	2% (16)	4% (29)	46% (321)	6% (41)	31% (217)	10% (69)	694
PID: Dem (no lean)	13% (120)	16% (139)	43% (380)	5% (44)	14% (120)	10% (86)	890
PID: Ind (no lean)	8% (52)	10% (60)	40% (249)	6% (35)	23% (144)	14% (87)	627
PID: Rep (no lean)	7% (51)	8% (53)	37% (255)	6% (42)	33% (231)	9% (60)	693
PID/Gender: Dem Men	15% (61)	19% (79)	36% (149)	6% (26)	14% (58)	9% (39)	411
PID/Gender: Dem Women	12% (59)	12% (60)	48% (232)	4% (18)	13% (62)	10% (47)	479
PID/Gender: Ind Men	7% (22)	10% (31)	42% (132)	5% (16)	23% (72)	12% (38)	312
PID/Gender: Ind Women	10% (30)	9% (29)	37% (117)	6% (19)	23% (72)	16% (49)	316
PID/Gender: Rep Men	8% (28)	8% (29)	34% (116)	6% (22)	36% (125)	7% (26)	345
PID/Gender: Rep Women	7% (23)	7% (24)	40% (140)	6% (21)	30% (106)	10% (34)	348
Ideo: Liberal (1-3)	16% (114)	12% (87)	46% (319)	3% (22)	13% (89)	9% (64)	694
Ideo: Moderate (4)	9% (62)	15% (107)	40% (281)	7% (51)	19% (135)	10% (70)	706
Ideo: Conservative (5-7)	5% (35)	7% (44)	38% (255)	6% (43)	36% (240)	8% (51)	668
Educ: < College	11% (161)	11% (159)	39% (561)	5% (72)	22% (309)	12% (175)	1437
Educ: Bachelors degree	8% (41)	15% (71)	42% (206)	6% (28)	25% (122)	5% (23)	491
Educ: Post-grad	8% (22)	8% (21)	41% (117)	8% (22)	23% (64)	13% (36)	282
Income: Under 50k	10% (131)	12% (154)	38% (494)	5% (62)	22% (287)	12% (161)	1290
Income: 50k-100k	10% (66)	12% (74)	41% (264)	6% (40)	24% (155)	7% (44)	643
Income: 100k+	9% (26)	9% (24)	46% (127)	7% (19)	19% (54)	10% (29)	277
Ethnicity: White	7% (124)	9% (159)	44% (747)	6% (100)	24% (410)	10% (171)	1711

Continued on next page

Table AUSHTI4_1: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (224)	11% (252)	40% (884)	5% (121)	22% (496)	11% (233)	2210
Ethnicity: Hispanic	18% (67)	15% (57)	31% (115)	6% (21)	23% (85)	7% (28)	374
Ethnicity: Black	26% (73)	19% (52)	26% (74)	2% (7)	13% (36)	15% (41)	282
Ethnicity: Other	12% (27)	18% (40)	30% (64)	7% (14)	23% (50)	10% (22)	217
All Christian	8% (76)	11% (105)	40% (397)	7% (69)	25% (248)	9% (86)	981
All Non-Christian	10% (12)	15% (19)	36% (45)	10% (12)	20% (25)	8% (11)	124
Atheist	14% (14)	15% (15)	40% (42)	2% (2)	16% (17)	14% (15)	105
Agnostic/Nothing in particular	11% (70)	12% (78)	42% (268)	3% (22)	19% (121)	12% (74)	633
Something Else	14% (51)	9% (34)	36% (133)	4% (16)	23% (85)	13% (48)	367
Religious Non-Protestant/Catholic	11% (15)	14% (19)	36% (49)	9% (12)	21% (28)	9% (12)	135
Evangelical	10% (58)	10% (61)	36% (214)	5% (31)	29% (171)	10% (58)	593
Non-Evangelical	9% (65)	10% (72)	42% (304)	7% (53)	21% (155)	10% (74)	723
Community: Urban	14% (91)	20% (129)	34% (217)	6% (36)	17% (112)	9% (60)	645
Community: Suburban	9% (89)	8% (80)	44% (433)	6% (57)	23% (223)	9% (92)	975
Community: Rural	7% (43)	7% (43)	40% (235)	5% (28)	27% (161)	14% (81)	590
Employ: Private Sector	13% (91)	15% (105)	40% (278)	6% (44)	19% (133)	6% (42)	695
Employ: Government	18% (20)	14% (16)	34% (39)	4% (4)	21% (25)	10% (12)	116
Employ: Self-Employed	9% (17)	12% (21)	38% (68)	6% (11)	20% (37)	15% (27)	182
Employ: Homemaker	9% (13)	11% (16)	44% (62)	3% (4)	21% (30)	12% (17)	142
Employ: Student	20% (12)	15% (10)	31% (19)	3% (2)	16% (10)	15% (9)	62
Employ: Retired	3% (16)	5% (29)	41% (237)	7% (38)	33% (188)	12% (67)	575
Employ: Unemployed	11% (33)	15% (44)	41% (121)	4% (11)	15% (46)	15% (43)	297
Employ: Other	14% (20)	8% (12)	42% (59)	5% (7)	18% (26)	12% (17)	141
Military HH: Yes	6% (19)	7% (22)	37% (114)	5% (16)	34% (105)	11% (33)	308
Military HH: No	11% (205)	12% (230)	40% (770)	6% (105)	21% (391)	11% (201)	1902
RD/WT: Right Direction	15% (93)	17% (108)	36% (234)	6% (37)	15% (97)	11% (74)	643
RD/WT: Wrong Track	8% (130)	9% (144)	41% (650)	5% (85)	25% (399)	10% (160)	1567
Biden Job Approve	13% (135)	15% (152)	42% (428)	5% (46)	15% (147)	10% (104)	1013
Biden Job Disapprove	7% (81)	8% (95)	39% (435)	7% (73)	30% (340)	8% (91)	1115

Continued on next page

Table AUSHTI4_1: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (224)	11% (252)	40% (884)	5% (121)	22% (496)	11% (233)	2210
Biden Job Strongly Approve	16% (73)	15% (69)	39% (175)	4% (18)	14% (65)	11% (51)	451
Biden Job Somewhat Approve	11% (61)	15% (83)	45% (253)	5% (29)	15% (83)	9% (53)	563
Biden Job Somewhat Disapprove	12% (39)	15% (49)	44% (143)	6% (21)	17% (57)	6% (19)	328
Biden Job Strongly Disapprove	5% (42)	6% (45)	37% (292)	7% (52)	36% (284)	9% (73)	787
Favorable of Biden	14% (137)	14% (146)	43% (436)	4% (45)	15% (148)	10% (103)	1014
Unfavorable of Biden	7% (77)	9% (99)	39% (426)	7% (72)	31% (339)	8% (90)	1103
Very Favorable of Biden	18% (85)	14% (66)	39% (183)	4% (21)	13% (59)	11% (53)	467
Somewhat Favorable of Biden	10% (52)	15% (80)	46% (253)	4% (24)	16% (89)	9% (50)	547
Somewhat Unfavorable of Biden	10% (30)	17% (47)	42% (120)	8% (23)	17% (49)	6% (17)	286
Very Unfavorable of Biden	6% (47)	6% (51)	38% (306)	6% (50)	35% (290)	9% (73)	817
#1 Issue: Economy	10% (86)	12% (108)	41% (365)	6% (51)	23% (201)	9% (82)	894
#1 Issue: Security	6% (14)	10% (22)	27% (58)	5% (11)	40% (86)	11% (24)	215
#1 Issue: Health Care	12% (23)	16% (30)	38% (72)	5% (10)	17% (32)	12% (23)	190
#1 Issue: Medicare / Social Security	8% (18)	3% (7)	45% (105)	7% (16)	27% (62)	10% (24)	232
#1 Issue: Women's Issues	17% (57)	16% (54)	37% (128)	5% (18)	13% (45)	13% (44)	346
#1 Issue: Education	18% (14)	16% (12)	35% (27)	6% (5)	18% (14)	7% (5)	76
#1 Issue: Energy	7% (9)	12% (16)	47% (62)	5% (6)	19% (25)	11% (14)	132
#1 Issue: Other	2% (2)	2% (3)	55% (69)	4% (4)	24% (30)	13% (17)	125
2020 Vote: Joe Biden	11% (106)	14% (132)	45% (423)	5% (43)	15% (139)	9% (87)	930
2020 Vote: Donald Trump	9% (68)	7% (52)	36% (281)	6% (45)	35% (273)	7% (54)	773
2020 Vote: Didn't Vote	11% (49)	12% (57)	36% (166)	7% (32)	15% (70)	18% (84)	458
2018 House Vote: Democrat	11% (85)	14% (108)	47% (355)	5% (36)	14% (106)	8% (63)	753
2018 House Vote: Republican	7% (44)	6% (36)	38% (231)	5% (31)	37% (224)	7% (44)	610
2018 House Vote: Someone else	6% (3)	6% (3)	23% (12)	6% (3)	45% (23)	14% (7)	52
2016 Vote: Hillary Clinton	12% (85)	15% (105)	47% (329)	4% (30)	14% (100)	8% (53)	703
2016 Vote: Donald Trump	7% (47)	6% (42)	35% (235)	6% (41)	36% (241)	9% (57)	664
2016 Vote: Other	1% (1)	7% (6)	45% (36)	6% (5)	29% (23)	12% (10)	80
2016 Vote: Didn't Vote	12% (90)	13% (98)	37% (282)	6% (45)	17% (132)	15% (113)	760

Continued on next page

Table AUSHTI4_1: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (224)	11% (252)	40% (884)	5% (121)	22% (496)	11% (233)	2210
Voted in 2014: Yes	9% (112)	10% (124)	42% (519)	5% (68)	26% (317)	8% (98)	1238
Voted in 2014: No	12% (112)	13% (128)	38% (365)	5% (53)	18% (178)	14% (136)	972
4-Region: Northeast	11% (43)	11% (43)	43% (163)	7% (28)	17% (67)	10% (38)	383
4-Region: Midwest	9% (39)	8% (37)	43% (198)	5% (22)	23% (105)	12% (55)	456
4-Region: South	12% (98)	13% (106)	35% (299)	6% (54)	22% (190)	12% (99)	844
4-Region: West	8% (44)	12% (65)	43% (225)	3% (17)	26% (134)	8% (41)	527

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

Table AUSHTI4_2: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (193)	11% (240)	39% (856)	7% (156)	24% (541)	10% (225)	2210
Gender: Male	9% (94)	13% (141)	35% (372)	8% (81)	26% (277)	10% (103)	1068
Gender: Female	9% (99)	9% (99)	42% (484)	7% (74)	23% (263)	11% (123)	1142
Age: 18-34	15% (97)	17% (112)	32% (206)	7% (46)	16% (100)	13% (82)	642
Age: 35-44	9% (31)	14% (52)	41% (151)	8% (31)	19% (68)	9% (33)	365
Age: 45-64	8% (56)	7% (52)	42% (303)	5% (39)	29% (208)	8% (56)	714
Age: 65+	2% (9)	5% (25)	40% (196)	8% (41)	34% (164)	11% (55)	489
GenZers: 1997-2012	15% (37)	16% (38)	26% (63)	9% (22)	15% (35)	18% (44)	239
Millennials: 1981-1996	13% (85)	17% (112)	38% (249)	6% (37)	17% (110)	10% (64)	658
GenXers: 1965-1980	9% (51)	9% (47)	41% (225)	7% (39)	27% (147)	8% (44)	553
Baby Boomers: 1946-1964	3% (19)	6% (40)	43% (297)	7% (51)	33% (226)	9% (61)	694
PID: Dem (no lean)	11% (101)	16% (139)	41% (368)	8% (68)	15% (131)	9% (83)	890
PID: Ind (no lean)	8% (53)	8% (51)	39% (244)	5% (34)	26% (160)	14% (85)	627
PID: Rep (no lean)	6% (39)	7% (51)	35% (244)	8% (53)	36% (249)	8% (58)	693
PID/Gender: Dem Men	13% (54)	20% (82)	33% (134)	9% (38)	16% (65)	9% (39)	411
PID/Gender: Dem Women	10% (46)	12% (57)	49% (234)	6% (31)	14% (67)	9% (44)	479
PID/Gender: Ind Men	8% (24)	9% (29)	41% (127)	5% (15)	25% (79)	12% (38)	312
PID/Gender: Ind Women	9% (29)	7% (22)	37% (116)	6% (20)	26% (81)	15% (47)	316
PID/Gender: Rep Men	4% (15)	9% (30)	32% (111)	8% (29)	39% (133)	8% (26)	345
PID/Gender: Rep Women	7% (23)	6% (20)	38% (133)	7% (24)	33% (116)	9% (31)	348
Ideo: Liberal (1-3)	12% (85)	14% (94)	45% (314)	6% (43)	14% (98)	9% (60)	694
Ideo: Moderate (4)	10% (68)	13% (95)	38% (272)	8% (53)	21% (147)	10% (71)	706
Ideo: Conservative (5-7)	4% (28)	6% (42)	35% (237)	8% (52)	39% (263)	7% (47)	668
Educ: < College	10% (139)	10% (149)	38% (544)	7% (96)	24% (340)	12% (170)	1437
Educ: Bachelors degree	7% (33)	12% (61)	41% (200)	8% (38)	28% (135)	5% (24)	491
Educ: Post-grad	7% (20)	11% (31)	40% (112)	8% (22)	23% (66)	11% (32)	282
Income: Under 50k	9% (118)	10% (135)	37% (480)	7% (91)	24% (308)	12% (159)	1290
Income: 50k-100k	7% (48)	13% (83)	40% (255)	7% (47)	27% (173)	6% (38)	643
Income: 100k+	10% (27)	8% (23)	44% (121)	7% (18)	21% (59)	10% (28)	277
Ethnicity: White	6% (102)	10% (165)	41% (709)	7% (120)	26% (449)	10% (165)	1711

Continued on next page

Table AUSHTI4_2: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (193)	11% (240)	39% (856)	7% (156)	24% (541)	10% (225)	2210
Ethnicity: Hispanic	13% (49)	14% (53)	32% (118)	8% (31)	25% (93)	8% (30)	374
Ethnicity: Black	25% (70)	16% (44)	26% (73)	7% (19)	13% (38)	13% (38)	282
Ethnicity: Other	9% (20)	14% (31)	34% (74)	7% (16)	25% (53)	10% (22)	217
All Christian	6% (59)	11% (111)	39% (379)	8% (77)	28% (277)	8% (79)	981
All Non-Christian	5% (7)	14% (18)	41% (51)	8% (10)	21% (26)	10% (13)	124
Atheist	14% (15)	7% (7)	37% (39)	12% (12)	17% (18)	13% (13)	105
Agnostic/Nothing in particular	11% (69)	11% (71)	41% (257)	5% (31)	21% (131)	12% (74)	633
Something Else	12% (44)	9% (33)	35% (130)	7% (26)	24% (89)	12% (46)	367
Religious Non-Protestant/Catholic	6% (9)	14% (19)	41% (55)	7% (10)	21% (29)	11% (14)	135
Evangelical	9% (54)	11% (66)	32% (192)	7% (41)	30% (181)	10% (59)	593
Non-Evangelical	6% (43)	10% (74)	42% (306)	8% (61)	24% (174)	9% (65)	723
Community: Urban	14% (92)	17% (107)	34% (218)	8% (52)	18% (116)	9% (61)	645
Community: Suburban	7% (68)	9% (88)	43% (415)	7% (67)	26% (252)	9% (84)	975
Community: Rural	6% (33)	8% (45)	38% (223)	6% (37)	29% (172)	14% (80)	590
Employ: Private Sector	11% (77)	15% (104)	38% (262)	8% (52)	23% (157)	6% (42)	695
Employ: Government	14% (17)	16% (18)	32% (37)	8% (10)	21% (24)	9% (11)	116
Employ: Self-Employed	7% (13)	12% (21)	42% (76)	7% (14)	18% (33)	14% (25)	182
Employ: Homemaker	6% (9)	8% (11)	45% (64)	1% (1)	28% (39)	13% (18)	142
Employ: Student	15% (9)	12% (8)	35% (22)	4% (3)	19% (12)	15% (9)	62
Employ: Retired	3% (17)	6% (36)	39% (226)	8% (48)	33% (190)	10% (59)	575
Employ: Unemployed	11% (34)	11% (31)	39% (115)	5% (15)	20% (60)	15% (43)	297
Employ: Other	12% (17)	8% (11)	39% (55)	10% (13)	19% (27)	12% (17)	141
Military HH: Yes	4% (13)	9% (28)	36% (111)	6% (17)	35% (109)	10% (30)	308
Military HH: No	9% (180)	11% (213)	39% (744)	7% (138)	23% (432)	10% (195)	1902
RD/WT: Right Direction	15% (97)	15% (100)	36% (229)	8% (52)	15% (95)	11% (71)	643
RD/WT: Wrong Track	6% (95)	9% (141)	40% (627)	7% (104)	28% (446)	10% (154)	1567
Biden Job Approve	13% (127)	15% (155)	41% (417)	6% (57)	16% (158)	10% (99)	1013
Biden Job Disapprove	5% (60)	7% (79)	38% (419)	8% (94)	34% (375)	8% (88)	1115

Continued on next page

Table AUSHTI4_2: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?
Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (193)	11% (240)	39% (856)	7% (156)	24% (541)	10% (225)	2210
Biden Job Strongly Approve	16% (72)	15% (67)	38% (170)	6% (27)	14% (65)	11% (50)	451
Biden Job Somewhat Approve	10% (55)	16% (88)	44% (248)	5% (29)	16% (92)	9% (50)	563
Biden Job Somewhat Disapprove	9% (30)	13% (43)	43% (141)	11% (37)	18% (60)	5% (18)	328
Biden Job Strongly Disapprove	4% (31)	5% (36)	35% (278)	7% (57)	40% (315)	9% (71)	787
Favorable of Biden	12% (124)	14% (147)	42% (427)	6% (61)	15% (156)	10% (98)	1014
Unfavorable of Biden	5% (56)	8% (90)	37% (406)	8% (90)	34% (373)	8% (89)	1103
Very Favorable of Biden	17% (79)	15% (70)	38% (176)	6% (30)	13% (63)	10% (49)	467
Somewhat Favorable of Biden	8% (45)	14% (77)	46% (251)	6% (32)	17% (94)	9% (49)	547
Somewhat Unfavorable of Biden	7% (19)	14% (40)	44% (125)	11% (32)	18% (52)	6% (18)	286
Very Unfavorable of Biden	5% (37)	6% (49)	34% (281)	7% (58)	39% (321)	9% (71)	817
#1 Issue: Economy	7% (67)	12% (105)	40% (359)	7% (61)	25% (223)	9% (78)	894
#1 Issue: Security	5% (12)	10% (22)	24% (51)	8% (17)	42% (91)	11% (23)	215
#1 Issue: Health Care	14% (26)	9% (18)	38% (73)	9% (16)	18% (33)	12% (23)	190
#1 Issue: Medicare / Social Security	5% (11)	6% (14)	44% (101)	8% (19)	28% (64)	10% (23)	232
#1 Issue: Women's Issues	13% (44)	15% (51)	38% (133)	6% (21)	15% (53)	13% (44)	346
#1 Issue: Education	21% (16)	15% (12)	30% (23)	6% (4)	22% (16)	7% (5)	76
#1 Issue: Energy	10% (14)	10% (13)	41% (54)	7% (9)	22% (29)	10% (13)	132
#1 Issue: Other	3% (3)	4% (5)	49% (62)	6% (8)	24% (30)	14% (17)	125
2020 Vote: Joe Biden	11% (99)	14% (129)	43% (402)	7% (62)	16% (151)	9% (87)	930
2020 Vote: Donald Trump	5% (41)	7% (58)	35% (270)	8% (61)	37% (288)	7% (54)	773
2020 Vote: Didn't Vote	11% (53)	10% (46)	36% (166)	6% (29)	19% (86)	17% (78)	458
2018 House Vote: Democrat	11% (81)	13% (99)	45% (338)	7% (50)	17% (126)	8% (60)	753
2018 House Vote: Republican	5% (29)	6% (37)	37% (226)	6% (35)	39% (238)	7% (44)	610
2018 House Vote: Someone else	2% (1)	8% (4)	23% (12)	7% (4)	50% (26)	10% (5)	52
2016 Vote: Hillary Clinton	11% (79)	14% (96)	45% (319)	7% (46)	16% (112)	7% (51)	703
2016 Vote: Donald Trump	5% (35)	6% (41)	34% (223)	7% (48)	39% (262)	8% (55)	664
2016 Vote: Other	— (0)	10% (8)	41% (33)	3% (2)	36% (28)	10% (8)	80
2016 Vote: Didn't Vote	10% (78)	12% (94)	37% (279)	8% (60)	18% (139)	15% (111)	760

Continued on next page

Table AUSHTI4_2: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (193)	11% (240)	39% (856)	7% (156)	24% (541)	10% (225)	2210
Voted in 2014: Yes	8% (98)	10% (123)	40% (498)	6% (79)	28% (347)	7% (92)	1238
Voted in 2014: No	10% (95)	12% (117)	37% (357)	8% (77)	20% (194)	14% (133)	972
4-Region: Northeast	11% (43)	9% (35)	43% (165)	6% (23)	21% (79)	10% (37)	383
4-Region: Midwest	7% (32)	8% (39)	41% (188)	6% (29)	26% (117)	11% (52)	456
4-Region: South	10% (88)	12% (103)	34% (286)	7% (60)	25% (213)	11% (94)	844
4-Region: West	6% (30)	12% (64)	41% (216)	8% (43)	25% (132)	8% (42)	527

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

Table AUSHTI4_3: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	10% (216)	38% (837)	7% (160)	24% (535)	15% (325)	2210
Gender: Male	5% (54)	10% (104)	36% (387)	8% (91)	27% (283)	14% (150)	1068
Gender: Female	7% (83)	10% (112)	39% (451)	6% (69)	22% (251)	15% (176)	1142
Age: 18-34	13% (81)	16% (103)	32% (205)	8% (50)	16% (102)	16% (100)	642
Age: 35-44	7% (24)	10% (37)	41% (149)	9% (33)	21% (75)	13% (48)	365
Age: 45-64	3% (24)	8% (59)	42% (302)	7% (47)	27% (196)	12% (86)	714
Age: 65+	2% (8)	3% (16)	37% (181)	6% (30)	33% (162)	19% (91)	489
GenZers: 1997-2012	15% (35)	14% (34)	28% (66)	8% (19)	17% (40)	19% (45)	239
Millennials: 1981-1996	10% (67)	15% (97)	37% (244)	7% (49)	17% (111)	14% (91)	658
GenXers: 1965-1980	4% (23)	10% (55)	40% (223)	8% (45)	25% (140)	12% (68)	553
Baby Boomers: 1946-1964	2% (13)	4% (30)	41% (283)	6% (43)	32% (221)	15% (105)	694
PID: Dem (no lean)	8% (72)	14% (128)	41% (367)	7% (59)	17% (153)	13% (112)	890
PID: Ind (no lean)	6% (38)	7% (44)	36% (225)	9% (58)	23% (143)	19% (119)	627
PID: Rep (no lean)	4% (28)	6% (43)	35% (245)	6% (43)	34% (239)	14% (95)	693
PID/Gender: Dem Men	7% (31)	14% (57)	37% (150)	10% (42)	19% (77)	13% (54)	411
PID/Gender: Dem Women	9% (41)	15% (71)	45% (217)	4% (17)	16% (76)	12% (57)	479
PID/Gender: Ind Men	4% (14)	6% (19)	39% (121)	9% (28)	24% (76)	18% (55)	312
PID/Gender: Ind Women	8% (24)	8% (25)	33% (104)	10% (30)	21% (68)	20% (64)	316
PID/Gender: Rep Men	3% (9)	8% (27)	34% (116)	6% (21)	38% (131)	12% (41)	345
PID/Gender: Rep Women	5% (19)	5% (16)	37% (129)	6% (22)	31% (108)	16% (54)	348
Ideo: Liberal (1-3)	10% (70)	15% (104)	42% (291)	5% (38)	15% (105)	12% (86)	694
Ideo: Moderate (4)	7% (46)	10% (74)	39% (274)	9% (60)	22% (153)	14% (99)	706
Ideo: Conservative (5-7)	2% (13)	4% (29)	36% (242)	8% (51)	37% (246)	13% (88)	668
Educ: < College	7% (95)	9% (123)	38% (541)	7% (108)	23% (338)	16% (233)	1437
Educ: Bachelors degree	5% (27)	14% (67)	39% (192)	6% (31)	27% (132)	9% (42)	491
Educ: Post-grad	5% (15)	9% (26)	37% (104)	8% (21)	23% (65)	18% (50)	282
Income: Under 50k	6% (81)	9% (110)	36% (465)	8% (99)	24% (310)	17% (224)	1290
Income: 50k-100k	6% (40)	12% (76)	40% (255)	7% (46)	26% (165)	10% (62)	643
Income: 100k+	6% (16)	11% (29)	42% (117)	6% (16)	21% (59)	14% (39)	277
Ethnicity: White	5% (81)	9% (150)	39% (674)	7% (116)	26% (442)	14% (248)	1711

Continued on next page

Table AUSHTI4_3: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	10% (216)	38% (837)	7% (160)	24% (535)	15% (325)	2210
Ethnicity: Hispanic	10% (39)	15% (57)	28% (106)	10% (39)	26% (98)	9% (34)	374
Ethnicity: Black	15% (42)	14% (39)	34% (97)	8% (22)	13% (36)	16% (45)	282
Ethnicity: Other	6% (14)	12% (27)	30% (66)	10% (22)	26% (56)	15% (32)	217
All Christian	4% (43)	9% (87)	39% (381)	8% (75)	26% (254)	14% (142)	981
All Non-Christian	8% (10)	12% (15)	33% (41)	9% (11)	23% (28)	15% (18)	124
Atheist	6% (6)	8% (8)	39% (41)	11% (12)	19% (20)	17% (18)	105
Agnostic/Nothing in particular	9% (56)	12% (74)	38% (241)	6% (38)	21% (130)	15% (94)	633
Something Else	6% (21)	9% (32)	36% (134)	7% (25)	28% (102)	14% (52)	367
Religious Non-Protestant/Catholic	8% (11)	11% (15)	33% (45)	8% (11)	23% (32)	16% (22)	135
Evangelical	5% (28)	9% (53)	35% (208)	6% (35)	30% (179)	15% (90)	593
Non-Evangelical	5% (33)	9% (62)	41% (296)	9% (63)	23% (169)	14% (100)	723
Community: Urban	8% (53)	16% (106)	34% (222)	8% (50)	20% (132)	13% (82)	645
Community: Suburban	6% (54)	7% (73)	40% (391)	8% (74)	25% (247)	14% (136)	975
Community: Rural	5% (29)	6% (38)	38% (225)	6% (36)	26% (155)	18% (107)	590
Employ: Private Sector	7% (45)	15% (105)	39% (267)	9% (63)	23% (157)	8% (56)	695
Employ: Government	9% (10)	13% (15)	32% (38)	10% (12)	22% (25)	14% (16)	116
Employ: Self-Employed	7% (14)	10% (18)	37% (68)	5% (10)	19% (35)	21% (37)	182
Employ: Homemaker	9% (13)	5% (7)	42% (60)	3% (4)	24% (33)	17% (25)	142
Employ: Student	14% (9)	13% (8)	24% (15)	13% (8)	20% (12)	17% (11)	62
Employ: Retired	2% (9)	5% (29)	37% (213)	6% (35)	33% (192)	17% (97)	575
Employ: Unemployed	9% (26)	9% (28)	38% (113)	6% (19)	18% (54)	19% (58)	297
Employ: Other	8% (11)	4% (6)	45% (63)	7% (9)	18% (26)	18% (26)	141
Military HH: Yes	2% (7)	8% (25)	33% (102)	6% (18)	33% (103)	17% (54)	308
Military HH: No	7% (130)	10% (191)	39% (735)	7% (142)	23% (432)	14% (272)	1902
RD/WT: Right Direction	11% (70)	16% (101)	36% (230)	7% (42)	16% (105)	15% (95)	643
RD/WT: Wrong Track	4% (67)	7% (115)	39% (608)	8% (118)	27% (429)	15% (231)	1567
Biden Job Approve	9% (90)	15% (149)	39% (396)	6% (60)	18% (183)	13% (136)	1013
Biden Job Disapprove	4% (43)	6% (64)	38% (418)	9% (98)	31% (346)	13% (146)	1115

Continued on next page

Table AUSHTI4_3: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	10% (216)	38% (837)	7% (160)	24% (535)	15% (325)	2210
Biden Job Strongly Approve	12% (56)	15% (70)	35% (159)	6% (27)	15% (69)	16% (70)	451
Biden Job Somewhat Approve	6% (34)	14% (79)	42% (237)	6% (33)	20% (113)	12% (66)	563
Biden Job Somewhat Disapprove	6% (21)	10% (33)	43% (141)	12% (40)	18% (58)	11% (35)	328
Biden Job Strongly Disapprove	3% (21)	4% (32)	35% (277)	7% (58)	37% (288)	14% (111)	787
Favorable of Biden	9% (92)	14% (138)	40% (409)	6% (63)	17% (173)	14% (139)	1014
Unfavorable of Biden	3% (36)	7% (76)	37% (404)	8% (90)	32% (350)	13% (146)	1103
Very Favorable of Biden	12% (56)	13% (62)	39% (180)	6% (27)	15% (72)	15% (70)	467
Somewhat Favorable of Biden	7% (36)	14% (76)	42% (230)	6% (36)	18% (101)	13% (69)	547
Somewhat Unfavorable of Biden	4% (12)	14% (39)	42% (121)	11% (32)	19% (54)	10% (28)	286
Very Unfavorable of Biden	3% (24)	5% (37)	35% (283)	7% (59)	36% (297)	14% (118)	817
#1 Issue: Economy	4% (35)	11% (95)	39% (352)	8% (72)	25% (220)	13% (119)	894
#1 Issue: Security	4% (9)	4% (9)	32% (68)	6% (12)	40% (86)	14% (30)	215
#1 Issue: Health Care	13% (25)	11% (20)	34% (65)	7% (14)	18% (35)	17% (31)	190
#1 Issue: Medicare / Social Security	3% (6)	6% (14)	41% (94)	7% (17)	28% (65)	16% (36)	232
#1 Issue: Women's Issues	13% (46)	14% (48)	33% (113)	8% (27)	17% (59)	15% (53)	346
#1 Issue: Education	7% (5)	18% (13)	38% (29)	12% (9)	17% (13)	8% (6)	76
#1 Issue: Energy	7% (9)	8% (11)	42% (56)	5% (6)	21% (27)	17% (22)	132
#1 Issue: Other	1% (1)	4% (5)	48% (60)	2% (3)	23% (29)	22% (28)	125
2020 Vote: Joe Biden	8% (70)	12% (115)	41% (382)	7% (64)	19% (181)	13% (117)	930
2020 Vote: Donald Trump	3% (25)	6% (50)	35% (269)	8% (60)	35% (267)	13% (102)	773
2020 Vote: Didn't Vote	8% (38)	11% (48)	37% (171)	8% (35)	15% (71)	21% (95)	458
2018 House Vote: Democrat	8% (57)	14% (102)	42% (315)	7% (53)	18% (137)	12% (89)	753
2018 House Vote: Republican	4% (25)	5% (30)	35% (213)	6% (37)	37% (227)	13% (78)	610
2018 House Vote: Someone else	7% (4)	— (0)	22% (11)	18% (10)	36% (19)	17% (9)	52
2016 Vote: Hillary Clinton	8% (60)	13% (91)	42% (294)	7% (50)	18% (129)	11% (80)	703
2016 Vote: Donald Trump	3% (19)	5% (34)	35% (232)	8% (50)	36% (238)	14% (90)	664
2016 Vote: Other	3% (3)	3% (3)	36% (28)	6% (5)	30% (24)	21% (17)	80
2016 Vote: Didn't Vote	7% (55)	11% (87)	37% (281)	7% (56)	19% (143)	18% (138)	760

Continued on next page

Table AUSHTI4_3: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	10% (216)	38% (837)	7% (160)	24% (535)	15% (325)	2210
Voted in 2014: Yes	6% (70)	9% (114)	38% (475)	7% (87)	27% (337)	13% (155)	1238
Voted in 2014: No	7% (67)	10% (101)	37% (362)	8% (74)	20% (198)	17% (170)	972
4-Region: Northeast	7% (26)	12% (47)	40% (151)	6% (24)	22% (86)	13% (48)	383
4-Region: Midwest	5% (22)	7% (33)	40% (184)	8% (36)	23% (107)	16% (75)	456
4-Region: South	6% (55)	10% (88)	35% (294)	7% (59)	24% (199)	18% (149)	844
4-Region: West	7% (34)	9% (47)	40% (208)	8% (41)	27% (143)	10% (53)	527

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

Table AUSHTI4_4: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kim Kardashian

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(116)	7%	(153)	32%	(715)	9%	(201)	36%	(803)	10%	(221)	2210
Gender: Male	5%	(55)	9%	(93)	31%	(328)	9%	(92)	38%	(402)	9%	(98)	1068
Gender: Female	5%	(62)	5%	(60)	34%	(388)	10%	(109)	35%	(401)	11%	(123)	1142
Age: 18-34	10%	(63)	12%	(77)	28%	(178)	10%	(62)	28%	(178)	13%	(84)	642
Age: 35-44	6%	(23)	10%	(36)	36%	(132)	9%	(32)	29%	(106)	10%	(36)	365
Age: 45-64	4%	(28)	5%	(33)	35%	(253)	9%	(62)	39%	(281)	8%	(57)	714
Age: 65+	1%	(3)	1%	(7)	31%	(151)	9%	(45)	49%	(239)	9%	(44)	489
GenZers: 1997-2012	9%	(21)	15%	(35)	20%	(47)	9%	(21)	30%	(72)	18%	(43)	239
Millennials: 1981-1996	9%	(60)	10%	(67)	34%	(221)	9%	(58)	28%	(185)	10%	(68)	658
GenXers: 1965-1980	4%	(24)	7%	(37)	36%	(201)	10%	(55)	35%	(194)	8%	(42)	553
Baby Boomers: 1946-1964	2%	(11)	2%	(12)	33%	(231)	9%	(60)	46%	(320)	9%	(60)	694
PID: Dem (no lean)	7%	(58)	10%	(85)	32%	(286)	11%	(101)	32%	(281)	9%	(80)	890
PID: Ind (no lean)	4%	(26)	5%	(32)	33%	(205)	8%	(52)	37%	(229)	13%	(83)	627
PID: Rep (no lean)	5%	(33)	5%	(36)	32%	(224)	7%	(49)	42%	(293)	8%	(58)	693
PID/Gender: Dem Men	6%	(26)	12%	(50)	29%	(120)	11%	(46)	32%	(131)	9%	(38)	411
PID/Gender: Dem Women	7%	(32)	7%	(35)	35%	(166)	11%	(55)	31%	(150)	9%	(41)	479
PID/Gender: Ind Men	5%	(15)	5%	(17)	33%	(103)	7%	(21)	39%	(123)	11%	(33)	312
PID/Gender: Ind Women	3%	(11)	5%	(16)	32%	(102)	10%	(31)	34%	(106)	16%	(50)	316
PID/Gender: Rep Men	4%	(14)	8%	(27)	30%	(104)	8%	(26)	43%	(147)	8%	(27)	345
PID/Gender: Rep Women	5%	(19)	3%	(10)	35%	(120)	7%	(23)	42%	(145)	9%	(31)	348
Ideo: Liberal (1-3)	7%	(50)	10%	(69)	32%	(222)	13%	(89)	30%	(207)	8%	(57)	694
Ideo: Moderate (4)	6%	(40)	7%	(50)	35%	(245)	9%	(66)	34%	(239)	9%	(67)	706
Ideo: Conservative (5-7)	3%	(22)	4%	(28)	33%	(221)	6%	(41)	46%	(310)	7%	(45)	668
Educ: < College	6%	(80)	7%	(101)	33%	(474)	9%	(126)	34%	(491)	11%	(164)	1437
Educ: Bachelors degree	5%	(23)	8%	(40)	33%	(161)	7%	(36)	42%	(205)	5%	(26)	491
Educ: Post-grad	5%	(13)	4%	(12)	28%	(80)	14%	(39)	38%	(107)	11%	(31)	282
Income: Under 50k	4%	(58)	7%	(92)	31%	(397)	10%	(134)	35%	(452)	12%	(156)	1290
Income: 50k-100k	5%	(32)	8%	(50)	33%	(213)	8%	(51)	41%	(261)	6%	(38)	643
Income: 100k+	9%	(26)	4%	(12)	38%	(105)	6%	(16)	32%	(90)	10%	(27)	277
Ethnicity: White	4%	(74)	6%	(100)	34%	(583)	9%	(148)	38%	(646)	9%	(160)	1711

Continued on next page

Table AUSHTI4_4: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kim Kardashian

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(116)	7%	(153)	32%	(715)	9%	(201)	36%	(803)	10%	(221)	2210
Ethnicity: Hispanic	10%	(37)	9%	(35)	23%	(87)	11%	(42)	37%	(137)	9%	(35)	374
Ethnicity: Black	10%	(27)	12%	(34)	31%	(87)	8%	(23)	24%	(69)	15%	(42)	282
Ethnicity: Other	7%	(14)	9%	(19)	21%	(45)	14%	(31)	41%	(88)	9%	(19)	217
All Christian	5%	(47)	7%	(70)	32%	(315)	9%	(88)	39%	(384)	8%	(77)	981
All Non-Christian	7%	(9)	10%	(12)	29%	(35)	10%	(12)	36%	(45)	8%	(10)	124
Atheist	1%	(1)	2%	(2)	26%	(27)	13%	(14)	48%	(50)	10%	(11)	105
Agnostic/Nothing in particular	6%	(35)	7%	(44)	35%	(222)	9%	(58)	31%	(199)	12%	(73)	633
Something Else	6%	(24)	7%	(25)	31%	(115)	8%	(29)	34%	(125)	13%	(49)	367
Religious Non-Protestant/Catholic	7%	(10)	11%	(14)	29%	(39)	10%	(13)	35%	(47)	9%	(12)	135
Evangelical	6%	(36)	8%	(49)	31%	(185)	7%	(44)	37%	(219)	10%	(60)	593
Non-Evangelical	4%	(30)	5%	(39)	33%	(237)	10%	(72)	39%	(280)	9%	(65)	723
Community: Urban	8%	(52)	12%	(78)	31%	(201)	10%	(63)	30%	(193)	9%	(58)	645
Community: Suburban	4%	(41)	5%	(53)	33%	(323)	8%	(82)	40%	(391)	9%	(84)	975
Community: Rural	4%	(24)	4%	(22)	32%	(191)	10%	(56)	37%	(219)	13%	(79)	590
Employ: Private Sector	7%	(52)	9%	(63)	30%	(210)	11%	(74)	36%	(250)	7%	(46)	695
Employ: Government	6%	(7)	21%	(24)	22%	(26)	16%	(19)	27%	(31)	7%	(9)	116
Employ: Self-Employed	11%	(19)	6%	(11)	30%	(55)	9%	(16)	29%	(53)	15%	(27)	182
Employ: Homemaker	4%	(5)	4%	(6)	38%	(54)	6%	(9)	37%	(53)	11%	(15)	142
Employ: Student	2%	(1)	7%	(4)	38%	(23)	7%	(5)	35%	(22)	11%	(7)	62
Employ: Retired	1%	(9)	2%	(10)	31%	(177)	9%	(52)	48%	(275)	9%	(53)	575
Employ: Unemployed	5%	(15)	8%	(24)	40%	(118)	7%	(20)	24%	(73)	16%	(49)	297
Employ: Other	6%	(8)	7%	(10)	38%	(53)	5%	(7)	33%	(47)	11%	(16)	141
Military HH: Yes	3%	(9)	4%	(12)	29%	(89)	6%	(20)	49%	(152)	9%	(27)	308
Military HH: No	6%	(107)	7%	(141)	33%	(627)	10%	(182)	34%	(651)	10%	(194)	1902
RD/WT: Right Direction	10%	(62)	11%	(73)	29%	(186)	11%	(71)	29%	(184)	10%	(67)	643
RD/WT: Wrong Track	3%	(54)	5%	(80)	34%	(530)	8%	(130)	40%	(619)	10%	(154)	1567
Biden Job Approve	7%	(74)	10%	(102)	33%	(336)	10%	(97)	31%	(314)	9%	(90)	1013
Biden Job Disapprove	4%	(40)	4%	(47)	33%	(363)	9%	(102)	42%	(472)	8%	(92)	1115

Continued on next page

Table AUSHTI4_4: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (116)	7% (153)	32% (715)	9% (201)	36% (803)	10% (221)	2210
Biden Job Strongly Approve	10% (47)	9% (42)	29% (132)	10% (43)	32% (145)	9% (42)	451
Biden Job Somewhat Approve	5% (27)	11% (60)	36% (204)	10% (54)	30% (169)	9% (49)	563
Biden Job Somewhat Disapprove	6% (21)	6% (19)	35% (114)	13% (41)	33% (107)	8% (25)	328
Biden Job Strongly Disapprove	2% (19)	3% (27)	32% (249)	8% (60)	46% (364)	8% (67)	787
Favorable of Biden	7% (75)	10% (98)	32% (328)	9% (96)	32% (327)	9% (90)	1014
Unfavorable of Biden	4% (39)	5% (52)	33% (364)	9% (98)	42% (460)	8% (91)	1103
Very Favorable of Biden	10% (49)	11% (52)	29% (138)	8% (36)	33% (153)	9% (40)	467
Somewhat Favorable of Biden	5% (26)	8% (46)	35% (191)	11% (60)	32% (174)	9% (50)	547
Somewhat Unfavorable of Biden	5% (14)	7% (21)	37% (106)	13% (37)	31% (88)	7% (21)	286
Very Unfavorable of Biden	3% (25)	4% (31)	32% (259)	7% (61)	45% (371)	9% (70)	817
#1 Issue: Economy	4% (39)	8% (71)	35% (317)	9% (83)	34% (308)	9% (77)	894
#1 Issue: Security	5% (11)	9% (19)	22% (47)	6% (13)	49% (104)	10% (22)	215
#1 Issue: Health Care	10% (18)	9% (17)	30% (57)	10% (20)	28% (54)	13% (24)	190
#1 Issue: Medicare / Social Security	3% (6)	3% (7)	32% (73)	8% (19)	46% (107)	9% (20)	232
#1 Issue: Women's Issues	7% (23)	8% (26)	29% (101)	11% (39)	31% (109)	14% (48)	346
#1 Issue: Education	11% (8)	7% (6)	36% (27)	10% (8)	31% (23)	5% (4)	76
#1 Issue: Energy	6% (9)	5% (6)	35% (46)	11% (15)	33% (44)	10% (13)	132
#1 Issue: Other	2% (2)	2% (3)	37% (47)	5% (6)	43% (53)	11% (13)	125
2020 Vote: Joe Biden	5% (50)	8% (78)	34% (315)	10% (91)	34% (314)	9% (81)	930
2020 Vote: Donald Trump	4% (35)	6% (43)	31% (238)	8% (64)	44% (341)	7% (51)	773
2020 Vote: Didn't Vote	6% (29)	7% (31)	32% (148)	9% (42)	27% (126)	18% (81)	458
2018 House Vote: Democrat	5% (39)	8% (64)	35% (266)	10% (76)	34% (253)	7% (56)	753
2018 House Vote: Republican	5% (30)	4% (22)	33% (199)	7% (42)	46% (279)	6% (39)	610
2018 House Vote: Someone else	4% (2)	3% (1)	22% (11)	11% (6)	52% (27)	8% (4)	52
2016 Vote: Hillary Clinton	6% (41)	8% (56)	35% (248)	11% (77)	34% (236)	6% (43)	703
2016 Vote: Donald Trump	4% (24)	4% (26)	31% (205)	8% (53)	46% (305)	8% (52)	664
2016 Vote: Other	2% (2)	2% (2)	32% (26)	6% (5)	45% (36)	12% (10)	80
2016 Vote: Didn't Vote	6% (48)	9% (69)	31% (234)	9% (67)	30% (226)	15% (116)	760

Continued on next page

Table AUSHTI4_4: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (116)	7% (153)	32% (715)	9% (201)	36% (803)	10% (221)	2210
Voted in 2014: Yes	5% (58)	6% (80)	33% (413)	9% (113)	40% (495)	6% (80)	1238
Voted in 2014: No	6% (58)	8% (73)	31% (303)	9% (88)	32% (308)	15% (141)	972
4-Region: Northeast	6% (24)	9% (35)	36% (138)	7% (28)	32% (123)	9% (34)	383
4-Region: Midwest	4% (18)	4% (18)	35% (159)	8% (36)	38% (172)	12% (53)	456
4-Region: South	6% (51)	7% (61)	31% (261)	9% (75)	36% (300)	11% (96)	844
4-Region: West	4% (23)	7% (39)	30% (157)	12% (62)	39% (208)	7% (38)	527

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

Table AUSHTI4_5: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (128)	7% (147)	28% (619)	8% (168)	43% (945)	9% (204)	2210
Gender: Male	7% (70)	9% (94)	28% (299)	8% (87)	40% (427)	9% (91)	1068
Gender: Female	5% (58)	5% (54)	28% (320)	7% (81)	45% (518)	10% (113)	1142
Age: 18-34	12% (74)	10% (61)	24% (152)	10% (66)	33% (212)	12% (78)	642
Age: 35-44	5% (18)	11% (39)	27% (100)	7% (24)	40% (148)	10% (36)	365
Age: 45-64	4% (31)	4% (30)	33% (238)	7% (50)	44% (311)	7% (53)	714
Age: 65+	1% (4)	4% (17)	26% (129)	6% (28)	56% (274)	7% (36)	489
GenZers: 1997-2012	11% (27)	10% (24)	22% (52)	10% (23)	31% (74)	16% (38)	239
Millennials: 1981-1996	9% (62)	10% (66)	26% (169)	9% (58)	36% (238)	10% (66)	658
GenXers: 1965-1980	6% (32)	6% (33)	33% (183)	8% (43)	39% (217)	8% (46)	553
Baby Boomers: 1946-1964	1% (7)	3% (22)	29% (200)	6% (40)	55% (378)	7% (46)	694
PID: Dem (no lean)	5% (47)	7% (59)	23% (205)	7% (65)	50% (444)	8% (70)	890
PID: Ind (no lean)	6% (35)	5% (33)	29% (181)	8% (50)	39% (247)	13% (81)	627
PID: Rep (no lean)	6% (45)	8% (56)	34% (233)	8% (53)	37% (253)	8% (53)	693
PID/Gender: Dem Men	7% (28)	9% (37)	23% (95)	8% (33)	45% (187)	8% (32)	411
PID/Gender: Dem Women	4% (19)	5% (22)	23% (110)	7% (32)	54% (257)	8% (38)	479
PID/Gender: Ind Men	7% (20)	8% (24)	29% (90)	6% (19)	40% (124)	11% (35)	312
PID/Gender: Ind Women	5% (15)	3% (9)	29% (91)	10% (31)	39% (123)	15% (46)	316
PID/Gender: Rep Men	6% (22)	10% (33)	33% (114)	10% (35)	34% (116)	7% (24)	345
PID/Gender: Rep Women	7% (23)	7% (23)	34% (119)	5% (18)	39% (137)	8% (28)	348
Ideo: Liberal (1-3)	7% (47)	5% (36)	22% (156)	7% (51)	51% (356)	7% (47)	694
Ideo: Moderate (4)	5% (35)	7% (52)	28% (199)	9% (62)	41% (292)	9% (66)	706
Ideo: Conservative (5-7)	6% (38)	8% (53)	36% (240)	8% (51)	36% (244)	6% (43)	668
Educ: < College	6% (86)	7% (101)	29% (421)	7% (98)	40% (577)	11% (155)	1437
Educ: Bachelors degree	6% (28)	6% (30)	25% (121)	9% (43)	50% (244)	5% (25)	491
Educ: Post-grad	5% (14)	6% (17)	27% (76)	10% (28)	44% (123)	9% (24)	282
Income: Under 50k	6% (72)	7% (88)	27% (347)	8% (97)	42% (538)	11% (147)	1290
Income: 50k-100k	6% (36)	7% (42)	30% (192)	7% (44)	46% (294)	6% (36)	643
Income: 100k+	7% (20)	6% (17)	29% (79)	10% (28)	41% (113)	7% (20)	277
Ethnicity: White	4% (72)	6% (105)	29% (501)	8% (145)	43% (741)	9% (146)	1711

Continued on next page

Table AUSHTI4_5: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (128)	7% (147)	28% (619)	8% (168)	43% (945)	9% (204)	2210
Ethnicity: Hispanic	11% (41)	7% (28)	19% (71)	11% (43)	45% (167)	6% (23)	374
Ethnicity: Black	14% (39)	9% (26)	21% (60)	6% (17)	35% (99)	15% (41)	282
Ethnicity: Other	8% (17)	7% (16)	27% (58)	3% (6)	48% (104)	7% (16)	217
All Christian	5% (47)	8% (80)	30% (299)	8% (75)	42% (411)	7% (69)	981
All Non-Christian	5% (6)	10% (12)	23% (28)	7% (9)	49% (61)	7% (8)	124
Atheist	6% (6)	3% (3)	22% (23)	2% (2)	56% (59)	11% (12)	105
Agnostic/Nothing in particular	6% (40)	4% (26)	26% (167)	9% (54)	44% (276)	11% (68)	633
Something Else	8% (29)	7% (26)	28% (101)	7% (27)	38% (138)	13% (46)	367
Religious Non-Protestant/Catholic	8% (10)	9% (12)	23% (31)	8% (11)	45% (61)	7% (10)	135
Evangelical	6% (34)	11% (67)	30% (181)	7% (44)	35% (210)	10% (56)	593
Non-Evangelical	5% (33)	5% (37)	29% (212)	7% (51)	46% (334)	8% (56)	723
Community: Urban	9% (56)	12% (76)	26% (166)	8% (49)	38% (245)	8% (52)	645
Community: Suburban	5% (48)	5% (45)	28% (275)	7% (68)	48% (468)	7% (71)	975
Community: Rural	4% (24)	4% (26)	30% (178)	9% (52)	39% (232)	14% (80)	590
Employ: Private Sector	7% (48)	9% (60)	28% (194)	10% (72)	40% (279)	6% (42)	695
Employ: Government	8% (9)	9% (11)	31% (37)	9% (10)	36% (41)	7% (8)	116
Employ: Self-Employed	8% (14)	7% (12)	24% (44)	6% (11)	40% (73)	14% (26)	182
Employ: Homemaker	3% (5)	6% (9)	32% (45)	6% (9)	38% (55)	14% (19)	142
Employ: Student	5% (3)	10% (6)	25% (15)	10% (6)	40% (25)	11% (7)	62
Employ: Retired	1% (7)	4% (24)	25% (147)	6% (36)	55% (317)	8% (45)	575
Employ: Unemployed	8% (24)	7% (20)	31% (92)	7% (20)	35% (103)	13% (38)	297
Employ: Other	12% (17)	4% (6)	31% (44)	3% (4)	37% (52)	13% (19)	141
Military HH: Yes	2% (6)	4% (12)	27% (84)	7% (22)	50% (153)	10% (31)	308
Military HH: No	6% (122)	7% (136)	28% (535)	8% (146)	42% (792)	9% (172)	1902
RD/WT: Right Direction	7% (47)	10% (63)	23% (146)	8% (49)	44% (282)	9% (56)	643
RD/WT: Wrong Track	5% (80)	5% (85)	30% (472)	8% (119)	42% (663)	9% (147)	1567
Biden Job Approve	6% (61)	8% (77)	24% (240)	7% (72)	48% (491)	7% (72)	1013
Biden Job Disapprove	6% (64)	6% (68)	33% (367)	8% (93)	39% (433)	8% (89)	1115

Continued on next page

Table AUSHTI4_5: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?
Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (128)	7% (147)	28% (619)	8% (168)	43% (945)	9% (204)	2210
Biden Job Strongly Approve	9% (42)	7% (34)	16% (72)	8% (34)	53% (237)	7% (31)	451
Biden Job Somewhat Approve	3% (19)	8% (44)	30% (168)	7% (38)	45% (254)	7% (41)	563
Biden Job Somewhat Disapprove	6% (20)	6% (20)	29% (94)	12% (40)	41% (135)	6% (20)	328
Biden Job Strongly Disapprove	6% (44)	6% (48)	35% (273)	7% (53)	38% (298)	9% (70)	787
Favorable of Biden	6% (61)	7% (75)	24% (241)	7% (74)	48% (490)	7% (73)	1014
Unfavorable of Biden	6% (62)	6% (69)	33% (365)	8% (88)	39% (432)	8% (89)	1103
Very Favorable of Biden	8% (39)	8% (36)	18% (85)	6% (30)	52% (245)	7% (32)	467
Somewhat Favorable of Biden	4% (22)	7% (38)	29% (156)	8% (45)	45% (245)	8% (41)	547
Somewhat Unfavorable of Biden	6% (17)	5% (14)	29% (82)	11% (32)	43% (124)	6% (16)	286
Very Unfavorable of Biden	5% (44)	7% (55)	35% (282)	7% (56)	38% (307)	9% (73)	817
#1 Issue: Economy	6% (50)	8% (73)	32% (283)	9% (82)	37% (332)	8% (75)	894
#1 Issue: Security	7% (15)	8% (18)	31% (66)	7% (15)	36% (77)	11% (24)	215
#1 Issue: Health Care	7% (14)	9% (18)	23% (44)	10% (20)	36% (69)	13% (25)	190
#1 Issue: Medicare / Social Security	2% (5)	2% (6)	26% (60)	5% (11)	57% (132)	8% (19)	232
#1 Issue: Women's Issues	4% (14)	5% (18)	22% (75)	7% (23)	54% (185)	9% (31)	346
#1 Issue: Education	14% (11)	8% (6)	31% (24)	7% (5)	35% (26)	6% (4)	76
#1 Issue: Energy	10% (13)	5% (6)	30% (40)	7% (10)	39% (52)	8% (11)	132
#1 Issue: Other	4% (6)	3% (3)	23% (28)	2% (3)	56% (71)	12% (15)	125
2020 Vote: Joe Biden	4% (38)	5% (46)	23% (210)	7% (63)	54% (507)	7% (67)	930
2020 Vote: Donald Trump	6% (45)	8% (65)	36% (274)	8% (65)	35% (270)	7% (54)	773
2020 Vote: Didn't Vote	10% (45)	7% (34)	26% (121)	8% (39)	31% (144)	16% (76)	458
2018 House Vote: Democrat	5% (35)	6% (42)	23% (174)	7% (56)	53% (403)	6% (43)	753
2018 House Vote: Republican	6% (36)	7% (42)	34% (209)	7% (43)	39% (238)	7% (42)	610
2018 House Vote: Someone else	4% (2)	3% (2)	33% (17)	8% (4)	46% (24)	6% (3)	52
2016 Vote: Hillary Clinton	4% (29)	5% (37)	23% (160)	8% (54)	54% (383)	6% (40)	703
2016 Vote: Donald Trump	6% (40)	7% (46)	33% (220)	7% (43)	39% (261)	8% (54)	664
2016 Vote: Other	— (0)	6% (5)	31% (25)	6% (4)	48% (39)	9% (7)	80
2016 Vote: Didn't Vote	8% (58)	8% (60)	28% (213)	9% (66)	34% (261)	14% (103)	760

Continued on next page

Table AUSHTI4_5: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (128)	7% (147)	28% (619)	8% (168)	43% (945)	9% (204)	2210
Voted in 2014: Yes	4% (56)	6% (77)	29% (354)	7% (83)	48% (590)	6% (77)	1238
Voted in 2014: No	7% (72)	7% (70)	27% (265)	9% (85)	36% (354)	13% (127)	972
4-Region: Northeast	7% (27)	8% (30)	30% (114)	8% (30)	38% (146)	9% (35)	383
4-Region: Midwest	4% (17)	6% (27)	31% (140)	7% (34)	42% (193)	10% (46)	456
4-Region: South	7% (57)	6% (51)	27% (229)	7% (63)	41% (350)	11% (94)	844
4-Region: West	5% (27)	8% (40)	26% (135)	8% (41)	48% (255)	5% (29)	527

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

Table AUSHTI4_6: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (117)	7% (148)	39% (864)	8% (167)	28% (613)	14% (301)	2210
Gender: Male	6% (68)	8% (89)	37% (394)	7% (77)	29% (312)	12% (127)	1068
Gender: Female	4% (49)	5% (59)	41% (470)	8% (90)	26% (301)	15% (174)	1142
Age: 18-34	10% (62)	11% (68)	35% (222)	7% (48)	19% (122)	18% (118)	642
Age: 35-44	6% (22)	9% (32)	44% (162)	8% (30)	21% (77)	11% (42)	365
Age: 45-64	4% (27)	5% (37)	42% (299)	8% (56)	31% (225)	10% (71)	714
Age: 65+	1% (5)	2% (10)	37% (182)	7% (33)	39% (189)	14% (70)	489
GenZers: 1997-2012	8% (19)	11% (26)	26% (63)	7% (16)	22% (52)	26% (63)	239
Millennials: 1981-1996	9% (61)	10% (64)	41% (271)	8% (55)	18% (122)	13% (85)	658
GenXers: 1965-1980	5% (26)	7% (37)	41% (226)	8% (44)	29% (160)	11% (59)	553
Baby Boomers: 1946-1964	1% (9)	3% (18)	41% (287)	7% (48)	36% (251)	12% (82)	694
PID: Dem (no lean)	6% (55)	10% (90)	41% (369)	7% (60)	23% (200)	13% (115)	890
PID: Ind (no lean)	4% (26)	5% (32)	38% (236)	8% (48)	27% (172)	18% (113)	627
PID: Rep (no lean)	5% (35)	4% (26)	37% (259)	9% (59)	35% (241)	10% (72)	693
PID/Gender: Dem Men	9% (36)	13% (54)	37% (150)	6% (24)	24% (97)	12% (50)	411
PID/Gender: Dem Women	4% (20)	8% (37)	46% (219)	7% (36)	22% (103)	14% (65)	479
PID/Gender: Ind Men	5% (14)	7% (21)	39% (121)	8% (26)	27% (84)	15% (46)	312
PID/Gender: Ind Women	4% (11)	3% (11)	37% (116)	7% (22)	28% (88)	21% (68)	316
PID/Gender: Rep Men	5% (18)	4% (14)	36% (123)	8% (27)	38% (131)	9% (31)	345
PID/Gender: Rep Women	5% (18)	3% (11)	39% (136)	9% (32)	32% (110)	12% (41)	348
Ideo: Liberal (1-3)	8% (55)	8% (55)	43% (298)	8% (56)	20% (138)	13% (93)	694
Ideo: Moderate (4)	6% (44)	8% (57)	41% (287)	6% (41)	26% (184)	13% (93)	706
Ideo: Conservative (5-7)	2% (15)	4% (30)	37% (248)	9% (60)	38% (255)	9% (62)	668
Educ: < College	6% (80)	7% (103)	39% (558)	7% (95)	26% (380)	15% (221)	1437
Educ: Bachelors degree	4% (20)	6% (30)	42% (205)	9% (46)	32% (156)	7% (34)	491
Educ: Post-grad	6% (16)	5% (14)	36% (102)	9% (26)	27% (77)	17% (47)	282
Income: Under 50k	6% (74)	6% (82)	37% (479)	7% (94)	27% (353)	16% (209)	1290
Income: 50k-100k	4% (26)	8% (51)	40% (260)	8% (51)	31% (198)	9% (58)	643
Income: 100k+	6% (17)	5% (14)	46% (126)	8% (23)	23% (63)	12% (34)	277
Ethnicity: White	4% (65)	5% (85)	41% (708)	7% (128)	29% (501)	13% (223)	1711

Continued on next page

Table AUSHTI4_6: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (117)	7% (148)	39% (864)	8% (167)	28% (613)	14% (301)	2210
Ethnicity: Hispanic	9% (33)	7% (26)	33% (122)	9% (34)	31% (115)	12% (44)	374
Ethnicity: Black	13% (38)	17% (47)	30% (84)	7% (21)	15% (44)	17% (49)	282
Ethnicity: Other	6% (14)	7% (15)	33% (73)	8% (18)	32% (69)	13% (29)	217
All Christian	4% (41)	7% (72)	39% (384)	9% (88)	29% (283)	12% (113)	981
All Non-Christian	4% (5)	8% (10)	36% (44)	11% (14)	29% (35)	12% (15)	124
Atheist	3% (3)	5% (5)	35% (37)	9% (10)	29% (30)	19% (20)	105
Agnostic/Nothing in particular	7% (44)	6% (35)	42% (267)	6% (40)	24% (152)	15% (96)	633
Something Else	6% (24)	7% (26)	36% (133)	4% (15)	31% (113)	16% (57)	367
Religious Non-Protestant/Catholic	5% (7)	8% (10)	36% (49)	11% (15)	27% (37)	13% (18)	135
Evangelical	6% (34)	9% (52)	34% (203)	8% (45)	32% (187)	12% (72)	593
Non-Evangelical	4% (27)	6% (45)	42% (300)	8% (55)	28% (200)	13% (95)	723
Community: Urban	8% (55)	12% (77)	37% (237)	7% (47)	23% (147)	13% (82)	645
Community: Suburban	4% (43)	5% (48)	41% (404)	7% (73)	30% (290)	12% (118)	975
Community: Rural	3% (19)	4% (23)	38% (224)	8% (47)	30% (176)	17% (101)	590
Employ: Private Sector	7% (45)	8% (58)	41% (283)	10% (66)	26% (179)	9% (63)	695
Employ: Government	8% (9)	14% (17)	37% (43)	8% (9)	23% (26)	10% (12)	116
Employ: Self-Employed	9% (16)	5% (9)	36% (66)	7% (13)	24% (44)	18% (33)	182
Employ: Homemaker	4% (6)	6% (8)	46% (65)	7% (10)	21% (29)	16% (22)	142
Employ: Student	9% (6)	7% (4)	27% (17)	11% (7)	25% (16)	21% (13)	62
Employ: Retired	1% (6)	3% (20)	38% (217)	7% (41)	38% (219)	13% (73)	575
Employ: Unemployed	6% (17)	8% (24)	39% (116)	5% (15)	23% (67)	19% (58)	297
Employ: Other	8% (11)	5% (7)	40% (57)	4% (6)	24% (34)	19% (27)	141
Military HH: Yes	2% (6)	7% (22)	35% (107)	6% (19)	36% (111)	14% (42)	308
Military HH: No	6% (111)	7% (126)	40% (757)	8% (148)	26% (502)	14% (259)	1902
RD/WT: Right Direction	9% (58)	13% (86)	36% (231)	7% (45)	21% (137)	13% (86)	643
RD/WT: Wrong Track	4% (58)	4% (62)	40% (634)	8% (122)	30% (477)	14% (215)	1567
Biden Job Approve	7% (71)	10% (102)	41% (417)	6% (66)	22% (226)	13% (131)	1013
Biden Job Disapprove	4% (42)	4% (45)	38% (426)	9% (100)	34% (378)	11% (125)	1115

Continued on next page

Table AUSHTI4_6: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (117)	7% (148)	39% (864)	8% (167)	28% (613)	14% (301)	2210
Biden Job Strongly Approve	10% (45)	11% (51)	37% (166)	5% (23)	24% (107)	13% (59)	451
Biden Job Somewhat Approve	5% (26)	9% (52)	45% (251)	8% (43)	21% (118)	13% (72)	563
Biden Job Somewhat Disapprove	4% (12)	8% (28)	41% (134)	11% (36)	25% (81)	12% (38)	328
Biden Job Strongly Disapprove	4% (31)	2% (17)	37% (292)	8% (64)	38% (297)	11% (87)	787
Favorable of Biden	7% (70)	10% (98)	42% (425)	7% (70)	22% (222)	13% (129)	1014
Unfavorable of Biden	4% (41)	4% (45)	38% (419)	8% (93)	34% (378)	12% (128)	1103
Very Favorable of Biden	10% (45)	12% (58)	38% (175)	6% (27)	22% (103)	13% (59)	467
Somewhat Favorable of Biden	5% (26)	7% (41)	46% (249)	8% (43)	22% (119)	13% (70)	547
Somewhat Unfavorable of Biden	3% (8)	8% (22)	41% (118)	10% (28)	26% (74)	13% (36)	286
Very Unfavorable of Biden	4% (32)	3% (22)	37% (301)	8% (65)	37% (305)	11% (92)	817
#1 Issue: Economy	5% (46)	7% (67)	41% (364)	8% (75)	27% (241)	11% (101)	894
#1 Issue: Security	6% (13)	4% (9)	30% (65)	7% (15)	39% (84)	14% (29)	215
#1 Issue: Health Care	8% (16)	9% (18)	37% (70)	8% (16)	21% (39)	16% (31)	190
#1 Issue: Medicare / Social Security	3% (7)	3% (8)	36% (84)	6% (14)	39% (90)	13% (29)	232
#1 Issue: Women's Issues	5% (16)	8% (27)	37% (126)	10% (33)	21% (72)	20% (71)	346
#1 Issue: Education	9% (7)	13% (10)	43% (33)	6% (5)	21% (16)	8% (6)	76
#1 Issue: Energy	8% (11)	6% (7)	45% (60)	5% (7)	26% (34)	10% (13)	132
#1 Issue: Other	1% (1)	1% (1)	50% (63)	2% (3)	29% (36)	16% (21)	125
2020 Vote: Joe Biden	5% (46)	8% (79)	43% (400)	7% (66)	24% (223)	13% (117)	930
2020 Vote: Donald Trump	5% (39)	4% (31)	36% (282)	8% (64)	36% (282)	10% (75)	773
2020 Vote: Didn't Vote	7% (31)	8% (35)	36% (166)	7% (34)	21% (94)	21% (98)	458
2018 House Vote: Democrat	6% (43)	9% (71)	43% (326)	8% (57)	24% (178)	10% (78)	753
2018 House Vote: Republican	5% (29)	3% (19)	38% (230)	7% (45)	38% (231)	9% (56)	610
2018 House Vote: Someone else	4% (2)	3% (2)	22% (11)	12% (6)	45% (23)	14% (7)	52
2016 Vote: Hillary Clinton	6% (45)	10% (73)	42% (295)	7% (51)	24% (172)	10% (67)	703
2016 Vote: Donald Trump	4% (28)	4% (23)	36% (241)	8% (55)	38% (249)	10% (67)	664
2016 Vote: Other	1% (1)	2% (2)	38% (30)	6% (5)	35% (28)	17% (14)	80
2016 Vote: Didn't Vote	6% (42)	6% (49)	39% (296)	7% (56)	22% (164)	20% (153)	760

Continued on next page

Table AUSHTI4_6: *Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?*

Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (117)	7% (148)	39% (864)	8% (167)	28% (613)	14% (301)	2210
Voted in 2014: Yes	5% (61)	7% (85)	40% (490)	7% (93)	31% (387)	10% (122)	1238
Voted in 2014: No	6% (56)	6% (62)	39% (374)	8% (74)	23% (227)	18% (179)	972
4-Region: Northeast	7% (25)	8% (30)	42% (161)	8% (30)	24% (90)	12% (47)	383
4-Region: Midwest	3% (14)	5% (21)	41% (188)	9% (41)	28% (129)	14% (63)	456
4-Region: South	7% (57)	7% (59)	37% (316)	7% (63)	26% (217)	16% (132)	844
4-Region: West	4% (21)	7% (37)	38% (200)	6% (33)	34% (177)	11% (58)	527

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

Table AUSHTI4_7: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	12% (276)	41% (907)	7% (147)	21% (470)	10% (218)	2210
Gender: Male	9% (101)	13% (136)	39% (415)	7% (75)	24% (251)	8% (90)	1068
Gender: Female	8% (90)	12% (141)	43% (492)	6% (72)	19% (218)	11% (128)	1142
Age: 18-34	13% (82)	16% (101)	35% (224)	8% (49)	17% (107)	13% (81)	642
Age: 35-44	11% (39)	14% (51)	44% (160)	6% (21)	17% (63)	9% (32)	365
Age: 45-64	8% (55)	12% (87)	44% (311)	6% (39)	24% (171)	7% (50)	714
Age: 65+	3% (15)	8% (38)	43% (212)	8% (39)	26% (129)	11% (55)	489
GenZers: 1997-2012	11% (27)	16% (38)	29% (68)	9% (21)	18% (44)	17% (41)	239
Millennials: 1981-1996	13% (86)	15% (98)	40% (265)	6% (39)	16% (107)	10% (64)	658
GenXers: 1965-1980	8% (47)	13% (72)	43% (240)	6% (32)	22% (121)	8% (42)	553
Baby Boomers: 1946-1964	4% (30)	9% (63)	45% (313)	7% (48)	26% (180)	9% (60)	694
PID: Dem (no lean)	10% (91)	16% (141)	43% (382)	8% (70)	14% (129)	9% (77)	890
PID: Ind (no lean)	7% (42)	10% (65)	41% (259)	6% (41)	21% (133)	14% (88)	627
PID: Rep (no lean)	8% (58)	10% (71)	38% (266)	5% (37)	30% (207)	8% (53)	693
PID/Gender: Dem Men	12% (51)	16% (66)	40% (163)	10% (39)	15% (62)	8% (31)	411
PID/Gender: Dem Women	8% (40)	16% (75)	46% (220)	6% (30)	14% (67)	10% (46)	479
PID/Gender: Ind Men	6% (19)	11% (33)	43% (135)	5% (15)	24% (74)	11% (35)	312
PID/Gender: Ind Women	7% (22)	10% (32)	39% (123)	8% (26)	19% (59)	17% (52)	316
PID/Gender: Rep Men	9% (31)	11% (37)	34% (117)	6% (21)	33% (115)	7% (24)	345
PID/Gender: Rep Women	8% (28)	10% (34)	43% (149)	5% (16)	27% (93)	8% (29)	348
Ideo: Liberal (1-3)	11% (79)	16% (108)	45% (313)	6% (45)	13% (89)	9% (60)	694
Ideo: Moderate (4)	10% (68)	14% (95)	41% (291)	9% (61)	18% (125)	9% (66)	706
Ideo: Conservative (5-7)	6% (37)	8% (56)	41% (276)	5% (32)	33% (221)	7% (46)	668
Educ: < College	9% (129)	12% (175)	41% (587)	6% (90)	21% (295)	11% (160)	1437
Educ: Bachelors degree	7% (37)	14% (70)	43% (210)	8% (37)	23% (113)	5% (23)	491
Educ: Post-grad	9% (25)	11% (30)	39% (110)	7% (20)	22% (62)	13% (35)	282
Income: Under 50k	8% (107)	13% (162)	40% (510)	8% (99)	19% (250)	12% (161)	1290
Income: 50k-100k	9% (58)	13% (83)	43% (277)	4% (29)	25% (163)	5% (32)	643
Income: 100k+	10% (26)	11% (31)	43% (120)	7% (20)	20% (56)	9% (25)	277
Ethnicity: White	8% (131)	11% (195)	43% (736)	6% (106)	23% (385)	9% (157)	1711

Continued on next page

Table AUSHTI4_7: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	12% (276)	41% (907)	7% (147)	21% (470)	10% (218)	2210
Ethnicity: Hispanic	13% (49)	13% (48)	38% (140)	10% (36)	21% (79)	6% (22)	374
Ethnicity: Black	14% (39)	15% (41)	35% (99)	6% (18)	15% (42)	15% (44)	282
Ethnicity: Other	10% (21)	18% (40)	33% (72)	11% (24)	20% (43)	8% (17)	217
All Christian	8% (74)	13% (127)	43% (422)	7% (71)	22% (218)	7% (70)	981
All Non-Christian	10% (12)	21% (26)	31% (38)	8% (10)	22% (27)	8% (9)	124
Atheist	6% (6)	15% (16)	39% (41)	11% (12)	15% (16)	13% (14)	105
Agnostic/Nothing in particular	10% (63)	11% (70)	42% (267)	4% (25)	20% (129)	12% (78)	633
Something Else	10% (36)	10% (37)	38% (139)	8% (29)	21% (78)	13% (48)	367
Religious Non-Protestant/Catholic	11% (15)	20% (28)	30% (41)	8% (11)	22% (29)	8% (11)	135
Evangelical	9% (51)	13% (77)	37% (221)	5% (30)	26% (157)	10% (58)	593
Non-Evangelical	7% (54)	11% (82)	46% (332)	9% (64)	18% (134)	8% (58)	723
Community: Urban	12% (79)	15% (98)	37% (242)	9% (56)	17% (109)	10% (62)	645
Community: Suburban	8% (75)	11% (107)	45% (435)	6% (57)	22% (216)	9% (85)	975
Community: Rural	6% (37)	12% (72)	39% (230)	6% (34)	25% (145)	12% (72)	590
Employ: Private Sector	11% (74)	15% (102)	43% (299)	5% (37)	20% (139)	6% (44)	695
Employ: Government	10% (11)	21% (25)	35% (41)	8% (9)	19% (22)	7% (8)	116
Employ: Self-Employed	10% (18)	19% (34)	30% (55)	8% (14)	19% (35)	14% (26)	182
Employ: Homemaker	8% (11)	12% (18)	45% (64)	3% (5)	18% (26)	13% (18)	142
Employ: Student	17% (11)	11% (7)	37% (23)	11% (7)	14% (9)	11% (7)	62
Employ: Retired	4% (23)	9% (49)	41% (238)	8% (48)	28% (160)	10% (57)	575
Employ: Unemployed	10% (30)	10% (31)	41% (122)	6% (19)	19% (55)	14% (40)	297
Employ: Other	9% (13)	8% (11)	46% (65)	6% (8)	17% (24)	13% (19)	141
Military HH: Yes	7% (21)	8% (25)	38% (117)	7% (22)	29% (88)	11% (34)	308
Military HH: No	9% (170)	13% (251)	42% (790)	7% (125)	20% (381)	10% (184)	1902
RD/WT: Right Direction	14% (91)	15% (94)	39% (250)	7% (46)	15% (97)	10% (65)	643
RD/WT: Wrong Track	6% (100)	12% (183)	42% (657)	6% (102)	24% (372)	10% (153)	1567
Biden Job Approve	12% (119)	15% (155)	43% (440)	6% (61)	15% (152)	9% (87)	1013
Biden Job Disapprove	6% (69)	11% (117)	40% (449)	7% (83)	28% (308)	8% (89)	1115

Continued on next page

Table AUSHTI4_7: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?
Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	12% (276)	41% (907)	7% (147)	21% (470)	10% (218)	2210
Biden Job Strongly Approve	15% (68)	15% (66)	40% (179)	7% (32)	15% (66)	9% (41)	451
Biden Job Somewhat Approve	9% (51)	16% (89)	46% (262)	5% (29)	15% (86)	8% (46)	563
Biden Job Somewhat Disapprove	8% (25)	18% (60)	44% (145)	11% (36)	12% (41)	6% (20)	328
Biden Job Strongly Disapprove	6% (43)	7% (57)	39% (304)	6% (47)	34% (267)	9% (69)	787
Favorable of Biden	12% (119)	15% (155)	43% (439)	6% (60)	15% (149)	9% (92)	1014
Unfavorable of Biden	5% (60)	11% (119)	40% (446)	7% (82)	28% (307)	8% (89)	1103
Very Favorable of Biden	17% (79)	13% (63)	42% (197)	5% (23)	13% (60)	10% (45)	467
Somewhat Favorable of Biden	7% (40)	17% (93)	44% (242)	7% (36)	16% (89)	9% (48)	547
Somewhat Unfavorable of Biden	5% (15)	18% (52)	43% (122)	12% (35)	15% (43)	6% (18)	286
Very Unfavorable of Biden	5% (45)	8% (67)	40% (324)	6% (47)	32% (264)	9% (70)	817
#1 Issue: Economy	8% (72)	12% (111)	44% (391)	6% (50)	23% (201)	8% (68)	894
#1 Issue: Security	8% (16)	13% (27)	27% (59)	9% (19)	33% (71)	10% (22)	215
#1 Issue: Health Care	11% (22)	16% (31)	36% (68)	6% (12)	17% (32)	13% (25)	190
#1 Issue: Medicare / Social Security	7% (16)	7% (16)	44% (102)	8% (18)	24% (56)	10% (24)	232
#1 Issue: Women's Issues	9% (31)	18% (62)	40% (138)	9% (31)	12% (43)	12% (41)	346
#1 Issue: Education	18% (13)	13% (10)	41% (31)	7% (5)	14% (11)	7% (5)	76
#1 Issue: Energy	10% (14)	8% (11)	43% (57)	6% (7)	22% (29)	11% (14)	132
#1 Issue: Other	6% (8)	7% (9)	48% (61)	3% (4)	21% (26)	15% (19)	125
2020 Vote: Joe Biden	9% (83)	15% (142)	44% (410)	8% (70)	15% (144)	9% (80)	930
2020 Vote: Donald Trump	8% (61)	10% (77)	40% (306)	6% (47)	30% (232)	6% (50)	773
2020 Vote: Didn't Vote	10% (45)	12% (54)	38% (173)	6% (27)	17% (78)	18% (81)	458
2018 House Vote: Democrat	8% (62)	15% (116)	47% (352)	7% (51)	15% (116)	7% (56)	753
2018 House Vote: Republican	7% (43)	10% (60)	39% (239)	4% (26)	33% (202)	6% (40)	610
2018 House Vote: Someone else	6% (3)	10% (5)	33% (17)	10% (5)	33% (17)	8% (4)	52
2016 Vote: Hillary Clinton	10% (67)	15% (106)	46% (322)	8% (53)	15% (103)	7% (52)	703
2016 Vote: Donald Trump	8% (51)	9% (63)	38% (251)	6% (38)	32% (211)	7% (50)	664
2016 Vote: Other	1% (1)	11% (9)	42% (33)	2% (2)	32% (26)	12% (10)	80
2016 Vote: Didn't Vote	9% (72)	13% (98)	39% (298)	7% (55)	17% (130)	14% (107)	760

Continued on next page

Table AUSHTI4_7: Would an endorsement from each of the following for a candidate running for public office make you more or less likely to vote for that candidate?

Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	12% (276)	41% (907)	7% (147)	21% (470)	10% (218)	2210
Voted in 2014: Yes	8% (96)	11% (140)	44% (543)	6% (74)	24% (296)	7% (89)	1238
Voted in 2014: No	10% (95)	14% (136)	37% (364)	8% (74)	18% (174)	13% (129)	972
4-Region: Northeast	11% (44)	13% (49)	42% (162)	7% (26)	19% (74)	7% (27)	383
4-Region: Midwest	7% (32)	10% (47)	44% (199)	6% (28)	22% (100)	11% (50)	456
4-Region: South	10% (81)	13% (106)	38% (318)	7% (57)	21% (177)	12% (105)	844
4-Region: West	6% (34)	14% (74)	43% (228)	7% (37)	22% (118)	7% (36)	527

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

Table AUSHT15_1: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relationship with a celebrity that has made homophobic remarks in the past or currently shares homophobic ideas

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	41% (901)	24% (520)	36% (789)	2210
Gender: Male	35% (373)	27% (291)	38% (404)	1068
Gender: Female	46% (528)	20% (229)	34% (385)	1142
Age: 18-34	44% (282)	28% (183)	28% (177)	642
Age: 35-44	31% (113)	32% (116)	37% (137)	365
Age: 45-64	37% (261)	21% (147)	43% (306)	714
Age: 65+	50% (244)	15% (75)	35% (170)	489
GenZers: 1997-2012	50% (119)	27% (63)	24% (56)	239
Millennials: 1981-1996	37% (244)	32% (208)	31% (206)	658
GenXers: 1965-1980	33% (184)	21% (117)	46% (252)	553
Baby Boomers: 1946-1964	47% (326)	18% (124)	35% (244)	694
PID: Dem (no lean)	56% (494)	23% (205)	22% (191)	890
PID: Ind (no lean)	37% (234)	26% (163)	37% (230)	627
PID: Rep (no lean)	25% (172)	22% (152)	53% (368)	693
PID/Gender: Dem Men	50% (206)	28% (117)	22% (89)	411
PID/Gender: Dem Women	60% (288)	18% (88)	22% (103)	479
PID/Gender: Ind Men	35% (109)	28% (88)	37% (114)	312
PID/Gender: Ind Women	40% (125)	24% (75)	37% (116)	316
PID/Gender: Rep Men	17% (57)	25% (86)	58% (201)	345
PID/Gender: Rep Women	33% (115)	19% (66)	48% (167)	348
Ideo: Liberal (1-3)	63% (434)	22% (151)	16% (109)	694
Ideo: Moderate (4)	38% (266)	27% (194)	35% (247)	706
Ideo: Conservative (5-7)	23% (153)	21% (143)	56% (372)	668
Educ: < College	39% (564)	23% (328)	38% (545)	1437
Educ: Bachelors degree	43% (210)	24% (119)	33% (161)	491
Educ: Post-grad	45% (127)	26% (73)	29% (82)	282
Income: Under 50k	40% (510)	23% (300)	37% (480)	1290
Income: 50k-100k	42% (271)	24% (153)	34% (219)	643
Income: 100k+	43% (119)	24% (68)	33% (90)	277
Ethnicity: White	39% (674)	22% (383)	38% (653)	1711
Ethnicity: Hispanic	46% (174)	26% (97)	28% (103)	374
Ethnicity: Black	43% (122)	28% (79)	29% (81)	282

Continued on next page

Table AUSHTI5_1: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
 A brand's relationship with a celebrity that has made homophobic remarks in the past or currently shares homophobic ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(901)	24%	(520)	36%	(789)	2210
Ethnicity: Other	48%	(105)	27%	(58)	25%	(55)	217
All Christian	38%	(375)	23%	(228)	39%	(378)	981
All Non-Christian	51%	(64)	25%	(31)	24%	(30)	124
Atheist	61%	(64)	18%	(19)	22%	(23)	105
Agnostic/Nothing in particular	42%	(265)	23%	(145)	35%	(223)	633
Something Else	36%	(133)	27%	(98)	37%	(136)	367
Religious Non-Protestant/Catholic	49%	(66)	28%	(37)	23%	(32)	135
Evangelical	30%	(177)	26%	(155)	44%	(261)	593
Non-Evangelical	45%	(323)	22%	(160)	33%	(240)	723
Community: Urban	42%	(271)	28%	(182)	30%	(192)	645
Community: Suburban	44%	(429)	22%	(212)	34%	(334)	975
Community: Rural	34%	(200)	21%	(127)	45%	(263)	590
Employ: Private Sector	40%	(275)	26%	(184)	34%	(236)	695
Employ: Government	37%	(44)	27%	(32)	35%	(41)	116
Employ: Self-Employed	37%	(67)	22%	(41)	41%	(74)	182
Employ: Homemaker	43%	(62)	20%	(28)	37%	(52)	142
Employ: Student	52%	(32)	30%	(18)	18%	(11)	62
Employ: Retired	46%	(266)	17%	(99)	36%	(210)	575
Employ: Unemployed	33%	(97)	31%	(92)	37%	(109)	297
Employ: Other	41%	(58)	19%	(27)	40%	(56)	141
Military HH: Yes	37%	(113)	20%	(63)	43%	(133)	308
Military HH: No	41%	(788)	24%	(457)	35%	(656)	1902
RD/WT: Right Direction	52%	(332)	27%	(173)	22%	(138)	643
RD/WT: Wrong Track	36%	(569)	22%	(347)	42%	(651)	1567
Biden Job Approve	54%	(548)	24%	(242)	22%	(223)	1013
Biden Job Disapprove	30%	(334)	23%	(255)	47%	(526)	1115
Biden Job Strongly Approve	61%	(275)	21%	(94)	18%	(82)	451
Biden Job Somewhat Approve	49%	(273)	26%	(148)	25%	(141)	563
Biden Job Somewhat Disapprove	43%	(142)	29%	(95)	28%	(91)	328
Biden Job Strongly Disapprove	24%	(192)	20%	(160)	55%	(435)	787

Continued on next page

**Table AUSHTI5_1: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relationship with a celebrity that has made homophobic remarks in the past or currently shares homophobic ideas**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(901)	24%	(520)	36%	(789)	2210
Favorable of Biden	54%	(549)	23%	(237)	22%	(228)	1014
Unfavorable of Biden	29%	(325)	23%	(255)	47%	(523)	1103
Very Favorable of Biden	59%	(274)	21%	(98)	20%	(94)	467
Somewhat Favorable of Biden	50%	(275)	25%	(138)	24%	(134)	547
Somewhat Unfavorable of Biden	41%	(119)	30%	(85)	29%	(83)	286
Very Unfavorable of Biden	25%	(207)	21%	(170)	54%	(440)	817
#1 Issue: Economy	35%	(311)	26%	(234)	39%	(349)	894
#1 Issue: Security	26%	(55)	22%	(47)	52%	(112)	215
#1 Issue: Health Care	42%	(79)	29%	(56)	29%	(55)	190
#1 Issue: Medicare / Social Security	48%	(113)	16%	(38)	35%	(82)	232
#1 Issue: Women's Issues	64%	(220)	18%	(63)	18%	(63)	346
#1 Issue: Education	36%	(27)	34%	(26)	30%	(23)	76
#1 Issue: Energy	34%	(45)	25%	(33)	41%	(55)	132
#1 Issue: Other	40%	(50)	19%	(24)	41%	(51)	125
2020 Vote: Joe Biden	57%	(527)	22%	(208)	21%	(195)	930
2020 Vote: Donald Trump	26%	(201)	23%	(177)	51%	(395)	773
2020 Vote: Didn't Vote	34%	(155)	26%	(120)	40%	(183)	458
2018 House Vote: Democrat	59%	(443)	21%	(161)	20%	(150)	753
2018 House Vote: Republican	27%	(162)	20%	(119)	54%	(328)	610
2018 House Vote: Someone else	37%	(19)	31%	(16)	32%	(17)	52
2016 Vote: Hillary Clinton	59%	(414)	22%	(152)	19%	(137)	703
2016 Vote: Donald Trump	26%	(174)	20%	(135)	53%	(355)	664
2016 Vote: Other	38%	(31)	32%	(25)	30%	(24)	80
2016 Vote: Didn't Vote	37%	(281)	27%	(206)	36%	(273)	760
Voted in 2014: Yes	44%	(543)	21%	(255)	36%	(440)	1238
Voted in 2014: No	37%	(358)	27%	(265)	36%	(349)	972
4-Region: Northeast	43%	(164)	26%	(100)	31%	(118)	383
4-Region: Midwest	36%	(166)	24%	(110)	39%	(180)	456
4-Region: South	40%	(342)	22%	(184)	38%	(319)	844
4-Region: West	43%	(229)	24%	(126)	33%	(172)	527

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

Table AUSHTI5_2: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
 A brand's relation with a celebrity that has made antisemitic remarks in the past or currently shares antisemitic ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	42%	(924)	25%	(554)	33%	(732)	2210
Gender: Male	38%	(404)	27%	(293)	35%	(371)	1068
Gender: Female	46%	(521)	23%	(261)	32%	(361)	1142
Age: 18-34	38%	(247)	33%	(212)	28%	(183)	642
Age: 35-44	31%	(113)	35%	(126)	34%	(126)	365
Age: 45-64	41%	(293)	20%	(144)	39%	(277)	714
Age: 65+	55%	(271)	15%	(72)	30%	(146)	489
GenZers: 1997-2012	42%	(100)	34%	(82)	24%	(58)	239
Millennials: 1981-1996	35%	(230)	34%	(223)	31%	(205)	658
GenXers: 1965-1980	36%	(197)	23%	(129)	41%	(227)	553
Baby Boomers: 1946-1964	52%	(362)	16%	(114)	31%	(218)	694
PID: Dem (no lean)	55%	(487)	23%	(204)	22%	(199)	890
PID: Ind (no lean)	36%	(226)	29%	(183)	35%	(218)	627
PID: Rep (no lean)	30%	(210)	24%	(167)	46%	(316)	693
PID/Gender: Dem Men	51%	(212)	28%	(114)	21%	(86)	411
PID/Gender: Dem Women	58%	(276)	19%	(90)	24%	(113)	479
PID/Gender: Ind Men	36%	(111)	30%	(94)	34%	(106)	312
PID/Gender: Ind Women	37%	(116)	28%	(89)	35%	(111)	316
PID/Gender: Rep Men	24%	(81)	24%	(84)	52%	(179)	345
PID/Gender: Rep Women	37%	(129)	24%	(82)	39%	(136)	348
Ideo: Liberal (1-3)	62%	(429)	21%	(148)	17%	(118)	694
Ideo: Moderate (4)	36%	(255)	30%	(213)	34%	(238)	706
Ideo: Conservative (5-7)	29%	(197)	24%	(159)	47%	(312)	668
Educ: < College	38%	(540)	26%	(377)	36%	(520)	1437
Educ: Bachelors degree	48%	(237)	24%	(119)	27%	(135)	491
Educ: Post-grad	52%	(147)	21%	(58)	27%	(77)	282
Income: Under 50k	40%	(510)	25%	(322)	36%	(458)	1290
Income: 50k-100k	44%	(283)	26%	(170)	30%	(191)	643
Income: 100k+	47%	(132)	23%	(63)	30%	(83)	277
Ethnicity: White	42%	(719)	23%	(397)	35%	(595)	1711
Ethnicity: Hispanic	45%	(169)	29%	(109)	26%	(95)	374
Ethnicity: Black	40%	(113)	29%	(82)	31%	(87)	282

Continued on next page

Table AUSHTI5_2: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relation with a celebrity that has made antisemitic remarks in the past or currently shares antisemitic ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	42%	(924)	25%	(554)	33%	(732)	2210
Ethnicity: Other	43%	(93)	34%	(74)	23%	(50)	217
All Christian	42%	(415)	22%	(216)	36%	(351)	981
All Non-Christian	59%	(73)	22%	(28)	19%	(23)	124
Atheist	53%	(56)	23%	(24)	24%	(25)	105
Agnostic/Nothing in particular	39%	(245)	28%	(177)	33%	(211)	633
Something Else	37%	(136)	30%	(110)	33%	(121)	367
Religious Non-Protestant/Catholic	56%	(75)	25%	(34)	20%	(26)	135
Evangelical	35%	(206)	27%	(161)	38%	(225)	593
Non-Evangelical	46%	(336)	21%	(154)	32%	(234)	723
Community: Urban	45%	(290)	26%	(168)	29%	(187)	645
Community: Suburban	46%	(444)	23%	(225)	31%	(306)	975
Community: Rural	32%	(190)	27%	(161)	41%	(239)	590
Employ: Private Sector	40%	(279)	29%	(201)	31%	(215)	695
Employ: Government	33%	(38)	30%	(35)	37%	(43)	116
Employ: Self-Employed	34%	(62)	26%	(47)	40%	(73)	182
Employ: Homemaker	41%	(59)	22%	(32)	36%	(51)	142
Employ: Student	45%	(28)	32%	(20)	23%	(14)	62
Employ: Retired	53%	(302)	16%	(92)	31%	(181)	575
Employ: Unemployed	34%	(101)	29%	(86)	37%	(111)	297
Employ: Other	40%	(56)	30%	(42)	30%	(42)	141
Military HH: Yes	43%	(131)	18%	(56)	39%	(121)	308
Military HH: No	42%	(793)	26%	(498)	32%	(611)	1902
RD/WT: Right Direction	54%	(347)	25%	(160)	21%	(136)	643
RD/WT: Wrong Track	37%	(578)	25%	(394)	38%	(595)	1567
Biden Job Approve	55%	(553)	24%	(243)	21%	(217)	1013
Biden Job Disapprove	32%	(356)	25%	(284)	43%	(475)	1115
Biden Job Strongly Approve	65%	(292)	18%	(82)	17%	(77)	451
Biden Job Somewhat Approve	46%	(261)	29%	(161)	25%	(140)	563
Biden Job Somewhat Disapprove	41%	(136)	31%	(102)	28%	(91)	328
Biden Job Strongly Disapprove	28%	(220)	23%	(183)	49%	(385)	787

Continued on next page

Table AUSHTI5_2: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relation with a celebrity that has made antisemitic remarks in the past or currently shares antisemitic ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	42%	(924)	25%	(554)	33%	(732)	2210
Favorable of Biden	55%	(556)	23%	(237)	22%	(221)	1014
Unfavorable of Biden	31%	(346)	26%	(288)	43%	(470)	1103
Very Favorable of Biden	63%	(293)	19%	(90)	18%	(84)	467
Somewhat Favorable of Biden	48%	(263)	27%	(147)	25%	(137)	547
Somewhat Unfavorable of Biden	40%	(115)	31%	(90)	29%	(82)	286
Very Unfavorable of Biden	28%	(231)	24%	(198)	47%	(387)	817
#1 Issue: Economy	36%	(319)	29%	(255)	36%	(320)	894
#1 Issue: Security	33%	(70)	22%	(47)	46%	(98)	215
#1 Issue: Health Care	42%	(80)	28%	(53)	30%	(57)	190
#1 Issue: Medicare / Social Security	51%	(117)	16%	(38)	33%	(77)	232
#1 Issue: Women's Issues	59%	(204)	23%	(78)	18%	(64)	346
#1 Issue: Education	31%	(24)	33%	(25)	36%	(27)	76
#1 Issue: Energy	38%	(50)	25%	(33)	37%	(49)	132
#1 Issue: Other	48%	(60)	20%	(25)	32%	(40)	125
2020 Vote: Joe Biden	57%	(534)	22%	(208)	20%	(188)	930
2020 Vote: Donald Trump	31%	(237)	25%	(194)	44%	(341)	773
2020 Vote: Didn't Vote	30%	(137)	30%	(138)	40%	(183)	458
2018 House Vote: Democrat	60%	(450)	22%	(168)	18%	(136)	753
2018 House Vote: Republican	33%	(202)	22%	(132)	45%	(276)	610
2018 House Vote: Someone else	32%	(16)	30%	(15)	39%	(20)	52
2016 Vote: Hillary Clinton	60%	(421)	22%	(155)	18%	(126)	703
2016 Vote: Donald Trump	32%	(213)	22%	(145)	46%	(306)	664
2016 Vote: Other	44%	(35)	29%	(23)	27%	(22)	80
2016 Vote: Didn't Vote	33%	(253)	30%	(230)	36%	(277)	760
Voted in 2014: Yes	48%	(588)	21%	(262)	31%	(388)	1238
Voted in 2014: No	35%	(336)	30%	(292)	35%	(344)	972
4-Region: Northeast	45%	(171)	25%	(97)	30%	(114)	383
4-Region: Midwest	37%	(169)	27%	(125)	36%	(163)	456
4-Region: South	40%	(338)	25%	(210)	35%	(296)	844
4-Region: West	47%	(246)	23%	(122)	30%	(158)	527

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

Table AUSHTI5_3: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relation with a celebrity that has made racist remarks in the past or currently shares racist ideas

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	47% (1044)	22% (491)	31% (675)	2210
Gender: Male	42% (444)	25% (262)	34% (362)	1068
Gender: Female	53% (600)	20% (229)	27% (313)	1142
Age: 18-34	50% (321)	25% (163)	25% (159)	642
Age: 35-44	38% (137)	31% (114)	31% (115)	365
Age: 45-64	44% (317)	19% (139)	36% (258)	714
Age: 65+	55% (269)	16% (76)	29% (144)	489
GenZers: 1997-2012	53% (128)	25% (59)	22% (53)	239
Millennials: 1981-1996	44% (293)	29% (189)	27% (177)	658
GenXers: 1965-1980	40% (221)	21% (116)	39% (216)	553
Baby Boomers: 1946-1964	53% (371)	17% (118)	30% (205)	694
PID: Dem (no lean)	59% (523)	22% (197)	19% (170)	890
PID: Ind (no lean)	47% (294)	21% (134)	32% (199)	627
PID: Rep (no lean)	33% (226)	23% (161)	44% (306)	693
PID/Gender: Dem Men	52% (215)	28% (114)	20% (82)	411
PID/Gender: Dem Women	64% (308)	17% (82)	18% (88)	479
PID/Gender: Ind Men	44% (137)	23% (72)	33% (103)	312
PID/Gender: Ind Women	50% (157)	20% (62)	31% (97)	316
PID/Gender: Rep Men	27% (92)	22% (76)	51% (177)	345
PID/Gender: Rep Women	39% (134)	24% (85)	37% (129)	348
Ideo: Liberal (1-3)	64% (446)	21% (147)	15% (101)	694
Ideo: Moderate (4)	46% (324)	24% (166)	31% (216)	706
Ideo: Conservative (5-7)	33% (218)	22% (147)	45% (303)	668
Educ: < College	46% (659)	21% (301)	33% (477)	1437
Educ: Bachelors degree	49% (241)	25% (121)	26% (128)	491
Educ: Post-grad	51% (144)	24% (69)	25% (69)	282
Income: Under 50k	47% (607)	21% (269)	32% (414)	1290
Income: 50k-100k	47% (303)	24% (156)	29% (184)	643
Income: 100k+	48% (134)	24% (67)	28% (77)	277
Ethnicity: White	45% (774)	22% (383)	32% (554)	1711
Ethnicity: Hispanic	53% (196)	25% (94)	22% (84)	374
Ethnicity: Black	57% (162)	19% (53)	24% (68)	282

Continued on next page

Table AUSHTI5_3: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
 A brand's relation with a celebrity that has made racist remarks in the past or currently shares racist ideas

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	47% (1044)	22% (491)	31% (675)	2210
Ethnicity: Other	50% (108)	26% (56)	24% (53)	217
All Christian	45% (444)	22% (220)	32% (318)	981
All Non-Christian	58% (72)	23% (28)	19% (24)	124
Atheist	54% (56)	20% (21)	26% (28)	105
Agnostic/Nothing in particular	48% (302)	21% (135)	31% (196)	633
Something Else	46% (170)	24% (87)	30% (110)	367
Religious Non-Protestant/Catholic	58% (78)	23% (31)	19% (26)	135
Evangelical	40% (239)	25% (147)	35% (208)	593
Non-Evangelical	50% (361)	21% (153)	29% (209)	723
Community: Urban	51% (328)	22% (141)	27% (175)	645
Community: Suburban	49% (478)	23% (221)	28% (276)	975
Community: Rural	40% (238)	22% (129)	38% (223)	590
Employ: Private Sector	43% (302)	26% (183)	30% (210)	695
Employ: Government	45% (52)	25% (29)	31% (36)	116
Employ: Self-Employed	46% (83)	25% (45)	29% (53)	182
Employ: Homemaker	49% (70)	21% (30)	30% (42)	142
Employ: Student	54% (34)	25% (16)	20% (13)	62
Employ: Retired	53% (302)	17% (98)	30% (175)	575
Employ: Unemployed	43% (128)	21% (64)	36% (106)	297
Employ: Other	52% (73)	20% (28)	28% (40)	141
Military HH: Yes	46% (141)	19% (57)	36% (110)	308
Military HH: No	47% (903)	23% (434)	30% (565)	1902
RD/WT: Right Direction	57% (366)	23% (147)	20% (130)	643
RD/WT: Wrong Track	43% (678)	22% (344)	35% (545)	1567
Biden Job Approve	59% (599)	21% (215)	20% (199)	1013
Biden Job Disapprove	38% (420)	23% (254)	40% (441)	1115
Biden Job Strongly Approve	66% (298)	19% (86)	15% (68)	451
Biden Job Somewhat Approve	54% (302)	23% (129)	23% (132)	563
Biden Job Somewhat Disapprove	50% (164)	26% (86)	24% (78)	328
Biden Job Strongly Disapprove	33% (256)	21% (168)	46% (363)	787

Continued on next page

Table AUSHTI5_3: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relation with a celebrity that has made racist remarks in the past or currently shares racist ideas

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	47% (1044)	22% (491)	31% (675)	2210
Favorable of Biden	59% (600)	21% (212)	20% (202)	1014
Unfavorable of Biden	37% (409)	23% (253)	40% (441)	1103
Very Favorable of Biden	64% (299)	21% (98)	15% (70)	467
Somewhat Favorable of Biden	55% (302)	21% (114)	24% (132)	547
Somewhat Unfavorable of Biden	49% (139)	27% (77)	24% (70)	286
Very Unfavorable of Biden	33% (270)	21% (176)	45% (372)	817
#1 Issue: Economy	42% (372)	25% (226)	33% (296)	894
#1 Issue: Security	36% (78)	21% (45)	43% (92)	215
#1 Issue: Health Care	42% (80)	34% (64)	24% (46)	190
#1 Issue: Medicare / Social Security	53% (123)	14% (32)	33% (77)	232
#1 Issue: Women's Issues	65% (226)	18% (62)	17% (58)	346
#1 Issue: Education	45% (34)	26% (20)	29% (22)	76
#1 Issue: Energy	45% (59)	17% (22)	38% (50)	132
#1 Issue: Other	57% (71)	16% (20)	27% (34)	125
2020 Vote: Joe Biden	62% (572)	21% (192)	18% (166)	930
2020 Vote: Donald Trump	35% (270)	22% (169)	43% (334)	773
2020 Vote: Didn't Vote	39% (181)	26% (118)	35% (160)	458
2018 House Vote: Democrat	62% (470)	21% (157)	17% (126)	753
2018 House Vote: Republican	36% (222)	20% (122)	44% (266)	610
2018 House Vote: Someone else	49% (25)	20% (10)	31% (16)	52
2016 Vote: Hillary Clinton	63% (445)	21% (146)	16% (112)	703
2016 Vote: Donald Trump	35% (231)	20% (134)	45% (300)	664
2016 Vote: Other	47% (37)	28% (22)	26% (20)	80
2016 Vote: Didn't Vote	43% (329)	25% (189)	32% (242)	760
Voted in 2014: Yes	51% (629)	20% (242)	30% (367)	1238
Voted in 2014: No	43% (415)	26% (250)	32% (308)	972
4-Region: Northeast	49% (188)	24% (92)	27% (103)	383
4-Region: Midwest	43% (197)	23% (106)	33% (153)	456
4-Region: South	46% (389)	21% (181)	32% (274)	844
4-Region: West	51% (270)	21% (111)	28% (146)	527

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

Table AUSHTI5_4: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
 A brand's relation with a celebrity that has made sexist remarks in the past or currently shares sexist ideas

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	41% (902)	26% (581)	33% (727)	2210
Gender: Male	35% (369)	29% (314)	36% (385)	1068
Gender: Female	47% (533)	23% (267)	30% (343)	1142
Age: 18-34	43% (274)	31% (200)	26% (168)	642
Age: 35-44	29% (105)	38% (137)	34% (123)	365
Age: 45-64	39% (280)	22% (154)	39% (279)	714
Age: 65+	50% (243)	18% (89)	32% (157)	489
GenZers: 1997-2012	50% (120)	29% (69)	21% (50)	239
Millennials: 1981-1996	35% (230)	36% (235)	29% (194)	658
GenXers: 1965-1980	34% (190)	24% (130)	42% (233)	553
Baby Boomers: 1946-1964	49% (339)	19% (134)	32% (221)	694
PID: Dem (no lean)	52% (467)	25% (225)	22% (198)	890
PID: Ind (no lean)	38% (241)	29% (181)	33% (205)	627
PID: Rep (no lean)	28% (194)	25% (174)	47% (325)	693
PID/Gender: Dem Men	48% (196)	28% (114)	25% (101)	411
PID/Gender: Dem Women	57% (271)	23% (111)	20% (97)	479
PID/Gender: Ind Men	33% (103)	35% (108)	32% (100)	312
PID/Gender: Ind Women	44% (138)	23% (73)	33% (104)	316
PID/Gender: Rep Men	20% (71)	26% (91)	53% (183)	345
PID/Gender: Rep Women	35% (123)	24% (83)	41% (142)	348
Ideo: Liberal (1-3)	57% (398)	26% (180)	17% (116)	694
Ideo: Moderate (4)	38% (270)	28% (197)	34% (238)	706
Ideo: Conservative (5-7)	28% (186)	25% (164)	48% (318)	668
Educ: < College	40% (569)	25% (363)	35% (506)	1437
Educ: Bachelors degree	42% (207)	29% (145)	28% (139)	491
Educ: Post-grad	45% (126)	26% (73)	29% (83)	282
Income: Under 50k	41% (523)	25% (320)	35% (447)	1290
Income: 50k-100k	41% (265)	28% (181)	31% (198)	643
Income: 100k+	41% (114)	29% (80)	30% (83)	277
Ethnicity: White	39% (676)	25% (435)	35% (600)	1711
Ethnicity: Hispanic	49% (183)	28% (106)	23% (85)	374
Ethnicity: Black	46% (131)	27% (76)	27% (75)	282

Continued on next page

Table AUSHTI5_4: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
A brand's relation with a celebrity that has made sexist remarks in the past or currently shares sexist ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(902)	26%	(581)	33%	(727)	2210
Ethnicity: Other	44%	(95)	32%	(69)	24%	(52)	217
All Christian	38%	(377)	25%	(247)	36%	(358)	981
All Non-Christian	52%	(64)	30%	(37)	19%	(23)	124
Atheist	49%	(51)	24%	(25)	28%	(29)	105
Agnostic/Nothing in particular	41%	(258)	28%	(174)	32%	(200)	633
Something Else	41%	(152)	27%	(98)	32%	(118)	367
Religious Non-Protestant/Catholic	51%	(68)	31%	(42)	19%	(25)	135
Evangelical	35%	(208)	28%	(165)	37%	(220)	593
Non-Evangelical	43%	(312)	23%	(168)	34%	(243)	723
Community: Urban	46%	(297)	25%	(162)	29%	(186)	645
Community: Suburban	42%	(410)	26%	(255)	32%	(310)	975
Community: Rural	33%	(195)	28%	(163)	39%	(232)	590
Employ: Private Sector	37%	(256)	30%	(207)	33%	(232)	695
Employ: Government	39%	(45)	33%	(38)	29%	(33)	116
Employ: Self-Employed	40%	(73)	28%	(51)	32%	(58)	182
Employ: Homemaker	43%	(61)	25%	(35)	32%	(45)	142
Employ: Student	56%	(35)	28%	(18)	16%	(10)	62
Employ: Retired	48%	(279)	19%	(107)	33%	(190)	575
Employ: Unemployed	32%	(94)	31%	(91)	38%	(112)	297
Employ: Other	42%	(59)	24%	(34)	34%	(48)	141
Military HH: Yes	40%	(123)	21%	(65)	39%	(120)	308
Military HH: No	41%	(779)	27%	(516)	32%	(607)	1902
RD/WT: Right Direction	51%	(330)	28%	(181)	21%	(132)	643
RD/WT: Wrong Track	37%	(572)	26%	(400)	38%	(595)	1567
Biden Job Approve	52%	(527)	26%	(268)	22%	(219)	1013
Biden Job Disapprove	32%	(355)	26%	(292)	42%	(468)	1115
Biden Job Strongly Approve	61%	(276)	21%	(96)	17%	(78)	451
Biden Job Somewhat Approve	45%	(250)	31%	(172)	25%	(140)	563
Biden Job Somewhat Disapprove	44%	(144)	29%	(95)	27%	(89)	328
Biden Job Strongly Disapprove	27%	(211)	25%	(197)	48%	(379)	787

Continued on next page

Table AUSHTI5_4: How much of a factor are the following for you when deciding whether to purchase from a brand or not?
 A brand's relation with a celebrity that has made sexist remarks in the past or currently shares sexist ideas

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(902)	26%	(581)	33%	(727)	2210
Favorable of Biden	52%	(529)	26%	(259)	22%	(226)	1014
Unfavorable of Biden	32%	(348)	26%	(290)	42%	(466)	1103
Very Favorable of Biden	59%	(277)	22%	(103)	18%	(86)	467
Somewhat Favorable of Biden	46%	(252)	28%	(156)	26%	(140)	547
Somewhat Unfavorable of Biden	42%	(122)	31%	(89)	27%	(76)	286
Very Unfavorable of Biden	28%	(226)	25%	(201)	48%	(390)	817
#1 Issue: Economy	36%	(325)	28%	(247)	36%	(322)	894
#1 Issue: Security	26%	(55)	28%	(61)	46%	(99)	215
#1 Issue: Health Care	39%	(75)	36%	(68)	25%	(48)	190
#1 Issue: Medicare / Social Security	50%	(117)	16%	(36)	34%	(79)	232
#1 Issue: Women's Issues	60%	(207)	21%	(72)	19%	(67)	346
#1 Issue: Education	37%	(28)	39%	(30)	24%	(18)	76
#1 Issue: Energy	31%	(40)	28%	(37)	42%	(55)	132
#1 Issue: Other	44%	(55)	24%	(30)	32%	(40)	125
2020 Vote: Joe Biden	55%	(511)	25%	(236)	20%	(183)	930
2020 Vote: Donald Trump	29%	(222)	25%	(194)	46%	(357)	773
2020 Vote: Didn't Vote	34%	(155)	29%	(133)	37%	(170)	458
2018 House Vote: Democrat	54%	(410)	25%	(191)	20%	(152)	753
2018 House Vote: Republican	31%	(189)	23%	(140)	46%	(281)	610
2018 House Vote: Someone else	33%	(17)	34%	(18)	32%	(17)	52
2016 Vote: Hillary Clinton	56%	(396)	24%	(171)	19%	(135)	703
2016 Vote: Donald Trump	28%	(185)	24%	(161)	48%	(318)	664
2016 Vote: Other	38%	(30)	35%	(28)	28%	(22)	80
2016 Vote: Didn't Vote	38%	(289)	29%	(219)	33%	(252)	760
Voted in 2014: Yes	44%	(542)	24%	(292)	33%	(404)	1238
Voted in 2014: No	37%	(360)	30%	(289)	33%	(323)	972
4-Region: Northeast	44%	(169)	28%	(105)	28%	(108)	383
4-Region: Midwest	37%	(168)	26%	(118)	37%	(171)	456
4-Region: South	40%	(338)	25%	(214)	35%	(293)	844
4-Region: West	43%	(228)	27%	(143)	30%	(156)	527

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

Table AUSHTI6: *If a company has a partnership with a celebrity that does or says something hateful to a group or community of people, how do you think the company should react?*

Demographic	End the partnership immediately and vow to no longer work with the celebrity in the future		End the partnership immediately, but leave the door open to work with the celebrity in the future		Make a statement condemning the behavior of the celebrity, but continue the partnership with the celebrity		Do nothing at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	46%	(1019)	16%	(350)	14%	(313)	9%	(210)	14%	(318)	2210
Gender: Male	43%	(461)	17%	(184)	17%	(183)	10%	(110)	12%	(130)	1068
Gender: Female	49%	(558)	15%	(166)	11%	(130)	9%	(100)	16%	(188)	1142
Age: 18-34	36%	(231)	17%	(109)	20%	(131)	8%	(52)	19%	(119)	642
Age: 35-44	36%	(131)	19%	(70)	18%	(65)	10%	(35)	18%	(64)	365
Age: 45-64	48%	(344)	14%	(103)	11%	(81)	12%	(88)	14%	(98)	714
Age: 65+	64%	(313)	14%	(68)	7%	(35)	7%	(35)	8%	(37)	489
GenZers: 1997-2012	36%	(85)	20%	(48)	20%	(47)	4%	(11)	20%	(48)	239
Millennials: 1981-1996	36%	(239)	16%	(108)	20%	(132)	10%	(65)	17%	(114)	658
GenXers: 1965-1980	43%	(236)	16%	(91)	14%	(75)	13%	(71)	15%	(81)	553
Baby Boomers: 1946-1964	61%	(421)	14%	(95)	8%	(53)	8%	(56)	10%	(70)	694
PID: Dem (no lean)	55%	(492)	17%	(153)	13%	(112)	6%	(50)	9%	(83)	890
PID: Ind (no lean)	44%	(276)	16%	(97)	11%	(71)	9%	(59)	20%	(124)	627
PID: Rep (no lean)	36%	(251)	14%	(99)	19%	(131)	15%	(101)	16%	(111)	693
PID/Gender: Dem Men	53%	(217)	19%	(78)	17%	(69)	5%	(21)	7%	(27)	411
PID/Gender: Dem Women	58%	(275)	16%	(76)	9%	(43)	6%	(29)	12%	(56)	479
PID/Gender: Ind Men	42%	(131)	15%	(47)	14%	(44)	12%	(36)	17%	(54)	312
PID/Gender: Ind Women	46%	(146)	16%	(50)	8%	(27)	7%	(23)	22%	(70)	316
PID/Gender: Rep Men	33%	(113)	17%	(59)	20%	(70)	16%	(54)	14%	(49)	345
PID/Gender: Rep Women	39%	(137)	12%	(40)	17%	(61)	14%	(48)	18%	(62)	348
Ideo: Liberal (1-3)	57%	(396)	19%	(131)	11%	(79)	5%	(32)	8%	(57)	694
Ideo: Moderate (4)	46%	(325)	15%	(108)	14%	(102)	10%	(69)	15%	(103)	706
Ideo: Conservative (5-7)	37%	(248)	15%	(100)	18%	(120)	14%	(94)	16%	(105)	668

Continued on next page

Table AUSHTI6: *If a company has a partnership with a celebrity that does or says something hateful to a group or community of people, how do you think the company should react?*

Demographic	End the partnership immediately and vow to no longer work with the celebrity in the future		End the partnership immediately, but leave the door open to work with the celebrity in the future		Make a statement condemning the behavior of the celebrity, but continue the partnership with the celebrity		Do nothing at all		Don't know / No opinion		Total N
Adults	46%	(1019)	16%	(350)	14%	(313)	9%	(210)	14%	(318)	2210
Educ: < College	43%	(620)	15%	(219)	15%	(209)	10%	(145)	17%	(245)	1437
Educ: Bachelors degree	53%	(261)	16%	(78)	14%	(68)	9%	(43)	8%	(41)	491
Educ: Post-grad	49%	(139)	19%	(53)	13%	(36)	8%	(21)	11%	(32)	282
Income: Under 50k	44%	(567)	15%	(195)	14%	(177)	11%	(136)	17%	(215)	1290
Income: 50k-100k	50%	(319)	17%	(110)	14%	(90)	9%	(56)	11%	(68)	643
Income: 100k+	48%	(133)	16%	(45)	17%	(47)	7%	(18)	12%	(34)	277
Ethnicity: White	47%	(811)	15%	(255)	13%	(224)	11%	(183)	14%	(239)	1711
Ethnicity: Hispanic	47%	(177)	16%	(61)	21%	(77)	8%	(29)	8%	(30)	374
Ethnicity: Black	37%	(103)	19%	(55)	18%	(52)	6%	(18)	19%	(55)	282
Ethnicity: Other	49%	(106)	19%	(40)	17%	(37)	4%	(9)	11%	(25)	217
All Christian	47%	(458)	17%	(170)	15%	(147)	11%	(103)	11%	(104)	981
All Non-Christian	55%	(68)	10%	(12)	14%	(17)	7%	(8)	15%	(18)	124
Atheist	60%	(63)	16%	(16)	11%	(11)	6%	(6)	8%	(9)	105
Agnostic/Nothing in particular	44%	(279)	14%	(91)	13%	(84)	10%	(62)	18%	(116)	633
Something Else	41%	(151)	17%	(61)	15%	(54)	8%	(30)	19%	(71)	367
Religious Non-Protestant/Catholic	55%	(74)	9%	(13)	16%	(21)	7%	(9)	14%	(18)	135
Evangelical	37%	(217)	17%	(98)	19%	(110)	12%	(72)	16%	(96)	593
Non-Evangelical	53%	(382)	18%	(129)	11%	(79)	8%	(54)	11%	(78)	723
Community: Urban	47%	(301)	18%	(115)	17%	(110)	6%	(40)	12%	(79)	645
Community: Suburban	50%	(491)	15%	(142)	12%	(116)	10%	(97)	13%	(128)	975
Community: Rural	38%	(227)	16%	(93)	15%	(87)	12%	(73)	19%	(110)	590

Continued on next page

Table AUSHTI6: *If a company has a partnership with a celebrity that does or says something hateful to a group or community of people, how do you think the company should react?*

Demographic	End the partnership immediately and vow to no longer work with the celebrity in the future		End the partnership immediately, but leave the door open to work with the celebrity in the future		Make a statement condemning the behavior of the celebrity, but continue the partnership with the celebrity		Do nothing at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	46%	(1019)	16%	(350)	14%	(313)	9%	(210)	14%	(318)	2210
Employ: Private Sector	43%	(297)	18%	(123)	17%	(120)	9%	(59)	14%	(96)	695
Employ: Government	33%	(38)	21%	(24)	19%	(22)	10%	(12)	17%	(20)	116
Employ: Self-Employed	39%	(71)	22%	(40)	15%	(28)	9%	(17)	14%	(26)	182
Employ: Homemaker	40%	(56)	14%	(19)	13%	(19)	14%	(20)	19%	(28)	142
Employ: Student	48%	(30)	17%	(11)	14%	(9)	4%	(3)	16%	(10)	62
Employ: Retired	60%	(347)	14%	(79)	9%	(54)	9%	(53)	7%	(42)	575
Employ: Unemployed	40%	(118)	10%	(31)	14%	(43)	11%	(33)	24%	(72)	297
Employ: Other	44%	(62)	17%	(24)	13%	(19)	9%	(13)	17%	(24)	141
Military HH: Yes	49%	(152)	17%	(53)	13%	(39)	9%	(29)	11%	(35)	308
Military HH: No	46%	(867)	16%	(297)	14%	(274)	10%	(181)	15%	(283)	1902
RD/WT: Right Direction	50%	(320)	18%	(117)	15%	(93)	7%	(43)	11%	(69)	643
RD/WT: Wrong Track	45%	(699)	15%	(233)	14%	(219)	11%	(167)	16%	(249)	1567
Biden Job Approve	55%	(558)	17%	(177)	12%	(127)	6%	(61)	9%	(91)	1013
Biden Job Disapprove	40%	(442)	15%	(168)	16%	(181)	13%	(142)	16%	(181)	1115
Biden Job Strongly Approve	58%	(260)	17%	(79)	13%	(58)	4%	(20)	8%	(34)	451
Biden Job Somewhat Approve	53%	(298)	17%	(98)	12%	(69)	7%	(41)	10%	(57)	563
Biden Job Somewhat Disapprove	48%	(156)	14%	(46)	15%	(50)	9%	(30)	14%	(46)	328
Biden Job Strongly Disapprove	36%	(286)	15%	(122)	17%	(131)	14%	(112)	17%	(136)	787
Favorable of Biden	55%	(555)	17%	(173)	12%	(120)	6%	(60)	10%	(106)	1014
Unfavorable of Biden	40%	(439)	16%	(172)	16%	(179)	13%	(141)	16%	(172)	1103
Very Favorable of Biden	57%	(266)	17%	(79)	12%	(58)	5%	(24)	8%	(38)	467
Somewhat Favorable of Biden	53%	(288)	17%	(94)	11%	(62)	7%	(36)	12%	(67)	547
Somewhat Unfavorable of Biden	49%	(140)	16%	(46)	18%	(51)	8%	(24)	9%	(25)	286
Very Unfavorable of Biden	37%	(299)	15%	(126)	16%	(128)	14%	(117)	18%	(146)	817

Continued on next page

Table AUSHTI6: *If a company has a partnership with a celebrity that does or says something hateful to a group or community of people, how do you think the company should react?*

Demographic	End the partnership immediately and vow to no longer work with the celebrity in the future		End the partnership immediately, but leave the door open to work with the celebrity in the future		Make a statement condemning the behavior of the celebrity, but continue the partnership with the celebrity		Do nothing at all		Don't know / No opinion		Total N
Adults	46%	(1019)	16%	(350)	14%	(313)	9%	(210)	14%	(318)	2210
#1 Issue: Economy	43%	(380)	16%	(143)	17%	(155)	9%	(84)	15%	(132)	894
#1 Issue: Security	36%	(78)	17%	(37)	17%	(36)	13%	(29)	17%	(36)	215
#1 Issue: Health Care	39%	(74)	15%	(28)	17%	(33)	11%	(20)	18%	(34)	190
#1 Issue: Medicare / Social Security	63%	(146)	12%	(27)	8%	(19)	9%	(22)	8%	(19)	232
#1 Issue: Women's Issues	56%	(192)	17%	(58)	7%	(25)	7%	(24)	13%	(46)	346
#1 Issue: Education	29%	(22)	22%	(17)	25%	(19)	12%	(9)	13%	(9)	76
#1 Issue: Energy	47%	(62)	18%	(23)	15%	(19)	8%	(11)	12%	(16)	132
#1 Issue: Other	52%	(65)	14%	(17)	5%	(7)	8%	(11)	21%	(26)	125
2020 Vote: Joe Biden	60%	(554)	17%	(157)	10%	(91)	5%	(51)	8%	(78)	930
2020 Vote: Donald Trump	37%	(290)	15%	(115)	18%	(136)	14%	(107)	16%	(124)	773
2020 Vote: Didn't Vote	35%	(158)	15%	(71)	17%	(76)	9%	(43)	24%	(110)	458
2018 House Vote: Democrat	61%	(463)	16%	(120)	10%	(78)	5%	(34)	8%	(58)	753
2018 House Vote: Republican	41%	(251)	14%	(87)	16%	(101)	14%	(83)	14%	(88)	610
2018 House Vote: Someone else	39%	(20)	23%	(12)	12%	(6)	10%	(5)	16%	(8)	52
2016 Vote: Hillary Clinton	61%	(428)	16%	(116)	11%	(75)	4%	(27)	8%	(57)	703
2016 Vote: Donald Trump	40%	(269)	15%	(100)	17%	(110)	14%	(94)	14%	(92)	664
2016 Vote: Other	49%	(39)	20%	(16)	7%	(6)	12%	(10)	11%	(9)	80
2016 Vote: Didn't Vote	37%	(283)	16%	(118)	16%	(121)	10%	(79)	21%	(159)	760
Voted in 2014: Yes	52%	(649)	15%	(190)	12%	(153)	9%	(112)	11%	(133)	1238
Voted in 2014: No	38%	(370)	16%	(160)	16%	(159)	10%	(98)	19%	(185)	972
4-Region: Northeast	51%	(194)	18%	(69)	13%	(49)	7%	(28)	11%	(42)	383
4-Region: Midwest	44%	(200)	15%	(67)	14%	(63)	10%	(47)	17%	(80)	456
4-Region: South	44%	(369)	16%	(135)	13%	(108)	12%	(100)	16%	(132)	844
4-Region: West	49%	(256)	15%	(79)	18%	(93)	7%	(34)	12%	(64)	527

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

Table AUSHTI7_1: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A social media company suspending a celebrity's account after making antisemitic comments on their platform

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	44% (972)	22% (493)	9% (209)	7% (165)	17% (370)	2210
Gender: Male	42% (445)	25% (266)	10% (104)	9% (95)	15% (159)	1068
Gender: Female	46% (527)	20% (227)	9% (106)	6% (71)	18% (211)	1142
Age: 18-34	35% (224)	27% (174)	13% (84)	6% (40)	19% (120)	642
Age: 35-44	33% (121)	26% (95)	11% (41)	9% (31)	21% (78)	365
Age: 45-64	43% (308)	21% (151)	8% (57)	10% (72)	18% (126)	714
Age: 65+	65% (319)	15% (74)	6% (27)	5% (22)	10% (47)	489
GenZers: 1997-2012	31% (73)	30% (71)	13% (32)	6% (14)	20% (48)	239
Millennials: 1981-1996	36% (237)	25% (164)	12% (79)	7% (45)	20% (134)	658
GenXers: 1965-1980	38% (212)	24% (131)	9% (50)	11% (60)	18% (100)	553
Baby Boomers: 1946-1964	58% (404)	17% (116)	7% (45)	6% (45)	12% (84)	694
PID: Dem (no lean)	57% (510)	22% (198)	7% (59)	3% (23)	11% (100)	890
PID: Ind (no lean)	39% (243)	21% (132)	12% (73)	8% (52)	20% (128)	627
PID: Rep (no lean)	32% (219)	24% (163)	11% (77)	13% (91)	21% (142)	693
PID/Gender: Dem Men	55% (228)	27% (112)	6% (24)	3% (13)	8% (34)	411
PID/Gender: Dem Women	59% (282)	18% (86)	7% (35)	2% (9)	14% (66)	479
PID/Gender: Ind Men	38% (120)	23% (72)	12% (37)	8% (26)	18% (57)	312
PID/Gender: Ind Women	39% (123)	19% (60)	11% (36)	8% (26)	23% (71)	316
PID/Gender: Rep Men	28% (97)	24% (82)	12% (42)	16% (55)	20% (68)	345
PID/Gender: Rep Women	35% (122)	23% (81)	10% (35)	10% (35)	21% (74)	348
Ideo: Liberal (1-3)	62% (432)	19% (133)	8% (54)	3% (20)	8% (54)	694
Ideo: Moderate (4)	41% (288)	27% (191)	8% (58)	5% (38)	19% (131)	706
Ideo: Conservative (5-7)	33% (218)	21% (140)	12% (77)	16% (104)	19% (129)	668
Educ: < College	40% (568)	24% (340)	10% (144)	8% (115)	19% (269)	1437
Educ: Bachelors degree	52% (255)	20% (98)	9% (44)	6% (31)	13% (63)	491
Educ: Post-grad	53% (149)	20% (55)	7% (20)	7% (19)	14% (39)	282
Income: Under 50k	41% (529)	23% (293)	10% (127)	7% (94)	19% (246)	1290
Income: 50k-100k	46% (293)	22% (142)	10% (65)	8% (51)	14% (92)	643
Income: 100k+	54% (149)	21% (58)	6% (17)	7% (20)	12% (33)	277
Ethnicity: White	45% (771)	20% (348)	9% (161)	8% (145)	17% (285)	1711

Continued on next page

Table AUSHTI7_1: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A social media company suspending a celebrity's account after making antisemitic comments on their platform

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	44% (972)	22% (493)	9% (209)	7% (165)	17% (370)	2210
Ethnicity: Hispanic	38% (142)	28% (105)	13% (47)	8% (30)	13% (49)	374
Ethnicity: Black	42% (119)	24% (68)	10% (27)	4% (10)	21% (58)	282
Ethnicity: Other	38% (82)	35% (77)	10% (21)	5% (10)	12% (27)	217
All Christian	45% (442)	24% (235)	10% (94)	8% (78)	13% (132)	981
All Non-Christian	59% (74)	18% (23)	8% (10)	4% (6)	10% (13)	124
Atheist	50% (53)	23% (24)	7% (8)	5% (5)	15% (16)	105
Agnostic/Nothing in particular	42% (263)	21% (135)	10% (60)	7% (47)	20% (127)	633
Something Else	38% (140)	21% (76)	10% (38)	8% (29)	23% (83)	367
Religious Non-Protestant/Catholic	56% (76)	19% (26)	8% (10)	6% (8)	11% (15)	135
Evangelical	36% (216)	25% (150)	10% (62)	9% (55)	19% (111)	593
Non-Evangelical	50% (359)	20% (148)	9% (67)	7% (47)	14% (102)	723
Community: Urban	47% (301)	25% (160)	9% (60)	5% (34)	14% (89)	645
Community: Suburban	47% (455)	21% (202)	9% (88)	10% (94)	14% (135)	975
Community: Rural	37% (216)	22% (131)	10% (61)	6% (37)	25% (146)	590
Employ: Private Sector	42% (292)	24% (164)	10% (67)	8% (54)	17% (118)	695
Employ: Government	36% (42)	25% (29)	17% (20)	10% (12)	12% (14)	116
Employ: Self-Employed	40% (72)	25% (45)	10% (18)	9% (16)	17% (30)	182
Employ: Homemaker	38% (54)	15% (21)	10% (14)	11% (16)	26% (37)	142
Employ: Student	46% (28)	17% (11)	15% (9)	5% (3)	17% (11)	62
Employ: Retired	59% (341)	19% (108)	6% (34)	6% (34)	10% (58)	575
Employ: Unemployed	31% (93)	28% (83)	9% (28)	6% (18)	26% (77)	297
Employ: Other	36% (51)	24% (33)	14% (19)	9% (12)	18% (25)	141
Military HH: Yes	45% (140)	18% (56)	8% (24)	9% (29)	19% (59)	308
Military HH: No	44% (832)	23% (437)	10% (186)	7% (137)	16% (311)	1902
RD/WT: Right Direction	54% (350)	23% (147)	6% (40)	3% (18)	14% (87)	643
RD/WT: Wrong Track	40% (622)	22% (346)	11% (169)	9% (147)	18% (283)	1567
Biden Job Approve	58% (589)	23% (229)	6% (65)	2% (24)	11% (106)	1013
Biden Job Disapprove	33% (364)	23% (255)	13% (140)	12% (139)	19% (217)	1115

Continued on next page

Table AUSHTI7_1: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A social media company suspending a celebrity's account after making antisemitic comments on their platform

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	44% (972)	22% (493)	9% (209)	7% (165)	17% (370)	2210
Biden Job Strongly Approve	66% (296)	17% (77)	6% (28)	2% (10)	9% (40)	451
Biden Job Somewhat Approve	52% (293)	27% (152)	7% (37)	3% (14)	12% (66)	563
Biden Job Somewhat Disapprove	38% (126)	32% (105)	12% (40)	4% (14)	13% (43)	328
Biden Job Strongly Disapprove	30% (238)	19% (150)	13% (100)	16% (124)	22% (175)	787
Favorable of Biden	59% (601)	21% (217)	6% (61)	3% (29)	10% (106)	1014
Unfavorable of Biden	32% (351)	23% (258)	13% (140)	12% (133)	20% (221)	1103
Very Favorable of Biden	68% (315)	16% (74)	5% (25)	2% (9)	9% (43)	467
Somewhat Favorable of Biden	52% (286)	26% (144)	6% (35)	4% (20)	11% (62)	547
Somewhat Unfavorable of Biden	34% (99)	35% (99)	11% (32)	3% (9)	17% (48)	286
Very Unfavorable of Biden	31% (252)	19% (159)	13% (108)	15% (124)	21% (174)	817
#1 Issue: Economy	37% (332)	24% (219)	11% (97)	9% (84)	18% (163)	894
#1 Issue: Security	36% (77)	23% (50)	13% (27)	13% (27)	16% (34)	215
#1 Issue: Health Care	42% (80)	26% (49)	7% (14)	5% (10)	19% (37)	190
#1 Issue: Medicare / Social Security	64% (149)	15% (36)	5% (11)	3% (7)	12% (29)	232
#1 Issue: Women's Issues	57% (196)	18% (63)	9% (30)	3% (11)	13% (46)	346
#1 Issue: Education	29% (22)	38% (28)	8% (6)	8% (6)	18% (13)	76
#1 Issue: Energy	39% (51)	24% (32)	13% (17)	5% (7)	18% (24)	132
#1 Issue: Other	52% (65)	12% (15)	6% (7)	11% (13)	19% (24)	125
2020 Vote: Joe Biden	64% (591)	19% (177)	5% (50)	2% (17)	10% (95)	930
2020 Vote: Donald Trump	31% (236)	23% (176)	11% (86)	15% (113)	21% (161)	773
2020 Vote: Didn't Vote	28% (128)	28% (126)	14% (66)	7% (31)	23% (107)	458
2018 House Vote: Democrat	64% (479)	19% (143)	6% (44)	3% (24)	9% (65)	753
2018 House Vote: Republican	36% (221)	22% (133)	10% (59)	13% (79)	19% (118)	610
2018 House Vote: Someone else	34% (18)	15% (8)	18% (9)	14% (7)	19% (10)	52
2016 Vote: Hillary Clinton	64% (451)	21% (145)	4% (32)	2% (13)	9% (62)	703
2016 Vote: Donald Trump	35% (236)	21% (137)	10% (70)	14% (95)	19% (127)	664
2016 Vote: Other	44% (35)	20% (16)	11% (9)	9% (7)	17% (13)	80
2016 Vote: Didn't Vote	33% (248)	26% (196)	13% (98)	7% (49)	22% (169)	760

Continued on next page

Table AUSHTI7_1: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?*A social media company suspending a celebrity's account after making antisemitic comments on their platform*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	44%	(972)	22%	(493)	9%	(209)	7%	(165)	17%	(370)	2210
Voted in 2014: Yes	52%	(646)	19%	(234)	8%	(93)	8%	(93)	14%	(171)	1238
Voted in 2014: No	34%	(326)	27%	(259)	12%	(116)	7%	(72)	21%	(200)	972
4-Region: Northeast	50%	(191)	23%	(88)	7%	(27)	7%	(25)	14%	(52)	383
4-Region: Midwest	41%	(186)	21%	(95)	11%	(50)	8%	(35)	20%	(91)	456
4-Region: South	42%	(355)	22%	(189)	9%	(80)	7%	(63)	19%	(157)	844
4-Region: West	46%	(240)	23%	(121)	10%	(53)	8%	(42)	13%	(71)	527

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

Table AUSHTI7_2: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it no longer plans to work with a celebrity who made antisemitic comments

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	46% (1014)	24% (521)	8% (173)	6% (131)	17% (370)	2210
Gender: Male	43% (463)	26% (280)	9% (96)	7% (70)	15% (159)	1068
Gender: Female	48% (551)	21% (241)	7% (77)	5% (61)	18% (211)	1142
Age: 18-34	36% (231)	29% (186)	10% (62)	7% (42)	19% (120)	642
Age: 35-44	34% (126)	28% (101)	11% (41)	5% (19)	21% (78)	365
Age: 45-64	47% (334)	21% (147)	7% (50)	8% (57)	18% (126)	714
Age: 65+	66% (323)	18% (87)	4% (21)	3% (12)	9% (46)	489
GenZers: 1997-2012	35% (84)	33% (79)	6% (14)	6% (14)	20% (48)	239
Millennials: 1981-1996	36% (238)	27% (174)	11% (73)	6% (43)	20% (130)	658
GenXers: 1965-1980	41% (229)	23% (126)	10% (54)	7% (40)	19% (105)	553
Baby Boomers: 1946-1964	60% (416)	19% (131)	4% (29)	5% (35)	12% (83)	694
PID: Dem (no lean)	58% (513)	23% (206)	6% (49)	3% (25)	11% (98)	890
PID: Ind (no lean)	41% (259)	24% (150)	8% (48)	7% (42)	20% (128)	627
PID: Rep (no lean)	35% (243)	24% (165)	11% (76)	9% (64)	21% (145)	693
PID/Gender: Dem Men	54% (223)	28% (115)	6% (26)	3% (14)	8% (34)	411
PID/Gender: Dem Women	60% (289)	19% (91)	5% (23)	2% (12)	13% (64)	479
PID/Gender: Ind Men	40% (126)	27% (83)	9% (27)	6% (19)	18% (56)	312
PID/Gender: Ind Women	42% (133)	21% (67)	7% (21)	7% (23)	23% (72)	316
PID/Gender: Rep Men	33% (114)	24% (82)	12% (43)	11% (37)	20% (69)	345
PID/Gender: Rep Women	37% (129)	24% (83)	10% (34)	8% (27)	22% (76)	348
Ideo: Liberal (1-3)	63% (436)	20% (141)	6% (39)	4% (25)	8% (54)	694
Ideo: Moderate (4)	43% (301)	27% (189)	8% (54)	4% (30)	19% (132)	706
Ideo: Conservative (5-7)	37% (244)	24% (160)	11% (70)	10% (67)	19% (127)	668
Educ: < College	42% (602)	25% (354)	8% (117)	6% (91)	19% (274)	1437
Educ: Bachelors degree	53% (263)	21% (104)	7% (33)	6% (29)	13% (62)	491
Educ: Post-grad	53% (150)	22% (63)	8% (24)	4% (12)	12% (34)	282
Income: Under 50k	43% (552)	24% (305)	8% (102)	6% (81)	19% (251)	1290
Income: 50k-100k	49% (313)	24% (152)	8% (50)	6% (38)	14% (89)	643
Income: 100k+	54% (149)	23% (64)	8% (21)	4% (12)	11% (30)	277
Ethnicity: White	47% (801)	22% (384)	8% (136)	6% (106)	17% (284)	1711

Continued on next page

Table AUSHTI7_2: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it no longer plans to work with a celebrity who made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	46%	(1014)	24%	(521)	8%	(173)	6%	(131)	17%	(370)	2210
Ethnicity: Hispanic	41%	(155)	31%	(117)	9%	(35)	8%	(30)	10%	(37)	374
Ethnicity: Black	41%	(115)	24%	(68)	9%	(26)	5%	(13)	21%	(60)	282
Ethnicity: Other	45%	(98)	31%	(68)	6%	(12)	6%	(12)	12%	(26)	217
All Christian	46%	(452)	26%	(259)	8%	(80)	6%	(59)	13%	(131)	981
All Non-Christian	62%	(77)	16%	(20)	9%	(11)	4%	(4)	9%	(11)	124
Atheist	54%	(57)	28%	(29)	2%	(2)	3%	(3)	13%	(14)	105
Agnostic/Nothing in particular	45%	(284)	21%	(130)	7%	(47)	6%	(40)	21%	(132)	633
Something Else	39%	(143)	23%	(83)	9%	(33)	7%	(25)	22%	(82)	367
Religious Non-Protestant/Catholic	59%	(80)	17%	(23)	10%	(13)	5%	(7)	9%	(12)	135
Evangelical	36%	(216)	26%	(154)	11%	(68)	7%	(41)	19%	(114)	593
Non-Evangelical	51%	(370)	25%	(178)	6%	(41)	5%	(38)	13%	(96)	723
Community: Urban	48%	(309)	25%	(162)	8%	(53)	5%	(33)	14%	(89)	645
Community: Suburban	50%	(489)	22%	(213)	7%	(65)	7%	(70)	14%	(138)	975
Community: Rural	37%	(216)	25%	(146)	9%	(55)	5%	(28)	24%	(144)	590
Employ: Private Sector	42%	(293)	26%	(182)	11%	(76)	7%	(46)	14%	(97)	695
Employ: Government	38%	(44)	36%	(42)	6%	(7)	7%	(8)	13%	(15)	116
Employ: Self-Employed	42%	(76)	21%	(39)	7%	(12)	9%	(17)	21%	(38)	182
Employ: Homemaker	39%	(56)	22%	(31)	6%	(8)	10%	(15)	22%	(32)	142
Employ: Student	48%	(30)	23%	(14)	10%	(6)	1%	(1)	18%	(11)	62
Employ: Retired	61%	(353)	20%	(114)	5%	(28)	4%	(21)	10%	(59)	575
Employ: Unemployed	34%	(101)	23%	(69)	7%	(22)	5%	(15)	30%	(89)	297
Employ: Other	44%	(62)	20%	(29)	9%	(13)	6%	(9)	21%	(29)	141
Military HH: Yes	53%	(163)	19%	(59)	6%	(19)	4%	(13)	18%	(55)	308
Military HH: No	45%	(852)	24%	(462)	8%	(155)	6%	(118)	17%	(315)	1902
RD/WT: Right Direction	54%	(348)	24%	(152)	6%	(41)	3%	(21)	13%	(81)	643
RD/WT: Wrong Track	43%	(666)	24%	(369)	8%	(132)	7%	(110)	18%	(289)	1567
Biden Job Approve	59%	(600)	22%	(225)	6%	(58)	2%	(25)	10%	(105)	1013
Biden Job Disapprove	36%	(402)	25%	(279)	10%	(112)	9%	(102)	20%	(221)	1115

Continued on next page

Table AUSHTI7_2: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it no longer plans to work with a celebrity who made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	46%	(1014)	24%	(521)	8%	(173)	6%	(131)	17%	(370)	2210
Biden Job Strongly Approve	64%	(287)	19%	(86)	5%	(24)	2%	(10)	10%	(43)	451
Biden Job Somewhat Approve	56%	(313)	25%	(138)	6%	(34)	3%	(15)	11%	(62)	563
Biden Job Somewhat Disapprove	41%	(135)	30%	(99)	11%	(35)	4%	(13)	14%	(46)	328
Biden Job Strongly Disapprove	34%	(267)	23%	(180)	10%	(76)	11%	(89)	22%	(175)	787
Favorable of Biden	60%	(612)	21%	(215)	5%	(56)	3%	(29)	10%	(103)	1014
Unfavorable of Biden	35%	(387)	26%	(282)	10%	(113)	9%	(98)	20%	(223)	1103
Very Favorable of Biden	65%	(304)	17%	(79)	5%	(22)	3%	(14)	10%	(46)	467
Somewhat Favorable of Biden	56%	(307)	25%	(136)	6%	(33)	3%	(14)	10%	(57)	547
Somewhat Unfavorable of Biden	42%	(121)	31%	(90)	9%	(25)	3%	(10)	14%	(40)	286
Very Unfavorable of Biden	33%	(266)	24%	(192)	11%	(88)	11%	(88)	22%	(183)	817
#1 Issue: Economy	40%	(354)	26%	(237)	9%	(83)	7%	(60)	18%	(161)	894
#1 Issue: Security	36%	(78)	27%	(59)	12%	(26)	8%	(18)	16%	(34)	215
#1 Issue: Health Care	42%	(79)	27%	(52)	5%	(9)	7%	(14)	19%	(36)	190
#1 Issue: Medicare / Social Security	64%	(149)	17%	(40)	5%	(11)	1%	(2)	13%	(31)	232
#1 Issue: Women's Issues	61%	(209)	19%	(64)	4%	(15)	4%	(14)	13%	(43)	346
#1 Issue: Education	27%	(21)	29%	(22)	11%	(8)	12%	(9)	21%	(16)	76
#1 Issue: Energy	40%	(53)	23%	(31)	12%	(16)	5%	(7)	19%	(25)	132
#1 Issue: Other	57%	(72)	13%	(16)	4%	(5)	6%	(7)	20%	(25)	125
2020 Vote: Joe Biden	64%	(597)	20%	(186)	4%	(39)	3%	(23)	9%	(84)	930
2020 Vote: Donald Trump	35%	(269)	24%	(183)	11%	(85)	10%	(81)	20%	(156)	773
2020 Vote: Didn't Vote	29%	(132)	30%	(137)	10%	(44)	5%	(22)	27%	(123)	458
2018 House Vote: Democrat	63%	(473)	20%	(153)	5%	(39)	3%	(25)	8%	(62)	753
2018 House Vote: Republican	40%	(246)	25%	(151)	8%	(52)	8%	(51)	18%	(110)	610
2018 House Vote: Someone else	36%	(19)	26%	(13)	8%	(4)	10%	(5)	20%	(10)	52
2016 Vote: Hillary Clinton	64%	(452)	21%	(148)	4%	(27)	2%	(15)	9%	(60)	703
2016 Vote: Donald Trump	40%	(263)	23%	(155)	9%	(60)	10%	(67)	18%	(120)	664
2016 Vote: Other	52%	(42)	20%	(16)	6%	(5)	5%	(4)	17%	(13)	80
2016 Vote: Didn't Vote	34%	(257)	26%	(200)	11%	(81)	6%	(45)	23%	(177)	760

Continued on next page

Table AUSHTI7_2: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it no longer plans to work with a celebrity who made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	46%	(1014)	24%	(521)	8%	(173)	6%	(131)	17%	(370)	2210
Voted in 2014: Yes	54%	(674)	21%	(263)	6%	(74)	5%	(67)	13%	(159)	1238
Voted in 2014: No	35%	(340)	26%	(257)	10%	(99)	7%	(64)	22%	(211)	972
4-Region: Northeast	53%	(201)	23%	(88)	6%	(22)	5%	(17)	14%	(53)	383
4-Region: Midwest	41%	(186)	24%	(108)	7%	(34)	7%	(32)	21%	(97)	456
4-Region: South	44%	(373)	22%	(187)	9%	(76)	6%	(54)	18%	(155)	844
4-Region: West	48%	(254)	26%	(138)	8%	(41)	5%	(28)	12%	(65)	527

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

Table AUSHTI7_3: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it is canceling a clothing line it made in collaboration with a celebrity who made antisemitic comments

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	45% (993)	23% (504)	8% (187)	6% (137)	18% (389)	2210
Gender: Male	43% (462)	26% (274)	10% (105)	6% (65)	15% (162)	1068
Gender: Female	46% (531)	20% (230)	7% (82)	6% (72)	20% (227)	1142
Age: 18-34	37% (236)	26% (168)	12% (79)	6% (38)	19% (122)	642
Age: 35-44	34% (124)	26% (95)	11% (39)	6% (22)	24% (86)	365
Age: 45-64	45% (320)	21% (153)	6% (45)	9% (62)	19% (134)	714
Age: 65+	64% (314)	18% (90)	5% (24)	3% (15)	10% (47)	489
GenZers: 1997-2012	38% (90)	22% (54)	13% (31)	6% (14)	21% (51)	239
Millennials: 1981-1996	36% (234)	26% (174)	12% (77)	5% (35)	21% (137)	658
GenXers: 1965-1980	41% (225)	23% (130)	7% (37)	9% (51)	20% (111)	553
Baby Boomers: 1946-1964	58% (403)	19% (132)	5% (37)	5% (37)	12% (85)	694
PID: Dem (no lean)	58% (518)	22% (191)	5% (48)	4% (32)	11% (101)	890
PID: Ind (no lean)	39% (246)	22% (135)	10% (65)	6% (40)	23% (141)	627
PID: Rep (no lean)	33% (229)	26% (178)	11% (74)	9% (66)	21% (146)	693
PID/Gender: Dem Men	56% (232)	27% (110)	5% (21)	3% (13)	9% (36)	411
PID/Gender: Dem Women	60% (286)	17% (82)	6% (27)	4% (18)	14% (65)	479
PID/Gender: Ind Men	40% (123)	24% (76)	13% (39)	5% (16)	18% (57)	312
PID/Gender: Ind Women	39% (123)	19% (59)	8% (25)	8% (24)	27% (84)	316
PID/Gender: Rep Men	31% (107)	26% (88)	13% (44)	10% (36)	20% (68)	345
PID/Gender: Rep Women	35% (122)	26% (89)	9% (30)	8% (29)	22% (78)	348
Ideo: Liberal (1-3)	65% (452)	17% (116)	6% (42)	4% (30)	8% (54)	694
Ideo: Moderate (4)	40% (283)	27% (191)	8% (58)	5% (34)	20% (139)	706
Ideo: Conservative (5-7)	34% (225)	25% (167)	11% (76)	10% (65)	20% (135)	668
Educ: < College	40% (575)	24% (347)	9% (134)	6% (93)	20% (287)	1437
Educ: Bachelors degree	54% (263)	20% (99)	7% (37)	7% (32)	12% (60)	491
Educ: Post-grad	55% (155)	21% (59)	6% (16)	4% (12)	15% (42)	282
Income: Under 50k	41% (531)	23% (296)	9% (114)	7% (85)	20% (264)	1290
Income: 50k-100k	48% (310)	23% (146)	9% (55)	6% (39)	15% (94)	643
Income: 100k+	55% (152)	23% (63)	6% (18)	5% (13)	11% (31)	277
Ethnicity: White	46% (779)	22% (381)	8% (138)	6% (110)	18% (303)	1711

Continued on next page

Table AUSHTI7_3: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it is canceling a clothing line it made in collaboration with a celebrity who made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	45%	(993)	23%	(504)	8%	(187)	6%	(137)	18%	(389)	2210
Ethnicity: Hispanic	45%	(166)	24%	(90)	12%	(45)	7%	(26)	13%	(47)	374
Ethnicity: Black	41%	(116)	22%	(62)	10%	(29)	5%	(14)	22%	(61)	282
Ethnicity: Other	45%	(98)	28%	(61)	9%	(20)	6%	(13)	11%	(25)	217
All Christian	46%	(450)	25%	(241)	9%	(85)	7%	(66)	14%	(140)	981
All Non-Christian	60%	(75)	19%	(24)	6%	(8)	5%	(6)	9%	(11)	124
Atheist	56%	(59)	21%	(22)	4%	(4)	4%	(4)	15%	(16)	105
Agnostic/Nothing in particular	42%	(263)	22%	(140)	9%	(58)	6%	(37)	21%	(135)	633
Something Else	40%	(146)	21%	(77)	9%	(33)	7%	(24)	24%	(87)	367
Religious Non-Protestant/Catholic	57%	(78)	21%	(28)	6%	(8)	7%	(9)	9%	(12)	135
Evangelical	36%	(214)	27%	(159)	10%	(61)	8%	(45)	19%	(114)	593
Non-Evangelical	52%	(373)	21%	(148)	7%	(53)	5%	(39)	15%	(110)	723
Community: Urban	47%	(302)	23%	(149)	8%	(53)	6%	(36)	16%	(106)	645
Community: Suburban	49%	(474)	22%	(219)	8%	(78)	7%	(68)	14%	(135)	975
Community: Rural	37%	(217)	23%	(137)	10%	(57)	5%	(32)	25%	(148)	590
Employ: Private Sector	44%	(306)	24%	(167)	9%	(59)	7%	(51)	16%	(111)	695
Employ: Government	34%	(40)	27%	(32)	15%	(18)	9%	(11)	14%	(16)	116
Employ: Self-Employed	42%	(77)	21%	(38)	11%	(20)	7%	(12)	19%	(35)	182
Employ: Homemaker	39%	(56)	19%	(27)	7%	(9)	11%	(15)	25%	(35)	142
Employ: Student	42%	(26)	19%	(12)	17%	(10)	5%	(3)	18%	(11)	62
Employ: Retired	59%	(337)	21%	(121)	5%	(31)	4%	(24)	11%	(62)	575
Employ: Unemployed	29%	(87)	27%	(80)	10%	(30)	4%	(13)	29%	(87)	297
Employ: Other	45%	(63)	20%	(28)	7%	(10)	5%	(8)	22%	(32)	141
Military HH: Yes	49%	(152)	20%	(62)	8%	(23)	5%	(17)	18%	(55)	308
Military HH: No	44%	(842)	23%	(443)	9%	(164)	6%	(120)	18%	(334)	1902
RD/WT: Right Direction	53%	(343)	22%	(144)	5%	(33)	4%	(27)	15%	(96)	643
RD/WT: Wrong Track	41%	(650)	23%	(361)	10%	(154)	7%	(110)	19%	(292)	1567
Biden Job Approve	59%	(599)	21%	(217)	5%	(53)	3%	(28)	11%	(115)	1013
Biden Job Disapprove	34%	(380)	25%	(277)	12%	(130)	9%	(105)	20%	(223)	1115

Continued on next page

Table AUSHTI7_3: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it is canceling a clothing line it made in collaboration with a celebrity who made antisemitic comments

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	45% (993)	23% (504)	8% (187)	6% (137)	18% (389)	2210
Biden Job Strongly Approve	65% (294)	17% (76)	4% (20)	3% (14)	10% (47)	451
Biden Job Somewhat Approve	54% (306)	25% (140)	6% (33)	3% (15)	12% (68)	563
Biden Job Somewhat Disapprove	41% (135)	31% (102)	10% (32)	5% (16)	13% (43)	328
Biden Job Strongly Disapprove	31% (246)	22% (175)	12% (98)	11% (89)	23% (179)	787
Favorable of Biden	59% (598)	22% (222)	5% (47)	4% (36)	11% (112)	1014
Unfavorable of Biden	34% (378)	24% (267)	12% (133)	9% (96)	21% (228)	1103
Very Favorable of Biden	64% (299)	17% (81)	4% (17)	4% (19)	11% (50)	467
Somewhat Favorable of Biden	55% (299)	26% (141)	5% (29)	3% (17)	11% (62)	547
Somewhat Unfavorable of Biden	42% (120)	29% (82)	12% (35)	3% (10)	14% (40)	286
Very Unfavorable of Biden	32% (259)	23% (185)	12% (98)	11% (87)	23% (188)	817
#1 Issue: Economy	38% (342)	25% (222)	10% (93)	7% (65)	19% (172)	894
#1 Issue: Security	35% (75)	30% (63)	8% (17)	11% (23)	17% (37)	215
#1 Issue: Health Care	40% (76)	26% (49)	11% (21)	4% (7)	20% (38)	190
#1 Issue: Medicare / Social Security	62% (144)	19% (43)	3% (8)	2% (4)	14% (33)	232
#1 Issue: Women's Issues	60% (208)	18% (62)	5% (16)	4% (15)	13% (44)	346
#1 Issue: Education	24% (18)	29% (22)	15% (11)	13% (10)	19% (14)	76
#1 Issue: Energy	44% (58)	22% (29)	11% (15)	4% (6)	18% (24)	132
#1 Issue: Other	57% (72)	10% (13)	5% (6)	6% (7)	22% (27)	125
2020 Vote: Joe Biden	63% (585)	20% (181)	5% (50)	3% (23)	10% (90)	930
2020 Vote: Donald Trump	34% (263)	23% (177)	11% (84)	11% (84)	21% (164)	773
2020 Vote: Didn't Vote	29% (131)	28% (127)	10% (47)	6% (25)	28% (128)	458
2018 House Vote: Democrat	64% (485)	20% (148)	5% (34)	3% (24)	8% (62)	753
2018 House Vote: Republican	38% (231)	26% (157)	8% (50)	9% (56)	19% (116)	610
2018 House Vote: Someone else	32% (17)	14% (7)	19% (10)	13% (7)	22% (12)	52
2016 Vote: Hillary Clinton	64% (448)	22% (153)	3% (25)	2% (13)	9% (64)	703
2016 Vote: Donald Trump	37% (247)	24% (157)	10% (63)	11% (71)	19% (126)	664
2016 Vote: Other	54% (43)	17% (14)	6% (5)	7% (6)	16% (13)	80
2016 Vote: Didn't Vote	33% (254)	24% (180)	12% (93)	6% (47)	24% (186)	760

Continued on next page

Table AUSHTI7_3: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company announcing it is canceling a clothing line it made in collaboration with a celebrity who made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	45%	(993)	23%	(504)	8%	(187)	6%	(137)	18%	(389)	2210
Voted in 2014: Yes	53%	(661)	21%	(265)	6%	(75)	5%	(68)	14%	(169)	1238
Voted in 2014: No	34%	(332)	25%	(239)	11%	(112)	7%	(69)	23%	(220)	972
4-Region: Northeast	49%	(189)	23%	(86)	6%	(23)	7%	(26)	15%	(58)	383
4-Region: Midwest	40%	(183)	24%	(109)	8%	(37)	6%	(27)	22%	(99)	456
4-Region: South	43%	(361)	24%	(205)	8%	(65)	7%	(55)	19%	(159)	844
4-Region: West	49%	(260)	20%	(104)	12%	(62)	5%	(28)	14%	(73)	527

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

Table AUSHTI7_4: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company pulling all products related to a celebrity from in store and online retailers after the celebrity made antisemitic comments

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	43% (949)	23% (519)	10% (231)	6% (141)	17% (371)	2210
Gender: Male	41% (437)	26% (276)	11% (121)	7% (74)	15% (159)	1068
Gender: Female	45% (512)	21% (243)	10% (109)	6% (67)	19% (211)	1142
Age: 18-34	34% (220)	29% (185)	15% (93)	6% (35)	17% (108)	642
Age: 35-44	29% (104)	30% (109)	13% (49)	7% (25)	21% (78)	365
Age: 45-64	44% (315)	19% (139)	8% (58)	9% (66)	19% (136)	714
Age: 65+	63% (310)	18% (87)	6% (30)	3% (14)	10% (48)	489
GenZers: 1997-2012	32% (76)	30% (72)	15% (35)	5% (11)	19% (45)	239
Millennials: 1981-1996	33% (220)	27% (180)	15% (96)	6% (41)	18% (121)	658
GenXers: 1965-1980	40% (221)	23% (125)	9% (48)	9% (51)	20% (109)	553
Baby Boomers: 1946-1964	56% (388)	19% (130)	7% (49)	5% (38)	13% (90)	694
PID: Dem (no lean)	54% (484)	25% (222)	7% (58)	3% (26)	11% (99)	890
PID: Ind (no lean)	40% (250)	20% (126)	13% (78)	7% (45)	20% (128)	627
PID: Rep (no lean)	31% (215)	25% (171)	14% (94)	10% (70)	21% (143)	693
PID/Gender: Dem Men	51% (211)	29% (121)	8% (33)	3% (13)	8% (33)	411
PID/Gender: Dem Women	57% (273)	21% (101)	5% (25)	3% (14)	14% (66)	479
PID/Gender: Ind Men	40% (126)	21% (67)	13% (41)	6% (20)	19% (58)	312
PID/Gender: Ind Women	39% (123)	19% (60)	12% (37)	8% (24)	22% (70)	316
PID/Gender: Rep Men	29% (100)	26% (89)	14% (47)	12% (41)	20% (68)	345
PID/Gender: Rep Women	33% (115)	24% (82)	13% (47)	8% (29)	22% (75)	348
Ideo: Liberal (1-3)	59% (409)	21% (149)	8% (55)	4% (24)	8% (58)	694
Ideo: Moderate (4)	40% (285)	26% (187)	11% (76)	5% (34)	18% (125)	706
Ideo: Conservative (5-7)	33% (222)	24% (159)	12% (78)	12% (79)	20% (130)	668
Educ: < College	38% (548)	25% (352)	11% (162)	7% (97)	19% (277)	1437
Educ: Bachelors degree	52% (254)	20% (100)	9% (46)	6% (30)	12% (60)	491
Educ: Post-grad	52% (147)	24% (67)	8% (22)	5% (13)	12% (33)	282
Income: Under 50k	39% (509)	25% (318)	10% (132)	6% (82)	19% (248)	1290
Income: 50k-100k	46% (296)	21% (137)	12% (78)	7% (45)	14% (88)	643
Income: 100k+	52% (143)	23% (65)	8% (21)	5% (14)	12% (34)	277
Ethnicity: White	44% (760)	22% (380)	10% (168)	7% (119)	17% (284)	1711

Continued on next page

Table AUSHTI7_4: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company pulling all products related to a celebrity from in store and online retailers after the celebrity made antisemitic comments

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	43%	(949)	23%	(519)	10%	(231)	6%	(141)	17%	(371)	2210
Ethnicity: Hispanic	40%	(149)	30%	(112)	15%	(55)	6%	(23)	10%	(36)	374
Ethnicity: Black	39%	(110)	24%	(67)	10%	(28)	5%	(15)	22%	(63)	282
Ethnicity: Other	37%	(79)	34%	(73)	16%	(34)	3%	(7)	11%	(24)	217
All Christian	43%	(425)	26%	(253)	11%	(106)	7%	(68)	13%	(129)	981
All Non-Christian	59%	(73)	19%	(23)	9%	(11)	5%	(6)	8%	(10)	124
Atheist	51%	(53)	22%	(23)	8%	(9)	4%	(4)	15%	(16)	105
Agnostic/Nothing in particular	41%	(259)	22%	(136)	10%	(64)	6%	(37)	22%	(136)	633
Something Else	38%	(139)	23%	(84)	11%	(41)	7%	(24)	22%	(79)	367
Religious Non-Protestant/Catholic	56%	(76)	20%	(27)	9%	(13)	6%	(9)	8%	(11)	135
Evangelical	34%	(204)	28%	(166)	12%	(71)	7%	(43)	18%	(109)	593
Non-Evangelical	48%	(350)	22%	(160)	10%	(72)	6%	(44)	13%	(97)	723
Community: Urban	45%	(291)	26%	(166)	10%	(63)	6%	(39)	13%	(86)	645
Community: Suburban	47%	(458)	22%	(217)	9%	(90)	7%	(72)	14%	(137)	975
Community: Rural	34%	(200)	23%	(135)	13%	(77)	5%	(30)	25%	(148)	590
Employ: Private Sector	43%	(298)	25%	(176)	10%	(70)	7%	(50)	15%	(101)	695
Employ: Government	27%	(31)	39%	(46)	17%	(20)	5%	(6)	11%	(13)	116
Employ: Self-Employed	39%	(70)	23%	(41)	12%	(23)	9%	(17)	17%	(31)	182
Employ: Homemaker	36%	(51)	19%	(27)	10%	(13)	11%	(16)	24%	(34)	142
Employ: Student	34%	(21)	27%	(17)	18%	(11)	5%	(3)	16%	(10)	62
Employ: Retired	58%	(331)	20%	(112)	7%	(43)	4%	(23)	12%	(66)	575
Employ: Unemployed	30%	(89)	26%	(77)	10%	(31)	4%	(13)	29%	(87)	297
Employ: Other	41%	(57)	17%	(24)	14%	(20)	9%	(12)	20%	(28)	141
Military HH: Yes	47%	(146)	20%	(63)	6%	(19)	7%	(20)	20%	(60)	308
Military HH: No	42%	(803)	24%	(456)	11%	(211)	6%	(120)	16%	(310)	1902
RD/WT: Right Direction	53%	(342)	23%	(150)	7%	(45)	3%	(20)	13%	(86)	643
RD/WT: Wrong Track	39%	(607)	24%	(369)	12%	(185)	8%	(121)	18%	(285)	1567
Biden Job Approve	56%	(566)	24%	(240)	7%	(72)	3%	(26)	11%	(109)	1013
Biden Job Disapprove	33%	(369)	24%	(269)	14%	(154)	10%	(109)	19%	(214)	1115

Continued on next page

Table AUSHTI7_4: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?

A fashion company pulling all products related to a celebrity from in store and online retailers after the celebrity made antisemitic comments

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	43% (949)	23% (519)	10% (231)	6% (141)	17% (371)	2210
Biden Job Strongly Approve	64% (289)	17% (75)	6% (29)	2% (8)	11% (49)	451
Biden Job Somewhat Approve	49% (277)	29% (165)	8% (43)	3% (18)	11% (59)	563
Biden Job Somewhat Disapprove	39% (127)	32% (104)	12% (39)	4% (14)	13% (44)	328
Biden Job Strongly Disapprove	31% (242)	21% (166)	15% (114)	12% (95)	22% (170)	787
Favorable of Biden	56% (566)	24% (248)	7% (68)	3% (29)	10% (103)	1014
Unfavorable of Biden	33% (365)	24% (260)	14% (155)	10% (106)	20% (217)	1103
Very Favorable of Biden	64% (298)	19% (89)	5% (21)	2% (11)	10% (47)	467
Somewhat Favorable of Biden	49% (267)	29% (158)	9% (47)	3% (18)	10% (56)	547
Somewhat Unfavorable of Biden	39% (113)	29% (82)	13% (37)	5% (14)	14% (40)	286
Very Unfavorable of Biden	31% (252)	22% (178)	15% (119)	11% (92)	22% (177)	817
#1 Issue: Economy	37% (327)	25% (228)	13% (115)	8% (72)	17% (152)	894
#1 Issue: Security	35% (75)	28% (60)	11% (23)	10% (21)	17% (37)	215
#1 Issue: Health Care	38% (72)	29% (55)	9% (17)	4% (8)	20% (38)	190
#1 Issue: Medicare / Social Security	62% (145)	16% (36)	6% (14)	2% (4)	15% (34)	232
#1 Issue: Women's Issues	56% (192)	22% (74)	8% (26)	3% (10)	12% (43)	346
#1 Issue: Education	27% (20)	30% (23)	15% (11)	11% (8)	17% (13)	76
#1 Issue: Energy	37% (49)	23% (30)	12% (16)	8% (11)	19% (25)	132
#1 Issue: Other	54% (68)	10% (13)	7% (9)	5% (6)	23% (29)	125
2020 Vote: Joe Biden	61% (569)	20% (190)	6% (53)	3% (25)	10% (94)	930
2020 Vote: Donald Trump	31% (242)	24% (189)	13% (102)	11% (88)	20% (151)	773
2020 Vote: Didn't Vote	27% (124)	27% (124)	15% (67)	5% (24)	26% (119)	458
2018 House Vote: Democrat	62% (468)	21% (157)	5% (37)	3% (25)	9% (66)	753
2018 House Vote: Republican	36% (221)	23% (140)	12% (72)	10% (62)	19% (115)	610
2018 House Vote: Someone else	30% (16)	21% (11)	20% (10)	12% (6)	17% (9)	52
2016 Vote: Hillary Clinton	63% (442)	22% (155)	4% (25)	2% (15)	9% (66)	703
2016 Vote: Donald Trump	36% (239)	21% (140)	13% (87)	12% (80)	18% (118)	664
2016 Vote: Other	50% (40)	15% (12)	9% (7)	8% (6)	18% (14)	80
2016 Vote: Didn't Vote	30% (226)	28% (211)	15% (111)	5% (39)	23% (172)	760

Continued on next page

Table AUSHTI7_4: Do you agree or disagree with the following actions taken by companies in response to a celebrity they work with making antisemitic comments?*A fashion company pulling all products related to a celebrity from in store and online retailers after the celebrity made antisemitic comments*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	43%	(949)	23%	(519)	10%	(231)	6%	(141)	17%	(371)	2210
Voted in 2014: Yes	52%	(643)	21%	(264)	7%	(89)	6%	(74)	13%	(167)	1238
Voted in 2014: No	31%	(306)	26%	(255)	15%	(141)	7%	(66)	21%	(204)	972
4-Region: Northeast	51%	(196)	21%	(82)	9%	(33)	5%	(21)	13%	(51)	383
4-Region: Midwest	39%	(176)	22%	(103)	10%	(44)	8%	(35)	22%	(99)	456
4-Region: South	41%	(343)	26%	(217)	10%	(81)	7%	(56)	18%	(148)	844
4-Region: West	45%	(234)	22%	(117)	14%	(73)	5%	(29)	14%	(73)	527

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

Table AUSHT18_1: How much have you seen, read or heard recently about the following?
Kanye West and Candace Owens wearing matching 'White Lives Matter' shirts at a surprise fashion show during Paris Fashion Week

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	26%	(579)	19%	(413)	38%	(837)	2210
Gender: Male	19%	(202)	28%	(301)	19%	(204)	34%	(359)	1068
Gender: Female	16%	(179)	24%	(277)	18%	(209)	42%	(477)	1142
Age: 18-34	24%	(156)	23%	(145)	17%	(112)	36%	(229)	642
Age: 35-44	12%	(45)	32%	(117)	22%	(80)	34%	(123)	365
Age: 45-64	16%	(113)	26%	(186)	18%	(130)	40%	(285)	714
Age: 65+	14%	(67)	27%	(131)	19%	(92)	41%	(199)	489
GenZers: 1997-2012	32%	(77)	19%	(46)	16%	(39)	32%	(78)	239
Millennials: 1981-1996	16%	(107)	28%	(186)	20%	(130)	36%	(235)	658
GenXers: 1965-1980	18%	(99)	26%	(143)	18%	(100)	38%	(211)	553
Baby Boomers: 1946-1964	13%	(92)	27%	(189)	20%	(137)	40%	(276)	694
PID: Dem (no lean)	21%	(191)	29%	(257)	19%	(166)	31%	(276)	890
PID: Ind (no lean)	15%	(92)	22%	(137)	21%	(132)	42%	(266)	627
PID: Rep (no lean)	14%	(98)	27%	(184)	17%	(115)	43%	(295)	693
PID/Gender: Dem Men	24%	(101)	32%	(133)	20%	(81)	24%	(97)	411
PID/Gender: Dem Women	19%	(90)	26%	(125)	18%	(85)	37%	(179)	479
PID/Gender: Ind Men	15%	(47)	24%	(75)	21%	(65)	40%	(124)	312
PID/Gender: Ind Women	14%	(46)	20%	(62)	21%	(67)	45%	(141)	316
PID/Gender: Rep Men	16%	(55)	27%	(93)	17%	(58)	40%	(138)	345
PID/Gender: Rep Women	12%	(43)	26%	(91)	16%	(57)	45%	(157)	348
Ideo: Liberal (1-3)	22%	(152)	31%	(215)	17%	(121)	30%	(206)	694
Ideo: Moderate (4)	16%	(113)	24%	(168)	23%	(160)	38%	(265)	706
Ideo: Conservative (5-7)	16%	(105)	26%	(175)	16%	(104)	43%	(284)	668
Educ: < College	17%	(240)	24%	(340)	19%	(279)	40%	(579)	1437
Educ: Bachelors degree	20%	(100)	30%	(148)	17%	(84)	32%	(159)	491
Educ: Post-grad	15%	(42)	32%	(91)	18%	(51)	35%	(98)	282
Income: Under 50k	16%	(203)	23%	(296)	20%	(262)	41%	(529)	1290
Income: 50k-100k	20%	(129)	30%	(196)	16%	(101)	34%	(218)	643
Income: 100k+	18%	(50)	31%	(87)	18%	(50)	32%	(90)	277
Ethnicity: White	15%	(260)	26%	(449)	18%	(313)	40%	(689)	1711
Ethnicity: Hispanic	22%	(83)	26%	(97)	23%	(85)	29%	(109)	374
Ethnicity: Black	29%	(83)	24%	(67)	22%	(63)	25%	(69)	282

Continued on next page

Table AUSHT18_1: How much have you seen, read or heard recently about the following?
Kanye West and Candace Owens wearing matching 'White Lives Matter' shirts at a surprise fashion show during Paris Fashion Week

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	26%	(579)	19%	(413)	38%	(837)	2210
Ethnicity: Other	18%	(39)	29%	(62)	17%	(37)	36%	(79)	217
All Christian	15%	(147)	29%	(282)	20%	(193)	37%	(360)	981
All Non-Christian	28%	(35)	32%	(39)	15%	(19)	25%	(31)	124
Atheist	22%	(23)	28%	(30)	13%	(13)	37%	(39)	105
Agnostic/Nothing in particular	18%	(115)	25%	(156)	18%	(111)	40%	(250)	633
Something Else	17%	(61)	19%	(71)	21%	(77)	43%	(157)	367
Religious Non-Protestant/Catholic	28%	(38)	31%	(42)	15%	(20)	26%	(35)	135
Evangelical	15%	(87)	26%	(152)	19%	(111)	41%	(243)	593
Non-Evangelical	16%	(115)	26%	(190)	21%	(151)	37%	(266)	723
Community: Urban	20%	(129)	26%	(166)	20%	(129)	34%	(222)	645
Community: Suburban	18%	(178)	28%	(268)	18%	(176)	36%	(352)	975
Community: Rural	13%	(75)	24%	(144)	18%	(109)	45%	(263)	590
Employ: Private Sector	20%	(139)	29%	(202)	19%	(129)	32%	(225)	695
Employ: Government	22%	(26)	29%	(33)	20%	(24)	29%	(33)	116
Employ: Self-Employed	13%	(23)	29%	(54)	19%	(34)	39%	(71)	182
Employ: Homemaker	13%	(19)	24%	(34)	17%	(24)	46%	(66)	142
Employ: Student	24%	(15)	28%	(17)	12%	(8)	36%	(22)	62
Employ: Retired	14%	(83)	26%	(151)	18%	(103)	41%	(238)	575
Employ: Unemployed	17%	(49)	18%	(53)	23%	(67)	43%	(128)	297
Employ: Other	19%	(27)	25%	(36)	17%	(24)	38%	(54)	141
Military HH: Yes	17%	(51)	28%	(86)	18%	(55)	38%	(116)	308
Military HH: No	17%	(330)	26%	(493)	19%	(358)	38%	(721)	1902
RD/WT: Right Direction	22%	(141)	29%	(185)	18%	(113)	32%	(204)	643
RD/WT: Wrong Track	15%	(241)	25%	(394)	19%	(300)	40%	(632)	1567
Biden Job Approve	21%	(211)	28%	(285)	20%	(199)	31%	(318)	1013
Biden Job Disapprove	15%	(164)	25%	(283)	18%	(203)	42%	(466)	1115
Biden Job Strongly Approve	23%	(105)	26%	(117)	17%	(75)	34%	(153)	451
Biden Job Somewhat Approve	19%	(105)	30%	(168)	22%	(124)	29%	(165)	563
Biden Job Somewhat Disapprove	14%	(44)	27%	(88)	23%	(76)	36%	(120)	328
Biden Job Strongly Disapprove	15%	(120)	25%	(195)	16%	(126)	44%	(346)	787

Continued on next page

Table AUSHTI8_1: How much have you seen, read or heard recently about the following?
Kanye West and Candace Owens wearing matching 'White Lives Matter' shirts at a surprise fashion show during Paris Fashion Week

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	26%	(579)	19%	(413)	38%	(837)	2210
Favorable of Biden	21%	(215)	28%	(288)	19%	(190)	32%	(321)	1014
Unfavorable of Biden	14%	(155)	25%	(275)	19%	(205)	43%	(469)	1103
Very Favorable of Biden	22%	(104)	29%	(136)	16%	(75)	32%	(151)	467
Somewhat Favorable of Biden	20%	(111)	28%	(152)	21%	(115)	31%	(169)	547
Somewhat Unfavorable of Biden	14%	(40)	25%	(72)	22%	(62)	39%	(113)	286
Very Unfavorable of Biden	14%	(115)	25%	(203)	18%	(143)	44%	(357)	817
#1 Issue: Economy	16%	(145)	28%	(248)	20%	(180)	36%	(321)	894
#1 Issue: Security	18%	(39)	24%	(52)	19%	(40)	39%	(84)	215
#1 Issue: Health Care	18%	(34)	25%	(47)	15%	(28)	43%	(82)	190
#1 Issue: Medicare / Social Security	15%	(34)	20%	(46)	19%	(44)	47%	(108)	232
#1 Issue: Women's Issues	22%	(76)	26%	(91)	17%	(59)	35%	(120)	346
#1 Issue: Education	14%	(11)	36%	(27)	12%	(9)	38%	(29)	76
#1 Issue: Energy	18%	(24)	24%	(32)	24%	(31)	34%	(44)	132
#1 Issue: Other	15%	(18)	29%	(36)	18%	(22)	39%	(48)	125
2020 Vote: Joe Biden	22%	(206)	30%	(284)	17%	(154)	31%	(287)	930
2020 Vote: Donald Trump	15%	(113)	25%	(192)	19%	(146)	42%	(321)	773
2020 Vote: Didn't Vote	12%	(56)	21%	(96)	23%	(104)	44%	(202)	458
2018 House Vote: Democrat	22%	(167)	28%	(214)	18%	(137)	31%	(235)	753
2018 House Vote: Republican	16%	(97)	26%	(162)	17%	(105)	40%	(247)	610
2018 House Vote: Someone else	12%	(6)	19%	(10)	21%	(11)	48%	(25)	52
2016 Vote: Hillary Clinton	22%	(155)	29%	(205)	17%	(121)	31%	(221)	703
2016 Vote: Donald Trump	14%	(96)	26%	(173)	17%	(113)	42%	(281)	664
2016 Vote: Other	13%	(10)	19%	(15)	16%	(13)	52%	(41)	80
2016 Vote: Didn't Vote	16%	(119)	24%	(183)	22%	(166)	39%	(293)	760
Voted in 2014: Yes	18%	(222)	28%	(341)	18%	(221)	37%	(454)	1238
Voted in 2014: No	16%	(160)	24%	(238)	20%	(192)	39%	(383)	972
4-Region: Northeast	19%	(71)	27%	(103)	21%	(82)	33%	(127)	383
4-Region: Midwest	15%	(67)	25%	(115)	18%	(81)	43%	(194)	456
4-Region: South	16%	(134)	26%	(222)	20%	(173)	37%	(315)	844
4-Region: West	21%	(110)	26%	(139)	15%	(78)	38%	(200)	527

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

Table AUSHT18_2: How much have you seen, read or heard recently about the following?
 Tucker Carlson's interview with Kanye West on October 6th, 2022, which included unaired clips where Kanye made antisemitic comments and referred to Black people as the true Jewish race

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(308)	25%	(550)	21%	(460)	40%	(892)	2210
Gender: Male	16%	(170)	27%	(288)	21%	(224)	36%	(385)	1068
Gender: Female	12%	(139)	23%	(262)	21%	(235)	44%	(507)	1142
Age: 18-34	16%	(102)	24%	(154)	22%	(141)	38%	(246)	642
Age: 35-44	14%	(50)	29%	(106)	21%	(75)	37%	(135)	365
Age: 45-64	14%	(98)	22%	(160)	19%	(133)	45%	(323)	714
Age: 65+	12%	(59)	27%	(131)	23%	(110)	39%	(189)	489
GenZers: 1997-2012	18%	(43)	23%	(56)	20%	(49)	38%	(91)	239
Millennials: 1981-1996	14%	(94)	26%	(172)	22%	(145)	38%	(247)	658
GenXers: 1965-1980	14%	(76)	26%	(143)	19%	(104)	42%	(230)	553
Baby Boomers: 1946-1964	13%	(90)	24%	(166)	22%	(155)	41%	(284)	694
PID: Dem (no lean)	18%	(157)	30%	(271)	19%	(171)	33%	(291)	890
PID: Ind (no lean)	12%	(75)	20%	(125)	24%	(153)	44%	(274)	627
PID: Rep (no lean)	11%	(76)	22%	(154)	20%	(136)	47%	(327)	693
PID/Gender: Dem Men	22%	(91)	34%	(138)	18%	(76)	26%	(106)	411
PID/Gender: Dem Women	14%	(66)	28%	(133)	20%	(95)	39%	(185)	479
PID/Gender: Ind Men	11%	(36)	23%	(71)	24%	(76)	41%	(129)	312
PID/Gender: Ind Women	13%	(40)	17%	(54)	24%	(77)	46%	(145)	316
PID/Gender: Rep Men	12%	(43)	23%	(79)	21%	(73)	43%	(150)	345
PID/Gender: Rep Women	10%	(33)	21%	(75)	18%	(63)	51%	(177)	348
Ideo: Liberal (1-3)	18%	(124)	32%	(224)	19%	(129)	31%	(217)	694
Ideo: Moderate (4)	13%	(95)	23%	(165)	23%	(162)	40%	(286)	706
Ideo: Conservative (5-7)	13%	(84)	21%	(143)	20%	(136)	46%	(305)	668
Educ: < College	13%	(193)	23%	(326)	21%	(295)	43%	(624)	1437
Educ: Bachelors degree	16%	(79)	28%	(136)	23%	(112)	33%	(164)	491
Educ: Post-grad	13%	(36)	31%	(88)	19%	(53)	37%	(105)	282
Income: Under 50k	13%	(167)	23%	(299)	21%	(265)	43%	(559)	1290
Income: 50k-100k	15%	(96)	29%	(185)	22%	(139)	35%	(224)	643
Income: 100k+	16%	(45)	24%	(67)	20%	(57)	39%	(109)	277
Ethnicity: White	12%	(207)	24%	(407)	22%	(370)	43%	(728)	1711
Ethnicity: Hispanic	17%	(65)	28%	(105)	21%	(79)	34%	(126)	374

Continued on next page

Table AUSHTI8_2: How much have you seen, read or heard recently about the following?
Tucker Carlson's interview with Kanye West on October 6th, 2022, which included unaired clips where Kanye made antisemitic comments and referred to Black people as the true Jewish race

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(308)	25%	(550)	21%	(460)	40%	(892)	2210
Ethnicity: Black	25%	(69)	29%	(81)	18%	(51)	29%	(81)	282
Ethnicity: Other	15%	(32)	29%	(62)	18%	(39)	38%	(83)	217
All Christian	14%	(137)	24%	(235)	21%	(208)	41%	(401)	981
All Non-Christian	22%	(27)	32%	(39)	18%	(23)	28%	(34)	124
Atheist	18%	(19)	27%	(29)	19%	(20)	35%	(37)	105
Agnostic/Nothing in particular	14%	(86)	25%	(161)	22%	(137)	39%	(248)	633
Something Else	10%	(38)	24%	(86)	19%	(72)	47%	(171)	367
Religious Non-Protestant/Catholic	22%	(29)	31%	(42)	18%	(25)	29%	(39)	135
Evangelical	11%	(67)	23%	(137)	21%	(122)	45%	(267)	593
Non-Evangelical	14%	(99)	24%	(176)	21%	(150)	41%	(298)	723
Community: Urban	18%	(118)	27%	(172)	19%	(126)	36%	(230)	645
Community: Suburban	15%	(145)	26%	(253)	20%	(192)	39%	(384)	975
Community: Rural	8%	(45)	21%	(125)	24%	(142)	47%	(278)	590
Employ: Private Sector	16%	(114)	27%	(188)	20%	(138)	37%	(254)	695
Employ: Government	25%	(29)	25%	(29)	21%	(24)	29%	(34)	116
Employ: Self-Employed	13%	(23)	20%	(36)	25%	(45)	43%	(77)	182
Employ: Homemaker	10%	(14)	21%	(30)	18%	(26)	50%	(71)	142
Employ: Student	9%	(5)	33%	(20)	15%	(9)	43%	(27)	62
Employ: Retired	12%	(70)	24%	(140)	22%	(125)	42%	(239)	575
Employ: Unemployed	10%	(31)	21%	(62)	24%	(70)	45%	(135)	297
Employ: Other	16%	(22)	31%	(44)	15%	(21)	38%	(54)	141
Military HH: Yes	14%	(43)	22%	(67)	19%	(59)	45%	(140)	308
Military HH: No	14%	(266)	25%	(483)	21%	(401)	40%	(752)	1902
RD/WT: Right Direction	18%	(117)	29%	(183)	21%	(134)	32%	(208)	643
RD/WT: Wrong Track	12%	(191)	23%	(367)	21%	(326)	44%	(683)	1567
Biden Job Approve	17%	(170)	29%	(296)	21%	(212)	33%	(335)	1013
Biden Job Disapprove	12%	(131)	22%	(245)	21%	(230)	46%	(508)	1115

Continued on next page

Table AUSHTI8_2: How much have you seen, read or heard recently about the following?
 Tucker Carlson's interview with Kanye West on October 6th, 2022, which included unaired clips where Kanye made antisemitic comments and referred to Black people as the true Jewish race

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(308)	25%	(550)	21%	(460)	40%	(892)	2210
Biden Job Strongly Approve	20%	(92)	28%	(128)	21%	(93)	31%	(138)	451
Biden Job Somewhat Approve	14%	(78)	30%	(168)	21%	(119)	35%	(197)	563
Biden Job Somewhat Disapprove	11%	(37)	24%	(80)	23%	(77)	41%	(135)	328
Biden Job Strongly Disapprove	12%	(94)	21%	(166)	20%	(154)	47%	(373)	787
Favorable of Biden	18%	(182)	28%	(288)	20%	(204)	34%	(341)	1014
Unfavorable of Biden	10%	(112)	23%	(248)	22%	(240)	46%	(502)	1103
Very Favorable of Biden	20%	(95)	29%	(134)	20%	(92)	31%	(145)	467
Somewhat Favorable of Biden	16%	(87)	28%	(154)	20%	(111)	36%	(196)	547
Somewhat Unfavorable of Biden	10%	(29)	25%	(72)	25%	(71)	40%	(114)	286
Very Unfavorable of Biden	10%	(83)	22%	(177)	21%	(169)	47%	(388)	817
#1 Issue: Economy	14%	(123)	26%	(234)	21%	(190)	39%	(347)	894
#1 Issue: Security	14%	(30)	21%	(46)	21%	(45)	44%	(94)	215
#1 Issue: Health Care	10%	(20)	26%	(49)	23%	(44)	41%	(78)	190
#1 Issue: Medicare / Social Security	12%	(28)	22%	(50)	19%	(44)	48%	(111)	232
#1 Issue: Women's Issues	17%	(60)	25%	(87)	21%	(73)	36%	(126)	346
#1 Issue: Education	15%	(12)	32%	(24)	12%	(9)	41%	(31)	76
#1 Issue: Energy	14%	(19)	28%	(37)	24%	(31)	34%	(45)	132
#1 Issue: Other	14%	(18)	19%	(24)	18%	(23)	49%	(62)	125
2020 Vote: Joe Biden	18%	(172)	30%	(276)	20%	(190)	31%	(292)	930
2020 Vote: Donald Trump	11%	(87)	23%	(178)	21%	(159)	45%	(348)	773
2020 Vote: Didn't Vote	9%	(40)	19%	(89)	22%	(101)	50%	(228)	458
2018 House Vote: Democrat	19%	(144)	30%	(229)	19%	(143)	32%	(238)	753
2018 House Vote: Republican	13%	(80)	23%	(140)	20%	(122)	44%	(268)	610
2018 House Vote: Someone else	19%	(10)	24%	(12)	12%	(6)	45%	(23)	52
2016 Vote: Hillary Clinton	19%	(131)	31%	(216)	19%	(130)	32%	(225)	703
2016 Vote: Donald Trump	14%	(92)	22%	(146)	21%	(136)	44%	(290)	664
2016 Vote: Other	6%	(5)	29%	(24)	19%	(15)	45%	(36)	80
2016 Vote: Didn't Vote	10%	(79)	22%	(164)	23%	(177)	45%	(340)	760
Voted in 2014: Yes	16%	(202)	27%	(334)	19%	(240)	37%	(461)	1238
Voted in 2014: No	11%	(106)	22%	(216)	23%	(219)	44%	(431)	972

Continued on next page

Table AUSHTI8_2: *How much have you seen, read or heard recently about the following?
Tucker Carlson’s interview with Kanye West on October 6th, 2022, which included unaired clips where Kanye made antisemitic comments and referred to Black people as the true Jewish race*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(308)	25%	(550)	21%	(460)	40%	(892)	2210
4-Region: Northeast	16%	(60)	27%	(103)	23%	(87)	35%	(133)	383
4-Region: Midwest	11%	(49)	24%	(109)	20%	(90)	46%	(209)	456
4-Region: South	14%	(117)	24%	(204)	21%	(173)	41%	(350)	844
4-Region: West	16%	(82)	26%	(134)	21%	(110)	38%	(200)	527

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

Table AUSHT18_3: How much have you seen, read or heard recently about the following?
 Kanye's account on Instagram being banned on October 7th, 2022 and his account on Twitter being restricted on October 8th after making antisemitic comments on both platforms

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	28%	(626)	19%	(429)	34%	(752)	2210
Gender: Male	21%	(221)	31%	(330)	19%	(199)	30%	(319)	1068
Gender: Female	16%	(183)	26%	(296)	20%	(230)	38%	(433)	1142
Age: 18-34	23%	(149)	24%	(153)	20%	(129)	33%	(211)	642
Age: 35-44	15%	(54)	32%	(118)	24%	(89)	29%	(104)	365
Age: 45-64	16%	(114)	28%	(197)	17%	(119)	40%	(283)	714
Age: 65+	18%	(87)	32%	(157)	19%	(91)	31%	(153)	489
GenZers: 1997-2012	26%	(62)	23%	(55)	23%	(54)	28%	(68)	239
Millennials: 1981-1996	20%	(128)	26%	(173)	21%	(141)	33%	(216)	658
GenXers: 1965-1980	15%	(86)	31%	(169)	18%	(98)	36%	(200)	553
Baby Boomers: 1946-1964	17%	(120)	30%	(210)	18%	(126)	34%	(238)	694
PID: Dem (no lean)	24%	(216)	33%	(294)	18%	(160)	25%	(220)	890
PID: Ind (no lean)	15%	(91)	27%	(172)	21%	(132)	37%	(232)	627
PID: Rep (no lean)	14%	(96)	23%	(160)	20%	(137)	43%	(300)	693
PID/Gender: Dem Men	28%	(116)	38%	(155)	16%	(64)	19%	(77)	411
PID/Gender: Dem Women	21%	(100)	29%	(140)	20%	(96)	30%	(143)	479
PID/Gender: Ind Men	16%	(50)	31%	(96)	19%	(61)	34%	(105)	312
PID/Gender: Ind Women	13%	(41)	24%	(75)	23%	(72)	40%	(127)	316
PID/Gender: Rep Men	16%	(55)	23%	(79)	21%	(74)	40%	(137)	345
PID/Gender: Rep Women	12%	(41)	23%	(81)	18%	(63)	47%	(163)	348
Ideo: Liberal (1-3)	24%	(170)	33%	(230)	19%	(130)	24%	(164)	694
Ideo: Moderate (4)	18%	(129)	28%	(201)	21%	(150)	32%	(226)	706
Ideo: Conservative (5-7)	13%	(89)	26%	(171)	18%	(120)	43%	(288)	668
Educ: < College	18%	(253)	26%	(377)	20%	(286)	36%	(522)	1437
Educ: Bachelors degree	21%	(104)	31%	(154)	18%	(87)	30%	(145)	491
Educ: Post-grad	16%	(46)	34%	(95)	20%	(56)	30%	(85)	282
Income: Under 50k	17%	(221)	25%	(325)	21%	(271)	37%	(473)	1290
Income: 50k-100k	20%	(131)	31%	(198)	18%	(113)	31%	(201)	643
Income: 100k+	19%	(52)	37%	(103)	16%	(45)	28%	(78)	277
Ethnicity: White	16%	(280)	28%	(479)	20%	(334)	36%	(618)	1711
Ethnicity: Hispanic	25%	(92)	31%	(116)	22%	(83)	22%	(83)	374

Continued on next page

Table AUSHTI8_3: How much have you seen, read or heard recently about the following?
Kanye's account on Instagram being banned on October 7th, 2022 and his account on Twitter being restricted on October 8th after making antisemitic comments on both platforms

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	28%	(626)	19%	(429)	34%	(752)	2210
Ethnicity: Black	30%	(86)	28%	(78)	19%	(54)	23%	(65)	282
Ethnicity: Other	18%	(38)	32%	(69)	19%	(41)	32%	(69)	217
All Christian	16%	(154)	31%	(309)	18%	(180)	34%	(338)	981
All Non-Christian	34%	(42)	27%	(33)	14%	(17)	26%	(32)	124
Atheist	23%	(24)	28%	(29)	22%	(23)	28%	(30)	105
Agnostic/Nothing in particular	19%	(121)	26%	(167)	21%	(135)	33%	(210)	633
Something Else	17%	(63)	24%	(87)	20%	(74)	39%	(143)	367
Religious Non-Protestant/Catholic	32%	(43)	29%	(40)	13%	(18)	26%	(35)	135
Evangelical	15%	(87)	27%	(158)	20%	(119)	39%	(229)	593
Non-Evangelical	17%	(124)	31%	(224)	18%	(132)	34%	(242)	723
Community: Urban	22%	(143)	27%	(175)	23%	(148)	28%	(179)	645
Community: Suburban	19%	(185)	32%	(315)	17%	(169)	31%	(306)	975
Community: Rural	13%	(75)	23%	(135)	19%	(113)	45%	(267)	590
Employ: Private Sector	21%	(149)	30%	(207)	19%	(134)	29%	(205)	695
Employ: Government	25%	(29)	24%	(28)	26%	(30)	26%	(30)	116
Employ: Self-Employed	16%	(28)	21%	(38)	19%	(34)	45%	(81)	182
Employ: Homemaker	13%	(19)	23%	(33)	15%	(22)	48%	(68)	142
Employ: Student	16%	(10)	25%	(15)	24%	(15)	35%	(22)	62
Employ: Retired	16%	(92)	32%	(185)	18%	(106)	33%	(192)	575
Employ: Unemployed	18%	(53)	25%	(74)	21%	(63)	36%	(107)	297
Employ: Other	17%	(23)	32%	(45)	18%	(25)	34%	(47)	141
Military HH: Yes	18%	(55)	30%	(91)	17%	(52)	36%	(110)	308
Military HH: No	18%	(349)	28%	(534)	20%	(377)	34%	(642)	1902
RD/WT: Right Direction	26%	(168)	32%	(205)	16%	(101)	26%	(169)	643
RD/WT: Wrong Track	15%	(235)	27%	(421)	21%	(328)	37%	(583)	1567
Biden Job Approve	24%	(240)	33%	(335)	18%	(183)	25%	(255)	1013
Biden Job Disapprove	14%	(154)	25%	(282)	21%	(232)	40%	(448)	1115

Continued on next page

Table AUSHTI8_3: How much have you seen, read or heard recently about the following?
 Kanye's account on Instagram being banned on October 7th, 2022 and his account on Twitter being restricted on October 8th after making antisemitic comments on both platforms

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	28%	(626)	19%	(429)	34%	(752)	2210
Biden Job Strongly Approve	29%	(131)	31%	(140)	17%	(78)	22%	(101)	451
Biden Job Somewhat Approve	19%	(109)	35%	(194)	19%	(105)	27%	(154)	563
Biden Job Somewhat Disapprove	18%	(58)	26%	(86)	24%	(77)	33%	(107)	328
Biden Job Strongly Disapprove	12%	(96)	25%	(195)	20%	(154)	43%	(341)	787
Favorable of Biden	25%	(254)	32%	(322)	17%	(175)	26%	(263)	1014
Unfavorable of Biden	13%	(139)	26%	(285)	22%	(237)	40%	(441)	1103
Very Favorable of Biden	30%	(141)	31%	(147)	15%	(70)	23%	(109)	467
Somewhat Favorable of Biden	21%	(113)	32%	(175)	19%	(105)	28%	(154)	547
Somewhat Unfavorable of Biden	15%	(43)	29%	(82)	24%	(68)	32%	(93)	286
Very Unfavorable of Biden	12%	(96)	25%	(203)	21%	(169)	43%	(349)	817
#1 Issue: Economy	18%	(163)	29%	(259)	20%	(183)	32%	(289)	894
#1 Issue: Security	12%	(26)	26%	(57)	18%	(39)	43%	(93)	215
#1 Issue: Health Care	16%	(31)	28%	(54)	18%	(34)	38%	(71)	190
#1 Issue: Medicare / Social Security	18%	(43)	25%	(58)	20%	(47)	36%	(85)	232
#1 Issue: Women's Issues	23%	(78)	26%	(89)	22%	(75)	30%	(104)	346
#1 Issue: Education	17%	(13)	38%	(29)	12%	(9)	33%	(25)	76
#1 Issue: Energy	17%	(22)	32%	(42)	20%	(26)	31%	(41)	132
#1 Issue: Other	22%	(28)	29%	(37)	14%	(17)	35%	(43)	125
2020 Vote: Joe Biden	25%	(234)	33%	(309)	18%	(163)	24%	(224)	930
2020 Vote: Donald Trump	13%	(102)	24%	(182)	21%	(159)	43%	(331)	773
2020 Vote: Didn't Vote	13%	(61)	26%	(118)	22%	(99)	39%	(179)	458
2018 House Vote: Democrat	25%	(190)	33%	(247)	17%	(127)	25%	(190)	753
2018 House Vote: Republican	15%	(91)	26%	(159)	21%	(126)	38%	(234)	610
2018 House Vote: Someone else	6%	(3)	40%	(21)	17%	(9)	36%	(19)	52
2016 Vote: Hillary Clinton	25%	(173)	34%	(241)	17%	(119)	24%	(170)	703
2016 Vote: Donald Trump	14%	(95)	26%	(172)	19%	(129)	40%	(268)	664
2016 Vote: Other	7%	(5)	39%	(31)	13%	(10)	41%	(33)	80
2016 Vote: Didn't Vote	17%	(130)	24%	(180)	22%	(169)	37%	(282)	760
Voted in 2014: Yes	19%	(236)	32%	(391)	18%	(220)	32%	(391)	1238
Voted in 2014: No	17%	(167)	24%	(235)	22%	(209)	37%	(361)	972

Continued on next page

Table AUSHTI8_3: How much have you seen, read or heard recently about the following?
Kanye’s account on Instagram being banned on October 7th, 2022 and his account on Twitter being restricted on October 8th after making antisemitic comments on both platforms

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	28%	(626)	19%	(429)	34%	(752)	2210
4-Region: Northeast	20%	(78)	30%	(116)	19%	(73)	30%	(115)	383
4-Region: Midwest	13%	(61)	27%	(121)	19%	(86)	41%	(188)	456
4-Region: South	19%	(156)	28%	(238)	20%	(167)	34%	(283)	844
4-Region: West	21%	(108)	29%	(150)	20%	(103)	31%	(165)	527

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

Table AUSHT18_4: How much have you seen, read or heard recently about the following?
Balenciaga announcing it 'has no longer any relations nor any plans for future projects' with Kanye West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	25%	(546)	19%	(418)	42%	(924)	2210
Gender: Male	16%	(169)	26%	(275)	19%	(206)	39%	(418)	1068
Gender: Female	13%	(154)	24%	(271)	19%	(212)	44%	(506)	1142
Age: 18-34	20%	(131)	24%	(152)	20%	(126)	36%	(233)	642
Age: 35-44	13%	(48)	32%	(116)	20%	(72)	35%	(129)	365
Age: 45-64	11%	(78)	23%	(166)	19%	(138)	47%	(332)	714
Age: 65+	13%	(66)	23%	(112)	17%	(81)	47%	(230)	489
GenZers: 1997-2012	23%	(56)	23%	(54)	19%	(46)	35%	(83)	239
Millennials: 1981-1996	17%	(109)	27%	(178)	20%	(133)	36%	(238)	658
GenXers: 1965-1980	11%	(62)	24%	(133)	20%	(109)	45%	(249)	553
Baby Boomers: 1946-1964	13%	(91)	24%	(170)	17%	(120)	45%	(313)	694
PID: Dem (no lean)	19%	(169)	30%	(267)	20%	(182)	31%	(273)	890
PID: Ind (no lean)	12%	(77)	22%	(139)	20%	(125)	46%	(287)	627
PID: Rep (no lean)	11%	(77)	20%	(141)	16%	(110)	53%	(365)	693
PID/Gender: Dem Men	20%	(81)	34%	(141)	20%	(81)	26%	(109)	411
PID/Gender: Dem Women	18%	(88)	26%	(125)	21%	(101)	34%	(164)	479
PID/Gender: Ind Men	13%	(41)	22%	(68)	20%	(63)	45%	(139)	312
PID/Gender: Ind Women	11%	(36)	22%	(70)	20%	(62)	47%	(147)	316
PID/Gender: Rep Men	14%	(47)	19%	(65)	18%	(62)	49%	(170)	345
PID/Gender: Rep Women	9%	(30)	22%	(76)	14%	(48)	56%	(195)	348
Ideo: Liberal (1-3)	18%	(126)	32%	(222)	19%	(133)	31%	(213)	694
Ideo: Moderate (4)	16%	(113)	24%	(171)	21%	(151)	39%	(272)	706
Ideo: Conservative (5-7)	11%	(72)	20%	(133)	16%	(106)	53%	(357)	668
Educ: < College	13%	(190)	22%	(323)	20%	(287)	44%	(637)	1437
Educ: Bachelors degree	17%	(85)	31%	(150)	18%	(86)	35%	(169)	491
Educ: Post-grad	17%	(47)	26%	(73)	16%	(45)	42%	(117)	282
Income: Under 50k	13%	(170)	22%	(281)	21%	(273)	44%	(565)	1290
Income: 50k-100k	15%	(94)	30%	(192)	16%	(100)	40%	(257)	643
Income: 100k+	21%	(58)	26%	(72)	16%	(45)	37%	(102)	277
Ethnicity: White	12%	(208)	23%	(400)	19%	(320)	46%	(783)	1711
Ethnicity: Hispanic	17%	(63)	34%	(127)	21%	(78)	28%	(106)	374
Ethnicity: Black	30%	(84)	30%	(86)	16%	(46)	24%	(67)	282

Continued on next page

Table AUSHTI8_4: How much have you seen, read or heard recently about the following?
Balenciaga announcing it 'has no longer any relations nor any plans for future projects' with Kanye West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	25%	(546)	19%	(418)	42%	(924)	2210
Ethnicity: Other	14%	(30)	28%	(61)	24%	(52)	34%	(74)	217
All Christian	14%	(135)	25%	(243)	18%	(180)	43%	(423)	981
All Non-Christian	25%	(31)	31%	(38)	18%	(22)	26%	(32)	124
Atheist	12%	(12)	33%	(35)	18%	(19)	38%	(40)	105
Agnostic/Nothing in particular	15%	(93)	24%	(151)	20%	(124)	42%	(265)	633
Something Else	14%	(51)	21%	(78)	20%	(73)	45%	(164)	367
Religious Non-Protestant/Catholic	24%	(33)	31%	(42)	18%	(25)	26%	(36)	135
Evangelical	13%	(75)	22%	(129)	17%	(103)	48%	(286)	593
Non-Evangelical	14%	(103)	25%	(183)	20%	(142)	41%	(295)	723
Community: Urban	19%	(120)	28%	(178)	21%	(135)	33%	(211)	645
Community: Suburban	15%	(151)	25%	(241)	17%	(167)	43%	(416)	975
Community: Rural	9%	(51)	21%	(127)	20%	(115)	50%	(297)	590
Employ: Private Sector	17%	(119)	28%	(196)	19%	(135)	35%	(244)	695
Employ: Government	16%	(19)	30%	(34)	21%	(24)	34%	(39)	116
Employ: Self-Employed	13%	(24)	21%	(39)	22%	(40)	43%	(79)	182
Employ: Homemaker	10%	(14)	20%	(28)	16%	(23)	54%	(76)	142
Employ: Student	18%	(11)	18%	(11)	19%	(12)	45%	(28)	62
Employ: Retired	14%	(78)	23%	(131)	17%	(101)	46%	(265)	575
Employ: Unemployed	13%	(38)	25%	(73)	18%	(53)	45%	(133)	297
Employ: Other	13%	(19)	24%	(33)	21%	(30)	42%	(59)	141
Military HH: Yes	12%	(38)	24%	(73)	16%	(49)	48%	(148)	308
Military HH: No	15%	(284)	25%	(473)	19%	(369)	41%	(776)	1902
RD/WT: Right Direction	22%	(141)	30%	(190)	19%	(120)	30%	(192)	643
RD/WT: Wrong Track	12%	(181)	23%	(356)	19%	(298)	47%	(732)	1567
Biden Job Approve	19%	(194)	30%	(302)	19%	(196)	32%	(321)	1013
Biden Job Disapprove	11%	(120)	21%	(235)	19%	(208)	50%	(553)	1115
Biden Job Strongly Approve	24%	(108)	28%	(126)	17%	(75)	32%	(142)	451
Biden Job Somewhat Approve	15%	(86)	31%	(176)	22%	(121)	32%	(179)	563
Biden Job Somewhat Disapprove	12%	(41)	26%	(87)	23%	(75)	38%	(126)	328
Biden Job Strongly Disapprove	10%	(80)	19%	(148)	17%	(133)	54%	(427)	787

Continued on next page

Table AUSHTI8_4: How much have you seen, read or heard recently about the following?
Balenciaga announcing it 'has no longer any relations nor any plans for future projects' with Kanye West

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	25%	(546)	19%	(418)	42%	(924)	2210
Favorable of Biden	20%	(206)	29%	(297)	18%	(184)	32%	(326)	1014
Unfavorable of Biden	10%	(106)	21%	(231)	20%	(221)	49%	(545)	1103
Very Favorable of Biden	23%	(109)	31%	(144)	15%	(70)	31%	(144)	467
Somewhat Favorable of Biden	18%	(98)	28%	(154)	21%	(115)	33%	(182)	547
Somewhat Unfavorable of Biden	11%	(32)	25%	(71)	26%	(74)	38%	(110)	286
Very Unfavorable of Biden	9%	(74)	20%	(160)	18%	(147)	53%	(435)	817
#1 Issue: Economy	15%	(131)	27%	(238)	19%	(167)	40%	(358)	894
#1 Issue: Security	10%	(20)	19%	(41)	18%	(38)	54%	(115)	215
#1 Issue: Health Care	14%	(26)	24%	(45)	21%	(39)	42%	(80)	190
#1 Issue: Medicare / Social Security	15%	(35)	21%	(49)	16%	(38)	47%	(110)	232
#1 Issue: Women's Issues	20%	(68)	25%	(85)	19%	(64)	37%	(128)	346
#1 Issue: Education	16%	(12)	32%	(24)	19%	(14)	33%	(25)	76
#1 Issue: Energy	12%	(16)	28%	(37)	27%	(35)	33%	(43)	132
#1 Issue: Other	11%	(13)	21%	(26)	17%	(22)	51%	(64)	125
2020 Vote: Joe Biden	20%	(187)	31%	(285)	18%	(168)	31%	(290)	930
2020 Vote: Donald Trump	11%	(82)	20%	(153)	18%	(137)	52%	(400)	773
2020 Vote: Didn't Vote	11%	(50)	20%	(94)	23%	(104)	46%	(210)	458
2018 House Vote: Democrat	21%	(157)	31%	(231)	16%	(120)	32%	(245)	753
2018 House Vote: Republican	11%	(66)	21%	(126)	18%	(109)	51%	(309)	610
2018 House Vote: Someone else	9%	(4)	23%	(12)	22%	(12)	47%	(24)	52
2016 Vote: Hillary Clinton	19%	(136)	31%	(221)	17%	(120)	32%	(225)	703
2016 Vote: Donald Trump	11%	(74)	20%	(135)	18%	(123)	50%	(333)	664
2016 Vote: Other	5%	(4)	22%	(18)	17%	(13)	56%	(44)	80
2016 Vote: Didn't Vote	14%	(107)	22%	(170)	21%	(161)	42%	(321)	760
Voted in 2014: Yes	15%	(189)	27%	(339)	17%	(205)	41%	(505)	1238
Voted in 2014: No	14%	(134)	21%	(207)	22%	(213)	43%	(419)	972
4-Region: Northeast	16%	(62)	30%	(114)	21%	(79)	33%	(128)	383
4-Region: Midwest	12%	(56)	24%	(110)	18%	(81)	46%	(209)	456
4-Region: South	15%	(123)	25%	(211)	18%	(149)	43%	(362)	844
4-Region: West	16%	(82)	21%	(111)	21%	(109)	43%	(225)	527

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

Table AUSHTI8_5: How much have you seen, read or heard recently about the following?
Adidas announcing it had cut ties with Kanye West, including ceasing production of all Yeezy products, including the popular Yeezy line of sneakers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(566)	31%	(689)	15%	(337)	28%	(618)	2210
Gender: Male	28%	(301)	30%	(325)	16%	(175)	25%	(267)	1068
Gender: Female	23%	(265)	32%	(364)	14%	(162)	31%	(351)	1142
Age: 18-34	29%	(186)	28%	(178)	16%	(103)	27%	(175)	642
Age: 35-44	21%	(77)	32%	(115)	20%	(74)	27%	(99)	365
Age: 45-64	21%	(148)	32%	(225)	16%	(112)	32%	(228)	714
Age: 65+	32%	(154)	35%	(170)	10%	(48)	24%	(116)	489
GenZers: 1997-2012	27%	(65)	30%	(73)	17%	(40)	26%	(62)	239
Millennials: 1981-1996	27%	(177)	28%	(183)	18%	(116)	28%	(182)	658
GenXers: 1965-1980	22%	(121)	30%	(166)	17%	(94)	31%	(172)	553
Baby Boomers: 1946-1964	27%	(186)	36%	(247)	12%	(81)	26%	(181)	694
PID: Dem (no lean)	34%	(305)	33%	(295)	15%	(130)	18%	(161)	890
PID: Ind (no lean)	23%	(142)	31%	(192)	16%	(103)	30%	(190)	627
PID: Rep (no lean)	17%	(119)	29%	(201)	15%	(105)	39%	(267)	693
PID/Gender: Dem Men	37%	(154)	31%	(127)	17%	(69)	15%	(62)	411
PID/Gender: Dem Women	31%	(150)	35%	(168)	13%	(61)	21%	(99)	479
PID/Gender: Ind Men	26%	(81)	31%	(98)	16%	(49)	27%	(83)	312
PID/Gender: Ind Women	19%	(61)	30%	(95)	17%	(53)	34%	(107)	316
PID/Gender: Rep Men	19%	(66)	29%	(100)	17%	(57)	35%	(122)	345
PID/Gender: Rep Women	15%	(54)	29%	(102)	14%	(48)	42%	(145)	348
Ideo: Liberal (1-3)	34%	(237)	35%	(241)	14%	(99)	17%	(117)	694
Ideo: Moderate (4)	26%	(181)	32%	(227)	16%	(115)	26%	(183)	706
Ideo: Conservative (5-7)	19%	(125)	30%	(202)	14%	(95)	37%	(247)	668
Educ: < College	23%	(327)	30%	(429)	16%	(232)	31%	(449)	1437
Educ: Bachelors degree	30%	(148)	34%	(168)	15%	(73)	21%	(102)	491
Educ: Post-grad	32%	(91)	33%	(92)	12%	(33)	24%	(67)	282
Income: Under 50k	23%	(297)	29%	(371)	16%	(209)	32%	(412)	1290
Income: 50k-100k	28%	(182)	35%	(225)	14%	(91)	22%	(145)	643
Income: 100k+	31%	(86)	33%	(92)	13%	(37)	22%	(62)	277
Ethnicity: White	24%	(419)	31%	(524)	15%	(251)	30%	(517)	1711
Ethnicity: Hispanic	28%	(104)	35%	(129)	21%	(77)	17%	(64)	374
Ethnicity: Black	34%	(96)	36%	(101)	13%	(35)	18%	(50)	282

Continued on next page

Table AUSHTI8_5: How much have you seen, read or heard recently about the following?
Adidas announcing it had cut ties with Kanye West, including ceasing production of all Yeezy products, including the popular Yeezy line of sneakers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(566)	31%	(689)	15%	(337)	28%	(618)	2210
Ethnicity: Other	23%	(51)	29%	(64)	23%	(51)	24%	(52)	217
All Christian	24%	(235)	34%	(331)	15%	(146)	27%	(269)	981
All Non-Christian	39%	(49)	31%	(38)	15%	(18)	15%	(19)	124
Atheist	32%	(33)	36%	(38)	7%	(8)	25%	(26)	105
Agnostic/Nothing in particular	27%	(171)	29%	(185)	15%	(95)	29%	(181)	633
Something Else	21%	(78)	26%	(96)	19%	(70)	34%	(123)	367
Religious Non-Protestant/Catholic	38%	(52)	31%	(42)	14%	(19)	17%	(22)	135
Evangelical	20%	(116)	31%	(183)	15%	(86)	35%	(208)	593
Non-Evangelical	26%	(188)	32%	(234)	17%	(126)	24%	(175)	723
Community: Urban	32%	(205)	32%	(204)	14%	(91)	23%	(146)	645
Community: Suburban	28%	(270)	31%	(301)	16%	(154)	26%	(249)	975
Community: Rural	16%	(92)	31%	(183)	16%	(92)	38%	(223)	590
Employ: Private Sector	27%	(187)	35%	(241)	15%	(105)	23%	(161)	695
Employ: Government	28%	(33)	28%	(32)	17%	(20)	27%	(31)	116
Employ: Self-Employed	24%	(44)	22%	(40)	17%	(30)	37%	(67)	182
Employ: Homemaker	18%	(25)	32%	(45)	10%	(14)	40%	(57)	142
Employ: Student	32%	(20)	24%	(15)	17%	(10)	28%	(17)	62
Employ: Retired	29%	(168)	33%	(190)	13%	(72)	25%	(145)	575
Employ: Unemployed	21%	(61)	28%	(84)	18%	(54)	33%	(98)	297
Employ: Other	20%	(28)	29%	(41)	22%	(31)	29%	(41)	141
Military HH: Yes	25%	(78)	31%	(97)	12%	(38)	31%	(95)	308
Military HH: No	26%	(488)	31%	(592)	16%	(299)	28%	(523)	1902
RD/WT: Right Direction	34%	(217)	34%	(220)	14%	(91)	18%	(115)	643
RD/WT: Wrong Track	22%	(349)	30%	(469)	16%	(246)	32%	(504)	1567
Biden Job Approve	35%	(350)	34%	(342)	15%	(151)	17%	(170)	1013
Biden Job Disapprove	18%	(201)	30%	(336)	16%	(175)	36%	(403)	1115
Biden Job Strongly Approve	40%	(182)	31%	(141)	12%	(55)	16%	(73)	451
Biden Job Somewhat Approve	30%	(168)	36%	(201)	17%	(96)	17%	(97)	563
Biden Job Somewhat Disapprove	22%	(73)	33%	(107)	17%	(56)	28%	(92)	328
Biden Job Strongly Disapprove	16%	(128)	29%	(229)	15%	(119)	40%	(311)	787

Continued on next page

Table AUSHTI8_5: How much have you seen, read or heard recently about the following?
Adidas announcing it had cut ties with Kanye West, including ceasing production of all Yeezy products, including the popular Yeezy line of sneakers

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(566)	31%	(689)	15%	(337)	28%	(618)	2210
Favorable of Biden	36%	(361)	32%	(328)	14%	(139)	18%	(186)	1014
Unfavorable of Biden	17%	(191)	31%	(340)	17%	(184)	35%	(389)	1103
Very Favorable of Biden	41%	(190)	31%	(145)	12%	(56)	16%	(76)	467
Somewhat Favorable of Biden	31%	(171)	34%	(184)	15%	(82)	20%	(110)	547
Somewhat Unfavorable of Biden	20%	(57)	38%	(108)	17%	(49)	26%	(73)	286
Very Unfavorable of Biden	16%	(134)	28%	(232)	17%	(135)	39%	(316)	817
#1 Issue: Economy	23%	(210)	32%	(289)	17%	(153)	27%	(242)	894
#1 Issue: Security	19%	(42)	29%	(62)	12%	(26)	40%	(85)	215
#1 Issue: Health Care	20%	(37)	28%	(54)	21%	(41)	31%	(58)	190
#1 Issue: Medicare / Social Security	30%	(70)	29%	(67)	11%	(26)	30%	(69)	232
#1 Issue: Women's Issues	33%	(115)	31%	(106)	12%	(42)	24%	(82)	346
#1 Issue: Education	23%	(17)	42%	(32)	12%	(9)	23%	(17)	76
#1 Issue: Energy	25%	(33)	31%	(41)	19%	(25)	25%	(33)	132
#1 Issue: Other	33%	(41)	30%	(38)	12%	(15)	25%	(31)	125
2020 Vote: Joe Biden	38%	(350)	34%	(314)	12%	(115)	16%	(151)	930
2020 Vote: Donald Trump	17%	(128)	29%	(225)	17%	(130)	37%	(289)	773
2020 Vote: Didn't Vote	17%	(79)	29%	(132)	19%	(85)	35%	(161)	458
2018 House Vote: Democrat	38%	(290)	33%	(252)	12%	(89)	16%	(123)	753
2018 House Vote: Republican	19%	(118)	31%	(188)	15%	(91)	35%	(213)	610
2018 House Vote: Someone else	11%	(5)	47%	(24)	7%	(4)	36%	(19)	52
2016 Vote: Hillary Clinton	37%	(259)	34%	(239)	12%	(86)	17%	(119)	703
2016 Vote: Donald Trump	19%	(126)	30%	(199)	15%	(101)	36%	(238)	664
2016 Vote: Other	22%	(18)	43%	(34)	9%	(7)	26%	(21)	80
2016 Vote: Didn't Vote	21%	(161)	28%	(215)	19%	(143)	32%	(242)	760
Voted in 2014: Yes	29%	(358)	34%	(416)	12%	(154)	25%	(310)	1238
Voted in 2014: No	21%	(208)	28%	(272)	19%	(184)	32%	(309)	972
4-Region: Northeast	29%	(110)	36%	(136)	14%	(54)	22%	(83)	383
4-Region: Midwest	23%	(105)	29%	(132)	17%	(77)	31%	(143)	456
4-Region: South	24%	(199)	31%	(262)	16%	(134)	29%	(249)	844
4-Region: West	29%	(152)	30%	(159)	14%	(72)	27%	(144)	527

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

Table AUSHT18_6: How much have you seen, read or heard recently about the following?
Gap announcing it is taking immediate steps to remove Kanye's products from all Gap retail stores and had ended operations of Yeezygap.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(387)	28%	(629)	18%	(400)	36%	(794)	2210
Gender: Male	19%	(203)	30%	(316)	18%	(193)	33%	(356)	1068
Gender: Female	16%	(184)	27%	(313)	18%	(207)	38%	(438)	1142
Age: 18-34	22%	(138)	27%	(175)	16%	(103)	35%	(226)	642
Age: 35-44	15%	(54)	32%	(116)	20%	(73)	33%	(122)	365
Age: 45-64	14%	(101)	25%	(181)	19%	(138)	41%	(294)	714
Age: 65+	19%	(94)	32%	(158)	18%	(86)	31%	(151)	489
GenZers: 1997-2012	27%	(65)	25%	(60)	12%	(28)	36%	(87)	239
Millennials: 1981-1996	17%	(115)	30%	(195)	19%	(128)	33%	(220)	658
GenXers: 1965-1980	13%	(73)	28%	(153)	19%	(105)	40%	(223)	553
Baby Boomers: 1946-1964	18%	(125)	29%	(201)	19%	(130)	34%	(237)	694
PID: Dem (no lean)	25%	(225)	31%	(275)	18%	(163)	26%	(227)	890
PID: Ind (no lean)	14%	(91)	27%	(169)	19%	(122)	39%	(245)	627
PID: Rep (no lean)	10%	(71)	27%	(185)	17%	(115)	46%	(321)	693
PID/Gender: Dem Men	28%	(114)	32%	(132)	18%	(76)	22%	(89)	411
PID/Gender: Dem Women	23%	(110)	30%	(143)	18%	(88)	29%	(138)	479
PID/Gender: Ind Men	16%	(48)	27%	(83)	20%	(63)	38%	(117)	312
PID/Gender: Ind Women	13%	(42)	27%	(86)	19%	(59)	41%	(128)	316
PID/Gender: Rep Men	12%	(40)	29%	(101)	16%	(54)	43%	(149)	345
PID/Gender: Rep Women	9%	(31)	24%	(84)	18%	(61)	49%	(172)	348
Ideo: Liberal (1-3)	23%	(161)	32%	(225)	17%	(120)	27%	(188)	694
Ideo: Moderate (4)	18%	(128)	31%	(217)	21%	(145)	31%	(217)	706
Ideo: Conservative (5-7)	13%	(87)	25%	(164)	16%	(108)	46%	(310)	668
Educ: < College	16%	(230)	27%	(382)	18%	(263)	39%	(563)	1437
Educ: Bachelors degree	20%	(97)	32%	(158)	18%	(89)	30%	(147)	491
Educ: Post-grad	21%	(60)	32%	(90)	17%	(48)	30%	(84)	282
Income: Under 50k	15%	(195)	26%	(330)	20%	(252)	40%	(512)	1290
Income: 50k-100k	21%	(136)	31%	(201)	16%	(106)	31%	(200)	643
Income: 100k+	20%	(55)	35%	(97)	15%	(43)	29%	(82)	277
Ethnicity: White	16%	(268)	27%	(466)	19%	(322)	38%	(655)	1711
Ethnicity: Hispanic	23%	(85)	35%	(129)	14%	(54)	28%	(105)	374
Ethnicity: Black	28%	(78)	31%	(88)	17%	(48)	24%	(69)	282

Continued on next page

Table AUSHTI8_6: How much have you seen, read or heard recently about the following?
Gap announcing it is taking immediate steps to remove Kanye's products from all Gap retail stores and had ended operations of Yeezygap.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(387)	28%	(629)	18%	(400)	36%	(794)	2210
Ethnicity: Other	19%	(41)	35%	(75)	14%	(31)	32%	(70)	217
All Christian	18%	(174)	30%	(291)	18%	(172)	35%	(344)	981
All Non-Christian	28%	(34)	34%	(42)	14%	(18)	24%	(30)	124
Atheist	17%	(18)	27%	(29)	16%	(17)	39%	(41)	105
Agnostic/Nothing in particular	16%	(100)	29%	(181)	20%	(127)	35%	(224)	633
Something Else	16%	(60)	23%	(86)	18%	(66)	42%	(155)	367
Religious Non-Protestant/Catholic	27%	(36)	35%	(47)	15%	(20)	24%	(32)	135
Evangelical	14%	(83)	26%	(154)	17%	(102)	43%	(254)	593
Non-Evangelical	20%	(147)	29%	(207)	18%	(128)	33%	(241)	723
Community: Urban	20%	(130)	32%	(206)	18%	(119)	29%	(190)	645
Community: Suburban	19%	(185)	30%	(293)	17%	(164)	34%	(333)	975
Community: Rural	12%	(72)	22%	(131)	20%	(117)	46%	(271)	590
Employ: Private Sector	20%	(139)	32%	(224)	18%	(122)	30%	(209)	695
Employ: Government	19%	(22)	28%	(33)	25%	(29)	28%	(33)	116
Employ: Self-Employed	18%	(33)	24%	(43)	16%	(30)	41%	(75)	182
Employ: Homemaker	11%	(15)	23%	(32)	17%	(24)	49%	(70)	142
Employ: Student	17%	(10)	17%	(11)	17%	(11)	49%	(30)	62
Employ: Retired	17%	(99)	30%	(174)	19%	(107)	34%	(195)	575
Employ: Unemployed	14%	(41)	25%	(75)	18%	(54)	43%	(127)	297
Employ: Other	19%	(26)	27%	(38)	16%	(23)	38%	(54)	141
Military HH: Yes	15%	(47)	26%	(81)	18%	(57)	40%	(123)	308
Military HH: No	18%	(340)	29%	(548)	18%	(343)	35%	(671)	1902
RD/WT: Right Direction	25%	(159)	33%	(213)	16%	(103)	26%	(169)	643
RD/WT: Wrong Track	15%	(228)	27%	(416)	19%	(298)	40%	(625)	1567
Biden Job Approve	24%	(240)	32%	(328)	17%	(176)	27%	(270)	1013
Biden Job Disapprove	12%	(136)	26%	(290)	19%	(212)	43%	(478)	1115
Biden Job Strongly Approve	27%	(124)	30%	(135)	18%	(81)	25%	(112)	451
Biden Job Somewhat Approve	21%	(116)	34%	(194)	17%	(95)	28%	(158)	563
Biden Job Somewhat Disapprove	15%	(49)	32%	(104)	20%	(66)	34%	(110)	328
Biden Job Strongly Disapprove	11%	(88)	24%	(186)	19%	(146)	47%	(367)	787

Continued on next page

Table AUSHTI8_6: How much have you seen, read or heard recently about the following?

Gap announcing it is taking immediate steps to remove Kanye's products from all Gap retail stores and had ended operations of Yeezygap.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(387)	28%	(629)	18%	(400)	36%	(794)	2210
Favorable of Biden	24%	(245)	32%	(323)	17%	(168)	27%	(277)	1014
Unfavorable of Biden	12%	(131)	26%	(289)	20%	(217)	42%	(467)	1103
Very Favorable of Biden	28%	(129)	32%	(148)	17%	(80)	23%	(109)	467
Somewhat Favorable of Biden	21%	(116)	32%	(175)	16%	(88)	31%	(168)	547
Somewhat Unfavorable of Biden	16%	(44)	33%	(95)	20%	(56)	32%	(91)	286
Very Unfavorable of Biden	11%	(87)	24%	(194)	20%	(161)	46%	(376)	817
#1 Issue: Economy	17%	(154)	29%	(255)	19%	(166)	36%	(319)	894
#1 Issue: Security	14%	(30)	27%	(57)	15%	(33)	44%	(95)	215
#1 Issue: Health Care	14%	(26)	27%	(52)	19%	(36)	40%	(75)	190
#1 Issue: Medicare / Social Security	18%	(42)	31%	(72)	18%	(43)	33%	(76)	232
#1 Issue: Women's Issues	24%	(82)	26%	(89)	18%	(62)	33%	(114)	346
#1 Issue: Education	14%	(10)	38%	(29)	16%	(12)	33%	(25)	76
#1 Issue: Energy	13%	(18)	32%	(42)	22%	(30)	32%	(43)	132
#1 Issue: Other	20%	(25)	27%	(33)	15%	(19)	38%	(48)	125
2020 Vote: Joe Biden	26%	(245)	31%	(292)	18%	(164)	25%	(229)	930
2020 Vote: Donald Trump	10%	(80)	26%	(202)	18%	(140)	45%	(350)	773
2020 Vote: Didn't Vote	13%	(59)	26%	(120)	18%	(84)	42%	(195)	458
2018 House Vote: Democrat	27%	(202)	31%	(237)	17%	(125)	25%	(190)	753
2018 House Vote: Republican	12%	(71)	29%	(178)	18%	(107)	42%	(254)	610
2018 House Vote: Someone else	9%	(5)	29%	(15)	26%	(14)	35%	(18)	52
2016 Vote: Hillary Clinton	26%	(186)	31%	(221)	17%	(116)	26%	(180)	703
2016 Vote: Donald Trump	12%	(79)	28%	(186)	18%	(118)	42%	(280)	664
2016 Vote: Other	6%	(5)	31%	(25)	22%	(17)	41%	(33)	80
2016 Vote: Didn't Vote	15%	(117)	26%	(195)	19%	(147)	40%	(301)	760
Voted in 2014: Yes	20%	(243)	30%	(376)	17%	(214)	33%	(404)	1238
Voted in 2014: No	15%	(144)	26%	(253)	19%	(186)	40%	(389)	972
4-Region: Northeast	18%	(69)	34%	(129)	19%	(72)	30%	(113)	383
4-Region: Midwest	15%	(70)	27%	(122)	19%	(88)	39%	(176)	456
4-Region: South	16%	(137)	29%	(248)	18%	(149)	37%	(310)	844
4-Region: West	21%	(111)	25%	(130)	17%	(91)	37%	(194)	527

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

Table AUSHTI8_7: How much have you seen, read or heard recently about the following?
Foot Locker issuing a statement saying it will no longer carry Kanye products in stores or online and instructing all retail operators to pull any existing products from store shelves and digital sites

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(334)	27%	(596)	19%	(419)	39%	(861)	2210
Gender: Male	16%	(174)	28%	(298)	21%	(227)	34%	(368)	1068
Gender: Female	14%	(159)	26%	(298)	17%	(192)	43%	(493)	1142
Age: 18-34	18%	(115)	27%	(172)	18%	(118)	37%	(238)	642
Age: 35-44	14%	(51)	28%	(101)	25%	(91)	33%	(122)	365
Age: 45-64	13%	(95)	25%	(179)	17%	(118)	45%	(323)	714
Age: 65+	15%	(73)	30%	(145)	19%	(92)	37%	(179)	489
GenZers: 1997-2012	18%	(43)	30%	(71)	13%	(32)	39%	(93)	239
Millennials: 1981-1996	16%	(108)	26%	(168)	24%	(156)	34%	(226)	658
GenXers: 1965-1980	13%	(73)	26%	(142)	18%	(98)	43%	(240)	553
Baby Boomers: 1946-1964	15%	(102)	29%	(198)	18%	(126)	39%	(268)	694
PID: Dem (no lean)	19%	(171)	33%	(292)	18%	(156)	30%	(270)	890
PID: Ind (no lean)	14%	(85)	23%	(142)	22%	(135)	42%	(265)	627
PID: Rep (no lean)	11%	(77)	23%	(161)	18%	(128)	47%	(326)	693
PID/Gender: Dem Men	22%	(91)	34%	(139)	19%	(78)	25%	(103)	411
PID/Gender: Dem Women	17%	(80)	32%	(154)	16%	(78)	35%	(167)	479
PID/Gender: Ind Men	12%	(39)	23%	(72)	27%	(83)	38%	(118)	312
PID/Gender: Ind Women	15%	(46)	22%	(71)	17%	(52)	46%	(146)	316
PID/Gender: Rep Men	13%	(44)	25%	(87)	19%	(66)	43%	(147)	345
PID/Gender: Rep Women	10%	(34)	21%	(74)	18%	(61)	52%	(179)	348
Ideo: Liberal (1-3)	21%	(144)	32%	(223)	17%	(116)	30%	(212)	694
Ideo: Moderate (4)	15%	(103)	28%	(199)	22%	(152)	36%	(253)	706
Ideo: Conservative (5-7)	11%	(75)	23%	(157)	18%	(122)	47%	(315)	668
Educ: < College	14%	(207)	26%	(373)	19%	(269)	41%	(588)	1437
Educ: Bachelors degree	17%	(83)	27%	(134)	20%	(99)	36%	(175)	491
Educ: Post-grad	16%	(44)	32%	(89)	18%	(51)	35%	(98)	282
Income: Under 50k	14%	(181)	25%	(320)	19%	(245)	42%	(544)	1290
Income: 50k-100k	16%	(102)	31%	(200)	19%	(123)	34%	(219)	643
Income: 100k+	18%	(51)	27%	(76)	19%	(51)	36%	(99)	277
Ethnicity: White	13%	(218)	26%	(448)	20%	(338)	41%	(707)	1711
Ethnicity: Hispanic	21%	(77)	33%	(125)	19%	(72)	27%	(100)	374

Continued on next page

Table AUSHTI8_7: How much have you seen, read or heard recently about the following?
 Foot Locker issuing a statement saying it will no longer carry Kanye products in stores or online and instructing all retail operators to pull any existing products from store shelves and digital sites

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(334)	27%	(596)	19%	(419)	39%	(861)	2210
Ethnicity: Black	25%	(70)	33%	(94)	14%	(39)	28%	(79)	282
Ethnicity: Other	21%	(45)	25%	(54)	20%	(42)	35%	(75)	217
All Christian	15%	(149)	28%	(280)	18%	(178)	38%	(375)	981
All Non-Christian	27%	(33)	29%	(36)	23%	(29)	21%	(26)	124
Atheist	13%	(14)	33%	(35)	15%	(16)	38%	(40)	105
Agnostic/Nothing in particular	13%	(82)	27%	(168)	21%	(132)	40%	(250)	633
Something Else	15%	(56)	21%	(78)	17%	(64)	46%	(169)	367
Religious Non-Protestant/Catholic	28%	(37)	28%	(38)	23%	(31)	21%	(28)	135
Evangelical	13%	(76)	24%	(144)	19%	(115)	43%	(257)	593
Non-Evangelical	16%	(118)	28%	(204)	17%	(121)	39%	(280)	723
Community: Urban	18%	(119)	30%	(194)	20%	(127)	32%	(206)	645
Community: Suburban	16%	(153)	26%	(257)	19%	(184)	39%	(381)	975
Community: Rural	11%	(62)	25%	(145)	18%	(109)	46%	(274)	590
Employ: Private Sector	17%	(116)	31%	(214)	19%	(131)	34%	(234)	695
Employ: Government	23%	(26)	31%	(36)	18%	(21)	29%	(34)	116
Employ: Self-Employed	18%	(32)	20%	(37)	19%	(34)	43%	(78)	182
Employ: Homemaker	12%	(17)	20%	(28)	20%	(28)	48%	(68)	142
Employ: Student	10%	(6)	26%	(16)	21%	(13)	43%	(26)	62
Employ: Retired	14%	(78)	29%	(169)	18%	(103)	39%	(225)	575
Employ: Unemployed	12%	(37)	20%	(59)	21%	(63)	47%	(138)	297
Employ: Other	15%	(21)	26%	(37)	19%	(27)	40%	(57)	141
Military HH: Yes	12%	(37)	25%	(76)	20%	(62)	43%	(133)	308
Military HH: No	16%	(296)	27%	(520)	19%	(358)	38%	(728)	1902
RD/WT: Right Direction	23%	(150)	31%	(198)	18%	(113)	28%	(182)	643
RD/WT: Wrong Track	12%	(184)	25%	(399)	20%	(306)	43%	(679)	1567
Biden Job Approve	20%	(205)	32%	(327)	17%	(177)	30%	(304)	1013
Biden Job Disapprove	11%	(121)	23%	(260)	20%	(226)	46%	(508)	1115

Continued on next page

Table AUSHTI8_7: How much have you seen, read or heard recently about the following?

Foot Locker issuing a statement saying it will no longer carry Kanye products in stores or online and instructing all retail operators to pull any existing products from store shelves and digital sites

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(334)	27%	(596)	19%	(419)	39%	(861)	2210
Biden Job Strongly Approve	28%	(125)	27%	(122)	15%	(69)	30%	(134)	451
Biden Job Somewhat Approve	14%	(80)	37%	(206)	19%	(108)	30%	(170)	563
Biden Job Somewhat Disapprove	12%	(39)	28%	(91)	23%	(75)	38%	(124)	328
Biden Job Strongly Disapprove	11%	(83)	21%	(169)	19%	(151)	49%	(384)	787
Favorable of Biden	20%	(201)	32%	(328)	18%	(178)	30%	(307)	1014
Unfavorable of Biden	11%	(122)	23%	(254)	20%	(222)	46%	(506)	1103
Very Favorable of Biden	25%	(114)	30%	(141)	16%	(73)	29%	(137)	467
Somewhat Favorable of Biden	16%	(87)	34%	(187)	19%	(104)	31%	(170)	547
Somewhat Unfavorable of Biden	12%	(33)	28%	(79)	23%	(65)	38%	(109)	286
Very Unfavorable of Biden	11%	(89)	21%	(174)	19%	(158)	49%	(396)	817
#1 Issue: Economy	15%	(132)	27%	(245)	20%	(177)	38%	(340)	894
#1 Issue: Security	15%	(32)	24%	(52)	15%	(33)	46%	(98)	215
#1 Issue: Health Care	13%	(24)	27%	(51)	16%	(30)	45%	(86)	190
#1 Issue: Medicare / Social Security	17%	(40)	26%	(60)	18%	(43)	39%	(90)	232
#1 Issue: Women's Issues	19%	(65)	29%	(100)	18%	(63)	34%	(117)	346
#1 Issue: Education	15%	(11)	35%	(27)	16%	(12)	34%	(26)	76
#1 Issue: Energy	11%	(14)	26%	(35)	29%	(38)	34%	(45)	132
#1 Issue: Other	13%	(17)	21%	(27)	18%	(23)	47%	(59)	125
2020 Vote: Joe Biden	20%	(185)	33%	(309)	18%	(171)	29%	(266)	930
2020 Vote: Donald Trump	11%	(89)	24%	(183)	18%	(141)	47%	(360)	773
2020 Vote: Didn't Vote	12%	(55)	20%	(92)	21%	(94)	47%	(216)	458
2018 House Vote: Democrat	21%	(161)	34%	(255)	17%	(128)	28%	(209)	753
2018 House Vote: Republican	13%	(79)	24%	(145)	20%	(119)	44%	(267)	610
2018 House Vote: Someone else	9%	(5)	24%	(13)	21%	(11)	45%	(24)	52
2016 Vote: Hillary Clinton	21%	(146)	34%	(239)	17%	(122)	28%	(196)	703
2016 Vote: Donald Trump	13%	(86)	23%	(154)	20%	(130)	44%	(295)	664
2016 Vote: Other	6%	(4)	31%	(24)	21%	(17)	43%	(34)	80
2016 Vote: Didn't Vote	13%	(97)	23%	(176)	20%	(151)	44%	(336)	760
Voted in 2014: Yes	17%	(209)	30%	(369)	18%	(227)	35%	(432)	1238
Voted in 2014: No	13%	(125)	23%	(227)	20%	(192)	44%	(429)	972

Continued on next page

Table AUSHTI8_7: How much have you seen, read or heard recently about the following?
 Foot Locker issuing a statement saying it will no longer carry Kanye products in stores or online and instructing all retail operators to pull any existing products from store shelves and digital sites

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(334)	27%	(596)	19%	(419)	39%	(861)	2210
4-Region: Northeast	17%	(66)	30%	(115)	20%	(76)	33%	(125)	383
4-Region: Midwest	13%	(57)	26%	(117)	17%	(78)	45%	(204)	456
4-Region: South	14%	(122)	28%	(236)	19%	(158)	39%	(328)	844
4-Region: West	17%	(88)	24%	(128)	20%	(107)	39%	(203)	527

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

**Table AUSHT18_8: How much have you seen, read or heard recently about the following?
Hollywood talent agency CAA confirming that Kanye West has been dropped as a client of the firm**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	25%	(563)	20%	(435)	40%	(883)	2210
Gender: Male	18%	(188)	26%	(282)	20%	(216)	36%	(381)	1068
Gender: Female	12%	(141)	25%	(280)	19%	(219)	44%	(502)	1142
Age: 18-34	17%	(110)	25%	(158)	22%	(140)	36%	(234)	642
Age: 35-44	13%	(47)	30%	(111)	22%	(81)	35%	(126)	365
Age: 45-64	13%	(95)	22%	(160)	18%	(132)	46%	(327)	714
Age: 65+	16%	(77)	27%	(133)	17%	(83)	40%	(196)	489
GenZers: 1997-2012	17%	(40)	29%	(70)	20%	(48)	34%	(82)	239
Millennials: 1981-1996	16%	(106)	24%	(160)	23%	(154)	36%	(238)	658
GenXers: 1965-1980	13%	(71)	25%	(136)	20%	(108)	43%	(239)	553
Baby Boomers: 1946-1964	15%	(101)	27%	(188)	16%	(112)	42%	(293)	694
PID: Dem (no lean)	19%	(172)	29%	(260)	20%	(175)	32%	(282)	890
PID: Ind (no lean)	13%	(79)	25%	(158)	21%	(131)	41%	(258)	627
PID: Rep (no lean)	11%	(77)	21%	(144)	19%	(129)	49%	(343)	693
PID/Gender: Dem Men	22%	(91)	33%	(135)	20%	(82)	25%	(104)	411
PID/Gender: Dem Women	17%	(81)	26%	(125)	20%	(94)	37%	(179)	479
PID/Gender: Ind Men	15%	(47)	25%	(77)	22%	(69)	38%	(118)	312
PID/Gender: Ind Women	10%	(32)	26%	(81)	20%	(62)	44%	(140)	316
PID/Gender: Rep Men	14%	(50)	20%	(70)	19%	(65)	46%	(160)	345
PID/Gender: Rep Women	8%	(28)	21%	(74)	18%	(63)	53%	(183)	348
Ideo: Liberal (1-3)	19%	(134)	30%	(206)	21%	(142)	31%	(212)	694
Ideo: Moderate (4)	14%	(100)	26%	(186)	21%	(151)	38%	(270)	706
Ideo: Conservative (5-7)	12%	(80)	23%	(151)	17%	(112)	49%	(326)	668
Educ: < College	13%	(185)	24%	(339)	20%	(294)	43%	(620)	1437
Educ: Bachelors degree	18%	(90)	28%	(140)	19%	(93)	34%	(168)	491
Educ: Post-grad	19%	(54)	30%	(84)	17%	(48)	34%	(96)	282
Income: Under 50k	13%	(170)	24%	(306)	20%	(256)	43%	(558)	1290
Income: 50k-100k	16%	(104)	30%	(191)	19%	(122)	35%	(226)	643
Income: 100k+	20%	(55)	24%	(66)	21%	(57)	36%	(99)	277
Ethnicity: White	14%	(234)	24%	(419)	19%	(332)	42%	(726)	1711
Ethnicity: Hispanic	17%	(64)	31%	(117)	22%	(83)	29%	(110)	374
Ethnicity: Black	22%	(63)	31%	(88)	16%	(46)	30%	(85)	282

Continued on next page

Table AUSHTI8_8: How much have you seen, read or heard recently about the following?
 Hollywood talent agency CAA confirming that Kanye West has been dropped as a client of the firm

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	25%	(563)	20%	(435)	40%	(883)	2210
Ethnicity: Other	15%	(32)	26%	(56)	26%	(57)	33%	(72)	217
All Christian	15%	(144)	28%	(276)	17%	(165)	40%	(396)	981
All Non-Christian	27%	(33)	26%	(32)	23%	(28)	25%	(31)	124
Atheist	12%	(13)	36%	(38)	14%	(14)	38%	(40)	105
Agnostic/Nothing in particular	14%	(90)	24%	(152)	23%	(147)	38%	(243)	633
Something Else	13%	(48)	18%	(65)	22%	(80)	47%	(174)	367
Religious Non-Protestant/Catholic	25%	(34)	27%	(36)	22%	(30)	26%	(35)	135
Evangelical	13%	(78)	21%	(124)	18%	(106)	48%	(285)	593
Non-Evangelical	15%	(107)	28%	(204)	19%	(134)	38%	(277)	723
Community: Urban	18%	(117)	28%	(180)	20%	(127)	34%	(221)	645
Community: Suburban	16%	(161)	26%	(250)	20%	(194)	38%	(370)	975
Community: Rural	9%	(51)	22%	(132)	19%	(115)	50%	(293)	590
Employ: Private Sector	19%	(134)	27%	(189)	19%	(129)	35%	(243)	695
Employ: Government	16%	(18)	36%	(42)	17%	(20)	31%	(36)	116
Employ: Self-Employed	12%	(21)	23%	(42)	21%	(38)	44%	(80)	182
Employ: Homemaker	9%	(13)	22%	(31)	19%	(28)	50%	(70)	142
Employ: Student	16%	(10)	17%	(11)	30%	(19)	37%	(23)	62
Employ: Retired	15%	(84)	26%	(152)	17%	(101)	42%	(239)	575
Employ: Unemployed	11%	(33)	19%	(57)	23%	(69)	46%	(138)	297
Employ: Other	11%	(16)	27%	(38)	23%	(33)	38%	(54)	141
Military HH: Yes	15%	(47)	25%	(78)	17%	(52)	43%	(132)	308
Military HH: No	15%	(282)	25%	(485)	20%	(383)	40%	(752)	1902
RD/WT: Right Direction	23%	(147)	32%	(205)	16%	(103)	29%	(188)	643
RD/WT: Wrong Track	12%	(181)	23%	(358)	21%	(332)	44%	(696)	1567
Biden Job Approve	20%	(202)	30%	(305)	19%	(191)	31%	(315)	1013
Biden Job Disapprove	11%	(118)	22%	(249)	21%	(229)	47%	(519)	1115
Biden Job Strongly Approve	26%	(118)	28%	(125)	16%	(73)	30%	(134)	451
Biden Job Somewhat Approve	15%	(84)	32%	(180)	21%	(118)	32%	(181)	563
Biden Job Somewhat Disapprove	11%	(38)	26%	(87)	24%	(79)	38%	(125)	328
Biden Job Strongly Disapprove	10%	(81)	21%	(162)	19%	(150)	50%	(394)	787

Continued on next page

Table AUSHTI8_8: How much have you seen, read or heard recently about the following?
Hollywood talent agency CAA confirming that Kanye West has been dropped as a client of the firm

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	25%	(563)	20%	(435)	40%	(883)	2210
Favorable of Biden	21%	(210)	29%	(293)	18%	(183)	32%	(327)	1014
Unfavorable of Biden	10%	(108)	23%	(254)	21%	(235)	46%	(506)	1103
Very Favorable of Biden	26%	(120)	28%	(129)	16%	(77)	30%	(140)	467
Somewhat Favorable of Biden	17%	(90)	30%	(164)	19%	(107)	34%	(187)	547
Somewhat Unfavorable of Biden	10%	(28)	29%	(84)	24%	(70)	37%	(105)	286
Very Unfavorable of Biden	10%	(80)	21%	(171)	20%	(165)	49%	(401)	817
#1 Issue: Economy	15%	(135)	25%	(219)	21%	(190)	39%	(350)	894
#1 Issue: Security	9%	(20)	26%	(56)	16%	(35)	48%	(104)	215
#1 Issue: Health Care	10%	(20)	26%	(50)	18%	(34)	46%	(87)	190
#1 Issue: Medicare / Social Security	16%	(37)	26%	(59)	15%	(35)	43%	(101)	232
#1 Issue: Women's Issues	20%	(68)	26%	(89)	19%	(66)	35%	(122)	346
#1 Issue: Education	18%	(14)	27%	(21)	21%	(16)	34%	(26)	76
#1 Issue: Energy	13%	(17)	28%	(37)	27%	(35)	33%	(43)	132
#1 Issue: Other	14%	(18)	26%	(32)	19%	(24)	41%	(51)	125
2020 Vote: Joe Biden	22%	(201)	31%	(286)	17%	(162)	30%	(281)	930
2020 Vote: Donald Trump	11%	(85)	23%	(176)	18%	(141)	48%	(370)	773
2020 Vote: Didn't Vote	8%	(38)	20%	(92)	26%	(117)	46%	(210)	458
2018 House Vote: Democrat	22%	(166)	30%	(223)	17%	(129)	31%	(235)	753
2018 House Vote: Republican	13%	(80)	23%	(141)	18%	(110)	46%	(279)	610
2018 House Vote: Someone else	5%	(3)	36%	(19)	24%	(13)	35%	(18)	52
2016 Vote: Hillary Clinton	21%	(151)	29%	(207)	17%	(117)	32%	(228)	703
2016 Vote: Donald Trump	12%	(80)	24%	(161)	17%	(114)	47%	(310)	664
2016 Vote: Other	8%	(7)	35%	(28)	18%	(14)	38%	(30)	80
2016 Vote: Didn't Vote	12%	(90)	22%	(166)	25%	(189)	41%	(314)	760
Voted in 2014: Yes	17%	(208)	28%	(341)	17%	(211)	39%	(478)	1238
Voted in 2014: No	12%	(121)	23%	(221)	23%	(225)	42%	(405)	972
4-Region: Northeast	17%	(66)	29%	(112)	19%	(73)	34%	(131)	383
4-Region: Midwest	12%	(54)	24%	(111)	18%	(84)	45%	(207)	456
4-Region: South	14%	(117)	26%	(217)	20%	(166)	41%	(345)	844
4-Region: West	17%	(92)	23%	(122)	21%	(112)	38%	(201)	527

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

**Table AUSHTI9_1: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Streaming music released by Kanye West**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (155)	10% (217)	10% (222)	62% (1364)	11% (252)	2210
Gender: Male	9% (98)	13% (140)	12% (126)	57% (604)	9% (99)	1068
Gender: Female	5% (57)	7% (77)	8% (96)	67% (760)	13% (153)	1142
Age: 18-34	13% (83)	16% (105)	12% (77)	45% (290)	14% (87)	642
Age: 35-44	9% (31)	16% (59)	13% (46)	52% (189)	11% (41)	365
Age: 45-64	5% (34)	7% (48)	9% (65)	67% (480)	12% (86)	714
Age: 65+	1% (7)	1% (5)	7% (34)	83% (405)	8% (37)	489
GenZers: 1997-2012	12% (30)	16% (39)	12% (29)	44% (106)	15% (36)	239
Millennials: 1981-1996	12% (79)	16% (103)	12% (80)	48% (315)	12% (80)	658
GenXers: 1965-1980	6% (31)	11% (59)	10% (57)	60% (333)	13% (74)	553
Baby Boomers: 1946-1964	2% (15)	2% (17)	8% (53)	80% (556)	8% (54)	694
PID: Dem (no lean)	7% (64)	9% (83)	10% (85)	67% (592)	7% (66)	890
PID: Ind (no lean)	6% (39)	9% (56)	11% (71)	60% (378)	13% (84)	627
PID: Rep (no lean)	8% (52)	11% (78)	10% (66)	57% (394)	15% (103)	693
PID/Gender: Dem Men	10% (43)	14% (56)	12% (49)	59% (242)	5% (22)	411
PID/Gender: Dem Women	4% (21)	6% (28)	8% (36)	73% (350)	9% (43)	479
PID/Gender: Ind Men	8% (24)	13% (40)	15% (46)	54% (167)	11% (35)	312
PID/Gender: Ind Women	5% (15)	5% (16)	8% (25)	67% (211)	15% (49)	316
PID/Gender: Rep Men	9% (32)	13% (45)	9% (31)	57% (195)	12% (42)	345
PID/Gender: Rep Women	6% (20)	9% (33)	10% (35)	57% (199)	17% (61)	348
Ideo: Liberal (1-3)	8% (58)	8% (59)	8% (55)	70% (484)	5% (37)	694
Ideo: Moderate (4)	7% (48)	12% (82)	12% (88)	59% (419)	10% (69)	706
Ideo: Conservative (5-7)	6% (41)	10% (64)	10% (67)	59% (396)	15% (100)	668
Educ: < College	6% (90)	11% (157)	11% (156)	59% (849)	13% (186)	1437
Educ: Bachelors degree	9% (44)	8% (40)	9% (42)	66% (324)	8% (40)	491
Educ: Post-grad	7% (21)	7% (20)	9% (24)	68% (191)	9% (26)	282
Income: Under 50k	6% (72)	11% (138)	11% (139)	60% (774)	13% (167)	1290
Income: 50k-100k	8% (51)	9% (58)	10% (64)	64% (414)	9% (56)	643
Income: 100k+	11% (31)	8% (21)	7% (19)	64% (177)	10% (29)	277
Ethnicity: White	6% (102)	9% (146)	10% (165)	65% (1106)	11% (192)	1711
Ethnicity: Hispanic	11% (40)	15% (55)	11% (40)	57% (215)	6% (23)	374

Continued on next page

**Table AUSHTI9_1: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Streaming music released by Kanye West**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(155)	10%	(217)	10%	(222)	62%	(1364)	11%	(252)	2210
Ethnicity: Black	13%	(37)	15%	(43)	11%	(32)	47%	(134)	13%	(36)	282
Ethnicity: Other	7%	(16)	13%	(28)	11%	(25)	57%	(125)	11%	(24)	217
All Christian	8%	(75)	9%	(91)	11%	(109)	63%	(620)	9%	(85)	981
All Non-Christian	8%	(10)	17%	(21)	8%	(10)	57%	(71)	10%	(12)	124
Atheist	8%	(8)	7%	(7)	8%	(8)	68%	(72)	9%	(9)	105
Agnostic/Nothing in particular	6%	(39)	10%	(61)	9%	(58)	62%	(389)	14%	(86)	633
Something Else	6%	(22)	10%	(37)	10%	(36)	58%	(212)	16%	(59)	367
Religious Non-Protestant/Catholic	10%	(13)	16%	(22)	10%	(13)	55%	(74)	9%	(12)	135
Evangelical	8%	(46)	12%	(74)	11%	(66)	55%	(326)	14%	(81)	593
Non-Evangelical	6%	(44)	7%	(52)	10%	(72)	68%	(494)	8%	(61)	723
Community: Urban	11%	(71)	12%	(79)	13%	(84)	56%	(360)	8%	(51)	645
Community: Suburban	6%	(59)	9%	(84)	9%	(91)	65%	(638)	11%	(103)	975
Community: Rural	4%	(25)	9%	(54)	8%	(47)	62%	(366)	17%	(98)	590
Employ: Private Sector	9%	(63)	12%	(87)	12%	(86)	57%	(395)	9%	(64)	695
Employ: Government	9%	(11)	13%	(15)	19%	(22)	44%	(51)	15%	(18)	116
Employ: Self-Employed	11%	(20)	12%	(22)	10%	(18)	52%	(94)	15%	(27)	182
Employ: Homemaker	7%	(10)	9%	(13)	8%	(11)	58%	(82)	18%	(25)	142
Employ: Student	8%	(5)	17%	(10)	4%	(3)	52%	(33)	18%	(11)	62
Employ: Retired	2%	(11)	3%	(20)	7%	(39)	80%	(459)	8%	(47)	575
Employ: Unemployed	5%	(15)	12%	(36)	11%	(33)	58%	(171)	14%	(41)	297
Employ: Other	13%	(19)	9%	(13)	8%	(11)	56%	(80)	13%	(18)	141
Military HH: Yes	4%	(12)	5%	(17)	10%	(30)	71%	(218)	10%	(31)	308
Military HH: No	8%	(143)	11%	(201)	10%	(192)	60%	(1146)	12%	(221)	1902
RD/WT: Right Direction	10%	(64)	13%	(81)	7%	(46)	62%	(398)	8%	(54)	643
RD/WT: Wrong Track	6%	(91)	9%	(136)	11%	(176)	62%	(966)	13%	(198)	1567
Biden Job Approve	7%	(73)	11%	(112)	9%	(95)	66%	(668)	7%	(67)	1013
Biden Job Disapprove	7%	(75)	9%	(102)	11%	(123)	59%	(661)	14%	(155)	1115

Continued on next page

**Table AUSHTI9_1: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Streaming music released by Kanye West**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(155)	10%	(217)	10%	(222)	62%	(1364)	11%	(252)	2210
Biden Job Strongly Approve	10%	(45)	10%	(46)	6%	(26)	69%	(311)	5%	(23)	451
Biden Job Somewhat Approve	5%	(27)	12%	(66)	12%	(69)	63%	(357)	8%	(44)	563
Biden Job Somewhat Disapprove	6%	(20)	10%	(32)	13%	(42)	61%	(201)	10%	(33)	328
Biden Job Strongly Disapprove	7%	(55)	9%	(70)	10%	(81)	58%	(460)	15%	(122)	787
Favorable of Biden	7%	(73)	11%	(107)	10%	(98)	66%	(669)	7%	(67)	1014
Unfavorable of Biden	7%	(75)	9%	(101)	11%	(122)	60%	(659)	13%	(147)	1103
Very Favorable of Biden	11%	(50)	8%	(38)	7%	(30)	67%	(314)	7%	(34)	467
Somewhat Favorable of Biden	4%	(23)	13%	(69)	12%	(67)	65%	(355)	6%	(34)	547
Somewhat Unfavorable of Biden	8%	(24)	8%	(24)	11%	(33)	62%	(177)	10%	(29)	286
Very Unfavorable of Biden	6%	(50)	9%	(77)	11%	(89)	59%	(483)	14%	(118)	817
#1 Issue: Economy	8%	(70)	11%	(100)	11%	(101)	58%	(515)	12%	(108)	894
#1 Issue: Security	7%	(14)	11%	(23)	13%	(28)	56%	(120)	14%	(30)	215
#1 Issue: Health Care	12%	(23)	10%	(18)	14%	(26)	53%	(101)	11%	(22)	190
#1 Issue: Medicare / Social Security	2%	(5)	4%	(10)	5%	(11)	81%	(188)	8%	(18)	232
#1 Issue: Women's Issues	5%	(17)	7%	(23)	8%	(29)	70%	(244)	10%	(33)	346
#1 Issue: Education	17%	(13)	16%	(12)	11%	(8)	47%	(36)	8%	(6)	76
#1 Issue: Energy	5%	(7)	18%	(23)	10%	(13)	58%	(77)	9%	(11)	132
#1 Issue: Other	3%	(4)	6%	(7)	5%	(6)	68%	(85)	18%	(23)	125
2020 Vote: Joe Biden	6%	(56)	7%	(67)	8%	(72)	73%	(677)	6%	(60)	930
2020 Vote: Donald Trump	9%	(69)	10%	(76)	11%	(81)	57%	(437)	14%	(109)	773
2020 Vote: Didn't Vote	6%	(27)	15%	(71)	13%	(60)	48%	(222)	17%	(78)	458
2018 House Vote: Democrat	6%	(46)	9%	(64)	8%	(59)	72%	(541)	6%	(43)	753
2018 House Vote: Republican	6%	(39)	8%	(51)	9%	(52)	63%	(387)	13%	(82)	610
2018 House Vote: Someone else	8%	(4)	8%	(4)	17%	(9)	58%	(30)	9%	(4)	52
2016 Vote: Hillary Clinton	5%	(37)	8%	(59)	7%	(52)	74%	(519)	5%	(35)	703
2016 Vote: Donald Trump	7%	(46)	7%	(48)	10%	(64)	61%	(407)	15%	(99)	664
2016 Vote: Other	2%	(2)	3%	(3)	10%	(8)	74%	(59)	10%	(8)	80
2016 Vote: Didn't Vote	9%	(69)	14%	(105)	13%	(98)	50%	(378)	14%	(109)	760
Voted in 2014: Yes	6%	(69)	8%	(95)	8%	(101)	69%	(856)	10%	(118)	1238
Voted in 2014: No	9%	(86)	13%	(123)	12%	(121)	52%	(508)	14%	(135)	972

Continued on next page

**Table AUSHTI9_1: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Streaming music released by Kanye West**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(155)	10%	(217)	10%	(222)	62%	(1364)	11%	(252)	2210
4-Region: Northeast	7%	(26)	10%	(37)	10%	(39)	64%	(246)	9%	(34)	383
4-Region: Midwest	6%	(27)	7%	(32)	11%	(51)	62%	(285)	13%	(62)	456
4-Region: South	7%	(56)	12%	(101)	10%	(83)	59%	(496)	13%	(109)	844
4-Region: West	9%	(46)	9%	(47)	9%	(49)	64%	(337)	9%	(48)	527

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

**Table AUSHTI9_2: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Buying music released by Kanye West**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (142)	8% (187)	10% (216)	64% (1412)	11% (253)	2210
Gender: Male	10% (105)	10% (105)	11% (122)	59% (625)	10% (110)	1068
Gender: Female	3% (36)	7% (82)	8% (94)	69% (787)	13% (143)	1142
Age: 18-34	11% (72)	12% (78)	14% (88)	49% (318)	13% (87)	642
Age: 35-44	7% (26)	15% (56)	12% (43)	53% (192)	13% (48)	365
Age: 45-64	5% (37)	7% (48)	8% (57)	69% (492)	11% (80)	714
Age: 65+	1% (7)	1% (5)	6% (28)	84% (410)	8% (38)	489
GenZers: 1997-2012	11% (27)	10% (25)	17% (40)	49% (118)	12% (29)	239
Millennials: 1981-1996	10% (67)	13% (86)	12% (77)	51% (333)	14% (95)	658
GenXers: 1965-1980	6% (34)	10% (58)	10% (53)	62% (343)	12% (66)	553
Baby Boomers: 1946-1964	2% (13)	3% (19)	6% (42)	82% (567)	8% (53)	694
PID: Dem (no lean)	7% (60)	8% (75)	8% (76)	69% (618)	7% (62)	890
PID: Ind (no lean)	5% (30)	8% (49)	10% (63)	63% (398)	14% (87)	627
PID: Rep (no lean)	8% (52)	9% (62)	11% (77)	57% (397)	15% (104)	693
PID/Gender: Dem Men	12% (49)	11% (44)	11% (45)	60% (246)	7% (27)	411
PID/Gender: Dem Women	2% (11)	6% (31)	6% (31)	78% (372)	7% (35)	479
PID/Gender: Ind Men	7% (21)	9% (27)	13% (42)	59% (183)	13% (39)	312
PID/Gender: Ind Women	3% (8)	7% (23)	7% (21)	68% (215)	15% (48)	316
PID/Gender: Rep Men	10% (35)	10% (34)	10% (35)	57% (197)	12% (43)	345
PID/Gender: Rep Women	5% (17)	8% (28)	12% (42)	58% (200)	17% (61)	348
Ideo: Liberal (1-3)	8% (56)	7% (51)	6% (43)	72% (502)	6% (42)	694
Ideo: Moderate (4)	6% (40)	10% (72)	13% (95)	61% (427)	10% (72)	706
Ideo: Conservative (5-7)	6% (38)	8% (56)	10% (68)	61% (409)	15% (97)	668
Educ: < College	6% (83)	9% (129)	10% (149)	62% (891)	13% (185)	1437
Educ: Bachelors degree	7% (37)	8% (41)	11% (52)	65% (321)	8% (40)	491
Educ: Post-grad	8% (22)	6% (17)	5% (15)	71% (200)	10% (29)	282
Income: Under 50k	6% (72)	8% (109)	10% (128)	63% (815)	13% (166)	1290
Income: 50k-100k	7% (42)	9% (58)	10% (67)	65% (418)	9% (58)	643
Income: 100k+	10% (27)	7% (20)	8% (21)	65% (179)	10% (29)	277
Ethnicity: White	6% (98)	7% (124)	9% (153)	67% (1144)	11% (192)	1711
Ethnicity: Hispanic	11% (40)	13% (49)	13% (47)	57% (215)	6% (22)	374

Continued on next page

Table AUSHTI9_2: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Buying music released by Kanye West

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(142)	8%	(187)	10%	(216)	64%	(1412)	11%	(253)	2210
Ethnicity: Black	12%	(33)	13%	(37)	11%	(31)	52%	(145)	13%	(36)	282
Ethnicity: Other	5%	(11)	12%	(26)	15%	(32)	57%	(123)	12%	(25)	217
All Christian	7%	(68)	8%	(81)	10%	(99)	65%	(640)	10%	(94)	981
All Non-Christian	8%	(10)	15%	(18)	9%	(11)	59%	(73)	9%	(11)	124
Atheist	4%	(4)	4%	(5)	10%	(10)	71%	(75)	10%	(11)	105
Agnostic/Nothing in particular	6%	(38)	8%	(50)	10%	(62)	63%	(399)	13%	(84)	633
Something Else	6%	(22)	9%	(32)	9%	(33)	62%	(226)	15%	(53)	367
Religious Non-Protestant/Catholic	10%	(14)	14%	(19)	11%	(14)	57%	(77)	8%	(11)	135
Evangelical	7%	(44)	11%	(65)	10%	(58)	58%	(345)	14%	(80)	593
Non-Evangelical	5%	(39)	6%	(45)	9%	(67)	70%	(508)	9%	(64)	723
Community: Urban	11%	(69)	12%	(77)	10%	(64)	60%	(389)	7%	(46)	645
Community: Suburban	5%	(45)	6%	(63)	10%	(94)	68%	(664)	11%	(109)	975
Community: Rural	5%	(27)	8%	(48)	10%	(58)	61%	(359)	17%	(98)	590
Employ: Private Sector	9%	(60)	12%	(80)	12%	(84)	58%	(404)	10%	(66)	695
Employ: Government	14%	(16)	11%	(13)	14%	(16)	47%	(55)	14%	(17)	116
Employ: Self-Employed	10%	(19)	10%	(18)	12%	(21)	52%	(95)	16%	(29)	182
Employ: Homemaker	3%	(4)	8%	(11)	9%	(13)	65%	(92)	16%	(22)	142
Employ: Student	5%	(3)	11%	(7)	8%	(5)	61%	(38)	16%	(10)	62
Employ: Retired	2%	(11)	3%	(18)	6%	(32)	81%	(464)	9%	(49)	575
Employ: Unemployed	4%	(13)	9%	(27)	10%	(31)	61%	(181)	15%	(46)	297
Employ: Other	11%	(15)	8%	(12)	10%	(15)	60%	(84)	10%	(15)	141
Military HH: Yes	4%	(11)	5%	(16)	10%	(30)	73%	(223)	9%	(27)	308
Military HH: No	7%	(131)	9%	(171)	10%	(185)	63%	(1189)	12%	(226)	1902
RD/WT: Right Direction	10%	(64)	11%	(69)	7%	(47)	64%	(414)	8%	(50)	643
RD/WT: Wrong Track	5%	(78)	8%	(118)	11%	(169)	64%	(998)	13%	(203)	1567
Biden Job Approve	7%	(71)	9%	(96)	8%	(79)	69%	(704)	6%	(64)	1013
Biden Job Disapprove	6%	(65)	8%	(89)	12%	(132)	60%	(673)	14%	(155)	1115

Continued on next page

**Table AUSHTI9_2: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Buying music released by Kanye West**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (142)	8% (187)	10% (216)	64% (1412)	11% (253)	2210
Biden Job Strongly Approve	9% (42)	10% (43)	4% (16)	72% (325)	6% (25)	451
Biden Job Somewhat Approve	5% (29)	9% (53)	11% (63)	67% (379)	7% (39)	563
Biden Job Somewhat Disapprove	5% (15)	10% (33)	12% (41)	64% (210)	9% (30)	328
Biden Job Strongly Disapprove	6% (51)	7% (57)	12% (91)	59% (464)	16% (125)	787
Favorable of Biden	7% (67)	10% (97)	7% (72)	70% (711)	7% (67)	1014
Unfavorable of Biden	6% (67)	8% (86)	12% (136)	60% (665)	14% (149)	1103
Very Favorable of Biden	10% (45)	8% (40)	5% (22)	70% (328)	7% (31)	467
Somewhat Favorable of Biden	4% (23)	10% (57)	9% (50)	70% (383)	6% (35)	547
Somewhat Unfavorable of Biden	6% (17)	10% (28)	13% (37)	62% (177)	9% (26)	286
Very Unfavorable of Biden	6% (50)	7% (58)	12% (99)	60% (488)	15% (123)	817
#1 Issue: Economy	8% (68)	10% (89)	12% (104)	58% (520)	13% (113)	894
#1 Issue: Security	9% (19)	8% (17)	14% (29)	57% (122)	13% (28)	215
#1 Issue: Health Care	7% (14)	12% (23)	9% (16)	60% (115)	11% (22)	190
#1 Issue: Medicare / Social Security	4% (9)	3% (6)	4% (9)	82% (191)	7% (17)	232
#1 Issue: Women's Issues	4% (13)	6% (20)	8% (27)	74% (257)	8% (28)	346
#1 Issue: Education	12% (9)	14% (11)	16% (12)	48% (36)	10% (8)	76
#1 Issue: Energy	5% (7)	10% (13)	9% (12)	66% (87)	10% (14)	132
#1 Issue: Other	3% (4)	6% (7)	5% (6)	68% (85)	19% (24)	125
2020 Vote: Joe Biden	5% (46)	7% (66)	7% (64)	75% (695)	6% (58)	930
2020 Vote: Donald Trump	8% (60)	10% (76)	10% (78)	57% (443)	15% (115)	773
2020 Vote: Didn't Vote	7% (33)	9% (41)	14% (65)	53% (243)	16% (76)	458
2018 House Vote: Democrat	6% (43)	7% (53)	7% (56)	74% (554)	6% (47)	753
2018 House Vote: Republican	6% (38)	8% (48)	9% (57)	63% (383)	14% (84)	610
2018 House Vote: Someone else	4% (2)	18% (9)	7% (4)	58% (30)	12% (6)	52
2016 Vote: Hillary Clinton	5% (34)	8% (54)	7% (46)	75% (529)	6% (40)	703
2016 Vote: Donald Trump	7% (46)	7% (44)	9% (63)	62% (409)	15% (101)	664
2016 Vote: Other	— (0)	6% (5)	9% (7)	75% (59)	10% (8)	80
2016 Vote: Didn't Vote	8% (62)	11% (82)	13% (100)	54% (413)	14% (103)	760
Voted in 2014: Yes	5% (64)	8% (95)	7% (82)	71% (873)	10% (124)	1238
Voted in 2014: No	8% (78)	9% (92)	14% (133)	55% (540)	13% (129)	972

Continued on next page

**Table AUSHTI9_2: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Buying music released by Kanye West**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(142)	8%	(187)	10%	(216)	64%	(1412)	11%	(253)	2210
4-Region: Northeast	6%	(23)	9%	(33)	11%	(43)	66%	(251)	9%	(33)	383
4-Region: Midwest	6%	(25)	6%	(27)	10%	(46)	64%	(294)	14%	(64)	456
4-Region: South	6%	(52)	9%	(80)	11%	(91)	61%	(518)	12%	(104)	844
4-Region: West	8%	(41)	9%	(47)	7%	(36)	66%	(350)	10%	(52)	527

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

**Table AUSHTI9_3: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Buying clothing released by Kanye West**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (145)	8% (178)	10% (216)	64% (1408)	12% (264)	2210
Gender: Male	8% (90)	11% (115)	11% (121)	59% (632)	10% (110)	1068
Gender: Female	5% (54)	5% (62)	8% (95)	68% (776)	14% (155)	1142
Age: 18-34	12% (77)	14% (91)	11% (74)	49% (316)	13% (84)	642
Age: 35-44	8% (28)	11% (42)	16% (57)	52% (191)	13% (48)	365
Age: 45-64	5% (34)	5% (39)	8% (57)	69% (490)	13% (95)	714
Age: 65+	1% (7)	1% (5)	6% (28)	84% (411)	8% (37)	489
GenZers: 1997-2012	14% (34)	14% (34)	11% (25)	47% (112)	14% (34)	239
Millennials: 1981-1996	10% (65)	12% (81)	14% (90)	51% (334)	14% (89)	658
GenXers: 1965-1980	5% (29)	10% (54)	9% (48)	63% (350)	13% (73)	553
Baby Boomers: 1946-1964	2% (17)	1% (9)	7% (48)	81% (561)	8% (59)	694
PID: Dem (no lean)	7% (62)	8% (69)	9% (80)	69% (612)	8% (68)	890
PID: Ind (no lean)	4% (27)	8% (49)	11% (72)	63% (394)	14% (85)	627
PID: Rep (no lean)	8% (56)	9% (60)	9% (64)	58% (402)	16% (111)	693
PID/Gender: Dem Men	9% (38)	12% (50)	13% (52)	60% (248)	6% (23)	411
PID/Gender: Dem Women	5% (23)	4% (19)	6% (27)	76% (364)	9% (45)	479
PID/Gender: Ind Men	6% (18)	11% (33)	13% (40)	58% (182)	12% (38)	312
PID/Gender: Ind Women	3% (9)	5% (16)	10% (32)	67% (212)	15% (47)	316
PID/Gender: Rep Men	10% (34)	9% (32)	8% (29)	58% (202)	14% (48)	345
PID/Gender: Rep Women	6% (22)	8% (28)	10% (36)	58% (200)	18% (63)	348
Ideo: Liberal (1-3)	7% (52)	7% (47)	7% (51)	73% (508)	5% (36)	694
Ideo: Moderate (4)	7% (51)	10% (74)	11% (78)	60% (425)	11% (78)	706
Ideo: Conservative (5-7)	5% (36)	7% (48)	11% (74)	60% (403)	16% (107)	668
Educ: < College	6% (81)	9% (132)	10% (146)	62% (884)	14% (194)	1437
Educ: Bachelors degree	9% (44)	6% (30)	10% (47)	67% (328)	9% (42)	491
Educ: Post-grad	7% (20)	6% (16)	8% (23)	69% (196)	10% (28)	282
Income: Under 50k	5% (65)	9% (116)	11% (139)	62% (794)	14% (176)	1290
Income: 50k-100k	7% (48)	7% (47)	9% (55)	67% (434)	9% (59)	643
Income: 100k+	11% (32)	6% (15)	8% (21)	65% (180)	10% (29)	277
Ethnicity: White	5% (94)	7% (123)	9% (150)	67% (1139)	12% (205)	1711
Ethnicity: Hispanic	10% (36)	11% (41)	13% (47)	59% (222)	7% (27)	374

Continued on next page

Table AUSHTI9_3: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Buying clothing released by Kanye West

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (145)	8% (178)	10% (216)	64% (1408)	12% (264)	2210
Ethnicity: Black	13% (36)	11% (32)	14% (39)	50% (140)	12% (35)	282
Ethnicity: Other	7% (15)	10% (22)	12% (26)	59% (129)	11% (24)	217
All Christian	6% (63)	8% (76)	12% (115)	64% (631)	10% (96)	981
All Non-Christian	8% (10)	14% (17)	8% (9)	60% (75)	10% (12)	124
Atheist	7% (7)	2% (2)	7% (8)	73% (77)	11% (12)	105
Agnostic/Nothing in particular	6% (37)	8% (50)	8% (53)	64% (405)	14% (88)	633
Something Else	8% (29)	9% (33)	8% (30)	60% (219)	15% (56)	367
Religious Non-Protestant/Catholic	10% (13)	13% (18)	10% (14)	58% (78)	9% (12)	135
Evangelical	9% (53)	11% (64)	10% (59)	56% (334)	14% (83)	593
Non-Evangelical	4% (32)	6% (40)	11% (81)	69% (502)	9% (67)	723
Community: Urban	10% (66)	11% (73)	11% (72)	60% (388)	7% (47)	645
Community: Suburban	5% (53)	7% (70)	8% (78)	68% (667)	11% (107)	975
Community: Rural	5% (27)	6% (35)	11% (65)	60% (353)	19% (111)	590
Employ: Private Sector	8% (57)	10% (72)	12% (83)	60% (420)	9% (63)	695
Employ: Government	15% (17)	10% (11)	12% (14)	49% (57)	15% (17)	116
Employ: Self-Employed	11% (19)	11% (20)	12% (22)	51% (92)	16% (28)	182
Employ: Homemaker	4% (6)	8% (11)	9% (13)	62% (88)	17% (25)	142
Employ: Student	4% (2)	15% (9)	6% (4)	57% (35)	19% (12)	62
Employ: Retired	3% (15)	2% (14)	6% (36)	80% (460)	9% (51)	575
Employ: Unemployed	4% (12)	10% (29)	9% (28)	60% (178)	17% (50)	297
Employ: Other	11% (16)	8% (11)	12% (17)	55% (78)	13% (18)	141
Military HH: Yes	3% (8)	4% (12)	12% (37)	71% (219)	10% (32)	308
Military HH: No	7% (137)	9% (165)	9% (179)	63% (1189)	12% (232)	1902
RD/WT: Right Direction	10% (63)	11% (72)	9% (56)	62% (398)	8% (53)	643
RD/WT: Wrong Track	5% (82)	7% (105)	10% (160)	64% (1009)	13% (211)	1567
Biden Job Approve	7% (76)	9% (88)	9% (90)	68% (691)	7% (69)	1013
Biden Job Disapprove	6% (64)	8% (86)	11% (121)	61% (683)	14% (161)	1115

Continued on next page

**Table AUSHTI9_3: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Buying clothing released by Kanye West**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (145)	8% (178)	10% (216)	64% (1408)	12% (264)	2210
Biden Job Strongly Approve	9% (42)	10% (45)	6% (26)	69% (311)	6% (27)	451
Biden Job Somewhat Approve	6% (33)	8% (43)	11% (64)	68% (380)	7% (42)	563
Biden Job Somewhat Disapprove	5% (16)	10% (34)	13% (43)	63% (205)	9% (30)	328
Biden Job Strongly Disapprove	6% (48)	7% (51)	10% (78)	61% (478)	17% (132)	787
Favorable of Biden	7% (73)	8% (82)	9% (87)	69% (702)	7% (69)	1014
Unfavorable of Biden	6% (64)	8% (88)	11% (124)	61% (669)	14% (159)	1103
Very Favorable of Biden	9% (43)	9% (43)	6% (28)	69% (323)	6% (30)	467
Somewhat Favorable of Biden	6% (30)	7% (39)	11% (59)	69% (379)	7% (39)	547
Somewhat Unfavorable of Biden	7% (21)	10% (27)	13% (37)	61% (173)	10% (28)	286
Very Unfavorable of Biden	5% (43)	7% (61)	11% (87)	61% (495)	16% (131)	817
#1 Issue: Economy	8% (67)	8% (72)	11% (101)	61% (545)	12% (108)	894
#1 Issue: Security	7% (16)	11% (25)	13% (28)	53% (114)	15% (33)	215
#1 Issue: Health Care	10% (19)	13% (25)	8% (15)	56% (107)	12% (23)	190
#1 Issue: Medicare / Social Security	4% (9)	3% (7)	4% (10)	80% (187)	8% (20)	232
#1 Issue: Women's Issues	3% (12)	7% (23)	7% (25)	74% (256)	9% (30)	346
#1 Issue: Education	13% (10)	13% (10)	21% (16)	44% (33)	8% (6)	76
#1 Issue: Energy	7% (9)	6% (9)	11% (14)	60% (79)	16% (22)	132
#1 Issue: Other	3% (3)	5% (7)	5% (6)	70% (88)	17% (22)	125
2020 Vote: Joe Biden	6% (57)	6% (52)	8% (77)	73% (682)	7% (62)	930
2020 Vote: Donald Trump	8% (60)	9% (67)	10% (75)	59% (453)	15% (118)	773
2020 Vote: Didn't Vote	6% (28)	11% (53)	12% (57)	53% (243)	17% (78)	458
2018 House Vote: Democrat	6% (44)	6% (48)	8% (63)	73% (550)	6% (48)	753
2018 House Vote: Republican	7% (42)	7% (42)	9% (57)	62% (380)	15% (90)	610
2018 House Vote: Someone else	2% (1)	14% (7)	5% (2)	69% (36)	10% (5)	52
2016 Vote: Hillary Clinton	5% (35)	7% (51)	8% (56)	74% (523)	6% (39)	703
2016 Vote: Donald Trump	7% (46)	6% (42)	9% (59)	62% (413)	16% (105)	664
2016 Vote: Other	— (0)	5% (4)	13% (10)	70% (56)	12% (9)	80
2016 Vote: Didn't Vote	8% (63)	11% (80)	12% (91)	55% (415)	15% (111)	760
Voted in 2014: Yes	5% (62)	6% (78)	8% (98)	70% (870)	10% (129)	1238
Voted in 2014: No	8% (83)	10% (100)	12% (117)	55% (538)	14% (135)	972

Continued on next page

Table AUSHTI9_3: *Considering Kanye West's most recent behavior, how interested are you in doing the following?
Buying clothing released by Kanye West*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(145)	8%	(178)	10%	(216)	64%	(1408)	12%	(264)	2210
4-Region: Northeast	7%	(27)	7%	(28)	10%	(39)	67%	(258)	8%	(31)	383
4-Region: Midwest	5%	(21)	8%	(35)	10%	(46)	63%	(289)	14%	(65)	456
4-Region: South	6%	(54)	9%	(77)	11%	(90)	61%	(513)	13%	(111)	844
4-Region: West	8%	(43)	7%	(37)	8%	(42)	66%	(347)	11%	(57)	527

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

**Table AUSHTI9_4: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Attending a Kanye West concert**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (136)	8% (176)	9% (203)	65% (1439)	12% (256)	2210
Gender: Male	9% (91)	9% (100)	11% (122)	60% (643)	10% (112)	1068
Gender: Female	4% (45)	7% (75)	7% (81)	70% (796)	13% (144)	1142
Age: 18-34	12% (75)	13% (86)	11% (72)	51% (324)	13% (84)	642
Age: 35-44	7% (24)	12% (45)	13% (48)	54% (198)	14% (51)	365
Age: 45-64	4% (30)	5% (39)	8% (59)	70% (499)	12% (87)	714
Age: 65+	1% (6)	1% (7)	5% (25)	85% (418)	7% (34)	489
GenZers: 1997-2012	10% (24)	17% (40)	10% (24)	51% (121)	13% (30)	239
Millennials: 1981-1996	11% (70)	11% (75)	12% (80)	52% (339)	14% (94)	658
GenXers: 1965-1980	5% (28)	8% (47)	10% (53)	64% (352)	13% (74)	553
Baby Boomers: 1946-1964	2% (14)	2% (13)	6% (44)	83% (574)	7% (50)	694
PID: Dem (no lean)	6% (51)	8% (75)	9% (78)	70% (627)	7% (59)	890
PID: Ind (no lean)	5% (33)	7% (41)	10% (63)	63% (397)	15% (94)	627
PID: Rep (no lean)	7% (52)	9% (59)	9% (63)	60% (416)	15% (103)	693
PID/Gender: Dem Men	9% (36)	12% (50)	12% (49)	62% (255)	5% (22)	411
PID/Gender: Dem Women	3% (15)	5% (25)	6% (29)	78% (372)	8% (37)	479
PID/Gender: Ind Men	6% (19)	8% (26)	13% (40)	58% (181)	15% (45)	312
PID/Gender: Ind Women	4% (14)	5% (15)	7% (22)	68% (216)	15% (49)	316
PID/Gender: Rep Men	10% (36)	7% (24)	10% (33)	60% (207)	13% (44)	345
PID/Gender: Rep Women	5% (16)	10% (35)	9% (30)	60% (209)	17% (59)	348
Ideo: Liberal (1-3)	7% (47)	7% (50)	7% (46)	74% (516)	5% (35)	694
Ideo: Moderate (4)	6% (41)	10% (71)	12% (87)	61% (431)	11% (76)	706
Ideo: Conservative (5-7)	6% (39)	7% (47)	9% (61)	63% (418)	15% (103)	668
Educ: < College	6% (88)	8% (114)	10% (141)	63% (905)	13% (189)	1437
Educ: Bachelors degree	6% (30)	10% (47)	9% (45)	67% (330)	8% (39)	491
Educ: Post-grad	7% (18)	5% (14)	6% (17)	73% (205)	10% (28)	282
Income: Under 50k	6% (74)	8% (106)	10% (128)	63% (812)	13% (170)	1290
Income: 50k-100k	6% (36)	8% (53)	9% (59)	68% (441)	9% (55)	643
Income: 100k+	9% (26)	6% (17)	6% (17)	67% (187)	11% (31)	277
Ethnicity: White	5% (88)	7% (116)	8% (140)	68% (1168)	12% (199)	1711
Ethnicity: Hispanic	10% (39)	11% (42)	10% (36)	60% (225)	9% (32)	374

Continued on next page

**Table AUSHTI9_4: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Attending a Kanye West concert**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	8%	(176)	9%	(203)	65%	(1439)	12%	(256)	2210
Ethnicity: Black	13%	(37)	11%	(31)	13%	(37)	50%	(141)	13%	(36)	282
Ethnicity: Other	5%	(10)	13%	(29)	12%	(26)	60%	(131)	10%	(21)	217
All Christian	6%	(58)	8%	(80)	9%	(89)	67%	(657)	10%	(98)	981
All Non-Christian	5%	(7)	16%	(20)	11%	(13)	60%	(74)	8%	(10)	124
Atheist	4%	(4)	6%	(6)	10%	(10)	72%	(76)	8%	(9)	105
Agnostic/Nothing in particular	6%	(39)	5%	(34)	9%	(59)	65%	(414)	14%	(86)	633
Something Else	8%	(28)	10%	(35)	9%	(32)	59%	(218)	15%	(54)	367
Religious Non-Protestant/Catholic	7%	(9)	17%	(23)	12%	(16)	57%	(77)	7%	(10)	135
Evangelical	8%	(48)	10%	(58)	10%	(60)	57%	(340)	15%	(87)	593
Non-Evangelical	5%	(33)	7%	(48)	8%	(56)	72%	(523)	9%	(63)	723
Community: Urban	9%	(59)	11%	(71)	11%	(73)	60%	(389)	8%	(54)	645
Community: Suburban	5%	(49)	6%	(60)	9%	(87)	69%	(673)	11%	(105)	975
Community: Rural	5%	(28)	8%	(45)	7%	(43)	64%	(378)	16%	(97)	590
Employ: Private Sector	8%	(53)	10%	(73)	11%	(77)	60%	(420)	10%	(72)	695
Employ: Government	11%	(13)	11%	(13)	16%	(19)	48%	(56)	13%	(15)	116
Employ: Self-Employed	11%	(20)	7%	(13)	11%	(20)	55%	(100)	15%	(28)	182
Employ: Homemaker	5%	(7)	6%	(9)	8%	(12)	64%	(91)	17%	(24)	142
Employ: Student	4%	(2)	15%	(9)	8%	(5)	55%	(34)	18%	(11)	62
Employ: Retired	2%	(12)	3%	(18)	5%	(31)	82%	(471)	7%	(43)	575
Employ: Unemployed	5%	(15)	10%	(30)	9%	(25)	61%	(181)	16%	(46)	297
Employ: Other	9%	(13)	7%	(10)	10%	(14)	62%	(87)	12%	(17)	141
Military HH: Yes	2%	(6)	5%	(14)	10%	(30)	74%	(227)	10%	(31)	308
Military HH: No	7%	(129)	9%	(162)	9%	(173)	64%	(1212)	12%	(225)	1902
RD/WT: Right Direction	8%	(52)	11%	(69)	8%	(49)	65%	(421)	8%	(52)	643
RD/WT: Wrong Track	5%	(83)	7%	(107)	10%	(155)	65%	(1018)	13%	(204)	1567
Biden Job Approve	6%	(60)	9%	(91)	9%	(91)	70%	(709)	6%	(62)	1013
Biden Job Disapprove	6%	(69)	7%	(83)	10%	(108)	62%	(693)	15%	(163)	1115

Continued on next page

**Table AUSHTI9_4: Considering Kanye West's most recent behavior, how interested are you in doing the following?
 Attending a Kanye West concert**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (136)	8% (176)	9% (203)	65% (1439)	12% (256)	2210
Biden Job Strongly Approve	9% (40)	10% (45)	4% (19)	72% (324)	5% (22)	451
Biden Job Somewhat Approve	4% (20)	8% (46)	13% (72)	68% (385)	7% (40)	563
Biden Job Somewhat Disapprove	6% (19)	9% (31)	10% (32)	64% (211)	11% (36)	328
Biden Job Strongly Disapprove	6% (50)	7% (52)	10% (76)	61% (482)	16% (127)	787
Favorable of Biden	7% (68)	9% (90)	8% (82)	70% (712)	6% (63)	1014
Unfavorable of Biden	6% (62)	7% (78)	11% (118)	62% (689)	14% (156)	1103
Very Favorable of Biden	10% (47)	9% (40)	5% (25)	70% (329)	6% (26)	467
Somewhat Favorable of Biden	4% (21)	9% (50)	10% (57)	70% (383)	7% (37)	547
Somewhat Unfavorable of Biden	6% (17)	9% (25)	10% (27)	66% (188)	10% (28)	286
Very Unfavorable of Biden	5% (44)	6% (53)	11% (91)	61% (501)	16% (128)	817
#1 Issue: Economy	8% (68)	7% (66)	11% (102)	61% (549)	12% (109)	894
#1 Issue: Security	5% (11)	13% (27)	9% (19)	58% (125)	15% (32)	215
#1 Issue: Health Care	11% (21)	12% (22)	7% (14)	57% (109)	12% (23)	190
#1 Issue: Medicare / Social Security	3% (7)	4% (9)	4% (9)	83% (192)	7% (16)	232
#1 Issue: Women's Issues	4% (13)	7% (25)	7% (25)	74% (255)	8% (28)	346
#1 Issue: Education	9% (7)	15% (12)	14% (10)	52% (39)	9% (7)	76
#1 Issue: Energy	4% (5)	8% (11)	12% (15)	61% (80)	16% (21)	132
#1 Issue: Other	3% (3)	4% (5)	6% (7)	71% (89)	17% (21)	125
2020 Vote: Joe Biden	5% (45)	7% (64)	7% (65)	75% (699)	6% (57)	930
2020 Vote: Donald Trump	8% (59)	7% (56)	11% (83)	60% (460)	15% (114)	773
2020 Vote: Didn't Vote	7% (31)	11% (50)	11% (48)	55% (250)	17% (79)	458
2018 House Vote: Democrat	5% (37)	8% (57)	7% (50)	74% (561)	7% (49)	753
2018 House Vote: Republican	6% (38)	6% (36)	9% (57)	65% (399)	13% (80)	610
2018 House Vote: Someone else	2% (1)	15% (8)	10% (5)	61% (31)	12% (6)	52
2016 Vote: Hillary Clinton	4% (29)	8% (54)	7% (47)	76% (534)	5% (38)	703
2016 Vote: Donald Trump	7% (44)	5% (33)	9% (61)	64% (423)	16% (103)	664
2016 Vote: Other	— (0)	7% (5)	7% (5)	77% (61)	10% (8)	80
2016 Vote: Didn't Vote	8% (62)	11% (82)	12% (90)	55% (418)	14% (107)	760
Voted in 2014: Yes	5% (58)	6% (75)	8% (93)	72% (887)	10% (123)	1238
Voted in 2014: No	8% (77)	10% (101)	11% (110)	57% (552)	14% (133)	972

Continued on next page

Table AUSHTI9_4: Considering Kanye West's most recent behavior, how interested are you in doing the following?
Attending a Kanye West concert

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	8%	(176)	9%	(203)	65%	(1439)	12%	(256)	2210
4-Region: Northeast	7%	(26)	7%	(28)	10%	(40)	66%	(253)	9%	(36)	383
4-Region: Midwest	5%	(23)	6%	(28)	9%	(41)	67%	(306)	13%	(58)	456
4-Region: South	6%	(50)	9%	(80)	10%	(83)	62%	(526)	13%	(106)	844
4-Region: West	7%	(36)	8%	(40)	8%	(40)	67%	(354)	11%	(57)	527

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2210	100%
xdemGender	Gender: Male	1068	48%
	Gender: Female	1142	52%
	N	2210	
age	Age: 18-34	642	29%
	Age: 35-44	365	17%
	Age: 45-64	714	32%
	Age: 65+	489	22%
	N	2210	
demAgeGeneration	GenZers: 1997-2012	239	11%
	Millennials: 1981-1996	658	30%
	GenXers: 1965-1980	553	25%
	Baby Boomers: 1946-1964	694	31%
	N	2145	
xpid3	PID: Dem (no lean)	890	40%
	PID: Ind (no lean)	627	28%
	PID: Rep (no lean)	693	31%
	N	2210	
xpidGender	PID/Gender: Dem Men	411	19%
	PID/Gender: Dem Women	479	22%
	PID/Gender: Ind Men	312	14%
	PID/Gender: Ind Women	316	14%
	PID/Gender: Rep Men	345	16%
	PID/Gender: Rep Women	348	16%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	694	31%
	Ideo: Moderate (4)	706	32%
	Ideo: Conservative (5-7)	668	30%
	N	2068	
xeduc3	Educ: < College	1437	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	282	13%
	N	2210	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1290	58%
	Income: 50k-100k	643	29%
	Income: 100k+	277	13%
	N	2210	
xdemWhite	Ethnicity: White	1711	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	282	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	981	44%
	All Non-Christian	124	6%
	Atheist	105	5%
	Agnostic/Nothing in particular	633	29%
	Something Else	367	17%
	N	2210	
xdemReligOther	Religious Non-Protestant/Catholic	135	6%
xdemEvang	Evangelical	593	27%
	Non-Evangelical	723	33%
	N	1316	
xdemUsr	Community: Urban	645	29%
	Community: Suburban	975	44%
	Community: Rural	590	27%
	N	2210	
xdemEmploy	Employ: Private Sector	695	31%
	Employ: Government	116	5%
	Employ: Self-Employed	182	8%
	Employ: Homemaker	142	6%
	Employ: Student	62	3%
	Employ: Retired	575	26%
	Employ: Unemployed	297	13%
	Employ: Other	141	6%
	N	2210	
xdemMilHH1	Military HH: Yes	308	14%
	Military HH: No	1902	86%
	N	2210	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	643	29%
	RD/WT: Wrong Track	1567	71%
	N	2210	
xdemBidenApprove	Biden Job Approve	1013	46%
	Biden Job Disapprove	1115	50%
	N	2129	
xdemBidenApprove2	Biden Job Strongly Approve	451	20%
	Biden Job Somewhat Approve	563	25%
	Biden Job Somewhat Disapprove	328	15%
	Biden Job Strongly Disapprove	787	36%
	N	2129	
xdemBidenFav	Favorable of Biden	1014	46%
	Unfavorable of Biden	1103	50%
	N	2117	
xdemBidenFavFull	Very Favorable of Biden	467	21%
	Somewhat Favorable of Biden	547	25%
	Somewhat Unfavorable of Biden	286	13%
	Very Unfavorable of Biden	817	37%
	N	2117	
xnr3	#1 Issue: Economy	894	40%
	#1 Issue: Security	215	10%
	#1 Issue: Health Care	190	9%
	#1 Issue: Medicare / Social Security	232	11%
	#1 Issue: Women's Issues	346	16%
	#1 Issue: Education	76	3%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	125	6%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	930	42%
	2020 Vote: Donald Trump	773	35%
	2020 Vote: Other	49	2%
	2020 Vote: Didn't Vote	458	21%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	753	34%
	2018 House Vote: Republican	610	28%
	2018 House Vote: Someone else	52	2%
	N	1415	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	703	32%
	2016 Vote: Donald Trump	664	30%
	2016 Vote: Other	80	4%
	2016 Vote: Didn't Vote	760	34%
	<i>N</i>	2206	
xsubVote14O	Voted in 2014: Yes	1238	56%
	Voted in 2014: No	972	44%
	<i>N</i>	2210	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	456	21%
	4-Region: South	844	38%
	4-Region: West	527	24%
	<i>N</i>	2210	

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



MORNING CONSULT