



National Tracking Poll #210496
April 16-19, 2021

Crosstabulation Results

Methodology:

This poll was conducted between April 16-April 19, 2021 among a sample of 1992 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCTE7: Now on a different topic How important of a priority should it be for Congress in 2021 to pass legislation to better protect consumers' online data?

Demographic	A top priority	An important, but lower priority	Not too important a priority	Should not be done	Don't know / No opinion	Total N
Registered Voters	43% (849)	40% (794)	7% (148)	1% (29)	9% (172)	1992
Gender: Male	45% (422)	39% (367)	9% (80)	2% (22)	4% (40)	932
Gender: Female	40% (427)	40% (427)	6% (68)	1% (7)	12% (131)	1060
Age: 18-34	32% (162)	37% (187)	10% (48)	2% (11)	18% (92)	500
Age: 35-44	45% (137)	39% (117)	7% (21)	1% (4)	8% (24)	303
Age: 45-64	47% (342)	38% (277)	8% (56)	1% (11)	5% (40)	725
Age: 65+	45% (208)	46% (213)	5% (23)	1% (3)	3% (16)	463
GenZers: 1997-2012	24% (51)	35% (75)	12% (25)	2% (3)	28% (59)	214
Millennials: 1981-1996	42% (198)	39% (182)	6% (29)	2% (11)	10% (48)	467
GenXers: 1965-1980	48% (226)	36% (171)	10% (46)	1% (6)	5% (26)	475
Baby Boomers: 1946-1964	44% (331)	44% (330)	6% (43)	1% (9)	5% (36)	749
PID: Dem (no lean)	46% (395)	40% (344)	5% (45)	1% (8)	8% (64)	857
PID: Ind (no lean)	41% (220)	37% (199)	9% (46)	1% (5)	12% (64)	534
PID: Rep (no lean)	39% (234)	42% (251)	9% (57)	3% (16)	7% (43)	601
PID/Gender: Dem Men	51% (204)	38% (152)	5% (21)	2% (6)	4% (17)	401
PID/Gender: Dem Women	42% (191)	42% (191)	5% (24)	— (2)	10% (47)	456
PID/Gender: Ind Men	43% (108)	40% (100)	11% (28)	2% (4)	4% (10)	250
PID/Gender: Ind Women	40% (113)	35% (99)	6% (18)	— (1)	19% (54)	285
PID/Gender: Rep Men	39% (111)	41% (115)	11% (31)	4% (12)	5% (13)	282
PID/Gender: Rep Women	39% (123)	43% (136)	8% (26)	1% (4)	9% (30)	319
Ideo: Liberal (1-3)	44% (282)	44% (279)	7% (42)	2% (10)	4% (27)	639
Ideo: Moderate (4)	44% (238)	37% (201)	8% (45)	1% (4)	9% (51)	539
Ideo: Conservative (5-7)	43% (294)	42% (286)	8% (56)	2% (13)	4% (30)	678
Educ: < College	43% (536)	37% (464)	8% (102)	1% (17)	11% (133)	1253
Educ: Bachelors degree	41% (195)	44% (209)	7% (33)	2% (8)	5% (26)	471
Educ: Post-grad	44% (118)	45% (121)	5% (13)	1% (4)	5% (13)	268

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Table MCTE7: Now on a different topic How important of a priority should it be for Congress in 2021 to pass legislation to better protect consumers' online data?

Demographic	A top priority		An important, but lower priority		Not too important a priority		Should not be done		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	43%	(849)	40%	(794)	7%	(148)	1%	(29)	9%	(172)	1992
Income: Under 50k	43%	(423)	36%	(355)	8%	(80)	2%	(16)	12%	(115)	989
Income: 50k-100k	39%	(239)	46%	(278)	7%	(44)	2%	(11)	6%	(39)	610
Income: 100k+	48%	(187)	41%	(161)	6%	(25)	—	(2)	5%	(18)	393
Ethnicity: White	42%	(677)	41%	(668)	8%	(121)	2%	(27)	7%	(117)	1611
Ethnicity: Hispanic	40%	(77)	34%	(65)	11%	(22)	1%	(1)	14%	(28)	193
Ethnicity: Black	47%	(118)	29%	(73)	8%	(20)	—	(0)	16%	(40)	253
Ethnicity: Other	42%	(53)	41%	(52)	5%	(7)	2%	(2)	11%	(14)	128
All Christian	45%	(456)	40%	(413)	6%	(65)	2%	(16)	7%	(70)	1020
All Non-Christian	47%	(61)	36%	(47)	3%	(4)	7%	(9)	8%	(10)	130
Atheist	30%	(26)	49%	(42)	13%	(11)	1%	(0)	8%	(7)	86
Agnostic/Nothing in particular	39%	(194)	39%	(193)	9%	(43)	—	(1)	13%	(62)	493
Something Else	43%	(113)	38%	(99)	10%	(26)	1%	(2)	9%	(23)	262
Religious Non-Protestant/Catholic	47%	(67)	37%	(52)	3%	(4)	6%	(9)	7%	(11)	142
Evangelical	43%	(238)	40%	(220)	8%	(44)	2%	(11)	8%	(43)	556
Non-Evangelical	46%	(318)	40%	(279)	7%	(46)	1%	(8)	7%	(48)	699
Community: Urban	48%	(270)	34%	(190)	6%	(33)	1%	(8)	10%	(57)	558
Community: Suburban	39%	(371)	44%	(419)	8%	(77)	2%	(15)	6%	(61)	942
Community: Rural	42%	(208)	38%	(186)	8%	(38)	1%	(6)	11%	(54)	492
Employ: Private Sector	44%	(261)	41%	(245)	8%	(45)	2%	(12)	6%	(35)	597
Employ: Government	42%	(60)	39%	(56)	9%	(13)	1%	(1)	9%	(13)	143
Employ: Self-Employed	48%	(78)	29%	(47)	9%	(15)	5%	(8)	9%	(14)	161
Employ: Homemaker	39%	(48)	46%	(56)	6%	(7)	—	(0)	9%	(11)	123
Employ: Student	22%	(16)	42%	(32)	5%	(4)	4%	(3)	28%	(21)	76
Employ: Retired	45%	(262)	44%	(258)	6%	(36)	1%	(5)	4%	(21)	582
Employ: Unemployed	41%	(87)	34%	(73)	10%	(21)	—	(1)	15%	(31)	213
Employ: Other	38%	(37)	28%	(27)	8%	(8)	—	(0)	26%	(25)	98
Military HH: Yes	45%	(162)	42%	(151)	6%	(20)	2%	(7)	5%	(18)	358
Military HH: No	42%	(687)	39%	(643)	8%	(128)	1%	(22)	9%	(154)	1634

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Table MCTE7: Now on a different topic How important of a priority should it be for Congress in 2021 to pass legislation to better protect consumers' online data?

Demographic	A top priority		An important, but lower priority		Not too important a priority		Should not be done		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	43%	(849)	40%	(794)	7%	(148)	1%	(29)	9%	(172)	1992
RD/WT: Right Direction	45%	(458)	40%	(406)	6%	(61)	1%	(12)	8%	(76)	1014
RD/WT: Wrong Track	40%	(391)	40%	(388)	9%	(87)	2%	(17)	10%	(95)	978
Biden Job Approve	45%	(513)	42%	(481)	6%	(71)	1%	(12)	6%	(75)	1152
Biden Job Disapprove	42%	(315)	40%	(297)	10%	(74)	2%	(16)	6%	(46)	748
Biden Job Strongly Approve	49%	(327)	39%	(258)	5%	(30)	1%	(7)	6%	(40)	663
Biden Job Somewhat Approve	38%	(186)	46%	(223)	8%	(41)	1%	(5)	7%	(35)	489
Biden Job Somewhat Disapprove	45%	(86)	37%	(72)	12%	(23)	1%	(3)	4%	(8)	193
Biden Job Strongly Disapprove	41%	(229)	40%	(224)	9%	(50)	2%	(14)	7%	(38)	555
Favorable of Biden	45%	(510)	41%	(461)	6%	(65)	1%	(11)	7%	(80)	1127
Unfavorable of Biden	40%	(314)	41%	(319)	10%	(79)	2%	(15)	6%	(50)	776
Very Favorable of Biden	48%	(324)	39%	(263)	6%	(40)	1%	(8)	6%	(44)	679
Somewhat Favorable of Biden	42%	(186)	44%	(198)	6%	(25)	1%	(3)	8%	(36)	448
Somewhat Unfavorable of Biden	39%	(71)	39%	(73)	13%	(24)	1%	(2)	8%	(14)	185
Very Unfavorable of Biden	41%	(242)	42%	(246)	9%	(54)	2%	(13)	6%	(36)	591
#1 Issue: Economy	43%	(285)	37%	(249)	9%	(61)	2%	(14)	8%	(56)	665
#1 Issue: Security	48%	(159)	37%	(122)	7%	(25)	2%	(6)	6%	(22)	334
#1 Issue: Health Care	41%	(139)	44%	(148)	7%	(23)	1%	(2)	8%	(26)	338
#1 Issue: Medicare / Social Security	45%	(106)	43%	(101)	4%	(10)	1%	(1)	7%	(17)	235
#1 Issue: Women's Issues	21%	(21)	49%	(49)	4%	(4)	2%	(2)	24%	(23)	99
#1 Issue: Education	44%	(37)	33%	(28)	7%	(6)	1%	(1)	15%	(12)	84
#1 Issue: Energy	40%	(43)	41%	(44)	12%	(12)	1%	(1)	7%	(7)	108
#1 Issue: Other	46%	(59)	41%	(53)	6%	(8)	1%	(1)	6%	(8)	129
2020 Vote: Joe Biden	46%	(472)	41%	(425)	5%	(51)	1%	(9)	7%	(70)	1027
2020 Vote: Donald Trump	41%	(289)	41%	(291)	10%	(69)	2%	(16)	6%	(41)	706
2020 Vote: Other	34%	(25)	35%	(26)	16%	(11)	—	(0)	15%	(11)	73
2020 Vote: Didn't Vote	34%	(62)	28%	(52)	9%	(16)	2%	(3)	27%	(50)	184
2018 House Vote: Democrat	47%	(386)	42%	(339)	5%	(37)	1%	(5)	6%	(48)	816
2018 House Vote: Republican	43%	(256)	41%	(244)	9%	(52)	3%	(16)	4%	(24)	591
2018 House Vote: Someone else	34%	(21)	35%	(21)	6%	(4)	2%	(1)	23%	(14)	62

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Table MCTE7: *Now on a different topic* How important of a priority should it be for Congress in 2021 to pass legislation to better protect consumers' online data?

Demographic	A top priority		An important, but lower priority		Not too important a priority		Should not be done		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	43%	(849)	40%	(794)	7%	(148)	1%	(29)	9%	(172)	1992
2016 Vote: Hillary Clinton	47%	(342)	42%	(309)	4%	(32)	1%	(6)	6%	(40)	730
2016 Vote: Donald Trump	43%	(281)	41%	(269)	9%	(58)	3%	(17)	4%	(29)	654
2016 Vote: Other	38%	(42)	44%	(49)	10%	(11)	—	(0)	9%	(10)	113
2016 Vote: Didn't Vote	37%	(182)	34%	(166)	10%	(47)	1%	(6)	19%	(92)	493
Voted in 2014: Yes	46%	(593)	41%	(535)	7%	(87)	1%	(16)	5%	(68)	1299
Voted in 2014: No	37%	(256)	37%	(259)	9%	(62)	2%	(13)	15%	(103)	693
4-Region: Northeast	46%	(163)	37%	(133)	7%	(26)	2%	(6)	8%	(28)	355
4-Region: Midwest	40%	(185)	42%	(192)	7%	(30)	1%	(3)	11%	(48)	458
4-Region: South	43%	(323)	39%	(291)	7%	(51)	1%	(9)	9%	(69)	744
4-Region: West	41%	(179)	41%	(178)	10%	(42)	3%	(11)	6%	(26)	435

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

Table MCTE8_1: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

Congress

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	43% (860)	29% (577)	11% (211)	5% (108)	12% (236)	1992
Gender: Male	46% (425)	32% (295)	10% (97)	6% (52)	7% (63)	932
Gender: Female	41% (435)	27% (282)	11% (114)	5% (56)	16% (173)	1060
Age: 18-34	32% (162)	34% (169)	11% (55)	5% (26)	18% (88)	500
Age: 35-44	47% (142)	29% (87)	12% (38)	4% (12)	8% (24)	303
Age: 45-64	44% (319)	28% (204)	10% (69)	7% (51)	11% (82)	725
Age: 65+	51% (238)	25% (116)	11% (49)	4% (19)	9% (42)	463
GenZers: 1997-2012	29% (62)	29% (61)	13% (28)	5% (10)	24% (51)	214
Millennials: 1981-1996	39% (180)	35% (164)	11% (49)	4% (20)	11% (53)	467
GenXers: 1965-1980	45% (216)	27% (130)	11% (53)	5% (26)	11% (51)	475
Baby Boomers: 1946-1964	48% (359)	27% (201)	9% (67)	7% (50)	10% (72)	749
PID: Dem (no lean)	49% (422)	32% (275)	7% (63)	3% (23)	9% (73)	857
PID: Ind (no lean)	40% (214)	25% (134)	12% (63)	7% (36)	16% (88)	534
PID: Rep (no lean)	37% (224)	28% (167)	14% (85)	8% (49)	13% (75)	601
PID/Gender: Dem Men	53% (212)	33% (131)	6% (24)	3% (11)	6% (23)	401
PID/Gender: Dem Women	46% (211)	32% (145)	8% (38)	3% (12)	11% (50)	456
PID/Gender: Ind Men	46% (114)	27% (67)	14% (34)	7% (17)	7% (18)	250
PID/Gender: Ind Women	35% (99)	24% (67)	10% (29)	7% (19)	25% (70)	285
PID/Gender: Rep Men	35% (100)	35% (97)	14% (39)	8% (24)	8% (22)	282
PID/Gender: Rep Women	39% (125)	22% (70)	15% (46)	8% (25)	17% (53)	319
Ideo: Liberal (1-3)	48% (310)	34% (217)	10% (62)	2% (14)	6% (38)	639
Ideo: Moderate (4)	40% (217)	29% (154)	10% (56)	5% (29)	15% (83)	539
Ideo: Conservative (5-7)	41% (279)	27% (186)	13% (87)	9% (61)	10% (65)	678
Educ: < College	41% (515)	28% (347)	11% (133)	6% (77)	14% (181)	1253
Educ: Bachelors degree	44% (209)	32% (149)	11% (52)	5% (21)	8% (40)	471
Educ: Post-grad	51% (136)	30% (81)	10% (26)	4% (10)	6% (15)	268
Income: Under 50k	42% (417)	27% (268)	8% (83)	6% (54)	17% (167)	989
Income: 50k-100k	44% (268)	31% (187)	12% (76)	5% (33)	8% (47)	610
Income: 100k+	45% (175)	31% (122)	13% (52)	5% (21)	5% (22)	393
Ethnicity: White	43% (692)	30% (479)	11% (179)	5% (84)	11% (177)	1611

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Table MCTE8_1: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
Congress

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	43%	(860)	29%	(577)	11%	(211)	5%	(108)	12%	(236)	1992
Ethnicity: Hispanic	38%	(74)	28%	(54)	17%	(32)	—	(0)	17%	(33)	193
Ethnicity: Black	46%	(115)	25%	(63)	7%	(18)	8%	(20)	14%	(37)	253
Ethnicity: Other	41%	(53)	27%	(35)	11%	(14)	3%	(4)	18%	(23)	128
All Christian	44%	(451)	30%	(304)	11%	(117)	5%	(53)	9%	(94)	1020
All Non-Christian	43%	(56)	24%	(31)	12%	(16)	7%	(9)	14%	(19)	130
Atheist	47%	(41)	23%	(20)	16%	(14)	1%	(1)	12%	(10)	86
Agnostic/Nothing in particular	38%	(190)	32%	(160)	8%	(39)	5%	(26)	16%	(78)	493
Something Else	47%	(123)	23%	(61)	9%	(25)	7%	(19)	13%	(34)	262
Religious Non-Protestant/Catholic	42%	(60)	23%	(33)	13%	(18)	7%	(10)	15%	(21)	142
Evangelical	45%	(252)	29%	(162)	10%	(57)	5%	(28)	10%	(58)	556
Non-Evangelical	44%	(310)	28%	(196)	12%	(81)	6%	(43)	10%	(68)	699
Community: Urban	48%	(270)	26%	(147)	11%	(59)	4%	(23)	10%	(58)	558
Community: Suburban	41%	(386)	31%	(296)	11%	(105)	5%	(47)	11%	(107)	942
Community: Rural	42%	(204)	27%	(133)	9%	(46)	8%	(38)	14%	(70)	492
Employ: Private Sector	43%	(254)	31%	(187)	10%	(62)	7%	(40)	9%	(53)	597
Employ: Government	38%	(54)	29%	(42)	13%	(19)	5%	(7)	14%	(20)	143
Employ: Self-Employed	42%	(68)	31%	(50)	12%	(19)	7%	(12)	8%	(13)	161
Employ: Homemaker	30%	(36)	40%	(49)	13%	(16)	4%	(5)	14%	(17)	123
Employ: Student	23%	(18)	34%	(25)	8%	(6)	5%	(4)	30%	(22)	76
Employ: Retired	51%	(300)	24%	(139)	11%	(62)	5%	(30)	9%	(52)	582
Employ: Unemployed	39%	(82)	32%	(69)	10%	(20)	3%	(7)	16%	(34)	213
Employ: Other	49%	(48)	16%	(16)	6%	(6)	4%	(4)	24%	(24)	98
Military HH: Yes	45%	(160)	29%	(103)	12%	(44)	6%	(21)	9%	(31)	358
Military HH: No	43%	(701)	29%	(474)	10%	(167)	5%	(87)	13%	(205)	1634
RD/WT: Right Direction	47%	(472)	33%	(331)	7%	(75)	3%	(29)	11%	(108)	1014
RD/WT: Wrong Track	40%	(389)	25%	(246)	14%	(136)	8%	(80)	13%	(128)	978
Biden Job Approve	47%	(544)	32%	(366)	9%	(100)	3%	(32)	10%	(111)	1152
Biden Job Disapprove	38%	(287)	27%	(199)	14%	(108)	10%	(72)	11%	(83)	748

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Table MCTE8_1: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
Congress

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	43%	(860)	29%	(577)	11%	(211)	5%	(108)	12%	(236)	1992
Biden Job Strongly Approve	53%	(354)	29%	(192)	7%	(44)	2%	(15)	9%	(57)	663
Biden Job Somewhat Approve	39%	(190)	36%	(174)	11%	(56)	3%	(16)	11%	(53)	489
Biden Job Somewhat Disapprove	34%	(65)	36%	(69)	19%	(36)	3%	(6)	9%	(17)	193
Biden Job Strongly Disapprove	40%	(222)	23%	(130)	13%	(72)	12%	(65)	12%	(65)	555
Favorable of Biden	49%	(549)	32%	(357)	8%	(95)	3%	(28)	9%	(97)	1127
Unfavorable of Biden	37%	(288)	27%	(211)	14%	(110)	10%	(78)	11%	(89)	776
Very Favorable of Biden	54%	(366)	30%	(201)	6%	(44)	2%	(15)	8%	(53)	679
Somewhat Favorable of Biden	41%	(183)	35%	(156)	12%	(52)	3%	(13)	10%	(44)	448
Somewhat Unfavorable of Biden	31%	(58)	34%	(64)	16%	(29)	7%	(12)	12%	(22)	185
Very Unfavorable of Biden	39%	(230)	25%	(148)	14%	(81)	11%	(66)	11%	(67)	591
#1 Issue: Economy	40%	(263)	31%	(207)	11%	(74)	8%	(54)	10%	(67)	665
#1 Issue: Security	45%	(149)	25%	(83)	14%	(47)	7%	(24)	9%	(31)	334
#1 Issue: Health Care	46%	(156)	33%	(111)	7%	(23)	2%	(7)	12%	(40)	338
#1 Issue: Medicare / Social Security	49%	(115)	25%	(58)	9%	(22)	4%	(11)	13%	(30)	235
#1 Issue: Women's Issues	34%	(33)	32%	(32)	14%	(14)	4%	(4)	16%	(16)	99
#1 Issue: Education	42%	(36)	24%	(20)	12%	(10)	5%	(4)	17%	(14)	84
#1 Issue: Energy	43%	(46)	27%	(29)	13%	(14)	—	(0)	18%	(19)	108
#1 Issue: Other	47%	(61)	29%	(37)	6%	(8)	3%	(4)	14%	(19)	129
2020 Vote: Joe Biden	48%	(488)	32%	(332)	8%	(85)	3%	(27)	9%	(95)	1027
2020 Vote: Donald Trump	40%	(283)	27%	(191)	13%	(94)	9%	(63)	11%	(75)	706
2020 Vote: Other	27%	(19)	24%	(17)	21%	(15)	7%	(5)	22%	(16)	73
2020 Vote: Didn't Vote	38%	(69)	20%	(36)	9%	(16)	7%	(13)	27%	(49)	184
2018 House Vote: Democrat	49%	(404)	32%	(261)	7%	(57)	3%	(26)	8%	(68)	816
2018 House Vote: Republican	41%	(243)	26%	(151)	15%	(89)	9%	(54)	9%	(53)	591
2018 House Vote: Someone else	42%	(26)	24%	(15)	7%	(4)	7%	(4)	20%	(13)	62
2016 Vote: Hillary Clinton	50%	(366)	30%	(221)	7%	(51)	3%	(19)	10%	(73)	730
2016 Vote: Donald Trump	42%	(274)	28%	(181)	13%	(82)	9%	(56)	9%	(60)	654
2016 Vote: Other	41%	(46)	28%	(32)	14%	(16)	7%	(8)	10%	(11)	113
2016 Vote: Didn't Vote	35%	(173)	29%	(143)	12%	(61)	5%	(25)	19%	(92)	493

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Table MCTE8_1: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
Congress

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	43%	(860)	29%	(577)	11%	(211)	5%	(108)	12%	(236)	1992
Voted in 2014: Yes	47%	(609)	29%	(371)	10%	(130)	6%	(77)	9%	(111)	1299
Voted in 2014: No	36%	(251)	30%	(206)	12%	(80)	4%	(31)	18%	(125)	693
4-Region: Northeast	48%	(172)	29%	(102)	10%	(35)	4%	(14)	9%	(33)	355
4-Region: Midwest	39%	(177)	31%	(141)	10%	(48)	6%	(27)	14%	(65)	458
4-Region: South	43%	(320)	29%	(216)	10%	(77)	5%	(34)	13%	(97)	744
4-Region: West	44%	(192)	27%	(118)	12%	(51)	8%	(33)	9%	(41)	435

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

Table MCTE8_2: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

The president

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	36% (719)	26% (523)	13% (261)	10% (205)	14% (284)	1992
Gender: Male	37% (343)	28% (261)	15% (141)	12% (108)	9% (80)	932
Gender: Female	35% (376)	25% (262)	11% (121)	9% (97)	19% (204)	1060
Age: 18-34	33% (167)	27% (137)	11% (56)	8% (40)	20% (100)	500
Age: 35-44	44% (134)	29% (87)	11% (34)	6% (20)	9% (28)	303
Age: 45-64	34% (247)	28% (206)	12% (87)	12% (86)	14% (100)	725
Age: 65+	37% (171)	20% (93)	18% (85)	13% (59)	12% (56)	463
GenZers: 1997-2012	30% (63)	24% (52)	11% (24)	8% (17)	27% (57)	214
Millennials: 1981-1996	39% (181)	30% (140)	11% (52)	7% (32)	13% (62)	467
GenXers: 1965-1980	36% (173)	30% (141)	12% (59)	10% (47)	12% (56)	475
Baby Boomers: 1946-1964	36% (266)	23% (173)	15% (115)	13% (99)	13% (95)	749
PID: Dem (no lean)	42% (363)	30% (260)	12% (104)	5% (40)	11% (90)	857
PID: Ind (no lean)	30% (159)	26% (140)	11% (58)	15% (80)	18% (99)	534
PID: Rep (no lean)	33% (197)	21% (124)	17% (100)	14% (85)	16% (94)	601
PID/Gender: Dem Men	47% (188)	30% (122)	12% (46)	5% (19)	7% (27)	401
PID/Gender: Dem Women	38% (175)	30% (138)	13% (57)	5% (21)	14% (64)	456
PID/Gender: Ind Men	32% (80)	27% (68)	14% (36)	18% (45)	9% (21)	250
PID/Gender: Ind Women	28% (78)	25% (72)	8% (22)	12% (35)	27% (77)	285
PID/Gender: Rep Men	27% (75)	26% (72)	21% (59)	16% (44)	11% (32)	282
PID/Gender: Rep Women	38% (122)	16% (52)	13% (41)	13% (41)	20% (63)	319
Ideo: Liberal (1-3)	37% (236)	34% (220)	14% (91)	7% (42)	8% (51)	639
Ideo: Moderate (4)	35% (190)	25% (134)	12% (65)	9% (50)	19% (101)	539
Ideo: Conservative (5-7)	35% (238)	22% (151)	15% (99)	15% (105)	13% (86)	678
Educ: < College	35% (442)	25% (310)	12% (154)	10% (131)	17% (216)	1253
Educ: Bachelors degree	35% (166)	28% (134)	15% (72)	11% (52)	10% (47)	471
Educ: Post-grad	41% (111)	29% (79)	13% (36)	8% (22)	8% (21)	268
Income: Under 50k	35% (347)	25% (245)	11% (104)	9% (93)	20% (199)	989
Income: 50k-100k	36% (222)	26% (161)	15% (94)	13% (77)	9% (57)	610
Income: 100k+	38% (150)	30% (117)	16% (63)	9% (35)	7% (28)	393
Ethnicity: White	35% (563)	26% (415)	15% (239)	11% (183)	13% (211)	1611

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Table MCTE8_2: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
The president

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	36% (719)	26% (523)	13% (261)	10% (205)	14% (284)	1992
Ethnicity: Hispanic	37% (71)	30% (57)	11% (22)	4% (8)	18% (35)	193
Ethnicity: Black	44% (112)	30% (75)	3% (8)	4% (10)	19% (47)	253
Ethnicity: Other	34% (43)	25% (33)	11% (15)	10% (13)	20% (25)	128
All Christian	36% (369)	26% (270)	14% (139)	11% (115)	12% (126)	1020
All Non-Christian	42% (55)	23% (30)	14% (18)	7% (9)	14% (18)	130
Atheist	31% (27)	26% (23)	21% (18)	9% (8)	13% (11)	86
Agnostic/Nothing in particular	31% (153)	29% (144)	11% (54)	10% (49)	19% (94)	493
Something Else	44% (115)	21% (56)	12% (32)	9% (24)	13% (35)	262
Religious Non-Protestant/Catholic	41% (58)	23% (32)	14% (20)	8% (12)	14% (20)	142
Evangelical	40% (225)	26% (144)	13% (70)	9% (51)	12% (67)	556
Non-Evangelical	36% (249)	25% (177)	14% (97)	12% (84)	13% (91)	699
Community: Urban	44% (244)	27% (153)	10% (54)	6% (36)	13% (71)	558
Community: Suburban	32% (304)	26% (244)	17% (160)	11% (104)	14% (129)	942
Community: Rural	35% (171)	26% (125)	10% (47)	13% (65)	17% (83)	492
Employ: Private Sector	37% (221)	29% (171)	13% (79)	11% (63)	11% (63)	597
Employ: Government	35% (50)	27% (39)	15% (21)	10% (15)	13% (18)	143
Employ: Self-Employed	46% (74)	23% (38)	13% (22)	6% (10)	11% (18)	161
Employ: Homemaker	25% (30)	36% (44)	10% (13)	10% (12)	19% (24)	123
Employ: Student	24% (18)	23% (17)	9% (7)	11% (8)	33% (25)	76
Employ: Retired	37% (213)	23% (132)	16% (93)	12% (73)	12% (71)	582
Employ: Unemployed	35% (74)	27% (58)	11% (23)	7% (15)	20% (43)	213
Employ: Other	40% (39)	24% (24)	5% (4)	10% (10)	21% (21)	98
Military HH: Yes	40% (142)	22% (79)	14% (51)	13% (46)	11% (40)	358
Military HH: No	35% (577)	27% (444)	13% (210)	10% (159)	15% (243)	1634
RD/WT: Right Direction	40% (404)	31% (317)	11% (109)	5% (54)	13% (130)	1014
RD/WT: Wrong Track	32% (315)	21% (206)	16% (153)	15% (152)	16% (154)	978
Biden Job Approve	40% (466)	30% (345)	12% (132)	6% (69)	12% (140)	1152
Biden Job Disapprove	30% (227)	22% (168)	17% (124)	17% (128)	14% (101)	748

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Table MCTE8_2: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
The president

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	36% (719)	26% (523)	13% (261)	10% (205)	14% (284)	1992
Biden Job Strongly Approve	46% (306)	28% (188)	10% (68)	5% (32)	10% (68)	663
Biden Job Somewhat Approve	33% (160)	32% (157)	13% (64)	8% (37)	15% (72)	489
Biden Job Somewhat Disapprove	25% (47)	34% (66)	22% (42)	11% (22)	9% (17)	193
Biden Job Strongly Disapprove	32% (179)	18% (103)	15% (82)	19% (106)	15% (84)	555
Favorable of Biden	42% (468)	30% (336)	11% (129)	6% (63)	12% (131)	1127
Unfavorable of Biden	30% (230)	23% (179)	16% (126)	18% (138)	13% (103)	776
Very Favorable of Biden	47% (319)	29% (196)	10% (67)	5% (32)	9% (64)	679
Somewhat Favorable of Biden	33% (149)	31% (140)	14% (62)	7% (31)	15% (67)	448
Somewhat Unfavorable of Biden	24% (44)	33% (61)	20% (36)	12% (22)	12% (22)	185
Very Unfavorable of Biden	31% (186)	20% (118)	15% (90)	20% (116)	14% (81)	591
#1 Issue: Economy	34% (223)	28% (184)	14% (91)	12% (80)	13% (87)	665
#1 Issue: Security	37% (125)	21% (69)	16% (54)	14% (45)	12% (40)	334
#1 Issue: Health Care	39% (131)	31% (106)	10% (32)	6% (21)	14% (46)	338
#1 Issue: Medicare / Social Security	41% (96)	20% (46)	13% (32)	10% (25)	16% (37)	235
#1 Issue: Women's Issues	24% (24)	36% (35)	15% (15)	7% (7)	18% (18)	99
#1 Issue: Education	44% (37)	21% (18)	10% (8)	5% (5)	19% (16)	84
#1 Issue: Energy	33% (36)	30% (32)	13% (14)	8% (9)	16% (17)	108
#1 Issue: Other	36% (46)	25% (32)	12% (16)	10% (13)	17% (22)	129
2020 Vote: Joe Biden	40% (407)	30% (310)	12% (127)	6% (60)	12% (124)	1027
2020 Vote: Donald Trump	34% (237)	22% (156)	15% (103)	16% (115)	13% (94)	706
2020 Vote: Other	17% (12)	31% (22)	11% (8)	19% (14)	23% (17)	73
2020 Vote: Didn't Vote	33% (62)	19% (35)	13% (23)	9% (16)	26% (48)	184
2018 House Vote: Democrat	40% (324)	31% (251)	12% (94)	7% (59)	11% (88)	816
2018 House Vote: Republican	33% (197)	21% (127)	17% (102)	16% (97)	12% (69)	591
2018 House Vote: Someone else	40% (25)	12% (8)	11% (7)	17% (10)	20% (13)	62
2016 Vote: Hillary Clinton	40% (294)	30% (223)	12% (86)	6% (42)	12% (85)	730
2016 Vote: Donald Trump	35% (227)	21% (139)	16% (107)	16% (104)	12% (77)	654
2016 Vote: Other	28% (32)	28% (31)	14% (16)	17% (19)	13% (15)	113
2016 Vote: Didn't Vote	33% (165)	26% (129)	10% (52)	8% (41)	22% (106)	493

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Table MCTE8_2: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
The president

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	36%	(719)	26%	(523)	13%	(261)	10%	(205)	14%	(284)	1992
Voted in 2014: Yes	37%	(482)	27%	(348)	14%	(183)	11%	(147)	11%	(140)	1299
Voted in 2014: No	34%	(237)	25%	(175)	11%	(79)	8%	(58)	21%	(144)	693
4-Region: Northeast	37%	(132)	30%	(105)	14%	(49)	8%	(30)	11%	(40)	355
4-Region: Midwest	32%	(148)	24%	(110)	14%	(66)	11%	(51)	18%	(82)	458
4-Region: South	39%	(289)	25%	(189)	12%	(90)	9%	(69)	14%	(107)	744
4-Region: West	34%	(149)	27%	(119)	13%	(56)	13%	(56)	13%	(55)	435

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

Table MCTE8_3: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

Federal agencies

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	51% (1011)	28% (556)	6% (111)	4% (79)	12% (236)	1992
Gender: Male	53% (490)	30% (277)	7% (63)	4% (38)	7% (64)	932
Gender: Female	49% (521)	26% (278)	4% (48)	4% (40)	16% (172)	1060
Age: 18-34	38% (191)	32% (160)	7% (37)	4% (19)	19% (94)	500
Age: 35-44	52% (157)	31% (94)	6% (19)	3% (8)	8% (24)	303
Age: 45-64	52% (379)	26% (191)	5% (36)	5% (36)	11% (83)	725
Age: 65+	61% (283)	24% (111)	4% (19)	3% (16)	7% (35)	463
GenZers: 1997-2012	37% (79)	26% (55)	6% (14)	3% (6)	28% (60)	214
Millennials: 1981-1996	43% (202)	35% (165)	7% (34)	3% (14)	11% (51)	467
GenXers: 1965-1980	53% (250)	28% (132)	5% (25)	4% (21)	10% (47)	475
Baby Boomers: 1946-1964	56% (418)	25% (188)	5% (35)	5% (36)	10% (73)	749
PID: Dem (no lean)	55% (475)	31% (262)	4% (35)	2% (14)	8% (72)	857
PID: Ind (no lean)	49% (261)	25% (136)	5% (26)	5% (26)	16% (85)	534
PID: Rep (no lean)	46% (275)	26% (158)	8% (50)	6% (39)	13% (79)	601
PID/Gender: Dem Men	57% (229)	32% (129)	4% (16)	2% (7)	5% (20)	401
PID/Gender: Dem Women	54% (246)	29% (133)	4% (19)	1% (6)	11% (52)	456
PID/Gender: Ind Men	54% (135)	27% (66)	7% (19)	5% (12)	7% (18)	250
PID/Gender: Ind Women	44% (125)	25% (70)	3% (8)	5% (14)	24% (67)	285
PID/Gender: Rep Men	45% (125)	29% (82)	10% (29)	7% (19)	9% (26)	282
PID/Gender: Rep Women	47% (150)	24% (76)	6% (21)	6% (19)	17% (54)	319
Ideo: Liberal (1-3)	57% (367)	29% (186)	6% (39)	1% (9)	6% (38)	639
Ideo: Moderate (4)	48% (260)	30% (163)	4% (22)	3% (18)	14% (76)	539
Ideo: Conservative (5-7)	48% (329)	27% (185)	7% (47)	7% (50)	10% (68)	678
Educ: < College	50% (631)	25% (314)	5% (65)	4% (56)	15% (187)	1253
Educ: Bachelors degree	50% (236)	33% (155)	6% (28)	4% (17)	7% (35)	471
Educ: Post-grad	53% (143)	32% (86)	7% (19)	2% (5)	5% (15)	268
Income: Under 50k	50% (492)	24% (238)	4% (43)	5% (49)	17% (166)	989
Income: 50k-100k	52% (317)	30% (185)	6% (38)	3% (21)	8% (50)	610
Income: 100k+	51% (201)	34% (133)	8% (30)	2% (8)	5% (20)	393
Ethnicity: White	51% (822)	28% (448)	6% (99)	4% (65)	11% (177)	1611

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Table MCTE8_3: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
Federal agencies

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	51%	(1011)	28%	(556)	6%	(111)	4%	(79)	12%	(236)	1992
Ethnicity: Hispanic	52%	(101)	27%	(52)	3%	(7)	—	(0)	17%	(33)	193
Ethnicity: Black	51%	(129)	28%	(70)	2%	(4)	5%	(12)	15%	(37)	253
Ethnicity: Other	46%	(59)	29%	(37)	6%	(8)	1%	(2)	17%	(22)	128
All Christian	55%	(562)	28%	(281)	5%	(53)	3%	(33)	9%	(91)	1020
All Non-Christian	45%	(59)	26%	(34)	10%	(13)	4%	(5)	14%	(18)	130
Atheist	54%	(47)	20%	(17)	12%	(10)	1%	(1)	13%	(11)	86
Agnostic/Nothing in particular	43%	(213)	31%	(154)	4%	(22)	5%	(25)	16%	(79)	493
Something Else	49%	(129)	26%	(69)	5%	(13)	5%	(14)	14%	(37)	262
Religious Non-Protestant/Catholic	46%	(65)	26%	(37)	9%	(13)	5%	(7)	14%	(20)	142
Evangelical	53%	(297)	28%	(155)	5%	(26)	4%	(20)	10%	(58)	556
Non-Evangelical	54%	(380)	27%	(187)	6%	(39)	4%	(26)	10%	(67)	699
Community: Urban	54%	(303)	27%	(148)	5%	(29)	3%	(17)	11%	(61)	558
Community: Suburban	50%	(471)	30%	(279)	6%	(55)	4%	(35)	11%	(102)	942
Community: Rural	48%	(237)	26%	(128)	5%	(27)	6%	(27)	15%	(73)	492
Employ: Private Sector	50%	(301)	31%	(184)	6%	(35)	5%	(27)	8%	(50)	597
Employ: Government	45%	(64)	30%	(43)	6%	(8)	5%	(8)	14%	(19)	143
Employ: Self-Employed	42%	(67)	30%	(49)	10%	(16)	5%	(8)	13%	(21)	161
Employ: Homemaker	40%	(49)	39%	(48)	7%	(9)	—	(0)	14%	(17)	123
Employ: Student	38%	(29)	24%	(18)	5%	(4)	2%	(2)	30%	(23)	76
Employ: Retired	60%	(347)	23%	(133)	5%	(29)	4%	(23)	9%	(51)	582
Employ: Unemployed	47%	(101)	30%	(64)	4%	(8)	3%	(6)	16%	(33)	213
Employ: Other	53%	(52)	17%	(17)	3%	(3)	6%	(6)	21%	(21)	98
Military HH: Yes	56%	(201)	25%	(89)	6%	(20)	4%	(16)	9%	(32)	358
Military HH: No	50%	(810)	29%	(467)	6%	(91)	4%	(63)	12%	(204)	1634
RD/WT: Right Direction	53%	(542)	30%	(307)	4%	(42)	2%	(16)	11%	(107)	1014
RD/WT: Wrong Track	48%	(469)	25%	(248)	7%	(69)	6%	(62)	13%	(129)	978
Biden Job Approve	55%	(632)	30%	(347)	4%	(48)	2%	(20)	9%	(106)	1152
Biden Job Disapprove	46%	(343)	27%	(203)	8%	(63)	7%	(55)	11%	(84)	748

Continued on next page

Table MCTE8_3: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

Federal agencies

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	51%	(1011)	28%	(556)	6%	(111)	4%	(79)	12%	(236)	1992
Biden Job Strongly Approve	60%	(398)	27%	(179)	3%	(17)	2%	(12)	9%	(57)	663
Biden Job Somewhat Approve	48%	(234)	34%	(167)	6%	(31)	2%	(8)	10%	(49)	489
Biden Job Somewhat Disapprove	42%	(81)	35%	(68)	10%	(19)	3%	(7)	9%	(18)	193
Biden Job Strongly Disapprove	47%	(262)	24%	(134)	8%	(43)	9%	(49)	12%	(66)	555
Favorable of Biden	57%	(637)	30%	(333)	4%	(43)	1%	(16)	9%	(98)	1127
Unfavorable of Biden	45%	(346)	28%	(215)	8%	(66)	8%	(60)	11%	(88)	776
Very Favorable of Biden	60%	(408)	28%	(193)	3%	(18)	1%	(9)	7%	(51)	679
Somewhat Favorable of Biden	51%	(228)	31%	(140)	6%	(25)	2%	(7)	11%	(48)	448
Somewhat Unfavorable of Biden	38%	(71)	34%	(62)	10%	(19)	6%	(11)	12%	(22)	185
Very Unfavorable of Biden	47%	(275)	26%	(153)	8%	(47)	8%	(49)	11%	(66)	591
#1 Issue: Economy	47%	(312)	30%	(196)	8%	(51)	6%	(41)	10%	(65)	665
#1 Issue: Security	55%	(182)	25%	(83)	5%	(18)	5%	(17)	10%	(35)	334
#1 Issue: Health Care	52%	(176)	33%	(111)	3%	(9)	2%	(6)	11%	(36)	338
#1 Issue: Medicare / Social Security	58%	(136)	23%	(53)	4%	(10)	3%	(7)	12%	(28)	235
#1 Issue: Women's Issues	39%	(39)	32%	(32)	8%	(8)	2%	(2)	19%	(19)	99
#1 Issue: Education	46%	(39)	28%	(23)	8%	(7)	1%	(1)	18%	(15)	84
#1 Issue: Energy	55%	(60)	23%	(25)	3%	(3)	2%	(2)	18%	(19)	108
#1 Issue: Other	52%	(67)	26%	(33)	4%	(5)	2%	(3)	16%	(20)	129
2020 Vote: Joe Biden	56%	(577)	30%	(305)	4%	(36)	1%	(14)	9%	(94)	1027
2020 Vote: Donald Trump	47%	(328)	28%	(195)	8%	(55)	7%	(49)	11%	(77)	706
2020 Vote: Other	39%	(29)	24%	(18)	9%	(6)	8%	(6)	20%	(14)	73
2020 Vote: Didn't Vote	41%	(75)	20%	(38)	7%	(13)	5%	(9)	27%	(49)	184
2018 House Vote: Democrat	56%	(459)	31%	(252)	3%	(23)	2%	(16)	8%	(66)	816
2018 House Vote: Republican	50%	(293)	26%	(154)	8%	(48)	7%	(43)	9%	(53)	591
2018 House Vote: Someone else	49%	(30)	27%	(17)	3%	(2)	3%	(2)	18%	(11)	62
2016 Vote: Hillary Clinton	57%	(417)	30%	(220)	2%	(17)	2%	(13)	9%	(64)	730
2016 Vote: Donald Trump	50%	(327)	28%	(181)	7%	(44)	6%	(42)	9%	(60)	654
2016 Vote: Other	52%	(59)	27%	(30)	7%	(8)	6%	(7)	8%	(9)	113
2016 Vote: Didn't Vote	42%	(207)	26%	(126)	9%	(42)	3%	(16)	21%	(102)	493

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Table MCTE8_3: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
Federal agencies

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	51%	(1011)	28%	(556)	6%	(111)	4%	(79)	12%	(236)	1992
Voted in 2014: Yes	54%	(706)	29%	(374)	4%	(54)	4%	(58)	8%	(107)	1299
Voted in 2014: No	44%	(304)	26%	(182)	8%	(57)	3%	(21)	19%	(129)	693
4-Region: Northeast	57%	(202)	26%	(93)	5%	(19)	2%	(8)	9%	(32)	355
4-Region: Midwest	45%	(207)	29%	(133)	7%	(32)	4%	(16)	15%	(69)	458
4-Region: South	51%	(382)	28%	(206)	5%	(35)	4%	(27)	13%	(94)	744
4-Region: West	50%	(219)	28%	(123)	6%	(25)	6%	(27)	9%	(41)	435

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

Table MCTE8_4: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

The courts

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	40% (805)	30% (597)	12% (236)	5% (93)	13% (261)	1992
Gender: Male	41% (386)	32% (298)	13% (126)	5% (48)	8% (75)	932
Gender: Female	40% (419)	28% (299)	10% (110)	4% (45)	18% (186)	1060
Age: 18-34	30% (152)	35% (176)	12% (62)	4% (20)	18% (91)	500
Age: 35-44	41% (125)	33% (100)	12% (36)	4% (11)	10% (31)	303
Age: 45-64	41% (295)	29% (212)	11% (80)	6% (46)	13% (92)	725
Age: 65+	50% (234)	23% (109)	13% (58)	3% (15)	10% (48)	463
GenZers: 1997-2012	27% (59)	30% (65)	14% (30)	4% (9)	24% (51)	214
Millennials: 1981-1996	35% (165)	38% (177)	10% (47)	3% (16)	13% (61)	467
GenXers: 1965-1980	40% (190)	30% (142)	13% (62)	5% (25)	12% (56)	475
Baby Boomers: 1946-1964	46% (344)	25% (190)	12% (88)	6% (43)	11% (84)	749
PID: Dem (no lean)	43% (370)	33% (281)	11% (92)	4% (30)	10% (84)	857
PID: Ind (no lean)	38% (206)	26% (139)	13% (71)	5% (26)	17% (93)	534
PID: Rep (no lean)	38% (230)	29% (176)	12% (74)	6% (37)	14% (84)	601
PID/Gender: Dem Men	46% (184)	31% (126)	12% (47)	4% (17)	7% (27)	401
PID/Gender: Dem Women	41% (186)	34% (156)	10% (44)	3% (13)	12% (57)	456
PID/Gender: Ind Men	40% (100)	31% (79)	16% (40)	4% (11)	8% (20)	250
PID/Gender: Ind Women	37% (105)	21% (61)	11% (31)	5% (15)	26% (73)	285
PID/Gender: Rep Men	36% (102)	33% (93)	14% (38)	7% (20)	10% (28)	282
PID/Gender: Rep Women	40% (128)	26% (83)	11% (35)	5% (17)	18% (56)	319
Ideo: Liberal (1-3)	43% (276)	33% (212)	13% (86)	3% (16)	8% (49)	639
Ideo: Moderate (4)	40% (215)	27% (143)	12% (64)	5% (27)	17% (90)	539
Ideo: Conservative (5-7)	40% (271)	31% (208)	12% (81)	7% (46)	11% (72)	678
Educ: < College	39% (487)	28% (348)	13% (161)	5% (61)	16% (196)	1253
Educ: Bachelors degree	42% (199)	33% (156)	10% (45)	5% (24)	10% (47)	471
Educ: Post-grad	44% (118)	35% (93)	11% (30)	3% (8)	7% (19)	268
Income: Under 50k	41% (402)	26% (256)	11% (107)	4% (44)	18% (180)	989
Income: 50k-100k	40% (241)	34% (206)	12% (72)	6% (36)	9% (55)	610
Income: 100k+	41% (162)	34% (134)	14% (56)	3% (13)	7% (27)	393
Ethnicity: White	41% (659)	30% (489)	12% (193)	5% (75)	12% (195)	1611

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Table MCTE8_4: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
The courts

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	40%	(805)	30%	(597)	12%	(236)	5%	(93)	13%	(261)	1992
Ethnicity: Hispanic	35%	(67)	31%	(60)	15%	(29)	2%	(4)	17%	(33)	193
Ethnicity: Black	38%	(96)	28%	(72)	11%	(28)	6%	(16)	16%	(41)	253
Ethnicity: Other	39%	(50)	28%	(36)	11%	(15)	2%	(2)	20%	(25)	128
All Christian	42%	(431)	31%	(317)	11%	(114)	5%	(50)	11%	(107)	1020
All Non-Christian	46%	(60)	26%	(34)	11%	(14)	2%	(2)	16%	(21)	130
Atheist	40%	(35)	25%	(21)	21%	(18)	1%	(1)	13%	(11)	86
Agnostic/Nothing in particular	35%	(174)	31%	(154)	13%	(63)	4%	(21)	17%	(82)	493
Something Else	40%	(105)	27%	(71)	10%	(27)	7%	(18)	15%	(40)	262
Religious Non-Protestant/Catholic	46%	(65)	25%	(35)	11%	(15)	3%	(4)	16%	(23)	142
Evangelical	44%	(246)	32%	(179)	8%	(44)	4%	(22)	12%	(65)	556
Non-Evangelical	40%	(278)	29%	(203)	13%	(94)	6%	(44)	11%	(79)	699
Community: Urban	47%	(263)	27%	(153)	11%	(60)	4%	(21)	11%	(61)	558
Community: Suburban	37%	(353)	31%	(294)	13%	(126)	5%	(44)	13%	(126)	942
Community: Rural	39%	(189)	30%	(150)	10%	(51)	6%	(28)	15%	(74)	492
Employ: Private Sector	38%	(227)	34%	(205)	13%	(75)	5%	(29)	10%	(60)	597
Employ: Government	35%	(50)	32%	(46)	13%	(19)	7%	(10)	12%	(18)	143
Employ: Self-Employed	39%	(63)	30%	(49)	11%	(18)	7%	(11)	13%	(21)	161
Employ: Homemaker	35%	(43)	34%	(42)	13%	(16)	1%	(1)	17%	(21)	123
Employ: Student	29%	(22)	30%	(23)	11%	(8)	2%	(2)	28%	(22)	76
Employ: Retired	48%	(279)	24%	(141)	12%	(71)	5%	(29)	11%	(62)	582
Employ: Unemployed	36%	(76)	32%	(68)	11%	(24)	3%	(7)	18%	(38)	213
Employ: Other	45%	(44)	23%	(22)	6%	(6)	5%	(5)	21%	(20)	98
Military HH: Yes	44%	(159)	30%	(108)	10%	(36)	6%	(21)	10%	(34)	358
Military HH: No	40%	(646)	30%	(489)	12%	(200)	4%	(72)	14%	(227)	1634
RD/WT: Right Direction	42%	(426)	33%	(334)	10%	(104)	3%	(32)	12%	(118)	1014
RD/WT: Wrong Track	39%	(379)	27%	(263)	14%	(132)	6%	(62)	15%	(143)	978
Biden Job Approve	43%	(496)	32%	(372)	11%	(123)	4%	(41)	10%	(120)	1152
Biden Job Disapprove	38%	(285)	28%	(212)	15%	(109)	6%	(48)	13%	(94)	748

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Table MCTE8_4: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

The courts

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	40%	(805)	30%	(597)	12%	(236)	5%	(93)	13%	(261)	1992
Biden Job Strongly Approve	45%	(301)	31%	(208)	10%	(66)	4%	(24)	10%	(65)	663
Biden Job Somewhat Approve	40%	(195)	34%	(165)	12%	(57)	4%	(18)	11%	(55)	489
Biden Job Somewhat Disapprove	30%	(59)	38%	(74)	19%	(36)	2%	(4)	11%	(21)	193
Biden Job Strongly Disapprove	41%	(226)	25%	(138)	13%	(73)	8%	(45)	13%	(73)	555
Favorable of Biden	44%	(498)	32%	(361)	10%	(118)	3%	(35)	10%	(115)	1127
Unfavorable of Biden	37%	(283)	29%	(223)	15%	(116)	7%	(57)	12%	(97)	776
Very Favorable of Biden	48%	(325)	31%	(209)	9%	(63)	3%	(21)	9%	(60)	679
Somewhat Favorable of Biden	39%	(173)	34%	(152)	12%	(55)	3%	(14)	12%	(55)	448
Somewhat Unfavorable of Biden	27%	(50)	39%	(72)	18%	(33)	3%	(6)	13%	(24)	185
Very Unfavorable of Biden	39%	(233)	26%	(151)	14%	(83)	9%	(51)	12%	(72)	591
#1 Issue: Economy	37%	(246)	32%	(210)	13%	(87)	7%	(49)	11%	(74)	665
#1 Issue: Security	46%	(155)	25%	(85)	11%	(37)	5%	(17)	12%	(39)	334
#1 Issue: Health Care	42%	(142)	33%	(113)	10%	(34)	2%	(7)	12%	(41)	338
#1 Issue: Medicare / Social Security	45%	(107)	27%	(63)	11%	(25)	3%	(7)	14%	(33)	235
#1 Issue: Women's Issues	26%	(25)	37%	(37)	15%	(15)	3%	(3)	19%	(19)	99
#1 Issue: Education	45%	(38)	23%	(19)	14%	(12)	—	(0)	18%	(15)	84
#1 Issue: Energy	37%	(40)	34%	(37)	9%	(9)	3%	(3)	17%	(19)	108
#1 Issue: Other	41%	(53)	25%	(32)	12%	(16)	5%	(6)	16%	(21)	129
2020 Vote: Joe Biden	42%	(434)	32%	(327)	12%	(120)	3%	(31)	11%	(114)	1027
2020 Vote: Donald Trump	39%	(275)	29%	(202)	14%	(98)	6%	(46)	12%	(85)	706
2020 Vote: Other	27%	(20)	34%	(25)	11%	(8)	6%	(5)	22%	(16)	73
2020 Vote: Didn't Vote	40%	(74)	24%	(43)	5%	(10)	7%	(12)	24%	(45)	184
2018 House Vote: Democrat	43%	(352)	32%	(263)	11%	(91)	4%	(31)	10%	(79)	816
2018 House Vote: Republican	40%	(235)	30%	(176)	14%	(85)	7%	(40)	9%	(56)	591
2018 House Vote: Someone else	42%	(26)	24%	(15)	8%	(5)	2%	(1)	25%	(15)	62
2016 Vote: Hillary Clinton	45%	(327)	32%	(236)	9%	(64)	3%	(25)	11%	(78)	730
2016 Vote: Donald Trump	42%	(272)	29%	(186)	14%	(89)	6%	(41)	10%	(66)	654
2016 Vote: Other	32%	(36)	28%	(32)	21%	(23)	4%	(5)	15%	(17)	113
2016 Vote: Didn't Vote	34%	(168)	29%	(143)	12%	(60)	5%	(22)	20%	(100)	493

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Table MCTE8_4: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
The courts

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	40%	(805)	30%	(597)	12%	(236)	5%	(93)	13%	(261)	1992
Voted in 2014: Yes	43%	(562)	30%	(394)	12%	(150)	5%	(67)	10%	(126)	1299
Voted in 2014: No	35%	(243)	29%	(202)	12%	(85)	4%	(26)	20%	(135)	693
4-Region: Northeast	43%	(152)	32%	(113)	13%	(48)	2%	(7)	10%	(36)	355
4-Region: Midwest	33%	(149)	32%	(148)	12%	(57)	5%	(24)	18%	(81)	458
4-Region: South	43%	(318)	29%	(217)	11%	(79)	4%	(31)	13%	(98)	744
4-Region: West	43%	(186)	27%	(119)	12%	(53)	7%	(31)	11%	(46)	435

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

Table MCTE8_5: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

State governments

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Registered Voters	44% (884)	31% (626)	9% (170)	4% (79)	12% (233)	1992
Gender: Male	46% (428)	33% (306)	11% (102)	4% (40)	6% (57)	932
Gender: Female	43% (456)	30% (320)	6% (68)	4% (40)	17% (177)	1060
Age: 18-34	36% (180)	31% (155)	11% (56)	4% (19)	18% (90)	500
Age: 35-44	47% (141)	35% (106)	7% (21)	3% (9)	8% (25)	303
Age: 45-64	45% (327)	31% (226)	8% (54)	5% (37)	11% (81)	725
Age: 65+	51% (235)	30% (139)	8% (38)	3% (15)	8% (37)	463
GenZers: 1997-2012	26% (56)	28% (60)	16% (34)	3% (7)	26% (57)	214
Millennials: 1981-1996	46% (213)	33% (153)	8% (36)	3% (13)	11% (52)	467
GenXers: 1965-1980	43% (206)	34% (162)	8% (37)	4% (21)	10% (48)	475
Baby Boomers: 1946-1964	48% (363)	30% (225)	7% (54)	5% (37)	9% (70)	749
PID: Dem (no lean)	46% (397)	35% (303)	7% (62)	2% (21)	9% (74)	857
PID: Ind (no lean)	44% (234)	27% (147)	9% (47)	4% (24)	15% (83)	534
PID: Rep (no lean)	42% (253)	29% (176)	10% (61)	6% (35)	13% (77)	601
PID/Gender: Dem Men	50% (200)	33% (134)	8% (34)	3% (12)	5% (21)	401
PID/Gender: Dem Women	43% (197)	37% (169)	6% (29)	2% (8)	12% (53)	456
PID/Gender: Ind Men	48% (119)	30% (74)	12% (30)	4% (11)	6% (16)	250
PID/Gender: Ind Women	40% (115)	26% (73)	6% (17)	4% (13)	23% (67)	285
PID/Gender: Rep Men	39% (109)	35% (98)	14% (39)	6% (16)	7% (20)	282
PID/Gender: Rep Women	45% (144)	24% (78)	7% (22)	6% (19)	18% (57)	319
Ideo: Liberal (1-3)	49% (314)	34% (219)	9% (59)	2% (10)	6% (37)	639
Ideo: Moderate (4)	41% (222)	31% (167)	9% (47)	4% (23)	15% (81)	539
Ideo: Conservative (5-7)	44% (301)	32% (214)	8% (57)	6% (42)	9% (64)	678
Educ: < College	43% (537)	30% (375)	8% (105)	4% (53)	15% (183)	1253
Educ: Bachelors degree	46% (217)	34% (161)	8% (36)	4% (21)	8% (36)	471
Educ: Post-grad	49% (130)	33% (89)	11% (29)	2% (5)	5% (14)	268
Income: Under 50k	44% (434)	28% (278)	7% (72)	4% (43)	16% (162)	989
Income: 50k-100k	44% (266)	34% (207)	10% (59)	4% (27)	8% (51)	610
Income: 100k+	47% (184)	36% (141)	10% (39)	2% (9)	5% (20)	393
Ethnicity: White	45% (731)	32% (510)	9% (139)	4% (62)	11% (170)	1611

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Table MCTE8_5: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
State governments

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	44%	(884)	31%	(626)	9%	(170)	4%	(79)	12%	(233)	1992
Ethnicity: Hispanic	49%	(95)	21%	(41)	9%	(18)	3%	(6)	17%	(33)	193
Ethnicity: Black	42%	(106)	33%	(82)	5%	(13)	5%	(12)	16%	(39)	253
Ethnicity: Other	37%	(47)	26%	(34)	14%	(18)	4%	(5)	19%	(24)	128
All Christian	47%	(479)	33%	(336)	8%	(77)	4%	(37)	9%	(91)	1020
All Non-Christian	47%	(61)	29%	(38)	9%	(12)	2%	(3)	13%	(17)	130
Atheist	38%	(33)	36%	(31)	13%	(11)	2%	(2)	11%	(10)	86
Agnostic/Nothing in particular	39%	(192)	30%	(148)	11%	(55)	4%	(20)	16%	(78)	493
Something Else	46%	(120)	28%	(73)	6%	(15)	7%	(17)	14%	(37)	262
Religious Non-Protestant/Catholic	46%	(65)	29%	(41)	9%	(12)	3%	(4)	13%	(19)	142
Evangelical	49%	(275)	30%	(167)	7%	(37)	3%	(19)	11%	(60)	556
Non-Evangelical	45%	(313)	33%	(231)	8%	(54)	5%	(34)	9%	(66)	699
Community: Urban	51%	(283)	28%	(158)	8%	(46)	3%	(16)	10%	(55)	558
Community: Suburban	40%	(382)	35%	(327)	10%	(93)	4%	(33)	11%	(108)	942
Community: Rural	45%	(220)	29%	(141)	6%	(32)	6%	(29)	14%	(70)	492
Employ: Private Sector	44%	(265)	33%	(197)	9%	(57)	4%	(25)	9%	(53)	597
Employ: Government	50%	(72)	24%	(35)	6%	(9)	5%	(8)	13%	(19)	143
Employ: Self-Employed	41%	(66)	30%	(48)	12%	(19)	6%	(10)	11%	(18)	161
Employ: Homemaker	40%	(49)	36%	(44)	8%	(9)	3%	(3)	14%	(17)	123
Employ: Student	28%	(21)	22%	(17)	17%	(13)	3%	(2)	30%	(23)	76
Employ: Retired	50%	(293)	30%	(174)	8%	(45)	4%	(21)	9%	(50)	582
Employ: Unemployed	35%	(74)	40%	(84)	7%	(15)	3%	(5)	16%	(34)	213
Employ: Other	45%	(44)	27%	(26)	3%	(3)	5%	(5)	20%	(19)	98
Military HH: Yes	49%	(175)	29%	(102)	10%	(36)	4%	(15)	8%	(30)	358
Military HH: No	43%	(709)	32%	(523)	8%	(134)	4%	(64)	12%	(203)	1634
RD/WT: Right Direction	46%	(469)	34%	(345)	8%	(76)	2%	(23)	10%	(101)	1014
RD/WT: Wrong Track	42%	(414)	29%	(281)	10%	(94)	6%	(57)	14%	(133)	978
Biden Job Approve	46%	(533)	34%	(397)	8%	(90)	2%	(28)	9%	(104)	1152
Biden Job Disapprove	43%	(321)	29%	(219)	10%	(75)	6%	(47)	11%	(85)	748

Continued on next page

Table MCTE8_5: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?

State governments

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	44%	(884)	31%	(626)	9%	(170)	4%	(79)	12%	(233)	1992
Biden Job Strongly Approve	50%	(328)	34%	(227)	6%	(39)	2%	(14)	8%	(55)	663
Biden Job Somewhat Approve	42%	(204)	35%	(170)	11%	(52)	3%	(14)	10%	(50)	489
Biden Job Somewhat Disapprove	37%	(72)	39%	(75)	12%	(24)	2%	(4)	10%	(19)	193
Biden Job Strongly Disapprove	45%	(250)	26%	(144)	9%	(52)	8%	(43)	12%	(66)	555
Favorable of Biden	48%	(542)	33%	(377)	8%	(88)	2%	(21)	9%	(99)	1127
Unfavorable of Biden	41%	(315)	31%	(241)	10%	(76)	7%	(54)	12%	(90)	776
Very Favorable of Biden	53%	(358)	33%	(225)	5%	(36)	1%	(9)	8%	(51)	679
Somewhat Favorable of Biden	41%	(185)	34%	(152)	12%	(52)	3%	(12)	11%	(48)	448
Somewhat Unfavorable of Biden	34%	(62)	40%	(73)	9%	(17)	5%	(9)	12%	(23)	185
Very Unfavorable of Biden	43%	(253)	28%	(167)	10%	(59)	8%	(45)	11%	(68)	591
#1 Issue: Economy	41%	(275)	33%	(219)	11%	(71)	5%	(35)	10%	(64)	665
#1 Issue: Security	48%	(160)	27%	(90)	8%	(27)	6%	(20)	11%	(36)	334
#1 Issue: Health Care	44%	(149)	38%	(128)	5%	(17)	1%	(4)	12%	(39)	338
#1 Issue: Medicare / Social Security	54%	(127)	24%	(57)	8%	(18)	4%	(9)	10%	(24)	235
#1 Issue: Women's Issues	34%	(34)	33%	(33)	10%	(10)	5%	(5)	19%	(19)	99
#1 Issue: Education	40%	(33)	35%	(30)	5%	(5)	1%	(1)	19%	(16)	84
#1 Issue: Energy	42%	(45)	29%	(31)	13%	(14)	2%	(3)	14%	(16)	108
#1 Issue: Other	47%	(61)	29%	(38)	6%	(8)	2%	(3)	15%	(19)	129
2020 Vote: Joe Biden	47%	(481)	34%	(352)	7%	(76)	2%	(21)	10%	(98)	1027
2020 Vote: Donald Trump	43%	(305)	31%	(218)	9%	(63)	6%	(44)	11%	(76)	706
2020 Vote: Other	36%	(26)	25%	(18)	15%	(11)	5%	(3)	20%	(14)	73
2020 Vote: Didn't Vote	38%	(70)	21%	(38)	11%	(21)	6%	(10)	24%	(44)	184
2018 House Vote: Democrat	48%	(395)	35%	(284)	6%	(45)	2%	(19)	9%	(73)	816
2018 House Vote: Republican	47%	(279)	28%	(168)	10%	(59)	6%	(37)	8%	(48)	591
2018 House Vote: Someone else	46%	(29)	22%	(14)	3%	(2)	8%	(5)	20%	(12)	62
2016 Vote: Hillary Clinton	47%	(343)	35%	(257)	6%	(43)	2%	(18)	9%	(69)	730
2016 Vote: Donald Trump	49%	(321)	28%	(185)	8%	(54)	6%	(38)	9%	(56)	654
2016 Vote: Other	42%	(48)	33%	(37)	12%	(13)	4%	(4)	9%	(10)	113
2016 Vote: Didn't Vote	35%	(170)	30%	(146)	12%	(60)	4%	(19)	20%	(97)	493

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Table MCTE8_5: When it comes to regulating how companies collect, store and share your personal information, how responsible should each of the following be?
State governments

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Registered Voters	44%	(884)	31%	(626)	9%	(170)	4%	(79)	12%	(233)	1992
Voted in 2014: Yes	49%	(631)	32%	(413)	7%	(94)	4%	(53)	8%	(107)	1299
Voted in 2014: No	36%	(252)	31%	(213)	11%	(76)	4%	(26)	18%	(126)	693
4-Region: Northeast	48%	(172)	33%	(118)	7%	(25)	3%	(11)	8%	(29)	355
4-Region: Midwest	41%	(186)	31%	(143)	7%	(34)	5%	(21)	16%	(74)	458
4-Region: South	46%	(341)	30%	(225)	9%	(65)	3%	(21)	12%	(92)	744
4-Region: West	42%	(184)	32%	(140)	11%	(47)	6%	(26)	9%	(38)	435

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

Table MCTE9: *And in your opinion, which of the following should be responsible for regulating how companies collect, store and share your personal information?*

Demographic	Congress		The president		Federal agencies		The courts		State governments		Don't know / No opinion		Total N
Registered Voters	12%	(241)	6%	(114)	38%	(763)	8%	(151)	15%	(304)	21%	(418)	1992
Gender: Male	16%	(147)	7%	(69)	38%	(356)	9%	(85)	15%	(144)	14%	(130)	932
Gender: Female	9%	(94)	4%	(45)	38%	(407)	6%	(65)	15%	(160)	27%	(289)	1060
Age: 18-34	11%	(54)	12%	(59)	29%	(146)	7%	(33)	16%	(80)	26%	(129)	500
Age: 35-44	13%	(39)	10%	(29)	34%	(103)	11%	(35)	19%	(59)	12%	(38)	303
Age: 45-64	11%	(82)	3%	(21)	41%	(300)	7%	(53)	15%	(107)	22%	(162)	725
Age: 65+	14%	(65)	1%	(5)	46%	(214)	7%	(31)	13%	(59)	19%	(90)	463
GenZers: 1997-2012	12%	(25)	10%	(22)	27%	(57)	3%	(6)	16%	(35)	32%	(69)	214
Millennials: 1981-1996	11%	(52)	12%	(56)	31%	(143)	10%	(45)	18%	(86)	18%	(84)	467
GenXers: 1965-1980	13%	(60)	4%	(21)	38%	(182)	8%	(40)	16%	(75)	20%	(97)	475
Baby Boomers: 1946-1964	12%	(93)	2%	(15)	45%	(338)	7%	(54)	13%	(98)	20%	(151)	749
PID: Dem (no lean)	14%	(123)	9%	(77)	39%	(332)	7%	(59)	15%	(128)	16%	(137)	857
PID: Ind (no lean)	12%	(62)	2%	(12)	39%	(210)	8%	(42)	12%	(66)	26%	(141)	534
PID: Rep (no lean)	9%	(55)	4%	(24)	37%	(220)	8%	(50)	18%	(110)	23%	(140)	601
PID/Gender: Dem Men	16%	(66)	13%	(51)	36%	(144)	7%	(29)	18%	(72)	10%	(39)	401
PID/Gender: Dem Women	13%	(58)	6%	(27)	41%	(188)	7%	(30)	12%	(55)	21%	(98)	456
PID/Gender: Ind Men	17%	(43)	2%	(5)	43%	(108)	11%	(27)	12%	(29)	15%	(38)	250
PID/Gender: Ind Women	7%	(19)	3%	(7)	36%	(102)	5%	(15)	13%	(37)	36%	(103)	285
PID/Gender: Rep Men	14%	(38)	5%	(14)	37%	(104)	11%	(30)	15%	(43)	19%	(53)	282
PID/Gender: Rep Women	5%	(17)	3%	(11)	37%	(117)	6%	(20)	21%	(68)	27%	(88)	319
Ideo: Liberal (1-3)	16%	(104)	7%	(48)	44%	(283)	8%	(50)	13%	(84)	11%	(71)	639
Ideo: Moderate (4)	10%	(55)	5%	(30)	37%	(198)	7%	(40)	14%	(78)	26%	(140)	539
Ideo: Conservative (5-7)	11%	(76)	5%	(33)	39%	(262)	8%	(56)	18%	(122)	19%	(129)	678
Educ: < College	9%	(119)	5%	(63)	38%	(473)	6%	(81)	15%	(189)	26%	(328)	1253
Educ: Bachelors degree	16%	(77)	7%	(33)	40%	(186)	10%	(46)	14%	(67)	13%	(62)	471
Educ: Post-grad	17%	(45)	7%	(19)	39%	(104)	9%	(23)	18%	(48)	11%	(28)	268
Income: Under 50k	10%	(99)	6%	(56)	37%	(362)	8%	(78)	16%	(153)	24%	(241)	989
Income: 50k-100k	13%	(80)	6%	(36)	38%	(234)	7%	(41)	16%	(95)	20%	(124)	610
Income: 100k+	16%	(62)	6%	(22)	43%	(167)	8%	(31)	14%	(56)	14%	(54)	393
Ethnicity: White	12%	(195)	5%	(82)	39%	(630)	8%	(123)	16%	(256)	20%	(325)	1611
Ethnicity: Hispanic	9%	(18)	7%	(14)	37%	(72)	7%	(14)	15%	(29)	24%	(45)	193

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Table MCTE9: *And in your opinion, which of the following should be responsible for regulating how companies collect, store and share your personal information?*

Demographic	Congress	The president	Federal agencies	The courts	State governments	Don't know / No opinion	Total N
Registered Voters	12% (241)	6% (114)	38% (763)	8% (151)	15% (304)	21% (418)	1992
Ethnicity: Black	12% (29)	10% (26)	33% (83)	9% (23)	12% (32)	24% (59)	253
Ethnicity: Other	13% (16)	5% (7)	39% (50)	4% (5)	13% (16)	27% (34)	128
All Christian	13% (130)	4% (44)	42% (427)	8% (79)	16% (163)	17% (176)	1020
All Non-Christian	10% (14)	18% (23)	29% (38)	11% (14)	17% (22)	16% (20)	130
Atheist	12% (11)	2% (2)	35% (30)	14% (12)	14% (12)	23% (20)	86
Agnostic/Nothing in particular	13% (62)	7% (35)	37% (185)	5% (27)	13% (62)	25% (123)	493
Something Else	9% (24)	4% (10)	32% (84)	7% (19)	17% (45)	30% (80)	262
Religious Non-Protestant/Catholic	10% (14)	16% (23)	29% (41)	10% (15)	18% (25)	16% (23)	142
Evangelical	11% (59)	6% (32)	36% (201)	9% (48)	19% (108)	19% (108)	556
Non-Evangelical	13% (92)	3% (22)	43% (302)	7% (46)	13% (94)	20% (141)	699
Community: Urban	12% (68)	10% (55)	35% (198)	8% (44)	17% (94)	18% (99)	558
Community: Suburban	13% (123)	4% (42)	42% (396)	7% (66)	15% (138)	19% (178)	942
Community: Rural	10% (50)	4% (17)	35% (170)	8% (40)	15% (73)	29% (141)	492
Employ: Private Sector	13% (79)	7% (42)	38% (228)	8% (50)	18% (109)	15% (89)	597
Employ: Government	10% (14)	5% (7)	34% (49)	10% (14)	20% (29)	21% (30)	143
Employ: Self-Employed	14% (22)	19% (30)	27% (43)	6% (9)	16% (26)	19% (31)	161
Employ: Homemaker	7% (8)	4% (5)	35% (43)	8% (9)	17% (21)	29% (35)	123
Employ: Student	13% (10)	6% (5)	38% (29)	2% (1)	12% (9)	28% (21)	76
Employ: Retired	13% (73)	2% (14)	46% (270)	7% (40)	12% (71)	20% (114)	582
Employ: Unemployed	13% (27)	4% (8)	33% (70)	10% (21)	10% (22)	30% (64)	213
Employ: Other	7% (7)	4% (3)	32% (31)	7% (7)	18% (17)	33% (33)	98
Military HH: Yes	14% (50)	6% (21)	38% (135)	10% (35)	15% (54)	18% (65)	358
Military HH: No	12% (191)	6% (93)	38% (628)	7% (116)	15% (251)	22% (354)	1634
RD/WT: Right Direction	13% (136)	9% (90)	39% (398)	7% (74)	15% (149)	16% (166)	1014
RD/WT: Wrong Track	11% (105)	2% (24)	37% (365)	8% (77)	16% (155)	26% (253)	978
Biden Job Approve	14% (162)	8% (94)	41% (470)	7% (80)	14% (160)	16% (186)	1152
Biden Job Disapprove	10% (74)	2% (18)	37% (279)	9% (68)	18% (134)	24% (176)	748

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Table MCTE9: *And in your opinion, which of the following should be responsible for regulating how companies collect, store and share your personal information?*

Demographic	Congress	The president	Federal agencies	The courts	State governments	Don't know / No opinion	Total N
Registered Voters	12% (241)	6% (114)	38% (763)	8% (151)	15% (304)	21% (418)	1992
Biden Job Strongly Approve	15% (100)	10% (66)	39% (257)	7% (47)	15% (100)	14% (93)	663
Biden Job Somewhat Approve	13% (62)	6% (28)	44% (213)	7% (33)	12% (61)	19% (93)	489
Biden Job Somewhat Disapprove	7% (14)	3% (6)	44% (84)	7% (13)	16% (31)	23% (44)	193
Biden Job Strongly Disapprove	11% (60)	2% (12)	35% (194)	10% (55)	18% (103)	24% (132)	555
Favorable of Biden	14% (157)	8% (88)	41% (465)	7% (79)	14% (159)	16% (178)	1127
Unfavorable of Biden	10% (78)	3% (20)	37% (287)	9% (69)	17% (135)	24% (187)	776
Very Favorable of Biden	16% (107)	10% (65)	39% (265)	7% (48)	15% (105)	13% (89)	679
Somewhat Favorable of Biden	11% (50)	5% (23)	45% (201)	7% (31)	12% (55)	20% (89)	448
Somewhat Unfavorable of Biden	8% (14)	3% (5)	43% (79)	6% (11)	15% (28)	26% (47)	185
Very Unfavorable of Biden	11% (64)	3% (15)	35% (208)	10% (58)	18% (107)	24% (139)	591
#1 Issue: Economy	13% (84)	7% (46)	39% (258)	8% (54)	14% (95)	19% (128)	665
#1 Issue: Security	10% (33)	2% (6)	35% (115)	10% (32)	22% (74)	22% (72)	334
#1 Issue: Health Care	11% (38)	7% (23)	42% (142)	7% (22)	14% (48)	19% (64)	338
#1 Issue: Medicare / Social Security	11% (27)	5% (11)	46% (108)	5% (11)	14% (33)	19% (45)	235
#1 Issue: Women's Issues	15% (15)	6% (6)	22% (22)	4% (4)	15% (15)	37% (37)	99
#1 Issue: Education	12% (11)	17% (15)	27% (23)	9% (7)	9% (8)	26% (22)	84
#1 Issue: Energy	12% (13)	7% (7)	35% (38)	14% (15)	14% (15)	18% (20)	108
#1 Issue: Other	15% (19)	1% (1)	44% (57)	5% (6)	12% (16)	23% (30)	129
2020 Vote: Joe Biden	15% (153)	7% (77)	42% (434)	6% (61)	13% (135)	16% (167)	1027
2020 Vote: Donald Trump	10% (74)	3% (22)	36% (255)	9% (66)	18% (130)	22% (159)	706
2020 Vote: Other	4% (3)	2% (2)	34% (25)	7% (5)	16% (12)	37% (27)	73
2020 Vote: Didn't Vote	6% (11)	8% (14)	27% (49)	10% (18)	14% (26)	35% (65)	184
2018 House Vote: Democrat	15% (120)	7% (55)	44% (357)	6% (49)	14% (111)	15% (124)	816
2018 House Vote: Republican	11% (64)	3% (20)	37% (219)	10% (60)	19% (113)	20% (115)	591
2018 House Vote: Someone else	11% (7)	4% (2)	37% (23)	8% (5)	11% (7)	29% (18)	62
2016 Vote: Hillary Clinton	15% (106)	6% (47)	43% (311)	7% (50)	14% (101)	16% (115)	730
2016 Vote: Donald Trump	10% (67)	4% (23)	37% (242)	10% (64)	19% (123)	21% (136)	654
2016 Vote: Other	14% (16)	2% (2)	49% (56)	9% (10)	11% (12)	15% (17)	113
2016 Vote: Didn't Vote	11% (52)	8% (42)	31% (153)	6% (28)	14% (68)	30% (150)	493

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Table MCTE9: *And in your opinion, which of the following should be responsible for regulating how companies collect, store and share your personal information?*

Demographic	Congress		The president		Federal agencies		The courts		State governments		Don't know / No opinion	Total N	
Registered Voters	12%	(241)	6%	(114)	38%	(763)	8%	(151)	15%	(304)	21%	(418)	1992
Voted in 2014: Yes	13%	(173)	5%	(61)	41%	(533)	8%	(110)	16%	(207)	17%	(215)	1299
Voted in 2014: No	10%	(67)	8%	(53)	33%	(230)	6%	(41)	14%	(97)	29%	(204)	693
4-Region: Northeast	13%	(46)	5%	(18)	44%	(156)	7%	(24)	14%	(51)	17%	(61)	355
4-Region: Midwest	12%	(54)	5%	(22)	32%	(147)	7%	(30)	19%	(88)	25%	(116)	458
4-Region: South	12%	(86)	6%	(42)	38%	(281)	10%	(72)	15%	(109)	21%	(154)	744
4-Region: West	13%	(55)	7%	(32)	41%	(179)	6%	(24)	13%	(57)	20%	(88)	435

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

Table MCTE10_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	57% (1143)	27% (531)	8% (150)	2% (45)	6% (123)	1992
Gender: Male	55% (510)	30% (280)	8% (74)	3% (32)	4% (37)	932
Gender: Female	60% (633)	24% (251)	7% (76)	1% (13)	8% (86)	1060
Age: 18-34	49% (243)	30% (151)	7% (33)	2% (10)	13% (63)	500
Age: 35-44	60% (181)	27% (82)	7% (20)	3% (8)	4% (12)	303
Age: 45-64	59% (426)	27% (194)	8% (55)	2% (17)	5% (33)	725
Age: 65+	63% (293)	22% (104)	9% (42)	2% (9)	3% (15)	463
GenZers: 1997-2012	46% (98)	26% (55)	9% (18)	3% (7)	16% (34)	214
Millennials: 1981-1996	54% (253)	30% (142)	6% (28)	2% (8)	8% (36)	467
GenXers: 1965-1980	58% (276)	27% (127)	8% (36)	2% (10)	5% (25)	475
Baby Boomers: 1946-1964	61% (459)	25% (189)	8% (58)	2% (18)	3% (26)	749
PID: Dem (no lean)	59% (504)	29% (246)	7% (56)	2% (20)	4% (31)	857
PID: Ind (no lean)	56% (297)	26% (136)	6% (32)	2% (11)	11% (58)	534
PID: Rep (no lean)	57% (342)	25% (149)	10% (62)	2% (14)	6% (34)	601
PID/Gender: Dem Men	56% (225)	33% (132)	5% (20)	4% (16)	2% (8)	401
PID/Gender: Dem Women	61% (279)	25% (114)	8% (36)	1% (4)	5% (23)	456
PID/Gender: Ind Men	56% (140)	28% (71)	7% (17)	3% (8)	6% (15)	250
PID/Gender: Ind Women	55% (157)	23% (66)	5% (15)	1% (3)	15% (43)	285
PID/Gender: Rep Men	51% (145)	27% (77)	13% (37)	3% (8)	5% (15)	282
PID/Gender: Rep Women	62% (197)	23% (72)	8% (25)	2% (6)	6% (19)	319
Ideo: Liberal (1-3)	57% (364)	30% (189)	8% (51)	3% (16)	3% (19)	639
Ideo: Moderate (4)	58% (310)	26% (138)	7% (36)	3% (14)	8% (41)	539
Ideo: Conservative (5-7)	59% (398)	27% (182)	9% (61)	2% (13)	4% (24)	678
Educ: < College	56% (707)	27% (334)	7% (90)	2% (23)	8% (99)	1253
Educ: Bachelors degree	60% (284)	25% (117)	8% (38)	3% (14)	4% (18)	471
Educ: Post-grad	57% (152)	30% (80)	8% (21)	3% (8)	2% (6)	268
Income: Under 50k	57% (565)	26% (256)	6% (60)	2% (21)	9% (87)	989
Income: 50k-100k	58% (352)	27% (164)	9% (57)	2% (11)	4% (27)	610
Income: 100k+	58% (226)	28% (112)	8% (33)	3% (13)	2% (9)	393

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Table MCTE10_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	57%	(1143)	27%	(531)	8%	(150)	2%	(45)	6%	(123)	1992
Ethnicity: White	57%	(919)	26%	(420)	9%	(138)	2%	(38)	6%	(96)	1611
Ethnicity: Hispanic	56%	(108)	27%	(53)	5%	(9)	2%	(3)	10%	(19)	193
Ethnicity: Black	62%	(156)	30%	(75)	1%	(3)	2%	(6)	5%	(13)	253
Ethnicity: Other	54%	(69)	28%	(36)	7%	(8)	1%	(1)	11%	(14)	128
All Christian	59%	(606)	26%	(265)	8%	(81)	2%	(21)	5%	(46)	1020
All Non-Christian	58%	(76)	27%	(36)	5%	(7)	—	(1)	8%	(11)	130
Atheist	56%	(48)	23%	(20)	9%	(8)	4%	(4)	8%	(7)	86
Agnostic/Nothing in particular	51%	(252)	30%	(148)	7%	(37)	3%	(17)	8%	(39)	493
Something Else	61%	(161)	24%	(63)	6%	(17)	1%	(2)	8%	(20)	262
Religious Non-Protestant/Catholic	59%	(84)	28%	(39)	5%	(7)	—	(1)	8%	(11)	142
Evangelical	60%	(335)	27%	(149)	7%	(40)	1%	(7)	5%	(26)	556
Non-Evangelical	60%	(416)	24%	(171)	8%	(57)	2%	(16)	6%	(40)	699
Community: Urban	58%	(326)	29%	(161)	5%	(28)	3%	(15)	5%	(29)	558
Community: Suburban	56%	(529)	27%	(257)	9%	(86)	2%	(19)	5%	(52)	942
Community: Rural	59%	(289)	23%	(113)	7%	(36)	2%	(11)	9%	(42)	492
Employ: Private Sector	58%	(344)	28%	(170)	7%	(43)	3%	(18)	4%	(23)	597
Employ: Government	55%	(78)	29%	(41)	10%	(14)	1%	(1)	6%	(9)	143
Employ: Self-Employed	51%	(82)	31%	(50)	10%	(16)	2%	(3)	6%	(10)	161
Employ: Homemaker	58%	(71)	29%	(35)	6%	(7)	1%	(2)	7%	(8)	123
Employ: Student	44%	(33)	20%	(15)	6%	(5)	6%	(4)	24%	(19)	76
Employ: Retired	63%	(369)	23%	(136)	8%	(44)	2%	(11)	4%	(22)	582
Employ: Unemployed	55%	(116)	28%	(59)	5%	(12)	2%	(4)	10%	(22)	213
Employ: Other	52%	(51)	26%	(25)	10%	(10)	2%	(2)	10%	(9)	98
Military HH: Yes	57%	(205)	28%	(101)	8%	(28)	3%	(9)	4%	(15)	358
Military HH: No	57%	(938)	26%	(431)	7%	(122)	2%	(35)	7%	(108)	1634
RD/WT: Right Direction	56%	(571)	29%	(298)	7%	(69)	2%	(18)	6%	(59)	1014
RD/WT: Wrong Track	59%	(573)	24%	(233)	8%	(81)	3%	(27)	7%	(64)	978

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Table MCTE10_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	57%	(1143)	27%	(531)	8%	(150)	2%	(45)	6%	(123)	1992
Biden Job Approve	57%	(656)	29%	(334)	7%	(83)	2%	(24)	5%	(54)	1152
Biden Job Disapprove	59%	(442)	24%	(181)	9%	(66)	3%	(20)	5%	(39)	748
Biden Job Strongly Approve	60%	(401)	27%	(176)	7%	(45)	2%	(11)	5%	(30)	663
Biden Job Somewhat Approve	52%	(256)	32%	(158)	8%	(38)	3%	(14)	5%	(24)	489
Biden Job Somewhat Disapprove	48%	(93)	35%	(67)	10%	(19)	2%	(5)	5%	(10)	193
Biden Job Strongly Disapprove	63%	(349)	21%	(115)	8%	(47)	3%	(15)	5%	(29)	555
Favorable of Biden	58%	(652)	29%	(326)	7%	(78)	2%	(23)	4%	(49)	1127
Unfavorable of Biden	59%	(456)	25%	(191)	9%	(71)	3%	(21)	5%	(37)	776
Very Favorable of Biden	61%	(417)	25%	(170)	7%	(50)	2%	(14)	4%	(28)	679
Somewhat Favorable of Biden	52%	(235)	35%	(156)	6%	(28)	2%	(9)	4%	(20)	448
Somewhat Unfavorable of Biden	48%	(89)	34%	(62)	9%	(16)	4%	(7)	6%	(11)	185
Very Unfavorable of Biden	62%	(367)	22%	(128)	9%	(55)	2%	(14)	5%	(27)	591
#1 Issue: Economy	57%	(379)	27%	(176)	9%	(58)	2%	(16)	5%	(36)	665
#1 Issue: Security	62%	(207)	25%	(84)	7%	(22)	1%	(5)	5%	(16)	334
#1 Issue: Health Care	53%	(179)	33%	(113)	6%	(22)	2%	(5)	6%	(19)	338
#1 Issue: Medicare / Social Security	61%	(144)	23%	(54)	8%	(20)	3%	(7)	4%	(11)	235
#1 Issue: Women's Issues	46%	(45)	24%	(24)	13%	(13)	2%	(2)	16%	(16)	99
#1 Issue: Education	58%	(49)	23%	(19)	5%	(4)	2%	(2)	13%	(11)	84
#1 Issue: Energy	53%	(57)	30%	(32)	5%	(5)	5%	(6)	7%	(8)	108
#1 Issue: Other	65%	(83)	22%	(29)	5%	(6)	2%	(3)	5%	(7)	129
2020 Vote: Joe Biden	58%	(594)	29%	(301)	6%	(65)	2%	(21)	5%	(46)	1027
2020 Vote: Donald Trump	60%	(425)	23%	(164)	9%	(67)	2%	(14)	5%	(36)	706
2020 Vote: Other	53%	(39)	29%	(21)	4%	(3)	—	(0)	14%	(10)	73
2020 Vote: Didn't Vote	45%	(83)	24%	(44)	9%	(16)	5%	(9)	17%	(31)	184
2018 House Vote: Democrat	61%	(494)	28%	(228)	6%	(49)	2%	(16)	3%	(28)	816
2018 House Vote: Republican	62%	(368)	23%	(137)	9%	(52)	2%	(11)	4%	(22)	591
2018 House Vote: Someone else	48%	(30)	17%	(11)	10%	(6)	2%	(1)	22%	(14)	62

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Table MCTE10_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	57%	(1143)	27%	(531)	8%	(150)	2%	(45)	6%	(123)	1992
2016 Vote: Hillary Clinton	60%	(439)	29%	(209)	6%	(42)	2%	(15)	3%	(25)	730
2016 Vote: Donald Trump	62%	(404)	23%	(153)	9%	(57)	2%	(12)	4%	(28)	654
2016 Vote: Other	57%	(65)	28%	(32)	7%	(8)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	48%	(235)	28%	(138)	9%	(42)	3%	(16)	13%	(62)	493
Voted in 2014: Yes	61%	(798)	25%	(327)	8%	(97)	2%	(25)	4%	(52)	1299
Voted in 2014: No	50%	(346)	29%	(204)	8%	(52)	3%	(20)	10%	(71)	693
4-Region: Northeast	59%	(208)	26%	(94)	9%	(32)	2%	(7)	4%	(14)	355
4-Region: Midwest	58%	(265)	27%	(122)	6%	(26)	2%	(11)	7%	(34)	458
4-Region: South	59%	(442)	25%	(186)	8%	(56)	1%	(11)	7%	(48)	744
4-Region: West	52%	(228)	30%	(130)	8%	(35)	4%	(16)	6%	(27)	435

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

Table MCTE10_2: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	53% (1051)	28% (565)	9% (187)	3% (59)	7% (130)	1992
Gender: Male	49% (461)	32% (297)	11% (103)	3% (29)	5% (43)	932
Gender: Female	56% (590)	25% (268)	8% (84)	3% (30)	8% (87)	1060
Age: 18-34	48% (238)	27% (133)	10% (49)	3% (17)	13% (64)	500
Age: 35-44	56% (169)	31% (93)	6% (18)	3% (9)	4% (14)	303
Age: 45-64	53% (384)	30% (220)	9% (63)	2% (17)	6% (41)	725
Age: 65+	56% (260)	26% (119)	12% (56)	3% (16)	3% (12)	463
GenZers: 1997-2012	44% (93)	20% (44)	14% (30)	4% (9)	18% (39)	214
Millennials: 1981-1996	52% (242)	32% (147)	7% (30)	3% (13)	7% (34)	467
GenXers: 1965-1980	54% (258)	29% (138)	8% (39)	3% (12)	6% (28)	475
Baby Boomers: 1946-1964	55% (408)	29% (215)	10% (75)	3% (23)	4% (28)	749
PID: Dem (no lean)	54% (460)	30% (260)	9% (80)	2% (21)	4% (36)	857
PID: Ind (no lean)	53% (281)	25% (132)	8% (44)	4% (20)	11% (58)	534
PID: Rep (no lean)	52% (310)	29% (173)	11% (63)	3% (19)	6% (36)	601
PID/Gender: Dem Men	51% (203)	36% (142)	9% (37)	2% (8)	2% (10)	401
PID/Gender: Dem Women	56% (257)	26% (118)	9% (42)	3% (13)	6% (26)	456
PID/Gender: Ind Men	50% (125)	30% (74)	10% (26)	3% (9)	7% (16)	250
PID/Gender: Ind Women	55% (156)	20% (58)	6% (18)	4% (11)	15% (41)	285
PID/Gender: Rep Men	47% (133)	28% (80)	14% (39)	4% (12)	6% (17)	282
PID/Gender: Rep Women	55% (176)	29% (93)	7% (24)	2% (7)	6% (20)	319
Ideo: Liberal (1-3)	54% (343)	30% (194)	9% (59)	3% (22)	3% (21)	639
Ideo: Moderate (4)	52% (279)	28% (149)	10% (51)	3% (16)	8% (44)	539
Ideo: Conservative (5-7)	53% (361)	30% (203)	10% (66)	3% (19)	4% (30)	678
Educ: < College	53% (662)	27% (333)	9% (116)	3% (35)	9% (107)	1253
Educ: Bachelors degree	52% (247)	30% (142)	10% (49)	4% (17)	3% (16)	471
Educ: Post-grad	53% (142)	33% (90)	8% (23)	2% (6)	3% (8)	268
Income: Under 50k	52% (515)	27% (270)	8% (78)	4% (35)	9% (92)	989
Income: 50k-100k	54% (331)	29% (175)	11% (68)	2% (12)	4% (25)	610
Income: 100k+	52% (206)	31% (120)	11% (42)	3% (12)	3% (13)	393

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Table MCTE10_2: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	53%	(1051)	28%	(565)	9%	(187)	3%	(59)	7%	(130)	1992
Ethnicity: White	52%	(840)	28%	(458)	10%	(167)	3%	(46)	6%	(100)	1611
Ethnicity: Hispanic	48%	(92)	27%	(52)	12%	(23)	4%	(7)	10%	(18)	193
Ethnicity: Black	54%	(138)	28%	(71)	6%	(15)	4%	(10)	8%	(19)	253
Ethnicity: Other	57%	(73)	28%	(36)	4%	(5)	2%	(3)	8%	(11)	128
All Christian	54%	(549)	29%	(295)	9%	(95)	3%	(27)	5%	(54)	1020
All Non-Christian	52%	(67)	31%	(40)	8%	(10)	4%	(5)	6%	(8)	130
Atheist	50%	(43)	26%	(22)	11%	(10)	5%	(5)	8%	(7)	86
Agnostic/Nothing in particular	47%	(230)	31%	(153)	11%	(52)	4%	(19)	8%	(39)	493
Something Else	62%	(161)	21%	(55)	7%	(20)	1%	(4)	9%	(22)	262
Religious Non-Protestant/Catholic	52%	(74)	31%	(44)	8%	(11)	3%	(5)	6%	(8)	142
Evangelical	56%	(311)	28%	(154)	10%	(53)	1%	(8)	5%	(30)	556
Non-Evangelical	55%	(387)	27%	(185)	9%	(61)	3%	(21)	6%	(44)	699
Community: Urban	54%	(299)	31%	(171)	6%	(33)	4%	(22)	6%	(33)	558
Community: Suburban	52%	(490)	28%	(262)	12%	(110)	3%	(25)	6%	(55)	942
Community: Rural	53%	(262)	27%	(131)	9%	(44)	3%	(12)	9%	(42)	492
Employ: Private Sector	53%	(318)	30%	(181)	9%	(51)	3%	(18)	5%	(28)	597
Employ: Government	55%	(79)	24%	(35)	8%	(11)	5%	(7)	7%	(10)	143
Employ: Self-Employed	51%	(82)	27%	(44)	12%	(19)	4%	(7)	6%	(9)	161
Employ: Homemaker	56%	(69)	32%	(40)	5%	(6)	—	(1)	6%	(7)	123
Employ: Student	49%	(37)	16%	(12)	7%	(6)	3%	(2)	25%	(19)	76
Employ: Retired	54%	(317)	27%	(159)	12%	(68)	3%	(17)	4%	(22)	582
Employ: Unemployed	50%	(106)	29%	(61)	7%	(15)	3%	(5)	12%	(25)	213
Employ: Other	44%	(43)	34%	(34)	11%	(10)	2%	(2)	9%	(9)	98
Military HH: Yes	54%	(195)	26%	(93)	13%	(47)	3%	(10)	4%	(15)	358
Military HH: No	52%	(856)	29%	(472)	9%	(140)	3%	(49)	7%	(115)	1634
RD/WT: Right Direction	52%	(525)	31%	(315)	9%	(87)	2%	(24)	6%	(62)	1014
RD/WT: Wrong Track	54%	(526)	25%	(249)	10%	(100)	4%	(35)	7%	(68)	978

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Table MCTE10_2: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	53% (1051)	28% (565)	9% (187)	3% (59)	7% (130)	1992
Biden Job Approve	52% (602)	30% (348)	10% (112)	3% (34)	5% (56)	1152
Biden Job Disapprove	55% (409)	27% (202)	10% (73)	3% (24)	5% (40)	748
Biden Job Strongly Approve	58% (381)	27% (177)	9% (56)	3% (19)	4% (29)	663
Biden Job Somewhat Approve	45% (220)	35% (171)	11% (55)	3% (15)	6% (28)	489
Biden Job Somewhat Disapprove	47% (90)	35% (67)	11% (22)	3% (5)	5% (9)	193
Biden Job Strongly Disapprove	58% (319)	24% (135)	9% (52)	3% (18)	6% (31)	555
Favorable of Biden	53% (600)	30% (340)	9% (104)	3% (33)	4% (49)	1127
Unfavorable of Biden	54% (416)	27% (210)	10% (79)	3% (25)	6% (47)	776
Very Favorable of Biden	56% (383)	28% (187)	10% (65)	3% (18)	4% (26)	679
Somewhat Favorable of Biden	48% (217)	34% (153)	9% (39)	3% (15)	5% (24)	448
Somewhat Unfavorable of Biden	42% (78)	39% (72)	8% (14)	3% (5)	8% (16)	185
Very Unfavorable of Biden	57% (338)	23% (138)	11% (65)	3% (19)	5% (31)	591
#1 Issue: Economy	54% (359)	26% (176)	11% (75)	2% (15)	6% (40)	665
#1 Issue: Security	56% (188)	29% (97)	7% (25)	3% (10)	4% (14)	334
#1 Issue: Health Care	51% (173)	29% (98)	11% (36)	3% (9)	7% (22)	338
#1 Issue: Medicare / Social Security	54% (126)	34% (80)	6% (14)	3% (6)	4% (9)	235
#1 Issue: Women's Issues	41% (41)	27% (27)	14% (14)	2% (2)	15% (15)	99
#1 Issue: Education	54% (45)	26% (22)	4% (3)	4% (3)	13% (11)	84
#1 Issue: Energy	47% (51)	29% (31)	7% (8)	7% (8)	10% (11)	108
#1 Issue: Other	53% (68)	26% (33)	10% (13)	4% (5)	6% (8)	129
2020 Vote: Joe Biden	54% (557)	30% (308)	9% (92)	3% (26)	4% (44)	1027
2020 Vote: Donald Trump	54% (382)	27% (192)	10% (72)	3% (24)	5% (36)	706
2020 Vote: Other	46% (33)	27% (20)	8% (6)	7% (5)	12% (9)	73
2020 Vote: Didn't Vote	42% (78)	24% (43)	9% (17)	2% (4)	22% (41)	184
2018 House Vote: Democrat	55% (451)	31% (249)	8% (62)	3% (22)	4% (32)	816
2018 House Vote: Republican	56% (330)	28% (164)	10% (58)	3% (18)	4% (21)	591
2018 House Vote: Someone else	53% (33)	14% (8)	12% (7)	3% (2)	19% (12)	62

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Table MCTE10_2: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	53%	(1051)	28%	(565)	9%	(187)	3%	(59)	7%	(130)	1992
2016 Vote: Hillary Clinton	56%	(409)	31%	(225)	7%	(52)	3%	(19)	3%	(25)	730
2016 Vote: Donald Trump	55%	(362)	27%	(177)	10%	(64)	3%	(23)	4%	(28)	654
2016 Vote: Other	58%	(65)	24%	(27)	9%	(10)	3%	(3)	6%	(7)	113
2016 Vote: Didn't Vote	43%	(214)	27%	(135)	12%	(60)	3%	(14)	14%	(70)	493
Voted in 2014: Yes	55%	(717)	29%	(376)	9%	(118)	3%	(37)	4%	(51)	1299
Voted in 2014: No	48%	(334)	27%	(189)	10%	(69)	3%	(22)	11%	(79)	693
4-Region: Northeast	49%	(175)	34%	(123)	10%	(36)	3%	(10)	3%	(12)	355
4-Region: Midwest	52%	(240)	27%	(123)	10%	(45)	2%	(11)	9%	(39)	458
4-Region: South	55%	(409)	27%	(199)	9%	(67)	2%	(18)	7%	(51)	744
4-Region: West	52%	(227)	28%	(121)	9%	(38)	5%	(20)	6%	(28)	435

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

Table MCTE10_3: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	48% (947)	33% (650)	10% (204)	3% (54)	7% (137)	1992
Gender: Male	45% (418)	38% (353)	11% (103)	2% (15)	5% (43)	932
Gender: Female	50% (529)	28% (297)	10% (101)	4% (39)	9% (94)	1060
Age: 18-34	35% (174)	35% (176)	11% (55)	5% (25)	14% (71)	500
Age: 35-44	52% (157)	34% (104)	9% (27)	2% (5)	3% (10)	303
Age: 45-64	50% (364)	33% (241)	9% (66)	2% (14)	6% (40)	725
Age: 65+	54% (251)	28% (129)	12% (56)	2% (10)	4% (17)	463
GenZers: 1997-2012	25% (54)	33% (71)	14% (30)	7% (15)	21% (44)	214
Millennials: 1981-1996	48% (224)	35% (162)	8% (37)	2% (11)	7% (32)	467
GenXers: 1965-1980	49% (233)	32% (152)	11% (52)	2% (10)	6% (28)	475
Baby Boomers: 1946-1964	52% (386)	32% (241)	10% (76)	2% (14)	4% (32)	749
PID: Dem (no lean)	49% (416)	34% (290)	11% (95)	2% (17)	4% (37)	857
PID: Ind (no lean)	44% (237)	32% (172)	8% (43)	3% (17)	12% (66)	534
PID: Rep (no lean)	49% (294)	31% (188)	11% (65)	3% (20)	6% (34)	601
PID/Gender: Dem Men	48% (193)	40% (159)	9% (36)	1% (4)	2% (9)	401
PID/Gender: Dem Women	49% (223)	29% (131)	13% (59)	3% (13)	6% (28)	456
PID/Gender: Ind Men	42% (104)	39% (96)	11% (29)	1% (3)	7% (18)	250
PID/Gender: Ind Women	47% (133)	27% (76)	5% (14)	5% (14)	17% (47)	285
PID/Gender: Rep Men	43% (121)	35% (98)	14% (38)	3% (8)	6% (16)	282
PID/Gender: Rep Women	54% (172)	28% (90)	8% (27)	4% (12)	6% (18)	319
Ideo: Liberal (1-3)	45% (288)	36% (231)	12% (75)	4% (23)	4% (23)	639
Ideo: Moderate (4)	49% (265)	32% (175)	9% (47)	2% (10)	8% (41)	539
Ideo: Conservative (5-7)	50% (338)	33% (225)	10% (69)	2% (16)	4% (30)	678
Educ: < College	47% (584)	32% (404)	9% (116)	3% (39)	9% (110)	1253
Educ: Bachelors degree	49% (229)	32% (151)	13% (63)	2% (10)	4% (19)	471
Educ: Post-grad	50% (135)	35% (95)	9% (25)	2% (5)	3% (8)	268
Income: Under 50k	45% (447)	32% (313)	10% (94)	3% (34)	10% (100)	989
Income: 50k-100k	49% (302)	33% (204)	11% (65)	2% (14)	4% (25)	610
Income: 100k+	51% (199)	34% (132)	11% (44)	1% (5)	3% (12)	393

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Table MCTE10_3: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	48%	(947)	33%	(650)	10%	(204)	3%	(54)	7%	(137)	1992
Ethnicity: White	49%	(784)	32%	(513)	11%	(172)	2%	(39)	6%	(103)	1611
Ethnicity: Hispanic	39%	(76)	34%	(65)	12%	(23)	4%	(7)	11%	(22)	193
Ethnicity: Black	41%	(105)	37%	(93)	8%	(21)	5%	(14)	8%	(21)	253
Ethnicity: Other	46%	(59)	34%	(44)	8%	(11)	1%	(1)	11%	(14)	128
All Christian	52%	(528)	31%	(312)	10%	(106)	2%	(17)	5%	(56)	1020
All Non-Christian	49%	(64)	29%	(38)	10%	(13)	4%	(5)	8%	(10)	130
Atheist	37%	(32)	40%	(35)	10%	(9)	4%	(4)	8%	(7)	86
Agnostic/Nothing in particular	37%	(184)	39%	(191)	12%	(58)	3%	(16)	9%	(45)	493
Something Else	53%	(138)	29%	(75)	7%	(17)	4%	(11)	8%	(20)	262
Religious Non-Protestant/Catholic	52%	(73)	28%	(39)	9%	(13)	4%	(5)	8%	(11)	142
Evangelical	51%	(286)	31%	(172)	11%	(61)	2%	(9)	5%	(28)	556
Non-Evangelical	52%	(362)	30%	(210)	9%	(61)	3%	(18)	7%	(47)	699
Community: Urban	49%	(274)	33%	(183)	8%	(46)	3%	(17)	7%	(38)	558
Community: Suburban	46%	(436)	33%	(307)	13%	(119)	3%	(29)	6%	(52)	942
Community: Rural	48%	(238)	32%	(160)	8%	(39)	2%	(8)	10%	(47)	492
Employ: Private Sector	48%	(288)	34%	(205)	11%	(64)	2%	(14)	4%	(26)	597
Employ: Government	46%	(66)	33%	(47)	8%	(11)	6%	(8)	8%	(11)	143
Employ: Self-Employed	46%	(73)	28%	(46)	14%	(23)	4%	(6)	8%	(13)	161
Employ: Homemaker	49%	(60)	36%	(45)	7%	(8)	—	(0)	8%	(10)	123
Employ: Student	31%	(24)	26%	(19)	13%	(10)	2%	(2)	28%	(21)	76
Employ: Retired	52%	(303)	32%	(184)	10%	(61)	2%	(10)	4%	(24)	582
Employ: Unemployed	44%	(94)	33%	(70)	8%	(16)	4%	(8)	11%	(24)	213
Employ: Other	40%	(39)	34%	(34)	11%	(11)	5%	(5)	9%	(9)	98
Military HH: Yes	47%	(167)	33%	(120)	13%	(46)	2%	(6)	5%	(20)	358
Military HH: No	48%	(780)	32%	(530)	10%	(158)	3%	(48)	7%	(118)	1634
RD/WT: Right Direction	47%	(474)	35%	(356)	9%	(95)	2%	(23)	6%	(65)	1014
RD/WT: Wrong Track	48%	(473)	30%	(294)	11%	(108)	3%	(30)	7%	(72)	978

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Table MCTE10_3: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	48%	(947)	33%	(650)	10%	(204)	3%	(54)	7%	(137)	1992
Biden Job Approve	47%	(538)	35%	(399)	11%	(124)	3%	(31)	5%	(61)	1152
Biden Job Disapprove	49%	(370)	32%	(240)	10%	(74)	3%	(20)	6%	(43)	748
Biden Job Strongly Approve	51%	(340)	33%	(217)	8%	(56)	3%	(19)	5%	(31)	663
Biden Job Somewhat Approve	40%	(198)	37%	(181)	14%	(68)	3%	(12)	6%	(30)	489
Biden Job Somewhat Disapprove	41%	(79)	40%	(77)	12%	(23)	2%	(5)	6%	(11)	193
Biden Job Strongly Disapprove	53%	(292)	30%	(164)	9%	(52)	3%	(16)	6%	(32)	555
Favorable of Biden	48%	(542)	34%	(386)	10%	(117)	2%	(28)	5%	(55)	1127
Unfavorable of Biden	48%	(373)	33%	(253)	11%	(82)	3%	(24)	6%	(45)	776
Very Favorable of Biden	51%	(349)	32%	(215)	10%	(66)	3%	(20)	4%	(29)	679
Somewhat Favorable of Biden	43%	(193)	38%	(171)	11%	(51)	2%	(7)	6%	(26)	448
Somewhat Unfavorable of Biden	40%	(73)	38%	(70)	11%	(21)	3%	(6)	8%	(14)	185
Very Unfavorable of Biden	51%	(299)	31%	(183)	10%	(61)	3%	(17)	5%	(31)	591
#1 Issue: Economy	46%	(306)	35%	(233)	9%	(61)	4%	(24)	6%	(41)	665
#1 Issue: Security	54%	(181)	28%	(94)	11%	(36)	2%	(7)	5%	(16)	334
#1 Issue: Health Care	49%	(164)	33%	(111)	11%	(36)	1%	(5)	6%	(21)	338
#1 Issue: Medicare / Social Security	52%	(123)	31%	(72)	9%	(21)	3%	(7)	5%	(12)	235
#1 Issue: Women's Issues	33%	(33)	27%	(26)	22%	(22)	1%	(1)	17%	(17)	99
#1 Issue: Education	44%	(37)	35%	(29)	7%	(6)	1%	(1)	13%	(11)	84
#1 Issue: Energy	38%	(42)	40%	(43)	6%	(6)	7%	(7)	9%	(10)	108
#1 Issue: Other	48%	(62)	32%	(41)	12%	(15)	2%	(2)	7%	(8)	129
2020 Vote: Joe Biden	48%	(496)	34%	(352)	11%	(108)	2%	(23)	5%	(47)	1027
2020 Vote: Donald Trump	49%	(348)	32%	(226)	10%	(72)	3%	(23)	5%	(37)	706
2020 Vote: Other	49%	(36)	26%	(19)	6%	(5)	5%	(4)	14%	(10)	73
2020 Vote: Didn't Vote	36%	(66)	28%	(51)	10%	(18)	3%	(5)	24%	(43)	184
2018 House Vote: Democrat	50%	(411)	34%	(279)	10%	(80)	2%	(17)	4%	(29)	816
2018 House Vote: Republican	51%	(304)	33%	(192)	9%	(55)	3%	(16)	4%	(25)	591
2018 House Vote: Someone else	50%	(31)	20%	(12)	7%	(4)	1%	(1)	22%	(14)	62

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Table MCTE10_3: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	48%	(947)	33%	(650)	10%	(204)	3%	(54)	7%	(137)	1992
2016 Vote: Hillary Clinton	50%	(368)	34%	(250)	9%	(67)	3%	(19)	4%	(27)	730
2016 Vote: Donald Trump	51%	(336)	31%	(204)	10%	(67)	2%	(16)	5%	(32)	654
2016 Vote: Other	52%	(58)	35%	(40)	6%	(7)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	37%	(185)	31%	(155)	13%	(63)	4%	(18)	15%	(73)	493
Voted in 2014: Yes	53%	(684)	31%	(408)	10%	(125)	2%	(27)	4%	(55)	1299
Voted in 2014: No	38%	(263)	35%	(242)	11%	(78)	4%	(27)	12%	(83)	693
4-Region: Northeast	49%	(175)	35%	(123)	8%	(28)	3%	(12)	5%	(16)	355
4-Region: Midwest	47%	(213)	34%	(156)	10%	(46)	2%	(9)	7%	(34)	458
4-Region: South	48%	(360)	30%	(225)	11%	(79)	3%	(26)	7%	(54)	744
4-Region: West	46%	(199)	33%	(145)	12%	(51)	2%	(7)	8%	(33)	435

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

Table MCTE10_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	59% (1178)	24% (486)	9% (170)	2% (37)	6% (121)	1992
Gender: Male	55% (516)	29% (267)	9% (87)	2% (19)	5% (42)	932
Gender: Female	62% (662)	21% (219)	8% (83)	2% (18)	7% (79)	1060
Age: 18-34	46% (232)	30% (149)	10% (48)	2% (11)	12% (60)	500
Age: 35-44	58% (176)	26% (77)	10% (30)	3% (8)	4% (11)	303
Age: 45-64	63% (456)	23% (165)	8% (58)	1% (11)	5% (36)	725
Age: 65+	68% (314)	20% (95)	7% (34)	2% (7)	3% (13)	463
GenZers: 1997-2012	39% (82)	28% (60)	15% (32)	2% (5)	16% (35)	214
Millennials: 1981-1996	53% (248)	29% (136)	8% (39)	2% (11)	7% (33)	467
GenXers: 1965-1980	62% (294)	24% (114)	7% (34)	2% (8)	5% (24)	475
Baby Boomers: 1946-1964	66% (494)	21% (155)	8% (59)	2% (12)	4% (28)	749
PID: Dem (no lean)	58% (497)	29% (244)	9% (73)	1% (11)	4% (31)	857
PID: Ind (no lean)	58% (309)	23% (121)	7% (40)	2% (9)	10% (55)	534
PID: Rep (no lean)	62% (372)	20% (120)	9% (57)	3% (17)	6% (35)	601
PID/Gender: Dem Men	54% (216)	33% (134)	9% (35)	2% (7)	2% (9)	401
PID/Gender: Dem Women	62% (281)	24% (111)	8% (38)	1% (4)	5% (22)	456
PID/Gender: Ind Men	56% (139)	28% (69)	9% (21)	3% (6)	5% (13)	250
PID/Gender: Ind Women	60% (170)	18% (52)	6% (18)	1% (3)	15% (41)	285
PID/Gender: Rep Men	57% (161)	23% (64)	11% (30)	2% (6)	7% (20)	282
PID/Gender: Rep Women	66% (211)	18% (56)	8% (26)	3% (10)	5% (15)	319
Ideo: Liberal (1-3)	56% (361)	30% (193)	9% (56)	2% (11)	3% (18)	639
Ideo: Moderate (4)	60% (323)	23% (126)	7% (40)	2% (9)	8% (40)	539
Ideo: Conservative (5-7)	61% (417)	22% (151)	9% (64)	2% (17)	4% (29)	678
Educ: < College	59% (734)	23% (291)	9% (113)	2% (21)	7% (94)	1253
Educ: Bachelors degree	60% (285)	26% (122)	8% (36)	2% (9)	4% (19)	471
Educ: Post-grad	59% (159)	27% (73)	8% (21)	3% (8)	3% (8)	268
Income: Under 50k	60% (590)	23% (229)	7% (74)	1% (14)	8% (82)	989
Income: 50k-100k	60% (364)	24% (148)	10% (62)	2% (10)	4% (27)	610
Income: 100k+	57% (224)	28% (109)	9% (34)	3% (13)	3% (12)	393

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Table MCTE10_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	59%	(1178)	24%	(486)	9%	(170)	2%	(37)	6%	(121)	1992
Ethnicity: White	60%	(968)	23%	(374)	9%	(141)	2%	(35)	6%	(93)	1611
Ethnicity: Hispanic	56%	(108)	24%	(47)	9%	(18)	1%	(2)	9%	(17)	193
Ethnicity: Black	56%	(141)	30%	(75)	7%	(17)	1%	(2)	7%	(17)	253
Ethnicity: Other	53%	(68)	29%	(37)	9%	(12)	—	(0)	8%	(11)	128
All Christian	61%	(622)	24%	(243)	8%	(79)	2%	(22)	5%	(53)	1020
All Non-Christian	57%	(75)	26%	(34)	6%	(8)	3%	(4)	7%	(9)	130
Atheist	49%	(42)	23%	(20)	17%	(15)	3%	(3)	8%	(7)	86
Agnostic/Nothing in particular	56%	(276)	26%	(130)	10%	(47)	1%	(4)	7%	(36)	493
Something Else	62%	(163)	23%	(59)	8%	(20)	2%	(5)	6%	(16)	262
Religious Non-Protestant/Catholic	58%	(82)	27%	(38)	6%	(8)	3%	(4)	7%	(10)	142
Evangelical	60%	(336)	26%	(143)	8%	(42)	2%	(10)	5%	(26)	556
Non-Evangelical	62%	(434)	22%	(150)	8%	(56)	2%	(16)	6%	(42)	699
Community: Urban	57%	(320)	28%	(157)	8%	(42)	2%	(10)	5%	(29)	558
Community: Suburban	60%	(561)	24%	(225)	10%	(91)	2%	(18)	5%	(48)	942
Community: Rural	60%	(297)	21%	(105)	8%	(37)	2%	(8)	9%	(44)	492
Employ: Private Sector	58%	(346)	25%	(152)	10%	(59)	2%	(15)	4%	(25)	597
Employ: Government	65%	(92)	22%	(32)	5%	(7)	—	(1)	7%	(10)	143
Employ: Self-Employed	55%	(89)	24%	(39)	11%	(18)	1%	(2)	8%	(13)	161
Employ: Homemaker	61%	(74)	23%	(28)	9%	(11)	3%	(3)	5%	(7)	123
Employ: Student	36%	(27)	26%	(20)	9%	(7)	4%	(3)	25%	(19)	76
Employ: Retired	66%	(382)	22%	(130)	7%	(39)	2%	(10)	4%	(21)	582
Employ: Unemployed	56%	(120)	26%	(56)	7%	(16)	—	(1)	10%	(21)	213
Employ: Other	47%	(46)	31%	(30)	13%	(13)	2%	(2)	6%	(6)	98
Military HH: Yes	61%	(217)	24%	(85)	10%	(36)	1%	(2)	5%	(18)	358
Military HH: No	59%	(961)	25%	(401)	8%	(134)	2%	(35)	6%	(103)	1634
RD/WT: Right Direction	56%	(568)	28%	(286)	8%	(83)	1%	(15)	6%	(62)	1014
RD/WT: Wrong Track	62%	(610)	20%	(200)	9%	(87)	2%	(22)	6%	(59)	978

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Table MCTE10_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	59% (1178)	24% (486)	9% (170)	2% (37)	6% (121)	1992
Biden Job Approve	57% (662)	28% (318)	8% (97)	1% (17)	5% (58)	1152
Biden Job Disapprove	64% (475)	20% (153)	9% (65)	3% (20)	5% (35)	748
Biden Job Strongly Approve	61% (401)	26% (170)	8% (53)	1% (10)	4% (28)	663
Biden Job Somewhat Approve	53% (260)	30% (148)	9% (43)	2% (7)	6% (30)	489
Biden Job Somewhat Disapprove	55% (107)	28% (55)	11% (21)	2% (4)	3% (6)	193
Biden Job Strongly Disapprove	66% (368)	18% (98)	8% (44)	3% (15)	5% (30)	555
Favorable of Biden	59% (667)	27% (302)	8% (94)	1% (17)	4% (47)	1127
Unfavorable of Biden	62% (478)	22% (167)	9% (73)	3% (20)	5% (39)	776
Very Favorable of Biden	62% (418)	26% (173)	8% (55)	1% (9)	4% (24)	679
Somewhat Favorable of Biden	56% (250)	29% (129)	9% (39)	2% (8)	5% (23)	448
Somewhat Unfavorable of Biden	52% (95)	29% (54)	11% (20)	2% (4)	6% (12)	185
Very Unfavorable of Biden	65% (382)	19% (113)	9% (53)	3% (16)	5% (27)	591
#1 Issue: Economy	58% (387)	26% (170)	8% (55)	3% (17)	5% (36)	665
#1 Issue: Security	66% (222)	18% (62)	8% (28)	2% (8)	4% (15)	334
#1 Issue: Health Care	59% (198)	26% (87)	9% (30)	1% (2)	6% (20)	338
#1 Issue: Medicare / Social Security	61% (145)	27% (63)	6% (13)	2% (5)	4% (9)	235
#1 Issue: Women's Issues	40% (40)	29% (29)	17% (17)	— (0)	14% (14)	99
#1 Issue: Education	51% (43)	27% (23)	5% (4)	4% (3)	14% (12)	84
#1 Issue: Energy	52% (56)	25% (27)	13% (14)	1% (1)	8% (9)	108
#1 Issue: Other	68% (88)	19% (25)	7% (9)	1% (1)	5% (7)	129
2020 Vote: Joe Biden	59% (604)	27% (280)	8% (86)	1% (15)	4% (42)	1027
2020 Vote: Donald Trump	62% (438)	21% (146)	10% (69)	3% (18)	5% (35)	706
2020 Vote: Other	60% (43)	23% (17)	5% (4)	— (0)	12% (8)	73
2020 Vote: Didn't Vote	50% (92)	23% (41)	6% (11)	2% (3)	20% (36)	184
2018 House Vote: Democrat	61% (499)	27% (219)	7% (60)	1% (11)	3% (28)	816
2018 House Vote: Republican	66% (389)	19% (111)	9% (55)	3% (16)	3% (21)	591
2018 House Vote: Someone else	53% (33)	19% (12)	8% (5)	1% (1)	19% (12)	62

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Table MCTE10_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	59%	(1178)	24%	(486)	9%	(170)	2%	(37)	6%	(121)	1992
2016 Vote: Hillary Clinton	62%	(452)	26%	(191)	8%	(55)	1%	(10)	3%	(22)	730
2016 Vote: Donald Trump	65%	(428)	20%	(132)	8%	(50)	3%	(17)	4%	(27)	654
2016 Vote: Other	59%	(66)	24%	(27)	10%	(12)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	47%	(231)	27%	(136)	11%	(54)	2%	(9)	13%	(64)	493
Voted in 2014: Yes	64%	(828)	23%	(301)	7%	(97)	2%	(24)	4%	(49)	1299
Voted in 2014: No	50%	(350)	27%	(186)	10%	(72)	2%	(13)	10%	(72)	693
4-Region: Northeast	57%	(203)	28%	(99)	9%	(33)	2%	(8)	4%	(13)	355
4-Region: Midwest	59%	(272)	25%	(116)	7%	(32)	1%	(5)	7%	(33)	458
4-Region: South	61%	(456)	22%	(167)	8%	(61)	2%	(15)	6%	(45)	744
4-Region: West	57%	(247)	24%	(104)	10%	(44)	2%	(10)	7%	(31)	435

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

Table MCTE10_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	80% (1597)	9% (186)	3% (57)	1% (25)	6% (126)	1992
Gender: Male	78% (731)	11% (107)	4% (33)	1% (11)	5% (51)	932
Gender: Female	82% (867)	7% (79)	2% (24)	1% (14)	7% (75)	1060
Age: 18-34	63% (314)	16% (78)	6% (33)	1% (8)	14% (68)	500
Age: 35-44	78% (236)	14% (44)	2% (7)	1% (4)	4% (11)	303
Age: 45-64	85% (618)	7% (51)	2% (17)	1% (7)	4% (32)	725
Age: 65+	93% (429)	3% (12)	— (0)	1% (7)	3% (16)	463
GenZers: 1997-2012	60% (127)	10% (22)	9% (19)	2% (5)	19% (40)	214
Millennials: 1981-1996	69% (321)	19% (86)	4% (19)	1% (5)	7% (35)	467
GenXers: 1965-1980	82% (391)	9% (42)	3% (16)	1% (5)	5% (22)	475
Baby Boomers: 1946-1964	90% (675)	5% (34)	— (3)	1% (9)	4% (28)	749
PID: Dem (no lean)	80% (685)	11% (97)	3% (29)	1% (9)	4% (35)	857
PID: Ind (no lean)	81% (431)	7% (40)	1% (7)	1% (4)	10% (53)	534
PID: Rep (no lean)	80% (480)	8% (49)	4% (21)	2% (12)	6% (38)	601
PID/Gender: Dem Men	78% (311)	14% (58)	3% (13)	1% (4)	4% (15)	401
PID/Gender: Dem Women	82% (374)	9% (39)	4% (17)	1% (5)	5% (21)	456
PID/Gender: Ind Men	85% (212)	7% (18)	1% (2)	— (1)	7% (17)	250
PID/Gender: Ind Women	77% (220)	8% (22)	2% (4)	1% (3)	12% (35)	285
PID/Gender: Rep Men	74% (208)	11% (31)	6% (18)	2% (6)	7% (19)	282
PID/Gender: Rep Women	85% (273)	6% (18)	1% (3)	2% (6)	6% (19)	319
Ideo: Liberal (1-3)	82% (524)	10% (61)	4% (27)	1% (6)	3% (20)	639
Ideo: Moderate (4)	78% (423)	11% (58)	2% (11)	1% (7)	7% (40)	539
Ideo: Conservative (5-7)	83% (565)	8% (57)	2% (12)	2% (11)	5% (33)	678
Educ: < College	79% (995)	8% (96)	3% (42)	1% (17)	8% (103)	1253
Educ: Bachelors degree	83% (390)	10% (47)	2% (12)	1% (6)	4% (17)	471
Educ: Post-grad	79% (212)	16% (43)	2% (4)	1% (2)	3% (7)	268
Income: Under 50k	79% (779)	8% (78)	4% (36)	1% (8)	9% (88)	989
Income: 50k-100k	84% (512)	9% (54)	2% (11)	1% (8)	4% (26)	610
Income: 100k+	78% (307)	14% (54)	3% (10)	2% (9)	3% (13)	393

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Table MCTE10_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	80% (1597)	9% (186)	3% (57)	1% (25)	6% (126)	1992
Ethnicity: White	82% (1317)	9% (140)	2% (34)	1% (22)	6% (98)	1611
Ethnicity: Hispanic	70% (134)	10% (20)	8% (15)	1% (2)	11% (21)	193
Ethnicity: Black	70% (178)	16% (40)	7% (18)	1% (2)	6% (15)	253
Ethnicity: Other	79% (102)	4% (5)	4% (6)	1% (2)	10% (13)	128
All Christian	82% (837)	9% (93)	3% (26)	1% (12)	5% (51)	1020
All Non-Christian	74% (96)	12% (15)	3% (5)	1% (2)	10% (13)	130
Atheist	84% (73)	8% (7)	1% (1)	2% (2)	5% (4)	86
Agnostic/Nothing in particular	78% (384)	9% (44)	4% (20)	1% (6)	8% (39)	493
Something Else	79% (207)	10% (27)	2% (6)	1% (3)	7% (19)	262
Religious Non-Protestant/Catholic	74% (105)	13% (18)	3% (5)	1% (2)	9% (13)	142
Evangelical	77% (429)	14% (75)	3% (19)	1% (4)	5% (29)	556
Non-Evangelical	85% (597)	5% (37)	2% (12)	2% (12)	6% (41)	699
Community: Urban	74% (415)	15% (84)	3% (19)	1% (7)	6% (32)	558
Community: Suburban	83% (780)	7% (66)	3% (28)	1% (14)	6% (55)	942
Community: Rural	82% (402)	7% (36)	2% (10)	1% (4)	8% (40)	492
Employ: Private Sector	78% (464)	13% (80)	3% (16)	2% (11)	5% (28)	597
Employ: Government	78% (111)	7% (10)	7% (10)	1% (2)	7% (9)	143
Employ: Self-Employed	70% (114)	13% (21)	8% (13)	2% (4)	6% (10)	161
Employ: Homemaker	82% (101)	13% (16)	1% (1)	— (0)	4% (5)	123
Employ: Student	66% (50)	3% (3)	5% (4)	1% (1)	24% (18)	76
Employ: Retired	90% (524)	4% (24)	— (3)	1% (8)	4% (23)	582
Employ: Unemployed	75% (159)	12% (26)	2% (4)	— (0)	11% (24)	213
Employ: Other	77% (75)	6% (6)	7% (7)	— (0)	10% (10)	98
Military HH: Yes	83% (298)	9% (31)	2% (7)	— (2)	6% (21)	358
Military HH: No	80% (1299)	10% (155)	3% (51)	1% (23)	6% (106)	1634
RD/WT: Right Direction	77% (780)	13% (131)	3% (29)	1% (10)	6% (64)	1014
RD/WT: Wrong Track	84% (817)	6% (55)	3% (29)	2% (15)	6% (63)	978

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Table MCTE10_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	80% (1597)	9% (186)	3% (57)	1% (25)	6% (126)	1992
Biden Job Approve	79% (913)	11% (132)	3% (38)	1% (11)	5% (58)	1152
Biden Job Disapprove	84% (625)	6% (47)	3% (20)	2% (14)	6% (42)	748
Biden Job Strongly Approve	81% (536)	12% (77)	3% (18)	1% (6)	4% (26)	663
Biden Job Somewhat Approve	77% (377)	11% (55)	4% (20)	1% (6)	7% (33)	489
Biden Job Somewhat Disapprove	76% (146)	13% (25)	3% (7)	3% (5)	5% (10)	193
Biden Job Strongly Disapprove	86% (479)	4% (22)	2% (13)	1% (8)	6% (32)	555
Favorable of Biden	80% (907)	11% (124)	3% (37)	1% (10)	4% (49)	1127
Unfavorable of Biden	83% (646)	6% (50)	3% (20)	2% (14)	6% (46)	776
Very Favorable of Biden	81% (548)	12% (79)	3% (21)	1% (6)	4% (25)	679
Somewhat Favorable of Biden	80% (359)	10% (45)	3% (16)	1% (4)	6% (25)	448
Somewhat Unfavorable of Biden	77% (142)	12% (23)	2% (4)	2% (4)	6% (12)	185
Very Unfavorable of Biden	85% (504)	5% (28)	3% (16)	2% (10)	6% (34)	591
#1 Issue: Economy	78% (521)	10% (69)	3% (20)	1% (9)	7% (46)	665
#1 Issue: Security	82% (274)	8% (26)	3% (10)	2% (8)	5% (15)	334
#1 Issue: Health Care	81% (273)	10% (34)	3% (9)	1% (4)	5% (17)	338
#1 Issue: Medicare / Social Security	87% (204)	6% (15)	2% (5)	— (1)	4% (9)	235
#1 Issue: Women's Issues	68% (68)	7% (7)	9% (9)	1% (1)	15% (15)	99
#1 Issue: Education	73% (61)	15% (12)	— (0)	2% (2)	10% (9)	84
#1 Issue: Energy	74% (80)	16% (17)	2% (2)	— (0)	8% (9)	108
#1 Issue: Other	89% (115)	4% (5)	2% (2)	— (0)	5% (7)	129
2020 Vote: Joe Biden	82% (842)	10% (98)	3% (31)	1% (12)	4% (46)	1027
2020 Vote: Donald Trump	82% (580)	8% (55)	3% (21)	2% (11)	5% (38)	706
2020 Vote: Other	78% (57)	11% (8)	— (0)	— (0)	10% (8)	73
2020 Vote: Didn't Vote	63% (116)	13% (24)	3% (6)	1% (2)	19% (36)	184
2018 House Vote: Democrat	84% (684)	9% (77)	2% (19)	1% (7)	4% (29)	816
2018 House Vote: Republican	84% (498)	7% (44)	3% (16)	2% (11)	4% (22)	591
2018 House Vote: Someone else	73% (45)	1% (1)	3% (2)	— (0)	23% (14)	62

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Table MCTE10_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	80%	(1597)	9%	(186)	3%	(57)	1%	(25)	6%	(126)	1992
2016 Vote: Hillary Clinton	85%	(620)	9%	(64)	2%	(15)	1%	(5)	4%	(27)	730
2016 Vote: Donald Trump	84%	(547)	7%	(49)	3%	(16)	2%	(12)	4%	(29)	654
2016 Vote: Other	86%	(97)	6%	(6)	2%	(2)	—	(0)	6%	(7)	113
2016 Vote: Didn't Vote	67%	(331)	14%	(67)	5%	(24)	2%	(8)	13%	(63)	493
Voted in 2014: Yes	85%	(1109)	8%	(98)	2%	(29)	1%	(13)	4%	(50)	1299
Voted in 2014: No	70%	(488)	13%	(88)	4%	(28)	2%	(12)	11%	(76)	693
4-Region: Northeast	80%	(286)	11%	(41)	2%	(7)	2%	(6)	4%	(16)	355
4-Region: Midwest	79%	(360)	10%	(47)	3%	(12)	1%	(6)	7%	(32)	458
4-Region: South	81%	(602)	8%	(59)	3%	(26)	1%	(8)	7%	(49)	744
4-Region: West	80%	(350)	9%	(39)	3%	(12)	1%	(5)	7%	(29)	435

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

Table MCTE10_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	44% (867)	35% (695)	12% (237)	2% (47)	7% (146)	1992
Gender: Male	44% (408)	37% (341)	12% (115)	2% (22)	5% (47)	932
Gender: Female	43% (459)	33% (354)	11% (122)	2% (25)	9% (99)	1060
Age: 18-34	35% (176)	38% (191)	11% (55)	2% (9)	14% (70)	500
Age: 35-44	48% (145)	34% (104)	10% (29)	3% (9)	5% (16)	303
Age: 45-64	46% (335)	33% (243)	12% (87)	2% (18)	6% (42)	725
Age: 65+	45% (211)	34% (158)	14% (66)	3% (12)	4% (18)	463
GenZers: 1997-2012	28% (61)	40% (85)	11% (23)	1% (2)	20% (43)	214
Millennials: 1981-1996	44% (206)	36% (167)	10% (48)	3% (12)	7% (34)	467
GenXers: 1965-1980	47% (221)	32% (150)	11% (54)	3% (15)	7% (34)	475
Baby Boomers: 1946-1964	46% (342)	35% (260)	13% (100)	2% (15)	4% (33)	749
PID: Dem (no lean)	43% (368)	37% (320)	13% (109)	2% (21)	5% (39)	857
PID: Ind (no lean)	45% (242)	31% (167)	10% (55)	2% (10)	11% (59)	534
PID: Rep (no lean)	43% (257)	35% (208)	12% (72)	3% (15)	8% (48)	601
PID/Gender: Dem Men	45% (179)	40% (159)	11% (45)	2% (9)	2% (9)	401
PID/Gender: Dem Women	41% (189)	35% (161)	14% (64)	3% (12)	7% (30)	456
PID/Gender: Ind Men	46% (114)	33% (82)	13% (32)	2% (5)	7% (17)	250
PID/Gender: Ind Women	45% (129)	30% (85)	8% (24)	2% (5)	15% (42)	285
PID/Gender: Rep Men	41% (115)	35% (100)	14% (38)	2% (7)	7% (21)	282
PID/Gender: Rep Women	44% (141)	34% (108)	11% (34)	3% (8)	8% (27)	319
Ideo: Liberal (1-3)	45% (288)	33% (208)	16% (99)	2% (13)	5% (31)	639
Ideo: Moderate (4)	42% (228)	36% (193)	11% (59)	2% (12)	9% (46)	539
Ideo: Conservative (5-7)	43% (295)	38% (256)	11% (76)	2% (17)	5% (34)	678
Educ: < College	41% (514)	36% (450)	11% (140)	3% (32)	9% (117)	1253
Educ: Bachelors degree	48% (227)	31% (146)	14% (66)	2% (10)	5% (23)	471
Educ: Post-grad	47% (126)	37% (99)	11% (31)	2% (6)	2% (6)	268
Income: Under 50k	41% (408)	34% (337)	11% (106)	3% (32)	11% (106)	989
Income: 50k-100k	47% (285)	34% (208)	14% (84)	1% (9)	4% (24)	610
Income: 100k+	44% (174)	38% (150)	12% (46)	2% (6)	4% (16)	393

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Table MCTE10_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	44% (867)	35% (695)	12% (237)	2% (47)	7% (146)	1992
Ethnicity: White	44% (705)	33% (532)	14% (220)	3% (41)	7% (113)	1611
Ethnicity: Hispanic	40% (77)	37% (71)	13% (25)	1% (1)	10% (18)	193
Ethnicity: Black	39% (98)	51% (128)	2% (6)	1% (3)	7% (17)	253
Ethnicity: Other	50% (64)	28% (35)	9% (11)	2% (3)	12% (15)	128
All Christian	45% (463)	34% (352)	12% (123)	2% (23)	6% (60)	1020
All Non-Christian	43% (56)	41% (54)	6% (8)	3% (4)	7% (10)	130
Atheist	36% (31)	36% (31)	15% (13)	5% (4)	8% (7)	86
Agnostic/Nothing in particular	38% (190)	37% (183)	14% (69)	2% (8)	9% (44)	493
Something Else	49% (128)	29% (75)	9% (25)	3% (9)	10% (26)	262
Religious Non-Protestant/Catholic	44% (62)	40% (57)	7% (9)	3% (4)	7% (10)	142
Evangelical	46% (257)	34% (187)	12% (67)	2% (11)	6% (35)	556
Non-Evangelical	46% (321)	33% (230)	11% (78)	3% (20)	7% (50)	699
Community: Urban	45% (248)	38% (213)	9% (51)	3% (15)	5% (31)	558
Community: Suburban	43% (409)	34% (318)	14% (133)	2% (20)	7% (62)	942
Community: Rural	43% (209)	33% (164)	11% (53)	3% (12)	11% (53)	492
Employ: Private Sector	45% (269)	36% (215)	12% (74)	2% (14)	4% (25)	597
Employ: Government	51% (72)	32% (45)	8% (12)	3% (4)	6% (9)	143
Employ: Self-Employed	41% (67)	34% (54)	12% (19)	4% (6)	10% (15)	161
Employ: Homemaker	43% (52)	33% (40)	13% (16)	2% (3)	9% (11)	123
Employ: Student	35% (27)	23% (17)	16% (12)	— (0)	26% (20)	76
Employ: Retired	44% (258)	35% (205)	13% (78)	3% (15)	4% (26)	582
Employ: Unemployed	40% (84)	35% (74)	10% (21)	1% (3)	15% (31)	213
Employ: Other	39% (38)	45% (44)	6% (6)	3% (3)	8% (8)	98
Military HH: Yes	48% (173)	31% (109)	13% (47)	3% (11)	5% (17)	358
Military HH: No	42% (693)	36% (586)	12% (190)	2% (36)	8% (129)	1634
RD/WT: Right Direction	42% (430)	37% (374)	11% (111)	3% (25)	7% (73)	1014
RD/WT: Wrong Track	45% (437)	33% (321)	13% (126)	2% (22)	7% (73)	978

Continued on next page

Table MCTE10_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	44%	(867)	35%	(695)	12%	(237)	2%	(47)	7%	(146)	1992
Biden Job Approve	43%	(492)	37%	(423)	12%	(144)	2%	(28)	6%	(65)	1152
Biden Job Disapprove	45%	(340)	34%	(256)	12%	(90)	2%	(16)	6%	(47)	748
Biden Job Strongly Approve	46%	(304)	34%	(228)	12%	(77)	2%	(16)	6%	(37)	663
Biden Job Somewhat Approve	38%	(188)	40%	(194)	14%	(67)	3%	(12)	6%	(28)	489
Biden Job Somewhat Disapprove	38%	(73)	39%	(75)	17%	(32)	1%	(2)	6%	(11)	193
Biden Job Strongly Disapprove	48%	(267)	33%	(181)	10%	(57)	3%	(14)	6%	(36)	555
Favorable of Biden	44%	(492)	37%	(415)	12%	(140)	2%	(25)	5%	(54)	1127
Unfavorable of Biden	45%	(346)	34%	(264)	12%	(92)	3%	(20)	7%	(54)	776
Very Favorable of Biden	47%	(317)	34%	(231)	12%	(83)	2%	(16)	5%	(32)	679
Somewhat Favorable of Biden	39%	(176)	41%	(184)	13%	(57)	2%	(9)	5%	(22)	448
Somewhat Unfavorable of Biden	37%	(67)	39%	(73)	13%	(25)	2%	(4)	9%	(16)	185
Very Unfavorable of Biden	47%	(279)	32%	(191)	11%	(67)	3%	(16)	6%	(38)	591
#1 Issue: Economy	42%	(279)	35%	(233)	13%	(86)	3%	(21)	7%	(47)	665
#1 Issue: Security	51%	(170)	29%	(97)	13%	(43)	2%	(6)	5%	(18)	334
#1 Issue: Health Care	42%	(142)	37%	(124)	12%	(42)	2%	(7)	7%	(22)	338
#1 Issue: Medicare / Social Security	45%	(105)	36%	(85)	12%	(28)	3%	(8)	4%	(10)	235
#1 Issue: Women's Issues	33%	(32)	33%	(33)	14%	(14)	—	(0)	20%	(20)	99
#1 Issue: Education	49%	(41)	31%	(26)	4%	(3)	3%	(2)	13%	(11)	84
#1 Issue: Energy	34%	(37)	47%	(50)	7%	(8)	2%	(2)	10%	(11)	108
#1 Issue: Other	48%	(62)	36%	(47)	10%	(13)	1%	(1)	5%	(7)	129
2020 Vote: Joe Biden	43%	(445)	37%	(379)	13%	(130)	2%	(24)	5%	(50)	1027
2020 Vote: Donald Trump	45%	(315)	34%	(242)	12%	(88)	2%	(17)	6%	(44)	706
2020 Vote: Other	53%	(39)	25%	(18)	9%	(7)	1%	(0)	12%	(9)	73
2020 Vote: Didn't Vote	37%	(67)	30%	(55)	7%	(12)	3%	(5)	24%	(44)	184
2018 House Vote: Democrat	47%	(381)	35%	(289)	12%	(99)	2%	(15)	4%	(32)	816
2018 House Vote: Republican	46%	(269)	36%	(210)	12%	(68)	2%	(13)	5%	(31)	591
2018 House Vote: Someone else	52%	(33)	21%	(13)	6%	(4)	2%	(1)	19%	(12)	62

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Table MCTE10_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	44%	(867)	35%	(695)	12%	(237)	2%	(47)	7%	(146)	1992
2016 Vote: Hillary Clinton	45%	(328)	37%	(268)	13%	(95)	2%	(14)	4%	(26)	730
2016 Vote: Donald Trump	46%	(301)	34%	(224)	12%	(76)	3%	(17)	6%	(36)	654
2016 Vote: Other	53%	(60)	33%	(37)	7%	(8)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	36%	(178)	34%	(165)	12%	(58)	3%	(15)	16%	(77)	493
Voted in 2014: Yes	47%	(607)	35%	(455)	12%	(151)	2%	(24)	5%	(63)	1299
Voted in 2014: No	38%	(260)	35%	(240)	12%	(86)	3%	(23)	12%	(83)	693
4-Region: Northeast	42%	(150)	39%	(140)	11%	(39)	3%	(11)	4%	(16)	355
4-Region: Midwest	41%	(186)	38%	(175)	11%	(49)	2%	(8)	8%	(39)	458
4-Region: South	47%	(349)	33%	(248)	11%	(79)	2%	(14)	7%	(53)	744
4-Region: West	42%	(182)	30%	(132)	16%	(70)	3%	(14)	9%	(38)	435

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

Table MCTE10_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	31%	(611)	32%	(632)	23%	(454)	8%	(150)	7%	(145)	1992
Gender: Male	32%	(301)	34%	(321)	22%	(203)	6%	(56)	6%	(51)	932
Gender: Female	29%	(310)	29%	(311)	24%	(251)	9%	(94)	9%	(94)	1060
Age: 18-34	27%	(136)	28%	(138)	21%	(108)	9%	(46)	14%	(72)	500
Age: 35-44	33%	(100)	33%	(101)	21%	(65)	8%	(24)	4%	(13)	303
Age: 45-64	33%	(242)	32%	(232)	23%	(164)	7%	(50)	5%	(38)	725
Age: 65+	29%	(133)	35%	(161)	25%	(118)	7%	(30)	5%	(22)	463
GenZers: 1997-2012	18%	(38)	22%	(46)	26%	(55)	15%	(32)	20%	(42)	214
Millennials: 1981-1996	36%	(169)	33%	(154)	17%	(79)	6%	(27)	8%	(38)	467
GenXers: 1965-1980	31%	(146)	30%	(140)	26%	(123)	8%	(40)	6%	(26)	475
Baby Boomers: 1946-1964	32%	(239)	34%	(253)	23%	(171)	7%	(49)	5%	(36)	749
PID: Dem (no lean)	32%	(276)	33%	(284)	22%	(193)	7%	(64)	5%	(40)	857
PID: Ind (no lean)	29%	(156)	32%	(169)	20%	(109)	7%	(38)	12%	(62)	534
PID: Rep (no lean)	30%	(178)	30%	(179)	25%	(153)	8%	(48)	7%	(42)	601
PID/Gender: Dem Men	38%	(154)	35%	(141)	18%	(72)	5%	(21)	3%	(13)	401
PID/Gender: Dem Women	27%	(122)	31%	(143)	27%	(121)	9%	(43)	6%	(28)	456
PID/Gender: Ind Men	29%	(73)	36%	(89)	23%	(57)	6%	(14)	7%	(17)	250
PID/Gender: Ind Women	29%	(83)	28%	(80)	18%	(52)	8%	(24)	16%	(45)	285
PID/Gender: Rep Men	26%	(73)	32%	(91)	26%	(74)	7%	(21)	8%	(22)	282
PID/Gender: Rep Women	33%	(105)	27%	(88)	25%	(78)	9%	(27)	7%	(21)	319
Ideo: Liberal (1-3)	32%	(203)	33%	(212)	25%	(157)	7%	(45)	4%	(23)	639
Ideo: Moderate (4)	31%	(168)	32%	(170)	22%	(119)	7%	(37)	8%	(45)	539
Ideo: Conservative (5-7)	31%	(209)	34%	(230)	23%	(158)	7%	(45)	5%	(36)	678
Educ: < College	29%	(358)	30%	(377)	24%	(299)	8%	(102)	9%	(117)	1253
Educ: Bachelors degree	35%	(164)	32%	(152)	21%	(100)	7%	(34)	4%	(21)	471
Educ: Post-grad	33%	(88)	38%	(102)	21%	(55)	5%	(14)	3%	(7)	268
Income: Under 50k	27%	(272)	31%	(303)	23%	(232)	8%	(78)	11%	(104)	989
Income: 50k-100k	34%	(205)	33%	(202)	21%	(128)	8%	(47)	5%	(28)	610
Income: 100k+	34%	(133)	32%	(127)	24%	(94)	7%	(26)	3%	(12)	393

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Table MCTE10_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	31%	(611)	32%	(632)	23%	(454)	8%	(150)	7%	(145)	1992
Ethnicity: White	29%	(475)	33%	(529)	23%	(366)	8%	(127)	7%	(115)	1611
Ethnicity: Hispanic	23%	(44)	30%	(58)	31%	(59)	6%	(11)	11%	(21)	193
Ethnicity: Black	39%	(99)	27%	(68)	22%	(56)	6%	(15)	6%	(15)	253
Ethnicity: Other	29%	(37)	27%	(35)	26%	(33)	7%	(8)	11%	(15)	128
All Christian	31%	(316)	35%	(357)	22%	(225)	6%	(66)	5%	(56)	1020
All Non-Christian	38%	(50)	27%	(35)	16%	(21)	9%	(12)	10%	(13)	130
Atheist	26%	(22)	25%	(21)	36%	(31)	5%	(5)	8%	(7)	86
Agnostic/Nothing in particular	28%	(137)	28%	(140)	25%	(125)	9%	(47)	9%	(45)	493
Something Else	32%	(85)	30%	(79)	20%	(52)	8%	(21)	9%	(25)	262
Religious Non-Protestant/Catholic	38%	(54)	28%	(40)	16%	(23)	9%	(12)	9%	(13)	142
Evangelical	33%	(186)	33%	(186)	21%	(116)	7%	(36)	6%	(32)	556
Non-Evangelical	30%	(207)	34%	(239)	22%	(157)	7%	(51)	7%	(45)	699
Community: Urban	36%	(200)	31%	(173)	20%	(112)	6%	(34)	7%	(39)	558
Community: Suburban	28%	(261)	32%	(305)	25%	(235)	9%	(81)	6%	(60)	942
Community: Rural	30%	(150)	31%	(153)	22%	(108)	7%	(35)	9%	(46)	492
Employ: Private Sector	33%	(200)	31%	(182)	25%	(147)	7%	(39)	5%	(28)	597
Employ: Government	31%	(44)	29%	(42)	22%	(31)	9%	(12)	9%	(13)	143
Employ: Self-Employed	34%	(55)	30%	(48)	16%	(26)	13%	(21)	7%	(11)	161
Employ: Homemaker	31%	(38)	29%	(35)	28%	(34)	6%	(8)	6%	(7)	123
Employ: Student	15%	(11)	24%	(18)	22%	(16)	12%	(9)	28%	(21)	76
Employ: Retired	29%	(170)	36%	(211)	24%	(138)	6%	(35)	5%	(28)	582
Employ: Unemployed	29%	(63)	34%	(73)	19%	(40)	5%	(10)	13%	(27)	213
Employ: Other	30%	(29)	23%	(22)	22%	(21)	16%	(16)	10%	(10)	98
Military HH: Yes	35%	(125)	32%	(113)	21%	(74)	8%	(27)	5%	(19)	358
Military HH: No	30%	(486)	32%	(519)	23%	(380)	8%	(123)	8%	(126)	1634
RD/WT: Right Direction	31%	(310)	33%	(335)	22%	(225)	7%	(72)	7%	(72)	1014
RD/WT: Wrong Track	31%	(300)	30%	(297)	23%	(230)	8%	(79)	7%	(73)	978

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Table MCTE10_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	31%	(611)	32%	(632)	23%	(454)	8%	(150)	7%	(145)	1992
Biden Job Approve	31%	(355)	33%	(380)	23%	(264)	8%	(88)	6%	(64)	1152
Biden Job Disapprove	30%	(227)	32%	(239)	24%	(177)	8%	(57)	6%	(48)	748
Biden Job Strongly Approve	34%	(227)	34%	(222)	20%	(134)	6%	(42)	5%	(36)	663
Biden Job Somewhat Approve	26%	(128)	32%	(157)	27%	(130)	9%	(46)	6%	(28)	489
Biden Job Somewhat Disapprove	20%	(39)	37%	(72)	28%	(54)	9%	(16)	6%	(11)	193
Biden Job Strongly Disapprove	34%	(188)	30%	(167)	22%	(123)	7%	(41)	7%	(37)	555
Favorable of Biden	31%	(354)	33%	(375)	23%	(261)	7%	(79)	5%	(58)	1127
Unfavorable of Biden	30%	(234)	31%	(243)	24%	(182)	8%	(63)	7%	(52)	776
Very Favorable of Biden	34%	(234)	32%	(219)	20%	(139)	8%	(52)	5%	(35)	679
Somewhat Favorable of Biden	27%	(120)	35%	(156)	27%	(122)	6%	(27)	5%	(22)	448
Somewhat Unfavorable of Biden	23%	(43)	32%	(60)	26%	(48)	11%	(20)	8%	(15)	185
Very Unfavorable of Biden	32%	(192)	31%	(183)	23%	(134)	7%	(44)	6%	(38)	591
#1 Issue: Economy	27%	(179)	35%	(232)	23%	(150)	9%	(63)	6%	(41)	665
#1 Issue: Security	34%	(114)	31%	(104)	23%	(76)	6%	(19)	6%	(21)	334
#1 Issue: Health Care	29%	(96)	34%	(113)	25%	(85)	6%	(22)	6%	(22)	338
#1 Issue: Medicare / Social Security	32%	(75)	31%	(72)	23%	(54)	9%	(22)	5%	(12)	235
#1 Issue: Women's Issues	24%	(24)	23%	(23)	28%	(28)	8%	(8)	16%	(16)	99
#1 Issue: Education	42%	(35)	25%	(21)	15%	(13)	6%	(5)	12%	(11)	84
#1 Issue: Energy	33%	(36)	26%	(28)	22%	(24)	5%	(6)	13%	(14)	108
#1 Issue: Other	40%	(51)	29%	(38)	20%	(26)	5%	(6)	6%	(8)	129
2020 Vote: Joe Biden	32%	(326)	33%	(341)	23%	(240)	6%	(65)	5%	(56)	1027
2020 Vote: Donald Trump	31%	(219)	31%	(220)	23%	(165)	8%	(59)	6%	(43)	706
2020 Vote: Other	44%	(32)	25%	(19)	17%	(12)	2%	(2)	12%	(9)	73
2020 Vote: Didn't Vote	19%	(34)	27%	(50)	20%	(37)	14%	(25)	21%	(38)	184
2018 House Vote: Democrat	33%	(273)	34%	(276)	23%	(189)	5%	(41)	5%	(37)	816
2018 House Vote: Republican	32%	(187)	32%	(191)	24%	(140)	7%	(44)	5%	(30)	591
2018 House Vote: Someone else	34%	(21)	25%	(15)	11%	(7)	8%	(5)	22%	(14)	62

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Table MCTE10_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	31%	(611)	32%	(632)	23%	(454)	8%	(150)	7%	(145)	1992
2016 Vote: Hillary Clinton	33%	(244)	33%	(244)	22%	(164)	6%	(45)	5%	(34)	730
2016 Vote: Donald Trump	32%	(207)	33%	(218)	22%	(145)	8%	(49)	5%	(35)	654
2016 Vote: Other	32%	(36)	39%	(44)	19%	(22)	4%	(4)	6%	(7)	113
2016 Vote: Didn't Vote	25%	(124)	25%	(125)	25%	(123)	11%	(52)	14%	(69)	493
Voted in 2014: Yes	33%	(432)	34%	(437)	22%	(289)	6%	(78)	5%	(64)	1299
Voted in 2014: No	26%	(179)	28%	(195)	24%	(165)	10%	(73)	12%	(81)	693
4-Region: Northeast	30%	(108)	36%	(129)	23%	(81)	7%	(25)	4%	(13)	355
4-Region: Midwest	30%	(136)	32%	(144)	23%	(104)	7%	(32)	9%	(42)	458
4-Region: South	32%	(236)	30%	(226)	23%	(175)	7%	(51)	8%	(56)	744
4-Region: West	30%	(131)	31%	(133)	22%	(94)	10%	(43)	8%	(34)	435

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

Table MCTE10_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1430)	16%	(311)	4%	(75)	2%	(42)	7%	(133)	1992
Gender: Male	69%	(647)	19%	(175)	5%	(50)	2%	(17)	5%	(44)	932
Gender: Female	74%	(783)	13%	(136)	2%	(26)	2%	(25)	8%	(90)	1060
Age: 18-34	60%	(302)	19%	(97)	7%	(34)	1%	(3)	13%	(64)	500
Age: 35-44	69%	(208)	19%	(58)	4%	(14)	3%	(9)	4%	(13)	303
Age: 45-64	75%	(545)	14%	(105)	2%	(17)	3%	(21)	5%	(38)	725
Age: 65+	81%	(374)	11%	(51)	2%	(11)	2%	(9)	4%	(18)	463
GenZers: 1997-2012	55%	(117)	17%	(37)	11%	(23)	1%	(1)	16%	(35)	214
Millennials: 1981-1996	65%	(302)	21%	(100)	4%	(20)	1%	(7)	8%	(38)	467
GenXers: 1965-1980	75%	(354)	14%	(65)	3%	(13)	4%	(17)	5%	(24)	475
Baby Boomers: 1946-1964	78%	(583)	13%	(100)	3%	(19)	2%	(13)	5%	(35)	749
PID: Dem (no lean)	72%	(615)	18%	(155)	4%	(33)	2%	(15)	5%	(39)	857
PID: Ind (no lean)	72%	(384)	13%	(71)	3%	(14)	2%	(10)	10%	(55)	534
PID: Rep (no lean)	72%	(432)	14%	(84)	5%	(28)	3%	(17)	7%	(40)	601
PID/Gender: Dem Men	68%	(274)	22%	(88)	5%	(21)	2%	(6)	3%	(12)	401
PID/Gender: Dem Women	75%	(341)	15%	(67)	3%	(12)	2%	(9)	6%	(27)	456
PID/Gender: Ind Men	75%	(188)	14%	(36)	3%	(7)	2%	(5)	6%	(14)	250
PID/Gender: Ind Women	69%	(196)	13%	(36)	3%	(7)	2%	(5)	14%	(41)	285
PID/Gender: Rep Men	66%	(185)	18%	(51)	8%	(21)	2%	(6)	6%	(18)	282
PID/Gender: Rep Women	77%	(247)	10%	(33)	2%	(7)	3%	(11)	7%	(22)	319
Ideo: Liberal (1-3)	72%	(461)	19%	(120)	4%	(23)	2%	(12)	4%	(23)	639
Ideo: Moderate (4)	71%	(385)	16%	(85)	3%	(17)	2%	(10)	8%	(41)	539
Ideo: Conservative (5-7)	75%	(509)	13%	(91)	5%	(34)	2%	(13)	5%	(31)	678
Educ: < College	70%	(876)	16%	(199)	4%	(47)	2%	(26)	8%	(105)	1253
Educ: Bachelors degree	76%	(360)	13%	(61)	4%	(20)	2%	(10)	4%	(20)	471
Educ: Post-grad	73%	(195)	19%	(51)	3%	(8)	2%	(5)	3%	(8)	268
Income: Under 50k	68%	(677)	16%	(160)	3%	(32)	3%	(25)	10%	(96)	989
Income: 50k-100k	76%	(463)	14%	(88)	4%	(23)	2%	(11)	4%	(25)	610
Income: 100k+	74%	(291)	16%	(63)	5%	(20)	2%	(6)	3%	(12)	393

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Table MCTE10_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1430)	16%	(311)	4%	(75)	2%	(42)	7%	(133)	1992
Ethnicity: White	73%	(1183)	15%	(236)	3%	(54)	2%	(35)	6%	(103)	1611
Ethnicity: Hispanic	65%	(125)	20%	(39)	3%	(6)	3%	(5)	9%	(17)	193
Ethnicity: Black	63%	(158)	23%	(57)	6%	(16)	1%	(3)	7%	(19)	253
Ethnicity: Other	70%	(89)	14%	(18)	4%	(5)	3%	(3)	10%	(12)	128
All Christian	74%	(753)	15%	(157)	3%	(33)	2%	(24)	5%	(53)	1020
All Non-Christian	64%	(83)	19%	(24)	5%	(6)	2%	(3)	10%	(14)	130
Atheist	82%	(70)	9%	(8)	—	(0)	2%	(2)	8%	(7)	86
Agnostic/Nothing in particular	67%	(332)	19%	(92)	5%	(23)	2%	(8)	8%	(38)	493
Something Else	73%	(191)	11%	(30)	5%	(14)	2%	(5)	9%	(22)	262
Religious Non-Protestant/Catholic	66%	(93)	18%	(26)	4%	(6)	2%	(3)	10%	(14)	142
Evangelical	73%	(404)	15%	(85)	5%	(27)	2%	(11)	5%	(30)	556
Non-Evangelical	74%	(519)	14%	(97)	3%	(20)	3%	(19)	6%	(44)	699
Community: Urban	67%	(374)	22%	(121)	4%	(22)	2%	(11)	5%	(30)	558
Community: Suburban	75%	(704)	14%	(127)	4%	(36)	2%	(20)	6%	(55)	942
Community: Rural	72%	(352)	13%	(63)	3%	(17)	2%	(11)	10%	(48)	492
Employ: Private Sector	72%	(428)	17%	(100)	5%	(30)	2%	(15)	4%	(24)	597
Employ: Government	67%	(95)	20%	(28)	3%	(5)	2%	(3)	8%	(11)	143
Employ: Self-Employed	64%	(104)	22%	(35)	6%	(10)	2%	(3)	6%	(10)	161
Employ: Homemaker	73%	(89)	18%	(23)	1%	(1)	1%	(2)	6%	(8)	123
Employ: Student	58%	(44)	8%	(6)	5%	(4)	2%	(1)	27%	(20)	76
Employ: Retired	78%	(457)	13%	(76)	2%	(12)	2%	(13)	4%	(25)	582
Employ: Unemployed	69%	(147)	13%	(27)	5%	(11)	1%	(3)	12%	(25)	213
Employ: Other	68%	(67)	16%	(16)	2%	(2)	3%	(3)	10%	(10)	98
Military HH: Yes	74%	(266)	15%	(53)	4%	(15)	1%	(5)	5%	(19)	358
Military HH: No	71%	(1164)	16%	(257)	4%	(61)	2%	(37)	7%	(115)	1634
RD/WT: Right Direction	68%	(689)	20%	(202)	4%	(40)	2%	(18)	6%	(64)	1014
RD/WT: Wrong Track	76%	(741)	11%	(109)	4%	(35)	2%	(24)	7%	(69)	978

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Table MCTE10_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1430)	16%	(311)	4%	(75)	2%	(42)	7%	(133)	1992
Biden Job Approve	70%	(812)	19%	(214)	4%	(47)	2%	(20)	5%	(59)	1152
Biden Job Disapprove	77%	(574)	12%	(87)	3%	(25)	3%	(19)	6%	(42)	748
Biden Job Strongly Approve	72%	(477)	19%	(124)	3%	(17)	2%	(13)	5%	(31)	663
Biden Job Somewhat Approve	69%	(335)	18%	(90)	6%	(30)	1%	(7)	6%	(28)	489
Biden Job Somewhat Disapprove	70%	(135)	20%	(39)	5%	(9)	1%	(2)	4%	(9)	193
Biden Job Strongly Disapprove	79%	(440)	9%	(48)	3%	(16)	3%	(18)	6%	(34)	555
Favorable of Biden	71%	(805)	18%	(207)	4%	(43)	2%	(18)	5%	(53)	1127
Unfavorable of Biden	76%	(588)	12%	(94)	4%	(30)	3%	(21)	6%	(44)	776
Very Favorable of Biden	72%	(488)	18%	(125)	4%	(26)	2%	(11)	4%	(28)	679
Somewhat Favorable of Biden	71%	(317)	18%	(82)	4%	(18)	2%	(7)	6%	(25)	448
Somewhat Unfavorable of Biden	69%	(128)	18%	(33)	4%	(8)	1%	(2)	8%	(14)	185
Very Unfavorable of Biden	78%	(460)	10%	(61)	4%	(22)	3%	(19)	5%	(30)	591
#1 Issue: Economy	70%	(466)	17%	(114)	4%	(27)	2%	(15)	6%	(42)	665
#1 Issue: Security	78%	(259)	11%	(37)	3%	(12)	4%	(12)	4%	(14)	334
#1 Issue: Health Care	71%	(241)	16%	(55)	3%	(10)	2%	(6)	8%	(26)	338
#1 Issue: Medicare / Social Security	74%	(174)	17%	(39)	3%	(7)	2%	(4)	5%	(11)	235
#1 Issue: Women's Issues	59%	(58)	20%	(20)	8%	(8)	—	(0)	13%	(13)	99
#1 Issue: Education	67%	(57)	16%	(13)	4%	(4)	—	(0)	12%	(11)	84
#1 Issue: Energy	70%	(76)	14%	(15)	7%	(7)	1%	(1)	9%	(10)	108
#1 Issue: Other	78%	(100)	13%	(17)	1%	(1)	2%	(3)	5%	(7)	129
2020 Vote: Joe Biden	73%	(753)	17%	(178)	3%	(33)	2%	(17)	4%	(46)	1027
2020 Vote: Donald Trump	74%	(521)	13%	(93)	4%	(28)	3%	(22)	6%	(41)	706
2020 Vote: Other	70%	(51)	11%	(8)	7%	(5)	—	(0)	12%	(9)	73
2020 Vote: Didn't Vote	56%	(103)	17%	(32)	5%	(9)	1%	(2)	20%	(37)	184
2018 House Vote: Democrat	74%	(607)	17%	(142)	3%	(22)	2%	(13)	4%	(31)	816
2018 House Vote: Republican	76%	(449)	13%	(77)	4%	(22)	2%	(14)	5%	(29)	591
2018 House Vote: Someone else	67%	(42)	8%	(5)	5%	(3)	1%	(1)	19%	(12)	62

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Table MCTE10_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1430)	16%	(311)	4%	(75)	2%	(42)	7%	(133)	1992
2016 Vote: Hillary Clinton	76%	(554)	16%	(119)	2%	(17)	2%	(14)	4%	(27)	730
2016 Vote: Donald Trump	74%	(481)	15%	(97)	3%	(21)	3%	(21)	5%	(34)	654
2016 Vote: Other	81%	(91)	9%	(10)	3%	(4)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	61%	(302)	17%	(85)	7%	(34)	1%	(7)	13%	(66)	493
Voted in 2014: Yes	76%	(981)	15%	(197)	3%	(36)	2%	(27)	5%	(59)	1299
Voted in 2014: No	65%	(449)	16%	(114)	6%	(40)	2%	(15)	11%	(75)	693
4-Region: Northeast	74%	(263)	16%	(57)	3%	(11)	2%	(7)	5%	(17)	355
4-Region: Midwest	70%	(320)	15%	(67)	5%	(25)	2%	(9)	8%	(36)	458
4-Region: South	72%	(536)	16%	(119)	3%	(22)	2%	(16)	7%	(50)	744
4-Region: West	72%	(311)	15%	(67)	4%	(17)	2%	(9)	7%	(30)	435

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

Table MCTE10_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	61% (1225)	24% (473)	5% (102)	3% (50)	7% (142)	1992
Gender: Male	61% (565)	27% (253)	5% (48)	2% (20)	5% (45)	932
Gender: Female	62% (659)	21% (220)	5% (54)	3% (30)	9% (97)	1060
Age: 18-34	47% (236)	28% (138)	6% (31)	5% (23)	14% (71)	500
Age: 35-44	60% (182)	27% (81)	7% (20)	2% (7)	4% (13)	303
Age: 45-64	66% (477)	22% (162)	4% (29)	2% (16)	6% (42)	725
Age: 65+	71% (330)	20% (92)	5% (22)	1% (4)	3% (16)	463
GenZers: 1997-2012	44% (94)	24% (52)	8% (16)	4% (8)	20% (43)	214
Millennials: 1981-1996	53% (249)	29% (137)	5% (25)	4% (17)	8% (38)	467
GenXers: 1965-1980	63% (299)	23% (109)	5% (26)	3% (15)	6% (26)	475
Baby Boomers: 1946-1964	69% (519)	22% (162)	4% (28)	1% (7)	4% (33)	749
PID: Dem (no lean)	61% (526)	26% (225)	6% (48)	2% (19)	4% (38)	857
PID: Ind (no lean)	63% (335)	19% (103)	5% (24)	2% (10)	12% (62)	534
PID: Rep (no lean)	61% (364)	24% (145)	5% (29)	3% (21)	7% (42)	601
PID/Gender: Dem Men	60% (241)	29% (118)	6% (24)	2% (8)	2% (9)	401
PID/Gender: Dem Women	62% (285)	24% (108)	5% (24)	2% (11)	6% (29)	456
PID/Gender: Ind Men	67% (166)	23% (57)	4% (9)	1% (2)	6% (15)	250
PID/Gender: Ind Women	59% (168)	16% (46)	5% (15)	3% (8)	17% (47)	285
PID/Gender: Rep Men	56% (158)	28% (79)	5% (15)	3% (9)	7% (21)	282
PID/Gender: Rep Women	65% (207)	21% (66)	5% (14)	4% (12)	6% (21)	319
Ideo: Liberal (1-3)	61% (389)	26% (169)	7% (47)	2% (13)	3% (21)	639
Ideo: Moderate (4)	61% (330)	23% (124)	5% (25)	3% (14)	9% (47)	539
Ideo: Conservative (5-7)	66% (446)	23% (157)	4% (24)	3% (19)	5% (33)	678
Educ: < College	59% (738)	24% (294)	5% (68)	3% (39)	9% (113)	1253
Educ: Bachelors degree	68% (318)	22% (104)	5% (21)	2% (8)	4% (20)	471
Educ: Post-grad	63% (168)	28% (74)	5% (13)	1% (4)	3% (9)	268
Income: Under 50k	58% (570)	24% (237)	5% (53)	3% (28)	10% (101)	989
Income: 50k-100k	66% (405)	22% (136)	5% (31)	2% (14)	4% (25)	610
Income: 100k+	64% (250)	25% (100)	5% (18)	2% (9)	4% (16)	393

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Table MCTE10_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	61% (1225)	24% (473)	5% (102)	3% (50)	7% (142)	1992
Ethnicity: White	63% (1012)	23% (371)	5% (87)	2% (33)	7% (109)	1611
Ethnicity: Hispanic	56% (108)	25% (48)	7% (14)	— (1)	12% (23)	193
Ethnicity: Black	51% (130)	33% (84)	3% (8)	5% (12)	8% (19)	253
Ethnicity: Other	65% (83)	14% (18)	6% (7)	5% (6)	11% (14)	128
All Christian	64% (656)	24% (249)	4% (42)	2% (19)	5% (54)	1020
All Non-Christian	58% (75)	25% (33)	4% (5)	4% (5)	10% (12)	130
Atheist	57% (49)	21% (18)	12% (11)	3% (2)	8% (7)	86
Agnostic/Nothing in particular	57% (280)	24% (120)	6% (28)	4% (18)	10% (48)	493
Something Else	63% (164)	21% (54)	6% (16)	3% (7)	8% (21)	262
Religious Non-Protestant/Catholic	60% (85)	24% (34)	4% (5)	3% (5)	9% (13)	142
Evangelical	62% (345)	27% (150)	4% (25)	1% (6)	5% (31)	556
Non-Evangelical	66% (458)	21% (145)	5% (33)	3% (19)	6% (43)	699
Community: Urban	57% (316)	29% (161)	4% (24)	3% (17)	7% (40)	558
Community: Suburban	62% (588)	24% (225)	5% (50)	2% (23)	6% (57)	942
Community: Rural	65% (321)	18% (88)	6% (28)	2% (10)	9% (45)	492
Employ: Private Sector	62% (371)	25% (149)	6% (36)	2% (14)	5% (27)	597
Employ: Government	65% (92)	21% (29)	5% (7)	3% (4)	7% (10)	143
Employ: Self-Employed	52% (84)	26% (42)	6% (10)	6% (9)	10% (16)	161
Employ: Homemaker	66% (81)	22% (27)	5% (6)	— (0)	8% (9)	123
Employ: Student	45% (34)	20% (15)	7% (5)	1% (1)	28% (21)	76
Employ: Retired	69% (401)	21% (123)	4% (26)	1% (7)	4% (25)	582
Employ: Unemployed	52% (111)	28% (60)	3% (7)	5% (11)	12% (24)	213
Employ: Other	53% (52)	29% (29)	5% (5)	4% (4)	9% (9)	98
Military HH: Yes	67% (240)	21% (76)	4% (13)	3% (10)	5% (19)	358
Military HH: No	60% (985)	24% (397)	5% (89)	2% (40)	8% (123)	1634
RD/WT: Right Direction	58% (589)	28% (281)	5% (49)	3% (27)	7% (67)	1014
RD/WT: Wrong Track	65% (635)	20% (193)	5% (53)	2% (23)	8% (75)	978

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Table MCTE10_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	61% (1225)	24% (473)	5% (102)	3% (50)	7% (142)	1992
Biden Job Approve	60% (689)	27% (311)	5% (62)	2% (28)	5% (63)	1152
Biden Job Disapprove	66% (494)	20% (153)	5% (34)	3% (20)	6% (47)	748
Biden Job Strongly Approve	62% (412)	26% (172)	5% (32)	2% (14)	5% (32)	663
Biden Job Somewhat Approve	57% (277)	28% (139)	6% (30)	3% (14)	6% (31)	489
Biden Job Somewhat Disapprove	56% (108)	27% (52)	9% (17)	2% (3)	7% (13)	193
Biden Job Strongly Disapprove	70% (386)	18% (101)	3% (17)	3% (17)	6% (33)	555
Favorable of Biden	61% (686)	26% (297)	5% (59)	2% (27)	5% (58)	1127
Unfavorable of Biden	65% (504)	21% (166)	5% (37)	3% (20)	6% (49)	776
Very Favorable of Biden	60% (410)	26% (179)	5% (37)	3% (20)	5% (32)	679
Somewhat Favorable of Biden	61% (275)	27% (119)	5% (21)	2% (7)	6% (26)	448
Somewhat Unfavorable of Biden	58% (106)	26% (48)	5% (9)	2% (5)	9% (17)	185
Very Unfavorable of Biden	67% (398)	20% (117)	5% (29)	3% (16)	5% (32)	591
#1 Issue: Economy	61% (406)	23% (151)	6% (38)	3% (22)	7% (48)	665
#1 Issue: Security	67% (224)	20% (68)	4% (15)	3% (8)	6% (18)	334
#1 Issue: Health Care	60% (204)	26% (86)	6% (20)	2% (7)	6% (21)	338
#1 Issue: Medicare / Social Security	67% (156)	23% (54)	5% (11)	2% (5)	4% (9)	235
#1 Issue: Women's Issues	43% (42)	34% (34)	6% (6)	1% (1)	16% (16)	99
#1 Issue: Education	51% (43)	34% (29)	2% (2)	— (0)	12% (11)	84
#1 Issue: Energy	59% (64)	20% (21)	6% (7)	6% (6)	9% (10)	108
#1 Issue: Other	66% (85)	23% (30)	3% (4)	1% (1)	7% (9)	129
2020 Vote: Joe Biden	63% (643)	25% (259)	5% (51)	2% (22)	5% (52)	1027
2020 Vote: Donald Trump	64% (449)	22% (154)	5% (35)	3% (24)	6% (43)	706
2020 Vote: Other	52% (38)	29% (21)	2% (2)	5% (4)	12% (9)	73
2020 Vote: Didn't Vote	51% (94)	20% (38)	8% (14)	— (0)	21% (38)	184
2018 House Vote: Democrat	64% (519)	24% (198)	6% (45)	2% (17)	5% (37)	816
2018 House Vote: Republican	67% (398)	21% (124)	4% (25)	3% (16)	5% (27)	591
2018 House Vote: Someone else	56% (34)	18% (11)	— (0)	4% (2)	22% (14)	62

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Table MCTE10_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	61%	(1225)	24%	(473)	5%	(102)	3%	(50)	7%	(142)	1992
2016 Vote: Hillary Clinton	65%	(474)	23%	(170)	5%	(35)	3%	(20)	4%	(31)	730
2016 Vote: Donald Trump	66%	(433)	21%	(138)	4%	(29)	3%	(20)	5%	(34)	654
2016 Vote: Other	63%	(71)	28%	(31)	3%	(3)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	50%	(246)	27%	(133)	7%	(35)	2%	(9)	14%	(70)	493
Voted in 2014: Yes	66%	(863)	22%	(286)	4%	(58)	2%	(30)	5%	(62)	1299
Voted in 2014: No	52%	(362)	27%	(187)	6%	(44)	3%	(20)	12%	(80)	693
4-Region: Northeast	62%	(219)	27%	(95)	5%	(18)	2%	(7)	5%	(17)	355
4-Region: Midwest	61%	(280)	21%	(97)	6%	(28)	3%	(12)	9%	(41)	458
4-Region: South	63%	(468)	23%	(175)	4%	(32)	2%	(17)	7%	(52)	744
4-Region: West	59%	(258)	25%	(107)	5%	(24)	3%	(13)	7%	(33)	435

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

Table MCTE10_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	78% (1558)	11% (211)	3% (54)	2% (44)	6% (125)	1992
Gender: Male	78% (723)	12% (116)	4% (33)	2% (19)	4% (40)	932
Gender: Female	79% (835)	9% (94)	2% (21)	2% (25)	8% (85)	1060
Age: 18-34	61% (304)	18% (88)	4% (20)	4% (21)	13% (67)	500
Age: 35-44	76% (229)	14% (43)	4% (13)	2% (7)	4% (11)	303
Age: 45-64	84% (607)	9% (63)	2% (14)	1% (10)	4% (31)	725
Age: 65+	90% (419)	4% (17)	1% (7)	1% (6)	3% (16)	463
GenZers: 1997-2012	52% (112)	16% (34)	4% (10)	8% (18)	19% (40)	214
Millennials: 1981-1996	69% (320)	18% (85)	4% (20)	2% (8)	7% (34)	467
GenXers: 1965-1980	82% (390)	9% (45)	2% (12)	1% (7)	4% (21)	475
Baby Boomers: 1946-1964	87% (655)	6% (47)	2% (12)	1% (7)	4% (28)	749
PID: Dem (no lean)	77% (656)	15% (125)	2% (18)	3% (22)	4% (35)	857
PID: Ind (no lean)	79% (423)	6% (33)	2% (13)	2% (10)	11% (56)	534
PID: Rep (no lean)	80% (479)	9% (53)	4% (23)	2% (12)	6% (34)	601
PID/Gender: Dem Men	75% (301)	17% (68)	3% (13)	3% (11)	2% (9)	401
PID/Gender: Dem Women	78% (356)	13% (57)	1% (6)	2% (11)	6% (26)	456
PID/Gender: Ind Men	85% (212)	6% (16)	2% (4)	1% (3)	6% (15)	250
PID/Gender: Ind Women	74% (211)	6% (17)	3% (9)	2% (7)	15% (41)	285
PID/Gender: Rep Men	75% (211)	12% (33)	6% (17)	2% (4)	6% (17)	282
PID/Gender: Rep Women	84% (268)	6% (20)	2% (7)	2% (7)	5% (17)	319
Ideo: Liberal (1-3)	79% (503)	14% (92)	3% (16)	1% (4)	4% (23)	639
Ideo: Moderate (4)	79% (424)	9% (50)	3% (17)	2% (12)	7% (37)	539
Ideo: Conservative (5-7)	82% (559)	9% (60)	3% (19)	2% (14)	4% (26)	678
Educ: < College	76% (953)	11% (136)	3% (32)	2% (30)	8% (101)	1253
Educ: Bachelors degree	83% (393)	8% (38)	3% (15)	2% (10)	3% (16)	471
Educ: Post-grad	79% (213)	14% (37)	3% (7)	1% (4)	3% (8)	268
Income: Under 50k	74% (736)	12% (117)	3% (25)	2% (19)	9% (91)	989
Income: 50k-100k	83% (505)	9% (56)	2% (15)	2% (9)	4% (25)	610
Income: 100k+	81% (317)	10% (38)	4% (14)	4% (15)	2% (9)	393

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Table MCTE10_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	78% (1558)	11% (211)	3% (54)	2% (44)	6% (125)	1992
Ethnicity: White	80% (1291)	10% (153)	2% (39)	2% (32)	6% (96)	1611
Ethnicity: Hispanic	66% (128)	13% (25)	5% (10)	5% (9)	10% (20)	193
Ethnicity: Black	67% (169)	19% (48)	4% (10)	4% (10)	6% (15)	253
Ethnicity: Other	77% (98)	7% (10)	4% (5)	1% (2)	11% (14)	128
All Christian	81% (825)	10% (102)	3% (29)	1% (12)	5% (50)	1020
All Non-Christian	72% (94)	16% (21)	1% (1)	3% (4)	7% (10)	130
Atheist	79% (69)	10% (8)	— (0)	3% (2)	8% (7)	86
Agnostic/Nothing in particular	75% (372)	10% (50)	3% (15)	4% (18)	8% (38)	493
Something Else	76% (198)	11% (29)	3% (8)	3% (7)	8% (20)	262
Religious Non-Protestant/Catholic	74% (105)	15% (21)	1% (1)	3% (4)	7% (10)	142
Evangelical	76% (424)	14% (80)	3% (18)	2% (9)	5% (26)	556
Non-Evangelical	83% (578)	7% (47)	3% (20)	2% (11)	6% (43)	699
Community: Urban	72% (404)	17% (97)	4% (20)	1% (7)	5% (30)	558
Community: Suburban	81% (767)	8% (71)	3% (24)	3% (28)	5% (52)	942
Community: Rural	79% (388)	9% (43)	2% (9)	2% (8)	9% (43)	492
Employ: Private Sector	78% (465)	11% (65)	4% (24)	3% (20)	4% (24)	597
Employ: Government	78% (111)	12% (17)	1% (1)	1% (2)	8% (11)	143
Employ: Self-Employed	73% (118)	17% (27)	2% (4)	3% (5)	5% (8)	161
Employ: Homemaker	83% (101)	12% (14)	— (0)	— (1)	5% (6)	123
Employ: Student	58% (44)	11% (8)	4% (3)	— (0)	28% (21)	76
Employ: Retired	86% (503)	6% (36)	2% (12)	1% (8)	4% (23)	582
Employ: Unemployed	69% (147)	15% (31)	3% (7)	1% (2)	12% (25)	213
Employ: Other	72% (70)	12% (12)	3% (3)	7% (7)	6% (6)	98
Military HH: Yes	83% (297)	8% (28)	2% (9)	3% (9)	4% (16)	358
Military HH: No	77% (1261)	11% (183)	3% (46)	2% (35)	7% (109)	1634
RD/WT: Right Direction	75% (759)	14% (141)	3% (30)	2% (24)	6% (60)	1014
RD/WT: Wrong Track	82% (799)	7% (70)	2% (24)	2% (20)	7% (65)	978

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Table MCTE10_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	78% (1558)	11% (211)	3% (54)	2% (44)	6% (125)	1992
Biden Job Approve	77% (888)	13% (148)	3% (36)	2% (28)	5% (52)	1152
Biden Job Disapprove	83% (618)	8% (59)	2% (18)	2% (15)	5% (37)	748
Biden Job Strongly Approve	79% (520)	13% (87)	2% (14)	2% (12)	4% (29)	663
Biden Job Somewhat Approve	75% (368)	12% (60)	5% (22)	3% (16)	5% (23)	489
Biden Job Somewhat Disapprove	74% (144)	16% (31)	4% (7)	2% (4)	4% (8)	193
Biden Job Strongly Disapprove	86% (475)	5% (28)	2% (11)	2% (12)	5% (30)	555
Favorable of Biden	78% (884)	12% (135)	3% (34)	2% (27)	4% (47)	1127
Unfavorable of Biden	81% (631)	9% (70)	2% (19)	2% (16)	5% (40)	776
Very Favorable of Biden	78% (532)	12% (84)	3% (22)	2% (15)	4% (25)	679
Somewhat Favorable of Biden	78% (352)	11% (51)	3% (12)	3% (12)	5% (22)	448
Somewhat Unfavorable of Biden	71% (130)	19% (34)	3% (6)	1% (2)	6% (11)	185
Very Unfavorable of Biden	85% (501)	6% (36)	2% (12)	2% (13)	5% (29)	591
#1 Issue: Economy	80% (531)	9% (62)	2% (16)	3% (18)	6% (38)	665
#1 Issue: Security	82% (272)	8% (28)	3% (10)	3% (9)	4% (14)	334
#1 Issue: Health Care	76% (258)	13% (43)	3% (10)	2% (6)	6% (21)	338
#1 Issue: Medicare / Social Security	85% (199)	10% (22)	1% (3)	1% (2)	4% (9)	235
#1 Issue: Women's Issues	56% (55)	18% (18)	4% (4)	7% (7)	15% (15)	99
#1 Issue: Education	65% (55)	15% (12)	4% (4)	2% (2)	13% (11)	84
#1 Issue: Energy	72% (78)	12% (13)	5% (6)	1% (1)	10% (11)	108
#1 Issue: Other	85% (109)	9% (12)	1% (2)	— (0)	4% (6)	129
2020 Vote: Joe Biden	80% (822)	11% (116)	2% (23)	2% (23)	4% (44)	1027
2020 Vote: Donald Trump	82% (576)	8% (60)	3% (22)	2% (15)	5% (34)	706
2020 Vote: Other	73% (53)	10% (7)	5% (4)	— (0)	12% (9)	73
2020 Vote: Didn't Vote	57% (105)	15% (28)	3% (6)	3% (6)	21% (39)	184
2018 House Vote: Democrat	82% (669)	12% (97)	2% (15)	1% (5)	4% (30)	816
2018 House Vote: Republican	86% (509)	6% (35)	3% (16)	2% (11)	3% (20)	591
2018 House Vote: Someone else	71% (44)	2% (1)	4% (2)	— (0)	22% (14)	62

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Table MCTE10_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	78%	(1558)	11%	(211)	3%	(54)	2%	(44)	6%	(125)	1992
2016 Vote: Hillary Clinton	83%	(609)	11%	(80)	1%	(10)	1%	(5)	4%	(27)	730
2016 Vote: Donald Trump	84%	(547)	7%	(46)	3%	(22)	2%	(13)	4%	(26)	654
2016 Vote: Other	85%	(96)	5%	(6)	2%	(3)	—	(0)	8%	(9)	113
2016 Vote: Didn't Vote	62%	(306)	16%	(79)	4%	(20)	5%	(25)	13%	(63)	493
Voted in 2014: Yes	84%	(1094)	9%	(112)	2%	(30)	1%	(12)	4%	(51)	1299
Voted in 2014: No	67%	(464)	14%	(99)	3%	(24)	5%	(31)	11%	(74)	693
4-Region: Northeast	79%	(280)	14%	(51)	2%	(8)	2%	(6)	3%	(12)	355
4-Region: Midwest	76%	(347)	12%	(55)	2%	(10)	2%	(9)	8%	(37)	458
4-Region: South	79%	(586)	9%	(68)	3%	(21)	3%	(19)	7%	(50)	744
4-Region: West	79%	(346)	9%	(38)	3%	(15)	2%	(10)	6%	(27)	435

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

Table MCTE10_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	72% (1442)	16% (316)	4% (76)	1% (30)	6% (127)	1992
Gender: Male	70% (652)	20% (185)	4% (39)	2% (17)	4% (39)	932
Gender: Female	75% (790)	12% (132)	3% (37)	1% (13)	8% (88)	1060
Age: 18-34	58% (291)	19% (95)	8% (38)	2% (11)	13% (65)	500
Age: 35-44	67% (203)	24% (72)	5% (15)	2% (5)	3% (9)	303
Age: 45-64	77% (560)	14% (101)	2% (17)	1% (10)	5% (38)	725
Age: 65+	84% (389)	10% (48)	1% (7)	1% (4)	3% (15)	463
GenZers: 1997-2012	50% (106)	18% (38)	11% (23)	4% (8)	18% (38)	214
Millennials: 1981-1996	64% (297)	22% (102)	6% (28)	1% (7)	7% (32)	467
GenXers: 1965-1980	75% (356)	16% (76)	3% (14)	1% (7)	5% (22)	475
Baby Boomers: 1946-1964	81% (610)	12% (88)	1% (10)	1% (8)	4% (33)	749
PID: Dem (no lean)	72% (619)	17% (149)	5% (43)	2% (13)	4% (34)	857
PID: Ind (no lean)	71% (382)	14% (77)	2% (12)	1% (4)	11% (60)	534
PID: Rep (no lean)	74% (442)	15% (91)	4% (22)	2% (13)	6% (33)	601
PID/Gender: Dem Men	69% (278)	22% (88)	5% (19)	2% (7)	2% (10)	401
PID/Gender: Dem Women	75% (341)	13% (61)	5% (24)	1% (6)	5% (24)	456
PID/Gender: Ind Men	73% (184)	18% (45)	2% (6)	1% (2)	6% (14)	250
PID/Gender: Ind Women	70% (198)	11% (32)	2% (6)	1% (2)	16% (46)	285
PID/Gender: Rep Men	68% (191)	18% (52)	5% (15)	3% (8)	5% (15)	282
PID/Gender: Rep Women	79% (251)	12% (39)	2% (7)	2% (5)	6% (18)	319
Ideo: Liberal (1-3)	72% (460)	18% (117)	5% (35)	1% (8)	3% (20)	639
Ideo: Moderate (4)	73% (393)	16% (87)	2% (11)	1% (6)	8% (42)	539
Ideo: Conservative (5-7)	76% (514)	15% (101)	3% (22)	2% (13)	4% (29)	678
Educ: < College	72% (907)	14% (178)	4% (47)	2% (19)	8% (102)	1253
Educ: Bachelors degree	73% (342)	18% (85)	3% (16)	2% (8)	4% (20)	471
Educ: Post-grad	72% (193)	20% (54)	5% (13)	1% (3)	2% (5)	268
Income: Under 50k	72% (709)	14% (138)	4% (40)	1% (13)	9% (90)	989
Income: 50k-100k	74% (449)	18% (109)	3% (20)	1% (6)	4% (26)	610
Income: 100k+	72% (285)	18% (70)	4% (16)	3% (11)	3% (12)	393

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Table MCTE10_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1442)	16%	(316)	4%	(76)	1%	(30)	6%	(127)	1992
Ethnicity: White	73%	(1184)	16%	(254)	3%	(52)	2%	(26)	6%	(96)	1611
Ethnicity: Hispanic	64%	(123)	18%	(36)	6%	(12)	2%	(4)	10%	(19)	193
Ethnicity: Black	65%	(165)	19%	(49)	8%	(20)	1%	(2)	7%	(17)	253
Ethnicity: Other	73%	(94)	11%	(14)	3%	(4)	2%	(3)	11%	(14)	128
All Christian	73%	(747)	17%	(176)	3%	(28)	2%	(16)	5%	(53)	1020
All Non-Christian	69%	(90)	16%	(21)	7%	(9)	1%	(1)	7%	(10)	130
Atheist	77%	(66)	11%	(10)	2%	(2)	2%	(2)	8%	(7)	86
Agnostic/Nothing in particular	70%	(345)	15%	(74)	5%	(26)	2%	(8)	8%	(40)	493
Something Else	74%	(194)	14%	(37)	4%	(11)	1%	(3)	7%	(17)	262
Religious Non-Protestant/Catholic	71%	(100)	15%	(22)	6%	(9)	1%	(1)	7%	(10)	142
Evangelical	69%	(385)	20%	(113)	4%	(24)	1%	(8)	5%	(26)	556
Non-Evangelical	77%	(537)	13%	(94)	2%	(14)	1%	(10)	6%	(44)	699
Community: Urban	67%	(372)	22%	(122)	5%	(28)	1%	(8)	5%	(29)	558
Community: Suburban	75%	(704)	14%	(135)	3%	(32)	2%	(16)	6%	(55)	942
Community: Rural	75%	(366)	12%	(59)	3%	(17)	1%	(6)	9%	(43)	492
Employ: Private Sector	68%	(406)	21%	(127)	4%	(26)	2%	(14)	4%	(24)	597
Employ: Government	76%	(108)	12%	(18)	5%	(7)	—	(1)	6%	(9)	143
Employ: Self-Employed	62%	(100)	21%	(33)	7%	(11)	3%	(5)	7%	(12)	161
Employ: Homemaker	72%	(88)	19%	(24)	2%	(2)	—	(0)	7%	(8)	123
Employ: Student	54%	(41)	16%	(12)	3%	(2)	—	(0)	28%	(21)	76
Employ: Retired	83%	(481)	11%	(62)	2%	(10)	1%	(6)	4%	(23)	582
Employ: Unemployed	72%	(154)	11%	(24)	5%	(11)	1%	(2)	11%	(23)	213
Employ: Other	66%	(64)	17%	(17)	6%	(6)	3%	(3)	8%	(8)	98
Military HH: Yes	75%	(267)	16%	(57)	3%	(10)	1%	(5)	5%	(19)	358
Military HH: No	72%	(1175)	16%	(260)	4%	(66)	2%	(25)	7%	(108)	1634
RD/WT: Right Direction	69%	(696)	19%	(192)	5%	(47)	2%	(17)	6%	(62)	1014
RD/WT: Wrong Track	76%	(746)	13%	(124)	3%	(30)	1%	(13)	7%	(66)	978

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Table MCTE10_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	72% (1442)	16% (316)	4% (76)	1% (30)	6% (127)	1992
Biden Job Approve	70% (810)	18% (210)	5% (55)	2% (18)	5% (58)	1152
Biden Job Disapprove	78% (581)	13% (97)	3% (21)	1% (11)	5% (39)	748
Biden Job Strongly Approve	74% (490)	17% (111)	5% (31)	— (3)	4% (27)	663
Biden Job Somewhat Approve	65% (320)	20% (99)	5% (24)	3% (15)	6% (31)	489
Biden Job Somewhat Disapprove	68% (131)	22% (43)	5% (9)	1% (2)	4% (8)	193
Biden Job Strongly Disapprove	81% (450)	10% (54)	2% (11)	2% (9)	6% (31)	555
Favorable of Biden	72% (814)	18% (200)	4% (45)	1% (16)	5% (53)	1127
Unfavorable of Biden	76% (586)	14% (107)	4% (29)	2% (14)	5% (40)	776
Very Favorable of Biden	74% (503)	17% (116)	4% (29)	1% (4)	4% (26)	679
Somewhat Favorable of Biden	69% (310)	19% (83)	4% (16)	3% (12)	6% (27)	448
Somewhat Unfavorable of Biden	62% (115)	26% (48)	5% (8)	1% (2)	6% (11)	185
Very Unfavorable of Biden	80% (472)	10% (59)	3% (20)	2% (12)	5% (29)	591
#1 Issue: Economy	71% (475)	17% (113)	3% (20)	2% (14)	6% (43)	665
#1 Issue: Security	77% (257)	13% (44)	3% (12)	2% (6)	5% (15)	334
#1 Issue: Health Care	72% (241)	19% (64)	3% (12)	1% (2)	5% (18)	338
#1 Issue: Medicare / Social Security	79% (186)	13% (31)	4% (8)	1% (2)	4% (9)	235
#1 Issue: Women's Issues	49% (49)	21% (21)	10% (10)	4% (4)	16% (15)	99
#1 Issue: Education	65% (55)	14% (12)	7% (6)	1% (1)	12% (11)	84
#1 Issue: Energy	73% (79)	14% (15)	4% (4)	1% (1)	8% (9)	108
#1 Issue: Other	78% (101)	13% (17)	3% (4)	— (0)	6% (7)	129
2020 Vote: Joe Biden	73% (753)	17% (179)	4% (37)	1% (11)	5% (47)	1027
2020 Vote: Donald Trump	75% (531)	14% (99)	4% (28)	2% (15)	5% (34)	706
2020 Vote: Other	68% (50)	17% (13)	1% (1)	— (0)	13% (10)	73
2020 Vote: Didn't Vote	58% (107)	14% (26)	5% (10)	2% (4)	20% (37)	184
2018 House Vote: Democrat	75% (613)	17% (137)	4% (31)	1% (5)	4% (30)	816
2018 House Vote: Republican	77% (453)	15% (90)	3% (17)	2% (9)	4% (21)	591
2018 House Vote: Someone else	67% (42)	6% (4)	2% (1)	1% (1)	24% (15)	62

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Table MCTE10_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	72%	(1442)	16%	(316)	4%	(76)	1%	(30)	6%	(127)	1992
2016 Vote: Hillary Clinton	77%	(559)	16%	(120)	3%	(21)	1%	(4)	4%	(26)	730
2016 Vote: Donald Trump	77%	(504)	14%	(90)	3%	(17)	2%	(11)	5%	(32)	654
2016 Vote: Other	74%	(83)	16%	(18)	4%	(5)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	60%	(294)	18%	(89)	7%	(34)	3%	(13)	13%	(63)	493
Voted in 2014: Yes	77%	(999)	16%	(207)	2%	(28)	1%	(13)	4%	(52)	1299
Voted in 2014: No	64%	(443)	16%	(109)	7%	(48)	2%	(17)	11%	(75)	693
4-Region: Northeast	68%	(242)	23%	(81)	4%	(14)	1%	(5)	4%	(13)	355
4-Region: Midwest	75%	(341)	14%	(64)	4%	(18)	—	(2)	7%	(34)	458
4-Region: South	74%	(549)	13%	(99)	4%	(32)	2%	(12)	7%	(51)	744
4-Region: West	71%	(310)	17%	(72)	3%	(12)	3%	(12)	7%	(30)	435

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

Table MCTE10_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	71%	(1405)	15%	(295)	4%	(72)	2%	(47)	9%	(172)	1992
Gender: Male	71%	(666)	16%	(151)	4%	(40)	2%	(21)	6%	(54)	932
Gender: Female	70%	(739)	14%	(144)	3%	(33)	2%	(26)	11%	(118)	1060
Age: 18-34	56%	(281)	21%	(108)	4%	(22)	4%	(21)	14%	(70)	500
Age: 35-44	68%	(206)	19%	(56)	5%	(15)	3%	(8)	6%	(17)	303
Age: 45-64	74%	(535)	13%	(95)	4%	(31)	1%	(8)	8%	(56)	725
Age: 65+	83%	(382)	8%	(36)	1%	(5)	2%	(10)	6%	(29)	463
GenZers: 1997-2012	50%	(106)	20%	(43)	6%	(12)	5%	(10)	19%	(42)	214
Millennials: 1981-1996	63%	(292)	22%	(103)	4%	(18)	3%	(14)	9%	(40)	467
GenXers: 1965-1980	71%	(337)	15%	(69)	5%	(24)	2%	(9)	8%	(36)	475
Baby Boomers: 1946-1964	79%	(591)	10%	(78)	2%	(17)	2%	(11)	7%	(52)	749
PID: Dem (no lean)	68%	(582)	19%	(161)	4%	(38)	2%	(18)	7%	(57)	857
PID: Ind (no lean)	72%	(386)	12%	(64)	1%	(4)	2%	(12)	13%	(70)	534
PID: Rep (no lean)	73%	(438)	12%	(70)	5%	(30)	3%	(17)	8%	(45)	601
PID/Gender: Dem Men	67%	(270)	21%	(83)	5%	(18)	3%	(11)	5%	(19)	401
PID/Gender: Dem Women	68%	(311)	17%	(78)	4%	(20)	2%	(7)	8%	(38)	456
PID/Gender: Ind Men	77%	(192)	12%	(31)	1%	(3)	1%	(4)	8%	(20)	250
PID/Gender: Ind Women	68%	(193)	12%	(33)	—	(0)	3%	(8)	18%	(50)	285
PID/Gender: Rep Men	72%	(204)	13%	(37)	7%	(19)	2%	(6)	6%	(16)	282
PID/Gender: Rep Women	73%	(234)	10%	(33)	4%	(12)	3%	(11)	9%	(30)	319
Ideo: Liberal (1-3)	70%	(445)	18%	(115)	4%	(27)	3%	(16)	6%	(36)	639
Ideo: Moderate (4)	72%	(386)	13%	(69)	3%	(17)	2%	(9)	11%	(57)	539
Ideo: Conservative (5-7)	74%	(503)	13%	(91)	4%	(27)	3%	(19)	6%	(38)	678
Educ: < College	67%	(845)	15%	(186)	4%	(50)	3%	(33)	11%	(140)	1253
Educ: Bachelors degree	77%	(361)	13%	(61)	3%	(12)	2%	(11)	5%	(25)	471
Educ: Post-grad	74%	(199)	18%	(48)	4%	(11)	1%	(3)	3%	(8)	268
Income: Under 50k	66%	(656)	15%	(151)	4%	(38)	3%	(25)	12%	(119)	989
Income: 50k-100k	74%	(453)	14%	(85)	3%	(21)	2%	(12)	6%	(40)	610
Income: 100k+	75%	(296)	15%	(59)	3%	(13)	3%	(10)	4%	(14)	393

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Table MCTE10_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	71%	(1405)	15%	(295)	4%	(72)	2%	(47)	9%	(172)	1992
Ethnicity: White	73%	(1170)	14%	(221)	3%	(56)	2%	(32)	8%	(133)	1611
Ethnicity: Hispanic	66%	(127)	17%	(32)	3%	(6)	3%	(7)	11%	(21)	193
Ethnicity: Black	55%	(139)	25%	(64)	5%	(12)	5%	(12)	10%	(25)	253
Ethnicity: Other	75%	(96)	7%	(10)	3%	(4)	3%	(4)	11%	(15)	128
All Christian	74%	(757)	13%	(137)	3%	(35)	2%	(18)	7%	(72)	1020
All Non-Christian	65%	(85)	19%	(25)	3%	(4)	4%	(5)	8%	(11)	130
Atheist	69%	(59)	13%	(11)	7%	(6)	2%	(2)	9%	(8)	86
Agnostic/Nothing in particular	66%	(324)	16%	(81)	3%	(17)	3%	(16)	11%	(56)	493
Something Else	69%	(180)	15%	(40)	4%	(10)	2%	(6)	10%	(26)	262
Religious Non-Protestant/Catholic	66%	(94)	20%	(28)	3%	(4)	4%	(5)	8%	(11)	142
Evangelical	70%	(389)	17%	(94)	5%	(25)	1%	(8)	7%	(40)	556
Non-Evangelical	76%	(529)	11%	(77)	3%	(20)	2%	(16)	8%	(57)	699
Community: Urban	65%	(365)	21%	(114)	4%	(20)	3%	(18)	7%	(40)	558
Community: Suburban	75%	(703)	13%	(118)	3%	(31)	2%	(20)	7%	(70)	942
Community: Rural	69%	(337)	13%	(62)	4%	(21)	2%	(9)	13%	(62)	492
Employ: Private Sector	71%	(422)	17%	(102)	5%	(31)	2%	(12)	5%	(30)	597
Employ: Government	68%	(97)	13%	(19)	2%	(2)	6%	(8)	11%	(16)	143
Employ: Self-Employed	64%	(104)	19%	(31)	6%	(9)	4%	(7)	6%	(10)	161
Employ: Homemaker	69%	(85)	20%	(24)	2%	(2)	—	(0)	10%	(12)	123
Employ: Student	55%	(42)	8%	(6)	2%	(2)	3%	(2)	31%	(23)	76
Employ: Retired	80%	(466)	9%	(53)	3%	(15)	2%	(11)	6%	(36)	582
Employ: Unemployed	60%	(129)	20%	(42)	4%	(8)	2%	(4)	15%	(31)	213
Employ: Other	62%	(61)	18%	(18)	3%	(3)	3%	(3)	13%	(13)	98
Military HH: Yes	76%	(273)	13%	(47)	3%	(9)	2%	(6)	6%	(23)	358
Military HH: No	69%	(1132)	15%	(248)	4%	(63)	3%	(41)	9%	(149)	1634
RD/WT: Right Direction	67%	(675)	19%	(194)	4%	(40)	2%	(16)	9%	(88)	1014
RD/WT: Wrong Track	75%	(730)	10%	(101)	3%	(32)	3%	(31)	9%	(84)	978

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Table MCTE10_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	71% (1405)	15% (295)	4% (72)	2% (47)	9% (172)	1992
Biden Job Approve	68% (789)	18% (208)	4% (44)	2% (28)	7% (83)	1152
Biden Job Disapprove	76% (570)	11% (80)	4% (28)	2% (18)	7% (52)	748
Biden Job Strongly Approve	70% (463)	18% (117)	4% (24)	2% (15)	7% (43)	663
Biden Job Somewhat Approve	67% (326)	19% (91)	4% (20)	3% (12)	8% (40)	489
Biden Job Somewhat Disapprove	69% (133)	18% (35)	6% (12)	2% (3)	5% (10)	193
Biden Job Strongly Disapprove	79% (437)	8% (45)	3% (16)	3% (15)	8% (42)	555
Favorable of Biden	71% (795)	17% (190)	3% (38)	2% (27)	7% (76)	1127
Unfavorable of Biden	74% (575)	12% (94)	4% (33)	2% (18)	7% (56)	776
Very Favorable of Biden	71% (483)	17% (113)	4% (26)	3% (17)	6% (40)	679
Somewhat Favorable of Biden	70% (312)	17% (77)	3% (12)	2% (10)	8% (37)	448
Somewhat Unfavorable of Biden	64% (119)	21% (39)	5% (8)	2% (4)	7% (14)	185
Very Unfavorable of Biden	77% (456)	9% (54)	4% (25)	2% (13)	7% (42)	591
#1 Issue: Economy	70% (467)	15% (98)	4% (25)	3% (20)	8% (56)	665
#1 Issue: Security	77% (256)	10% (35)	3% (10)	3% (10)	7% (23)	334
#1 Issue: Health Care	71% (238)	14% (46)	4% (14)	2% (8)	9% (30)	338
#1 Issue: Medicare / Social Security	74% (175)	16% (37)	2% (4)	2% (4)	6% (15)	235
#1 Issue: Women's Issues	52% (52)	21% (21)	11% (11)	— (0)	15% (15)	99
#1 Issue: Education	57% (48)	21% (18)	5% (5)	3% (2)	14% (12)	84
#1 Issue: Energy	64% (70)	21% (23)	3% (3)	2% (2)	10% (11)	108
#1 Issue: Other	77% (99)	13% (17)	— (0)	1% (2)	8% (11)	129
2020 Vote: Joe Biden	72% (738)	16% (160)	3% (36)	2% (25)	7% (68)	1027
2020 Vote: Donald Trump	74% (522)	12% (85)	4% (30)	3% (19)	7% (50)	706
2020 Vote: Other	64% (46)	20% (15)	— (0)	— (0)	16% (12)	73
2020 Vote: Didn't Vote	53% (97)	19% (35)	4% (6)	2% (3)	23% (43)	184
2018 House Vote: Democrat	73% (599)	15% (123)	4% (30)	2% (17)	6% (47)	816
2018 House Vote: Republican	78% (462)	11% (67)	3% (16)	3% (16)	5% (30)	591
2018 House Vote: Someone else	69% (43)	3% (2)	1% (1)	1% (1)	26% (16)	62

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Table MCTE10_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	71%	(1405)	15%	(295)	4%	(72)	2%	(47)	9%	(172)	1992
2016 Vote: Hillary Clinton	73%	(531)	16%	(119)	3%	(22)	2%	(14)	6%	(44)	730
2016 Vote: Donald Trump	77%	(506)	11%	(70)	3%	(21)	3%	(18)	6%	(39)	654
2016 Vote: Other	78%	(88)	12%	(14)	2%	(2)	1%	(1)	7%	(8)	113
2016 Vote: Didn't Vote	57%	(279)	19%	(92)	5%	(27)	3%	(15)	16%	(81)	493
Voted in 2014: Yes	76%	(983)	13%	(175)	3%	(38)	2%	(25)	6%	(78)	1299
Voted in 2014: No	61%	(422)	17%	(120)	5%	(34)	3%	(22)	14%	(94)	693
4-Region: Northeast	72%	(254)	17%	(60)	4%	(14)	3%	(10)	5%	(18)	355
4-Region: Midwest	67%	(304)	17%	(77)	4%	(18)	3%	(14)	10%	(45)	458
4-Region: South	70%	(519)	14%	(101)	4%	(26)	2%	(19)	11%	(79)	744
4-Region: West	75%	(327)	13%	(57)	3%	(15)	1%	(6)	7%	(31)	435

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

Table MCTE10_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	45% (891)	32% (633)	12% (244)	4% (86)	7% (137)	1992
Gender: Male	49% (453)	31% (294)	12% (113)	3% (28)	5% (45)	932
Gender: Female	41% (438)	32% (340)	12% (130)	6% (59)	9% (93)	1060
Age: 18-34	37% (183)	33% (164)	10% (50)	7% (35)	14% (68)	500
Age: 35-44	42% (127)	32% (98)	16% (48)	4% (13)	6% (17)	303
Age: 45-64	49% (355)	31% (222)	12% (85)	4% (27)	5% (37)	725
Age: 65+	49% (226)	32% (150)	13% (61)	2% (11)	3% (16)	463
GenZers: 1997-2012	28% (60)	30% (63)	11% (23)	11% (24)	20% (43)	214
Millennials: 1981-1996	44% (208)	33% (156)	11% (50)	4% (18)	8% (35)	467
GenXers: 1965-1980	46% (217)	30% (142)	14% (68)	5% (22)	5% (26)	475
Baby Boomers: 1946-1964	49% (367)	33% (244)	12% (87)	3% (20)	4% (31)	749
PID: Dem (no lean)	47% (400)	34% (288)	11% (92)	5% (42)	4% (34)	857
PID: Ind (no lean)	41% (220)	32% (171)	12% (65)	3% (15)	12% (63)	534
PID: Rep (no lean)	45% (271)	29% (174)	14% (86)	5% (29)	7% (40)	601
PID/Gender: Dem Men	52% (209)	33% (131)	10% (39)	3% (12)	3% (10)	401
PID/Gender: Dem Women	42% (191)	35% (158)	12% (53)	7% (30)	5% (24)	456
PID/Gender: Ind Men	48% (120)	31% (77)	14% (35)	1% (3)	6% (16)	250
PID/Gender: Ind Women	35% (100)	33% (94)	11% (31)	4% (12)	17% (47)	285
PID/Gender: Rep Men	44% (124)	31% (86)	14% (40)	4% (12)	7% (19)	282
PID/Gender: Rep Women	46% (147)	28% (88)	14% (46)	5% (17)	7% (21)	319
Ideo: Liberal (1-3)	44% (280)	36% (230)	12% (75)	5% (31)	4% (23)	639
Ideo: Moderate (4)	46% (247)	30% (163)	14% (77)	2% (12)	7% (40)	539
Ideo: Conservative (5-7)	48% (324)	32% (215)	12% (82)	4% (25)	5% (33)	678
Educ: < College	43% (544)	32% (407)	11% (139)	5% (58)	8% (105)	1253
Educ: Bachelors degree	46% (217)	31% (146)	13% (63)	5% (21)	5% (23)	471
Educ: Post-grad	49% (130)	30% (80)	15% (41)	2% (6)	4% (10)	268
Income: Under 50k	43% (424)	32% (313)	12% (114)	5% (47)	9% (91)	989
Income: 50k-100k	45% (274)	33% (202)	12% (76)	5% (28)	5% (31)	610
Income: 100k+	49% (194)	30% (118)	14% (54)	3% (12)	4% (15)	393

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Table MCTE10_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	45% (891)	32% (633)	12% (244)	4% (86)	7% (137)	1992
Ethnicity: White	45% (724)	32% (519)	12% (200)	4% (64)	6% (105)	1611
Ethnicity: Hispanic	37% (71)	32% (61)	16% (30)	5% (9)	11% (21)	193
Ethnicity: Black	47% (117)	31% (78)	9% (23)	6% (16)	7% (17)	253
Ethnicity: Other	39% (50)	28% (36)	16% (21)	5% (6)	12% (16)	128
All Christian	47% (478)	31% (320)	13% (133)	3% (31)	6% (57)	1020
All Non-Christian	50% (66)	27% (36)	8% (10)	7% (9)	8% (10)	130
Atheist	42% (36)	29% (25)	16% (14)	5% (4)	9% (7)	86
Agnostic/Nothing in particular	41% (204)	33% (164)	11% (52)	7% (33)	8% (41)	493
Something Else	41% (107)	34% (90)	13% (34)	4% (9)	8% (22)	262
Religious Non-Protestant/Catholic	52% (74)	26% (37)	8% (11)	6% (9)	8% (11)	142
Evangelical	44% (244)	34% (191)	14% (79)	2% (12)	5% (30)	556
Non-Evangelical	46% (325)	30% (210)	13% (87)	4% (29)	7% (48)	699
Community: Urban	46% (259)	34% (190)	10% (55)	3% (18)	7% (36)	558
Community: Suburban	43% (408)	32% (301)	14% (131)	5% (45)	6% (57)	942
Community: Rural	46% (224)	29% (143)	12% (57)	5% (24)	9% (44)	492
Employ: Private Sector	47% (279)	32% (194)	13% (79)	3% (19)	4% (26)	597
Employ: Government	41% (59)	36% (51)	10% (14)	5% (7)	8% (12)	143
Employ: Self-Employed	45% (73)	29% (47)	12% (19)	6% (10)	8% (12)	161
Employ: Homemaker	43% (52)	32% (39)	15% (19)	4% (5)	6% (8)	123
Employ: Student	27% (21)	27% (21)	10% (8)	6% (5)	29% (22)	76
Employ: Retired	49% (285)	32% (186)	12% (70)	2% (14)	5% (26)	582
Employ: Unemployed	41% (88)	31% (67)	11% (23)	4% (9)	12% (26)	213
Employ: Other	35% (34)	30% (29)	12% (12)	18% (17)	6% (6)	98
Military HH: Yes	48% (171)	31% (110)	11% (41)	4% (15)	6% (21)	358
Military HH: No	44% (720)	32% (523)	12% (203)	4% (71)	7% (117)	1634
RD/WT: Right Direction	43% (437)	34% (344)	12% (126)	4% (41)	7% (66)	1014
RD/WT: Wrong Track	46% (454)	30% (290)	12% (118)	5% (46)	7% (71)	978

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Table MCTE10_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	45%	(891)	32%	(633)	12%	(244)	4%	(86)	7%	(137)	1992
Biden Job Approve	44%	(501)	34%	(395)	13%	(148)	5%	(52)	5%	(55)	1152
Biden Job Disapprove	48%	(360)	30%	(222)	12%	(91)	4%	(31)	6%	(44)	748
Biden Job Strongly Approve	49%	(325)	30%	(200)	11%	(75)	5%	(32)	5%	(30)	663
Biden Job Somewhat Approve	36%	(177)	40%	(195)	15%	(72)	4%	(20)	5%	(25)	489
Biden Job Somewhat Disapprove	38%	(73)	39%	(75)	14%	(28)	4%	(8)	5%	(9)	193
Biden Job Strongly Disapprove	52%	(286)	27%	(147)	11%	(64)	4%	(23)	6%	(35)	555
Favorable of Biden	44%	(501)	34%	(384)	13%	(143)	4%	(48)	4%	(50)	1127
Unfavorable of Biden	47%	(366)	30%	(234)	12%	(95)	4%	(34)	6%	(47)	776
Very Favorable of Biden	48%	(327)	30%	(202)	13%	(88)	5%	(34)	4%	(29)	679
Somewhat Favorable of Biden	39%	(174)	41%	(183)	12%	(55)	3%	(15)	5%	(21)	448
Somewhat Unfavorable of Biden	36%	(66)	41%	(76)	10%	(18)	6%	(11)	7%	(13)	185
Very Unfavorable of Biden	51%	(300)	27%	(158)	13%	(77)	4%	(23)	6%	(34)	591
#1 Issue: Economy	42%	(280)	32%	(215)	13%	(88)	5%	(34)	7%	(48)	665
#1 Issue: Security	52%	(172)	29%	(98)	11%	(35)	4%	(12)	5%	(16)	334
#1 Issue: Health Care	45%	(151)	37%	(124)	11%	(37)	3%	(11)	5%	(16)	338
#1 Issue: Medicare / Social Security	48%	(112)	33%	(78)	11%	(25)	4%	(10)	4%	(10)	235
#1 Issue: Women's Issues	24%	(24)	29%	(29)	17%	(17)	10%	(10)	19%	(19)	99
#1 Issue: Education	47%	(40)	23%	(19)	14%	(12)	1%	(1)	14%	(12)	84
#1 Issue: Energy	40%	(43)	33%	(36)	15%	(16)	3%	(4)	9%	(10)	108
#1 Issue: Other	54%	(70)	27%	(34)	10%	(13)	4%	(5)	5%	(7)	129
2020 Vote: Joe Biden	46%	(469)	34%	(345)	12%	(127)	4%	(39)	5%	(47)	1027
2020 Vote: Donald Trump	47%	(334)	29%	(206)	13%	(92)	5%	(34)	6%	(40)	706
2020 Vote: Other	45%	(33)	29%	(21)	12%	(8)	2%	(2)	12%	(9)	73
2020 Vote: Didn't Vote	29%	(54)	33%	(61)	9%	(16)	6%	(11)	23%	(41)	184
2018 House Vote: Democrat	48%	(395)	33%	(267)	12%	(98)	3%	(23)	4%	(32)	816
2018 House Vote: Republican	50%	(293)	30%	(175)	12%	(71)	4%	(26)	4%	(26)	591
2018 House Vote: Someone else	43%	(27)	20%	(12)	10%	(6)	4%	(3)	22%	(14)	62

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Table MCTE10_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	45%	(891)	32%	(633)	12%	(244)	4%	(86)	7%	(137)	1992
2016 Vote: Hillary Clinton	48%	(350)	33%	(239)	13%	(93)	3%	(20)	4%	(29)	730
2016 Vote: Donald Trump	50%	(324)	28%	(185)	13%	(84)	4%	(29)	5%	(33)	654
2016 Vote: Other	42%	(48)	41%	(46)	7%	(8)	3%	(4)	6%	(7)	113
2016 Vote: Didn't Vote	34%	(169)	33%	(163)	12%	(58)	7%	(33)	14%	(69)	493
Voted in 2014: Yes	49%	(637)	31%	(406)	12%	(158)	3%	(40)	4%	(58)	1299
Voted in 2014: No	37%	(255)	33%	(227)	12%	(86)	7%	(46)	11%	(79)	693
4-Region: Northeast	46%	(163)	31%	(110)	14%	(49)	6%	(21)	4%	(13)	355
4-Region: Midwest	44%	(203)	34%	(155)	11%	(50)	3%	(14)	8%	(36)	458
4-Region: South	46%	(340)	31%	(228)	12%	(89)	4%	(31)	7%	(55)	744
4-Region: West	42%	(185)	32%	(140)	13%	(56)	5%	(21)	8%	(33)	435

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

Table MCTE10_14: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?*
Geolocation data, or data about where you are located and where you have traveled

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	55% (1102)	26% (512)	8% (156)	3% (55)	8% (167)	1992
Gender: Male	56% (525)	28% (260)	9% (86)	2% (16)	5% (46)	932
Gender: Female	54% (577)	24% (252)	7% (70)	4% (39)	11% (121)	1060
Age: 18-34	46% (229)	26% (129)	9% (46)	3% (15)	16% (81)	500
Age: 35-44	61% (185)	26% (79)	5% (15)	2% (7)	6% (17)	303
Age: 45-64	56% (405)	27% (195)	7% (52)	3% (21)	7% (53)	725
Age: 65+	61% (283)	23% (109)	9% (43)	3% (13)	3% (16)	463
GenZers: 1997-2012	37% (79)	21% (45)	14% (29)	4% (9)	24% (51)	214
Millennials: 1981-1996	56% (261)	28% (131)	5% (24)	2% (9)	9% (42)	467
GenXers: 1965-1980	55% (259)	29% (139)	5% (23)	3% (16)	8% (37)	475
Baby Boomers: 1946-1964	60% (446)	24% (181)	9% (69)	2% (17)	5% (35)	749
PID: Dem (no lean)	54% (460)	30% (257)	7% (63)	2% (20)	7% (57)	857
PID: Ind (no lean)	56% (297)	21% (115)	8% (41)	3% (16)	12% (66)	534
PID: Rep (no lean)	57% (345)	23% (139)	9% (52)	3% (20)	7% (45)	601
PID/Gender: Dem Men	58% (231)	32% (129)	7% (28)	1% (2)	3% (11)	401
PID/Gender: Dem Women	50% (229)	28% (129)	8% (35)	4% (17)	10% (46)	456
PID/Gender: Ind Men	58% (144)	24% (60)	9% (24)	2% (5)	7% (18)	250
PID/Gender: Ind Women	54% (152)	19% (55)	6% (17)	4% (11)	17% (48)	285
PID/Gender: Rep Men	53% (149)	25% (71)	12% (34)	3% (9)	6% (18)	282
PID/Gender: Rep Women	61% (196)	21% (68)	5% (17)	3% (11)	8% (27)	319
Ideo: Liberal (1-3)	53% (340)	30% (189)	10% (62)	3% (18)	5% (30)	639
Ideo: Moderate (4)	53% (288)	28% (148)	6% (35)	2% (10)	11% (59)	539
Ideo: Conservative (5-7)	62% (422)	22% (148)	8% (53)	3% (21)	5% (34)	678
Educ: < College	54% (671)	25% (316)	7% (92)	3% (38)	11% (136)	1253
Educ: Bachelors degree	59% (278)	25% (117)	9% (42)	3% (12)	5% (22)	471
Educ: Post-grad	57% (152)	29% (79)	8% (22)	2% (5)	4% (10)	268
Income: Under 50k	51% (508)	26% (254)	7% (70)	4% (35)	12% (122)	989
Income: 50k-100k	60% (364)	24% (146)	9% (57)	2% (13)	5% (31)	610
Income: 100k+	59% (230)	28% (112)	7% (29)	2% (7)	4% (14)	393

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Table MCTE10_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Geolocation data, or data about where you are located and where you have traveled

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	55%	(1102)	26%	(512)	8%	(156)	3%	(55)	8%	(167)	1992
Ethnicity: White	57%	(913)	25%	(403)	8%	(129)	3%	(46)	7%	(120)	1611
Ethnicity: Hispanic	50%	(96)	24%	(47)	12%	(23)	2%	(4)	12%	(23)	193
Ethnicity: Black	47%	(119)	32%	(81)	6%	(16)	2%	(5)	12%	(31)	253
Ethnicity: Other	54%	(70)	21%	(27)	8%	(11)	3%	(4)	13%	(16)	128
All Christian	59%	(597)	25%	(254)	9%	(87)	2%	(24)	6%	(57)	1020
All Non-Christian	50%	(66)	27%	(35)	9%	(12)	3%	(4)	11%	(14)	130
Atheist	65%	(56)	16%	(14)	7%	(6)	5%	(4)	8%	(7)	86
Agnostic/Nothing in particular	49%	(242)	30%	(147)	7%	(34)	3%	(13)	12%	(59)	493
Something Else	54%	(142)	24%	(62)	6%	(17)	4%	(10)	12%	(31)	262
Religious Non-Protestant/Catholic	53%	(75)	26%	(36)	9%	(12)	3%	(4)	10%	(14)	142
Evangelical	58%	(320)	25%	(137)	9%	(49)	3%	(15)	6%	(36)	556
Non-Evangelical	57%	(401)	25%	(173)	8%	(54)	3%	(20)	7%	(51)	699
Community: Urban	52%	(291)	31%	(174)	7%	(37)	2%	(12)	8%	(45)	558
Community: Suburban	56%	(531)	25%	(236)	9%	(82)	3%	(30)	7%	(64)	942
Community: Rural	57%	(280)	21%	(102)	8%	(37)	3%	(14)	12%	(59)	492
Employ: Private Sector	57%	(341)	25%	(152)	10%	(60)	2%	(14)	5%	(31)	597
Employ: Government	54%	(77)	27%	(39)	7%	(11)	3%	(4)	9%	(12)	143
Employ: Self-Employed	49%	(79)	27%	(44)	9%	(14)	6%	(9)	9%	(15)	161
Employ: Homemaker	60%	(74)	29%	(35)	3%	(3)	1%	(1)	8%	(9)	123
Employ: Student	43%	(32)	20%	(15)	5%	(4)	3%	(2)	30%	(23)	76
Employ: Retired	61%	(356)	24%	(139)	8%	(44)	3%	(15)	5%	(29)	582
Employ: Unemployed	44%	(94)	29%	(62)	7%	(15)	3%	(7)	17%	(36)	213
Employ: Other	50%	(49)	27%	(27)	5%	(5)	3%	(3)	14%	(14)	98
Military HH: Yes	58%	(209)	22%	(79)	10%	(36)	3%	(10)	7%	(24)	358
Military HH: No	55%	(893)	26%	(433)	7%	(119)	3%	(46)	9%	(143)	1634
RD/WT: Right Direction	51%	(519)	30%	(309)	8%	(82)	2%	(21)	8%	(83)	1014
RD/WT: Wrong Track	60%	(583)	21%	(203)	8%	(73)	4%	(34)	9%	(85)	978

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Table MCTE10_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Geolocation data, or data about where you are located and where you have traveled

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Registered Voters	55% (1102)	26% (512)	8% (156)	3% (55)	8% (167)	1992
Biden Job Approve	53% (607)	30% (342)	8% (97)	2% (23)	7% (83)	1152
Biden Job Disapprove	62% (461)	21% (156)	7% (52)	4% (30)	7% (49)	748
Biden Job Strongly Approve	56% (374)	28% (184)	8% (51)	2% (12)	6% (41)	663
Biden Job Somewhat Approve	48% (233)	32% (158)	9% (46)	2% (11)	9% (42)	489
Biden Job Somewhat Disapprove	51% (98)	30% (58)	8% (15)	5% (10)	6% (12)	193
Biden Job Strongly Disapprove	66% (363)	18% (98)	7% (37)	4% (20)	7% (37)	555
Favorable of Biden	54% (608)	30% (336)	8% (85)	2% (21)	7% (76)	1127
Unfavorable of Biden	60% (465)	21% (163)	8% (65)	4% (31)	7% (52)	776
Very Favorable of Biden	55% (370)	30% (205)	8% (54)	2% (12)	6% (38)	679
Somewhat Favorable of Biden	53% (238)	29% (132)	7% (31)	2% (9)	8% (38)	448
Somewhat Unfavorable of Biden	46% (84)	33% (61)	10% (18)	3% (6)	8% (16)	185
Very Unfavorable of Biden	64% (381)	17% (102)	8% (47)	4% (25)	6% (36)	591
#1 Issue: Economy	55% (369)	25% (169)	9% (57)	3% (19)	8% (51)	665
#1 Issue: Security	64% (213)	20% (68)	7% (23)	3% (10)	6% (20)	334
#1 Issue: Health Care	48% (161)	33% (111)	8% (26)	3% (11)	8% (28)	338
#1 Issue: Medicare / Social Security	60% (141)	26% (62)	6% (13)	2% (6)	6% (13)	235
#1 Issue: Women's Issues	43% (43)	24% (24)	12% (12)	3% (3)	18% (18)	99
#1 Issue: Education	47% (40)	26% (22)	7% (6)	3% (3)	17% (15)	84
#1 Issue: Energy	55% (60)	23% (25)	8% (9)	2% (3)	11% (12)	108
#1 Issue: Other	59% (76)	25% (32)	7% (9)	1% (1)	8% (10)	129
2020 Vote: Joe Biden	55% (560)	29% (301)	8% (77)	2% (21)	7% (68)	1027
2020 Vote: Donald Trump	60% (426)	21% (150)	8% (54)	4% (31)	6% (45)	706
2020 Vote: Other	55% (40)	18% (13)	14% (10)	— (0)	12% (9)	73
2020 Vote: Didn't Vote	40% (73)	26% (48)	8% (14)	2% (3)	25% (46)	184
2018 House Vote: Democrat	56% (457)	28% (230)	8% (63)	2% (16)	6% (50)	816
2018 House Vote: Republican	64% (378)	20% (120)	8% (48)	3% (17)	5% (29)	591
2018 House Vote: Someone else	54% (34)	17% (10)	4% (3)	3% (2)	22% (14)	62

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Table MCTE10_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Geolocation data, or data about where you are located and where you have traveled

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Registered Voters	55%	(1102)	26%	(512)	8%	(156)	3%	(55)	8%	(167)	1992
2016 Vote: Hillary Clinton	54%	(396)	31%	(227)	7%	(48)	2%	(15)	6%	(43)	730
2016 Vote: Donald Trump	62%	(407)	21%	(138)	8%	(53)	3%	(21)	5%	(35)	654
2016 Vote: Other	64%	(72)	21%	(24)	7%	(8)	1%	(1)	6%	(7)	113
2016 Vote: Didn't Vote	46%	(225)	25%	(123)	9%	(46)	3%	(17)	17%	(82)	493
Voted in 2014: Yes	60%	(777)	25%	(330)	7%	(97)	2%	(24)	5%	(71)	1299
Voted in 2014: No	47%	(325)	26%	(182)	8%	(59)	4%	(31)	14%	(96)	693
4-Region: Northeast	54%	(190)	27%	(95)	9%	(34)	3%	(12)	7%	(25)	355
4-Region: Midwest	50%	(230)	30%	(137)	8%	(39)	2%	(7)	10%	(45)	458
4-Region: South	59%	(438)	24%	(175)	6%	(45)	3%	(24)	8%	(62)	744
4-Region: West	56%	(244)	24%	(105)	9%	(38)	3%	(12)	8%	(36)	435

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	Registered Voters	1992	100%
xdemGender	Gender: Male	932	47%
	Gender: Female	1060	53%
	N	1992	
age	Age: 18-34	500	25%
	Age: 35-44	303	15%
	Age: 45-64	725	36%
	Age: 65+	463	23%
	N	1992	
demAgeGeneration	GenZers: 1997-2012	214	11%
	Millennials: 1981-1996	467	23%
	GenXers: 1965-1980	475	24%
	Baby Boomers: 1946-1964	749	38%
	N	1904	
xpid3	PID: Dem (no lean)	857	43%
	PID: Ind (no lean)	534	27%
	PID: Rep (no lean)	601	30%
	N	1992	
xpidGender	PID/Gender: Dem Men	401	20%
	PID/Gender: Dem Women	456	23%
	PID/Gender: Ind Men	250	13%
	PID/Gender: Ind Women	285	14%
	PID/Gender: Rep Men	282	14%
	PID/Gender: Rep Women	319	16%
	N	1992	
xdemIdeo3	Ideo: Liberal (1-3)	639	32%
	Ideo: Moderate (4)	539	27%
	Ideo: Conservative (5-7)	678	34%
	N	1857	
xeduc3	Educ: < College	1253	63%
	Educ: Bachelors degree	471	24%
	Educ: Post-grad	268	13%
	N	1992	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	989	50%
	Income: 50k-100k	610	31%
	Income: 100k+	393	20%
	N	1992	
xdemWhite	Ethnicity: White	1611	81%
xdemHispBin	Ethnicity: Hispanic	193	10%
demBlackBin	Ethnicity: Black	253	13%
demRaceOther	Ethnicity: Other	128	6%
xdemReligion	All Christian	1020	51%
	All Non-Christian	130	7%
	Atheist	86	4%
	Agnostic/Nothing in particular	493	25%
	Something Else	262	13%
	N	1992	
xdemReligOther	Religious Non-Protestant/Catholic	142	7%
xdemEvang	Evangelical	556	28%
	Non-Evangelical	699	35%
	N	1255	
xdemUsr	Community: Urban	558	28%
	Community: Suburban	942	47%
	Community: Rural	492	25%
	N	1992	
xdemEmploy	Employ: Private Sector	597	30%
	Employ: Government	143	7%
	Employ: Self-Employed	161	8%
	Employ: Homemaker	123	6%
	Employ: Student	76	4%
	Employ: Retired	582	29%
	Employ: Unemployed	213	11%
	Employ: Other	98	5%
	N	1992	
xdemMilHH1	Military HH: Yes	358	18%
	Military HH: No	1634	82%
	N	1992	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1014	51%
	RD/WT: Wrong Track	978	49%
	N	1992	
xdemBidenApprove	Biden Job Approve	1152	58%
	Biden Job Disapprove	748	38%
	N	1900	
xdemBidenApprove2	Biden Job Strongly Approve	663	33%
	Biden Job Somewhat Approve	489	25%
	Biden Job Somewhat Disapprove	193	10%
	Biden Job Strongly Disapprove	555	28%
	N	1900	
xdemBidenFav	Favorable of Biden	1127	57%
	Unfavorable of Biden	776	39%
	N	1903	
xdemBidenFavFull	Very Favorable of Biden	679	34%
	Somewhat Favorable of Biden	448	22%
	Somewhat Unfavorable of Biden	185	9%
	Very Unfavorable of Biden	591	30%
	N	1903	
xnr3	#1 Issue: Economy	665	33%
	#1 Issue: Security	334	17%
	#1 Issue: Health Care	338	17%
	#1 Issue: Medicare / Social Security	235	12%
	#1 Issue: Women's Issues	99	5%
	#1 Issue: Education	84	4%
	#1 Issue: Energy	108	5%
	#1 Issue: Other	129	6%
	N	1992	
xsubVote20O	2020 Vote: Joe Biden	1027	52%
	2020 Vote: Donald Trump	706	35%
	2020 Vote: Other	73	4%
	2020 Vote: Didn't Vote	184	9%
	N	1989	
xsubVote18O	2018 House Vote: Democrat	816	41%
	2018 House Vote: Republican	591	30%
	2018 House Vote: Someone else	62	3%
	N	1469	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	730	37%
	2016 Vote: Donald Trump	654	33%
	2016 Vote: Other	113	6%
	2016 Vote: Didn't Vote	493	25%
	N	1991	
xsubVote14O	Voted in 2014: Yes	1299	65%
	Voted in 2014: No	693	35%
	N	1992	
xreg4	4-Region: Northeast	355	18%
	4-Region: Midwest	458	23%
	4-Region: South	744	37%
	4-Region: West	435	22%
	N	1992	

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



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