HarrisX Brand Safety

The Future of News Study was conducted among 49,990 U.S. adults across the United States from March 29 to April 19, 2024. HarrisX, a Stagwell company and a leading global research consultancy, conducted the quantitative survey-based online interviews. The sampling margin of error is +/-0.44% for the total study sample, +/-1.32 for each news article tested, and +/-4.38 for each variation of study stimulus.

The survey data was weighted to a nationally representative sample of American adults across key demographics, including age, gender, region, race/ethnicity, education, and income, to align with the US census.

D1: What is your sex?

Column %	Total	Cells								
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports	
Male	49%	49%	49%	49%	49%	49%	49%	49%	49%	
Female	51%	51%	51%	51%	51%	51%	51%	51%	51%	
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*	

D1: What is your sex?

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Male	49%	100%	0%	43%	50%	46%	51%	63%
Female	51%	0%	100%	57%	50%	54%	49%	37%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

D1: What is your sex?

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Male	49%	48%	49%	48%	49%	41%	45%	56%
Female	51%	52%	51%	52%	51%	59%	55%	44%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

D1: What is your sex?

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Male	49%	39%	52%	59%	42%	53%	46%	47%
Female	51%	61%	48%	41%	58%	47%	54%	53%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QAge: QAge

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
18-29	18%	18%	17%	19%	18%	18%	18%	18%	18%
30-39	19%	19%	18%	19%	18%	18%	19%	19%	19%
40-49	17%	17%	17%	17%	17%	17%	16%	16%	17%
50-64	23%	22%	24%	21%	22%	22%	23%	23%	23%
65+	24%	24%	24%	24%	24%	24%	24%	24%	24%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QAge: QAge

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
18-29	18%	17%	20%	100%	16%	0%	0%	0%
30-39	19%	19%	18%	0%	65%	0%	0%	0%
40-49	17%	16%	17%	0%	19%	46%	0%	0%
50-64	23%	21%	24%	0%	0%	54%	30%	0%
65+	24%	27%	22%	0%	0%	0%	70%	100%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QAge: QAge

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
18-29	18%	34%	11%	30%	25%	37%	20%	12%
30-39	19%	25%	16%	22%	21%	22%	18%	19%
40-49	17%	18%	16%	17%	18%	18%	16%	17%
50-64	23%	15%	25%	20%	20%	16%	23%	22%
65+	24%	7%	32%	11%	15%	7%	23%	29%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QAge: QAge

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
18-29	18%	21%	17%	14%	30%	15%	17%	23%
30-39	19%	19%	18%	19%	12%	16%	19%	21%
40-49	17%	16%	16%	19%	11%	15%	17%	18%
50-64	23%	22%	22%	24%	18%	25%	22%	20%
65+	24%	22%	27%	23%	29%	29%	25%	18%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

H2: Generation

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Gen Z	13%	13%	13%	15%	13%	13%	14%	13%	13%
Millennials	29%	29%	28%	29%	28%	28%	28%	29%	29%
Gen X	25%	24%	25%	24%	26%	25%	25%	25%	25%
Baby Boomers	30%	30%	31%	28%	29%	30%	30%	30%	30%
Silent	3%	4%	3%	4%	4%	3%	4%	3%	3%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

H2: Generation

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Gen Z	13%	12%	15%	100%	0%	0%	0%	0%
Millennials	29%	29%	28%	0%	100%	0%	0%	0%
Gen X	25%	23%	26%	0%	0%	100%	0%	0%
Baby Boomers	30%	31%	28%	0%	0%	0%	100%	0%
Silent	3%	4%	2%	0%	0%	0%	0%	100%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

H2: Generation

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Gen Z	13%	26%	8%	23%	19%	31%	15%	8%
Millennials	29%	39%	24%	35%	34%	33%	28%	29%
Gen X	25%	23%	25%	25%	24%	24%	25%	25%
Baby Boomers	30%	11%	38%	17%	20%	11%	29%	34%
Silent	3%	1%	5%	1%	2%	1%	3%	5%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

H2: Generation

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Gen Z	13%	16%	12%	11%	25%	11%	12%	18%
Millennials	29%	29%	28%	29%	20%	25%	30%	32%
Gen X	25%	24%	23%	28%	17%	25%	24%	25%
Baby Boomers	30%	28%	32%	29%	32%	35%	30%	23%
Silent	3%	3%	4%	3%	6%	4%	3%	2%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

H21: Race/Ethnicity

Column %	Total	Cells								
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports	
Hispanic	16%	16%	16%	16%	16%	16%	16%	16%	16%	
White	64%	64%	64%	64%	64%	64%	64%	64%	64%	
Black/African American	11%	11%	11%	11%	11%	11%	11%	11%	11%	
Other	9%	9%	9%	9%	9%	9%	9%	9%	9%	
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*	

H21: Race/Ethnicity

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Hispanic	16%	16%	16%	31%	22%	15%	6%	4%
White	64%	64%	63%	36%	54%	65%	81%	87%
Black/African American	11%	11%	12%	19%	14%	11%	7%	3%
Other	9%	9%	9%	13%	11%	9%	6%	5%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

H21: Race/Ethnicity

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Hispanic	16%	100%	0%	0%	0%	26%	17%	13%
White	64%	0%	100%	0%	0%	49%	62%	69%
Black/African American	11%	0%	0%	100%	0%	15%	13%	8%
Other	9%	0%	0%	0%	100%	10%	8%	11%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

H21: Race/Ethnicity

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Hispanic	16%	19%	15%	13%	16%	13%	18%	18%
White	64%	57%	65%	71%	52%	77%	56%	58%
Black/African American	11%	15%	10%	7%	11%	4%	18%	12%
Other	9%	9%	9%	9%	21%	7%	9%	13%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

H5: Education

Column %	Total	Cells								
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports	
Less than high school	5%	5%	6%	6%	6%	5%	5%	5%	5%	
HS to less than 4-year	57%	57%	56%	56%	56%	57%	57%	57%	57%	
4-year college+	38%	38%	38%	38%	38%	38%	38%	38%	38%	
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*	

H5: Education

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Less than high school	5%	5%	6%	13%	6%	5%	2%	2%
HS to less than 4-year	57%	52%	61%	64%	55%	57%	55%	48%
4-year college+	38%	43%	33%	23%	39%	38%	43%	51%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

H5: Education

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Less than high school	5%	9%	4%	7%	6%	100%	0%	0%
HS to less than 4-year	57%	61%	55%	67%	48%	0%	100%	0%
4-year college+	38%	30%	41%	26%	46%	0%	0%	100%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

H5: Education

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Less than high school	5%	10%	3%	2%	12%	5%	4%	9%
HS to less than 4-year	57%	73%	58%	34%	58%	59%	51%	61%
4-year college+	38%	17%	40%	65%	30%	37%	45%	31%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QFAV2: Please indicate how favorable or unfavorable you are towards the brand. If you do not know enough about the company to have an opinion, please indicate so.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	71%	70%	71%	68%	69%	72%	70%	73%	72%
Very favorable	30%	28%	30%	30%	28%	31%	29%	30%	32%
Somewhat favorable	41%	41%	41%	38%	40%	41%	40%	42%	40%
Somewhat unfavorable	13%	13%	14%	15%	14%	13%	14%	12%	12%
Very unfavorable	6%	7%	6%	7%	7%	6%	6%	6%	6%
BOTTOM 2 BOX	19%	20%	19%	21%	21%	19%	20%	18%	18%
Don't know	10%	10%	9%	11%	10%	9%	11%	10%	10%
Unweighted Sample	49990	5557	5560	5530	5557	5557	5552	5556	5560

QFAV2: Please indicate how favorable or unfavorable you are towards the brand. If you do not know enough about the company to have an opinion, please indicate so.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	71%	72%	69%	70%	74%	73%	67%	66%
Very favorable	30%	32%	29%	29%	35%	32%	26%	23%
Somewhat favorable	41%	41%	41%	41%	39%	41%	42%	43%
Somewhat unfavorable	13%	14%	13%	15%	13%	12%	14%	12%
Very unfavorable	6%	6%	6%	6%	6%	5%	7%	7%
BOTTOM 2 BOX	19%	20%	18%	21%	19%	17%	21%	18%
Don't know	10%	8%	12%	9%	7%	10%	12%	16%
Unweighted Sample	49990	22202	27788	6128	13891	13480	14888	1601

QFAV2: Please indicate how favorable or unfavorable you are towards the brand. If you do not know enough about the company to have an opinion, please indicate so.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	71%	74%	70%	75%	66%	66%	70%	73%
Very favorable	30%	34%	29%	37%	24%	29%	30%	31%
Somewhat favorable	41%	39%	41%	39%	42%	37%	40%	42%
Somewhat unfavorable	13%	13%	13%	11%	15%	13%	13%	14%
Very unfavorable	6%	5%	6%	5%	7%	8%	6%	6%
BOTTOM 2 BOX	19%	19%	20%	16%	22%	21%	19%	20%
Don't know	10%	8%	10%	9%	12%	13%	11%	8%
Unweighted Sample	49990	6541	34124	6278	3047	2893	29777	17320

QFAV2: Please indicate how favorable or unfavorable you are towards the brand. If you do not know enough about the company to have an opinion, please indicate so.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	71%	69%	71%	73%	56%	71%	74%	66%
Very favorable	30%	30%	29%	32%	16%	31%	34%	25%
Somewhat favorable	41%	39%	42%	41%	40%	41%	40%	42%
Somewhat unfavorable	13%	13%	14%	13%	15%	13%	12%	15%
Very unfavorable	6%	6%	6%	6%	7%	7%	5%	6%
BOTTOM 2 BOX	19%	19%	20%	19%	22%	20%	17%	21%
Don't know	10%	12%	9%	8%	22%	9%	9%	12%
Unweighted Sample	49990	21020	16107	11157	1706	16902	17527	15561

QBPI2: Please indicate how likely or unlikely you are to make a purchase or use services from the brand over the next 6 months.

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	62%	62%	63%	62%	61%	64%	61%	62%	64%
Very likely	37%	36%	37%	37%	36%	38%	36%	37%	38%
Somewhat likely	25%	26%	26%	25%	25%	26%	25%	25%	25%
Somewhat unlikely	13%	13%	13%	13%	14%	13%	14%	14%	13%
Very unlikely	18%	19%	18%	18%	19%	17%	18%	18%	17%
BOTTOM 2 BOX	31%	32%	31%	31%	33%	30%	33%	32%	30%
Don't know	6%	6%	6%	6%	6%	6%	6%	6%	6%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QBPI2: Please indicate how likely or unlikely you are to make a purchase or use services from the brand over the next 6 months.

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	62%	65%	60%	65%	70%	64%	54%	49%
Very likely	37%	39%	35%	36%	42%	38%	32%	31%
Somewhat likely	25%	26%	25%	29%	28%	26%	22%	18%
Somewhat unlikely	13%	14%	13%	14%	12%	13%	15%	15%
Very unlikely	18%	17%	19%	15%	13%	16%	24%	28%
BOTTOM 2 BOX	31%	30%	32%	29%	25%	29%	40%	43%
Don't know	6%	5%	7%	5%	5%	6%	7%	9%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QBPI2: Please indicate how likely or unlikely you are to make a purchase or use services from the brand over the next 6 months.

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	62%	69%	60%	69%	60%	61%	61%	64%
Very likely	37%	40%	36%	41%	32%	35%	36%	39%
Somewhat likely	25%	28%	24%	28%	28%	26%	25%	25%
Somewhat unlikely	13%	12%	14%	12%	14%	13%	13%	14%
Very unlikely	18%	14%	20%	13%	18%	17%	18%	18%
BOTTOM 2 BOX	31%	25%	34%	25%	32%	29%	32%	32%
Don't know	6%	6%	6%	6%	8%	9%	7%	4%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QBPI2: Please indicate how likely or unlikely you are to make a purchase or use services from the brand over the next 6 months.

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	62%	60%	63%	66%	45%	63%	65%	59%
Very likely	37%	35%	37%	41%	23%	38%	40%	32%
Somewhat likely	25%	25%	26%	25%	23%	25%	25%	27%
Somewhat unlikely	13%	13%	14%	13%	15%	13%	13%	14%
Very unlikely	18%	19%	18%	17%	25%	18%	17%	19%
BOTTOM 2 BOX	31%	32%	32%	30%	40%	32%	30%	33%
Don't know	6%	8%	5%	4%	14%	6%	5%	8%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QATTR2r1: Cares about its customers - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	70%	69%	71%	68%	68%	71%	70%	70%	72%
Very well	31%	30%	31%	31%	29%	31%	30%	31%	32%
Somewhat well	39%	38%	40%	37%	39%	40%	40%	39%	40%
Not too well	12%	13%	13%	13%	13%	12%	13%	12%	11%
Not at all well	6%	6%	6%	7%	7%	6%	6%	6%	5%
BOTTOM 2 BOX	19%	20%	19%	20%	20%	18%	19%	19%	17%
Don't know	11%	12%	10%	12%	12%	11%	12%	11%	11%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QATTR2r1: Cares about its customers - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	70%	71%	69%	72%	73%	71%	66%	65%
Very well	31%	32%	30%	33%	35%	31%	26%	27%
Somewhat well	39%	39%	39%	40%	38%	40%	40%	38%
Not too well	12%	13%	12%	12%	12%	12%	13%	11%
Not at all well	6%	7%	6%	5%	6%	6%	7%	6%
BOTTOM 2 BOX	19%	20%	17%	18%	18%	18%	20%	17%
Don't know	11%	9%	14%	10%	9%	11%	14%	18%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QATTR2r1: Cares about its customers - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	70%	74%	68%	76%	66%	71%	70%	70%
Very well	31%	35%	29%	39%	26%	36%	31%	29%
Somewhat well	39%	39%	40%	37%	40%	35%	39%	41%
Not too well	12%	11%	13%	9%	14%	11%	12%	13%
Not at all well	6%	5%	7%	4%	7%	5%	6%	7%
BOTTOM 2 BOX	19%	16%	20%	13%	22%	16%	18%	20%
Don't know	11%	10%	12%	10%	12%	13%	12%	10%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QATTR2r1: Cares about its customers - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	70%	70%	70%	71%	57%	70%	73%	66%
Very well	31%	32%	30%	31%	19%	31%	34%	27%
Somewhat well	39%	38%	40%	40%	38%	40%	39%	39%
Not too well	12%	11%	13%	13%	12%	13%	11%	13%
Not at all well	6%	6%	7%	6%	8%	6%	6%	7%
BOTTOM 2 BOX	19%	17%	19%	20%	20%	19%	17%	20%
Don't know	11%	13%	11%	9%	24%	11%	10%	14%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QATTR2r2: Is a trustworthy company - Please indicate how well do you think each phrase or word describes the brand.

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	72%	71%	71%	71%	70%	72%	71%	72%	74%
Very well	34%	33%	33%	33%	32%	34%	34%	34%	36%
Somewhat well	38%	38%	38%	37%	38%	38%	37%	38%	38%
Not too well	10%	11%	11%	11%	11%	10%	11%	11%	9%
Not at all well	6%	7%	6%	6%	7%	6%	6%	6%	6%
BOTTOM 2 BOX	17%	17%	18%	18%	18%	16%	17%	17%	15%
Don't know	11%	12%	11%	12%	12%	11%	12%	11%	11%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QATTR2r2: Is a trustworthy company - Please indicate how well do you think each phrase or word describes the brand.

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	72%	73%	70%	73%	74%	72%	69%	68%
Very well	34%	35%	32%	36%	37%	34%	29%	32%
Somewhat well	38%	38%	38%	37%	37%	38%	39%	37%
Not too well	10%	11%	10%	11%	11%	10%	10%	8%
Not at all well	6%	7%	6%	6%	6%	6%	7%	6%
BOTTOM 2 BOX	17%	18%	16%	17%	17%	16%	17%	14%
Don't know	11%	9%	14%	10%	9%	11%	14%	17%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QATTR2r2: Is a trustworthy company - Please indicate how well do you think each phrase or word describes the brand.

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	72%	75%	71%	76%	68%	72%	71%	72%
Very well	34%	38%	32%	41%	30%	37%	34%	33%
Somewhat well	38%	37%	39%	35%	38%	34%	37%	39%
Not too well	10%	10%	11%	8%	12%	9%	10%	11%
Not at all well	6%	5%	7%	5%	7%	5%	6%	7%
BOTTOM 2 BOX	17%	16%	17%	13%	20%	14%	16%	18%
Don't know	11%	9%	12%	11%	12%	14%	13%	9%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QATTR2r2: Is a trustworthy company - Please indicate how well do you think each phrase or word describes the brand.

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	72%	71%	72%	74%	59%	73%	74%	67%
Very well	34%	34%	33%	35%	20%	34%	37%	29%
Somewhat well	38%	37%	39%	39%	39%	38%	37%	38%
Not too well	10%	10%	11%	11%	10%	10%	10%	12%
Not at all well	6%	6%	7%	6%	7%	6%	6%	7%
BOTTOM 2 BOX	17%	16%	17%	17%	17%	17%	15%	19%
Don't know	11%	13%	11%	9%	24%	11%	10%	14%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QATTR2r3: Offers good value to its customers - Please indicate how well do you think each phrase or word describes the brand.

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	74%	73%	75%	73%	73%	75%	75%	75%	76%
Very well	34%	33%	35%	34%	32%	33%	34%	34%	35%
Somewhat well	40%	40%	40%	39%	41%	42%	41%	40%	40%
Not too well	11%	12%	12%	12%	12%	11%	12%	11%	11%
Not at all well	5%	6%	6%	6%	7%	5%	5%	5%	5%
BOTTOM 2 BOX	17%	18%	17%	17%	18%	16%	17%	16%	16%
Don't know	9%	9%	8%	9%	9%	8%	8%	9%	8%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QATTR2r3: Offers good value to its customers - Please indicate how well do you think each phrase or word describes the brand.

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	74%	75%	74%	77%	78%	74%	70%	71%
Very well	34%	35%	34%	37%	40%	34%	28%	29%
Somewhat well	40%	41%	40%	40%	39%	40%	42%	42%
Not too well	11%	12%	11%	10%	10%	12%	13%	10%
Not at all well	5%	6%	5%	4%	5%	5%	7%	6%
BOTTOM 2 BOX	17%	18%	16%	14%	15%	17%	20%	17%
Don't know	9%	7%	11%	8%	7%	9%	10%	12%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QATTR2r3: Offers good value to its customers - Please indicate how well do you think each phrase or word describes the brand.

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	74%	78%	73%	80%	71%	74%	74%	75%
Very well	34%	39%	32%	44%	30%	38%	34%	33%
Somewhat well	40%	38%	41%	36%	41%	36%	39%	42%
Not too well	11%	10%	12%	8%	13%	9%	11%	13%
Not at all well	5%	4%	6%	4%	6%	5%	5%	6%
BOTTOM 2 BOX	17%	15%	18%	12%	19%	14%	16%	18%
Don't know	9%	8%	9%	8%	10%	12%	10%	7%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QATTR2r3: Offers good value to its customers - Please indicate how well do you think each phrase or word describes the brand.

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	74%	74%	75%	76%	62%	74%	78%	70%
Very well	34%	35%	34%	34%	22%	34%	37%	30%
Somewhat well	40%	39%	41%	41%	40%	40%	40%	40%
Not too well	11%	10%	12%	12%	12%	12%	10%	12%
Not at all well	5%	5%	6%	5%	7%	6%	5%	6%
BOTTOM 2 BOX	17%	16%	18%	18%	19%	18%	15%	18%
Don't know	9%	10%	8%	7%	20%	8%	7%	11%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QATTR2r4: Is a company I would want to work at - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	49%	49%	48%	49%	48%	50%	49%	49%	51%
Very well	22%	22%	22%	23%	21%	22%	22%	22%	23%
Somewhat well	27%	26%	27%	27%	27%	27%	27%	27%	28%
Not too well	17%	17%	18%	17%	17%	17%	18%	17%	17%
Not at all well	20%	21%	19%	20%	21%	19%	20%	19%	18%
BOTTOM 2 BOX	37%	38%	38%	37%	38%	36%	38%	36%	35%
Don't know	14%	14%	14%	14%	14%	14%	14%	15%	14%
Unweighted Sample	49990	5557	5560	5530	5557	5557	5552	5556	5560

QATTR2r4: Is a company I would want to work at - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	49%	52%	46%	52%	57%	51%	40%	35%
Very well	22%	24%	20%	24%	28%	23%	16%	13%
Somewhat well	27%	28%	26%	29%	28%	28%	24%	21%
Not too well	17%	18%	17%	19%	16%	16%	18%	17%
Not at all well	20%	20%	20%	18%	17%	18%	24%	27%
BOTTOM 2 BOX	37%	37%	37%	38%	33%	34%	42%	44%
Don't know	14%	11%	17%	10%	10%	14%	19%	21%
Unweighted Sample	49990	22202	27788	6128	13891	13480	14888	1601

QATTR2r4: Is a company I would want to work at - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	49%	58%	45%	61%	47%	56%	49%	47%
Very well	22%	28%	19%	32%	20%	26%	22%	21%
Somewhat well	27%	30%	26%	29%	27%	30%	27%	26%
Not too well	17%	16%	18%	14%	19%	15%	17%	18%
Not at all well	20%	16%	22%	14%	20%	15%	19%	22%
BOTTOM 2 BOX	37%	32%	40%	28%	38%	29%	35%	40%
Don't know	14%	11%	15%	12%	15%	14%	15%	13%
Unweighted Sample	49990	6541	34124	6278	3047	2893	29777	17320

QATTR2r4: Is a company I would want to work at - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	49%	51%	48%	48%	34%	48%	53%	46%
Very well	22%	24%	21%	22%	11%	21%	25%	19%
Somewhat well	27%	28%	27%	26%	23%	27%	27%	27%
Not too well	17%	15%	18%	19%	17%	18%	16%	18%
Not at all well	20%	18%	20%	22%	22%	20%	19%	20%
BOTTOM 2 BOX	37%	33%	38%	40%	39%	38%	35%	38%
Don't know	14%	16%	13%	12%	26%	14%	13%	16%
Unweighted Sample	49990	21020	16107	11157	1706	16902	17527	15561

QATTR2r5: Has the right values - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	66%	65%	66%	65%	63%	67%	66%	66%	68%
Very well	28%	28%	29%	28%	27%	29%	28%	28%	31%
Somewhat well	37%	37%	37%	37%	36%	38%	38%	38%	38%
Not too well	12%	12%	13%	12%	12%	12%	12%	12%	10%
Not at all well	7%	7%	7%	8%	8%	6%	6%	6%	7%
BOTTOM 2 BOX	18%	19%	19%	20%	20%	18%	18%	18%	17%
Don't know	16%	16%	15%	15%	16%	15%	16%	16%	15%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QATTR2r5: Has the right values - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	66%	67%	65%	70%	70%	67%	59%	60%
Very well	28%	30%	27%	31%	34%	28%	23%	24%
Somewhat well	37%	38%	37%	40%	36%	38%	37%	36%
Not too well	12%	12%	11%	12%	12%	11%	12%	9%
Not at all well	7%	8%	6%	6%	6%	6%	8%	8%
BOTTOM 2 BOX	18%	20%	17%	18%	18%	18%	20%	17%
Don't know	16%	13%	18%	12%	11%	16%	20%	23%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QATTR2r5: Has the right values - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	66%	72%	64%	74%	63%	68%	67%	65%
Very well	28%	34%	26%	38%	25%	33%	29%	27%
Somewhat well	37%	38%	38%	36%	38%	35%	38%	38%
Not too well	12%	11%	12%	10%	15%	11%	11%	13%
Not at all well	7%	5%	7%	5%	7%	6%	6%	7%
BOTTOM 2 BOX	18%	16%	19%	14%	22%	17%	17%	20%
Don't know	16%	12%	17%	12%	15%	15%	16%	15%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QATTR2r5: Has the right values - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	66%	67%	65%	66%	53%	66%	69%	62%
Very well	28%	29%	28%	29%	17%	28%	32%	24%
Somewhat well	37%	38%	38%	37%	36%	38%	37%	38%
Not too well	12%	11%	12%	13%	11%	11%	11%	13%
Not at all well	7%	6%	7%	7%	7%	8%	6%	7%
BOTTOM 2 BOX	18%	17%	20%	20%	19%	19%	16%	20%
Don't know	16%	16%	15%	14%	28%	15%	14%	18%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QATTR2r6: Has quality products/services - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	78%	76%	79%	77%	76%	78%	78%	78%	80%
Very well	38%	37%	38%	38%	37%	38%	38%	38%	40%
Somewhat well	40%	39%	40%	39%	39%	40%	40%	40%	40%
Not too well	10%	10%	10%	10%	11%	10%	10%	10%	9%
Not at all well	5%	5%	4%	5%	5%	5%	5%	5%	4%
BOTTOM 2 BOX	14%	15%	14%	15%	16%	14%	15%	14%	13%
Don't know	8%	8%	7%	8%	8%	8%	8%	8%	7%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QATTR2r6: Has quality products/services - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	78%	79%	76%	78%	80%	79%	76%	77%
Very well	38%	39%	37%	39%	42%	38%	34%	36%
Somewhat well	40%	40%	39%	38%	38%	40%	41%	40%
Not too well	10%	10%	10%	10%	10%	10%	10%	8%
Not at all well	5%	5%	4%	4%	5%	4%	5%	5%
BOTTOM 2 BOX	14%	15%	14%	15%	14%	14%	15%	13%
Don't know	8%	6%	10%	8%	6%	8%	9%	11%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QATTR2r6: Has quality products/services - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	78%	79%	77%	82%	74%	75%	77%	79%
Very well	38%	42%	37%	46%	33%	39%	39%	38%
Somewhat well	40%	37%	41%	36%	42%	36%	38%	42%
Not too well	10%	10%	10%	7%	12%	9%	9%	11%
Not at all well	5%	4%	5%	4%	6%	4%	5%	5%
BOTTOM 2 BOX	14%	14%	15%	11%	18%	14%	14%	15%
Don't know	8%	7%	8%	7%	8%	11%	9%	5%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QATTR2r6: Has quality products/services - Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	78%	76%	79%	80%	67%	79%	80%	74%
Very well	38%	39%	38%	38%	24%	39%	41%	34%
Somewhat well	40%	38%	40%	41%	43%	40%	39%	40%
Not too well	10%	9%	10%	11%	9%	10%	9%	11%
Not at all well	5%	5%	4%	5%	5%	5%	4%	5%
BOTTOM 2 BOX	14%	14%	14%	15%	15%	14%	13%	16%
Don't know	8%	10%	7%	5%	18%	7%	6%	10%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QNEWS1: How closely do you follow the news?

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
TOP 2 BOX	73%	73%	74%	71%	73%	73%	73%	71%	73%
Very closely	25%	25%	25%	24%	24%	24%	25%	24%	25%
Somewhat closely	48%	47%	49%	47%	48%	49%	48%	47%	48%
Not too closely	20%	20%	19%	21%	20%	20%	20%	21%	20%
Not at all closely	7%	7%	7%	8%	7%	7%	7%	8%	8%
BOTTOM 2 BOX	27%	27%	26%	29%	27%	27%	27%	29%	27%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QNEWS1: How closely do you follow the news?

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
TOP 2 BOX	73%	79%	67%	61%	69%	71%	81%	86%
Very closely	25%	32%	18%	16%	24%	24%	29%	33%
Somewhat closely	48%	47%	49%	45%	46%	48%	52%	53%
Not too closely	20%	16%	24%	28%	22%	21%	16%	12%
Not at all closely	7%	5%	9%	12%	9%	8%	4%	2%
BOTTOM 2 BOX	27%	21%	33%	39%	31%	29%	19%	14%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QNEWS1: How closely do you follow the news?

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
TOP 2 BOX	73%	72%	73%	75%	67%	55%	68%	82%
Very closely	25%	25%	25%	27%	18%	16%	20%	33%
Somewhat closely	48%	47%	48%	48%	49%	40%	48%	49%
Not too closely	20%	21%	20%	18%	24%	27%	23%	14%
Not at all closely	7%	7%	7%	7%	9%	18%	9%	4%
BOTTOM 2 BOX	27%	28%	27%	25%	33%	45%	32%	18%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QNEWS1: How closely do you follow the news?

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
TOP 2 BOX	73%	66%	75%	80%	55%	74%	80%	62%
Very closely	25%	19%	25%	32%	13%	25%	31%	16%
Somewhat closely	48%	46%	50%	48%	42%	49%	49%	46%
Not too closely	20%	24%	19%	15%	29%	20%	16%	26%
Not at all closely	7%	10%	6%	4%	17%	6%	4%	12%
BOTTOM 2 BOX	27%	34%	25%	20%	45%	26%	20%	38%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

QNEWS2r: SUMMARY OF TOP 2 BOX- How closely do you follow each of the following types of news?

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Political news	67%	67%	67%	65%	67%	67%	66%	66%	66%
International/global affairs news	63%	63%	63%	63%	63%	64%	62%	62%	61%
Entertainment news	51%	51%	51%	52%	50%	51%	51%	51%	52%
Sports news	50%	50%	50%	49%	49%	50%	48%	50%	52%
Financial/business news	51%	51%	51%	49%	52%	52%	50%	51%	50%
Technology news	53%	53%	54%	54%	54%	53%	53%	54%	53%
Healthcare news	63%	62%	62%	62%	62%	64%	62%	62%	63%
Economic news	64%	64%	64%	63%	65%	66%	63%	64%	63%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

QNEWS2r: SUMMARY OF TOP 2 BOX- How closely do you follow each of the following types of news?

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Political news	67%	74%	60%	55%	61%	65%	77%	82%
International/global affairs news	63%	71%	55%	56%	60%	60%	69%	75%
Entertainment news	51%	48%	54%	70%	63%	52%	33%	24%
Sports news	50%	65%	35%	50%	55%	50%	45%	45%
Financial/business news	51%	62%	40%	44%	53%	48%	53%	55%
Technology news	53%	66%	42%	58%	61%	52%	46%	46%
Healthcare news	63%	62%	63%	53%	60%	61%	69%	71%
Economic news	64%	73%	56%	53%	62%	63%	71%	74%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

QNEWS2r: SUMMARY OF TOP 2 BOX- How closely do you follow each of the following types of news?

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Political news	67%	63%	69%	65%	59%	46%	61%	77%
International/global affairs news	63%	64%	63%	61%	62%	47%	57%	73%
Entertainment news	51%	65%	44%	69%	51%	56%	51%	50%
Sports news	50%	54%	47%	61%	46%	41%	46%	56%
Financial/business news	51%	53%	49%	56%	51%	36%	44%	63%
Technology news	53%	61%	49%	63%	58%	46%	50%	60%
Healthcare news	63%	64%	61%	70%	59%	47%	59%	69%
Economic news	64%	64%	64%	66%	61%	49%	60%	73%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

QNEWS2r: SUMMARY OF TOP 2 BOX- How closely do you follow each of the following types of news?

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Political news	67%	58%	70%	75%	48%	72%	74%	51%
International/global affairs news	63%	56%	65%	71%	47%	63%	69%	55%
Entertainment news	51%	52%	50%	52%	42%	44%	61%	47%
Sports news	50%	41%	52%	60%	36%	51%	53%	43%
Financial/business news	51%	40%	53%	65%	34%	54%	53%	45%
Technology news	53%	48%	55%	61%	39%	51%	59%	50%
Healthcare news	63%	59%	64%	67%	50%	59%	72%	55%
Economic news	64%	56%	67%	74%	46%	68%	67%	56%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

Q410: Which one of the following best describes your employment status?

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Employed full time	40%	41%	38%	39%	40%	40%	39%	40%	40%
Employed part time	10%	9%	10%	10%	10%	9%	10%	10%	10%
Self-employed full time	5%	4%	4%	5%	5%	5%	5%	5%	5%
Self-employed part time	3%	3%	3%	3%	3%	3%	3%	3%	3%
Not employed, but looking for work	6%	6%	6%	6%	7%	6%	6%	7%	6%
Not employed and not looking for work	1%	1%	1%	2%	1%	2%	1%	1%	1%
Not employed, unable to work due to a disability or illness	5%	5%	6%	5%	5%	5%	5%	5%	5%
Retired	23%	23%	23%	22%	22%	23%	23%	22%	23%
Student	3%	3%	3%	3%	3%	3%	3%	3%	3%
Stay-at-home spouse or partner	5%	5%	5%	4%	5%	5%	4%	5%	5%
Unweighted Sample	49990	5557	5560	5530	5557	5557	5552	5556	5560

Q410: Which one of the following best describes your employment status?

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Employed full time	40%	46%	33%	37%	59%	51%	17%	2%
Employed part time	10%	7%	12%	19%	10%	8%	7%	3%
Self-employed full time	5%	5%	4%	4%	6%	6%	3%	2%
Self-employed part time	3%	3%	4%	3%	3%	3%	3%	2%
Not employed, but looking for work	6%	6%	6%	11%	8%	7%	2%	1%
Not employed and not looking for work	1%	1%	2%	2%	2%	2%	1%	0%
Not employed, unable to work due to a disability or illness	5%	4%	6%	2%	4%	10%	5%	1%
Retired	23%	24%	21%	0%	0%	6%	61%	87%
Student	3%	2%	4%	18%	2%	1%	0%	0%
Stay-at-home spouse or partner	5%	1%	8%	4%	7%	7%	2%	1%
Unweighted Sample	49990	22202	27788	6128	13891	13480	14888	1601

Q410: Which one of the following best describes your employment status?

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Employed full time	40%	45%	38%	42%	38%	20%	33%	51%
Employed part time	10%	13%	8%	12%	11%	12%	11%	7%
Self-employed full time	5%	5%	4%	5%	5%	5%	5%	4%
Self-employed part time	3%	3%	3%	3%	4%	4%	3%	3%
Not employed, but looking for work	6%	9%	4%	10%	8%	16%	7%	3%
Not employed and not looking for work	1%	2%	1%	2%	2%	5%	2%	1%
Not employed, unable to work due to a disability or illness	5%	5%	5%	6%	5%	12%	7%	2%
Retired	23%	8%	29%	12%	14%	8%	22%	25%
Student	3%	6%	2%	5%	5%	9%	4%	1%
Stay-at-home spouse or partner	5%	5%	5%	3%	7%	10%	5%	3%
Unweighted Sample	49990	6541	34124	6278	3047	2893	29777	17320

Q410: Which one of the following best describes your employment status?

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Employed full time	40%	23%	45%	57%	16%	40%	43%	35%
Employed part time	10%	13%	9%	7%	8%	9%	10%	11%
Self-employed full time	5%	4%	5%	5%	4%	5%	4%	6%
Self-employed part time	3%	4%	3%	2%	2%	3%	3%	4%
Not employed, but looking for work	6%	11%	4%	2%	13%	4%	5%	9%
Not employed and not looking for work	1%	2%	1%	1%	3%	1%	1%	2%
Not employed, unable to work due to a disability or illness	5%	11%	2%	1%	7%	5%	5%	6%
Retired	23%	23%	25%	19%	27%	27%	23%	17%
Student	3%	4%	2%	2%	12%	2%	3%	4%
Stay-at-home spouse or partner	5%	6%	4%	3%	8%	5%	3%	6%
Unweighted Sample	49990	21020	16107	11157	1706	16902	17527	15561

D109: For statistical purposes only, which of the following income categories best describes your total annual household income before taxes?

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Less than $15,000	9%	8%	9%	10%	9%	9%	9%	9%	9%
$15,000 to $24,999	8%	7%	8%	8%	8%	8%	7%	8%	8%
$25,000 to $34,999	9%	10%	8%	9%	9%	9%	9%	9%	9%
$35,000 to $49,999	12%	13%	12%	10%	12%	12%	13%	13%	12%
$50,000 to $74,999	19%	19%	19%	19%	19%	19%	18%	19%	18%
$75,000 to $99,999	13%	13%	13%	13%	13%	13%	13%	13%	14%
$100,000 to $124,999	10%	10%	10%	10%	10%	11%	10%	10%	10%
$125,000 to $149,999	7%	7%	8%	7%	7%	7%	8%	7%	8%
$150,000 to $199,999	6%	6%	6%	6%	6%	7%	6%	6%	6%
$200,000 to $249,999	2%	3%	2%	3%	2%	2%	2%	2%	2%
$250,000 or more	2%	2%	2%	3%	2%	2%	2%	2%	2%
Decline to answer	2%	2%	2%	2%	2%	2%	2%	2%	2%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

D109: For statistical purposes only, which of the following income categories best describes your total annual household income before taxes?

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Less than $15,000	9%	6%	11%	15%	11%	9%	4%	2%
$15,000 to $24,999	8%	6%	10%	9%	7%	8%	8%	6%
$25,000 to $34,999	9%	7%	11%	10%	9%	9%	9%	9%
$35,000 to $49,999	12%	11%	13%	11%	11%	11%	14%	15%
$50,000 to $74,999	19%	19%	18%	16%	19%	18%	20%	22%
$75,000 to $99,999	13%	15%	12%	13%	13%	12%	14%	15%
$100,000 to $124,999	10%	12%	8%	9%	11%	10%	10%	11%
$125,000 to $149,999	7%	9%	6%	5%	8%	8%	7%	8%
$150,000 to $199,999	6%	7%	5%	4%	6%	7%	6%	5%
$200,000 to $249,999	2%	3%	2%	2%	2%	3%	2%	2%
$250,000 or more	2%	3%	2%	3%	2%	3%	2%	2%
Decline to answer	2%	2%	2%	4%	1%	1%	2%	3%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

D109: For statistical purposes only, which of the following income categories best describes your total annual household income before taxes?

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Less than $15,000	9%	12%	6%	16%	10%	32%	11%	2%
$15,000 to $24,999	8%	9%	7%	10%	7%	15%	11%	3%
$25,000 to $34,999	9%	11%	8%	12%	7%	12%	12%	4%
$35,000 to $49,999	12%	14%	12%	13%	12%	12%	15%	8%
$50,000 to $74,999	19%	18%	19%	18%	18%	12%	21%	17%
$75,000 to $99,999	13%	12%	14%	10%	15%	5%	12%	17%
$100,000 to $124,999	10%	9%	11%	7%	10%	3%	7%	15%
$125,000 to $149,999	7%	5%	8%	5%	7%	2%	4%	13%
$150,000 to $199,999	6%	5%	7%	4%	6%	2%	3%	11%
$200,000 to $249,999	2%	2%	3%	1%	3%	1%	1%	5%
$250,000 or more	2%	2%	2%	2%	3%	1%	1%	5%
Decline to answer	2%	2%	2%	2%	5%	5%	2%	2%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

D109: For statistical purposes only, which of the following income categories best describes your total annual household income before taxes?

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Less than $15,000	9%	23%	0%	0%	0%	6%	7%	13%
$15,000 to $24,999	8%	21%	0%	0%	0%	7%	8%	10%
$25,000 to $34,999	9%	24%	0%	0%	0%	8%	9%	10%
$35,000 to $49,999	12%	32%	0%	0%	0%	12%	12%	12%
$50,000 to $74,999	19%	0%	59%	0%	0%	20%	18%	17%
$75,000 to $99,999	13%	0%	41%	0%	0%	15%	13%	12%
$100,000 to $124,999	10%	0%	0%	36%	0%	11%	10%	9%
$125,000 to $149,999	7%	0%	0%	26%	0%	8%	8%	6%
$150,000 to $199,999	6%	0%	0%	22%	0%	7%	7%	4%
$200,000 to $249,999	2%	0%	0%	8%	0%	2%	3%	2%
$250,000 or more	2%	0%	0%	8%	0%	3%	3%	2%
Decline to answer	2%	0%	0%	0%	100%	2%	1%	3%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

		Cells							
Column %	Total	Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	71%	70%	71%	68%	69%	72%	70%	73%	72%
Likelihood to make a purchase or use services from the brand over the next 6 months.	62%	62%	63%	62%	61%	64%	61%	62%	64%
Cares about its customers	70%	69%	71%	68%	68%	71%	70%	70%	72%
Is a trustworthy company	72%	71%	71%	71%	70%	72%	71%	72%	74%
Offers good value to its customers	74%	73%	75%	73%	73%	75%	75%	75%	76%
Is a company I would want to work at	49%	49%	48%	49%	48%	50%	49%	49%	51%
Has the right values	66%	65%	66%	65%	63%	67%	66%	66%	68%
Has quality products/services	78%	76%	79%	77%	76%	78%	78%	78%	80%
Unweighted Sample	*49990*	*5557*	*5560*	*5530*	*5557*	*5557*	*5552*	*5556*	*5560*

T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

		Sex		Generation				
Column %	Total	Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	71%	72%	69%	70%	74%	73%	67%	66%
Likelihood to make a purchase or use services from the brand over the next 6 months.	62%	65%	60%	65%	70%	64%	54%	49%
Cares about its customers	70%	71%	69%	72%	73%	71%	66%	65%
Is a trustworthy company	72%	73%	70%	73%	74%	72%	69%	68%
Offers good value to its customers	74%	75%	74%	77%	78%	74%	70%	71%
Is a company I would want to work at	49%	52%	46%	52%	57%	51%	40%	35%
Has the right values	66%	67%	65%	70%	70%	67%	59%	60%
Has quality products/services	78%	79%	76%	78%	80%	79%	76%	77%
Unweighted Sample	*49990*	*22202*	*27788*	*6128*	*13891*	*13480*	*14888*	*1601*

T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

		Race/Ethnicity				Education		
Column %	Total	Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	71%	74%	70%	75%	66%	66%	70%	73%
Likelihood to make a purchase or use services from the brand over the next 6 months.	62%	69%	60%	69%	60%	61%	61%	64%
Cares about its customers	70%	74%	68%	76%	66%	71%	70%	70%
Is a trustworthy company	72%	75%	71%	76%	68%	72%	71%	72%
Offers good value to its customers	74%	78%	73%	80%	71%	74%	74%	75%
Is a company I would want to work at	49%	58%	45%	61%	47%	56%	49%	47%
Has the right values	66%	72%	64%	74%	63%	68%	67%	65%
Has quality products/services	78%	79%	77%	82%	74%	75%	77%	79%
Unweighted Sample	*49990*	*6541*	*34124*	*6278*	*3047*	*2893*	*29777*	*17320*

T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

		Income				Party ID		
Column %	Total	< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	71%	69%	71%	73%	56%	71%	74%	66%
Likelihood to make a purchase or use services from the brand over the next 6 months.	62%	60%	63%	66%	45%	63%	65%	59%
Cares about its customers	70%	70%	70%	71%	57%	70%	73%	66%
Is a trustworthy company	72%	71%	72%	74%	59%	73%	74%	67%
Offers good value to its customers	74%	74%	75%	76%	62%	74%	78%	70%
Is a company I would want to work at	49%	51%	48%	48%	34%	48%	53%	46%
Has the right values	66%	67%	65%	66%	53%	66%	69%	62%
Has quality products/services	78%	76%	79%	80%	67%	79%	80%	74%
Unweighted Sample	*49990*	*21020*	*16107*	*11157*	*1706*	*16902*	*17527*	*15561*

GenZ: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	70%	70%	69%	67%	65%	69%	70%	71%	73%
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	65%	67%	64%	64%	66%	65%	62%	69%
Cares about its customers	72%	73%	73%	72%	70%	74%	73%	71%	75%
Is a trustworthy company	73%	71%	72%	74%	73%	73%	71%	73%	77%
Offers good value to its customers	77%	75%	78%	77%	75%	80%	79%	76%	78%
Is a company I would want to work at	52%	52%	55%	50%	50%	52%	51%	53%	55%
Has the right values	70%	72%	68%	71%	68%	72%	69%	70%	72%
Has quality products/services	78%	77%	79%	78%	76%	77%	76%	79%	80%
Unweighted Sample	*6128*	*629*	*868*	*743*	*619*	*659*	*677*	*642*	*658*

GenZ: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	70%	71%	69%	70%				
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	68%	64%	65%				
Cares about its customers	72%	73%	72%	72%				
Is a trustworthy company	73%	74%	72%	73%				
Offers good value to its customers	77%	78%	77%	77%				
Is a company I would want to work at	52%	55%	50%	52%				
Has the right values	70%	72%	69%	70%				
Has quality products/services	78%	78%	78%	78%				
Unweighted Sample	*6128*	*2411*	*3717*	*6128*	*0*	*0*	*0*	*0*

GenZ: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	70%	71%	69%	72%	67%	65%	69%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	68%	64%	68%	61%	63%	64%	71%
Cares about its customers	72%	74%	70%	75%	70%	70%	72%	74%
Is a trustworthy company	73%	76%	71%	74%	70%	73%	73%	73%
Offers good value to its customers	77%	79%	76%	78%	76%	76%	77%	80%
Is a company I would want to work at	52%	58%	47%	60%	45%	54%	51%	55%
Has the right values	70%	74%	67%	73%	68%	68%	70%	72%
Has quality products/services	78%	78%	77%	79%	78%	75%	77%	81%
Unweighted Sample	*6128*	*1661*	*2548*	*1349*	*570*	*818*	*4060*	*1250*

GenZ: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	70%	70%	72%	69%	57%	72%	74%	65%
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	66%	67%	65%	50%	68%	67%	62%
Cares about its customers	72%	73%	73%	71%	65%	74%	74%	70%
Is a trustworthy company	73%	73%	73%	74%	66%	75%	75%	69%
Offers good value to its customers	77%	77%	79%	78%	66%	78%	81%	73%
Is a company I would want to work at	52%	55%	52%	49%	43%	52%	56%	50%
Has the right values	70%	71%	69%	72%	58%	74%	72%	67%
Has quality products/services	78%	78%	79%	78%	70%	78%	81%	74%
Unweighted Sample	*6128*	*2979*	*1698*	*1062*	*389*	*1593*	*2002*	*2533*

College Educated: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	73%	71%	73%	71%	70%	74%	71%	74%	74%
Likelihood to make a purchase or use services from the brand over the next 6 months.	64%	65%	64%	65%	62%	65%	62%	63%	65%
Cares about its customers	70%	69%	72%	69%	69%	71%	70%	70%	72%
Is a trustworthy company	72%	73%	71%	71%	72%	73%	72%	72%	75%
Offers good value to its customers	75%	75%	75%	74%	74%	77%	76%	75%	76%
Is a company I would want to work at	47%	47%	47%	48%	47%	48%	47%	47%	48%
Has the right values	65%	65%	66%	64%	62%	65%	65%	65%	67%
Has quality products/services	79%	79%	80%	79%	77%	80%	79%	78%	82%
Unweighted Sample	*17320*	*1989*	*1982*	*1574*	*2021*	*1925*	*1982*	*1981*	*1936*

College Educated: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	73%	75%	70%	75%	77%	75%	68%	67%
Likelihood to make a purchase or use services from the brand over the next 6 months.	64%	67%	60%	71%	73%	66%	55%	51%
Cares about its customers	70%	73%	67%	74%	74%	72%	66%	65%
Is a trustworthy company	72%	74%	70%	73%	76%	74%	69%	68%
Offers good value to its customers	75%	76%	74%	80%	80%	75%	71%	70%
Is a company I would want to work at	47%	52%	41%	55%	57%	49%	37%	33%
Has the right values	65%	68%	61%	72%	70%	66%	58%	57%
Has quality products/services	79%	81%	77%	81%	81%	81%	77%	78%
Unweighted Sample	*17320*	*8922*	*8398*	*1250*	*4830*	*4527*	*5949*	*763*

College Educated: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	73%	76%	72%	78%	68%			73%
Likelihood to make a purchase or use services from the brand over the next 6 months.	64%	74%	62%	69%	60%			64%
Cares about its customers	70%	76%	69%	76%	66%			70%
Is a trustworthy company	72%	76%	72%	77%	69%			72%
Offers good value to its customers	75%	78%	75%	80%	71%			75%
Is a company I would want to work at	47%	59%	44%	57%	46%			47%
Has the right values	65%	72%	63%	73%	61%			65%
Has quality products/services	79%	81%	79%	83%	74%			79%
Unweighted Sample	*17320*	*1848*	*12642*	*1499*	*1331*	*0*	*0*	*17320*

College Educated: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	73%	69%	72%	75%	55%	73%	75%	68%
Likelihood to make a purchase or use services from the brand over the next 6 months.	64%	58%	64%	67%	44%	64%	66%	59%
Cares about its customers	70%	68%	69%	72%	53%	72%	72%	65%
Is a trustworthy company	72%	69%	72%	75%	55%	74%	74%	67%
Offers good value to its customers	75%	73%	74%	77%	61%	76%	77%	70%
Is a company I would want to work at	47%	45%	46%	49%	30%	47%	50%	42%
Has the right values	65%	62%	64%	67%	49%	64%	68%	59%
Has quality products/services	79%	76%	79%	81%	68%	81%	81%	75%
Unweighted Sample	*17320*	*3428*	*6216*	*7178*	*498*	*5629*	*7338*	*4353*

Affluent/$100K+ HHI: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	73%	72%	73%	72%	72%	73%	71%	74%	77%
Likelihood to make a purchase or use services from the brand over the next 6 months.	66%	64%	65%	68%	66%	67%	64%	65%	66%
Cares about its customers	71%	70%	72%	68%	69%	74%	69%	71%	73%
Is a trustworthy company	74%	73%	73%	73%	72%	76%	72%	72%	78%
Offers good value to its customers	76%	75%	77%	75%	75%	77%	75%	76%	79%
Is a company I would want to work at	48%	48%	47%	50%	48%	49%	46%	46%	50%
Has the right values	66%	65%	68%	65%	64%	68%	66%	65%	69%
Has quality products/services	80%	78%	82%	80%	78%	81%	78%	78%	82%
Unweighted Sample	*11157*	*1282*	*1223*	*846*	*1330*	*1285*	*1299*	*1321*	*1311*

Affluent/$100K+ HHI: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	73%	76%	70%	69%	78%	74%	70%	67%
Likelihood to make a purchase or use services from the brand over the next 6 months.	66%	69%	61%	65%	75%	67%	57%	52%
Cares about its customers	71%	73%	67%	71%	75%	71%	66%	69%
Is a trustworthy company	74%	76%	71%	74%	77%	74%	70%	70%
Offers good value to its customers	76%	77%	74%	78%	80%	74%	72%	73%
Is a company I would want to work at	48%	52%	42%	49%	58%	49%	38%	36%
Has the right values	66%	69%	62%	72%	72%	66%	59%	61%
Has quality products/services	80%	81%	77%	78%	82%	80%	78%	79%
Unweighted Sample	*11157*	*6238*	*4919*	*1062*	*3218*	*3331*	*3191*	*354*

Affluent/$100K+ HHI: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	73%	76%	73%	75%	68%	66%	70%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	66%	72%	65%	68%	61%	60%	63%	67%
Cares about its customers	71%	74%	70%	76%	67%	68%	68%	72%
Is a trustworthy company	74%	75%	74%	77%	70%	73%	71%	75%
Offers good value to its customers	76%	78%	75%	79%	73%	74%	74%	77%
Is a company I would want to work at	48%	57%	46%	58%	44%	45%	45%	49%
Has the right values	66%	71%	65%	73%	62%	63%	65%	67%
Has quality products/services	80%	80%	80%	81%	74%	74%	77%	81%
Unweighted Sample	*11157*	*1196*	*8389*	*870*	*702*	*166*	*3813*	*7178*

Affluent/$100K+ HHI: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	73%			73%		73%	76%	68%
Likelihood to make a purchase or use services from the brand over the next 6 months.	66%			66%		65%	69%	60%
Cares about its customers	71%			71%		71%	73%	66%
Is a trustworthy company	74%			74%		74%	76%	68%
Offers good value to its customers	76%			76%		75%	79%	70%
Is a company I would want to work at	48%			48%		46%	53%	43%
Has the right values	66%			66%		65%	70%	60%
Has quality products/services	80%			80%		79%	82%	76%
Unweighted Sample	*11157*	*0*	*0*	*11157*	*0*	*4183*	*4343*	*2631*

Female & Children (Moms): T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	73%	71%	72%	69%	71%	73%	74%	76%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	68%	67%	68%	67%	66%	70%	70%	68%	72%
Cares about its customers	73%	73%	72%	70%	72%	74%	76%	71%	76%
Is a trustworthy company	75%	72%	73%	75%	72%	77%	75%	75%	77%
Offers good value to its customers	78%	78%	75%	77%	75%	79%	80%	77%	82%
Is a company I would want to work at	55%	54%	54%	55%	55%	54%	55%	55%	56%
Has the right values	70%	69%	69%	71%	67%	72%	71%	69%	74%
Has quality products/services	80%	78%	79%	80%	79%	80%	82%	78%	83%
Unweighted Sample	*8677*	*929*	*908*	*944*	*1036*	*946*	*964*	*1001*	*1028*

Female & Children (Moms): T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	73%		73%	71%	73%	74%	75%	69%
Likelihood to make a purchase or use services from the brand over the next 6 months.	68%		68%	68%	69%	68%	65%	76%
Cares about its customers	73%		73%	74%	74%	71%	75%	82%
Is a trustworthy company	75%		75%	74%	75%	73%	77%	79%
Offers good value to its customers	78%		78%	79%	78%	76%	80%	80%
Is a company I would want to work at	55%		55%	58%	55%	51%	52%	68%
Has the right values	70%		70%	72%	71%	68%	70%	65%
Has quality products/services	80%		80%	79%	80%	80%	81%	76%
Unweighted Sample	*8677*	*0*	*8677*	*1154*	*4526*	*2487*	*490*	*20*

Female & Children (Moms): T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	73%	74%	72%	78%	70%	69%	73%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	68%	72%	66%	73%	67%	68%	68%	70%
Cares about its customers	73%	75%	71%	79%	71%	72%	74%	73%
Is a trustworthy company	75%	76%	73%	79%	73%	73%	74%	77%
Offers good value to its customers	78%	79%	77%	81%	77%	76%	78%	78%
Is a company I would want to work at	55%	60%	50%	65%	54%	62%	55%	52%
Has the right values	70%	74%	67%	77%	70%	71%	71%	68%
Has quality products/services	80%	80%	79%	83%	79%	78%	80%	80%
Unweighted Sample	*8677*	*1651*	*5084*	*1364*	*578*	*693*	*5537*	*2447*

Female & Children (Moms): T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	73%	73%	75%	72%	56%	72%	77%	70%
Likelihood to make a purchase or use services from the brand over the next 6 months.	68%	68%	69%	69%	47%	67%	72%	66%
Cares about its customers	73%	75%	74%	71%	62%	71%	77%	71%
Is a trustworthy company	75%	75%	75%	75%	60%	73%	79%	71%
Offers good value to its customers	78%	79%	79%	77%	63%	77%	81%	76%
Is a company I would want to work at	55%	59%	54%	48%	42%	52%	59%	52%
Has the right values	70%	73%	70%	68%	59%	68%	75%	68%
Has quality products/services	80%	80%	81%	79%	71%	79%	84%	77%
Unweighted Sample	*8677*	*3978*	*2688*	*1782*	*229*	*2630*	*2879*	*3168*

Follow the news closely: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	78%	74%	78%	76%	76%	79%	78%	79%	80%
Likelihood to make a purchase or use services from the brand over the next 6 months.	70%	70%	70%	72%	68%	72%	70%	69%	72%
Cares about its customers	77%	75%	79%	75%	75%	77%	78%	76%	78%
Is a trustworthy company	78%	76%	78%	78%	75%	79%	78%	78%	80%
Offers good value to its customers	80%	78%	82%	80%	78%	80%	81%	78%	81%
Is a company I would want to work at	58%	56%	61%	59%	56%	59%	58%	58%	60%
Has the right values	72%	70%	73%	72%	69%	74%	73%	71%	75%
Has quality products/services	83%	81%	85%	83%	81%	83%	84%	83%	86%
Unweighted Sample	*11636*	*1341*	*1318*	*1135*	*1305*	*1305*	*1306*	*1296*	*1307*

Follow the news closely: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	78%	79%	77%	81%	86%	80%	71%	69%
Likelihood to make a purchase or use services from the brand over the next 6 months.	70%	72%	68%	81%	84%	73%	58%	55%
Cares about its customers	77%	77%	76%	81%	86%	77%	70%	69%
Is a trustworthy company	78%	79%	77%	80%	85%	79%	72%	70%
Offers good value to its customers	80%	81%	79%	85%	88%	79%	74%	73%
Is a company I would want to work at	58%	60%	56%	70%	75%	61%	44%	36%
Has the right values	72%	73%	70%	80%	83%	73%	63%	61%
Has quality products/services	83%	84%	82%	84%	89%	84%	79%	79%
Unweighted Sample	*11636*	*6812*	*4824*	*940*	*3058*	*3012*	*4105*	*521*

Follow the news closely: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	78%	82%	76%	84%	73%	75%	77%	79%
Likelihood to make a purchase or use services from the brand over the next 6 months.	70%	78%	67%	79%	69%	72%	69%	72%
Cares about its customers	77%	82%	74%	85%	73%	76%	77%	77%
Is a trustworthy company	78%	82%	76%	84%	73%	78%	77%	78%
Offers good value to its customers	80%	83%	78%	87%	76%	82%	79%	81%
Is a company I would want to work at	58%	70%	53%	72%	55%	68%	60%	57%
Has the right values	72%	79%	69%	83%	67%	74%	73%	71%
Has quality products/services	83%	87%	82%	87%	79%	80%	83%	84%
Unweighted Sample	*11636*	*1566*	*7906*	*1633*	*531*	*429*	*5697*	*5510*

Follow the news closely: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	78%	76%	77%	80%	65%	77%	80%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	70%	67%	70%	74%	53%	70%	72%	67%
Cares about its customers	77%	77%	75%	79%	61%	76%	79%	73%
Is a trustworthy company	78%	77%	77%	80%	61%	78%	80%	74%
Offers good value to its customers	80%	79%	79%	82%	63%	79%	82%	77%
Is a company I would want to work at	58%	61%	57%	59%	39%	56%	62%	54%
Has the right values	72%	73%	71%	73%	60%	70%	75%	68%
Has quality products/services	83%	82%	83%	85%	71%	83%	85%	81%
Unweighted Sample	*11636*	*3908*	*3954*	*3554*	*220*	*3979*	*5260*	*2397*

Democrat: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells								
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports	
Favorability	74%	72%	73%	70%	75%	77%	73%	74%	75%	
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	65%	64%	64%	66%	67%	64%	64%	65%	
Cares about its customers	73%	72%	73%	72%	73%	75%	72%	71%	75%	
Is a trustworthy company	75%	74%	73%	74%	75%	76%	74%	74%	76%	
Offers good value to its customers	78%	77%	78%	75%	77%	80%	79%	77%	79%	
Is a company I would want to work at	53%	52%	51%	53%	54%	53%	51%	52%	55%	
Has the right values	69%	69%	69%	68%	69%	71%	69%	69%	71%	
Has quality products/services	80%	79%	81%	79%	79%	82%	80%	79%	82%	
Unweighted Sample	*16993*	*1901*	*1935*	*1767*	*1911*	*1878*	*1912*	*1841*	*1861*	

Democrat: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	74%	76%	72%	74%	78%	76%	70%	68%
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	69%	61%	68%	75%	67%	54%	48%
Cares about its customers	73%	75%	71%	74%	77%	74%	68%	67%
Is a trustworthy company	75%	77%	73%	75%	77%	76%	71%	69%
Offers good value to its customers	78%	79%	76%	81%	82%	78%	72%	72%
Is a company I would want to work at	53%	58%	48%	56%	62%	57%	41%	35%
Has the right values	69%	73%	67%	72%	74%	71%	64%	61%
Has quality products/services	80%	82%	79%	81%	83%	81%	77%	77%
Unweighted Sample	*16993*	*7195*	*9798*	*1891*	*4800*	*4438*	*5327*	*537*

Democrat: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	74%	76%	73%	78%	69%	73%	73%	75%
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	70%	62%	70%	62%	68%	64%	66%
Cares about its customers	73%	76%	70%	79%	69%	78%	73%	72%
Is a trustworthy company	75%	77%	73%	79%	69%	78%	75%	74%
Offers good value to its customers	78%	80%	76%	82%	75%	80%	78%	77%
Is a company I would want to work at	53%	61%	47%	62%	47%	66%	54%	50%
Has the right values	69%	73%	66%	77%	66%	73%	70%	68%
Has quality products/services	80%	82%	79%	84%	76%	80%	80%	80%
Unweighted Sample	*16993*	*2466*	*10133*	*3427*	*967*	*644*	*9138*	*7211*

Democrat: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	74%	73%	74%	76%	59%		74%	
Likelihood to make a purchase or use services from the brand over the next 6 months.	65%	62%	65%	69%	46%		65%	
Cares about its customers	73%	74%	72%	73%	58%		73%	
Is a trustworthy company	75%	74%	74%	76%	58%		75%	
Offers good value to its customers	78%	77%	77%	79%	63%		78%	
Is a company I would want to work at	53%	55%	51%	53%	32%		53%	
Has the right values	69%	70%	68%	71%	54%		69%	
Has quality products/services	80%	79%	80%	82%	67%		80%	
Unweighted Sample	*16993*	*6804*	*5501*	*4267*	*421*	*0*	*16993*	*0*

Republican: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells							
		Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	71%	71%	71%	70%	65%	71%	71%	75%	73%
Likelihood to make a purchase or use services from the brand over the next 6 months.	63%	62%	64%	63%	59%	64%	63%	63%	64%
Cares about its customers	70%	69%	72%	71%	66%	70%	71%	72%	72%
Is a trustworthy company	73%	72%	72%	73%	69%	73%	74%	73%	75%
Offers good value to its customers	74%	73%	74%	76%	71%	74%	75%	75%	76%
Is a company I would want to work at	48%	47%	48%	49%	44%	49%	48%	48%	49%
Has the right values	66%	64%	67%	67%	60%	66%	67%	65%	68%
Has quality products/services	79%	77%	80%	79%	76%	78%	79%	79%	81%
Unweighted Sample	*16371*	*1844*	*1800*	*1768*	*1836*	*1816*	*1813*	*1836*	*1851*

Republican: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex		Generation				
		Male	Female	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	71%	73%	70%	73%	76%	74%	67%	64%
Likelihood to make a purchase or use services from the brand over the next 6 months.	63%	65%	60%	69%	71%	66%	54%	50%
Cares about its customers	70%	71%	69%	74%	75%	71%	66%	65%
Is a trustworthy company	73%	74%	72%	76%	76%	74%	69%	68%
Offers good value to its customers	74%	75%	74%	79%	79%	75%	70%	71%
Is a company I would want to work at	48%	50%	46%	54%	57%	50%	40%	36%
Has the right values	66%	67%	64%	74%	72%	67%	58%	61%
Has quality products/services	79%	80%	77%	79%	81%	79%	76%	78%
Unweighted Sample	*16371*	*7996*	*8375*	*1494*	*3889*	*4512*	*5782*	*694*

Republican: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity				Education		
		Hispanic	White	Black/African American	Other	Less than high school	HS to less than 4-year	4-year college+
Favorability	71%	76%	71%	77%	69%	66%	70%	73%
Likelihood to make a purchase or use services from the brand over the next 6 months.	63%	73%	60%	73%	63%	62%	62%	64%
Cares about its customers	70%	76%	69%	78%	66%	72%	69%	72%
Is a trustworthy company	73%	78%	72%	79%	71%	74%	72%	74%
Offers good value to its customers	74%	79%	73%	82%	73%	77%	73%	76%
Is a company I would want to work at	48%	58%	45%	67%	49%	56%	48%	47%
Has the right values	66%	73%	64%	77%	64%	72%	66%	64%
Has quality products/services	79%	80%	78%	84%	75%	78%	77%	81%
Unweighted Sample	*16371*	*1649*	*13311*	*701*	*710*	*733*	*10101*	*5537*

Republican: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income				Party ID		
		< $50k	$50-100k	$100k +	Decline to answer	Republican	Democrat	Independent / Other
Favorability	71%	70%	72%	73%	57%	71%		
Likelihood to make a purchase or use services from the brand over the next 6 months.	63%	60%	63%	65%	44%	63%		
Cares about its customers	70%	70%	70%	71%	57%	70%		
Is a trustworthy company	73%	72%	72%	74%	60%	73%		
Offers good value to its customers	74%	74%	75%	75%	62%	74%		
Is a company I would want to work at	48%	51%	48%	46%	32%	48%		
Has the right values	66%	67%	65%	65%	53%	66%		
Has quality products/services	79%	77%	80%	80%	69%	79%		
Unweighted Sample	*16371*	*5939*	*5867*	*4111*	*454*	*16371*	*0*	*0*

Independent: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Cells Middle East	Crime	Trump	Biden	Inflation	Business	Entertainment	Sports
Favorability	67%	66%	68%	64%	66%	68%	66%	68%	71%
Likelihood to make a purchase or use services from the brand over the next 6 months.	60%	58%	61%	60%	57%	60%	58%	59%	64%
Cares about its customers	66%	66%	67%	63%	66%	67%	66%	66%	70%
Is a trustworthy company	68%	67%	68%	66%	67%	68%	66%	68%	72%
Offers good value to its customers	71%	69%	71%	71%	71%	73%	71%	71%	73%
Is a company I would want to work at	46%	46%	47%	44%	46%	48%	45%	46%	49%
Has the right values	62%	62%	62%	61%	62%	64%	61%	62%	65%
Has quality products/services	75%	74%	75%	73%	74%	76%	75%	75%	78%
Unweighted Sample	*13855*	*1505*	*1516*	*1605*	*1525*	*1540*	*1531*	*1572*	*1559*

Independent: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Sex Male	Female	Generation Gen Z	Millennials	Gen X	Baby Boomers	Silent
Favorability	67%	68%	67%	66%	69%	68%	65%	68%
Likelihood to make a purchase or use services from the brand over the next 6 months.	60%	60%	60%	64%	65%	61%	52%	47%
Cares about its customers	66%	66%	67%	71%	68%	66%	62%	62%
Is a trustworthy company	68%	69%	67%	71%	70%	67%	65%	68%
Offers good value to its customers	71%	71%	71%	74%	73%	70%	67%	69%
Is a company I would want to work at	46%	47%	46%	51%	51%	47%	37%	32%
Has the right values	62%	62%	63%	68%	66%	62%	55%	57%
Has quality products/services	75%	76%	74%	76%	75%	75%	74%	75%
Unweighted Sample	*13855*	*5969*	*7886*	*2182*	*4243*	*3777*	*3326*	*326*

Independent: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Race/Ethnicity Hispanic	White	Black/African American	Other	Education Less than high school	HS to less than 4-year	4-year college+
Favorability	67%	70%	67%	71%	64%	65%	67%	68%
Likelihood to make a purchase or use services from the brand over the next 6 months.	60%	65%	58%	65%	57%	60%	60%	59%
Cares about its customers	66%	71%	65%	71%	64%	68%	67%	65%
Is a trustworthy company	68%	72%	66%	72%	66%	68%	68%	67%
Offers good value to its customers	71%	75%	70%	76%	67%	71%	71%	71%
Is a company I would want to work at	46%	54%	42%	55%	46%	53%	48%	43%
Has the right values	62%	69%	60%	67%	60%	64%	64%	60%
Has quality products/services	75%	77%	74%	77%	73%	72%	75%	76%
Unweighted Sample	*13855*	*1989*	*8934*	*1826*	*1106*	*1077*	*8677*	*4101*

Independent: T2B Scores – Please indicate how well do you think each phrase or word describes the brand.

Column %	Total	Income < $50k	$50-100k	$100k +	Decline to answer	Party ID Republican	Democrat	Independent / Other
Favorability	67%	67%	69%	69%	54%			67%
Likelihood to make a purchase or use services from the brand over the next 6 months.	60%	59%	61%	61%	45%			60%
Cares about its customers	66%	68%	66%	66%	56%			66%
Is a trustworthy company	68%	68%	69%	68%	57%			68%
Offers good value to its customers	71%	72%	72%	70%	61%			71%
Is a company I would want to work at	46%	49%	45%	43%	35%			46%
Has the right values	62%	65%	61%	61%	53%			62%
Has quality products/services	75%	74%	75%	77%	67%			75%
Unweighted Sample	*13855*	*6650*	*4086*	*2474*	*645*	*0*	*0*	*13855*