



National Tracking Poll #2110007
October 01-05, 2021

Crosstabulation Results

Methodology:

This poll was conducted between October 1-October 5, 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 MCFE1_1NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

100 Grand Bar

Demographic	Selected		Not Selected		Total N
Adults	17%	(379)	83%	(1821)	2200
Gender: Male	18%	(191)	82%	(871)	1062
Gender: Female	17%	(188)	83%	(950)	1138
Age: 18-34	14%	(92)	86%	(563)	655
Age: 35-44	18%	(66)	82%	(292)	358
Age: 45-64	24%	(180)	76%	(571)	751
Age: 65+	9%	(41)	91%	(395)	436
GenZers: 1997-2012	10%	(22)	90%	(200)	222
Millennials: 1981-1996	17%	(113)	83%	(555)	667
GenXers: 1965-1980	23%	(129)	77%	(431)	559
Baby Boomers: 1946-1964	17%	(111)	83%	(559)	670
PID: Dem (no lean)	17%	(147)	83%	(712)	859
PID: Ind (no lean)	16%	(109)	84%	(583)	693
PID: Rep (no lean)	19%	(123)	81%	(526)	648
PID/Gender: Dem Men	21%	(87)	79%	(331)	417
PID/Gender: Dem Women	14%	(60)	86%	(381)	441
PID/Gender: Ind Men	13%	(44)	87%	(292)	337
PID/Gender: Ind Women	18%	(65)	82%	(291)	356
PID/Gender: Rep Men	19%	(60)	81%	(248)	308
PID/Gender: Rep Women	18%	(63)	82%	(278)	341
Ideo: Liberal (1-3)	17%	(100)	83%	(505)	605
Ideo: Moderate (4)	15%	(101)	85%	(553)	654
Ideo: Conservative (5-7)	20%	(148)	80%	(586)	734
Educ: < College	18%	(272)	82%	(1241)	1512
Educ: Bachelors degree	17%	(76)	83%	(368)	444
Educ: Post-grad	13%	(31)	87%	(213)	244

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Table MCFE1_1NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

100 Grand Bar

Demographic	Selected	Not Selected	Total N
Adults	17% (379)	83% (1821)	2200
Income: Under 50k	16% (191)	84% (988)	1179
Income: 50k-100k	18% (122)	82% (551)	673
Income: 100k+	19% (66)	81% (282)	348
Ethnicity: White	18% (305)	82% (1417)	1722
Ethnicity: Hispanic	22% (76)	78% (273)	349
Ethnicity: Black	19% (53)	81% (221)	274
Ethnicity: Other	10% (20)	90% (184)	204
All Christian	18% (187)	82% (834)	1021
All Non-Christian	20% (22)	80% (86)	107
Atheist	17% (17)	83% (88)	105
Agnostic/Nothing in particular	15% (87)	85% (505)	591
Something Else	18% (66)	82% (309)	375
Religious Non-Protestant/Catholic	19% (23)	81% (100)	124
Evangelical	17% (102)	83% (500)	602
Non-Evangelical	19% (149)	81% (614)	763
Community: Urban	16% (108)	84% (551)	659
Community: Suburban	18% (185)	82% (844)	1029
Community: Rural	17% (85)	83% (427)	512
Employ: Private Sector	19% (136)	81% (572)	708
Employ: Government	23% (32)	77% (111)	143
Employ: Self-Employed	21% (40)	79% (147)	187
Employ: Homemaker	19% (28)	81% (122)	150
Employ: Student	11% (10)	89% (82)	92
Employ: Retired	13% (63)	87% (427)	489
Employ: Unemployed	16% (45)	84% (227)	272
Employ: Other	16% (25)	84% (133)	159
Military HH: Yes	17% (55)	83% (276)	331
Military HH: No	17% (323)	83% (1545)	1869
Yes	22% (133)	78% (464)	597
No	15% (246)	85% (1357)	1603

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Table MCFE1_1NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

100 Grand Bar

Demographic	Selected		Not Selected		Total N
Adults	17%	(379)	83%	(1821)	2200
2020 Vote: Joe Biden	17%	(165)	83%	(822)	987
2020 Vote: Donald Trump	20%	(142)	80%	(576)	718
2020 Vote: Other	25%	(19)	75%	(56)	74
2020 Vote: Didn't Vote	13%	(53)	87%	(364)	417
2018 House Vote: Democrat	17%	(131)	83%	(631)	762
2018 House Vote: Republican	19%	(118)	81%	(496)	614
2018 House Vote: Someone else	17%	(13)	83%	(62)	74
2016 Vote: Hillary Clinton	17%	(124)	83%	(607)	731
2016 Vote: Donald Trump	19%	(128)	81%	(531)	659
2016 Vote: Other	17%	(20)	83%	(96)	115
2016 Vote: Didn't Vote	15%	(104)	85%	(587)	691
Voted in 2014: Yes	18%	(223)	82%	(1047)	1270
Voted in 2014: No	17%	(156)	83%	(774)	930
4-Region: Northeast	19%	(74)	81%	(320)	394
4-Region: Midwest	21%	(95)	79%	(367)	462
4-Region: South	14%	(113)	86%	(711)	824
4-Region: West	19%	(97)	81%	(423)	520

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

Table MCFE1_2NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Airheads

Demographic	Selected	Not Selected	Total N
Adults	15% (324)	85% (1876)	2200
Gender: Male	16% (165)	84% (897)	1062
Gender: Female	14% (159)	86% (979)	1138
Age: 18-34	32% (210)	68% (445)	655
Age: 35-44	18% (66)	82% (292)	358
Age: 45-64	6% (45)	94% (706)	751
Age: 65+	1% (3)	99% (433)	436
GenZers: 1997-2012	35% (78)	65% (144)	222
Millennials: 1981-1996	27% (181)	73% (486)	667
GenXers: 1965-1980	10% (55)	90% (504)	559
Baby Boomers: 1946-1964	1% (9)	99% (661)	670
PID: Dem (no lean)	15% (132)	85% (727)	859
PID: Ind (no lean)	18% (127)	82% (566)	693
PID: Rep (no lean)	10% (65)	90% (583)	648
PID/Gender: Dem Men	18% (76)	82% (341)	417
PID/Gender: Dem Women	13% (56)	87% (386)	441
PID/Gender: Ind Men	18% (61)	82% (276)	337
PID/Gender: Ind Women	19% (66)	81% (290)	356
PID/Gender: Rep Men	9% (28)	91% (280)	308
PID/Gender: Rep Women	11% (37)	89% (304)	341
Ideo: Liberal (1-3)	19% (112)	81% (493)	605
Ideo: Moderate (4)	15% (99)	85% (555)	654
Ideo: Conservative (5-7)	9% (66)	91% (667)	734
Educ: < College	16% (245)	84% (1268)	1512
Educ: Bachelors degree	11% (50)	89% (394)	444
Educ: Post-grad	12% (30)	88% (214)	244
Income: Under 50k	17% (202)	83% (977)	1179
Income: 50k-100k	11% (77)	89% (596)	673
Income: 100k+	13% (45)	87% (303)	348
Ethnicity: White	12% (211)	88% (1510)	1722
Ethnicity: Hispanic	25% (86)	75% (264)	349

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Table MCFE1_2NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Airheads

Demographic	Selected	Not Selected	Total N
Adults	15% (324)	85% (1876)	2200
Ethnicity: Black	24% (67)	76% (207)	274
Ethnicity: Other	23% (46)	77% (158)	204
All Christian	10% (100)	90% (921)	1021
All Non-Christian	18% (19)	82% (88)	107
Atheist	23% (24)	77% (81)	105
Agnostic/Nothing in particular	18% (108)	82% (484)	591
Something Else	19% (73)	81% (302)	375
Religious Non-Protestant/Catholic	18% (22)	82% (101)	124
Evangelical	16% (99)	84% (503)	602
Non-Evangelical	9% (68)	91% (695)	763
Community: Urban	19% (127)	81% (532)	659
Community: Suburban	13% (131)	87% (898)	1029
Community: Rural	13% (66)	87% (446)	512
Employ: Private Sector	15% (108)	85% (600)	708
Employ: Government	15% (21)	85% (122)	143
Employ: Self-Employed	15% (28)	85% (159)	187
Employ: Homemaker	17% (26)	83% (124)	150
Employ: Student	35% (32)	65% (60)	92
Employ: Retired	2% (9)	98% (481)	489
Employ: Unemployed	23% (61)	77% (210)	272
Employ: Other	24% (39)	76% (120)	159
Military HH: Yes	12% (41)	88% (290)	331
Military HH: No	15% (283)	85% (1586)	1869
Yes	22% (133)	78% (464)	597
No	12% (192)	88% (1412)	1603
2020 Vote: Joe Biden	14% (141)	86% (846)	987
2020 Vote: Donald Trump	9% (67)	91% (651)	718
2020 Vote: Other	20% (15)	80% (60)	74
2020 Vote: Didn't Vote	24% (100)	76% (317)	417

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Table MCFE1_2NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Airheads

Demographic	Selected		Not Selected		Total N
Adults	15%	(324)	85%	(1876)	2200
2018 House Vote: Democrat	13%	(100)	87%	(662)	762
2018 House Vote: Republican	10%	(61)	90%	(553)	614
2018 House Vote: Someone else	16%	(12)	84%	(62)	74
2016 Vote: Hillary Clinton	13%	(94)	87%	(637)	731
2016 Vote: Donald Trump	9%	(57)	91%	(602)	659
2016 Vote: Other	13%	(15)	87%	(100)	115
2016 Vote: Didn't Vote	23%	(156)	77%	(535)	691
Voted in 2014: Yes	10%	(130)	90%	(1141)	1270
Voted in 2014: No	21%	(194)	79%	(735)	930
4-Region: Northeast	12%	(48)	88%	(346)	394
4-Region: Midwest	12%	(58)	88%	(405)	462
4-Region: South	17%	(140)	83%	(684)	824
4-Region: West	15%	(79)	85%	(441)	520

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

Table MCFE1_3NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Almond Joy

Demographic	Selected	Not Selected	Total N
Adults	34% (746)	66% (1454)	2200
Gender: Male	31% (332)	69% (730)	1062
Gender: Female	36% (414)	64% (724)	1138
Age: 18-34	25% (161)	75% (494)	655
Age: 35-44	31% (110)	69% (248)	358
Age: 45-64	36% (273)	64% (478)	751
Age: 65+	46% (202)	54% (234)	436
GenZers: 1997-2012	26% (57)	74% (165)	222
Millennials: 1981-1996	26% (170)	74% (497)	667
GenXers: 1965-1980	33% (185)	67% (374)	559
Baby Boomers: 1946-1964	44% (296)	56% (374)	670
PID: Dem (no lean)	36% (306)	64% (552)	859
PID: Ind (no lean)	30% (205)	70% (488)	693
PID: Rep (no lean)	36% (235)	64% (414)	648
PID/Gender: Dem Men	33% (139)	67% (278)	417
PID/Gender: Dem Women	38% (167)	62% (275)	441
PID/Gender: Ind Men	26% (87)	74% (250)	337
PID/Gender: Ind Women	33% (118)	67% (238)	356
PID/Gender: Rep Men	34% (106)	66% (202)	308
PID/Gender: Rep Women	38% (129)	62% (212)	341
Ideo: Liberal (1-3)	35% (211)	65% (394)	605
Ideo: Moderate (4)	33% (216)	67% (438)	654
Ideo: Conservative (5-7)	37% (273)	63% (460)	734
Educ: < College	34% (518)	66% (994)	1512
Educ: Bachelors degree	30% (134)	70% (310)	444
Educ: Post-grad	38% (94)	62% (150)	244
Income: Under 50k	32% (381)	68% (798)	1179
Income: 50k-100k	35% (237)	65% (436)	673
Income: 100k+	37% (128)	63% (220)	348
Ethnicity: White	36% (612)	64% (1110)	1722
Ethnicity: Hispanic	32% (113)	68% (236)	349

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Table MCFE1_3NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Almond Joy

Demographic	Selected	Not Selected	Total N
Adults	34% (746)	66% (1454)	2200
Ethnicity: Black	32% (87)	68% (187)	274
Ethnicity: Other	23% (47)	77% (157)	204
All Christian	38% (384)	62% (638)	1021
All Non-Christian	32% (35)	68% (73)	107
Atheist	26% (27)	74% (78)	105
Agnostic/Nothing in particular	30% (175)	70% (416)	591
Something Else	33% (125)	67% (251)	375
Religious Non-Protestant/Catholic	34% (41)	66% (82)	124
Evangelical	37% (221)	63% (381)	602
Non-Evangelical	36% (275)	64% (488)	763
Community: Urban	35% (232)	65% (427)	659
Community: Suburban	33% (340)	67% (689)	1029
Community: Rural	34% (174)	66% (338)	512
Employ: Private Sector	33% (232)	67% (476)	708
Employ: Government	31% (44)	69% (98)	143
Employ: Self-Employed	31% (59)	69% (129)	187
Employ: Homemaker	29% (44)	71% (106)	150
Employ: Student	26% (24)	74% (68)	92
Employ: Retired	44% (216)	56% (274)	489
Employ: Unemployed	28% (76)	72% (196)	272
Employ: Other	32% (52)	68% (107)	159
Military HH: Yes	36% (121)	64% (211)	331
Military HH: No	33% (625)	67% (1244)	1869
Yes	31% (187)	69% (410)	597
No	35% (559)	65% (1044)	1603
2020 Vote: Joe Biden	35% (348)	65% (640)	987
2020 Vote: Donald Trump	37% (267)	63% (451)	718
2020 Vote: Other	31% (23)	69% (51)	74
2020 Vote: Didn't Vote	26% (107)	74% (310)	417

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Table MCFE1_3NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Almond Joy

Demographic	Selected	Not Selected	Total N
Adults	34% (746)	66% (1454)	2200
2018 House Vote: Democrat	37% (281)	63% (480)	762
2018 House Vote: Republican	36% (222)	64% (392)	614
2018 House Vote: Someone else	24% (18)	76% (56)	74
2016 Vote: Hillary Clinton	38% (279)	62% (451)	731
2016 Vote: Donald Trump	36% (240)	64% (419)	659
2016 Vote: Other	20% (23)	80% (92)	115
2016 Vote: Didn't Vote	29% (201)	71% (490)	691
Voted in 2014: Yes	37% (465)	63% (805)	1270
Voted in 2014: No	30% (280)	70% (649)	930
4-Region: Northeast	35% (136)	65% (257)	394
4-Region: Midwest	30% (137)	70% (326)	462
4-Region: South	36% (293)	64% (531)	824
4-Region: West	35% (180)	65% (340)	520

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

Table MCFE1_4NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Blow Pops

Demographic	Selected	Not Selected	Total N
Adults	11% (249)	89% (1951)	2200
Gender: Male	9% (96)	91% (965)	1062
Gender: Female	13% (153)	87% (985)	1138
Age: 18-34	17% (113)	83% (542)	655
Age: 35-44	15% (55)	85% (303)	358
Age: 45-64	9% (67)	91% (684)	751
Age: 65+	3% (14)	97% (423)	436
GenZers: 1997-2012	20% (45)	80% (177)	222
Millennials: 1981-1996	16% (108)	84% (560)	667
GenXers: 1965-1980	12% (66)	88% (493)	559
Baby Boomers: 1946-1964	4% (28)	96% (642)	670
PID: Dem (no lean)	11% (98)	89% (761)	859
PID: Ind (no lean)	14% (94)	86% (599)	693
PID: Rep (no lean)	9% (57)	91% (591)	648
PID/Gender: Dem Men	10% (43)	90% (374)	417
PID/Gender: Dem Women	12% (55)	88% (387)	441
PID/Gender: Ind Men	10% (34)	90% (303)	337
PID/Gender: Ind Women	17% (60)	83% (296)	356
PID/Gender: Rep Men	6% (19)	94% (289)	308
PID/Gender: Rep Women	11% (38)	89% (302)	341
Ideo: Liberal (1-3)	11% (68)	89% (537)	605
Ideo: Moderate (4)	12% (76)	88% (578)	654
Ideo: Conservative (5-7)	9% (67)	91% (667)	734
Educ: < College	12% (189)	88% (1324)	1512
Educ: Bachelors degree	7% (32)	93% (411)	444
Educ: Post-grad	12% (28)	88% (216)	244
Income: Under 50k	12% (142)	88% (1038)	1179
Income: 50k-100k	10% (68)	90% (606)	673
Income: 100k+	12% (40)	88% (308)	348
Ethnicity: White	9% (158)	91% (1564)	1722
Ethnicity: Hispanic	19% (66)	81% (284)	349

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Table MCFE1_4NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Blow Pops

Demographic	Selected		Not Selected		Total N
Adults	11%	(249)	89%	(1951)	2200
Ethnicity: Black	22%	(59)	78%	(215)	274
Ethnicity: Other	16%	(32)	84%	(172)	204
All Christian	9%	(90)	91%	(932)	1021
All Non-Christian	12%	(13)	88%	(94)	107
Atheist	12%	(13)	88%	(92)	105
Agnostic/Nothing in particular	13%	(75)	87%	(516)	591
Something Else	16%	(59)	84%	(316)	375
Religious Non-Protestant/Catholic	12%	(14)	88%	(109)	124
Evangelical	15%	(92)	85%	(510)	602
Non-Evangelical	7%	(54)	93%	(709)	763
Community: Urban	13%	(89)	87%	(570)	659
Community: Suburban	10%	(106)	90%	(923)	1029
Community: Rural	11%	(54)	89%	(458)	512
Employ: Private Sector	11%	(78)	89%	(630)	708
Employ: Government	13%	(19)	87%	(124)	143
Employ: Self-Employed	11%	(21)	89%	(166)	187
Employ: Homemaker	13%	(19)	87%	(131)	150
Employ: Student	22%	(21)	78%	(72)	92
Employ: Retired	5%	(23)	95%	(466)	489
Employ: Unemployed	13%	(37)	87%	(235)	272
Employ: Other	20%	(32)	80%	(127)	159
Military HH: Yes	9%	(29)	91%	(302)	331
Military HH: No	12%	(220)	88%	(1649)	1869
Yes	16%	(94)	84%	(503)	597
No	10%	(155)	90%	(1448)	1603
2020 Vote: Joe Biden	12%	(117)	88%	(870)	987
2020 Vote: Donald Trump	10%	(69)	90%	(650)	718
2020 Vote: Other	15%	(11)	85%	(64)	74
2020 Vote: Didn't Vote	13%	(52)	87%	(364)	417

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Table MCFE1_4NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Blow Pops

Demographic	Selected	Not Selected	Total N
Adults	11% (249)	89% (1951)	2200
2018 House Vote: Democrat	11% (80)	89% (682)	762
2018 House Vote: Republican	8% (51)	92% (563)	614
2018 House Vote: Someone else	14% (10)	86% (64)	74
2016 Vote: Hillary Clinton	11% (83)	89% (648)	731
2016 Vote: Donald Trump	8% (53)	92% (606)	659
2016 Vote: Other	9% (11)	91% (105)	115
2016 Vote: Didn't Vote	15% (101)	85% (590)	691
Voted in 2014: Yes	9% (117)	91% (1153)	1270
Voted in 2014: No	14% (132)	86% (798)	930
4-Region: Northeast	11% (43)	89% (350)	394
4-Region: Midwest	10% (46)	90% (417)	462
4-Region: South	13% (107)	87% (718)	824
4-Region: West	10% (54)	90% (466)	520

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

Table MCFE1_5NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Bubble Gum

Demographic	Selected	Not Selected	Total N
Adults	14% (313)	86% (1887)	2200
Gender: Male	15% (161)	85% (901)	1062
Gender: Female	13% (152)	87% (986)	1138
Age: 18-34	23% (151)	77% (504)	655
Age: 35-44	19% (68)	81% (289)	358
Age: 45-64	11% (80)	89% (671)	751
Age: 65+	3% (14)	97% (422)	436
GenZers: 1997-2012	29% (63)	71% (158)	222
Millennials: 1981-1996	21% (138)	79% (529)	667
GenXers: 1965-1980	14% (77)	86% (483)	559
Baby Boomers: 1946-1964	5% (33)	95% (637)	670
PID: Dem (no lean)	15% (128)	85% (731)	859
PID: Ind (no lean)	16% (110)	84% (583)	693
PID: Rep (no lean)	12% (75)	88% (573)	648
PID/Gender: Dem Men	19% (81)	81% (336)	417
PID/Gender: Dem Women	11% (47)	89% (395)	441
PID/Gender: Ind Men	15% (49)	85% (288)	337
PID/Gender: Ind Women	17% (61)	83% (295)	356
PID/Gender: Rep Men	10% (31)	90% (277)	308
PID/Gender: Rep Women	13% (44)	87% (297)	341
Ideo: Liberal (1-3)	15% (90)	85% (515)	605
Ideo: Moderate (4)	16% (105)	84% (549)	654
Ideo: Conservative (5-7)	11% (77)	89% (656)	734
Educ: < College	14% (214)	86% (1298)	1512
Educ: Bachelors degree	13% (57)	87% (387)	444
Educ: Post-grad	17% (42)	83% (202)	244
Income: Under 50k	14% (170)	86% (1009)	1179
Income: 50k-100k	12% (79)	88% (594)	673
Income: 100k+	18% (63)	82% (284)	348
Ethnicity: White	13% (223)	87% (1499)	1722
Ethnicity: Hispanic	24% (82)	76% (267)	349

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Table MCFE1_5NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Bubble Gum

Demographic	Selected	Not Selected	Total N
Adults	14% (313)	86% (1887)	2200
Ethnicity: Black	21% (57)	79% (217)	274
Ethnicity: Other	16% (32)	84% (172)	204
All Christian	12% (125)	88% (897)	1021
All Non-Christian	16% (17)	84% (90)	107
Atheist	4% (4)	96% (101)	105
Agnostic/Nothing in particular	17% (100)	83% (492)	591
Something Else	18% (67)	82% (308)	375
Religious Non-Protestant/Catholic	15% (18)	85% (106)	124
Evangelical	19% (116)	81% (486)	602
Non-Evangelical	9% (70)	91% (692)	763
Community: Urban	19% (127)	81% (532)	659
Community: Suburban	12% (124)	88% (905)	1029
Community: Rural	12% (62)	88% (450)	512
Employ: Private Sector	16% (116)	84% (592)	708
Employ: Government	24% (34)	76% (109)	143
Employ: Self-Employed	12% (22)	88% (165)	187
Employ: Homemaker	12% (18)	88% (132)	150
Employ: Student	31% (29)	69% (64)	92
Employ: Retired	4% (18)	96% (471)	489
Employ: Unemployed	16% (44)	84% (227)	272
Employ: Other	20% (31)	80% (127)	159
Military HH: Yes	11% (36)	89% (295)	331
Military HH: No	15% (277)	85% (1592)	1869
Yes	23% (137)	77% (460)	597
No	11% (176)	89% (1427)	1603
2020 Vote: Joe Biden	15% (143)	85% (844)	987
2020 Vote: Donald Trump	11% (81)	89% (637)	718
2020 Vote: Other	16% (12)	84% (62)	74
2020 Vote: Didn't Vote	18% (77)	82% (340)	417

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Table MCFE1_5NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Bubble Gum

Demographic	Selected		Not Selected		Total N
Adults	14%	(313)	86%	(1887)	2200
2018 House Vote: Democrat	14%	(110)	86%	(652)	762
2018 House Vote: Republican	13%	(78)	87%	(536)	614
2018 House Vote: Someone else	10%	(8)	90%	(66)	74
2016 Vote: Hillary Clinton	15%	(107)	85%	(623)	731
2016 Vote: Donald Trump	10%	(69)	90%	(590)	659
2016 Vote: Other	12%	(14)	88%	(101)	115
2016 Vote: Didn't Vote	17%	(121)	83%	(571)	691
Voted in 2014: Yes	13%	(164)	87%	(1106)	1270
Voted in 2014: No	16%	(149)	84%	(781)	930
4-Region: Northeast	15%	(59)	85%	(335)	394
4-Region: Midwest	12%	(57)	88%	(406)	462
4-Region: South	15%	(122)	85%	(702)	824
4-Region: West	15%	(76)	85%	(444)	520

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

Table MCFE1_6NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Butterfinger

Demographic	Selected	Not Selected	Total N
Adults	35% (760)	65% (1440)	2200
Gender: Male	33% (355)	67% (707)	1062
Gender: Female	36% (405)	64% (733)	1138
Age: 18-34	29% (191)	71% (464)	655
Age: 35-44	31% (112)	69% (245)	358
Age: 45-64	37% (280)	63% (471)	751
Age: 65+	41% (177)	59% (260)	436
GenZers: 1997-2012	28% (63)	72% (159)	222
Millennials: 1981-1996	32% (210)	68% (457)	667
GenXers: 1965-1980	35% (195)	65% (364)	559
Baby Boomers: 1946-1964	38% (257)	62% (413)	670
PID: Dem (no lean)	34% (288)	66% (570)	859
PID: Ind (no lean)	35% (241)	65% (452)	693
PID: Rep (no lean)	36% (230)	64% (418)	648
PID/Gender: Dem Men	31% (128)	69% (290)	417
PID/Gender: Dem Women	36% (161)	64% (281)	441
PID/Gender: Ind Men	34% (115)	66% (221)	337
PID/Gender: Ind Women	35% (126)	65% (230)	356
PID/Gender: Rep Men	36% (112)	64% (196)	308
PID/Gender: Rep Women	35% (118)	65% (222)	341
Ideo: Liberal (1-3)	35% (211)	65% (394)	605
Ideo: Moderate (4)	37% (244)	63% (410)	654
Ideo: Conservative (5-7)	34% (246)	66% (488)	734
Educ: < College	36% (544)	64% (968)	1512
Educ: Bachelors degree	34% (149)	66% (295)	444
Educ: Post-grad	27% (67)	73% (177)	244
Income: Under 50k	36% (424)	64% (755)	1179
Income: 50k-100k	33% (220)	67% (453)	673
Income: 100k+	33% (116)	67% (232)	348
Ethnicity: White	36% (616)	64% (1106)	1722
Ethnicity: Hispanic	30% (104)	70% (245)	349

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Table MCFE1_6NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Butterfinger

Demographic	Selected	Not Selected	Total N
Adults	35% (760)	65% (1440)	2200
Ethnicity: Black	36% (100)	64% (175)	274
Ethnicity: Other	22% (45)	78% (159)	204
All Christian	35% (356)	65% (666)	1021
All Non-Christian	26% (28)	74% (79)	107
Atheist	33% (35)	67% (70)	105
Agnostic/Nothing in particular	36% (213)	64% (378)	591
Something Else	34% (128)	66% (247)	375
Religious Non-Protestant/Catholic	27% (33)	73% (91)	124
Evangelical	36% (219)	64% (383)	602
Non-Evangelical	33% (253)	67% (510)	763
Community: Urban	32% (213)	68% (446)	659
Community: Suburban	35% (362)	65% (667)	1029
Community: Rural	36% (184)	64% (328)	512
Employ: Private Sector	34% (241)	66% (467)	708
Employ: Government	27% (39)	73% (104)	143
Employ: Self-Employed	30% (55)	70% (132)	187
Employ: Homemaker	34% (51)	66% (99)	150
Employ: Student	31% (28)	69% (64)	92
Employ: Retired	42% (206)	58% (283)	489
Employ: Unemployed	33% (89)	67% (183)	272
Employ: Other	32% (50)	68% (108)	159
Military HH: Yes	38% (126)	62% (205)	331
Military HH: No	34% (633)	66% (1235)	1869
Yes	32% (191)	68% (406)	597
No	36% (569)	64% (1034)	1603
2020 Vote: Joe Biden	34% (336)	66% (652)	987
2020 Vote: Donald Trump	34% (246)	66% (472)	718
2020 Vote: Other	27% (20)	73% (55)	74
2020 Vote: Didn't Vote	38% (158)	62% (259)	417

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Table MCFE1_6NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Butterfinger

Demographic	Selected		Not Selected		Total N
Adults	35%	(760)	65%	(1440)	2200
2018 House Vote: Democrat	35%	(263)	65%	(499)	762
2018 House Vote: Republican	35%	(216)	65%	(398)	614
2018 House Vote: Someone else	27%	(20)	73%	(54)	74
2016 Vote: Hillary Clinton	34%	(251)	66%	(480)	731
2016 Vote: Donald Trump	36%	(234)	64%	(425)	659
2016 Vote: Other	29%	(33)	71%	(82)	115
2016 Vote: Didn't Vote	35%	(240)	65%	(452)	691
Voted in 2014: Yes	34%	(433)	66%	(838)	1270
Voted in 2014: No	35%	(327)	65%	(602)	930
4-Region: Northeast	33%	(129)	67%	(265)	394
4-Region: Midwest	36%	(166)	64%	(296)	462
4-Region: South	35%	(290)	65%	(534)	824
4-Region: West	34%	(175)	66%	(345)	520

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

Table MCFE1_7NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Candy Corn

Demographic	Selected	Not Selected	Total N
Adults	16% (345)	84% (1855)	2200
Gender: Male	14% (151)	86% (911)	1062
Gender: Female	17% (194)	83% (944)	1138
Age: 18-34	14% (89)	86% (566)	655
Age: 35-44	17% (60)	83% (297)	358
Age: 45-64	18% (132)	82% (619)	751
Age: 65+	14% (63)	86% (373)	436
GenZers: 1997-2012	17% (38)	83% (183)	222
Millennials: 1981-1996	14% (94)	86% (573)	667
GenXers: 1965-1980	18% (99)	82% (460)	559
Baby Boomers: 1946-1964	15% (101)	85% (569)	670
PID: Dem (no lean)	17% (149)	83% (710)	859
PID: Ind (no lean)	14% (95)	86% (598)	693
PID: Rep (no lean)	16% (101)	84% (548)	648
PID/Gender: Dem Men	16% (67)	84% (351)	417
PID/Gender: Dem Women	19% (82)	81% (359)	441
PID/Gender: Ind Men	14% (47)	86% (290)	337
PID/Gender: Ind Women	14% (48)	86% (308)	356
PID/Gender: Rep Men	12% (37)	88% (271)	308
PID/Gender: Rep Women	19% (64)	81% (277)	341
Ideo: Liberal (1-3)	18% (106)	82% (499)	605
Ideo: Moderate (4)	16% (104)	84% (550)	654
Ideo: Conservative (5-7)	15% (112)	85% (621)	734
Educ: < College	15% (229)	85% (1283)	1512
Educ: Bachelors degree	16% (73)	84% (371)	444
Educ: Post-grad	18% (43)	82% (201)	244
Income: Under 50k	16% (187)	84% (992)	1179
Income: 50k-100k	14% (92)	86% (581)	673
Income: 100k+	19% (66)	81% (282)	348
Ethnicity: White	15% (265)	85% (1456)	1722
Ethnicity: Hispanic	20% (68)	80% (281)	349

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Table MCFE1_7NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Candy Corn

Demographic	Selected	Not Selected	Total N
Adults	16% (345)	84% (1855)	2200
Ethnicity: Black	16% (45)	84% (229)	274
Ethnicity: Other	17% (34)	83% (170)	204
All Christian	18% (182)	82% (839)	1021
All Non-Christian	14% (15)	86% (92)	107
Atheist	12% (12)	88% (93)	105
Agnostic/Nothing in particular	13% (79)	87% (512)	591
Something Else	15% (57)	85% (318)	375
Religious Non-Protestant/Catholic	14% (18)	86% (106)	124
Evangelical	18% (109)	82% (493)	602
Non-Evangelical	16% (122)	84% (641)	763
Community: Urban	20% (130)	80% (529)	659
Community: Suburban	13% (136)	87% (893)	1029
Community: Rural	15% (79)	85% (433)	512
Employ: Private Sector	15% (107)	85% (601)	708
Employ: Government	21% (30)	79% (113)	143
Employ: Self-Employed	10% (19)	90% (169)	187
Employ: Homemaker	15% (23)	85% (127)	150
Employ: Student	10% (9)	90% (83)	92
Employ: Retired	16% (81)	84% (409)	489
Employ: Unemployed	15% (41)	85% (231)	272
Employ: Other	22% (35)	78% (123)	159
Military HH: Yes	18% (59)	82% (273)	331
Military HH: No	15% (286)	85% (1583)	1869
Yes	18% (107)	82% (490)	597
No	15% (238)	85% (1365)	1603
2020 Vote: Joe Biden	18% (176)	82% (812)	987
2020 Vote: Donald Trump	16% (113)	84% (605)	718
2020 Vote: Other	16% (12)	84% (63)	74
2020 Vote: Didn't Vote	11% (44)	89% (373)	417

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Table MCFE1_7NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Candy Corn

Demographic	Selected	Not Selected	Total N
Adults	16% (345)	84% (1855)	2200
2018 House Vote: Democrat	19% (142)	81% (620)	762
2018 House Vote: Republican	17% (102)	83% (511)	614
2018 House Vote: Someone else	16% (12)	84% (62)	74
2016 Vote: Hillary Clinton	19% (141)	81% (590)	731
2016 Vote: Donald Trump	15% (100)	85% (559)	659
2016 Vote: Other	10% (12)	90% (103)	115
2016 Vote: Didn't Vote	13% (90)	87% (601)	691
Voted in 2014: Yes	17% (216)	83% (1055)	1270
Voted in 2014: No	14% (129)	86% (801)	930
4-Region: Northeast	13% (53)	87% (340)	394
4-Region: Midwest	14% (65)	86% (397)	462
4-Region: South	16% (129)	84% (695)	824
4-Region: West	19% (97)	81% (423)	520

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

Table MCFE1_8NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Caramels

Demographic	Selected	Not Selected	Total N
Adults	24% (517)	76% (1683)	2200
Gender: Male	20% (214)	80% (848)	1062
Gender: Female	27% (304)	73% (835)	1138
Age: 18-34	20% (132)	80% (523)	655
Age: 35-44	20% (71)	80% (287)	358
Age: 45-64	28% (210)	72% (541)	751
Age: 65+	24% (104)	76% (332)	436
GenZers: 1997-2012	21% (46)	79% (176)	222
Millennials: 1981-1996	20% (136)	80% (531)	667
GenXers: 1965-1980	25% (138)	75% (422)	559
Baby Boomers: 1946-1964	27% (180)	73% (491)	670
PID: Dem (no lean)	26% (225)	74% (634)	859
PID: Ind (no lean)	22% (151)	78% (542)	693
PID: Rep (no lean)	22% (142)	78% (507)	648
PID/Gender: Dem Men	23% (97)	77% (321)	417
PID/Gender: Dem Women	29% (128)	71% (313)	441
PID/Gender: Ind Men	18% (61)	82% (276)	337
PID/Gender: Ind Women	25% (90)	75% (266)	356
PID/Gender: Rep Men	18% (56)	82% (252)	308
PID/Gender: Rep Women	25% (85)	75% (255)	341
Ideo: Liberal (1-3)	23% (140)	77% (465)	605
Ideo: Moderate (4)	25% (165)	75% (489)	654
Ideo: Conservative (5-7)	23% (167)	77% (567)	734
Educ: < College	25% (373)	75% (1139)	1512
Educ: Bachelors degree	21% (94)	79% (349)	444
Educ: Post-grad	20% (50)	80% (194)	244
Income: Under 50k	23% (272)	77% (907)	1179
Income: 50k-100k	24% (160)	76% (513)	673
Income: 100k+	24% (85)	76% (263)	348
Ethnicity: White	24% (416)	76% (1305)	1722
Ethnicity: Hispanic	21% (72)	79% (277)	349

Continued on next page

Table MCFE1_8NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Caramels

Demographic	Selected	Not Selected	Total N
Adults	24% (517)	76% (1683)	2200
Ethnicity: Black	24% (66)	76% (208)	274
Ethnicity: Other	17% (35)	83% (169)	204
All Christian	24% (246)	76% (776)	1021
All Non-Christian	22% (23)	78% (84)	107
Atheist	19% (20)	81% (85)	105
Agnostic/Nothing in particular	23% (137)	77% (454)	591
Something Else	24% (91)	76% (284)	375
Religious Non-Protestant/Catholic	22% (28)	78% (96)	124
Evangelical	27% (163)	73% (439)	602
Non-Evangelical	22% (166)	78% (597)	763
Community: Urban	25% (165)	75% (494)	659
Community: Suburban	22% (222)	78% (808)	1029
Community: Rural	25% (130)	75% (382)	512
Employ: Private Sector	24% (167)	76% (541)	708
Employ: Government	22% (31)	78% (112)	143
Employ: Self-Employed	16% (29)	84% (158)	187
Employ: Homemaker	26% (40)	74% (110)	150
Employ: Student	17% (16)	83% (77)	92
Employ: Retired	26% (129)	74% (361)	489
Employ: Unemployed	24% (64)	76% (208)	272
Employ: Other	26% (42)	74% (117)	159
Military HH: Yes	23% (75)	77% (256)	331
Military HH: No	24% (442)	76% (1427)	1869
Yes	25% (148)	75% (449)	597
No	23% (369)	77% (1234)	1603
2020 Vote: Joe Biden	24% (233)	76% (754)	987
2020 Vote: Donald Trump	22% (159)	78% (559)	718
2020 Vote: Other	27% (20)	73% (54)	74
2020 Vote: Didn't Vote	25% (105)	75% (312)	417

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Table MCFE1_8NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Caramels

Demographic	Selected	Not Selected	Total N
Adults	24% (517)	76% (1683)	2200
2018 House Vote: Democrat	24% (185)	76% (577)	762
2018 House Vote: Republican	21% (127)	79% (487)	614
2018 House Vote: Someone else	25% (18)	75% (56)	74
2016 Vote: Hillary Clinton	24% (173)	76% (558)	731
2016 Vote: Donald Trump	22% (145)	78% (514)	659
2016 Vote: Other	15% (17)	85% (98)	115
2016 Vote: Didn't Vote	26% (180)	74% (512)	691
Voted in 2014: Yes	23% (294)	77% (976)	1270
Voted in 2014: No	24% (223)	76% (707)	930
4-Region: Northeast	24% (96)	76% (297)	394
4-Region: Midwest	26% (121)	74% (341)	462
4-Region: South	23% (191)	77% (634)	824
4-Region: West	21% (109)	79% (411)	520

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

Table MCFE1_9NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hard Candy (i.e. Werther's)

Demographic	Selected	Not Selected	Total N
Adults	17% (367)	83% (1833)	2200
Gender: Male	13% (140)	87% (922)	1062
Gender: Female	20% (227)	80% (912)	1138
Age: 18-34	14% (91)	86% (564)	655
Age: 35-44	15% (53)	85% (304)	358
Age: 45-64	18% (136)	82% (615)	751
Age: 65+	20% (86)	80% (350)	436
GenZers: 1997-2012	15% (33)	85% (188)	222
Millennials: 1981-1996	14% (94)	86% (573)	667
GenXers: 1965-1980	18% (98)	82% (461)	559
Baby Boomers: 1946-1964	19% (127)	81% (544)	670
PID: Dem (no lean)	17% (145)	83% (714)	859
PID: Ind (no lean)	16% (111)	84% (582)	693
PID: Rep (no lean)	17% (111)	83% (537)	648
PID/Gender: Dem Men	16% (66)	84% (351)	417
PID/Gender: Dem Women	18% (79)	82% (363)	441
PID/Gender: Ind Men	11% (36)	89% (301)	337
PID/Gender: Ind Women	21% (75)	79% (282)	356
PID/Gender: Rep Men	12% (38)	88% (270)	308
PID/Gender: Rep Women	21% (73)	79% (268)	341
Ideo: Liberal (1-3)	15% (93)	85% (512)	605
Ideo: Moderate (4)	18% (117)	82% (536)	654
Ideo: Conservative (5-7)	17% (128)	83% (606)	734
Educ: < College	18% (266)	82% (1246)	1512
Educ: Bachelors degree	14% (62)	86% (382)	444
Educ: Post-grad	16% (39)	84% (205)	244
Income: Under 50k	18% (212)	82% (967)	1179
Income: 50k-100k	14% (91)	86% (582)	673
Income: 100k+	18% (63)	82% (285)	348
Ethnicity: White	17% (299)	83% (1423)	1722
Ethnicity: Hispanic	18% (63)	82% (287)	349

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Table MCFE1_9NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.
Hard Candy (i.e. Werther's)

Demographic	Selected	Not Selected	Total N
Adults	17% (367)	83% (1833)	2200
Ethnicity: Black	15% (41)	85% (233)	274
Ethnicity: Other	13% (27)	87% (177)	204
All Christian	18% (181)	82% (841)	1021
All Non-Christian	14% (15)	86% (92)	107
Atheist	15% (16)	85% (89)	105
Agnostic/Nothing in particular	16% (93)	84% (498)	591
Something Else	16% (62)	84% (314)	375
Religious Non-Protestant/Catholic	15% (18)	85% (106)	124
Evangelical	18% (109)	82% (493)	602
Non-Evangelical	17% (128)	83% (635)	763
Community: Urban	16% (105)	84% (554)	659
Community: Suburban	15% (158)	85% (871)	1029
Community: Rural	20% (104)	80% (408)	512
Employ: Private Sector	15% (106)	85% (602)	708
Employ: Government	13% (18)	87% (125)	143
Employ: Self-Employed	10% (19)	90% (168)	187
Employ: Homemaker	22% (33)	78% (117)	150
Employ: Student	20% (19)	80% (74)	92
Employ: Retired	18% (87)	82% (403)	489
Employ: Unemployed	16% (44)	84% (227)	272
Employ: Other	25% (40)	75% (118)	159
Military HH: Yes	19% (64)	81% (268)	331
Military HH: No	16% (303)	84% (1566)	1869
Yes	17% (101)	83% (496)	597
No	17% (266)	83% (1337)	1603
2020 Vote: Joe Biden	18% (176)	82% (812)	987
2020 Vote: Donald Trump	17% (123)	83% (595)	718
2020 Vote: Other	12% (9)	88% (66)	74
2020 Vote: Didn't Vote	14% (59)	86% (358)	417

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Table MCFE1_9NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hard Candy (i.e. Werther's)

Demographic	Selected		Not Selected		Total N
Adults	17%	(367)	83%	(1833)	2200
2018 House Vote: Democrat	17%	(128)	83%	(634)	762
2018 House Vote: Republican	19%	(119)	81%	(495)	614
2018 House Vote: Someone else	14%	(10)	86%	(64)	74
2016 Vote: Hillary Clinton	17%	(123)	83%	(607)	731
2016 Vote: Donald Trump	19%	(124)	81%	(535)	659
2016 Vote: Other	11%	(12)	89%	(103)	115
2016 Vote: Didn't Vote	15%	(106)	85%	(585)	691
Voted in 2014: Yes	18%	(224)	82%	(1046)	1270
Voted in 2014: No	15%	(143)	85%	(787)	930
4-Region: Northeast	19%	(76)	81%	(318)	394
4-Region: Midwest	13%	(61)	87%	(401)	462
4-Region: South	18%	(148)	82%	(677)	824
4-Region: West	16%	(82)	84%	(438)	520

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

Table MCFE1_10NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Bar

Demographic	Selected	Not Selected	Total N
Adults	42% (927)	58% (1273)	2200
Gender: Male	42% (445)	58% (617)	1062
Gender: Female	42% (482)	58% (656)	1138
Age: 18-34	40% (263)	60% (392)	655
Age: 35-44	33% (118)	67% (240)	358
Age: 45-64	46% (344)	54% (407)	751
Age: 65+	46% (202)	54% (234)	436
GenZers: 1997-2012	48% (106)	52% (116)	222
Millennials: 1981-1996	34% (229)	66% (439)	667
GenXers: 1965-1980	43% (243)	57% (316)	559
Baby Boomers: 1946-1964	47% (317)	53% (353)	670
PID: Dem (no lean)	40% (346)	60% (513)	859
PID: Ind (no lean)	43% (297)	57% (396)	693
PID: Rep (no lean)	44% (284)	56% (365)	648
PID/Gender: Dem Men	38% (160)	62% (257)	417
PID/Gender: Dem Women	42% (186)	58% (256)	441
PID/Gender: Ind Men	44% (148)	56% (189)	337
PID/Gender: Ind Women	42% (149)	58% (207)	356
PID/Gender: Rep Men	44% (137)	56% (171)	308
PID/Gender: Rep Women	43% (147)	57% (194)	341
Ideo: Liberal (1-3)	41% (249)	59% (356)	605
Ideo: Moderate (4)	45% (291)	55% (362)	654
Ideo: Conservative (5-7)	44% (320)	56% (413)	734
Educ: < College	43% (653)	57% (859)	1512
Educ: Bachelors degree	40% (175)	60% (268)	444
Educ: Post-grad	40% (99)	60% (145)	244
Income: Under 50k	46% (547)	54% (633)	1179
Income: 50k-100k	40% (266)	60% (407)	673
Income: 100k+	33% (114)	67% (233)	348
Ethnicity: White	42% (732)	58% (990)	1722
Ethnicity: Hispanic	42% (147)	58% (203)	349

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Table MCFE1_10NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Bar

Demographic	Selected	Not Selected	Total N
Adults	42% (927)	58% (1273)	2200
Ethnicity: Black	47% (128)	53% (146)	274
Ethnicity: Other	33% (67)	67% (137)	204
All Christian	46% (466)	54% (555)	1021
All Non-Christian	38% (41)	62% (66)	107
Atheist	34% (36)	66% (69)	105
Agnostic/Nothing in particular	38% (223)	62% (369)	591
Something Else	43% (162)	57% (214)	375
Religious Non-Protestant/Catholic	38% (47)	62% (77)	124
Evangelical	44% (267)	56% (336)	602
Non-Evangelical	46% (351)	54% (412)	763
Community: Urban	37% (246)	63% (413)	659
Community: Suburban	42% (433)	58% (597)	1029
Community: Rural	49% (248)	51% (263)	512
Employ: Private Sector	36% (255)	64% (453)	708
Employ: Government	41% (58)	59% (84)	143
Employ: Self-Employed	40% (75)	60% (112)	187
Employ: Homemaker	37% (55)	63% (95)	150
Employ: Student	55% (50)	45% (42)	92
Employ: Retired	48% (233)	52% (257)	489
Employ: Unemployed	46% (126)	54% (146)	272
Employ: Other	47% (75)	53% (84)	159
Military HH: Yes	49% (161)	51% (170)	331
Military HH: No	41% (766)	59% (1103)	1869
Yes	38% (228)	62% (369)	597
No	44% (699)	56% (904)	1603
2020 Vote: Joe Biden	40% (399)	60% (589)	987
2020 Vote: Donald Trump	46% (328)	54% (390)	718
2020 Vote: Other	31% (23)	69% (51)	74
2020 Vote: Didn't Vote	42% (174)	58% (242)	417

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Table MCFE1_10NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Bar

Demographic	Selected	Not Selected	Total N
Adults	42% (927)	58% (1273)	2200
2018 House Vote: Democrat	39% (295)	61% (467)	762
2018 House Vote: Republican	45% (278)	55% (336)	614
2018 House Vote: Someone else	31% (23)	69% (51)	74
2016 Vote: Hillary Clinton	39% (287)	61% (443)	731
2016 Vote: Donald Trump	45% (298)	55% (361)	659
2016 Vote: Other	27% (31)	73% (84)	115
2016 Vote: Didn't Vote	45% (309)	55% (382)	691
Voted in 2014: Yes	39% (501)	61% (770)	1270
Voted in 2014: No	46% (426)	54% (503)	930
4-Region: Northeast	47% (184)	53% (209)	394
4-Region: Midwest	41% (191)	59% (272)	462
4-Region: South	42% (350)	58% (475)	824
4-Region: West	39% (202)	61% (318)	520

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

Table MCFE1_11NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Kisses

Demographic	Selected	Not Selected	Total N
Adults	38% (840)	62% (1360)	2200
Gender: Male	35% (374)	65% (688)	1062
Gender: Female	41% (466)	59% (672)	1138
Age: 18-34	35% (227)	65% (428)	655
Age: 35-44	30% (107)	70% (251)	358
Age: 45-64	43% (320)	57% (431)	751
Age: 65+	43% (186)	57% (251)	436
GenZers: 1997-2012	43% (94)	57% (127)	222
Millennials: 1981-1996	30% (201)	70% (467)	667
GenXers: 1965-1980	40% (226)	60% (333)	559
Baby Boomers: 1946-1964	44% (292)	56% (379)	670
PID: Dem (no lean)	37% (320)	63% (538)	859
PID: Ind (no lean)	38% (264)	62% (429)	693
PID: Rep (no lean)	39% (255)	61% (393)	648
PID/Gender: Dem Men	35% (146)	65% (272)	417
PID/Gender: Dem Women	40% (175)	60% (267)	441
PID/Gender: Ind Men	34% (116)	66% (221)	337
PID/Gender: Ind Women	42% (149)	58% (208)	356
PID/Gender: Rep Men	37% (113)	63% (195)	308
PID/Gender: Rep Women	42% (143)	58% (198)	341
Ideo: Liberal (1-3)	36% (217)	64% (388)	605
Ideo: Moderate (4)	39% (258)	61% (396)	654
Ideo: Conservative (5-7)	40% (292)	60% (442)	734
Educ: < College	40% (606)	60% (907)	1512
Educ: Bachelors degree	33% (146)	67% (298)	444
Educ: Post-grad	36% (88)	64% (156)	244
Income: Under 50k	41% (485)	59% (694)	1179
Income: 50k-100k	36% (245)	64% (428)	673
Income: 100k+	31% (109)	69% (238)	348
Ethnicity: White	38% (663)	62% (1059)	1722
Ethnicity: Hispanic	41% (144)	59% (205)	349

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Table MCFE1_11NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Kisses

Demographic	Selected	Not Selected	Total N
Adults	38% (840)	62% (1360)	2200
Ethnicity: Black	40% (108)	60% (166)	274
Ethnicity: Other	34% (69)	66% (135)	204
All Christian	42% (429)	58% (593)	1021
All Non-Christian	35% (37)	65% (70)	107
Atheist	28% (30)	72% (75)	105
Agnostic/Nothing in particular	34% (202)	66% (390)	591
Something Else	38% (142)	62% (233)	375
Religious Non-Protestant/Catholic	36% (44)	64% (80)	124
Evangelical	40% (238)	60% (364)	602
Non-Evangelical	42% (322)	58% (441)	763
Community: Urban	37% (247)	63% (412)	659
Community: Suburban	36% (375)	64% (654)	1029
Community: Rural	43% (219)	57% (293)	512
Employ: Private Sector	30% (211)	70% (497)	708
Employ: Government	37% (53)	63% (90)	143
Employ: Self-Employed	34% (65)	66% (123)	187
Employ: Homemaker	42% (63)	58% (87)	150
Employ: Student	52% (48)	48% (44)	92
Employ: Retired	45% (220)	55% (270)	489
Employ: Unemployed	40% (108)	60% (164)	272
Employ: Other	46% (72)	54% (86)	159
Military HH: Yes	46% (153)	54% (178)	331
Military HH: No	37% (687)	63% (1182)	1869
Yes	34% (200)	66% (397)	597
No	40% (640)	60% (964)	1603
2020 Vote: Joe Biden	39% (383)	61% (605)	987
2020 Vote: Donald Trump	39% (283)	61% (435)	718
2020 Vote: Other	25% (19)	75% (56)	74
2020 Vote: Didn't Vote	37% (153)	63% (263)	417

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Table MCFE1_11NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hershey's Kisses

Demographic	Selected	Not Selected	Total N
Adults	38% (840)	62% (1360)	2200
2018 House Vote: Democrat	37% (283)	63% (479)	762
2018 House Vote: Republican	41% (253)	59% (361)	614
2018 House Vote: Someone else	21% (16)	79% (59)	74
2016 Vote: Hillary Clinton	38% (279)	62% (452)	731
2016 Vote: Donald Trump	41% (268)	59% (391)	659
2016 Vote: Other	22% (25)	78% (90)	115
2016 Vote: Didn't Vote	38% (266)	62% (426)	691
Voted in 2014: Yes	37% (475)	63% (796)	1270
Voted in 2014: No	39% (365)	61% (564)	930
4-Region: Northeast	43% (169)	57% (224)	394
4-Region: Midwest	37% (170)	63% (292)	462
4-Region: South	40% (333)	60% (491)	824
4-Region: West	32% (167)	68% (353)	520

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

Table MCFE1_12NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hot Tamales

Demographic	Selected	Not Selected	Total N
Adults	9% (196)	91% (2004)	2200
Gender: Male	8% (83)	92% (978)	1062
Gender: Female	10% (113)	90% (1025)	1138
Age: 18-34	8% (50)	92% (605)	655
Age: 35-44	9% (34)	91% (324)	358
Age: 45-64	12% (88)	88% (662)	751
Age: 65+	5% (24)	95% (412)	436
GenZers: 1997-2012	12% (27)	88% (195)	222
Millennials: 1981-1996	7% (49)	93% (618)	667
GenXers: 1965-1980	11% (64)	89% (495)	559
Baby Boomers: 1946-1964	8% (55)	92% (616)	670
PID: Dem (no lean)	9% (73)	91% (786)	859
PID: Ind (no lean)	10% (67)	90% (626)	693
PID: Rep (no lean)	9% (56)	91% (592)	648
PID/Gender: Dem Men	8% (32)	92% (385)	417
PID/Gender: Dem Women	9% (41)	91% (400)	441
PID/Gender: Ind Men	10% (33)	90% (304)	337
PID/Gender: Ind Women	9% (34)	91% (322)	356
PID/Gender: Rep Men	6% (19)	94% (289)	308
PID/Gender: Rep Women	11% (38)	89% (303)	341
Ideo: Liberal (1-3)	7% (43)	93% (562)	605
Ideo: Moderate (4)	9% (61)	91% (593)	654
Ideo: Conservative (5-7)	10% (77)	90% (657)	734
Educ: < College	10% (149)	90% (1363)	1512
Educ: Bachelors degree	6% (25)	94% (418)	444
Educ: Post-grad	9% (22)	91% (222)	244
Income: Under 50k	9% (105)	91% (1074)	1179
Income: 50k-100k	8% (57)	92% (616)	673
Income: 100k+	10% (34)	90% (314)	348
Ethnicity: White	9% (158)	91% (1564)	1722
Ethnicity: Hispanic	12% (43)	88% (306)	349

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Table MCFE1_12NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hot Tamales

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Ethnicity: Black	9%	(24)	91%	(250)	274
Ethnicity: Other	7%	(15)	93%	(189)	204
All Christian	8%	(84)	92%	(938)	1021
All Non-Christian	2%	(3)	98%	(105)	107
Atheist	10%	(11)	90%	(94)	105
Agnostic/Nothing in particular	8%	(47)	92%	(544)	591
Something Else	14%	(52)	86%	(323)	375
Religious Non-Protestant/Catholic	4%	(5)	96%	(119)	124
Evangelical	12%	(72)	88%	(530)	602
Non-Evangelical	8%	(60)	92%	(703)	763
Community: Urban	10%	(66)	90%	(593)	659
Community: Suburban	8%	(83)	92%	(946)	1029
Community: Rural	9%	(47)	91%	(465)	512
Employ: Private Sector	9%	(65)	91%	(643)	708
Employ: Government	13%	(18)	87%	(125)	143
Employ: Self-Employed	7%	(14)	93%	(173)	187
Employ: Homemaker	9%	(14)	91%	(136)	150
Employ: Student	12%	(11)	88%	(81)	92
Employ: Retired	8%	(37)	92%	(452)	489
Employ: Unemployed	8%	(22)	92%	(250)	272
Employ: Other	10%	(15)	90%	(143)	159
Military HH: Yes	8%	(27)	92%	(304)	331
Military HH: No	9%	(169)	91%	(1700)	1869
Yes	12%	(73)	88%	(524)	597
No	8%	(123)	92%	(1480)	1603
2020 Vote: Joe Biden	9%	(88)	91%	(899)	987
2020 Vote: Donald Trump	10%	(72)	90%	(646)	718
2020 Vote: Other	8%	(6)	92%	(68)	74
2020 Vote: Didn't Vote	7%	(30)	93%	(387)	417

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Table MCFE1_12NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Hot Tamales

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
2018 House Vote: Democrat	9%	(66)	91%	(696)	762
2018 House Vote: Republican	9%	(58)	91%	(556)	614
2018 House Vote: Someone else	7%	(5)	93%	(69)	74
2016 Vote: Hillary Clinton	8%	(59)	92%	(671)	731
2016 Vote: Donald Trump	10%	(67)	90%	(592)	659
2016 Vote: Other	6%	(7)	94%	(108)	115
2016 Vote: Didn't Vote	9%	(63)	91%	(629)	691
Voted in 2014: Yes	9%	(115)	91%	(1155)	1270
Voted in 2014: No	9%	(81)	91%	(848)	930
4-Region: Northeast	8%	(31)	92%	(362)	394
4-Region: Midwest	7%	(34)	93%	(428)	462
4-Region: South	8%	(67)	92%	(757)	824
4-Region: West	12%	(64)	88%	(456)	520

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

Table MCFE1_13NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Jolly Ranchers

Demographic	Selected	Not Selected	Total N
Adults	21% (462)	79% (1738)	2200
Gender: Male	20% (211)	80% (851)	1062
Gender: Female	22% (251)	78% (887)	1138
Age: 18-34	29% (191)	71% (464)	655
Age: 35-44	23% (80)	77% (277)	358
Age: 45-64	21% (156)	79% (595)	751
Age: 65+	8% (34)	92% (402)	436
GenZers: 1997-2012	37% (83)	63% (139)	222
Millennials: 1981-1996	24% (161)	76% (507)	667
GenXers: 1965-1980	24% (132)	76% (427)	559
Baby Boomers: 1946-1964	12% (84)	88% (587)	670
PID: Dem (no lean)	20% (175)	80% (683)	859
PID: Ind (no lean)	25% (175)	75% (518)	693
PID: Rep (no lean)	17% (112)	83% (537)	648
PID/Gender: Dem Men	19% (81)	81% (337)	417
PID/Gender: Dem Women	21% (95)	79% (347)	441
PID/Gender: Ind Men	24% (80)	76% (256)	337
PID/Gender: Ind Women	26% (94)	74% (262)	356
PID/Gender: Rep Men	16% (49)	84% (258)	308
PID/Gender: Rep Women	18% (62)	82% (278)	341
Ideo: Liberal (1-3)	20% (119)	80% (486)	605
Ideo: Moderate (4)	21% (140)	79% (514)	654
Ideo: Conservative (5-7)	19% (137)	81% (597)	734
Educ: < College	24% (358)	76% (1154)	1512
Educ: Bachelors degree	15% (68)	85% (376)	444
Educ: Post-grad	15% (36)	85% (208)	244
Income: Under 50k	24% (286)	76% (893)	1179
Income: 50k-100k	17% (116)	83% (557)	673
Income: 100k+	17% (60)	83% (288)	348
Ethnicity: White	18% (310)	82% (1412)	1722
Ethnicity: Hispanic	28% (99)	72% (250)	349

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Table MCFE1_13NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Jolly Ranchers

Demographic	Selected	Not Selected	Total N
Adults	21% (462)	79% (1738)	2200
Ethnicity: Black	36% (100)	64% (174)	274
Ethnicity: Other	25% (52)	75% (152)	204
All Christian	16% (166)	84% (855)	1021
All Non-Christian	15% (16)	85% (91)	107
Atheist	21% (22)	79% (83)	105
Agnostic/Nothing in particular	25% (146)	75% (446)	591
Something Else	30% (112)	70% (263)	375
Religious Non-Protestant/Catholic	14% (18)	86% (106)	124
Evangelical	25% (153)	75% (450)	602
Non-Evangelical	16% (119)	84% (644)	763
Community: Urban	25% (162)	75% (497)	659
Community: Suburban	18% (189)	82% (841)	1029
Community: Rural	22% (111)	78% (401)	512
Employ: Private Sector	19% (136)	81% (572)	708
Employ: Government	23% (32)	77% (111)	143
Employ: Self-Employed	19% (36)	81% (152)	187
Employ: Homemaker	17% (26)	83% (124)	150
Employ: Student	37% (34)	63% (58)	92
Employ: Retired	11% (54)	89% (435)	489
Employ: Unemployed	31% (86)	69% (186)	272
Employ: Other	37% (58)	63% (100)	159
Military HH: Yes	23% (77)	77% (255)	331
Military HH: No	21% (385)	79% (1484)	1869
Yes	23% (137)	77% (459)	597
No	20% (325)	80% (1279)	1603
2020 Vote: Joe Biden	20% (194)	80% (793)	987
2020 Vote: Donald Trump	19% (139)	81% (579)	718
2020 Vote: Other	22% (16)	78% (58)	74
2020 Vote: Didn't Vote	27% (112)	73% (304)	417

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Table MCFE1_13NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Jolly Ranchers

Demographic	Selected	Not Selected	Total N
Adults	21% (462)	79% (1738)	2200
2018 House Vote: Democrat	16% (125)	84% (637)	762
2018 House Vote: Republican	19% (118)	81% (496)	614
2018 House Vote: Someone else	25% (19)	75% (55)	74
2016 Vote: Hillary Clinton	16% (119)	84% (612)	731
2016 Vote: Donald Trump	19% (124)	81% (535)	659
2016 Vote: Other	17% (19)	83% (96)	115
2016 Vote: Didn't Vote	29% (199)	71% (492)	691
Voted in 2014: Yes	17% (216)	83% (1054)	1270
Voted in 2014: No	26% (246)	74% (684)	930
4-Region: Northeast	19% (77)	81% (317)	394
4-Region: Midwest	22% (102)	78% (360)	462
4-Region: South	22% (178)	78% (647)	824
4-Region: West	20% (105)	80% (415)	520

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

Table MCFE1_14NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Kit Kat Bar

Demographic	Selected	Not Selected	Total N
Adults	43% (941)	57% (1259)	2200
Gender: Male	43% (456)	57% (606)	1062
Gender: Female	43% (486)	57% (653)	1138
Age: 18-34	44% (287)	56% (368)	655
Age: 35-44	38% (137)	62% (220)	358
Age: 45-64	46% (342)	54% (409)	751
Age: 65+	40% (175)	60% (262)	436
GenZers: 1997-2012	48% (105)	52% (116)	222
Millennials: 1981-1996	41% (277)	59% (391)	667
GenXers: 1965-1980	47% (262)	53% (297)	559
Baby Boomers: 1946-1964	39% (264)	61% (406)	670
PID: Dem (no lean)	45% (382)	55% (476)	859
PID: Ind (no lean)	44% (302)	56% (390)	693
PID: Rep (no lean)	40% (257)	60% (392)	648
PID/Gender: Dem Men	45% (189)	55% (228)	417
PID/Gender: Dem Women	44% (193)	56% (248)	441
PID/Gender: Ind Men	44% (149)	56% (188)	337
PID/Gender: Ind Women	43% (154)	57% (202)	356
PID/Gender: Rep Men	38% (118)	62% (190)	308
PID/Gender: Rep Women	41% (139)	59% (202)	341
Ideo: Liberal (1-3)	41% (250)	59% (355)	605
Ideo: Moderate (4)	46% (300)	54% (354)	654
Ideo: Conservative (5-7)	40% (291)	60% (443)	734
Educ: < College	45% (678)	55% (834)	1512
Educ: Bachelors degree	37% (165)	63% (279)	444
Educ: Post-grad	40% (99)	60% (145)	244
Income: Under 50k	45% (528)	55% (651)	1179
Income: 50k-100k	42% (283)	58% (390)	673
Income: 100k+	37% (130)	63% (218)	348
Ethnicity: White	43% (733)	57% (989)	1722
Ethnicity: Hispanic	43% (150)	57% (200)	349

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Table MCFE1_14NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Kit Kat Bar

Demographic	Selected	Not Selected	Total N
Adults	43% (941)	57% (1259)	2200
Ethnicity: Black	44% (122)	56% (153)	274
Ethnicity: Other	43% (87)	57% (117)	204
All Christian	42% (428)	58% (594)	1021
All Non-Christian	43% (46)	57% (61)	107
Atheist	44% (47)	56% (58)	105
Agnostic/Nothing in particular	42% (248)	58% (343)	591
Something Else	46% (173)	54% (202)	375
Religious Non-Protestant/Catholic	41% (51)	59% (73)	124
Evangelical	44% (264)	56% (338)	602
Non-Evangelical	43% (327)	57% (436)	763
Community: Urban	44% (287)	56% (372)	659
Community: Suburban	43% (441)	57% (589)	1029
Community: Rural	42% (214)	58% (298)	512
Employ: Private Sector	43% (305)	57% (403)	708
Employ: Government	40% (57)	60% (86)	143
Employ: Self-Employed	40% (74)	60% (113)	187
Employ: Homemaker	46% (70)	54% (80)	150
Employ: Student	54% (50)	46% (42)	92
Employ: Retired	40% (196)	60% (294)	489
Employ: Unemployed	45% (122)	55% (150)	272
Employ: Other	43% (68)	57% (91)	159
Military HH: Yes	44% (145)	56% (186)	331
Military HH: No	43% (796)	57% (1073)	1869
Yes	42% (253)	58% (343)	597
No	43% (688)	57% (915)	1603
2020 Vote: Joe Biden	43% (423)	57% (564)	987
2020 Vote: Donald Trump	40% (290)	60% (429)	718
2020 Vote: Other	39% (29)	61% (45)	74
2020 Vote: Didn't Vote	47% (197)	53% (219)	417

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Table MCFE1_14NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Kit Kat Bar

Demographic	Selected	Not Selected	Total N
Adults	43% (941)	57% (1259)	2200
2018 House Vote: Democrat	42% (318)	58% (443)	762
2018 House Vote: Republican	40% (247)	60% (367)	614
2018 House Vote: Someone else	44% (33)	56% (41)	74
2016 Vote: Hillary Clinton	42% (305)	58% (425)	731
2016 Vote: Donald Trump	41% (273)	59% (386)	659
2016 Vote: Other	39% (45)	61% (70)	115
2016 Vote: Didn't Vote	46% (317)	54% (374)	691
Voted in 2014: Yes	40% (514)	60% (756)	1270
Voted in 2014: No	46% (428)	54% (502)	930
4-Region: Northeast	47% (184)	53% (210)	394
4-Region: Midwest	45% (209)	55% (253)	462
4-Region: South	41% (337)	59% (487)	824
4-Region: West	41% (211)	59% (309)	520

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

Table MCFE1_15NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Laffy Taffy

Demographic	Selected	Not Selected	Total N
Adults	15% (320)	85% (1880)	2200
Gender: Male	13% (137)	87% (925)	1062
Gender: Female	16% (183)	84% (955)	1138
Age: 18-34	22% (147)	78% (509)	655
Age: 35-44	14% (50)	86% (307)	358
Age: 45-64	14% (104)	86% (647)	751
Age: 65+	5% (20)	95% (417)	436
GenZers: 1997-2012	27% (61)	73% (161)	222
Millennials: 1981-1996	18% (118)	82% (550)	667
GenXers: 1965-1980	17% (96)	83% (463)	559
Baby Boomers: 1946-1964	7% (45)	93% (625)	670
PID: Dem (no lean)	14% (123)	86% (736)	859
PID: Ind (no lean)	17% (117)	83% (576)	693
PID: Rep (no lean)	13% (81)	87% (567)	648
PID/Gender: Dem Men	12% (52)	88% (365)	417
PID/Gender: Dem Women	16% (71)	84% (371)	441
PID/Gender: Ind Men	17% (57)	83% (279)	337
PID/Gender: Ind Women	17% (59)	83% (297)	356
PID/Gender: Rep Men	9% (27)	91% (280)	308
PID/Gender: Rep Women	16% (54)	84% (287)	341
Ideo: Liberal (1-3)	13% (81)	87% (524)	605
Ideo: Moderate (4)	14% (92)	86% (562)	654
Ideo: Conservative (5-7)	13% (95)	87% (638)	734
Educ: < College	16% (248)	84% (1264)	1512
Educ: Bachelors degree	13% (56)	87% (388)	444
Educ: Post-grad	7% (16)	93% (228)	244
Income: Under 50k	16% (193)	84% (987)	1179
Income: 50k-100k	12% (78)	88% (595)	673
Income: 100k+	14% (50)	86% (298)	348
Ethnicity: White	13% (230)	87% (1491)	1722
Ethnicity: Hispanic	19% (65)	81% (284)	349

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Table MCFE1_15NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Laffy Taffy

Demographic	Selected		Not Selected		Total N
Adults	15%	(320)	85%	(1880)	2200
Ethnicity: Black	20%	(54)	80%	(221)	274
Ethnicity: Other	18%	(36)	82%	(168)	204
All Christian	10%	(105)	90%	(916)	1021
All Non-Christian	9%	(10)	91%	(97)	107
Atheist	18%	(19)	82%	(86)	105
Agnostic/Nothing in particular	18%	(109)	82%	(482)	591
Something Else	21%	(77)	79%	(298)	375
Religious Non-Protestant/Catholic	11%	(13)	89%	(110)	124
Evangelical	17%	(103)	83%	(499)	602
Non-Evangelical	10%	(74)	90%	(689)	763
Community: Urban	14%	(95)	86%	(564)	659
Community: Suburban	13%	(131)	87%	(898)	1029
Community: Rural	19%	(95)	81%	(417)	512
Employ: Private Sector	15%	(106)	85%	(602)	708
Employ: Government	13%	(19)	87%	(124)	143
Employ: Self-Employed	15%	(28)	85%	(159)	187
Employ: Homemaker	18%	(27)	82%	(123)	150
Employ: Student	29%	(26)	71%	(66)	92
Employ: Retired	7%	(34)	93%	(455)	489
Employ: Unemployed	16%	(43)	84%	(229)	272
Employ: Other	24%	(38)	76%	(121)	159
Military HH: Yes	13%	(44)	87%	(287)	331
Military HH: No	15%	(277)	85%	(1592)	1869
Yes	19%	(111)	81%	(486)	597
No	13%	(210)	87%	(1394)	1603
2020 Vote: Joe Biden	14%	(139)	86%	(848)	987
2020 Vote: Donald Trump	13%	(96)	87%	(622)	718
2020 Vote: Other	20%	(15)	80%	(59)	74
2020 Vote: Didn't Vote	17%	(70)	83%	(347)	417

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Table MCFE1_15NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Laffy Taffy

Demographic	Selected	Not Selected	Total N
Adults	15% (320)	85% (1880)	2200
2018 House Vote: Democrat	13% (96)	87% (666)	762
2018 House Vote: Republican	12% (75)	88% (539)	614
2018 House Vote: Someone else	22% (16)	78% (58)	74
2016 Vote: Hillary Clinton	12% (86)	88% (644)	731
2016 Vote: Donald Trump	14% (89)	86% (570)	659
2016 Vote: Other	10% (12)	90% (103)	115
2016 Vote: Didn't Vote	19% (132)	81% (559)	691
Voted in 2014: Yes	13% (160)	87% (1110)	1270
Voted in 2014: No	17% (160)	83% (770)	930
4-Region: Northeast	13% (52)	87% (342)	394
4-Region: Midwest	17% (79)	83% (383)	462
4-Region: South	16% (131)	84% (693)	824
4-Region: West	11% (59)	89% (461)	520

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

Table MCFE1_16NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lifesavers

Demographic	Selected	Not Selected	Total N
Adults	16% (347)	84% (1853)	2200
Gender: Male	14% (148)	86% (914)	1062
Gender: Female	18% (200)	82% (938)	1138
Age: 18-34	18% (117)	82% (539)	655
Age: 35-44	16% (57)	84% (301)	358
Age: 45-64	15% (113)	85% (638)	751
Age: 65+	14% (62)	86% (375)	436
GenZers: 1997-2012	26% (57)	74% (165)	222
Millennials: 1981-1996	15% (99)	85% (568)	667
GenXers: 1965-1980	17% (97)	83% (463)	559
Baby Boomers: 1946-1964	13% (84)	87% (586)	670
PID: Dem (no lean)	16% (140)	84% (719)	859
PID: Ind (no lean)	17% (120)	83% (573)	693
PID: Rep (no lean)	13% (88)	87% (561)	648
PID/Gender: Dem Men	14% (59)	86% (358)	417
PID/Gender: Dem Women	18% (81)	82% (361)	441
PID/Gender: Ind Men	16% (54)	84% (283)	337
PID/Gender: Ind Women	19% (66)	81% (290)	356
PID/Gender: Rep Men	11% (35)	89% (273)	308
PID/Gender: Rep Women	15% (53)	85% (288)	341
Ideo: Liberal (1-3)	13% (78)	87% (527)	605
Ideo: Moderate (4)	19% (121)	81% (533)	654
Ideo: Conservative (5-7)	13% (98)	87% (635)	734
Educ: < College	18% (270)	82% (1242)	1512
Educ: Bachelors degree	11% (49)	89% (395)	444
Educ: Post-grad	11% (28)	89% (216)	244
Income: Under 50k	17% (206)	83% (973)	1179
Income: 50k-100k	15% (98)	85% (575)	673
Income: 100k+	12% (43)	88% (304)	348
Ethnicity: White	15% (256)	85% (1466)	1722
Ethnicity: Hispanic	20% (71)	80% (278)	349

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Table MCFE1_16NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lifesavers

Demographic	Selected	Not Selected	Total N
Adults	16% (347)	84% (1853)	2200
Ethnicity: Black	22% (60)	78% (214)	274
Ethnicity: Other	15% (31)	85% (173)	204
All Christian	14% (145)	86% (876)	1021
All Non-Christian	10% (11)	90% (96)	107
Atheist	19% (20)	81% (85)	105
Agnostic/Nothing in particular	17% (98)	83% (493)	591
Something Else	20% (73)	80% (302)	375
Religious Non-Protestant/Catholic	10% (13)	90% (111)	124
Evangelical	17% (103)	83% (499)	602
Non-Evangelical	15% (112)	85% (651)	763
Community: Urban	16% (102)	84% (557)	659
Community: Suburban	15% (155)	85% (874)	1029
Community: Rural	18% (90)	82% (422)	512
Employ: Private Sector	14% (96)	86% (612)	708
Employ: Government	12% (17)	88% (126)	143
Employ: Self-Employed	9% (17)	91% (171)	187
Employ: Homemaker	13% (20)	87% (130)	150
Employ: Student	33% (30)	67% (62)	92
Employ: Retired	13% (66)	87% (423)	489
Employ: Unemployed	24% (65)	76% (206)	272
Employ: Other	22% (36)	78% (123)	159
Military HH: Yes	16% (52)	84% (280)	331
Military HH: No	16% (296)	84% (1573)	1869
Yes	17% (99)	83% (498)	597
No	16% (249)	84% (1355)	1603
2020 Vote: Joe Biden	15% (150)	85% (837)	987
2020 Vote: Donald Trump	14% (100)	86% (618)	718
2020 Vote: Other	13% (10)	87% (65)	74
2020 Vote: Didn't Vote	21% (87)	79% (330)	417

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Table MCFE1_16NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lifesavers

Demographic	Selected	Not Selected	Total N
Adults	16% (347)	84% (1853)	2200
2018 House Vote: Democrat	14% (110)	86% (652)	762
2018 House Vote: Republican	14% (89)	86% (525)	614
2018 House Vote: Someone else	19% (14)	81% (60)	74
2016 Vote: Hillary Clinton	15% (112)	85% (619)	731
2016 Vote: Donald Trump	15% (96)	85% (563)	659
2016 Vote: Other	9% (11)	91% (105)	115
2016 Vote: Didn't Vote	19% (128)	81% (563)	691
Voted in 2014: Yes	15% (191)	85% (1079)	1270
Voted in 2014: No	17% (156)	83% (774)	930
4-Region: Northeast	18% (72)	82% (322)	394
4-Region: Midwest	15% (68)	85% (394)	462
4-Region: South	18% (147)	82% (678)	824
4-Region: West	12% (61)	88% (459)	520

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

Table MCFE1_17NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lollipops

Demographic	Selected	Not Selected	Total N
Adults	9% (203)	91% (1997)	2200
Gender: Male	7% (69)	93% (993)	1062
Gender: Female	12% (134)	88% (1004)	1138
Age: 18-34	14% (93)	86% (562)	655
Age: 35-44	9% (31)	91% (326)	358
Age: 45-64	8% (60)	92% (691)	751
Age: 65+	4% (19)	96% (417)	436
GenZers: 1997-2012	16% (36)	84% (185)	222
Millennials: 1981-1996	11% (76)	89% (591)	667
GenXers: 1965-1980	9% (53)	91% (506)	559
Baby Boomers: 1946-1964	5% (36)	95% (635)	670
PID: Dem (no lean)	9% (78)	91% (780)	859
PID: Ind (no lean)	11% (77)	89% (616)	693
PID: Rep (no lean)	7% (48)	93% (600)	648
PID/Gender: Dem Men	7% (29)	93% (388)	417
PID/Gender: Dem Women	11% (49)	89% (393)	441
PID/Gender: Ind Men	8% (27)	92% (310)	337
PID/Gender: Ind Women	14% (50)	86% (306)	356
PID/Gender: Rep Men	4% (13)	96% (295)	308
PID/Gender: Rep Women	10% (36)	90% (305)	341
Ideo: Liberal (1-3)	10% (58)	90% (547)	605
Ideo: Moderate (4)	10% (67)	90% (587)	654
Ideo: Conservative (5-7)	7% (52)	93% (682)	734
Educ: < College	10% (149)	90% (1363)	1512
Educ: Bachelors degree	7% (31)	93% (413)	444
Educ: Post-grad	10% (24)	90% (220)	244
Income: Under 50k	9% (111)	91% (1069)	1179
Income: 50k-100k	8% (54)	92% (619)	673
Income: 100k+	11% (39)	89% (309)	348
Ethnicity: White	8% (144)	92% (1578)	1722
Ethnicity: Hispanic	15% (53)	85% (296)	349

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Table MCFE1_17NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lollipops

Demographic	Selected		Not Selected		Total N
Adults	9%	(203)	91%	(1997)	2200
Ethnicity: Black	13%	(34)	87%	(240)	274
Ethnicity: Other	12%	(25)	88%	(179)	204
All Christian	9%	(90)	91%	(932)	1021
All Non-Christian	9%	(9)	91%	(98)	107
Atheist	13%	(13)	87%	(92)	105
Agnostic/Nothing in particular	9%	(52)	91%	(539)	591
Something Else	10%	(39)	90%	(336)	375
Religious Non-Protestant/Catholic	8%	(10)	92%	(114)	124
Evangelical	10%	(61)	90%	(541)	602
Non-Evangelical	9%	(65)	91%	(697)	763
Community: Urban	11%	(75)	89%	(584)	659
Community: Suburban	8%	(85)	92%	(944)	1029
Community: Rural	8%	(43)	92%	(469)	512
Employ: Private Sector	10%	(70)	90%	(638)	708
Employ: Government	9%	(13)	91%	(130)	143
Employ: Self-Employed	6%	(11)	94%	(176)	187
Employ: Homemaker	9%	(13)	91%	(137)	150
Employ: Student	23%	(21)	77%	(71)	92
Employ: Retired	5%	(26)	95%	(463)	489
Employ: Unemployed	9%	(25)	91%	(246)	272
Employ: Other	15%	(24)	85%	(135)	159
Military HH: Yes	7%	(24)	93%	(307)	331
Military HH: No	10%	(180)	90%	(1689)	1869
Yes	12%	(74)	88%	(523)	597
No	8%	(129)	92%	(1474)	1603
2020 Vote: Joe Biden	10%	(102)	90%	(885)	987
2020 Vote: Donald Trump	6%	(45)	94%	(673)	718
2020 Vote: Other	13%	(10)	87%	(65)	74
2020 Vote: Didn't Vote	11%	(46)	89%	(370)	417

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Table MCFE1_17NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Lollipops

Demographic	Selected		Not Selected		Total N
Adults	9%	(203)	91%	(1997)	2200
2018 House Vote: Democrat	11%	(82)	89%	(680)	762
2018 House Vote: Republican	7%	(44)	93%	(570)	614
2018 House Vote: Someone else	10%	(8)	90%	(67)	74
2016 Vote: Hillary Clinton	10%	(75)	90%	(655)	731
2016 Vote: Donald Trump	8%	(49)	92%	(609)	659
2016 Vote: Other	3%	(3)	97%	(112)	115
2016 Vote: Didn't Vote	11%	(75)	89%	(616)	691
Voted in 2014: Yes	9%	(114)	91%	(1157)	1270
Voted in 2014: No	10%	(90)	90%	(840)	930
4-Region: Northeast	11%	(42)	89%	(351)	394
4-Region: Midwest	9%	(40)	91%	(422)	462
4-Region: South	9%	(78)	91%	(747)	824
4-Region: West	8%	(43)	92%	(477)	520

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

Table MCFE1_18NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

M&Ms

Demographic	Selected	Not Selected	Total N
Adults	53% (1165)	47% (1035)	2200
Gender: Male	50% (531)	50% (531)	1062
Gender: Female	56% (634)	44% (505)	1138
Age: 18-34	47% (306)	53% (350)	655
Age: 35-44	42% (152)	58% (206)	358
Age: 45-64	59% (443)	41% (308)	751
Age: 65+	61% (264)	39% (172)	436
GenZers: 1997-2012	48% (107)	52% (114)	222
Millennials: 1981-1996	44% (295)	56% (372)	667
GenXers: 1965-1980	54% (300)	46% (259)	559
Baby Boomers: 1946-1964	63% (425)	37% (245)	670
PID: Dem (no lean)	52% (445)	48% (413)	859
PID: Ind (no lean)	53% (368)	47% (325)	693
PID: Rep (no lean)	54% (352)	46% (297)	648
PID/Gender: Dem Men	50% (209)	50% (208)	417
PID/Gender: Dem Women	53% (236)	47% (206)	441
PID/Gender: Ind Men	50% (167)	50% (169)	337
PID/Gender: Ind Women	56% (201)	44% (155)	356
PID/Gender: Rep Men	50% (155)	50% (153)	308
PID/Gender: Rep Women	58% (197)	42% (143)	341
Ideo: Liberal (1-3)	50% (303)	50% (302)	605
Ideo: Moderate (4)	54% (353)	46% (301)	654
Ideo: Conservative (5-7)	55% (400)	45% (333)	734
Educ: < College	54% (817)	46% (695)	1512
Educ: Bachelors degree	50% (221)	50% (223)	444
Educ: Post-grad	52% (127)	48% (117)	244
Income: Under 50k	54% (633)	46% (546)	1179
Income: 50k-100k	52% (353)	48% (320)	673
Income: 100k+	51% (178)	49% (169)	348
Ethnicity: White	55% (947)	45% (775)	1722
Ethnicity: Hispanic	52% (183)	48% (167)	349

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Table MCFE1_18NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

M&Ms

Demographic	Selected		Not Selected		Total N
Adults	53%	(1165)	47%	(1035)	2200
Ethnicity: Black	46%	(127)	54%	(147)	274
Ethnicity: Other	45%	(91)	55%	(113)	204
All Christian	57%	(578)	43%	(443)	1021
All Non-Christian	45%	(48)	55%	(59)	107
Atheist	43%	(45)	57%	(60)	105
Agnostic/Nothing in particular	52%	(306)	48%	(285)	591
Something Else	50%	(188)	50%	(187)	375
Religious Non-Protestant/Catholic	43%	(54)	57%	(70)	124
Evangelical	55%	(329)	45%	(273)	602
Non-Evangelical	56%	(428)	44%	(334)	763
Community: Urban	48%	(316)	52%	(343)	659
Community: Suburban	53%	(549)	47%	(480)	1029
Community: Rural	59%	(299)	41%	(212)	512
Employ: Private Sector	49%	(345)	51%	(364)	708
Employ: Government	49%	(70)	51%	(73)	143
Employ: Self-Employed	47%	(87)	53%	(100)	187
Employ: Homemaker	57%	(85)	43%	(65)	150
Employ: Student	58%	(54)	42%	(38)	92
Employ: Retired	62%	(301)	38%	(188)	489
Employ: Unemployed	50%	(137)	50%	(135)	272
Employ: Other	54%	(86)	46%	(73)	159
Military HH: Yes	57%	(188)	43%	(144)	331
Military HH: No	52%	(977)	48%	(892)	1869
Yes	46%	(275)	54%	(322)	597
No	56%	(890)	44%	(713)	1603
2020 Vote: Joe Biden	53%	(519)	47%	(469)	987
2020 Vote: Donald Trump	55%	(398)	45%	(320)	718
2020 Vote: Other	47%	(35)	53%	(40)	74
2020 Vote: Didn't Vote	51%	(211)	49%	(206)	417

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Table MCFE1_18NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

M&Ms

Demographic	Selected	Not Selected	Total N
Adults	53% (1165)	47% (1035)	2200
2018 House Vote: Democrat	52% (398)	48% (364)	762
2018 House Vote: Republican	56% (346)	44% (268)	614
2018 House Vote: Someone else	47% (35)	53% (39)	74
2016 Vote: Hillary Clinton	52% (379)	48% (352)	731
2016 Vote: Donald Trump	58% (380)	42% (279)	659
2016 Vote: Other	42% (48)	58% (67)	115
2016 Vote: Didn't Vote	52% (357)	48% (334)	691
Voted in 2014: Yes	53% (677)	47% (593)	1270
Voted in 2014: No	52% (488)	48% (442)	930
4-Region: Northeast	53% (209)	47% (185)	394
4-Region: Midwest	54% (252)	46% (210)	462
4-Region: South	54% (449)	46% (376)	824
4-Region: West	49% (256)	51% (264)	520

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

Table MCFE1_19NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mike and Ike

Demographic	Selected	Not Selected	Total N
Adults	12% (269)	88% (1931)	2200
Gender: Male	13% (136)	87% (926)	1062
Gender: Female	12% (133)	88% (1005)	1138
Age: 18-34	14% (93)	86% (562)	655
Age: 35-44	11% (39)	89% (319)	358
Age: 45-64	15% (113)	85% (638)	751
Age: 65+	5% (24)	95% (413)	436
GenZers: 1997-2012	21% (46)	79% (176)	222
Millennials: 1981-1996	11% (73)	89% (594)	667
GenXers: 1965-1980	15% (86)	85% (474)	559
Baby Boomers: 1946-1964	9% (62)	91% (609)	670
PID: Dem (no lean)	13% (113)	87% (746)	859
PID: Ind (no lean)	13% (89)	87% (604)	693
PID: Rep (no lean)	10% (67)	90% (581)	648
PID/Gender: Dem Men	14% (57)	86% (361)	417
PID/Gender: Dem Women	13% (56)	87% (385)	441
PID/Gender: Ind Men	13% (44)	87% (293)	337
PID/Gender: Ind Women	13% (45)	87% (312)	356
PID/Gender: Rep Men	12% (36)	88% (272)	308
PID/Gender: Rep Women	9% (32)	91% (309)	341
Ideo: Liberal (1-3)	11% (64)	89% (541)	605
Ideo: Moderate (4)	12% (81)	88% (573)	654
Ideo: Conservative (5-7)	11% (81)	89% (653)	734
Educ: < College	14% (213)	86% (1299)	1512
Educ: Bachelors degree	9% (40)	91% (404)	444
Educ: Post-grad	6% (15)	94% (229)	244
Income: Under 50k	15% (175)	85% (1004)	1179
Income: 50k-100k	10% (65)	90% (608)	673
Income: 100k+	8% (29)	92% (319)	348
Ethnicity: White	11% (184)	89% (1538)	1722
Ethnicity: Hispanic	18% (62)	82% (287)	349

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Table MCFE1_19NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mike and Ike

Demographic	Selected	Not Selected	Total N
Adults	12% (269)	88% (1931)	2200
Ethnicity: Black	19% (51)	81% (223)	274
Ethnicity: Other	17% (34)	83% (170)	204
All Christian	10% (103)	90% (918)	1021
All Non-Christian	7% (7)	93% (100)	107
Atheist	13% (13)	87% (92)	105
Agnostic/Nothing in particular	15% (87)	85% (505)	591
Something Else	16% (59)	84% (316)	375
Religious Non-Protestant/Catholic	8% (10)	92% (114)	124
Evangelical	13% (75)	87% (527)	602
Non-Evangelical	11% (83)	89% (680)	763
Community: Urban	16% (103)	84% (556)	659
Community: Suburban	10% (105)	90% (924)	1029
Community: Rural	12% (62)	88% (450)	512
Employ: Private Sector	11% (77)	89% (631)	708
Employ: Government	12% (16)	88% (126)	143
Employ: Self-Employed	13% (25)	87% (162)	187
Employ: Homemaker	13% (20)	87% (130)	150
Employ: Student	20% (19)	80% (74)	92
Employ: Retired	8% (41)	92% (448)	489
Employ: Unemployed	15% (40)	85% (231)	272
Employ: Other	19% (30)	81% (129)	159
Military HH: Yes	14% (45)	86% (286)	331
Military HH: No	12% (224)	88% (1645)	1869
Yes	14% (83)	86% (514)	597
No	12% (186)	88% (1417)	1603
2020 Vote: Joe Biden	10% (100)	90% (887)	987
2020 Vote: Donald Trump	11% (81)	89% (637)	718
2020 Vote: Other	12% (9)	88% (65)	74
2020 Vote: Didn't Vote	19% (77)	81% (339)	417

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Table MCFE1_19NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mike and Ike

Demographic	Selected	Not Selected	Total N
Adults	12% (269)	88% (1931)	2200
2018 House Vote: Democrat	11% (86)	89% (676)	762
2018 House Vote: Republican	10% (64)	90% (550)	614
2018 House Vote: Someone else	12% (9)	88% (65)	74
2016 Vote: Hillary Clinton	10% (74)	90% (656)	731
2016 Vote: Donald Trump	11% (69)	89% (590)	659
2016 Vote: Other	11% (13)	89% (103)	115
2016 Vote: Didn't Vote	16% (112)	84% (579)	691
Voted in 2014: Yes	11% (134)	89% (1137)	1270
Voted in 2014: No	15% (135)	85% (794)	930
4-Region: Northeast	17% (66)	83% (327)	394
4-Region: Midwest	14% (63)	86% (399)	462
4-Region: South	10% (85)	90% (739)	824
4-Region: West	11% (55)	89% (465)	520

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

Table MCFE1_20NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Milky Way

Demographic	Selected	Not Selected	Total N
Adults	28% (612)	72% (1588)	2200
Gender: Male	27% (284)	73% (778)	1062
Gender: Female	29% (328)	71% (810)	1138
Age: 18-34	21% (135)	79% (521)	655
Age: 35-44	21% (76)	79% (282)	358
Age: 45-64	31% (235)	69% (516)	751
Age: 65+	38% (167)	62% (270)	436
GenZers: 1997-2012	22% (49)	78% (173)	222
Millennials: 1981-1996	19% (128)	81% (539)	667
GenXers: 1965-1980	29% (160)	71% (399)	559
Baby Boomers: 1946-1964	36% (245)	64% (426)	670
PID: Dem (no lean)	26% (220)	74% (639)	859
PID: Ind (no lean)	28% (191)	72% (502)	693
PID: Rep (no lean)	31% (201)	69% (447)	648
PID/Gender: Dem Men	22% (93)	78% (324)	417
PID/Gender: Dem Women	29% (127)	71% (314)	441
PID/Gender: Ind Men	28% (93)	72% (244)	337
PID/Gender: Ind Women	28% (98)	72% (258)	356
PID/Gender: Rep Men	32% (99)	68% (209)	308
PID/Gender: Rep Women	30% (102)	70% (238)	341
Ideo: Liberal (1-3)	26% (156)	74% (450)	605
Ideo: Moderate (4)	28% (186)	72% (468)	654
Ideo: Conservative (5-7)	29% (216)	71% (518)	734
Educ: < College	30% (451)	70% (1061)	1512
Educ: Bachelors degree	23% (100)	77% (344)	444
Educ: Post-grad	25% (61)	75% (183)	244
Income: Under 50k	30% (351)	70% (828)	1179
Income: 50k-100k	26% (177)	74% (497)	673
Income: 100k+	24% (85)	76% (263)	348
Ethnicity: White	29% (508)	71% (1214)	1722
Ethnicity: Hispanic	21% (74)	79% (275)	349

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Table MCFE1_20NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Milky Way

Demographic	Selected		Not Selected		Total N
Adults	28%	(612)	72%	(1588)	2200
Ethnicity: Black	19%	(53)	81%	(221)	274
Ethnicity: Other	25%	(51)	75%	(153)	204
All Christian	31%	(314)	69%	(708)	1021
All Non-Christian	25%	(27)	75%	(80)	107
Atheist	27%	(29)	73%	(76)	105
Agnostic/Nothing in particular	24%	(141)	76%	(451)	591
Something Else	27%	(102)	73%	(273)	375
Religious Non-Protestant/Catholic	26%	(32)	74%	(92)	124
Evangelical	27%	(161)	73%	(441)	602
Non-Evangelical	33%	(249)	67%	(513)	763
Community: Urban	25%	(165)	75%	(494)	659
Community: Suburban	28%	(293)	72%	(736)	1029
Community: Rural	30%	(154)	70%	(358)	512
Employ: Private Sector	21%	(152)	79%	(556)	708
Employ: Government	18%	(26)	82%	(116)	143
Employ: Self-Employed	24%	(45)	76%	(142)	187
Employ: Homemaker	31%	(47)	69%	(103)	150
Employ: Student	25%	(23)	75%	(69)	92
Employ: Retired	39%	(191)	61%	(299)	489
Employ: Unemployed	30%	(81)	70%	(191)	272
Employ: Other	30%	(48)	70%	(111)	159
Military HH: Yes	37%	(122)	63%	(209)	331
Military HH: No	26%	(490)	74%	(1379)	1869
Yes	23%	(134)	77%	(462)	597
No	30%	(478)	70%	(1126)	1603
2020 Vote: Joe Biden	26%	(258)	74%	(729)	987
2020 Vote: Donald Trump	32%	(229)	68%	(489)	718
2020 Vote: Other	24%	(18)	76%	(57)	74
2020 Vote: Didn't Vote	26%	(107)	74%	(309)	417

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Table MCFE1_20NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Milky Way

Demographic	Selected	Not Selected	Total N
Adults	28% (612)	72% (1588)	2200
2018 House Vote: Democrat	26% (196)	74% (566)	762
2018 House Vote: Republican	30% (186)	70% (428)	614
2018 House Vote: Someone else	28% (21)	72% (54)	74
2016 Vote: Hillary Clinton	27% (199)	73% (531)	731
2016 Vote: Donald Trump	31% (205)	69% (454)	659
2016 Vote: Other	17% (20)	83% (95)	115
2016 Vote: Didn't Vote	27% (187)	73% (504)	691
Voted in 2014: Yes	28% (353)	72% (917)	1270
Voted in 2014: No	28% (259)	72% (671)	930
4-Region: Northeast	29% (115)	71% (278)	394
4-Region: Midwest	31% (142)	69% (320)	462
4-Region: South	28% (229)	72% (596)	824
4-Region: West	24% (126)	76% (394)	520

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

Table MCFE1_21NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mounds

Demographic	Selected	Not Selected	Total N
Adults	21% (470)	79% (1730)	2200
Gender: Male	19% (207)	81% (855)	1062
Gender: Female	23% (263)	77% (875)	1138
Age: 18-34	7% (44)	93% (611)	655
Age: 35-44	11% (40)	89% (317)	358
Age: 45-64	26% (198)	74% (553)	751
Age: 65+	43% (187)	57% (249)	436
GenZers: 1997-2012	6% (13)	94% (209)	222
Millennials: 1981-1996	8% (52)	92% (615)	667
GenXers: 1965-1980	20% (112)	80% (447)	559
Baby Boomers: 1946-1964	39% (262)	61% (408)	670
PID: Dem (no lean)	21% (179)	79% (680)	859
PID: Ind (no lean)	18% (123)	82% (570)	693
PID: Rep (no lean)	26% (168)	74% (481)	648
PID/Gender: Dem Men	19% (77)	81% (340)	417
PID/Gender: Dem Women	23% (102)	77% (340)	441
PID/Gender: Ind Men	15% (49)	85% (287)	337
PID/Gender: Ind Women	21% (74)	79% (282)	356
PID/Gender: Rep Men	26% (80)	74% (228)	308
PID/Gender: Rep Women	26% (88)	74% (253)	341
Ideo: Liberal (1-3)	18% (112)	82% (494)	605
Ideo: Moderate (4)	22% (145)	78% (509)	654
Ideo: Conservative (5-7)	26% (187)	74% (546)	734
Educ: < College	23% (349)	77% (1163)	1512
Educ: Bachelors degree	17% (77)	83% (366)	444
Educ: Post-grad	18% (43)	82% (201)	244
Income: Under 50k	24% (283)	76% (896)	1179
Income: 50k-100k	19% (126)	81% (547)	673
Income: 100k+	18% (61)	82% (286)	348
Ethnicity: White	23% (397)	77% (1325)	1722
Ethnicity: Hispanic	15% (53)	85% (297)	349

Continued on next page

Table MCFE1_21NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mounds

Demographic	Selected	Not Selected	Total N
Adults	21% (470)	79% (1730)	2200
Ethnicity: Black	15% (42)	85% (233)	274
Ethnicity: Other	16% (32)	84% (172)	204
All Christian	26% (268)	74% (753)	1021
All Non-Christian	18% (19)	82% (88)	107
Atheist	10% (11)	90% (94)	105
Agnostic/Nothing in particular	17% (100)	83% (492)	591
Something Else	19% (72)	81% (303)	375
Religious Non-Protestant/Catholic	19% (23)	81% (101)	124
Evangelical	23% (137)	77% (465)	602
Non-Evangelical	26% (198)	74% (565)	763
Community: Urban	20% (132)	80% (527)	659
Community: Suburban	21% (219)	79% (810)	1029
Community: Rural	23% (118)	77% (393)	512
Employ: Private Sector	16% (116)	84% (592)	708
Employ: Government	12% (18)	88% (125)	143
Employ: Self-Employed	19% (35)	81% (152)	187
Employ: Homemaker	14% (22)	86% (128)	150
Employ: Student	5% (4)	95% (88)	92
Employ: Retired	42% (204)	58% (286)	489
Employ: Unemployed	17% (47)	83% (224)	272
Employ: Other	15% (24)	85% (135)	159
Military HH: Yes	31% (103)	69% (229)	331
Military HH: No	20% (367)	80% (1501)	1869
Yes	13% (75)	87% (521)	597
No	25% (395)	75% (1209)	1603
2020 Vote: Joe Biden	20% (197)	80% (790)	987
2020 Vote: Donald Trump	28% (200)	72% (518)	718
2020 Vote: Other	5% (4)	95% (71)	74
2020 Vote: Didn't Vote	16% (68)	84% (348)	417

Continued on next page

Table MCFE1_21NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Mounds

Demographic	Selected	Not Selected	Total N
Adults	21% (470)	79% (1730)	2200
2018 House Vote: Democrat	21% (158)	79% (604)	762
2018 House Vote: Republican	26% (162)	74% (452)	614
2018 House Vote: Someone else	20% (15)	80% (59)	74
2016 Vote: Hillary Clinton	21% (153)	79% (577)	731
2016 Vote: Donald Trump	28% (186)	72% (473)	659
2016 Vote: Other	13% (15)	87% (100)	115
2016 Vote: Didn't Vote	17% (115)	83% (576)	691
Voted in 2014: Yes	24% (309)	76% (961)	1270
Voted in 2014: No	17% (161)	83% (769)	930
4-Region: Northeast	25% (97)	75% (296)	394
4-Region: Midwest	18% (84)	82% (378)	462
4-Region: South	23% (191)	77% (633)	824
4-Region: West	19% (97)	81% (423)	520

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

Table MCFE1_22NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Musketeers

Demographic	Selected	Not Selected	Total N
Adults	23% (510)	77% (1690)	2200
Gender: Male	23% (246)	77% (816)	1062
Gender: Female	23% (264)	77% (874)	1138
Age: 18-34	18% (119)	82% (536)	655
Age: 35-44	14% (50)	86% (308)	358
Age: 45-64	28% (209)	72% (542)	751
Age: 65+	30% (133)	70% (304)	436
GenZers: 1997-2012	19% (43)	81% (179)	222
Millennials: 1981-1996	16% (108)	84% (559)	667
GenXers: 1965-1980	24% (135)	76% (424)	559
Baby Boomers: 1946-1964	30% (202)	70% (469)	670
PID: Dem (no lean)	21% (178)	79% (680)	859
PID: Ind (no lean)	23% (162)	77% (531)	693
PID: Rep (no lean)	26% (170)	74% (479)	648
PID/Gender: Dem Men	21% (90)	79% (328)	417
PID/Gender: Dem Women	20% (89)	80% (353)	441
PID/Gender: Ind Men	21% (72)	79% (265)	337
PID/Gender: Ind Women	25% (90)	75% (266)	356
PID/Gender: Rep Men	27% (84)	73% (224)	308
PID/Gender: Rep Women	25% (86)	75% (255)	341
Ideo: Liberal (1-3)	20% (124)	80% (482)	605
Ideo: Moderate (4)	25% (163)	75% (490)	654
Ideo: Conservative (5-7)	24% (176)	76% (558)	734
Educ: < College	25% (382)	75% (1130)	1512
Educ: Bachelors degree	19% (84)	81% (360)	444
Educ: Post-grad	18% (44)	82% (200)	244
Income: Under 50k	27% (314)	73% (865)	1179
Income: 50k-100k	21% (138)	79% (535)	673
Income: 100k+	17% (58)	83% (290)	348
Ethnicity: White	25% (422)	75% (1300)	1722
Ethnicity: Hispanic	14% (48)	86% (301)	349

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Table MCFE1_22NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Musketeers

Demographic	Selected		Not Selected		Total N
Adults	23%	(510)	77%	(1690)	2200
Ethnicity: Black	20%	(54)	80%	(220)	274
Ethnicity: Other	17%	(34)	83%	(170)	204
All Christian	25%	(250)	75%	(771)	1021
All Non-Christian	19%	(20)	81%	(87)	107
Atheist	20%	(21)	80%	(84)	105
Agnostic/Nothing in particular	23%	(133)	77%	(458)	591
Something Else	23%	(86)	77%	(290)	375
Religious Non-Protestant/Catholic	19%	(23)	81%	(100)	124
Evangelical	24%	(143)	76%	(460)	602
Non-Evangelical	25%	(189)	75%	(573)	763
Community: Urban	23%	(150)	77%	(509)	659
Community: Suburban	22%	(229)	78%	(800)	1029
Community: Rural	26%	(131)	74%	(381)	512
Employ: Private Sector	19%	(135)	81%	(573)	708
Employ: Government	14%	(19)	86%	(123)	143
Employ: Self-Employed	24%	(45)	76%	(142)	187
Employ: Homemaker	23%	(34)	77%	(116)	150
Employ: Student	31%	(28)	69%	(64)	92
Employ: Retired	31%	(151)	69%	(338)	489
Employ: Unemployed	21%	(58)	79%	(214)	272
Employ: Other	25%	(39)	75%	(119)	159
Military HH: Yes	30%	(101)	70%	(230)	331
Military HH: No	22%	(409)	78%	(1460)	1869
Yes	16%	(97)	84%	(500)	597
No	26%	(413)	74%	(1190)	1603
2020 Vote: Joe Biden	22%	(216)	78%	(771)	987
2020 Vote: Donald Trump	25%	(182)	75%	(536)	718
2020 Vote: Other	18%	(13)	82%	(61)	74
2020 Vote: Didn't Vote	24%	(99)	76%	(318)	417

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Table MCFE1_22NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Musketeers

Demographic	Selected		Not Selected		Total N
Adults	23%	(510)	77%	(1690)	2200
2018 House Vote: Democrat	20%	(154)	80%	(608)	762
2018 House Vote: Republican	26%	(160)	74%	(454)	614
2018 House Vote: Someone else	26%	(19)	74%	(55)	74
2016 Vote: Hillary Clinton	22%	(159)	78%	(571)	731
2016 Vote: Donald Trump	25%	(167)	75%	(492)	659
2016 Vote: Other	19%	(21)	81%	(94)	115
2016 Vote: Didn't Vote	24%	(163)	76%	(529)	691
Voted in 2014: Yes	22%	(283)	78%	(988)	1270
Voted in 2014: No	24%	(228)	76%	(702)	930
4-Region: Northeast	23%	(91)	77%	(302)	394
4-Region: Midwest	24%	(110)	76%	(353)	462
4-Region: South	26%	(211)	74%	(613)	824
4-Region: West	19%	(98)	81%	(422)	520

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

Table MCFE1_23NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nerds

Demographic	Selected	Not Selected	Total N
Adults	10% (223)	90% (1977)	2200
Gender: Male	10% (102)	90% (960)	1062
Gender: Female	11% (121)	89% (1017)	1138
Age: 18-34	18% (120)	82% (535)	655
Age: 35-44	14% (50)	86% (308)	358
Age: 45-64	6% (48)	94% (703)	751
Age: 65+	1% (5)	99% (432)	436
GenZers: 1997-2012	25% (55)	75% (167)	222
Millennials: 1981-1996	14% (96)	86% (571)	667
GenXers: 1965-1980	11% (63)	89% (496)	559
Baby Boomers: 1946-1964	1% (9)	99% (661)	670
PID: Dem (no lean)	9% (80)	91% (778)	859
PID: Ind (no lean)	13% (91)	87% (602)	693
PID: Rep (no lean)	8% (52)	92% (597)	648
PID/Gender: Dem Men	8% (33)	92% (384)	417
PID/Gender: Dem Women	11% (47)	89% (394)	441
PID/Gender: Ind Men	14% (46)	86% (291)	337
PID/Gender: Ind Women	13% (45)	87% (311)	356
PID/Gender: Rep Men	7% (23)	93% (285)	308
PID/Gender: Rep Women	9% (29)	91% (311)	341
Ideo: Liberal (1-3)	10% (62)	90% (543)	605
Ideo: Moderate (4)	9% (57)	91% (597)	654
Ideo: Conservative (5-7)	8% (59)	92% (674)	734
Educ: < College	11% (172)	89% (1340)	1512
Educ: Bachelors degree	7% (31)	93% (413)	444
Educ: Post-grad	8% (20)	92% (224)	244
Income: Under 50k	12% (142)	88% (1038)	1179
Income: 50k-100k	7% (49)	93% (624)	673
Income: 100k+	9% (33)	91% (315)	348
Ethnicity: White	9% (158)	91% (1563)	1722
Ethnicity: Hispanic	13% (46)	87% (304)	349

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Table MCFE1_23NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nerds

Demographic	Selected	Not Selected	Total N
Adults	10% (223)	90% (1977)	2200
Ethnicity: Black	12% (34)	88% (241)	274
Ethnicity: Other	15% (31)	85% (173)	204
All Christian	6% (66)	94% (955)	1021
All Non-Christian	10% (11)	90% (96)	107
Atheist	19% (19)	81% (86)	105
Agnostic/Nothing in particular	13% (77)	87% (515)	591
Something Else	13% (50)	87% (326)	375
Religious Non-Protestant/Catholic	10% (13)	90% (111)	124
Evangelical	8% (50)	92% (552)	602
Non-Evangelical	8% (63)	92% (699)	763
Community: Urban	10% (68)	90% (591)	659
Community: Suburban	9% (90)	91% (939)	1029
Community: Rural	13% (64)	87% (448)	512
Employ: Private Sector	10% (71)	90% (638)	708
Employ: Government	11% (16)	89% (127)	143
Employ: Self-Employed	12% (23)	88% (164)	187
Employ: Homemaker	8% (13)	92% (137)	150
Employ: Student	30% (27)	70% (65)	92
Employ: Retired	2% (9)	98% (481)	489
Employ: Unemployed	16% (42)	84% (229)	272
Employ: Other	14% (22)	86% (137)	159
Military HH: Yes	9% (31)	91% (300)	331
Military HH: No	10% (192)	90% (1677)	1869
Yes	13% (77)	87% (520)	597
No	9% (147)	91% (1457)	1603
2020 Vote: Joe Biden	9% (86)	91% (902)	987
2020 Vote: Donald Trump	9% (64)	91% (654)	718
2020 Vote: Other	13% (9)	87% (65)	74
2020 Vote: Didn't Vote	15% (64)	85% (353)	417

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Table MCFE1_23NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nerds

Demographic	Selected		Not Selected		Total N
Adults	10%	(223)	90%	(1977)	2200
2018 House Vote: Democrat	9%	(65)	91%	(697)	762
2018 House Vote: Republican	6%	(38)	94%	(576)	614
2018 House Vote: Someone else	14%	(11)	86%	(64)	74
2016 Vote: Hillary Clinton	8%	(59)	92%	(672)	731
2016 Vote: Donald Trump	7%	(49)	93%	(610)	659
2016 Vote: Other	7%	(8)	93%	(107)	115
2016 Vote: Didn't Vote	15%	(106)	85%	(585)	691
Voted in 2014: Yes	7%	(90)	93%	(1180)	1270
Voted in 2014: No	14%	(133)	86%	(797)	930
4-Region: Northeast	8%	(31)	92%	(363)	394
4-Region: Midwest	10%	(44)	90%	(418)	462
4-Region: South	12%	(98)	88%	(726)	824
4-Region: West	10%	(50)	90%	(470)	520

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

Table MCFE1_24NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nestle Crunch Bar

Demographic	Selected	Not Selected	Total N
Adults	25% (542)	75% (1658)	2200
Gender: Male	25% (264)	75% (798)	1062
Gender: Female	24% (278)	76% (860)	1138
Age: 18-34	16% (103)	84% (552)	655
Age: 35-44	21% (74)	79% (284)	358
Age: 45-64	29% (218)	71% (533)	751
Age: 65+	34% (147)	66% (289)	436
GenZers: 1997-2012	16% (36)	84% (186)	222
Millennials: 1981-1996	17% (110)	83% (557)	667
GenXers: 1965-1980	29% (165)	71% (395)	559
Baby Boomers: 1946-1964	29% (198)	71% (473)	670
PID: Dem (no lean)	25% (219)	75% (640)	859
PID: Ind (no lean)	25% (171)	75% (522)	693
PID: Rep (no lean)	24% (153)	76% (496)	648
PID/Gender: Dem Men	25% (106)	75% (311)	417
PID/Gender: Dem Women	25% (113)	75% (329)	441
PID/Gender: Ind Men	25% (86)	75% (251)	337
PID/Gender: Ind Women	24% (85)	76% (271)	356
PID/Gender: Rep Men	23% (72)	77% (236)	308
PID/Gender: Rep Women	24% (80)	76% (260)	341
Ideo: Liberal (1-3)	26% (155)	74% (450)	605
Ideo: Moderate (4)	27% (176)	73% (478)	654
Ideo: Conservative (5-7)	24% (178)	76% (556)	734
Educ: < College	26% (388)	74% (1124)	1512
Educ: Bachelors degree	22% (96)	78% (348)	444
Educ: Post-grad	24% (58)	76% (186)	244
Income: Under 50k	26% (311)	74% (868)	1179
Income: 50k-100k	22% (149)	78% (524)	673
Income: 100k+	24% (82)	76% (266)	348
Ethnicity: White	25% (435)	75% (1286)	1722
Ethnicity: Hispanic	26% (91)	74% (258)	349

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Table MCFE1_24NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nestle Crunch Bar

Demographic	Selected	Not Selected	Total N
Adults	25% (542)	75% (1658)	2200
Ethnicity: Black	20% (55)	80% (219)	274
Ethnicity: Other	25% (52)	75% (152)	204
All Christian	28% (289)	72% (733)	1021
All Non-Christian	25% (27)	75% (80)	107
Atheist	22% (23)	78% (82)	105
Agnostic/Nothing in particular	22% (127)	78% (464)	591
Something Else	20% (76)	80% (299)	375
Religious Non-Protestant/Catholic	23% (28)	77% (95)	124
Evangelical	25% (148)	75% (454)	602
Non-Evangelical	28% (213)	72% (550)	763
Community: Urban	24% (161)	76% (498)	659
Community: Suburban	25% (256)	75% (773)	1029
Community: Rural	24% (125)	76% (387)	512
Employ: Private Sector	23% (160)	77% (548)	708
Employ: Government	20% (29)	80% (114)	143
Employ: Self-Employed	25% (46)	75% (141)	187
Employ: Homemaker	23% (34)	77% (116)	150
Employ: Student	17% (16)	83% (77)	92
Employ: Retired	32% (157)	68% (332)	489
Employ: Unemployed	24% (65)	76% (206)	272
Employ: Other	22% (35)	78% (124)	159
Military HH: Yes	30% (100)	70% (231)	331
Military HH: No	24% (442)	76% (1426)	1869
Yes	19% (116)	81% (481)	597
No	27% (426)	73% (1177)	1603
2020 Vote: Joe Biden	26% (254)	74% (734)	987
2020 Vote: Donald Trump	25% (180)	75% (538)	718
2020 Vote: Other	15% (11)	85% (63)	74
2020 Vote: Didn't Vote	23% (97)	77% (320)	417

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Table MCFE1_24NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Nestle Crunch Bar

Demographic	Selected		Not Selected		Total N
Adults	25%	(542)	75%	(1658)	2200
2018 House Vote: Democrat	28%	(210)	72%	(552)	762
2018 House Vote: Republican	25%	(150)	75%	(464)	614
2018 House Vote: Someone else	28%	(21)	72%	(53)	74
2016 Vote: Hillary Clinton	28%	(205)	72%	(526)	731
2016 Vote: Donald Trump	26%	(172)	74%	(487)	659
2016 Vote: Other	17%	(20)	83%	(95)	115
2016 Vote: Didn't Vote	21%	(145)	79%	(546)	691
Voted in 2014: Yes	26%	(335)	74%	(935)	1270
Voted in 2014: No	22%	(207)	78%	(723)	930
4-Region: Northeast	24%	(95)	76%	(298)	394
4-Region: Midwest	22%	(104)	78%	(358)	462
4-Region: South	25%	(207)	75%	(617)	824
4-Region: West	26%	(136)	74%	(384)	520

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

Table MCFE1_25NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Pixy Stix

Demographic	Selected		Not Selected		Total N
Adults	6%	(127)	94%	(2073)	2200
Gender: Male	4%	(45)	96%	(1017)	1062
Gender: Female	7%	(81)	93%	(1057)	1138
Age: 18-34	9%	(60)	91%	(595)	655
Age: 35-44	5%	(20)	95%	(338)	358
Age: 45-64	6%	(43)	94%	(708)	751
Age: 65+	1%	(4)	99%	(432)	436
GenZers: 1997-2012	11%	(25)	89%	(196)	222
Millennials: 1981-1996	8%	(51)	92%	(616)	667
GenXers: 1965-1980	5%	(29)	95%	(531)	559
Baby Boomers: 1946-1964	3%	(22)	97%	(649)	670
PID: Dem (no lean)	4%	(38)	96%	(820)	859
PID: Ind (no lean)	7%	(50)	93%	(643)	693
PID: Rep (no lean)	6%	(38)	94%	(611)	648
PID/Gender: Dem Men	3%	(12)	97%	(405)	417
PID/Gender: Dem Women	6%	(26)	94%	(415)	441
PID/Gender: Ind Men	6%	(20)	94%	(317)	337
PID/Gender: Ind Women	8%	(30)	92%	(326)	356
PID/Gender: Rep Men	4%	(13)	96%	(295)	308
PID/Gender: Rep Women	7%	(25)	93%	(316)	341
Ideo: Liberal (1-3)	5%	(31)	95%	(574)	605
Ideo: Moderate (4)	5%	(32)	95%	(622)	654
Ideo: Conservative (5-7)	6%	(41)	94%	(693)	734
Educ: < College	7%	(99)	93%	(1413)	1512
Educ: Bachelors degree	4%	(20)	96%	(424)	444
Educ: Post-grad	3%	(8)	97%	(236)	244
Income: Under 50k	7%	(79)	93%	(1100)	1179
Income: 50k-100k	5%	(32)	95%	(641)	673
Income: 100k+	4%	(15)	96%	(333)	348
Ethnicity: White	5%	(91)	95%	(1630)	1722
Ethnicity: Hispanic	7%	(23)	93%	(326)	349

Continued on next page

Table MCFE1_25NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Pixy Stix

Demographic	Selected		Not Selected		Total N
Adults	6%	(127)	94%	(2073)	2200
Ethnicity: Black	8%	(22)	92%	(252)	274
Ethnicity: Other	6%	(13)	94%	(191)	204
All Christian	4%	(41)	96%	(981)	1021
All Non-Christian	5%	(5)	95%	(102)	107
Atheist	6%	(6)	94%	(99)	105
Agnostic/Nothing in particular	6%	(36)	94%	(555)	591
Something Else	10%	(39)	90%	(337)	375
Religious Non-Protestant/Catholic	6%	(8)	94%	(116)	124
Evangelical	7%	(43)	93%	(559)	602
Non-Evangelical	4%	(33)	96%	(729)	763
Community: Urban	7%	(45)	93%	(614)	659
Community: Suburban	5%	(53)	95%	(976)	1029
Community: Rural	6%	(29)	94%	(483)	512
Employ: Private Sector	6%	(41)	94%	(667)	708
Employ: Government	7%	(9)	93%	(133)	143
Employ: Self-Employed	6%	(11)	94%	(176)	187
Employ: Homemaker	5%	(8)	95%	(142)	150
Employ: Student	17%	(15)	83%	(77)	92
Employ: Retired	2%	(9)	98%	(480)	489
Employ: Unemployed	4%	(10)	96%	(261)	272
Employ: Other	14%	(22)	86%	(137)	159
Military HH: Yes	5%	(18)	95%	(313)	331
Military HH: No	6%	(108)	94%	(1760)	1869
Yes	7%	(43)	93%	(554)	597
No	5%	(84)	95%	(1519)	1603
2020 Vote: Joe Biden	5%	(50)	95%	(938)	987
2020 Vote: Donald Trump	5%	(35)	95%	(683)	718
2020 Vote: Other	4%	(3)	96%	(71)	74
2020 Vote: Didn't Vote	9%	(39)	91%	(377)	417

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Table MCFE1_25NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Pixy Stix

Demographic	Selected		Not Selected		Total N
Adults	6%	(127)	94%	(2073)	2200
2018 House Vote: Democrat	6%	(47)	94%	(715)	762
2018 House Vote: Republican	5%	(28)	95%	(586)	614
2018 House Vote: Someone else	6%	(5)	94%	(70)	74
2016 Vote: Hillary Clinton	5%	(38)	95%	(692)	731
2016 Vote: Donald Trump	5%	(33)	95%	(626)	659
2016 Vote: Other	4%	(5)	96%	(110)	115
2016 Vote: Didn't Vote	7%	(51)	93%	(641)	691
Voted in 2014: Yes	5%	(59)	95%	(1212)	1270
Voted in 2014: No	7%	(68)	93%	(862)	930
4-Region: Northeast	4%	(17)	96%	(377)	394
4-Region: Midwest	7%	(32)	93%	(430)	462
4-Region: South	7%	(58)	93%	(767)	824
4-Region: West	4%	(20)	96%	(500)	520

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

Table MCFE1_26NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Peanut Butter Cups

Demographic	Selected	Not Selected	Total N
Adults	53% (1176)	47% (1024)	2200
Gender: Male	51% (540)	49% (522)	1062
Gender: Female	56% (636)	44% (502)	1138
Age: 18-34	46% (301)	54% (354)	655
Age: 35-44	46% (165)	54% (192)	358
Age: 45-64	62% (469)	38% (282)	751
Age: 65+	55% (241)	45% (196)	436
GenZers: 1997-2012	46% (102)	54% (120)	222
Millennials: 1981-1996	45% (300)	55% (367)	667
GenXers: 1965-1980	62% (345)	38% (214)	559
Baby Boomers: 1946-1964	58% (390)	42% (280)	670
PID: Dem (no lean)	51% (438)	49% (421)	859
PID: Ind (no lean)	54% (373)	46% (320)	693
PID: Rep (no lean)	56% (365)	44% (283)	648
PID/Gender: Dem Men	45% (189)	55% (228)	417
PID/Gender: Dem Women	56% (249)	44% (193)	441
PID/Gender: Ind Men	53% (179)	47% (157)	337
PID/Gender: Ind Women	54% (194)	46% (162)	356
PID/Gender: Rep Men	56% (172)	44% (136)	308
PID/Gender: Rep Women	57% (193)	43% (147)	341
Ideo: Liberal (1-3)	52% (317)	48% (288)	605
Ideo: Moderate (4)	53% (344)	47% (310)	654
Ideo: Conservative (5-7)	55% (406)	45% (327)	734
Educ: < College	56% (852)	44% (660)	1512
Educ: Bachelors degree	47% (210)	53% (234)	444
Educ: Post-grad	47% (114)	53% (130)	244
Income: Under 50k	54% (636)	46% (543)	1179
Income: 50k-100k	56% (376)	44% (297)	673
Income: 100k+	47% (164)	53% (184)	348
Ethnicity: White	56% (958)	44% (764)	1722
Ethnicity: Hispanic	47% (162)	53% (187)	349

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Table MCFE1_26NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Peanut Butter Cups

Demographic	Selected	Not Selected	Total N
Adults	53% (1176)	47% (1024)	2200
Ethnicity: Black	45% (122)	55% (152)	274
Ethnicity: Other	47% (96)	53% (108)	204
All Christian	54% (549)	46% (472)	1021
All Non-Christian	31% (33)	69% (74)	107
Atheist	53% (56)	47% (49)	105
Agnostic/Nothing in particular	54% (316)	46% (275)	591
Something Else	59% (222)	41% (153)	375
Religious Non-Protestant/Catholic	37% (45)	63% (78)	124
Evangelical	53% (318)	47% (284)	602
Non-Evangelical	57% (437)	43% (326)	763
Community: Urban	50% (327)	50% (332)	659
Community: Suburban	55% (562)	45% (467)	1029
Community: Rural	56% (287)	44% (225)	512
Employ: Private Sector	51% (364)	49% (344)	708
Employ: Government	41% (59)	59% (84)	143
Employ: Self-Employed	49% (91)	51% (96)	187
Employ: Homemaker	53% (80)	47% (70)	150
Employ: Student	54% (49)	46% (43)	92
Employ: Retired	60% (296)	40% (194)	489
Employ: Unemployed	50% (137)	50% (135)	272
Employ: Other	63% (100)	37% (59)	159
Military HH: Yes	54% (180)	46% (151)	331
Military HH: No	53% (996)	47% (873)	1869
Yes	46% (276)	54% (321)	597
No	56% (900)	44% (703)	1603
2020 Vote: Joe Biden	52% (515)	48% (472)	987
2020 Vote: Donald Trump	56% (404)	44% (314)	718
2020 Vote: Other	44% (33)	56% (42)	74
2020 Vote: Didn't Vote	54% (224)	46% (192)	417

Continued on next page

Table MCFE1_26NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Peanut Butter Cups

Demographic	Selected	Not Selected	Total N
Adults	53% (1176)	47% (1024)	2200
2018 House Vote: Democrat	51% (392)	49% (370)	762
2018 House Vote: Republican	55% (339)	45% (274)	614
2018 House Vote: Someone else	60% (45)	40% (30)	74
2016 Vote: Hillary Clinton	53% (387)	47% (343)	731
2016 Vote: Donald Trump	56% (372)	44% (287)	659
2016 Vote: Other	55% (63)	45% (52)	115
2016 Vote: Didn't Vote	51% (353)	49% (338)	691
Voted in 2014: Yes	53% (672)	47% (599)	1270
Voted in 2014: No	54% (504)	46% (425)	930
4-Region: Northeast	52% (206)	48% (187)	394
4-Region: Midwest	58% (270)	42% (192)	462
4-Region: South	52% (431)	48% (393)	824
4-Region: West	52% (269)	48% (251)	520

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

Table MCFE1_27NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Pieces

Demographic	Selected	Not Selected	Total N
Adults	25% (544)	75% (1656)	2200
Gender: Male	24% (254)	76% (808)	1062
Gender: Female	26% (290)	74% (848)	1138
Age: 18-34	27% (174)	73% (481)	655
Age: 35-44	29% (104)	71% (254)	358
Age: 45-64	26% (196)	74% (555)	751
Age: 65+	16% (70)	84% (366)	436
GenZers: 1997-2012	26% (59)	74% (163)	222
Millennials: 1981-1996	27% (183)	73% (484)	667
GenXers: 1965-1980	31% (173)	69% (386)	559
Baby Boomers: 1946-1964	18% (119)	82% (552)	670
PID: Dem (no lean)	21% (180)	79% (678)	859
PID: Ind (no lean)	28% (191)	72% (502)	693
PID: Rep (no lean)	27% (172)	73% (476)	648
PID/Gender: Dem Men	19% (81)	81% (336)	417
PID/Gender: Dem Women	23% (100)	77% (342)	441
PID/Gender: Ind Men	27% (92)	73% (245)	337
PID/Gender: Ind Women	28% (100)	72% (256)	356
PID/Gender: Rep Men	26% (81)	74% (227)	308
PID/Gender: Rep Women	27% (91)	73% (250)	341
Ideo: Liberal (1-3)	22% (130)	78% (475)	605
Ideo: Moderate (4)	25% (165)	75% (489)	654
Ideo: Conservative (5-7)	25% (183)	75% (550)	734
Educ: < College	27% (412)	73% (1100)	1512
Educ: Bachelors degree	19% (86)	81% (358)	444
Educ: Post-grad	19% (46)	81% (198)	244
Income: Under 50k	27% (317)	73% (862)	1179
Income: 50k-100k	24% (161)	76% (513)	673
Income: 100k+	19% (66)	81% (282)	348
Ethnicity: White	24% (417)	76% (1304)	1722
Ethnicity: Hispanic	25% (87)	75% (262)	349

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Table MCFE1_27NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Pieces

Demographic	Selected		Not Selected		Total N
Adults	25%	(544)	75%	(1656)	2200
Ethnicity: Black	26%	(70)	74%	(204)	274
Ethnicity: Other	28%	(56)	72%	(148)	204
All Christian	20%	(209)	80%	(813)	1021
All Non-Christian	18%	(19)	82%	(88)	107
Atheist	25%	(27)	75%	(78)	105
Agnostic/Nothing in particular	30%	(180)	70%	(411)	591
Something Else	29%	(110)	71%	(265)	375
Religious Non-Protestant/Catholic	20%	(25)	80%	(99)	124
Evangelical	24%	(144)	76%	(459)	602
Non-Evangelical	22%	(167)	78%	(596)	763
Community: Urban	23%	(154)	77%	(505)	659
Community: Suburban	24%	(249)	76%	(780)	1029
Community: Rural	27%	(140)	73%	(372)	512
Employ: Private Sector	24%	(170)	76%	(538)	708
Employ: Government	19%	(27)	81%	(115)	143
Employ: Self-Employed	22%	(41)	78%	(146)	187
Employ: Homemaker	31%	(46)	69%	(104)	150
Employ: Student	37%	(34)	63%	(58)	92
Employ: Retired	20%	(96)	80%	(393)	489
Employ: Unemployed	31%	(84)	69%	(188)	272
Employ: Other	28%	(45)	72%	(114)	159
Military HH: Yes	25%	(84)	75%	(247)	331
Military HH: No	25%	(460)	75%	(1409)	1869
Yes	24%	(145)	76%	(452)	597
No	25%	(399)	75%	(1204)	1603
2020 Vote: Joe Biden	22%	(216)	78%	(771)	987
2020 Vote: Donald Trump	24%	(176)	76%	(542)	718
2020 Vote: Other	24%	(18)	76%	(57)	74
2020 Vote: Didn't Vote	32%	(134)	68%	(283)	417

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Table MCFE1_27NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Reese's Pieces

Demographic	Selected	Not Selected	Total N
Adults	25% (544)	75% (1656)	2200
2018 House Vote: Democrat	22% (165)	78% (597)	762
2018 House Vote: Republican	26% (158)	74% (456)	614
2018 House Vote: Someone else	28% (21)	72% (53)	74
2016 Vote: Hillary Clinton	22% (157)	78% (573)	731
2016 Vote: Donald Trump	26% (169)	74% (490)	659
2016 Vote: Other	20% (23)	80% (92)	115
2016 Vote: Didn't Vote	28% (193)	72% (498)	691
Voted in 2014: Yes	22% (280)	78% (991)	1270
Voted in 2014: No	28% (264)	72% (666)	930
4-Region: Northeast	24% (93)	76% (300)	394
4-Region: Midwest	24% (112)	76% (350)	462
4-Region: South	27% (220)	73% (605)	824
4-Region: West	23% (119)	77% (401)	520

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

Table MCFE1_28NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Salt Water Taffy

Demographic	Selected	Not Selected	Total N
Adults	11% (234)	89% (1966)	2200
Gender: Male	8% (88)	92% (974)	1062
Gender: Female	13% (146)	87% (992)	1138
Age: 18-34	9% (61)	91% (594)	655
Age: 35-44	8% (29)	92% (329)	358
Age: 45-64	12% (93)	88% (658)	751
Age: 65+	12% (51)	88% (386)	436
GenZers: 1997-2012	11% (23)	89% (198)	222
Millennials: 1981-1996	9% (58)	91% (609)	667
GenXers: 1965-1980	12% (69)	88% (490)	559
Baby Boomers: 1946-1964	11% (73)	89% (598)	670
PID: Dem (no lean)	9% (78)	91% (781)	859
PID: Ind (no lean)	11% (76)	89% (617)	693
PID: Rep (no lean)	12% (80)	88% (569)	648
PID/Gender: Dem Men	6% (27)	94% (390)	417
PID/Gender: Dem Women	12% (51)	88% (391)	441
PID/Gender: Ind Men	10% (34)	90% (303)	337
PID/Gender: Ind Women	12% (42)	88% (314)	356
PID/Gender: Rep Men	9% (27)	91% (281)	308
PID/Gender: Rep Women	16% (53)	84% (288)	341
Ideo: Liberal (1-3)	11% (66)	89% (539)	605
Ideo: Moderate (4)	10% (65)	90% (589)	654
Ideo: Conservative (5-7)	12% (86)	88% (648)	734
Educ: < College	12% (174)	88% (1338)	1512
Educ: Bachelors degree	9% (42)	91% (402)	444
Educ: Post-grad	7% (18)	93% (226)	244
Income: Under 50k	12% (140)	88% (1039)	1179
Income: 50k-100k	8% (54)	92% (619)	673
Income: 100k+	11% (40)	89% (308)	348
Ethnicity: White	12% (204)	88% (1518)	1722
Ethnicity: Hispanic	11% (39)	89% (311)	349

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Table MCFE1_28NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Salt Water Taffy

Demographic	Selected		Not Selected		Total N
Adults	11%	(234)	89%	(1966)	2200
Ethnicity: Black	5%	(14)	95%	(260)	274
Ethnicity: Other	8%	(16)	92%	(188)	204
All Christian	11%	(115)	89%	(907)	1021
All Non-Christian	6%	(6)	94%	(101)	107
Atheist	11%	(11)	89%	(94)	105
Agnostic/Nothing in particular	9%	(51)	91%	(540)	591
Something Else	13%	(50)	87%	(325)	375
Religious Non-Protestant/Catholic	7%	(9)	93%	(115)	124
Evangelical	12%	(71)	88%	(531)	602
Non-Evangelical	12%	(90)	88%	(673)	763
Community: Urban	10%	(66)	90%	(593)	659
Community: Suburban	10%	(98)	90%	(931)	1029
Community: Rural	13%	(69)	87%	(443)	512
Employ: Private Sector	9%	(63)	91%	(645)	708
Employ: Government	5%	(7)	95%	(136)	143
Employ: Self-Employed	12%	(22)	88%	(166)	187
Employ: Homemaker	13%	(20)	87%	(130)	150
Employ: Student	8%	(8)	92%	(85)	92
Employ: Retired	13%	(63)	87%	(426)	489
Employ: Unemployed	11%	(30)	89%	(241)	272
Employ: Other	14%	(21)	86%	(137)	159
Military HH: Yes	14%	(46)	86%	(285)	331
Military HH: No	10%	(188)	90%	(1681)	1869
Yes	10%	(61)	90%	(535)	597
No	11%	(172)	89%	(1431)	1603
2020 Vote: Joe Biden	11%	(111)	89%	(877)	987
2020 Vote: Donald Trump	12%	(87)	88%	(631)	718
2020 Vote: Other	4%	(3)	96%	(71)	74
2020 Vote: Didn't Vote	8%	(33)	92%	(384)	417

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Table MCFE1_28NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Salt Water Taffy

Demographic	Selected	Not Selected	Total N
Adults	11% (234)	89% (1966)	2200
2018 House Vote: Democrat	11% (84)	89% (678)	762
2018 House Vote: Republican	11% (66)	89% (548)	614
2018 House Vote: Someone else	13% (10)	87% (64)	74
2016 Vote: Hillary Clinton	10% (75)	90% (656)	731
2016 Vote: Donald Trump	13% (83)	87% (576)	659
2016 Vote: Other	6% (7)	94% (108)	115
2016 Vote: Didn't Vote	10% (68)	90% (623)	691
Voted in 2014: Yes	11% (139)	89% (1132)	1270
Voted in 2014: No	10% (95)	90% (835)	930
4-Region: Northeast	11% (42)	89% (351)	394
4-Region: Midwest	12% (56)	88% (406)	462
4-Region: South	10% (83)	90% (741)	824
4-Region: West	10% (52)	90% (468)	520

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

Table MCFE1_29NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Skittles

Demographic	Selected	Not Selected	Total N
Adults	23% (512)	77% (1688)	2200
Gender: Male	25% (262)	75% (800)	1062
Gender: Female	22% (249)	78% (889)	1138
Age: 18-34	32% (211)	68% (444)	655
Age: 35-44	27% (97)	73% (261)	358
Age: 45-64	21% (159)	79% (592)	751
Age: 65+	10% (45)	90% (392)	436
GenZers: 1997-2012	40% (88)	60% (134)	222
Millennials: 1981-1996	28% (189)	72% (478)	667
GenXers: 1965-1980	24% (135)	76% (424)	559
Baby Boomers: 1946-1964	14% (93)	86% (577)	670
PID: Dem (no lean)	20% (174)	80% (684)	859
PID: Ind (no lean)	29% (203)	71% (490)	693
PID: Rep (no lean)	21% (135)	79% (514)	648
PID/Gender: Dem Men	24% (100)	76% (318)	417
PID/Gender: Dem Women	17% (75)	83% (367)	441
PID/Gender: Ind Men	29% (99)	71% (238)	337
PID/Gender: Ind Women	29% (104)	71% (253)	356
PID/Gender: Rep Men	21% (64)	79% (244)	308
PID/Gender: Rep Women	21% (71)	79% (270)	341
Ideo: Liberal (1-3)	19% (118)	81% (487)	605
Ideo: Moderate (4)	26% (169)	74% (485)	654
Ideo: Conservative (5-7)	21% (154)	79% (579)	734
Educ: < College	25% (382)	75% (1130)	1512
Educ: Bachelors degree	19% (83)	81% (360)	444
Educ: Post-grad	19% (46)	81% (198)	244
Income: Under 50k	26% (304)	74% (876)	1179
Income: 50k-100k	22% (149)	78% (524)	673
Income: 100k+	17% (59)	83% (288)	348
Ethnicity: White	21% (365)	79% (1357)	1722
Ethnicity: Hispanic	28% (98)	72% (251)	349

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Table MCFE1_29NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Skittles

Demographic	Selected	Not Selected	Total N
Adults	23% (512)	77% (1688)	2200
Ethnicity: Black	33% (89)	67% (185)	274
Ethnicity: Other	28% (58)	72% (146)	204
All Christian	18% (179)	82% (842)	1021
All Non-Christian	22% (24)	78% (83)	107
Atheist	23% (24)	77% (81)	105
Agnostic/Nothing in particular	30% (179)	70% (412)	591
Something Else	28% (106)	72% (270)	375
Religious Non-Protestant/Catholic	23% (28)	77% (96)	124
Evangelical	23% (141)	77% (461)	602
Non-Evangelical	18% (137)	82% (626)	763
Community: Urban	25% (162)	75% (497)	659
Community: Suburban	21% (217)	79% (812)	1029
Community: Rural	26% (133)	74% (379)	512
Employ: Private Sector	23% (160)	77% (548)	708
Employ: Government	19% (27)	81% (116)	143
Employ: Self-Employed	25% (48)	75% (140)	187
Employ: Homemaker	25% (38)	75% (112)	150
Employ: Student	42% (39)	58% (53)	92
Employ: Retired	12% (60)	88% (429)	489
Employ: Unemployed	32% (86)	68% (186)	272
Employ: Other	34% (55)	66% (104)	159
Military HH: Yes	22% (73)	78% (258)	331
Military HH: No	23% (438)	77% (1431)	1869
Yes	26% (156)	74% (441)	597
No	22% (356)	78% (1248)	1603
2020 Vote: Joe Biden	20% (193)	80% (795)	987
2020 Vote: Donald Trump	21% (152)	79% (566)	718
2020 Vote: Other	31% (23)	69% (51)	74
2020 Vote: Didn't Vote	35% (144)	65% (273)	417

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Table MCFE1_29NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Skittles

Demographic	Selected		Not Selected		Total N
Adults	23%	(512)	77%	(1688)	2200
2018 House Vote: Democrat	19%	(145)	81%	(617)	762
2018 House Vote: Republican	20%	(122)	80%	(492)	614
2018 House Vote: Someone else	25%	(18)	75%	(56)	74
2016 Vote: Hillary Clinton	18%	(130)	82%	(600)	731
2016 Vote: Donald Trump	22%	(143)	78%	(516)	659
2016 Vote: Other	22%	(26)	78%	(89)	115
2016 Vote: Didn't Vote	31%	(213)	69%	(478)	691
Voted in 2014: Yes	19%	(243)	81%	(1028)	1270
Voted in 2014: No	29%	(269)	71%	(661)	930
4-Region: Northeast	23%	(91)	77%	(303)	394
4-Region: Midwest	24%	(112)	76%	(350)	462
4-Region: South	23%	(191)	77%	(634)	824
4-Region: West	23%	(118)	77%	(402)	520

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

Table MCFE1_30NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Snickers

Demographic	Selected	Not Selected	Total N
Adults	41% (892)	59% (1308)	2200
Gender: Male	42% (446)	58% (616)	1062
Gender: Female	39% (446)	61% (692)	1138
Age: 18-34	36% (238)	64% (417)	655
Age: 35-44	37% (131)	63% (227)	358
Age: 45-64	45% (337)	55% (414)	751
Age: 65+	42% (185)	58% (251)	436
GenZers: 1997-2012	35% (78)	65% (143)	222
Millennials: 1981-1996	36% (242)	64% (425)	667
GenXers: 1965-1980	44% (248)	56% (312)	559
Baby Boomers: 1946-1964	43% (287)	57% (384)	670
PID: Dem (no lean)	38% (325)	62% (533)	859
PID: Ind (no lean)	43% (298)	57% (395)	693
PID: Rep (no lean)	41% (268)	59% (380)	648
PID/Gender: Dem Men	38% (158)	62% (260)	417
PID/Gender: Dem Women	38% (168)	62% (274)	441
PID/Gender: Ind Men	46% (156)	54% (181)	337
PID/Gender: Ind Women	40% (142)	60% (214)	356
PID/Gender: Rep Men	43% (133)	57% (175)	308
PID/Gender: Rep Women	40% (136)	60% (205)	341
Ideo: Liberal (1-3)	38% (231)	62% (374)	605
Ideo: Moderate (4)	44% (288)	56% (366)	654
Ideo: Conservative (5-7)	41% (303)	59% (431)	734
Educ: < College	41% (625)	59% (887)	1512
Educ: Bachelors degree	40% (176)	60% (268)	444
Educ: Post-grad	37% (91)	63% (153)	244
Income: Under 50k	42% (490)	58% (689)	1179
Income: 50k-100k	40% (267)	60% (406)	673
Income: 100k+	39% (135)	61% (213)	348
Ethnicity: White	40% (684)	60% (1037)	1722
Ethnicity: Hispanic	44% (152)	56% (197)	349

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Table MCFE1_30NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Snickers

Demographic	Selected	Not Selected	Total N
Adults	41% (892)	59% (1308)	2200
Ethnicity: Black	45% (123)	55% (152)	274
Ethnicity: Other	42% (85)	58% (119)	204
All Christian	41% (422)	59% (599)	1021
All Non-Christian	41% (44)	59% (63)	107
Atheist	34% (35)	66% (70)	105
Agnostic/Nothing in particular	38% (225)	62% (366)	591
Something Else	44% (165)	56% (210)	375
Religious Non-Protestant/Catholic	40% (49)	60% (74)	124
Evangelical	44% (268)	56% (334)	602
Non-Evangelical	41% (309)	59% (453)	763
Community: Urban	39% (256)	61% (403)	659
Community: Suburban	41% (426)	59% (603)	1029
Community: Rural	41% (210)	59% (302)	512
Employ: Private Sector	39% (277)	61% (431)	708
Employ: Government	36% (51)	64% (91)	143
Employ: Self-Employed	39% (74)	61% (114)	187
Employ: Homemaker	45% (68)	55% (82)	150
Employ: Student	36% (33)	64% (59)	92
Employ: Retired	44% (214)	56% (275)	489
Employ: Unemployed	38% (103)	62% (169)	272
Employ: Other	45% (71)	55% (88)	159
Military HH: Yes	48% (159)	52% (172)	331
Military HH: No	39% (732)	61% (1136)	1869
Yes	41% (244)	59% (353)	597
No	40% (648)	60% (956)	1603
2020 Vote: Joe Biden	39% (390)	61% (598)	987
2020 Vote: Donald Trump	42% (299)	58% (419)	718
2020 Vote: Other	36% (27)	64% (48)	74
2020 Vote: Didn't Vote	42% (176)	58% (240)	417

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Table MCFE1_30NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Snickers

Demographic	Selected	Not Selected	Total N
Adults	41% (892)	59% (1308)	2200
2018 House Vote: Democrat	40% (306)	60% (456)	762
2018 House Vote: Republican	41% (249)	59% (365)	614
2018 House Vote: Someone else	41% (30)	59% (44)	74
2016 Vote: Hillary Clinton	39% (284)	61% (447)	731
2016 Vote: Donald Trump	44% (288)	56% (371)	659
2016 Vote: Other	37% (43)	63% (73)	115
2016 Vote: Didn't Vote	40% (277)	60% (414)	691
Voted in 2014: Yes	41% (520)	59% (751)	1270
Voted in 2014: No	40% (372)	60% (558)	930
4-Region: Northeast	36% (143)	64% (250)	394
4-Region: Midwest	43% (201)	57% (262)	462
4-Region: South	42% (344)	58% (481)	824
4-Region: West	39% (204)	61% (316)	520

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

Table MCFE1_31NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sour Patch Kids

Demographic	Selected	Not Selected	Total N
Adults	16% (353)	84% (1847)	2200
Gender: Male	15% (159)	85% (903)	1062
Gender: Female	17% (194)	83% (944)	1138
Age: 18-34	29% (187)	71% (468)	655
Age: 35-44	20% (72)	80% (285)	358
Age: 45-64	10% (76)	90% (675)	751
Age: 65+	4% (18)	96% (419)	436
GenZers: 1997-2012	39% (87)	61% (135)	222
Millennials: 1981-1996	23% (153)	77% (514)	667
GenXers: 1965-1980	13% (71)	87% (488)	559
Baby Boomers: 1946-1964	6% (40)	94% (631)	670
PID: Dem (no lean)	12% (105)	88% (754)	859
PID: Ind (no lean)	24% (168)	76% (525)	693
PID: Rep (no lean)	12% (80)	88% (569)	648
PID/Gender: Dem Men	10% (44)	90% (374)	417
PID/Gender: Dem Women	14% (61)	86% (380)	441
PID/Gender: Ind Men	26% (86)	74% (251)	337
PID/Gender: Ind Women	23% (82)	77% (274)	356
PID/Gender: Rep Men	10% (30)	90% (278)	308
PID/Gender: Rep Women	15% (50)	85% (291)	341
Ideo: Liberal (1-3)	15% (89)	85% (516)	605
Ideo: Moderate (4)	18% (119)	82% (535)	654
Ideo: Conservative (5-7)	11% (84)	89% (650)	734
Educ: < College	19% (283)	81% (1229)	1512
Educ: Bachelors degree	11% (47)	89% (397)	444
Educ: Post-grad	9% (23)	91% (221)	244
Income: Under 50k	19% (220)	81% (959)	1179
Income: 50k-100k	13% (90)	87% (583)	673
Income: 100k+	12% (43)	88% (305)	348
Ethnicity: White	15% (254)	85% (1468)	1722
Ethnicity: Hispanic	24% (83)	76% (266)	349

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Table MCFE1_31NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sour Patch Kids

Demographic	Selected	Not Selected	Total N
Adults	16% (353)	84% (1847)	2200
Ethnicity: Black	16% (45)	84% (229)	274
Ethnicity: Other	26% (54)	74% (150)	204
All Christian	11% (107)	89% (914)	1021
All Non-Christian	14% (15)	86% (92)	107
Atheist	24% (25)	76% (80)	105
Agnostic/Nothing in particular	20% (120)	80% (471)	591
Something Else	23% (85)	77% (290)	375
Religious Non-Protestant/Catholic	15% (18)	85% (106)	124
Evangelical	16% (94)	84% (508)	602
Non-Evangelical	12% (95)	88% (668)	763
Community: Urban	14% (92)	86% (567)	659
Community: Suburban	16% (167)	84% (862)	1029
Community: Rural	18% (93)	82% (419)	512
Employ: Private Sector	14% (100)	86% (608)	708
Employ: Government	14% (20)	86% (122)	143
Employ: Self-Employed	21% (39)	79% (148)	187
Employ: Homemaker	23% (35)	77% (115)	150
Employ: Student	41% (38)	59% (54)	92
Employ: Retired	5% (24)	95% (466)	489
Employ: Unemployed	23% (63)	77% (209)	272
Employ: Other	22% (34)	78% (124)	159
Military HH: Yes	13% (43)	87% (288)	331
Military HH: No	17% (310)	83% (1559)	1869
Yes	20% (118)	80% (479)	597
No	15% (235)	85% (1369)	1603
2020 Vote: Joe Biden	13% (127)	87% (860)	987
2020 Vote: Donald Trump	13% (93)	87% (625)	718
2020 Vote: Other	27% (20)	73% (54)	74
2020 Vote: Didn't Vote	27% (112)	73% (304)	417

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Table MCFE1_31NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sour Patch Kids

Demographic	Selected		Not Selected		Total N
Adults	16%	(353)	84%	(1847)	2200
2018 House Vote: Democrat	12%	(90)	88%	(672)	762
2018 House Vote: Republican	10%	(59)	90%	(555)	614
2018 House Vote: Someone else	16%	(12)	84%	(63)	74
2016 Vote: Hillary Clinton	10%	(75)	90%	(656)	731
2016 Vote: Donald Trump	10%	(69)	90%	(590)	659
2016 Vote: Other	13%	(15)	87%	(100)	115
2016 Vote: Didn't Vote	28%	(193)	72%	(498)	691
Voted in 2014: Yes	10%	(131)	90%	(1139)	1270
Voted in 2014: No	24%	(222)	76%	(708)	930
4-Region: Northeast	17%	(68)	83%	(326)	394
4-Region: Midwest	16%	(74)	84%	(388)	462
4-Region: South	14%	(119)	86%	(705)	824
4-Region: West	18%	(91)	82%	(429)	520

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

Table MCFE1_32NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Starburst

Demographic	Selected	Not Selected	Total N
Adults	24% (535)	76% (1665)	2200
Gender: Male	24% (252)	76% (810)	1062
Gender: Female	25% (283)	75% (855)	1138
Age: 18-34	32% (211)	68% (445)	655
Age: 35-44	27% (97)	73% (261)	358
Age: 45-64	23% (173)	77% (578)	751
Age: 65+	12% (55)	88% (382)	436
GenZers: 1997-2012	41% (90)	59% (132)	222
Millennials: 1981-1996	28% (187)	72% (480)	667
GenXers: 1965-1980	25% (142)	75% (418)	559
Baby Boomers: 1946-1964	16% (109)	84% (562)	670
PID: Dem (no lean)	21% (184)	79% (674)	859
PID: Ind (no lean)	30% (210)	70% (483)	693
PID: Rep (no lean)	22% (141)	78% (507)	648
PID/Gender: Dem Men	20% (85)	80% (332)	417
PID/Gender: Dem Women	22% (99)	78% (342)	441
PID/Gender: Ind Men	30% (102)	70% (235)	337
PID/Gender: Ind Women	30% (108)	70% (248)	356
PID/Gender: Rep Men	21% (65)	79% (243)	308
PID/Gender: Rep Women	22% (76)	78% (264)	341
Ideo: Liberal (1-3)	22% (132)	78% (473)	605
Ideo: Moderate (4)	28% (181)	72% (473)	654
Ideo: Conservative (5-7)	20% (149)	80% (584)	734
Educ: < College	27% (403)	73% (1109)	1512
Educ: Bachelors degree	22% (97)	78% (347)	444
Educ: Post-grad	14% (35)	86% (209)	244
Income: Under 50k	27% (315)	73% (864)	1179
Income: 50k-100k	26% (173)	74% (500)	673
Income: 100k+	14% (47)	86% (301)	348
Ethnicity: White	23% (391)	77% (1331)	1722
Ethnicity: Hispanic	32% (111)	68% (239)	349

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Table MCFE1_32NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Starburst

Demographic	Selected		Not Selected		Total N
Adults	24%	(535)	76%	(1665)	2200
Ethnicity: Black	31%	(85)	69%	(189)	274
Ethnicity: Other	29%	(59)	71%	(145)	204
All Christian	19%	(191)	81%	(830)	1021
All Non-Christian	20%	(22)	80%	(85)	107
Atheist	27%	(29)	73%	(76)	105
Agnostic/Nothing in particular	26%	(156)	74%	(435)	591
Something Else	37%	(138)	63%	(238)	375
Religious Non-Protestant/Catholic	20%	(25)	80%	(98)	124
Evangelical	27%	(163)	73%	(439)	602
Non-Evangelical	21%	(161)	79%	(602)	763
Community: Urban	25%	(165)	75%	(494)	659
Community: Suburban	23%	(234)	77%	(795)	1029
Community: Rural	26%	(135)	74%	(377)	512
Employ: Private Sector	23%	(159)	77%	(549)	708
Employ: Government	21%	(29)	79%	(113)	143
Employ: Self-Employed	27%	(51)	73%	(136)	187
Employ: Homemaker	24%	(37)	76%	(113)	150
Employ: Student	45%	(41)	55%	(51)	92
Employ: Retired	15%	(72)	85%	(417)	489
Employ: Unemployed	31%	(85)	69%	(187)	272
Employ: Other	39%	(61)	61%	(98)	159
Military HH: Yes	23%	(77)	77%	(254)	331
Military HH: No	24%	(458)	76%	(1411)	1869
Yes	25%	(151)	75%	(446)	597
No	24%	(384)	76%	(1219)	1603
2020 Vote: Joe Biden	21%	(211)	79%	(776)	987
2020 Vote: Donald Trump	22%	(160)	78%	(558)	718
2020 Vote: Other	38%	(28)	62%	(46)	74
2020 Vote: Didn't Vote	33%	(136)	67%	(281)	417

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Table MCFE1_32NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Starburst

Demographic	Selected		Not Selected		Total N
Adults	24%	(535)	76%	(1665)	2200
2018 House Vote: Democrat	22%	(166)	78%	(596)	762
2018 House Vote: Republican	21%	(130)	79%	(484)	614
2018 House Vote: Someone else	33%	(25)	67%	(49)	74
2016 Vote: Hillary Clinton	20%	(145)	80%	(586)	731
2016 Vote: Donald Trump	22%	(147)	78%	(512)	659
2016 Vote: Other	28%	(33)	72%	(83)	115
2016 Vote: Didn't Vote	30%	(210)	70%	(481)	691
Voted in 2014: Yes	21%	(265)	79%	(1006)	1270
Voted in 2014: No	29%	(270)	71%	(659)	930
4-Region: Northeast	24%	(94)	76%	(299)	394
4-Region: Midwest	25%	(117)	75%	(346)	462
4-Region: South	24%	(201)	76%	(623)	824
4-Region: West	24%	(123)	76%	(397)	520

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

Table MCFE1_33NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Swedish Fish

Demographic	Selected	Not Selected	Total N
Adults	14% (310)	86% (1890)	2200
Gender: Male	12% (131)	88% (931)	1062
Gender: Female	16% (179)	84% (959)	1138
Age: 18-34	16% (107)	84% (548)	655
Age: 35-44	14% (50)	86% (308)	358
Age: 45-64	15% (109)	85% (642)	751
Age: 65+	10% (44)	90% (392)	436
GenZers: 1997-2012	22% (48)	78% (173)	222
Millennials: 1981-1996	14% (96)	86% (571)	667
GenXers: 1965-1980	15% (83)	85% (477)	559
Baby Boomers: 1946-1964	12% (80)	88% (591)	670
PID: Dem (no lean)	13% (109)	87% (749)	859
PID: Ind (no lean)	18% (127)	82% (566)	693
PID: Rep (no lean)	11% (74)	89% (575)	648
PID/Gender: Dem Men	9% (37)	91% (380)	417
PID/Gender: Dem Women	16% (72)	84% (369)	441
PID/Gender: Ind Men	18% (61)	82% (276)	337
PID/Gender: Ind Women	19% (67)	81% (290)	356
PID/Gender: Rep Men	11% (33)	89% (275)	308
PID/Gender: Rep Women	12% (41)	88% (300)	341
Ideo: Liberal (1-3)	14% (88)	86% (518)	605
Ideo: Moderate (4)	15% (97)	85% (557)	654
Ideo: Conservative (5-7)	12% (89)	88% (644)	734
Educ: < College	15% (226)	85% (1286)	1512
Educ: Bachelors degree	12% (55)	88% (389)	444
Educ: Post-grad	12% (29)	88% (215)	244
Income: Under 50k	14% (170)	86% (1009)	1179
Income: 50k-100k	14% (92)	86% (581)	673
Income: 100k+	14% (48)	86% (300)	348
Ethnicity: White	14% (245)	86% (1477)	1722
Ethnicity: Hispanic	16% (58)	84% (292)	349

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Table MCFE1_33NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Swedish Fish

Demographic	Selected	Not Selected	Total N
Adults	14% (310)	86% (1890)	2200
Ethnicity: Black	11% (30)	89% (244)	274
Ethnicity: Other	17% (35)	83% (169)	204
All Christian	13% (138)	87% (884)	1021
All Non-Christian	11% (12)	89% (95)	107
Atheist	10% (11)	90% (94)	105
Agnostic/Nothing in particular	15% (86)	85% (505)	591
Something Else	17% (64)	83% (311)	375
Religious Non-Protestant/Catholic	13% (16)	87% (108)	124
Evangelical	14% (85)	86% (517)	602
Non-Evangelical	14% (111)	86% (652)	763
Community: Urban	13% (84)	87% (575)	659
Community: Suburban	15% (153)	85% (876)	1029
Community: Rural	14% (73)	86% (439)	512
Employ: Private Sector	15% (103)	85% (605)	708
Employ: Government	11% (16)	89% (127)	143
Employ: Self-Employed	18% (33)	82% (154)	187
Employ: Homemaker	13% (19)	87% (131)	150
Employ: Student	28% (26)	72% (66)	92
Employ: Retired	10% (49)	90% (440)	489
Employ: Unemployed	14% (39)	86% (233)	272
Employ: Other	15% (24)	85% (135)	159
Military HH: Yes	14% (47)	86% (285)	331
Military HH: No	14% (263)	86% (1605)	1869
Yes	14% (86)	86% (511)	597
No	14% (224)	86% (1379)	1603
2020 Vote: Joe Biden	13% (125)	87% (863)	987
2020 Vote: Donald Trump	14% (100)	86% (618)	718
2020 Vote: Other	25% (18)	75% (56)	74
2020 Vote: Didn't Vote	16% (66)	84% (351)	417

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Table MCFE1_33NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Swedish Fish

Demographic	Selected	Not Selected	Total N
Adults	14% (310)	86% (1890)	2200
2018 House Vote: Democrat	13% (99)	87% (662)	762
2018 House Vote: Republican	13% (80)	87% (534)	614
2018 House Vote: Someone else	21% (15)	79% (59)	74
2016 Vote: Hillary Clinton	13% (94)	87% (636)	731
2016 Vote: Donald Trump	13% (89)	87% (570)	659
2016 Vote: Other	14% (16)	86% (99)	115
2016 Vote: Didn't Vote	16% (111)	84% (580)	691
Voted in 2014: Yes	13% (166)	87% (1104)	1270
Voted in 2014: No	16% (144)	84% (785)	930
4-Region: Northeast	23% (90)	77% (303)	394
4-Region: Midwest	12% (57)	88% (405)	462
4-Region: South	12% (101)	88% (723)	824
4-Region: West	12% (62)	88% (458)	520

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

Table MCFE1_34NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sweet Tarts

Demographic	Selected	Not Selected	Total N
Adults	12% (267)	88% (1933)	2200
Gender: Male	11% (115)	89% (946)	1062
Gender: Female	13% (151)	87% (987)	1138
Age: 18-34	14% (90)	86% (565)	655
Age: 35-44	12% (44)	88% (314)	358
Age: 45-64	13% (101)	87% (650)	751
Age: 65+	7% (32)	93% (405)	436
GenZers: 1997-2012	18% (39)	82% (183)	222
Millennials: 1981-1996	12% (77)	88% (590)	667
GenXers: 1965-1980	14% (76)	86% (483)	559
Baby Boomers: 1946-1964	11% (75)	89% (596)	670
PID: Dem (no lean)	10% (89)	90% (769)	859
PID: Ind (no lean)	15% (101)	85% (591)	693
PID: Rep (no lean)	12% (76)	88% (572)	648
PID/Gender: Dem Men	9% (39)	91% (379)	417
PID/Gender: Dem Women	11% (51)	89% (391)	441
PID/Gender: Ind Men	15% (51)	85% (285)	337
PID/Gender: Ind Women	14% (50)	86% (306)	356
PID/Gender: Rep Men	8% (25)	92% (283)	308
PID/Gender: Rep Women	15% (51)	85% (290)	341
Ideo: Liberal (1-3)	9% (57)	91% (548)	605
Ideo: Moderate (4)	12% (81)	88% (573)	654
Ideo: Conservative (5-7)	12% (87)	88% (647)	734
Educ: < College	13% (198)	87% (1314)	1512
Educ: Bachelors degree	8% (37)	92% (407)	444
Educ: Post-grad	13% (32)	87% (212)	244
Income: Under 50k	13% (156)	87% (1023)	1179
Income: 50k-100k	11% (73)	89% (600)	673
Income: 100k+	11% (38)	89% (310)	348
Ethnicity: White	12% (206)	88% (1516)	1722
Ethnicity: Hispanic	15% (53)	85% (296)	349

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Table MCFE1_34NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sweet Tarts

Demographic	Selected	Not Selected	Total N
Adults	12% (267)	88% (1933)	2200
Ethnicity: Black	12% (34)	88% (241)	274
Ethnicity: Other	13% (27)	87% (177)	204
All Christian	11% (114)	89% (907)	1021
All Non-Christian	7% (7)	93% (100)	107
Atheist	15% (16)	85% (89)	105
Agnostic/Nothing in particular	12% (72)	88% (520)	591
Something Else	15% (58)	85% (318)	375
Religious Non-Protestant/Catholic	7% (8)	93% (115)	124
Evangelical	16% (94)	84% (508)	602
Non-Evangelical	10% (76)	90% (687)	763
Community: Urban	13% (84)	87% (575)	659
Community: Suburban	11% (109)	89% (921)	1029
Community: Rural	15% (74)	85% (438)	512
Employ: Private Sector	11% (77)	89% (632)	708
Employ: Government	8% (11)	92% (132)	143
Employ: Self-Employed	13% (25)	87% (163)	187
Employ: Homemaker	12% (18)	88% (132)	150
Employ: Student	21% (19)	79% (73)	92
Employ: Retired	9% (43)	91% (446)	489
Employ: Unemployed	17% (46)	83% (225)	272
Employ: Other	18% (28)	82% (131)	159
Military HH: Yes	16% (54)	84% (277)	331
Military HH: No	11% (212)	89% (1656)	1869
Yes	12% (73)	88% (524)	597
No	12% (194)	88% (1410)	1603
2020 Vote: Joe Biden	11% (106)	89% (882)	987
2020 Vote: Donald Trump	12% (85)	88% (633)	718
2020 Vote: Other	16% (12)	84% (63)	74
2020 Vote: Didn't Vote	15% (64)	85% (353)	417

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Table MCFE1_34NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Sweet Tarts

Demographic	Selected	Not Selected	Total N
Adults	12% (267)	88% (1933)	2200
2018 House Vote: Democrat	11% (87)	89% (674)	762
2018 House Vote: Republican	12% (71)	88% (543)	614
2018 House Vote: Someone else	15% (11)	85% (63)	74
2016 Vote: Hillary Clinton	11% (79)	89% (652)	731
2016 Vote: Donald Trump	12% (77)	88% (582)	659
2016 Vote: Other	11% (12)	89% (103)	115
2016 Vote: Didn't Vote	14% (98)	86% (593)	691
Voted in 2014: Yes	11% (145)	89% (1125)	1270
Voted in 2014: No	13% (122)	87% (808)	930
4-Region: Northeast	12% (48)	88% (346)	394
4-Region: Midwest	14% (64)	86% (398)	462
4-Region: South	13% (104)	87% (720)	824
4-Region: West	10% (50)	90% (470)	520

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

Table MCFE1_35NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Toblerone

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1989)	2200
Gender: Male	8%	(86)	92%	(976)	1062
Gender: Female	11%	(125)	89%	(1013)	1138
Age: 18-34	9%	(61)	91%	(594)	655
Age: 35-44	9%	(31)	91%	(326)	358
Age: 45-64	9%	(68)	91%	(683)	751
Age: 65+	11%	(50)	89%	(387)	436
GenZers: 1997-2012	7%	(15)	93%	(207)	222
Millennials: 1981-1996	9%	(62)	91%	(605)	667
GenXers: 1965-1980	11%	(59)	89%	(500)	559
Baby Boomers: 1946-1964	10%	(67)	90%	(604)	670
PID: Dem (no lean)	10%	(84)	90%	(775)	859
PID: Ind (no lean)	11%	(77)	89%	(616)	693
PID: Rep (no lean)	8%	(50)	92%	(598)	648
PID/Gender: Dem Men	8%	(32)	92%	(385)	417
PID/Gender: Dem Women	12%	(52)	88%	(390)	441
PID/Gender: Ind Men	11%	(35)	89%	(301)	337
PID/Gender: Ind Women	12%	(41)	88%	(315)	356
PID/Gender: Rep Men	6%	(18)	94%	(290)	308
PID/Gender: Rep Women	9%	(32)	91%	(308)	341
Ideo: Liberal (1-3)	12%	(72)	88%	(534)	605
Ideo: Moderate (4)	10%	(66)	90%	(587)	654
Ideo: Conservative (5-7)	8%	(56)	92%	(677)	734
Educ: < College	8%	(128)	92%	(1384)	1512
Educ: Bachelors degree	11%	(49)	89%	(395)	444
Educ: Post-grad	13%	(33)	87%	(211)	244
Income: Under 50k	9%	(111)	91%	(1069)	1179
Income: 50k-100k	9%	(63)	91%	(610)	673
Income: 100k+	11%	(37)	89%	(311)	348
Ethnicity: White	10%	(179)	90%	(1543)	1722
Ethnicity: Hispanic	13%	(45)	87%	(304)	349

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Table MCFE1_35NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Toblerone

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1989)	2200
Ethnicity: Black	3%	(8)	97%	(267)	274
Ethnicity: Other	12%	(24)	88%	(180)	204
All Christian	10%	(100)	90%	(921)	1021
All Non-Christian	14%	(15)	86%	(92)	107
Atheist	15%	(16)	85%	(89)	105
Agnostic/Nothing in particular	8%	(49)	92%	(542)	591
Something Else	8%	(30)	92%	(346)	375
Religious Non-Protestant/Catholic	14%	(17)	86%	(107)	124
Evangelical	8%	(48)	92%	(555)	602
Non-Evangelical	10%	(79)	90%	(683)	763
Community: Urban	11%	(73)	89%	(586)	659
Community: Suburban	10%	(100)	90%	(929)	1029
Community: Rural	7%	(37)	93%	(474)	512
Employ: Private Sector	10%	(67)	90%	(641)	708
Employ: Government	7%	(11)	93%	(132)	143
Employ: Self-Employed	10%	(19)	90%	(168)	187
Employ: Homemaker	10%	(15)	90%	(135)	150
Employ: Student	12%	(11)	88%	(81)	92
Employ: Retired	11%	(52)	89%	(438)	489
Employ: Unemployed	7%	(18)	93%	(253)	272
Employ: Other	11%	(17)	89%	(142)	159
Military HH: Yes	10%	(32)	90%	(299)	331
Military HH: No	10%	(178)	90%	(1691)	1869
Yes	10%	(62)	90%	(535)	597
No	9%	(149)	91%	(1455)	1603
2020 Vote: Joe Biden	11%	(106)	89%	(882)	987
2020 Vote: Donald Trump	8%	(55)	92%	(663)	718
2020 Vote: Other	8%	(6)	92%	(68)	74
2020 Vote: Didn't Vote	10%	(44)	90%	(373)	417

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Table MCFE1_35NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Toblerone

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1989)	2200
2018 House Vote: Democrat	12%	(89)	88%	(673)	762
2018 House Vote: Republican	8%	(51)	92%	(563)	614
2018 House Vote: Someone else	9%	(6)	91%	(68)	74
2016 Vote: Hillary Clinton	12%	(87)	88%	(643)	731
2016 Vote: Donald Trump	8%	(55)	92%	(604)	659
2016 Vote: Other	8%	(9)	92%	(106)	115
2016 Vote: Didn't Vote	9%	(59)	91%	(632)	691
Voted in 2014: Yes	10%	(126)	90%	(1144)	1270
Voted in 2014: No	9%	(84)	91%	(845)	930
4-Region: Northeast	8%	(30)	92%	(364)	394
4-Region: Midwest	9%	(40)	91%	(422)	462
4-Region: South	10%	(85)	90%	(740)	824
4-Region: West	11%	(56)	89%	(464)	520

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

Table MCFE1_36NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Roll Pops

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1956)	2200
Gender: Male	9% (99)	91% (963)	1062
Gender: Female	13% (145)	87% (993)	1138
Age: 18-34	12% (77)	88% (578)	655
Age: 35-44	9% (31)	91% (327)	358
Age: 45-64	13% (96)	87% (655)	751
Age: 65+	9% (41)	91% (396)	436
GenZers: 1997-2012	15% (34)	85% (188)	222
Millennials: 1981-1996	9% (62)	91% (605)	667
GenXers: 1965-1980	13% (74)	87% (485)	559
Baby Boomers: 1946-1964	10% (68)	90% (603)	670
PID: Dem (no lean)	9% (79)	91% (779)	859
PID: Ind (no lean)	14% (96)	86% (597)	693
PID: Rep (no lean)	11% (69)	89% (579)	648
PID/Gender: Dem Men	7% (29)	93% (388)	417
PID/Gender: Dem Women	11% (51)	89% (391)	441
PID/Gender: Ind Men	14% (47)	86% (290)	337
PID/Gender: Ind Women	14% (49)	86% (307)	356
PID/Gender: Rep Men	8% (23)	92% (285)	308
PID/Gender: Rep Women	13% (46)	87% (295)	341
Ideo: Liberal (1-3)	11% (65)	89% (540)	605
Ideo: Moderate (4)	12% (79)	88% (575)	654
Ideo: Conservative (5-7)	10% (73)	90% (660)	734
Educ: < College	12% (185)	88% (1328)	1512
Educ: Bachelors degree	8% (36)	92% (408)	444
Educ: Post-grad	10% (24)	90% (220)	244
Income: Under 50k	13% (153)	87% (1026)	1179
Income: 50k-100k	9% (58)	91% (615)	673
Income: 100k+	10% (33)	90% (315)	348
Ethnicity: White	11% (184)	89% (1538)	1722
Ethnicity: Hispanic	12% (41)	88% (309)	349

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Table MCFE1_36NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Roll Pops

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1956)	2200
Ethnicity: Black	13% (36)	87% (238)	274
Ethnicity: Other	12% (24)	88% (180)	204
All Christian	11% (111)	89% (911)	1021
All Non-Christian	9% (9)	91% (98)	107
Atheist	15% (16)	85% (89)	105
Agnostic/Nothing in particular	10% (60)	90% (532)	591
Something Else	13% (48)	87% (327)	375
Religious Non-Protestant/Catholic	9% (11)	91% (112)	124
Evangelical	14% (84)	86% (518)	602
Non-Evangelical	9% (72)	91% (691)	763
Community: Urban	12% (78)	88% (581)	659
Community: Suburban	10% (102)	90% (927)	1029
Community: Rural	13% (64)	87% (448)	512
Employ: Private Sector	10% (71)	90% (638)	708
Employ: Government	8% (12)	92% (131)	143
Employ: Self-Employed	10% (19)	90% (168)	187
Employ: Homemaker	9% (13)	91% (137)	150
Employ: Student	13% (12)	87% (80)	92
Employ: Retired	11% (56)	89% (433)	489
Employ: Unemployed	13% (34)	87% (237)	272
Employ: Other	17% (26)	83% (132)	159
Military HH: Yes	11% (37)	89% (294)	331
Military HH: No	11% (207)	89% (1661)	1869
Yes	10% (59)	90% (538)	597
No	12% (186)	88% (1418)	1603
2020 Vote: Joe Biden	10% (97)	90% (890)	987
2020 Vote: Donald Trump	12% (86)	88% (632)	718
2020 Vote: Other	13% (10)	87% (65)	74
2020 Vote: Didn't Vote	12% (51)	88% (365)	417

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Table MCFE1_36NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Roll Pops

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1956)	2200
2018 House Vote: Democrat	10% (80)	90% (682)	762
2018 House Vote: Republican	11% (70)	89% (544)	614
2018 House Vote: Someone else	15% (11)	85% (63)	74
2016 Vote: Hillary Clinton	10% (75)	90% (656)	731
2016 Vote: Donald Trump	12% (76)	88% (583)	659
2016 Vote: Other	7% (8)	93% (107)	115
2016 Vote: Didn't Vote	12% (86)	88% (605)	691
Voted in 2014: Yes	11% (134)	89% (1136)	1270
Voted in 2014: No	12% (110)	88% (819)	930
4-Region: Northeast	10% (40)	90% (354)	394
4-Region: Midwest	10% (49)	90% (414)	462
4-Region: South	13% (106)	87% (719)	824
4-Region: West	10% (51)	90% (469)	520

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

Table MCFE1_37NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Rolls

Demographic	Selected	Not Selected	Total N
Adults	19% (416)	81% (1784)	2200
Gender: Male	17% (177)	83% (884)	1062
Gender: Female	21% (239)	79% (899)	1138
Age: 18-34	15% (97)	85% (558)	655
Age: 35-44	15% (53)	85% (305)	358
Age: 45-64	25% (191)	75% (560)	751
Age: 65+	17% (75)	83% (361)	436
GenZers: 1997-2012	21% (46)	79% (176)	222
Millennials: 1981-1996	12% (78)	88% (589)	667
GenXers: 1965-1980	24% (134)	76% (425)	559
Baby Boomers: 1946-1964	22% (147)	78% (523)	670
PID: Dem (no lean)	16% (139)	84% (719)	859
PID: Ind (no lean)	20% (141)	80% (552)	693
PID: Rep (no lean)	21% (136)	79% (512)	648
PID/Gender: Dem Men	13% (56)	87% (361)	417
PID/Gender: Dem Women	19% (84)	81% (358)	441
PID/Gender: Ind Men	21% (70)	79% (267)	337
PID/Gender: Ind Women	20% (71)	80% (285)	356
PID/Gender: Rep Men	17% (52)	83% (256)	308
PID/Gender: Rep Women	25% (84)	75% (256)	341
Ideo: Liberal (1-3)	15% (89)	85% (516)	605
Ideo: Moderate (4)	18% (121)	82% (533)	654
Ideo: Conservative (5-7)	22% (164)	78% (569)	734
Educ: < College	21% (323)	79% (1189)	1512
Educ: Bachelors degree	12% (53)	88% (390)	444
Educ: Post-grad	16% (40)	84% (204)	244
Income: Under 50k	21% (246)	79% (933)	1179
Income: 50k-100k	18% (120)	82% (553)	673
Income: 100k+	14% (50)	86% (298)	348
Ethnicity: White	19% (329)	81% (1393)	1722
Ethnicity: Hispanic	18% (63)	82% (286)	349

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Table MCFE1_37NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Rolls

Demographic	Selected	Not Selected	Total N
Adults	19% (416)	81% (1784)	2200
Ethnicity: Black	18% (48)	82% (226)	274
Ethnicity: Other	19% (39)	81% (165)	204
All Christian	20% (200)	80% (821)	1021
All Non-Christian	10% (11)	90% (96)	107
Atheist	16% (17)	84% (88)	105
Agnostic/Nothing in particular	16% (97)	84% (495)	591
Something Else	24% (92)	76% (284)	375
Religious Non-Protestant/Catholic	12% (14)	88% (109)	124
Evangelical	24% (146)	76% (456)	602
Non-Evangelical	18% (141)	82% (622)	763
Community: Urban	18% (119)	82% (540)	659
Community: Suburban	18% (182)	82% (847)	1029
Community: Rural	22% (115)	78% (397)	512
Employ: Private Sector	15% (109)	85% (599)	708
Employ: Government	12% (17)	88% (126)	143
Employ: Self-Employed	16% (29)	84% (158)	187
Employ: Homemaker	20% (30)	80% (120)	150
Employ: Student	26% (24)	74% (68)	92
Employ: Retired	23% (115)	77% (374)	489
Employ: Unemployed	20% (55)	80% (217)	272
Employ: Other	23% (37)	77% (122)	159
Military HH: Yes	19% (61)	81% (270)	331
Military HH: No	19% (355)	81% (1514)	1869
Yes	15% (92)	85% (505)	597
No	20% (324)	80% (1279)	1603
2020 Vote: Joe Biden	16% (157)	84% (831)	987
2020 Vote: Donald Trump	22% (155)	78% (563)	718
2020 Vote: Other	23% (17)	77% (57)	74
2020 Vote: Didn't Vote	21% (88)	79% (329)	417

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Table MCFE1_37NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Tootsie Rolls

Demographic	Selected		Not Selected		Total N
Adults	19%	(416)	81%	(1784)	2200
2018 House Vote: Democrat	17%	(127)	83%	(635)	762
2018 House Vote: Republican	21%	(127)	79%	(487)	614
2018 House Vote: Someone else	21%	(16)	79%	(59)	74
2016 Vote: Hillary Clinton	18%	(128)	82%	(602)	731
2016 Vote: Donald Trump	21%	(140)	79%	(519)	659
2016 Vote: Other	15%	(17)	85%	(98)	115
2016 Vote: Didn't Vote	19%	(131)	81%	(560)	691
Voted in 2014: Yes	19%	(244)	81%	(1026)	1270
Voted in 2014: No	19%	(172)	81%	(758)	930
4-Region: Northeast	18%	(69)	82%	(324)	394
4-Region: Midwest	19%	(89)	81%	(373)	462
4-Region: South	20%	(166)	80%	(658)	824
4-Region: West	18%	(92)	82%	(428)	520

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

Table MCFE1_38NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twix

Demographic	Selected	Not Selected	Total N
Adults	34% (741)	66% (1459)	2200
Gender: Male	31% (331)	69% (730)	1062
Gender: Female	36% (410)	64% (728)	1138
Age: 18-34	40% (262)	60% (393)	655
Age: 35-44	34% (121)	66% (237)	358
Age: 45-64	34% (255)	66% (496)	751
Age: 65+	24% (103)	76% (333)	436
GenZers: 1997-2012	42% (94)	58% (128)	222
Millennials: 1981-1996	37% (249)	63% (418)	667
GenXers: 1965-1980	40% (221)	60% (338)	559
Baby Boomers: 1946-1964	23% (156)	77% (514)	670
PID: Dem (no lean)	31% (269)	69% (589)	859
PID: Ind (no lean)	39% (273)	61% (420)	693
PID: Rep (no lean)	31% (199)	69% (449)	648
PID/Gender: Dem Men	30% (124)	70% (293)	417
PID/Gender: Dem Women	33% (145)	67% (296)	441
PID/Gender: Ind Men	36% (122)	64% (215)	337
PID/Gender: Ind Women	42% (151)	58% (206)	356
PID/Gender: Rep Men	28% (85)	72% (223)	308
PID/Gender: Rep Women	33% (114)	67% (227)	341
Ideo: Liberal (1-3)	32% (195)	68% (410)	605
Ideo: Moderate (4)	36% (234)	64% (420)	654
Ideo: Conservative (5-7)	29% (213)	71% (520)	734
Educ: < College	36% (541)	64% (971)	1512
Educ: Bachelors degree	29% (128)	71% (316)	444
Educ: Post-grad	29% (72)	71% (172)	244
Income: Under 50k	35% (411)	65% (768)	1179
Income: 50k-100k	33% (221)	67% (452)	673
Income: 100k+	31% (108)	69% (239)	348
Ethnicity: White	32% (557)	68% (1164)	1722
Ethnicity: Hispanic	35% (124)	65% (226)	349

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Table MCFE1_38NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twix

Demographic	Selected	Not Selected	Total N
Adults	34% (741)	66% (1459)	2200
Ethnicity: Black	31% (85)	69% (190)	274
Ethnicity: Other	48% (99)	52% (105)	204
All Christian	31% (312)	69% (709)	1021
All Non-Christian	30% (32)	70% (75)	107
Atheist	36% (37)	64% (68)	105
Agnostic/Nothing in particular	38% (225)	62% (366)	591
Something Else	36% (134)	64% (241)	375
Religious Non-Protestant/Catholic	29% (35)	71% (88)	124
Evangelical	30% (181)	70% (421)	602
Non-Evangelical	33% (254)	67% (508)	763
Community: Urban	32% (213)	68% (446)	659
Community: Suburban	34% (347)	66% (682)	1029
Community: Rural	35% (180)	65% (332)	512
Employ: Private Sector	36% (255)	64% (454)	708
Employ: Government	33% (47)	67% (96)	143
Employ: Self-Employed	35% (66)	65% (121)	187
Employ: Homemaker	39% (58)	61% (92)	150
Employ: Student	40% (37)	60% (55)	92
Employ: Retired	24% (117)	76% (372)	489
Employ: Unemployed	38% (104)	62% (168)	272
Employ: Other	36% (58)	64% (101)	159
Military HH: Yes	33% (108)	67% (223)	331
Military HH: No	34% (633)	66% (1236)	1869
Yes	36% (212)	64% (384)	597
No	33% (529)	67% (1075)	1603
2020 Vote: Joe Biden	31% (306)	69% (682)	987
2020 Vote: Donald Trump	32% (228)	68% (490)	718
2020 Vote: Other	35% (26)	65% (48)	74
2020 Vote: Didn't Vote	43% (180)	57% (237)	417

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Table MCFE1_38NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twix

Demographic	Selected	Not Selected	Total N
Adults	34% (741)	66% (1459)	2200
2018 House Vote: Democrat	32% (242)	68% (519)	762
2018 House Vote: Republican	29% (176)	71% (438)	614
2018 House Vote: Someone else	47% (35)	53% (40)	74
2016 Vote: Hillary Clinton	30% (222)	70% (509)	731
2016 Vote: Donald Trump	32% (212)	68% (447)	659
2016 Vote: Other	34% (39)	66% (76)	115
2016 Vote: Didn't Vote	39% (268)	61% (423)	691
Voted in 2014: Yes	30% (384)	70% (886)	1270
Voted in 2014: No	38% (357)	62% (573)	930
4-Region: Northeast	33% (130)	67% (263)	394
4-Region: Midwest	35% (161)	65% (301)	462
4-Region: South	34% (277)	66% (548)	824
4-Region: West	33% (173)	67% (347)	520

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

Table MCFE1_39NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twizzlers

Demographic	Selected	Not Selected	Total N
Adults	20% (440)	80% (1760)	2200
Gender: Male	17% (183)	83% (879)	1062
Gender: Female	23% (257)	77% (881)	1138
Age: 18-34	17% (111)	83% (544)	655
Age: 35-44	19% (69)	81% (289)	358
Age: 45-64	22% (164)	78% (587)	751
Age: 65+	22% (96)	78% (340)	436
GenZers: 1997-2012	16% (36)	84% (186)	222
Millennials: 1981-1996	19% (125)	81% (542)	667
GenXers: 1965-1980	21% (115)	79% (444)	559
Baby Boomers: 1946-1964	23% (153)	77% (517)	670
PID: Dem (no lean)	19% (162)	81% (697)	859
PID: Ind (no lean)	19% (134)	81% (559)	693
PID: Rep (no lean)	22% (144)	78% (505)	648
PID/Gender: Dem Men	16% (66)	84% (351)	417
PID/Gender: Dem Women	22% (96)	78% (346)	441
PID/Gender: Ind Men	16% (55)	84% (282)	337
PID/Gender: Ind Women	22% (79)	78% (277)	356
PID/Gender: Rep Men	20% (61)	80% (247)	308
PID/Gender: Rep Women	24% (82)	76% (258)	341
Ideo: Liberal (1-3)	17% (105)	83% (500)	605
Ideo: Moderate (4)	22% (141)	78% (513)	654
Ideo: Conservative (5-7)	21% (152)	79% (582)	734
Educ: < College	22% (327)	78% (1185)	1512
Educ: Bachelors degree	15% (68)	85% (376)	444
Educ: Post-grad	18% (45)	82% (199)	244
Income: Under 50k	20% (236)	80% (943)	1179
Income: 50k-100k	21% (138)	79% (535)	673
Income: 100k+	19% (65)	81% (282)	348
Ethnicity: White	21% (361)	79% (1361)	1722
Ethnicity: Hispanic	16% (57)	84% (293)	349

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Table MCFE1_39NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twizzlers

Demographic	Selected	Not Selected	Total N
Adults	20% (440)	80% (1760)	2200
Ethnicity: Black	16% (45)	84% (229)	274
Ethnicity: Other	16% (34)	84% (170)	204
All Christian	19% (198)	81% (823)	1021
All Non-Christian	20% (21)	80% (86)	107
Atheist	23% (25)	77% (80)	105
Agnostic/Nothing in particular	20% (119)	80% (473)	591
Something Else	20% (77)	80% (298)	375
Religious Non-Protestant/Catholic	19% (24)	81% (100)	124
Evangelical	18% (108)	82% (494)	602
Non-Evangelical	21% (163)	79% (600)	763
Community: Urban	18% (116)	82% (543)	659
Community: Suburban	21% (218)	79% (811)	1029
Community: Rural	21% (106)	79% (406)	512
Employ: Private Sector	19% (135)	81% (573)	708
Employ: Government	10% (14)	90% (129)	143
Employ: Self-Employed	18% (34)	82% (154)	187
Employ: Homemaker	23% (34)	77% (116)	150
Employ: Student	20% (18)	80% (74)	92
Employ: Retired	21% (104)	79% (385)	489
Employ: Unemployed	20% (54)	80% (217)	272
Employ: Other	29% (46)	71% (113)	159
Military HH: Yes	21% (71)	79% (260)	331
Military HH: No	20% (369)	80% (1500)	1869
Yes	21% (123)	79% (473)	597
No	20% (316)	80% (1287)	1603
2020 Vote: Joe Biden	19% (184)	81% (803)	987
2020 Vote: Donald Trump	23% (167)	77% (551)	718
2020 Vote: Other	17% (13)	83% (61)	74
2020 Vote: Didn't Vote	18% (75)	82% (342)	417

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Table MCFE1_39NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Twizzlers

Demographic	Selected	Not Selected	Total N
Adults	20% (440)	80% (1760)	2200
2018 House Vote: Democrat	18% (135)	82% (627)	762
2018 House Vote: Republican	25% (152)	75% (462)	614
2018 House Vote: Someone else	18% (13)	82% (61)	74
2016 Vote: Hillary Clinton	17% (125)	83% (605)	731
2016 Vote: Donald Trump	25% (163)	75% (496)	659
2016 Vote: Other	14% (16)	86% (99)	115
2016 Vote: Didn't Vote	19% (135)	81% (557)	691
Voted in 2014: Yes	21% (261)	79% (1010)	1270
Voted in 2014: No	19% (179)	81% (751)	930
4-Region: Northeast	27% (105)	73% (289)	394
4-Region: Midwest	21% (99)	79% (363)	462
4-Region: South	18% (151)	82% (673)	824
4-Region: West	16% (85)	84% (435)	520

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

Table MCFE1_40NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Whoppers

Demographic	Selected	Not Selected	Total N
Adults	18% (407)	82% (1793)	2200
Gender: Male	15% (161)	85% (901)	1062
Gender: Female	22% (246)	78% (892)	1138
Age: 18-34	11% (73)	89% (582)	655
Age: 35-44	10% (35)	90% (322)	358
Age: 45-64	27% (204)	73% (546)	751
Age: 65+	21% (94)	79% (343)	436
GenZers: 1997-2012	13% (28)	87% (194)	222
Millennials: 1981-1996	10% (69)	90% (598)	667
GenXers: 1965-1980	22% (121)	78% (438)	559
Baby Boomers: 1946-1964	27% (179)	73% (491)	670
PID: Dem (no lean)	18% (157)	82% (702)	859
PID: Ind (no lean)	19% (130)	81% (563)	693
PID: Rep (no lean)	19% (120)	81% (528)	648
PID/Gender: Dem Men	13% (54)	87% (364)	417
PID/Gender: Dem Women	23% (103)	77% (338)	441
PID/Gender: Ind Men	17% (59)	83% (278)	337
PID/Gender: Ind Women	20% (71)	80% (285)	356
PID/Gender: Rep Men	16% (48)	84% (260)	308
PID/Gender: Rep Women	21% (72)	79% (269)	341
Ideo: Liberal (1-3)	18% (108)	82% (497)	605
Ideo: Moderate (4)	21% (134)	79% (520)	654
Ideo: Conservative (5-7)	19% (137)	81% (597)	734
Educ: < College	21% (317)	79% (1195)	1512
Educ: Bachelors degree	15% (64)	85% (379)	444
Educ: Post-grad	10% (26)	90% (219)	244
Income: Under 50k	22% (260)	78% (919)	1179
Income: 50k-100k	15% (102)	85% (571)	673
Income: 100k+	13% (45)	87% (303)	348
Ethnicity: White	19% (328)	81% (1393)	1722
Ethnicity: Hispanic	14% (49)	86% (300)	349

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Table MCFE1_40NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Whoppers

Demographic	Selected	Not Selected	Total N
Adults	18% (407)	82% (1793)	2200
Ethnicity: Black	20% (55)	80% (220)	274
Ethnicity: Other	12% (24)	88% (180)	204
All Christian	19% (191)	81% (831)	1021
All Non-Christian	9% (10)	91% (97)	107
Atheist	14% (15)	86% (90)	105
Agnostic/Nothing in particular	17% (101)	83% (490)	591
Something Else	24% (90)	76% (285)	375
Religious Non-Protestant/Catholic	9% (12)	91% (112)	124
Evangelical	21% (127)	79% (475)	602
Non-Evangelical	20% (152)	80% (611)	763
Community: Urban	18% (118)	82% (541)	659
Community: Suburban	18% (188)	82% (841)	1029
Community: Rural	20% (101)	80% (411)	512
Employ: Private Sector	16% (113)	84% (596)	708
Employ: Government	11% (16)	89% (127)	143
Employ: Self-Employed	14% (26)	86% (161)	187
Employ: Homemaker	17% (25)	83% (125)	150
Employ: Student	12% (11)	88% (81)	92
Employ: Retired	26% (128)	74% (361)	489
Employ: Unemployed	16% (45)	84% (227)	272
Employ: Other	27% (43)	73% (115)	159
Military HH: Yes	23% (77)	77% (254)	331
Military HH: No	18% (329)	82% (1539)	1869
Yes	14% (82)	86% (515)	597
No	20% (325)	80% (1278)	1603
2020 Vote: Joe Biden	19% (184)	81% (803)	987
2020 Vote: Donald Trump	17% (125)	83% (593)	718
2020 Vote: Other	21% (16)	79% (59)	74
2020 Vote: Didn't Vote	20% (82)	80% (335)	417

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Table MCFE1_40NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Whoppers

Demographic	Selected	Not Selected	Total N
Adults	18% (407)	82% (1793)	2200
2018 House Vote: Democrat	19% (147)	81% (615)	762
2018 House Vote: Republican	20% (125)	80% (489)	614
2018 House Vote: Someone else	17% (13)	83% (62)	74
2016 Vote: Hillary Clinton	19% (140)	81% (590)	731
2016 Vote: Donald Trump	21% (135)	79% (524)	659
2016 Vote: Other	16% (19)	84% (96)	115
2016 Vote: Didn't Vote	16% (113)	84% (578)	691
Voted in 2014: Yes	20% (255)	80% (1015)	1270
Voted in 2014: No	16% (152)	84% (778)	930
4-Region: Northeast	17% (68)	83% (326)	394
4-Region: Midwest	20% (93)	80% (370)	462
4-Region: South	21% (170)	79% (655)	824
4-Region: West	15% (77)	85% (443)	520

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

Table MCFE1_41NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Other (please specify)

Demographic	Selected	Not Selected	Total N
Adults	3% (64)	97% (2136)	2200
Gender: Male	3% (27)	97% (1035)	1062
Gender: Female	3% (37)	97% (1101)	1138
Age: 18-34	1% (8)	99% (648)	655
Age: 35-44	2% (9)	98% (349)	358
Age: 45-64	3% (26)	97% (725)	751
Age: 65+	5% (22)	95% (415)	436
GenZers: 1997-2012	2% (4)	98% (218)	222
Millennials: 1981-1996	1% (9)	99% (658)	667
GenXers: 1965-1980	4% (20)	96% (539)	559
Baby Boomers: 1946-1964	4% (24)	96% (646)	670
PID: Dem (no lean)	3% (24)	97% (835)	859
PID: Ind (no lean)	3% (19)	97% (674)	693
PID: Rep (no lean)	3% (21)	97% (628)	648
PID/Gender: Dem Men	3% (11)	97% (406)	417
PID/Gender: Dem Women	3% (13)	97% (429)	441
PID/Gender: Ind Men	3% (9)	97% (327)	337
PID/Gender: Ind Women	3% (10)	97% (346)	356
PID/Gender: Rep Men	2% (6)	98% (302)	308
PID/Gender: Rep Women	4% (15)	96% (326)	341
Ideo: Liberal (1-3)	3% (17)	97% (588)	605
Ideo: Moderate (4)	3% (21)	97% (633)	654
Ideo: Conservative (5-7)	3% (22)	97% (712)	734
Educ: < College	3% (42)	97% (1470)	1512
Educ: Bachelors degree	3% (11)	97% (433)	444
Educ: Post-grad	5% (11)	95% (233)	244
Income: Under 50k	3% (34)	97% (1146)	1179
Income: 50k-100k	3% (23)	97% (650)	673
Income: 100k+	2% (7)	98% (341)	348
Ethnicity: White	3% (56)	97% (1666)	1722
Ethnicity: Hispanic	— (1)	100% (348)	349

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Table MCFE1_41NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2136)	2200
Ethnicity: Black	2%	(6)	98%	(268)	274
Ethnicity: Other	1%	(3)	99%	(201)	204
All Christian	3%	(28)	97%	(993)	1021
All Non-Christian	4%	(4)	96%	(103)	107
Atheist	3%	(3)	97%	(102)	105
Agnostic/Nothing in particular	2%	(11)	98%	(580)	591
Something Else	5%	(18)	95%	(357)	375
Religious Non-Protestant/Catholic	4%	(5)	96%	(118)	124
Evangelical	4%	(22)	96%	(580)	602
Non-Evangelical	3%	(23)	97%	(739)	763
Community: Urban	3%	(20)	97%	(639)	659
Community: Suburban	3%	(27)	97%	(1002)	1029
Community: Rural	3%	(17)	97%	(495)	512
Employ: Private Sector	2%	(14)	98%	(694)	708
Employ: Government	4%	(6)	96%	(137)	143
Employ: Self-Employed	2%	(4)	98%	(183)	187
Employ: Homemaker	2%	(4)	98%	(146)	150
Employ: Student	4%	(4)	96%	(88)	92
Employ: Retired	4%	(20)	96%	(469)	489
Employ: Unemployed	2%	(6)	98%	(265)	272
Employ: Other	4%	(6)	96%	(153)	159
Military HH: Yes	4%	(13)	96%	(318)	331
Military HH: No	3%	(51)	97%	(1818)	1869
Yes	2%	(10)	98%	(587)	597
No	3%	(54)	97%	(1549)	1603
2020 Vote: Joe Biden	3%	(28)	97%	(959)	987
2020 Vote: Donald Trump	4%	(25)	96%	(693)	718
2020 Vote: Other	2%	(2)	98%	(73)	74
2020 Vote: Didn't Vote	2%	(9)	98%	(408)	417

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Table MCFE1_41NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.

Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2136)	2200
2018 House Vote: Democrat	2%	(16)	98%	(746)	762
2018 House Vote: Republican	3%	(19)	97%	(595)	614
2018 House Vote: Someone else	7%	(5)	93%	(69)	74
2016 Vote: Hillary Clinton	3%	(19)	97%	(712)	731
2016 Vote: Donald Trump	3%	(22)	97%	(637)	659
2016 Vote: Other	4%	(5)	96%	(111)	115
2016 Vote: Didn't Vote	3%	(18)	97%	(673)	691
Voted in 2014: Yes	3%	(39)	97%	(1231)	1270
Voted in 2014: No	3%	(25)	97%	(905)	930
4-Region: Northeast	2%	(9)	98%	(385)	394
4-Region: Midwest	4%	(18)	96%	(444)	462
4-Region: South	2%	(18)	98%	(806)	824
4-Region: West	4%	(19)	96%	(501)	520

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

Table MCFE1_42NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.
I don't like/eat any candy

Demographic	Selected	Not Selected	Total N
Adults	3% (65)	97% (2135)	2200
Gender: Male	3% (33)	97% (1028)	1062
Gender: Female	3% (32)	97% (1107)	1138
Age: 18-34	3% (21)	97% (634)	655
Age: 35-44	3% (10)	97% (348)	358
Age: 45-64	2% (12)	98% (739)	751
Age: 65+	5% (23)	95% (414)	436
GenZers: 1997-2012	3% (8)	97% (214)	222
Millennials: 1981-1996	3% (17)	97% (650)	667
GenXers: 1965-1980	2% (12)	98% (547)	559
Baby Boomers: 1946-1964	4% (27)	96% (644)	670
PID: Dem (no lean)	2% (20)	98% (839)	859
PID: Ind (no lean)	3% (24)	97% (669)	693
PID: Rep (no lean)	3% (21)	97% (627)	648
PID/Gender: Dem Men	2% (8)	98% (409)	417
PID/Gender: Dem Women	3% (12)	97% (430)	441
PID/Gender: Ind Men	4% (12)	96% (324)	337
PID/Gender: Ind Women	3% (12)	97% (344)	356
PID/Gender: Rep Men	4% (13)	96% (295)	308
PID/Gender: Rep Women	2% (8)	98% (333)	341
Ideo: Liberal (1-3)	2% (14)	98% (591)	605
Ideo: Moderate (4)	3% (19)	97% (635)	654
Ideo: Conservative (5-7)	3% (24)	97% (709)	734
Educ: < College	3% (49)	97% (1464)	1512
Educ: Bachelors degree	3% (13)	97% (431)	444
Educ: Post-grad	2% (4)	98% (240)	244
Income: Under 50k	4% (46)	96% (1133)	1179
Income: 50k-100k	2% (10)	98% (663)	673
Income: 100k+	3% (9)	97% (339)	348
Ethnicity: White	3% (49)	97% (1673)	1722
Ethnicity: Hispanic	2% (6)	98% (343)	349

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Table MCFE1_42NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.
 I don't like/eat any candy

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2135)	2200
Ethnicity: Black	3%	(7)	97%	(267)	274
Ethnicity: Other	4%	(9)	96%	(195)	204
All Christian	2%	(22)	98%	(999)	1021
All Non-Christian	6%	(6)	94%	(101)	107
Atheist	3%	(3)	97%	(102)	105
Agnostic/Nothing in particular	5%	(30)	95%	(562)	591
Something Else	1%	(4)	99%	(371)	375
Religious Non-Protestant/Catholic	6%	(7)	94%	(116)	124
Evangelical	2%	(10)	98%	(592)	602
Non-Evangelical	2%	(14)	98%	(749)	763
Community: Urban	3%	(21)	97%	(638)	659
Community: Suburban	3%	(26)	97%	(1003)	1029
Community: Rural	4%	(18)	96%	(494)	512
Employ: Private Sector	3%	(21)	97%	(688)	708
Employ: Government	3%	(4)	97%	(139)	143
Employ: Self-Employed	1%	(2)	99%	(185)	187
Employ: Homemaker	3%	(5)	97%	(145)	150
Employ: Student	2%	(2)	98%	(91)	92
Employ: Retired	4%	(19)	96%	(471)	489
Employ: Unemployed	4%	(10)	96%	(262)	272
Employ: Other	2%	(3)	98%	(155)	159
Military HH: Yes	2%	(8)	98%	(324)	331
Military HH: No	3%	(57)	97%	(1811)	1869
Yes	2%	(12)	98%	(584)	597
No	3%	(53)	97%	(1551)	1603
2020 Vote: Joe Biden	2%	(21)	98%	(966)	987
2020 Vote: Donald Trump	3%	(24)	97%	(694)	718
2020 Vote: Other	3%	(2)	97%	(72)	74
2020 Vote: Didn't Vote	4%	(18)	96%	(399)	417

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Table MCFE1_42NET: Below is a list of common candy products. Thinking about your own personal preferences, which are your favorites? Please select all of your favorites from the list below.
I don't like/eat any candy

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2135)	2200
2018 House Vote: Democrat	2%	(17)	98%	(745)	762
2018 House Vote: Republican	4%	(22)	96%	(592)	614
2018 House Vote: Someone else	2%	(1)	98%	(73)	74
2016 Vote: Hillary Clinton	3%	(22)	97%	(709)	731
2016 Vote: Donald Trump	3%	(20)	97%	(639)	659
2016 Vote: Other	2%	(2)	98%	(113)	115
2016 Vote: Didn't Vote	3%	(21)	97%	(670)	691
Voted in 2014: Yes	3%	(35)	97%	(1235)	1270
Voted in 2014: No	3%	(30)	97%	(900)	930
4-Region: Northeast	2%	(9)	98%	(385)	394
4-Region: Midwest	4%	(17)	96%	(446)	462
4-Region: South	3%	(26)	97%	(799)	824
4-Region: West	3%	(14)	97%	(506)	520

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

Table MCFE3_1NET: Which of the following holidays do you plan to celebrate this year? Please select all that apply
 Halloween

Demographic	Selected	Not Selected	Total N
Adults	56% (1227)	44% (973)	2200
Gender: Male	52% (555)	48% (506)	1062
Gender: Female	59% (672)	41% (466)	1138
Age: 18-34	74% (483)	26% (172)	655
Age: 35-44	59% (211)	41% (147)	358
Age: 45-64	51% (380)	49% (371)	751
Age: 65+	35% (154)	65% (282)	436
GenZers: 1997-2012	77% (170)	23% (52)	222
Millennials: 1981-1996	68% (455)	32% (212)	667
GenXers: 1965-1980	55% (306)	45% (253)	559
Baby Boomers: 1946-1964	41% (276)	59% (395)	670
PID: Dem (no lean)	54% (460)	46% (399)	859
PID: Ind (no lean)	61% (422)	39% (271)	693
PID: Rep (no lean)	53% (345)	47% (303)	648
PID/Gender: Dem Men	50% (207)	50% (210)	417
PID/Gender: Dem Women	57% (253)	43% (189)	441
PID/Gender: Ind Men	56% (190)	44% (147)	337
PID/Gender: Ind Women	65% (232)	35% (124)	356
PID/Gender: Rep Men	51% (159)	49% (149)	308
PID/Gender: Rep Women	55% (187)	45% (154)	341
Ideo: Liberal (1-3)	59% (354)	41% (251)	605
Ideo: Moderate (4)	53% (346)	47% (308)	654
Ideo: Conservative (5-7)	51% (372)	49% (362)	734
Educ: < College	57% (867)	43% (645)	1512
Educ: Bachelors degree	53% (234)	47% (210)	444
Educ: Post-grad	52% (126)	48% (118)	244
Income: Under 50k	53% (628)	47% (551)	1179
Income: 50k-100k	59% (400)	41% (273)	673
Income: 100k+	57% (199)	43% (149)	348
Ethnicity: White	57% (977)	43% (745)	1722
Ethnicity: Hispanic	64% (225)	36% (125)	349
Ethnicity: Black	47% (129)	53% (145)	274

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Table MCFE3_1NET: Which of the following holidays do you plan to celebrate this year? Please select all that apply
Halloween

Demographic	Selected		Not Selected		Total N
Adults	56%	(1227)	44%	(973)	2200
Ethnicity: Other	59%	(121)	41%	(83)	204
All Christian	53%	(540)	47%	(481)	1021
All Non-Christian	42%	(44)	58%	(63)	107
Atheist	68%	(72)	32%	(33)	105
Agnostic/Nothing in particular	58%	(345)	42%	(247)	591
Something Else	60%	(226)	40%	(149)	375
Religious Non-Protestant/Catholic	47%	(58)	53%	(66)	124
Evangelical	50%	(298)	50%	(304)	602
Non-Evangelical	59%	(448)	41%	(315)	763
Community: Urban	51%	(338)	49%	(321)	659
Community: Suburban	57%	(590)	43%	(439)	1029
Community: Rural	58%	(299)	42%	(213)	512
Employ: Private Sector	59%	(417)	41%	(291)	708
Employ: Government	66%	(95)	34%	(48)	143
Employ: Self-Employed	59%	(111)	41%	(76)	187
Employ: Homemaker	64%	(96)	36%	(54)	150
Employ: Student	74%	(68)	26%	(24)	92
Employ: Retired	36%	(178)	64%	(312)	489
Employ: Unemployed	59%	(160)	41%	(112)	272
Employ: Other	64%	(102)	36%	(56)	159
Military HH: Yes	55%	(182)	45%	(150)	331
Military HH: No	56%	(1046)	44%	(823)	1869
Yes	70%	(415)	30%	(182)	597
No	51%	(812)	49%	(791)	1603
2020 Vote: Joe Biden	52%	(516)	48%	(472)	987
2020 Vote: Donald Trump	54%	(390)	46%	(328)	718
2020 Vote: Other	68%	(51)	32%	(24)	74
2020 Vote: Didn't Vote	65%	(269)	35%	(147)	417
2018 House Vote: Democrat	51%	(388)	49%	(373)	762
2018 House Vote: Republican	54%	(334)	46%	(280)	614
2018 House Vote: Someone else	49%	(36)	51%	(38)	74

Continued on next page

Table MCFE3_1NET: Which of the following holidays do you plan to celebrate this year? Please select all that apply
 Halloween

Demographic	Selected	Not Selected	Total N
Adults	56% (1227)	44% (973)	2200
2016 Vote: Hillary Clinton	50% (363)	50% (367)	731
2016 Vote: Donald Trump	53% (350)	47% (309)	659
2016 Vote: Other	52% (60)	48% (56)	115
2016 Vote: Didn't Vote	65% (451)	35% (241)	691
Voted in 2014: Yes	51% (648)	49% (623)	1270
Voted in 2014: No	62% (579)	38% (350)	930
4-Region: Northeast	54% (213)	46% (181)	394
4-Region: Midwest	59% (273)	41% (190)	462
4-Region: South	53% (440)	47% (384)	824
4-Region: West	58% (301)	42% (219)	520

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

Table MCFE14_1: Did you attend a Halloween party last year or plan to attend a Halloween party this year?
Attended a Halloween party last year

Demographic	Yes	No	Total N
Adults	16% (358)	84% (1842)	2200
Gender: Male	18% (192)	82% (870)	1062
Gender: Female	15% (166)	85% (972)	1138
Age: 18-34	28% (181)	72% (474)	655
Age: 35-44	25% (89)	75% (269)	358
Age: 45-64	10% (77)	90% (674)	751
Age: 65+	2% (10)	98% (426)	436
GenZers: 1997-2012	32% (70)	68% (152)	222
Millennials: 1981-1996	27% (179)	73% (488)	667
GenXers: 1965-1980	13% (71)	87% (488)	559
Baby Boomers: 1946-1964	5% (37)	95% (634)	670
PID: Dem (no lean)	18% (152)	82% (706)	859
PID: Ind (no lean)	15% (101)	85% (591)	693
PID: Rep (no lean)	16% (104)	84% (544)	648
PID/Gender: Dem Men	21% (87)	79% (330)	417
PID/Gender: Dem Women	15% (66)	85% (376)	441
PID/Gender: Ind Men	16% (54)	84% (282)	337
PID/Gender: Ind Women	13% (47)	87% (309)	356
PID/Gender: Rep Men	17% (51)	83% (257)	308
PID/Gender: Rep Women	16% (53)	84% (287)	341
Ideo: Liberal (1-3)	21% (127)	79% (478)	605
Ideo: Moderate (4)	12% (80)	88% (574)	654
Ideo: Conservative (5-7)	15% (109)	85% (625)	734
Educ: < College	16% (238)	84% (1275)	1512
Educ: Bachelors degree	15% (67)	85% (377)	444
Educ: Post-grad	22% (53)	78% (191)	244
Income: Under 50k	14% (162)	86% (1017)	1179
Income: 50k-100k	16% (109)	84% (564)	673
Income: 100k+	25% (86)	75% (262)	348
Ethnicity: White	15% (264)	85% (1458)	1722
Ethnicity: Hispanic	23% (79)	77% (270)	349
Ethnicity: Black	22% (59)	78% (215)	274

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Table MCFE14_1: Did you attend a Halloween party last year or plan to attend a Halloween party this year?
 Attended a Halloween party last year

Demographic	Yes	No	Total N
Adults	16% (358)	84% (1842)	2200
Ethnicity: Other	17% (35)	83% (169)	204
All Christian	15% (157)	85% (865)	1021
All Non-Christian	14% (15)	86% (92)	107
Atheist	23% (24)	77% (81)	105
Agnostic/Nothing in particular	14% (85)	86% (507)	591
Something Else	21% (77)	79% (298)	375
Religious Non-Protestant/Catholic	17% (21)	83% (103)	124
Evangelical	22% (132)	78% (470)	602
Non-Evangelical	12% (90)	88% (673)	763
Community: Urban	22% (146)	78% (513)	659
Community: Suburban	14% (140)	86% (889)	1029
Community: Rural	14% (72)	86% (440)	512
Employ: Private Sector	20% (144)	80% (564)	708
Employ: Government	24% (34)	76% (108)	143
Employ: Self-Employed	22% (41)	78% (147)	187
Employ: Homemaker	16% (23)	84% (127)	150
Employ: Student	32% (30)	68% (62)	92
Employ: Retired	4% (22)	96% (468)	489
Employ: Unemployed	13% (36)	87% (236)	272
Employ: Other	18% (28)	82% (130)	159
Military HH: Yes	14% (46)	86% (285)	331
Military HH: No	17% (312)	83% (1557)	1869
Yes	27% (160)	73% (437)	597
No	12% (198)	88% (1405)	1603
2020 Vote: Joe Biden	16% (162)	84% (826)	987
2020 Vote: Donald Trump	16% (116)	84% (602)	718
2020 Vote: Other	26% (20)	74% (55)	74
2020 Vote: Didn't Vote	14% (59)	86% (358)	417
2018 House Vote: Democrat	15% (117)	85% (644)	762
2018 House Vote: Republican	16% (98)	84% (516)	614
2018 House Vote: Someone else	18% (13)	82% (61)	74

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Table MCFE14_1: Did you attend a Halloween party last year or plan to attend a Halloween party this year?
Attended a Halloween party last year

Demographic	Yes		No		Total N
Adults	16%	(358)	84%	(1842)	2200
2016 Vote: Hillary Clinton	15%	(108)	85%	(622)	731
2016 Vote: Donald Trump	14%	(91)	86%	(568)	659
2016 Vote: Other	10%	(11)	90%	(104)	115
2016 Vote: Didn't Vote	21%	(144)	79%	(547)	691
Voted in 2014: Yes	15%	(185)	85%	(1086)	1270
Voted in 2014: No	19%	(173)	81%	(757)	930
4-Region: Northeast	16%	(64)	84%	(330)	394
4-Region: Midwest	16%	(72)	84%	(390)	462
4-Region: South	14%	(119)	86%	(705)	824
4-Region: West	20%	(103)	80%	(417)	520

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

Table MCFE14_2: Did you attend a Halloween party last year or plan to attend a Halloween party this year?
 Plan to attend a Halloween party this year

Demographic	Yes	No	Total N
Adults	24% (526)	76% (1674)	2200
Gender: Male	26% (278)	74% (784)	1062
Gender: Female	22% (248)	78% (890)	1138
Age: 18-34	41% (265)	59% (390)	655
Age: 35-44	32% (115)	68% (242)	358
Age: 45-64	16% (121)	84% (629)	751
Age: 65+	5% (24)	95% (413)	436
GenZers: 1997-2012	45% (99)	55% (122)	222
Millennials: 1981-1996	38% (252)	62% (415)	667
GenXers: 1965-1980	21% (116)	79% (443)	559
Baby Boomers: 1946-1964	8% (57)	92% (613)	670
PID: Dem (no lean)	25% (218)	75% (641)	859
PID: Ind (no lean)	24% (165)	76% (528)	693
PID: Rep (no lean)	22% (143)	78% (505)	648
PID/Gender: Dem Men	33% (137)	67% (280)	417
PID/Gender: Dem Women	18% (81)	82% (361)	441
PID/Gender: Ind Men	23% (78)	77% (259)	337
PID/Gender: Ind Women	25% (87)	75% (269)	356
PID/Gender: Rep Men	21% (63)	79% (245)	308
PID/Gender: Rep Women	23% (80)	77% (261)	341
Ideo: Liberal (1-3)	29% (177)	71% (428)	605
Ideo: Moderate (4)	22% (146)	78% (508)	654
Ideo: Conservative (5-7)	21% (156)	79% (578)	734
Educ: < College	22% (335)	78% (1177)	1512
Educ: Bachelors degree	25% (110)	75% (334)	444
Educ: Post-grad	33% (81)	67% (163)	244
Income: Under 50k	20% (240)	80% (939)	1179
Income: 50k-100k	25% (165)	75% (508)	673
Income: 100k+	35% (121)	65% (227)	348
Ethnicity: White	23% (397)	77% (1325)	1722
Ethnicity: Hispanic	38% (132)	62% (218)	349
Ethnicity: Black	25% (69)	75% (205)	274

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Table MCFE14_2: Did you attend a Halloween party last year or plan to attend a Halloween party this year?
Plan to attend a Halloween party this year

Demographic	Yes	No	Total N
Adults	24% (526)	76% (1674)	2200
Ethnicity: Other	30% (60)	70% (144)	204
All Christian	23% (232)	77% (790)	1021
All Non-Christian	27% (29)	73% (78)	107
Atheist	28% (29)	72% (76)	105
Agnostic/Nothing in particular	22% (131)	78% (461)	591
Something Else	28% (105)	72% (270)	375
Religious Non-Protestant/Catholic	31% (38)	69% (86)	124
Evangelical	28% (167)	72% (435)	602
Non-Evangelical	20% (151)	80% (611)	763
Community: Urban	31% (205)	69% (454)	659
Community: Suburban	21% (217)	79% (812)	1029
Community: Rural	20% (104)	80% (408)	512
Employ: Private Sector	31% (221)	69% (487)	708
Employ: Government	33% (48)	67% (95)	143
Employ: Self-Employed	28% (53)	72% (134)	187
Employ: Homemaker	16% (24)	84% (126)	150
Employ: Student	46% (42)	54% (50)	92
Employ: Retired	8% (38)	92% (452)	489
Employ: Unemployed	23% (62)	77% (209)	272
Employ: Other	24% (38)	76% (121)	159
Military HH: Yes	23% (76)	77% (256)	331
Military HH: No	24% (450)	76% (1418)	1869
Yes	37% (219)	63% (377)	597
No	19% (307)	81% (1297)	1603
2020 Vote: Joe Biden	24% (242)	76% (746)	987
2020 Vote: Donald Trump	22% (161)	78% (557)	718
2020 Vote: Other	28% (21)	72% (53)	74
2020 Vote: Didn't Vote	24% (100)	76% (317)	417
2018 House Vote: Democrat	24% (186)	76% (575)	762
2018 House Vote: Republican	23% (143)	77% (471)	614
2018 House Vote: Someone else	20% (15)	80% (59)	74

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Table MCFE14_2: *Did you attend a Halloween party last year or plan to attend a Halloween party this year?*
Plan to attend a Halloween party this year

Demographic	Yes		No		Total N
Adults	24%	(526)	76%	(1674)	2200
2016 Vote: Hillary Clinton	24%	(174)	76%	(556)	731
2016 Vote: Donald Trump	21%	(136)	79%	(523)	659
2016 Vote: Other	19%	(22)	81%	(93)	115
2016 Vote: Didn't Vote	27%	(190)	73%	(501)	691
Voted in 2014: Yes	22%	(279)	78%	(992)	1270
Voted in 2014: No	27%	(247)	73%	(682)	930
4-Region: Northeast	24%	(93)	76%	(301)	394
4-Region: Midwest	21%	(97)	79%	(365)	462
4-Region: South	23%	(186)	77%	(639)	824
4-Region: West	29%	(150)	71%	(370)	520

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

Table MCFE16_1: Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?
Wear a costume to celebrate Halloween last year

Demographic	Yes	No	Total N
Adults	24% (532)	76% (1668)	2200
Gender: Male	25% (267)	75% (795)	1062
Gender: Female	23% (265)	77% (873)	1138
Age: 18-34	44% (287)	56% (368)	655
Age: 35-44	35% (127)	65% (231)	358
Age: 45-64	14% (104)	86% (647)	751
Age: 65+	3% (14)	97% (422)	436
GenZers: 1997-2012	47% (104)	53% (118)	222
Millennials: 1981-1996	42% (281)	58% (386)	667
GenXers: 1965-1980	18% (99)	82% (461)	559
Baby Boomers: 1946-1964	7% (47)	93% (624)	670
PID: Dem (no lean)	27% (231)	73% (628)	859
PID: Ind (no lean)	24% (168)	76% (525)	693
PID: Rep (no lean)	21% (133)	79% (515)	648
PID/Gender: Dem Men	32% (132)	68% (285)	417
PID/Gender: Dem Women	22% (99)	78% (343)	441
PID/Gender: Ind Men	22% (75)	78% (262)	337
PID/Gender: Ind Women	26% (93)	74% (263)	356
PID/Gender: Rep Men	19% (60)	81% (248)	308
PID/Gender: Rep Women	22% (74)	78% (267)	341
Ideo: Liberal (1-3)	28% (168)	72% (437)	605
Ideo: Moderate (4)	23% (152)	77% (502)	654
Ideo: Conservative (5-7)	20% (149)	80% (585)	734
Educ: < College	23% (351)	77% (1161)	1512
Educ: Bachelors degree	25% (113)	75% (331)	444
Educ: Post-grad	28% (68)	72% (176)	244
Income: Under 50k	21% (250)	79% (930)	1179
Income: 50k-100k	25% (171)	75% (502)	673
Income: 100k+	32% (112)	68% (236)	348
Ethnicity: White	23% (399)	77% (1322)	1722
Ethnicity: Hispanic	41% (143)	59% (207)	349
Ethnicity: Black	25% (69)	75% (205)	274

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Table MCFE16_1: Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?
 Wear a costume to celebrate Halloween last year

Demographic	Yes	No	Total N
Adults	24% (532)	76% (1668)	2200
Ethnicity: Other	31% (64)	69% (140)	204
All Christian	21% (220)	79% (802)	1021
All Non-Christian	30% (33)	70% (75)	107
Atheist	32% (33)	68% (72)	105
Agnostic/Nothing in particular	25% (150)	75% (441)	591
Something Else	26% (96)	74% (279)	375
Religious Non-Protestant/Catholic	28% (34)	72% (90)	124
Evangelical	27% (162)	73% (440)	602
Non-Evangelical	19% (142)	81% (621)	763
Community: Urban	31% (205)	69% (454)	659
Community: Suburban	22% (224)	78% (805)	1029
Community: Rural	20% (103)	80% (409)	512
Employ: Private Sector	32% (226)	68% (482)	708
Employ: Government	32% (46)	68% (97)	143
Employ: Self-Employed	36% (68)	64% (119)	187
Employ: Homemaker	16% (25)	84% (125)	150
Employ: Student	46% (42)	54% (50)	92
Employ: Retired	4% (21)	96% (468)	489
Employ: Unemployed	21% (58)	79% (214)	272
Employ: Other	29% (46)	71% (113)	159
Military HH: Yes	23% (77)	77% (254)	331
Military HH: No	24% (455)	76% (1414)	1869
Yes	45% (266)	55% (330)	597
No	17% (266)	83% (1338)	1603
2020 Vote: Joe Biden	27% (263)	73% (724)	987
2020 Vote: Donald Trump	20% (144)	80% (574)	718
2020 Vote: Other	30% (22)	70% (52)	74
2020 Vote: Didn't Vote	24% (102)	76% (315)	417
2018 House Vote: Democrat	25% (194)	75% (568)	762
2018 House Vote: Republican	21% (127)	79% (487)	614
2018 House Vote: Someone else	24% (18)	76% (56)	74

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Table MCFE16_1: *Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?*
Wear a costume to celebrate Halloween last year

Demographic	Yes		No		Total N
Adults	24%	(532)	76%	(1668)	2200
2016 Vote: Hillary Clinton	23%	(168)	77%	(563)	731
2016 Vote: Donald Trump	19%	(122)	81%	(537)	659
2016 Vote: Other	28%	(33)	72%	(82)	115
2016 Vote: Didn't Vote	30%	(206)	70%	(485)	691
Voted in 2014: Yes	22%	(275)	78%	(995)	1270
Voted in 2014: No	28%	(257)	72%	(673)	930
4-Region: Northeast	24%	(95)	76%	(298)	394
4-Region: Midwest	21%	(96)	79%	(366)	462
4-Region: South	21%	(172)	79%	(652)	824
4-Region: West	32%	(169)	68%	(351)	520

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

Table MCFE16_2: Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?
 Plan to wear a costume to celebrate Halloween this year

Demographic	Yes	No	Total N
Adults	31% (689)	69% (1511)	2200
Gender: Male	31% (326)	69% (736)	1062
Gender: Female	32% (363)	68% (775)	1138
Age: 18-34	54% (353)	46% (302)	655
Age: 35-44	44% (156)	56% (201)	358
Age: 45-64	21% (154)	79% (597)	751
Age: 65+	6% (25)	94% (411)	436
GenZers: 1997-2012	52% (116)	48% (106)	222
Millennials: 1981-1996	54% (357)	46% (310)	667
GenXers: 1965-1980	26% (145)	74% (414)	559
Baby Boomers: 1946-1964	10% (70)	90% (600)	670
PID: Dem (no lean)	35% (298)	65% (561)	859
PID: Ind (no lean)	33% (230)	67% (463)	693
PID: Rep (no lean)	25% (160)	75% (488)	648
PID/Gender: Dem Men	39% (162)	61% (255)	417
PID/Gender: Dem Women	31% (135)	69% (306)	441
PID/Gender: Ind Men	30% (100)	70% (237)	337
PID/Gender: Ind Women	37% (131)	63% (225)	356
PID/Gender: Rep Men	21% (64)	79% (244)	308
PID/Gender: Rep Women	28% (97)	72% (244)	341
Ideo: Liberal (1-3)	37% (226)	63% (379)	605
Ideo: Moderate (4)	32% (206)	68% (448)	654
Ideo: Conservative (5-7)	24% (177)	76% (557)	734
Educ: < College	30% (454)	70% (1058)	1512
Educ: Bachelors degree	32% (143)	68% (301)	444
Educ: Post-grad	38% (92)	62% (152)	244
Income: Under 50k	28% (330)	72% (849)	1179
Income: 50k-100k	32% (215)	68% (458)	673
Income: 100k+	41% (144)	59% (204)	348
Ethnicity: White	29% (506)	71% (1216)	1722
Ethnicity: Hispanic	52% (181)	48% (169)	349
Ethnicity: Black	34% (94)	66% (180)	274

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Table MCFE16_2: Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?
Plan to wear a costume to celebrate Halloween this year

Demographic	Yes	No	Total N
Adults	31% (689)	69% (1511)	2200
Ethnicity: Other	44% (89)	56% (115)	204
All Christian	28% (284)	72% (737)	1021
All Non-Christian	38% (40)	62% (67)	107
Atheist	39% (41)	61% (64)	105
Agnostic/Nothing in particular	32% (189)	68% (403)	591
Something Else	36% (134)	64% (241)	375
Religious Non-Protestant/Catholic	36% (44)	64% (80)	124
Evangelical	34% (206)	66% (396)	602
Non-Evangelical	26% (197)	74% (566)	763
Community: Urban	39% (256)	61% (403)	659
Community: Suburban	28% (291)	72% (738)	1029
Community: Rural	28% (142)	72% (370)	512
Employ: Private Sector	42% (297)	58% (411)	708
Employ: Government	43% (62)	57% (81)	143
Employ: Self-Employed	38% (71)	62% (116)	187
Employ: Homemaker	29% (43)	71% (107)	150
Employ: Student	49% (45)	51% (47)	92
Employ: Retired	8% (40)	92% (449)	489
Employ: Unemployed	27% (75)	73% (197)	272
Employ: Other	35% (55)	65% (103)	159
Military HH: Yes	29% (97)	71% (235)	331
Military HH: No	32% (592)	68% (1277)	1869
Yes	54% (325)	46% (272)	597
No	23% (364)	77% (1240)	1603
2020 Vote: Joe Biden	35% (345)	65% (643)	987
2020 Vote: Donald Trump	25% (183)	75% (535)	718
2020 Vote: Other	41% (31)	59% (44)	74
2020 Vote: Didn't Vote	31% (129)	69% (288)	417
2018 House Vote: Democrat	34% (260)	66% (502)	762
2018 House Vote: Republican	26% (160)	74% (454)	614
2018 House Vote: Someone else	26% (19)	74% (55)	74

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Table MCFE16_2: *Did you wear a costume to celebrate Halloween last year or plan to wear a costume to celebrate Halloween this year?*
Plan to wear a costume to celebrate Halloween this year

Demographic	Yes	No	Total N
Adults	31% (689)	69% (1511)	2200
2016 Vote: Hillary Clinton	31% (228)	69% (502)	731
2016 Vote: Donald Trump	24% (159)	76% (500)	659
2016 Vote: Other	33% (37)	67% (78)	115
2016 Vote: Didn't Vote	38% (260)	62% (431)	691
Voted in 2014: Yes	29% (363)	71% (907)	1270
Voted in 2014: No	35% (326)	65% (604)	930
4-Region: Northeast	30% (118)	70% (276)	394
4-Region: Midwest	27% (124)	73% (339)	462
4-Region: South	31% (252)	69% (572)	824
4-Region: West	38% (195)	62% (325)	520

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

Table MCFE13_1NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
My/our Halloween plans or traditions will change this year

Demographic	Selected	Not Selected	Total N
Adults	8% (186)	92% (2014)	2200
Gender: Male	9% (93)	91% (969)	1062
Gender: Female	8% (93)	92% (1045)	1138
Age: 18-34	13% (86)	87% (569)	655
Age: 35-44	10% (37)	90% (321)	358
Age: 45-64	6% (46)	94% (705)	751
Age: 65+	4% (17)	96% (419)	436
GenZers: 1997-2012	11% (25)	89% (197)	222
Millennials: 1981-1996	12% (83)	88% (584)	667
GenXers: 1965-1980	7% (42)	93% (517)	559
Baby Boomers: 1946-1964	5% (34)	95% (637)	670
PID: Dem (no lean)	11% (91)	89% (767)	859
PID: Ind (no lean)	8% (54)	92% (639)	693
PID: Rep (no lean)	6% (41)	94% (607)	648
PID/Gender: Dem Men	11% (44)	89% (373)	417
PID/Gender: Dem Women	11% (47)	89% (394)	441
PID/Gender: Ind Men	8% (27)	92% (309)	337
PID/Gender: Ind Women	7% (26)	93% (330)	356
PID/Gender: Rep Men	7% (21)	93% (287)	308
PID/Gender: Rep Women	6% (20)	94% (321)	341
Ideo: Liberal (1-3)	13% (81)	87% (524)	605
Ideo: Moderate (4)	7% (48)	93% (606)	654
Ideo: Conservative (5-7)	6% (46)	94% (687)	734
Educ: < College	7% (112)	93% (1400)	1512
Educ: Bachelors degree	10% (44)	90% (400)	444
Educ: Post-grad	13% (31)	87% (213)	244
Income: Under 50k	8% (94)	92% (1086)	1179
Income: 50k-100k	8% (51)	92% (622)	673
Income: 100k+	12% (41)	88% (307)	348
Ethnicity: White	8% (143)	92% (1579)	1722
Ethnicity: Hispanic	16% (55)	84% (295)	349
Ethnicity: Black	8% (23)	92% (252)	274

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Table MCFE13_INET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 My/our Halloween plans or traditions will change this year

Demographic	Selected	Not Selected	Total N
Adults	8% (186)	92% (2014)	2200
Ethnicity: Other	10% (21)	90% (183)	204
All Christian	8% (86)	92% (936)	1021
All Non-Christian	13% (14)	87% (93)	107
Atheist	12% (12)	88% (93)	105
Agnostic/Nothing in particular	6% (37)	94% (555)	591
Something Else	10% (37)	90% (338)	375
Religious Non-Protestant/Catholic	13% (16)	87% (108)	124
Evangelical	10% (61)	90% (541)	602
Non-Evangelical	8% (58)	92% (705)	763
Community: Urban	10% (66)	90% (593)	659
Community: Suburban	8% (85)	92% (944)	1029
Community: Rural	7% (36)	93% (476)	512
Employ: Private Sector	11% (80)	89% (628)	708
Employ: Government	10% (15)	90% (128)	143
Employ: Self-Employed	10% (19)	90% (168)	187
Employ: Homemaker	4% (6)	96% (144)	150
Employ: Student	14% (13)	86% (79)	92
Employ: Retired	5% (25)	95% (464)	489
Employ: Unemployed	8% (21)	92% (250)	272
Employ: Other	5% (8)	95% (151)	159
Military HH: Yes	6% (19)	94% (312)	331
Military HH: No	9% (167)	91% (1702)	1869
Yes	13% (80)	87% (517)	597
No	7% (107)	93% (1497)	1603
2020 Vote: Joe Biden	10% (101)	90% (886)	987
2020 Vote: Donald Trump	5% (37)	95% (681)	718
2020 Vote: Other	4% (3)	96% (71)	74
2020 Vote: Didn't Vote	11% (45)	89% (372)	417
2018 House Vote: Democrat	9% (71)	91% (691)	762
2018 House Vote: Republican	6% (37)	94% (577)	614
2018 House Vote: Someone else	3% (2)	97% (72)	74

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Table MCFE13_1NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
My/our Halloween plans or traditions will change this year

Demographic	Selected		Not Selected		Total N
Adults	8%	(186)	92%	(2014)	2200
2016 Vote: Hillary Clinton	10%	(74)	90%	(657)	731
2016 Vote: Donald Trump	5%	(33)	95%	(626)	659
2016 Vote: Other	8%	(9)	92%	(106)	115
2016 Vote: Didn't Vote	10%	(70)	90%	(621)	691
Voted in 2014: Yes	8%	(98)	92%	(1172)	1270
Voted in 2014: No	9%	(88)	91%	(842)	930
4-Region: Northeast	8%	(30)	92%	(364)	394
4-Region: Midwest	7%	(34)	93%	(428)	462
4-Region: South	9%	(73)	91%	(752)	824
4-Region: West	10%	(50)	90%	(470)	520

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

Table MCFE13_2NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I plan to spend more on Halloween this year than I usually do

Demographic	Selected		Not Selected		Total N
Adults	7%	(163)	93%	(2037)	2200
Gender: Male	9%	(91)	91%	(971)	1062
Gender: Female	6%	(72)	94%	(1066)	1138
Age: 18-34	11%	(71)	89%	(585)	655
Age: 35-44	11%	(39)	89%	(318)	358
Age: 45-64	6%	(46)	94%	(705)	751
Age: 65+	2%	(7)	98%	(430)	436
GenZers: 1997-2012	10%	(22)	90%	(200)	222
Millennials: 1981-1996	13%	(84)	87%	(583)	667
GenXers: 1965-1980	7%	(38)	93%	(522)	559
Baby Boomers: 1946-1964	3%	(17)	97%	(654)	670
PID: Dem (no lean)	8%	(72)	92%	(787)	859
PID: Ind (no lean)	6%	(42)	94%	(651)	693
PID: Rep (no lean)	8%	(49)	92%	(600)	648
PID/Gender: Dem Men	12%	(48)	88%	(369)	417
PID/Gender: Dem Women	5%	(24)	95%	(418)	441
PID/Gender: Ind Men	7%	(23)	93%	(314)	337
PID/Gender: Ind Women	5%	(20)	95%	(337)	356
PID/Gender: Rep Men	7%	(20)	93%	(288)	308
PID/Gender: Rep Women	8%	(29)	92%	(312)	341
Ideo: Liberal (1-3)	9%	(56)	91%	(549)	605
Ideo: Moderate (4)	7%	(44)	93%	(610)	654
Ideo: Conservative (5-7)	8%	(56)	92%	(678)	734
Educ: < College	7%	(99)	93%	(1413)	1512
Educ: Bachelors degree	8%	(36)	92%	(408)	444
Educ: Post-grad	11%	(28)	89%	(216)	244
Income: Under 50k	6%	(66)	94%	(1113)	1179
Income: 50k-100k	9%	(58)	91%	(615)	673
Income: 100k+	11%	(39)	89%	(309)	348
Ethnicity: White	7%	(122)	93%	(1599)	1722
Ethnicity: Hispanic	12%	(43)	88%	(307)	349
Ethnicity: Black	10%	(27)	90%	(247)	274

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Table MCFE13_2NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I plan to spend more on Halloween this year than I usually do

Demographic	Selected		Not Selected		Total N
Adults	7%	(163)	93%	(2037)	2200
Ethnicity: Other	6%	(13)	94%	(191)	204
All Christian	7%	(71)	93%	(951)	1021
All Non-Christian	18%	(19)	82%	(88)	107
Atheist	8%	(8)	92%	(97)	105
Agnostic/Nothing in particular	7%	(41)	93%	(551)	591
Something Else	7%	(25)	93%	(351)	375
Religious Non-Protestant/Catholic	18%	(22)	82%	(102)	124
Evangelical	9%	(55)	91%	(547)	602
Non-Evangelical	5%	(35)	95%	(728)	763
Community: Urban	11%	(70)	89%	(589)	659
Community: Suburban	6%	(63)	94%	(966)	1029
Community: Rural	6%	(29)	94%	(483)	512
Employ: Private Sector	12%	(82)	88%	(627)	708
Employ: Government	13%	(18)	87%	(125)	143
Employ: Self-Employed	6%	(10)	94%	(177)	187
Employ: Homemaker	4%	(6)	96%	(144)	150
Employ: Student	12%	(11)	88%	(82)	92
Employ: Retired	2%	(9)	98%	(480)	489
Employ: Unemployed	8%	(21)	92%	(250)	272
Employ: Other	3%	(5)	97%	(153)	159
Military HH: Yes	5%	(18)	95%	(314)	331
Military HH: No	8%	(145)	92%	(1724)	1869
Yes	13%	(80)	87%	(517)	597
No	5%	(83)	95%	(1520)	1603
2020 Vote: Joe Biden	9%	(86)	91%	(902)	987
2020 Vote: Donald Trump	8%	(55)	92%	(663)	718
2020 Vote: Other	6%	(5)	94%	(70)	74
2020 Vote: Didn't Vote	4%	(17)	96%	(399)	417
2018 House Vote: Democrat	9%	(68)	91%	(694)	762
2018 House Vote: Republican	8%	(48)	92%	(566)	614
2018 House Vote: Someone else	—	(0)	100%	(74)	74

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Table MCFE13_2NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I plan to spend more on Halloween this year than I usually do

Demographic	Selected		Not Selected		Total N
Adults	7%	(163)	93%	(2037)	2200
2016 Vote: Hillary Clinton	8%	(55)	92%	(676)	731
2016 Vote: Donald Trump	7%	(49)	93%	(610)	659
2016 Vote: Other	7%	(8)	93%	(107)	115
2016 Vote: Didn't Vote	7%	(51)	93%	(641)	691
Voted in 2014: Yes	8%	(96)	92%	(1175)	1270
Voted in 2014: No	7%	(67)	93%	(862)	930
4-Region: Northeast	7%	(29)	93%	(364)	394
4-Region: Midwest	5%	(25)	95%	(437)	462
4-Region: South	6%	(47)	94%	(778)	824
4-Region: West	12%	(62)	88%	(458)	520

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

Table MCFE13_3NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I do not plan to celebrate Halloween this year

Demographic	Selected	Not Selected	Total N
Adults	21% (465)	79% (1735)	2200
Gender: Male	21% (227)	79% (835)	1062
Gender: Female	21% (238)	79% (900)	1138
Age: 18-34	11% (72)	89% (583)	655
Age: 35-44	16% (58)	84% (299)	358
Age: 45-64	25% (186)	75% (565)	751
Age: 65+	34% (149)	66% (287)	436
GenZers: 1997-2012	14% (31)	86% (190)	222
Millennials: 1981-1996	12% (78)	88% (589)	667
GenXers: 1965-1980	17% (98)	83% (462)	559
Baby Boomers: 1946-1964	33% (224)	67% (446)	670
PID: Dem (no lean)	21% (183)	79% (675)	859
PID: Ind (no lean)	20% (139)	80% (554)	693
PID: Rep (no lean)	22% (142)	78% (507)	648
PID/Gender: Dem Men	22% (93)	78% (324)	417
PID/Gender: Dem Women	21% (91)	79% (351)	441
PID/Gender: Ind Men	19% (65)	81% (272)	337
PID/Gender: Ind Women	21% (75)	79% (281)	356
PID/Gender: Rep Men	23% (69)	77% (239)	308
PID/Gender: Rep Women	21% (73)	79% (268)	341
Ideo: Liberal (1-3)	21% (124)	79% (481)	605
Ideo: Moderate (4)	21% (137)	79% (517)	654
Ideo: Conservative (5-7)	23% (165)	77% (568)	734
Educ: < College	20% (305)	80% (1207)	1512
Educ: Bachelors degree	22% (97)	78% (347)	444
Educ: Post-grad	26% (63)	74% (181)	244
Income: Under 50k	23% (270)	77% (909)	1179
Income: 50k-100k	19% (127)	81% (546)	673
Income: 100k+	19% (67)	81% (280)	348
Ethnicity: White	21% (362)	79% (1360)	1722
Ethnicity: Hispanic	16% (55)	84% (295)	349
Ethnicity: Black	24% (66)	76% (208)	274

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Table MCFE13_3NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I do not plan to celebrate Halloween this year

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1735)	2200
Ethnicity: Other	18%	(36)	82%	(168)	204
All Christian	23%	(233)	77%	(789)	1021
All Non-Christian	17%	(18)	83%	(89)	107
Atheist	14%	(14)	86%	(91)	105
Agnostic/Nothing in particular	23%	(137)	77%	(455)	591
Something Else	17%	(63)	83%	(312)	375
Religious Non-Protestant/Catholic	15%	(19)	85%	(105)	124
Evangelical	22%	(133)	78%	(469)	602
Non-Evangelical	21%	(160)	79%	(603)	763
Community: Urban	20%	(133)	80%	(526)	659
Community: Suburban	22%	(228)	78%	(801)	1029
Community: Rural	20%	(103)	80%	(409)	512
Employ: Private Sector	15%	(106)	85%	(602)	708
Employ: Government	19%	(27)	81%	(115)	143
Employ: Self-Employed	18%	(35)	82%	(153)	187
Employ: Homemaker	18%	(27)	82%	(123)	150
Employ: Student	15%	(14)	85%	(78)	92
Employ: Retired	36%	(175)	64%	(314)	489
Employ: Unemployed	19%	(52)	81%	(219)	272
Employ: Other	17%	(28)	83%	(131)	159
Military HH: Yes	25%	(81)	75%	(250)	331
Military HH: No	21%	(383)	79%	(1486)	1869
Yes	10%	(60)	90%	(536)	597
No	25%	(404)	75%	(1199)	1603
2020 Vote: Joe Biden	23%	(228)	77%	(760)	987
2020 Vote: Donald Trump	22%	(156)	78%	(562)	718
2020 Vote: Other	16%	(12)	84%	(63)	74
2020 Vote: Didn't Vote	16%	(68)	84%	(349)	417
2018 House Vote: Democrat	23%	(176)	77%	(586)	762
2018 House Vote: Republican	23%	(141)	77%	(473)	614
2018 House Vote: Someone else	19%	(14)	81%	(60)	74

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Table MCFE13_3NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I do not plan to celebrate Halloween this year

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1735)	2200
2016 Vote: Hillary Clinton	24%	(172)	76%	(559)	731
2016 Vote: Donald Trump	22%	(142)	78%	(517)	659
2016 Vote: Other	27%	(31)	73%	(84)	115
2016 Vote: Didn't Vote	17%	(120)	83%	(572)	691
Voted in 2014: Yes	24%	(301)	76%	(969)	1270
Voted in 2014: No	18%	(163)	82%	(766)	930
4-Region: Northeast	24%	(94)	76%	(300)	394
4-Region: Midwest	21%	(97)	79%	(365)	462
4-Region: South	23%	(192)	77%	(632)	824
4-Region: West	16%	(82)	84%	(438)	520

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

Table MCFE13_4NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I/my family will attend a Halloween party this year

Demographic	Selected		Not Selected		Total N
Adults	10%	(215)	90%	(1985)	2200
Gender: Male	11%	(118)	89%	(944)	1062
Gender: Female	9%	(97)	91%	(1041)	1138
Age: 18-34	16%	(107)	84%	(548)	655
Age: 35-44	13%	(46)	87%	(312)	358
Age: 45-64	7%	(53)	93%	(698)	751
Age: 65+	2%	(9)	98%	(427)	436
GenZers: 1997-2012	24%	(54)	76%	(168)	222
Millennials: 1981-1996	12%	(83)	88%	(584)	667
GenXers: 1965-1980	10%	(55)	90%	(504)	559
Baby Boomers: 1946-1964	3%	(23)	97%	(648)	670
PID: Dem (no lean)	7%	(62)	93%	(796)	859
PID: Ind (no lean)	10%	(71)	90%	(622)	693
PID: Rep (no lean)	13%	(82)	87%	(567)	648
PID/Gender: Dem Men	10%	(42)	90%	(376)	417
PID/Gender: Dem Women	5%	(21)	95%	(421)	441
PID/Gender: Ind Men	12%	(40)	88%	(297)	337
PID/Gender: Ind Women	9%	(31)	91%	(325)	356
PID/Gender: Rep Men	12%	(36)	88%	(271)	308
PID/Gender: Rep Women	13%	(45)	87%	(295)	341
Ideo: Liberal (1-3)	12%	(74)	88%	(531)	605
Ideo: Moderate (4)	7%	(47)	93%	(607)	654
Ideo: Conservative (5-7)	11%	(79)	89%	(655)	734
Educ: < College	9%	(139)	91%	(1373)	1512
Educ: Bachelors degree	10%	(45)	90%	(398)	444
Educ: Post-grad	13%	(31)	87%	(213)	244
Income: Under 50k	9%	(107)	91%	(1072)	1179
Income: 50k-100k	9%	(59)	91%	(614)	673
Income: 100k+	14%	(48)	86%	(299)	348
Ethnicity: White	10%	(173)	90%	(1548)	1722
Ethnicity: Hispanic	15%	(52)	85%	(297)	349
Ethnicity: Black	7%	(20)	93%	(254)	274

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Table MCFE13_4NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family will attend a Halloween party this year

Demographic	Selected		Not Selected		Total N
Adults	10%	(215)	90%	(1985)	2200
Ethnicity: Other	11%	(21)	89%	(183)	204
All Christian	10%	(99)	90%	(923)	1021
All Non-Christian	5%	(5)	95%	(102)	107
Atheist	17%	(17)	83%	(88)	105
Agnostic/Nothing in particular	12%	(68)	88%	(523)	591
Something Else	7%	(26)	93%	(349)	375
Religious Non-Protestant/Catholic	9%	(11)	91%	(113)	124
Evangelical	9%	(55)	91%	(547)	602
Non-Evangelical	8%	(60)	92%	(703)	763
Community: Urban	11%	(75)	89%	(584)	659
Community: Suburban	8%	(87)	92%	(942)	1029
Community: Rural	10%	(54)	90%	(458)	512
Employ: Private Sector	13%	(92)	87%	(616)	708
Employ: Government	16%	(23)	84%	(119)	143
Employ: Self-Employed	10%	(18)	90%	(169)	187
Employ: Homemaker	6%	(9)	94%	(141)	150
Employ: Student	20%	(19)	80%	(74)	92
Employ: Retired	4%	(20)	96%	(469)	489
Employ: Unemployed	8%	(22)	92%	(250)	272
Employ: Other	8%	(13)	92%	(146)	159
Military HH: Yes	7%	(25)	93%	(307)	331
Military HH: No	10%	(190)	90%	(1678)	1869
Yes	15%	(89)	85%	(508)	597
No	8%	(126)	92%	(1477)	1603
2020 Vote: Joe Biden	10%	(95)	90%	(893)	987
2020 Vote: Donald Trump	11%	(80)	89%	(638)	718
2020 Vote: Other	12%	(9)	88%	(65)	74
2020 Vote: Didn't Vote	7%	(30)	93%	(387)	417
2018 House Vote: Democrat	8%	(62)	92%	(700)	762
2018 House Vote: Republican	12%	(76)	88%	(538)	614
2018 House Vote: Someone else	7%	(5)	93%	(69)	74

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Table MCFE13_4NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply. I/my family will attend a Halloween party this year

Demographic	Selected		Not Selected		Total N
Adults	10%	(215)	90%	(1985)	2200
2016 Vote: Hillary Clinton	8%	(56)	92%	(674)	731
2016 Vote: Donald Trump	10%	(69)	90%	(590)	659
2016 Vote: Other	7%	(8)	93%	(107)	115
2016 Vote: Didn't Vote	11%	(78)	89%	(613)	691
Voted in 2014: Yes	8%	(106)	92%	(1164)	1270
Voted in 2014: No	12%	(109)	88%	(821)	930
4-Region: Northeast	10%	(38)	90%	(355)	394
4-Region: Midwest	9%	(40)	91%	(422)	462
4-Region: South	9%	(75)	91%	(750)	824
4-Region: West	12%	(62)	88%	(458)	520

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

Table MCFE13_5NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family will celebrate Halloween but on a smaller scale than usual

Demographic	Selected	Not Selected	Total N
Adults	15% (327)	85% (1873)	2200
Gender: Male	15% (159)	85% (903)	1062
Gender: Female	15% (168)	85% (970)	1138
Age: 18-34	18% (120)	82% (535)	655
Age: 35-44	15% (53)	85% (305)	358
Age: 45-64	14% (107)	86% (644)	751
Age: 65+	11% (47)	89% (389)	436
GenZers: 1997-2012	16% (35)	84% (187)	222
Millennials: 1981-1996	18% (123)	82% (544)	667
GenXers: 1965-1980	15% (83)	85% (477)	559
Baby Boomers: 1946-1964	12% (79)	88% (591)	670
PID: Dem (no lean)	18% (151)	82% (707)	859
PID: Ind (no lean)	15% (104)	85% (589)	693
PID: Rep (no lean)	11% (72)	89% (576)	648
PID/Gender: Dem Men	17% (72)	83% (345)	417
PID/Gender: Dem Women	18% (79)	82% (362)	441
PID/Gender: Ind Men	14% (47)	86% (290)	337
PID/Gender: Ind Women	16% (57)	84% (299)	356
PID/Gender: Rep Men	13% (40)	87% (268)	308
PID/Gender: Rep Women	9% (32)	91% (309)	341
Ideo: Liberal (1-3)	20% (120)	80% (486)	605
Ideo: Moderate (4)	16% (105)	84% (549)	654
Ideo: Conservative (5-7)	10% (71)	90% (663)	734
Educ: < College	14% (218)	86% (1294)	1512
Educ: Bachelors degree	13% (59)	87% (384)	444
Educ: Post-grad	21% (50)	79% (194)	244
Income: Under 50k	14% (168)	86% (1011)	1179
Income: 50k-100k	14% (97)	86% (576)	673
Income: 100k+	18% (62)	82% (285)	348
Ethnicity: White	15% (263)	85% (1459)	1722
Ethnicity: Hispanic	19% (65)	81% (285)	349
Ethnicity: Black	15% (42)	85% (232)	274

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Table MCFE13_5NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I/my family will celebrate Halloween but on a smaller scale than usual

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1873)	2200
Ethnicity: Other	11%	(22)	89%	(182)	204
All Christian	15%	(156)	85%	(866)	1021
All Non-Christian	16%	(17)	84%	(90)	107
Atheist	18%	(19)	82%	(86)	105
Agnostic/Nothing in particular	12%	(68)	88%	(523)	591
Something Else	18%	(67)	82%	(308)	375
Religious Non-Protestant/Catholic	17%	(21)	83%	(103)	124
Evangelical	15%	(89)	85%	(513)	602
Non-Evangelical	16%	(126)	84%	(637)	763
Community: Urban	17%	(113)	83%	(546)	659
Community: Suburban	14%	(145)	86%	(884)	1029
Community: Rural	14%	(69)	86%	(442)	512
Employ: Private Sector	16%	(112)	84%	(596)	708
Employ: Government	20%	(29)	80%	(114)	143
Employ: Self-Employed	18%	(33)	82%	(154)	187
Employ: Homemaker	17%	(25)	83%	(125)	150
Employ: Student	20%	(18)	80%	(74)	92
Employ: Retired	10%	(47)	90%	(442)	489
Employ: Unemployed	12%	(34)	88%	(238)	272
Employ: Other	18%	(29)	82%	(130)	159
Military HH: Yes	12%	(39)	88%	(293)	331
Military HH: No	15%	(289)	85%	(1580)	1869
Yes	18%	(109)	82%	(488)	597
No	14%	(218)	86%	(1385)	1603
2020 Vote: Joe Biden	17%	(171)	83%	(817)	987
2020 Vote: Donald Trump	9%	(66)	91%	(652)	718
2020 Vote: Other	13%	(10)	87%	(65)	74
2020 Vote: Didn't Vote	19%	(80)	81%	(337)	417
2018 House Vote: Democrat	19%	(142)	81%	(620)	762
2018 House Vote: Republican	12%	(74)	88%	(540)	614
2018 House Vote: Someone else	8%	(6)	92%	(68)	74

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Table MCFE13_5NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family will celebrate Halloween but on a smaller scale than usual

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1873)	2200
2016 Vote: Hillary Clinton	19%	(142)	81%	(589)	731
2016 Vote: Donald Trump	10%	(67)	90%	(592)	659
2016 Vote: Other	14%	(16)	86%	(99)	115
2016 Vote: Didn't Vote	15%	(102)	85%	(589)	691
Voted in 2014: Yes	15%	(195)	85%	(1075)	1270
Voted in 2014: No	14%	(132)	86%	(797)	930
4-Region: Northeast	14%	(54)	86%	(339)	394
4-Region: Midwest	16%	(74)	84%	(388)	462
4-Region: South	13%	(110)	87%	(715)	824
4-Region: West	17%	(90)	83%	(430)	520

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

Table MCFE13_6NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I/my family will celebrate Halloween but will limit the amount of people we celebrate or interact with

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
Gender: Male	14%	(153)	86%	(909)	1062
Gender: Female	13%	(151)	87%	(987)	1138
Age: 18-34	19%	(127)	81%	(528)	655
Age: 35-44	19%	(66)	81%	(291)	358
Age: 45-64	11%	(83)	89%	(668)	751
Age: 65+	6%	(27)	94%	(409)	436
GenZers: 1997-2012	20%	(43)	80%	(178)	222
Millennials: 1981-1996	21%	(137)	79%	(530)	667
GenXers: 1965-1980	13%	(73)	87%	(486)	559
Baby Boomers: 1946-1964	7%	(46)	93%	(625)	670
PID: Dem (no lean)	15%	(132)	85%	(726)	859
PID: Ind (no lean)	16%	(110)	84%	(583)	693
PID: Rep (no lean)	9%	(61)	91%	(587)	648
PID/Gender: Dem Men	17%	(70)	83%	(347)	417
PID/Gender: Dem Women	14%	(63)	86%	(379)	441
PID/Gender: Ind Men	15%	(52)	85%	(285)	337
PID/Gender: Ind Women	16%	(58)	84%	(298)	356
PID/Gender: Rep Men	10%	(31)	90%	(277)	308
PID/Gender: Rep Women	9%	(30)	91%	(310)	341
Ideo: Liberal (1-3)	17%	(106)	83%	(499)	605
Ideo: Moderate (4)	14%	(90)	86%	(564)	654
Ideo: Conservative (5-7)	10%	(70)	90%	(664)	734
Educ: < College	13%	(200)	87%	(1312)	1512
Educ: Bachelors degree	14%	(60)	86%	(384)	444
Educ: Post-grad	18%	(43)	82%	(201)	244
Income: Under 50k	13%	(152)	87%	(1027)	1179
Income: 50k-100k	14%	(98)	86%	(575)	673
Income: 100k+	16%	(54)	84%	(294)	348
Ethnicity: White	13%	(220)	87%	(1502)	1722
Ethnicity: Hispanic	17%	(58)	83%	(291)	349
Ethnicity: Black	15%	(41)	85%	(234)	274

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Table MCFE13_6NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family will celebrate Halloween but will limit the amount of people we celebrate or interact with

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
Ethnicity: Other	21%	(43)	79%	(161)	204
All Christian	12%	(119)	88%	(903)	1021
All Non-Christian	21%	(23)	79%	(85)	107
Atheist	23%	(24)	77%	(81)	105
Agnostic/Nothing in particular	12%	(71)	88%	(520)	591
Something Else	18%	(68)	82%	(308)	375
Religious Non-Protestant/Catholic	22%	(27)	78%	(96)	124
Evangelical	14%	(83)	86%	(519)	602
Non-Evangelical	13%	(98)	87%	(665)	763
Community: Urban	17%	(113)	83%	(546)	659
Community: Suburban	12%	(123)	88%	(906)	1029
Community: Rural	13%	(68)	87%	(444)	512
Employ: Private Sector	17%	(119)	83%	(589)	708
Employ: Government	16%	(22)	84%	(120)	143
Employ: Self-Employed	23%	(42)	77%	(145)	187
Employ: Homemaker	19%	(28)	81%	(122)	150
Employ: Student	9%	(9)	91%	(83)	92
Employ: Retired	6%	(31)	94%	(459)	489
Employ: Unemployed	10%	(27)	90%	(245)	272
Employ: Other	16%	(25)	84%	(133)	159
Military HH: Yes	14%	(46)	86%	(285)	331
Military HH: No	14%	(258)	86%	(1611)	1869
Yes	22%	(133)	78%	(464)	597
No	11%	(171)	89%	(1432)	1603
2020 Vote: Joe Biden	16%	(155)	84%	(832)	987
2020 Vote: Donald Trump	10%	(70)	90%	(648)	718
2020 Vote: Other	16%	(12)	84%	(63)	74
2020 Vote: Didn't Vote	16%	(66)	84%	(351)	417
2018 House Vote: Democrat	15%	(117)	85%	(645)	762
2018 House Vote: Republican	11%	(66)	89%	(548)	614
2018 House Vote: Someone else	12%	(9)	88%	(65)	74

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Table MCFE13_6NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I/my family will celebrate Halloween but will limit the amount of people we celebrate or interact with

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
2016 Vote: Hillary Clinton	15%	(112)	85%	(619)	731
2016 Vote: Donald Trump	9%	(61)	91%	(598)	659
2016 Vote: Other	15%	(18)	85%	(97)	115
2016 Vote: Didn't Vote	16%	(113)	84%	(579)	691
Voted in 2014: Yes	13%	(160)	87%	(1110)	1270
Voted in 2014: No	15%	(144)	85%	(786)	930
4-Region: Northeast	14%	(55)	86%	(338)	394
4-Region: Midwest	14%	(63)	86%	(399)	462
4-Region: South	12%	(101)	88%	(723)	824
4-Region: West	16%	(85)	84%	(435)	520

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

Table MCFE13_7NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family are nervous to celebrate Halloween as we usually do because of the COVID-19 pandemic

Demographic	Selected	Not Selected	Total N
Adults	11% (250)	89% (1950)	2200
Gender: Male	12% (122)	88% (939)	1062
Gender: Female	11% (128)	89% (1010)	1138
Age: 18-34	13% (83)	87% (572)	655
Age: 35-44	17% (61)	83% (297)	358
Age: 45-64	8% (57)	92% (694)	751
Age: 65+	11% (49)	89% (387)	436
GenZers: 1997-2012	10% (23)	90% (199)	222
Millennials: 1981-1996	15% (99)	85% (568)	667
GenXers: 1965-1980	10% (56)	90% (503)	559
Baby Boomers: 1946-1964	10% (66)	90% (605)	670
PID: Dem (no lean)	15% (127)	85% (732)	859
PID: Ind (no lean)	11% (75)	89% (618)	693
PID: Rep (no lean)	8% (49)	92% (600)	648
PID/Gender: Dem Men	13% (56)	87% (361)	417
PID/Gender: Dem Women	16% (71)	84% (370)	441
PID/Gender: Ind Men	12% (39)	88% (298)	337
PID/Gender: Ind Women	10% (36)	90% (320)	356
PID/Gender: Rep Men	9% (28)	91% (280)	308
PID/Gender: Rep Women	6% (21)	94% (320)	341
Ideo: Liberal (1-3)	14% (87)	86% (518)	605
Ideo: Moderate (4)	14% (89)	86% (565)	654
Ideo: Conservative (5-7)	8% (59)	92% (674)	734
Educ: < College	10% (157)	90% (1355)	1512
Educ: Bachelors degree	13% (57)	87% (387)	444
Educ: Post-grad	15% (36)	85% (208)	244
Income: Under 50k	10% (117)	90% (1062)	1179
Income: 50k-100k	12% (81)	88% (592)	673
Income: 100k+	15% (53)	85% (295)	348
Ethnicity: White	11% (193)	89% (1528)	1722
Ethnicity: Hispanic	17% (61)	83% (289)	349
Ethnicity: Black	11% (31)	89% (243)	274

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Table MCFE13_7NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I/my family are nervous to celebrate Halloween as we usually do because of the COVID-19 pandemic

Demographic	Selected		Not Selected		Total N
Adults	11%	(250)	89%	(1950)	2200
Ethnicity: Other	13%	(26)	87%	(178)	204
All Christian	13%	(128)	87%	(894)	1021
All Non-Christian	19%	(20)	81%	(87)	107
Atheist	13%	(14)	87%	(91)	105
Agnostic/Nothing in particular	9%	(53)	91%	(538)	591
Something Else	10%	(36)	90%	(340)	375
Religious Non-Protestant/Catholic	18%	(22)	82%	(101)	124
Evangelical	14%	(83)	86%	(519)	602
Non-Evangelical	10%	(77)	90%	(686)	763
Community: Urban	13%	(85)	87%	(574)	659
Community: Suburban	11%	(111)	89%	(919)	1029
Community: Rural	11%	(55)	89%	(457)	512
Employ: Private Sector	14%	(97)	86%	(611)	708
Employ: Government	11%	(15)	89%	(127)	143
Employ: Self-Employed	13%	(24)	87%	(163)	187
Employ: Homemaker	11%	(17)	89%	(133)	150
Employ: Student	11%	(10)	89%	(82)	92
Employ: Retired	9%	(46)	91%	(443)	489
Employ: Unemployed	11%	(30)	89%	(242)	272
Employ: Other	7%	(11)	93%	(148)	159
Military HH: Yes	11%	(36)	89%	(296)	331
Military HH: No	11%	(215)	89%	(1654)	1869
Yes	16%	(97)	84%	(500)	597
No	10%	(153)	90%	(1450)	1603
2020 Vote: Joe Biden	15%	(144)	85%	(844)	987
2020 Vote: Donald Trump	6%	(46)	94%	(672)	718
2020 Vote: Other	9%	(7)	91%	(68)	74
2020 Vote: Didn't Vote	13%	(54)	87%	(362)	417
2018 House Vote: Democrat	14%	(108)	86%	(653)	762
2018 House Vote: Republican	8%	(50)	92%	(564)	614
2018 House Vote: Someone else	7%	(5)	93%	(69)	74

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Table MCFE13_7NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I/my family are nervous to celebrate Halloween as we usually do because of the COVID-19 pandemic

Demographic	Selected		Not Selected		Total N
Adults	11%	(250)	89%	(1950)	2200
2016 Vote: Hillary Clinton	15%	(106)	85%	(624)	731
2016 Vote: Donald Trump	7%	(44)	93%	(615)	659
2016 Vote: Other	12%	(14)	88%	(101)	115
2016 Vote: Didn't Vote	12%	(84)	88%	(608)	691
Voted in 2014: Yes	12%	(147)	88%	(1124)	1270
Voted in 2014: No	11%	(104)	89%	(826)	930
4-Region: Northeast	12%	(47)	88%	(346)	394
4-Region: Midwest	10%	(45)	90%	(417)	462
4-Region: South	11%	(92)	89%	(732)	824
4-Region: West	13%	(66)	87%	(454)	520

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

Table MCFE13_8NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 My town has rules or guidelines in place limiting Halloween celebrations and/or festivities

Demographic	Selected		Not Selected		Total N
Adults	7%	(149)	93%	(2051)	2200
Gender: Male	8%	(81)	92%	(981)	1062
Gender: Female	6%	(69)	94%	(1070)	1138
Age: 18-34	9%	(57)	91%	(599)	655
Age: 35-44	11%	(38)	89%	(319)	358
Age: 45-64	4%	(31)	96%	(720)	751
Age: 65+	5%	(23)	95%	(413)	436
GenZers: 1997-2012	9%	(21)	91%	(201)	222
Millennials: 1981-1996	9%	(63)	91%	(604)	667
GenXers: 1965-1980	5%	(26)	95%	(533)	559
Baby Boomers: 1946-1964	5%	(34)	95%	(636)	670
PID: Dem (no lean)	8%	(67)	92%	(791)	859
PID: Ind (no lean)	7%	(51)	93%	(642)	693
PID: Rep (no lean)	5%	(30)	95%	(618)	648
PID/Gender: Dem Men	10%	(44)	90%	(374)	417
PID/Gender: Dem Women	5%	(24)	95%	(418)	441
PID/Gender: Ind Men	6%	(20)	94%	(317)	337
PID/Gender: Ind Women	9%	(31)	91%	(325)	356
PID/Gender: Rep Men	6%	(17)	94%	(291)	308
PID/Gender: Rep Women	4%	(13)	96%	(327)	341
Ideo: Liberal (1-3)	9%	(57)	91%	(548)	605
Ideo: Moderate (4)	6%	(42)	94%	(612)	654
Ideo: Conservative (5-7)	5%	(36)	95%	(698)	734
Educ: < College	6%	(84)	94%	(1428)	1512
Educ: Bachelors degree	7%	(33)	93%	(411)	444
Educ: Post-grad	13%	(33)	87%	(211)	244
Income: Under 50k	6%	(65)	94%	(1114)	1179
Income: 50k-100k	8%	(51)	92%	(622)	673
Income: 100k+	9%	(33)	91%	(315)	348
Ethnicity: White	7%	(126)	93%	(1596)	1722
Ethnicity: Hispanic	11%	(38)	89%	(311)	349
Ethnicity: Black	4%	(10)	96%	(265)	274

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Table MCFE13_8NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
My town has rules or guidelines in place limiting Halloween celebrations and/or festivities

Demographic	Selected		Not Selected		Total N
Adults	7%	(149)	93%	(2051)	2200
Ethnicity: Other	7%	(14)	93%	(190)	204
All Christian	8%	(79)	92%	(942)	1021
All Non-Christian	12%	(12)	88%	(95)	107
Atheist	6%	(7)	94%	(98)	105
Agnostic/Nothing in particular	5%	(29)	95%	(563)	591
Something Else	6%	(22)	94%	(353)	375
Religious Non-Protestant/Catholic	11%	(13)	89%	(110)	124
Evangelical	9%	(52)	91%	(551)	602
Non-Evangelical	6%	(48)	94%	(714)	763
Community: Urban	7%	(49)	93%	(610)	659
Community: Suburban	6%	(57)	94%	(972)	1029
Community: Rural	8%	(43)	92%	(468)	512
Employ: Private Sector	8%	(55)	92%	(653)	708
Employ: Government	13%	(19)	87%	(124)	143
Employ: Self-Employed	7%	(14)	93%	(173)	187
Employ: Homemaker	6%	(8)	94%	(142)	150
Employ: Student	10%	(10)	90%	(83)	92
Employ: Retired	4%	(21)	96%	(468)	489
Employ: Unemployed	7%	(18)	93%	(254)	272
Employ: Other	3%	(5)	97%	(154)	159
Military HH: Yes	9%	(30)	91%	(301)	331
Military HH: No	6%	(119)	94%	(1750)	1869
Yes	11%	(64)	89%	(533)	597
No	5%	(85)	95%	(1518)	1603
2020 Vote: Joe Biden	8%	(78)	92%	(910)	987
2020 Vote: Donald Trump	5%	(34)	95%	(684)	718
2020 Vote: Other	4%	(3)	96%	(72)	74
2020 Vote: Didn't Vote	8%	(34)	92%	(382)	417
2018 House Vote: Democrat	8%	(60)	92%	(702)	762
2018 House Vote: Republican	6%	(34)	94%	(579)	614
2018 House Vote: Someone else	9%	(7)	91%	(67)	74

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Table MCFE13_8NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 My town has rules or guidelines in place limiting Halloween celebrations and/or festivities

Demographic	Selected		Not Selected		Total N
Adults	7%	(149)	93%	(2051)	2200
2016 Vote: Hillary Clinton	8%	(60)	92%	(671)	731
2016 Vote: Donald Trump	5%	(30)	95%	(629)	659
2016 Vote: Other	8%	(9)	92%	(106)	115
2016 Vote: Didn't Vote	7%	(47)	93%	(644)	691
Voted in 2014: Yes	7%	(86)	93%	(1185)	1270
Voted in 2014: No	7%	(63)	93%	(866)	930
4-Region: Northeast	8%	(31)	92%	(362)	394
4-Region: Midwest	8%	(38)	92%	(425)	462
4-Region: South	6%	(47)	94%	(777)	824
4-Region: West	6%	(33)	94%	(487)	520

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

Table MCFE13_9NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I still plan to buy as much Halloween candy as I usually do

Demographic	Selected	Not Selected	Total N
Adults	25% (540)	75% (1660)	2200
Gender: Male	25% (268)	75% (794)	1062
Gender: Female	24% (272)	76% (866)	1138
Age: 18-34	25% (163)	75% (493)	655
Age: 35-44	25% (88)	75% (270)	358
Age: 45-64	24% (180)	76% (570)	751
Age: 65+	25% (109)	75% (327)	436
GenZers: 1997-2012	22% (49)	78% (173)	222
Millennials: 1981-1996	25% (166)	75% (501)	667
GenXers: 1965-1980	24% (137)	76% (422)	559
Baby Boomers: 1946-1964	25% (168)	75% (503)	670
PID: Dem (no lean)	23% (194)	77% (664)	859
PID: Ind (no lean)	23% (158)	77% (535)	693
PID: Rep (no lean)	29% (188)	71% (461)	648
PID/Gender: Dem Men	25% (105)	75% (312)	417
PID/Gender: Dem Women	20% (89)	80% (352)	441
PID/Gender: Ind Men	23% (77)	77% (260)	337
PID/Gender: Ind Women	23% (81)	77% (275)	356
PID/Gender: Rep Men	28% (86)	72% (222)	308
PID/Gender: Rep Women	30% (101)	70% (239)	341
Ideo: Liberal (1-3)	22% (133)	78% (472)	605
Ideo: Moderate (4)	25% (163)	75% (491)	654
Ideo: Conservative (5-7)	29% (213)	71% (521)	734
Educ: < College	24% (367)	76% (1145)	1512
Educ: Bachelors degree	25% (113)	75% (331)	444
Educ: Post-grad	25% (60)	75% (184)	244
Income: Under 50k	21% (249)	79% (930)	1179
Income: 50k-100k	30% (202)	70% (471)	673
Income: 100k+	26% (89)	74% (259)	348
Ethnicity: White	26% (456)	74% (1266)	1722
Ethnicity: Hispanic	22% (78)	78% (271)	349
Ethnicity: Black	17% (47)	83% (228)	274

Continued on next page

Table MCFE13_9NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I still plan to buy as much Halloween candy as I usually do

Demographic	Selected		Not Selected		Total N
Adults	25%	(540)	75%	(1660)	2200
Ethnicity: Other	18%	(37)	82%	(167)	204
All Christian	27%	(274)	73%	(747)	1021
All Non-Christian	22%	(23)	78%	(84)	107
Atheist	18%	(18)	82%	(87)	105
Agnostic/Nothing in particular	24%	(142)	76%	(449)	591
Something Else	22%	(82)	78%	(293)	375
Religious Non-Protestant/Catholic	24%	(30)	76%	(94)	124
Evangelical	24%	(144)	76%	(458)	602
Non-Evangelical	27%	(204)	73%	(559)	763
Community: Urban	19%	(127)	81%	(532)	659
Community: Suburban	27%	(280)	73%	(749)	1029
Community: Rural	26%	(132)	74%	(380)	512
Employ: Private Sector	25%	(180)	75%	(529)	708
Employ: Government	21%	(30)	79%	(113)	143
Employ: Self-Employed	27%	(51)	73%	(137)	187
Employ: Homemaker	31%	(46)	69%	(104)	150
Employ: Student	29%	(27)	71%	(65)	92
Employ: Retired	27%	(131)	73%	(358)	489
Employ: Unemployed	18%	(49)	82%	(222)	272
Employ: Other	17%	(27)	83%	(132)	159
Military HH: Yes	25%	(82)	75%	(249)	331
Military HH: No	24%	(458)	76%	(1411)	1869
Yes	32%	(190)	68%	(407)	597
No	22%	(350)	78%	(1253)	1603
2020 Vote: Joe Biden	22%	(222)	78%	(766)	987
2020 Vote: Donald Trump	29%	(211)	71%	(507)	718
2020 Vote: Other	27%	(20)	73%	(54)	74
2020 Vote: Didn't Vote	21%	(86)	79%	(330)	417
2018 House Vote: Democrat	25%	(187)	75%	(575)	762
2018 House Vote: Republican	30%	(182)	70%	(432)	614
2018 House Vote: Someone else	19%	(14)	81%	(60)	74

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Table MCFE13_9NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I still plan to buy as much Halloween candy as I usually do

Demographic	Selected		Not Selected		Total N
Adults	25%	(540)	75%	(1660)	2200
2016 Vote: Hillary Clinton	23%	(166)	77%	(564)	731
2016 Vote: Donald Trump	31%	(201)	69%	(458)	659
2016 Vote: Other	21%	(24)	79%	(91)	115
2016 Vote: Didn't Vote	21%	(148)	79%	(543)	691
Voted in 2014: Yes	26%	(336)	74%	(935)	1270
Voted in 2014: No	22%	(204)	78%	(725)	930
4-Region: Northeast	29%	(113)	71%	(280)	394
4-Region: Midwest	26%	(119)	74%	(344)	462
4-Region: South	23%	(189)	77%	(635)	824
4-Region: West	23%	(119)	77%	(401)	520

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

Table MCFE13_10NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I don't think it's safe or responsible for people to celebrate Halloween as they normally would this year

Demographic	Selected	Not Selected	Total N
Adults	13% (277)	87% (1923)	2200
Gender: Male	13% (135)	87% (926)	1062
Gender: Female	12% (142)	88% (996)	1138
Age: 18-34	10% (67)	90% (588)	655
Age: 35-44	15% (52)	85% (305)	358
Age: 45-64	12% (89)	88% (662)	751
Age: 65+	16% (70)	84% (367)	436
GenZers: 1997-2012	11% (25)	89% (197)	222
Millennials: 1981-1996	11% (72)	89% (595)	667
GenXers: 1965-1980	12% (69)	88% (490)	559
Baby Boomers: 1946-1964	15% (100)	85% (571)	670
PID: Dem (no lean)	16% (141)	84% (718)	859
PID: Ind (no lean)	10% (72)	90% (621)	693
PID: Rep (no lean)	10% (65)	90% (584)	648
PID/Gender: Dem Men	15% (64)	85% (354)	417
PID/Gender: Dem Women	17% (77)	83% (364)	441
PID/Gender: Ind Men	12% (41)	88% (295)	337
PID/Gender: Ind Women	9% (31)	91% (325)	356
PID/Gender: Rep Men	10% (30)	90% (277)	308
PID/Gender: Rep Women	10% (34)	90% (306)	341
Ideo: Liberal (1-3)	16% (97)	84% (508)	605
Ideo: Moderate (4)	14% (92)	86% (562)	654
Ideo: Conservative (5-7)	10% (75)	90% (658)	734
Educ: < College	12% (178)	88% (1334)	1512
Educ: Bachelors degree	13% (59)	87% (385)	444
Educ: Post-grad	16% (40)	84% (204)	244
Income: Under 50k	13% (150)	87% (1029)	1179
Income: 50k-100k	11% (77)	89% (596)	673
Income: 100k+	14% (50)	86% (298)	348
Ethnicity: White	12% (209)	88% (1512)	1722
Ethnicity: Hispanic	15% (53)	85% (297)	349
Ethnicity: Black	16% (44)	84% (231)	274

Continued on next page

Table MCFE13_10NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I don't think it's safe or responsible for people to celebrate Halloween as they normally would this year

Demographic	Selected		Not Selected		Total N
Adults	13%	(277)	87%	(1923)	2200
Ethnicity: Other	12%	(24)	88%	(180)	204
All Christian	14%	(139)	86%	(882)	1021
All Non-Christian	16%	(17)	84%	(90)	107
Atheist	13%	(14)	87%	(91)	105
Agnostic/Nothing in particular	10%	(60)	90%	(532)	591
Something Else	13%	(48)	87%	(328)	375
Religious Non-Protestant/Catholic	15%	(19)	85%	(104)	124
Evangelical	12%	(74)	88%	(528)	602
Non-Evangelical	14%	(107)	86%	(656)	763
Community: Urban	14%	(94)	86%	(565)	659
Community: Suburban	12%	(124)	88%	(905)	1029
Community: Rural	12%	(60)	88%	(452)	512
Employ: Private Sector	13%	(90)	87%	(618)	708
Employ: Government	12%	(17)	88%	(126)	143
Employ: Self-Employed	14%	(26)	86%	(161)	187
Employ: Homemaker	10%	(15)	90%	(135)	150
Employ: Student	13%	(12)	87%	(80)	92
Employ: Retired	13%	(64)	87%	(425)	489
Employ: Unemployed	11%	(29)	89%	(243)	272
Employ: Other	15%	(24)	85%	(134)	159
Military HH: Yes	12%	(41)	88%	(291)	331
Military HH: No	13%	(237)	87%	(1632)	1869
Yes	12%	(69)	88%	(527)	597
No	13%	(208)	87%	(1395)	1603
2020 Vote: Joe Biden	16%	(158)	84%	(830)	987
2020 Vote: Donald Trump	8%	(60)	92%	(658)	718
2020 Vote: Other	8%	(6)	92%	(69)	74
2020 Vote: Didn't Vote	13%	(54)	87%	(363)	417
2018 House Vote: Democrat	15%	(113)	85%	(649)	762
2018 House Vote: Republican	10%	(62)	90%	(552)	614
2018 House Vote: Someone else	9%	(7)	91%	(67)	74

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Table MCFE13_10NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 I don't think it's safe or responsible for people to celebrate Halloween as they normally would this year

Demographic	Selected		Not Selected		Total N
Adults	13%	(277)	87%	(1923)	2200
2016 Vote: Hillary Clinton	15%	(111)	85%	(619)	731
2016 Vote: Donald Trump	9%	(61)	91%	(598)	659
2016 Vote: Other	15%	(17)	85%	(98)	115
2016 Vote: Didn't Vote	12%	(85)	88%	(606)	691
Voted in 2014: Yes	13%	(167)	87%	(1103)	1270
Voted in 2014: No	12%	(110)	88%	(819)	930
4-Region: Northeast	14%	(54)	86%	(339)	394
4-Region: Midwest	10%	(46)	90%	(417)	462
4-Region: South	12%	(100)	88%	(725)	824
4-Region: West	15%	(78)	85%	(442)	520

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

Table MCFE13_11NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
I and/or my kids plan to trick or treat this year the same way we usually do

Demographic	Selected	Not Selected	Total N
Adults	14% (303)	86% (1897)	2200
Gender: Male	13% (137)	87% (925)	1062
Gender: Female	15% (166)	85% (972)	1138
Age: 18-34	17% (113)	83% (543)	655
Age: 35-44	22% (80)	78% (277)	358
Age: 45-64	12% (87)	88% (664)	751
Age: 65+	5% (23)	95% (413)	436
GenZers: 1997-2012	12% (26)	88% (195)	222
Millennials: 1981-1996	21% (142)	79% (525)	667
GenXers: 1965-1980	15% (81)	85% (478)	559
Baby Boomers: 1946-1964	8% (51)	92% (620)	670
PID: Dem (no lean)	10% (83)	90% (776)	859
PID: Ind (no lean)	14% (99)	86% (594)	693
PID: Rep (no lean)	19% (122)	81% (527)	648
PID/Gender: Dem Men	11% (46)	89% (371)	417
PID/Gender: Dem Women	8% (36)	92% (405)	441
PID/Gender: Ind Men	14% (46)	86% (291)	337
PID/Gender: Ind Women	15% (53)	85% (303)	356
PID/Gender: Rep Men	14% (45)	86% (263)	308
PID/Gender: Rep Women	23% (77)	77% (263)	341
Ideo: Liberal (1-3)	10% (58)	90% (548)	605
Ideo: Moderate (4)	11% (73)	89% (581)	654
Ideo: Conservative (5-7)	19% (136)	81% (597)	734
Educ: < College	14% (215)	86% (1297)	1512
Educ: Bachelors degree	12% (54)	88% (389)	444
Educ: Post-grad	14% (34)	86% (210)	244
Income: Under 50k	12% (139)	88% (1040)	1179
Income: 50k-100k	15% (98)	85% (575)	673
Income: 100k+	19% (66)	81% (282)	348
Ethnicity: White	15% (267)	85% (1455)	1722
Ethnicity: Hispanic	16% (57)	84% (292)	349
Ethnicity: Black	7% (19)	93% (255)	274

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Table MCFE13_11NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply. I and/or my kids plan to trick or treat this year the same way we usually do

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
Ethnicity: Other	9%	(18)	91%	(186)	204
All Christian	14%	(144)	86%	(878)	1021
All Non-Christian	8%	(8)	92%	(99)	107
Atheist	9%	(10)	91%	(95)	105
Agnostic/Nothing in particular	13%	(79)	87%	(512)	591
Something Else	17%	(62)	83%	(313)	375
Religious Non-Protestant/Catholic	11%	(13)	89%	(111)	124
Evangelical	16%	(96)	84%	(506)	602
Non-Evangelical	14%	(105)	86%	(658)	763
Community: Urban	12%	(81)	88%	(578)	659
Community: Suburban	14%	(146)	86%	(883)	1029
Community: Rural	15%	(76)	85%	(435)	512
Employ: Private Sector	17%	(120)	83%	(588)	708
Employ: Government	17%	(24)	83%	(119)	143
Employ: Self-Employed	16%	(30)	84%	(157)	187
Employ: Homemaker	29%	(44)	71%	(106)	150
Employ: Student	18%	(17)	82%	(75)	92
Employ: Retired	7%	(36)	93%	(453)	489
Employ: Unemployed	5%	(15)	95%	(257)	272
Employ: Other	11%	(18)	89%	(141)	159
Military HH: Yes	15%	(49)	85%	(282)	331
Military HH: No	14%	(254)	86%	(1615)	1869
Yes	34%	(203)	66%	(393)	597
No	6%	(100)	94%	(1503)	1603
2020 Vote: Joe Biden	9%	(89)	91%	(898)	987
2020 Vote: Donald Trump	19%	(136)	81%	(582)	718
2020 Vote: Other	20%	(15)	80%	(59)	74
2020 Vote: Didn't Vote	15%	(64)	85%	(353)	417
2018 House Vote: Democrat	10%	(76)	90%	(686)	762
2018 House Vote: Republican	18%	(109)	82%	(505)	614
2018 House Vote: Someone else	16%	(12)	84%	(62)	74

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Table MCFE13_11NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply. I and/or my kids plan to trick or treat this year the same way we usually do

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
2016 Vote: Hillary Clinton	9%	(62)	91%	(668)	731
2016 Vote: Donald Trump	19%	(124)	81%	(535)	659
2016 Vote: Other	15%	(18)	85%	(97)	115
2016 Vote: Didn't Vote	14%	(97)	86%	(594)	691
Voted in 2014: Yes	14%	(173)	86%	(1098)	1270
Voted in 2014: No	14%	(131)	86%	(799)	930
4-Region: Northeast	11%	(43)	89%	(350)	394
4-Region: Midwest	15%	(71)	85%	(391)	462
4-Region: South	14%	(114)	86%	(710)	824
4-Region: West	14%	(75)	86%	(445)	520

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

Table MCFE13_12NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	15%	(333)	85%	(1867)	2200
Gender: Male	15%	(160)	85%	(902)	1062
Gender: Female	15%	(172)	85%	(966)	1138
Age: 18-34	11%	(72)	89%	(583)	655
Age: 35-44	13%	(45)	87%	(313)	358
Age: 45-64	17%	(131)	83%	(620)	751
Age: 65+	19%	(84)	81%	(352)	436
GenZers: 1997-2012	11%	(24)	89%	(197)	222
Millennials: 1981-1996	11%	(76)	89%	(592)	667
GenXers: 1965-1980	19%	(105)	81%	(454)	559
Baby Boomers: 1946-1964	16%	(107)	84%	(563)	670
PID: Dem (no lean)	13%	(109)	87%	(749)	859
PID: Ind (no lean)	17%	(119)	83%	(574)	693
PID: Rep (no lean)	16%	(104)	84%	(545)	648
PID/Gender: Dem Men	11%	(48)	89%	(369)	417
PID/Gender: Dem Women	14%	(61)	86%	(380)	441
PID/Gender: Ind Men	19%	(63)	81%	(274)	337
PID/Gender: Ind Women	16%	(57)	84%	(300)	356
PID/Gender: Rep Men	16%	(49)	84%	(258)	308
PID/Gender: Rep Women	16%	(54)	84%	(286)	341
Ideo: Liberal (1-3)	11%	(64)	89%	(541)	605
Ideo: Moderate (4)	18%	(116)	82%	(538)	654
Ideo: Conservative (5-7)	16%	(121)	84%	(613)	734
Educ: < College	16%	(249)	84%	(1264)	1512
Educ: Bachelors degree	14%	(62)	86%	(381)	444
Educ: Post-grad	9%	(22)	91%	(222)	244
Income: Under 50k	18%	(213)	82%	(967)	1179
Income: 50k-100k	12%	(83)	88%	(590)	673
Income: 100k+	10%	(36)	90%	(311)	348
Ethnicity: White	15%	(264)	85%	(1458)	1722
Ethnicity: Hispanic	11%	(40)	89%	(310)	349
Ethnicity: Black	15%	(41)	85%	(233)	274

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Table MCFE13_12NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	15%	(333)	85%	(1867)	2200
Ethnicity: Other	14%	(28)	86%	(176)	204
All Christian	13%	(135)	87%	(886)	1021
All Non-Christian	14%	(15)	86%	(92)	107
Atheist	18%	(18)	82%	(86)	105
Agnostic/Nothing in particular	17%	(99)	83%	(492)	591
Something Else	17%	(64)	83%	(311)	375
Religious Non-Protestant/Catholic	13%	(16)	87%	(107)	124
Evangelical	17%	(104)	83%	(498)	602
Non-Evangelical	12%	(93)	88%	(670)	763
Community: Urban	16%	(103)	84%	(556)	659
Community: Suburban	14%	(145)	86%	(884)	1029
Community: Rural	17%	(85)	83%	(427)	512
Employ: Private Sector	13%	(91)	87%	(618)	708
Employ: Government	10%	(15)	90%	(128)	143
Employ: Self-Employed	12%	(22)	88%	(165)	187
Employ: Homemaker	14%	(21)	86%	(129)	150
Employ: Student	6%	(5)	94%	(87)	92
Employ: Retired	19%	(94)	81%	(395)	489
Employ: Unemployed	24%	(64)	76%	(208)	272
Employ: Other	13%	(20)	87%	(139)	159
Military HH: Yes	16%	(53)	84%	(278)	331
Military HH: No	15%	(279)	85%	(1589)	1869
Yes	7%	(42)	93%	(555)	597
No	18%	(291)	82%	(1312)	1603
2020 Vote: Joe Biden	12%	(118)	88%	(869)	987
2020 Vote: Donald Trump	18%	(127)	82%	(591)	718
2020 Vote: Other	15%	(11)	85%	(63)	74
2020 Vote: Didn't Vote	18%	(76)	82%	(341)	417
2018 House Vote: Democrat	11%	(82)	89%	(680)	762
2018 House Vote: Republican	15%	(91)	85%	(523)	614
2018 House Vote: Someone else	29%	(21)	71%	(53)	74

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Table MCFE13_12NET: Consider your plans for Halloween this year. Do the following apply to you or your family? Please select all that apply.
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	15%	(333)	85%	(1867)	2200
2016 Vote: Hillary Clinton	11%	(82)	89%	(649)	731
2016 Vote: Donald Trump	19%	(125)	81%	(534)	659
2016 Vote: Other	14%	(17)	86%	(99)	115
2016 Vote: Didn't Vote	16%	(110)	84%	(582)	691
Voted in 2014: Yes	14%	(179)	86%	(1092)	1270
Voted in 2014: No	17%	(154)	83%	(776)	930
4-Region: Northeast	13%	(49)	87%	(344)	394
4-Region: Midwest	18%	(81)	82%	(381)	462
4-Region: South	14%	(117)	86%	(707)	824
4-Region: West	16%	(85)	84%	(435)	520

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	222	10%
	Millennials: 1981-1996	667	30%
	GenXers: 1965-1980	559	25%
	Baby Boomers: 1946-1964	670	30%
	N	2119	
xpid3	PID: Dem (no lean)	859	39%
	PID: Ind (no lean)	693	31%
	PID: Rep (no lean)	648	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	417	19%
	PID/Gender: Dem Women	441	20%
	PID/Gender: Ind Men	337	15%
	PID/Gender: Ind Women	356	16%
	PID/Gender: Rep Men	308	14%
	PID/Gender: Rep Women	341	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	605	28%
	Ideo: Moderate (4)	654	30%
	Ideo: Conservative (5-7)	734	33%
	N	1993	
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	1179	54%
	Income: 50k-100k	673	31%
	Income: 100k+	348	16%
	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	1021	46%
	All Non-Christian	107	5%
	Atheist	105	5%
	Agnostic/Nothing in particular	591	27%
	Something Else	375	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	124	6%
xdemEvang	Evangelical	602	27%
	Non-Evangelical	763	35%
	N	1365	
xdemUsr	Community: Urban	659	30%
	Community: Suburban	1029	47%
	Community: Rural	512	23%
	N	2200	
xdemEmploy	Employ: Private Sector	708	32%
	Employ: Government	143	6%
	Employ: Self-Employed	187	9%
	Employ: Homemaker	150	7%
	Employ: Student	92	4%
	Employ: Retired	489	22%
	Employ: Unemployed	272	12%
	Employ: Other	159	7%
	N	2200	
xdemMilHH1	Military HH: Yes	331	15%
	Military HH: No	1869	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demKidsnew	Yes	597	27%
	No	1603	73%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	987	45%
	2020 Vote: Donald Trump	718	33%
	2020 Vote: Other	74	3%
	2020 Vote: Didn't Vote	417	19%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	762	35%
	2018 House Vote: Republican	614	28%
	2018 House Vote: Someone else	74	3%
	N	1450	
xsubVote16O	2016 Vote: Hillary Clinton	731	33%
	2016 Vote: Donald Trump	659	30%
	2016 Vote: Other	115	5%
	2016 Vote: Didn't Vote	691	31%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1270	58%
	Voted in 2014: No	930	42%
	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	

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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