MORNING CONSULT

National Tracking Poll #2304124
April 25-27, 2023

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCBR1_1: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The logo*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	13%	(290)	36%	(786)	51%	(1125)	2201
Gender: Male	16%	(169)	39%	(419)	45%	(480)	1069
Gender: Female	11%	(120)	32%	(366)	57%	(641)	1128
Age: 18-34	21%	(130)	43%	(271)	36%	(230)	631
Age: 35-44	16%	(58)	41%	(152)	43%	(162)	372
Age: 45-64	12%	(84)	31%	(217)	58%	(410)	711
Age: 65+	4%	(17)	30%	(146)	66%	(323)	487
GenZers: 1997-2012	22%	(50)	44%	(101)	34%	(79)	230
Millennials: 1981-1996	18%	(128)	43%	(302)	39%	(277)	707
GenXers: 1965-1980	14%	(73)	30%	(159)	56%	(291)	523
Baby Boomers: 1946-1964	5%	(34)	31%	(211)	64%	(444)	688
PID: Dem (no lean)	19%	(172)	36%	(334)	45%	(422)	928
PID: Ind (no lean)	6%	(38)	36%	(214)	57%	(339)	591
PID: Rep (no lean)	12%	(79)	35%	(238)	53%	(364)	682
PID/Gender: Dem Men	22%	(101)	40%	(182)	37%	(169)	452
PID/Gender: Dem Women	15%	(71)	32%	(151)	53%	(251)	473
PID/Gender: Ind Men	8%	(21)	38%	(103)	55%	(149)	274
PID/Gender: Ind Women	5%	(17)	35%	(112)	59%	(187)	316
PID/Gender: Rep Men	14%	(47)	39%	(134)	47%	(161)	343
PID/Gender: Rep Women	10%	(32)	31%	(104)	60%	(203)	339
Ideo: Liberal (1-3)	18%	(114)	36%	(223)	46%	(289)	626
Ideo: Moderate (4)	12%	(84)	36%	(259)	52%	(378)	721
Ideo: Conservative (5-7)	11%	(79)	36%	(250)	53%	(372)	701
Educ: < College	13%	(193)	35%	(503)	52%	(742)	1438
Educ: Bachelors degree	9%	(42)	39%	(189)	52%	(253)	484
Educ: Post-grad	19%	(54)	34%	(94)	47%	(130)	278

Continued on next page

Table MCBR1_1: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store?*
The logo

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	13%	(290)	36%	(786)	51%	(1125)	2201
Income: Under 50k	13%	(152)	35%	(417)	52%	(626)	1195
Income: 50k-100k	10%	(63)	37%	(238)	54%	(348)	649
Income: 100k+	21%	(75)	37%	(130)	43%	(152)	357
Ethnicity: White	12%	(199)	35%	(591)	54%	(909)	1698
Ethnicity: Hispanic	17%	(64)	42%	(158)	41%	(157)	379
Ethnicity: Black	22%	(61)	38%	(107)	41%	(115)	283
Ethnicity: Other	13%	(30)	40%	(89)	46%	(101)	220
All Christian	12%	(118)	36%	(363)	52%	(516)	997
All Non-Christian	31%	(63)	38%	(76)	31%	(62)	201
Atheist	2%	(2)	35%	(37)	63%	(68)	107
Agnostic/Nothing in particular	11%	(58)	34%	(184)	56%	(304)	546
Something Else	14%	(49)	36%	(126)	50%	(175)	349
Religious Non-Protestant/Catholic	30%	(65)	37%	(80)	32%	(69)	213
Evangelical	16%	(91)	38%	(220)	47%	(273)	583
Non-Evangelical	9%	(69)	35%	(253)	56%	(404)	726
Community: Urban	20%	(131)	38%	(246)	42%	(271)	648
Community: Suburban	11%	(111)	35%	(360)	54%	(558)	1029
Community: Rural	9%	(48)	34%	(179)	57%	(296)	524
Employ: Private Sector	14%	(102)	41%	(292)	44%	(314)	708
Employ: Government	34%	(58)	32%	(56)	34%	(59)	174
Employ: Self-Employed	14%	(26)	37%	(67)	49%	(88)	181
Employ: Homemaker	11%	(15)	31%	(43)	58%	(81)	140
Employ: Student	24%	(19)	52%	(41)	25%	(20)	80
Employ: Retired	5%	(30)	28%	(163)	67%	(387)	579
Employ: Unemployed	11%	(24)	34%	(74)	56%	(123)	221
Employ: Other	13%	(15)	42%	(50)	45%	(52)	117
Military HH: Yes	10%	(31)	32%	(96)	57%	(170)	297
Military HH: No	14%	(259)	36%	(690)	50%	(955)	1904

Continued on next page

Table MCBR1_1: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The logo*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	13%	(290)	36%	(786)	51%	(1125)	2201
2022 House Vote: Democrat	16%	(145)	34%	(302)	50%	(442)	890
2022 House Vote: Republican	10%	(64)	34%	(227)	56%	(370)	661
2022 House Vote: Didnt Vote	13%	(79)	40%	(243)	47%	(290)	612
2020 Vote: Joe Biden	17%	(155)	34%	(324)	49%	(460)	940
2020 Vote: Donald Trump	10%	(67)	34%	(236)	56%	(390)	692
2020 Vote: Other	1%	(1)	34%	(20)	65%	(39)	60
2020 Vote: Didn't Vote	13%	(67)	40%	(206)	46%	(236)	509
2018 House Vote: Democrat	18%	(149)	34%	(282)	48%	(394)	825
2018 House Vote: Republican	7%	(42)	33%	(198)	60%	(353)	593
2018 House Vote: Didnt Vote	13%	(98)	39%	(293)	48%	(356)	747
4-Region: Northeast	15%	(57)	33%	(125)	53%	(203)	386
4-Region: Midwest	11%	(50)	37%	(169)	52%	(235)	455
4-Region: South	11%	(93)	37%	(313)	52%	(434)	839
4-Region: West	17%	(90)	34%	(179)	48%	(253)	521

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

Table MCBR1_2: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The price*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	71%	(1567)	22%	(481)	7%	(153)	2201
Gender: Male	69%	(742)	25%	(270)	5%	(57)	1069
Gender: Female	73%	(823)	19%	(210)	8%	(95)	1128
Age: 18-34	63%	(396)	26%	(164)	11%	(71)	631
Age: 35-44	63%	(234)	27%	(99)	11%	(39)	372
Age: 45-64	76%	(540)	19%	(136)	5%	(36)	711
Age: 65+	82%	(397)	17%	(83)	1%	(7)	487
GenZers: 1997-2012	56%	(129)	28%	(65)	15%	(35)	230
Millennials: 1981-1996	64%	(452)	26%	(184)	10%	(70)	707
GenXers: 1965-1980	74%	(388)	20%	(104)	6%	(31)	523
Baby Boomers: 1946-1964	81%	(557)	17%	(115)	2%	(16)	688
PID: Dem (no lean)	71%	(662)	22%	(207)	6%	(59)	928
PID: Ind (no lean)	68%	(400)	23%	(137)	9%	(54)	591
PID: Rep (no lean)	74%	(505)	20%	(137)	6%	(40)	682
PID/Gender: Dem Men	69%	(311)	26%	(116)	6%	(26)	452
PID/Gender: Dem Women	74%	(350)	19%	(90)	7%	(33)	473
PID/Gender: Ind Men	68%	(186)	27%	(74)	5%	(14)	274
PID/Gender: Ind Women	67%	(212)	20%	(64)	13%	(40)	316
PID/Gender: Rep Men	71%	(245)	24%	(81)	5%	(17)	343
PID/Gender: Rep Women	77%	(261)	17%	(56)	7%	(22)	339
Ideo: Liberal (1-3)	71%	(442)	24%	(149)	6%	(35)	626
Ideo: Moderate (4)	71%	(511)	23%	(163)	7%	(47)	721
Ideo: Conservative (5-7)	76%	(530)	19%	(134)	5%	(37)	701
Educ: < College	70%	(1011)	21%	(300)	9%	(127)	1438
Educ: Bachelors degree	75%	(361)	23%	(110)	3%	(14)	484
Educ: Post-grad	70%	(195)	26%	(72)	4%	(12)	278
Income: Under 50k	75%	(893)	17%	(209)	8%	(93)	1195
Income: 50k-100k	69%	(449)	25%	(163)	6%	(37)	649
Income: 100k+	63%	(225)	31%	(109)	6%	(23)	357
Ethnicity: White	72%	(1224)	21%	(362)	7%	(113)	1698
Ethnicity: Hispanic	67%	(252)	26%	(99)	7%	(28)	379

Continued on next page

Table MCBR1_2: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store?*
The price

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	71%	(1567)	22%	(481)	7%	(153)	2201
Ethnicity: Black	65%	(184)	24%	(67)	11%	(32)	283
Ethnicity: Other	72%	(159)	24%	(53)	4%	(8)	220
All Christian	75%	(747)	20%	(204)	5%	(46)	997
All Non-Christian	64%	(129)	31%	(61)	5%	(10)	201
Atheist	80%	(85)	17%	(18)	3%	(3)	107
Agnostic/Nothing in particular	66%	(359)	22%	(123)	12%	(64)	546
Something Else	70%	(246)	21%	(75)	8%	(29)	349
Religious Non-Protestant/Catholic	66%	(140)	30%	(63)	5%	(10)	213
Evangelical	74%	(432)	19%	(112)	7%	(39)	583
Non-Evangelical	74%	(539)	21%	(154)	5%	(34)	726
Community: Urban	71%	(458)	21%	(137)	8%	(54)	648
Community: Suburban	73%	(752)	21%	(219)	6%	(57)	1029
Community: Rural	68%	(357)	24%	(125)	8%	(41)	524
Employ: Private Sector	70%	(498)	24%	(172)	5%	(38)	708
Employ: Government	65%	(113)	27%	(47)	8%	(14)	174
Employ: Self-Employed	60%	(108)	33%	(61)	7%	(13)	181
Employ: Homemaker	69%	(96)	20%	(29)	11%	(16)	140
Employ: Student	65%	(52)	27%	(22)	8%	(6)	80
Employ: Retired	80%	(465)	18%	(102)	2%	(12)	579
Employ: Unemployed	69%	(153)	13%	(28)	18%	(39)	221
Employ: Other	69%	(81)	19%	(22)	12%	(14)	117
Military HH: Yes	69%	(206)	25%	(75)	5%	(16)	297
Military HH: No	71%	(1361)	21%	(406)	7%	(137)	1904
2022 House Vote: Democrat	72%	(642)	23%	(202)	5%	(45)	890
2022 House Vote: Republican	74%	(488)	21%	(138)	5%	(35)	661
2022 House Vote: Didnt Vote	67%	(409)	22%	(133)	11%	(70)	612
2020 Vote: Joe Biden	73%	(689)	22%	(203)	5%	(48)	940
2020 Vote: Donald Trump	74%	(514)	20%	(140)	6%	(38)	692
2020 Vote: Other	73%	(44)	22%	(13)	6%	(3)	60
2020 Vote: Didn't Vote	63%	(321)	25%	(125)	12%	(63)	509

Table MCBR1_2: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The price*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	71%	(1567)	22%	(481)	7%	(153)	2201
2018 House Vote: Democrat	73%	(605)	22%	(178)	5%	(41)	825
2018 House Vote: Republican	76%	(451)	19%	(115)	5%	(27)	593
2018 House Vote: Didnt Vote	65%	(483)	24%	(181)	11%	(82)	747
4-Region: Northeast	75%	(289)	19%	(75)	6%	(22)	386
4-Region: Midwest	69%	(315)	22%	(102)	8%	(38)	455
4-Region: South	71%	(592)	22%	(182)	8%	(65)	839
4-Region: West	71%	(371)	24%	(123)	5%	(28)	521

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

Table MCBR1_3: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store?*
The quality of the product

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	73%	(1618)	19%	(417)	8%	(166)	2201
Gender: Male	76%	(812)	20%	(212)	4%	(44)	1069
Gender: Female	71%	(801)	18%	(205)	11%	(122)	1128
Age: 18-34	66%	(417)	24%	(152)	10%	(62)	631
Age: 35-44	66%	(246)	24%	(88)	10%	(37)	372
Age: 45-64	76%	(544)	16%	(116)	7%	(51)	711
Age: 65+	84%	(411)	12%	(60)	3%	(16)	487
GenZers: 1997-2012	60%	(137)	26%	(60)	14%	(33)	230
Millennials: 1981-1996	68%	(481)	23%	(162)	9%	(63)	707
GenXers: 1965-1980	73%	(380)	19%	(101)	8%	(42)	523
Baby Boomers: 1946-1964	84%	(576)	12%	(84)	4%	(28)	688
PID: Dem (no lean)	72%	(672)	20%	(182)	8%	(74)	928
PID: Ind (no lean)	70%	(416)	20%	(119)	10%	(56)	591
PID: Rep (no lean)	78%	(530)	17%	(116)	5%	(36)	682
PID/Gender: Dem Men	73%	(330)	22%	(100)	5%	(22)	452
PID/Gender: Dem Women	72%	(339)	17%	(83)	11%	(52)	473
PID/Gender: Ind Men	76%	(207)	19%	(52)	6%	(15)	274
PID/Gender: Ind Women	66%	(208)	21%	(67)	13%	(41)	316
PID/Gender: Rep Men	80%	(275)	18%	(61)	2%	(7)	343
PID/Gender: Rep Women	75%	(255)	16%	(55)	9%	(29)	339
Ideo: Liberal (1-3)	75%	(471)	19%	(116)	6%	(39)	626
Ideo: Moderate (4)	71%	(514)	20%	(145)	9%	(62)	721
Ideo: Conservative (5-7)	77%	(539)	19%	(134)	4%	(29)	701
Educ: < College	70%	(1002)	20%	(291)	10%	(145)	1438
Educ: Bachelors degree	82%	(398)	16%	(76)	2%	(11)	484
Educ: Post-grad	78%	(218)	18%	(50)	4%	(10)	278
Income: Under 50k	69%	(821)	21%	(250)	10%	(124)	1195
Income: 50k-100k	76%	(495)	20%	(127)	4%	(27)	649
Income: 100k+	84%	(302)	11%	(40)	4%	(16)	357
Ethnicity: White	74%	(1249)	19%	(325)	7%	(124)	1698
Ethnicity: Hispanic	69%	(260)	25%	(96)	6%	(23)	379

Table MCBR1_3: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store?*
The quality of the product

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	73%	(1618)	19%	(417)	8%	(166)	2201
Ethnicity: Black	72%	(202)	18%	(50)	11%	(31)	283
Ethnicity: Other	76%	(166)	19%	(42)	5%	(11)	220
All Christian	79%	(784)	16%	(164)	5%	(50)	997
All Non-Christian	63%	(126)	30%	(60)	8%	(15)	201
Atheist	79%	(85)	17%	(18)	4%	(4)	107
Agnostic/Nothing in particular	70%	(381)	19%	(101)	12%	(64)	546
Something Else	69%	(241)	21%	(75)	10%	(33)	349
Religious Non-Protestant/Catholic	64%	(136)	29%	(62)	7%	(15)	213
Evangelical	71%	(412)	22%	(131)	7%	(40)	583
Non-Evangelical	81%	(590)	13%	(96)	6%	(41)	726
Community: Urban	70%	(456)	22%	(142)	8%	(50)	648
Community: Suburban	77%	(789)	17%	(172)	7%	(67)	1029
Community: Rural	71%	(372)	20%	(103)	9%	(49)	524
Employ: Private Sector	76%	(539)	20%	(142)	4%	(28)	708
Employ: Government	62%	(108)	28%	(48)	10%	(18)	174
Employ: Self-Employed	72%	(131)	20%	(37)	8%	(14)	181
Employ: Homemaker	65%	(92)	22%	(30)	13%	(18)	140
Employ: Student	68%	(54)	25%	(20)	7%	(6)	80
Employ: Retired	83%	(482)	13%	(75)	4%	(22)	579
Employ: Unemployed	62%	(136)	16%	(36)	22%	(48)	221
Employ: Other	64%	(75)	24%	(28)	11%	(13)	117
Military HH: Yes	80%	(236)	14%	(41)	7%	(20)	297
Military HH: No	73%	(1381)	20%	(376)	8%	(147)	1904
2022 House Vote: Democrat	77%	(686)	17%	(155)	5%	(48)	890
2022 House Vote: Republican	78%	(517)	17%	(112)	5%	(32)	661
2022 House Vote: Didnt Vote	63%	(386)	23%	(142)	14%	(84)	612
2020 Vote: Joe Biden	77%	(727)	17%	(161)	6%	(52)	940
2020 Vote: Donald Trump	78%	(543)	16%	(113)	5%	(36)	692
2020 Vote: Other	78%	(47)	19%	(11)	3%	(2)	60
2020 Vote: Didn't Vote	59%	(300)	26%	(132)	15%	(77)	509

Table MCBR1_3: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The quality of the product*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	73%	(1618)	19%	(417)	8%	(166)	2201
2018 House Vote: Democrat	78%	(642)	17%	(141)	5%	(42)	825
2018 House Vote: Republican	78%	(461)	18%	(104)	5%	(28)	593
2018 House Vote: Didnt Vote	65%	(485)	22%	(167)	13%	(94)	747
4-Region: Northeast	73%	(282)	19%	(74)	8%	(29)	386
4-Region: Midwest	77%	(348)	15%	(68)	9%	(39)	455
4-Region: South	73%	(615)	20%	(172)	6%	(53)	839
4-Region: West	71%	(373)	20%	(103)	9%	(46)	521

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

Table MCBR1_4: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store?*
The quantity of the product

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	53%	(1159)	37%	(816)	10%	(226)	2201
Gender: Male	54%	(575)	38%	(408)	8%	(86)	1069
Gender: Female	52%	(581)	36%	(407)	12%	(140)	1128
Age: 18-34	50%	(318)	38%	(241)	11%	(72)	631
Age: 35-44	52%	(192)	37%	(137)	11%	(42)	372
Age: 45-64	54%	(383)	37%	(264)	9%	(64)	711
Age: 65+	55%	(265)	36%	(174)	10%	(48)	487
GenZers: 1997-2012	41%	(94)	44%	(101)	15%	(34)	230
Millennials: 1981-1996	53%	(373)	37%	(265)	10%	(69)	707
GenXers: 1965-1980	54%	(282)	37%	(192)	9%	(49)	523
Baby Boomers: 1946-1964	56%	(386)	34%	(233)	10%	(69)	688
PID: Dem (no lean)	54%	(504)	36%	(332)	10%	(92)	928
PID: Ind (no lean)	48%	(283)	39%	(231)	13%	(78)	591
PID: Rep (no lean)	54%	(371)	37%	(254)	8%	(57)	682
PID/Gender: Dem Men	55%	(251)	36%	(161)	9%	(40)	452
PID/Gender: Dem Women	53%	(253)	36%	(169)	11%	(52)	473
PID/Gender: Ind Men	50%	(136)	41%	(112)	9%	(25)	274
PID/Gender: Ind Women	46%	(145)	37%	(118)	17%	(53)	316
PID/Gender: Rep Men	55%	(188)	39%	(134)	6%	(21)	343
PID/Gender: Rep Women	54%	(184)	35%	(120)	10%	(35)	339
Ideo: Liberal (1-3)	50%	(316)	41%	(259)	8%	(51)	626
Ideo: Moderate (4)	51%	(368)	36%	(261)	13%	(91)	721
Ideo: Conservative (5-7)	57%	(400)	35%	(248)	8%	(54)	701
Educ: < College	52%	(748)	36%	(517)	12%	(173)	1438
Educ: Bachelors degree	53%	(258)	39%	(191)	7%	(35)	484
Educ: Post-grad	55%	(152)	39%	(108)	6%	(18)	278
Income: Under 50k	52%	(618)	37%	(440)	11%	(137)	1195
Income: 50k-100k	53%	(345)	37%	(242)	10%	(63)	649
Income: 100k+	55%	(195)	38%	(135)	7%	(27)	357
Ethnicity: White	53%	(902)	37%	(625)	10%	(172)	1698
Ethnicity: Hispanic	54%	(205)	38%	(143)	8%	(31)	379

Table MCBR1_4: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The quantity of the product*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	53%	(1159)	37%	(816)	10%	(226)	2201
Ethnicity: Black	59%	(166)	28%	(79)	13%	(38)	283
Ethnicity: Other	42%	(91)	51%	(112)	8%	(17)	220
All Christian	55%	(545)	37%	(372)	8%	(81)	997
All Non-Christian	53%	(106)	38%	(77)	9%	(18)	201
Atheist	53%	(57)	42%	(45)	5%	(5)	107
Agnostic/Nothing in particular	47%	(256)	37%	(202)	16%	(89)	546
Something Else	56%	(194)	35%	(122)	10%	(33)	349
Religious Non-Protestant/Catholic	53%	(114)	38%	(80)	9%	(19)	213
Evangelical	58%	(339)	34%	(196)	8%	(48)	583
Non-Evangelical	52%	(381)	39%	(283)	9%	(63)	726
Community: Urban	57%	(369)	33%	(212)	10%	(67)	648
Community: Suburban	51%	(523)	40%	(408)	9%	(98)	1029
Community: Rural	51%	(266)	38%	(196)	12%	(61)	524
Employ: Private Sector	56%	(398)	36%	(253)	8%	(58)	708
Employ: Government	49%	(86)	40%	(70)	10%	(18)	174
Employ: Self-Employed	49%	(90)	40%	(72)	11%	(20)	181
Employ: Homemaker	48%	(67)	42%	(59)	10%	(14)	140
Employ: Student	38%	(30)	56%	(45)	6%	(5)	80
Employ: Retired	54%	(314)	37%	(212)	9%	(54)	579
Employ: Unemployed	47%	(103)	32%	(71)	21%	(46)	221
Employ: Other	60%	(70)	30%	(35)	10%	(12)	117
Military HH: Yes	55%	(162)	37%	(110)	8%	(25)	297
Military HH: No	52%	(997)	37%	(706)	11%	(201)	1904
2022 House Vote: Democrat	56%	(499)	35%	(308)	9%	(82)	890
2022 House Vote: Republican	52%	(344)	39%	(260)	9%	(57)	661
2022 House Vote: Didnt Vote	49%	(298)	38%	(232)	13%	(82)	612
2020 Vote: Joe Biden	55%	(518)	36%	(340)	9%	(82)	940
2020 Vote: Donald Trump	53%	(367)	38%	(263)	9%	(62)	692
2020 Vote: Other	50%	(30)	41%	(25)	9%	(5)	60
2020 Vote: Didn't Vote	48%	(244)	37%	(189)	15%	(77)	509

Table MCBR1_4: *How much of a consideration are the following when deciding whether or not to purchase a specific product at the grocery store? The quantity of the product*

Demographic	Major consideration		Minor consideration		Not a consideration at all		Total N
Adults	53%	(1159)	37%	(816)	10%	(226)	2201
2018 House Vote: Democrat	56%	(465)	34%	(284)	9%	(76)	825
2018 House Vote: Republican	53%	(314)	39%	(230)	8%	(49)	593
2018 House Vote: Didnt Vote	48%	(360)	39%	(291)	13%	(96)	747
4-Region: Northeast	52%	(199)	38%	(147)	10%	(40)	386
4-Region: Midwest	47%	(214)	41%	(184)	12%	(56)	455
4-Region: South	58%	(485)	33%	(279)	9%	(75)	839
4-Region: West	50%	(261)	39%	(206)	10%	(55)	521

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

Table MCBR2_1: *And specifically, have you ever purchased a product because of the following?*

It had an interesting logo

Demographic	Yes		No		Total N
Adults	34%	(753)	66%	(1448)	2201
Gender: Male	38%	(410)	62%	(659)	1069
Gender: Female	30%	(341)	70%	(787)	1128
Age: 18-34	56%	(351)	44%	(280)	631
Age: 35-44	44%	(162)	56%	(210)	372
Age: 45-64	26%	(186)	74%	(525)	711
Age: 65+	11%	(53)	89%	(434)	487
GenZers: 1997-2012	56%	(128)	44%	(102)	230
Millennials: 1981-1996	52%	(368)	48%	(338)	707
GenXers: 1965-1980	29%	(153)	71%	(370)	523
Baby Boomers: 1946-1964	14%	(97)	86%	(591)	688
PID: Dem (no lean)	43%	(398)	57%	(530)	928
PID: Ind (no lean)	27%	(160)	73%	(431)	591
PID: Rep (no lean)	29%	(195)	71%	(487)	682
PID/Gender: Dem Men	48%	(218)	52%	(235)	452
PID/Gender: Dem Women	38%	(178)	62%	(295)	473
PID/Gender: Ind Men	30%	(82)	70%	(191)	274
PID/Gender: Ind Women	25%	(78)	75%	(238)	316
PID/Gender: Rep Men	32%	(110)	68%	(233)	343
PID/Gender: Rep Women	25%	(85)	75%	(254)	339
Ideo: Liberal (1-3)	40%	(253)	60%	(373)	626
Ideo: Moderate (4)	32%	(233)	68%	(487)	721
Ideo: Conservative (5-7)	31%	(219)	69%	(482)	701
Educ: < College	33%	(476)	67%	(963)	1438
Educ: Bachelors degree	35%	(167)	65%	(317)	484
Educ: Post-grad	40%	(110)	60%	(168)	278
Income: Under 50k	31%	(371)	69%	(823)	1195
Income: 50k-100k	33%	(216)	67%	(433)	649
Income: 100k+	46%	(165)	54%	(192)	357
Ethnicity: White	32%	(551)	68%	(1147)	1698
Ethnicity: Hispanic	46%	(174)	54%	(205)	379
Ethnicity: Black	39%	(110)	61%	(173)	283

Table MCBR2_1: *And specifically, have you ever purchased a product because of the following?*

It had an interesting logo

Demographic	Yes		No		Total N
Adults	34%	(753)	66%	(1448)	2201
Ethnicity: Other	42%	(91)	58%	(128)	220
All Christian	31%	(313)	69%	(684)	997
All Non-Christian	54%	(109)	46%	(92)	201
Atheist	31%	(33)	69%	(73)	107
Agnostic/Nothing in particular	32%	(174)	68%	(373)	546
Something Else	35%	(123)	65%	(226)	349
Religious Non-Protestant/Catholic	52%	(111)	48%	(102)	213
Evangelical	37%	(214)	63%	(369)	583
Non-Evangelical	29%	(212)	71%	(514)	726
Community: Urban	42%	(275)	58%	(374)	648
Community: Suburban	33%	(336)	67%	(693)	1029
Community: Rural	27%	(143)	73%	(381)	524
Employ: Private Sector	42%	(299)	58%	(409)	708
Employ: Government	50%	(88)	50%	(86)	174
Employ: Self-Employed	39%	(71)	61%	(110)	181
Employ: Homemaker	37%	(52)	63%	(88)	140
Employ: Student	70%	(56)	30%	(24)	80
Employ: Retired	14%	(83)	86%	(497)	579
Employ: Unemployed	27%	(59)	73%	(161)	221
Employ: Other	38%	(45)	62%	(72)	117
Military HH: Yes	25%	(75)	75%	(222)	297
Military HH: No	36%	(678)	64%	(1226)	1904
2022 House Vote: Democrat	40%	(355)	60%	(535)	890
2022 House Vote: Republican	27%	(175)	73%	(486)	661
2022 House Vote: Didnt Vote	35%	(216)	65%	(396)	612
2020 Vote: Joe Biden	40%	(372)	60%	(568)	940
2020 Vote: Donald Trump	26%	(178)	74%	(514)	692
2020 Vote: Other	19%	(11)	81%	(49)	60
2020 Vote: Didn't Vote	38%	(192)	62%	(317)	509

Continued on next page

Table MCBR2_1: *And specifically, have you ever purchased a product because of the following?*

It had an interesting logo

Demographic	Yes		No		Total N
Adults	34%	(753)	66%	(1448)	2201
2018 House Vote: Democrat	39%	(321)	61%	(504)	825
2018 House Vote: Republican	25%	(148)	75%	(445)	593
2018 House Vote: Didnt Vote	37%	(276)	63%	(471)	747
4-Region: Northeast	31%	(121)	69%	(264)	386
4-Region: Midwest	34%	(157)	66%	(298)	455
4-Region: South	32%	(266)	68%	(574)	839
4-Region: West	40%	(209)	60%	(312)	521

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

Table MCBR2_2: *And specifically, have you ever purchased a product because of the following?*
It had limited edition packaging

Demographic	Yes		No		Total N
Adults	39%	(865)	61%	(1336)	2201
Gender: Male	41%	(442)	59%	(627)	1069
Gender: Female	37%	(421)	63%	(707)	1128
Age: 18-34	55%	(345)	45%	(286)	631
Age: 35-44	53%	(196)	47%	(176)	372
Age: 45-64	34%	(240)	66%	(471)	711
Age: 65+	17%	(84)	83%	(403)	487
GenZers: 1997-2012	55%	(127)	45%	(103)	230
Millennials: 1981-1996	54%	(384)	46%	(323)	707
GenXers: 1965-1980	38%	(201)	62%	(322)	523
Baby Boomers: 1946-1964	21%	(145)	79%	(543)	688
PID: Dem (no lean)	47%	(437)	53%	(491)	928
PID: Ind (no lean)	32%	(190)	68%	(401)	591
PID: Rep (no lean)	35%	(238)	65%	(444)	682
PID/Gender: Dem Men	51%	(233)	49%	(220)	452
PID/Gender: Dem Women	43%	(202)	57%	(271)	473
PID/Gender: Ind Men	30%	(82)	70%	(192)	274
PID/Gender: Ind Women	34%	(108)	66%	(208)	316
PID/Gender: Rep Men	37%	(127)	63%	(216)	343
PID/Gender: Rep Women	33%	(111)	67%	(228)	339
Ideo: Liberal (1-3)	45%	(283)	55%	(343)	626
Ideo: Moderate (4)	36%	(258)	64%	(462)	721
Ideo: Conservative (5-7)	37%	(262)	63%	(439)	701
Educ: < College	40%	(571)	60%	(867)	1438
Educ: Bachelors degree	36%	(175)	64%	(309)	484
Educ: Post-grad	42%	(118)	58%	(160)	278
Income: Under 50k	38%	(452)	62%	(743)	1195
Income: 50k-100k	37%	(241)	63%	(408)	649
Income: 100k+	48%	(171)	52%	(186)	357
Ethnicity: White	38%	(638)	62%	(1061)	1698
Ethnicity: Hispanic	58%	(218)	42%	(161)	379
Ethnicity: Black	46%	(130)	54%	(153)	283

Table MCBR2_2: *And specifically, have you ever purchased a product because of the following?*
It had limited edition packaging

Demographic	Yes		No		Total N
Adults	39%	(865)	61%	(1336)	2201
Ethnicity: Other	44%	(97)	56%	(123)	220
All Christian	37%	(367)	63%	(630)	997
All Non-Christian	52%	(104)	48%	(97)	201
Atheist	31%	(33)	69%	(74)	107
Agnostic/Nothing in particular	39%	(213)	61%	(334)	546
Something Else	42%	(148)	58%	(201)	349
Religious Non-Protestant/Catholic	50%	(107)	50%	(106)	213
Evangelical	45%	(262)	55%	(321)	583
Non-Evangelical	33%	(238)	67%	(489)	726
Community: Urban	45%	(291)	55%	(358)	648
Community: Suburban	38%	(387)	62%	(642)	1029
Community: Rural	36%	(187)	64%	(337)	524
Employ: Private Sector	45%	(322)	55%	(387)	708
Employ: Government	52%	(90)	48%	(84)	174
Employ: Self-Employed	51%	(92)	49%	(89)	181
Employ: Homemaker	44%	(62)	56%	(78)	140
Employ: Student	62%	(50)	38%	(30)	80
Employ: Retired	21%	(120)	79%	(459)	579
Employ: Unemployed	34%	(75)	66%	(145)	221
Employ: Other	45%	(53)	55%	(64)	117
Military HH: Yes	29%	(85)	71%	(212)	297
Military HH: No	41%	(779)	59%	(1125)	1904
2022 House Vote: Democrat	43%	(382)	57%	(507)	890
2022 House Vote: Republican	31%	(204)	69%	(457)	661
2022 House Vote: Didnt Vote	44%	(267)	56%	(345)	612
2020 Vote: Joe Biden	43%	(399)	57%	(540)	940
2020 Vote: Donald Trump	31%	(213)	69%	(479)	692
2020 Vote: Other	35%	(21)	65%	(39)	60
2020 Vote: Didn't Vote	45%	(231)	55%	(278)	509

Table MCBR2_2: *And specifically, have you ever purchased a product because of the following?*
It had limited edition packaging

Demographic	Yes		No		Total N
Adults	39%	(865)	61%	(1336)	2201
2018 House Vote: Democrat	44%	(363)	56%	(462)	825
2018 House Vote: Republican	29%	(171)	71%	(422)	593
2018 House Vote: Didnt Vote	42%	(317)	58%	(430)	747
4-Region: Northeast	36%	(139)	64%	(246)	386
4-Region: Midwest	42%	(189)	58%	(266)	455
4-Region: South	37%	(311)	63%	(528)	839
4-Region: West	43%	(225)	57%	(296)	521

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

Table MCBR2_3: *And specifically, have you ever purchased a product because of the following?*
It had a new logo or new packaging

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1506)	2201
Gender: Male	36%	(387)	64%	(682)	1069
Gender: Female	27%	(306)	73%	(822)	1128
Age: 18-34	49%	(311)	51%	(320)	631
Age: 35-44	41%	(153)	59%	(219)	372
Age: 45-64	25%	(177)	75%	(534)	711
Age: 65+	11%	(54)	89%	(433)	487
GenZers: 1997-2012	47%	(109)	53%	(121)	230
Millennials: 1981-1996	48%	(337)	52%	(370)	707
GenXers: 1965-1980	29%	(153)	71%	(370)	523
Baby Boomers: 1946-1964	13%	(90)	87%	(598)	688
PID: Dem (no lean)	40%	(369)	60%	(559)	928
PID: Ind (no lean)	24%	(142)	76%	(449)	591
PID: Rep (no lean)	27%	(184)	73%	(498)	682
PID/Gender: Dem Men	47%	(211)	53%	(241)	452
PID/Gender: Dem Women	33%	(156)	67%	(317)	473
PID/Gender: Ind Men	24%	(65)	76%	(209)	274
PID/Gender: Ind Women	25%	(77)	75%	(238)	316
PID/Gender: Rep Men	32%	(111)	68%	(232)	343
PID/Gender: Rep Women	21%	(72)	79%	(267)	339
Ideo: Liberal (1-3)	38%	(240)	62%	(386)	626
Ideo: Moderate (4)	29%	(208)	71%	(512)	721
Ideo: Conservative (5-7)	29%	(202)	71%	(499)	701
Educ: < College	31%	(450)	69%	(989)	1438
Educ: Bachelors degree	29%	(141)	71%	(343)	484
Educ: Post-grad	37%	(104)	63%	(174)	278
Income: Under 50k	28%	(336)	72%	(859)	1195
Income: 50k-100k	32%	(206)	68%	(443)	649
Income: 100k+	43%	(152)	57%	(205)	357
Ethnicity: White	30%	(508)	70%	(1191)	1698
Ethnicity: Hispanic	46%	(174)	54%	(205)	379
Ethnicity: Black	37%	(106)	63%	(177)	283

Table MCBR2_3: *And specifically, have you ever purchased a product because of the following?*
It had a new logo or new packaging

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1506)	2201
Ethnicity: Other	37%	(82)	63%	(138)	220
All Christian	29%	(294)	71%	(703)	997
All Non-Christian	51%	(102)	49%	(99)	201
Atheist	26%	(28)	74%	(79)	107
Agnostic/Nothing in particular	31%	(167)	69%	(379)	546
Something Else	30%	(104)	70%	(245)	349
Religious Non-Protestant/Catholic	49%	(105)	51%	(108)	213
Evangelical	34%	(196)	66%	(387)	583
Non-Evangelical	26%	(189)	74%	(537)	726
Community: Urban	40%	(257)	60%	(392)	648
Community: Suburban	30%	(305)	70%	(724)	1029
Community: Rural	25%	(133)	75%	(391)	524
Employ: Private Sector	40%	(283)	60%	(426)	708
Employ: Government	48%	(84)	52%	(90)	174
Employ: Self-Employed	39%	(71)	61%	(110)	181
Employ: Homemaker	32%	(44)	68%	(96)	140
Employ: Student	60%	(48)	40%	(32)	80
Employ: Retired	12%	(68)	88%	(511)	579
Employ: Unemployed	28%	(62)	72%	(158)	221
Employ: Other	29%	(34)	71%	(83)	117
Military HH: Yes	23%	(68)	77%	(229)	297
Military HH: No	33%	(627)	67%	(1277)	1904
2022 House Vote: Democrat	34%	(306)	66%	(584)	890
2022 House Vote: Republican	24%	(159)	76%	(502)	661
2022 House Vote: Didnt Vote	37%	(225)	63%	(386)	612
2020 Vote: Joe Biden	36%	(335)	64%	(604)	940
2020 Vote: Donald Trump	24%	(169)	76%	(524)	692
2020 Vote: Other	24%	(14)	76%	(46)	60
2020 Vote: Didn't Vote	35%	(177)	65%	(332)	509

Table MCBR2_3: *And specifically, have you ever purchased a product because of the following?*

It had a new logo or new packaging

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1506)	2201
2018 House Vote: Democrat	36%	(296)	64%	(529)	825
2018 House Vote: Republican	23%	(133)	77%	(459)	593
2018 House Vote: Didnt Vote	35%	(259)	65%	(488)	747
4-Region: Northeast	31%	(121)	69%	(265)	386
4-Region: Midwest	34%	(153)	66%	(302)	455
4-Region: South	27%	(230)	73%	(609)	839
4-Region: West	37%	(191)	63%	(330)	521

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

Table MCBR3_1: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Pepsi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(452)	21%	(465)	15%	(329)	43%	(956)	2201
Gender: Male	26%	(274)	24%	(252)	15%	(158)	36%	(385)	1069
Gender: Female	16%	(176)	19%	(212)	15%	(170)	50%	(569)	1128
Age: 18-34	33%	(207)	28%	(176)	14%	(86)	26%	(162)	631
Age: 35-44	28%	(105)	21%	(77)	15%	(56)	36%	(134)	372
Age: 45-64	16%	(116)	17%	(120)	16%	(116)	51%	(359)	711
Age: 65+	5%	(24)	19%	(92)	15%	(71)	62%	(301)	487
GenZers: 1997-2012	26%	(59)	33%	(77)	15%	(35)	26%	(59)	230
Millennials: 1981-1996	33%	(235)	24%	(169)	12%	(88)	30%	(215)	707
GenXers: 1965-1980	20%	(105)	17%	(90)	16%	(82)	47%	(246)	523
Baby Boomers: 1946-1964	7%	(51)	17%	(117)	17%	(117)	58%	(402)	688
PID: Dem (no lean)	26%	(237)	22%	(204)	15%	(137)	38%	(350)	928
PID: Ind (no lean)	15%	(87)	21%	(126)	16%	(92)	48%	(286)	591
PID: Rep (no lean)	19%	(128)	20%	(135)	15%	(100)	47%	(319)	682
PID/Gender: Dem Men	31%	(140)	24%	(107)	13%	(57)	33%	(148)	452
PID/Gender: Dem Women	20%	(95)	20%	(96)	17%	(79)	43%	(203)	473
PID/Gender: Ind Men	16%	(44)	24%	(64)	18%	(49)	42%	(115)	274
PID/Gender: Ind Women	13%	(43)	20%	(62)	13%	(42)	54%	(169)	316
PID/Gender: Rep Men	26%	(90)	23%	(80)	15%	(51)	36%	(122)	343
PID/Gender: Rep Women	11%	(38)	16%	(55)	14%	(49)	58%	(197)	339
Ideo: Liberal (1-3)	25%	(159)	21%	(129)	16%	(101)	38%	(236)	626
Ideo: Moderate (4)	17%	(120)	22%	(156)	17%	(122)	45%	(323)	721
Ideo: Conservative (5-7)	21%	(144)	22%	(152)	12%	(82)	46%	(323)	701
Educ: < College	22%	(318)	20%	(285)	16%	(228)	42%	(607)	1438
Educ: Bachelors degree	15%	(72)	22%	(106)	14%	(66)	50%	(240)	484
Educ: Post-grad	22%	(62)	26%	(73)	12%	(35)	39%	(109)	278
Income: Under 50k	19%	(233)	20%	(243)	15%	(180)	45%	(539)	1195
Income: 50k-100k	19%	(122)	22%	(141)	16%	(102)	44%	(283)	649
Income: 100k+	27%	(97)	23%	(81)	13%	(46)	37%	(133)	357
Ethnicity: White	21%	(363)	19%	(324)	14%	(242)	45%	(769)	1698
Ethnicity: Hispanic	37%	(142)	21%	(79)	13%	(50)	28%	(108)	379

Continued on next page

Table MCBR3_1: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as rebranding?*
Pepsi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(452)	21%	(465)	15%	(329)	43%	(956)	2201
Ethnicity: Black	25%	(71)	24%	(67)	18%	(52)	33%	(93)	283
Ethnicity: Other	8%	(18)	33%	(73)	16%	(35)	43%	(94)	220
All Christian	19%	(193)	21%	(206)	14%	(142)	46%	(457)	997
All Non-Christian	34%	(68)	27%	(55)	14%	(29)	25%	(49)	201
Atheist	14%	(15)	20%	(21)	19%	(20)	47%	(51)	107
Agnostic/Nothing in particular	16%	(88)	19%	(106)	16%	(88)	48%	(265)	546
Something Else	25%	(88)	22%	(77)	14%	(50)	38%	(134)	349
Religious Non-Protestant/Catholic	32%	(69)	27%	(57)	15%	(31)	26%	(56)	213
Evangelical	25%	(146)	21%	(120)	14%	(83)	40%	(234)	583
Non-Evangelical	18%	(131)	21%	(155)	14%	(99)	47%	(341)	726
Community: Urban	29%	(185)	23%	(149)	14%	(93)	34%	(221)	648
Community: Suburban	17%	(179)	21%	(214)	14%	(141)	48%	(494)	1029
Community: Rural	17%	(88)	19%	(101)	18%	(94)	46%	(241)	524
Employ: Private Sector	25%	(177)	23%	(164)	16%	(112)	36%	(255)	708
Employ: Government	34%	(59)	26%	(45)	15%	(25)	25%	(44)	174
Employ: Self-Employed	24%	(44)	19%	(34)	15%	(28)	42%	(75)	181
Employ: Homemaker	23%	(32)	18%	(26)	9%	(13)	50%	(69)	140
Employ: Student	28%	(22)	36%	(29)	14%	(11)	22%	(17)	80
Employ: Retired	6%	(32)	18%	(102)	15%	(88)	62%	(357)	579
Employ: Unemployed	25%	(55)	18%	(39)	16%	(35)	41%	(91)	221
Employ: Other	25%	(30)	21%	(24)	15%	(17)	39%	(46)	117
Military HH: Yes	15%	(45)	22%	(65)	17%	(51)	46%	(137)	297
Military HH: No	21%	(407)	21%	(400)	15%	(278)	43%	(819)	1904
2022 House Vote: Democrat	22%	(200)	21%	(184)	17%	(148)	40%	(358)	890
2022 House Vote: Republican	16%	(105)	20%	(134)	16%	(107)	48%	(315)	661
2022 House Vote: Didnt Vote	23%	(143)	22%	(135)	11%	(68)	43%	(265)	612
2020 Vote: Joe Biden	23%	(218)	20%	(190)	15%	(143)	41%	(389)	940
2020 Vote: Donald Trump	15%	(103)	20%	(141)	16%	(110)	49%	(339)	692
2020 Vote: Other	8%	(5)	22%	(13)	15%	(9)	54%	(32)	60
2020 Vote: Didn't Vote	25%	(126)	24%	(120)	13%	(66)	39%	(196)	509

Table MCBR3_1: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Pepsi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(452)	21%	(465)	15%	(329)	43%	(956)	2201
2018 House Vote: Democrat	24%	(199)	19%	(159)	16%	(134)	40%	(333)	825
2018 House Vote: Republican	15%	(86)	21%	(126)	16%	(93)	49%	(289)	593
2018 House Vote: Didnt Vote	22%	(162)	23%	(171)	13%	(100)	42%	(314)	747
4-Region: Northeast	21%	(81)	22%	(86)	15%	(57)	42%	(161)	386
4-Region: Midwest	17%	(79)	24%	(108)	17%	(75)	42%	(193)	455
4-Region: South	20%	(170)	19%	(164)	15%	(125)	45%	(382)	839
4-Region: West	23%	(122)	21%	(108)	14%	(71)	42%	(220)	521

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

Table MCBR3_2: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as rebranding?*
Fanta

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	17%	(367)	13%	(297)	57%	(1246)	2201
Gender: Male	16%	(176)	20%	(211)	15%	(157)	49%	(525)	1069
Gender: Female	10%	(115)	14%	(155)	12%	(139)	64%	(719)	1128
Age: 18-34	27%	(168)	25%	(157)	16%	(101)	32%	(205)	631
Age: 35-44	18%	(66)	27%	(100)	12%	(44)	43%	(161)	372
Age: 45-64	7%	(53)	11%	(75)	14%	(103)	68%	(480)	711
Age: 65+	1%	(5)	7%	(35)	10%	(48)	82%	(399)	487
GenZers: 1997-2012	25%	(58)	26%	(59)	21%	(49)	28%	(63)	230
Millennials: 1981-1996	23%	(165)	26%	(186)	12%	(87)	38%	(268)	707
GenXers: 1965-1980	11%	(57)	11%	(56)	14%	(75)	64%	(335)	523
Baby Boomers: 1946-1964	2%	(12)	9%	(60)	12%	(84)	77%	(533)	688
PID: Dem (no lean)	18%	(171)	17%	(161)	13%	(123)	51%	(473)	928
PID: Ind (no lean)	9%	(55)	16%	(97)	14%	(86)	60%	(353)	591
PID: Rep (no lean)	10%	(66)	16%	(109)	13%	(88)	62%	(420)	682
PID/Gender: Dem Men	24%	(108)	20%	(92)	13%	(57)	43%	(196)	452
PID/Gender: Dem Women	13%	(62)	14%	(68)	14%	(66)	59%	(277)	473
PID/Gender: Ind Men	9%	(24)	18%	(50)	16%	(45)	57%	(155)	274
PID/Gender: Ind Women	10%	(31)	15%	(47)	13%	(41)	62%	(196)	316
PID/Gender: Rep Men	13%	(44)	20%	(69)	16%	(56)	51%	(174)	343
PID/Gender: Rep Women	6%	(22)	12%	(39)	10%	(32)	73%	(246)	339
Ideo: Liberal (1-3)	18%	(111)	18%	(110)	14%	(90)	50%	(315)	626
Ideo: Moderate (4)	10%	(72)	16%	(115)	15%	(105)	59%	(429)	721
Ideo: Conservative (5-7)	12%	(84)	16%	(112)	12%	(85)	60%	(420)	701
Educ: < College	14%	(205)	17%	(241)	14%	(197)	55%	(796)	1438
Educ: Bachelors degree	8%	(38)	16%	(76)	13%	(64)	63%	(307)	484
Educ: Post-grad	18%	(50)	18%	(50)	13%	(36)	51%	(143)	278
Income: Under 50k	13%	(157)	15%	(185)	14%	(162)	58%	(691)	1195
Income: 50k-100k	10%	(63)	19%	(120)	14%	(90)	58%	(376)	649
Income: 100k+	20%	(73)	17%	(61)	13%	(45)	50%	(178)	357
Ethnicity: White	13%	(213)	15%	(252)	12%	(210)	60%	(1023)	1698
Ethnicity: Hispanic	26%	(99)	19%	(72)	14%	(55)	41%	(154)	379

Table MCBR3_2: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Fanta

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	17%	(367)	13%	(297)	57%	(1246)	2201
Ethnicity: Black	19%	(54)	21%	(60)	19%	(53)	41%	(115)	283
Ethnicity: Other	11%	(25)	25%	(54)	15%	(34)	49%	(107)	220
All Christian	11%	(108)	15%	(147)	13%	(130)	61%	(613)	997
All Non-Christian	30%	(60)	29%	(58)	12%	(24)	29%	(59)	201
Atheist	5%	(6)	11%	(11)	11%	(12)	73%	(78)	107
Agnostic/Nothing in particular	10%	(56)	18%	(99)	14%	(75)	58%	(317)	546
Something Else	18%	(62)	15%	(52)	16%	(56)	51%	(179)	349
Religious Non-Protestant/Catholic	29%	(61)	28%	(59)	12%	(26)	31%	(67)	213
Evangelical	18%	(103)	14%	(80)	13%	(78)	55%	(322)	583
Non-Evangelical	9%	(65)	15%	(109)	14%	(103)	62%	(449)	726
Community: Urban	21%	(137)	22%	(140)	11%	(74)	46%	(297)	648
Community: Suburban	9%	(92)	14%	(145)	15%	(156)	62%	(635)	1029
Community: Rural	12%	(63)	15%	(81)	13%	(67)	60%	(313)	524
Employ: Private Sector	13%	(93)	21%	(148)	16%	(111)	50%	(357)	708
Employ: Government	34%	(59)	18%	(31)	17%	(29)	31%	(55)	174
Employ: Self-Employed	19%	(35)	17%	(31)	15%	(26)	49%	(89)	181
Employ: Homemaker	14%	(19)	16%	(23)	10%	(14)	60%	(84)	140
Employ: Student	39%	(31)	17%	(14)	22%	(17)	23%	(18)	80
Employ: Retired	2%	(10)	7%	(41)	10%	(58)	81%	(470)	579
Employ: Unemployed	14%	(30)	25%	(54)	12%	(27)	50%	(109)	221
Employ: Other	13%	(15)	21%	(25)	12%	(14)	54%	(63)	117
Military HH: Yes	8%	(23)	16%	(47)	11%	(31)	66%	(195)	297
Military HH: No	14%	(269)	17%	(319)	14%	(265)	55%	(1051)	1904
2022 House Vote: Democrat	15%	(130)	17%	(152)	13%	(120)	55%	(488)	890
2022 House Vote: Republican	8%	(56)	15%	(100)	13%	(88)	63%	(417)	661
2022 House Vote: Didnt Vote	17%	(103)	18%	(110)	14%	(85)	51%	(313)	612
2020 Vote: Joe Biden	15%	(142)	15%	(145)	13%	(118)	57%	(535)	940
2020 Vote: Donald Trump	9%	(60)	14%	(97)	13%	(90)	64%	(445)	692
2020 Vote: Other	4%	(2)	19%	(11)	13%	(8)	64%	(39)	60
2020 Vote: Didn't Vote	17%	(88)	22%	(112)	16%	(81)	45%	(228)	509

<div align="center">Continued on next page</div>

Table MCBR3_2: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as rebranding?*
Fanta

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	17%	(367)	13%	(297)	57%	(1246)	2201
2018 House Vote: Democrat	16%	(129)	15%	(127)	12%	(102)	56%	(466)	825
2018 House Vote: Republican	5%	(32)	16%	(96)	14%	(85)	64%	(380)	593
2018 House Vote: Didnt Vote	17%	(127)	19%	(140)	14%	(107)	50%	(373)	747
4-Region: Northeast	13%	(50)	16%	(63)	12%	(46)	59%	(227)	386
4-Region: Midwest	12%	(56)	16%	(75)	17%	(75)	55%	(249)	455
4-Region: South	12%	(98)	18%	(147)	13%	(108)	58%	(486)	839
4-Region: West	17%	(88)	16%	(82)	13%	(67)	54%	(284)	521

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

Table MCBR3_3: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Nokia

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(200)	13%	(287)	15%	(336)	63%	(1377)	2201
Gender: Male	12%	(129)	17%	(186)	17%	(183)	53%	(570)	1069
Gender: Female	6%	(70)	9%	(100)	14%	(153)	71%	(805)	1128
Age: 18-34	16%	(100)	19%	(120)	18%	(116)	47%	(295)	631
Age: 35-44	15%	(56)	19%	(70)	19%	(71)	47%	(176)	372
Age: 45-64	6%	(42)	9%	(66)	15%	(104)	70%	(500)	711
Age: 65+	1%	(3)	6%	(31)	9%	(46)	84%	(408)	487
GenZers: 1997-2012	6%	(15)	23%	(53)	20%	(46)	51%	(116)	230
Millennials: 1981-1996	18%	(130)	19%	(132)	17%	(121)	46%	(323)	707
GenXers: 1965-1980	7%	(39)	10%	(51)	16%	(85)	67%	(348)	523
Baby Boomers: 1946-1964	2%	(17)	7%	(48)	12%	(82)	79%	(541)	688
PID: Dem (no lean)	12%	(115)	16%	(144)	14%	(130)	58%	(538)	928
PID: Ind (no lean)	6%	(33)	12%	(69)	17%	(101)	66%	(389)	591
PID: Rep (no lean)	8%	(53)	11%	(73)	15%	(105)	66%	(451)	682
PID/Gender: Dem Men	17%	(78)	22%	(99)	15%	(67)	46%	(208)	452
PID/Gender: Dem Women	7%	(35)	10%	(45)	13%	(62)	70%	(330)	473
PID/Gender: Ind Men	5%	(13)	13%	(37)	19%	(53)	62%	(170)	274
PID/Gender: Ind Women	6%	(19)	10%	(32)	15%	(48)	69%	(216)	316
PID/Gender: Rep Men	11%	(37)	15%	(51)	18%	(63)	56%	(192)	343
PID/Gender: Rep Women	5%	(15)	7%	(23)	13%	(43)	76%	(259)	339
Ideo: Liberal (1-3)	13%	(82)	13%	(84)	15%	(96)	58%	(364)	626
Ideo: Moderate (4)	5%	(37)	11%	(80)	20%	(141)	64%	(463)	721
Ideo: Conservative (5-7)	10%	(72)	14%	(98)	11%	(79)	64%	(452)	701
Educ: < College	8%	(115)	13%	(183)	16%	(236)	63%	(904)	1438
Educ: Bachelors degree	7%	(33)	12%	(58)	14%	(66)	68%	(327)	484
Educ: Post-grad	19%	(52)	17%	(46)	12%	(34)	52%	(146)	278
Income: Under 50k	7%	(80)	12%	(146)	16%	(191)	65%	(777)	1195
Income: 50k-100k	7%	(43)	14%	(88)	16%	(101)	64%	(417)	649
Income: 100k+	22%	(78)	15%	(52)	12%	(44)	51%	(183)	357
Ethnicity: White	9%	(161)	11%	(194)	15%	(254)	64%	(1089)	1698
Ethnicity: Hispanic	14%	(51)	18%	(69)	20%	(77)	48%	(181)	379

Table MCBR3_3: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Nokia

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(200)	13%	(287)	15%	(336)	63%	(1377)	2201
Ethnicity: Black	10%	(27)	16%	(45)	17%	(49)	57%	(162)	283
Ethnicity: Other	6%	(13)	22%	(48)	15%	(33)	57%	(126)	220
All Christian	8%	(79)	11%	(113)	16%	(159)	65%	(647)	997
All Non-Christian	32%	(65)	22%	(45)	9%	(19)	36%	(72)	201
Atheist	3%	(4)	15%	(16)	12%	(13)	70%	(74)	107
Agnostic/Nothing in particular	5%	(28)	11%	(58)	16%	(88)	68%	(372)	546
Something Else	7%	(25)	16%	(54)	17%	(58)	61%	(212)	349
Religious Non-Protestant/Catholic	31%	(65)	21%	(46)	10%	(21)	38%	(81)	213
Evangelical	12%	(68)	13%	(76)	18%	(106)	57%	(334)	583
Non-Evangelical	5%	(34)	12%	(84)	14%	(105)	69%	(504)	726
Community: Urban	17%	(113)	16%	(103)	15%	(96)	52%	(336)	648
Community: Suburban	5%	(51)	12%	(124)	15%	(151)	68%	(703)	1029
Community: Rural	7%	(37)	11%	(60)	17%	(89)	65%	(338)	524
Employ: Private Sector	12%	(82)	14%	(102)	20%	(145)	54%	(380)	708
Employ: Government	24%	(42)	24%	(42)	13%	(23)	38%	(67)	174
Employ: Self-Employed	13%	(24)	16%	(30)	16%	(29)	55%	(99)	181
Employ: Homemaker	6%	(8)	15%	(21)	13%	(18)	67%	(93)	140
Employ: Student	4%	(4)	27%	(21)	24%	(19)	45%	(36)	80
Employ: Retired	1%	(8)	6%	(33)	10%	(59)	83%	(480)	579
Employ: Unemployed	9%	(21)	9%	(20)	13%	(30)	68%	(150)	221
Employ: Other	11%	(13)	15%	(18)	12%	(14)	62%	(72)	117
Military HH: Yes	6%	(17)	11%	(31)	14%	(41)	70%	(207)	297
Military HH: No	10%	(183)	13%	(256)	16%	(295)	61%	(1170)	1904
2022 House Vote: Democrat	12%	(104)	13%	(117)	14%	(124)	61%	(544)	890
2022 House Vote: Republican	6%	(40)	12%	(82)	15%	(101)	66%	(438)	661
2022 House Vote: Didnt Vote	9%	(56)	14%	(83)	17%	(103)	60%	(369)	612
2020 Vote: Joe Biden	11%	(104)	15%	(137)	13%	(126)	61%	(573)	940
2020 Vote: Donald Trump	5%	(35)	10%	(71)	16%	(112)	68%	(474)	692
2020 Vote: Other	1%	(1)	8%	(5)	14%	(8)	76%	(46)	60
2020 Vote: Didn't Vote	12%	(60)	15%	(74)	18%	(90)	56%	(284)	509

Table MCBR3_3: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Nokia

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(200)	13%	(287)	15%	(336)	63%	(1377)	2201
2018 House Vote: Democrat	12%	(98)	14%	(116)	13%	(105)	61%	(506)	825
2018 House Vote: Republican	6%	(36)	11%	(68)	15%	(88)	68%	(402)	593
2018 House Vote: Didnt Vote	9%	(67)	13%	(98)	18%	(135)	60%	(447)	747
4-Region: Northeast	12%	(47)	9%	(36)	18%	(70)	60%	(232)	386
4-Region: Midwest	6%	(28)	12%	(55)	17%	(76)	65%	(296)	455
4-Region: South	8%	(70)	14%	(113)	14%	(118)	64%	(538)	839
4-Region: West	10%	(54)	16%	(82)	14%	(73)	60%	(312)	521

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

Table MCBR3_4: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Toblerone

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	11%	(253)	14%	(305)	68%	(1489)	2201
Gender: Male	9%	(95)	14%	(149)	16%	(168)	61%	(656)	1069
Gender: Female	5%	(57)	9%	(104)	12%	(136)	74%	(831)	1128
Age: 18-34	13%	(79)	17%	(107)	18%	(113)	53%	(332)	631
Age: 35-44	13%	(47)	16%	(60)	15%	(55)	56%	(209)	372
Age: 45-64	3%	(21)	8%	(57)	14%	(100)	75%	(533)	711
Age: 65+	1%	(7)	6%	(29)	8%	(37)	85%	(414)	487
GenZers: 1997-2012	6%	(14)	16%	(38)	20%	(47)	57%	(132)	230
Millennials: 1981-1996	15%	(103)	17%	(122)	16%	(114)	52%	(367)	707
GenXers: 1965-1980	4%	(23)	9%	(50)	13%	(70)	73%	(380)	523
Baby Boomers: 1946-1964	2%	(15)	6%	(39)	10%	(72)	82%	(562)	688
PID: Dem (no lean)	9%	(85)	14%	(131)	13%	(124)	63%	(587)	928
PID: Ind (no lean)	4%	(25)	12%	(70)	13%	(80)	71%	(417)	591
PID: Rep (no lean)	7%	(45)	8%	(52)	15%	(101)	71%	(484)	682
PID/Gender: Dem Men	12%	(54)	18%	(83)	12%	(53)	58%	(263)	452
PID/Gender: Dem Women	6%	(29)	10%	(49)	15%	(71)	69%	(324)	473
PID/Gender: Ind Men	4%	(11)	12%	(33)	18%	(50)	66%	(179)	274
PID/Gender: Ind Women	4%	(14)	11%	(36)	9%	(30)	75%	(236)	316
PID/Gender: Rep Men	9%	(31)	10%	(33)	19%	(65)	62%	(214)	343
PID/Gender: Rep Women	4%	(14)	6%	(19)	10%	(36)	80%	(271)	339
Ideo: Liberal (1-3)	12%	(75)	14%	(86)	14%	(90)	60%	(375)	626
Ideo: Moderate (4)	4%	(27)	9%	(65)	16%	(116)	71%	(513)	721
Ideo: Conservative (5-7)	7%	(47)	12%	(85)	12%	(84)	69%	(485)	701
Educ: < College	5%	(78)	10%	(141)	15%	(210)	70%	(1009)	1438
Educ: Bachelors degree	8%	(38)	12%	(56)	12%	(60)	68%	(330)	484
Educ: Post-grad	14%	(38)	20%	(56)	13%	(35)	54%	(149)	278
Income: Under 50k	5%	(58)	10%	(118)	13%	(153)	72%	(866)	1195
Income: 50k-100k	6%	(39)	12%	(78)	16%	(107)	66%	(426)	649
Income: 100k+	16%	(58)	16%	(57)	13%	(45)	55%	(196)	357
Ethnicity: White	7%	(124)	12%	(197)	12%	(208)	69%	(1170)	1698
Ethnicity: Hispanic	11%	(42)	17%	(64)	15%	(56)	57%	(217)	379

Continued on next page

Table MCBR3_4: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Toblerone

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	11%	(253)	14%	(305)	68%	(1489)	2201
Ethnicity: Black	5%	(13)	12%	(33)	21%	(58)	63%	(179)	283
Ethnicity: Other	8%	(18)	10%	(23)	18%	(40)	64%	(140)	220
All Christian	6%	(56)	11%	(114)	13%	(127)	70%	(700)	997
All Non-Christian	27%	(54)	20%	(41)	15%	(29)	38%	(77)	201
Atheist	5%	(6)	13%	(14)	13%	(13)	69%	(74)	107
Agnostic/Nothing in particular	5%	(25)	9%	(50)	15%	(81)	72%	(391)	546
Something Else	4%	(15)	10%	(35)	16%	(54)	70%	(245)	349
Religious Non-Protestant/Catholic	25%	(54)	20%	(42)	15%	(32)	40%	(85)	213
Evangelical	7%	(39)	11%	(64)	14%	(84)	68%	(396)	583
Non-Evangelical	4%	(28)	11%	(76)	13%	(92)	73%	(529)	726
Community: Urban	12%	(81)	16%	(104)	13%	(84)	59%	(380)	648
Community: Suburban	4%	(45)	9%	(96)	15%	(157)	71%	(730)	1029
Community: Rural	5%	(28)	10%	(53)	12%	(64)	72%	(379)	524
Employ: Private Sector	9%	(67)	16%	(117)	16%	(117)	58%	(408)	708
Employ: Government	19%	(33)	18%	(31)	15%	(27)	48%	(84)	174
Employ: Self-Employed	7%	(13)	12%	(22)	20%	(37)	60%	(109)	181
Employ: Homemaker	3%	(4)	17%	(24)	9%	(12)	71%	(100)	140
Employ: Student	6%	(5)	10%	(8)	10%	(8)	74%	(60)	80
Employ: Retired	2%	(10)	4%	(23)	9%	(52)	85%	(494)	579
Employ: Unemployed	8%	(18)	9%	(21)	15%	(33)	68%	(149)	221
Employ: Other	4%	(5)	7%	(8)	17%	(20)	72%	(85)	117
Military HH: Yes	4%	(13)	11%	(32)	11%	(33)	74%	(219)	297
Military HH: No	7%	(141)	12%	(221)	14%	(272)	67%	(1270)	1904
2022 House Vote: Democrat	9%	(80)	14%	(129)	13%	(112)	64%	(569)	890
2022 House Vote: Republican	5%	(35)	8%	(52)	16%	(106)	71%	(467)	661
2022 House Vote: Didnt Vote	6%	(39)	11%	(69)	13%	(82)	69%	(422)	612
2020 Vote: Joe Biden	8%	(78)	14%	(132)	12%	(116)	65%	(614)	940
2020 Vote: Donald Trump	5%	(36)	7%	(48)	15%	(102)	73%	(506)	692
2020 Vote: Other	2%	(1)	13%	(8)	14%	(9)	70%	(42)	60
2020 Vote: Didn't Vote	8%	(39)	13%	(65)	16%	(79)	64%	(326)	509

Table MCBR3_4: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as rebranding?*
Toblerone

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	11%	(253)	14%	(305)	68%	(1489)	2201
2018 House Vote: Democrat	8%	(69)	15%	(122)	12%	(102)	65%	(533)	825
2018 House Vote: Republican	6%	(34)	7%	(44)	17%	(98)	70%	(417)	593
2018 House Vote: Didnt Vote	7%	(52)	11%	(84)	14%	(104)	68%	(508)	747
4-Region: Northeast	10%	(40)	11%	(42)	14%	(55)	64%	(248)	386
4-Region: Midwest	7%	(32)	11%	(49)	16%	(71)	67%	(303)	455
4-Region: South	5%	(46)	11%	(96)	14%	(118)	69%	(579)	839
4-Region: West	7%	(37)	12%	(65)	12%	(60)	69%	(359)	521

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

Table MCBR3_5: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Baskin Robbins

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(226)	16%	(345)	17%	(368)	57%	(1261)	2201
Gender: Male	12%	(133)	20%	(216)	17%	(186)	50%	(534)	1069
Gender: Female	8%	(94)	11%	(127)	16%	(181)	64%	(726)	1128
Age: 18-34	18%	(116)	23%	(142)	21%	(135)	38%	(238)	631
Age: 35-44	13%	(50)	25%	(92)	17%	(63)	45%	(167)	372
Age: 45-64	7%	(52)	12%	(86)	15%	(106)	66%	(468)	711
Age: 65+	2%	(9)	5%	(25)	13%	(64)	80%	(388)	487
GenZers: 1997-2012	13%	(30)	21%	(49)	24%	(55)	42%	(96)	230
Millennials: 1981-1996	18%	(126)	25%	(174)	19%	(134)	39%	(272)	707
GenXers: 1965-1980	9%	(46)	15%	(79)	15%	(77)	61%	(321)	523
Baby Boomers: 1946-1964	3%	(23)	6%	(39)	15%	(101)	76%	(526)	688
PID: Dem (no lean)	14%	(129)	15%	(142)	16%	(145)	55%	(512)	928
PID: Ind (no lean)	8%	(46)	15%	(89)	18%	(108)	59%	(348)	591
PID: Rep (no lean)	8%	(52)	17%	(114)	17%	(116)	59%	(401)	682
PID/Gender: Dem Men	18%	(81)	19%	(87)	13%	(59)	50%	(226)	452
PID/Gender: Dem Women	10%	(48)	11%	(54)	18%	(85)	61%	(286)	473
PID/Gender: Ind Men	7%	(18)	18%	(49)	23%	(64)	52%	(143)	274
PID/Gender: Ind Women	9%	(28)	13%	(40)	14%	(44)	64%	(203)	316
PID/Gender: Rep Men	10%	(34)	24%	(81)	19%	(64)	48%	(164)	343
PID/Gender: Rep Women	5%	(18)	10%	(33)	15%	(52)	70%	(236)	339
Ideo: Liberal (1-3)	14%	(90)	17%	(105)	17%	(106)	52%	(325)	626
Ideo: Moderate (4)	7%	(49)	13%	(92)	19%	(138)	61%	(441)	721
Ideo: Conservative (5-7)	11%	(75)	18%	(124)	15%	(102)	57%	(400)	701
Educ: < College	10%	(145)	15%	(223)	18%	(263)	56%	(808)	1438
Educ: Bachelors degree	7%	(34)	16%	(75)	13%	(64)	64%	(311)	484
Educ: Post-grad	17%	(48)	17%	(47)	15%	(41)	51%	(142)	278
Income: Under 50k	10%	(115)	14%	(171)	17%	(207)	59%	(701)	1195
Income: 50k-100k	8%	(50)	16%	(105)	17%	(111)	59%	(384)	649
Income: 100k+	17%	(61)	19%	(69)	14%	(51)	49%	(176)	357
Ethnicity: White	10%	(173)	15%	(249)	15%	(262)	60%	(1015)	1698
Ethnicity: Hispanic	16%	(59)	21%	(80)	21%	(80)	42%	(160)	379

Table MCBR3_5: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Baskin Robbins

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(226)	16%	(345)	17%	(368)	57%	(1261)	2201
Ethnicity: Black	14%	(38)	22%	(62)	21%	(60)	43%	(123)	283
Ethnicity: Other	7%	(16)	16%	(34)	21%	(46)	56%	(124)	220
All Christian	9%	(92)	14%	(140)	16%	(162)	61%	(604)	997
All Non-Christian	29%	(58)	21%	(43)	18%	(35)	33%	(65)	201
Atheist	5%	(5)	9%	(9)	13%	(14)	73%	(78)	107
Agnostic/Nothing in particular	7%	(37)	16%	(89)	16%	(89)	61%	(332)	546
Something Else	10%	(35)	18%	(64)	20%	(68)	52%	(182)	349
Religious Non-Protestant/Catholic	27%	(58)	21%	(44)	18%	(37)	34%	(73)	213
Evangelical	13%	(73)	16%	(94)	17%	(99)	54%	(317)	583
Non-Evangelical	7%	(51)	14%	(102)	17%	(124)	62%	(450)	726
Community: Urban	15%	(98)	21%	(139)	16%	(101)	48%	(311)	648
Community: Suburban	7%	(69)	13%	(138)	18%	(189)	61%	(632)	1029
Community: Rural	11%	(60)	13%	(68)	15%	(78)	61%	(318)	524
Employ: Private Sector	12%	(85)	18%	(127)	20%	(145)	50%	(352)	708
Employ: Government	19%	(33)	27%	(47)	22%	(38)	32%	(55)	174
Employ: Self-Employed	13%	(24)	19%	(34)	16%	(29)	52%	(94)	181
Employ: Homemaker	10%	(15)	22%	(30)	12%	(16)	57%	(79)	140
Employ: Student	17%	(14)	12%	(10)	34%	(27)	37%	(29)	80
Employ: Retired	3%	(16)	7%	(38)	11%	(63)	80%	(462)	579
Employ: Unemployed	10%	(22)	16%	(35)	17%	(37)	57%	(126)	221
Employ: Other	16%	(19)	20%	(23)	10%	(12)	54%	(63)	117
Military HH: Yes	7%	(22)	14%	(42)	13%	(40)	65%	(193)	297
Military HH: No	11%	(205)	16%	(303)	17%	(329)	56%	(1068)	1904
2022 House Vote: Democrat	12%	(109)	15%	(134)	15%	(135)	57%	(511)	890
2022 House Vote: Republican	7%	(48)	15%	(97)	18%	(121)	60%	(395)	661
2022 House Vote: Didnt Vote	11%	(67)	18%	(112)	17%	(102)	54%	(331)	612
2020 Vote: Joe Biden	12%	(109)	15%	(139)	15%	(139)	59%	(553)	940
2020 Vote: Donald Trump	7%	(49)	14%	(96)	18%	(126)	61%	(421)	692
2020 Vote: Other	4%	(3)	17%	(10)	17%	(10)	61%	(37)	60
2020 Vote: Didn't Vote	13%	(66)	20%	(100)	18%	(92)	49%	(251)	509

Table MCBR3_5: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Baskin Robbins

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(226)	16%	(345)	17%	(368)	57%	(1261)	2201
2018 House Vote: Democrat	13%	(105)	16%	(131)	15%	(121)	57%	(468)	825
2018 House Vote: Republican	7%	(41)	15%	(87)	17%	(100)	62%	(366)	593
2018 House Vote: Didnt Vote	11%	(80)	16%	(122)	19%	(141)	54%	(405)	747
4-Region: Northeast	11%	(41)	14%	(55)	19%	(71)	57%	(218)	386
4-Region: Midwest	8%	(35)	16%	(73)	19%	(86)	57%	(260)	455
4-Region: South	9%	(80)	17%	(143)	15%	(124)	59%	(492)	839
4-Region: West	14%	(70)	14%	(74)	17%	(87)	56%	(290)	521

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

Table MCBR3_6: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Burger King

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	19%	(411)	16%	(356)	47%	(1037)	2201
Gender: Male	23%	(242)	22%	(234)	18%	(191)	38%	(403)	1069
Gender: Female	14%	(154)	16%	(178)	15%	(164)	56%	(632)	1128
Age: 18-34	29%	(182)	27%	(169)	15%	(93)	30%	(187)	631
Age: 35-44	27%	(101)	19%	(71)	19%	(69)	35%	(131)	372
Age: 45-64	14%	(100)	16%	(116)	18%	(127)	52%	(368)	711
Age: 65+	3%	(13)	11%	(56)	14%	(68)	72%	(351)	487
GenZers: 1997-2012	26%	(59)	29%	(67)	15%	(35)	30%	(69)	230
Millennials: 1981-1996	30%	(209)	23%	(165)	15%	(108)	32%	(225)	707
GenXers: 1965-1980	16%	(85)	18%	(92)	18%	(95)	48%	(251)	523
Baby Boomers: 1946-1964	6%	(41)	12%	(82)	16%	(113)	66%	(452)	688
PID: Dem (no lean)	22%	(201)	20%	(186)	15%	(137)	44%	(404)	928
PID: Ind (no lean)	13%	(80)	18%	(106)	19%	(110)	50%	(296)	591
PID: Rep (no lean)	17%	(115)	18%	(120)	16%	(110)	49%	(337)	682
PID/Gender: Dem Men	28%	(127)	23%	(106)	14%	(63)	35%	(156)	452
PID/Gender: Dem Women	15%	(73)	17%	(80)	15%	(72)	52%	(248)	473
PID/Gender: Ind Men	14%	(37)	21%	(58)	21%	(56)	45%	(122)	274
PID/Gender: Ind Women	13%	(43)	15%	(48)	17%	(53)	54%	(172)	316
PID/Gender: Rep Men	23%	(77)	20%	(70)	21%	(71)	36%	(124)	343
PID/Gender: Rep Women	11%	(38)	15%	(50)	11%	(39)	63%	(213)	339
Ideo: Liberal (1-3)	22%	(140)	17%	(107)	19%	(117)	42%	(262)	626
Ideo: Moderate (4)	13%	(96)	19%	(138)	17%	(125)	50%	(362)	721
Ideo: Conservative (5-7)	20%	(138)	19%	(135)	12%	(88)	49%	(340)	701
Educ: < College	18%	(261)	19%	(272)	17%	(242)	46%	(664)	1438
Educ: Bachelors degree	14%	(69)	17%	(83)	15%	(72)	54%	(260)	484
Educ: Post-grad	24%	(66)	20%	(57)	15%	(42)	41%	(114)	278
Income: Under 50k	17%	(203)	19%	(223)	16%	(196)	48%	(572)	1195
Income: 50k-100k	15%	(98)	18%	(118)	18%	(115)	49%	(318)	649
Income: 100k+	27%	(95)	20%	(70)	13%	(45)	41%	(147)	357
Ethnicity: White	18%	(305)	17%	(285)	16%	(264)	50%	(844)	1698
Ethnicity: Hispanic	30%	(113)	21%	(81)	18%	(69)	31%	(117)	379

Table MCBR3_6: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Burger King

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	19%	(411)	16%	(356)	47%	(1037)	2201
Ethnicity: Black	21%	(58)	27%	(77)	17%	(49)	35%	(99)	283
Ethnicity: Other	15%	(33)	22%	(49)	20%	(44)	43%	(94)	220
All Christian	15%	(154)	18%	(181)	16%	(158)	51%	(505)	997
All Non-Christian	40%	(81)	22%	(45)	13%	(26)	24%	(49)	201
Atheist	19%	(20)	18%	(19)	11%	(12)	52%	(56)	107
Agnostic/Nothing in particular	13%	(72)	17%	(90)	18%	(101)	52%	(284)	546
Something Else	20%	(70)	22%	(75)	17%	(60)	41%	(144)	349
Religious Non-Protestant/Catholic	39%	(83)	22%	(46)	13%	(28)	27%	(57)	213
Evangelical	22%	(125)	19%	(111)	15%	(89)	44%	(258)	583
Non-Evangelical	13%	(93)	19%	(140)	17%	(120)	51%	(373)	726
Community: Urban	26%	(170)	21%	(136)	15%	(96)	38%	(247)	648
Community: Suburban	14%	(145)	17%	(178)	17%	(173)	52%	(533)	1029
Community: Rural	16%	(81)	18%	(97)	17%	(88)	49%	(258)	524
Employ: Private Sector	22%	(153)	20%	(145)	17%	(122)	41%	(289)	708
Employ: Government	31%	(54)	25%	(44)	16%	(28)	27%	(48)	174
Employ: Self-Employed	22%	(40)	19%	(34)	16%	(29)	43%	(77)	181
Employ: Homemaker	18%	(25)	15%	(21)	13%	(19)	54%	(76)	140
Employ: Student	32%	(26)	26%	(20)	18%	(14)	24%	(19)	80
Employ: Retired	5%	(27)	11%	(66)	16%	(94)	68%	(392)	579
Employ: Unemployed	21%	(45)	20%	(45)	16%	(36)	43%	(95)	221
Employ: Other	22%	(25)	31%	(36)	13%	(15)	35%	(41)	117
Military HH: Yes	19%	(55)	13%	(39)	17%	(52)	51%	(151)	297
Military HH: No	18%	(341)	20%	(373)	16%	(305)	47%	(886)	1904
2022 House Vote: Democrat	19%	(172)	18%	(163)	16%	(142)	46%	(413)	890
2022 House Vote: Republican	14%	(91)	18%	(122)	18%	(117)	50%	(332)	661
2022 House Vote: Didnt Vote	21%	(128)	19%	(119)	15%	(93)	44%	(271)	612
2020 Vote: Joe Biden	19%	(180)	18%	(170)	16%	(151)	47%	(439)	940
2020 Vote: Donald Trump	14%	(94)	18%	(124)	17%	(120)	51%	(354)	692
2020 Vote: Other	19%	(11)	13%	(8)	12%	(7)	57%	(34)	60
2020 Vote: Didn't Vote	22%	(110)	21%	(109)	16%	(79)	41%	(210)	509

Table MCBR3_6: *How much have you seen, read or heard about the following brands changing their logos and visual identity, also known as re-branding?*
Burger King

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	19%	(411)	16%	(356)	47%	(1037)	2201
2018 House Vote: Democrat	20%	(168)	18%	(145)	16%	(134)	46%	(377)	825
2018 House Vote: Republican	13%	(78)	18%	(105)	18%	(105)	51%	(305)	593
2018 House Vote: Didnt Vote	20%	(146)	20%	(151)	15%	(115)	45%	(334)	747
4-Region: Northeast	19%	(72)	19%	(73)	15%	(59)	47%	(182)	386
4-Region: Midwest	15%	(67)	21%	(97)	18%	(82)	46%	(209)	455
4-Region: South	17%	(147)	20%	(167)	14%	(117)	49%	(409)	839
4-Region: West	21%	(110)	14%	(75)	19%	(98)	46%	(238)	521

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

Table MCBR4: *Generally speaking, do you support or oppose brands changing their logos and visual identity permanently as a marketing strategy?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	18%	(402)	28%	(621)	12%	(256)	6%	(141)	36%	(781)	2201
Gender: Male	23%	(246)	30%	(325)	10%	(107)	7%	(72)	30%	(318)	1069
Gender: Female	14%	(155)	26%	(296)	13%	(148)	6%	(69)	41%	(460)	1128
Age: 18-34	28%	(176)	32%	(200)	11%	(70)	6%	(41)	23%	(145)	631
Age: 35-44	27%	(100)	29%	(106)	11%	(43)	6%	(22)	27%	(101)	372
Age: 45-64	14%	(98)	28%	(201)	11%	(81)	6%	(44)	40%	(287)	711
Age: 65+	6%	(28)	23%	(114)	13%	(62)	7%	(34)	51%	(249)	487
GenZers: 1997-2012	22%	(51)	33%	(77)	14%	(32)	5%	(11)	26%	(59)	230
Millennials: 1981-1996	29%	(202)	30%	(209)	11%	(76)	6%	(43)	25%	(176)	707
GenXers: 1965-1980	18%	(97)	29%	(151)	10%	(53)	6%	(32)	36%	(190)	523
Baby Boomers: 1946-1964	7%	(50)	25%	(173)	13%	(88)	8%	(52)	47%	(325)	688
PID: Dem (no lean)	25%	(228)	31%	(283)	10%	(96)	6%	(53)	29%	(268)	928
PID: Ind (no lean)	11%	(64)	26%	(153)	12%	(71)	7%	(39)	45%	(265)	591
PID: Rep (no lean)	16%	(109)	27%	(185)	13%	(89)	7%	(49)	36%	(249)	682
PID/Gender: Dem Men	33%	(150)	29%	(133)	8%	(38)	6%	(28)	23%	(103)	452
PID/Gender: Dem Women	16%	(78)	32%	(150)	12%	(57)	5%	(24)	35%	(164)	473
PID/Gender: Ind Men	12%	(32)	28%	(78)	12%	(33)	7%	(20)	41%	(112)	274
PID/Gender: Ind Women	10%	(33)	24%	(75)	12%	(38)	6%	(20)	48%	(151)	316
PID/Gender: Rep Men	19%	(64)	33%	(115)	11%	(36)	7%	(25)	30%	(103)	343
PID/Gender: Rep Women	13%	(45)	21%	(70)	16%	(53)	7%	(25)	43%	(146)	339
Ideo: Liberal (1-3)	24%	(148)	29%	(180)	12%	(76)	6%	(41)	29%	(182)	626
Ideo: Moderate (4)	14%	(102)	32%	(229)	11%	(81)	4%	(29)	39%	(279)	721
Ideo: Conservative (5-7)	19%	(130)	26%	(181)	13%	(89)	9%	(67)	33%	(234)	701
Educ: < College	19%	(275)	26%	(381)	11%	(161)	6%	(92)	37%	(529)	1438
Educ: Bachelors degree	12%	(60)	33%	(159)	13%	(62)	7%	(33)	35%	(171)	484
Educ: Post-grad	24%	(67)	29%	(82)	12%	(32)	6%	(16)	29%	(81)	278
Income: Under 50k	17%	(202)	26%	(311)	12%	(146)	6%	(78)	38%	(457)	1195
Income: 50k-100k	16%	(101)	34%	(219)	11%	(73)	6%	(40)	33%	(216)	649
Income: 100k+	27%	(98)	25%	(91)	10%	(37)	7%	(24)	30%	(108)	357
Ethnicity: White	18%	(304)	27%	(460)	12%	(205)	6%	(109)	37%	(621)	1698
Ethnicity: Hispanic	32%	(123)	27%	(103)	8%	(30)	7%	(28)	25%	(95)	379
Ethnicity: Black	19%	(55)	33%	(93)	9%	(26)	7%	(19)	32%	(90)	283

Continued on next page

Table MCBR4: *Generally speaking, do you support or oppose brands changing their logos and visual identity permanently as a marketing strategy?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	18%	(402)	28%	(621)	12%	(256)	6%	(141)	36%	(781)	2201
Ethnicity: Other	20%	(43)	31%	(67)	12%	(25)	6%	(13)	32%	(71)	220
All Christian	17%	(171)	27%	(272)	12%	(121)	7%	(70)	36%	(363)	997
All Non-Christian	34%	(69)	28%	(55)	9%	(19)	11%	(23)	17%	(35)	201
Atheist	20%	(21)	26%	(27)	13%	(13)	4%	(4)	38%	(40)	107
Agnostic/Nothing in particular	13%	(71)	28%	(154)	11%	(61)	6%	(31)	42%	(230)	546
Something Else	20%	(70)	32%	(112)	12%	(41)	4%	(13)	32%	(113)	349
Religious Non-Protestant/Catholic	34%	(71)	28%	(59)	10%	(21)	12%	(25)	17%	(37)	213
Evangelical	22%	(128)	28%	(164)	12%	(69)	8%	(44)	31%	(179)	583
Non-Evangelical	15%	(108)	28%	(203)	13%	(91)	5%	(35)	40%	(289)	726
Community: Urban	27%	(178)	28%	(182)	9%	(61)	6%	(38)	29%	(191)	648
Community: Suburban	15%	(150)	29%	(294)	12%	(128)	5%	(56)	39%	(400)	1029
Community: Rural	14%	(74)	28%	(144)	13%	(67)	9%	(48)	36%	(191)	524
Employ: Private Sector	24%	(168)	35%	(248)	11%	(75)	5%	(38)	25%	(179)	708
Employ: Government	34%	(60)	29%	(51)	11%	(20)	9%	(16)	16%	(27)	174
Employ: Self-Employed	21%	(38)	27%	(49)	17%	(31)	8%	(14)	26%	(48)	181
Employ: Homemaker	17%	(24)	21%	(29)	13%	(18)	9%	(13)	39%	(55)	140
Employ: Student	25%	(20)	28%	(23)	13%	(10)	3%	(3)	30%	(24)	80
Employ: Retired	5%	(28)	25%	(146)	13%	(74)	7%	(43)	50%	(289)	579
Employ: Unemployed	16%	(34)	19%	(41)	9%	(21)	3%	(7)	53%	(117)	221
Employ: Other	24%	(28)	29%	(34)	6%	(7)	7%	(8)	35%	(41)	117
Military HH: Yes	11%	(34)	25%	(74)	12%	(36)	9%	(25)	43%	(127)	297
Military HH: No	19%	(368)	29%	(547)	12%	(219)	6%	(116)	34%	(654)	1904
2022 House Vote: Democrat	23%	(207)	31%	(276)	8%	(72)	6%	(49)	32%	(285)	890
2022 House Vote: Republican	13%	(85)	30%	(196)	13%	(88)	9%	(61)	35%	(230)	661
2022 House Vote: Didnt Vote	18%	(110)	23%	(140)	15%	(90)	5%	(28)	40%	(243)	612
2020 Vote: Joe Biden	24%	(223)	30%	(285)	9%	(83)	5%	(45)	32%	(303)	940
2020 Vote: Donald Trump	13%	(89)	29%	(200)	13%	(90)	8%	(56)	37%	(257)	692
2020 Vote: Other	8%	(5)	18%	(11)	14%	(9)	9%	(5)	52%	(31)	60
2020 Vote: Didn't Vote	17%	(85)	25%	(126)	15%	(74)	7%	(34)	37%	(190)	509

Table MCBR4: *Generally speaking, do you support or oppose brands changing their logos and visual identity permanently as a marketing strategy?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	18%	(402)	28%	(621)	12%	(256)	6%	(141)	36%	(781)	2201
2018 House Vote: Democrat	25%	(205)	29%	(236)	8%	(67)	6%	(48)	33%	(270)	825
2018 House Vote: Republican	14%	(81)	28%	(167)	12%	(73)	9%	(51)	37%	(221)	593
2018 House Vote: Didnt Vote	15%	(115)	28%	(211)	15%	(110)	5%	(39)	37%	(273)	747
4-Region: Northeast	18%	(70)	28%	(108)	10%	(39)	8%	(30)	36%	(138)	386
4-Region: Midwest	18%	(82)	30%	(135)	15%	(69)	7%	(31)	30%	(138)	455
4-Region: South	16%	(132)	28%	(237)	11%	(96)	6%	(49)	39%	(324)	839
4-Region: West	22%	(117)	27%	(140)	10%	(51)	6%	(32)	35%	(181)	521

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

Table MCBR5_1: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Pride Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(525)	23%	(499)	10%	(214)	18%	(390)	26%	(573)	2201
Gender: Male	25%	(263)	22%	(236)	11%	(121)	20%	(210)	22%	(238)	1069
Gender: Female	23%	(261)	23%	(263)	8%	(93)	16%	(180)	29%	(331)	1128
Age: 18-34	31%	(195)	23%	(143)	11%	(71)	16%	(103)	19%	(120)	631
Age: 35-44	31%	(117)	27%	(101)	8%	(29)	12%	(45)	22%	(80)	372
Age: 45-64	22%	(158)	22%	(157)	10%	(68)	18%	(126)	28%	(201)	711
Age: 65+	11%	(55)	20%	(98)	10%	(47)	24%	(116)	35%	(172)	487
GenZers: 1997-2012	30%	(69)	22%	(51)	9%	(21)	17%	(39)	22%	(50)	230
Millennials: 1981-1996	30%	(214)	25%	(178)	10%	(74)	14%	(101)	20%	(140)	707
GenXers: 1965-1980	29%	(152)	20%	(104)	8%	(41)	18%	(95)	25%	(131)	523
Baby Boomers: 1946-1964	12%	(84)	22%	(148)	11%	(77)	21%	(146)	34%	(233)	688
PID: Dem (no lean)	34%	(320)	28%	(256)	10%	(93)	8%	(73)	20%	(186)	928
PID: Ind (no lean)	18%	(104)	21%	(126)	8%	(48)	17%	(103)	36%	(211)	591
PID: Rep (no lean)	15%	(101)	17%	(117)	11%	(74)	31%	(214)	26%	(176)	682
PID/Gender: Dem Men	37%	(166)	26%	(118)	12%	(55)	9%	(42)	16%	(72)	452
PID/Gender: Dem Women	32%	(153)	29%	(138)	8%	(38)	7%	(31)	24%	(113)	473
PID/Gender: Ind Men	17%	(48)	20%	(55)	9%	(24)	17%	(45)	37%	(101)	274
PID/Gender: Ind Women	18%	(56)	22%	(71)	7%	(23)	18%	(57)	34%	(108)	316
PID/Gender: Rep Men	14%	(50)	19%	(63)	12%	(42)	36%	(122)	19%	(66)	343
PID/Gender: Rep Women	15%	(51)	16%	(54)	9%	(32)	27%	(92)	32%	(110)	339
Ideo: Liberal (1-3)	34%	(212)	27%	(168)	11%	(72)	9%	(57)	19%	(118)	626
Ideo: Moderate (4)	22%	(162)	26%	(185)	8%	(57)	12%	(86)	32%	(230)	721
Ideo: Conservative (5-7)	15%	(108)	17%	(122)	11%	(81)	33%	(234)	22%	(157)	701
Educ: < College	24%	(346)	21%	(299)	9%	(127)	18%	(260)	28%	(406)	1438
Educ: Bachelors degree	22%	(106)	27%	(131)	11%	(52)	18%	(88)	22%	(108)	484
Educ: Post-grad	26%	(72)	25%	(69)	13%	(35)	15%	(42)	21%	(60)	278
Income: Under 50k	23%	(276)	21%	(247)	9%	(108)	17%	(209)	30%	(355)	1195
Income: 50k-100k	21%	(139)	26%	(169)	12%	(78)	20%	(127)	21%	(136)	649
Income: 100k+	31%	(110)	23%	(82)	8%	(28)	15%	(54)	23%	(82)	357
Ethnicity: White	23%	(382)	22%	(381)	10%	(171)	20%	(336)	25%	(429)	1698
Ethnicity: Hispanic	34%	(130)	22%	(85)	11%	(41)	17%	(65)	15%	(58)	379

Continued on next page

Table MCBR5_1: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Pride Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(525)	23%	(499)	10%	(214)	18%	(390)	26%	(573)	2201
Ethnicity: Black	30%	(86)	20%	(57)	8%	(22)	12%	(33)	30%	(85)	283
Ethnicity: Other	26%	(57)	28%	(61)	9%	(21)	10%	(21)	27%	(60)	220
All Christian	22%	(215)	22%	(220)	11%	(105)	20%	(195)	26%	(261)	997
All Non-Christian	33%	(66)	29%	(58)	13%	(26)	11%	(23)	15%	(29)	201
Atheist	29%	(31)	23%	(24)	13%	(14)	14%	(15)	21%	(22)	107
Agnostic/Nothing in particular	24%	(132)	23%	(123)	9%	(47)	13%	(68)	32%	(176)	546
Something Else	23%	(81)	21%	(74)	6%	(22)	25%	(88)	24%	(84)	349
Religious Non-Protestant/Catholic	31%	(66)	28%	(60)	12%	(27)	13%	(27)	16%	(33)	213
Evangelical	22%	(129)	18%	(105)	9%	(55)	26%	(154)	24%	(139)	583
Non-Evangelical	22%	(159)	25%	(181)	9%	(67)	17%	(120)	27%	(199)	726
Community: Urban	34%	(217)	24%	(153)	8%	(51)	12%	(77)	23%	(150)	648
Community: Suburban	19%	(199)	23%	(241)	10%	(103)	20%	(210)	27%	(276)	1029
Community: Rural	21%	(109)	20%	(105)	12%	(60)	20%	(103)	28%	(147)	524
Employ: Private Sector	31%	(217)	25%	(180)	11%	(79)	15%	(108)	17%	(123)	708
Employ: Government	41%	(71)	22%	(38)	10%	(17)	15%	(26)	13%	(22)	174
Employ: Self-Employed	19%	(35)	30%	(54)	9%	(17)	17%	(31)	25%	(45)	181
Employ: Homemaker	33%	(46)	19%	(26)	11%	(15)	15%	(21)	23%	(32)	140
Employ: Student	24%	(19)	24%	(19)	7%	(6)	17%	(14)	28%	(23)	80
Employ: Retired	10%	(60)	21%	(121)	11%	(67)	22%	(128)	35%	(204)	579
Employ: Unemployed	19%	(41)	19%	(42)	4%	(9)	15%	(34)	43%	(94)	221
Employ: Other	30%	(35)	16%	(19)	4%	(4)	25%	(29)	25%	(30)	117
Military HH: Yes	17%	(51)	15%	(45)	10%	(31)	28%	(83)	30%	(88)	297
Military HH: No	25%	(474)	24%	(454)	10%	(184)	16%	(307)	25%	(485)	1904
2022 House Vote: Democrat	33%	(293)	28%	(252)	9%	(83)	9%	(77)	21%	(185)	890
2022 House Vote: Republican	11%	(74)	18%	(119)	12%	(82)	33%	(220)	25%	(165)	661
2022 House Vote: Didnt Vote	25%	(156)	20%	(122)	7%	(45)	14%	(83)	34%	(206)	612
2020 Vote: Joe Biden	34%	(315)	28%	(260)	9%	(89)	8%	(76)	21%	(199)	940
2020 Vote: Donald Trump	11%	(75)	18%	(122)	12%	(82)	32%	(225)	27%	(188)	692
2020 Vote: Other	23%	(14)	22%	(13)	10%	(6)	21%	(13)	24%	(14)	60
2020 Vote: Didn't Vote	24%	(120)	20%	(103)	7%	(37)	15%	(77)	34%	(171)	509

Table MCBR5_1: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Pride Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	24%	(525)	23%	(499)	10%	(214)	18%	(390)	26%	(573)	2201
2018 House Vote: Democrat	34%	(282)	27%	(221)	9%	(75)	9%	(76)	21%	(172)	825
2018 House Vote: Republican	11%	(68)	17%	(102)	12%	(71)	33%	(195)	27%	(157)	593
2018 House Vote: Didnt Vote	23%	(174)	23%	(169)	9%	(66)	15%	(108)	31%	(229)	747
4-Region: Northeast	25%	(98)	22%	(86)	10%	(39)	18%	(68)	25%	(95)	386
4-Region: Midwest	26%	(119)	22%	(98)	8%	(38)	19%	(88)	25%	(112)	455
4-Region: South	22%	(182)	20%	(167)	11%	(89)	19%	(157)	29%	(245)	839
4-Region: West	24%	(127)	28%	(148)	9%	(48)	15%	(78)	23%	(122)	521

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

Table MCBR5_2: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Juneteenth

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(514)	23%	(513)	9%	(209)	15%	(325)	29%	(641)	2201
Gender: Male	25%	(264)	25%	(268)	9%	(99)	17%	(186)	24%	(252)	1069
Gender: Female	22%	(248)	22%	(245)	10%	(109)	12%	(138)	34%	(387)	1128
Age: 18-34	31%	(197)	25%	(156)	10%	(62)	12%	(74)	22%	(142)	631
Age: 35-44	30%	(110)	31%	(114)	7%	(25)	9%	(34)	24%	(89)	372
Age: 45-64	22%	(155)	21%	(150)	10%	(73)	16%	(114)	31%	(218)	711
Age: 65+	11%	(52)	19%	(92)	10%	(48)	21%	(103)	39%	(192)	487
GenZers: 1997-2012	32%	(74)	26%	(60)	13%	(29)	8%	(19)	20%	(46)	230
Millennials: 1981-1996	28%	(199)	27%	(193)	8%	(57)	12%	(83)	25%	(175)	707
GenXers: 1965-1980	30%	(155)	20%	(105)	8%	(44)	15%	(76)	27%	(142)	523
Baby Boomers: 1946-1964	12%	(81)	20%	(139)	11%	(76)	20%	(137)	37%	(255)	688
PID: Dem (no lean)	34%	(319)	26%	(245)	10%	(90)	8%	(74)	22%	(200)	928
PID: Ind (no lean)	17%	(102)	22%	(128)	8%	(48)	15%	(89)	38%	(223)	591
PID: Rep (no lean)	14%	(93)	20%	(140)	10%	(71)	24%	(162)	32%	(217)	682
PID/Gender: Dem Men	37%	(166)	28%	(126)	10%	(47)	10%	(44)	15%	(69)	452
PID/Gender: Dem Women	32%	(152)	25%	(119)	9%	(42)	6%	(30)	27%	(130)	473
PID/Gender: Ind Men	19%	(51)	23%	(63)	6%	(17)	16%	(44)	36%	(98)	274
PID/Gender: Ind Women	16%	(49)	21%	(65)	10%	(31)	14%	(45)	40%	(125)	316
PID/Gender: Rep Men	14%	(47)	23%	(79)	10%	(34)	29%	(98)	25%	(85)	343
PID/Gender: Rep Women	14%	(46)	18%	(61)	11%	(36)	19%	(63)	39%	(133)	339
Ideo: Liberal (1-3)	34%	(213)	27%	(167)	11%	(68)	9%	(57)	19%	(120)	626
Ideo: Moderate (4)	23%	(168)	23%	(169)	8%	(56)	11%	(77)	35%	(252)	721
Ideo: Conservative (5-7)	13%	(93)	22%	(151)	12%	(81)	26%	(179)	28%	(197)	701
Educ: < College	24%	(345)	21%	(298)	9%	(127)	15%	(216)	32%	(453)	1438
Educ: Bachelors degree	21%	(104)	29%	(139)	11%	(51)	15%	(71)	25%	(119)	484
Educ: Post-grad	24%	(66)	27%	(76)	11%	(31)	14%	(38)	25%	(68)	278
Income: Under 50k	21%	(253)	22%	(259)	9%	(110)	15%	(177)	33%	(395)	1195
Income: 50k-100k	25%	(160)	26%	(167)	10%	(68)	15%	(96)	24%	(158)	649
Income: 100k+	28%	(100)	24%	(87)	9%	(31)	14%	(52)	25%	(88)	357
Ethnicity: White	20%	(334)	23%	(399)	10%	(168)	16%	(277)	31%	(520)	1698
Ethnicity: Hispanic	33%	(124)	21%	(78)	10%	(38)	15%	(56)	22%	(83)	379

<div align="center">Continued on next page</div>

Table MCBR5_2: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Juneteenth

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(514)	23%	(513)	9%	(209)	15%	(325)	29%	(641)	2201
Ethnicity: Black	45%	(127)	22%	(61)	7%	(19)	8%	(21)	19%	(55)	283
Ethnicity: Other	24%	(53)	24%	(53)	10%	(22)	12%	(26)	30%	(66)	220
All Christian	21%	(208)	20%	(199)	10%	(103)	18%	(179)	31%	(308)	997
All Non-Christian	35%	(70)	29%	(58)	11%	(21)	10%	(20)	16%	(32)	201
Atheist	23%	(24)	28%	(30)	13%	(14)	8%	(9)	28%	(30)	107
Agnostic/Nothing in particular	26%	(141)	23%	(125)	7%	(36)	11%	(60)	34%	(184)	546
Something Else	20%	(70)	29%	(101)	10%	(35)	16%	(56)	25%	(86)	349
Religious Non-Protestant/Catholic	33%	(71)	29%	(61)	10%	(22)	10%	(21)	18%	(37)	213
Evangelical	22%	(127)	23%	(132)	11%	(66)	18%	(108)	26%	(151)	583
Non-Evangelical	20%	(145)	21%	(156)	10%	(70)	17%	(122)	32%	(234)	726
Community: Urban	35%	(225)	26%	(167)	7%	(43)	10%	(62)	23%	(152)	648
Community: Suburban	18%	(187)	23%	(241)	10%	(107)	17%	(172)	31%	(322)	1029
Community: Rural	19%	(102)	20%	(105)	11%	(59)	17%	(91)	32%	(167)	524
Employ: Private Sector	30%	(210)	26%	(185)	11%	(76)	12%	(84)	22%	(153)	708
Employ: Government	38%	(66)	27%	(47)	10%	(17)	11%	(19)	15%	(26)	174
Employ: Self-Employed	25%	(46)	22%	(40)	8%	(14)	14%	(26)	31%	(56)	181
Employ: Homemaker	29%	(41)	27%	(38)	7%	(10)	13%	(18)	24%	(33)	140
Employ: Student	28%	(23)	25%	(20)	13%	(10)	6%	(5)	28%	(22)	80
Employ: Retired	10%	(59)	20%	(116)	11%	(64)	20%	(118)	38%	(222)	579
Employ: Unemployed	19%	(43)	19%	(41)	3%	(7)	14%	(31)	45%	(99)	221
Employ: Other	23%	(27)	21%	(25)	9%	(10)	21%	(24)	26%	(31)	117
Military HH: Yes	15%	(45)	22%	(64)	10%	(29)	20%	(58)	34%	(101)	297
Military HH: No	25%	(469)	24%	(449)	9%	(180)	14%	(267)	28%	(540)	1904
2022 House Vote: Democrat	32%	(289)	28%	(248)	8%	(71)	8%	(73)	23%	(208)	890
2022 House Vote: Republican	11%	(75)	21%	(138)	12%	(82)	27%	(177)	29%	(189)	661
2022 House Vote: Didnt Vote	24%	(148)	19%	(119)	9%	(53)	11%	(67)	37%	(225)	612
2020 Vote: Joe Biden	33%	(313)	27%	(255)	9%	(80)	7%	(69)	24%	(222)	940
2020 Vote: Donald Trump	11%	(74)	19%	(133)	12%	(84)	26%	(181)	32%	(220)	692
2020 Vote: Other	19%	(11)	26%	(16)	10%	(6)	18%	(11)	28%	(17)	60
2020 Vote: Didn't Vote	23%	(116)	21%	(109)	8%	(38)	12%	(64)	36%	(182)	509

Table MCBR5_2: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Juneteenth

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(514)	23%	(513)	9%	(209)	15%	(325)	29%	(641)	2201
2018 House Vote: Democrat	33%	(270)	28%	(233)	8%	(70)	8%	(63)	23%	(189)	825
2018 House Vote: Republican	11%	(68)	17%	(100)	12%	(74)	29%	(169)	31%	(182)	593
2018 House Vote: Didnt Vote	23%	(175)	23%	(170)	9%	(64)	11%	(84)	34%	(254)	747
4-Region: Northeast	24%	(91)	19%	(75)	12%	(45)	16%	(63)	29%	(112)	386
4-Region: Midwest	25%	(113)	26%	(117)	11%	(48)	14%	(64)	25%	(113)	455
4-Region: South	23%	(197)	22%	(188)	10%	(81)	14%	(119)	30%	(255)	839
4-Region: West	22%	(113)	26%	(134)	7%	(35)	15%	(78)	31%	(161)	521

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

Table MCBR5_3: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Black History Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(623)	25%	(548)	9%	(194)	13%	(291)	25%	(546)	2201
Gender: Male	30%	(317)	26%	(273)	9%	(95)	16%	(167)	20%	(216)	1069
Gender: Female	27%	(303)	24%	(275)	9%	(99)	11%	(123)	29%	(328)	1128
Age: 18-34	39%	(248)	24%	(153)	8%	(52)	11%	(67)	18%	(111)	631
Age: 35-44	36%	(133)	27%	(101)	8%	(29)	7%	(26)	22%	(83)	372
Age: 45-64	26%	(185)	25%	(180)	9%	(65)	14%	(103)	25%	(178)	711
Age: 65+	12%	(57)	23%	(114)	10%	(48)	20%	(95)	35%	(173)	487
GenZers: 1997-2012	44%	(101)	19%	(44)	7%	(15)	11%	(25)	19%	(44)	230
Millennials: 1981-1996	34%	(242)	27%	(191)	9%	(65)	9%	(66)	20%	(143)	707
GenXers: 1965-1980	33%	(173)	25%	(131)	7%	(35)	13%	(65)	23%	(118)	523
Baby Boomers: 1946-1964	14%	(99)	24%	(167)	11%	(74)	18%	(127)	32%	(222)	688
PID: Dem (no lean)	40%	(372)	28%	(256)	8%	(71)	7%	(64)	18%	(166)	928
PID: Ind (no lean)	21%	(126)	24%	(140)	9%	(52)	13%	(76)	33%	(197)	591
PID: Rep (no lean)	18%	(124)	22%	(152)	10%	(71)	22%	(151)	27%	(184)	682
PID/Gender: Dem Men	43%	(194)	28%	(126)	8%	(38)	8%	(37)	13%	(58)	452
PID/Gender: Dem Women	37%	(177)	28%	(130)	7%	(32)	6%	(27)	23%	(107)	473
PID/Gender: Ind Men	22%	(61)	24%	(66)	8%	(21)	14%	(39)	32%	(86)	274
PID/Gender: Ind Women	20%	(64)	24%	(74)	10%	(31)	12%	(36)	35%	(110)	316
PID/Gender: Rep Men	18%	(62)	24%	(82)	10%	(36)	26%	(91)	21%	(72)	343
PID/Gender: Rep Women	18%	(62)	21%	(70)	10%	(35)	18%	(60)	33%	(111)	339
Ideo: Liberal (1-3)	38%	(239)	29%	(180)	9%	(56)	7%	(46)	17%	(105)	626
Ideo: Moderate (4)	27%	(193)	28%	(200)	7%	(48)	9%	(67)	29%	(212)	721
Ideo: Conservative (5-7)	20%	(138)	22%	(152)	12%	(83)	24%	(166)	23%	(162)	701
Educ: < College	30%	(431)	23%	(325)	8%	(112)	13%	(184)	27%	(386)	1438
Educ: Bachelors degree	26%	(125)	29%	(139)	10%	(49)	14%	(70)	21%	(102)	484
Educ: Post-grad	24%	(67)	30%	(83)	12%	(33)	13%	(37)	21%	(58)	278
Income: Under 50k	28%	(339)	23%	(272)	7%	(89)	13%	(154)	29%	(341)	1195
Income: 50k-100k	28%	(184)	27%	(177)	11%	(71)	14%	(88)	20%	(129)	649
Income: 100k+	28%	(100)	28%	(99)	10%	(34)	13%	(48)	21%	(76)	357
Ethnicity: White	24%	(413)	27%	(451)	9%	(154)	15%	(249)	25%	(430)	1698
Ethnicity: Hispanic	41%	(154)	22%	(83)	6%	(23)	12%	(45)	19%	(73)	379

Table MCBR5_3: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Black History Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(623)	25%	(548)	9%	(194)	13%	(291)	25%	(546)	2201
Ethnicity: Black	53%	(150)	17%	(48)	5%	(14)	9%	(24)	16%	(46)	283
Ethnicity: Other	27%	(60)	22%	(48)	12%	(25)	8%	(17)	31%	(69)	220
All Christian	25%	(251)	26%	(255)	9%	(87)	15%	(153)	25%	(252)	997
All Non-Christian	39%	(78)	26%	(52)	10%	(19)	13%	(27)	12%	(25)	201
Atheist	26%	(28)	24%	(26)	14%	(15)	9%	(9)	26%	(28)	107
Agnostic/Nothing in particular	32%	(173)	23%	(123)	7%	(41)	8%	(45)	30%	(164)	546
Something Else	27%	(93)	26%	(92)	9%	(32)	16%	(56)	22%	(77)	349
Religious Non-Protestant/Catholic	37%	(79)	26%	(54)	10%	(21)	14%	(30)	13%	(28)	213
Evangelical	26%	(154)	24%	(139)	10%	(57)	17%	(100)	23%	(133)	583
Non-Evangelical	25%	(181)	27%	(193)	8%	(59)	14%	(104)	26%	(190)	726
Community: Urban	36%	(231)	26%	(167)	7%	(44)	10%	(64)	22%	(142)	648
Community: Suburban	24%	(250)	25%	(259)	9%	(97)	14%	(143)	27%	(279)	1029
Community: Rural	27%	(141)	23%	(122)	10%	(52)	16%	(83)	24%	(125)	524
Employ: Private Sector	33%	(235)	30%	(211)	8%	(59)	10%	(69)	19%	(134)	708
Employ: Government	46%	(80)	20%	(34)	10%	(18)	10%	(17)	15%	(26)	174
Employ: Self-Employed	28%	(51)	24%	(43)	11%	(20)	15%	(27)	22%	(40)	181
Employ: Homemaker	40%	(55)	23%	(32)	7%	(10)	7%	(10)	22%	(31)	140
Employ: Student	45%	(36)	23%	(18)	5%	(4)	5%	(4)	21%	(17)	80
Employ: Retired	12%	(70)	25%	(145)	11%	(64)	19%	(108)	33%	(193)	579
Employ: Unemployed	26%	(57)	19%	(43)	4%	(8)	13%	(30)	38%	(83)	221
Employ: Other	33%	(38)	18%	(22)	9%	(10)	21%	(25)	19%	(22)	117
Military HH: Yes	15%	(46)	29%	(85)	7%	(22)	19%	(57)	29%	(87)	297
Military HH: No	30%	(577)	24%	(463)	9%	(172)	12%	(233)	24%	(458)	1904
2022 House Vote: Democrat	36%	(324)	29%	(259)	8%	(67)	7%	(63)	20%	(176)	890
2022 House Vote: Republican	14%	(92)	25%	(162)	11%	(74)	25%	(166)	25%	(167)	661
2022 House Vote: Didnt Vote	33%	(200)	20%	(121)	8%	(48)	10%	(58)	30%	(185)	612
2020 Vote: Joe Biden	37%	(352)	29%	(268)	8%	(74)	6%	(58)	20%	(187)	940
2020 Vote: Donald Trump	13%	(92)	24%	(166)	11%	(75)	24%	(164)	28%	(194)	692
2020 Vote: Other	25%	(15)	20%	(12)	10%	(6)	15%	(9)	30%	(18)	60
2020 Vote: Didn't Vote	32%	(163)	20%	(101)	8%	(39)	12%	(60)	29%	(146)	509

Table MCBR5_3: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Black History Month

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(623)	25%	(548)	9%	(194)	13%	(291)	25%	(546)	2201
2018 House Vote: Democrat	38%	(311)	27%	(227)	9%	(71)	7%	(55)	20%	(163)	825
2018 House Vote: Republican	14%	(82)	22%	(132)	11%	(63)	27%	(159)	26%	(157)	593
2018 House Vote: Didnt Vote	30%	(227)	24%	(181)	8%	(57)	9%	(71)	28%	(211)	747
4-Region: Northeast	28%	(109)	25%	(96)	9%	(33)	13%	(51)	25%	(96)	386
4-Region: Midwest	30%	(137)	26%	(117)	10%	(44)	14%	(63)	21%	(94)	455
4-Region: South	28%	(231)	24%	(199)	8%	(70)	14%	(119)	26%	(220)	839
4-Region: West	28%	(144)	26%	(136)	9%	(47)	11%	(58)	26%	(136)	521

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

Table MCBR5_4: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Christmas

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	38%	(825)	30%	(663)	6%	(123)	8%	(183)	18%	(407)	2201
Gender: Male	39%	(418)	31%	(336)	7%	(71)	8%	(82)	15%	(162)	1069
Gender: Female	36%	(407)	29%	(326)	4%	(50)	9%	(101)	22%	(244)	1128
Age: 18-34	44%	(278)	28%	(175)	5%	(35)	8%	(50)	15%	(94)	631
Age: 35-44	42%	(155)	30%	(112)	6%	(22)	6%	(23)	16%	(60)	372
Age: 45-64	38%	(270)	30%	(210)	5%	(39)	7%	(50)	20%	(142)	711
Age: 65+	25%	(123)	34%	(166)	6%	(28)	12%	(61)	23%	(110)	487
GenZers: 1997-2012	45%	(103)	26%	(60)	6%	(15)	6%	(13)	17%	(38)	230
Millennials: 1981-1996	42%	(297)	28%	(201)	6%	(41)	8%	(56)	16%	(111)	707
GenXers: 1965-1980	41%	(213)	28%	(147)	4%	(22)	7%	(38)	20%	(103)	523
Baby Boomers: 1946-1964	29%	(200)	34%	(235)	6%	(43)	10%	(70)	20%	(139)	688
PID: Dem (no lean)	41%	(381)	30%	(282)	5%	(48)	6%	(58)	17%	(159)	928
PID: Ind (no lean)	32%	(190)	30%	(177)	5%	(31)	9%	(55)	23%	(138)	591
PID: Rep (no lean)	37%	(255)	30%	(204)	6%	(43)	10%	(71)	16%	(109)	682
PID/Gender: Dem Men	44%	(200)	32%	(144)	6%	(25)	6%	(28)	12%	(55)	452
PID/Gender: Dem Women	38%	(181)	29%	(137)	5%	(23)	6%	(30)	22%	(102)	473
PID/Gender: Ind Men	32%	(88)	30%	(82)	6%	(16)	6%	(18)	26%	(71)	274
PID/Gender: Ind Women	32%	(102)	30%	(96)	4%	(14)	12%	(37)	21%	(68)	316
PID/Gender: Rep Men	38%	(130)	32%	(110)	9%	(30)	11%	(36)	10%	(36)	343
PID/Gender: Rep Women	37%	(125)	28%	(93)	4%	(13)	10%	(34)	22%	(74)	339
Ideo: Liberal (1-3)	37%	(234)	30%	(191)	7%	(47)	9%	(55)	16%	(99)	626
Ideo: Moderate (4)	35%	(254)	32%	(228)	4%	(30)	7%	(53)	22%	(156)	721
Ideo: Conservative (5-7)	39%	(277)	31%	(215)	5%	(38)	10%	(67)	15%	(103)	701
Educ: < College	39%	(564)	27%	(392)	5%	(71)	9%	(130)	20%	(280)	1438
Educ: Bachelors degree	35%	(168)	36%	(174)	6%	(27)	7%	(33)	17%	(82)	484
Educ: Post-grad	34%	(93)	35%	(96)	9%	(25)	7%	(20)	16%	(44)	278
Income: Under 50k	37%	(440)	28%	(332)	5%	(57)	9%	(108)	22%	(257)	1195
Income: 50k-100k	38%	(249)	34%	(222)	7%	(45)	7%	(43)	14%	(91)	649
Income: 100k+	38%	(137)	30%	(109)	6%	(21)	9%	(32)	16%	(58)	357
Ethnicity: White	36%	(615)	32%	(550)	5%	(87)	9%	(145)	18%	(301)	1698
Ethnicity: Hispanic	46%	(176)	26%	(97)	5%	(17)	9%	(36)	14%	(52)	379

Table MCBR5_4: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Christmas

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	38%	(825)	30%	(663)	6%	(123)	8%	(183)	18%	(407)	2201
Ethnicity: Black	47%	(134)	21%	(59)	5%	(13)	6%	(18)	21%	(58)	283
Ethnicity: Other	35%	(77)	24%	(53)	11%	(23)	9%	(20)	21%	(47)	220
All Christian	40%	(395)	30%	(297)	5%	(47)	9%	(90)	17%	(167)	997
All Non-Christian	33%	(66)	39%	(78)	9%	(18)	10%	(19)	10%	(20)	201
Atheist	34%	(36)	33%	(35)	7%	(8)	7%	(7)	20%	(21)	107
Agnostic/Nothing in particular	36%	(196)	27%	(149)	6%	(31)	6%	(31)	25%	(138)	546
Something Else	38%	(133)	30%	(104)	5%	(18)	10%	(35)	17%	(60)	349
Religious Non-Protestant/Catholic	32%	(69)	38%	(81)	9%	(19)	11%	(23)	10%	(22)	213
Evangelical	41%	(241)	28%	(166)	5%	(30)	11%	(65)	14%	(81)	583
Non-Evangelical	38%	(276)	30%	(221)	4%	(31)	8%	(56)	19%	(141)	726
Community: Urban	41%	(266)	29%	(186)	5%	(35)	7%	(46)	18%	(115)	648
Community: Suburban	36%	(369)	31%	(322)	6%	(58)	8%	(79)	20%	(202)	1029
Community: Rural	36%	(190)	29%	(154)	6%	(31)	11%	(58)	17%	(90)	524
Employ: Private Sector	44%	(315)	32%	(224)	6%	(43)	4%	(28)	14%	(98)	708
Employ: Government	47%	(81)	24%	(43)	6%	(10)	13%	(23)	10%	(17)	174
Employ: Self-Employed	34%	(62)	31%	(56)	3%	(6)	12%	(22)	19%	(34)	181
Employ: Homemaker	45%	(63)	24%	(33)	3%	(4)	9%	(13)	19%	(27)	140
Employ: Student	36%	(29)	32%	(26)	8%	(7)	4%	(3)	21%	(17)	80
Employ: Retired	26%	(153)	34%	(198)	7%	(40)	11%	(62)	22%	(127)	579
Employ: Unemployed	30%	(67)	24%	(54)	3%	(7)	11%	(24)	31%	(69)	221
Employ: Other	47%	(55)	24%	(28)	6%	(7)	7%	(8)	16%	(19)	117
Military HH: Yes	29%	(86)	33%	(97)	7%	(20)	9%	(28)	22%	(65)	297
Military HH: No	39%	(739)	30%	(565)	5%	(102)	8%	(155)	18%	(342)	1904
2022 House Vote: Democrat	39%	(347)	33%	(290)	5%	(43)	6%	(56)	17%	(153)	890
2022 House Vote: Republican	34%	(224)	33%	(221)	7%	(46)	10%	(68)	15%	(101)	661
2022 House Vote: Didnt Vote	39%	(241)	23%	(142)	5%	(31)	9%	(57)	23%	(140)	612
2020 Vote: Joe Biden	40%	(371)	32%	(299)	5%	(48)	6%	(56)	18%	(165)	940
2020 Vote: Donald Trump	35%	(243)	33%	(227)	7%	(46)	9%	(61)	17%	(115)	692
2020 Vote: Other	39%	(24)	26%	(15)	6%	(4)	9%	(5)	20%	(12)	60
2020 Vote: Didn't Vote	37%	(187)	24%	(121)	5%	(25)	12%	(61)	22%	(114)	509

Table MCBR5_4: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Christmas

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	38%	(825)	30%	(663)	6%	(123)	8%	(183)	18%	(407)	2201
2018 House Vote: Democrat	40%	(331)	31%	(253)	5%	(45)	6%	(53)	17%	(143)	825
2018 House Vote: Republican	35%	(205)	32%	(190)	7%	(42)	10%	(61)	16%	(95)	593
2018 House Vote: Didnt Vote	37%	(279)	28%	(210)	5%	(35)	9%	(65)	21%	(158)	747
4-Region: Northeast	37%	(144)	31%	(118)	7%	(28)	9%	(35)	16%	(62)	386
4-Region: Midwest	40%	(183)	35%	(159)	3%	(15)	7%	(33)	14%	(65)	455
4-Region: South	39%	(330)	26%	(218)	6%	(48)	9%	(72)	20%	(171)	839
4-Region: West	32%	(169)	32%	(168)	6%	(32)	8%	(43)	21%	(109)	521

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

Table MCBR5_5: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Easter

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(682)	31%	(686)	9%	(190)	8%	(180)	21%	(463)	2201
Gender: Male	32%	(343)	34%	(361)	9%	(95)	8%	(83)	17%	(187)	1069
Gender: Female	30%	(339)	29%	(323)	8%	(95)	9%	(97)	24%	(275)	1128
Age: 18-34	35%	(220)	30%	(189)	11%	(70)	8%	(50)	16%	(102)	631
Age: 35-44	34%	(125)	33%	(123)	8%	(31)	5%	(19)	20%	(74)	372
Age: 45-64	34%	(239)	31%	(221)	6%	(45)	7%	(48)	22%	(159)	711
Age: 65+	20%	(98)	31%	(153)	9%	(44)	13%	(63)	26%	(128)	487
GenZers: 1997-2012	37%	(84)	29%	(67)	12%	(27)	5%	(11)	18%	(41)	230
Millennials: 1981-1996	33%	(234)	31%	(221)	10%	(71)	8%	(56)	18%	(125)	707
GenXers: 1965-1980	37%	(194)	29%	(153)	6%	(30)	6%	(33)	22%	(113)	523
Baby Boomers: 1946-1964	24%	(162)	32%	(223)	9%	(59)	11%	(74)	25%	(170)	688
PID: Dem (no lean)	35%	(322)	32%	(299)	8%	(79)	6%	(53)	19%	(175)	928
PID: Ind (no lean)	24%	(141)	32%	(187)	9%	(50)	9%	(56)	27%	(158)	591
PID: Rep (no lean)	32%	(219)	29%	(201)	9%	(61)	10%	(71)	19%	(130)	682
PID/Gender: Dem Men	38%	(174)	35%	(159)	7%	(31)	6%	(28)	13%	(61)	452
PID/Gender: Dem Women	31%	(148)	30%	(140)	10%	(48)	5%	(25)	24%	(113)	473
PID/Gender: Ind Men	23%	(63)	33%	(91)	9%	(24)	6%	(18)	28%	(78)	274
PID/Gender: Ind Women	25%	(78)	30%	(93)	8%	(26)	12%	(38)	25%	(80)	316
PID/Gender: Rep Men	31%	(106)	32%	(111)	12%	(40)	11%	(37)	14%	(48)	343
PID/Gender: Rep Women	33%	(113)	26%	(90)	6%	(21)	10%	(34)	24%	(82)	339
Ideo: Liberal (1-3)	30%	(190)	32%	(199)	11%	(67)	8%	(52)	19%	(118)	626
Ideo: Moderate (4)	30%	(214)	33%	(235)	6%	(47)	7%	(47)	25%	(177)	721
Ideo: Conservative (5-7)	32%	(224)	31%	(217)	10%	(70)	10%	(72)	17%	(118)	701
Educ: < College	33%	(473)	29%	(423)	8%	(110)	9%	(124)	21%	(308)	1438
Educ: Bachelors degree	26%	(128)	35%	(172)	10%	(49)	7%	(33)	21%	(103)	484
Educ: Post-grad	29%	(81)	33%	(92)	11%	(31)	8%	(23)	19%	(52)	278
Income: Under 50k	31%	(365)	30%	(362)	8%	(96)	9%	(105)	22%	(267)	1195
Income: 50k-100k	30%	(194)	34%	(222)	10%	(67)	7%	(43)	19%	(123)	649
Income: 100k+	35%	(124)	28%	(102)	8%	(27)	9%	(32)	20%	(73)	357
Ethnicity: White	31%	(519)	32%	(542)	8%	(143)	9%	(153)	20%	(342)	1698
Ethnicity: Hispanic	35%	(133)	31%	(118)	8%	(31)	11%	(42)	15%	(56)	379

Table MCBR5_5: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Easter

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(682)	31%	(686)	9%	(190)	8%	(180)	21%	(463)	2201
Ethnicity: Black	39%	(109)	25%	(72)	8%	(22)	5%	(15)	23%	(65)	283
Ethnicity: Other	25%	(54)	33%	(72)	12%	(25)	6%	(12)	25%	(56)	220
All Christian	33%	(332)	29%	(289)	10%	(96)	9%	(87)	19%	(194)	997
All Non-Christian	30%	(60)	37%	(74)	8%	(16)	10%	(19)	16%	(32)	201
Atheist	24%	(25)	32%	(34)	12%	(13)	8%	(9)	23%	(25)	107
Agnostic/Nothing in particular	28%	(154)	31%	(167)	8%	(42)	6%	(31)	28%	(153)	546
Something Else	32%	(110)	35%	(122)	7%	(23)	10%	(34)	17%	(59)	349
Religious Non-Protestant/Catholic	31%	(65)	36%	(76)	7%	(16)	11%	(22)	16%	(33)	213
Evangelical	35%	(202)	30%	(176)	7%	(40)	13%	(73)	16%	(92)	583
Non-Evangelical	31%	(225)	31%	(224)	10%	(75)	6%	(45)	22%	(158)	726
Community: Urban	35%	(226)	31%	(203)	8%	(49)	7%	(45)	19%	(126)	648
Community: Suburban	29%	(296)	32%	(334)	9%	(89)	8%	(80)	22%	(231)	1029
Community: Rural	31%	(160)	28%	(149)	10%	(53)	11%	(55)	20%	(107)	524
Employ: Private Sector	36%	(256)	34%	(240)	9%	(67)	5%	(36)	16%	(110)	708
Employ: Government	39%	(68)	29%	(51)	12%	(22)	7%	(13)	12%	(21)	174
Employ: Self-Employed	30%	(55)	32%	(59)	5%	(9)	11%	(19)	22%	(40)	181
Employ: Homemaker	36%	(50)	25%	(35)	8%	(11)	9%	(12)	22%	(31)	140
Employ: Student	26%	(21)	37%	(30)	10%	(8)	6%	(4)	21%	(17)	80
Employ: Retired	22%	(126)	32%	(184)	9%	(54)	10%	(61)	27%	(155)	579
Employ: Unemployed	31%	(67)	26%	(58)	6%	(13)	8%	(17)	30%	(66)	221
Employ: Other	34%	(39)	25%	(30)	6%	(6)	15%	(17)	21%	(24)	117
Military HH: Yes	24%	(70)	35%	(104)	7%	(22)	8%	(25)	26%	(77)	297
Military HH: No	32%	(612)	31%	(582)	9%	(169)	8%	(155)	20%	(386)	1904
2022 House Vote: Democrat	32%	(282)	33%	(293)	8%	(71)	6%	(55)	21%	(188)	890
2022 House Vote: Republican	29%	(190)	31%	(207)	10%	(67)	12%	(76)	18%	(120)	661
2022 House Vote: Didnt Vote	33%	(199)	29%	(175)	8%	(49)	8%	(47)	23%	(141)	612
2020 Vote: Joe Biden	34%	(315)	32%	(296)	8%	(75)	6%	(56)	21%	(198)	940
2020 Vote: Donald Trump	29%	(203)	31%	(212)	10%	(72)	10%	(68)	20%	(138)	692
2020 Vote: Other	31%	(18)	33%	(20)	4%	(2)	12%	(7)	21%	(13)	60
2020 Vote: Didn't Vote	29%	(145)	31%	(158)	8%	(41)	10%	(50)	23%	(115)	509

<p align="center">Continued on next page</p>

Table MCBR5_5: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Easter

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(682)	31%	(686)	9%	(190)	8%	(180)	21%	(463)	2201
2018 House Vote: Democrat	35%	(285)	31%	(252)	8%	(66)	6%	(54)	20%	(169)	825
2018 House Vote: Republican	28%	(164)	30%	(179)	10%	(61)	12%	(71)	20%	(117)	593
2018 House Vote: Didnt Vote	30%	(225)	33%	(244)	8%	(63)	7%	(50)	22%	(165)	747
4-Region: Northeast	34%	(131)	28%	(107)	10%	(37)	8%	(33)	20%	(78)	386
4-Region: Midwest	33%	(148)	34%	(154)	7%	(31)	8%	(35)	19%	(87)	455
4-Region: South	31%	(264)	29%	(241)	9%	(77)	9%	(74)	22%	(184)	839
4-Region: West	27%	(139)	35%	(184)	9%	(46)	7%	(38)	22%	(114)	521

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

Table MCBR5_6: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Fourth of July

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(783)	31%	(679)	7%	(150)	7%	(156)	20%	(433)	2201
Gender: Male	38%	(404)	31%	(337)	8%	(84)	7%	(71)	16%	(174)	1069
Gender: Female	34%	(379)	30%	(342)	6%	(65)	7%	(83)	23%	(258)	1128
Age: 18-34	43%	(270)	27%	(168)	8%	(48)	8%	(52)	15%	(94)	631
Age: 35-44	39%	(145)	30%	(112)	9%	(32)	5%	(20)	17%	(62)	372
Age: 45-64	37%	(264)	31%	(219)	6%	(41)	5%	(38)	21%	(149)	711
Age: 65+	21%	(104)	37%	(180)	6%	(30)	9%	(46)	26%	(128)	487
GenZers: 1997-2012	42%	(96)	26%	(59)	8%	(18)	7%	(17)	17%	(40)	230
Millennials: 1981-1996	40%	(282)	29%	(202)	8%	(59)	8%	(54)	16%	(110)	707
GenXers: 1965-1980	41%	(212)	28%	(145)	6%	(31)	6%	(30)	20%	(105)	523
Baby Boomers: 1946-1964	27%	(183)	36%	(250)	6%	(40)	7%	(50)	24%	(165)	688
PID: Dem (no lean)	38%	(357)	31%	(290)	8%	(71)	6%	(54)	17%	(156)	928
PID: Ind (no lean)	29%	(172)	32%	(188)	5%	(31)	7%	(42)	27%	(158)	591
PID: Rep (no lean)	37%	(254)	29%	(201)	7%	(47)	9%	(60)	17%	(119)	682
PID/Gender: Dem Men	41%	(187)	32%	(144)	7%	(33)	6%	(28)	13%	(60)	452
PID/Gender: Dem Women	36%	(169)	31%	(146)	8%	(37)	5%	(25)	20%	(95)	473
PID/Gender: Ind Men	31%	(84)	31%	(84)	6%	(17)	4%	(10)	29%	(78)	274
PID/Gender: Ind Women	28%	(88)	33%	(104)	4%	(14)	10%	(30)	25%	(80)	316
PID/Gender: Rep Men	39%	(133)	32%	(109)	10%	(33)	9%	(32)	10%	(36)	343
PID/Gender: Rep Women	36%	(122)	27%	(92)	4%	(14)	8%	(28)	25%	(84)	339
Ideo: Liberal (1-3)	35%	(219)	32%	(198)	9%	(59)	7%	(46)	17%	(104)	626
Ideo: Moderate (4)	33%	(235)	32%	(231)	6%	(46)	5%	(38)	24%	(169)	721
Ideo: Conservative (5-7)	38%	(270)	31%	(219)	6%	(41)	9%	(64)	15%	(107)	701
Educ: < College	38%	(549)	28%	(402)	6%	(87)	7%	(108)	20%	(293)	1438
Educ: Bachelors degree	32%	(154)	35%	(170)	9%	(42)	6%	(28)	18%	(89)	484
Educ: Post-grad	29%	(80)	38%	(106)	7%	(21)	8%	(21)	18%	(51)	278
Income: Under 50k	34%	(412)	29%	(351)	6%	(77)	8%	(91)	22%	(263)	1195
Income: 50k-100k	37%	(240)	32%	(210)	8%	(53)	6%	(41)	16%	(106)	649
Income: 100k+	37%	(131)	33%	(118)	6%	(20)	7%	(24)	18%	(65)	357
Ethnicity: White	35%	(599)	32%	(544)	6%	(102)	7%	(126)	19%	(327)	1698
Ethnicity: Hispanic	51%	(192)	22%	(82)	6%	(24)	9%	(32)	13%	(48)	379

Table MCBR5_6: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Fourth of July

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(783)	31%	(679)	7%	(150)	7%	(156)	20%	(433)	2201
Ethnicity: Black	43%	(121)	23%	(64)	7%	(20)	7%	(19)	21%	(59)	283
Ethnicity: Other	28%	(62)	32%	(71)	13%	(28)	5%	(11)	22%	(47)	220
All Christian	38%	(380)	31%	(307)	6%	(56)	7%	(67)	19%	(188)	997
All Non-Christian	36%	(73)	37%	(74)	11%	(22)	6%	(13)	10%	(20)	201
Atheist	34%	(36)	30%	(32)	7%	(8)	7%	(7)	22%	(24)	107
Agnostic/Nothing in particular	30%	(164)	31%	(169)	8%	(41)	6%	(33)	25%	(139)	546
Something Else	37%	(130)	28%	(97)	7%	(23)	11%	(37)	18%	(63)	349
Religious Non-Protestant/Catholic	36%	(78)	36%	(76)	10%	(22)	7%	(16)	10%	(22)	213
Evangelical	40%	(236)	27%	(159)	6%	(36)	10%	(55)	17%	(97)	583
Non-Evangelical	36%	(261)	32%	(231)	6%	(41)	6%	(44)	21%	(149)	726
Community: Urban	40%	(257)	29%	(188)	7%	(43)	7%	(44)	18%	(117)	648
Community: Suburban	34%	(348)	33%	(336)	7%	(70)	6%	(64)	21%	(212)	1029
Community: Rural	34%	(178)	30%	(155)	7%	(36)	9%	(49)	20%	(105)	524
Employ: Private Sector	42%	(296)	31%	(222)	8%	(58)	4%	(27)	15%	(106)	708
Employ: Government	46%	(80)	27%	(48)	10%	(17)	8%	(14)	9%	(16)	174
Employ: Self-Employed	32%	(57)	36%	(65)	6%	(10)	8%	(14)	19%	(35)	181
Employ: Homemaker	45%	(63)	24%	(33)	5%	(8)	6%	(9)	19%	(27)	140
Employ: Student	44%	(35)	19%	(15)	6%	(5)	9%	(7)	22%	(18)	80
Employ: Retired	23%	(132)	37%	(213)	6%	(36)	8%	(49)	26%	(150)	579
Employ: Unemployed	34%	(76)	23%	(51)	4%	(9)	10%	(22)	29%	(63)	221
Employ: Other	38%	(45)	27%	(31)	6%	(7)	13%	(15)	16%	(19)	117
Military HH: Yes	34%	(100)	31%	(91)	5%	(15)	9%	(26)	22%	(66)	297
Military HH: No	36%	(683)	31%	(588)	7%	(135)	7%	(131)	19%	(368)	1904
2022 House Vote: Democrat	37%	(328)	33%	(291)	7%	(63)	5%	(48)	18%	(159)	890
2022 House Vote: Republican	34%	(225)	32%	(209)	8%	(53)	9%	(61)	17%	(112)	661
2022 House Vote: Didnt Vote	35%	(217)	27%	(168)	5%	(32)	8%	(46)	24%	(148)	612
2020 Vote: Joe Biden	38%	(356)	32%	(300)	7%	(65)	5%	(46)	18%	(172)	940
2020 Vote: Donald Trump	34%	(239)	32%	(223)	7%	(50)	8%	(56)	18%	(126)	692
2020 Vote: Other	38%	(23)	27%	(16)	5%	(3)	6%	(4)	23%	(14)	60
2020 Vote: Didn't Vote	33%	(166)	27%	(140)	6%	(31)	10%	(51)	24%	(122)	509

Table MCBR5_6: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Fourth of July

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(783)	31%	(679)	7%	(150)	7%	(156)	20%	(433)	2201
2018 House Vote: Democrat	39%	(319)	31%	(254)	8%	(64)	5%	(42)	18%	(146)	825
2018 House Vote: Republican	34%	(201)	30%	(179)	8%	(45)	10%	(56)	19%	(111)	593
2018 House Vote: Didnt Vote	34%	(253)	31%	(235)	5%	(39)	7%	(55)	22%	(165)	747
4-Region: Northeast	38%	(148)	28%	(109)	7%	(26)	8%	(32)	18%	(70)	386
4-Region: Midwest	36%	(165)	34%	(157)	4%	(20)	7%	(33)	18%	(80)	455
4-Region: South	35%	(290)	28%	(231)	8%	(69)	8%	(68)	22%	(181)	839
4-Region: West	34%	(179)	35%	(182)	7%	(34)	4%	(23)	20%	(103)	521

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

Table MCBR5_7: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Cinco De Mayo

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(540)	31%	(686)	9%	(196)	9%	(201)	26%	(578)	2201
Gender: Male	26%	(273)	35%	(371)	9%	(91)	11%	(114)	21%	(219)	1069
Gender: Female	24%	(266)	28%	(313)	9%	(105)	8%	(86)	32%	(357)	1128
Age: 18-34	32%	(199)	31%	(194)	9%	(58)	9%	(56)	20%	(124)	631
Age: 35-44	31%	(116)	33%	(123)	8%	(30)	6%	(22)	22%	(81)	372
Age: 45-64	23%	(166)	32%	(225)	9%	(62)	9%	(62)	28%	(196)	711
Age: 65+	12%	(60)	30%	(144)	9%	(46)	12%	(60)	36%	(177)	487
GenZers: 1997-2012	33%	(75)	31%	(72)	9%	(21)	6%	(14)	21%	(48)	230
Millennials: 1981-1996	30%	(213)	32%	(223)	8%	(60)	9%	(63)	21%	(147)	707
GenXers: 1965-1980	27%	(141)	30%	(158)	9%	(46)	9%	(46)	25%	(133)	523
Baby Boomers: 1946-1964	15%	(106)	31%	(214)	10%	(66)	10%	(70)	34%	(232)	688
PID: Dem (no lean)	32%	(298)	33%	(303)	8%	(71)	7%	(63)	21%	(192)	928
PID: Ind (no lean)	18%	(104)	28%	(167)	9%	(54)	9%	(51)	36%	(215)	591
PID: Rep (no lean)	20%	(138)	32%	(216)	10%	(71)	13%	(86)	25%	(170)	682
PID/Gender: Dem Men	34%	(156)	36%	(163)	6%	(28)	7%	(33)	16%	(74)	452
PID/Gender: Dem Women	30%	(142)	30%	(140)	9%	(43)	7%	(31)	25%	(117)	473
PID/Gender: Ind Men	19%	(52)	30%	(83)	9%	(26)	8%	(23)	33%	(91)	274
PID/Gender: Ind Women	17%	(52)	26%	(83)	9%	(28)	9%	(28)	39%	(124)	316
PID/Gender: Rep Men	19%	(66)	37%	(125)	11%	(38)	17%	(59)	16%	(55)	343
PID/Gender: Rep Women	21%	(72)	27%	(90)	10%	(34)	8%	(27)	34%	(116)	339
Ideo: Liberal (1-3)	31%	(193)	32%	(198)	9%	(55)	9%	(56)	20%	(124)	626
Ideo: Moderate (4)	23%	(162)	32%	(232)	8%	(58)	5%	(35)	32%	(233)	721
Ideo: Conservative (5-7)	21%	(146)	33%	(231)	10%	(72)	14%	(99)	22%	(154)	701
Educ: < College	26%	(374)	30%	(425)	8%	(113)	9%	(129)	28%	(398)	1438
Educ: Bachelors degree	21%	(103)	35%	(167)	10%	(51)	9%	(43)	25%	(120)	484
Educ: Post-grad	23%	(63)	34%	(94)	12%	(32)	10%	(28)	22%	(60)	278
Income: Under 50k	23%	(280)	30%	(354)	9%	(103)	9%	(103)	30%	(354)	1195
Income: 50k-100k	24%	(159)	35%	(228)	9%	(60)	10%	(64)	21%	(138)	649
Income: 100k+	28%	(101)	29%	(104)	9%	(34)	9%	(33)	24%	(85)	357
Ethnicity: White	23%	(395)	33%	(552)	8%	(141)	10%	(166)	26%	(445)	1698
Ethnicity: Hispanic	38%	(144)	29%	(110)	7%	(25)	10%	(37)	17%	(63)	379

Table MCBR5_7: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Cinco De Mayo

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(540)	31%	(686)	9%	(196)	9%	(201)	26%	(578)	2201
Ethnicity: Black	33%	(94)	25%	(71)	9%	(27)	6%	(18)	26%	(73)	283
Ethnicity: Other	23%	(51)	29%	(63)	13%	(29)	7%	(16)	27%	(60)	220
All Christian	23%	(231)	31%	(309)	9%	(91)	10%	(101)	27%	(265)	997
All Non-Christian	31%	(63)	36%	(72)	9%	(19)	8%	(16)	16%	(31)	201
Atheist	27%	(29)	36%	(38)	8%	(8)	4%	(5)	25%	(27)	107
Agnostic/Nothing in particular	24%	(132)	29%	(160)	8%	(44)	7%	(40)	31%	(170)	546
Something Else	24%	(85)	31%	(107)	10%	(34)	11%	(38)	24%	(85)	349
Religious Non-Protestant/Catholic	30%	(65)	35%	(74)	10%	(22)	8%	(17)	17%	(35)	213
Evangelical	24%	(137)	30%	(176)	10%	(56)	12%	(72)	25%	(143)	583
Non-Evangelical	24%	(171)	31%	(225)	9%	(66)	9%	(65)	28%	(200)	726
Community: Urban	30%	(195)	30%	(197)	9%	(58)	6%	(42)	24%	(156)	648
Community: Suburban	22%	(226)	32%	(328)	10%	(102)	10%	(102)	26%	(272)	1029
Community: Rural	23%	(119)	31%	(161)	7%	(37)	11%	(57)	29%	(150)	524
Employ: Private Sector	29%	(206)	38%	(268)	8%	(59)	6%	(41)	19%	(134)	708
Employ: Government	36%	(63)	30%	(53)	12%	(21)	8%	(14)	13%	(23)	174
Employ: Self-Employed	25%	(45)	24%	(44)	10%	(18)	15%	(27)	26%	(48)	181
Employ: Homemaker	34%	(47)	24%	(33)	7%	(10)	7%	(9)	29%	(40)	140
Employ: Student	22%	(18)	40%	(32)	8%	(7)	6%	(4)	24%	(20)	80
Employ: Retired	13%	(77)	31%	(180)	10%	(59)	11%	(64)	35%	(200)	579
Employ: Unemployed	22%	(48)	24%	(52)	6%	(14)	8%	(19)	40%	(87)	221
Employ: Other	31%	(36)	21%	(24)	8%	(9)	19%	(22)	22%	(26)	117
Military HH: Yes	18%	(53)	35%	(104)	8%	(23)	11%	(34)	28%	(83)	297
Military HH: No	26%	(487)	31%	(582)	9%	(174)	9%	(167)	26%	(495)	1904
2022 House Vote: Democrat	30%	(265)	33%	(294)	8%	(72)	7%	(58)	23%	(200)	890
2022 House Vote: Republican	17%	(111)	34%	(222)	12%	(82)	13%	(88)	24%	(157)	661
2022 House Vote: Didnt Vote	26%	(158)	26%	(162)	6%	(38)	8%	(50)	33%	(203)	612
2020 Vote: Joe Biden	31%	(289)	33%	(311)	8%	(71)	6%	(54)	23%	(215)	940
2020 Vote: Donald Trump	17%	(116)	32%	(222)	12%	(86)	13%	(90)	26%	(178)	692
2020 Vote: Other	30%	(18)	19%	(11)	19%	(11)	10%	(6)	23%	(14)	60
2020 Vote: Didn't Vote	23%	(117)	28%	(142)	6%	(29)	10%	(50)	34%	(171)	509

Table MCBR5_7: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
Cinco De Mayo

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(540)	31%	(686)	9%	(196)	9%	(201)	26%	(578)	2201
2018 House Vote: Democrat	32%	(263)	32%	(264)	8%	(65)	6%	(50)	22%	(182)	825
2018 House Vote: Republican	17%	(99)	31%	(186)	12%	(73)	14%	(83)	26%	(151)	593
2018 House Vote: Didnt Vote	23%	(174)	30%	(227)	7%	(55)	8%	(60)	31%	(232)	747
4-Region: Northeast	28%	(108)	26%	(99)	9%	(36)	10%	(39)	27%	(103)	386
4-Region: Midwest	25%	(113)	34%	(155)	10%	(44)	8%	(38)	23%	(105)	455
4-Region: South	24%	(199)	28%	(239)	9%	(74)	10%	(80)	30%	(248)	839
4-Region: West	23%	(119)	37%	(193)	8%	(42)	8%	(44)	24%	(122)	521

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

Table MCBR5_8: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
St. Patrick's Day

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(599)	33%	(720)	9%	(206)	8%	(169)	23%	(507)	2201
Gender: Male	30%	(323)	34%	(367)	9%	(100)	7%	(80)	19%	(199)	1069
Gender: Female	24%	(275)	31%	(351)	9%	(105)	8%	(89)	27%	(307)	1128
Age: 18-34	30%	(190)	35%	(221)	9%	(58)	8%	(50)	18%	(112)	631
Age: 35-44	33%	(123)	29%	(109)	13%	(47)	7%	(24)	18%	(68)	372
Age: 45-64	29%	(208)	32%	(231)	7%	(48)	7%	(53)	24%	(171)	711
Age: 65+	16%	(79)	33%	(159)	11%	(53)	9%	(42)	32%	(155)	487
GenZers: 1997-2012	28%	(63)	37%	(85)	12%	(27)	4%	(9)	20%	(45)	230
Millennials: 1981-1996	32%	(224)	32%	(227)	10%	(67)	9%	(62)	18%	(127)	707
GenXers: 1965-1980	33%	(171)	29%	(151)	8%	(41)	8%	(43)	22%	(117)	523
Baby Boomers: 1946-1964	20%	(137)	34%	(232)	10%	(67)	7%	(50)	29%	(203)	688
PID: Dem (no lean)	34%	(312)	32%	(296)	9%	(87)	6%	(56)	19%	(176)	928
PID: Ind (no lean)	19%	(110)	35%	(207)	8%	(50)	7%	(43)	31%	(181)	591
PID: Rep (no lean)	26%	(177)	32%	(216)	10%	(69)	10%	(70)	22%	(150)	682
PID/Gender: Dem Men	38%	(171)	34%	(152)	10%	(45)	5%	(23)	14%	(62)	452
PID/Gender: Dem Women	30%	(140)	31%	(145)	9%	(42)	7%	(33)	24%	(113)	473
PID/Gender: Ind Men	22%	(61)	35%	(95)	8%	(21)	5%	(14)	30%	(83)	274
PID/Gender: Ind Women	16%	(49)	35%	(110)	9%	(29)	9%	(29)	31%	(99)	316
PID/Gender: Rep Men	27%	(91)	35%	(120)	10%	(35)	12%	(42)	16%	(55)	343
PID/Gender: Rep Women	25%	(86)	29%	(97)	10%	(34)	8%	(27)	28%	(95)	339
Ideo: Liberal (1-3)	32%	(200)	32%	(199)	10%	(62)	8%	(47)	19%	(118)	626
Ideo: Moderate (4)	26%	(187)	34%	(246)	8%	(58)	6%	(44)	26%	(186)	721
Ideo: Conservative (5-7)	25%	(178)	33%	(232)	11%	(78)	10%	(70)	20%	(142)	701
Educ: < College	28%	(403)	30%	(428)	9%	(131)	8%	(121)	25%	(355)	1438
Educ: Bachelors degree	26%	(126)	38%	(186)	8%	(40)	6%	(31)	21%	(101)	484
Educ: Post-grad	25%	(69)	38%	(106)	13%	(35)	6%	(17)	18%	(51)	278
Income: Under 50k	25%	(299)	31%	(365)	10%	(119)	9%	(102)	26%	(310)	1195
Income: 50k-100k	28%	(180)	37%	(242)	10%	(65)	6%	(38)	19%	(125)	649
Income: 100k+	34%	(120)	32%	(113)	6%	(22)	8%	(29)	20%	(72)	357
Ethnicity: White	27%	(454)	34%	(570)	9%	(157)	8%	(141)	22%	(376)	1698
Ethnicity: Hispanic	36%	(138)	25%	(94)	10%	(38)	12%	(46)	16%	(62)	379

Table MCBR5_8: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
St. Patrick's Day

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(599)	33%	(720)	9%	(206)	8%	(169)	23%	(507)	2201
Ethnicity: Black	34%	(96)	27%	(75)	8%	(24)	7%	(20)	24%	(68)	283
Ethnicity: Other	22%	(49)	34%	(75)	11%	(25)	4%	(8)	28%	(63)	220
All Christian	29%	(293)	31%	(309)	9%	(93)	8%	(85)	22%	(217)	997
All Non-Christian	33%	(67)	28%	(56)	13%	(25)	10%	(20)	16%	(32)	201
Atheist	25%	(27)	34%	(36)	11%	(12)	3%	(4)	26%	(28)	107
Agnostic/Nothing in particular	24%	(129)	37%	(200)	7%	(37)	6%	(30)	28%	(150)	546
Something Else	24%	(83)	34%	(118)	11%	(39)	9%	(30)	23%	(80)	349
Religious Non-Protestant/Catholic	33%	(69)	28%	(61)	12%	(26)	10%	(21)	17%	(37)	213
Evangelical	27%	(155)	30%	(175)	12%	(70)	9%	(55)	22%	(129)	583
Non-Evangelical	29%	(211)	32%	(234)	8%	(60)	8%	(59)	22%	(161)	726
Community: Urban	32%	(206)	31%	(204)	10%	(65)	6%	(38)	21%	(136)	648
Community: Suburban	25%	(257)	34%	(350)	9%	(94)	9%	(88)	23%	(240)	1029
Community: Rural	26%	(136)	32%	(165)	9%	(47)	8%	(44)	25%	(131)	524
Employ: Private Sector	34%	(238)	36%	(253)	10%	(72)	4%	(31)	16%	(114)	708
Employ: Government	43%	(75)	31%	(54)	10%	(17)	7%	(12)	10%	(17)	174
Employ: Self-Employed	24%	(43)	35%	(64)	8%	(14)	11%	(20)	22%	(40)	181
Employ: Homemaker	31%	(43)	22%	(30)	12%	(16)	9%	(13)	27%	(38)	140
Employ: Student	19%	(16)	50%	(40)	4%	(3)	4%	(3)	22%	(18)	80
Employ: Retired	17%	(101)	33%	(188)	11%	(62)	8%	(45)	31%	(182)	579
Employ: Unemployed	25%	(54)	26%	(58)	4%	(8)	12%	(26)	34%	(74)	221
Employ: Other	24%	(28)	28%	(33)	12%	(14)	16%	(18)	21%	(24)	117
Military HH: Yes	24%	(73)	32%	(96)	8%	(24)	9%	(27)	26%	(78)	297
Military HH: No	28%	(526)	33%	(624)	10%	(182)	7%	(142)	23%	(429)	1904
2022 House Vote: Democrat	32%	(288)	34%	(299)	9%	(80)	5%	(47)	20%	(175)	890
2022 House Vote: Republican	22%	(144)	35%	(233)	11%	(72)	11%	(73)	21%	(139)	661
2022 House Vote: Didnt Vote	26%	(159)	29%	(176)	9%	(52)	8%	(47)	29%	(178)	612
2020 Vote: Joe Biden	32%	(304)	33%	(314)	9%	(82)	5%	(47)	20%	(193)	940
2020 Vote: Donald Trump	22%	(151)	35%	(241)	12%	(80)	9%	(64)	23%	(156)	692
2020 Vote: Other	21%	(13)	41%	(25)	6%	(4)	9%	(5)	23%	(14)	60
2020 Vote: Didn't Vote	26%	(131)	28%	(140)	8%	(40)	10%	(53)	28%	(144)	509

Table MCBR5_8: *And do you support major brands changing their logos and visual identity temporarily for the following occasions?*
St. Patrick's Day

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(599)	33%	(720)	9%	(206)	8%	(169)	23%	(507)	2201
2018 House Vote: Democrat	34%	(284)	32%	(261)	10%	(79)	5%	(39)	20%	(162)	825
2018 House Vote: Republican	21%	(126)	33%	(197)	10%	(62)	12%	(71)	23%	(138)	593
2018 House Vote: Didnt Vote	24%	(182)	34%	(250)	9%	(64)	7%	(56)	26%	(196)	747
4-Region: Northeast	31%	(118)	31%	(118)	9%	(36)	9%	(37)	20%	(77)	386
4-Region: Midwest	27%	(123)	38%	(172)	9%	(39)	6%	(27)	21%	(94)	455
4-Region: South	27%	(224)	31%	(263)	9%	(74)	7%	(61)	26%	(218)	839
4-Region: West	26%	(134)	32%	(167)	11%	(57)	8%	(44)	23%	(119)	521

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

Table MCBR6: *How often do you think a brand should change its logo and visual identity, if at all?*

Demographic	Every 100 years	Every 50 years	Every 30 years	Every 15 years	Every 10 years	Every 5 years	Every year	Two or more times a year	Never	Don't know / No opinion	Total N
Adults	4% (89)	7% (154)	6% (125)	7% (150)	12% (255)	10% (218)	3% (75)	3% (65)	14% (309)	35% (760)	2201
Gender: Male	5% (50)	8% (82)	7% (71)	8% (88)	14% (151)	11% (113)	3% (35)	2% (20)	12% (132)	31% (327)	1069
Gender: Female	3% (39)	6% (72)	5% (53)	6% (62)	9% (104)	9% (105)	4% (40)	4% (45)	16% (177)	38% (429)	1128
Age: 18-34	6% (37)	8% (53)	9% (60)	9% (59)	14% (86)	13% (81)	5% (30)	3% (21)	7% (44)	25% (160)	631
Age: 35-44	4% (13)	7% (24)	6% (21)	11% (41)	15% (58)	12% (46)	4% (15)	2% (8)	9% (35)	30% (111)	372
Age: 45-64	3% (25)	7% (49)	5% (33)	5% (33)	11% (79)	8% (60)	2% (17)	4% (27)	17% (118)	38% (273)	711
Age: 65+	3% (14)	6% (28)	2% (10)	4% (18)	7% (33)	6% (31)	3% (14)	2% (10)	23% (113)	45% (217)	487
GenZers: 1997-2012	7% (16)	8% (18)	9% (21)	9% (21)	13% (30)	10% (23)	7% (15)	5% (12)	4% (8)	29% (66)	230
Millennials: 1981-1996	5% (33)	8% (55)	8% (57)	9% (67)	15% (106)	14% (97)	4% (30)	2% (14)	10% (68)	25% (179)	707
GenXers: 1965-1980	3% (16)	8% (39)	5% (26)	7% (37)	12% (65)	10% (53)	3% (14)	4% (20)	13% (70)	35% (183)	523
Baby Boomers: 1946-1964	4% (25)	6% (41)	3% (20)	3% (22)	8% (52)	6% (41)	2% (13)	3% (18)	22% (149)	45% (307)	688
PID: Dem (no lean)	4% (35)	8% (77)	6% (56)	8% (77)	12% (112)	13% (118)	4% (35)	4% (36)	10% (97)	31% (285)	928
PID: Ind (no lean)	5% (31)	7% (42)	4% (24)	5% (28)	11% (67)	7% (41)	3% (17)	2% (12)	13% (79)	42% (251)	591
PID: Rep (no lean)	3% (23)	5% (35)	6% (44)	7% (45)	11% (76)	9% (59)	3% (24)	3% (18)	20% (134)	33% (224)	682
PID/Gender: Dem Men	5% (23)	10% (44)	6% (28)	10% (44)	14% (63)	15% (68)	4% (20)	2% (10)	7% (33)	27% (121)	452
PID/Gender: Dem Women	3% (12)	7% (33)	6% (27)	7% (33)	10% (49)	11% (51)	3% (15)	5% (26)	14% (64)	34% (163)	473
PID/Gender: Ind Men	5% (14)	8% (23)	5% (14)	7% (18)	15% (40)	5% (13)	2% (5)	1% (3)	15% (41)	37% (102)	274
PID/Gender: Ind Women	5% (16)	6% (20)	3% (10)	3% (10)	9% (28)	9% (28)	4% (12)	3% (9)	12% (38)	46% (146)	316
PID/Gender: Rep Men	4% (12)	5% (15)	8% (28)	8% (26)	14% (49)	9% (32)	3% (10)	2% (7)	17% (58)	30% (104)	343
PID/Gender: Rep Women	3% (11)	6% (20)	5% (16)	6% (19)	8% (27)	8% (27)	4% (14)	3% (11)	22% (75)	35% (120)	339
Ideo: Liberal (1-3)	4% (24)	9% (59)	8% (49)	8% (50)	13% (83)	9% (54)	3% (21)	3% (21)	10% (60)	33% (204)	626
Ideo: Moderate (4)	4% (26)	7% (48)	4% (30)	6% (45)	10% (73)	10% (72)	5% (33)	4% (25)	14% (98)	38% (270)	721
Ideo: Conservative (5-7)	5% (36)	6% (40)	6% (40)	8% (53)	12% (84)	10% (71)	3% (18)	2% (17)	18% (128)	31% (214)	701
Educ: < College	4% (62)	7% (102)	5% (74)	5% (76)	10% (149)	9% (131)	4% (52)	4% (52)	15% (219)	36% (521)	1438
Educ: Bachelors degree	3% (16)	8% (38)	7% (36)	9% (44)	12% (56)	12% (60)	3% (13)	1% (3)	12% (59)	33% (161)	484
Educ: Post-grad	4% (11)	5% (14)	5% (15)	11% (30)	18% (50)	10% (27)	4% (11)	4% (10)	11% (31)	28% (78)	278
Income: Under 50k	4% (50)	9% (102)	5% (60)	5% (64)	11% (128)	9% (112)	4% (43)	3% (30)	15% (178)	36% (427)	1195
Income: 50k-100k	3% (18)	6% (38)	6% (37)	8% (54)	11% (75)	11% (69)	3% (17)	3% (22)	13% (87)	36% (232)	649
Income: 100k+	6% (21)	4% (15)	8% (28)	9% (32)	15% (53)	10% (37)	4% (15)	3% (12)	12% (44)	28% (101)	357
Ethnicity: White	4% (64)	6% (110)	5% (89)	7% (113)	12% (196)	9% (156)	3% (58)	3% (50)	15% (262)	35% (602)	1698
Ethnicity: Hispanic	8% (31)	9% (36)	7% (25)	8% (29)	12% (45)	9% (35)	5% (17)	3% (12)	12% (44)	28% (105)	379
Ethnicity: Black	4% (12)	10% (27)	7% (19)	7% (19)	13% (37)	13% (36)	3% (10)	3% (9)	9% (25)	32% (89)	283
Ethnicity: Other	6% (14)	8% (17)	8% (17)	8% (18)	10% (23)	12% (26)	3% (8)	3% (6)	10% (23)	31% (69)	220
All Christian	4% (42)	7% (70)	6% (56)	7% (71)	10% (98)	9% (89)	4% (35)	3% (34)	17% (168)	33% (334)	997
All Non-Christian	7% (15)	8% (17)	11% (22)	14% (28)	16% (33)	17% (34)	3% (5)	1% (2)	9% (18)	14% (28)	201
Atheist	3% (3)	6% (7)	12% (13)	3% (4)	11% (12)	12% (13)	1% (1)	4% (5)	14% (15)	32% (35)	107
Agnostic/Nothing in particular	2% (9)	6% (31)	4% (22)	6% (32)	12% (64)	9% (48)	3% (15)	2% (12)	11% (58)	47% (256)	546
Something Else	6% (20)	9% (30)	3% (12)	4% (15)	14% (49)	10% (33)	5% (19)	3% (12)	14% (50)	31% (108)	349
Religious Non-Protestant/Catholic	7% (15)	8% (17)	10% (22)	13% (29)	15% (33)	17% (36)	3% (6)	1% (2)	10% (22)	15% (33)	213
Evangelical	5% (29)	8% (44)	4% (25)	8% (45)	14% (79)	9% (53)	5% (31)	5% (27)	15% (89)	28% (161)	583
Non-Evangelical	4% (32)	8% (55)	6% (41)	5% (37)	9% (67)	9% (67)	3% (21)	2% (17)	16% (117)	37% (272)	726
Community: Urban	3% (20)	5% (33)	7% (48)	11% (68)	13% (85)	15% (99)	4% (25)	2% (14)	10% (66)	29% (190)	648
Community: Suburban	5% (46)	9% (89)	5% (57)	6% (57)	11% (118)	7% (71)	3% (30)	3% (32)	15% (157)	36% (372)	1029
Community: Rural	4% (22)	6% (32)	4% (20)	5% (24)	10% (53)	9% (48)	4% (20)	4% (19)	17% (87)	38% (198)	524

Table MCBR6: *How often do you think a brand should change its logo and visual identity, if at all?*

Demographic	Every 100 years	Every 50 years	Every 30 years	Every 15 years	Every 10 years	Every 5 years	Every year	Two or more times a year	Never	Don't know / No opinion	Total N
Adults	4% (89)	7% (154)	6% (125)	7% (150)	12% (255)	10% (218)	3% (75)	3% (65)	14% (309)	35% (760)	2201
Employ: Private Sector	2% (17)	7% (49)	7% (51)	10% (71)	15% (108)	14% (98)	4% (28)	2% (17)	9% (65)	29% (204)	708
Employ: Government	8% (14)	10% (17)	12% (21)	12% (21)	13% (23)	11% (18)	5% (8)	5% (9)	8% (15)	16% (29)	174
Employ: Self-Employed	5% (10)	7% (12)	4% (8)	8% (14)	13% (24)	9% (16)	1% (2)	6% (11)	16% (28)	31% (57)	181
Employ: Homemaker	12% (16)	7% (10)	4% (5)	5% (7)	9% (13)	8% (12)	1% (1)	2% (3)	11% (15)	41% (58)	140
Employ: Student	1% (1)	6% (5)	5% (4)	6% (5)	6% (5)	18% (14)	11% (9)	6% (5)	— (0)	40% (32)	80
Employ: Retired	4% (20)	5% (32)	4% (22)	3% (20)	8% (46)	6% (34)	2% (13)	2% (12)	22% (130)	43% (251)	579
Employ: Unemployed	2% (5)	11% (25)	5% (11)	4% (9)	8% (17)	8% (17)	5% (11)	2% (5)	15% (33)	39% (87)	221
Employ: Other	5% (6)	4% (5)	2% (2)	3% (4)	17% (20)	7% (8)	3% (4)	2% (3)	19% (22)	37% (43)	117
Military HH: Yes	6% (18)	5% (14)	5% (15)	5% (14)	8% (24)	9% (27)	4% (13)	3% (8)	19% (55)	36% (108)	297
Military HH: No	4% (71)	7% (141)	6% (109)	7% (136)	12% (231)	10% (191)	3% (62)	3% (56)	13% (254)	34% (651)	1904
2022 House Vote: Democrat	4% (34)	6% (55)	6% (53)	8% (75)	13% (112)	13% (114)	4% (32)	3% (27)	9% (80)	35% (307)	890
2022 House Vote: Republican	4% (24)	6% (40)	5% (30)	7% (49)	12% (80)	8% (52)	4% (25)	2% (15)	21% (138)	32% (209)	661
2022 House Vote: Didnt Vote	5% (31)	9% (56)	6% (38)	4% (24)	10% (60)	8% (50)	3% (18)	4% (23)	13% (82)	38% (230)	612
2020 Vote: Joe Biden	4% (34)	8% (73)	5% (50)	8% (77)	13% (121)	13% (119)	3% (30)	3% (26)	9% (86)	34% (324)	940
2020 Vote: Donald Trump	4% (24)	6% (41)	5% (32)	7% (46)	12% (83)	8% (54)	4% (27)	2% (17)	20% (139)	33% (229)	692
2020 Vote: Other	1% (1)	4% (3)	4% (2)	9% (5)	11% (6)	8% (5)	2% (1)	2% (1)	16% (9)	44% (26)	60
2020 Vote: Didn't Vote	6% (30)	7% (37)	8% (40)	4% (22)	9% (45)	8% (40)	3% (18)	4% (21)	15% (75)	36% (181)	509
2018 House Vote: Democrat	4% (30)	8% (67)	6% (45)	9% (75)	12% (97)	13% (106)	4% (29)	3% (23)	9% (77)	33% (276)	825
2018 House Vote: Republican	4% (22)	5% (30)	5% (32)	7% (41)	11% (68)	8% (45)	2% (14)	3% (15)	22% (131)	33% (195)	593
2018 House Vote: Didnt Vote	5% (37)	7% (55)	6% (45)	5% (34)	11% (86)	9% (64)	4% (32)	4% (27)	12% (93)	37% (276)	747
4-Region: Northeast	2% (10)	6% (21)	6% (21)	6% (24)	12% (45)	8% (32)	3% (13)	5% (21)	20% (77)	31% (121)	386
4-Region: Midwest	3% (14)	9% (39)	4% (19)	6% (29)	10% (46)	13% (58)	4% (17)	3% (14)	11% (52)	37% (167)	455
4-Region: South	4% (34)	7% (59)	7% (62)	5% (40)	12% (99)	11% (88)	3% (25)	3% (22)	13% (111)	36% (298)	839
4-Region: West	6% (31)	7% (35)	4% (23)	11% (57)	13% (65)	8% (40)	4% (20)	1% (8)	13% (69)	33% (173)	521

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

Table MCBR7_1: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Font

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(724)	37%	(813)	10%	(227)	7%	(155)	13%	(281)	2201
Gender: Male	34%	(360)	39%	(415)	11%	(120)	6%	(59)	11%	(116)	1069
Gender: Female	32%	(362)	35%	(399)	9%	(107)	9%	(96)	14%	(163)	1128
Age: 18-34	41%	(262)	34%	(213)	10%	(66)	3%	(22)	11%	(69)	631
Age: 35-44	34%	(128)	40%	(150)	8%	(30)	7%	(26)	10%	(39)	372
Age: 45-64	29%	(206)	37%	(262)	10%	(72)	9%	(65)	15%	(107)	711
Age: 65+	27%	(129)	39%	(188)	12%	(60)	9%	(43)	14%	(66)	487
GenZers: 1997-2012	35%	(81)	34%	(79)	13%	(30)	3%	(8)	14%	(32)	230
Millennials: 1981-1996	41%	(289)	37%	(260)	7%	(51)	5%	(38)	10%	(69)	707
GenXers: 1965-1980	30%	(155)	36%	(189)	12%	(60)	9%	(46)	14%	(73)	523
Baby Boomers: 1946-1964	27%	(187)	38%	(262)	11%	(78)	9%	(60)	15%	(101)	688
PID: Dem (no lean)	38%	(352)	35%	(324)	10%	(95)	8%	(70)	9%	(87)	928
PID: Ind (no lean)	29%	(173)	38%	(226)	11%	(64)	6%	(35)	16%	(93)	591
PID: Rep (no lean)	29%	(199)	39%	(263)	10%	(69)	7%	(51)	15%	(100)	682
PID/Gender: Dem Men	40%	(181)	37%	(169)	11%	(52)	4%	(18)	7%	(32)	452
PID/Gender: Dem Women	36%	(170)	33%	(155)	9%	(43)	11%	(52)	11%	(53)	473
PID/Gender: Ind Men	27%	(75)	40%	(110)	12%	(32)	6%	(15)	15%	(41)	274
PID/Gender: Ind Women	31%	(96)	37%	(116)	10%	(32)	6%	(19)	16%	(52)	316
PID/Gender: Rep Men	30%	(103)	39%	(135)	11%	(36)	7%	(25)	12%	(42)	343
PID/Gender: Rep Women	28%	(96)	38%	(127)	9%	(32)	7%	(25)	17%	(58)	339
Ideo: Liberal (1-3)	41%	(254)	36%	(224)	10%	(62)	7%	(47)	6%	(40)	626
Ideo: Moderate (4)	28%	(205)	39%	(282)	10%	(73)	7%	(52)	15%	(108)	721
Ideo: Conservative (5-7)	32%	(228)	37%	(256)	11%	(76)	8%	(53)	13%	(88)	701
Educ: < College	31%	(447)	35%	(498)	11%	(157)	8%	(115)	15%	(222)	1438
Educ: Bachelors degree	35%	(171)	41%	(200)	10%	(48)	6%	(27)	8%	(39)	484
Educ: Post-grad	38%	(106)	42%	(116)	8%	(23)	5%	(14)	7%	(20)	278
Income: Under 50k	30%	(355)	35%	(423)	10%	(120)	9%	(109)	16%	(188)	1195
Income: 50k-100k	36%	(236)	39%	(250)	11%	(74)	4%	(29)	9%	(61)	649
Income: 100k+	37%	(134)	39%	(140)	10%	(34)	5%	(17)	9%	(32)	357
Ethnicity: White	32%	(549)	37%	(625)	11%	(179)	8%	(131)	13%	(216)	1698

Continued on next page

Table MCBR7_1: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Font

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(724)	37%	(813)	10%	(227)	7%	(155)	13%	(281)	2201
Ethnicity: Hispanic	39%	(149)	35%	(131)	9%	(35)	8%	(32)	8%	(32)	379
Ethnicity: Black	38%	(109)	35%	(99)	7%	(21)	6%	(18)	13%	(36)	283
Ethnicity: Other	30%	(67)	41%	(89)	13%	(28)	3%	(7)	13%	(29)	220
All Christian	35%	(345)	37%	(366)	10%	(95)	8%	(80)	11%	(111)	997
All Non-Christian	41%	(82)	36%	(73)	11%	(22)	3%	(5)	10%	(19)	201
Atheist	35%	(37)	33%	(35)	14%	(15)	5%	(5)	13%	(14)	107
Agnostic/Nothing in particular	28%	(153)	38%	(209)	10%	(57)	6%	(34)	17%	(94)	546
Something Else	31%	(107)	37%	(130)	11%	(38)	9%	(32)	12%	(43)	349
Religious Non-Protestant/Catholic	41%	(88)	35%	(75)	11%	(23)	3%	(6)	10%	(21)	213
Evangelical	37%	(217)	35%	(202)	9%	(52)	7%	(44)	12%	(69)	583
Non-Evangelical	31%	(222)	39%	(282)	10%	(76)	9%	(65)	11%	(81)	726
Community: Urban	39%	(251)	33%	(214)	10%	(63)	8%	(52)	11%	(68)	648
Community: Suburban	32%	(324)	42%	(429)	9%	(90)	6%	(65)	12%	(120)	1029
Community: Rural	28%	(149)	33%	(170)	14%	(75)	7%	(39)	17%	(92)	524
Employ: Private Sector	36%	(257)	40%	(286)	11%	(79)	4%	(31)	8%	(54)	708
Employ: Government	48%	(84)	32%	(55)	10%	(17)	6%	(10)	4%	(8)	174
Employ: Self-Employed	40%	(73)	37%	(67)	7%	(13)	8%	(15)	8%	(15)	181
Employ: Homemaker	31%	(43)	36%	(51)	7%	(9)	8%	(11)	19%	(26)	140
Employ: Student	33%	(27)	38%	(30)	15%	(12)	1%	(1)	13%	(10)	80
Employ: Retired	27%	(154)	37%	(217)	12%	(70)	9%	(53)	15%	(85)	579
Employ: Unemployed	22%	(49)	32%	(71)	10%	(22)	11%	(23)	25%	(56)	221
Employ: Other	33%	(38)	31%	(36)	4%	(5)	10%	(11)	23%	(27)	117
Military HH: Yes	26%	(78)	40%	(117)	12%	(36)	8%	(23)	14%	(42)	297
Military HH: No	34%	(646)	37%	(696)	10%	(191)	7%	(133)	13%	(238)	1904
2022 House Vote: Democrat	38%	(336)	39%	(346)	9%	(82)	6%	(52)	8%	(73)	890
2022 House Vote: Republican	27%	(176)	41%	(272)	12%	(76)	9%	(59)	12%	(78)	661
2022 House Vote: Didnt Vote	33%	(203)	30%	(183)	10%	(64)	7%	(41)	20%	(121)	612

Continued on next page

Table MCBR7_1: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Font

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(724)	37%	(813)	10%	(227)	7%	(155)	13%	(281)	2201
2020 Vote: Joe Biden	37%	(344)	39%	(367)	11%	(99)	6%	(58)	8%	(71)	940
2020 Vote: Donald Trump	28%	(193)	39%	(270)	11%	(79)	8%	(56)	14%	(95)	692
2020 Vote: Other	26%	(16)	39%	(24)	12%	(7)	8%	(5)	14%	(8)	60
2020 Vote: Didn't Vote	34%	(172)	30%	(152)	8%	(42)	7%	(37)	21%	(106)	509
2018 House Vote: Democrat	37%	(309)	38%	(316)	9%	(74)	7%	(57)	8%	(68)	825
2018 House Vote: Republican	28%	(165)	40%	(238)	11%	(68)	8%	(50)	12%	(72)	593
2018 House Vote: Didnt Vote	32%	(241)	33%	(244)	11%	(81)	6%	(46)	18%	(135)	747
4-Region: Northeast	34%	(132)	38%	(146)	9%	(35)	7%	(29)	11%	(43)	386
4-Region: Midwest	28%	(126)	39%	(177)	13%	(61)	7%	(32)	13%	(59)	455
4-Region: South	34%	(284)	34%	(285)	10%	(86)	7%	(55)	15%	(129)	839
4-Region: West	35%	(182)	39%	(205)	9%	(45)	7%	(39)	10%	(50)	521

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

Table MCBR7_2: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Color

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(849)	34%	(749)	9%	(202)	6%	(136)	12%	(265)	2201
Gender: Male	40%	(432)	36%	(380)	8%	(84)	6%	(68)	10%	(105)	1069
Gender: Female	37%	(414)	33%	(369)	10%	(118)	6%	(68)	14%	(159)	1128
Age: 18-34	44%	(280)	30%	(189)	11%	(69)	3%	(18)	12%	(75)	631
Age: 35-44	43%	(161)	33%	(122)	8%	(31)	6%	(21)	10%	(37)	372
Age: 45-64	34%	(239)	35%	(252)	9%	(62)	8%	(56)	14%	(102)	711
Age: 65+	35%	(169)	38%	(186)	8%	(40)	8%	(41)	11%	(51)	487
GenZers: 1997-2012	41%	(93)	30%	(69)	13%	(30)	2%	(6)	14%	(32)	230
Millennials: 1981-1996	46%	(322)	30%	(214)	9%	(66)	4%	(32)	10%	(74)	707
GenXers: 1965-1980	36%	(187)	35%	(184)	8%	(40)	7%	(38)	14%	(74)	523
Baby Boomers: 1946-1964	33%	(226)	38%	(264)	9%	(60)	8%	(56)	12%	(82)	688
PID: Dem (no lean)	44%	(409)	33%	(306)	8%	(76)	6%	(53)	9%	(83)	928
PID: Ind (no lean)	32%	(187)	36%	(216)	11%	(67)	5%	(30)	15%	(91)	591
PID: Rep (no lean)	37%	(252)	33%	(227)	9%	(59)	8%	(52)	13%	(91)	682
PID/Gender: Dem Men	49%	(222)	34%	(153)	7%	(31)	4%	(20)	6%	(26)	452
PID/Gender: Dem Women	39%	(186)	32%	(153)	9%	(45)	7%	(33)	12%	(56)	473
PID/Gender: Ind Men	30%	(83)	40%	(109)	10%	(26)	6%	(17)	14%	(38)	274
PID/Gender: Ind Women	32%	(102)	34%	(107)	13%	(41)	4%	(13)	17%	(53)	316
PID/Gender: Rep Men	37%	(126)	34%	(118)	8%	(27)	9%	(31)	12%	(41)	343
PID/Gender: Rep Women	37%	(126)	32%	(109)	10%	(33)	6%	(21)	15%	(50)	339
Ideo: Liberal (1-3)	46%	(290)	29%	(182)	11%	(69)	8%	(49)	6%	(35)	626
Ideo: Moderate (4)	34%	(242)	40%	(285)	8%	(60)	4%	(31)	14%	(102)	721
Ideo: Conservative (5-7)	37%	(262)	36%	(251)	8%	(55)	7%	(50)	12%	(83)	701
Educ: < College	38%	(541)	31%	(450)	10%	(137)	7%	(101)	14%	(208)	1438
Educ: Bachelors degree	39%	(187)	40%	(196)	9%	(43)	5%	(22)	7%	(36)	484
Educ: Post-grad	43%	(120)	37%	(102)	8%	(22)	4%	(12)	8%	(21)	278
Income: Under 50k	35%	(424)	33%	(392)	11%	(127)	7%	(82)	14%	(170)	1195
Income: 50k-100k	41%	(269)	36%	(236)	7%	(45)	5%	(34)	10%	(65)	649
Income: 100k+	44%	(156)	34%	(120)	8%	(30)	6%	(20)	9%	(31)	357
Ethnicity: White	38%	(642)	35%	(588)	9%	(148)	7%	(120)	12%	(200)	1698

Table MCBR7_2: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Color

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(849)	34%	(749)	9%	(202)	6%	(136)	12%	(265)	2201
Ethnicity: Hispanic	43%	(161)	32%	(123)	8%	(29)	7%	(25)	11%	(40)	379
Ethnicity: Black	46%	(129)	31%	(88)	7%	(19)	4%	(12)	13%	(36)	283
Ethnicity: Other	35%	(77)	33%	(73)	16%	(36)	2%	(4)	13%	(29)	220
All Christian	41%	(405)	35%	(352)	8%	(76)	7%	(67)	10%	(98)	997
All Non-Christian	44%	(88)	34%	(69)	9%	(17)	4%	(8)	9%	(19)	201
Atheist	44%	(47)	35%	(37)	5%	(5)	5%	(6)	11%	(12)	107
Agnostic/Nothing in particular	37%	(200)	30%	(164)	12%	(66)	5%	(30)	16%	(87)	546
Something Else	31%	(108)	36%	(127)	11%	(38)	8%	(26)	14%	(50)	349
Religious Non-Protestant/Catholic	44%	(94)	34%	(71)	9%	(19)	4%	(9)	9%	(19)	213
Evangelical	39%	(226)	36%	(208)	7%	(39)	6%	(38)	12%	(72)	583
Non-Evangelical	38%	(274)	36%	(259)	9%	(67)	7%	(51)	10%	(75)	726
Community: Urban	41%	(268)	31%	(204)	11%	(69)	7%	(48)	9%	(60)	648
Community: Suburban	39%	(397)	36%	(375)	8%	(83)	5%	(52)	12%	(122)	1029
Community: Rural	35%	(184)	32%	(170)	10%	(50)	7%	(37)	16%	(83)	524
Employ: Private Sector	41%	(293)	37%	(261)	9%	(64)	4%	(32)	8%	(59)	708
Employ: Government	50%	(86)	27%	(46)	13%	(23)	6%	(11)	5%	(8)	174
Employ: Self-Employed	43%	(78)	34%	(61)	6%	(12)	8%	(14)	9%	(16)	181
Employ: Homemaker	40%	(56)	24%	(34)	11%	(15)	5%	(7)	19%	(27)	140
Employ: Student	32%	(26)	32%	(26)	18%	(15)	3%	(2)	15%	(12)	80
Employ: Retired	33%	(189)	39%	(227)	8%	(44)	9%	(51)	12%	(69)	579
Employ: Unemployed	32%	(70)	29%	(65)	11%	(23)	5%	(11)	23%	(51)	221
Employ: Other	43%	(50)	25%	(29)	6%	(6)	6%	(8)	20%	(24)	117
Military HH: Yes	32%	(96)	37%	(110)	9%	(28)	8%	(24)	13%	(39)	297
Military HH: No	40%	(753)	34%	(639)	9%	(174)	6%	(112)	12%	(226)	1904
2022 House Vote: Democrat	44%	(394)	36%	(320)	8%	(68)	5%	(48)	7%	(60)	890
2022 House Vote: Republican	34%	(224)	36%	(240)	10%	(64)	9%	(58)	12%	(76)	661
2022 House Vote: Didnt Vote	37%	(224)	28%	(174)	11%	(69)	4%	(26)	19%	(119)	612

Table MCBR7_2: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Color

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(849)	34%	(749)	9%	(202)	6%	(136)	12%	(265)	2201
2020 Vote: Joe Biden	43%	(408)	36%	(337)	8%	(74)	6%	(60)	6%	(60)	940
2020 Vote: Donald Trump	35%	(241)	35%	(243)	10%	(67)	7%	(51)	13%	(91)	692
2020 Vote: Other	46%	(27)	23%	(14)	7%	(4)	8%	(5)	17%	(10)	60
2020 Vote: Didn't Vote	34%	(172)	30%	(154)	11%	(58)	4%	(21)	20%	(104)	509
2018 House Vote: Democrat	44%	(361)	35%	(286)	8%	(64)	7%	(59)	7%	(55)	825
2018 House Vote: Republican	35%	(207)	36%	(216)	9%	(51)	8%	(47)	12%	(72)	593
2018 House Vote: Didnt Vote	36%	(271)	31%	(234)	11%	(83)	4%	(28)	18%	(131)	747
4-Region: Northeast	41%	(157)	31%	(119)	11%	(42)	6%	(22)	12%	(47)	386
4-Region: Midwest	37%	(167)	35%	(157)	11%	(49)	6%	(27)	12%	(54)	455
4-Region: South	38%	(323)	33%	(274)	9%	(74)	6%	(52)	14%	(116)	839
4-Region: West	39%	(201)	38%	(198)	7%	(37)	7%	(35)	9%	(49)	521

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

Table MCBR7_3: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Background images

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	25%	(554)	37%	(824)	16%	(352)	8%	(187)	13%	(285)	2201
Gender: Male	26%	(275)	38%	(403)	17%	(185)	8%	(90)	11%	(115)	1069
Gender: Female	25%	(278)	37%	(419)	15%	(166)	9%	(97)	15%	(168)	1128
Age: 18-34	34%	(212)	34%	(214)	12%	(78)	7%	(43)	13%	(84)	631
Age: 35-44	27%	(100)	40%	(148)	19%	(69)	5%	(17)	10%	(37)	372
Age: 45-64	21%	(152)	38%	(269)	15%	(108)	11%	(78)	15%	(103)	711
Age: 65+	18%	(89)	40%	(193)	20%	(96)	10%	(49)	12%	(60)	487
GenZers: 1997-2012	30%	(68)	33%	(76)	13%	(30)	8%	(18)	17%	(38)	230
Millennials: 1981-1996	33%	(231)	38%	(265)	13%	(92)	6%	(42)	11%	(77)	707
GenXers: 1965-1980	22%	(114)	36%	(191)	17%	(87)	11%	(59)	14%	(71)	523
Baby Boomers: 1946-1964	19%	(132)	40%	(273)	19%	(130)	9%	(61)	13%	(92)	688
PID: Dem (no lean)	31%	(284)	37%	(345)	15%	(136)	8%	(70)	10%	(93)	928
PID: Ind (no lean)	21%	(127)	36%	(213)	17%	(100)	10%	(56)	16%	(95)	591
PID: Rep (no lean)	21%	(143)	39%	(267)	17%	(115)	9%	(61)	14%	(96)	682
PID/Gender: Dem Men	32%	(147)	37%	(167)	18%	(81)	5%	(24)	7%	(34)	452
PID/Gender: Dem Women	29%	(137)	38%	(177)	12%	(55)	10%	(46)	12%	(58)	473
PID/Gender: Ind Men	21%	(56)	35%	(96)	17%	(47)	12%	(33)	15%	(41)	274
PID/Gender: Ind Women	22%	(70)	37%	(116)	17%	(53)	7%	(23)	17%	(54)	316
PID/Gender: Rep Men	21%	(72)	41%	(141)	17%	(57)	10%	(33)	12%	(40)	343
PID/Gender: Rep Women	21%	(71)	37%	(126)	17%	(59)	8%	(28)	16%	(56)	339
Ideo: Liberal (1-3)	29%	(183)	37%	(234)	17%	(104)	10%	(62)	7%	(43)	626
Ideo: Moderate (4)	22%	(160)	39%	(278)	17%	(122)	7%	(52)	15%	(109)	721
Ideo: Conservative (5-7)	26%	(181)	37%	(260)	15%	(103)	10%	(69)	13%	(89)	701
Educ: < College	25%	(354)	35%	(505)	16%	(224)	10%	(138)	15%	(216)	1438
Educ: Bachelors degree	24%	(119)	41%	(200)	18%	(87)	7%	(33)	10%	(46)	484
Educ: Post-grad	29%	(81)	43%	(119)	15%	(41)	6%	(16)	8%	(22)	278
Income: Under 50k	24%	(281)	35%	(413)	17%	(198)	10%	(123)	15%	(180)	1195
Income: 50k-100k	26%	(171)	40%	(261)	17%	(108)	6%	(38)	11%	(71)	649
Income: 100k+	28%	(102)	42%	(150)	13%	(45)	7%	(27)	9%	(34)	357
Ethnicity: White	24%	(405)	38%	(640)	16%	(270)	10%	(169)	13%	(214)	1698

Table MCBR7_3: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Background images

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	25%	(554)	37%	(824)	16%	(352)	8%	(187)	13%	(285)	2201
Ethnicity: Hispanic	30%	(114)	33%	(126)	17%	(63)	11%	(42)	9%	(34)	379
Ethnicity: Black	34%	(95)	34%	(97)	14%	(39)	5%	(13)	14%	(38)	283
Ethnicity: Other	24%	(53)	40%	(88)	19%	(42)	2%	(4)	15%	(32)	220
All Christian	26%	(260)	38%	(378)	16%	(158)	9%	(90)	11%	(112)	997
All Non-Christian	39%	(79)	36%	(73)	12%	(23)	4%	(7)	9%	(19)	201
Atheist	20%	(22)	38%	(41)	17%	(18)	12%	(12)	13%	(14)	107
Agnostic/Nothing in particular	22%	(118)	36%	(196)	19%	(102)	7%	(40)	17%	(91)	546
Something Else	21%	(75)	39%	(137)	15%	(51)	11%	(38)	14%	(49)	349
Religious Non-Protestant/Catholic	38%	(81)	36%	(76)	12%	(25)	4%	(9)	11%	(23)	213
Evangelical	30%	(173)	38%	(220)	14%	(81)	7%	(39)	12%	(70)	583
Non-Evangelical	22%	(157)	38%	(278)	17%	(121)	12%	(85)	12%	(86)	726
Community: Urban	34%	(220)	32%	(209)	15%	(99)	9%	(57)	10%	(63)	648
Community: Suburban	22%	(230)	41%	(422)	15%	(151)	9%	(92)	13%	(134)	1029
Community: Rural	20%	(103)	37%	(193)	19%	(102)	7%	(38)	17%	(88)	524
Employ: Private Sector	28%	(196)	41%	(291)	17%	(120)	5%	(37)	9%	(64)	708
Employ: Government	37%	(65)	39%	(68)	11%	(19)	6%	(11)	7%	(12)	174
Employ: Self-Employed	33%	(59)	36%	(65)	14%	(25)	9%	(17)	9%	(16)	181
Employ: Homemaker	17%	(24)	39%	(54)	15%	(21)	9%	(12)	20%	(28)	140
Employ: Student	26%	(21)	34%	(27)	19%	(15)	4%	(3)	17%	(14)	80
Employ: Retired	19%	(110)	38%	(218)	20%	(115)	11%	(64)	12%	(72)	579
Employ: Unemployed	18%	(39)	32%	(70)	12%	(26)	14%	(30)	26%	(56)	221
Employ: Other	33%	(39)	26%	(31)	9%	(11)	11%	(13)	20%	(24)	117
Military HH: Yes	19%	(56)	42%	(125)	15%	(45)	10%	(29)	14%	(43)	297
Military HH: No	26%	(498)	37%	(699)	16%	(307)	8%	(158)	13%	(242)	1904
2022 House Vote: Democrat	28%	(253)	40%	(360)	16%	(146)	7%	(59)	8%	(72)	890
2022 House Vote: Republican	21%	(139)	38%	(252)	17%	(112)	11%	(74)	13%	(83)	661
2022 House Vote: Didnt Vote	25%	(155)	32%	(199)	14%	(88)	8%	(50)	20%	(121)	612

Continued on next page

Table MCBR7_3: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Background images

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	25%	(554)	37%	(824)	16%	(352)	8%	(187)	13%	(285)	2201
2020 Vote: Joe Biden	27%	(249)	40%	(375)	18%	(170)	7%	(67)	8%	(78)	940
2020 Vote: Donald Trump	22%	(150)	38%	(261)	16%	(113)	10%	(70)	14%	(98)	692
2020 Vote: Other	24%	(14)	43%	(26)	7%	(4)	13%	(8)	13%	(8)	60
2020 Vote: Didn't Vote	28%	(140)	32%	(162)	13%	(65)	8%	(42)	20%	(100)	509
2018 House Vote: Democrat	27%	(221)	40%	(326)	17%	(143)	8%	(66)	8%	(68)	825
2018 House Vote: Republican	22%	(133)	37%	(219)	17%	(103)	11%	(63)	13%	(75)	593
2018 House Vote: Didnt Vote	25%	(190)	36%	(267)	13%	(99)	8%	(56)	18%	(135)	747
4-Region: Northeast	27%	(105)	34%	(132)	17%	(64)	10%	(38)	12%	(47)	386
4-Region: Midwest	20%	(92)	39%	(179)	18%	(81)	9%	(43)	13%	(60)	455
4-Region: South	24%	(205)	39%	(329)	14%	(119)	8%	(67)	14%	(120)	839
4-Region: West	29%	(152)	35%	(184)	17%	(88)	8%	(39)	11%	(57)	521

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

Table MCBR7_4: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Iconography

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	24%	(537)	33%	(718)	14%	(303)	8%	(172)	21%	(470)	2201
Gender: Male	27%	(286)	36%	(386)	15%	(158)	7%	(70)	16%	(168)	1069
Gender: Female	22%	(249)	29%	(332)	13%	(145)	9%	(102)	27%	(301)	1128
Age: 18-34	35%	(220)	31%	(198)	14%	(91)	3%	(21)	16%	(101)	631
Age: 35-44	28%	(106)	35%	(129)	17%	(62)	4%	(14)	17%	(61)	372
Age: 45-64	19%	(134)	35%	(250)	11%	(77)	12%	(82)	24%	(169)	711
Age: 65+	16%	(78)	29%	(141)	15%	(74)	11%	(55)	29%	(139)	487
GenZers: 1997-2012	26%	(60)	31%	(71)	20%	(46)	5%	(11)	18%	(42)	230
Millennials: 1981-1996	36%	(254)	32%	(229)	13%	(90)	3%	(22)	16%	(112)	707
GenXers: 1965-1980	21%	(109)	35%	(181)	12%	(63)	12%	(62)	21%	(109)	523
Baby Boomers: 1946-1964	15%	(105)	32%	(221)	13%	(93)	11%	(72)	29%	(197)	688
PID: Dem (no lean)	31%	(288)	32%	(294)	13%	(122)	8%	(70)	16%	(153)	928
PID: Ind (no lean)	19%	(112)	33%	(194)	14%	(81)	7%	(43)	27%	(161)	591
PID: Rep (no lean)	20%	(137)	34%	(231)	15%	(100)	9%	(59)	23%	(156)	682
PID/Gender: Dem Men	36%	(162)	36%	(162)	14%	(64)	4%	(20)	10%	(44)	452
PID/Gender: Dem Women	27%	(126)	28%	(132)	12%	(58)	11%	(50)	23%	(108)	473
PID/Gender: Ind Men	16%	(44)	37%	(100)	15%	(40)	8%	(21)	25%	(67)	274
PID/Gender: Ind Women	21%	(66)	29%	(93)	13%	(40)	7%	(22)	30%	(94)	316
PID/Gender: Rep Men	23%	(80)	36%	(124)	15%	(53)	8%	(29)	17%	(57)	343
PID/Gender: Rep Women	17%	(57)	32%	(107)	14%	(47)	9%	(30)	29%	(99)	339
Ideo: Liberal (1-3)	35%	(218)	30%	(190)	13%	(81)	8%	(51)	14%	(86)	626
Ideo: Moderate (4)	21%	(148)	36%	(258)	15%	(105)	6%	(46)	23%	(164)	721
Ideo: Conservative (5-7)	20%	(143)	33%	(232)	14%	(98)	10%	(70)	23%	(159)	701
Educ: < College	23%	(337)	28%	(410)	15%	(218)	9%	(127)	24%	(346)	1438
Educ: Bachelors degree	25%	(122)	41%	(200)	11%	(52)	6%	(28)	17%	(83)	484
Educ: Post-grad	28%	(78)	39%	(109)	12%	(33)	6%	(17)	15%	(41)	278
Income: Under 50k	22%	(267)	28%	(335)	15%	(180)	9%	(110)	25%	(302)	1195
Income: 50k-100k	25%	(162)	39%	(255)	12%	(78)	6%	(41)	17%	(113)	649
Income: 100k+	30%	(108)	36%	(129)	12%	(44)	6%	(20)	15%	(55)	357
Ethnicity: White	24%	(408)	32%	(547)	14%	(236)	9%	(146)	21%	(363)	1698

Continued on next page

Table MCBR7_4: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Iconography

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	24%	(537)	33%	(718)	14%	(303)	8%	(172)	21%	(470)	2201
Ethnicity: Hispanic	30%	(112)	31%	(117)	20%	(74)	7%	(26)	13%	(50)	379
Ethnicity: Black	30%	(86)	33%	(93)	10%	(29)	7%	(19)	20%	(55)	283
Ethnicity: Other	20%	(44)	36%	(78)	17%	(38)	3%	(7)	24%	(52)	220
All Christian	25%	(253)	31%	(310)	15%	(148)	9%	(85)	20%	(201)	997
All Non-Christian	36%	(73)	34%	(69)	11%	(23)	5%	(10)	13%	(26)	201
Atheist	26%	(27)	37%	(39)	12%	(12)	5%	(6)	21%	(22)	107
Agnostic/Nothing in particular	22%	(120)	33%	(180)	12%	(65)	7%	(38)	26%	(144)	546
Something Else	18%	(64)	34%	(120)	16%	(55)	9%	(33)	22%	(78)	349
Religious Non-Protestant/Catholic	36%	(77)	34%	(73)	11%	(24)	5%	(11)	13%	(28)	213
Evangelical	27%	(155)	30%	(174)	14%	(79)	9%	(53)	21%	(121)	583
Non-Evangelical	21%	(152)	33%	(241)	16%	(118)	9%	(62)	21%	(154)	726
Community: Urban	32%	(204)	30%	(197)	13%	(86)	7%	(47)	18%	(115)	648
Community: Suburban	23%	(238)	35%	(358)	14%	(143)	7%	(74)	21%	(216)	1029
Community: Rural	18%	(95)	31%	(164)	14%	(74)	10%	(52)	27%	(140)	524
Employ: Private Sector	28%	(196)	41%	(291)	14%	(97)	5%	(34)	13%	(91)	708
Employ: Government	40%	(69)	32%	(55)	16%	(28)	5%	(9)	8%	(13)	174
Employ: Self-Employed	29%	(53)	31%	(57)	19%	(34)	4%	(8)	16%	(30)	181
Employ: Homemaker	22%	(30)	34%	(48)	12%	(17)	7%	(10)	24%	(34)	140
Employ: Student	26%	(21)	32%	(26)	14%	(11)	11%	(8)	17%	(14)	80
Employ: Retired	16%	(91)	30%	(176)	14%	(79)	12%	(69)	29%	(165)	579
Employ: Unemployed	21%	(46)	20%	(44)	13%	(30)	11%	(24)	35%	(76)	221
Employ: Other	27%	(32)	18%	(21)	6%	(7)	9%	(11)	40%	(47)	117
Military HH: Yes	21%	(64)	33%	(98)	16%	(48)	9%	(26)	20%	(61)	297
Military HH: No	25%	(474)	33%	(620)	13%	(254)	8%	(146)	22%	(409)	1904
2022 House Vote: Democrat	30%	(267)	36%	(317)	13%	(115)	6%	(50)	16%	(140)	890
2022 House Vote: Republican	18%	(117)	36%	(238)	15%	(101)	11%	(70)	20%	(135)	661
2022 House Vote: Didnt Vote	25%	(150)	25%	(151)	13%	(81)	8%	(49)	29%	(180)	612

Table MCBR7_4: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Iconography

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	24%	(537)	33%	(718)	14%	(303)	8%	(172)	21%	(470)	2201
2020 Vote: Joe Biden	30%	(279)	34%	(321)	14%	(128)	6%	(61)	16%	(151)	940
2020 Vote: Donald Trump	19%	(132)	34%	(234)	15%	(105)	9%	(61)	23%	(160)	692
2020 Vote: Other	12%	(7)	41%	(24)	11%	(6)	11%	(6)	26%	(16)	60
2020 Vote: Didn't Vote	23%	(119)	27%	(139)	13%	(64)	9%	(44)	28%	(143)	509
2018 House Vote: Democrat	32%	(261)	33%	(272)	12%	(103)	7%	(58)	16%	(131)	825
2018 House Vote: Republican	18%	(107)	36%	(211)	16%	(95)	10%	(61)	20%	(118)	593
2018 House Vote: Didnt Vote	22%	(165)	30%	(221)	13%	(97)	7%	(52)	28%	(212)	747
4-Region: Northeast	28%	(108)	29%	(112)	13%	(51)	9%	(34)	21%	(81)	386
4-Region: Midwest	21%	(96)	33%	(151)	15%	(67)	8%	(35)	23%	(106)	455
4-Region: South	23%	(197)	34%	(284)	13%	(111)	7%	(63)	22%	(185)	839
4-Region: West	26%	(136)	33%	(171)	14%	(74)	8%	(41)	19%	(99)	521

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

Table MCBR7_5: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Size

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(691)	40%	(874)	10%	(230)	6%	(133)	12%	(273)	2201
Gender: Male	33%	(351)	41%	(438)	10%	(105)	6%	(63)	10%	(111)	1069
Gender: Female	30%	(339)	38%	(434)	11%	(125)	6%	(70)	14%	(160)	1128
Age: 18-34	40%	(252)	35%	(223)	10%	(64)	3%	(18)	12%	(74)	631
Age: 35-44	34%	(125)	43%	(161)	8%	(29)	5%	(18)	10%	(38)	372
Age: 45-64	28%	(198)	40%	(285)	11%	(77)	7%	(47)	15%	(103)	711
Age: 65+	24%	(116)	42%	(205)	12%	(59)	10%	(49)	12%	(58)	487
GenZers: 1997-2012	33%	(75)	41%	(95)	9%	(21)	2%	(5)	14%	(32)	230
Millennials: 1981-1996	40%	(282)	36%	(251)	10%	(71)	4%	(28)	11%	(74)	707
GenXers: 1965-1980	31%	(160)	39%	(205)	9%	(47)	6%	(33)	15%	(78)	523
Baby Boomers: 1946-1964	23%	(160)	43%	(297)	12%	(86)	9%	(63)	12%	(82)	688
PID: Dem (no lean)	33%	(307)	40%	(372)	11%	(102)	6%	(57)	10%	(89)	928
PID: Ind (no lean)	30%	(176)	37%	(221)	10%	(61)	6%	(36)	16%	(97)	591
PID: Rep (no lean)	30%	(208)	41%	(280)	10%	(67)	6%	(39)	13%	(87)	682
PID/Gender: Dem Men	37%	(166)	42%	(189)	9%	(40)	5%	(23)	8%	(34)	452
PID/Gender: Dem Women	30%	(141)	38%	(182)	13%	(63)	7%	(35)	11%	(53)	473
PID/Gender: Ind Men	29%	(78)	40%	(109)	11%	(29)	5%	(15)	16%	(43)	274
PID/Gender: Ind Women	31%	(98)	35%	(111)	10%	(32)	7%	(22)	17%	(54)	316
PID/Gender: Rep Men	31%	(107)	41%	(140)	11%	(37)	7%	(26)	10%	(34)	343
PID/Gender: Rep Women	30%	(100)	42%	(141)	9%	(30)	4%	(14)	16%	(54)	339
Ideo: Liberal (1-3)	33%	(205)	39%	(245)	13%	(79)	8%	(49)	8%	(49)	626
Ideo: Moderate (4)	28%	(200)	43%	(311)	10%	(75)	4%	(29)	15%	(106)	721
Ideo: Conservative (5-7)	34%	(241)	39%	(273)	10%	(68)	7%	(46)	10%	(73)	701
Educ: < College	32%	(464)	37%	(536)	10%	(145)	6%	(89)	14%	(203)	1438
Educ: Bachelors degree	27%	(132)	46%	(221)	11%	(55)	6%	(30)	10%	(47)	484
Educ: Post-grad	34%	(95)	42%	(116)	11%	(30)	5%	(15)	8%	(23)	278
Income: Under 50k	30%	(362)	39%	(466)	10%	(117)	6%	(76)	15%	(175)	1195
Income: 50k-100k	32%	(205)	41%	(264)	12%	(81)	6%	(38)	9%	(62)	649
Income: 100k+	35%	(124)	40%	(144)	9%	(32)	5%	(20)	10%	(37)	357
Ethnicity: White	31%	(524)	40%	(672)	11%	(180)	7%	(112)	12%	(211)	1698

Table MCBR7_5: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Size

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(691)	40%	(874)	10%	(230)	6%	(133)	12%	(273)	2201
Ethnicity: Hispanic	39%	(149)	39%	(149)	8%	(30)	5%	(18)	9%	(34)	379
Ethnicity: Black	40%	(114)	35%	(99)	8%	(22)	5%	(14)	12%	(35)	283
Ethnicity: Other	24%	(53)	47%	(103)	13%	(28)	3%	(7)	13%	(28)	220
All Christian	32%	(315)	40%	(404)	10%	(100)	7%	(74)	11%	(105)	997
All Non-Christian	48%	(96)	37%	(74)	9%	(19)	1%	(1)	6%	(11)	201
Atheist	27%	(29)	45%	(48)	12%	(12)	5%	(5)	12%	(12)	107
Agnostic/Nothing in particular	26%	(142)	39%	(213)	11%	(60)	7%	(37)	17%	(94)	546
Something Else	31%	(110)	39%	(135)	11%	(39)	4%	(15)	14%	(50)	349
Religious Non-Protestant/Catholic	45%	(97)	36%	(76)	11%	(22)	1%	(3)	7%	(16)	213
Evangelical	36%	(209)	39%	(227)	9%	(55)	5%	(29)	11%	(63)	583
Non-Evangelical	29%	(208)	41%	(299)	11%	(76)	8%	(57)	12%	(86)	726
Community: Urban	37%	(241)	37%	(240)	9%	(59)	7%	(43)	10%	(66)	648
Community: Suburban	29%	(300)	41%	(421)	12%	(122)	6%	(60)	12%	(126)	1029
Community: Rural	29%	(150)	41%	(212)	10%	(50)	6%	(29)	16%	(82)	524
Employ: Private Sector	33%	(234)	44%	(311)	12%	(82)	4%	(28)	8%	(54)	708
Employ: Government	44%	(76)	33%	(58)	14%	(24)	4%	(6)	6%	(10)	174
Employ: Self-Employed	36%	(65)	33%	(59)	12%	(21)	9%	(17)	11%	(20)	181
Employ: Homemaker	43%	(61)	30%	(42)	6%	(8)	3%	(4)	18%	(25)	140
Employ: Student	24%	(19)	51%	(41)	8%	(6)	4%	(3)	13%	(11)	80
Employ: Retired	25%	(144)	42%	(243)	12%	(68)	9%	(54)	12%	(71)	579
Employ: Unemployed	22%	(47)	39%	(86)	8%	(17)	6%	(14)	25%	(56)	221
Employ: Other	39%	(45)	29%	(34)	3%	(3)	6%	(7)	23%	(27)	117
Military HH: Yes	28%	(84)	37%	(111)	11%	(33)	9%	(28)	14%	(41)	297
Military HH: No	32%	(607)	40%	(763)	10%	(197)	6%	(105)	12%	(232)	1904
2022 House Vote: Democrat	33%	(291)	42%	(375)	10%	(92)	7%	(59)	8%	(72)	890
2022 House Vote: Republican	28%	(182)	43%	(281)	11%	(75)	7%	(49)	11%	(73)	661
2022 House Vote: Didnt Vote	34%	(211)	33%	(201)	10%	(61)	3%	(20)	19%	(119)	612

Table MCBR7_5: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Size

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(691)	40%	(874)	10%	(230)	6%	(133)	12%	(273)	2201
2020 Vote: Joe Biden	32%	(297)	43%	(403)	10%	(98)	7%	(66)	8%	(75)	940
2020 Vote: Donald Trump	28%	(191)	42%	(289)	11%	(76)	7%	(49)	13%	(88)	692
2020 Vote: Other	35%	(21)	24%	(15)	15%	(9)	7%	(4)	18%	(11)	60
2020 Vote: Didn't Vote	36%	(181)	33%	(167)	9%	(47)	3%	(13)	20%	(100)	509
2018 House Vote: Democrat	33%	(274)	41%	(337)	10%	(84)	7%	(61)	8%	(68)	825
2018 House Vote: Republican	28%	(163)	42%	(248)	12%	(73)	8%	(44)	11%	(64)	593
2018 House Vote: Didnt Vote	33%	(245)	36%	(272)	9%	(71)	3%	(22)	18%	(137)	747
4-Region: Northeast	30%	(117)	42%	(161)	12%	(45)	6%	(23)	11%	(41)	386
4-Region: Midwest	26%	(118)	45%	(203)	10%	(44)	7%	(30)	13%	(60)	455
4-Region: South	34%	(289)	36%	(299)	10%	(80)	6%	(48)	15%	(123)	839
4-Region: West	32%	(167)	40%	(211)	12%	(61)	6%	(32)	10%	(50)	521

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

Table MCBR7_6: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Motion

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(426)	29%	(647)	21%	(453)	12%	(264)	19%	(411)	2201
Gender: Male	22%	(230)	32%	(342)	20%	(211)	13%	(136)	14%	(149)	1069
Gender: Female	17%	(196)	27%	(305)	21%	(238)	11%	(128)	23%	(261)	1128
Age: 18-34	30%	(189)	34%	(212)	15%	(97)	7%	(42)	15%	(92)	631
Age: 35-44	25%	(94)	35%	(129)	16%	(59)	8%	(28)	16%	(61)	372
Age: 45-64	12%	(85)	30%	(215)	22%	(158)	13%	(95)	22%	(157)	711
Age: 65+	12%	(58)	19%	(90)	28%	(138)	20%	(99)	21%	(101)	487
GenZers: 1997-2012	27%	(63)	33%	(77)	16%	(37)	7%	(17)	16%	(36)	230
Millennials: 1981-1996	29%	(203)	34%	(240)	15%	(105)	7%	(51)	15%	(108)	707
GenXers: 1965-1980	15%	(79)	31%	(160)	21%	(108)	12%	(62)	22%	(115)	523
Baby Boomers: 1946-1964	11%	(76)	24%	(163)	27%	(187)	17%	(119)	21%	(143)	688
PID: Dem (no lean)	24%	(223)	32%	(297)	16%	(153)	11%	(103)	16%	(152)	928
PID: Ind (no lean)	15%	(88)	26%	(154)	25%	(147)	13%	(74)	22%	(129)	591
PID: Rep (no lean)	17%	(115)	29%	(197)	23%	(154)	13%	(87)	19%	(130)	682
PID/Gender: Dem Men	27%	(120)	36%	(161)	17%	(76)	11%	(49)	10%	(46)	452
PID/Gender: Dem Women	22%	(103)	29%	(135)	16%	(75)	11%	(54)	22%	(106)	473
PID/Gender: Ind Men	15%	(41)	27%	(74)	24%	(66)	15%	(40)	20%	(53)	274
PID/Gender: Ind Women	15%	(47)	25%	(80)	25%	(79)	11%	(34)	24%	(76)	316
PID/Gender: Rep Men	20%	(70)	31%	(107)	20%	(69)	14%	(47)	15%	(50)	343
PID/Gender: Rep Women	13%	(45)	27%	(90)	25%	(84)	12%	(40)	24%	(80)	339
Ideo: Liberal (1-3)	23%	(144)	34%	(212)	18%	(112)	12%	(74)	13%	(84)	626
Ideo: Moderate (4)	16%	(116)	31%	(225)	21%	(153)	10%	(75)	21%	(152)	721
Ideo: Conservative (5-7)	20%	(142)	26%	(181)	22%	(156)	15%	(106)	17%	(117)	701
Educ: < College	20%	(287)	29%	(423)	18%	(265)	11%	(162)	21%	(302)	1438
Educ: Bachelors degree	15%	(72)	30%	(143)	26%	(128)	13%	(65)	16%	(78)	484
Educ: Post-grad	24%	(67)	29%	(81)	22%	(61)	14%	(38)	11%	(31)	278
Income: Under 50k	17%	(204)	29%	(352)	20%	(238)	12%	(144)	22%	(258)	1195
Income: 50k-100k	19%	(122)	31%	(199)	23%	(149)	11%	(74)	16%	(105)	649
Income: 100k+	28%	(100)	27%	(97)	19%	(66)	13%	(46)	13%	(48)	357
Ethnicity: White	18%	(300)	30%	(509)	21%	(358)	13%	(216)	19%	(317)	1698

Continued on next page

Table MCBR7_6: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Motion

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(426)	29%	(647)	21%	(453)	12%	(264)	19%	(411)	2201
Ethnicity: Hispanic	25%	(97)	42%	(161)	12%	(45)	6%	(22)	14%	(55)	379
Ethnicity: Black	31%	(88)	29%	(82)	15%	(41)	8%	(23)	17%	(49)	283
Ethnicity: Other	17%	(38)	26%	(56)	25%	(54)	12%	(26)	21%	(45)	220
All Christian	19%	(189)	29%	(293)	21%	(212)	13%	(130)	17%	(174)	997
All Non-Christian	40%	(81)	29%	(58)	12%	(24)	7%	(15)	12%	(23)	201
Atheist	9%	(9)	42%	(45)	18%	(19)	14%	(15)	18%	(19)	107
Agnostic/Nothing in particular	13%	(73)	28%	(152)	23%	(128)	13%	(72)	22%	(121)	546
Something Else	21%	(73)	28%	(99)	20%	(70)	9%	(33)	21%	(74)	349
Religious Non-Protestant/Catholic	39%	(84)	28%	(59)	13%	(27)	8%	(18)	12%	(26)	213
Evangelical	23%	(137)	28%	(162)	21%	(120)	11%	(62)	18%	(102)	583
Non-Evangelical	16%	(117)	30%	(221)	21%	(153)	13%	(95)	19%	(141)	726
Community: Urban	29%	(190)	29%	(186)	17%	(109)	9%	(57)	17%	(107)	648
Community: Suburban	16%	(161)	30%	(311)	22%	(222)	14%	(146)	18%	(189)	1029
Community: Rural	14%	(76)	29%	(151)	23%	(122)	12%	(61)	22%	(114)	524
Employ: Private Sector	20%	(138)	40%	(281)	19%	(134)	10%	(68)	12%	(87)	708
Employ: Government	35%	(61)	34%	(60)	13%	(23)	10%	(18)	7%	(12)	174
Employ: Self-Employed	25%	(46)	27%	(49)	19%	(34)	10%	(18)	19%	(34)	181
Employ: Homemaker	18%	(26)	26%	(36)	19%	(27)	9%	(12)	28%	(39)	140
Employ: Student	22%	(18)	35%	(28)	21%	(16)	8%	(6)	15%	(12)	80
Employ: Retired	11%	(64)	22%	(127)	26%	(153)	20%	(117)	20%	(118)	579
Employ: Unemployed	18%	(39)	24%	(52)	18%	(40)	7%	(15)	34%	(74)	221
Employ: Other	29%	(34)	12%	(14)	23%	(26)	8%	(9)	29%	(34)	117
Military HH: Yes	15%	(43)	29%	(86)	19%	(57)	19%	(56)	18%	(54)	297
Military HH: No	20%	(383)	29%	(560)	21%	(396)	11%	(208)	19%	(357)	1904
2022 House Vote: Democrat	23%	(201)	31%	(274)	19%	(167)	12%	(110)	15%	(137)	890
2022 House Vote: Republican	15%	(98)	28%	(185)	25%	(167)	16%	(107)	16%	(103)	661
2022 House Vote: Didnt Vote	20%	(125)	28%	(174)	18%	(110)	7%	(44)	26%	(159)	612

Table MCBR7_6: *In your opinion, how important are each of the following aspects of a brand's logo in establishing both a unique and appealing visual identity?*
Motion

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	19%	(426)	29%	(647)	21%	(453)	12%	(264)	19%	(411)	2201
2020 Vote: Joe Biden	21%	(199)	30%	(284)	20%	(187)	12%	(117)	16%	(153)	940
2020 Vote: Donald Trump	15%	(102)	29%	(200)	24%	(166)	14%	(99)	18%	(126)	692
2020 Vote: Other	13%	(8)	16%	(10)	21%	(13)	20%	(12)	30%	(18)	60
2020 Vote: Didn't Vote	23%	(118)	30%	(154)	17%	(87)	7%	(37)	22%	(114)	509
2018 House Vote: Democrat	22%	(180)	32%	(263)	18%	(152)	12%	(101)	16%	(129)	825
2018 House Vote: Republican	15%	(88)	27%	(159)	25%	(151)	17%	(98)	16%	(97)	593
2018 House Vote: Didnt Vote	21%	(155)	28%	(212)	19%	(141)	8%	(61)	24%	(179)	747
4-Region: Northeast	22%	(85)	27%	(106)	21%	(79)	12%	(45)	18%	(70)	386
4-Region: Midwest	14%	(65)	32%	(146)	22%	(101)	13%	(57)	19%	(86)	455
4-Region: South	19%	(156)	28%	(239)	21%	(172)	12%	(102)	20%	(170)	839
4-Region: West	23%	(120)	30%	(157)	19%	(101)	11%	(59)	16%	(85)	521

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

Table MCBR8bp1: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Retro:Option 2 Futuristic*

Demographic	1 - much more to 'Option 1 Retro'		2		3 - much more to 'Option 2 Futuristic'		Total N
Adults	36%	(782)	41%	(911)	23%	(508)	2201
Gender: Male	36%	(387)	38%	(404)	26%	(277)	1069
Gender: Female	35%	(394)	45%	(504)	20%	(230)	1128
Age: 18-34	30%	(191)	41%	(258)	29%	(182)	631
Age: 35-44	32%	(118)	45%	(168)	23%	(86)	372
Age: 45-64	38%	(269)	41%	(290)	21%	(152)	711
Age: 65+	42%	(204)	40%	(196)	18%	(88)	487
GenZers: 1997-2012	28%	(64)	46%	(105)	26%	(60)	230
Millennials: 1981-1996	30%	(213)	42%	(299)	28%	(195)	707
GenXers: 1965-1980	39%	(203)	38%	(201)	23%	(119)	523
Baby Boomers: 1946-1964	41%	(283)	41%	(285)	17%	(120)	688
PID: Dem (no lean)	35%	(323)	37%	(346)	28%	(259)	928
PID: Ind (no lean)	36%	(212)	47%	(275)	18%	(104)	591
PID: Rep (no lean)	36%	(247)	43%	(290)	21%	(144)	682
PID/Gender: Dem Men	37%	(166)	32%	(147)	31%	(140)	452
PID/Gender: Dem Women	33%	(156)	42%	(198)	25%	(119)	473
PID/Gender: Ind Men	39%	(107)	42%	(114)	19%	(53)	274
PID/Gender: Ind Women	33%	(105)	51%	(160)	16%	(51)	316
PID/Gender: Rep Men	33%	(115)	42%	(144)	25%	(84)	343
PID/Gender: Rep Women	39%	(133)	43%	(146)	18%	(60)	339
Ideo: Liberal (1-3)	37%	(233)	42%	(263)	21%	(130)	626
Ideo: Moderate (4)	34%	(244)	40%	(290)	26%	(186)	721
Ideo: Conservative (5-7)	37%	(260)	40%	(278)	23%	(163)	701
Educ: < College	36%	(521)	41%	(593)	23%	(324)	1438
Educ: Bachelors degree	34%	(164)	42%	(206)	24%	(115)	484
Educ: Post-grad	35%	(97)	40%	(113)	25%	(69)	278
Income: Under 50k	36%	(435)	42%	(500)	22%	(259)	1195
Income: 50k-100k	33%	(216)	45%	(292)	22%	(141)	649
Income: 100k+	37%	(131)	33%	(119)	30%	(107)	357
Ethnicity: White	38%	(642)	41%	(693)	21%	(364)	1698
Ethnicity: Hispanic	31%	(116)	38%	(144)	31%	(119)	379
Ethnicity: Black	28%	(80)	43%	(123)	28%	(80)	283

Table MCBR8bp1: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Retro:Option 2 Futuristic*

Demographic	1 - much more to 'Option 1 Retro'		2		3 - much more to 'Option 2 Futuristic'		Total N
Adults	36%	(782)	41%	(911)	23%	(508)	2201
Ethnicity: Other	27%	(60)	44%	(96)	29%	(63)	220
All Christian	35%	(352)	39%	(394)	25%	(251)	997
All Non-Christian	38%	(76)	37%	(74)	25%	(51)	201
Atheist	32%	(34)	41%	(44)	27%	(28)	107
Agnostic/Nothing in particular	35%	(193)	48%	(261)	17%	(93)	546
Something Else	36%	(126)	40%	(139)	24%	(84)	349
Religious Non-Protestant/Catholic	38%	(81)	37%	(78)	25%	(54)	213
Evangelical	38%	(221)	37%	(215)	25%	(148)	583
Non-Evangelical	34%	(246)	42%	(302)	25%	(178)	726
Community: Urban	36%	(235)	37%	(237)	27%	(176)	648
Community: Suburban	35%	(362)	42%	(433)	23%	(234)	1029
Community: Rural	35%	(186)	46%	(241)	18%	(97)	524
Employ: Private Sector	34%	(241)	40%	(285)	26%	(182)	708
Employ: Government	31%	(53)	40%	(70)	29%	(51)	174
Employ: Self-Employed	27%	(49)	47%	(85)	26%	(48)	181
Employ: Homemaker	45%	(62)	39%	(55)	16%	(22)	140
Employ: Student	34%	(27)	52%	(42)	14%	(11)	80
Employ: Retired	42%	(244)	39%	(227)	19%	(109)	579
Employ: Unemployed	28%	(62)	43%	(94)	29%	(64)	221
Employ: Other	37%	(44)	45%	(53)	17%	(20)	117
Military HH: Yes	34%	(102)	45%	(134)	21%	(61)	297
Military HH: No	36%	(680)	41%	(777)	23%	(446)	1904
2022 House Vote: Democrat	34%	(298)	40%	(357)	26%	(234)	890
2022 House Vote: Republican	38%	(253)	42%	(275)	20%	(132)	661
2022 House Vote: Didnt Vote	35%	(215)	43%	(261)	22%	(135)	612
2020 Vote: Joe Biden	35%	(325)	39%	(369)	26%	(245)	940
2020 Vote: Donald Trump	36%	(252)	43%	(297)	21%	(144)	692
2020 Vote: Other	48%	(29)	35%	(21)	18%	(11)	60
2020 Vote: Didn't Vote	35%	(177)	44%	(224)	21%	(108)	509

Table MCBR8bp1: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Retro:Option 2 Futuristic*

Demographic	1 - much more to 'Option 1 Retro'		2		3 - much more to 'Option 2 Futuristic'		Total N
Adults	36%	(782)	41%	(911)	23%	(508)	2201
2018 House Vote: Democrat	33%	(272)	40%	(329)	27%	(224)	825
2018 House Vote: Republican	39%	(234)	41%	(242)	20%	(117)	593
2018 House Vote: Didnt Vote	35%	(262)	43%	(323)	22%	(161)	747
4-Region: Northeast	37%	(141)	41%	(157)	23%	(88)	386
4-Region: Midwest	36%	(162)	40%	(184)	24%	(109)	455
4-Region: South	35%	(294)	44%	(366)	21%	(179)	839
4-Region: West	36%	(186)	39%	(204)	25%	(131)	521

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

Table MCBR8bp2: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Bold colors:Option 2 Neutral colors*

Demographic	1 - much more to 'Option 1 Bold colors'		2		3 - much more to 'Option 2 Neutral colors'		Total N
Adults	52%	(1143)	32%	(712)	16%	(346)	2201
Gender: Male	54%	(578)	34%	(359)	12%	(132)	1069
Gender: Female	50%	(564)	31%	(350)	19%	(214)	1128
Age: 18-34	47%	(298)	34%	(213)	19%	(121)	631
Age: 35-44	45%	(167)	38%	(141)	17%	(63)	372
Age: 45-64	55%	(388)	31%	(223)	14%	(100)	711
Age: 65+	60%	(290)	28%	(135)	13%	(62)	487
GenZers: 1997-2012	44%	(102)	34%	(78)	22%	(50)	230
Millennials: 1981-1996	47%	(331)	36%	(251)	18%	(124)	707
GenXers: 1965-1980	52%	(272)	34%	(179)	14%	(73)	523
Baby Boomers: 1946-1964	58%	(398)	29%	(196)	14%	(94)	688
PID: Dem (no lean)	54%	(501)	30%	(274)	16%	(152)	928
PID: Ind (no lean)	45%	(265)	37%	(218)	18%	(109)	591
PID: Rep (no lean)	55%	(377)	32%	(220)	12%	(85)	682
PID/Gender: Dem Men	60%	(270)	29%	(132)	11%	(51)	452
PID/Gender: Dem Women	49%	(231)	30%	(141)	21%	(101)	473
PID/Gender: Ind Men	46%	(126)	39%	(106)	15%	(41)	274
PID/Gender: Ind Women	44%	(138)	35%	(110)	21%	(68)	316
PID/Gender: Rep Men	53%	(182)	35%	(121)	12%	(40)	343
PID/Gender: Rep Women	58%	(195)	29%	(99)	13%	(45)	339
Ideo: Liberal (1-3)	54%	(340)	32%	(198)	14%	(88)	626
Ideo: Moderate (4)	54%	(391)	31%	(223)	15%	(107)	721
Ideo: Conservative (5-7)	51%	(360)	33%	(234)	15%	(107)	701
Educ: < College	49%	(701)	34%	(495)	17%	(243)	1438
Educ: Bachelors degree	57%	(275)	31%	(152)	12%	(58)	484
Educ: Post-grad	60%	(167)	24%	(66)	16%	(45)	278
Income: Under 50k	49%	(587)	34%	(407)	17%	(200)	1195
Income: 50k-100k	55%	(360)	31%	(200)	14%	(90)	649
Income: 100k+	55%	(196)	29%	(105)	16%	(56)	357
Ethnicity: White	53%	(895)	32%	(545)	15%	(258)	1698

Table MCBR8bp2: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Bold colors:Option 2 Neutral colors*

Demographic	1 - much more to 'Option 1 Bold colors'		2		3 - much more to 'Option 2 Neutral colors'		Total N
Adults	52%	(1143)	32%	(712)	16%	(346)	2201
Ethnicity: Hispanic	51%	(192)	32%	(119)	18%	(68)	379
Ethnicity: Black	49%	(140)	34%	(95)	17%	(48)	283
Ethnicity: Other	49%	(108)	33%	(72)	18%	(40)	220
All Christian	54%	(541)	30%	(295)	16%	(161)	997
All Non-Christian	45%	(91)	36%	(73)	19%	(38)	201
Atheist	60%	(64)	25%	(26)	16%	(17)	107
Agnostic/Nothing in particular	49%	(266)	36%	(196)	15%	(85)	546
Something Else	52%	(182)	35%	(121)	13%	(46)	349
Religious Non-Protestant/Catholic	47%	(100)	36%	(76)	18%	(38)	213
Evangelical	54%	(316)	31%	(179)	15%	(89)	583
Non-Evangelical	53%	(384)	31%	(226)	16%	(116)	726
Community: Urban	54%	(348)	31%	(200)	15%	(100)	648
Community: Suburban	52%	(537)	31%	(322)	16%	(170)	1029
Community: Rural	49%	(257)	36%	(190)	15%	(76)	524
Employ: Private Sector	56%	(400)	30%	(211)	14%	(97)	708
Employ: Government	44%	(77)	37%	(65)	18%	(32)	174
Employ: Self-Employed	43%	(77)	38%	(68)	20%	(36)	181
Employ: Homemaker	42%	(58)	39%	(54)	20%	(28)	140
Employ: Student	47%	(38)	35%	(28)	18%	(14)	80
Employ: Retired	60%	(346)	27%	(159)	13%	(74)	579
Employ: Unemployed	43%	(95)	35%	(77)	22%	(49)	221
Employ: Other	44%	(52)	41%	(48)	14%	(17)	117
Military HH: Yes	53%	(157)	33%	(97)	15%	(44)	297
Military HH: No	52%	(986)	32%	(615)	16%	(302)	1904
2022 House Vote: Democrat	56%	(497)	29%	(261)	15%	(132)	890
2022 House Vote: Republican	51%	(337)	35%	(232)	14%	(92)	661
2022 House Vote: Didnt Vote	47%	(285)	34%	(207)	19%	(119)	612

Table MCBR8bp2: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Bold colors:Option 2 Neutral colors*

Demographic	1 - much more to 'Option 1 Bold colors'		2		3 - much more to 'Option 2 Neutral colors'		Total N
Adults	52%	(1143)	32%	(712)	16%	(346)	2201
2020 Vote: Joe Biden	57%	(534)	29%	(273)	14%	(133)	940
2020 Vote: Donald Trump	53%	(365)	35%	(241)	13%	(87)	692
2020 Vote: Other	61%	(37)	23%	(14)	15%	(9)	60
2020 Vote: Didn't Vote	41%	(208)	36%	(184)	23%	(117)	509
2018 House Vote: Democrat	57%	(471)	30%	(248)	13%	(106)	825
2018 House Vote: Republican	52%	(309)	33%	(196)	15%	(89)	593
2018 House Vote: Didnt Vote	46%	(343)	34%	(255)	20%	(149)	747
4-Region: Northeast	53%	(204)	33%	(128)	14%	(54)	386
4-Region: Midwest	54%	(247)	31%	(140)	15%	(67)	455
4-Region: South	51%	(431)	34%	(287)	14%	(122)	839
4-Region: West	50%	(260)	30%	(157)	20%	(104)	521

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

Table MCBR8bp3: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Simple:Option 2 Busy*

Demographic	1 - much more to 'Option 1 Simple'		2		3 - much more to 'Option 2 Busy'		Total N
Adults	55%	(1212)	32%	(709)	13%	(279)	2201
Gender: Male	55%	(583)	32%	(344)	13%	(142)	1069
Gender: Female	55%	(626)	32%	(365)	12%	(137)	1128
Age: 18-34	45%	(283)	39%	(244)	17%	(104)	631
Age: 35-44	49%	(182)	37%	(139)	14%	(51)	372
Age: 45-64	58%	(415)	29%	(207)	12%	(89)	711
Age: 65+	68%	(333)	24%	(119)	7%	(35)	487
GenZers: 1997-2012	41%	(95)	41%	(94)	18%	(41)	230
Millennials: 1981-1996	48%	(340)	37%	(258)	15%	(109)	707
GenXers: 1965-1980	52%	(273)	34%	(179)	13%	(70)	523
Baby Boomers: 1946-1964	68%	(469)	24%	(165)	8%	(55)	688
PID: Dem (no lean)	54%	(498)	32%	(300)	14%	(130)	928
PID: Ind (no lean)	52%	(308)	35%	(206)	13%	(77)	591
PID: Rep (no lean)	60%	(407)	30%	(203)	11%	(72)	682
PID/Gender: Dem Men	51%	(231)	33%	(148)	16%	(73)	452
PID/Gender: Dem Women	56%	(264)	32%	(152)	12%	(57)	473
PID/Gender: Ind Men	55%	(152)	33%	(91)	11%	(31)	274
PID/Gender: Ind Women	49%	(155)	36%	(115)	15%	(46)	316
PID/Gender: Rep Men	58%	(199)	31%	(106)	11%	(38)	343
PID/Gender: Rep Women	61%	(207)	29%	(98)	10%	(34)	339
Ideo: Liberal (1-3)	57%	(358)	33%	(204)	10%	(64)	626
Ideo: Moderate (4)	51%	(369)	36%	(259)	13%	(92)	721
Ideo: Conservative (5-7)	59%	(415)	27%	(192)	14%	(95)	701
Educ: < College	51%	(736)	35%	(507)	14%	(195)	1438
Educ: Bachelors degree	61%	(295)	29%	(139)	10%	(51)	484
Educ: Post-grad	65%	(181)	23%	(64)	12%	(34)	278
Income: Under 50k	52%	(624)	35%	(414)	13%	(157)	1195
Income: 50k-100k	57%	(369)	32%	(205)	12%	(75)	649
Income: 100k+	62%	(220)	25%	(90)	13%	(48)	357
Ethnicity: White	56%	(950)	31%	(530)	13%	(219)	1698
Ethnicity: Hispanic	46%	(173)	36%	(136)	19%	(71)	379
Ethnicity: Black	48%	(135)	38%	(108)	14%	(41)	283

Table MCBR8bp3: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Simple:Option 2 Busy*

Demographic	1 - much more to 'Option 1 Simple'		2		3 - much more to 'Option 2 Busy'		Total N
Adults	55%	(1212)	32%	(709)	13%	(279)	2201
Ethnicity: Other	58%	(127)	33%	(72)	9%	(20)	220
All Christian	59%	(588)	31%	(312)	10%	(97)	997
All Non-Christian	47%	(95)	34%	(69)	18%	(37)	201
Atheist	60%	(64)	31%	(33)	10%	(10)	107
Agnostic/Nothing in particular	53%	(291)	36%	(195)	11%	(61)	546
Something Else	50%	(174)	29%	(101)	21%	(74)	349
Religious Non-Protestant/Catholic	49%	(104)	33%	(71)	18%	(38)	213
Evangelical	55%	(320)	29%	(166)	17%	(97)	583
Non-Evangelical	59%	(427)	32%	(234)	9%	(66)	726
Community: Urban	53%	(341)	34%	(223)	13%	(85)	648
Community: Suburban	58%	(597)	29%	(300)	13%	(131)	1029
Community: Rural	52%	(274)	36%	(186)	12%	(63)	524
Employ: Private Sector	52%	(366)	36%	(252)	13%	(90)	708
Employ: Government	47%	(82)	37%	(64)	16%	(28)	174
Employ: Self-Employed	46%	(83)	35%	(64)	19%	(35)	181
Employ: Homemaker	58%	(81)	36%	(51)	6%	(8)	140
Employ: Student	45%	(36)	33%	(27)	22%	(17)	80
Employ: Retired	69%	(399)	23%	(132)	8%	(49)	579
Employ: Unemployed	51%	(113)	34%	(76)	15%	(32)	221
Employ: Other	46%	(54)	37%	(43)	17%	(20)	117
Military HH: Yes	61%	(181)	26%	(76)	14%	(40)	297
Military HH: No	54%	(1032)	33%	(633)	13%	(239)	1904
2022 House Vote: Democrat	57%	(507)	31%	(273)	12%	(109)	890
2022 House Vote: Republican	61%	(401)	29%	(188)	11%	(71)	661
2022 House Vote: Didnt Vote	46%	(281)	38%	(233)	16%	(98)	612
2020 Vote: Joe Biden	58%	(544)	29%	(274)	13%	(121)	940
2020 Vote: Donald Trump	59%	(409)	31%	(212)	10%	(71)	692
2020 Vote: Other	67%	(41)	22%	(13)	10%	(6)	60
2020 Vote: Didn't Vote	43%	(218)	41%	(209)	16%	(81)	509

Table MCBR8bp3: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Simple:Option 2 Busy*

Demographic	1 - much more to 'Option 1 Simple'		2		3 - much more to 'Option 2 Busy'		Total N
Adults	55%	(1212)	32%	(709)	13%	(279)	2201
2018 House Vote: Democrat	56%	(465)	31%	(258)	12%	(102)	825
2018 House Vote: Republican	63%	(376)	27%	(162)	9%	(55)	593
2018 House Vote: Didnt Vote	46%	(347)	38%	(280)	16%	(120)	747
4-Region: Northeast	60%	(231)	28%	(108)	12%	(47)	386
4-Region: Midwest	54%	(245)	34%	(155)	12%	(55)	455
4-Region: South	56%	(470)	32%	(268)	12%	(102)	839
4-Region: West	51%	(267)	34%	(178)	15%	(76)	521

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

Table MCBR8bp4: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Static or still:Option 2*
Moving

Demographic	1 - much more to 'Option 1 Static or still'		2		3 - much more to 'Option 2 Moving'		Total N
Adults	42%	(917)	36%	(792)	22%	(492)	2201
Gender: Male	41%	(441)	36%	(382)	23%	(246)	1069
Gender: Female	42%	(475)	36%	(408)	22%	(245)	1128
Age: 18-34	38%	(239)	35%	(223)	27%	(169)	631
Age: 35-44	40%	(147)	35%	(131)	25%	(93)	372
Age: 45-64	40%	(281)	38%	(270)	22%	(160)	711
Age: 65+	51%	(250)	34%	(167)	14%	(70)	487
GenZers: 1997-2012	37%	(86)	38%	(87)	25%	(56)	230
Millennials: 1981-1996	40%	(281)	34%	(240)	26%	(186)	707
GenXers: 1965-1980	37%	(193)	40%	(208)	23%	(122)	523
Baby Boomers: 1946-1964	48%	(328)	35%	(242)	17%	(118)	688
PID: Dem (no lean)	43%	(395)	34%	(313)	24%	(220)	928
PID: Ind (no lean)	39%	(228)	39%	(231)	22%	(131)	591
PID: Rep (no lean)	43%	(294)	36%	(247)	21%	(141)	682
PID/Gender: Dem Men	41%	(187)	33%	(150)	26%	(116)	452
PID/Gender: Dem Women	44%	(208)	34%	(162)	22%	(103)	473
PID/Gender: Ind Men	40%	(110)	39%	(106)	21%	(58)	274
PID/Gender: Ind Women	37%	(117)	40%	(126)	23%	(73)	316
PID/Gender: Rep Men	42%	(144)	37%	(127)	21%	(72)	343
PID/Gender: Rep Women	44%	(150)	36%	(121)	20%	(69)	339
Ideo: Liberal (1-3)	44%	(277)	35%	(216)	21%	(133)	626
Ideo: Moderate (4)	40%	(290)	36%	(263)	23%	(167)	721
Ideo: Conservative (5-7)	44%	(307)	35%	(244)	22%	(151)	701
Educ: < College	40%	(573)	38%	(540)	23%	(325)	1438
Educ: Bachelors degree	44%	(212)	34%	(163)	22%	(109)	484
Educ: Post-grad	47%	(132)	32%	(89)	21%	(58)	278
Income: Under 50k	41%	(489)	36%	(434)	23%	(272)	1195
Income: 50k-100k	39%	(255)	39%	(256)	21%	(138)	649
Income: 100k+	48%	(173)	29%	(102)	23%	(82)	357
Ethnicity: White	42%	(719)	36%	(616)	21%	(363)	1698
Ethnicity: Hispanic	34%	(129)	37%	(139)	29%	(111)	379

Table MCBR8bp4: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Static or still:Option 2 Moving*

Demographic	1 - much more to 'Option 1 Static or still'		2		3 - much more to 'Option 2 Moving'		Total N
Adults	42%	(917)	36%	(792)	22%	(492)	2201
Ethnicity: Black	36%	(103)	35%	(99)	29%	(81)	283
Ethnicity: Other	43%	(95)	35%	(77)	21%	(47)	220
All Christian	41%	(409)	37%	(367)	22%	(221)	997
All Non-Christian	40%	(81)	35%	(70)	25%	(50)	201
Atheist	54%	(58)	21%	(22)	25%	(27)	107
Agnostic/Nothing in particular	41%	(222)	39%	(215)	20%	(109)	546
Something Else	42%	(147)	34%	(118)	24%	(85)	349
Religious Non-Protestant/Catholic	41%	(88)	35%	(74)	24%	(52)	213
Evangelical	41%	(241)	34%	(197)	25%	(145)	583
Non-Evangelical	41%	(300)	37%	(270)	22%	(156)	726
Community: Urban	42%	(273)	32%	(206)	26%	(169)	648
Community: Suburban	43%	(444)	35%	(364)	21%	(221)	1029
Community: Rural	38%	(200)	42%	(221)	20%	(102)	524
Employ: Private Sector	42%	(299)	34%	(240)	24%	(170)	708
Employ: Government	35%	(61)	44%	(76)	21%	(37)	174
Employ: Self-Employed	39%	(71)	36%	(66)	25%	(45)	181
Employ: Homemaker	41%	(57)	39%	(55)	20%	(28)	140
Employ: Student	34%	(27)	24%	(20)	42%	(34)	80
Employ: Retired	50%	(288)	35%	(200)	16%	(92)	579
Employ: Unemployed	35%	(76)	37%	(82)	28%	(63)	221
Employ: Other	33%	(38)	46%	(54)	21%	(24)	117
Military HH: Yes	45%	(133)	39%	(115)	16%	(49)	297
Military HH: No	41%	(784)	36%	(677)	23%	(443)	1904
2022 House Vote: Democrat	46%	(406)	33%	(294)	21%	(189)	890
2022 House Vote: Republican	43%	(285)	35%	(230)	22%	(146)	661
2022 House Vote: Didnt Vote	34%	(210)	41%	(252)	24%	(150)	612
2020 Vote: Joe Biden	44%	(410)	35%	(329)	21%	(201)	940
2020 Vote: Donald Trump	42%	(289)	35%	(242)	23%	(161)	692
2020 Vote: Other	46%	(27)	38%	(23)	16%	(10)	60
2020 Vote: Didn't Vote	38%	(191)	39%	(197)	24%	(121)	509

Table MCBR8bp4: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Static or still:Option 2 Moving*

Demographic	1 - much more to 'Option 1 Static or still'		2		3 - much more to 'Option 2 Moving'		Total N
Adults	42%	(917)	36%	(792)	22%	(492)	2201
2018 House Vote: Democrat	43%	(355)	36%	(294)	21%	(176)	825
2018 House Vote: Republican	45%	(267)	33%	(196)	22%	(130)	593
2018 House Vote: Didnt Vote	37%	(278)	39%	(292)	24%	(178)	747
4-Region: Northeast	48%	(187)	34%	(130)	18%	(69)	386
4-Region: Midwest	39%	(177)	35%	(161)	26%	(116)	455
4-Region: South	41%	(342)	36%	(302)	23%	(195)	839
4-Region: West	40%	(211)	38%	(199)	21%	(111)	521

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

Table MCBR8bp5: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Contains a mascot:Option 2 Does not contain a mascot*

Demographic	1 - much more to 'Option 1 Contains a mascot'		2		3 - much more to 'Option 2 Does not contain a mascot'		Total N
Adults	32%	(703)	42%	(916)	26%	(582)	2201
Gender: Male	35%	(374)	41%	(436)	24%	(259)	1069
Gender: Female	29%	(328)	42%	(477)	29%	(323)	1128
Age: 18-34	32%	(202)	41%	(257)	27%	(172)	631
Age: 35-44	31%	(115)	44%	(163)	25%	(93)	372
Age: 45-64	34%	(245)	40%	(283)	26%	(184)	711
Age: 65+	29%	(141)	44%	(213)	27%	(133)	487
GenZers: 1997-2012	33%	(77)	40%	(91)	27%	(62)	230
Millennials: 1981-1996	31%	(221)	42%	(294)	27%	(191)	707
GenXers: 1965-1980	34%	(177)	39%	(204)	27%	(142)	523
Baby Boomers: 1946-1964	31%	(215)	44%	(302)	25%	(171)	688
PID: Dem (no lean)	32%	(297)	39%	(360)	29%	(270)	928
PID: Ind (no lean)	26%	(152)	49%	(290)	25%	(149)	591
PID: Rep (no lean)	37%	(253)	39%	(265)	24%	(164)	682
PID/Gender: Dem Men	35%	(156)	40%	(182)	25%	(114)	452
PID/Gender: Dem Women	30%	(140)	37%	(177)	33%	(156)	473
PID/Gender: Ind Men	31%	(84)	47%	(129)	22%	(61)	274
PID/Gender: Ind Women	22%	(68)	51%	(160)	28%	(88)	316
PID/Gender: Rep Men	39%	(133)	36%	(125)	25%	(84)	343
PID/Gender: Rep Women	35%	(120)	41%	(140)	23%	(79)	339
Ideo: Liberal (1-3)	31%	(191)	39%	(244)	30%	(191)	626
Ideo: Moderate (4)	33%	(241)	44%	(318)	22%	(162)	721
Ideo: Conservative (5-7)	32%	(223)	42%	(292)	26%	(185)	701
Educ: < College	33%	(477)	41%	(583)	26%	(378)	1438
Educ: Bachelors degree	28%	(137)	45%	(218)	27%	(129)	484
Educ: Post-grad	32%	(88)	42%	(116)	27%	(75)	278
Income: Under 50k	33%	(394)	40%	(476)	27%	(325)	1195
Income: 50k-100k	27%	(177)	49%	(317)	24%	(155)	649
Income: 100k+	37%	(132)	34%	(123)	29%	(102)	357
Ethnicity: White	32%	(551)	41%	(694)	27%	(454)	1698

Continued on next page

Table MCBR8bp5: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Contains a mascot:Option 2 Does not contain a mascot*

Demographic	1 - much more to 'Option 1 Contains a mascot'		2		3 - much more to 'Option 2 Does not contain a mascot'		Total N
Adults	32%	(703)	42%	(916)	26%	(582)	2201
Ethnicity: Hispanic	37%	(140)	32%	(123)	31%	(116)	379
Ethnicity: Black	33%	(94)	41%	(115)	26%	(74)	283
Ethnicity: Other	26%	(58)	49%	(108)	25%	(54)	220
All Christian	32%	(322)	42%	(419)	26%	(257)	997
All Non-Christian	41%	(83)	38%	(76)	21%	(42)	201
Atheist	31%	(34)	39%	(42)	29%	(31)	107
Agnostic/Nothing in particular	25%	(136)	45%	(244)	31%	(167)	546
Something Else	37%	(129)	39%	(136)	24%	(84)	349
Religious Non-Protestant/Catholic	40%	(85)	39%	(82)	21%	(45)	213
Evangelical	37%	(216)	40%	(235)	23%	(133)	583
Non-Evangelical	30%	(221)	42%	(302)	28%	(204)	726
Community: Urban	37%	(238)	41%	(267)	22%	(143)	648
Community: Suburban	29%	(297)	41%	(419)	30%	(313)	1029
Community: Rural	32%	(168)	44%	(230)	24%	(126)	524
Employ: Private Sector	32%	(226)	42%	(301)	26%	(182)	708
Employ: Government	34%	(60)	42%	(72)	24%	(42)	174
Employ: Self-Employed	30%	(55)	34%	(62)	35%	(64)	181
Employ: Homemaker	35%	(50)	47%	(65)	18%	(25)	140
Employ: Student	45%	(36)	33%	(26)	22%	(18)	80
Employ: Retired	31%	(181)	42%	(245)	26%	(153)	579
Employ: Unemployed	28%	(61)	39%	(86)	34%	(74)	221
Employ: Other	29%	(34)	50%	(59)	21%	(24)	117
Military HH: Yes	34%	(100)	46%	(136)	21%	(61)	297
Military HH: No	32%	(603)	41%	(780)	27%	(521)	1904
2022 House Vote: Democrat	30%	(270)	41%	(362)	29%	(258)	890
2022 House Vote: Republican	34%	(225)	42%	(276)	24%	(160)	661
2022 House Vote: Didnt Vote	33%	(201)	41%	(252)	26%	(159)	612

Table MCBR8bp5: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Contains a mascot:Option 2 Does not contain a mascot*

Demographic	1 - much more to 'Option 1 Contains a mascot'		2		3 - much more to 'Option 2 Does not contain a mascot'		Total N
Adults	32%	(703)	42%	(916)	26%	(582)	2201
2020 Vote: Joe Biden	32%	(297)	40%	(374)	29%	(268)	940
2020 Vote: Donald Trump	32%	(223)	45%	(309)	23%	(160)	692
2020 Vote: Other	28%	(17)	52%	(31)	20%	(12)	60
2020 Vote: Didn't Vote	32%	(165)	40%	(202)	28%	(142)	509
2018 House Vote: Democrat	32%	(267)	40%	(332)	27%	(226)	825
2018 House Vote: Republican	31%	(184)	43%	(258)	25%	(151)	593
2018 House Vote: Didnt Vote	33%	(243)	41%	(307)	26%	(197)	747
4-Region: Northeast	37%	(143)	42%	(161)	21%	(82)	386
4-Region: Midwest	29%	(133)	42%	(189)	29%	(133)	455
4-Region: South	33%	(279)	42%	(353)	25%	(208)	839
4-Region: West	28%	(148)	41%	(213)	31%	(160)	521

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

Table MCBR8bp6: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Realistic:Option 2 Abstract*

Demographic	1 - much more to 'Option 1 Realistic'		2		3 - much more to 'Option 2 Abstract'		Total N
Adults	49%	(1082)	34%	(752)	17%	(367)	2201
Gender: Male	47%	(505)	34%	(362)	19%	(201)	1069
Gender: Female	51%	(575)	35%	(389)	14%	(164)	1128
Age: 18-34	38%	(241)	39%	(246)	23%	(144)	631
Age: 35-44	40%	(148)	41%	(152)	19%	(72)	372
Age: 45-64	56%	(397)	32%	(224)	13%	(90)	711
Age: 65+	61%	(296)	27%	(129)	13%	(62)	487
GenZers: 1997-2012	37%	(86)	40%	(92)	22%	(52)	230
Millennials: 1981-1996	38%	(271)	41%	(288)	21%	(148)	707
GenXers: 1965-1980	53%	(277)	33%	(172)	14%	(73)	523
Baby Boomers: 1946-1964	59%	(409)	27%	(188)	13%	(91)	688
PID: Dem (no lean)	49%	(450)	32%	(296)	20%	(182)	928
PID: Ind (no lean)	45%	(265)	38%	(225)	17%	(102)	591
PID: Rep (no lean)	54%	(367)	34%	(231)	12%	(84)	682
PID/Gender: Dem Men	43%	(196)	32%	(145)	25%	(112)	452
PID/Gender: Dem Women	53%	(253)	32%	(150)	15%	(70)	473
PID/Gender: Ind Men	49%	(133)	35%	(96)	16%	(45)	274
PID/Gender: Ind Women	42%	(132)	41%	(129)	17%	(55)	316
PID/Gender: Rep Men	52%	(177)	35%	(121)	13%	(45)	343
PID/Gender: Rep Women	56%	(190)	32%	(110)	11%	(39)	339
Ideo: Liberal (1-3)	45%	(279)	35%	(220)	20%	(127)	626
Ideo: Moderate (4)	51%	(364)	34%	(242)	16%	(114)	721
Ideo: Conservative (5-7)	54%	(379)	31%	(218)	15%	(104)	701
Educ: < College	48%	(694)	36%	(515)	16%	(229)	1438
Educ: Bachelors degree	50%	(240)	32%	(153)	19%	(91)	484
Educ: Post-grad	53%	(148)	30%	(84)	17%	(47)	278
Income: Under 50k	47%	(561)	36%	(426)	17%	(208)	1195
Income: 50k-100k	51%	(331)	34%	(221)	15%	(97)	649
Income: 100k+	53%	(189)	29%	(105)	18%	(63)	357
Ethnicity: White	50%	(855)	34%	(574)	16%	(270)	1698
Ethnicity: Hispanic	44%	(167)	38%	(146)	18%	(67)	379
Ethnicity: Black	49%	(138)	30%	(86)	21%	(59)	283

Table MCBR8bp6: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Realistic:Option 2 Abstract*

Demographic	1 - much more to 'Option 1 Realistic'		2		3 - much more to 'Option 2 Abstract'		Total N
Adults	49%	(1082)	34%	(752)	17%	(367)	2201
Ethnicity: Other	40%	(88)	42%	(92)	18%	(39)	220
All Christian	55%	(551)	31%	(309)	14%	(138)	997
All Non-Christian	48%	(96)	30%	(60)	22%	(45)	201
Atheist	39%	(42)	35%	(38)	25%	(27)	107
Agnostic/Nothing in particular	42%	(229)	41%	(226)	17%	(92)	546
Something Else	47%	(163)	34%	(120)	19%	(66)	349
Religious Non-Protestant/Catholic	48%	(103)	30%	(63)	22%	(47)	213
Evangelical	52%	(303)	32%	(184)	16%	(96)	583
Non-Evangelical	54%	(391)	32%	(233)	14%	(102)	726
Community: Urban	49%	(320)	33%	(211)	18%	(117)	648
Community: Suburban	48%	(498)	35%	(356)	17%	(175)	1029
Community: Rural	50%	(264)	35%	(184)	14%	(76)	524
Employ: Private Sector	47%	(334)	33%	(237)	19%	(137)	708
Employ: Government	53%	(91)	32%	(55)	16%	(28)	174
Employ: Self-Employed	36%	(66)	41%	(74)	23%	(41)	181
Employ: Homemaker	39%	(55)	50%	(71)	10%	(15)	140
Employ: Student	31%	(25)	54%	(43)	16%	(13)	80
Employ: Retired	62%	(358)	26%	(152)	12%	(70)	579
Employ: Unemployed	50%	(109)	32%	(72)	18%	(40)	221
Employ: Other	38%	(44)	41%	(48)	21%	(24)	117
Military HH: Yes	55%	(163)	34%	(101)	11%	(33)	297
Military HH: No	48%	(919)	34%	(651)	18%	(334)	1904
2022 House Vote: Democrat	49%	(436)	31%	(278)	20%	(176)	890
2022 House Vote: Republican	54%	(355)	33%	(215)	14%	(91)	661
2022 House Vote: Didnt Vote	45%	(275)	40%	(242)	16%	(95)	612
2020 Vote: Joe Biden	48%	(454)	31%	(295)	20%	(191)	940
2020 Vote: Donald Trump	53%	(369)	34%	(235)	13%	(89)	692
2020 Vote: Other	46%	(28)	35%	(21)	19%	(12)	60
2020 Vote: Didn't Vote	45%	(232)	40%	(201)	15%	(76)	509

Table MCBR8bp6: *If you had to choose between the two, which of the following types of logo would you prefer? - Option 1 Realistic:Option 2 Abstract*

Demographic	1 - much more to 'Option 1 Realistic'		2		3 - much more to 'Option 2 Abstract'		Total N
Adults	49%	(1082)	34%	(752)	17%	(367)	2201
2018 House Vote: Democrat	48%	(393)	33%	(269)	20%	(164)	825
2018 House Vote: Republican	54%	(322)	31%	(186)	14%	(85)	593
2018 House Vote: Didnt Vote	46%	(345)	39%	(288)	15%	(114)	747
4-Region: Northeast	50%	(195)	33%	(126)	17%	(66)	386
4-Region: Midwest	50%	(229)	31%	(142)	18%	(84)	455
4-Region: South	49%	(414)	36%	(300)	15%	(126)	839
4-Region: West	47%	(245)	35%	(184)	18%	(93)	521

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	2201	100%
xdemGender	Gender: Male	1069	49%
	Gender: Female	1128	51%
	N	2197	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	230	10%
	Millennials: 1981-1996	707	32%
	GenXers: 1965-1980	523	24%
	Baby Boomers: 1946-1964	688	31%
	N	2147	
xpid3	PID: Dem (no lean)	928	42%
	PID: Ind (no lean)	591	27%
	PID: Rep (no lean)	682	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	452	21%
	PID/Gender: Dem Women	473	21%
	PID/Gender: Ind Men	274	12%
	PID/Gender: Ind Women	316	14%
	PID/Gender: Rep Men	343	16%
	PID/Gender: Rep Women	339	15%
	N	2197	
xdemIdeo3	Ideo: Liberal (1-3)	626	28%
	Ideo: Moderate (4)	721	33%
	Ideo: Conservative (5-7)	701	32%
	N	2048	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2201	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1195	54%
	Income: 50k-100k	649	29%
	Income: 100k+	357	16%
	N	2201	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	997	45%
	All Non-Christian	201	9%
	Atheist	107	5%
	Agnostic/Nothing in particular	546	25%
	Something Else	349	16%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	213	10%
xdemEvang	Evangelical	583	26%
	Non-Evangelical	726	33%
	N	1309	
xdemUsr	Community: Urban	648	29%
	Community: Suburban	1029	47%
	Community: Rural	524	24%
	N	2201	
xdemEmploy	Employ: Private Sector	708	32%
	Employ: Government	174	8%
	Employ: Self-Employed	181	8%
	Employ: Homemaker	140	6%
	Employ: Student	80	4%
	Employ: Retired	579	26%
	Employ: Unemployed	221	10%
	Employ: Other	117	5%
	N	2201	
xdemMilHH1	Military HH: Yes	297	13%
	Military HH: No	1904	87%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	890	40%
	2022 House Vote: Republican	661	30%
	2022 House Vote: Someone else	39	2%
	2022 House Vote: Didnt Vote	612	28%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	940	43%
	2020 Vote: Donald Trump	692	31%
	2020 Vote: Other	60	3%
	2020 Vote: Didn't Vote	509	23%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	825	37%
	2018 House Vote: Republican	593	27%
	2018 House Vote: Someone else	36	2%
	2018 House Vote: Didnt Vote	747	34%
	N	2201	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2201	

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