TOPLINE & METHODOLOGY

Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: June 11 – June 14, 2021
Number of interviews: 1,019
Number of Republican interviews: 290
Number of Democrat interviews: 304
Number of Independent interviews: 315

Margin of error: +/- 3.4 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. In your opinion, what is the most important problem facing the U.S. today? (Select from below or write in)

	Total	Republican	Democrat	Independent
Political extremism or polarization	19%	17%	16%	26%
Economy, unemployment, and jobs	13%	21%	10%	11%
COVID-19	10%	8%	17%	5%
Immigration	7%	17%	2%	5%
Health care system	6%	5%	5%	5%
Crime or corruption	6%	8%	5%	6%
Inequality and discrimination	5%	1%	8%	5%
Racial injustice	5%	*	9%	6%
Morality	4%	8%	2%	3%
Environment and climate	4%	1%	8%	4%
Public health, disease, and illness	2%	1%	3%	3%
War and foreign conflicts	1%	1%	*	1%
Terrorism and extremism	1%	1%	1%	1%
Education	1%	1%	*	3%
Poor infrastructure	1%	1%	1%	2%
Energy issues	*	-	-	-
Other	7%	6%	5%	9%
Don't know	7%	4%	8%	5%
Skipped	1%	*	1%	*

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2. **[SPLIT-SAMPLE]** Do you have a favorable or unfavorable opinion about each of the following?

Total Favorable Summary

	Total	Republican	Democrat	Independent
Home Depot	77%	86%	71%	82%
Netflix	76%	72%	83%	78%
Visa	74%	80%	80%	71%
Google	72%	66%	79%	72%
Microsoft	72%	64%	79%	73%
Costco	71%	69%	78%	70%
Amazon	68%	69%	70%	67%
Mastercard	66%	69%	68%	67%
Nestlé	66%	73%	64%	67%
Walmart	64%	75%	59%	59%
Walt Disney Company	64%	63%	73%	59%
HBO	63%	60%	79%	55%
7-Eleven	62%	64%	68%	65%
Ford	61%	66%	58%	62%
Verizon	61%	66%	64%	56%
Whole Foods	61%	58%	67%	61%
Apple	60%	53%	72%	57%
McDonalds	59%	65%	57%	59%
Starbucks	58%	48%	69%	56%
Coca-Cola Company (e.g. Coke)	56%	57%	60%	57%
Volkswagen	53%	56%	55%	53%
ESPN	50%	50%	62%	47%
Anheuser-Busch (e.g. Budweiser)	49%	55%	46%	50%
AT&T	47%	49%	47%	50%
Facebook	44%	41%	49%	41%
ExxonMobil	42%	50%	38%	40%
Wells Fargo	37%	52%	34%	31%
Twitter	30%	24%	39%	31%
Philip Morris (e.g. Marlboro)	10%	10%	10%	12%

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a. 7-Eleven

	Total (N=523)	Republican (N=150)	Democrat (N=148)	Independent (N=164)
Very favorable	10%	7%	14%	9%
Somewhat favorable	21%	25%	27%	17%
Lean favorable	31%	32%	27%	39%
Lean unfavorable	9%	7%	7%	10%
Somewhat unfavorable	4%	5%	6%	2%
Very unfavorable	2%	1%	1%	2%
Never heard of it	*	-	-	-
Don't know	21%	21%	15%	20%
Skipped	2%	2%	3%	*
Favorable (Net)	*62%*	*64%*	*68%*	*65%*
Unfavorable (Net)	*15%*	*13%*	*14%*	*14%*

b. Amazon

	Total (N=530)	Republican (N=169)	Democrat (N=144)	Independent (N=160)
Very favorable	29%	31%	35%	22%
Somewhat favorable	24%	22%	21%	29%
Lean favorable	16%	17%	14%	15%
Lean unfavorable	11%	11%	9%	11%
Somewhat unfavorable	6%	7%	5%	7%
Very unfavorable	7%	5%	8%	10%
Never heard of it	*	-	-	1%
Don't know	6%	5%	8%	5%
Skipped	1%	3%	-	-
Favorable (Net)	*68%*	*69%*	*70%*	*67%*
Unfavorable (Net)	*24%*	*24%*	*22%*	*27%*

c. Apple

	Total (N=528)	Republican (N=153)	Democrat (N=159)	Independent (N=162)
Very favorable	17%	12%	26%	14%
Somewhat favorable	19%	24%	20%	15%
Lean favorable	24%	17%	27%	27%
Lean unfavorable	9%	10%	8%	10%
Somewhat unfavorable	8%	11%	5%	8%
Very unfavorable	11%	15%	6%	13%
Never heard of it	*	1%	-	*
Don't know	10%	10%	8%	10%
Skipped	1%	-	1%	2%
Favorable (Net)	*60%*	*53%*	*72%*	*57%*
Unfavorable (Net)	*29%*	*36%*	*20%*	*30%*

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d. AT&T

	Total (N=530)	Republican (N=143)	Democrat (N=164)	Independent (N=171)
Very favorable	7%	8%	8%	5%
Somewhat favorable	20%	23%	21%	17%
Lean favorable	20%	17%	18%	29%
Lean unfavorable	15%	15%	15%	15%
Somewhat unfavorable	12%	13%	11%	13%
Very unfavorable	8%	9%	5%	10%
Never heard of it	-	-	-	-
Don't know	18%	14%	22%	13%
Skipped	*	-	*	-
Favorable (Net)	*47%*	*49%*	*47%*	*50%*
Unfavorable (Net)	*35%*	*38%*	*31%*	*37%*

e. Anheuser-Busch (e.g. Budweiser)

	Total (N=528)	Republican (N=151)	Democrat (N=150)	Independent (N=164)
Very favorable	9%	11%	8%	9%
Somewhat favorable	19%	24%	21%	15%
Lean favorable	21%	20%	17%	26%
Lean unfavorable	14%	14%	13%	14%
Somewhat unfavorable	8%	6%	11%	8%
Very unfavorable	8%	6%	10%	7%
Never heard of it	*	-	-	1%
Don't know	19%	17%	19%	17%
Skipped	2%	1%	1%	3%
Favorable (Net)	*49%*	*55%*	*46%*	*50%*
Unfavorable (Net)	*30%*	*27%*	*33%*	*29%*

f. Coca-Cola Company (e.g. Coke)

	Total (N=531)	Republican (N=160)	Democrat (N=149)	Independent (N=169)
Very favorable	17%	24%	16%	15%
Somewhat favorable	19%	16%	26%	18%
Lean favorable	20%	16%	18%	25%
Lean unfavorable	11%	6%	15%	10%
Somewhat unfavorable	9%	12%	7%	8%
Very unfavorable	13%	21%	7%	12%
Never heard of it	-	-	-	-
Don't know	10%	3%	11%	11%
Skipped	1%	1%	1%	3%
Favorable (Net)	*56%*	*57%*	*60%*	*57%*
Unfavorable (Net)	*33%*	*40%*	*29%*	*30%*

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g. Costco

	Total (N=526)	Republican (N=150)	Democrat (N=164)	Independent (N=152)
Very favorable	29%	28%	33%	27%
Somewhat favorable	20%	19%	22%	18%
Lean favorable	23%	22%	23%	26%
Lean unfavorable	5%	6%	4%	5%
Somewhat unfavorable	3%	3%	3%	3%
Very unfavorable	1%	2%	-	3%
Never heard of it	*	1%	1%	-
Don't know	19%	20%	15%	18%
Skipped	1%	*	-	1%
Favorable (Net)	*71%*	*69%*	*78%*	*70%*
Unfavorable (Net)	*9%*	*10%*	*6%*	*11%*

h. ESPN

	Total (N=530)	Republican (N=149)	Democrat (N=157)	Independent (N=169)
Very favorable	11%	10%	19%	5%
Somewhat favorable	18%	16%	23%	17%
Lean favorable	21%	24%	20%	25%
Lean unfavorable	9%	10%	6%	10%
Somewhat unfavorable	6%	6%	4%	8%
Very unfavorable	11%	17%	2%	13%
Never heard of it	*	-	*	-
Don't know	23%	17%	24%	20%
Skipped	2%	1%	2%	2%
Favorable (Net)	*50%*	*50%*	*62%*	*47%*
Unfavorable (Net)	*26%*	*33%*	*12%*	*31%*

i. ExxonMobil

	Total (N=524)	Republican (N=134)	Democrat (N=154)	Independent (N=177)
Very favorable	6%	3%	10%	4%
Somewhat favorable	16%	18%	16%	13%
Lean favorable	20%	29%	12%	23%
Lean unfavorable	15%	15%	15%	17%
Somewhat unfavorable	6%	6%	6%	8%
Very unfavorable	10%	2%	13%	13%
Never heard of it	2%	4%	3%	2%
Don't know	23%	22%	24%	18%
Skipped	2%	2%	1%	2%
Favorable (Net)	*42%*	*50%*	*38%*	*40%*
Unfavorable (Net)	*32%*	*23%*	*34%*	*38%*

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j. Facebook

	Total (N=527)	Republican (N=157)	Democrat (N=167)	Independent (N=156)
Very favorable	9%	10%	12%	6%
Somewhat favorable	16%	13%	19%	16%
Lean favorable	18%	18%	17%	19%
Lean unfavorable	14%	13%	12%	17%
Somewhat unfavorable	14%	14%	17%	12%
Very unfavorable	23%	28%	16%	26%
Never heard of it	*	-	1%	-
Don't know	5%	4%	4%	5%
Skipped	1%	1%	1%	-
Favorable (Net)	*44%*	*41%*	*49%*	*41%*
Unfavorable (Net)	*51%*	*55%*	*45%*	*55%*

k. Ford

	Total (N=523)	Republican (N=149)	Democrat (N=168)	Independent (N=157)
Very favorable	16%	26%	13%	11%
Somewhat favorable	25%	27%	24%	28%
Lean favorable	20%	13%	22%	24%
Lean unfavorable	12%	13%	12%	13%
Somewhat unfavorable	5%	4%	7%	4%
Very unfavorable	5%	6%	5%	3%
Never heard of it	-	-	-	-
Don't know	16%	10%	18%	17%
Skipped	1%	1%	-	1%
Favorable (Net)	*61%*	*66%*	*58%*	*62%*
Unfavorable (Net)	*22%*	*23%*	*24%*	*21%*

l. Google

	Total (N=525)	Republican (N=162)	Democrat (N=159)	Independent (N=152)
Very favorable	24%	21%	30%	21%
Somewhat favorable	28%	26%	28%	27%
Lean favorable	20%	19%	21%	24%
Lean unfavorable	9%	11%	9%	8%
Somewhat unfavorable	6%	9%	4%	4%
Very unfavorable	7%	11%	2%	11%
Never heard of it	-	-	-	-
Don't know	5%	3%	5%	5%
Skipped	1%	1%	1%	1%
Favorable (Net)	*72%*	*66%*	*79%*	*72%*
Unfavorable (Net)	*22%*	*31%*	*15%*	*23%*

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m. HBO

	Total (N=526)	Republican (N=148)	Democrat (N=155)	Independent (N=169)
Very favorable	14%	10%	18%	15%
Somewhat favorable	22%	20%	29%	19%
Lean favorable	27%	30%	31%	21%
Lean unfavorable	7%	10%	3%	10%
Somewhat unfavorable	5%	7%	2%	4%
Very unfavorable	5%	6%	2%	9%
Never heard of it	-	-	-	-
Don't know	18%	16%	14%	19%
Skipped	2%	2%	1%	2%
Favorable (Net)	*63%*	*60%*	*79%*	*55%*
Unfavorable (Net)	*17%*	*22%*	*7%*	*23%*

n. Home Depot

	Total (N=527)	Republican (N=145)	Democrat (N=162)	Independent (N=163)
Very favorable	26%	28%	27%	24%
Somewhat favorable	27%	38%	20%	29%
Lean favorable	24%	20%	23%	29%
Lean unfavorable	7%	6%	12%	3%
Somewhat unfavorable	2%	1%	3%	2%
Very unfavorable	3%	1%	4%	3%
Never heard of it	*	-	-	1%
Don't know	10%	7%	9%	7%
Skipped	2%	1%	2%	3%
Favorable (Net)	*77%*	*86%*	*71%*	*82%*
Unfavorable (Net)	*11%*	*7%*	*19%*	*7%*

o. Philip Morris (e.g. Marlboro)

	Total (N=525)	Republican (N=151)	Democrat (N=157)	Independent (N=164)
Very favorable	2%	1%	2%	1%
Somewhat favorable	4%	4%	3%	5%
Lean favorable	5%	5%	4%	7%
Lean unfavorable	10%	12%	7%	12%
Somewhat unfavorable	13%	12%	12%	16%
Very unfavorable	50%	44%	56%	48%
Never heard of it	2%	4%	2%	-
Don't know	15%	17%	13%	12%
Skipped	1%	1%	1%	-
Favorable (Net)	*10%*	*10%*	*10%*	*12%*
Unfavorable (Net)	*72%*	*68%*	*75%*	*76%*

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p. Mastercard

	Total (N=524)	Republican (N=147)	Democrat (N=156)	Independent (N=163)
Very favorable	17%	17%	21%	13%
Somewhat favorable	26%	25%	29%	29%
Lean favorable	24%	27%	18%	25%
Lean unfavorable	9%	9%	13%	8%
Somewhat unfavorable	4%	2%	6%	5%
Very unfavorable	3%	1%	*	6%
Never heard of it	-	-	-	-
Don't know	16%	17%	12%	13%
Skipped	2%	2%	1%	1%
Favorable (Net)	*66%*	*69%*	*68%*	*67%*
Unfavorable (Net)	*16%*	*12%*	*19%*	*19%*

q. McDonalds

	Total (N=528)	Republican (N=153)	Democrat (N=149)	Independent (N=173)
Very favorable	13%	16%	16%	8%
Somewhat favorable	24%	29%	25%	20%
Lean favorable	22%	20%	16%	31%
Lean unfavorable	16%	14%	20%	13%
Somewhat unfavorable	10%	11%	8%	12%
Very unfavorable	8%	6%	8%	10%
Never heard of it	*	-	1%	-
Don't know	6%	4%	7%	7%
Skipped	*	1%	-	-
Favorable (Net)	*59%*	*65%*	*57%*	*59%*
Unfavorable (Net)	*34%*	*31%*	*35%*	*34%*

r. Microsoft

	Total (N=522)	Republican (N=138)	Democrat (N=163)	Independent (N=159)
Very favorable	18%	12%	23%	16%
Somewhat favorable	29%	33%	28%	27%
Lean favorable	25%	19%	29%	30%
Lean unfavorable	7%	7%	6%	7%
Somewhat unfavorable	7%	12%	4%	6%
Very unfavorable	4%	7%	-	7%
Never heard of it	-	-	-	-
Don't know	9%	9%	10%	6%
Skipped	2%	2%	2%	1%
Favorable (Net)	*72%*	*64%*	*79%*	*73%*
Unfavorable (Net)	*18%*	*26%*	*10%*	*20%*

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s.   Nestlé

	Total (N=525)	Republican (N=149)	Democrat (N=162)	Independent (N=154)
Very favorable	16%	20%	15%	14%
Somewhat favorable	27%	28%	28%	30%
Lean favorable	24%	25%	21%	24%
Lean unfavorable	5%	5%	6%	6%
Somewhat unfavorable	6%	3%	9%	6%
Very unfavorable	5%	2%	4%	8%
Never heard of it	1%	1%	2%	-
Don't know	15%	16%	13%	12%
Skipped	1%	1%	2%	1%
Favorable (Net)	*66%*	*73%*	*64%*	*67%*
Unfavorable (Net)	*17%*	*10%*	*19%*	*21%*

t.   Netflix

	Total (N=530)	Republican (N=141)	Democrat (N=158)	Independent (N=169)
Very favorable	26%	27%	33%	22%
Somewhat favorable	24%	18%	26%	28%
Lean favorable	26%	27%	24%	28%
Lean unfavorable	7%	5%	8%	5%
Somewhat unfavorable	3%	4%	1%	3%
Very unfavorable	3%	6%	-	4%
Never heard of it	*	-	-	*
Don't know	10%	12%	7%	9%
Skipped	1%	-	1%	-
Favorable (Net)	*76%*	*72%*	*83%*	*78%*
Unfavorable (Net)	*13%*	*16%*	*8%*	*13%*

u.   Starbucks

	Total (N=527)	Republican (N=147)	Democrat (N=168)	Independent (N=158)
Very favorable	17%	14%	26%	8%
Somewhat favorable	18%	18%	17%	22%
Lean favorable	24%	16%	26%	26%
Lean unfavorable	11%	9%	11%	9%
Somewhat unfavorable	11%	18%	9%	11%
Very unfavorable	8%	15%	2%	9%
Never heard of it	*	-	-	1%
Don't know	10%	9%	7%	15%
Skipped	1%	1%	1%	-
Favorable (Net)	*58%*	*48%*	*69%*	*56%*
Unfavorable (Net)	*30%*	*43%*	*22%*	*28%*

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v.   Twitter

	Total (N=527)	Republican (N=151)	Democrat (N=148)	Independent (N=164)
Very favorable	2%	1%	4%	3%
Somewhat favorable	12%	10%	16%	11%
Lean favorable	16%	14%	20%	17%
Lean unfavorable	18%	11%	18%	17%
Somewhat unfavorable	12%	17%	12%	8%
Very unfavorable	22%	35%	12%	26%
Never heard of it	-	-	-	-
Don't know	16%	13%	18%	16%
Skipped	2%	1%	2%	3%
Favorable (Net)	*30%*	*24%*	*39%*	*31%*
Unfavorable (Net)	*52%*	*62%*	*42%*	*51%*

w.   Verizon

	Total (N=525)	Republican (N=150)	Democrat (N=163)	Independent (N=156)
Very favorable	13%	15%	18%	7%
Somewhat favorable	22%	30%	17%	24%
Lean favorable	25%	21%	29%	25%
Lean unfavorable	10%	7%	10%	12%
Somewhat unfavorable	7%	4%	8%	8%
Very unfavorable	5%	4%	2%	6%
Never heard of it	-	-	-	-
Don't know	16%	17%	15%	14%
Skipped	2%	1%	1%	3%
Favorable (Net)	*61%*	*66%*	*64%*	*56%*
Unfavorable (Net)	*22%*	*16%*	*20%*	*27%*

x.   Visa

	Total (N=530)	Republican (N=150)	Democrat (N=159)	Independent (N=163)
Very favorable	21%	29%	22%	11%
Somewhat favorable	28%	26%	30%	33%
Lean favorable	26%	25%	29%	28%
Lean unfavorable	6%	8%	4%	6%
Somewhat unfavorable	2%	3%	-	3%
Very unfavorable	3%	3%	1%	3%
Never heard of it	*	1%	-	1%
Don't know	13%	5%	14%	13%
Skipped	2%	1%	2%	3%
Favorable (Net)	*74%*	*80%*	*80%*	*71%*
Unfavorable (Net)	*11%*	*14%*	*5%*	*12%*

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y. Volkswagen

	Total (N=534)	Republican (N=146)	Democrat (N=164)	Independent (N=166)
Very favorable	7%	9%	7%	6%
Somewhat favorable	20%	21%	24%	20%
Lean favorable	27%	27%	24%	27%
Lean unfavorable	10%	9%	11%	11%
Somewhat unfavorable	7%	6%	8%	4%
Very unfavorable	4%	3%	4%	7%
Never heard of it	1%	2%	2%	*
Don't know	24%	25%	19%	23%
Skipped	1%	-	-	2%
Favorable (Net)	*53%*	*56%*	*55%*	*53%*
Unfavorable (Net)	*21%*	*18%*	*24%*	*22%*

z. Walmart

	Total (N=533)	Republican (N=158)	Democrat (N=155)	Independent (N=162)
Very favorable	18%	20%	22%	12%
Somewhat favorable	25%	35%	17%	27%
Lean favorable	21%	20%	21%	20%
Lean unfavorable	11%	7%	14%	13%
Somewhat unfavorable	7%	7%	10%	5%
Very unfavorable	11%	3%	11%	17%
Never heard of it	*	-	1%	-
Don't know	6%	7%	5%	3%
Skipped	1%	1%	-	2%
Favorable (Net)	*64%*	*75%*	*59%*	*59%*
Unfavorable (Net)	*29%*	*16%*	*35%*	*35%*

aa. Walt Disney Company

	Total (N=526)	Republican (N=154)	Democrat (N=146)	Independent (N=167)
Very favorable	17%	18%	22%	15%
Somewhat favorable	23%	28%	24%	20%
Lean favorable	24%	18%	27%	25%
Lean unfavorable	9%	10%	9%	8%
Somewhat unfavorable	8%	8%	5%	13%
Very unfavorable	9%	10%	4%	10%
Never heard of it	*	*	-	-
Don't know	8%	7%	8%	8%
Skipped	2%	2%	2%	2%
Favorable (Net)	*64%*	*63%*	*73%*	*59%*
Unfavorable (Net)	*26%*	*27%*	*18%*	*31%*

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bb. Wells Fargo

	Total (N=527)	Republican (N=149)	Democrat (N=159)	Independent (N=160)
Very favorable	8%	14%	6%	4%
Somewhat favorable	12%	16%	10%	10%
Lean favorable	18%	22%	18%	17%
Lean unfavorable	14%	12%	16%	14%
Somewhat unfavorable	12%	7%	13%	16%
Very unfavorable	14%	6%	15%	17%
Never heard of it	1%	1%	-	2%
Don't know	21%	23%	23%	17%
Skipped	1%	1%	1%	2%
Favorable (Net)	*37%*	*52%*	*34%*	*31%*
Unfavorable (Net)	*40%*	*24%*	*43%*	*47%*

cc. Whole Foods

	Total (N=524)	Republican (N=146)	Democrat (N=153)	Independent (N=162)
Very favorable	12%	8%	14%	11%
Somewhat favorable	25%	29%	28%	24%
Lean favorable	25%	21%	26%	26%
Lean unfavorable	7%	10%	9%	5%
Somewhat unfavorable	7%	8%	6%	8%
Very unfavorable	3%	1%	2%	4%
Never heard of it	2%	3%	1%	-
Don't know	19%	19%	16%	19%
Skipped	2%	1%	-	3%
Favorable (Net)	*61%*	*58%*	*67%*	*61%*
Unfavorable (Net)	*17%*	*20%*	*16%*	*17%*

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3. **[SPLIT-SAMPLE] [SKIPPED IF Q2 = 'Never heard of it']** Do you use, purchase items, or purchase services from the following?

Total Yes Summary

	Total	Republican	Democrat	Independent
Amazon	86%	86%	87%	86%
Walmart	81%	83%	77%	83%
Visa	79%	81%	82%	79%
Home Depot	74%	82%	67%	83%
Google	67%	63%	74%	64%
McDonalds	67%	68%	65%	69%
Netflix	62%	55%	66%	65%
Coca-Cola Company (e.g. Coke)	59%	53%	67%	60%
Microsoft	58%	57%	59%	59%
Mastercard	56%	56%	54%	58%
Nestlé	56%	57%	58%	58%
Apple	50%	45%	55%	48%
Facebook	49%	49%	52%	45%
Starbucks	42%	35%	49%	37%
Costco	40%	42%	42%	37%
ExxonMobil	39%	29%	44%	45%
Verizon	36%	41%	39%	35%
7-Eleven	35%	36%	42%	33%
HBO	34%	29%	44%	31%
Walt Disney Company	34%	33%	35%	36%
AT&T	31%	34%	28%	33%
Whole Foods	29%	25%	30%	34%
Anheuser-Busch (e.g. Budweiser)	26%	32%	22%	28%
ESPN	24%	28%	26%	22%
Wells Fargo	22%	26%	23%	17%
Ford	20%	26%	18%	21%
Twitter	18%	12%	23%	22%
Philip Morris (e.g. Marlboro)	6%	5%	4%	8%
Volkswagen	5%	4%	6%	6%

a. 7-Eleven

	Total (N=516)	Republican (N=148)	Democrat (N=146)	Independent (N=163)
Yes, frequently	5%	5%	5%	4%
Yes, occasionally	31%	31%	37%	29%
No, but have in the past	35%	29%	32%	38%
No, never or almost never	29%	34%	25%	29%
Skipped	1%	1%	2%	1%
Yes (Net)	*35%*	*36%*	*42%*	*33%*

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b. Amazon

	Total (N=523)	Republican (N=165)	Democrat (N=144)	Independent (N=159)
Yes, frequently	48%	49%	52%	45%
Yes, occasionally	38%	38%	36%	41%
No, but have in the past	8%	9%	7%	9%
No, never or almost never	5%	4%	6%	4%
Skipped	1%	-	-	2%
Yes (Net)	*86%*	*86%*	*87%*	*86%*

c. Apple

	Total (N=523)	Republican (N=152)	Democrat (N=158)	Independent (N=160)
Yes, frequently	18%	13%	24%	17%
Yes, occasionally	31%	32%	31%	30%
No, but have in the past	17%	18%	14%	18%
No, never or almost never	33%	37%	30%	34%
Skipped	1%	-	1%	-
Yes (Net)	*50%*	*45%*	*55%*	*48%*

d. AT&T

	Total (N=528)	Republican (N=143)	Democrat (N=163)	Independent (N=171)
Yes, frequently	19%	16%	18%	20%
Yes, occasionally	13%	18%	10%	13%
No, but have in the past	29%	24%	31%	35%
No, never or almost never	38%	39%	39%	32%
Skipped	2%	3%	3%	-
Yes (Net)	*31%*	*34%*	*28%*	*33%*

e. Anheuser-Busch (e.g. Budweiser)

	Total (N=520)	Republican (N=150)	Democrat (N=149)	Independent (N=161)
Yes, frequently	4%	7%	2%	3%
Yes, occasionally	22%	25%	19%	25%
No, but have in the past	26%	24%	25%	28%
No, never or almost never	47%	43%	53%	43%
Skipped	1%	1%	*	1%
Yes (Net)	*26%*	*32%*	*22%*	*28%*

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f. Coca-Cola Company (e.g. Coke)

	Total (N=527)	Republican (N=159)	Democrat (N=148)	Independent (N=167)
Yes, frequently	22%	21%	30%	17%
Yes, occasionally	37%	31%	38%	43%
No, but have in the past	23%	29%	17%	24%
No, never or almost never	17%	18%	15%	15%
Skipped	1%	1%	*	1%
Yes (Net)	*59%*	*53%*	*67%*	*60%*

g. Costco

	Total (N=519)	Republican (N=148)	Democrat (N=163)	Independent (N=151)
Yes, frequently	20%	20%	21%	21%
Yes, occasionally	20%	22%	21%	16%
No, but have in the past	17%	10%	14%	21%
No, never or almost never	41%	44%	43%	40%
Skipped	2%	3%	2%	2%
Yes (Net)	*40%*	*42%*	*42%*	*37%*

h. ESPN

	Total (N=524)	Republican (N=148)	Democrat (N=153)	Independent (N=168)
Yes, frequently	8%	8%	11%	6%
Yes, occasionally	16%	20%	15%	16%
No, but have in the past	13%	14%	13%	16%
No, never or almost never	62%	57%	60%	62%
Skipped	1%	2%	1%	1%
Yes (Net)	*24%*	*28%*	*26%*	*22%*

i. ExxonMobil

	Total (N=511)	Republican (N=129)	Democrat (N=150)	Independent (N=174)
Yes, frequently	4%	3%	3%	5%
Yes, occasionally	35%	26%	41%	39%
No, but have in the past	29%	37%	22%	31%
No, never or almost never	31%	34%	32%	22%
Skipped	2%	1%	2%	3%
Yes (Net)	*39%*	*29%*	*44%*	*45%*

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j. Facebook

	Total (N=523)	Republican (N=156)	Democrat (N=164)	Independent (N=156)
Yes, frequently	25%	25%	29%	22%
Yes, occasionally	24%	24%	23%	24%
No, but have in the past	13%	12%	11%	15%
No, never or almost never	37%	38%	37%	39%
Skipped	1%	1%	*	1%
Yes (Net)	*49%*	*49%*	*52%*	*45%*

k. Ford

	Total (N=519)	Republican (N=147)	Democrat (N=168)	Independent (N=156)
Yes, frequently	8%	9%	8%	7%
Yes, occasionally	13%	17%	10%	14%
No, but have in the past	31%	36%	24%	33%
No, never or almost never	48%	38%	57%	46%
Skipped	1%	-	1%	-
Yes (Net)	*20%*	*26%*	*18%*	*21%*

l. Google

	Total (N=522)	Republican (N=161)	Democrat (N=158)	Independent (N=151)
Yes, frequently	39%	31%	46%	36%
Yes, occasionally	28%	32%	29%	28%
No, but have in the past	11%	13%	8%	12%
No, never or almost never	21%	21%	17%	25%
Skipped	1%	4%	*	1%
Yes (Net)	*67%*	*63%*	*74%*	*64%*

m. HBO

	Total (N=520)	Republican (N=145)	Democrat (N=154)	Independent (N=168)
Yes, frequently	14%	10%	22%	11%
Yes, occasionally	20%	18%	22%	19%
No, but have in the past	26%	28%	22%	30%
No, never or almost never	39%	42%	34%	39%
Skipped	1%	2%	*	1%
Yes (Net)	*34%*	*29%*	*44%*	*31%*

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n. Home Depot

	Total (N=519)	Republican (N=144)	Democrat (N=160)	Independent (N=160)
Yes, frequently	23%	26%	25%	20%
Yes, occasionally	51%	56%	42%	63%
No, but have in the past	15%	13%	19%	9%
No, never or almost never	10%	6%	13%	7%
Skipped	1%	-	2%	2%
Yes (Net)	*74%*	*82%*	*67%*	*83%*

o. Philip Morris (e.g. Marlboro)

	Total (N=513)	Republican (N=145)	Democrat (N=154)	Independent (N=164)
Yes, frequently	3%	2%	1%	4%
Yes, occasionally	3%	3%	3%	4%
No, but have in the past	18%	18%	15%	19%
No, never or almost never	75%	76%	80%	71%
Skipped	1%	2%	1%	2%
Yes (Net)	*6%*	*5%*	*4%*	*8%*

p. Mastercard

	Total (N=517)	Republican (N=145)	Democrat (N=155)	Independent (N=162)
Yes, frequently	24%	24%	23%	23%
Yes, occasionally	32%	32%	31%	35%
No, but have in the past	17%	14%	17%	21%
No, never or almost never	27%	27%	29%	20%
Skipped	1%	2%	1%	1%
Yes (Net)	*56%*	*56%*	*54%*	*58%*

q. McDonalds

	Total (N=525)	Republican (N=152)	Democrat (N=148)	Independent (N=173)
Yes, frequently	15%	13%	17%	14%
Yes, occasionally	52%	54%	48%	55%
No, but have in the past	22%	20%	25%	18%
No, never or almost never	11%	11%	9%	11%
Skipped	1%	1%	1%	2%
Yes (Net)	*67%*	*68%*	*65%*	*69%*

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r. Microsoft

	Total (N=515)	Republican (N=136)	Democrat (N=161)	Independent (N=158)
Yes, frequently	19%	19%	22%	18%
Yes, occasionally	39%	38%	36%	40%
No, but have in the past	23%	22%	22%	22%
No, never or almost never	19%	21%	18%	19%
Skipped	*	-	1%	1%
Yes (Net)	*58%*	*57%*	*59%*	*59%*

s. Nestlé

	Total (N=516)	Republican (N=147)	Democrat (N=157)	Independent (N=153)
Yes, frequently	9%	11%	10%	8%
Yes, occasionally	46%	47%	49%	50%
No, but have in the past	26%	22%	23%	24%
No, never or almost never	18%	19%	17%	17%
Skipped	1%	1%	2%	-
Yes (Net)	*56%*	*57%*	*58%*	*58%*

t. Netflix

	Total (N=527)	Republican (N=141)	Democrat (N=157)	Independent (N=168)
Yes, frequently	40%	34%	45%	39%
Yes, occasionally	22%	21%	21%	26%
No, but have in the past	12%	12%	10%	12%
No, never or almost never	25%	33%	23%	21%
Skipped	1%	1%	1%	2%
Yes (Net)	*62%*	*55%*	*66%*	*65%*

u. Starbucks

	Total (N=522)	Republican (N=146)	Democrat (N=166)	Independent (N=157)
Yes, frequently	12%	8%	18%	6%
Yes, occasionally	31%	27%	32%	30%
No, but have in the past	25%	26%	25%	26%
No, never or almost never	32%	38%	25%	36%
Skipped	1%	2%	1%	1%
Yes (Net)	*42%*	*35%*	*49%*	*37%*

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v. Twitter

	Total (N=519)	Republican (N=150)	Democrat (N=146)	Independent (N=161)
Yes, frequently	6%	2%	8%	7%
Yes, occasionally	12%	10%	14%	15%
No, but have in the past	13%	18%	13%	6%
No, never or almost never	67%	66%	62%	72%
Skipped	2%	3%	2%	-
Yes (Net)	*18%*	*12%*	*23%*	*22%*

w. Verizon

	Total (N=519)	Republican (N=148)	Democrat (N=162)	Independent (N=154)
Yes, frequently	25%	29%	29%	22%
Yes, occasionally	12%	12%	11%	13%
No, but have in the past	25%	24%	23%	27%
No, never or almost never	38%	32%	37%	36%
Skipped	1%	2%	*	2%
Yes (Net)	*36%*	*41%*	*39%*	*35%*

x. Visa

	Total (N=521)	Republican (N=148)	Democrat (N=157)	Independent (N=160)
Yes, frequently	44%	44%	44%	44%
Yes, occasionally	36%	38%	38%	35%
No, but have in the past	12%	10%	10%	15%
No, never or almost never	8%	8%	8%	5%
Skipped	1%	1%	-	1%
Yes (Net)	*79%*	*81%*	*82%*	*79%*

y. Volkswagen

	Total (N=526)	Republican (N=144)	Democrat (N=161)	Independent (N=164)
Yes, frequently	1%	1%	2%	1%
Yes, occasionally	3%	3%	4%	4%
No, but have in the past	13%	11%	12%	17%
No, never or almost never	81%	82%	79%	77%
Skipped	2%	3%	2%	-
Yes (Net)	*5%*	*4%*	*6%*	*6%*

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z. Walmart

	Total (N=528)	Republican (N=156)	Democrat (N=154)	Independent (N=161)
Yes, frequently	43%	47%	41%	39%
Yes, occasionally	39%	36%	37%	43%
No, but have in the past	10%	11%	12%	9%
No, never or almost never	8%	5%	11%	8%
Skipped	1%	2%	-	1%
Yes (Net)	*81%*	*83%*	*77%*	*83%*

aa. Walt Disney Company

	Total (N=518)	Republican (N=151)	Democrat (N=144)	Independent (N=166)
Yes, frequently	9%	7%	12%	10%
Yes, occasionally	25%	26%	23%	26%
No, but have in the past	33%	34%	31%	33%
No, never or almost never	33%	32%	34%	31%
Skipped	1%	1%	1%	*
Yes (Net)	*34%*	*33%*	*35%*	*36%*

bb. Wells Fargo

	Total (N=518)	Republican (N=147)	Democrat (N=158)	Independent (N=156)
Yes, frequently	11%	16%	9%	9%
Yes, occasionally	11%	10%	14%	8%
No, but have in the past	21%	20%	19%	25%
No, never or almost never	56%	52%	58%	58%
Skipped	1%	2%	1%	1%
Yes (Net)	*22%*	*26%*	*23%*	*17%*

cc. Whole Foods

	Total (N=511)	Republican (N=142)	Democrat (N=152)	Independent (N=160)
Yes, frequently	5%	4%	6%	5%
Yes, occasionally	24%	21%	24%	28%
No, but have in the past	30%	25%	41%	21%
No, never or almost never	40%	49%	28%	45%
Skipped	1%	1%	1%	1%
Yes (Net)	*29%*	*25%*	*30%*	*34%*

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4. How often, if at all, do you do each of the following?

Total Often Summary

	Total	Republican	Democrat	Independent
Chose to support a business because you <u>agree</u> with its political and social values	41%	48%	43%	38%
Chose <u>not</u> to support a business because you <u>disagree</u> with its political and social values	40%	37%	46%	41%
Talk to other people about the political and social values of a particular business	23%	27%	26%	20%
Support a business even though you disagree with its political and social values	21%	22%	19%	22%

a. Chose to support a business because you agree with its political and social values

	Total	Republican	Democrat	Independent
Very often	14%	17%	14%	12%
Fairly often	28%	31%	29%	27%
Not very often	30%	28%	31%	33%
Never	18%	17%	18%	16%
Don't know	10%	7%	7%	13%
Skipped	1%	*	2%	*
Often (Net)	*41%*	*48%*	*43%*	*38%*

b. Chose not to support a business because you disagree with its political and social values

	Total	Republican	Democrat	Independent
Very often	16%	17%	18%	14%
Fairly often	24%	20%	28%	26%
Not very often	36%	42%	32%	35%
Never	15%	15%	14%	13%
Don't know	10%	6%	7%	12%
Skipped	1%	*	1%	*
Often (Net)	*40%*	*37%*	*46%*	*41%*

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c.   Support a business even though you disagree with its political and social values

	Total	Republican	Democrat	Independent
Very often	2%	2%	2%	3%
Fairly often	18%	20%	17%	19%
Not very often	46%	48%	50%	47%
Never	18%	18%	19%	14%
Don't know	14%	11%	11%	17%
Skipped	1%	1%	1%	*
Often (Net)	*21%*	*22%*	*19%*	*22%*

d.   Talk to other people about the political and social values of a particular business

	Total	Republican	Democrat	Independent
Very often	6%	9%	6%	5%
Fairly often	17%	18%	20%	15%
Not very often	44%	44%	45%	45%
Never	27%	25%	24%	29%
Don't know	5%	3%	4%	6%
Skipped	1%	1%	1%	*
Often (Net)	*23%*	*27%*	*26%*	*20%*

5.   Which of the following is closer to your own view?

	Total	Republican	Democrat	Independent
Businesses should not get involved in advancing political or social causes.	62%	81%	44%	62%
Businesses should take a public stand on important political and social issues.	36%	18%	55%	36%
Skipped	2%	1%	1%	2%

6.   If you had to pick one option, which of the following do you think would be best for the country?

	Total	Republican	Democrat	Independent
It would be best that the election be fully free and fair to all voters, even if it means that the political party I favor would lose.	92%	91%	91%	97%
It would be best that the political party I favor wins a general election, even if the election were not fully free or fair to all voters.	6%	7%	8%	3%
Skipped	2%	2%	1%	*

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7. Who did you vote for in the 2020 presidential election, or did you not vote?

	Total	Republican	Democrat	Independent
Did not vote	14%	6%	5%	17%
Joe Biden	49%	7%	90%	51%
Donald Trump	32%	84%	3%	24%
Someone else	4%	2%	2%	6%
Skipped	2%	2%	1%	2%

8. Do you agree or disagree with the following statements?

Total Agree Summary

	Total	Republican	Democrat	Independent
The mainstream media is more interested in making money than telling the truth	71%	88%	50%	76%
The American economy is rigged to advantage the rich and powerful	68%	49%	79%	72%
Traditional parties and politicians don't care about people like me	65%	67%	58%	72%
America needs a strong leader to take the country back from the rich and powerful	61%	60%	64%	60%
Racism is built into the American economy, government, and educational system.	53%	28%	76%	53%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	51%	73%	33%	55%
Black people do not have the same opportunities as white people in the U.S.	50%	19%	75%	51%
These days I feel like a stranger in my own country	45%	61%	30%	48%
People who talk about their conservative beliefs are often disrespected	42%	65%	24%	42%
Social policies, such as affirmative action, discriminate unfairly against white people	33%	56%	12%	38%

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a. Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Republican	Democrat	Independent
Strongly agree	15%	32%	4%	12%
Somewhat agree	18%	24%	8%	26%
Neither agree nor disagree	25%	27%	22%	26%
Somewhat disagree	13%	6%	19%	13%
Strongly disagree	21%	4%	39%	17%
Don't know	7%	6%	7%	6%
Skipped	1%	1%	1%	1%
Agree (Net)	*33%*	*56%*	*12%*	*38%*
Disagree (Net)	*34%*	*11%*	*58%*	*30%*

b. People who talk about their conservative beliefs are often disrespected

	Total	Republican	Democrat	Independent
Strongly agree	18%	35%	4%	22%
Somewhat agree	23%	30%	20%	21%
Neither agree nor disagree	31%	24%	39%	32%
Somewhat disagree	11%	5%	15%	13%
Strongly disagree	10%	3%	17%	8%
Don't know	5%	4%	4%	5%
Skipped	1%	*	2%	-
Agree (Net)	*42%*	*65%*	*24%*	*42%*
Disagree (Net)	*21%*	*8%*	*32%*	*22%*

c. Black people do not have the same opportunities as white people in the U.S.

	Total	Republican	Democrat	Independent
Strongly agree	28%	6%	50%	24%
Somewhat agree	22%	13%	25%	27%
Neither agree nor disagree	13%	13%	10%	15%
Somewhat disagree	12%	18%	4%	17%
Strongly disagree	21%	47%	7%	15%
Don't know	3%	3%	2%	2%
Skipped	1%	1%	2%	-
Agree (Net)	*50%*	*19%*	*75%*	*51%*
Disagree (Net)	*33%*	*65%*	*12%*	*32%*

d. These days I feel like a stranger in my own country

	Total	Republican	Democrat	Independent
Strongly agree	18%	20%	12%	19%
Somewhat agree	28%	41%	19%	29%
Neither agree nor disagree	27%	19%	34%	27%
Somewhat disagree	12%	9%	16%	11%
Strongly disagree	12%	9%	16%	13%
Don't know	3%	2%	3%	3%
Skipped	1%	*	2%	-
Agree (Net)	*45%*	*61%*	*30%*	*48%*
Disagree (Net)	*24%*	*17%*	*32%*	*23%*

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e. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total	Republican	Democrat	Independent
Strongly agree	30%	52%	14%	30%
Somewhat agree	21%	21%	19%	25%
Neither agree nor disagree	28%	17%	37%	26%
Somewhat disagree	9%	4%	14%	9%
Strongly disagree	7%	3%	11%	8%
Don't know	4%	2%	5%	2%
Skipped	1%	1%	1%	-
Agree (Net)	*51%*	*73%*	*33%*	*55%*
Disagree (Net)	*17%*	*7%*	*25%*	*17%*

f. America needs a strong leader to take the country back from the rich and powerful

	Total	Republican	Democrat	Independent
Strongly agree	36%	37%	38%	33%
Somewhat agree	25%	23%	26%	27%
Neither agree nor disagree	24%	23%	25%	23%
Somewhat disagree	5%	5%	4%	6%
Strongly disagree	6%	8%	3%	8%
Don't know	4%	4%	3%	3%
Skipped	1%	*	1%	1%
Agree (Net)	*61%*	*60%*	*64%*	*60%*
Disagree (Net)	*11%*	*14%*	*7%*	*14%*

g. The American economy is rigged to advantage the rich and powerful

	Total	Republican	Democrat	Independent
Strongly agree	40%	19%	54%	43%
Somewhat agree	28%	30%	25%	29%
Neither agree nor disagree	16%	21%	13%	14%
Somewhat disagree	7%	13%	3%	7%
Strongly disagree	6%	14%	1%	5%
Don't know	4%	4%	3%	3%
Skipped	1%	*	1%	*
Agree (Net)	*68%*	*49%*	*79%*	*72%*
Disagree (Net)	*12%*	*27%*	*4%*	*12%*

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h. Traditional parties and politicians don't care about people like me

	Total	Republican	Democrat	Independent
Strongly agree	34%	35%	24%	40%
Somewhat agree	31%	32%	34%	32%
Neither agree nor disagree	19%	17%	23%	19%
Somewhat disagree	8%	8%	12%	5%
Strongly disagree	3%	5%	3%	2%
Don't know	4%	3%	3%	3%
Skipped	1%	*	1%	-
Agree (Net)	*65%*	*67%*	*58%*	*72%*
Disagree (Net)	*11%*	*13%*	*15%*	*7%*

i. The mainstream media is more interested in making money than telling the truth

	Total	Republican	Democrat	Independent
Strongly agree	47%	69%	24%	49%
Somewhat agree	24%	19%	26%	26%
Neither agree nor disagree	15%	6%	27%	13%
Somewhat disagree	7%	3%	12%	6%
Strongly disagree	4%	1%	8%	3%
Don't know	3%	2%	3%	2%
Skipped	1%	*	1%	-
Agree (Net)	*71%*	*88%*	*50%*	*76%*
Disagree (Net)	*11%*	*4%*	*20%*	*10%*

j. Racism is built into the American economy, government, and educational system.

	Total	Republican	Democrat	Independent
Strongly agree	29%	8%	45%	28%
Somewhat agree	25%	20%	31%	25%
Neither agree nor disagree	17%	18%	13%	18%
Somewhat disagree	10%	18%	3%	11%
Strongly disagree	16%	32%	4%	15%
Don't know	4%	3%	4%	3%
Skipped	1%	1%	1%	-
Agree (Net)	*53%*	*28%*	*76%*	*53%*
Disagree (Net)	*26%*	*50%*	*7%*	*26%*

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9. Do you agree or disagree with the following statements?

Total Agree Summary

	Total	Republican	Democrat	Independent
Americans have a great deal of freedom in deciding how they want to behave in most situations	69%	69%	73%	70%
In the United States, there are very clear expectations for how people should act in most situations	47%	50%	47%	47%
In the United States, if someone acts in an inappropriate way, others will strongly disapprove	47%	51%	42%	52%
Americans have a lot in common with each other	42%	45%	43%	46%
Americans agree upon what behaviors are appropriate versus inappropriate in most situations	35%	37%	36%	37%
There should not be such a thing as dual nationality, you are either American or not	29%	43%	17%	35%
Americans are very similar to each other	27%	28%	28%	30%
Some people are just too different to be American	12%	16%	10%	13%

a. Americans have a lot in common with each other

	Total	Republican	Democrat	Independent
Strongly agree	11%	6%	13%	12%
Somewhat agree	32%	38%	30%	34%
Neither agree nor disagree	32%	35%	30%	31%
Somewhat disagree	18%	13%	17%	19%
Strongly disagree	7%	6%	8%	3%
Skipped	1%	1%	2%	*
Agree (Net)	*42%*	*45%*	*43%*	*46%*
Disagree (Net)	*24%*	*19%*	*26%*	*22%*

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b. Americans are very similar to each other

	Total	Republican	Democrat	Independent
Strongly agree	5%	5%	6%	5%
Somewhat agree	21%	23%	22%	25%
Neither agree nor disagree	33%	36%	30%	30%
Somewhat disagree	25%	24%	23%	30%
Strongly disagree	14%	11%	17%	11%
Skipped	1%	1%	2%	*
Agree (Net)	*27%*	*28%*	*28%*	*30%*
Disagree (Net)	*39%*	*35%*	*40%*	*40%*

c. In the United States, there are very clear expectations for how people should act in most situations

	Total	Republican	Democrat	Independent
Strongly agree	10%	11%	10%	10%
Somewhat agree	37%	39%	37%	37%
Neither agree nor disagree	30%	28%	32%	29%
Somewhat disagree	17%	16%	16%	18%
Strongly disagree	6%	5%	4%	6%
Skipped	1%	1%	2%	*
Agree (Net)	*47%*	*50%*	*47%*	*47%*
Disagree (Net)	*23%*	*21%*	*20%*	*24%*

d. Americans agree upon what behaviors are appropriate versus inappropriate in most situations

	Total	Republican	Democrat	Independent
Strongly agree	7%	7%	7%	7%
Somewhat agree	28%	30%	29%	30%
Neither agree nor disagree	31%	29%	35%	28%
Somewhat disagree	21%	22%	18%	26%
Strongly disagree	11%	11%	10%	9%
Skipped	1%	1%	2%	1%
Agree (Net)	*35%*	*37%*	*36%*	*37%*
Disagree (Net)	*32%*	*33%*	*28%*	*35%*

e. Americans have a great deal of freedom in deciding how they want to behave in most situations

	Total	Republican	Democrat	Independent
Strongly agree	25%	23%	27%	29%
Somewhat agree	43%	46%	46%	41%
Neither agree nor disagree	17%	13%	18%	16%
Somewhat disagree	9%	12%	5%	9%
Strongly disagree	5%	5%	3%	5%
Skipped	1%	1%	2%	*
Agree (Net)	*69%*	*69%*	*73%*	*70%*
Disagree (Net)	*13%*	*17%*	*8%*	*14%*

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f. In the United States, if someone acts in an inappropriate way, others will strongly disapprove

	Total	Republican	Democrat	Independent
Strongly agree	11%	12%	12%	10%
Somewhat agree	36%	40%	30%	42%
Neither agree nor disagree	30%	26%	35%	25%
Somewhat disagree	16%	16%	17%	15%
Strongly disagree	6%	6%	4%	7%
Skipped	1%	1%	2%	*
Agree (Net)	*47%*	*51%*	*42%*	*52%*
Disagree (Net)	*22%*	*22%*	*21%*	*22%*

g. Some people are just too different to be American

	Total	Republican	Democrat	Independent
Strongly agree	4%	3%	4%	5%
Somewhat agree	8%	13%	7%	8%
Neither agree nor disagree	28%	33%	24%	26%
Somewhat disagree	17%	21%	13%	20%
Strongly disagree	42%	29%	52%	41%
Skipped	1%	1%	2%	1%
Agree (Net)	*12%*	*16%*	*10%*	*13%*
Disagree (Net)	*59%*	*50%*	*65%*	*61%*

h. There should not be such a thing as dual nationality, you are either American or not

	Total	Republican	Democrat	Independent
Strongly agree	16%	26%	10%	16%
Somewhat agree	13%	16%	7%	19%
Neither agree nor disagree	28%	27%	29%	23%
Somewhat disagree	18%	19%	18%	18%
Strongly disagree	24%	11%	34%	24%
Skipped	1%	1%	2%	1%
Agree (Net)	*29%*	*43%*	*17%*	*35%*
Disagree (Net)	*42%*	*29%*	*53%*	*42%*

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10. Of the choices listed below, which is your main source of television news about current events and politics?

	Total	Republican	Democrat	Independent
FOX News	13%	27%	3%	10%
ABC	12%	7%	15%	14%
CNN	10%	3%	20%	8%
NBC	9%	9%	11%	10%
CBS	7%	5%	11%	6%
MSNBC	5%	1%	9%	6%
Public Television (e.g. PBS)	5%	1%	6%	6%
Newsmax or OAN	3%	9%	*	1%
Other	8%	9%	7%	7%
None of the above	27%	30%	16%	32%
Skipped	1%	*	1%	1%

11. How often do you interact with someone with the following characteristics? Think of all the people you exchange at least a few words with at work or at school, at a store or restaurant, at a religious or family gathering, on the street, etc.

a. Asian or Asian American

	Total	Republican	Democrat	Independent
Most days	26%	22%	30%	27%
Once or twice a week	20%	21%	18%	20%
Once or twice a month	20%	17%	21%	23%
Less often	25%	31%	23%	23%
Never	8%	9%	7%	6%
Skipped	2%	1%	2%	1%

b. Hispanic/Latino/a

	Total	Republican	Democrat	Independent
Most days	42%	33%	47%	42%
Once or twice a week	21%	28%	18%	21%
Once or twice a month	15%	12%	15%	17%
Less often	17%	21%	15%	15%
Never	5%	6%	4%	4%
Skipped	1%	*	1%	1%

c. Black/African American

	Total	Republican	Democrat	Independent
Most days	41%	35%	48%	39%
Once or twice a week	24%	25%	21%	26%
Once or twice a month	15%	17%	14%	15%
Less often	15%	18%	13%	15%
Never	4%	5%	2%	4%
Skipped	2%	1%	3%	1%

d. White

	Total	Republican	Democrat	Independent
Most days	76%	84%	72%	77%
Once or twice a week	10%	6%	9%	14%
Once or twice a month	7%	4%	11%	5%
Less often	3%	2%	4%	3%
Never	2%	2%	2%	1%
Skipped	1%	1%	1%	1%

e. Republican

	Total	Republican	Democrat	Independent
Most days	47%	65%	35%	48%
Once or twice a week	19%	20%	20%	20%
Once or twice a month	11%	7%	14%	12%
Less often	16%	5%	24%	15%
Never	6%	3%	6%	5%
Skipped	2%	1%	2%	1%

f. Democrat

	Total	Republican	Democrat	Independent
Most days	54%	44%	68%	55%
Once or twice a week	19%	23%	14%	22%
Once or twice a month	11%	12%	9%	11%
Less often	9%	15%	6%	8%
Never	5%	6%	3%	3%
Skipped	2%	*	2%	2%

g. Gay, lesbian or bisexual

	Total	Republican	Democrat	Independent
Most days	26%	16%	34%	26%
Once or twice a week	17%	17%	17%	19%
Once or twice a month	18%	22%	15%	18%
Less often	25%	29%	24%	24%
Never	12%	15%	9%	12%
Skipped	2%	2%	1%	1%

h. Immigrant (not born in the United States)

	Total	Republican	Democrat	Independent
Most days	31%	23%	34%	32%
Once or twice a week	17%	20%	17%	18%
Once or twice a month	16%	13%	18%	17%
Less often	24%	30%	20%	24%
Never	11%	13%	9%	8%
Skipped	2%	1%	2%	2%

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i. Transgender, gender-fluid or non-binary

	Total	Republican	Democrat	Independent
Most days	8%	5%	10%	8%
Once or twice a week	10%	10%	12%	8%
Once or twice a month	12%	7%	14%	13%
Less often	37%	33%	37%	43%
Never	31%	45%	25%	28%
Skipped	1%	1%	1%	1%

12. Do you have a personal friend or colleague you are close to and would consider having over for dinner who is…

Total Yes Summary

	Total	Republican	Democrat	Independent
White	90%	94%	87%	91%
Democrat	85%	81%	92%	86%
Republican	78%	93%	67%	82%
Black/African American	72%	71%	76%	69%
Hispanic/Latino/a	68%	63%	72%	68%
Gay, lesbian or bisexual	62%	56%	68%	65%
Immigrant (not born in the United States)	59%	50%	65%	60%
Asian or Asian American	58%	53%	58%	64%
Transgender, gender-fluid or non-binary	27%	20%	32%	26%

a. Asian or Asian American

	Total	Republican	Democrat	Independent
Yes	58%	53%	58%	64%
No	40%	45%	41%	35%
Skipped	2%	2%	1%	1%

b. Hispanic/Latino/a

	Total	Republican	Democrat	Independent
Yes	68%	63%	72%	68%
No	30%	36%	26%	30%
Skipped	2%	1%	2%	1%

c. Black/African American

	Total	Republican	Democrat	Independent
Yes	72%	71%	76%	69%
No	27%	28%	23%	29%
Skipped	1%	1%	1%	2%

d. White

	Total	Republican	Democrat	Independent
Yes	90%	94%	87%	91%
No	9%	5%	12%	8%
Skipped	1%	1%	1%	2%

e. Republican

	Total	Republican	Democrat	Independent
Yes	78%	93%	67%	82%
No	20%	5%	33%	16%
Skipped	2%	3%	1%	3%

f. Democrat

	Total	Republican	Democrat	Independent
Yes	85%	81%	92%	86%
No	14%	19%	7%	12%
Skipped	1%	*	1%	2%

g. Gay, lesbian or bisexual

	Total	Republican	Democrat	Independent
Yes	62%	56%	68%	65%
No	36%	44%	31%	34%
Skipped	1%	1%	1%	1%

h. Immigrant (not born in the United States)

	Total	Republican	Democrat	Independent
Yes	59%	50%	65%	60%
No	40%	49%	34%	39%
Skipped	1%	*	2%	1%

i. Transgender, gender-fluid or non-binary

	Total	Republican	Democrat	Independent
Yes	27%	20%	32%	26%
No	71%	80%	67%	72%
Skipped	2%	1%	1%	2%

13. Just your best guess, what percentage of the United States population does each group comprise. The total for all five groups should add to 100%.

	Total	Republican	Democrat	Independent
Asian/Asian American	11%	10%	11%	11%
Hispanic/Latino/a:	19%	18%	20%	19%
Black or African American	21%	22%	22%	21%
White	43%	44%	41%	45%
Other	6%	6%	6%	5%

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About the Study

This poll was conducted June 11 – 14, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older. The sample includes 290 Republicans, 304 Democrats, and 315 Independents.

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.23. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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