



National Tracking Poll #210581
May 17-19, 2021

Crosstabulation Results

Methodology:

This poll was conducted between May 17-May 19, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults 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 MCFI1_1: How frequently do you do the following?
Invest in or trade stocks

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	9%	(206)	14%	(309)	19%	(425)	57%	(1260)	2200
Gender: Male	15%	(160)	20%	(213)	22%	(236)	43%	(453)	1062
Gender: Female	4%	(46)	9%	(97)	17%	(188)	71%	(807)	1138
Age: 18-34	12%	(79)	18%	(119)	21%	(141)	48%	(316)	655
Age: 35-44	15%	(53)	17%	(63)	16%	(57)	52%	(185)	358
Age: 45-64	7%	(55)	12%	(87)	18%	(135)	63%	(474)	751
Age: 65+	4%	(19)	9%	(41)	21%	(92)	65%	(285)	436
GenZers: 1997-2012	7%	(19)	16%	(43)	21%	(54)	56%	(145)	261
Millennials: 1981-1996	16%	(101)	19%	(119)	18%	(116)	46%	(292)	628
GenXers: 1965-1980	9%	(50)	13%	(72)	20%	(108)	57%	(309)	538
Baby Boomers: 1946-1964	4%	(30)	11%	(72)	19%	(127)	66%	(450)	679
PID: Dem (no lean)	12%	(107)	14%	(127)	18%	(163)	55%	(493)	891
PID: Ind (no lean)	8%	(55)	14%	(97)	20%	(136)	58%	(401)	689
PID: Rep (no lean)	7%	(43)	14%	(85)	20%	(126)	59%	(365)	620
PID/Gender: Dem Men	21%	(88)	20%	(85)	21%	(89)	38%	(162)	424
PID/Gender: Dem Women	4%	(19)	9%	(42)	16%	(74)	71%	(331)	467
PID/Gender: Ind Men	11%	(39)	21%	(75)	22%	(81)	46%	(167)	362
PID/Gender: Ind Women	5%	(17)	7%	(23)	17%	(54)	71%	(234)	328
PID/Gender: Rep Men	12%	(33)	19%	(53)	24%	(66)	45%	(124)	276
PID/Gender: Rep Women	3%	(10)	9%	(32)	17%	(60)	70%	(242)	344
Ideo: Liberal (1-3)	14%	(94)	17%	(110)	19%	(124)	50%	(332)	659
Ideo: Moderate (4)	5%	(33)	14%	(84)	19%	(113)	62%	(371)	602
Ideo: Conservative (5-7)	10%	(75)	14%	(99)	21%	(153)	55%	(397)	724
Educ: < College	5%	(81)	10%	(144)	18%	(270)	67%	(1018)	1512
Educ: Bachelors degree	18%	(78)	21%	(94)	22%	(96)	39%	(175)	444
Educ: Post-grad	19%	(47)	29%	(71)	24%	(59)	27%	(67)	244

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Table MCFI1_1: How frequently do you do the following?
Invest in or trade stocks

Demographic			Somewhat						Total N
	Very frequently		frequently		Not too frequently		Never done this		
Adults	9%	(206)	14%	(309)	19%	(425)	57%	(1260)	2200
Income: Under 50k	5%	(60)	8%	(91)	16%	(192)	71%	(857)	1200
Income: 50k-100k	11%	(75)	19%	(125)	24%	(162)	46%	(310)	672
Income: 100k+	22%	(72)	28%	(93)	22%	(71)	28%	(92)	328
Ethnicity: White	9%	(153)	14%	(243)	19%	(324)	58%	(1002)	1722
Ethnicity: Hispanic	10%	(36)	17%	(58)	20%	(70)	53%	(186)	349
Ethnicity: Black	11%	(30)	14%	(37)	20%	(55)	55%	(152)	274
Ethnicity: Other	11%	(23)	14%	(29)	22%	(46)	52%	(106)	204
All Christian	11%	(114)	15%	(157)	19%	(198)	55%	(571)	1041
All Non-Christian	26%	(35)	17%	(23)	23%	(32)	34%	(47)	136
Atheist	5%	(5)	15%	(15)	22%	(22)	59%	(59)	101
Agnostic/Nothing in particular	6%	(33)	13%	(69)	20%	(110)	61%	(331)	544
Something Else	5%	(19)	12%	(45)	17%	(63)	66%	(251)	378
Religious Non-Protestant/Catholic	22%	(35)	16%	(26)	21%	(33)	41%	(66)	161
Evangelical	12%	(69)	15%	(88)	16%	(97)	57%	(338)	591
Non-Evangelical	8%	(59)	14%	(108)	20%	(159)	58%	(457)	783
Community: Urban	14%	(89)	18%	(117)	17%	(107)	51%	(328)	642
Community: Suburban	10%	(93)	14%	(138)	21%	(197)	55%	(522)	950
Community: Rural	4%	(24)	9%	(55)	20%	(120)	67%	(409)	607
Employ: Private Sector	15%	(101)	21%	(147)	21%	(145)	43%	(294)	687
Employ: Government	17%	(25)	21%	(30)	22%	(32)	39%	(55)	141
Employ: Self-Employed	20%	(32)	16%	(26)	22%	(35)	42%	(69)	162
Employ: Homemaker	1%	(2)	5%	(9)	17%	(30)	77%	(135)	176
Employ: Student	2%	(2)	14%	(14)	29%	(28)	55%	(54)	97
Employ: Retired	5%	(24)	9%	(46)	18%	(93)	68%	(342)	504
Employ: Unemployed	6%	(16)	8%	(21)	13%	(37)	73%	(204)	278
Employ: Other	3%	(4)	11%	(17)	17%	(26)	70%	(108)	155
Military HH: Yes	10%	(32)	12%	(38)	23%	(76)	55%	(181)	328
Military HH: No	9%	(174)	14%	(271)	19%	(349)	58%	(1078)	1872
RD/WT: Right Direction	12%	(139)	16%	(183)	17%	(195)	55%	(626)	1143
RD/WT: Wrong Track	6%	(67)	12%	(126)	22%	(230)	60%	(634)	1057

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Table MCFI1_1: How frequently do you do the following?
Invest in or trade stocks

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	14%	(309)	19%	(425)	57%	(1260)	2200
Biden Job Approve	12%	(148)	15%	(184)	18%	(227)	56%	(705)	1264
Biden Job Disapprove	7%	(56)	14%	(117)	21%	(179)	58%	(487)	839
Biden Job Strongly Approve	17%	(121)	15%	(105)	16%	(112)	53%	(376)	714
Biden Job Somewhat Approve	5%	(28)	14%	(79)	21%	(115)	60%	(329)	550
Biden Job Somewhat Disapprove	4%	(12)	15%	(39)	23%	(59)	58%	(152)	262
Biden Job Strongly Disapprove	8%	(44)	14%	(78)	21%	(120)	58%	(336)	577
Favorable of Biden	12%	(146)	14%	(175)	18%	(227)	56%	(704)	1253
Unfavorable of Biden	6%	(49)	14%	(120)	21%	(182)	59%	(498)	850
Very Favorable of Biden	16%	(112)	14%	(104)	16%	(114)	54%	(388)	717
Somewhat Favorable of Biden	6%	(34)	13%	(71)	21%	(114)	59%	(316)	536
Somewhat Unfavorable of Biden	3%	(8)	16%	(38)	20%	(47)	62%	(149)	241
Very Unfavorable of Biden	7%	(42)	14%	(83)	22%	(135)	57%	(349)	609
#1 Issue: Economy	11%	(89)	18%	(140)	19%	(149)	52%	(415)	793
#1 Issue: Security	9%	(28)	13%	(43)	22%	(71)	56%	(184)	327
#1 Issue: Health Care	9%	(31)	15%	(53)	19%	(66)	56%	(194)	345
#1 Issue: Medicare / Social Security	4%	(10)	7%	(19)	16%	(43)	72%	(188)	260
#1 Issue: Women's Issues	9%	(9)	17%	(17)	15%	(15)	60%	(61)	102
#1 Issue: Education	9%	(12)	10%	(14)	25%	(32)	55%	(72)	130
#1 Issue: Energy	19%	(20)	10%	(11)	16%	(17)	56%	(61)	109
#1 Issue: Other	4%	(5)	9%	(12)	24%	(32)	63%	(84)	133
2020 Vote: Joe Biden	13%	(133)	15%	(156)	20%	(208)	53%	(568)	1064
2020 Vote: Donald Trump	8%	(53)	15%	(101)	21%	(144)	56%	(379)	677
2020 Vote: Other	6%	(3)	20%	(11)	22%	(13)	52%	(30)	59
2020 Vote: Didn't Vote	4%	(16)	10%	(41)	15%	(59)	70%	(278)	395
2018 House Vote: Democrat	12%	(95)	15%	(117)	22%	(171)	52%	(412)	795
2018 House Vote: Republican	9%	(53)	15%	(90)	21%	(120)	55%	(317)	579
2018 House Vote: Someone else	11%	(6)	16%	(9)	17%	(9)	56%	(31)	55

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Table MCFI1_1: How frequently do you do the following?
Invest in or trade stocks

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	9%	(206)	14%	(309)	19%	(425)	57%	(1260)	2200
2016 Vote: Hillary Clinton	11%	(76)	14%	(99)	20%	(143)	55%	(393)	711
2016 Vote: Donald Trump	10%	(62)	15%	(99)	19%	(118)	56%	(359)	639
2016 Vote: Other	10%	(10)	17%	(17)	23%	(23)	50%	(51)	101
2016 Vote: Didn't Vote	7%	(55)	13%	(93)	19%	(140)	61%	(453)	742
Voted in 2014: Yes	11%	(138)	15%	(181)	19%	(232)	56%	(687)	1238
Voted in 2014: No	7%	(68)	13%	(129)	20%	(193)	60%	(573)	962
4-Region: Northeast	14%	(54)	17%	(66)	16%	(64)	53%	(208)	394
4-Region: Midwest	6%	(27)	12%	(57)	18%	(81)	64%	(297)	462
4-Region: South	9%	(73)	13%	(103)	20%	(163)	59%	(484)	824
4-Region: West	10%	(51)	16%	(83)	22%	(116)	52%	(270)	520
Frequently Invests	27%	(206)	40%	(309)	19%	(146)	14%	(107)	769
Frequently Invests/Trades Stocks	40%	(206)	60%	(309)	—	(0)	—	(0)	516
Frequently Invests in Mutual Funds	33%	(144)	38%	(168)	18%	(77)	12%	(53)	442
Frequently Invests in Private Equity	41%	(98)	42%	(101)	12%	(28)	6%	(13)	241
Frequently Invests/Trade Crypto	36%	(127)	39%	(135)	17%	(59)	8%	(29)	350
Frequently Invests/Trades ETFs	43%	(135)	40%	(127)	13%	(43)	4%	(13)	317
Frequently Invests/Trades Bonds	39%	(112)	44%	(129)	11%	(32)	6%	(17)	291
Frequently Invests/Trades Commodities	39%	(104)	42%	(110)	14%	(38)	4%	(12)	263
Frequently Invests/Flips Real Estate	39%	(86)	42%	(92)	13%	(29)	6%	(13)	219
Frequently Invests in Structure Products	42%	(87)	35%	(74)	14%	(30)	9%	(19)	210

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

Table MCFI1_2: How frequently do you do the following?
Invest in mutual funds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(153)	13%	(289)	15%	(339)	64%	(1418)	2200
Gender: Male	11%	(116)	18%	(191)	18%	(194)	53%	(561)	1062
Gender: Female	3%	(37)	9%	(98)	13%	(145)	75%	(858)	1138
Age: 18-34	8%	(54)	13%	(87)	14%	(94)	64%	(419)	655
Age: 35-44	12%	(42)	17%	(63)	14%	(51)	56%	(202)	358
Age: 45-64	6%	(41)	12%	(87)	15%	(115)	68%	(508)	751
Age: 65+	3%	(15)	12%	(53)	18%	(79)	66%	(290)	436
GenZers: 1997-2012	3%	(7)	12%	(31)	13%	(35)	72%	(188)	261
Millennials: 1981-1996	13%	(79)	17%	(106)	14%	(90)	56%	(353)	628
GenXers: 1965-1980	6%	(34)	11%	(62)	16%	(87)	66%	(356)	538
Baby Boomers: 1946-1964	5%	(31)	13%	(87)	16%	(108)	67%	(454)	679
PID: Dem (no lean)	10%	(86)	14%	(123)	14%	(125)	62%	(557)	891
PID: Ind (no lean)	6%	(40)	11%	(73)	16%	(113)	67%	(463)	689
PID: Rep (no lean)	4%	(27)	15%	(93)	16%	(101)	64%	(399)	620
PID/Gender: Dem Men	16%	(69)	21%	(88)	17%	(71)	46%	(196)	424
PID/Gender: Dem Women	4%	(17)	7%	(35)	12%	(55)	77%	(360)	467
PID/Gender: Ind Men	8%	(28)	15%	(53)	18%	(63)	60%	(217)	362
PID/Gender: Ind Women	4%	(12)	6%	(20)	15%	(50)	75%	(246)	328
PID/Gender: Rep Men	7%	(19)	18%	(50)	22%	(60)	53%	(147)	276
PID/Gender: Rep Women	2%	(8)	13%	(44)	12%	(41)	73%	(252)	344
Ideo: Liberal (1-3)	10%	(67)	15%	(101)	16%	(103)	59%	(388)	659
Ideo: Moderate (4)	7%	(41)	13%	(76)	14%	(86)	66%	(399)	602
Ideo: Conservative (5-7)	6%	(40)	15%	(110)	19%	(136)	60%	(438)	724
Educ: < College	3%	(46)	8%	(123)	13%	(200)	76%	(1143)	1512
Educ: Bachelors degree	14%	(62)	21%	(93)	19%	(86)	46%	(203)	444
Educ: Post-grad	19%	(46)	30%	(73)	22%	(54)	29%	(72)	244
Income: Under 50k	2%	(30)	7%	(79)	11%	(131)	80%	(960)	1200
Income: 50k-100k	9%	(58)	17%	(115)	22%	(150)	52%	(349)	672
Income: 100k+	20%	(66)	29%	(95)	18%	(58)	33%	(110)	328
Ethnicity: White	7%	(116)	14%	(235)	15%	(266)	64%	(1104)	1722
Ethnicity: Hispanic	6%	(20)	15%	(51)	15%	(53)	64%	(225)	349

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Table MCFI1_2: How frequently do you do the following?
Invest in mutual funds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	7%	(153)	13%	(289)	15%	(339)	64%	(1418)	2200
Ethnicity: Black	11%	(29)	9%	(26)	13%	(34)	67%	(185)	274
Ethnicity: Other	4%	(8)	14%	(29)	19%	(39)	63%	(129)	204
All Christian	8%	(86)	16%	(164)	17%	(177)	59%	(613)	1041
All Non-Christian	21%	(28)	28%	(38)	13%	(18)	38%	(52)	136
Atheist	6%	(6)	7%	(8)	16%	(16)	70%	(71)	101
Agnostic/Nothing in particular	4%	(24)	9%	(50)	13%	(72)	73%	(398)	544
Something Else	2%	(9)	8%	(28)	15%	(56)	75%	(284)	378
Religious Non-Protestant/Catholic	19%	(30)	25%	(40)	12%	(19)	45%	(71)	161
Evangelical	9%	(53)	14%	(82)	15%	(86)	63%	(371)	591
Non-Evangelical	5%	(38)	13%	(102)	18%	(143)	64%	(500)	783
Community: Urban	13%	(84)	16%	(101)	12%	(79)	59%	(378)	642
Community: Suburban	5%	(52)	15%	(143)	17%	(166)	62%	(589)	950
Community: Rural	3%	(17)	7%	(45)	16%	(94)	74%	(451)	607
Employ: Private Sector	12%	(83)	21%	(143)	17%	(119)	50%	(342)	687
Employ: Government	11%	(15)	21%	(29)	23%	(32)	46%	(64)	141
Employ: Self-Employed	12%	(19)	13%	(20)	17%	(28)	58%	(94)	162
Employ: Homemaker	2%	(4)	7%	(12)	13%	(23)	78%	(138)	176
Employ: Student	3%	(3)	6%	(6)	16%	(15)	76%	(74)	97
Employ: Retired	4%	(21)	11%	(55)	17%	(84)	68%	(344)	504
Employ: Unemployed	2%	(5)	6%	(18)	9%	(25)	83%	(230)	278
Employ: Other	2%	(3)	4%	(6)	9%	(14)	85%	(132)	155
Military HH: Yes	9%	(29)	13%	(41)	18%	(59)	61%	(198)	328
Military HH: No	7%	(124)	13%	(248)	15%	(280)	65%	(1220)	1872
RD/WT: Right Direction	10%	(110)	15%	(168)	14%	(165)	61%	(699)	1143
RD/WT: Wrong Track	4%	(43)	11%	(121)	16%	(174)	68%	(719)	1057
Biden Job Approve	9%	(119)	14%	(181)	14%	(178)	62%	(786)	1264
Biden Job Disapprove	4%	(34)	13%	(105)	18%	(148)	66%	(551)	839

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Table MCFI1_2: How frequently do you do the following?
Invest in mutual funds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	7%	(153)	13%	(289)	15%	(339)	64%	(1418)	2200
Biden Job Strongly Approve	14%	(97)	16%	(115)	13%	(96)	57%	(406)	714
Biden Job Somewhat Approve	4%	(22)	12%	(67)	15%	(82)	69%	(380)	550
Biden Job Somewhat Disapprove	4%	(11)	12%	(31)	19%	(51)	64%	(168)	262
Biden Job Strongly Disapprove	4%	(23)	13%	(75)	17%	(97)	66%	(383)	577
Favorable of Biden	9%	(117)	14%	(173)	14%	(174)	63%	(789)	1253
Unfavorable of Biden	4%	(31)	13%	(109)	18%	(149)	66%	(561)	850
Very Favorable of Biden	12%	(87)	15%	(109)	13%	(96)	59%	(425)	717
Somewhat Favorable of Biden	6%	(30)	12%	(64)	14%	(77)	68%	(365)	536
Somewhat Unfavorable of Biden	3%	(8)	14%	(33)	15%	(37)	68%	(163)	241
Very Unfavorable of Biden	4%	(22)	13%	(77)	18%	(112)	65%	(398)	609
#1 Issue: Economy	8%	(64)	16%	(127)	16%	(124)	60%	(478)	793
#1 Issue: Security	5%	(17)	13%	(42)	19%	(62)	63%	(205)	327
#1 Issue: Health Care	9%	(31)	13%	(46)	13%	(44)	65%	(224)	345
#1 Issue: Medicare / Social Security	2%	(6)	10%	(25)	17%	(43)	72%	(187)	260
#1 Issue: Women's Issues	7%	(7)	14%	(15)	12%	(12)	66%	(68)	102
#1 Issue: Education	8%	(11)	7%	(10)	15%	(20)	69%	(90)	130
#1 Issue: Energy	13%	(14)	12%	(13)	12%	(13)	64%	(70)	109
#1 Issue: Other	3%	(4)	9%	(12)	15%	(20)	73%	(97)	133
2020 Vote: Joe Biden	10%	(106)	15%	(156)	15%	(160)	60%	(642)	1064
2020 Vote: Donald Trump	5%	(35)	16%	(107)	18%	(120)	61%	(415)	677
2020 Vote: Other	8%	(4)	11%	(6)	23%	(14)	58%	(34)	59
2020 Vote: Didn't Vote	2%	(8)	5%	(19)	11%	(45)	82%	(323)	395
2018 House Vote: Democrat	11%	(85)	16%	(124)	15%	(123)	58%	(463)	795
2018 House Vote: Republican	6%	(37)	16%	(93)	19%	(110)	58%	(339)	579
2018 House Vote: Someone else	10%	(5)	8%	(5)	13%	(7)	69%	(38)	55
2016 Vote: Hillary Clinton	11%	(76)	15%	(104)	13%	(94)	62%	(437)	711
2016 Vote: Donald Trump	7%	(42)	16%	(100)	18%	(112)	60%	(384)	639
2016 Vote: Other	5%	(6)	17%	(17)	28%	(28)	50%	(50)	101
2016 Vote: Didn't Vote	4%	(28)	9%	(66)	14%	(104)	73%	(543)	742

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Table MCFI1_2: How frequently do you do the following?
Invest in mutual funds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	7%	(153)	13%	(289)	15%	(339)	64%	(1418)	2200
Voted in 2014: Yes	10%	(118)	16%	(195)	16%	(200)	59%	(725)	1238
Voted in 2014: No	4%	(35)	10%	(94)	15%	(140)	72%	(694)	962
4-Region: Northeast	11%	(45)	15%	(59)	17%	(67)	57%	(223)	394
4-Region: Midwest	5%	(22)	13%	(62)	15%	(71)	67%	(308)	462
4-Region: South	6%	(45)	11%	(89)	15%	(122)	69%	(568)	824
4-Region: West	8%	(41)	15%	(79)	15%	(80)	61%	(320)	520
Frequently Invests	20%	(153)	38%	(289)	19%	(149)	23%	(178)	769
Frequently Invests/Trades Stocks	24%	(124)	36%	(188)	19%	(99)	20%	(104)	516
Frequently Invests in Mutual Funds	35%	(153)	65%	(289)	—	(0)	—	(0)	442
Frequently Invests in Private Equity	36%	(86)	44%	(105)	11%	(26)	9%	(23)	241
Frequently Invests/Trade Crypto	24%	(85)	34%	(118)	18%	(64)	24%	(83)	350
Frequently Invests/Trades ETFs	33%	(106)	43%	(137)	16%	(50)	8%	(25)	317
Frequently Invests/Trades Bonds	36%	(103)	45%	(129)	13%	(39)	7%	(19)	291
Frequently Invests/Trades Commodities	34%	(89)	42%	(110)	16%	(42)	8%	(22)	263
Frequently Invests/Flips Real Estate	34%	(74)	46%	(102)	14%	(30)	6%	(14)	219
Frequently Invests in Structure Products	38%	(80)	46%	(96)	9%	(19)	7%	(15)	210

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

Table MCFI1_3: How frequently do you do the following?

Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(102)	6%	(139)	9%	(200)	80%	(1760)	2200
Gender: Male	8%	(82)	9%	(98)	11%	(121)	72%	(760)	1062
Gender: Female	2%	(20)	4%	(40)	7%	(79)	88%	(1000)	1138
Age: 18-34	8%	(55)	9%	(59)	13%	(82)	70%	(459)	655
Age: 35-44	9%	(34)	14%	(48)	11%	(38)	66%	(238)	358
Age: 45-64	1%	(9)	3%	(21)	7%	(55)	89%	(665)	751
Age: 65+	1%	(3)	2%	(11)	6%	(24)	91%	(398)	436
GenZers: 1997-2012	4%	(11)	6%	(17)	16%	(43)	73%	(191)	261
Millennials: 1981-1996	12%	(75)	13%	(79)	10%	(61)	66%	(413)	628
GenXers: 1965-1980	2%	(11)	5%	(28)	9%	(49)	84%	(450)	538
Baby Boomers: 1946-1964	1%	(5)	2%	(14)	6%	(43)	91%	(618)	679
PID: Dem (no lean)	6%	(57)	8%	(75)	8%	(73)	77%	(686)	891
PID: Ind (no lean)	4%	(27)	5%	(32)	9%	(60)	83%	(571)	689
PID: Rep (no lean)	3%	(18)	5%	(32)	11%	(67)	81%	(503)	620
PID/Gender: Dem Men	12%	(51)	14%	(57)	12%	(50)	63%	(266)	424
PID/Gender: Dem Women	1%	(6)	4%	(17)	5%	(24)	90%	(420)	467
PID/Gender: Ind Men	5%	(16)	6%	(23)	12%	(43)	77%	(280)	362
PID/Gender: Ind Women	3%	(10)	3%	(9)	5%	(17)	89%	(291)	328
PID/Gender: Rep Men	5%	(15)	7%	(18)	11%	(29)	77%	(214)	276
PID/Gender: Rep Women	1%	(3)	4%	(14)	11%	(38)	84%	(289)	344
Ideo: Liberal (1-3)	8%	(52)	8%	(55)	9%	(61)	75%	(491)	659
Ideo: Moderate (4)	3%	(18)	7%	(40)	9%	(52)	82%	(493)	602
Ideo: Conservative (5-7)	4%	(27)	6%	(41)	10%	(76)	80%	(581)	724
Educ: < College	2%	(33)	3%	(47)	8%	(117)	87%	(1315)	1512
Educ: Bachelors degree	9%	(40)	10%	(45)	11%	(49)	70%	(310)	444
Educ: Post-grad	12%	(29)	19%	(46)	14%	(34)	55%	(134)	244
Income: Under 50k	2%	(29)	3%	(36)	7%	(86)	87%	(1048)	1200
Income: 50k-100k	5%	(35)	6%	(42)	12%	(77)	77%	(518)	672
Income: 100k+	11%	(38)	18%	(61)	11%	(36)	59%	(193)	328
Ethnicity: White	4%	(77)	6%	(106)	9%	(147)	81%	(1392)	1722
Ethnicity: Hispanic	7%	(25)	6%	(20)	11%	(39)	76%	(266)	349

Continued on next page

Table MCFI1_3: How frequently do you do the following?*Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(102)	6%	(139)	9%	(200)	80%	(1760)	2200
Ethnicity: Black	6%	(17)	8%	(23)	9%	(26)	76%	(208)	274
Ethnicity: Other	4%	(8)	4%	(9)	13%	(27)	78%	(159)	204
All Christian	5%	(48)	7%	(78)	10%	(99)	78%	(816)	1041
All Non-Christian	19%	(27)	18%	(24)	12%	(16)	51%	(69)	136
Atheist	2%	(2)	6%	(6)	2%	(2)	89%	(91)	101
Agnostic/Nothing in particular	3%	(14)	4%	(19)	10%	(52)	84%	(458)	544
Something Else	3%	(10)	3%	(12)	8%	(30)	86%	(326)	378
Religious Non-Protestant/Catholic	17%	(27)	17%	(27)	11%	(18)	56%	(89)	161
Evangelical	6%	(38)	9%	(54)	9%	(53)	76%	(447)	591
Non-Evangelical	2%	(19)	4%	(30)	9%	(72)	85%	(662)	783
Community: Urban	10%	(63)	11%	(71)	9%	(57)	70%	(451)	642
Community: Suburban	3%	(26)	5%	(49)	10%	(97)	82%	(778)	950
Community: Rural	2%	(13)	3%	(19)	7%	(45)	87%	(530)	607
Employ: Private Sector	9%	(60)	12%	(82)	10%	(72)	69%	(474)	687
Employ: Government	10%	(14)	17%	(23)	14%	(20)	60%	(84)	141
Employ: Self-Employed	7%	(11)	6%	(10)	17%	(27)	70%	(113)	162
Employ: Homemaker	1%	(2)	3%	(5)	6%	(10)	90%	(158)	176
Employ: Student	1%	(1)	3%	(3)	13%	(13)	83%	(81)	97
Employ: Retired	1%	(5)	1%	(7)	5%	(27)	92%	(465)	504
Employ: Unemployed	2%	(6)	2%	(6)	8%	(23)	88%	(244)	278
Employ: Other	2%	(4)	1%	(2)	5%	(8)	91%	(141)	155
Military HH: Yes	6%	(19)	6%	(18)	7%	(22)	82%	(269)	328
Military HH: No	4%	(83)	6%	(120)	10%	(178)	80%	(1491)	1872
RD/WT: Right Direction	6%	(73)	9%	(100)	9%	(103)	76%	(866)	1143
RD/WT: Wrong Track	3%	(29)	4%	(38)	9%	(97)	85%	(893)	1057
Biden Job Approve	7%	(83)	8%	(102)	9%	(109)	77%	(971)	1264
Biden Job Disapprove	2%	(16)	4%	(33)	10%	(85)	84%	(704)	839

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Table MCFI1_3: How frequently do you do the following?
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very frequently	Somewhat frequently	Not too frequently	Never done this	Total N
Adults	5% (102)	6% (139)	9% (200)	80% (1760)	2200
Biden Job Strongly Approve	10% (68)	9% (66)	9% (61)	73% (519)	714
Biden Job Somewhat Approve	3% (15)	6% (35)	9% (48)	82% (452)	550
Biden Job Somewhat Disapprove	3% (7)	4% (9)	12% (31)	82% (214)	262
Biden Job Strongly Disapprove	2% (9)	4% (24)	9% (54)	85% (490)	577
Favorable of Biden	6% (77)	8% (102)	8% (104)	77% (969)	1253
Unfavorable of Biden	2% (17)	4% (32)	10% (83)	84% (718)	850
Very Favorable of Biden	8% (60)	10% (69)	8% (54)	74% (534)	717
Somewhat Favorable of Biden	3% (17)	6% (33)	9% (50)	81% (436)	536
Somewhat Unfavorable of Biden	3% (8)	4% (9)	10% (25)	82% (199)	241
Very Unfavorable of Biden	2% (9)	4% (22)	10% (58)	85% (519)	609
#1 Issue: Economy	4% (35)	7% (57)	11% (88)	77% (613)	793
#1 Issue: Security	5% (17)	6% (19)	10% (34)	79% (257)	327
#1 Issue: Health Care	7% (25)	6% (21)	9% (30)	78% (268)	345
#1 Issue: Medicare / Social Security	1% (3)	4% (11)	3% (9)	91% (238)	260
#1 Issue: Women's Issues	7% (7)	8% (9)	14% (14)	71% (73)	102
#1 Issue: Education	5% (6)	8% (10)	8% (10)	80% (104)	130
#1 Issue: Energy	7% (7)	9% (10)	8% (9)	77% (83)	109
#1 Issue: Other	1% (1)	3% (4)	4% (6)	92% (123)	133
2020 Vote: Joe Biden	6% (65)	8% (88)	10% (103)	76% (809)	1064
2020 Vote: Donald Trump	3% (22)	6% (38)	9% (62)	82% (556)	677
2020 Vote: Other	5% (3)	5% (3)	9% (5)	80% (47)	59
2020 Vote: Didn't Vote	3% (12)	3% (11)	8% (30)	87% (343)	395
2018 House Vote: Democrat	5% (43)	10% (79)	9% (70)	76% (604)	795
2018 House Vote: Republican	4% (24)	5% (30)	9% (51)	82% (473)	579
2018 House Vote: Someone else	6% (4)	3% (2)	8% (4)	83% (46)	55
2016 Vote: Hillary Clinton	6% (40)	10% (69)	7% (50)	78% (551)	711
2016 Vote: Donald Trump	4% (22)	6% (41)	9% (57)	81% (519)	639
2016 Vote: Other	1% (1)	2% (2)	10% (10)	88% (89)	101
2016 Vote: Didn't Vote	5% (35)	4% (27)	11% (82)	81% (597)	742

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Table MCFI1_3: How frequently do you do the following?*Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(102)	6%	(139)	9%	(200)	80%	(1760)	2200
Voted in 2014: Yes	5%	(63)	8%	(93)	8%	(97)	80%	(984)	1238
Voted in 2014: No	4%	(39)	5%	(45)	11%	(103)	81%	(775)	962
4-Region: Northeast	9%	(36)	9%	(36)	9%	(34)	73%	(288)	394
4-Region: Midwest	3%	(14)	4%	(20)	9%	(39)	84%	(389)	462
4-Region: South	3%	(27)	6%	(48)	9%	(74)	82%	(676)	824
4-Region: West	5%	(26)	7%	(35)	10%	(53)	78%	(406)	520
Frequently Invests	13%	(102)	18%	(139)	19%	(146)	50%	(382)	769
Frequently Invests/Trades Stocks	17%	(86)	22%	(113)	18%	(93)	43%	(224)	516
Frequently Invests in Mutual Funds	19%	(84)	24%	(108)	15%	(66)	42%	(185)	442
Frequently Invests in Private Equity	42%	(102)	58%	(139)	—	(0)	—	(0)	241
Frequently Invests/Trade Crypto	24%	(85)	23%	(82)	21%	(72)	32%	(111)	350
Frequently Invests/Trades ETFs	25%	(80)	29%	(91)	17%	(54)	29%	(92)	317
Frequently Invests/Trades Bonds	28%	(82)	32%	(93)	18%	(51)	22%	(65)	291
Frequently Invests/Trades Commodities	30%	(79)	36%	(94)	15%	(40)	19%	(50)	263
Frequently Invests/Flips Real Estate	34%	(76)	36%	(80)	18%	(39)	12%	(25)	219
Frequently Invests in Structure Products	37%	(77)	34%	(72)	15%	(31)	14%	(30)	210

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

Table MCFI1_4: How frequently do you do the following?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	9%	(190)	11%	(236)	73%	(1614)	2200
Gender: Male	13%	(133)	13%	(139)	13%	(133)	62%	(656)	1062
Gender: Female	2%	(26)	5%	(51)	9%	(103)	84%	(958)	1138
Age: 18-34	13%	(82)	15%	(100)	16%	(104)	56%	(369)	655
Age: 35-44	16%	(56)	13%	(46)	16%	(56)	56%	(199)	358
Age: 45-64	3%	(21)	5%	(37)	7%	(54)	85%	(639)	751
Age: 65+	—	(1)	1%	(6)	5%	(22)	93%	(407)	436
GenZers: 1997-2012	6%	(16)	13%	(33)	14%	(36)	67%	(175)	261
Millennials: 1981-1996	18%	(111)	16%	(100)	16%	(101)	50%	(317)	628
GenXers: 1965-1980	5%	(29)	8%	(45)	12%	(62)	75%	(402)	538
Baby Boomers: 1946-1964	—	(3)	1%	(10)	5%	(35)	93%	(631)	679
PID: Dem (no lean)	10%	(89)	9%	(81)	11%	(100)	70%	(620)	891
PID: Ind (no lean)	6%	(40)	9%	(64)	10%	(68)	75%	(518)	689
PID: Rep (no lean)	5%	(30)	7%	(45)	11%	(68)	77%	(477)	620
PID/Gender: Dem Men	19%	(80)	15%	(62)	12%	(52)	54%	(229)	424
PID/Gender: Dem Women	2%	(9)	4%	(19)	10%	(48)	84%	(390)	467
PID/Gender: Ind Men	8%	(27)	13%	(48)	13%	(46)	66%	(240)	362
PID/Gender: Ind Women	4%	(13)	5%	(16)	7%	(22)	85%	(278)	328
PID/Gender: Rep Men	9%	(25)	10%	(28)	13%	(35)	68%	(187)	276
PID/Gender: Rep Women	1%	(5)	5%	(17)	10%	(33)	84%	(289)	344
Ideo: Liberal (1-3)	12%	(80)	10%	(64)	12%	(82)	66%	(433)	659
Ideo: Moderate (4)	4%	(24)	10%	(59)	9%	(52)	77%	(466)	602
Ideo: Conservative (5-7)	6%	(45)	7%	(54)	10%	(72)	76%	(553)	724
Educ: < College	5%	(71)	7%	(107)	10%	(157)	78%	(1177)	1512
Educ: Bachelors degree	11%	(48)	10%	(46)	13%	(57)	66%	(293)	444
Educ: Post-grad	17%	(41)	15%	(37)	9%	(22)	59%	(144)	244
Income: Under 50k	4%	(48)	6%	(75)	11%	(129)	79%	(948)	1200
Income: 50k-100k	8%	(55)	9%	(64)	12%	(79)	71%	(474)	672
Income: 100k+	17%	(56)	16%	(52)	9%	(28)	59%	(192)	328
Ethnicity: White	7%	(120)	8%	(135)	9%	(161)	76%	(1305)	1722
Ethnicity: Hispanic	11%	(40)	13%	(47)	14%	(48)	62%	(215)	349

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Table MCFI1_4: How frequently do you do the following?*Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin*

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	7%	(159)	9%	(190)	11%	(236)	73%	(1614)	2200
Ethnicity: Black	9%	(25)	11%	(30)	14%	(38)	66%	(181)	274
Ethnicity: Other	7%	(14)	12%	(25)	18%	(37)	63%	(128)	204
All Christian	7%	(78)	8%	(83)	9%	(93)	76%	(787)	1041
All Non-Christian	22%	(30)	15%	(20)	7%	(9)	57%	(77)	136
Atheist	5%	(5)	9%	(9)	8%	(8)	78%	(79)	101
Agnostic/Nothing in particular	5%	(30)	9%	(49)	16%	(85)	70%	(380)	544
Something Else	4%	(17)	8%	(29)	11%	(40)	77%	(291)	378
Religious Non-Protestant/Catholic	19%	(30)	13%	(20)	6%	(10)	63%	(101)	161
Evangelical	9%	(51)	11%	(63)	10%	(60)	70%	(417)	591
Non-Evangelical	5%	(38)	6%	(47)	8%	(66)	81%	(632)	783
Community: Urban	13%	(85)	13%	(80)	12%	(75)	63%	(402)	642
Community: Suburban	5%	(52)	7%	(67)	10%	(96)	77%	(735)	950
Community: Rural	4%	(23)	7%	(43)	11%	(65)	78%	(476)	607
Employ: Private Sector	13%	(89)	13%	(87)	13%	(86)	62%	(425)	687
Employ: Government	14%	(19)	22%	(32)	10%	(14)	54%	(76)	141
Employ: Self-Employed	20%	(33)	12%	(19)	15%	(24)	53%	(85)	162
Employ: Homemaker	1%	(1)	9%	(15)	14%	(24)	77%	(135)	176
Employ: Student	7%	(7)	6%	(6)	21%	(20)	66%	(65)	97
Employ: Retired	—	(2)	2%	(9)	5%	(26)	93%	(467)	504
Employ: Unemployed	2%	(7)	6%	(16)	8%	(23)	83%	(232)	278
Employ: Other	1%	(2)	4%	(6)	12%	(18)	83%	(129)	155
Military HH: Yes	8%	(26)	9%	(30)	9%	(29)	74%	(243)	328
Military HH: No	7%	(133)	9%	(161)	11%	(207)	73%	(1372)	1872
RD/WT: Right Direction	9%	(107)	10%	(119)	11%	(123)	69%	(794)	1143
RD/WT: Wrong Track	5%	(52)	7%	(71)	11%	(113)	78%	(821)	1057
Biden Job Approve	9%	(108)	10%	(126)	11%	(137)	71%	(893)	1264
Biden Job Disapprove	6%	(47)	7%	(62)	10%	(82)	77%	(647)	839

Continued on next page

Table MCFI1_4: How frequently do you do the following?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very frequently	Somewhat frequently	Not too frequently	Never done this	Total N
Adults	7% (159)	9% (190)	11% (236)	73% (1614)	2200
Biden Job Strongly Approve	12% (88)	10% (70)	9% (64)	69% (493)	714
Biden Job Somewhat Approve	4% (20)	10% (56)	13% (74)	73% (400)	550
Biden Job Somewhat Disapprove	7% (19)	12% (30)	10% (25)	72% (188)	262
Biden Job Strongly Disapprove	5% (28)	6% (32)	10% (57)	80% (460)	577
Favorable of Biden	8% (104)	9% (114)	12% (144)	71% (890)	1253
Unfavorable of Biden	5% (42)	8% (70)	10% (83)	77% (655)	850
Very Favorable of Biden	12% (83)	9% (64)	10% (68)	70% (501)	717
Somewhat Favorable of Biden	4% (21)	9% (50)	14% (76)	73% (389)	536
Somewhat Unfavorable of Biden	5% (13)	10% (25)	9% (22)	75% (181)	241
Very Unfavorable of Biden	5% (29)	7% (45)	10% (60)	78% (474)	609
#1 Issue: Economy	9% (72)	9% (70)	13% (102)	69% (548)	793
#1 Issue: Security	5% (18)	9% (29)	9% (30)	77% (251)	327
#1 Issue: Health Care	10% (34)	10% (34)	7% (25)	73% (252)	345
#1 Issue: Medicare / Social Security	2% (5)	3% (9)	5% (14)	89% (233)	260
#1 Issue: Women's Issues	7% (7)	16% (16)	12% (13)	65% (66)	102
#1 Issue: Education	4% (6)	16% (21)	18% (23)	62% (80)	130
#1 Issue: Energy	12% (13)	8% (9)	15% (17)	65% (70)	109
#1 Issue: Other	3% (4)	2% (2)	11% (14)	85% (113)	133
2020 Vote: Joe Biden	9% (97)	9% (96)	11% (117)	71% (754)	1064
2020 Vote: Donald Trump	6% (39)	8% (53)	9% (63)	77% (522)	677
2020 Vote: Other	11% (7)	15% (9)	14% (8)	59% (35)	59
2020 Vote: Didn't Vote	4% (17)	8% (32)	12% (48)	76% (299)	395
2018 House Vote: Democrat	9% (68)	10% (76)	11% (85)	71% (566)	795
2018 House Vote: Republican	7% (40)	7% (43)	8% (48)	77% (448)	579
2018 House Vote: Someone else	7% (4)	10% (5)	13% (7)	70% (39)	55
2016 Vote: Hillary Clinton	8% (56)	8% (59)	10% (70)	74% (526)	711
2016 Vote: Donald Trump	7% (44)	8% (49)	9% (57)	76% (488)	639
2016 Vote: Other	4% (4)	6% (6)	15% (16)	74% (75)	101
2016 Vote: Didn't Vote	7% (54)	10% (76)	12% (92)	70% (520)	742

Continued on next page

Table MCFI1_4: How frequently do you do the following?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	7%	(159)	9%	(190)	11%	(236)	73%	(1614)	2200
Voted in 2014: Yes	8%	(94)	7%	(90)	9%	(106)	77%	(948)	1238
Voted in 2014: No	7%	(66)	10%	(100)	14%	(130)	69%	(666)	962
4-Region: Northeast	10%	(41)	10%	(39)	9%	(35)	71%	(278)	394
4-Region: Midwest	5%	(24)	9%	(39)	9%	(42)	77%	(357)	462
4-Region: South	6%	(49)	9%	(73)	11%	(92)	74%	(610)	824
4-Region: West	9%	(45)	7%	(38)	13%	(67)	71%	(369)	520
Frequently Invests	21%	(159)	25%	(190)	11%	(88)	43%	(331)	769
Frequently Invests/Trades Stocks	26%	(132)	25%	(129)	9%	(45)	40%	(209)	516
Frequently Invests in Mutual Funds	23%	(100)	23%	(102)	9%	(38)	46%	(202)	442
Frequently Invests in Private Equity	38%	(92)	31%	(75)	8%	(20)	22%	(54)	241
Frequently Invests/Trade Crypto	46%	(159)	54%	(190)	—	(0)	—	(0)	350
Frequently Invests/Trades ETFs	32%	(102)	31%	(99)	10%	(31)	27%	(85)	317
Frequently Invests/Trades Bonds	32%	(94)	32%	(92)	10%	(28)	26%	(76)	291
Frequently Invests/Trades Commodities	36%	(94)	35%	(93)	13%	(34)	16%	(42)	263
Frequently Invests/Flips Real Estate	39%	(85)	41%	(89)	10%	(22)	10%	(22)	219
Frequently Invests in Structure Products	39%	(83)	36%	(75)	9%	(18)	16%	(34)	210

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

**Table MCFI1_5: How frequently do you do the following?
Invest in or trade exchange-traded funds (ETFs)**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(114)	9%	(203)	12%	(264)	74%	(1619)	2200
Gender: Male	9%	(91)	14%	(148)	15%	(158)	63%	(664)	1062
Gender: Female	2%	(22)	5%	(56)	9%	(106)	84%	(954)	1138
Age: 18-34	9%	(60)	12%	(78)	14%	(89)	65%	(428)	655
Age: 35-44	10%	(34)	12%	(44)	15%	(53)	63%	(226)	358
Age: 45-64	2%	(15)	7%	(51)	11%	(82)	80%	(603)	751
Age: 65+	1%	(5)	7%	(30)	9%	(40)	83%	(362)	436
GenZers: 1997-2012	5%	(13)	10%	(25)	12%	(33)	73%	(190)	261
Millennials: 1981-1996	12%	(77)	13%	(83)	15%	(93)	60%	(375)	628
GenXers: 1965-1980	2%	(12)	8%	(45)	13%	(72)	76%	(409)	538
Baby Boomers: 1946-1964	1%	(8)	7%	(50)	8%	(52)	84%	(568)	679
PID: Dem (no lean)	8%	(68)	10%	(89)	12%	(104)	71%	(629)	891
PID: Ind (no lean)	4%	(25)	9%	(60)	11%	(79)	76%	(527)	689
PID: Rep (no lean)	3%	(21)	9%	(54)	13%	(81)	75%	(463)	620
PID/Gender: Dem Men	14%	(59)	17%	(73)	14%	(59)	55%	(233)	424
PID/Gender: Dem Women	2%	(9)	4%	(16)	10%	(45)	85%	(396)	467
PID/Gender: Ind Men	4%	(16)	12%	(44)	15%	(54)	68%	(247)	362
PID/Gender: Ind Women	3%	(9)	5%	(15)	7%	(24)	85%	(279)	328
PID/Gender: Rep Men	6%	(17)	11%	(30)	16%	(45)	67%	(185)	276
PID/Gender: Rep Women	1%	(4)	7%	(24)	11%	(37)	81%	(278)	344
Ideo: Liberal (1-3)	8%	(53)	12%	(82)	11%	(73)	68%	(451)	659
Ideo: Moderate (4)	4%	(22)	10%	(60)	11%	(68)	75%	(452)	602
Ideo: Conservative (5-7)	5%	(36)	7%	(54)	15%	(106)	73%	(528)	724
Educ: < College	3%	(40)	6%	(88)	10%	(150)	82%	(1233)	1512
Educ: Bachelors degree	10%	(43)	15%	(69)	14%	(61)	61%	(271)	444
Educ: Post-grad	12%	(30)	19%	(46)	22%	(53)	47%	(114)	244
Income: Under 50k	3%	(34)	5%	(64)	9%	(106)	83%	(995)	1200
Income: 50k-100k	5%	(36)	12%	(79)	15%	(100)	68%	(457)	672
Income: 100k+	13%	(44)	18%	(60)	18%	(58)	51%	(166)	328
Ethnicity: White	4%	(74)	10%	(171)	12%	(198)	74%	(1278)	1722
Ethnicity: Hispanic	6%	(22)	12%	(41)	11%	(38)	71%	(248)	349

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**Table MCFI1_5: How frequently do you do the following?
Invest in or trade exchange-traded funds (ETFs)**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	5%	(114)	9%	(203)	12%	(264)	74%	(1619)	2200
Ethnicity: Black	12%	(32)	6%	(17)	10%	(28)	72%	(197)	274
Ethnicity: Other	4%	(8)	7%	(15)	18%	(38)	70%	(144)	204
All Christian	5%	(54)	11%	(118)	11%	(109)	73%	(760)	1041
All Non-Christian	20%	(27)	21%	(29)	15%	(20)	44%	(60)	136
Atheist	2%	(2)	7%	(7)	16%	(17)	75%	(76)	101
Agnostic/Nothing in particular	4%	(24)	7%	(37)	14%	(78)	75%	(406)	544
Something Else	2%	(7)	3%	(13)	11%	(41)	84%	(317)	378
Religious Non-Protestant/Catholic	17%	(27)	19%	(31)	13%	(21)	51%	(82)	161
Evangelical	6%	(38)	11%	(63)	10%	(62)	73%	(430)	591
Non-Evangelical	3%	(22)	8%	(62)	10%	(82)	79%	(617)	783
Community: Urban	10%	(62)	12%	(76)	11%	(72)	67%	(432)	642
Community: Suburban	5%	(44)	8%	(80)	14%	(136)	73%	(691)	950
Community: Rural	1%	(8)	8%	(47)	9%	(57)	82%	(496)	607
Employ: Private Sector	9%	(61)	15%	(102)	17%	(115)	60%	(410)	687
Employ: Government	13%	(18)	17%	(24)	11%	(16)	59%	(82)	141
Employ: Self-Employed	11%	(18)	10%	(16)	16%	(26)	63%	(101)	162
Employ: Homemaker	3%	(5)	1%	(2)	8%	(15)	88%	(155)	176
Employ: Student	1%	(1)	3%	(3)	11%	(11)	84%	(82)	97
Employ: Retired	1%	(6)	7%	(34)	9%	(45)	83%	(419)	504
Employ: Unemployed	1%	(4)	5%	(15)	9%	(24)	85%	(236)	278
Employ: Other	—	(1)	5%	(8)	8%	(13)	86%	(133)	155
Military HH: Yes	6%	(19)	9%	(30)	12%	(41)	73%	(238)	328
Military HH: No	5%	(95)	9%	(173)	12%	(224)	74%	(1380)	1872
RD/WT: Right Direction	8%	(86)	11%	(126)	12%	(142)	69%	(788)	1143
RD/WT: Wrong Track	3%	(28)	7%	(77)	12%	(122)	79%	(831)	1057
Biden Job Approve	7%	(90)	11%	(137)	11%	(143)	71%	(894)	1264
Biden Job Disapprove	3%	(22)	8%	(64)	13%	(110)	77%	(643)	839

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**Table MCFI1_5: How frequently do you do the following?
Invest in or trade exchange-traded funds (ETFs)**

Demographic	Very frequently	Somewhat frequently	Not too frequently	Never done this	Total N
Adults	5% (114)	9% (203)	12% (264)	74% (1619)	2200
Biden Job Strongly Approve	11% (82)	11% (81)	11% (77)	66% (474)	714
Biden Job Somewhat Approve	2% (9)	10% (55)	12% (66)	76% (420)	550
Biden Job Somewhat Disapprove	4% (10)	8% (20)	13% (34)	76% (197)	262
Biden Job Strongly Disapprove	2% (12)	8% (44)	13% (76)	77% (445)	577
Favorable of Biden	7% (85)	10% (128)	11% (143)	72% (897)	1253
Unfavorable of Biden	3% (22)	8% (65)	13% (111)	77% (652)	850
Very Favorable of Biden	10% (72)	11% (79)	11% (80)	68% (487)	717
Somewhat Favorable of Biden	2% (13)	9% (49)	12% (63)	77% (410)	536
Somewhat Unfavorable of Biden	2% (5)	10% (23)	11% (27)	77% (186)	241
Very Unfavorable of Biden	3% (17)	7% (42)	14% (84)	76% (466)	609
#1 Issue: Economy	6% (48)	10% (80)	14% (111)	70% (554)	793
#1 Issue: Security	4% (14)	7% (22)	14% (46)	75% (246)	327
#1 Issue: Health Care	6% (21)	12% (41)	10% (35)	72% (247)	345
#1 Issue: Medicare / Social Security	1% (3)	9% (23)	6% (16)	84% (218)	260
#1 Issue: Women's Issues	8% (9)	10% (10)	8% (8)	74% (75)	102
#1 Issue: Education	6% (8)	11% (14)	12% (16)	71% (93)	130
#1 Issue: Energy	10% (10)	9% (10)	14% (15)	68% (74)	109
#1 Issue: Other	— (1)	3% (4)	12% (17)	84% (112)	133
2020 Vote: Joe Biden	7% (79)	10% (107)	12% (131)	70% (747)	1064
2020 Vote: Donald Trump	3% (22)	10% (70)	12% (83)	74% (502)	677
2020 Vote: Other	3% (2)	9% (5)	17% (10)	70% (41)	59
2020 Vote: Didn't Vote	3% (11)	5% (21)	10% (40)	82% (323)	395
2018 House Vote: Democrat	8% (65)	11% (89)	12% (96)	68% (544)	795
2018 House Vote: Republican	3% (19)	9% (51)	12% (71)	76% (438)	579
2018 House Vote: Someone else	6% (4)	6% (4)	11% (6)	76% (42)	55
2016 Vote: Hillary Clinton	7% (52)	11% (76)	11% (76)	71% (507)	711
2016 Vote: Donald Trump	4% (28)	10% (61)	13% (84)	73% (466)	639
2016 Vote: Other	1% (1)	12% (12)	17% (17)	71% (72)	101
2016 Vote: Didn't Vote	4% (33)	7% (53)	12% (87)	77% (568)	742

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**Table MCFI1_5: How frequently do you do the following?
Invest in or trade exchange-traded funds (ETFs)**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	5%	(114)	9%	(203)	12%	(264)	74%	(1619)	2200
Voted in 2014: Yes	6%	(72)	10%	(130)	11%	(140)	72%	(895)	1238
Voted in 2014: No	4%	(42)	8%	(74)	13%	(124)	75%	(723)	962
4-Region: Northeast	9%	(36)	12%	(49)	11%	(42)	68%	(267)	394
4-Region: Midwest	4%	(17)	8%	(36)	11%	(52)	77%	(356)	462
4-Region: South	4%	(36)	8%	(64)	13%	(104)	75%	(619)	824
4-Region: West	5%	(24)	10%	(54)	13%	(66)	72%	(376)	520
Frequently Invests	15%	(114)	26%	(203)	22%	(168)	37%	(283)	769
Frequently Invests/Trades Stocks	20%	(104)	31%	(158)	21%	(107)	29%	(147)	516
Frequently Invests in Mutual Funds	22%	(99)	32%	(144)	18%	(81)	27%	(119)	442
Frequently Invests in Private Equity	31%	(74)	40%	(97)	18%	(44)	11%	(26)	241
Frequently Invests/Trade Crypto	27%	(93)	31%	(109)	19%	(68)	23%	(80)	350
Frequently Invests/Trades ETFs	36%	(114)	64%	(203)	—	(0)	—	(0)	317
Frequently Invests/Trades Bonds	33%	(95)	37%	(109)	19%	(54)	11%	(33)	291
Frequently Invests/Trades Commodities	31%	(81)	40%	(104)	18%	(48)	11%	(29)	263
Frequently Invests/Flips Real Estate	34%	(75)	39%	(85)	18%	(39)	9%	(21)	219
Frequently Invests in Structure Products	38%	(80)	39%	(81)	12%	(26)	11%	(23)	210

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

Table MCFI1_6: How frequently do you do the following?
Invest in or trade bonds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	6%	(122)	8%	(168)	13%	(283)	74%	(1627)	2200
Gender: Male	9%	(94)	11%	(120)	17%	(178)	63%	(670)	1062
Gender: Female	3%	(29)	4%	(48)	9%	(105)	84%	(957)	1138
Age: 18-34	11%	(71)	10%	(66)	13%	(84)	66%	(435)	655
Age: 35-44	8%	(27)	14%	(51)	14%	(51)	64%	(229)	358
Age: 45-64	3%	(21)	4%	(28)	12%	(91)	81%	(611)	751
Age: 65+	1%	(3)	5%	(23)	13%	(57)	81%	(352)	436
GenZers: 1997-2012	7%	(19)	10%	(25)	13%	(33)	70%	(183)	261
Millennials: 1981-1996	12%	(75)	12%	(77)	13%	(83)	63%	(393)	628
GenXers: 1965-1980	4%	(20)	6%	(31)	14%	(76)	76%	(412)	538
Baby Boomers: 1946-1964	1%	(7)	5%	(34)	11%	(77)	83%	(561)	679
PID: Dem (no lean)	8%	(76)	9%	(83)	11%	(95)	71%	(636)	891
PID: Ind (no lean)	4%	(27)	7%	(48)	13%	(92)	76%	(523)	689
PID: Rep (no lean)	3%	(20)	6%	(37)	15%	(95)	75%	(468)	620
PID/Gender: Dem Men	16%	(66)	14%	(59)	13%	(57)	57%	(241)	424
PID/Gender: Dem Women	2%	(10)	5%	(24)	8%	(38)	85%	(395)	467
PID/Gender: Ind Men	5%	(18)	10%	(36)	17%	(63)	68%	(246)	362
PID/Gender: Ind Women	3%	(9)	4%	(13)	9%	(29)	85%	(277)	328
PID/Gender: Rep Men	4%	(10)	9%	(25)	21%	(58)	66%	(183)	276
PID/Gender: Rep Women	3%	(10)	3%	(11)	11%	(37)	83%	(285)	344
Ideo: Liberal (1-3)	10%	(63)	10%	(67)	12%	(77)	68%	(451)	659
Ideo: Moderate (4)	3%	(18)	9%	(51)	12%	(69)	77%	(463)	602
Ideo: Conservative (5-7)	5%	(36)	6%	(44)	15%	(111)	74%	(534)	724
Educ: < College	3%	(52)	5%	(71)	11%	(160)	81%	(1230)	1512
Educ: Bachelors degree	9%	(40)	10%	(46)	18%	(80)	63%	(278)	444
Educ: Post-grad	13%	(31)	21%	(51)	18%	(43)	49%	(119)	244
Income: Under 50k	3%	(41)	4%	(54)	9%	(110)	83%	(996)	1200
Income: 50k-100k	6%	(38)	9%	(59)	17%	(112)	69%	(463)	672
Income: 100k+	13%	(44)	17%	(56)	18%	(60)	51%	(168)	328
Ethnicity: White	5%	(83)	7%	(120)	13%	(220)	75%	(1299)	1722
Ethnicity: Hispanic	6%	(22)	9%	(32)	12%	(43)	72%	(252)	349

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Table MCFI1_6: How frequently do you do the following?
Invest in or trade bonds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	6%	(122)	8%	(168)	13%	(283)	74%	(1627)	2200
Ethnicity: Black	10%	(28)	11%	(29)	9%	(25)	70%	(192)	274
Ethnicity: Other	5%	(11)	9%	(19)	19%	(38)	67%	(136)	204
All Christian	6%	(64)	9%	(89)	14%	(145)	71%	(742)	1041
All Non-Christian	19%	(26)	18%	(25)	15%	(20)	48%	(65)	136
Atheist	1%	(1)	9%	(9)	4%	(4)	86%	(87)	101
Agnostic/Nothing in particular	4%	(20)	6%	(33)	13%	(69)	78%	(422)	544
Something Else	3%	(12)	3%	(13)	11%	(43)	82%	(310)	378
Religious Non-Protestant/Catholic	16%	(26)	15%	(25)	14%	(23)	54%	(87)	161
Evangelical	7%	(42)	9%	(54)	12%	(73)	71%	(422)	591
Non-Evangelical	3%	(26)	6%	(46)	14%	(111)	77%	(600)	783
Community: Urban	10%	(64)	13%	(82)	12%	(76)	65%	(420)	642
Community: Suburban	4%	(38)	7%	(65)	15%	(139)	75%	(709)	950
Community: Rural	3%	(21)	4%	(22)	11%	(68)	82%	(498)	607
Employ: Private Sector	8%	(58)	13%	(92)	15%	(103)	63%	(435)	687
Employ: Government	13%	(18)	18%	(25)	12%	(17)	57%	(80)	141
Employ: Self-Employed	13%	(21)	7%	(11)	16%	(26)	64%	(103)	162
Employ: Homemaker	2%	(4)	3%	(5)	7%	(13)	88%	(154)	176
Employ: Student	—	(0)	5%	(5)	17%	(17)	78%	(76)	97
Employ: Retired	1%	(6)	4%	(21)	12%	(59)	83%	(418)	504
Employ: Unemployed	5%	(14)	2%	(6)	11%	(31)	82%	(228)	278
Employ: Other	1%	(2)	3%	(4)	10%	(16)	86%	(133)	155
Military HH: Yes	6%	(20)	8%	(25)	15%	(48)	71%	(234)	328
Military HH: No	5%	(102)	8%	(143)	13%	(235)	74%	(1393)	1872
RD/WT: Right Direction	8%	(92)	10%	(116)	12%	(139)	70%	(796)	1143
RD/WT: Wrong Track	3%	(31)	5%	(52)	14%	(143)	79%	(831)	1057
Biden Job Approve	7%	(94)	9%	(119)	12%	(156)	71%	(894)	1264
Biden Job Disapprove	3%	(25)	6%	(46)	14%	(114)	78%	(653)	839

Continued on next page

**Table MCFI1_6: How frequently do you do the following?
Invest in or trade bonds**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	6%	(122)	8%	(168)	13%	(283)	74%	(1627)	2200
Biden Job Strongly Approve	10%	(72)	11%	(80)	11%	(81)	67%	(481)	714
Biden Job Somewhat Approve	4%	(22)	7%	(39)	14%	(76)	75%	(413)	550
Biden Job Somewhat Disapprove	3%	(8)	6%	(16)	15%	(40)	76%	(198)	262
Biden Job Strongly Disapprove	3%	(18)	5%	(30)	13%	(74)	79%	(456)	577
Favorable of Biden	7%	(92)	9%	(114)	12%	(153)	71%	(894)	1253
Unfavorable of Biden	3%	(23)	6%	(49)	14%	(119)	78%	(659)	850
Very Favorable of Biden	10%	(69)	10%	(71)	12%	(84)	69%	(493)	717
Somewhat Favorable of Biden	4%	(23)	8%	(43)	13%	(69)	75%	(401)	536
Somewhat Unfavorable of Biden	2%	(6)	8%	(20)	15%	(36)	75%	(180)	241
Very Unfavorable of Biden	3%	(17)	5%	(30)	14%	(83)	79%	(479)	609
#1 Issue: Economy	7%	(57)	9%	(68)	13%	(106)	71%	(563)	793
#1 Issue: Security	5%	(16)	6%	(21)	15%	(50)	74%	(241)	327
#1 Issue: Health Care	7%	(23)	9%	(32)	13%	(45)	71%	(244)	345
#1 Issue: Medicare / Social Security	3%	(7)	5%	(12)	8%	(21)	85%	(220)	260
#1 Issue: Women's Issues	5%	(5)	11%	(11)	13%	(13)	71%	(73)	102
#1 Issue: Education	5%	(7)	8%	(10)	13%	(16)	74%	(97)	130
#1 Issue: Energy	7%	(7)	9%	(10)	11%	(12)	73%	(80)	109
#1 Issue: Other	—	(0)	3%	(4)	14%	(19)	82%	(110)	133
2020 Vote: Joe Biden	8%	(81)	9%	(98)	13%	(141)	70%	(744)	1064
2020 Vote: Donald Trump	3%	(22)	7%	(47)	15%	(103)	75%	(506)	677
2020 Vote: Other	3%	(2)	11%	(6)	6%	(3)	80%	(47)	59
2020 Vote: Didn't Vote	5%	(18)	4%	(17)	9%	(35)	82%	(326)	395
2018 House Vote: Democrat	8%	(62)	11%	(88)	13%	(102)	68%	(543)	795
2018 House Vote: Republican	3%	(18)	7%	(38)	16%	(91)	75%	(433)	579
2018 House Vote: Someone else	7%	(4)	5%	(3)	7%	(4)	81%	(45)	55
2016 Vote: Hillary Clinton	7%	(50)	10%	(74)	11%	(78)	72%	(510)	711
2016 Vote: Donald Trump	5%	(29)	7%	(48)	14%	(90)	74%	(472)	639
2016 Vote: Other	2%	(2)	3%	(3)	23%	(23)	73%	(74)	101
2016 Vote: Didn't Vote	6%	(41)	6%	(42)	12%	(92)	76%	(567)	742

Continued on next page

Table MCFI1_6: How frequently do you do the following?
Invest in or trade bonds

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	6%	(122)	8%	(168)	13%	(283)	74%	(1627)	2200
Voted in 2014: Yes	6%	(71)	9%	(112)	13%	(162)	72%	(892)	1238
Voted in 2014: No	5%	(51)	6%	(56)	13%	(120)	76%	(735)	962
4-Region: Northeast	10%	(38)	9%	(37)	14%	(53)	67%	(266)	394
4-Region: Midwest	5%	(23)	6%	(26)	13%	(62)	76%	(352)	462
4-Region: South	4%	(35)	8%	(63)	12%	(102)	76%	(625)	824
4-Region: West	5%	(27)	8%	(43)	13%	(66)	74%	(384)	520
Frequently Invests	16%	(122)	22%	(168)	22%	(171)	40%	(307)	769
Frequently Invests/Trades Stocks	20%	(102)	27%	(139)	20%	(101)	34%	(173)	516
Frequently Invests in Mutual Funds	24%	(106)	29%	(127)	21%	(91)	27%	(118)	442
Frequently Invests in Private Equity	34%	(83)	38%	(92)	15%	(35)	13%	(30)	241
Frequently Invests/Trade Crypto	27%	(93)	27%	(93)	17%	(60)	30%	(104)	350
Frequently Invests/Trades ETFs	30%	(96)	34%	(108)	17%	(55)	18%	(58)	317
Frequently Invests/Trades Bonds	42%	(122)	58%	(168)	—	(0)	—	(0)	291
Frequently Invests/Trades Commodities	34%	(90)	38%	(101)	15%	(38)	13%	(34)	263
Frequently Invests/Flips Real Estate	38%	(83)	38%	(82)	17%	(38)	8%	(17)	219
Frequently Invests in Structure Products	39%	(83)	39%	(82)	9%	(19)	12%	(26)	210

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

Table MCFI1_7: How frequently do you do the following?
Invest in or trade commodities

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(102)	7%	(161)	11%	(235)	77%	(1701)	2200
Gender: Male	7%	(77)	11%	(114)	14%	(152)	68%	(718)	1062
Gender: Female	2%	(25)	4%	(46)	7%	(84)	86%	(983)	1138
Age: 18-34	9%	(56)	13%	(83)	12%	(77)	67%	(440)	655
Age: 35-44	10%	(36)	12%	(42)	14%	(50)	64%	(229)	358
Age: 45-64	1%	(9)	4%	(28)	10%	(73)	85%	(640)	751
Age: 65+	1%	(2)	2%	(8)	8%	(35)	90%	(392)	436
GenZers: 1997-2012	4%	(11)	11%	(28)	13%	(33)	72%	(189)	261
Millennials: 1981-1996	12%	(77)	13%	(83)	12%	(75)	62%	(392)	628
GenXers: 1965-1980	2%	(8)	6%	(31)	12%	(66)	80%	(433)	538
Baby Boomers: 1946-1964	1%	(6)	2%	(17)	8%	(55)	89%	(602)	679
PID: Dem (no lean)	7%	(64)	9%	(83)	9%	(84)	74%	(659)	891
PID: Ind (no lean)	2%	(17)	7%	(50)	11%	(73)	80%	(550)	689
PID: Rep (no lean)	3%	(22)	4%	(28)	13%	(78)	79%	(492)	620
PID/Gender: Dem Men	12%	(53)	15%	(65)	12%	(51)	60%	(256)	424
PID/Gender: Dem Women	2%	(11)	4%	(19)	7%	(33)	86%	(403)	467
PID/Gender: Ind Men	3%	(11)	9%	(32)	13%	(47)	75%	(272)	362
PID/Gender: Ind Women	2%	(5)	5%	(18)	8%	(26)	85%	(278)	328
PID/Gender: Rep Men	5%	(13)	7%	(18)	19%	(54)	69%	(191)	276
PID/Gender: Rep Women	2%	(8)	3%	(9)	7%	(25)	88%	(302)	344
Ideo: Liberal (1-3)	7%	(47)	11%	(74)	11%	(70)	71%	(469)	659
Ideo: Moderate (4)	3%	(19)	7%	(40)	10%	(60)	80%	(482)	602
Ideo: Conservative (5-7)	5%	(34)	6%	(41)	13%	(91)	77%	(558)	724
Educ: < College	2%	(38)	5%	(76)	9%	(134)	84%	(1264)	1512
Educ: Bachelors degree	8%	(34)	11%	(47)	14%	(61)	68%	(301)	444
Educ: Post-grad	13%	(31)	15%	(38)	16%	(40)	56%	(136)	244
Income: Under 50k	3%	(33)	4%	(50)	8%	(100)	85%	(1017)	1200
Income: 50k-100k	5%	(35)	9%	(58)	13%	(86)	73%	(494)	672
Income: 100k+	11%	(34)	16%	(53)	15%	(50)	58%	(190)	328
Ethnicity: White	4%	(68)	7%	(122)	11%	(184)	78%	(1348)	1722
Ethnicity: Hispanic	5%	(16)	11%	(39)	12%	(42)	72%	(252)	349

Continued on next page

Table MCFI1_7: How frequently do you do the following?
 Invest in or trade commodities

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	5%	(102)	7%	(161)	11%	(235)	77%	(1701)	2200
Ethnicity: Black	10%	(28)	8%	(22)	9%	(23)	73%	(200)	274
Ethnicity: Other	3%	(6)	8%	(17)	14%	(28)	75%	(153)	204
All Christian	6%	(58)	8%	(83)	11%	(112)	76%	(787)	1041
All Non-Christian	16%	(22)	17%	(24)	16%	(21)	51%	(70)	136
Atheist	2%	(2)	8%	(8)	10%	(10)	80%	(81)	101
Agnostic/Nothing in particular	3%	(14)	5%	(27)	10%	(53)	83%	(450)	544
Something Else	2%	(7)	5%	(19)	10%	(39)	83%	(313)	378
Religious Non-Protestant/Catholic	13%	(22)	15%	(24)	13%	(21)	59%	(94)	161
Evangelical	8%	(45)	10%	(59)	9%	(55)	73%	(433)	591
Non-Evangelical	2%	(16)	5%	(41)	12%	(96)	81%	(630)	783
Community: Urban	11%	(70)	11%	(68)	10%	(63)	69%	(442)	642
Community: Suburban	2%	(21)	7%	(64)	12%	(111)	79%	(755)	950
Community: Rural	2%	(12)	5%	(29)	10%	(62)	83%	(504)	607
Employ: Private Sector	8%	(53)	12%	(81)	12%	(83)	68%	(469)	687
Employ: Government	9%	(13)	18%	(26)	13%	(18)	60%	(84)	141
Employ: Self-Employed	11%	(17)	11%	(18)	13%	(22)	65%	(104)	162
Employ: Homemaker	1%	(1)	4%	(6)	7%	(13)	88%	(155)	176
Employ: Student	6%	(6)	6%	(6)	16%	(16)	72%	(70)	97
Employ: Retired	1%	(4)	2%	(10)	10%	(49)	88%	(442)	504
Employ: Unemployed	2%	(6)	3%	(10)	8%	(23)	86%	(240)	278
Employ: Other	1%	(2)	3%	(4)	8%	(12)	88%	(137)	155
Military HH: Yes	6%	(20)	5%	(17)	12%	(39)	77%	(252)	328
Military HH: No	4%	(83)	8%	(144)	10%	(196)	77%	(1449)	1872
RD/WT: Right Direction	7%	(83)	10%	(114)	10%	(112)	73%	(834)	1143
RD/WT: Wrong Track	2%	(20)	4%	(47)	12%	(123)	82%	(867)	1057
Biden Job Approve	7%	(89)	9%	(115)	9%	(120)	74%	(940)	1264
Biden Job Disapprove	2%	(14)	5%	(40)	12%	(104)	81%	(681)	839

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**Table MCFI1_7: How frequently do you do the following?
Invest in or trade commodities**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	5%	(102)	7%	(161)	11%	(235)	77%	(1701)	2200
Biden Job Strongly Approve	10%	(71)	9%	(67)	10%	(71)	71%	(504)	714
Biden Job Somewhat Approve	3%	(17)	9%	(48)	9%	(49)	79%	(436)	550
Biden Job Somewhat Disapprove	—	(0)	6%	(16)	17%	(43)	77%	(201)	262
Biden Job Strongly Disapprove	2%	(13)	4%	(24)	11%	(61)	83%	(479)	577
Favorable of Biden	7%	(84)	8%	(106)	10%	(120)	75%	(943)	1253
Unfavorable of Biden	2%	(14)	6%	(48)	13%	(106)	80%	(682)	850
Very Favorable of Biden	9%	(65)	10%	(69)	9%	(65)	72%	(518)	717
Somewhat Favorable of Biden	3%	(18)	7%	(37)	10%	(55)	79%	(425)	536
Somewhat Unfavorable of Biden	2%	(4)	8%	(19)	15%	(36)	75%	(182)	241
Very Unfavorable of Biden	2%	(9)	5%	(28)	12%	(70)	82%	(501)	609
#1 Issue: Economy	5%	(41)	8%	(62)	12%	(96)	75%	(594)	793
#1 Issue: Security	4%	(14)	8%	(25)	10%	(33)	78%	(255)	327
#1 Issue: Health Care	7%	(25)	7%	(26)	12%	(42)	73%	(252)	345
#1 Issue: Medicare / Social Security	2%	(5)	4%	(10)	5%	(14)	89%	(232)	260
#1 Issue: Women's Issues	6%	(6)	12%	(12)	10%	(10)	72%	(74)	102
#1 Issue: Education	4%	(5)	8%	(11)	10%	(14)	77%	(101)	130
#1 Issue: Energy	6%	(7)	11%	(12)	11%	(12)	72%	(78)	109
#1 Issue: Other	—	(0)	2%	(3)	11%	(15)	87%	(115)	133
2020 Vote: Joe Biden	7%	(70)	9%	(95)	10%	(110)	74%	(789)	1064
2020 Vote: Donald Trump	3%	(19)	6%	(43)	13%	(89)	78%	(526)	677
2020 Vote: Other	2%	(1)	7%	(4)	5%	(3)	85%	(50)	59
2020 Vote: Didn't Vote	3%	(11)	5%	(18)	9%	(34)	84%	(332)	395
2018 House Vote: Democrat	6%	(50)	9%	(75)	11%	(85)	74%	(586)	795
2018 House Vote: Republican	3%	(20)	5%	(29)	13%	(73)	79%	(458)	579
2018 House Vote: Someone else	6%	(4)	5%	(3)	12%	(6)	77%	(43)	55
2016 Vote: Hillary Clinton	6%	(44)	9%	(64)	9%	(63)	76%	(539)	711
2016 Vote: Donald Trump	4%	(26)	5%	(32)	12%	(79)	79%	(501)	639
2016 Vote: Other	2%	(2)	4%	(4)	15%	(15)	80%	(81)	101
2016 Vote: Didn't Vote	4%	(30)	8%	(58)	10%	(77)	78%	(576)	742

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**Table MCFI1_7: How frequently do you do the following?
Invest in or trade commodities**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	5%	(102)	7%	(161)	11%	(235)	77%	(1701)	2200
Voted in 2014: Yes	5%	(67)	7%	(88)	10%	(125)	77%	(957)	1238
Voted in 2014: No	4%	(35)	8%	(73)	11%	(110)	77%	(744)	962
4-Region: Northeast	8%	(32)	13%	(49)	8%	(32)	71%	(281)	394
4-Region: Midwest	3%	(16)	5%	(21)	10%	(46)	82%	(379)	462
4-Region: South	3%	(27)	7%	(58)	11%	(94)	78%	(645)	824
4-Region: West	5%	(28)	6%	(32)	12%	(63)	76%	(397)	520
Frequently Invests	13%	(102)	21%	(161)	20%	(157)	45%	(348)	769
Frequently Invests/Trades Stocks	19%	(95)	23%	(118)	18%	(93)	41%	(209)	516
Frequently Invests in Mutual Funds	20%	(88)	25%	(111)	18%	(81)	37%	(162)	442
Frequently Invests in Private Equity	34%	(83)	38%	(90)	12%	(29)	16%	(38)	241
Frequently Invests/Trade Crypto	26%	(92)	27%	(94)	19%	(66)	28%	(97)	350
Frequently Invests/Trades ETFs	28%	(87)	31%	(98)	17%	(53)	25%	(78)	317
Frequently Invests/Trades Bonds	32%	(92)	34%	(99)	16%	(46)	19%	(54)	291
Frequently Invests/Trades Commodities	39%	(102)	61%	(161)	—	(0)	—	(0)	263
Frequently Invests/Flips Real Estate	36%	(80)	40%	(89)	13%	(30)	10%	(22)	219
Frequently Invests in Structure Products	40%	(84)	37%	(77)	11%	(24)	12%	(25)	210

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

Table MCFI1_8: How frequently do you do the following?
Invest in or flip real estate

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(97)	6%	(122)	8%	(168)	82%	(1812)	2200
Gender: Male	8%	(80)	8%	(88)	10%	(101)	75%	(792)	1062
Gender: Female	1%	(17)	3%	(35)	6%	(67)	90%	(1020)	1138
Age: 18-34	8%	(55)	9%	(57)	7%	(47)	76%	(496)	655
Age: 35-44	8%	(30)	12%	(44)	9%	(33)	70%	(251)	358
Age: 45-64	1%	(10)	2%	(18)	8%	(61)	88%	(662)	751
Age: 65+	—	(2)	1%	(4)	6%	(27)	92%	(404)	436
GenZers: 1997-2012	2%	(5)	10%	(26)	7%	(18)	81%	(212)	261
Millennials: 1981-1996	12%	(75)	11%	(67)	8%	(51)	69%	(434)	628
GenXers: 1965-1980	2%	(13)	4%	(20)	9%	(48)	85%	(457)	538
Baby Boomers: 1946-1964	—	(3)	1%	(6)	7%	(46)	92%	(624)	679
PID: Dem (no lean)	7%	(66)	8%	(72)	7%	(65)	77%	(688)	891
PID: Ind (no lean)	3%	(20)	4%	(24)	8%	(55)	86%	(590)	689
PID: Rep (no lean)	2%	(11)	4%	(26)	8%	(48)	86%	(535)	620
PID/Gender: Dem Men	14%	(60)	14%	(58)	9%	(37)	63%	(269)	424
PID/Gender: Dem Women	1%	(6)	3%	(14)	6%	(28)	90%	(419)	467
PID/Gender: Ind Men	3%	(11)	5%	(17)	11%	(39)	82%	(295)	362
PID/Gender: Ind Women	3%	(10)	2%	(7)	5%	(16)	90%	(295)	328
PID/Gender: Rep Men	4%	(10)	5%	(13)	9%	(25)	83%	(228)	276
PID/Gender: Rep Women	—	(1)	4%	(13)	7%	(23)	89%	(306)	344
Ideo: Liberal (1-3)	7%	(46)	9%	(62)	8%	(53)	76%	(498)	659
Ideo: Moderate (4)	3%	(21)	5%	(27)	7%	(45)	85%	(509)	602
Ideo: Conservative (5-7)	4%	(27)	4%	(31)	8%	(61)	84%	(605)	724
Educ: < College	2%	(32)	4%	(54)	6%	(86)	89%	(1340)	1512
Educ: Bachelors degree	10%	(42)	6%	(26)	9%	(41)	75%	(334)	444
Educ: Post-grad	9%	(23)	17%	(42)	17%	(41)	56%	(138)	244
Income: Under 50k	2%	(28)	3%	(41)	6%	(74)	88%	(1057)	1200
Income: 50k-100k	5%	(32)	5%	(36)	9%	(58)	81%	(546)	672
Income: 100k+	11%	(37)	14%	(45)	11%	(36)	64%	(210)	328
Ethnicity: White	4%	(74)	5%	(87)	7%	(119)	84%	(1442)	1722
Ethnicity: Hispanic	7%	(24)	8%	(27)	8%	(30)	77%	(269)	349

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Table MCFI1_8: How frequently do you do the following?
Invest in or flip real estate

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(97)	6%	(122)	8%	(168)	82%	(1812)	2200
Ethnicity: Black	7%	(20)	8%	(23)	9%	(24)	75%	(207)	274
Ethnicity: Other	1%	(3)	6%	(13)	12%	(25)	80%	(163)	204
All Christian	5%	(53)	6%	(64)	8%	(88)	80%	(835)	1041
All Non-Christian	20%	(27)	15%	(21)	11%	(15)	54%	(74)	136
Atheist	1%	(1)	4%	(4)	6%	(6)	90%	(91)	101
Agnostic/Nothing in particular	2%	(10)	4%	(23)	7%	(39)	87%	(473)	544
Something Else	2%	(7)	3%	(11)	5%	(21)	90%	(340)	378
Religious Non-Protestant/Catholic	17%	(27)	13%	(21)	9%	(15)	61%	(98)	161
Evangelical	7%	(40)	7%	(43)	8%	(49)	78%	(459)	591
Non-Evangelical	2%	(18)	4%	(30)	7%	(56)	87%	(678)	783
Community: Urban	11%	(68)	10%	(61)	7%	(47)	72%	(465)	642
Community: Suburban	2%	(21)	4%	(37)	9%	(85)	85%	(808)	950
Community: Rural	1%	(8)	4%	(24)	6%	(36)	89%	(539)	607
Employ: Private Sector	8%	(54)	10%	(67)	8%	(58)	74%	(508)	687
Employ: Government	9%	(13)	14%	(19)	14%	(20)	63%	(88)	141
Employ: Self-Employed	11%	(17)	5%	(8)	12%	(19)	72%	(117)	162
Employ: Homemaker	—	(0)	3%	(6)	5%	(9)	91%	(161)	176
Employ: Student	3%	(3)	4%	(4)	6%	(6)	87%	(85)	97
Employ: Retired	—	(2)	1%	(6)	6%	(31)	92%	(465)	504
Employ: Unemployed	2%	(6)	4%	(10)	5%	(14)	89%	(248)	278
Employ: Other	1%	(2)	1%	(2)	8%	(12)	90%	(139)	155
Military HH: Yes	6%	(20)	4%	(14)	6%	(18)	84%	(275)	328
Military HH: No	4%	(77)	6%	(108)	8%	(150)	82%	(1538)	1872
RD/WT: Right Direction	7%	(80)	8%	(94)	7%	(85)	77%	(884)	1143
RD/WT: Wrong Track	2%	(17)	3%	(28)	8%	(83)	88%	(929)	1057
Biden Job Approve	7%	(88)	7%	(93)	8%	(102)	78%	(981)	1264
Biden Job Disapprove	1%	(7)	3%	(28)	7%	(60)	89%	(744)	839

Continued on next page

**Table MCFI1_8: How frequently do you do the following?
Invest in or flip real estate**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(97)	6%	(122)	8%	(168)	82%	(1812)	2200
Biden Job Strongly Approve	10%	(69)	8%	(57)	8%	(58)	74%	(529)	714
Biden Job Somewhat Approve	3%	(19)	6%	(36)	8%	(44)	82%	(452)	550
Biden Job Somewhat Disapprove	1%	(4)	5%	(13)	6%	(16)	88%	(229)	262
Biden Job Strongly Disapprove	—	(3)	3%	(15)	8%	(44)	89%	(515)	577
Favorable of Biden	7%	(82)	7%	(86)	8%	(98)	79%	(986)	1253
Unfavorable of Biden	1%	(8)	4%	(32)	7%	(61)	88%	(749)	850
Very Favorable of Biden	10%	(68)	7%	(49)	9%	(62)	75%	(538)	717
Somewhat Favorable of Biden	3%	(14)	7%	(38)	7%	(36)	84%	(448)	536
Somewhat Unfavorable of Biden	2%	(6)	5%	(13)	7%	(17)	85%	(206)	241
Very Unfavorable of Biden	—	(2)	3%	(19)	7%	(44)	89%	(544)	609
#1 Issue: Economy	4%	(35)	6%	(46)	8%	(67)	81%	(645)	793
#1 Issue: Security	6%	(20)	4%	(15)	7%	(22)	83%	(271)	327
#1 Issue: Health Care	6%	(22)	8%	(27)	7%	(25)	79%	(271)	345
#1 Issue: Medicare / Social Security	1%	(2)	3%	(9)	5%	(12)	91%	(237)	260
#1 Issue: Women's Issues	4%	(4)	10%	(10)	10%	(10)	76%	(78)	102
#1 Issue: Education	5%	(6)	7%	(9)	7%	(9)	81%	(106)	130
#1 Issue: Energy	7%	(8)	4%	(4)	10%	(11)	79%	(86)	109
#1 Issue: Other	—	(0)	2%	(2)	10%	(13)	88%	(117)	133
2020 Vote: Joe Biden	7%	(73)	7%	(72)	9%	(100)	77%	(820)	1064
2020 Vote: Donald Trump	2%	(14)	4%	(28)	7%	(49)	87%	(586)	677
2020 Vote: Other	1%	(1)	5%	(3)	9%	(5)	85%	(50)	59
2020 Vote: Didn't Vote	2%	(9)	5%	(20)	4%	(14)	89%	(352)	395
2018 House Vote: Democrat	8%	(60)	7%	(55)	9%	(72)	77%	(608)	795
2018 House Vote: Republican	2%	(13)	5%	(26)	8%	(44)	86%	(496)	579
2018 House Vote: Someone else	6%	(4)	4%	(2)	7%	(4)	83%	(46)	55
2016 Vote: Hillary Clinton	7%	(48)	6%	(45)	9%	(64)	78%	(554)	711
2016 Vote: Donald Trump	3%	(18)	5%	(29)	8%	(51)	85%	(541)	639
2016 Vote: Other	1%	(1)	3%	(3)	7%	(7)	89%	(90)	101
2016 Vote: Didn't Vote	4%	(28)	6%	(43)	6%	(46)	84%	(624)	742

Continued on next page

Table MCFI1_8: How frequently do you do the following?*Invest in or flip real estate*

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
Adults	4%	(97)	6%	(122)	8%	(168)	82%	(1812)	2200
Voted in 2014: Yes	5%	(63)	5%	(65)	8%	(104)	81%	(1006)	1238
Voted in 2014: No	4%	(34)	6%	(58)	7%	(64)	84%	(806)	962
4-Region: Northeast	10%	(39)	8%	(33)	5%	(20)	77%	(302)	394
4-Region: Midwest	3%	(13)	3%	(13)	7%	(32)	87%	(404)	462
4-Region: South	3%	(23)	4%	(35)	9%	(78)	83%	(688)	824
4-Region: West	4%	(22)	8%	(41)	7%	(38)	80%	(418)	520
Frequently Invests	13%	(97)	16%	(122)	14%	(106)	58%	(444)	769
Frequently Invests/Trades Stocks	17%	(86)	18%	(91)	14%	(73)	52%	(266)	516
Frequently Invests in Mutual Funds	20%	(89)	20%	(86)	12%	(53)	48%	(214)	442
Frequently Invests in Private Equity	33%	(78)	32%	(77)	14%	(34)	21%	(52)	241
Frequently Invests/Trade Crypto	24%	(83)	26%	(92)	10%	(34)	40%	(141)	350
Frequently Invests/Trades ETFs	24%	(76)	26%	(83)	13%	(40)	37%	(118)	317
Frequently Invests/Trades Bonds	28%	(81)	29%	(84)	14%	(41)	29%	(85)	291
Frequently Invests/Trades Commodities	33%	(87)	31%	(81)	12%	(32)	24%	(63)	263
Frequently Invests/Flips Real Estate	44%	(97)	56%	(122)	—	(0)	—	(0)	219
Frequently Invests in Structure Products	38%	(80)	35%	(74)	10%	(21)	16%	(35)	210

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

Table MCFI1_9: How frequently do you do the following?
Invest in structured products, such as CDOs

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(91)	5%	(118)	9%	(209)	81%	(1781)	2200
Gender: Male	7%	(74)	8%	(85)	12%	(122)	74%	(781)	1062
Gender: Female	2%	(18)	3%	(34)	8%	(87)	88%	(1000)	1138
Age: 18-34	8%	(52)	8%	(52)	12%	(78)	72%	(473)	655
Age: 35-44	8%	(29)	11%	(39)	13%	(45)	68%	(245)	358
Age: 45-64	1%	(8)	2%	(18)	7%	(53)	89%	(672)	751
Age: 65+	1%	(3)	2%	(9)	7%	(32)	90%	(392)	436
GenZers: 1997-2012	3%	(7)	9%	(23)	10%	(27)	78%	(205)	261
Millennials: 1981-1996	11%	(71)	9%	(59)	13%	(83)	66%	(414)	628
GenXers: 1965-1980	1%	(8)	4%	(21)	9%	(50)	85%	(459)	538
Baby Boomers: 1946-1964	1%	(5)	2%	(14)	6%	(39)	91%	(621)	679
PID: Dem (no lean)	7%	(64)	7%	(60)	9%	(81)	77%	(686)	891
PID: Ind (no lean)	2%	(15)	5%	(36)	8%	(54)	85%	(584)	689
PID: Rep (no lean)	2%	(12)	4%	(23)	12%	(74)	82%	(511)	620
PID/Gender: Dem Men	13%	(57)	11%	(45)	10%	(44)	65%	(278)	424
PID/Gender: Dem Women	2%	(8)	3%	(14)	8%	(37)	87%	(408)	467
PID/Gender: Ind Men	2%	(8)	6%	(23)	9%	(32)	83%	(298)	362
PID/Gender: Ind Women	2%	(7)	4%	(13)	7%	(22)	87%	(286)	328
PID/Gender: Rep Men	3%	(9)	6%	(16)	17%	(46)	74%	(205)	276
PID/Gender: Rep Women	1%	(3)	2%	(7)	8%	(28)	89%	(306)	344
Ideo: Liberal (1-3)	7%	(47)	8%	(51)	10%	(66)	75%	(495)	659
Ideo: Moderate (4)	2%	(14)	6%	(39)	9%	(52)	83%	(497)	602
Ideo: Conservative (5-7)	4%	(27)	4%	(28)	11%	(78)	82%	(592)	724
Educ: < College	2%	(23)	4%	(53)	9%	(130)	86%	(1306)	1512
Educ: Bachelors degree	9%	(40)	8%	(34)	9%	(39)	74%	(330)	444
Educ: Post-grad	12%	(29)	13%	(31)	16%	(40)	59%	(145)	244
Income: Under 50k	2%	(20)	3%	(41)	8%	(94)	87%	(1045)	1200
Income: 50k-100k	5%	(34)	7%	(44)	12%	(77)	77%	(517)	672
Income: 100k+	11%	(37)	10%	(34)	11%	(38)	67%	(220)	328
Ethnicity: White	4%	(67)	4%	(75)	10%	(165)	82%	(1415)	1722
Ethnicity: Hispanic	6%	(20)	7%	(23)	12%	(44)	75%	(263)	349

Continued on next page

Table MCFI1_9: How frequently do you do the following?
Invest in structured products, such as CDOs

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(91)	5%	(118)	9%	(209)	81%	(1781)	2200
Ethnicity: Black	8%	(23)	11%	(29)	6%	(15)	76%	(208)	274
Ethnicity: Other	1%	(2)	7%	(15)	14%	(28)	78%	(159)	204
All Christian	5%	(54)	6%	(57)	11%	(109)	79%	(820)	1041
All Non-Christian	16%	(22)	18%	(24)	10%	(13)	56%	(76)	136
Atheist	—	(0)	5%	(5)	8%	(9)	86%	(88)	101
Agnostic/Nothing in particular	1%	(8)	5%	(25)	9%	(48)	85%	(463)	544
Something Else	2%	(7)	2%	(7)	8%	(29)	89%	(335)	378
Religious Non-Protestant/Catholic	14%	(22)	16%	(25)	9%	(14)	61%	(98)	161
Evangelical	7%	(44)	6%	(36)	10%	(58)	77%	(454)	591
Non-Evangelical	2%	(15)	3%	(24)	10%	(75)	85%	(669)	783
Community: Urban	10%	(66)	8%	(53)	8%	(53)	73%	(471)	642
Community: Suburban	2%	(20)	5%	(48)	10%	(96)	83%	(786)	950
Community: Rural	1%	(5)	3%	(17)	10%	(60)	86%	(524)	607
Employ: Private Sector	8%	(53)	8%	(58)	12%	(85)	72%	(491)	687
Employ: Government	10%	(14)	17%	(24)	13%	(18)	60%	(84)	141
Employ: Self-Employed	8%	(13)	7%	(11)	9%	(15)	76%	(123)	162
Employ: Homemaker	—	(1)	4%	(7)	11%	(19)	85%	(149)	176
Employ: Student	1%	(1)	3%	(3)	8%	(8)	88%	(85)	97
Employ: Retired	1%	(3)	1%	(6)	7%	(34)	91%	(461)	504
Employ: Unemployed	1%	(3)	2%	(7)	7%	(20)	89%	(249)	278
Employ: Other	2%	(2)	2%	(3)	7%	(11)	89%	(138)	155
Military HH: Yes	7%	(22)	3%	(10)	11%	(37)	79%	(259)	328
Military HH: No	4%	(70)	6%	(108)	9%	(172)	81%	(1523)	1872
RD/WT: Right Direction	7%	(75)	7%	(82)	10%	(120)	76%	(866)	1143
RD/WT: Wrong Track	2%	(17)	3%	(36)	8%	(89)	87%	(915)	1057
Biden Job Approve	6%	(78)	7%	(89)	10%	(128)	77%	(970)	1264
Biden Job Disapprove	2%	(13)	3%	(28)	9%	(75)	86%	(723)	839

Continued on next page

**Table MCFI1_9: How frequently do you do the following?
Invest in structured products, such as CDOs**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(91)	5%	(118)	9%	(209)	81%	(1781)	2200
Biden Job Strongly Approve	9%	(67)	8%	(54)	10%	(69)	73%	(523)	714
Biden Job Somewhat Approve	2%	(11)	6%	(34)	11%	(59)	81%	(446)	550
Biden Job Somewhat Disapprove	2%	(5)	4%	(10)	13%	(33)	82%	(214)	262
Biden Job Strongly Disapprove	1%	(8)	3%	(18)	7%	(43)	88%	(509)	577
Favorable of Biden	6%	(71)	6%	(79)	10%	(126)	78%	(976)	1253
Unfavorable of Biden	1%	(13)	4%	(33)	8%	(70)	86%	(734)	850
Very Favorable of Biden	8%	(57)	8%	(55)	10%	(71)	75%	(534)	717
Somewhat Favorable of Biden	3%	(14)	4%	(24)	10%	(55)	83%	(442)	536
Somewhat Unfavorable of Biden	3%	(6)	5%	(13)	9%	(21)	84%	(202)	241
Very Unfavorable of Biden	1%	(6)	3%	(21)	8%	(49)	87%	(533)	609
#1 Issue: Economy	4%	(34)	6%	(51)	10%	(79)	79%	(630)	793
#1 Issue: Security	5%	(15)	4%	(14)	11%	(37)	80%	(261)	327
#1 Issue: Health Care	7%	(23)	7%	(23)	9%	(32)	78%	(267)	345
#1 Issue: Medicare / Social Security	1%	(4)	2%	(5)	8%	(20)	89%	(232)	260
#1 Issue: Women's Issues	4%	(4)	7%	(7)	15%	(15)	74%	(76)	102
#1 Issue: Education	5%	(7)	5%	(6)	9%	(11)	81%	(106)	130
#1 Issue: Energy	5%	(6)	9%	(10)	8%	(8)	78%	(85)	109
#1 Issue: Other	—	(0)	2%	(3)	4%	(6)	93%	(124)	133
2020 Vote: Joe Biden	7%	(69)	6%	(67)	11%	(114)	76%	(814)	1064
2020 Vote: Donald Trump	2%	(17)	4%	(30)	9%	(62)	84%	(569)	677
2020 Vote: Other	2%	(1)	7%	(4)	12%	(7)	79%	(46)	59
2020 Vote: Didn't Vote	1%	(4)	4%	(18)	6%	(26)	88%	(348)	395
2018 House Vote: Democrat	7%	(54)	7%	(57)	10%	(83)	76%	(602)	795
2018 House Vote: Republican	3%	(17)	5%	(27)	10%	(56)	83%	(479)	579
2018 House Vote: Someone else	6%	(4)	6%	(3)	6%	(3)	82%	(45)	55
2016 Vote: Hillary Clinton	7%	(48)	6%	(45)	10%	(71)	77%	(547)	711
2016 Vote: Donald Trump	3%	(21)	4%	(27)	9%	(54)	84%	(536)	639
2016 Vote: Other	1%	(1)	6%	(6)	12%	(13)	81%	(82)	101
2016 Vote: Didn't Vote	3%	(20)	5%	(39)	10%	(71)	83%	(612)	742

Continued on next page

**Table MCFI1_9: How frequently do you do the following?
Invest in structured products, such as CDOs**

Demographic	Very frequently		Somewhat frequently		Not too frequently		Never done this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(91)	5%	(118)	9%	(209)	81%	(1781)	2200
Voted in 2014: Yes	5%	(67)	6%	(70)	9%	(113)	80%	(988)	1238
Voted in 2014: No	3%	(25)	5%	(49)	10%	(96)	82%	(793)	962
4-Region: Northeast	10%	(39)	8%	(30)	9%	(34)	74%	(290)	394
4-Region: Midwest	2%	(9)	4%	(18)	10%	(46)	84%	(389)	462
4-Region: South	3%	(24)	5%	(38)	10%	(86)	82%	(675)	824
4-Region: West	4%	(19)	6%	(32)	8%	(42)	82%	(427)	520
Frequently Invests	12%	(91)	15%	(118)	18%	(142)	54%	(417)	769
Frequently Invests/Trades Stocks	16%	(81)	16%	(80)	18%	(93)	51%	(262)	516
Frequently Invests in Mutual Funds	19%	(82)	21%	(94)	19%	(82)	42%	(184)	442
Frequently Invests in Private Equity	31%	(76)	31%	(73)	18%	(44)	20%	(47)	241
Frequently Invests/Trade Crypto	22%	(77)	23%	(80)	17%	(60)	38%	(132)	350
Frequently Invests/Trades ETFs	24%	(77)	26%	(84)	16%	(51)	33%	(105)	317
Frequently Invests/Trades Bonds	28%	(82)	28%	(82)	16%	(48)	27%	(78)	291
Frequently Invests/Trades Commodities	31%	(81)	30%	(80)	20%	(52)	19%	(50)	263
Frequently Invests/Flips Real Estate	36%	(80)	34%	(75)	16%	(35)	14%	(31)	219
Frequently Invests in Structure Products	44%	(91)	56%	(118)	—	(0)	—	(0)	210

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

**Table MCFI2_1: How much of a factor should the following be when a person decides where to invest?
A company's energy use, waste, pollution, natural resource conservation and treatment of animals**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	49% (1086)	35% (768)	16% (346)	2200
Gender: Male	46% (487)	37% (398)	17% (177)	1062
Gender: Female	53% (600)	32% (370)	15% (169)	1138
Age: 18-34	55% (362)	28% (184)	17% (109)	655
Age: 35-44	50% (178)	36% (129)	14% (50)	358
Age: 45-64	44% (332)	39% (291)	17% (128)	751
Age: 65+	49% (214)	38% (164)	13% (58)	436
GenZers: 1997-2012	51% (134)	29% (76)	20% (51)	261
Millennials: 1981-1996	55% (343)	31% (194)	14% (90)	628
GenXers: 1965-1980	46% (248)	37% (199)	17% (91)	538
Baby Boomers: 1946-1964	46% (310)	40% (269)	15% (101)	679
PID: Dem (no lean)	58% (520)	30% (269)	11% (102)	891
PID: Ind (no lean)	48% (333)	36% (250)	15% (106)	689
PID: Rep (no lean)	38% (233)	40% (249)	22% (138)	620
PID/Gender: Dem Men	55% (231)	35% (148)	11% (45)	424
PID/Gender: Dem Women	62% (289)	26% (121)	12% (57)	467
PID/Gender: Ind Men	45% (164)	38% (138)	16% (59)	362
PID/Gender: Ind Women	52% (169)	34% (112)	14% (47)	328
PID/Gender: Rep Men	33% (91)	41% (112)	26% (73)	276
PID/Gender: Rep Women	41% (142)	40% (136)	19% (66)	344
Ideo: Liberal (1-3)	62% (405)	28% (185)	10% (69)	659
Ideo: Moderate (4)	50% (298)	35% (209)	16% (94)	602
Ideo: Conservative (5-7)	34% (247)	45% (322)	21% (154)	724
Educ: < College	51% (774)	33% (493)	16% (245)	1512
Educ: Bachelors degree	45% (198)	40% (178)	15% (67)	444
Educ: Post-grad	47% (114)	40% (96)	14% (33)	244
Income: Under 50k	52% (628)	32% (381)	16% (191)	1200
Income: 50k-100k	46% (308)	37% (251)	17% (113)	672
Income: 100k+	46% (151)	41% (136)	13% (42)	328
Ethnicity: White	48% (824)	36% (625)	16% (273)	1722
Ethnicity: Hispanic	52% (183)	33% (116)	14% (50)	349

Continued on next page

Table MCFI2_1: How much of a factor should the following be when a person decides where to invest?
 A company's energy use, waste, pollution, natural resource conservation and treatment of animals

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	49% (1086)	35% (768)	16% (346)	2200
Ethnicity: Black	51% (141)	29% (79)	20% (54)	274
Ethnicity: Other	60% (122)	31% (64)	9% (19)	204
All Christian	47% (491)	38% (395)	15% (155)	1041
All Non-Christian	49% (66)	34% (46)	17% (24)	136
Atheist	63% (64)	30% (30)	7% (7)	101
Agnostic/Nothing in particular	48% (260)	35% (188)	18% (96)	544
Something Else	54% (205)	29% (109)	17% (64)	378
Religious Non-Protestant/Catholic	46% (75)	37% (59)	17% (27)	161
Evangelical	48% (286)	37% (216)	15% (89)	591
Non-Evangelical	50% (392)	34% (267)	16% (124)	783
Community: Urban	52% (335)	32% (205)	16% (102)	642
Community: Suburban	48% (453)	37% (351)	15% (147)	950
Community: Rural	49% (299)	35% (213)	16% (96)	607
Employ: Private Sector	48% (331)	37% (253)	15% (103)	687
Employ: Government	49% (69)	39% (55)	12% (16)	141
Employ: Self-Employed	50% (80)	35% (56)	15% (25)	162
Employ: Homemaker	56% (98)	25% (44)	19% (33)	176
Employ: Student	51% (50)	29% (28)	20% (19)	97
Employ: Retired	47% (238)	38% (193)	15% (74)	504
Employ: Unemployed	51% (142)	33% (92)	16% (44)	278
Employ: Other	50% (78)	30% (46)	20% (31)	155
Military HH: Yes	49% (161)	35% (115)	16% (51)	328
Military HH: No	49% (925)	35% (653)	16% (294)	1872
RD/WT: Right Direction	55% (630)	32% (365)	13% (149)	1143
RD/WT: Wrong Track	43% (457)	38% (403)	19% (197)	1057
Biden Job Approve	56% (712)	31% (396)	12% (157)	1264
Biden Job Disapprove	40% (332)	40% (340)	20% (168)	839

Continued on next page

Table MCFI2_1: How much of a factor should the following be when a person decides where to invest?
A company's energy use, waste, pollution, natural resource conservation and treatment of animals

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	49% (1086)	35% (768)	16% (346)	2200
Biden Job Strongly Approve	58% (415)	29% (208)	13% (91)	714
Biden Job Somewhat Approve	54% (297)	34% (188)	12% (66)	550
Biden Job Somewhat Disapprove	50% (131)	37% (96)	13% (34)	262
Biden Job Strongly Disapprove	35% (201)	42% (243)	23% (134)	577
Favorable of Biden	56% (706)	32% (395)	12% (151)	1253
Unfavorable of Biden	40% (344)	40% (339)	20% (167)	850
Very Favorable of Biden	59% (422)	30% (217)	11% (78)	717
Somewhat Favorable of Biden	53% (285)	33% (178)	14% (73)	536
Somewhat Unfavorable of Biden	51% (124)	37% (89)	12% (28)	241
Very Unfavorable of Biden	36% (220)	41% (250)	23% (138)	609
#1 Issue: Economy	48% (380)	36% (286)	16% (127)	793
#1 Issue: Security	42% (137)	38% (123)	21% (67)	327
#1 Issue: Health Care	53% (184)	35% (119)	12% (41)	345
#1 Issue: Medicare / Social Security	45% (118)	41% (106)	14% (36)	260
#1 Issue: Women's Issues	52% (53)	25% (26)	22% (23)	102
#1 Issue: Education	51% (67)	37% (48)	12% (15)	130
#1 Issue: Energy	63% (68)	28% (30)	10% (11)	109
#1 Issue: Other	59% (79)	23% (30)	18% (24)	133
2020 Vote: Joe Biden	57% (606)	32% (344)	11% (115)	1064
2020 Vote: Donald Trump	38% (256)	41% (278)	21% (144)	677
2020 Vote: Other	49% (29)	36% (21)	16% (9)	59
2020 Vote: Didn't Vote	49% (194)	31% (123)	20% (78)	395
2018 House Vote: Democrat	57% (455)	32% (256)	11% (85)	795
2018 House Vote: Republican	38% (220)	41% (239)	21% (120)	579
2018 House Vote: Someone else	34% (19)	42% (23)	24% (13)	55
2016 Vote: Hillary Clinton	57% (408)	32% (227)	11% (76)	711
2016 Vote: Donald Trump	37% (236)	42% (267)	21% (136)	639
2016 Vote: Other	50% (51)	37% (37)	13% (13)	101
2016 Vote: Didn't Vote	52% (388)	31% (233)	16% (121)	742

Continued on next page

Table MCFI2_1: How much of a factor should the following be when a person decides where to invest?
A company's energy use, waste, pollution, natural resource conservation and treatment of animals

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	49% (1086)	35% (768)	16% (346)	2200
Voted in 2014: Yes	48% (589)	38% (465)	15% (184)	1238
Voted in 2014: No	52% (498)	32% (303)	17% (161)	962
4-Region: Northeast	46% (182)	36% (142)	18% (69)	394
4-Region: Midwest	49% (227)	38% (177)	13% (59)	462
4-Region: South	46% (381)	36% (300)	17% (143)	824
4-Region: West	57% (297)	29% (149)	14% (75)	520
Frequently Invests	48% (368)	38% (293)	14% (108)	769
Frequently Invests/Trades Stocks	49% (251)	39% (199)	13% (66)	516
Frequently Invests in Mutual Funds	49% (216)	41% (181)	10% (45)	442
Frequently Invests in Private Equity	49% (117)	41% (98)	11% (26)	241
Frequently Invests/Trade Crypto	52% (181)	38% (133)	10% (35)	350
Frequently Invests/Trades ETFs	46% (145)	42% (132)	13% (40)	317
Frequently Invests/Trades Bonds	50% (145)	38% (111)	12% (34)	291
Frequently Invests/Trades Commodities	52% (137)	39% (102)	9% (24)	263
Frequently Invests/Flips Real Estate	49% (108)	39% (86)	11% (25)	219
Frequently Invests in Structure Products	51% (108)	39% (81)	10% (21)	210

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

**Table MCFI2_2: How much of a factor should the following be when a person decides where to invest?
A company's donations**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	26% (577)	48% (1050)	26% (572)	2200
Gender: Male	24% (254)	49% (519)	27% (288)	1062
Gender: Female	28% (323)	47% (531)	25% (284)	1138
Age: 18-34	29% (192)	48% (312)	23% (150)	655
Age: 35-44	33% (117)	48% (172)	19% (69)	358
Age: 45-64	24% (181)	44% (334)	31% (236)	751
Age: 65+	20% (87)	53% (232)	27% (118)	436
GenZers: 1997-2012	29% (75)	45% (117)	26% (69)	261
Millennials: 1981-1996	32% (202)	49% (309)	19% (117)	628
GenXers: 1965-1980	26% (139)	44% (238)	30% (161)	538
Baby Boomers: 1946-1964	21% (140)	50% (343)	29% (196)	679
PID: Dem (no lean)	33% (295)	46% (411)	21% (184)	891
PID: Ind (no lean)	24% (165)	48% (330)	28% (195)	689
PID: Rep (no lean)	19% (117)	50% (310)	31% (193)	620
PID/Gender: Dem Men	31% (130)	47% (200)	22% (94)	424
PID/Gender: Dem Women	35% (165)	45% (211)	19% (91)	467
PID/Gender: Ind Men	21% (77)	51% (186)	27% (99)	362
PID/Gender: Ind Women	27% (88)	44% (144)	29% (96)	328
PID/Gender: Rep Men	17% (47)	48% (134)	35% (96)	276
PID/Gender: Rep Women	21% (71)	51% (176)	28% (97)	344
Ideo: Liberal (1-3)	36% (234)	46% (302)	19% (122)	659
Ideo: Moderate (4)	25% (152)	48% (290)	27% (160)	602
Ideo: Conservative (5-7)	17% (124)	50% (362)	33% (238)	724
Educ: < College	26% (388)	48% (720)	27% (404)	1512
Educ: Bachelors degree	27% (121)	47% (208)	26% (115)	444
Educ: Post-grad	28% (68)	50% (122)	22% (53)	244
Income: Under 50k	27% (328)	46% (556)	26% (316)	1200
Income: 50k-100k	25% (167)	50% (333)	26% (172)	672
Income: 100k+	25% (83)	49% (161)	26% (84)	328
Ethnicity: White	24% (414)	49% (843)	27% (465)	1722
Ethnicity: Hispanic	26% (92)	49% (172)	24% (86)	349

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Table MCFI2_2: How much of a factor should the following be when a person decides where to invest?
 A company's donations

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	26% (577)	48% (1050)	26% (572)	2200
Ethnicity: Black	39% (106)	37% (101)	25% (68)	274
Ethnicity: Other	28% (58)	52% (107)	20% (40)	204
All Christian	26% (271)	50% (520)	24% (250)	1041
All Non-Christian	32% (44)	39% (53)	29% (39)	136
Atheist	19% (19)	55% (55)	26% (27)	101
Agnostic/Nothing in particular	25% (136)	45% (243)	30% (165)	544
Something Else	29% (108)	47% (178)	24% (92)	378
Religious Non-Protestant/Catholic	31% (50)	42% (67)	27% (44)	161
Evangelical	27% (161)	49% (289)	24% (141)	591
Non-Evangelical	26% (202)	50% (388)	25% (193)	783
Community: Urban	31% (198)	46% (298)	23% (146)	642
Community: Suburban	25% (234)	47% (449)	28% (267)	950
Community: Rural	24% (145)	50% (303)	26% (159)	607
Employ: Private Sector	28% (193)	47% (321)	25% (173)	687
Employ: Government	36% (50)	45% (63)	19% (27)	141
Employ: Self-Employed	27% (43)	39% (64)	34% (55)	162
Employ: Homemaker	26% (45)	54% (95)	20% (35)	176
Employ: Student	22% (22)	52% (51)	26% (25)	97
Employ: Retired	21% (105)	51% (259)	28% (140)	504
Employ: Unemployed	25% (70)	45% (124)	30% (84)	278
Employ: Other	32% (49)	47% (73)	21% (33)	155
Military HH: Yes	23% (76)	50% (163)	27% (89)	328
Military HH: No	27% (502)	47% (888)	26% (483)	1872
RD/WT: Right Direction	32% (370)	46% (523)	22% (250)	1143
RD/WT: Wrong Track	20% (207)	50% (528)	30% (322)	1057
Biden Job Approve	31% (397)	47% (594)	22% (273)	1264
Biden Job Disapprove	20% (164)	49% (410)	32% (265)	839

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**Table MCFI2_2: How much of a factor should the following be when a person decides where to invest?
A company's donations**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	26% (577)	48% (1050)	26% (572)	2200
Biden Job Strongly Approve	35% (251)	44% (311)	21% (153)	714
Biden Job Somewhat Approve	27% (147)	51% (283)	22% (120)	550
Biden Job Somewhat Disapprove	25% (65)	48% (126)	27% (71)	262
Biden Job Strongly Disapprove	17% (100)	49% (284)	34% (194)	577
Favorable of Biden	32% (398)	47% (585)	22% (270)	1253
Unfavorable of Biden	18% (151)	50% (427)	32% (272)	850
Very Favorable of Biden	36% (259)	45% (323)	19% (135)	717
Somewhat Favorable of Biden	26% (139)	49% (262)	25% (135)	536
Somewhat Unfavorable of Biden	21% (50)	52% (125)	28% (67)	241
Very Unfavorable of Biden	17% (101)	50% (303)	34% (205)	609
#1 Issue: Economy	26% (204)	47% (375)	27% (214)	793
#1 Issue: Security	19% (61)	49% (159)	33% (107)	327
#1 Issue: Health Care	31% (106)	48% (164)	22% (75)	345
#1 Issue: Medicare / Social Security	28% (72)	48% (126)	24% (62)	260
#1 Issue: Women's Issues	30% (30)	45% (46)	25% (26)	102
#1 Issue: Education	25% (33)	54% (70)	21% (28)	130
#1 Issue: Energy	39% (42)	40% (43)	22% (23)	109
#1 Issue: Other	22% (29)	50% (67)	28% (37)	133
2020 Vote: Joe Biden	32% (338)	48% (506)	21% (220)	1064
2020 Vote: Donald Trump	19% (132)	49% (329)	32% (217)	677
2020 Vote: Other	36% (21)	36% (21)	29% (17)	59
2020 Vote: Didn't Vote	22% (87)	49% (193)	29% (116)	395
2018 House Vote: Democrat	32% (256)	47% (370)	21% (170)	795
2018 House Vote: Republican	20% (115)	49% (287)	31% (178)	579
2018 House Vote: Someone else	32% (18)	35% (20)	32% (18)	55
2016 Vote: Hillary Clinton	31% (222)	49% (345)	20% (144)	711
2016 Vote: Donald Trump	20% (126)	48% (303)	33% (209)	639
2016 Vote: Other	38% (39)	40% (41)	22% (22)	101
2016 Vote: Didn't Vote	26% (190)	49% (360)	26% (191)	742

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Table MCFI2_2: How much of a factor should the following be when a person decides where to invest?
 A company's donations

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	26% (577)	48% (1050)	26% (572)	2200
Voted in 2014: Yes	27% (338)	47% (582)	26% (318)	1238
Voted in 2014: No	25% (239)	49% (469)	26% (255)	962
4-Region: Northeast	28% (111)	45% (178)	27% (105)	394
4-Region: Midwest	22% (103)	53% (247)	24% (112)	462
4-Region: South	27% (225)	45% (372)	28% (227)	824
4-Region: West	27% (138)	49% (254)	25% (128)	520
Frequently Invests	29% (219)	47% (365)	24% (185)	769
Frequently Invests/Trades Stocks	30% (156)	47% (243)	22% (116)	516
Frequently Invests in Mutual Funds	31% (135)	49% (215)	21% (92)	442
Frequently Invests in Private Equity	40% (97)	47% (112)	13% (31)	241
Frequently Invests/Trade Crypto	35% (123)	45% (157)	20% (70)	350
Frequently Invests/Trades ETFs	35% (111)	45% (144)	20% (63)	317
Frequently Invests/Trades Bonds	40% (118)	44% (127)	16% (46)	291
Frequently Invests/Trades Commodities	38% (99)	47% (123)	16% (41)	263
Frequently Invests/Flips Real Estate	40% (89)	44% (98)	15% (33)	219
Frequently Invests in Structure Products	43% (89)	42% (89)	15% (32)	210

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

**Table MCFI2_3: How much of a factor should the following be when a person decides where to invest?
A company's standards for employee working conditions**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	59% (1291)	30% (656)	12% (253)	2200
Gender: Male	52% (551)	35% (367)	14% (144)	1062
Gender: Female	65% (740)	25% (290)	10% (109)	1138
Age: 18-34	59% (388)	25% (163)	16% (105)	655
Age: 35-44	61% (219)	29% (105)	9% (34)	358
Age: 45-64	57% (425)	33% (249)	10% (77)	751
Age: 65+	59% (258)	32% (140)	9% (38)	436
GenZers: 1997-2012	52% (136)	30% (78)	18% (47)	261
Millennials: 1981-1996	62% (389)	25% (160)	13% (79)	628
GenXers: 1965-1980	61% (326)	29% (158)	10% (54)	538
Baby Boomers: 1946-1964	56% (382)	34% (234)	9% (63)	679
PID: Dem (no lean)	64% (573)	26% (236)	9% (82)	891
PID: Ind (no lean)	57% (390)	32% (223)	11% (76)	689
PID: Rep (no lean)	53% (327)	32% (197)	15% (95)	620
PID/Gender: Dem Men	59% (249)	30% (129)	11% (46)	424
PID/Gender: Dem Women	70% (325)	23% (107)	8% (35)	467
PID/Gender: Ind Men	50% (182)	39% (140)	11% (39)	362
PID/Gender: Ind Women	63% (208)	25% (83)	11% (37)	328
PID/Gender: Rep Men	44% (120)	35% (98)	21% (59)	276
PID/Gender: Rep Women	60% (207)	29% (100)	11% (37)	344
Ideo: Liberal (1-3)	66% (432)	26% (173)	8% (54)	659
Ideo: Moderate (4)	57% (344)	31% (188)	12% (71)	602
Ideo: Conservative (5-7)	51% (372)	34% (250)	14% (102)	724
Educ: < College	60% (902)	28% (429)	12% (181)	1512
Educ: Bachelors degree	57% (251)	33% (148)	10% (45)	444
Educ: Post-grad	56% (137)	33% (80)	11% (27)	244
Income: Under 50k	61% (737)	27% (319)	12% (144)	1200
Income: 50k-100k	55% (370)	33% (220)	12% (82)	672
Income: 100k+	56% (184)	36% (117)	8% (27)	328
Ethnicity: White	58% (996)	31% (531)	11% (195)	1722
Ethnicity: Hispanic	53% (186)	33% (115)	14% (49)	349

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Table MCFI2_3: How much of a factor should the following be when a person decides where to invest?
A company's standards for employee working conditions

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	59% (1291)	30% (656)	12% (253)	2200
Ethnicity: Black	61% (168)	23% (64)	16% (43)	274
Ethnicity: Other	62% (127)	30% (62)	7% (15)	204
All Christian	57% (596)	32% (331)	11% (114)	1041
All Non-Christian	52% (70)	29% (39)	20% (27)	136
Atheist	59% (60)	35% (35)	6% (6)	101
Agnostic/Nothing in particular	58% (313)	29% (160)	13% (71)	544
Something Else	67% (251)	24% (91)	9% (36)	378
Religious Non-Protestant/Catholic	54% (87)	27% (44)	19% (30)	161
Evangelical	62% (364)	28% (164)	11% (64)	591
Non-Evangelical	58% (452)	32% (248)	11% (83)	783
Community: Urban	59% (382)	28% (178)	13% (83)	642
Community: Suburban	56% (530)	34% (319)	11% (101)	950
Community: Rural	62% (379)	26% (160)	11% (69)	607
Employ: Private Sector	57% (395)	31% (210)	12% (82)	687
Employ: Government	60% (84)	28% (39)	12% (17)	141
Employ: Self-Employed	61% (98)	29% (46)	11% (18)	162
Employ: Homemaker	66% (117)	22% (39)	12% (20)	176
Employ: Student	59% (57)	28% (28)	13% (13)	97
Employ: Retired	56% (284)	33% (168)	10% (53)	504
Employ: Unemployed	54% (151)	34% (94)	12% (34)	278
Employ: Other	68% (105)	21% (33)	11% (17)	155
Military HH: Yes	55% (179)	34% (113)	11% (35)	328
Military HH: No	59% (1111)	29% (543)	12% (218)	1872
RD/WT: Right Direction	61% (698)	28% (319)	11% (126)	1143
RD/WT: Wrong Track	56% (592)	32% (337)	12% (127)	1057
Biden Job Approve	62% (780)	28% (355)	10% (130)	1264
Biden Job Disapprove	55% (462)	33% (275)	12% (102)	839

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Table MCFI2_3: How much of a factor should the following be when a person decides where to invest?
A company's standards for employee working conditions

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	59% (1291)	30% (656)	12% (253)	2200
Biden Job Strongly Approve	66% (469)	24% (173)	10% (71)	714
Biden Job Somewhat Approve	56% (310)	33% (181)	11% (59)	550
Biden Job Somewhat Disapprove	59% (153)	31% (82)	10% (26)	262
Biden Job Strongly Disapprove	53% (308)	33% (193)	13% (76)	577
Favorable of Biden	62% (780)	28% (348)	10% (124)	1253
Unfavorable of Biden	54% (460)	33% (280)	13% (110)	850
Very Favorable of Biden	67% (477)	25% (180)	8% (59)	717
Somewhat Favorable of Biden	57% (303)	31% (167)	12% (66)	536
Somewhat Unfavorable of Biden	56% (135)	32% (77)	12% (29)	241
Very Unfavorable of Biden	53% (326)	33% (203)	13% (80)	609
#1 Issue: Economy	60% (473)	29% (234)	11% (87)	793
#1 Issue: Security	56% (182)	31% (101)	13% (44)	327
#1 Issue: Health Care	58% (198)	32% (111)	10% (35)	345
#1 Issue: Medicare / Social Security	56% (146)	33% (85)	11% (29)	260
#1 Issue: Women's Issues	59% (60)	29% (29)	13% (13)	102
#1 Issue: Education	57% (75)	27% (35)	16% (21)	130
#1 Issue: Energy	64% (70)	25% (28)	10% (11)	109
#1 Issue: Other	65% (87)	25% (33)	10% (13)	133
2020 Vote: Joe Biden	62% (661)	28% (302)	10% (101)	1064
2020 Vote: Donald Trump	53% (360)	33% (225)	14% (93)	677
2020 Vote: Other	66% (38)	31% (18)	4% (2)	59
2020 Vote: Didn't Vote	58% (230)	28% (109)	14% (57)	395
2018 House Vote: Democrat	63% (499)	28% (221)	9% (75)	795
2018 House Vote: Republican	54% (312)	33% (190)	13% (78)	579
2018 House Vote: Someone else	56% (31)	33% (18)	11% (6)	55
2016 Vote: Hillary Clinton	62% (442)	29% (207)	9% (63)	711
2016 Vote: Donald Trump	53% (338)	32% (201)	16% (99)	639
2016 Vote: Other	62% (62)	33% (33)	6% (6)	101
2016 Vote: Didn't Vote	60% (446)	28% (211)	12% (85)	742

Continued on next page

Table MCFI2_3: How much of a factor should the following be when a person decides where to invest?
A company's standards for employee working conditions

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	59% (1291)	30% (656)	12% (253)	2200
Voted in 2014: Yes	58% (721)	31% (385)	11% (132)	1238
Voted in 2014: No	59% (570)	28% (271)	13% (121)	962
4-Region: Northeast	55% (216)	32% (127)	13% (51)	394
4-Region: Midwest	59% (273)	30% (137)	11% (53)	462
4-Region: South	60% (496)	29% (238)	11% (90)	824
4-Region: West	59% (307)	30% (154)	11% (59)	520
Frequently Invests	54% (416)	34% (262)	12% (91)	769
Frequently Invests/Trades Stocks	56% (288)	34% (175)	10% (53)	516
Frequently Invests in Mutual Funds	54% (240)	37% (164)	9% (38)	442
Frequently Invests in Private Equity	56% (134)	34% (82)	10% (25)	241
Frequently Invests/Trade Crypto	59% (206)	32% (113)	9% (31)	350
Frequently Invests/Trades ETFs	54% (172)	34% (109)	11% (36)	317
Frequently Invests/Trades Bonds	57% (166)	33% (95)	10% (31)	291
Frequently Invests/Trades Commodities	54% (143)	37% (97)	9% (23)	263
Frequently Invests/Flips Real Estate	55% (121)	35% (76)	10% (22)	219
Frequently Invests in Structure Products	54% (113)	34% (72)	12% (25)	210

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

**Table MCFI2_4: How much of a factor should the following be when a person decides where to invest?
A company's commitment to encouraging employees to volunteer**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	24% (529)	42% (921)	34% (750)	2200
Gender: Male	25% (265)	40% (421)	35% (376)	1062
Gender: Female	23% (264)	44% (500)	33% (375)	1138
Age: 18-34	32% (212)	41% (267)	27% (176)	655
Age: 35-44	32% (116)	39% (141)	28% (101)	358
Age: 45-64	16% (121)	42% (318)	42% (312)	751
Age: 65+	18% (79)	45% (196)	37% (161)	436
GenZers: 1997-2012	26% (69)	44% (116)	29% (76)	261
Millennials: 1981-1996	36% (226)	39% (244)	25% (157)	628
GenXers: 1965-1980	19% (104)	43% (230)	38% (204)	538
Baby Boomers: 1946-1964	15% (103)	44% (300)	41% (277)	679
PID: Dem (no lean)	30% (271)	42% (370)	28% (250)	891
PID: Ind (no lean)	18% (126)	44% (303)	38% (261)	689
PID: Rep (no lean)	21% (132)	40% (248)	39% (240)	620
PID/Gender: Dem Men	33% (141)	40% (168)	27% (115)	424
PID/Gender: Dem Women	28% (130)	43% (202)	29% (135)	467
PID/Gender: Ind Men	18% (66)	42% (152)	40% (144)	362
PID/Gender: Ind Women	18% (60)	46% (151)	36% (117)	328
PID/Gender: Rep Men	21% (57)	37% (101)	43% (117)	276
PID/Gender: Rep Women	22% (74)	43% (147)	36% (123)	344
Ideo: Liberal (1-3)	31% (204)	41% (271)	28% (184)	659
Ideo: Moderate (4)	22% (135)	43% (259)	35% (208)	602
Ideo: Conservative (5-7)	20% (142)	40% (292)	40% (290)	724
Educ: < College	24% (357)	41% (625)	35% (530)	1512
Educ: Bachelors degree	23% (104)	43% (190)	34% (150)	444
Educ: Post-grad	28% (68)	43% (106)	29% (70)	244
Income: Under 50k	24% (294)	42% (506)	33% (401)	1200
Income: 50k-100k	22% (149)	43% (287)	35% (236)	672
Income: 100k+	26% (86)	39% (128)	35% (114)	328
Ethnicity: White	22% (385)	42% (724)	36% (613)	1722
Ethnicity: Hispanic	28% (99)	45% (158)	26% (92)	349

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Table MCFI2_4: How much of a factor should the following be when a person decides where to invest?
A company's commitment to encouraging employees to volunteer

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	24% (529)	42% (921)	34% (750)	2200
Ethnicity: Black	30% (83)	41% (111)	29% (80)	274
Ethnicity: Other	30% (62)	42% (86)	28% (57)	204
All Christian	23% (244)	42% (440)	34% (358)	1041
All Non-Christian	35% (48)	31% (42)	34% (46)	136
Atheist	22% (22)	38% (39)	40% (41)	101
Agnostic/Nothing in particular	20% (109)	41% (222)	39% (212)	544
Something Else	28% (106)	47% (178)	25% (94)	378
Religious Non-Protestant/Catholic	33% (53)	33% (52)	34% (55)	161
Evangelical	27% (161)	43% (255)	30% (175)	591
Non-Evangelical	22% (175)	44% (348)	33% (260)	783
Community: Urban	30% (192)	42% (270)	28% (180)	642
Community: Suburban	21% (196)	43% (409)	36% (345)	950
Community: Rural	23% (141)	40% (242)	37% (225)	607
Employ: Private Sector	29% (198)	39% (267)	32% (222)	687
Employ: Government	31% (44)	43% (60)	26% (36)	141
Employ: Self-Employed	25% (40)	40% (64)	36% (58)	162
Employ: Homemaker	16% (29)	47% (83)	36% (64)	176
Employ: Student	21% (20)	55% (54)	24% (23)	97
Employ: Retired	19% (96)	40% (203)	41% (205)	504
Employ: Unemployed	24% (67)	43% (118)	34% (93)	278
Employ: Other	22% (34)	46% (72)	32% (49)	155
Military HH: Yes	17% (56)	45% (148)	38% (124)	328
Military HH: No	25% (473)	41% (773)	33% (626)	1872
RD/WT: Right Direction	30% (346)	42% (481)	28% (316)	1143
RD/WT: Wrong Track	17% (183)	42% (440)	41% (434)	1057
Biden Job Approve	29% (368)	43% (544)	28% (352)	1264
Biden Job Disapprove	18% (151)	40% (334)	42% (354)	839

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Table MCFI2_4: How much of a factor should the following be when a person decides where to invest?
A company's commitment to encouraging employees to volunteer

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	24% (529)	42% (921)	34% (750)	2200
Biden Job Strongly Approve	34% (245)	40% (285)	26% (184)	714
Biden Job Somewhat Approve	22% (123)	47% (260)	30% (168)	550
Biden Job Somewhat Disapprove	21% (55)	45% (118)	34% (88)	262
Biden Job Strongly Disapprove	17% (96)	37% (216)	46% (266)	577
Favorable of Biden	29% (359)	44% (545)	28% (348)	1253
Unfavorable of Biden	17% (147)	40% (337)	43% (367)	850
Very Favorable of Biden	33% (239)	42% (300)	25% (178)	717
Somewhat Favorable of Biden	22% (121)	46% (245)	32% (170)	536
Somewhat Unfavorable of Biden	18% (43)	43% (103)	39% (95)	241
Very Unfavorable of Biden	17% (103)	38% (233)	45% (272)	609
#1 Issue: Economy	23% (181)	43% (337)	35% (275)	793
#1 Issue: Security	17% (54)	42% (139)	41% (134)	327
#1 Issue: Health Care	31% (106)	41% (141)	28% (98)	345
#1 Issue: Medicare / Social Security	25% (64)	40% (104)	36% (92)	260
#1 Issue: Women's Issues	30% (30)	44% (45)	27% (27)	102
#1 Issue: Education	31% (40)	42% (54)	27% (36)	130
#1 Issue: Energy	24% (26)	45% (49)	31% (34)	109
#1 Issue: Other	21% (28)	39% (52)	41% (54)	133
2020 Vote: Joe Biden	29% (306)	44% (470)	27% (288)	1064
2020 Vote: Donald Trump	20% (136)	39% (263)	41% (279)	677
2020 Vote: Other	23% (14)	36% (21)	41% (24)	59
2020 Vote: Didn't Vote	18% (72)	42% (166)	40% (157)	395
2018 House Vote: Democrat	28% (225)	44% (347)	28% (224)	795
2018 House Vote: Republican	20% (116)	38% (221)	42% (242)	579
2018 House Vote: Someone else	23% (13)	39% (22)	38% (21)	55
2016 Vote: Hillary Clinton	27% (192)	45% (318)	28% (201)	711
2016 Vote: Donald Trump	19% (121)	39% (247)	42% (271)	639
2016 Vote: Other	23% (24)	42% (42)	35% (35)	101
2016 Vote: Didn't Vote	26% (190)	42% (312)	32% (240)	742

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Table MCFI2_4: How much of a factor should the following be when a person decides where to invest?
A company's commitment to encouraging employees to volunteer

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	24% (529)	42% (921)	34% (750)	2200
Voted in 2014: Yes	24% (300)	41% (506)	35% (431)	1238
Voted in 2014: No	24% (229)	43% (414)	33% (319)	962
4-Region: Northeast	25% (98)	40% (157)	35% (139)	394
4-Region: Midwest	26% (119)	41% (190)	33% (154)	462
4-Region: South	23% (192)	42% (343)	35% (289)	824
4-Region: West	23% (120)	44% (231)	32% (169)	520
Frequently Invests	30% (231)	39% (300)	31% (238)	769
Frequently Invests/Trades Stocks	32% (165)	39% (203)	29% (148)	516
Frequently Invests in Mutual Funds	36% (158)	38% (170)	26% (114)	442
Frequently Invests in Private Equity	44% (107)	40% (97)	15% (36)	241
Frequently Invests/Trade Crypto	40% (141)	36% (127)	23% (81)	350
Frequently Invests/Trades ETFs	39% (125)	36% (116)	24% (76)	317
Frequently Invests/Trades Bonds	42% (121)	36% (106)	22% (64)	291
Frequently Invests/Trades Commodities	46% (121)	37% (97)	17% (45)	263
Frequently Invests/Flips Real Estate	49% (108)	36% (79)	14% (32)	219
Frequently Invests in Structure Products	49% (103)	36% (75)	15% (32)	210

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

**Table MCFI2_5: How much of a factor should the following be when a person decides where to invest?
A company's accounting methods**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	57% (1261)	29% (634)	14% (305)	2200
Gender: Male	55% (579)	31% (325)	15% (158)	1062
Gender: Female	60% (682)	27% (309)	13% (147)	1138
Age: 18-34	47% (308)	36% (234)	17% (114)	655
Age: 35-44	56% (201)	33% (117)	11% (41)	358
Age: 45-64	62% (468)	24% (183)	13% (100)	751
Age: 65+	65% (285)	23% (101)	12% (51)	436
GenZers: 1997-2012	39% (102)	35% (91)	26% (68)	261
Millennials: 1981-1996	52% (330)	36% (225)	12% (74)	628
GenXers: 1965-1980	62% (334)	26% (140)	12% (65)	538
Baby Boomers: 1946-1964	64% (433)	23% (158)	13% (88)	679
PID: Dem (no lean)	57% (508)	31% (273)	12% (110)	891
PID: Ind (no lean)	56% (389)	30% (204)	14% (97)	689
PID: Rep (no lean)	59% (365)	25% (157)	16% (98)	620
PID/Gender: Dem Men	56% (238)	33% (142)	10% (44)	424
PID/Gender: Dem Women	58% (270)	28% (131)	14% (66)	467
PID/Gender: Ind Men	53% (192)	31% (113)	16% (57)	362
PID/Gender: Ind Women	60% (197)	28% (91)	12% (39)	328
PID/Gender: Rep Men	54% (149)	25% (70)	21% (57)	276
PID/Gender: Rep Women	63% (216)	25% (87)	12% (42)	344
Ideo: Liberal (1-3)	55% (363)	33% (220)	12% (76)	659
Ideo: Moderate (4)	58% (349)	29% (172)	13% (81)	602
Ideo: Conservative (5-7)	59% (426)	26% (191)	15% (107)	724
Educ: < College	57% (855)	28% (427)	15% (230)	1512
Educ: Bachelors degree	59% (262)	29% (129)	12% (53)	444
Educ: Post-grad	59% (144)	32% (78)	9% (22)	244
Income: Under 50k	57% (685)	28% (335)	15% (181)	1200
Income: 50k-100k	58% (389)	29% (196)	13% (86)	672
Income: 100k+	57% (188)	31% (103)	11% (38)	328
Ethnicity: White	58% (1002)	29% (495)	13% (225)	1722
Ethnicity: Hispanic	52% (183)	32% (112)	16% (55)	349

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Table MCFI2_5: How much of a factor should the following be when a person decides where to invest?
 A company's accounting methods

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	57% (1261)	29% (634)	14% (305)	2200
Ethnicity: Black	51% (139)	31% (85)	18% (51)	274
Ethnicity: Other	59% (121)	26% (54)	14% (29)	204
All Christian	58% (599)	29% (305)	13% (137)	1041
All Non-Christian	59% (80)	27% (36)	15% (20)	136
Atheist	52% (53)	36% (37)	11% (12)	101
Agnostic/Nothing in particular	54% (296)	28% (154)	17% (94)	544
Something Else	62% (234)	27% (101)	11% (42)	378
Religious Non-Protestant/Catholic	61% (98)	26% (42)	13% (20)	161
Evangelical	58% (342)	29% (173)	13% (77)	591
Non-Evangelical	59% (461)	28% (222)	13% (100)	783
Community: Urban	54% (346)	32% (206)	14% (90)	642
Community: Suburban	59% (558)	28% (267)	13% (125)	950
Community: Rural	59% (357)	26% (161)	15% (89)	607
Employ: Private Sector	55% (376)	33% (229)	12% (83)	687
Employ: Government	53% (75)	35% (49)	12% (17)	141
Employ: Self-Employed	56% (90)	30% (48)	14% (23)	162
Employ: Homemaker	54% (95)	30% (54)	16% (28)	176
Employ: Student	40% (39)	40% (39)	20% (20)	97
Employ: Retired	64% (324)	24% (121)	12% (59)	504
Employ: Unemployed	57% (159)	23% (63)	20% (56)	278
Employ: Other	67% (103)	20% (32)	13% (20)	155
Military HH: Yes	57% (188)	32% (103)	11% (36)	328
Military HH: No	57% (1073)	28% (531)	14% (269)	1872
RD/WT: Right Direction	57% (656)	29% (332)	14% (155)	1143
RD/WT: Wrong Track	57% (605)	29% (302)	14% (150)	1057
Biden Job Approve	57% (718)	31% (388)	13% (158)	1264
Biden Job Disapprove	60% (500)	26% (219)	14% (120)	839

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Table MCFI2_5: How much of a factor should the following be when a person decides where to invest?
A company's accounting methods

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	57% (1261)	29% (634)	14% (305)	2200
Biden Job Strongly Approve	60% (432)	27% (194)	12% (89)	714
Biden Job Somewhat Approve	52% (286)	35% (195)	13% (70)	550
Biden Job Somewhat Disapprove	60% (157)	28% (74)	12% (31)	262
Biden Job Strongly Disapprove	60% (344)	25% (144)	15% (89)	577
Favorable of Biden	58% (727)	30% (371)	12% (155)	1253
Unfavorable of Biden	58% (497)	28% (235)	14% (118)	850
Very Favorable of Biden	62% (446)	25% (182)	12% (88)	717
Somewhat Favorable of Biden	52% (281)	35% (188)	12% (67)	536
Somewhat Unfavorable of Biden	58% (140)	30% (72)	12% (29)	241
Very Unfavorable of Biden	59% (357)	27% (163)	15% (89)	609
#1 Issue: Economy	59% (466)	28% (222)	13% (106)	793
#1 Issue: Security	59% (193)	26% (84)	15% (50)	327
#1 Issue: Health Care	54% (185)	31% (107)	15% (53)	345
#1 Issue: Medicare / Social Security	62% (162)	27% (70)	11% (28)	260
#1 Issue: Women's Issues	39% (40)	42% (43)	19% (19)	102
#1 Issue: Education	56% (72)	34% (44)	10% (14)	130
#1 Issue: Energy	49% (53)	32% (34)	20% (21)	109
#1 Issue: Other	67% (89)	22% (30)	11% (14)	133
2020 Vote: Joe Biden	59% (623)	30% (325)	11% (117)	1064
2020 Vote: Donald Trump	57% (386)	28% (193)	15% (98)	677
2020 Vote: Other	62% (36)	26% (15)	11% (7)	59
2020 Vote: Didn't Vote	54% (215)	25% (100)	20% (80)	395
2018 House Vote: Democrat	60% (476)	30% (238)	10% (81)	795
2018 House Vote: Republican	58% (337)	29% (165)	13% (77)	579
2018 House Vote: Someone else	55% (30)	33% (18)	12% (7)	55
2016 Vote: Hillary Clinton	59% (419)	31% (220)	10% (73)	711
2016 Vote: Donald Trump	58% (371)	27% (173)	15% (94)	639
2016 Vote: Other	67% (68)	24% (24)	9% (9)	101
2016 Vote: Didn't Vote	54% (399)	29% (217)	17% (126)	742

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Table MCFI2_5: How much of a factor should the following be when a person decides where to invest?
A company's accounting methods

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	57% (1261)	29% (634)	14% (305)	2200
Voted in 2014: Yes	61% (759)	27% (335)	12% (144)	1238
Voted in 2014: No	52% (502)	31% (299)	17% (161)	962
4-Region: Northeast	53% (207)	30% (119)	17% (67)	394
4-Region: Midwest	61% (283)	28% (132)	10% (47)	462
4-Region: South	56% (459)	28% (232)	16% (133)	824
4-Region: West	60% (312)	29% (151)	11% (57)	520
Frequently Invests	58% (450)	31% (240)	10% (79)	769
Frequently Invests/Trades Stocks	60% (308)	32% (163)	9% (45)	516
Frequently Invests in Mutual Funds	61% (269)	32% (144)	7% (30)	442
Frequently Invests in Private Equity	56% (136)	37% (88)	7% (16)	241
Frequently Invests/Trade Crypto	55% (194)	35% (124)	9% (32)	350
Frequently Invests/Trades ETFs	59% (186)	34% (108)	8% (24)	317
Frequently Invests/Trades Bonds	57% (165)	35% (103)	8% (23)	291
Frequently Invests/Trades Commodities	54% (141)	40% (105)	6% (17)	263
Frequently Invests/Flips Real Estate	55% (121)	40% (87)	5% (11)	219
Frequently Invests in Structure Products	51% (107)	40% (84)	9% (19)	210

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

**Table MCFI2_6: How much of a factor should the following be when a person decides where to invest?
A company's commitment to putting important issues to a vote**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	45% (980)	37% (813)	18% (407)	2200
Gender: Male	41% (437)	39% (414)	20% (210)	1062
Gender: Female	48% (543)	35% (399)	17% (196)	1138
Age: 18-34	43% (279)	38% (251)	19% (125)	655
Age: 35-44	45% (163)	39% (140)	15% (55)	358
Age: 45-64	42% (312)	38% (282)	21% (157)	751
Age: 65+	52% (227)	32% (140)	16% (69)	436
GenZers: 1997-2012	37% (96)	40% (105)	23% (60)	261
Millennials: 1981-1996	46% (292)	38% (239)	15% (97)	628
GenXers: 1965-1980	43% (230)	37% (199)	20% (109)	538
Baby Boomers: 1946-1964	46% (313)	36% (242)	18% (125)	679
PID: Dem (no lean)	49% (433)	37% (331)	14% (127)	891
PID: Ind (no lean)	42% (292)	37% (256)	21% (142)	689
PID: Rep (no lean)	41% (255)	37% (227)	22% (139)	620
PID/Gender: Dem Men	44% (186)	41% (173)	15% (64)	424
PID/Gender: Dem Women	53% (247)	34% (157)	13% (62)	467
PID/Gender: Ind Men	42% (151)	37% (135)	21% (76)	362
PID/Gender: Ind Women	43% (141)	37% (121)	20% (66)	328
PID/Gender: Rep Men	36% (100)	38% (106)	25% (70)	276
PID/Gender: Rep Women	45% (155)	35% (121)	20% (68)	344
Ideo: Liberal (1-3)	49% (325)	38% (254)	12% (81)	659
Ideo: Moderate (4)	45% (273)	36% (217)	19% (112)	602
Ideo: Conservative (5-7)	39% (282)	38% (274)	23% (167)	724
Educ: < College	45% (676)	36% (543)	19% (293)	1512
Educ: Bachelors degree	43% (191)	40% (176)	17% (77)	444
Educ: Post-grad	46% (113)	39% (95)	15% (36)	244
Income: Under 50k	45% (545)	36% (430)	19% (226)	1200
Income: 50k-100k	44% (292)	38% (252)	19% (128)	672
Income: 100k+	44% (143)	40% (131)	16% (53)	328
Ethnicity: White	44% (754)	38% (648)	19% (319)	1722
Ethnicity: Hispanic	47% (163)	36% (124)	18% (62)	349

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Table MCFI2_6: How much of a factor should the following be when a person decides where to invest?
A company's commitment to putting important issues to a vote

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	45% (980)	37% (813)	18% (407)	2200
Ethnicity: Black	47% (129)	33% (91)	20% (55)	274
Ethnicity: Other	48% (97)	36% (74)	16% (33)	204
All Christian	43% (452)	40% (419)	16% (170)	1041
All Non-Christian	42% (57)	40% (55)	18% (24)	136
Atheist	48% (48)	39% (39)	14% (14)	101
Agnostic/Nothing in particular	42% (227)	34% (185)	24% (132)	544
Something Else	52% (196)	30% (115)	18% (67)	378
Religious Non-Protestant/Catholic	41% (65)	42% (68)	17% (27)	161
Evangelical	47% (275)	37% (218)	17% (98)	591
Non-Evangelical	45% (352)	38% (296)	17% (135)	783
Community: Urban	45% (288)	37% (236)	18% (118)	642
Community: Suburban	42% (402)	40% (377)	18% (171)	950
Community: Rural	48% (290)	33% (199)	19% (118)	607
Employ: Private Sector	44% (306)	38% (260)	18% (122)	687
Employ: Government	42% (59)	40% (56)	18% (26)	141
Employ: Self-Employed	34% (54)	44% (71)	23% (36)	162
Employ: Homemaker	43% (75)	40% (71)	17% (29)	176
Employ: Student	40% (39)	40% (39)	20% (20)	97
Employ: Retired	47% (238)	36% (180)	17% (86)	504
Employ: Unemployed	46% (128)	34% (95)	20% (55)	278
Employ: Other	52% (81)	27% (42)	20% (31)	155
Military HH: Yes	48% (156)	34% (111)	19% (61)	328
Military HH: No	44% (824)	38% (702)	18% (346)	1872
RD/WT: Right Direction	47% (540)	36% (409)	17% (194)	1143
RD/WT: Wrong Track	42% (440)	38% (404)	20% (213)	1057
Biden Job Approve	46% (588)	37% (471)	16% (206)	1264
Biden Job Disapprove	43% (357)	37% (313)	20% (169)	839

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Table MCFI2_6: How much of a factor should the following be when a person decides where to invest?
A company's commitment to putting important issues to a vote

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	45% (980)	37% (813)	18% (407)	2200
Biden Job Strongly Approve	50% (355)	33% (236)	17% (123)	714
Biden Job Somewhat Approve	42% (232)	43% (235)	15% (83)	550
Biden Job Somewhat Disapprove	42% (111)	40% (104)	18% (47)	262
Biden Job Strongly Disapprove	43% (247)	36% (208)	21% (122)	577
Favorable of Biden	47% (588)	37% (467)	16% (198)	1253
Unfavorable of Biden	42% (356)	37% (313)	21% (181)	850
Very Favorable of Biden	50% (362)	34% (240)	16% (115)	717
Somewhat Favorable of Biden	42% (226)	42% (227)	16% (83)	536
Somewhat Unfavorable of Biden	41% (99)	36% (87)	23% (54)	241
Very Unfavorable of Biden	42% (257)	37% (226)	21% (126)	609
#1 Issue: Economy	43% (344)	39% (312)	17% (138)	793
#1 Issue: Security	40% (131)	36% (117)	24% (79)	327
#1 Issue: Health Care	45% (155)	36% (125)	19% (65)	345
#1 Issue: Medicare / Social Security	52% (136)	31% (80)	17% (44)	260
#1 Issue: Women's Issues	37% (37)	44% (46)	19% (19)	102
#1 Issue: Education	47% (62)	38% (49)	15% (19)	130
#1 Issue: Energy	43% (47)	37% (40)	20% (21)	109
#1 Issue: Other	51% (68)	32% (43)	16% (22)	133
2020 Vote: Joe Biden	48% (512)	38% (400)	14% (152)	1064
2020 Vote: Donald Trump	41% (279)	37% (248)	22% (150)	677
2020 Vote: Other	37% (22)	41% (24)	22% (13)	59
2020 Vote: Didn't Vote	42% (167)	35% (139)	23% (89)	395
2018 House Vote: Democrat	51% (408)	35% (282)	13% (105)	795
2018 House Vote: Republican	40% (233)	38% (219)	22% (128)	579
2018 House Vote: Someone else	30% (17)	41% (23)	28% (16)	55
2016 Vote: Hillary Clinton	50% (355)	37% (260)	14% (96)	711
2016 Vote: Donald Trump	41% (261)	37% (235)	22% (142)	639
2016 Vote: Other	40% (41)	40% (40)	20% (20)	101
2016 Vote: Didn't Vote	43% (321)	37% (276)	20% (145)	742

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Table MCFI2_6: How much of a factor should the following be when a person decides where to invest?
A company's commitment to putting important issues to a vote

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	45% (980)	37% (813)	18% (407)	2200
Voted in 2014: Yes	47% (576)	36% (448)	17% (213)	1238
Voted in 2014: No	42% (404)	38% (365)	20% (193)	962
4-Region: Northeast	45% (177)	36% (142)	19% (74)	394
4-Region: Midwest	45% (209)	35% (163)	19% (90)	462
4-Region: South	44% (364)	37% (301)	19% (159)	824
4-Region: West	44% (230)	40% (207)	16% (83)	520
Frequently Invests	43% (329)	39% (297)	19% (143)	769
Frequently Invests/Trades Stocks	45% (231)	40% (205)	15% (79)	516
Frequently Invests in Mutual Funds	46% (203)	41% (179)	14% (60)	442
Frequently Invests in Private Equity	49% (119)	37% (88)	14% (34)	241
Frequently Invests/Trade Crypto	47% (166)	38% (133)	15% (51)	350
Frequently Invests/Trades ETFs	46% (147)	38% (121)	15% (48)	317
Frequently Invests/Trades Bonds	48% (141)	39% (114)	12% (36)	291
Frequently Invests/Trades Commodities	47% (125)	40% (106)	12% (33)	263
Frequently Invests/Flips Real Estate	51% (113)	39% (86)	9% (21)	219
Frequently Invests in Structure Products	49% (103)	40% (83)	11% (24)	210

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

**Table MCFI2_7: How much of a factor should the following be when a person decides where to invest?
A company's commitment to removing conflicts of interest from their board**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	50% (1110)	36% (798)	13% (292)	2200
Gender: Male	49% (518)	37% (390)	14% (154)	1062
Gender: Female	52% (591)	36% (408)	12% (139)	1138
Age: 18-34	44% (289)	40% (262)	16% (104)	655
Age: 35-44	52% (187)	34% (122)	13% (48)	358
Age: 45-64	51% (380)	37% (276)	13% (95)	751
Age: 65+	58% (253)	32% (138)	10% (45)	436
GenZers: 1997-2012	34% (88)	46% (120)	20% (53)	261
Millennials: 1981-1996	51% (322)	36% (226)	13% (80)	628
GenXers: 1965-1980	51% (274)	36% (196)	13% (68)	538
Baby Boomers: 1946-1964	54% (365)	35% (235)	12% (79)	679
PID: Dem (no lean)	56% (496)	34% (305)	10% (90)	891
PID: Ind (no lean)	50% (344)	36% (247)	14% (98)	689
PID: Rep (no lean)	44% (270)	40% (246)	17% (104)	620
PID/Gender: Dem Men	53% (225)	37% (157)	10% (41)	424
PID/Gender: Dem Women	58% (271)	32% (148)	10% (48)	467
PID/Gender: Ind Men	52% (189)	33% (119)	15% (54)	362
PID/Gender: Ind Women	47% (155)	39% (127)	14% (45)	328
PID/Gender: Rep Men	38% (104)	41% (113)	21% (59)	276
PID/Gender: Rep Women	48% (165)	39% (133)	13% (46)	344
Ideo: Liberal (1-3)	56% (371)	34% (224)	10% (64)	659
Ideo: Moderate (4)	50% (299)	37% (223)	13% (80)	602
Ideo: Conservative (5-7)	46% (332)	37% (271)	17% (121)	724
Educ: < College	49% (740)	37% (563)	14% (209)	1512
Educ: Bachelors degree	54% (240)	34% (149)	12% (55)	444
Educ: Post-grad	53% (130)	35% (86)	12% (29)	244
Income: Under 50k	51% (611)	35% (424)	14% (166)	1200
Income: 50k-100k	51% (341)	36% (240)	14% (92)	672
Income: 100k+	48% (158)	41% (135)	11% (35)	328
Ethnicity: White	49% (849)	38% (654)	13% (219)	1722
Ethnicity: Hispanic	50% (176)	40% (140)	10% (33)	349

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Table MCFI2_7: How much of a factor should the following be when a person decides where to invest?
A company's commitment to removing conflicts of interest from their board

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	50% (1110)	36% (798)	13% (292)	2200
Ethnicity: Black	48% (132)	32% (87)	20% (55)	274
Ethnicity: Other	63% (129)	28% (57)	9% (19)	204
All Christian	51% (528)	38% (391)	12% (123)	1041
All Non-Christian	51% (70)	36% (49)	13% (17)	136
Atheist	50% (51)	42% (42)	8% (8)	101
Agnostic/Nothing in particular	46% (248)	36% (196)	18% (99)	544
Something Else	56% (213)	32% (120)	12% (45)	378
Religious Non-Protestant/Catholic	50% (81)	38% (61)	12% (19)	161
Evangelical	50% (298)	37% (220)	12% (73)	591
Non-Evangelical	54% (422)	35% (274)	11% (86)	783
Community: Urban	51% (325)	35% (226)	14% (91)	642
Community: Suburban	50% (477)	38% (357)	12% (116)	950
Community: Rural	51% (308)	35% (214)	14% (85)	607
Employ: Private Sector	49% (339)	38% (258)	13% (90)	687
Employ: Government	46% (64)	40% (56)	15% (20)	141
Employ: Self-Employed	45% (72)	39% (63)	16% (26)	162
Employ: Homemaker	50% (88)	37% (66)	12% (22)	176
Employ: Student	43% (42)	42% (41)	14% (14)	97
Employ: Retired	56% (283)	33% (165)	11% (57)	504
Employ: Unemployed	49% (135)	38% (105)	14% (38)	278
Employ: Other	55% (86)	28% (44)	16% (25)	155
Military HH: Yes	51% (168)	34% (113)	14% (47)	328
Military HH: No	50% (942)	37% (685)	13% (245)	1872
RD/WT: Right Direction	53% (610)	35% (398)	12% (134)	1143
RD/WT: Wrong Track	47% (499)	38% (399)	15% (158)	1057
Biden Job Approve	53% (672)	36% (456)	11% (136)	1264
Biden Job Disapprove	48% (403)	36% (304)	16% (132)	839

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**Table MCFI2_7: How much of a factor should the following be when a person decides where to invest?
A company's commitment to removing conflicts of interest from their board**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	50% (1110)	36% (798)	13% (292)	2200
Biden Job Strongly Approve	58% (412)	32% (226)	11% (76)	714
Biden Job Somewhat Approve	47% (260)	42% (229)	11% (61)	550
Biden Job Somewhat Disapprove	45% (118)	40% (106)	14% (38)	262
Biden Job Strongly Disapprove	49% (285)	34% (198)	16% (95)	577
Favorable of Biden	53% (670)	36% (449)	11% (134)	1253
Unfavorable of Biden	47% (402)	37% (318)	15% (130)	850
Very Favorable of Biden	58% (417)	33% (234)	9% (66)	717
Somewhat Favorable of Biden	47% (253)	40% (215)	13% (68)	536
Somewhat Unfavorable of Biden	45% (109)	41% (98)	14% (34)	241
Very Unfavorable of Biden	48% (293)	36% (219)	16% (96)	609
#1 Issue: Economy	51% (406)	36% (287)	13% (100)	793
#1 Issue: Security	48% (158)	35% (116)	16% (54)	327
#1 Issue: Health Care	50% (172)	40% (137)	10% (36)	345
#1 Issue: Medicare / Social Security	57% (149)	34% (87)	9% (23)	260
#1 Issue: Women's Issues	43% (44)	34% (35)	23% (23)	102
#1 Issue: Education	45% (58)	43% (56)	13% (16)	130
#1 Issue: Energy	49% (53)	31% (34)	20% (22)	109
#1 Issue: Other	52% (69)	35% (47)	13% (17)	133
2020 Vote: Joe Biden	55% (584)	35% (375)	10% (105)	1064
2020 Vote: Donald Trump	46% (314)	36% (245)	17% (118)	677
2020 Vote: Other	59% (34)	31% (18)	11% (6)	59
2020 Vote: Didn't Vote	44% (176)	40% (159)	15% (60)	395
2018 House Vote: Democrat	57% (454)	33% (263)	10% (78)	795
2018 House Vote: Republican	47% (272)	38% (218)	15% (89)	579
2018 House Vote: Someone else	52% (29)	32% (17)	16% (9)	55
2016 Vote: Hillary Clinton	58% (415)	32% (224)	10% (72)	711
2016 Vote: Donald Trump	47% (302)	36% (227)	17% (110)	639
2016 Vote: Other	52% (53)	41% (41)	7% (7)	101
2016 Vote: Didn't Vote	45% (337)	41% (304)	14% (101)	742

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Table MCFI2_7: How much of a factor should the following be when a person decides where to invest?
A company's commitment to removing conflicts of interest from their board

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	50% (1110)	36% (798)	13% (292)	2200
Voted in 2014: Yes	54% (666)	34% (419)	12% (153)	1238
Voted in 2014: No	46% (444)	39% (379)	14% (139)	962
4-Region: Northeast	47% (185)	39% (152)	14% (57)	394
4-Region: Midwest	50% (229)	36% (164)	15% (69)	462
4-Region: South	51% (422)	35% (289)	14% (113)	824
4-Region: West	53% (274)	37% (192)	10% (54)	520
Frequently Invests	50% (388)	37% (286)	12% (95)	769
Frequently Invests/Trades Stocks	54% (278)	35% (182)	11% (55)	516
Frequently Invests in Mutual Funds	52% (230)	40% (175)	8% (37)	442
Frequently Invests in Private Equity	51% (122)	40% (96)	9% (23)	241
Frequently Invests/Trade Crypto	50% (176)	39% (136)	10% (37)	350
Frequently Invests/Trades ETFs	51% (161)	39% (123)	10% (33)	317
Frequently Invests/Trades Bonds	53% (153)	36% (105)	11% (33)	291
Frequently Invests/Trades Commodities	50% (133)	38% (99)	12% (31)	263
Frequently Invests/Flips Real Estate	48% (106)	45% (98)	7% (16)	219
Frequently Invests in Structure Products	50% (105)	39% (82)	11% (23)	210

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

**Table MCFI2_8: How much of a factor should the following be when a person decides where to invest?
A company's history of ethical behavior**

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	64% (1414)	26% (561)	10% (225)	2200
Gender: Male	59% (625)	29% (308)	12% (129)	1062
Gender: Female	69% (789)	22% (253)	8% (96)	1138
Age: 18-34	58% (380)	28% (186)	14% (89)	655
Age: 35-44	66% (236)	26% (93)	8% (29)	358
Age: 45-64	65% (491)	25% (188)	10% (72)	751
Age: 65+	70% (307)	22% (95)	8% (34)	436
GenZers: 1997-2012	51% (132)	32% (83)	17% (45)	261
Millennials: 1981-1996	64% (399)	27% (168)	10% (60)	628
GenXers: 1965-1980	65% (349)	24% (132)	11% (58)	538
Baby Boomers: 1946-1964	69% (471)	23% (157)	7% (51)	679
PID: Dem (no lean)	69% (610)	23% (209)	8% (72)	891
PID: Ind (no lean)	60% (416)	28% (196)	11% (77)	689
PID: Rep (no lean)	63% (388)	25% (156)	12% (76)	620
PID/Gender: Dem Men	65% (276)	27% (114)	8% (34)	424
PID/Gender: Dem Women	72% (334)	20% (95)	8% (37)	467
PID/Gender: Ind Men	53% (192)	34% (123)	13% (47)	362
PID/Gender: Ind Women	68% (224)	22% (73)	9% (30)	328
PID/Gender: Rep Men	57% (157)	26% (72)	17% (48)	276
PID/Gender: Rep Women	67% (231)	25% (85)	8% (28)	344
Ideo: Liberal (1-3)	70% (460)	23% (154)	7% (46)	659
Ideo: Moderate (4)	61% (369)	28% (167)	11% (65)	602
Ideo: Conservative (5-7)	63% (459)	26% (185)	11% (80)	724
Educ: < College	64% (961)	25% (385)	11% (167)	1512
Educ: Bachelors degree	67% (297)	25% (111)	8% (36)	444
Educ: Post-grad	64% (156)	27% (66)	9% (22)	244
Income: Under 50k	63% (758)	26% (307)	11% (134)	1200
Income: 50k-100k	66% (441)	24% (162)	10% (69)	672
Income: 100k+	65% (214)	28% (92)	7% (22)	328
Ethnicity: White	65% (1121)	25% (433)	10% (167)	1722
Ethnicity: Hispanic	57% (201)	33% (116)	9% (33)	349

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Table MCFI2_8: How much of a factor should the following be when a person decides where to invest?
A company's history of ethical behavior

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	64% (1414)	26% (561)	10% (225)	2200
Ethnicity: Black	59% (163)	25% (68)	16% (43)	274
Ethnicity: Other	63% (129)	29% (60)	7% (15)	204
All Christian	62% (649)	29% (299)	9% (93)	1041
All Non-Christian	61% (83)	27% (37)	12% (16)	136
Atheist	65% (66)	28% (29)	7% (7)	101
Agnostic/Nothing in particular	62% (337)	24% (130)	14% (77)	544
Something Else	74% (279)	18% (67)	9% (33)	378
Religious Non-Protestant/Catholic	59% (95)	31% (49)	10% (17)	161
Evangelical	66% (391)	25% (148)	9% (52)	591
Non-Evangelical	65% (511)	26% (200)	9% (72)	783
Community: Urban	61% (389)	26% (168)	13% (85)	642
Community: Suburban	66% (627)	27% (256)	7% (67)	950
Community: Rural	65% (398)	23% (137)	12% (73)	607
Employ: Private Sector	64% (439)	27% (189)	9% (59)	687
Employ: Government	58% (81)	30% (41)	13% (18)	141
Employ: Self-Employed	61% (98)	25% (41)	14% (23)	162
Employ: Homemaker	65% (113)	30% (53)	6% (10)	176
Employ: Student	66% (64)	21% (20)	13% (13)	97
Employ: Retired	68% (343)	22% (111)	10% (50)	504
Employ: Unemployed	60% (166)	28% (77)	13% (35)	278
Employ: Other	70% (108)	19% (29)	11% (17)	155
Military HH: Yes	66% (218)	24% (79)	9% (31)	328
Military HH: No	64% (1196)	26% (482)	10% (194)	1872
RD/WT: Right Direction	66% (752)	25% (286)	9% (105)	1143
RD/WT: Wrong Track	63% (662)	26% (275)	11% (120)	1057
Biden Job Approve	66% (834)	24% (308)	10% (122)	1264
Biden Job Disapprove	64% (534)	27% (223)	10% (82)	839

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Table MCFI2_8: How much of a factor should the following be when a person decides where to invest?
A company's history of ethical behavior

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	64% (1414)	26% (561)	10% (225)	2200
Biden Job Strongly Approve	67% (481)	23% (162)	10% (71)	714
Biden Job Somewhat Approve	64% (353)	27% (146)	9% (51)	550
Biden Job Somewhat Disapprove	67% (174)	27% (71)	6% (16)	262
Biden Job Strongly Disapprove	62% (360)	26% (151)	11% (66)	577
Favorable of Biden	67% (845)	23% (291)	9% (117)	1253
Unfavorable of Biden	62% (526)	28% (239)	10% (85)	850
Very Favorable of Biden	70% (499)	22% (155)	9% (63)	717
Somewhat Favorable of Biden	65% (346)	25% (136)	10% (54)	536
Somewhat Unfavorable of Biden	64% (154)	28% (67)	8% (20)	241
Very Unfavorable of Biden	61% (372)	28% (172)	11% (65)	609
#1 Issue: Economy	64% (510)	27% (214)	9% (69)	793
#1 Issue: Security	59% (194)	28% (90)	13% (43)	327
#1 Issue: Health Care	61% (210)	30% (102)	9% (33)	345
#1 Issue: Medicare / Social Security	69% (180)	22% (58)	9% (22)	260
#1 Issue: Women's Issues	67% (69)	13% (14)	20% (20)	102
#1 Issue: Education	60% (79)	30% (39)	10% (13)	130
#1 Issue: Energy	70% (76)	20% (22)	10% (11)	109
#1 Issue: Other	72% (95)	17% (23)	11% (14)	133
2020 Vote: Joe Biden	68% (724)	24% (252)	8% (88)	1064
2020 Vote: Donald Trump	61% (416)	26% (179)	12% (83)	677
2020 Vote: Other	70% (41)	26% (15)	4% (2)	59
2020 Vote: Didn't Vote	58% (231)	29% (113)	13% (52)	395
2018 House Vote: Democrat	70% (558)	22% (172)	8% (65)	795
2018 House Vote: Republican	63% (365)	26% (148)	11% (66)	579
2018 House Vote: Someone else	59% (33)	24% (13)	17% (9)	55
2016 Vote: Hillary Clinton	69% (493)	23% (160)	8% (58)	711
2016 Vote: Donald Trump	61% (393)	25% (163)	13% (84)	639
2016 Vote: Other	72% (73)	24% (24)	4% (4)	101
2016 Vote: Didn't Vote	61% (453)	28% (209)	11% (80)	742

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Table MCFI2_8: How much of a factor should the following be when a person decides where to invest?
 A company's history of ethical behavior

Demographic	Should be a major factor	Should be a minor factor	Should not be a factor at all	Total N
Adults	64% (1414)	26% (561)	10% (225)	2200
Voted in 2014: Yes	67% (829)	23% (291)	9% (118)	1238
Voted in 2014: No	61% (584)	28% (271)	11% (107)	962
4-Region: Northeast	61% (239)	29% (114)	10% (41)	394
4-Region: Midwest	66% (306)	24% (113)	10% (44)	462
4-Region: South	64% (526)	24% (199)	12% (100)	824
4-Region: West	66% (344)	26% (136)	8% (40)	520
Frequently Invests	60% (463)	31% (235)	9% (70)	769
Frequently Invests/Trades Stocks	61% (316)	31% (160)	8% (39)	516
Frequently Invests in Mutual Funds	62% (274)	32% (143)	6% (25)	442
Frequently Invests in Private Equity	51% (124)	39% (94)	10% (23)	241
Frequently Invests/Trade Crypto	57% (199)	34% (120)	9% (30)	350
Frequently Invests/Trades ETFs	55% (175)	35% (111)	10% (31)	317
Frequently Invests/Trades Bonds	53% (155)	36% (105)	10% (30)	291
Frequently Invests/Trades Commodities	54% (143)	37% (97)	9% (24)	263
Frequently Invests/Flips Real Estate	53% (117)	38% (84)	8% (18)	219
Frequently Invests in Structure Products	54% (114)	35% (74)	10% (22)	210

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

Table MCFI3: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It is more important for investors to make socially responsible investments.		It is more important for investors to make profitable investments.		Don't know / No opinion		Total N
Adults	35%	(778)	42%	(919)	23%	(502)	2200
Gender: Male	33%	(347)	50%	(532)	17%	(183)	1062
Gender: Female	38%	(431)	34%	(387)	28%	(319)	1138
Age: 18-34	40%	(260)	38%	(250)	22%	(145)	655
Age: 35-44	35%	(126)	41%	(146)	24%	(86)	358
Age: 45-64	35%	(264)	41%	(309)	24%	(177)	751
Age: 65+	29%	(128)	49%	(214)	22%	(94)	436
GenZers: 1997-2012	34%	(90)	37%	(97)	29%	(75)	261
Millennials: 1981-1996	40%	(254)	40%	(250)	20%	(124)	628
GenXers: 1965-1980	37%	(199)	39%	(210)	24%	(130)	538
Baby Boomers: 1946-1964	31%	(208)	47%	(319)	22%	(152)	679
PID: Dem (no lean)	45%	(400)	36%	(321)	19%	(170)	891
PID: Ind (no lean)	33%	(225)	39%	(270)	28%	(195)	689
PID: Rep (no lean)	25%	(154)	53%	(329)	22%	(138)	620
PID/Gender: Dem Men	43%	(181)	44%	(185)	14%	(58)	424
PID/Gender: Dem Women	47%	(218)	29%	(136)	24%	(112)	467
PID/Gender: Ind Men	30%	(110)	46%	(166)	24%	(86)	362
PID/Gender: Ind Women	35%	(115)	32%	(104)	33%	(109)	328
PID/Gender: Rep Men	20%	(56)	65%	(181)	14%	(40)	276
PID/Gender: Rep Women	28%	(98)	43%	(148)	29%	(98)	344
Ideo: Liberal (1-3)	51%	(334)	33%	(217)	16%	(108)	659
Ideo: Moderate (4)	37%	(225)	38%	(230)	24%	(147)	602
Ideo: Conservative (5-7)	24%	(171)	57%	(409)	20%	(144)	724
Educ: < College	34%	(514)	38%	(573)	28%	(425)	1512
Educ: Bachelors degree	37%	(165)	51%	(228)	11%	(51)	444
Educ: Post-grad	41%	(99)	49%	(118)	11%	(26)	244
Income: Under 50k	37%	(439)	35%	(421)	28%	(340)	1200
Income: 50k-100k	34%	(225)	49%	(327)	18%	(120)	672
Income: 100k+	35%	(114)	52%	(171)	13%	(43)	328
Ethnicity: White	34%	(584)	44%	(753)	22%	(385)	1722

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Table MCFI3: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It is more important for investors to make socially responsible investments.		It is more important for investors to make profitable investments.		Don't know / No opinion		Total N
Adults	35%	(778)	42%	(919)	23%	(502)	2200
Ethnicity: Hispanic	32%	(113)	47%	(165)	21%	(72)	349
Ethnicity: Black	42%	(114)	32%	(89)	26%	(71)	274
Ethnicity: Other	39%	(80)	38%	(77)	23%	(46)	204
All Christian	33%	(345)	48%	(495)	19%	(201)	1041
All Non-Christian	42%	(57)	44%	(60)	14%	(18)	136
Atheist	48%	(49)	28%	(29)	23%	(24)	101
Agnostic/Nothing in particular	36%	(194)	36%	(196)	28%	(154)	544
Something Else	35%	(133)	37%	(139)	28%	(105)	378
Religious Non-Protestant/Catholic	41%	(66)	46%	(75)	13%	(20)	161
Evangelical	32%	(187)	49%	(289)	19%	(115)	591
Non-Evangelical	35%	(274)	41%	(324)	24%	(185)	783
Community: Urban	40%	(260)	39%	(249)	21%	(133)	642
Community: Suburban	33%	(314)	44%	(417)	23%	(220)	950
Community: Rural	34%	(205)	42%	(254)	25%	(149)	607
Employ: Private Sector	39%	(269)	46%	(317)	15%	(101)	687
Employ: Government	31%	(44)	52%	(74)	17%	(23)	141
Employ: Self-Employed	38%	(61)	50%	(81)	12%	(19)	162
Employ: Homemaker	36%	(62)	33%	(57)	32%	(56)	176
Employ: Student	44%	(43)	34%	(33)	22%	(21)	97
Employ: Retired	30%	(149)	46%	(232)	24%	(123)	504
Employ: Unemployed	36%	(99)	26%	(72)	38%	(107)	278
Employ: Other	33%	(51)	34%	(52)	33%	(52)	155
Military HH: Yes	30%	(98)	47%	(155)	23%	(74)	328
Military HH: No	36%	(680)	41%	(764)	23%	(428)	1872
RD/WT: Right Direction	44%	(500)	36%	(415)	20%	(229)	1143
RD/WT: Wrong Track	26%	(279)	48%	(505)	26%	(274)	1057
Biden Job Approve	44%	(556)	36%	(450)	20%	(259)	1264
Biden Job Disapprove	24%	(204)	53%	(447)	22%	(188)	839

Continued on next page

Table MCFI3: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It is more important for investors to make socially responsible investments.		It is more important for investors to make profitable investments.		Don't know / No opinion		Total N
Adults	35%	(778)	42%	(919)	23%	(502)	2200
Biden Job Strongly Approve	47%	(335)	36%	(257)	17%	(122)	714
Biden Job Somewhat Approve	40%	(221)	35%	(193)	25%	(136)	550
Biden Job Somewhat Disapprove	30%	(79)	47%	(122)	23%	(61)	262
Biden Job Strongly Disapprove	22%	(126)	56%	(324)	22%	(127)	577
Favorable of Biden	43%	(542)	36%	(445)	21%	(265)	1253
Unfavorable of Biden	25%	(209)	53%	(447)	23%	(193)	850
Very Favorable of Biden	46%	(327)	36%	(261)	18%	(129)	717
Somewhat Favorable of Biden	40%	(215)	35%	(185)	25%	(136)	536
Somewhat Unfavorable of Biden	27%	(66)	49%	(117)	24%	(58)	241
Very Unfavorable of Biden	24%	(143)	54%	(330)	22%	(136)	609
#1 Issue: Economy	35%	(275)	45%	(353)	21%	(165)	793
#1 Issue: Security	33%	(107)	49%	(161)	18%	(58)	327
#1 Issue: Health Care	34%	(118)	40%	(137)	26%	(89)	345
#1 Issue: Medicare / Social Security	29%	(76)	42%	(109)	29%	(75)	260
#1 Issue: Women's Issues	49%	(50)	25%	(26)	26%	(27)	102
#1 Issue: Education	38%	(49)	41%	(53)	22%	(28)	130
#1 Issue: Energy	52%	(57)	30%	(32)	18%	(20)	109
#1 Issue: Other	35%	(46)	35%	(47)	30%	(40)	133
2020 Vote: Joe Biden	44%	(471)	36%	(379)	20%	(213)	1064
2020 Vote: Donald Trump	25%	(168)	56%	(380)	19%	(129)	677
2020 Vote: Other	39%	(23)	43%	(25)	18%	(11)	59
2020 Vote: Didn't Vote	28%	(113)	34%	(134)	38%	(149)	395
2018 House Vote: Democrat	46%	(366)	37%	(291)	17%	(138)	795
2018 House Vote: Republican	25%	(143)	59%	(341)	17%	(96)	579
2018 House Vote: Someone else	42%	(23)	34%	(19)	24%	(13)	55
2016 Vote: Hillary Clinton	45%	(317)	35%	(252)	20%	(143)	711
2016 Vote: Donald Trump	24%	(156)	56%	(360)	19%	(122)	639
2016 Vote: Other	44%	(44)	38%	(38)	18%	(18)	101
2016 Vote: Didn't Vote	35%	(258)	36%	(265)	30%	(219)	742

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Table MCFI3: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It is more important for investors to make socially responsible investments.		It is more important for investors to make profitable investments.		Don't know / No opinion		Total N
Adults	35%	(778)	42%	(919)	23%	(502)	2200
Voted in 2014: Yes	36%	(443)	46%	(567)	18%	(228)	1238
Voted in 2014: No	35%	(336)	37%	(352)	29%	(275)	962
4-Region: Northeast	37%	(147)	40%	(159)	22%	(87)	394
4-Region: Midwest	35%	(164)	40%	(185)	25%	(113)	462
4-Region: South	35%	(291)	41%	(340)	23%	(193)	824
4-Region: West	34%	(176)	45%	(235)	21%	(109)	520
Frequently Invests	35%	(272)	54%	(413)	11%	(84)	769
Frequently Invests/Trades Stocks	37%	(192)	54%	(276)	9%	(47)	516
Frequently Invests in Mutual Funds	37%	(165)	54%	(240)	9%	(38)	442
Frequently Invests in Private Equity	41%	(98)	51%	(122)	9%	(21)	241
Frequently Invests/Trade Crypto	40%	(139)	52%	(182)	8%	(29)	350
Frequently Invests/Trades ETFs	37%	(117)	53%	(167)	11%	(33)	317
Frequently Invests/Trades Bonds	43%	(125)	47%	(137)	10%	(28)	291
Frequently Invests/Trades Commodities	44%	(115)	46%	(122)	10%	(27)	263
Frequently Invests/Flips Real Estate	44%	(96)	47%	(102)	10%	(21)	219
Frequently Invests in Structure Products	43%	(89)	48%	(101)	10%	(20)	210

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

Table MCFI4_1: Do you agree or disagree with the following statements?
It is hard to prove whether or not a company is actually environmentally friendly if they claim to be

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(558)	45%	(982)	12%	(256)	5%	(106)	13%	(297)	2200
Gender: Male	27%	(286)	44%	(463)	12%	(131)	5%	(57)	12%	(125)	1062
Gender: Female	24%	(272)	46%	(519)	11%	(125)	4%	(50)	15%	(172)	1138
Age: 18-34	27%	(177)	45%	(294)	12%	(78)	7%	(49)	9%	(57)	655
Age: 35-44	29%	(103)	39%	(141)	13%	(47)	5%	(18)	14%	(49)	358
Age: 45-64	23%	(175)	46%	(343)	11%	(83)	4%	(30)	16%	(119)	751
Age: 65+	24%	(104)	47%	(204)	11%	(48)	2%	(9)	16%	(71)	436
GenZers: 1997-2012	24%	(64)	43%	(113)	13%	(34)	7%	(18)	12%	(32)	261
Millennials: 1981-1996	29%	(182)	43%	(271)	12%	(74)	7%	(44)	9%	(56)	628
GenXers: 1965-1980	25%	(133)	43%	(233)	12%	(65)	5%	(27)	15%	(80)	538
Baby Boomers: 1946-1964	23%	(158)	47%	(318)	11%	(77)	3%	(17)	16%	(109)	679
PID: Dem (no lean)	28%	(253)	42%	(378)	14%	(129)	6%	(55)	8%	(75)	891
PID: Ind (no lean)	24%	(165)	45%	(310)	10%	(66)	3%	(23)	18%	(124)	689
PID: Rep (no lean)	23%	(140)	47%	(294)	10%	(61)	5%	(28)	16%	(97)	620
PID/Gender: Dem Men	29%	(125)	41%	(174)	15%	(64)	8%	(35)	6%	(26)	424
PID/Gender: Dem Women	27%	(128)	44%	(204)	14%	(65)	4%	(20)	11%	(50)	467
PID/Gender: Ind Men	24%	(88)	45%	(162)	11%	(39)	3%	(10)	17%	(62)	362
PID/Gender: Ind Women	24%	(77)	45%	(148)	8%	(27)	4%	(14)	19%	(62)	328
PID/Gender: Rep Men	27%	(73)	46%	(126)	10%	(28)	4%	(12)	14%	(37)	276
PID/Gender: Rep Women	19%	(66)	49%	(168)	10%	(33)	5%	(16)	17%	(60)	344
Ideo: Liberal (1-3)	31%	(203)	44%	(290)	15%	(98)	6%	(38)	4%	(29)	659
Ideo: Moderate (4)	21%	(128)	48%	(287)	9%	(56)	5%	(28)	17%	(102)	602
Ideo: Conservative (5-7)	26%	(188)	45%	(329)	10%	(75)	4%	(32)	14%	(101)	724
Educ: < College	23%	(348)	44%	(672)	11%	(167)	5%	(77)	16%	(248)	1512
Educ: Bachelors degree	30%	(134)	44%	(197)	12%	(53)	4%	(20)	9%	(40)	444
Educ: Post-grad	31%	(76)	46%	(113)	15%	(36)	4%	(10)	4%	(9)	244
Income: Under 50k	23%	(276)	44%	(526)	12%	(138)	5%	(61)	17%	(199)	1200
Income: 50k-100k	25%	(169)	47%	(314)	12%	(77)	5%	(31)	12%	(80)	672
Income: 100k+	34%	(113)	43%	(142)	12%	(40)	4%	(15)	5%	(18)	328
Ethnicity: White	25%	(436)	47%	(809)	11%	(185)	4%	(72)	13%	(220)	1722
Ethnicity: Hispanic	18%	(64)	49%	(171)	16%	(56)	7%	(25)	9%	(33)	349

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Table MCFI4_1: Do you agree or disagree with the following statements?*It is hard to prove whether or not a company is actually environmentally friendly if they claim to be*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	25% (558)	45% (982)	12% (256)	5% (106)	13% (297)	2200
Ethnicity: Black	27% (73)	35% (97)	13% (36)	8% (21)	17% (47)	274
Ethnicity: Other	24% (49)	38% (77)	17% (34)	6% (13)	15% (30)	204
All Christian	25% (257)	47% (490)	11% (115)	4% (45)	13% (134)	1041
All Non-Christian	38% (51)	32% (44)	12% (16)	5% (7)	13% (17)	136
Atheist	16% (16)	49% (49)	18% (18)	10% (11)	7% (7)	101
Agnostic/Nothing in particular	27% (147)	41% (223)	13% (70)	5% (25)	14% (78)	544
Something Else	23% (87)	46% (175)	10% (37)	5% (19)	16% (60)	378
Religious Non-Protestant/Catholic	36% (58)	35% (56)	13% (20)	4% (7)	12% (20)	161
Evangelical	23% (136)	45% (265)	12% (69)	6% (33)	15% (89)	591
Non-Evangelical	25% (194)	48% (378)	10% (78)	4% (31)	13% (103)	783
Community: Urban	32% (206)	38% (242)	13% (81)	5% (33)	13% (81)	642
Community: Suburban	23% (216)	48% (456)	12% (118)	5% (48)	12% (112)	950
Community: Rural	22% (137)	47% (284)	9% (57)	4% (25)	17% (105)	607
Employ: Private Sector	27% (184)	49% (336)	11% (78)	5% (37)	8% (52)	687
Employ: Government	30% (42)	40% (57)	15% (22)	5% (7)	10% (13)	141
Employ: Self-Employed	24% (39)	41% (66)	14% (22)	8% (14)	12% (20)	162
Employ: Homemaker	23% (41)	45% (78)	12% (22)	7% (12)	13% (24)	176
Employ: Student	22% (21)	54% (52)	5% (5)	4% (4)	15% (15)	97
Employ: Retired	25% (124)	46% (230)	9% (48)	2% (9)	19% (93)	504
Employ: Unemployed	25% (69)	39% (109)	14% (40)	4% (12)	17% (48)	278
Employ: Other	25% (38)	35% (54)	13% (20)	7% (11)	20% (32)	155
Military HH: Yes	26% (86)	44% (144)	11% (37)	5% (15)	14% (46)	328
Military HH: No	25% (472)	45% (839)	12% (219)	5% (92)	13% (251)	1872
RD/WT: Right Direction	26% (298)	44% (505)	14% (160)	5% (60)	10% (120)	1143
RD/WT: Wrong Track	25% (260)	45% (477)	9% (97)	4% (46)	17% (177)	1057
Biden Job Approve	28% (353)	45% (568)	13% (162)	5% (64)	9% (116)	1264
Biden Job Disapprove	22% (189)	45% (381)	10% (86)	5% (39)	17% (144)	839

Continued on next page

Table MCFI4_1: Do you agree or disagree with the following statements?
It is hard to prove whether or not a company is actually environmentally friendly if they claim to be

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(558)	45%	(982)	12%	(256)	5%	(106)	13%	(297)	2200
Biden Job Strongly Approve	32%	(228)	40%	(288)	12%	(83)	6%	(41)	10%	(74)	714
Biden Job Somewhat Approve	23%	(125)	51%	(281)	14%	(80)	4%	(23)	8%	(42)	550
Biden Job Somewhat Disapprove	16%	(42)	49%	(129)	13%	(33)	7%	(18)	15%	(40)	262
Biden Job Strongly Disapprove	25%	(147)	44%	(252)	9%	(54)	4%	(21)	18%	(104)	577
Favorable of Biden	27%	(343)	45%	(563)	13%	(168)	5%	(64)	9%	(114)	1253
Unfavorable of Biden	23%	(197)	46%	(393)	9%	(75)	5%	(40)	17%	(146)	850
Very Favorable of Biden	31%	(223)	40%	(285)	13%	(96)	6%	(45)	9%	(67)	717
Somewhat Favorable of Biden	22%	(120)	52%	(278)	13%	(72)	3%	(18)	9%	(47)	536
Somewhat Unfavorable of Biden	17%	(41)	52%	(127)	8%	(20)	6%	(15)	16%	(39)	241
Very Unfavorable of Biden	26%	(156)	44%	(266)	9%	(55)	4%	(25)	17%	(107)	609
#1 Issue: Economy	26%	(209)	46%	(367)	11%	(90)	5%	(40)	11%	(88)	793
#1 Issue: Security	22%	(74)	52%	(170)	9%	(29)	3%	(11)	14%	(44)	327
#1 Issue: Health Care	26%	(88)	41%	(140)	15%	(53)	6%	(19)	13%	(45)	345
#1 Issue: Medicare / Social Security	21%	(54)	46%	(119)	12%	(32)	2%	(6)	19%	(49)	260
#1 Issue: Women's Issues	32%	(33)	35%	(36)	12%	(12)	5%	(6)	15%	(15)	102
#1 Issue: Education	23%	(30)	39%	(51)	14%	(18)	11%	(15)	12%	(16)	130
#1 Issue: Energy	26%	(28)	46%	(50)	6%	(6)	8%	(8)	15%	(16)	109
#1 Issue: Other	32%	(43)	37%	(50)	12%	(16)	1%	(1)	17%	(23)	133
2020 Vote: Joe Biden	27%	(292)	46%	(485)	13%	(139)	5%	(50)	9%	(99)	1064
2020 Vote: Donald Trump	24%	(160)	47%	(320)	8%	(55)	4%	(30)	17%	(113)	677
2020 Vote: Other	30%	(17)	44%	(26)	16%	(9)	7%	(4)	4%	(2)	59
2020 Vote: Didn't Vote	23%	(89)	38%	(150)	13%	(52)	6%	(23)	20%	(81)	395
2018 House Vote: Democrat	28%	(223)	44%	(349)	13%	(100)	6%	(46)	10%	(78)	795
2018 House Vote: Republican	25%	(142)	47%	(273)	8%	(45)	5%	(29)	15%	(90)	579
2018 House Vote: Someone else	22%	(12)	47%	(26)	12%	(7)	2%	(1)	16%	(9)	55
2016 Vote: Hillary Clinton	25%	(180)	46%	(328)	13%	(93)	5%	(33)	11%	(77)	711
2016 Vote: Donald Trump	23%	(147)	46%	(295)	9%	(56)	5%	(32)	17%	(108)	639
2016 Vote: Other	25%	(25)	53%	(53)	9%	(9)	4%	(4)	10%	(10)	101
2016 Vote: Didn't Vote	27%	(201)	41%	(307)	13%	(97)	5%	(38)	13%	(99)	742

Continued on next page

Table MCFI4_1: Do you agree or disagree with the following statements?*It is hard to prove whether or not a company is actually environmentally friendly if they claim to be*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(558)	45%	(982)	12%	(256)	5%	(106)	13%	(297)	2200
Voted in 2014: Yes	26%	(325)	46%	(566)	10%	(129)	5%	(57)	13%	(161)	1238
Voted in 2014: No	24%	(234)	43%	(416)	13%	(127)	5%	(50)	14%	(136)	962
4-Region: Northeast	28%	(112)	38%	(151)	13%	(51)	5%	(20)	15%	(60)	394
4-Region: Midwest	25%	(115)	49%	(224)	10%	(48)	4%	(19)	12%	(55)	462
4-Region: South	23%	(192)	44%	(365)	12%	(100)	5%	(38)	16%	(129)	824
4-Region: West	27%	(139)	46%	(241)	11%	(56)	6%	(30)	10%	(53)	520
Frequently Invests	32%	(247)	40%	(309)	14%	(104)	7%	(56)	7%	(53)	769
Frequently Invests/Trades Stocks	33%	(172)	42%	(218)	12%	(60)	6%	(34)	6%	(32)	516
Frequently Invests in Mutual Funds	36%	(158)	40%	(178)	12%	(52)	7%	(30)	6%	(25)	442
Frequently Invests in Private Equity	43%	(102)	36%	(85)	12%	(28)	8%	(18)	3%	(6)	241
Frequently Invests/Trade Crypto	38%	(133)	34%	(119)	14%	(50)	10%	(36)	3%	(12)	350
Frequently Invests/Trades ETFs	40%	(125)	36%	(113)	13%	(42)	6%	(20)	5%	(17)	317
Frequently Invests/Trades Bonds	40%	(116)	37%	(106)	12%	(34)	6%	(19)	5%	(15)	291
Frequently Invests/Trades Commodities	37%	(97)	35%	(93)	15%	(38)	8%	(21)	5%	(14)	263
Frequently Invests/Flips Real Estate	45%	(99)	29%	(64)	11%	(25)	10%	(22)	4%	(10)	219
Frequently Invests in Structure Products	42%	(89)	30%	(62)	12%	(25)	9%	(19)	7%	(14)	210

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

Table MCFI4_2: Do you agree or disagree with the following statements?
Supporting companies and brands that share your values is more important than saving money

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(388)	32%	(708)	24%	(523)	12%	(259)	15%	(323)	2200
Gender: Male	19%	(198)	34%	(356)	24%	(251)	12%	(132)	12%	(125)	1062
Gender: Female	17%	(189)	31%	(352)	24%	(272)	11%	(127)	17%	(198)	1138
Age: 18-34	28%	(183)	34%	(224)	20%	(130)	6%	(39)	12%	(80)	655
Age: 35-44	24%	(85)	35%	(124)	18%	(64)	5%	(19)	18%	(66)	358
Age: 45-64	11%	(82)	32%	(240)	26%	(193)	18%	(132)	14%	(103)	751
Age: 65+	9%	(38)	27%	(120)	31%	(136)	16%	(69)	17%	(73)	436
GenZers: 1997-2012	24%	(64)	32%	(84)	21%	(56)	6%	(15)	16%	(43)	261
Millennials: 1981-1996	29%	(183)	36%	(226)	17%	(108)	6%	(37)	12%	(74)	628
GenXers: 1965-1980	14%	(75)	33%	(180)	24%	(127)	13%	(71)	16%	(85)	538
Baby Boomers: 1946-1964	8%	(55)	30%	(201)	29%	(195)	19%	(126)	15%	(102)	679
PID: Dem (no lean)	23%	(203)	37%	(331)	19%	(174)	9%	(77)	12%	(105)	891
PID: Ind (no lean)	16%	(108)	29%	(197)	23%	(160)	12%	(83)	20%	(141)	689
PID: Rep (no lean)	12%	(76)	29%	(180)	31%	(189)	16%	(98)	12%	(76)	620
PID/Gender: Dem Men	26%	(112)	39%	(163)	20%	(85)	7%	(32)	8%	(32)	424
PID/Gender: Dem Women	20%	(91)	36%	(168)	19%	(89)	10%	(46)	16%	(73)	467
PID/Gender: Ind Men	13%	(47)	31%	(114)	24%	(86)	13%	(48)	18%	(67)	362
PID/Gender: Ind Women	19%	(61)	25%	(83)	23%	(74)	11%	(35)	23%	(75)	328
PID/Gender: Rep Men	14%	(39)	28%	(79)	29%	(80)	19%	(52)	9%	(26)	276
PID/Gender: Rep Women	11%	(37)	29%	(101)	32%	(109)	13%	(46)	15%	(50)	344
Ideo: Liberal (1-3)	24%	(159)	39%	(257)	21%	(140)	7%	(44)	9%	(59)	659
Ideo: Moderate (4)	15%	(88)	31%	(187)	26%	(155)	11%	(66)	18%	(106)	602
Ideo: Conservative (5-7)	14%	(103)	30%	(215)	27%	(194)	18%	(129)	11%	(83)	724
Educ: < College	16%	(246)	31%	(466)	24%	(361)	12%	(183)	17%	(257)	1512
Educ: Bachelors degree	20%	(87)	34%	(150)	24%	(105)	12%	(53)	11%	(48)	444
Educ: Post-grad	23%	(55)	38%	(92)	23%	(56)	9%	(23)	7%	(18)	244
Income: Under 50k	16%	(192)	31%	(374)	25%	(294)	11%	(137)	17%	(202)	1200
Income: 50k-100k	18%	(120)	33%	(223)	22%	(146)	12%	(84)	15%	(99)	672
Income: 100k+	23%	(76)	34%	(110)	25%	(82)	12%	(38)	7%	(22)	328
Ethnicity: White	16%	(272)	33%	(574)	24%	(416)	12%	(215)	14%	(245)	1722
Ethnicity: Hispanic	24%	(84)	35%	(121)	23%	(80)	6%	(20)	13%	(44)	349

Continued on next page

Table MCFI4_2: Do you agree or disagree with the following statements?*Supporting companies and brands that share your values is more important than saving money*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(388)	32%	(708)	24%	(523)	12%	(259)	15%	(323)	2200
Ethnicity: Black	21%	(58)	27%	(75)	22%	(60)	11%	(29)	19%	(52)	274
Ethnicity: Other	28%	(57)	29%	(60)	23%	(46)	7%	(15)	13%	(26)	204
All Christian	15%	(153)	31%	(326)	28%	(288)	12%	(122)	15%	(151)	1041
All Non-Christian	40%	(55)	30%	(41)	15%	(20)	5%	(7)	9%	(12)	136
Atheist	13%	(13)	39%	(40)	25%	(25)	9%	(10)	13%	(14)	101
Agnostic/Nothing in particular	18%	(99)	34%	(182)	21%	(113)	13%	(69)	15%	(82)	544
Something Else	18%	(68)	32%	(119)	20%	(76)	14%	(51)	17%	(63)	378
Religious Non-Protestant/Catholic	37%	(59)	28%	(44)	19%	(30)	6%	(10)	10%	(16)	161
Evangelical	16%	(97)	31%	(182)	26%	(154)	13%	(77)	14%	(82)	591
Non-Evangelical	15%	(114)	33%	(256)	25%	(193)	12%	(92)	16%	(128)	783
Community: Urban	25%	(162)	34%	(216)	17%	(108)	11%	(69)	14%	(88)	642
Community: Suburban	15%	(141)	32%	(303)	26%	(246)	12%	(117)	15%	(143)	950
Community: Rural	14%	(85)	31%	(189)	28%	(169)	12%	(73)	15%	(91)	607
Employ: Private Sector	20%	(141)	37%	(254)	23%	(156)	9%	(64)	11%	(73)	687
Employ: Government	29%	(41)	36%	(51)	17%	(24)	11%	(15)	7%	(10)	141
Employ: Self-Employed	28%	(45)	24%	(39)	21%	(35)	13%	(21)	13%	(22)	162
Employ: Homemaker	12%	(21)	31%	(55)	29%	(51)	9%	(16)	18%	(32)	176
Employ: Student	27%	(26)	43%	(42)	7%	(7)	6%	(6)	17%	(17)	97
Employ: Retired	9%	(45)	28%	(141)	31%	(154)	17%	(86)	16%	(79)	504
Employ: Unemployed	14%	(39)	29%	(81)	25%	(71)	9%	(25)	23%	(63)	278
Employ: Other	19%	(29)	30%	(46)	16%	(25)	17%	(27)	18%	(28)	155
Military HH: Yes	16%	(51)	29%	(95)	25%	(82)	17%	(56)	13%	(43)	328
Military HH: No	18%	(336)	33%	(612)	24%	(441)	11%	(203)	15%	(280)	1872
RD/WT: Right Direction	23%	(258)	36%	(411)	20%	(231)	8%	(91)	13%	(152)	1143
RD/WT: Wrong Track	12%	(130)	28%	(297)	28%	(291)	16%	(168)	16%	(171)	1057
Biden Job Approve	22%	(283)	36%	(456)	20%	(257)	8%	(106)	13%	(161)	1264
Biden Job Disapprove	12%	(97)	28%	(232)	29%	(246)	17%	(146)	14%	(118)	839

Continued on next page

Table MCFI4_2: Do you agree or disagree with the following statements?
Supporting companies and brands that share your values is more important than saving money

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	18% (388)	32% (708)	24% (523)	12% (259)	15% (323)	2200
Biden Job Strongly Approve	28% (203)	35% (250)	17% (123)	8% (57)	11% (81)	714
Biden Job Somewhat Approve	15% (81)	37% (206)	24% (134)	9% (49)	15% (80)	550
Biden Job Somewhat Disapprove	11% (29)	34% (88)	30% (79)	9% (23)	16% (43)	262
Biden Job Strongly Disapprove	12% (68)	25% (143)	29% (167)	21% (124)	13% (75)	577
Favorable of Biden	21% (266)	37% (463)	21% (259)	8% (102)	13% (162)	1253
Unfavorable of Biden	11% (97)	26% (223)	30% (252)	18% (150)	15% (129)	850
Very Favorable of Biden	25% (182)	35% (254)	19% (133)	9% (64)	12% (83)	717
Somewhat Favorable of Biden	16% (84)	39% (209)	24% (126)	7% (38)	15% (79)	536
Somewhat Unfavorable of Biden	13% (32)	29% (70)	29% (70)	11% (27)	18% (42)	241
Very Unfavorable of Biden	11% (64)	25% (154)	30% (182)	20% (123)	14% (86)	609
#1 Issue: Economy	15% (122)	34% (270)	26% (203)	13% (101)	12% (99)	793
#1 Issue: Security	11% (36)	32% (105)	30% (97)	16% (54)	11% (36)	327
#1 Issue: Health Care	25% (87)	34% (116)	18% (62)	9% (30)	15% (50)	345
#1 Issue: Medicare / Social Security	11% (29)	24% (63)	30% (77)	15% (39)	20% (52)	260
#1 Issue: Women's Issues	22% (23)	37% (37)	15% (16)	— (0)	26% (26)	102
#1 Issue: Education	26% (33)	33% (43)	21% (27)	4% (6)	17% (22)	130
#1 Issue: Energy	33% (36)	33% (36)	14% (16)	12% (13)	8% (9)	109
#1 Issue: Other	16% (22)	29% (39)	19% (26)	13% (17)	22% (29)	133
2020 Vote: Joe Biden	22% (234)	35% (372)	21% (226)	8% (89)	13% (143)	1064
2020 Vote: Donald Trump	13% (90)	31% (209)	27% (180)	17% (113)	13% (86)	677
2020 Vote: Other	22% (13)	33% (19)	22% (13)	14% (8)	9% (5)	59
2020 Vote: Didn't Vote	13% (51)	27% (105)	26% (102)	12% (49)	22% (88)	395
2018 House Vote: Democrat	21% (167)	37% (294)	20% (158)	10% (77)	12% (99)	795
2018 House Vote: Republican	15% (86)	29% (171)	28% (163)	16% (96)	11% (64)	579
2018 House Vote: Someone else	22% (12)	29% (16)	27% (15)	8% (5)	14% (7)	55
2016 Vote: Hillary Clinton	21% (148)	37% (263)	20% (145)	9% (63)	13% (92)	711
2016 Vote: Donald Trump	13% (84)	27% (175)	29% (186)	17% (106)	14% (87)	639
2016 Vote: Other	11% (11)	33% (33)	32% (32)	12% (12)	13% (13)	101
2016 Vote: Didn't Vote	19% (144)	31% (233)	21% (157)	10% (78)	18% (130)	742

Continued on next page

Table MCFI4_2: Do you agree or disagree with the following statements?
Supporting companies and brands that share your values is more important than saving money

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(388)	32%	(708)	24%	(523)	12%	(259)	15%	(323)	2200
Voted in 2014: Yes	17%	(215)	32%	(400)	25%	(308)	13%	(161)	12%	(153)	1238
Voted in 2014: No	18%	(173)	32%	(308)	22%	(214)	10%	(98)	18%	(170)	962
4-Region: Northeast	19%	(76)	33%	(129)	23%	(89)	11%	(42)	15%	(58)	394
4-Region: Midwest	17%	(77)	36%	(166)	22%	(101)	11%	(50)	15%	(69)	462
4-Region: South	15%	(124)	29%	(238)	26%	(216)	13%	(108)	17%	(138)	824
4-Region: West	21%	(111)	34%	(175)	22%	(117)	11%	(60)	11%	(58)	520
Frequently Invests	24%	(183)	37%	(284)	24%	(184)	10%	(75)	6%	(43)	769
Frequently Invests/Trades Stocks	26%	(132)	38%	(197)	22%	(115)	10%	(52)	4%	(20)	516
Frequently Invests in Mutual Funds	28%	(124)	38%	(168)	21%	(94)	9%	(38)	4%	(18)	442
Frequently Invests in Private Equity	39%	(95)	39%	(93)	15%	(36)	4%	(10)	3%	(6)	241
Frequently Invests/Trade Crypto	35%	(121)	38%	(134)	17%	(61)	7%	(24)	3%	(9)	350
Frequently Invests/Trades ETFs	35%	(110)	35%	(111)	19%	(61)	8%	(25)	3%	(10)	317
Frequently Invests/Trades Bonds	36%	(104)	39%	(113)	18%	(53)	4%	(11)	3%	(10)	291
Frequently Invests/Trades Commodities	40%	(104)	37%	(96)	17%	(45)	5%	(12)	2%	(6)	263
Frequently Invests/Flips Real Estate	42%	(92)	38%	(82)	14%	(31)	4%	(9)	3%	(6)	219
Frequently Invests in Structure Products	46%	(96)	36%	(75)	11%	(23)	4%	(9)	3%	(7)	210

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

Table MCFI5: How much have you seen, read, or heard about the following? Environmental, social, and governance (ESG) criteria, which are a set of standards for a company's operations that socially conscious investors use to screen potential investments.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	20%	(436)	26%	(566)	46%	(1002)	2200
Gender: Male	13%	(137)	23%	(246)	25%	(268)	39%	(411)	1062
Gender: Female	5%	(59)	17%	(190)	26%	(298)	52%	(592)	1138
Age: 18-34	15%	(100)	25%	(166)	30%	(197)	29%	(193)	655
Age: 35-44	15%	(53)	25%	(88)	25%	(88)	36%	(128)	358
Age: 45-64	5%	(38)	17%	(127)	21%	(161)	57%	(425)	751
Age: 65+	1%	(5)	13%	(55)	28%	(120)	59%	(256)	436
GenZers: 1997-2012	6%	(17)	24%	(63)	35%	(93)	34%	(89)	261
Millennials: 1981-1996	20%	(125)	26%	(162)	26%	(164)	28%	(177)	628
GenXers: 1965-1980	6%	(34)	22%	(118)	22%	(117)	50%	(269)	538
Baby Boomers: 1946-1964	3%	(20)	12%	(82)	24%	(163)	61%	(414)	679
PID: Dem (no lean)	12%	(110)	25%	(219)	26%	(229)	37%	(332)	891
PID: Ind (no lean)	7%	(48)	16%	(114)	26%	(180)	50%	(348)	689
PID: Rep (no lean)	6%	(38)	17%	(103)	25%	(157)	52%	(322)	620
PID/Gender: Dem Men	19%	(79)	27%	(115)	25%	(108)	29%	(122)	424
PID/Gender: Dem Women	7%	(30)	22%	(105)	26%	(122)	45%	(210)	467
PID/Gender: Ind Men	8%	(27)	19%	(69)	28%	(100)	46%	(166)	362
PID/Gender: Ind Women	6%	(20)	14%	(45)	25%	(80)	56%	(182)	328
PID/Gender: Rep Men	11%	(30)	23%	(63)	22%	(61)	44%	(123)	276
PID/Gender: Rep Women	2%	(9)	12%	(40)	28%	(96)	58%	(199)	344
Ideo: Liberal (1-3)	13%	(86)	22%	(147)	28%	(184)	37%	(242)	659
Ideo: Moderate (4)	6%	(37)	23%	(137)	26%	(157)	45%	(270)	602
Ideo: Conservative (5-7)	8%	(59)	16%	(116)	25%	(178)	51%	(371)	724
Educ: < College	6%	(90)	17%	(263)	26%	(391)	51%	(768)	1512
Educ: Bachelors degree	14%	(62)	23%	(100)	25%	(111)	38%	(170)	444
Educ: Post-grad	18%	(44)	30%	(72)	26%	(63)	26%	(64)	244
Income: Under 50k	7%	(89)	16%	(197)	26%	(317)	50%	(596)	1200
Income: 50k-100k	8%	(53)	23%	(158)	25%	(170)	43%	(292)	672
Income: 100k+	16%	(54)	25%	(81)	24%	(78)	35%	(115)	328
Ethnicity: White	8%	(145)	18%	(317)	25%	(431)	48%	(829)	1722
Ethnicity: Hispanic	10%	(34)	28%	(99)	27%	(93)	35%	(124)	349
Ethnicity: Black	11%	(31)	27%	(74)	25%	(69)	37%	(101)	274

Continued on next page

Table MCFI5: How much have you seen, read, or heard about the following? Environmental, social, and governance (ESG) criteria, which are a set of standards for a company's operations that socially conscious investors use to screen potential investments.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	20%	(436)	26%	(566)	46%	(1002)	2200
Ethnicity: Other	10%	(20)	22%	(45)	32%	(66)	36%	(73)	204
All Christian	9%	(92)	21%	(217)	23%	(244)	47%	(487)	1041
All Non-Christian	29%	(40)	21%	(29)	28%	(38)	22%	(30)	136
Atheist	1%	(1)	22%	(22)	32%	(32)	45%	(45)	101
Agnostic/Nothing in particular	6%	(34)	19%	(102)	28%	(150)	47%	(258)	544
Something Else	7%	(28)	17%	(66)	27%	(102)	48%	(182)	378
Religious Non-Protestant/Catholic	25%	(41)	19%	(31)	26%	(42)	29%	(47)	161
Evangelical	12%	(68)	20%	(117)	21%	(123)	48%	(283)	591
Non-Evangelical	6%	(47)	20%	(158)	27%	(213)	47%	(365)	783
Community: Urban	17%	(112)	25%	(159)	23%	(147)	35%	(225)	642
Community: Suburban	6%	(59)	20%	(189)	27%	(255)	47%	(448)	950
Community: Rural	4%	(25)	14%	(88)	27%	(164)	54%	(330)	607
Employ: Private Sector	13%	(89)	26%	(176)	26%	(180)	35%	(243)	687
Employ: Government	19%	(27)	25%	(35)	25%	(35)	31%	(44)	141
Employ: Self-Employed	17%	(27)	25%	(40)	24%	(39)	35%	(56)	162
Employ: Homemaker	4%	(7)	12%	(21)	32%	(56)	52%	(92)	176
Employ: Student	3%	(3)	23%	(22)	31%	(31)	42%	(41)	97
Employ: Retired	2%	(9)	13%	(63)	25%	(128)	60%	(304)	504
Employ: Unemployed	7%	(21)	17%	(48)	23%	(64)	52%	(145)	278
Employ: Other	8%	(12)	20%	(31)	22%	(33)	50%	(78)	155
Military HH: Yes	9%	(31)	15%	(49)	24%	(78)	52%	(170)	328
Military HH: No	9%	(165)	21%	(387)	26%	(488)	44%	(832)	1872
RD/WT: Right Direction	13%	(145)	25%	(281)	25%	(290)	37%	(427)	1143
RD/WT: Wrong Track	5%	(51)	15%	(155)	26%	(276)	54%	(576)	1057
Biden Job Approve	12%	(155)	24%	(297)	26%	(331)	38%	(481)	1264
Biden Job Disapprove	4%	(38)	15%	(124)	25%	(209)	56%	(468)	839
Biden Job Strongly Approve	18%	(131)	23%	(167)	22%	(160)	36%	(256)	714
Biden Job Somewhat Approve	4%	(24)	24%	(130)	31%	(171)	41%	(225)	550
Biden Job Somewhat Disapprove	3%	(8)	19%	(49)	25%	(66)	53%	(138)	262
Biden Job Strongly Disapprove	5%	(29)	13%	(75)	25%	(143)	57%	(331)	577

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Table MCFI5: How much have you seen, read, or heard about the following? Environmental, social, and governance (ESG) criteria, which are a set of standards for a company's operations that socially conscious investors use to screen potential investments.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	20%	(436)	26%	(566)	46%	(1002)	2200
Favorable of Biden	11%	(142)	23%	(284)	26%	(332)	39%	(494)	1253
Unfavorable of Biden	4%	(35)	15%	(131)	25%	(213)	56%	(472)	850
Very Favorable of Biden	15%	(109)	25%	(177)	22%	(159)	38%	(272)	717
Somewhat Favorable of Biden	6%	(34)	20%	(107)	32%	(173)	41%	(222)	536
Somewhat Unfavorable of Biden	4%	(9)	17%	(42)	24%	(57)	55%	(134)	241
Very Unfavorable of Biden	4%	(26)	15%	(89)	26%	(156)	56%	(338)	609
#1 Issue: Economy	9%	(72)	20%	(162)	29%	(231)	41%	(329)	793
#1 Issue: Security	8%	(27)	19%	(62)	23%	(75)	50%	(163)	327
#1 Issue: Health Care	12%	(43)	22%	(76)	27%	(92)	39%	(134)	345
#1 Issue: Medicare / Social Security	3%	(8)	10%	(27)	22%	(58)	64%	(167)	260
#1 Issue: Women's Issues	12%	(12)	22%	(23)	31%	(31)	35%	(36)	102
#1 Issue: Education	9%	(12)	34%	(44)	20%	(26)	37%	(48)	130
#1 Issue: Energy	16%	(17)	20%	(21)	26%	(28)	39%	(43)	109
#1 Issue: Other	4%	(5)	15%	(21)	19%	(25)	62%	(83)	133
2020 Vote: Joe Biden	11%	(121)	24%	(259)	25%	(263)	40%	(421)	1064
2020 Vote: Donald Trump	6%	(43)	16%	(111)	26%	(176)	51%	(348)	677
2020 Vote: Other	1%	(1)	11%	(6)	45%	(26)	43%	(25)	59
2020 Vote: Didn't Vote	8%	(32)	15%	(59)	25%	(101)	52%	(204)	395
2018 House Vote: Democrat	11%	(89)	25%	(196)	24%	(194)	40%	(317)	795
2018 House Vote: Republican	8%	(44)	15%	(87)	27%	(158)	50%	(290)	579
2018 House Vote: Someone else	8%	(4)	18%	(10)	32%	(18)	43%	(24)	55
2016 Vote: Hillary Clinton	11%	(75)	24%	(172)	23%	(165)	42%	(299)	711
2016 Vote: Donald Trump	8%	(48)	15%	(94)	27%	(172)	51%	(325)	639
2016 Vote: Other	7%	(7)	16%	(16)	32%	(33)	45%	(46)	101
2016 Vote: Didn't Vote	9%	(65)	20%	(152)	26%	(195)	45%	(330)	742
Voted in 2014: Yes	10%	(120)	21%	(257)	25%	(312)	44%	(549)	1238
Voted in 2014: No	8%	(76)	19%	(179)	26%	(254)	47%	(453)	962
4-Region: Northeast	12%	(46)	25%	(97)	22%	(86)	42%	(165)	394
4-Region: Midwest	6%	(29)	16%	(75)	26%	(122)	51%	(236)	462
4-Region: South	8%	(62)	20%	(167)	27%	(226)	45%	(369)	824
4-Region: West	11%	(58)	19%	(97)	25%	(132)	45%	(232)	520

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Table MCFI5: How much have you seen, read, or heard about the following? Environmental, social, and governance (ESG) criteria, which are a set of standards for a company's operations that socially conscious investors use to screen potential investments.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(196)	20%	(436)	26%	(566)	46%	(1002)	2200
Frequently Invests	18%	(138)	30%	(229)	28%	(215)	24%	(188)	769
Frequently Invests/Trades Stocks	21%	(107)	32%	(167)	25%	(130)	22%	(111)	516
Frequently Invests in Mutual Funds	26%	(113)	30%	(131)	27%	(120)	17%	(77)	442
Frequently Invests in Private Equity	37%	(88)	37%	(88)	19%	(46)	8%	(19)	241
Frequently Invests/Trade Crypto	30%	(104)	33%	(115)	24%	(84)	13%	(47)	350
Frequently Invests/Trades ETFs	30%	(95)	34%	(107)	22%	(69)	15%	(46)	317
Frequently Invests/Trades Bonds	31%	(89)	33%	(95)	26%	(75)	11%	(32)	291
Frequently Invests/Trades Commodities	34%	(89)	35%	(93)	20%	(52)	11%	(29)	263
Frequently Invests/Flips Real Estate	41%	(90)	35%	(76)	17%	(38)	7%	(16)	219
Frequently Invests in Structure Products	42%	(88)	35%	(73)	16%	(33)	8%	(17)	210

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

Table MCFI7_1: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Environmental issues

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (952)	26% (569)	9% (204)	5% (114)	16% (361)	2200
Gender: Male	44% (462)	28% (294)	11% (112)	6% (61)	12% (132)	1062
Gender: Female	43% (489)	24% (275)	8% (92)	5% (52)	20% (229)	1138
Age: 18-34	51% (335)	26% (168)	8% (49)	4% (24)	12% (79)	655
Age: 35-44	45% (160)	31% (112)	7% (25)	3% (11)	14% (49)	358
Age: 45-64	39% (292)	24% (180)	12% (87)	6% (43)	20% (149)	751
Age: 65+	38% (165)	25% (109)	10% (42)	8% (36)	19% (85)	436
GenZers: 1997-2012	53% (138)	22% (57)	6% (16)	5% (13)	14% (38)	261
Millennials: 1981-1996	48% (304)	30% (185)	8% (48)	3% (18)	11% (71)	628
GenXers: 1965-1980	39% (207)	27% (145)	11% (57)	5% (26)	19% (104)	538
Baby Boomers: 1946-1964	39% (266)	23% (158)	11% (73)	7% (49)	20% (134)	679
PID: Dem (no lean)	57% (503)	23% (208)	5% (43)	3% (23)	13% (113)	891
PID: Ind (no lean)	39% (271)	27% (185)	10% (71)	6% (40)	18% (122)	689
PID: Rep (no lean)	29% (177)	28% (176)	15% (90)	8% (51)	20% (126)	620
PID/Gender: Dem Men	56% (236)	27% (116)	7% (28)	3% (11)	8% (33)	424
PID/Gender: Dem Women	57% (268)	20% (92)	3% (15)	3% (12)	17% (80)	467
PID/Gender: Ind Men	39% (142)	28% (100)	12% (43)	6% (21)	15% (55)	362
PID/Gender: Ind Women	39% (129)	26% (85)	9% (28)	6% (19)	20% (67)	328
PID/Gender: Rep Men	30% (84)	28% (78)	15% (42)	11% (29)	16% (44)	276
PID/Gender: Rep Women	27% (93)	29% (98)	14% (48)	6% (22)	24% (83)	344
Ideo: Liberal (1-3)	62% (407)	22% (148)	5% (32)	3% (17)	8% (55)	659
Ideo: Moderate (4)	45% (269)	28% (167)	8% (45)	3% (16)	17% (105)	602
Ideo: Conservative (5-7)	26% (191)	29% (210)	17% (120)	11% (78)	17% (126)	724
Educ: < College	41% (625)	25% (372)	9% (134)	5% (77)	20% (304)	1512
Educ: Bachelors degree	45% (200)	27% (118)	12% (53)	6% (27)	10% (45)	444
Educ: Post-grad	52% (127)	32% (79)	7% (17)	4% (9)	5% (12)	244
Income: Under 50k	42% (508)	24% (292)	8% (100)	5% (58)	20% (242)	1200
Income: 50k-100k	42% (280)	29% (192)	10% (66)	6% (41)	14% (93)	672
Income: 100k+	50% (163)	26% (86)	12% (38)	4% (14)	8% (26)	328

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Table MCFI7_1: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Environmental issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	43%	(952)	26%	(569)	9%	(204)	5%	(114)	16%	(361)	2200
Ethnicity: White	41%	(708)	27%	(461)	9%	(157)	6%	(101)	17%	(295)	1722
Ethnicity: Hispanic	50%	(174)	25%	(86)	12%	(43)	3%	(11)	10%	(36)	349
Ethnicity: Black	51%	(139)	22%	(59)	10%	(28)	3%	(9)	14%	(39)	274
Ethnicity: Other	51%	(105)	24%	(49)	9%	(19)	2%	(4)	14%	(28)	204
All Christian	40%	(419)	26%	(273)	11%	(112)	8%	(79)	15%	(157)	1041
All Non-Christian	54%	(74)	24%	(32)	9%	(13)	2%	(2)	11%	(15)	136
Atheist	62%	(63)	20%	(20)	7%	(7)	2%	(2)	10%	(10)	101
Agnostic/Nothing in particular	42%	(231)	26%	(139)	8%	(44)	3%	(16)	21%	(115)	544
Something Else	44%	(165)	28%	(105)	8%	(29)	4%	(15)	17%	(64)	378
Religious Non-Protestant/Catholic	51%	(82)	24%	(39)	10%	(16)	1%	(2)	13%	(22)	161
Evangelical	40%	(235)	30%	(175)	10%	(57)	7%	(40)	14%	(85)	591
Non-Evangelical	42%	(330)	25%	(192)	10%	(78)	7%	(54)	16%	(129)	783
Community: Urban	52%	(335)	22%	(142)	6%	(38)	4%	(24)	16%	(103)	642
Community: Suburban	41%	(390)	27%	(259)	11%	(104)	7%	(62)	14%	(135)	950
Community: Rural	37%	(227)	28%	(168)	10%	(62)	5%	(28)	20%	(123)	607
Employ: Private Sector	46%	(315)	30%	(209)	11%	(72)	4%	(29)	9%	(63)	687
Employ: Government	46%	(65)	31%	(44)	7%	(10)	2%	(3)	14%	(20)	141
Employ: Self-Employed	50%	(80)	27%	(44)	7%	(12)	7%	(11)	9%	(14)	162
Employ: Homemaker	39%	(69)	28%	(49)	8%	(14)	4%	(7)	21%	(37)	176
Employ: Student	49%	(48)	21%	(20)	4%	(4)	7%	(6)	20%	(19)	97
Employ: Retired	38%	(190)	23%	(115)	11%	(56)	8%	(42)	20%	(102)	504
Employ: Unemployed	45%	(124)	18%	(51)	11%	(30)	3%	(9)	23%	(65)	278
Employ: Other	40%	(61)	24%	(38)	5%	(7)	4%	(6)	27%	(42)	155
Military HH: Yes	38%	(123)	25%	(83)	10%	(34)	8%	(25)	19%	(63)	328
Military HH: No	44%	(828)	26%	(486)	9%	(170)	5%	(89)	16%	(298)	1872
RD/WT: Right Direction	54%	(615)	25%	(283)	6%	(71)	2%	(25)	13%	(149)	1143
RD/WT: Wrong Track	32%	(337)	27%	(286)	13%	(133)	8%	(89)	20%	(212)	1057

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Table MCFI7_1: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Environmental issues

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (952)	26% (569)	9% (204)	5% (114)	16% (361)	2200
Biden Job Approve	55% (697)	24% (303)	6% (71)	2% (28)	13% (166)	1264
Biden Job Disapprove	27% (225)	29% (247)	15% (125)	10% (82)	19% (159)	839
Biden Job Strongly Approve	63% (453)	20% (143)	4% (30)	2% (15)	10% (74)	714
Biden Job Somewhat Approve	44% (244)	29% (160)	8% (41)	2% (13)	17% (92)	550
Biden Job Somewhat Disapprove	40% (104)	31% (81)	11% (29)	4% (10)	14% (37)	262
Biden Job Strongly Disapprove	21% (121)	29% (167)	17% (96)	13% (72)	21% (121)	577
Favorable of Biden	56% (696)	25% (308)	6% (69)	2% (24)	12% (156)	1253
Unfavorable of Biden	27% (228)	28% (242)	15% (127)	10% (84)	20% (169)	850
Very Favorable of Biden	64% (460)	19% (136)	4% (27)	2% (17)	11% (77)	717
Somewhat Favorable of Biden	44% (236)	32% (172)	8% (42)	1% (7)	15% (79)	536
Somewhat Unfavorable of Biden	41% (99)	23% (56)	14% (34)	5% (12)	17% (40)	241
Very Unfavorable of Biden	21% (129)	31% (186)	15% (93)	12% (72)	21% (128)	609
#1 Issue: Economy	43% (340)	29% (227)	11% (85)	5% (38)	13% (103)	793
#1 Issue: Security	32% (106)	30% (97)	14% (45)	9% (31)	15% (49)	327
#1 Issue: Health Care	48% (165)	27% (94)	6% (21)	2% (6)	17% (59)	345
#1 Issue: Medicare / Social Security	39% (101)	21% (56)	10% (26)	6% (15)	24% (63)	260
#1 Issue: Women's Issues	45% (46)	22% (23)	6% (6)	6% (6)	21% (22)	102
#1 Issue: Education	45% (58)	23% (30)	10% (13)	3% (4)	20% (26)	130
#1 Issue: Energy	68% (74)	15% (17)	3% (3)	2% (2)	12% (13)	109
#1 Issue: Other	47% (63)	20% (26)	4% (6)	9% (12)	20% (27)	133
2020 Vote: Joe Biden	56% (599)	24% (252)	6% (59)	2% (24)	12% (130)	1064
2020 Vote: Donald Trump	26% (178)	30% (200)	16% (111)	11% (75)	17% (114)	677
2020 Vote: Other	43% (25)	33% (19)	10% (6)	1% (1)	13% (8)	59
2020 Vote: Didn't Vote	37% (148)	24% (95)	7% (28)	4% (15)	28% (110)	395
2018 House Vote: Democrat	57% (455)	25% (199)	4% (34)	3% (22)	11% (85)	795
2018 House Vote: Republican	29% (166)	28% (161)	16% (95)	11% (65)	16% (92)	579
2018 House Vote: Someone else	36% (20)	25% (14)	11% (6)	6% (3)	22% (12)	55

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Table MCFI7_1: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Environmental issues

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (952)	26% (569)	9% (204)	5% (114)	16% (361)	2200
2016 Vote: Hillary Clinton	57% (402)	23% (165)	5% (38)	3% (20)	12% (86)	711
2016 Vote: Donald Trump	27% (174)	30% (190)	16% (103)	10% (62)	17% (109)	639
2016 Vote: Other	43% (43)	33% (33)	7% (7)	5% (5)	12% (12)	101
2016 Vote: Didn't Vote	44% (328)	24% (179)	8% (56)	3% (26)	21% (153)	742
Voted in 2014: Yes	44% (546)	26% (317)	10% (124)	6% (80)	14% (170)	1238
Voted in 2014: No	42% (405)	26% (252)	8% (80)	4% (34)	20% (191)	962
4-Region: Northeast	50% (198)	22% (85)	8% (33)	6% (25)	13% (53)	394
4-Region: Midwest	40% (186)	27% (126)	8% (39)	5% (21)	19% (90)	462
4-Region: South	39% (321)	28% (229)	11% (94)	5% (44)	17% (136)	824
4-Region: West	47% (247)	25% (129)	7% (38)	5% (24)	16% (82)	520
Frequently Invests	48% (368)	28% (215)	11% (88)	7% (52)	6% (45)	769
Frequently Invests/Trades Stocks	51% (264)	28% (143)	11% (56)	6% (33)	4% (19)	516
Frequently Invests in Mutual Funds	52% (229)	28% (126)	10% (44)	5% (22)	5% (22)	442
Frequently Invests in Private Equity	55% (133)	28% (68)	10% (23)	3% (8)	4% (9)	241
Frequently Invests/Trade Crypto	51% (179)	32% (112)	9% (31)	4% (15)	3% (12)	350
Frequently Invests/Trades ETFs	54% (170)	28% (88)	10% (32)	5% (15)	4% (12)	317
Frequently Invests/Trades Bonds	54% (157)	31% (91)	10% (30)	3% (8)	2% (5)	291
Frequently Invests/Trades Commodities	53% (141)	30% (78)	11% (28)	4% (10)	2% (6)	263
Frequently Invests/Flips Real Estate	55% (121)	29% (64)	9% (20)	5% (11)	2% (4)	219
Frequently Invests in Structure Products	58% (122)	28% (59)	8% (17)	4% (9)	1% (3)	210

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

Table MCFI7_2: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Social issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(735)	31%	(673)	11%	(235)	8%	(170)	18%	(387)	2200
Gender: Male	32%	(339)	33%	(350)	12%	(132)	10%	(103)	13%	(138)	1062
Gender: Female	35%	(396)	28%	(323)	9%	(103)	6%	(67)	22%	(249)	1138
Age: 18-34	44%	(287)	30%	(196)	10%	(68)	3%	(20)	13%	(84)	655
Age: 35-44	35%	(127)	37%	(133)	9%	(31)	4%	(14)	15%	(53)	358
Age: 45-64	28%	(210)	28%	(211)	12%	(87)	11%	(84)	21%	(160)	751
Age: 65+	26%	(112)	31%	(134)	11%	(49)	12%	(52)	21%	(90)	436
GenZers: 1997-2012	45%	(117)	25%	(65)	11%	(28)	5%	(12)	15%	(39)	261
Millennials: 1981-1996	40%	(254)	35%	(219)	10%	(64)	3%	(17)	12%	(74)	628
GenXers: 1965-1980	30%	(160)	31%	(169)	10%	(53)	7%	(40)	22%	(116)	538
Baby Boomers: 1946-1964	26%	(178)	28%	(189)	12%	(80)	13%	(89)	21%	(143)	679
PID: Dem (no lean)	48%	(427)	30%	(271)	6%	(57)	2%	(21)	13%	(114)	891
PID: Ind (no lean)	26%	(182)	32%	(222)	12%	(80)	11%	(73)	19%	(132)	689
PID: Rep (no lean)	20%	(126)	29%	(180)	16%	(98)	12%	(76)	23%	(141)	620
PID/Gender: Dem Men	47%	(198)	36%	(152)	7%	(31)	2%	(10)	8%	(33)	424
PID/Gender: Dem Women	49%	(229)	26%	(119)	6%	(26)	2%	(12)	17%	(81)	467
PID/Gender: Ind Men	24%	(87)	34%	(121)	13%	(49)	13%	(48)	16%	(57)	362
PID/Gender: Ind Women	29%	(96)	31%	(101)	9%	(31)	8%	(25)	23%	(75)	328
PID/Gender: Rep Men	19%	(54)	28%	(77)	19%	(52)	16%	(45)	17%	(48)	276
PID/Gender: Rep Women	21%	(72)	30%	(103)	13%	(46)	9%	(30)	27%	(93)	344
Ideo: Liberal (1-3)	51%	(338)	31%	(202)	6%	(42)	3%	(18)	9%	(59)	659
Ideo: Moderate (4)	32%	(194)	35%	(209)	11%	(66)	5%	(28)	18%	(105)	602
Ideo: Conservative (5-7)	21%	(150)	28%	(200)	16%	(117)	16%	(117)	19%	(140)	724
Educ: < College	32%	(479)	29%	(444)	10%	(158)	7%	(107)	21%	(324)	1512
Educ: Bachelors degree	34%	(153)	32%	(143)	11%	(50)	10%	(46)	12%	(52)	444
Educ: Post-grad	42%	(103)	35%	(86)	11%	(27)	7%	(17)	5%	(12)	244
Income: Under 50k	33%	(401)	28%	(337)	11%	(127)	6%	(72)	22%	(263)	1200
Income: 50k-100k	32%	(213)	34%	(227)	10%	(68)	10%	(67)	14%	(97)	672
Income: 100k+	37%	(122)	33%	(110)	12%	(39)	9%	(31)	8%	(27)	328

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Table MCFI7_2: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Social issues

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	33% (735)	31% (673)	11% (235)	8% (170)	18% (387)	2200
Ethnicity: White	30% (521)	32% (547)	11% (188)	9% (149)	18% (316)	1722
Ethnicity: Hispanic	38% (133)	30% (107)	15% (51)	4% (15)	12% (43)	349
Ethnicity: Black	48% (132)	27% (74)	7% (19)	3% (9)	15% (40)	274
Ethnicity: Other	40% (81)	25% (52)	14% (28)	6% (11)	16% (32)	204
All Christian	31% (325)	31% (321)	12% (122)	10% (108)	16% (165)	1041
All Non-Christian	41% (56)	30% (40)	15% (20)	3% (5)	11% (15)	136
Atheist	48% (49)	31% (32)	9% (9)	2% (2)	9% (10)	101
Agnostic/Nothing in particular	31% (169)	31% (167)	10% (54)	6% (34)	22% (121)	544
Something Else	36% (136)	30% (113)	8% (30)	6% (22)	20% (77)	378
Religious Non-Protestant/Catholic	40% (64)	28% (45)	14% (23)	4% (6)	14% (22)	161
Evangelical	35% (209)	31% (186)	9% (52)	8% (50)	16% (95)	591
Non-Evangelical	30% (238)	30% (236)	12% (96)	10% (75)	18% (138)	783
Community: Urban	44% (280)	28% (179)	8% (51)	5% (30)	16% (104)	642
Community: Suburban	29% (274)	33% (317)	13% (123)	9% (86)	16% (151)	950
Community: Rural	30% (182)	29% (178)	10% (62)	9% (54)	22% (132)	607
Employ: Private Sector	35% (243)	36% (247)	10% (72)	7% (52)	11% (73)	687
Employ: Government	36% (50)	39% (55)	4% (6)	5% (7)	16% (22)	141
Employ: Self-Employed	36% (59)	26% (42)	13% (21)	10% (16)	14% (23)	162
Employ: Homemaker	28% (49)	31% (54)	16% (27)	5% (8)	21% (37)	176
Employ: Student	48% (47)	22% (22)	9% (9)	1% (1)	20% (19)	97
Employ: Retired	26% (133)	29% (145)	10% (52)	13% (68)	21% (107)	504
Employ: Unemployed	36% (99)	25% (69)	13% (36)	3% (9)	23% (65)	278
Employ: Other	36% (55)	25% (39)	7% (11)	6% (9)	26% (41)	155
Military HH: Yes	28% (93)	27% (88)	14% (48)	11% (35)	19% (64)	328
Military HH: No	34% (642)	31% (585)	10% (187)	7% (135)	17% (324)	1872
RD/WT: Right Direction	43% (492)	32% (370)	8% (96)	2% (24)	14% (161)	1143
RD/WT: Wrong Track	23% (244)	29% (303)	13% (139)	14% (145)	21% (226)	1057

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Table MCFI7_2: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Social issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(735)	31%	(673)	11%	(235)	8%	(170)	18%	(387)	2200
Biden Job Approve	45%	(566)	32%	(404)	7%	(92)	2%	(27)	14%	(175)	1264
Biden Job Disapprove	18%	(148)	29%	(246)	16%	(134)	17%	(139)	20%	(172)	839
Biden Job Strongly Approve	52%	(371)	29%	(205)	7%	(50)	1%	(8)	11%	(81)	714
Biden Job Somewhat Approve	36%	(196)	36%	(199)	8%	(42)	4%	(20)	17%	(94)	550
Biden Job Somewhat Disapprove	22%	(57)	42%	(109)	15%	(39)	6%	(16)	15%	(40)	262
Biden Job Strongly Disapprove	16%	(91)	24%	(137)	16%	(95)	21%	(123)	23%	(132)	577
Favorable of Biden	44%	(551)	33%	(411)	7%	(93)	2%	(29)	13%	(169)	1253
Unfavorable of Biden	19%	(159)	29%	(249)	15%	(129)	16%	(135)	21%	(179)	850
Very Favorable of Biden	52%	(370)	27%	(196)	7%	(53)	2%	(15)	12%	(83)	717
Somewhat Favorable of Biden	34%	(181)	40%	(215)	7%	(40)	3%	(15)	16%	(86)	536
Somewhat Unfavorable of Biden	25%	(59)	39%	(95)	12%	(30)	7%	(16)	17%	(42)	241
Very Unfavorable of Biden	16%	(99)	25%	(154)	16%	(99)	20%	(119)	23%	(137)	609
#1 Issue: Economy	31%	(249)	34%	(271)	12%	(94)	9%	(70)	14%	(110)	793
#1 Issue: Security	24%	(78)	29%	(96)	15%	(50)	15%	(49)	16%	(53)	327
#1 Issue: Health Care	41%	(142)	32%	(109)	8%	(29)	2%	(7)	17%	(58)	345
#1 Issue: Medicare / Social Security	28%	(73)	28%	(73)	10%	(25)	8%	(20)	27%	(69)	260
#1 Issue: Women's Issues	47%	(48)	20%	(21)	7%	(7)	2%	(2)	23%	(24)	102
#1 Issue: Education	37%	(48)	35%	(46)	7%	(9)	3%	(4)	18%	(24)	130
#1 Issue: Energy	38%	(41)	34%	(37)	9%	(10)	4%	(5)	15%	(16)	109
#1 Issue: Other	42%	(56)	16%	(21)	8%	(10)	9%	(12)	25%	(33)	133
2020 Vote: Joe Biden	45%	(479)	33%	(354)	8%	(80)	2%	(22)	12%	(130)	1064
2020 Vote: Donald Trump	19%	(127)	30%	(204)	15%	(101)	17%	(117)	19%	(128)	677
2020 Vote: Other	21%	(12)	37%	(21)	13%	(8)	13%	(8)	16%	(9)	59
2020 Vote: Didn't Vote	29%	(116)	24%	(95)	11%	(45)	6%	(23)	30%	(117)	395
2018 House Vote: Democrat	46%	(364)	33%	(264)	7%	(57)	3%	(24)	11%	(86)	795
2018 House Vote: Republican	20%	(117)	31%	(180)	15%	(85)	17%	(97)	17%	(101)	579
2018 House Vote: Someone else	28%	(16)	30%	(16)	8%	(5)	11%	(6)	23%	(13)	55

Continued on next page

Table MCFI7_2: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Social issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(735)	31%	(673)	11%	(235)	8%	(170)	18%	(387)	2200
2016 Vote: Hillary Clinton	48%	(339)	31%	(223)	6%	(43)	4%	(27)	11%	(80)	711
2016 Vote: Donald Trump	19%	(120)	30%	(193)	15%	(94)	16%	(105)	20%	(126)	639
2016 Vote: Other	24%	(25)	41%	(41)	8%	(8)	12%	(12)	15%	(15)	101
2016 Vote: Didn't Vote	34%	(251)	29%	(212)	12%	(89)	4%	(26)	22%	(164)	742
Voted in 2014: Yes	34%	(419)	32%	(393)	9%	(117)	10%	(123)	15%	(186)	1238
Voted in 2014: No	33%	(316)	29%	(280)	12%	(118)	5%	(47)	21%	(201)	962
4-Region: Northeast	35%	(137)	32%	(125)	11%	(44)	7%	(26)	16%	(62)	394
4-Region: Midwest	29%	(135)	36%	(166)	8%	(36)	8%	(36)	19%	(89)	462
4-Region: South	33%	(270)	28%	(231)	13%	(105)	9%	(72)	18%	(146)	824
4-Region: West	37%	(193)	29%	(152)	10%	(50)	7%	(36)	17%	(90)	520
Frequently Invests	35%	(270)	36%	(275)	13%	(102)	9%	(72)	7%	(50)	769
Frequently Invests/Trades Stocks	37%	(193)	36%	(183)	12%	(60)	10%	(53)	5%	(26)	516
Frequently Invests in Mutual Funds	40%	(176)	37%	(162)	12%	(53)	7%	(30)	5%	(22)	442
Frequently Invests in Private Equity	46%	(111)	34%	(83)	12%	(30)	3%	(7)	4%	(9)	241
Frequently Invests/Trade Crypto	43%	(150)	36%	(127)	10%	(36)	7%	(25)	3%	(11)	350
Frequently Invests/Trades ETFs	43%	(136)	34%	(109)	13%	(41)	6%	(20)	3%	(10)	317
Frequently Invests/Trades Bonds	43%	(126)	39%	(112)	9%	(27)	6%	(17)	3%	(8)	291
Frequently Invests/Trades Commodities	48%	(126)	35%	(93)	12%	(31)	3%	(7)	2%	(6)	263
Frequently Invests/Flips Real Estate	48%	(106)	38%	(84)	9%	(21)	2%	(4)	2%	(5)	219
Frequently Invests in Structure Products	49%	(103)	34%	(72)	11%	(23)	4%	(8)	2%	(4)	210

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

Table MCFI7_3: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Governance issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(684)	35%	(768)	9%	(191)	5%	(114)	20%	(443)	2200
Gender: Male	31%	(332)	37%	(394)	11%	(118)	6%	(67)	14%	(150)	1062
Gender: Female	31%	(351)	33%	(374)	6%	(73)	4%	(47)	26%	(293)	1138
Age: 18-34	36%	(234)	37%	(243)	10%	(65)	4%	(23)	14%	(91)	655
Age: 35-44	36%	(130)	35%	(126)	10%	(34)	3%	(10)	16%	(58)	358
Age: 45-64	26%	(196)	35%	(260)	7%	(56)	7%	(51)	25%	(189)	751
Age: 65+	28%	(124)	32%	(140)	8%	(36)	7%	(31)	24%	(105)	436
GenZers: 1997-2012	38%	(99)	30%	(78)	12%	(31)	5%	(12)	16%	(41)	261
Millennials: 1981-1996	36%	(226)	39%	(244)	9%	(58)	3%	(16)	13%	(83)	628
GenXers: 1965-1980	25%	(136)	38%	(203)	8%	(43)	5%	(28)	24%	(129)	538
Baby Boomers: 1946-1964	28%	(187)	32%	(216)	8%	(55)	8%	(52)	25%	(170)	679
PID: Dem (no lean)	39%	(348)	36%	(320)	7%	(62)	3%	(23)	15%	(138)	891
PID: Ind (no lean)	27%	(189)	32%	(222)	11%	(77)	7%	(48)	22%	(153)	689
PID: Rep (no lean)	24%	(147)	36%	(226)	8%	(52)	7%	(44)	24%	(151)	620
PID/Gender: Dem Men	40%	(171)	39%	(166)	9%	(40)	2%	(8)	9%	(39)	424
PID/Gender: Dem Women	38%	(178)	33%	(154)	5%	(22)	3%	(14)	21%	(99)	467
PID/Gender: Ind Men	25%	(91)	35%	(128)	14%	(50)	9%	(32)	17%	(62)	362
PID/Gender: Ind Women	30%	(98)	29%	(95)	8%	(28)	5%	(16)	28%	(91)	328
PID/Gender: Rep Men	26%	(71)	36%	(100)	10%	(28)	10%	(27)	18%	(49)	276
PID/Gender: Rep Women	22%	(76)	36%	(125)	7%	(24)	5%	(17)	30%	(102)	344
Ideo: Liberal (1-3)	40%	(261)	38%	(250)	10%	(65)	2%	(13)	11%	(70)	659
Ideo: Moderate (4)	33%	(199)	37%	(225)	8%	(46)	3%	(17)	19%	(115)	602
Ideo: Conservative (5-7)	23%	(169)	35%	(252)	9%	(66)	10%	(72)	23%	(164)	724
Educ: < College	29%	(437)	33%	(503)	9%	(129)	5%	(80)	24%	(364)	1512
Educ: Bachelors degree	34%	(149)	38%	(168)	9%	(40)	6%	(25)	14%	(62)	444
Educ: Post-grad	40%	(98)	40%	(97)	9%	(23)	4%	(9)	7%	(17)	244
Income: Under 50k	30%	(356)	32%	(380)	9%	(104)	5%	(58)	25%	(301)	1200
Income: 50k-100k	33%	(220)	38%	(255)	8%	(51)	6%	(37)	16%	(108)	672
Income: 100k+	33%	(108)	40%	(133)	11%	(36)	6%	(19)	10%	(33)	328

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Table MCFI7_3: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Governance issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(684)	35%	(768)	9%	(191)	5%	(114)	20%	(443)	2200
Ethnicity: White	29%	(505)	36%	(618)	8%	(142)	6%	(98)	21%	(359)	1722
Ethnicity: Hispanic	36%	(127)	36%	(126)	11%	(39)	3%	(11)	13%	(47)	349
Ethnicity: Black	38%	(105)	31%	(85)	11%	(30)	2%	(7)	17%	(48)	274
Ethnicity: Other	36%	(73)	32%	(66)	10%	(19)	5%	(10)	17%	(36)	204
All Christian	31%	(322)	36%	(375)	9%	(89)	6%	(63)	18%	(191)	1041
All Non-Christian	46%	(62)	29%	(39)	11%	(15)	2%	(3)	12%	(17)	136
Atheist	37%	(38)	40%	(41)	10%	(10)	3%	(3)	10%	(10)	101
Agnostic/Nothing in particular	24%	(133)	37%	(203)	8%	(46)	6%	(30)	24%	(131)	544
Something Else	34%	(129)	29%	(110)	8%	(31)	4%	(15)	25%	(93)	378
Religious Non-Protestant/Catholic	44%	(70)	29%	(46)	11%	(17)	2%	(3)	15%	(25)	161
Evangelical	35%	(204)	34%	(198)	7%	(41)	5%	(30)	20%	(118)	591
Non-Evangelical	30%	(233)	35%	(271)	9%	(73)	6%	(48)	20%	(157)	783
Community: Urban	37%	(237)	34%	(221)	8%	(50)	3%	(20)	18%	(114)	642
Community: Suburban	29%	(277)	37%	(347)	9%	(86)	5%	(52)	20%	(188)	950
Community: Rural	28%	(170)	33%	(200)	9%	(54)	7%	(43)	23%	(141)	607
Employ: Private Sector	33%	(224)	40%	(277)	10%	(70)	4%	(31)	12%	(86)	687
Employ: Government	34%	(48)	36%	(51)	10%	(14)	4%	(5)	16%	(22)	141
Employ: Self-Employed	29%	(47)	39%	(63)	9%	(15)	7%	(12)	16%	(25)	162
Employ: Homemaker	27%	(48)	34%	(60)	9%	(15)	6%	(11)	24%	(42)	176
Employ: Student	34%	(33)	39%	(38)	3%	(3)	—	(0)	24%	(24)	97
Employ: Retired	29%	(147)	30%	(153)	8%	(41)	8%	(38)	25%	(125)	504
Employ: Unemployed	32%	(88)	29%	(81)	9%	(24)	3%	(10)	27%	(76)	278
Employ: Other	32%	(49)	30%	(46)	6%	(9)	5%	(8)	28%	(43)	155
Military HH: Yes	27%	(88)	32%	(106)	14%	(45)	5%	(15)	22%	(74)	328
Military HH: No	32%	(596)	35%	(662)	8%	(146)	5%	(99)	20%	(369)	1872
RD/WT: Right Direction	39%	(444)	35%	(401)	7%	(82)	2%	(28)	16%	(188)	1143
RD/WT: Wrong Track	23%	(240)	35%	(367)	10%	(109)	8%	(87)	24%	(255)	1057

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Table MCFI7_3: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Governance issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(684)	35%	(768)	9%	(191)	5%	(114)	20%	(443)	2200
Biden Job Approve	37%	(470)	36%	(461)	8%	(98)	2%	(28)	16%	(208)	1264
Biden Job Disapprove	23%	(189)	35%	(295)	10%	(82)	9%	(78)	23%	(194)	839
Biden Job Strongly Approve	46%	(325)	32%	(226)	6%	(46)	2%	(15)	14%	(102)	714
Biden Job Somewhat Approve	26%	(145)	43%	(235)	9%	(51)	2%	(13)	19%	(106)	550
Biden Job Somewhat Disapprove	26%	(68)	41%	(107)	10%	(26)	5%	(13)	18%	(48)	262
Biden Job Strongly Disapprove	21%	(121)	33%	(188)	10%	(57)	11%	(66)	25%	(146)	577
Favorable of Biden	37%	(466)	37%	(461)	7%	(91)	3%	(32)	16%	(203)	1253
Unfavorable of Biden	23%	(192)	34%	(289)	11%	(93)	9%	(75)	24%	(200)	850
Very Favorable of Biden	46%	(330)	30%	(216)	6%	(44)	3%	(24)	14%	(103)	717
Somewhat Favorable of Biden	25%	(136)	46%	(245)	9%	(47)	2%	(8)	19%	(100)	536
Somewhat Unfavorable of Biden	26%	(62)	39%	(93)	12%	(28)	5%	(13)	19%	(45)	241
Very Unfavorable of Biden	21%	(130)	32%	(196)	11%	(65)	10%	(63)	25%	(155)	609
#1 Issue: Economy	33%	(259)	37%	(291)	9%	(70)	6%	(45)	16%	(128)	793
#1 Issue: Security	28%	(93)	36%	(118)	7%	(22)	9%	(31)	19%	(63)	327
#1 Issue: Health Care	34%	(116)	36%	(123)	8%	(29)	2%	(8)	20%	(69)	345
#1 Issue: Medicare / Social Security	30%	(78)	28%	(73)	9%	(23)	5%	(13)	28%	(73)	260
#1 Issue: Women's Issues	35%	(35)	29%	(30)	8%	(8)	3%	(3)	26%	(26)	102
#1 Issue: Education	25%	(32)	37%	(49)	11%	(15)	4%	(6)	22%	(29)	130
#1 Issue: Energy	24%	(26)	43%	(47)	17%	(18)	1%	(1)	15%	(17)	109
#1 Issue: Other	33%	(44)	28%	(37)	5%	(7)	6%	(8)	28%	(37)	133
2020 Vote: Joe Biden	39%	(416)	36%	(383)	8%	(83)	1%	(16)	16%	(167)	1064
2020 Vote: Donald Trump	22%	(152)	36%	(245)	10%	(66)	10%	(70)	21%	(144)	677
2020 Vote: Other	33%	(19)	45%	(26)	7%	(4)	2%	(1)	14%	(8)	59
2020 Vote: Didn't Vote	24%	(95)	29%	(113)	10%	(38)	7%	(27)	31%	(122)	395
2018 House Vote: Democrat	39%	(312)	37%	(293)	8%	(60)	2%	(18)	14%	(112)	795
2018 House Vote: Republican	25%	(142)	37%	(216)	9%	(52)	9%	(55)	20%	(113)	579
2018 House Vote: Someone else	27%	(15)	31%	(17)	9%	(5)	10%	(5)	23%	(13)	55

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Table MCFI7_3: As you may know, environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments. Based on what you know about ESGs, how important are the following when it comes to investments?

Governance issues

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(684)	35%	(768)	9%	(191)	5%	(114)	20%	(443)	2200
2016 Vote: Hillary Clinton	38%	(271)	37%	(265)	6%	(46)	3%	(21)	15%	(108)	711
2016 Vote: Donald Trump	24%	(154)	34%	(218)	11%	(69)	10%	(61)	21%	(136)	639
2016 Vote: Other	24%	(24)	45%	(45)	9%	(9)	4%	(4)	17%	(18)	101
2016 Vote: Didn't Vote	31%	(230)	32%	(239)	9%	(67)	4%	(27)	24%	(178)	742
Voted in 2014: Yes	31%	(385)	37%	(459)	8%	(102)	6%	(77)	17%	(214)	1238
Voted in 2014: No	31%	(299)	32%	(309)	9%	(90)	4%	(37)	24%	(228)	962
4-Region: Northeast	34%	(133)	35%	(137)	8%	(33)	6%	(25)	17%	(67)	394
4-Region: Midwest	27%	(126)	36%	(169)	9%	(41)	6%	(27)	22%	(101)	462
4-Region: South	30%	(248)	34%	(284)	9%	(71)	6%	(49)	21%	(172)	824
4-Region: West	34%	(177)	34%	(179)	9%	(47)	3%	(14)	20%	(103)	520
Frequently Invests	36%	(273)	39%	(297)	11%	(87)	7%	(52)	8%	(60)	769
Frequently Invests/Trades Stocks	37%	(189)	41%	(212)	10%	(50)	6%	(30)	6%	(33)	516
Frequently Invests in Mutual Funds	41%	(179)	38%	(170)	10%	(44)	5%	(21)	6%	(28)	442
Frequently Invests in Private Equity	48%	(116)	33%	(80)	13%	(30)	4%	(9)	2%	(5)	241
Frequently Invests/Trade Crypto	40%	(141)	39%	(136)	12%	(41)	5%	(17)	4%	(14)	350
Frequently Invests/Trades ETFs	41%	(131)	36%	(114)	13%	(42)	5%	(17)	4%	(13)	317
Frequently Invests/Trades Bonds	45%	(130)	35%	(101)	13%	(36)	5%	(14)	3%	(9)	291
Frequently Invests/Trades Commodities	46%	(120)	34%	(90)	12%	(31)	4%	(12)	4%	(10)	263
Frequently Invests/Flips Real Estate	47%	(103)	34%	(74)	13%	(28)	4%	(9)	2%	(4)	219
Frequently Invests in Structure Products	47%	(98)	36%	(77)	13%	(27)	3%	(6)	2%	(3)	210

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

Table MCFI8: *And based on what you know about ESGs and other socially responsible investment plans, to what extent do you think these investments are profitable?*

Demographic	Very profitable		Somewhat profitable		Not too profitable		Not profitable at all		Don't know / No opinion		Total N
Adults	16%	(350)	37%	(812)	8%	(183)	3%	(72)	36%	(783)	2200
Gender: Male	19%	(201)	39%	(419)	9%	(101)	4%	(44)	28%	(297)	1062
Gender: Female	13%	(149)	35%	(393)	7%	(82)	2%	(28)	43%	(486)	1138
Age: 18-34	23%	(153)	38%	(251)	8%	(50)	3%	(20)	28%	(181)	655
Age: 35-44	24%	(84)	38%	(137)	7%	(23)	2%	(8)	29%	(105)	358
Age: 45-64	10%	(77)	37%	(278)	8%	(61)	4%	(27)	41%	(308)	751
Age: 65+	8%	(36)	34%	(146)	11%	(49)	4%	(16)	43%	(189)	436
GenZers: 1997-2012	15%	(40)	41%	(107)	11%	(28)	4%	(9)	29%	(77)	261
Millennials: 1981-1996	28%	(175)	37%	(235)	6%	(36)	3%	(16)	26%	(166)	628
GenXers: 1965-1980	14%	(74)	37%	(201)	8%	(44)	3%	(16)	38%	(204)	538
Baby Boomers: 1946-1964	7%	(50)	35%	(237)	10%	(67)	4%	(29)	44%	(297)	679
PID: Dem (no lean)	24%	(216)	39%	(347)	6%	(56)	1%	(13)	29%	(258)	891
PID: Ind (no lean)	11%	(76)	36%	(245)	10%	(67)	4%	(30)	39%	(270)	689
PID: Rep (no lean)	9%	(58)	35%	(219)	10%	(60)	5%	(29)	41%	(255)	620
PID/Gender: Dem Men	30%	(125)	39%	(165)	6%	(28)	3%	(11)	22%	(95)	424
PID/Gender: Dem Women	19%	(90)	39%	(182)	6%	(29)	—	(2)	35%	(163)	467
PID/Gender: Ind Men	11%	(41)	38%	(137)	11%	(41)	5%	(17)	35%	(125)	362
PID/Gender: Ind Women	11%	(36)	33%	(108)	8%	(25)	4%	(13)	44%	(145)	328
PID/Gender: Rep Men	13%	(35)	42%	(117)	11%	(32)	6%	(16)	28%	(77)	276
PID/Gender: Rep Women	7%	(23)	30%	(102)	8%	(28)	4%	(12)	52%	(178)	344
Ideo: Liberal (1-3)	24%	(155)	43%	(287)	7%	(46)	2%	(12)	24%	(160)	659
Ideo: Moderate (4)	16%	(95)	38%	(231)	8%	(51)	2%	(10)	36%	(214)	602
Ideo: Conservative (5-7)	10%	(75)	33%	(241)	11%	(77)	7%	(47)	39%	(283)	724
Educ: < College	13%	(192)	35%	(530)	8%	(114)	3%	(51)	41%	(625)	1512
Educ: Bachelors degree	20%	(90)	39%	(175)	11%	(48)	3%	(14)	26%	(117)	444
Educ: Post-grad	28%	(69)	44%	(106)	9%	(21)	3%	(6)	17%	(42)	244
Income: Under 50k	14%	(171)	33%	(394)	8%	(96)	3%	(39)	42%	(500)	1200
Income: 50k-100k	14%	(97)	43%	(292)	8%	(54)	3%	(19)	31%	(210)	672
Income: 100k+	25%	(81)	38%	(126)	10%	(33)	4%	(14)	22%	(73)	328
Ethnicity: White	15%	(250)	37%	(636)	9%	(161)	3%	(56)	36%	(617)	1722
Ethnicity: Hispanic	20%	(70)	43%	(149)	8%	(27)	5%	(17)	24%	(85)	349

Continued on next page

Table MCFI8: And based on what you know about ESGs and other socially responsible investment plans, to what extent do you think these investments are profitable?

Demographic	Very profitable		Somewhat profitable		Not too profitable		Not profitable at all		Don't know / No opinion		Total N
Adults	16%	(350)	37%	(812)	8%	(183)	3%	(72)	36%	(783)	2200
Ethnicity: Black	24%	(66)	34%	(93)	5%	(14)	3%	(7)	34%	(94)	274
Ethnicity: Other	16%	(33)	40%	(82)	4%	(8)	4%	(8)	35%	(72)	204
All Christian	16%	(169)	37%	(385)	9%	(98)	4%	(42)	33%	(347)	1041
All Non-Christian	32%	(43)	40%	(54)	5%	(7)	3%	(4)	20%	(28)	136
Atheist	15%	(16)	43%	(44)	9%	(10)	—	(0)	32%	(32)	101
Agnostic/Nothing in particular	11%	(59)	36%	(196)	9%	(51)	2%	(9)	42%	(230)	544
Something Else	17%	(63)	35%	(134)	5%	(17)	5%	(18)	39%	(147)	378
Religious Non-Protestant/Catholic	28%	(44)	39%	(62)	6%	(10)	3%	(6)	24%	(39)	161
Evangelical	20%	(118)	34%	(203)	6%	(35)	4%	(24)	36%	(211)	591
Non-Evangelical	14%	(107)	39%	(303)	9%	(74)	4%	(31)	34%	(268)	783
Community: Urban	26%	(168)	36%	(231)	6%	(37)	3%	(20)	29%	(187)	642
Community: Suburban	12%	(118)	38%	(364)	10%	(93)	3%	(30)	36%	(345)	950
Community: Rural	11%	(64)	36%	(216)	9%	(53)	4%	(22)	41%	(252)	607
Employ: Private Sector	22%	(148)	44%	(304)	9%	(60)	3%	(22)	22%	(154)	687
Employ: Government	28%	(39)	37%	(52)	8%	(12)	3%	(4)	24%	(34)	141
Employ: Self-Employed	22%	(36)	34%	(56)	8%	(13)	4%	(6)	31%	(51)	162
Employ: Homemaker	7%	(12)	31%	(55)	6%	(10)	4%	(6)	52%	(92)	176
Employ: Student	15%	(14)	47%	(46)	3%	(3)	4%	(4)	32%	(31)	97
Employ: Retired	8%	(43)	31%	(158)	11%	(54)	5%	(24)	45%	(225)	504
Employ: Unemployed	13%	(35)	35%	(97)	9%	(24)	1%	(2)	43%	(120)	278
Employ: Other	15%	(23)	29%	(45)	5%	(8)	2%	(3)	49%	(76)	155
Military HH: Yes	15%	(48)	32%	(105)	9%	(28)	6%	(20)	38%	(126)	328
Military HH: No	16%	(301)	38%	(707)	8%	(155)	3%	(52)	35%	(658)	1872
RD/WT: Right Direction	23%	(267)	40%	(459)	7%	(76)	1%	(15)	28%	(325)	1143
RD/WT: Wrong Track	8%	(83)	33%	(352)	10%	(107)	5%	(56)	43%	(459)	1057
Biden Job Approve	23%	(286)	41%	(520)	6%	(81)	1%	(16)	29%	(362)	1264
Biden Job Disapprove	7%	(59)	32%	(271)	12%	(98)	7%	(56)	42%	(354)	839

Continued on next page

Table MCF18: And based on what you know about ESGs and other socially responsible investment plans, to what extent do you think these investments are profitable?

Demographic	Very profitable		Somewhat profitable		Not too profitable		Not profitable at all		Don't know / No opinion		Total N
Adults	16%	(350)	37%	(812)	8%	(183)	3%	(72)	36%	(783)	2200
Biden Job Strongly Approve	31%	(223)	38%	(274)	4%	(27)	1%	(7)	26%	(183)	714
Biden Job Somewhat Approve	11%	(63)	45%	(246)	10%	(53)	2%	(9)	33%	(179)	550
Biden Job Somewhat Disapprove	11%	(29)	38%	(98)	12%	(31)	4%	(11)	35%	(92)	262
Biden Job Strongly Disapprove	5%	(31)	30%	(173)	12%	(67)	8%	(44)	45%	(262)	577
Favorable of Biden	22%	(276)	41%	(512)	7%	(84)	1%	(11)	29%	(368)	1253
Unfavorable of Biden	7%	(55)	33%	(281)	11%	(96)	7%	(59)	42%	(359)	850
Very Favorable of Biden	29%	(210)	39%	(276)	5%	(32)	1%	(4)	27%	(194)	717
Somewhat Favorable of Biden	12%	(66)	44%	(236)	10%	(52)	1%	(7)	33%	(174)	536
Somewhat Unfavorable of Biden	9%	(22)	41%	(100)	9%	(22)	4%	(9)	37%	(89)	241
Very Unfavorable of Biden	6%	(34)	30%	(181)	12%	(75)	8%	(49)	44%	(271)	609
#1 Issue: Economy	15%	(118)	41%	(323)	10%	(81)	3%	(26)	31%	(245)	793
#1 Issue: Security	11%	(35)	35%	(116)	10%	(34)	4%	(14)	39%	(128)	327
#1 Issue: Health Care	19%	(66)	39%	(134)	7%	(24)	3%	(11)	32%	(110)	345
#1 Issue: Medicare / Social Security	10%	(25)	31%	(81)	8%	(20)	4%	(10)	48%	(124)	260
#1 Issue: Women's Issues	23%	(23)	31%	(32)	5%	(5)	1%	(1)	41%	(42)	102
#1 Issue: Education	26%	(34)	37%	(48)	6%	(8)	2%	(3)	29%	(38)	130
#1 Issue: Energy	23%	(25)	36%	(39)	8%	(8)	4%	(5)	29%	(31)	109
#1 Issue: Other	17%	(23)	29%	(39)	2%	(3)	3%	(4)	49%	(65)	133
2020 Vote: Joe Biden	22%	(230)	41%	(434)	7%	(71)	1%	(10)	30%	(319)	1064
2020 Vote: Donald Trump	10%	(68)	33%	(226)	11%	(77)	7%	(49)	38%	(258)	677
2020 Vote: Other	8%	(4)	42%	(24)	11%	(7)	2%	(1)	37%	(22)	59
2020 Vote: Didn't Vote	12%	(47)	32%	(126)	7%	(29)	3%	(12)	46%	(182)	395
2018 House Vote: Democrat	22%	(176)	43%	(343)	6%	(49)	1%	(12)	27%	(216)	795
2018 House Vote: Republican	11%	(66)	34%	(199)	11%	(63)	7%	(42)	36%	(210)	579
2018 House Vote: Someone else	10%	(6)	39%	(21)	4%	(2)	10%	(6)	37%	(21)	55
2016 Vote: Hillary Clinton	22%	(156)	40%	(286)	6%	(40)	1%	(9)	31%	(221)	711
2016 Vote: Donald Trump	11%	(71)	34%	(218)	11%	(69)	6%	(40)	38%	(240)	639
2016 Vote: Other	11%	(11)	46%	(47)	6%	(6)	4%	(4)	34%	(34)	101
2016 Vote: Didn't Vote	15%	(111)	35%	(258)	9%	(68)	3%	(19)	39%	(286)	742

Continued on next page

Table MCFI8: And based on what you know about ESGs and other socially responsible investment plans, to what extent do you think these investments are profitable?

Demographic	Very profitable	Somewhat profitable	Not too profitable	Not profitable at all	Don't know / No opinion	Total N
Adults	16% (350)	37% (812)	8% (183)	3% (72)	36% (783)	2200
Voted in 2014: Yes	17% (210)	38% (473)	8% (100)	4% (48)	33% (407)	1238
Voted in 2014: No	15% (140)	35% (339)	9% (83)	2% (24)	39% (377)	962
4-Region: Northeast	23% (89)	36% (143)	6% (23)	2% (10)	33% (128)	394
4-Region: Midwest	13% (62)	41% (188)	10% (47)	2% (8)	34% (157)	462
4-Region: South	15% (121)	34% (284)	8% (68)	3% (29)	39% (323)	824
4-Region: West	15% (79)	38% (197)	8% (44)	5% (25)	34% (176)	520
Frequently Invests	27% (207)	42% (326)	11% (82)	4% (28)	16% (126)	769
Frequently Invests/Trades Stocks	30% (156)	42% (217)	11% (56)	3% (13)	14% (74)	516
Frequently Invests in Mutual Funds	32% (143)	44% (194)	9% (41)	2% (11)	12% (54)	442
Frequently Invests in Private Equity	52% (124)	35% (84)	7% (16)	1% (3)	6% (13)	241
Frequently Invests/Trade Crypto	40% (139)	37% (130)	8% (28)	5% (18)	10% (35)	350
Frequently Invests/Trades ETFs	40% (128)	39% (122)	10% (31)	3% (9)	8% (27)	317
Frequently Invests/Trades Bonds	43% (124)	39% (113)	10% (30)	3% (9)	5% (15)	291
Frequently Invests/Trades Commodities	47% (125)	34% (88)	10% (27)	3% (9)	5% (14)	263
Frequently Invests/Flips Real Estate	48% (106)	36% (79)	8% (19)	4% (8)	4% (9)	219
Frequently Invests in Structure Products	52% (110)	34% (72)	6% (13)	6% (12)	2% (4)	210

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

Table MCFI9: *And do you think ESGs and socially responsible investments are more or less profitable as other investments, or are they about the same?*

Demographic	Much more profitable		Somewhat more profitable		Somewhat less profitable		Much less profitable		Don't know / No opinion		Total N
Adults	11%	(249)	25%	(547)	17%	(363)	5%	(104)	43%	(936)	2200
Gender: Male	17%	(182)	25%	(261)	19%	(200)	6%	(63)	33%	(355)	1062
Gender: Female	6%	(67)	25%	(286)	14%	(163)	4%	(40)	51%	(581)	1138
Age: 18-34	19%	(122)	30%	(194)	16%	(103)	4%	(26)	32%	(210)	655
Age: 35-44	21%	(75)	28%	(99)	12%	(44)	3%	(10)	36%	(130)	358
Age: 45-64	4%	(34)	24%	(179)	17%	(128)	6%	(45)	49%	(364)	751
Age: 65+	4%	(18)	17%	(75)	20%	(88)	5%	(23)	53%	(232)	436
GenZers: 1997-2012	12%	(30)	28%	(72)	18%	(48)	6%	(15)	37%	(95)	261
Millennials: 1981-1996	24%	(150)	30%	(188)	13%	(80)	3%	(18)	31%	(192)	628
GenXers: 1965-1980	9%	(47)	25%	(134)	17%	(90)	5%	(28)	45%	(240)	538
Baby Boomers: 1946-1964	3%	(17)	20%	(133)	19%	(132)	6%	(40)	52%	(356)	679
PID: Dem (no lean)	17%	(149)	29%	(261)	15%	(132)	2%	(22)	37%	(327)	891
PID: Ind (no lean)	9%	(63)	22%	(155)	17%	(120)	5%	(35)	46%	(316)	689
PID: Rep (no lean)	6%	(37)	21%	(131)	18%	(112)	8%	(47)	47%	(293)	620
PID/Gender: Dem Men	26%	(109)	27%	(116)	16%	(66)	4%	(15)	28%	(117)	424
PID/Gender: Dem Women	9%	(40)	31%	(145)	14%	(66)	1%	(7)	45%	(209)	467
PID/Gender: Ind Men	12%	(43)	23%	(83)	20%	(72)	6%	(21)	40%	(143)	362
PID/Gender: Ind Women	6%	(20)	22%	(72)	15%	(48)	4%	(14)	53%	(173)	328
PID/Gender: Rep Men	11%	(30)	22%	(62)	23%	(62)	10%	(27)	34%	(95)	276
PID/Gender: Rep Women	2%	(7)	20%	(69)	14%	(50)	6%	(20)	58%	(199)	344
Ideo: Liberal (1-3)	18%	(120)	29%	(194)	17%	(114)	4%	(23)	32%	(208)	659
Ideo: Moderate (4)	8%	(47)	30%	(181)	16%	(95)	2%	(13)	44%	(266)	602
Ideo: Conservative (5-7)	9%	(67)	18%	(132)	20%	(142)	9%	(67)	44%	(317)	724
Educ: < College	9%	(130)	24%	(357)	15%	(225)	4%	(64)	49%	(736)	1512
Educ: Bachelors degree	15%	(68)	27%	(122)	20%	(89)	7%	(29)	31%	(136)	444
Educ: Post-grad	21%	(51)	28%	(69)	20%	(49)	5%	(11)	26%	(64)	244
Income: Under 50k	9%	(111)	24%	(290)	14%	(166)	4%	(47)	49%	(586)	1200
Income: 50k-100k	11%	(77)	26%	(171)	20%	(135)	5%	(34)	38%	(254)	672
Income: 100k+	19%	(61)	26%	(86)	19%	(63)	7%	(23)	29%	(95)	328
Ethnicity: White	10%	(169)	24%	(419)	17%	(291)	5%	(80)	44%	(762)	1722
Ethnicity: Hispanic	15%	(52)	33%	(114)	14%	(48)	9%	(31)	30%	(104)	349
Ethnicity: Black	19%	(51)	29%	(78)	11%	(31)	5%	(13)	37%	(101)	274

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Table MCFI9: *And do you think ESGs and socially responsible investments are more or less profitable as other investments, or are they about the same?*

Demographic	Much more profitable		Somewhat more profitable		Somewhat less profitable		Much less profitable		Don't know / No opinion		Total N
Adults	11%	(249)	25%	(547)	17%	(363)	5%	(104)	43%	(936)	2200
Ethnicity: Other	14%	(29)	24%	(50)	20%	(41)	5%	(11)	36%	(73)	204
All Christian	12%	(125)	25%	(257)	18%	(182)	5%	(56)	41%	(422)	1041
All Non-Christian	32%	(44)	23%	(32)	16%	(22)	5%	(7)	23%	(31)	136
Atheist	12%	(12)	22%	(22)	20%	(20)	4%	(4)	43%	(44)	101
Agnostic/Nothing in particular	7%	(37)	23%	(126)	16%	(87)	3%	(18)	51%	(276)	544
Something Else	9%	(33)	29%	(111)	14%	(52)	5%	(19)	43%	(163)	378
Religious Non-Protestant/Catholic	27%	(44)	22%	(36)	18%	(30)	5%	(7)	28%	(44)	161
Evangelical	13%	(78)	26%	(154)	15%	(90)	5%	(29)	41%	(241)	591
Non-Evangelical	9%	(73)	26%	(202)	17%	(135)	6%	(45)	42%	(327)	783
Community: Urban	19%	(122)	31%	(197)	13%	(82)	5%	(30)	33%	(212)	642
Community: Suburban	9%	(85)	22%	(212)	20%	(189)	4%	(40)	45%	(425)	950
Community: Rural	7%	(43)	23%	(139)	15%	(92)	6%	(34)	49%	(299)	607
Employ: Private Sector	17%	(115)	30%	(209)	19%	(128)	5%	(31)	30%	(204)	687
Employ: Government	23%	(32)	30%	(42)	11%	(16)	6%	(9)	30%	(42)	141
Employ: Self-Employed	17%	(28)	26%	(41)	14%	(22)	5%	(7)	39%	(63)	162
Employ: Homemaker	3%	(5)	23%	(40)	17%	(30)	4%	(7)	53%	(93)	176
Employ: Student	10%	(9)	31%	(30)	18%	(17)	4%	(3)	38%	(37)	97
Employ: Retired	4%	(18)	19%	(95)	18%	(91)	6%	(29)	54%	(270)	504
Employ: Unemployed	9%	(26)	18%	(50)	15%	(42)	5%	(14)	53%	(147)	278
Employ: Other	9%	(15)	26%	(40)	11%	(17)	2%	(4)	51%	(80)	155
Military HH: Yes	11%	(37)	17%	(55)	20%	(65)	6%	(19)	46%	(152)	328
Military HH: No	11%	(212)	26%	(493)	16%	(298)	5%	(85)	42%	(785)	1872
RD/WT: Right Direction	16%	(188)	30%	(343)	15%	(175)	3%	(29)	36%	(408)	1143
RD/WT: Wrong Track	6%	(61)	19%	(204)	18%	(188)	7%	(75)	50%	(529)	1057
Biden Job Approve	16%	(207)	29%	(370)	16%	(206)	2%	(31)	36%	(450)	1264
Biden Job Disapprove	5%	(39)	20%	(166)	18%	(152)	9%	(72)	49%	(410)	839
Biden Job Strongly Approve	23%	(167)	29%	(205)	14%	(102)	2%	(15)	32%	(225)	714
Biden Job Somewhat Approve	7%	(40)	30%	(165)	19%	(104)	3%	(16)	41%	(225)	550
Biden Job Somewhat Disapprove	5%	(12)	30%	(78)	15%	(40)	6%	(17)	44%	(114)	262
Biden Job Strongly Disapprove	5%	(26)	15%	(88)	19%	(112)	10%	(55)	51%	(296)	577

Continued on next page

Table MCFI9: *And do you think ESGs and socially responsible investments are more or less profitable as other investments, or are they about the same?*

Demographic	Much more profitable		Somewhat more profitable		Somewhat less profitable		Much less profitable		Don't know / No opinion		Total N
Adults	11%	(249)	25%	(547)	17%	(363)	5%	(104)	43%	(936)	2200
Favorable of Biden	15%	(192)	29%	(361)	16%	(206)	2%	(29)	37%	(465)	1253
Unfavorable of Biden	5%	(39)	20%	(173)	18%	(152)	8%	(72)	49%	(414)	850
Very Favorable of Biden	20%	(145)	30%	(213)	15%	(106)	2%	(14)	33%	(239)	717
Somewhat Favorable of Biden	9%	(47)	28%	(148)	19%	(100)	3%	(15)	42%	(225)	536
Somewhat Unfavorable of Biden	7%	(16)	29%	(70)	17%	(40)	4%	(9)	44%	(107)	241
Very Unfavorable of Biden	4%	(24)	17%	(103)	18%	(112)	10%	(63)	50%	(307)	609
#1 Issue: Economy	11%	(84)	25%	(201)	19%	(149)	5%	(42)	40%	(318)	793
#1 Issue: Security	10%	(32)	21%	(68)	17%	(56)	8%	(25)	45%	(146)	327
#1 Issue: Health Care	15%	(52)	27%	(94)	16%	(56)	2%	(7)	40%	(136)	345
#1 Issue: Medicare / Social Security	3%	(7)	20%	(53)	16%	(41)	4%	(11)	57%	(148)	260
#1 Issue: Women's Issues	16%	(16)	27%	(28)	11%	(12)	3%	(3)	43%	(44)	102
#1 Issue: Education	18%	(24)	36%	(46)	11%	(14)	6%	(8)	29%	(38)	130
#1 Issue: Energy	20%	(21)	31%	(34)	12%	(13)	3%	(4)	33%	(36)	109
#1 Issue: Other	10%	(13)	17%	(23)	17%	(22)	4%	(5)	52%	(69)	133
2020 Vote: Joe Biden	15%	(159)	29%	(306)	16%	(170)	2%	(25)	38%	(404)	1064
2020 Vote: Donald Trump	7%	(50)	20%	(138)	18%	(124)	9%	(63)	45%	(303)	677
2020 Vote: Other	—	(0)	32%	(19)	27%	(16)	4%	(2)	37%	(21)	59
2020 Vote: Didn't Vote	10%	(40)	21%	(83)	13%	(53)	3%	(13)	52%	(206)	395
2018 House Vote: Democrat	15%	(122)	30%	(240)	17%	(136)	3%	(21)	35%	(276)	795
2018 House Vote: Republican	8%	(47)	20%	(115)	20%	(119)	9%	(55)	42%	(243)	579
2018 House Vote: Someone else	6%	(4)	23%	(13)	17%	(9)	4%	(2)	49%	(27)	55
2016 Vote: Hillary Clinton	15%	(110)	28%	(197)	16%	(112)	2%	(13)	39%	(279)	711
2016 Vote: Donald Trump	8%	(50)	20%	(130)	20%	(128)	8%	(54)	43%	(277)	639
2016 Vote: Other	2%	(2)	29%	(30)	23%	(23)	4%	(4)	41%	(42)	101
2016 Vote: Didn't Vote	11%	(85)	26%	(190)	13%	(99)	4%	(32)	45%	(335)	742
Voted in 2014: Yes	12%	(148)	24%	(300)	19%	(231)	5%	(64)	40%	(495)	1238
Voted in 2014: No	11%	(102)	26%	(248)	14%	(132)	4%	(40)	46%	(441)	962
4-Region: Northeast	17%	(66)	25%	(98)	14%	(55)	4%	(14)	41%	(161)	394
4-Region: Midwest	11%	(49)	25%	(117)	19%	(87)	4%	(17)	42%	(192)	462
4-Region: South	9%	(78)	25%	(204)	14%	(114)	5%	(41)	47%	(387)	824
4-Region: West	11%	(56)	25%	(129)	21%	(108)	6%	(32)	38%	(196)	520

Continued on next page

Table MCFI9: *And do you think ESGs and socially responsible investments are more or less profitable as other investments, or are they about the same?*

Demographic	Much more profitable		Somewhat more profitable		Somewhat less profitable		Much less profitable		Don't know / No opinion		Total N
Adults	11%	(249)	25%	(547)	17%	(363)	5%	(104)	43%	(936)	2200
Frequently Invests	23%	(175)	28%	(214)	21%	(160)	7%	(51)	22%	(168)	769
Frequently Invests/Trades Stocks	26%	(133)	28%	(147)	22%	(111)	6%	(29)	19%	(97)	516
Frequently Invests in Mutual Funds	30%	(135)	28%	(122)	19%	(85)	5%	(22)	18%	(79)	442
Frequently Invests in Private Equity	47%	(112)	32%	(76)	11%	(26)	4%	(11)	6%	(16)	241
Frequently Invests/Trade Crypto	36%	(126)	29%	(101)	15%	(53)	8%	(27)	12%	(43)	350
Frequently Invests/Trades ETFs	35%	(112)	25%	(79)	20%	(63)	6%	(19)	14%	(45)	317
Frequently Invests/Trades Bonds	40%	(118)	26%	(75)	19%	(55)	6%	(18)	9%	(25)	291
Frequently Invests/Trades Commodities	43%	(114)	28%	(75)	14%	(38)	6%	(16)	8%	(21)	263
Frequently Invests/Flips Real Estate	49%	(107)	30%	(66)	11%	(24)	5%	(10)	6%	(12)	219
Frequently Invests in Structure Products	49%	(103)	30%	(63)	11%	(22)	5%	(10)	5%	(11)	210

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	261	12%
	Millennials: 1981-1996	628	29%
	GenXers: 1965-1980	538	24%
	Baby Boomers: 1946-1964	679	31%
	N	2106	
xpid3	PID: Dem (no lean)	891	40%
	PID: Ind (no lean)	689	31%
	PID: Rep (no lean)	620	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	424	19%
	PID/Gender: Dem Women	467	21%
	PID/Gender: Ind Men	362	16%
	PID/Gender: Ind Women	328	15%
	PID/Gender: Rep Men	276	13%
	PID/Gender: Rep Women	344	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	659	30%
	Ideo: Moderate (4)	602	27%
	Ideo: Conservative (5-7)	724	33%
	N	1985	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1200	55%
	Income: 50k-100k	672	31%
	Income: 100k+	328	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1041	47%
	All Non-Christian	136	6%
	Atheist	101	5%
	Agnostic/Nothing in particular	544	25%
	Something Else	378	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	161	7%
xdemEvang	Evangelical	591	27%
	Non-Evangelical	783	36%
	N	1374	
xdemUsr	Community: Urban	642	29%
	Community: Suburban	950	43%
	Community: Rural	607	28%
	N	2200	
xdemEmploy	Employ: Private Sector	687	31%
	Employ: Government	141	6%
	Employ: Self-Employed	162	7%
	Employ: Homemaker	176	8%
	Employ: Student	97	4%
	Employ: Retired	504	23%
	Employ: Unemployed	278	13%
	Employ: Other	155	7%
	N	2200	
xdemMilHH1	Military HH: Yes	328	15%
	Military HH: No	1872	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1143	52%
	RD/WT: Wrong Track	1057	48%
	N	2200	
xdemBidenApprove	Biden Job Approve	1264	57%
	Biden Job Disapprove	839	38%
	N	2103	
xdemBidenApprove2	Biden Job Strongly Approve	714	32%
	Biden Job Somewhat Approve	550	25%
	Biden Job Somewhat Disapprove	262	12%
	Biden Job Strongly Disapprove	577	26%
	N	2103	
xdemBidenFav	Favorable of Biden	1253	57%
	Unfavorable of Biden	850	39%
	N	2103	
xdemBidenFavFull	Very Favorable of Biden	717	33%
	Somewhat Favorable of Biden	536	24%
	Somewhat Unfavorable of Biden	241	11%
	Very Unfavorable of Biden	609	28%
	N	2103	
xnr3	#1 Issue: Economy	793	36%
	#1 Issue: Security	327	15%
	#1 Issue: Health Care	345	16%
	#1 Issue: Medicare / Social Security	260	12%
	#1 Issue: Women's Issues	102	5%
	#1 Issue: Education	130	6%
	#1 Issue: Energy	109	5%
	#1 Issue: Other	133	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1064	48%
	2020 Vote: Donald Trump	677	31%
	2020 Vote: Other	59	3%
	2020 Vote: Didn't Vote	395	18%
	N	2196	
xsubVote18O	2018 House Vote: Democrat	795	36%
	2018 House Vote: Republican	579	26%
	2018 House Vote: Someone else	55	3%
	N	1430	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	711	32%
	2016 Vote: Donald Trump	639	29%
	2016 Vote: Other	101	5%
	2016 Vote: Didn't Vote	742	34%
	N	2193	
xsubVote14O	Voted in 2014: Yes	1238	56%
	Voted in 2014: No	962	44%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCFIxdem1	Frequently Invests	769	35%
MCFIxdem2	Frequently Invests/Trades Stocks	516	23%
MCFIxdem3	Frequently Invests in Mutual Funds	442	20%
MCFIxdem4	Frequently Invests in Private Equity	241	11%
MCFIxdem5	Frequently Invests/Trade Crypto	350	16%
MCFIxdem6	Frequently Invests/Trades ETFs	317	14%
MCFIxdem7	Frequently Invests/Trades Bonds	291	13%
MCFIxdem8	Frequently Invests/Trades Commodities	263	12%
MCFIxdem9	Frequently Invests/Flips Real Estate	219	10%
MCFIxdem10	Frequently Invests in Structure Products	210	10%

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

