

Daily Survey: Companies Marketing Around Holidays

June 28 - July 2, 2022 - 1000 US Adult Citizens



1. Marketing on Religious Holidays

Do you find it appropriate when companies develop marketing campaigns or advertisements around religious holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	45%	46%	41%	46%	44%	51%	49%	33%	40%	41%
No	29%	30%	28%	31%	34%	29%	21%	27%	33%	33%	31%
Not sure	26%	25%	26%	28%	20%	27%	28%	24%	33%	27%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(988)	(448)	(540)	(205)	(216)	(358)	(209)	(724)	(126)	(71)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	46%	40%	54%	45%	54%	42%	48%	55%	45%	49%	47%	39%
No	29%	26%	32%	27%	29%	28%	33%	28%	22%	31%	26%	28%	32%
Not sure	26%	28%	28%	19%	26%	19%	25%	25%	23%	23%	25%	25%	29%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(988)	(295)	(419)	(274)	(374)	(318)	(421)	(259)	(200)	(176)	(201)	(375)	(236)

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2. Marketing on Cultural Holidays

Do you find it appropriate when companies develop marketing campaigns or advertisements around cultural holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	48%	48%	41%	44%	49%	57%	51%	41%	42%	45%
No	29%	29%	29%	29%	36%	29%	22%	26%	36%	37%	32%
Not sure	23%	23%	23%	30%	20%	22%	21%	23%	23%	22%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(985)	(446)	(539)	(206)	(213)	(358)	(208)	(722)	(125)	(71)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	51%	44%	51%	53%	53%	43%	51%	62%	48%	50%	45%	50%
No	29%	24%	32%	31%	26%	28%	35%	29%	19%	30%	26%	31%	28%
Not sure	23%	25%	25%	18%	21%	18%	23%	20%	19%	22%	25%	23%	22%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	100%	100%	101%	99%	100%
Unweighted N	(985)	(295)	(417)	(273)	(373)	(317)	(418)	(258)	(200)	(177)	(201)	(371)	(236)

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3. Marketing on Social Holidays

Do you find it appropriate when companies develop marketing campaigns or advertisements around awareness days for social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	41%	47%	44%	50%	42%	42%	44%	45%	39%	55%
No	32%	36%	29%	29%	28%	37%	32%	33%	29%	35%	28%
Not sure	24%	23%	24%	27%	22%	21%	25%	23%	26%	25%	17%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(982)	(442)	(540)	(204)	(212)	(357)	(209)	(720)	(125)	(71)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	56%	40%	39%	56%	33%	43%	41%	53%	41%	45%	44%	47%
No	32%	19%	37%	40%	22%	49%	33%	35%	27%	35%	36%	30%	30%
Not sure	24%	26%	24%	21%	22%	17%	24%	23%	19%	24%	19%	26%	23%
Totals	100%	101%	101%	100%	100%	99%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(982)	(296)	(414)	(272)	(374)	(315)	(417)	(258)	(199)	(176)	(199)	(373)	(234)

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4A. Appropriate for Companies to Market — Christmas

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	69%	71%	61%	72%	72%	73%	73%	69%	62%	59%
No	20%	20%	20%	24%	20%	19%	17%	19%	20%	22%	25%
Not sure	10%	11%	10%	15%	9%	9%	10%	9%	11%	16%	16%
Totals	100%	100%	101%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(934)	(430)	(504)	(189)	(197)	(345)	(203)	(697)	(115)	(64)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	70%	72%	65%	76%	69%	76%	67%	72%	77%	70%	75%	67%	71%
No	20%	17%	22%	20%	20%	19%	23%	19%	14%	21%	17%	20%	21%
Not sure	10%	11%	13%	5%	11%	5%	10%	9%	9%	8%	8%	14%	8%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(934)	(282)	(392)	(260)	(360)	(304)	(394)	(249)	(186)	(163)	(190)	(352)	(229)

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4B. Appropriate for Companies to Market — Easter

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	63%	65%	54%	64%	69%	66%	66%	63%	67%	41%
No	24%	23%	25%	25%	27%	22%	24%	23%	27%	20%	39%
Not sure	12%	13%	10%	21%	8%	9%	11%	11%	10%	13%	20%
Totals	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(932)	(429)	(503)	(189)	(205)	(339)	(199)	(688)	(117)	(68)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	64%	60%	71%	63%	70%	64%	64%	66%	72%	68%	61%	60%
No	24%	23%	27%	22%	26%	22%	25%	24%	24%	18%	23%	25%	29%
Not sure	12%	13%	13%	7%	11%	8%	10%	12%	10%	10%	10%	14%	11%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(932)	(281)	(395)	(256)	(356)	(307)	(393)	(242)	(192)	(164)	(192)	(352)	(224)

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4C. Appropriate for Companies to Market — Martin Luther King Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	45%	54%	42%	48%	55%	51%	51%	52%	49%	38%
No	35%	39%	30%	35%	36%	34%	35%	34%	37%	34%	38%
Not sure	16%	16%	16%	24%	15%	12%	14%	15%	11%	17%	25%
Totals	101%	100%	100%	101%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(928)	(424)	(504)	(188)	(201)	(335)	(204)	(682)	(118)	(69)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	47%	48%	56%	50%	55%	49%	52%	50%	52%	53%	48%	47%
No	35%	34%	35%	35%	35%	34%	38%	30%	34%	34%	31%	35%	38%
Not sure	16%	19%	17%	9%	15%	11%	13%	18%	16%	14%	15%	17%	15%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(928)	(284)	(391)	(253)	(359)	(299)	(394)	(244)	(188)	(163)	(193)	(350)	(222)

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4D. Appropriate for Companies to Market — President's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	62%	62%	54%	59%	67%	64%	65%	63%	52%	50%
No	22%	23%	22%	18%	27%	23%	22%	22%	24%	22%	25%
Not sure	16%	15%	16%	29%	14%	10%	14%	14%	13%	25%	25%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(926)	(423)	(503)	(195)	(198)	(333)	(200)	(679)	(121)	(67)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	59%	60%	69%	64%	72%	59%	62%	71%	74%	60%	60%	56%
No	22%	24%	21%	22%	22%	18%	28%	20%	14%	17%	25%	22%	25%
Not sure	16%	17%	19%	9%	14%	10%	13%	17%	15%	9%	14%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%
Unweighted N	(926)	(281)	(390)	(255)	(355)	(300)	(397)	(239)	(186)	(165)	(187)	(349)	(225)

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4E. Appropriate for Companies to Market — St. Patrick's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	63%	68%	59%	62%	68%	72%	70%	66%	51%	49%
No	20%	22%	18%	18%	24%	22%	16%	18%	21%	23%	29%
Not sure	14%	15%	14%	24%	15%	10%	12%	12%	12%	26%	22%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(936)	(428)	(508)	(189)	(199)	(345)	(203)	(694)	(115)	(69)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	66%	64%	63%	72%	68%	72%	62%	71%	70%	72%	71%	63%	61%
No	20%	21%	20%	19%	20%	19%	25%	16%	18%	18%	19%	20%	23%
Not sure	14%	15%	17%	9%	11%	9%	13%	14%	12%	10%	11%	17%	17%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(936)	(281)	(400)	(255)	(357)	(304)	(400)	(238)	(193)	(170)	(193)	(348)	(225)

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4F. Appropriate for Companies to Market — Valentine's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	73%	77%	65%	71%	79%	82%	78%	72%	65%	70%
No	16%	17%	15%	19%	21%	14%	10%	15%	18%	19%	20%
Not sure	9%	10%	9%	17%	8%	7%	7%	8%	10%	15%	10%
Totals	100%	100%	101%	101%	100%	100%	99%	101%	100%	99%	100%
Unweighted N	(934)	(427)	(507)	(187)	(204)	(340)	(203)	(695)	(116)	(67)	(56)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	73%	73%	81%	77%	83%	72%	77%	81%	77%	78%	72%	74%
No	16%	17%	16%	15%	16%	12%	19%	15%	11%	16%	15%	14%	19%
Not sure	9%	10%	11%	4%	7%	5%	9%	8%	8%	7%	7%	13%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(934)	(280)	(397)	(257)	(357)	(308)	(400)	(244)	(188)	(164)	(193)	(350)	(227)

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4G. Appropriate for Companies to Market — Halloween

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	73%	72%	74%	64%	71%	76%	79%	78%	62%	59%	67%
No	17%	18%	17%	19%	21%	17%	13%	14%	26%	22%	25%
Not sure	10%	11%	9%	17%	8%	7%	8%	8%	12%	20%	7%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(936)	(424)	(512)	(190)	(207)	(338)	(201)	(689)	(119)	(66)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	73%	71%	73%	76%	78%	79%	71%	75%	78%	76%	76%	71%	72%
No	17%	19%	16%	17%	14%	16%	21%	15%	14%	17%	16%	18%	17%
Not sure	10%	10%	11%	7%	8%	5%	9%	10%	8%	6%	8%	11%	11%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(936)	(284)	(387)	(265)	(363)	(305)	(394)	(250)	(191)	(162)	(195)	(349)	(230)

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4H. Appropriate for Companies to Market — Thanksgiving

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	72%	72%	65%	67%	77%	77%	76%	61%	72%	59%
No	18%	16%	19%	16%	22%	15%	17%	16%	27%	14%	23%
Not sure	10%	12%	9%	19%	11%	8%	6%	8%	12%	14%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(922)	(421)	(501)	(190)	(200)	(329)	(203)	(679)	(117)	(70)	(56)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	72%	70%	69%	80%	72%	80%	71%	72%	79%	78%	73%	68%	74%
No	18%	17%	19%	15%	19%	16%	20%	19%	11%	15%	19%	19%	16%
Not sure	10%	12%	12%	5%	10%	4%	9%	9%	10%	7%	8%	13%	10%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(922)	(280)	(390)	(252)	(352)	(297)	(389)	(242)	(186)	(163)	(190)	(343)	(226)

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4I. Appropriate for Companies to Market — LGBTQA+ Pride Month

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	40%	47%	43%	47%	43%	43%	41%	46%	55%	48%
No	40%	46%	35%	35%	37%	46%	41%	42%	41%	31%	36%
Not sure	16%	14%	18%	23%	16%	12%	16%	17%	12%	15%	16%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(940)	(431)	(509)	(192)	(204)	(340)	(204)	(698)	(114)	(67)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	55%	43%	32%	56%	30%	46%	43%	43%	49%	41%	42%	46%
No	40%	31%	37%	56%	28%	58%	41%	42%	40%	38%	45%	39%	40%
Not sure	16%	14%	19%	12%	16%	13%	13%	15%	16%	14%	13%	20%	14%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	99%	101%	99%	101%	100%
Unweighted N	(940)	(280)	(400)	(260)	(358)	(307)	(400)	(247)	(189)	(166)	(187)	(359)	(228)

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4J. Appropriate for Companies to Market — Juneteenth

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	34%	42%	32%	36%	42%	43%	39%	41%	35%	33%
No	40%	46%	36%	37%	43%	43%	37%	40%	43%	38%	43%
Not sure	21%	20%	22%	30%	21%	16%	20%	21%	15%	27%	24%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(946)	(430)	(516)	(194)	(202)	(348)	(202)	(699)	(120)	(71)	(56)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	45%	34%	38%	46%	37%	37%	43%	40%	41%	39%	40%	35%
No	40%	35%	40%	46%	37%	46%	43%	40%	39%	43%	39%	39%	42%
Not sure	21%	19%	26%	16%	17%	16%	19%	17%	22%	16%	22%	22%	23%
Totals	100%	99%	100%	100%	100%	99%	99%	100%	101%	100%	100%	101%	100%
Unweighted N	(946)	(286)	(396)	(264)	(361)	(309)	(406)	(246)	(192)	(167)	(193)	(355)	(231)

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4K. Appropriate for Companies to Market — Earth Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	60%	55%	64%	56%	59%	59%	65%	63%	56%	53%	50%
No	25%	29%	21%	20%	28%	28%	23%	24%	28%	23%	32%
Not sure	15%	16%	14%	24%	12%	13%	12%	13%	16%	24%	18%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(940)	(429)	(511)	(194)	(202)	(340)	(204)	(697)	(117)	(67)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	63%	60%	56%	68%	58%	59%	63%	64%	62%	61%	59%	58%
No	25%	24%	21%	32%	22%	30%	27%	23%	23%	24%	24%	25%	27%
Not sure	15%	13%	19%	12%	11%	12%	14%	14%	13%	13%	15%	15%	16%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	99%	101%
Unweighted N	(940)	(280)	(399)	(261)	(359)	(307)	(404)	(245)	(189)	(165)	(191)	(356)	(228)

Daily Survey: Companies Marketing Around Holidays

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4L. Appropriate for Companies to Market — Black History Month

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	43%	52%	41%	45%	53%	51%	49%	52%	42%	42%
No	36%	40%	32%	37%	37%	37%	32%	35%	36%	35%	41%
Not sure	16%	17%	16%	22%	18%	11%	17%	16%	11%	22%	17%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%
Unweighted N	(932)	(424)	(508)	(191)	(195)	(342)	(204)	(693)	(117)	(65)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	52%	46%	45%	56%	45%	47%	50%	47%	53%	50%	48%	42%
No	36%	30%	35%	43%	28%	44%	38%	33%	37%	33%	35%	33%	43%
Not sure	16%	18%	18%	12%	15%	12%	15%	18%	16%	14%	15%	19%	15%
Totals	100%	100%	99%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(932)	(284)	(389)	(259)	(358)	(303)	(396)	(244)	(186)	(164)	(189)	(347)	(232)

Daily Survey: Companies Marketing Around Holidays

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4M. Appropriate for Companies to Market — World AIDS Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	38%	41%	33%	45%	41%	38%	38%	37%	44%	49%
No	37%	40%	35%	36%	32%	40%	40%	40%	32%	33%	34%
Not sure	23%	22%	24%	31%	23%	19%	23%	23%	31%	23%	17%
Totals	99%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(946)	(430)	(516)	(195)	(204)	(345)	(202)	(699)	(118)	(69)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	42%	39%	37%	44%	36%	41%	39%	42%	43%	37%	37%	43%
No	37%	34%	36%	43%	35%	46%	36%	40%	37%	34%	39%	36%	41%
Not sure	23%	23%	26%	20%	21%	18%	23%	21%	21%	22%	24%	27%	16%
Totals	99%	99%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(946)	(285)	(403)	(258)	(361)	(305)	(405)	(243)	(192)	(169)	(192)	(361)	(224)

Daily Survey: Companies Marketing Around Holidays

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4N. Appropriate for Companies to Market — Mother's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	78%	77%	78%	69%	76%	81%	82%	81%	68%	74%	70%
No	13%	13%	12%	10%	16%	12%	12%	12%	19%	11%	16%
Not sure	10%	10%	9%	21%	8%	6%	6%	7%	13%	16%	14%
Totals	101%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(927)	(423)	(504)	(190)	(200)	(334)	(203)	(688)	(117)	(65)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	78%	75%	76%	82%	78%	85%	74%	81%	83%	80%	77%	76%	79%
No	13%	13%	12%	13%	14%	10%	16%	12%	8%	11%	15%	13%	12%
Not sure	10%	11%	11%	5%	9%	5%	10%	7%	9%	10%	8%	11%	9%
Totals	101%	99%	99%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(927)	(280)	(391)	(256)	(356)	(300)	(390)	(248)	(187)	(163)	(191)	(351)	(222)

Daily Survey: Companies Marketing Around Holidays

June 28 - July 2, 2022 - 1000 US Adult Citizens



40. Appropriate for Companies to Market — Father's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	76%	76%	68%	75%	77%	82%	80%	67%	69%	71%
No	15%	15%	15%	18%	17%	14%	11%	13%	24%	16%	16%
Not sure	9%	9%	9%	13%	8%	8%	7%	7%	8%	15%	13%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(934)	(422)	(512)	(190)	(199)	(339)	(206)	(689)	(119)	(67)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	77%	73%	80%	77%	84%	72%	78%	85%	79%	78%	74%	75%
No	15%	14%	16%	15%	14%	12%	19%	14%	8%	14%	16%	15%	16%
Not sure	9%	10%	11%	5%	9%	4%	9%	8%	7%	7%	5%	11%	9%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(934)	(282)	(394)	(258)	(360)	(302)	(394)	(247)	(186)	(161)	(194)	(348)	(231)

Daily Survey: Companies Marketing Around Holidays

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4P. Appropriate for Companies to Market — Kwanzaa

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	40%	48%	37%	43%	46%	50%	46%	44%	41%	28%
No	30%	34%	27%	29%	31%	33%	27%	29%	34%	31%	37%
Not sure	25%	26%	25%	34%	26%	21%	23%	25%	21%	28%	35%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(941)	(434)	(507)	(191)	(204)	(343)	(203)	(695)	(117)	(70)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	48%	41%	45%	50%	46%	42%	47%	49%	55%	43%	41%	43%
No	30%	28%	30%	34%	29%	33%	32%	29%	30%	29%	32%	30%	31%
Not sure	25%	24%	30%	21%	21%	21%	26%	24%	21%	16%	24%	30%	26%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(941)	(282)	(398)	(261)	(360)	(306)	(400)	(245)	(190)	(165)	(187)	(356)	(233)

Daily Survey: Companies Marketing Around Holidays

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4Q. Appropriate for Companies to Market — Hanukkah

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	52%	56%	42%	49%	61%	59%	57%	48%	51%	43%
No	26%	25%	27%	26%	28%	26%	24%	26%	27%	27%	23%
Not sure	20%	23%	18%	32%	23%	13%	17%	17%	24%	23%	33%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	101%	99%
Unweighted N	(934)	(428)	(506)	(190)	(200)	(342)	(202)	(690)	(118)	(68)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	54%	53%	49%	62%	56%	63%	48%	60%	61%	66%	54%	51%	51%
No	26%	26%	28%	23%	27%	24%	32%	21%	20%	23%	24%	28%	27%
Not sure	20%	21%	23%	15%	17%	13%	20%	19%	19%	12%	22%	21%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(934)	(281)	(392)	(261)	(357)	(302)	(396)	(248)	(186)	(164)	(189)	(358)	(223)

Daily Survey: Companies Marketing Around Holidays

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4R. Appropriate for Companies to Market — Memorial Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	61%	66%	54%	59%	70%	67%	65%	66%	62%	51%
No	25%	28%	22%	30%	28%	20%	24%	24%	24%	25%	34%
Not sure	11%	11%	12%	16%	13%	9%	9%	11%	9%	13%	15%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(929)	(430)	(499)	(192)	(202)	(331)	(204)	(685)	(117)	(66)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	56%	61%	75%	59%	76%	63%	66%	64%	67%	67%	64%	56%
No	25%	30%	25%	19%	28%	19%	27%	24%	21%	24%	21%	24%	32%
Not sure	11%	14%	14%	6%	13%	5%	10%	10%	15%	9%	11%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(929)	(280)	(389)	(260)	(360)	(301)	(390)	(246)	(187)	(166)	(188)	(349)	(226)

Daily Survey: Companies Marketing Around Holidays

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4S. Appropriate for Companies to Market — Veteran's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	58%	64%	56%	55%	65%	66%	63%	60%	55%	55%
No	27%	28%	25%	22%	34%	26%	25%	26%	26%	30%	32%
Not sure	12%	14%	11%	22%	11%	9%	9%	12%	14%	15%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(937)	(425)	(512)	(191)	(197)	(344)	(205)	(692)	(121)	(69)	(55)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	53%	60%	71%	55%	74%	57%	66%	63%	59%	64%	61%	59%
No	27%	32%	25%	24%	32%	20%	30%	22%	25%	28%	24%	26%	29%
Not sure	12%	15%	15%	5%	13%	6%	12%	12%	12%	14%	11%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%
Unweighted N	(937)	(285)	(390)	(262)	(364)	(303)	(400)	(249)	(185)	(165)	(191)	(353)	(228)

Daily Survey: Companies Marketing Around Holidays

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4T. Appropriate for Companies to Market — Labor Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	62%	66%	53%	59%	71%	71%	67%	67%	54%	52%
No	22%	26%	19%	23%	26%	20%	21%	22%	19%	21%	32%
Not sure	14%	12%	15%	24%	15%	9%	8%	11%	14%	25%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(936)	(427)	(509)	(195)	(199)	(336)	(206)	(692)	(120)	(65)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	64%	60%	72%	67%	71%	63%	67%	69%	67%	69%	63%	60%
No	22%	21%	24%	20%	22%	21%	26%	19%	19%	25%	19%	21%	24%
Not sure	14%	14%	16%	8%	11%	8%	12%	13%	12%	8%	12%	15%	16%
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(936)	(285)	(397)	(254)	(358)	(304)	(394)	(242)	(192)	(167)	(191)	(353)	(225)

Daily Survey: Companies Marketing Around Holidays

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4U. Appropriate for Companies to Market — Patriot Day or 9/11 Remembrance Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	46%	52%	44%	48%	53%	50%	50%	50%	49%	38%
No	35%	39%	31%	33%	38%	34%	34%	36%	31%	33%	37%
Not sure	16%	15%	17%	22%	14%	14%	16%	14%	19%	19%	25%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(942)	(431)	(511)	(195)	(204)	(341)	(202)	(691)	(120)	(68)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	40%	47%	64%	42%	62%	46%	56%	46%	45%	49%	53%	47%
No	35%	40%	35%	29%	40%	28%	38%	31%	35%	40%	35%	30%	39%
Not sure	16%	21%	18%	8%	18%	10%	15%	13%	19%	15%	16%	18%	14%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(942)	(287)	(394)	(261)	(364)	(304)	(397)	(250)	(193)	(166)	(194)	(351)	(231)

Daily Survey: Companies Marketing Around Holidays

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4V. Appropriate for Companies to Market — July 4th/Independence Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	74%	72%	77%	64%	68%	82%	78%	77%	71%	64%	66%
No	16%	16%	15%	18%	21%	11%	15%	14%	20%	21%	20%
Not sure	10%	12%	8%	19%	11%	7%	6%	9%	9%	15%	14%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(935)	(426)	(509)	(189)	(204)	(339)	(203)	(693)	(120)	(64)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	74%	72%	71%	82%	74%	85%	71%	76%	81%	80%	79%	69%	75%
No	16%	18%	16%	13%	18%	11%	20%	16%	9%	12%	15%	18%	16%
Not sure	10%	10%	13%	5%	9%	4%	9%	9%	11%	9%	6%	13%	9%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	101%	101%	100%	100%	100%
Unweighted N	(935)	(281)	(396)	(258)	(358)	(302)	(397)	(247)	(188)	(165)	(189)	(356)	(225)

Daily Survey: Companies Marketing Around Holidays

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4W. Appropriate for Companies to Market — Columbus Day/Indigenous People's Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	45%	47%	38%	41%	54%	49%	48%	46%	43%	40%
No	35%	36%	34%	31%	41%	34%	33%	34%	35%	37%	39%
Not sure	19%	19%	19%	32%	18%	13%	18%	19%	19%	20%	21%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(930)	(424)	(506)	(191)	(202)	(337)	(200)	(690)	(115)	(67)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	42%	44%	54%	46%	54%	45%	49%	49%	54%	48%	45%	41%
No	35%	38%	34%	32%	35%	31%	36%	33%	34%	29%	32%	35%	41%
Not sure	19%	20%	21%	14%	19%	15%	20%	18%	17%	17%	20%	19%	18%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(930)	(278)	(390)	(262)	(358)	(303)	(392)	(249)	(189)	(169)	(189)	(348)	(224)

Daily Survey: Companies Marketing Around Holidays

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4X. Appropriate for Companies to Market — Lunar New Year

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	50%	49%	50%	50%	49%	50%	51%	48%	44%	47%
No	26%	27%	25%	22%	25%	29%	27%	26%	30%	25%	22%
Not sure	24%	23%	26%	28%	25%	22%	24%	23%	22%	31%	31%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(926)	(424)	(502)	(183)	(205)	(337)	(201)	(685)	(114)	(69)	(58)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	53%	45%	52%	56%	46%	49%	52%	54%	59%	42%	47%	53%
No	26%	24%	26%	29%	24%	31%	29%	25%	24%	26%	32%	25%	23%
Not sure	24%	23%	29%	19%	20%	23%	22%	23%	22%	15%	26%	28%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(926)	(283)	(389)	(254)	(356)	(300)	(391)	(242)	(189)	(166)	(191)	(344)	(225)

Daily Survey: Companies Marketing Around Holidays

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4Y. Appropriate for Companies to Market — International Women’s Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	52%	47%	56%	46%	53%	54%	54%	52%	60%	44%	47%
No	30%	34%	26%	26%	32%	31%	29%	30%	23%	33%	32%
Not sure	19%	19%	18%	29%	15%	15%	17%	18%	16%	23%	21%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(936)	(426)	(510)	(192)	(200)	(340)	(204)	(694)	(116)	(67)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	52%	58%	48%	50%	61%	48%	52%	52%	57%	56%	52%	50%	51%
No	30%	23%	30%	37%	23%	38%	31%	29%	28%	29%	33%	27%	32%
Not sure	19%	19%	22%	13%	16%	14%	17%	19%	15%	16%	15%	23%	17%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(936)	(284)	(389)	(263)	(359)	(305)	(400)	(245)	(188)	(166)	(192)	(348)	(230)

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4Z. Appropriate for Companies to Market — Holi

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	24%	26%	32%	29%	24%	18%	24%	22%	37%	22%
No	22%	23%	22%	21%	29%	21%	19%	22%	26%	20%	25%
Not sure	52%	52%	52%	47%	42%	55%	63%	54%	52%	43%	53%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(937)	(427)	(510)	(192)	(202)	(341)	(202)	(690)	(118)	(70)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	31%	19%	28%	25%	22%	26%	27%	28%	34%	18%	23%	30%
No	22%	20%	25%	21%	22%	23%	25%	21%	18%	25%	24%	22%	19%
Not sure	52%	48%	56%	50%	53%	55%	48%	52%	55%	41%	58%	55%	51%
Totals	99%	99%	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(937)	(280)	(398)	(259)	(354)	(304)	(399)	(244)	(189)	(164)	(186)	(363)	(224)

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4AA. Appropriate for Companies to Market — Passover

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	47%	51%	36%	49%	53%	52%	51%	40%	48%	42%
No	32%	34%	31%	33%	31%	32%	34%	31%	35%	37%	36%
Not sure	19%	20%	18%	30%	20%	15%	14%	18%	24%	15%	22%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(922)	(428)	(494)	(188)	(199)	(334)	(201)	(687)	(116)	(64)	(55)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	50%	42%	58%	51%	60%	46%	52%	53%	56%	50%	46%	46%
No	32%	30%	34%	33%	30%	31%	36%	31%	29%	28%	34%	31%	37%
Not sure	19%	20%	25%	9%	19%	10%	18%	17%	18%	16%	16%	23%	17%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(922)	(281)	(387)	(254)	(355)	(305)	(390)	(244)	(185)	(166)	(190)	(342)	(224)

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4AB. Appropriate for Companies to Market — Eid

Do you think it is appropriate for companies to market products tied to the following occasions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	28%	24%	29%	29%	24%	22%	24%	29%	34%	23%
No	25%	27%	23%	25%	29%	25%	21%	24%	24%	27%	32%
Not sure	49%	46%	53%	46%	42%	51%	57%	52%	47%	39%	46%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(938)	(426)	(512)	(190)	(202)	(343)	(203)	(695)	(116)	(67)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	31%	24%	24%	30%	22%	26%	29%	28%	37%	24%	21%	27%
No	25%	23%	24%	28%	23%	26%	27%	21%	25%	25%	27%	22%	27%
Not sure	49%	46%	52%	49%	48%	52%	47%	51%	47%	38%	49%	57%	46%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(938)	(281)	(397)	(260)	(358)	(307)	(400)	(245)	(190)	(167)	(192)	(351)	(228)

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4AC. Appropriate for Companies to Market — Election Day

Do you think it is appropriate for companies to market products tied to the following occasions?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	44%	52%	44%	50%	51%	46%	49%	47%	42%	49%
No	37%	43%	32%	33%	36%	37%	41%	38%	34%	39%	34%
Not sure	15%	13%	16%	23%	14%	12%	13%	13%	19%	18%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(928)	(424)	(504)	(188)	(203)	(336)	(201)	(685)	(120)	(67)	(56)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	49%	45%	51%	52%	50%	47%	53%	49%	52%	52%	44%	47%
No	37%	33%	39%	39%	33%	40%	39%	35%	36%	37%	35%	35%	42%
Not sure	15%	18%	16%	10%	15%	10%	14%	12%	15%	11%	13%	20%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(928)	(286)	(386)	(256)	(358)	(300)	(395)	(242)	(189)	(160)	(192)	(353)	(223)

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Interviewing Dates	June 28 - July 2, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.33 to 4.769, with a mean of one and a standard deviation of 0.449.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.