

Aaron Rodgers Controversy

Q131: Which of the following brands or services do you currently use? Please select all that apply.

	Gender										Male Age										Female Age										Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	18-34 (AC)	35-44 (AD)	45-54 (AE)	55-64 (AF)	65+ (AG)	18-34 (AH)	35-44 (AI)	45-54 (AJ)	55-64 (AK)	65+ (AL)	
Total	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
Total (Unweighted)	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
Solid cam	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Blue Cross Blue Shield	27%	29%	25%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Ally	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Progressive	14%	17%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Aviva	20%	10%	30%	7%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
Cigna	8%	9%	7%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Provia Health	4%	6%	2%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	
Acorn of Ohio	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	
Count	1.38	1.46	1.31	1.47	1.68	1.33	1.25	1.17	1.51	2.11	1.28	1.24	1.17	1.43	1.25	1.38	1.27	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	1.32	1.38	

\* Table Base: US RESPONDENTS

Q131: How interested are you in each of the following professional sports leagues?

	Gender										Male Age										Female Age										Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	18-34 (AC)	35-44 (AD)	45-54 (AE)	55-64 (AF)	65+ (AG)	18-34 (AH)	35-44 (AI)	45-54 (AJ)	55-64 (AK)	65+ (AL)	
Total	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
Total (Unweighted)	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
NET INTERESTED	62%	74%	51%	69%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	
Very interested	27%	47%	28%	38%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
Somewhat interested	26%	27%	24%	29%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	
NET NOT INTERESTED	38%	26%	49%	31%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	
Not very interested	10%	10%	13%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
Not at all interested	27%	18%	36%	21%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%		

\* Table Base: US RESPONDENTS

Q132: Before taking this survey, how familiar were you with each of the following professional athletes?

	Gender										Male Age										Female Age										Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	18-34 (AC)	35-44 (AD)	45-54 (AE)	55-64 (AF)	65+ (AG)	18-34 (AH)	35-44 (AI)	45-54 (AJ)	55-64 (AK)	65+ (AL)
Total	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
Total (Unweighted)	N=1033	N=497	N=536	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239	N=239
NET AWARE	78%	84%	72%	75%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%	84%
Very familiar	28%	42%	28%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	
Somewhat familiar	24%	25%	23%	23%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	
Not very familiar - I have only heard the athlete's name	15%	11%	19%	17%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
NET FAMILIAR	63%	74%	51%	58%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	
Very familiar	28%	42%	28%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%		
Somewhat familiar	24%	25%	23%	23%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%		
Not at all familiar - I have never heard of this athlete	22%	16%	28%	21%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%		

\* Table Base: US RESPONDENTS

Q133: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) I like.

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	4								



Aaron Rodgers Controversy

Q131: Which of the following brands or services do you currently use? Please select all that apply.

	Gender		Age										Region										
	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 [I]	35-44 [J]	45-54 [K]	55-64 [L]	65+ [M]	18-34 [N]	35-44 [O]	45-54 [P]	55-64 [Q]	65+ [R]	Northwest [S]	South [T]	Midwest [U]	West [V]	
Total	1,033	497	539	304	170	150	170	150	84	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Total (Unweighted)	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
NET: ADIDAS	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly agree	132	60	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat agree	276	142	133	74	42	35	51	54	22	20	13	26	31	28	15	17	23	29	51	115	60	80	49
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly agree	178	83	95	39	22	19	26	37	13	12	7	13	20	19	9	10	11	14	20	44	22	30	44
Somewhat agree	147	61	62	27	17	14	20	30	10	9	5	9	15	15	7	8	9	11	15	33	17	21	21
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly agree	109	51	51	21	12	10	13	17	5	4	2	5	8	8	4	4	5	6	9	20	10	13	17
Somewhat agree	82	41	41	17	9	8	11	13	4	3	2	4	6	6	3	3	4	5	10	5	7	9	11
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly agree	41	20	21	9	5	4	6	8	3	2	1	2	3	3	1	1	1	2	4	1	1	1	1
Somewhat agree	117	55	57	23	13	11	15	20	7	6	4	7	10	10	5	5	6	7	11	4	5	6	8
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
Somewhat disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
NET: NIKE	1,033	467	555	239	161	144	194	295	94	82	55	92	147	145	79	89	102	148	195	428	214	296	212
Strongly disagree	138	66	72	30	18	16	22	33	11	10	6	11	18	18	9	10	11	15	20	44	22	30	44
S																							



Aaron Rodgers Controversy

Q131: Which of the following brands or services do you currently use? Please select all that apply.

Total [A]	Household Income					HS or Less [F]	Education		College Grade [H]	Yes [I]	Employed [J]	No [J]	Yes [K]	No [L]	Children in HH [M]	Yes [M]	No [N]	Parent of Child Under 18		Home Ownership		Married [O]	Married [O]	Not married [P]	White [S]	AA [T]	Race/Ethnicity [U]	Hispanic [U]	
	Less than \$50K [B]	\$50K - \$74.9K [C]	\$75K - \$99.9K [D]	\$100K+ [E]	Some College [G]		Yes [I]	No [J]										Yes [M]	No [N]	Homemaker [Q]	Renter [R]								Homemaker [Q]
Total	2,033	296	165	135	412	303	369	211	598	435	360	673	335	698	726	268	486	547	626	121	173	173	173	173	173	173	173	173	
Total (Unweighted)	1,033	451	220	131	206	299	357	233	553	480	296	737	285	748	703	301	506	527	749	155	92	92	92	92	92	92	92	92	
NET INTERESTED	644	163	96	83	291	175	265	142	433	211	258	385	246	388	453	174	318	325	377	98	112	112	112	112	112	112	112	112	
NET NOT INTERESTED	389	133	69	52	121	128	134	69	165	224	102	288	89	300	273	94	168	221	249	25	62	62	62	62	62	62	62	62	
Not very interested	282	91	46	45	93	92	103	44	118	164	72	210	60	222	207	63	157	184	15	47	184	15	47	184	15	47	184	15	47

\* Table Base: US RESPONDENTS

Q132: How interested are you in each of the following professional sports leagues?

The National Football League (NFL)

Total [A]	Household Income					HS or Less [F]	Education		College Grade [H]	Yes [I]	Employed [J]	No [J]	Yes [K]	No [L]	Children in HH [M]	Yes [M]	No [N]	Parent of Child Under 18		Home Ownership		Married [O]	Married [O]	Not married [P]	White [S]	AA [T]	Race/Ethnicity [U]	Hispanic [U]	
	Less than \$50K [B]	\$50K - \$74.9K [C]	\$75K - \$99.9K [D]	\$100K+ [E]	Some College [G]		Yes [I]	No [J]										Yes [M]	No [N]	Homemaker [Q]	Renter [R]								Homemaker [Q]
Total	2,033	296	165	135	412	303	369	211	598	435	360	673	335	698	726	268	486	547	626	121	173	173	173	173	173	173	173	173	
Total (Unweighted)	1,033	451	220	131	206	299	357	233	553	480	296	737	285	748	703	301	506	527	749	155	92	92	92	92	92	92	92	92	
NET INTERESTED	644	163	96	83	291	175	265	142	433	211	258	385	246	388	453	174	318	325	377	98	112	112	112	112	112	112	112	112	
NET NOT INTERESTED	389	133	69	52	121	128	134	69	165	224	102	288	89	300	273	94	168	221	249	25	62	62	62	62	62	62	62	62	
Not at all interested	282	91	46	45	93	92	103	44	118	164	72	210	60	222	207	63	157	184	15	47	184	15	47	184	15	47	184	15	47

\* Table Base: US RESPONDENTS

Q133: Before taking this survey, how familiar were you with each of the following professional athletes?

Aaron Rodgers

Total [A]	Household Income					HS or Less [F]	Education		College Grade [H]	Yes [I]	Employed [J]	No [J]	Yes [K]	No [L]	Children in HH [M]	Yes [M]	No [N]	Parent of Child Under 18		Home Ownership		Married [O]	Married [O]	Not married [P]	White [S]	AA [T]	Race/Ethnicity [U]	Hispanic [U]
	Less than \$50K [B]	\$50K - \$74.9K [C]	\$75K - \$99.9K [D]	\$100K+ [E]	Some College [G]		Yes [I]	No [J]										Yes [M]	No [N]	Homemaker [Q]	Renter [R]							
Total	2,033	296	165	135	412	303	369	211	598	435	360	673	335	698	726	268	486	547	626	121	173	173	173	173	173	173	173	173
Total (Unweighted)	1,033	451	220	131	206	299	357	233	553	480	296	737	285	748	703	301	506	527	749	155	92	92	92	92	92	92	92	92
NET FAMILIAR	803	214	130	105	338	203	310	187	439	210	286	517	270	538	578	209	393	411	484	104	140	140	140	140	140	140	140	140
NET NOT FAMILIAR	1230	86	55	41	207	107	157	86	275	220	174	327	165	360	349	169	287	215	212	120	33	33	33	33	33	33	33	33
Very familiar	399	99	59	46	159	69	107	62	148	73	97	158	81	168	169	74	126	124	158	23	50	50	50	50	50	50	50	50
Somewhat familiar	250	65	39	41	100	61	90	62	153	97	93	158	81	168	169	74	126	124	158	23	50	50	50	50	50	50	50	50
Not very familiar - I have only heard the athlete's name	154	55	32	18	45	50	54	31	68	86	40	115	44	111	106	44	57	97	87	14	26	26	26	26	26	26	26	26
NET FAMILIAR	649	159	98	87	293	153	247	149	425	224	246	402	227	422	472	165	326	313	397	90	114	114	114	114	114	114	114	114
Very familiar	399	99	59	46	159	69	107	62	148	73	97	158	81	168	169	74	126	124	158	23	50	50	50	50	50	50	50	50
Somewhat familiar	250	65	39	41	100	61	90	62	153	97	93	158	81	168	169	74	126	124	158	23	50	50	50	50	50	50	50	50
Not at all familiar - I have never heard of this athlete	230	82	35	30	75	90	69	31	105	125	74	156	65	165	148	59	94	136	142	19	33	33	33	33	33	33	33	33

\* Table Base: US RESPONDENTS

Q134: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) in ads.

Total [A]	Household Income					HS or Less [F]	Education		College Grade [H]	Yes [I]	Employed [J]	No [J]	Yes [K]	No [L]	Children in HH [M]	Yes [M]	No [N]	Parent of Child Under 18		Home Ownership		Married [O]	Married [O]	Not married [P]	White [S]	AA [T]	Race/Ethnicity [U]	Hispanic [U]
	Less than \$50K [B]	\$50K - \$74.9K [C]	\$75K - \$99.9K [D]	\$100K+ [E]	Some College [G]		Yes [I]	No [J]										Yes [M]	No [N]	Homemaker [Q]	Renter [R]							
Total	2,033	296	165	135	412	303	369	211	598	435	360	673	335	698	726	268	486	547	626	121	173	173	173	173	173	173	173	173
Total (Unweighted)	1,033	451	220	131	206	299	357	233	553	480	296	737	285	748	703	301	506	527	749	155	92	92	92	92	92	92	92	92
NET AGREE	110	61	34	33	132	51	75	47	129	29	46	50	49	47	65	26	42	53	41	24	18	18	18	18	18	18	18	18
Strongly agree	95	25	27	13	11	28	35	17	68	28	46	50	49	47	65	26	42	53	41	24	18	18	18	18	18	18	18	18
Somewhat agree	15	294	85	34	132	34	100	54	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132
NET DISAGREE	184	186	104	88	230	178	234	140	339	304	184	460	164	480	471	157	338	306	463	59	67	67	67	67	67	67	67	
Strongly disagree	90	284	90	40	150	102	101	59	113	170	101	185	91	186	186	79	153	153	153	153	153	153	153	153	153	153	153	
Somewhat disagree	109	96	64	58	132	76	133	81	168	191	84	274	73	286	275	79	184	174	270	30	35	35	35	35	35	35	35	

\* Table Base: US RESPONDENTS

I struggle to tell the difference between truthful and misleading information in the media (e.g., on social media, on TV).

Total [A]	Household Income					HS or Less [F]	Education		College Grade [H]	Yes [I]	Employed [J]	No [J]	Yes [K]	No [L]	Children in HH [M]	Yes [M]	No [N]	Parent of Child Under 18		Home Ownership		Married [O]	Married [O]	Not married [P]	White [S]	AA [T]	Race/Ethnicity [U]	Hispanic [U]
	Less than \$50K [B]	\$50K - \$74.9K [C]	\$75K - \$99.9K [D]	\$100K+ [E]	Some College [G]		Yes [I]	No [J]										Yes [M]	No [N]	Homemaker [Q]	Renter [R]							
Total	2,033	296	165	135	412	303	369	211	598	435	360	673	335	698	726	268	486	547	626	121	173	173	173	173	173	173	173	173
Total (Unweighted)	1,033	451	220	131	206	299	357	233	553	480	296	737	285	748	703	301	506	527	749	155	92	92	92	92	92	92	92	92
NET AGREE	158	148	93	72	221	157	200	129	323	256	200	383	237	362	451	123	264	264	303	56	89	89	89	89	89	89	89	89
Strongly agree	206	49	31	22	99	56	69	44	126	81	81	126	79	127	162	34	110	96	135	23	33	33	33	33	33	33	33	
Somewhat agree	351	99	60	50	132	95	131	75	194	106	105	155	107	118	284	249	91	124	107	237	67	67	67	67	67	67	67	
NET DISAGREE	475	147	70	63	181	145	161	87	277	236	158	321	139	417	415	141	227	227	238	274	67	67	67	67	67	67	67	
Strongly disagree	265	77	36	30	117	77	97	52	148	118	84	181	80	185	184	90	127	138	157	28	46	46	46	46	46	46	46	
Somewhat disagree	210	71	34	30	69																							

Aaron Rodgers Controversy

Q153: Which of the following brands or services do you currently use? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
Soldier.com	37%	25%	35%	27%	38%	18%
Blue Cross Blue Shield	27%	30%	23%	31%	23%	23%
Allstate	17%	E 28%	ADEF 23%	ADE 24%	11%	14%
Progressive	14%	EF 16%	AF 24%	ACEF 17%	F 8%	3%
Alia	20%	5%	9%	12%	11%	11%
Cigna	8%	8%	10%	6%	8%	4%
Praxis Health	4%	E 5%	E 11%	ACEF 2%	E 0%	0%
None of these	13%	25%	28%	29%	33%	41.3%
Count	1.38	1.43	1.63	1.33	1.22	1.14

\* Table Base: US RESPONDENTS

Q151: How interested are you in each of the following professional sports leagues?

The National Football League (NFL)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET INTERESTED	62%	EF 65%	F 73%	ADEF 64%	EF 54%	46%
Very interested	37%	EF 35%	45%	AF 49%	EF 30%	23%
Somewhat interested	25%	F 29%	28%	25%	24%	23%
NET NOT INTERESTED	38%	C 35%	27%	36%	C 46%	ACD 54%
Not very interested	10%	10%	10%	9%	10%	ACD
Not at all interested	27%	C 25%	17%	27%	C 36%	ACD 34%

\* Table Base: US RESPONDENTS

Q152: Before taking this survey, how familiar were you with each of the following professional athletes?

Aaron Rodgers

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AWARE	78%	71%	79%	78%	80%	73%
Very familiar	34%	34%	37%	44%	48%	27%
Somewhat familiar	24%	22%	27%	19%	25%	35%
Not very familiar - I have only heard the athlete's name	15%	15%	15%	15%	15%	11%
NET FAMILIAR	63%	55%	64%	63%	63%	62%
Very familiar	39%	34%	37%	44%	48%	27%
Somewhat familiar	24%	22%	27%	19%	25%	35%
Not at all familiar - I have never heard of this athlete	22%	29%	21%	22%	20%	27%

\* Table Base: US RESPONDENTS

Q101: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) I like.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	38%	EF 42%	ADEF 37%	EF 19%	23%	1%
Strongly agree	9%	F 12%	E 17%	ACD 7%	4%	7%
Somewhat agree	28%	EF 30%	ADEF 30%	EF 13%	16%	1%
NET DISAGREE	62%	BC 38%	47%	83%	BC 81%	ABCD 77%
Somewhat disagree	24%	24%	24%	28%	30%	30%
Strongly disagree	35%	BC 12%	23%	55%	BC 51%	ABCD 45%

\* Table Base: US RESPONDENTS

I struggle to tell the difference between truthful and misleading information in the media (e.g., on social media, on TV).

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	45%	45%	55%	50%	50%	67%
Strongly agree	20%	D 19%	24%	D 11%	22%	D 29%
Somewhat agree	24%	26%	30%	39%	24%	40%
NET DISAGREE	46%	F 55%	F 45%	F 50%	F 46%	F 31%
Somewhat disagree	26%	24%	27%	25%	27%	20%
Strongly disagree	20%	30%	18%	25%	17%	11%

\* Table Base: US RESPONDENTS

I feel disappointed by celebrities who have not gotten vaccinated against COVID-19.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	52%	41%	46%	45%	64%	ABCD 70%
Strongly agree	28%	B 17%	23%	23%	40%	ABCD 38%
Somewhat agree	24%	23%	23%	22%	24%	32%
NET DISAGREE	48%	EF 54%	EF 53%	EF 55%	EF 36%	30%
Somewhat disagree	20%	E 40%	ACEF 24%	EF 27%	EF 9%	10%
Strongly disagree	28%	20%	30%	33%	17%	20%

\* Table Base: US RESPONDENTS

Brands should distance themselves from controversial partnerships.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	71%	C 66%	64%	67%	79%	ABCD 84%
Strongly agree	32%	31%	30%	25%	38%	CD 43%
Somewhat agree	39%	35%	34%	42%	41%	40%
NET DISAGREE	29%	EF 34%	AF 36%	AF 33%	EF 21%	16%
Somewhat disagree	23%	F 27%	28%	AF 21%	F 17%	13%
Strongly disagree	9%	F 7%	8%	F 11%	F 9%	F 1%

\* Table Base: US RESPONDENTS

I hold well-known figures (e.g., celebrities, influencers, politicians) to a high standard.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	55%	53%	55%	53%	53%	58%
Strongly agree	19%	10%	22%	b 19%	18%	24%
Somewhat agree	41%	43%	33%	34%	35%	34%
NET DISAGREE	43%	47%	45%	47%	43%	42%
Somewhat disagree	27%	27%	24%	29%	22%	29%
Strongly disagree	21%	20%	21%	18%	23%	23%

\* Table Base: US RESPONDENTS

Well-known figures (e.g., celebrities, influencers, politicians) have a responsibility to share their COVID-19 vaccination status with the public.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET AGREE	49%	40%	50%	49%	50%	67%
Strongly agree	22%	25%	21%	17%	24%	E 35%
Somewhat agree	26%	20%	29%	26%	25%	32%
NET DISAGREE	51%	F 50%	F 50%	F 51%	F 50%	33%
Somewhat disagree	22%	F 37%	ACEF 21%	23%	16%	15%
Strongly disagree	30%	b 18%	29%	34%	17%	18%

\* Table Base: US RESPONDENTS

Q151: For each of the following statements regarding recent news, please indicate if you know whether the statement is true or false. If you are not absolutely sure whether a statement is true or false, please select "Not at all sure."

Football player Aaron Rodgers has been fined by the NFL after confirming that he had not been vaccinated for COVID-19.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=83	N=232	N=230	N=481	N=47
Total (Unweighted)	N=799	N=62	N=197	N=174	N=411	N=33
True	61%	52%	64%	56%	67%	E 51%
False	32%	17%	10%	14%	10%	10%
Not at all sure	28%	30%	26%	30%	23%	37%

\* Table Base: AWARE OF AARON RODGERS

Q151: You may have heard that after testing positive for COVID-19 last week, Green Bay Packers quarterback Aaron Rodgers confirmed that he had not been vaccinated, contradicting previous claims that he was "immunized." The athlete reported that he had sought a homeopathic alternative to the vaccine and was treating his symptoms with unauthorised medications. Following the recent reports about Aaron Rodgers' vaccination status, the NFL issued fines to both the athlete and the Green Bay Packers for violating the league's COVID-19 protocols. How much do you support or oppose each of the following Base?

A fine to Aaron Rodgers for violating the league's COVID-19 protocols

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1033	N=118	N=284	N=256	N=309	N=64
Total (Unweighted)	N=1033	N=88	N=211	N=230	N=956	N=66
NET SUPPORT	55%	C 51%	46%	49%	65%	ACD 75%
Strong support	16%	AC 21%	26%	37%	51%	ABCD 58%
Somewhat support	19%	F 30%	ADE 20%	F 17%	14%	23%
Neither support nor oppose	26%	EF 23%	F 23%	EF 25%	13%	6%
NET OPPOSE	26%	24%	31%	F 25%	23%	19%
Somewhat oppose	9%	F 11%	E 10%	E 11%	E 18%	13%
Strongly oppose	17%	F 13%	21%	F 10%	5%	1%

\* Table Base: US RESPONDENTS

Aaron Rodgers Controversy

Q153: Which of the following brands or services do you currently use? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
Soldier.com	53	11	68	66	74	12
Blue Cross Blue Shield	276	35	65	83	77	15
Allstate	31	3	66	37	33	9
Progressive	147	19	68	32	25	2
Aetna	103	6	26	30	34	7
Cigna	82	9	28	16	26	3
Primerica Health	41	6	30	4	0	0
None of these	117	30	79	74	108	28
Count	1.38	1.43	1.63	1.35	1.22	1.14

\* Table Base: US RESPONDENTS

Q151: How interested are you in each of the following professional sports leagues?

The National Football League (NFL)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET INTERESTED	644	76	207	164	166	30
Very interested	384	42	127	109	91	13
Somewhat interested	260	35	80	55	74	16
NET NOT INTERESTED	389	42	77	92	143	35
Not very interested	327	12	78	73	92	13
Not at all interested	282	30	49	69	112	22

\* Table Base: US RESPONDENTS

Q152: Before taking this survey, how familiar were you with each of the following professional athletes?

Aaron Rodgers

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AWARE	803	83	225	198	248	47
Very familiar	463	39	106	111	126	18
Somewhat familiar	250	26	76	49	77	22
Not very familiar - I have only heard the athlete's name	154	18	43	38	48	7
NET FAMILIAR	649	65	182	160	200	40
Very familiar	399	40	106	111	126	18
Somewhat familiar	250	26	76	49	77	22
Not at all familiar - I have never heard of this athlete	230	35	59	57	61	18

\* Table Base: US RESPONDENTS

Q101: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) I like.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	390	73	150	84	58	14
Strongly agree	96	14	48	17	12	5
Somewhat agree	294	58	102	76	46	10
NET DISAGREE	643	45	134	162	251	50
Somewhat disagree	384	31	68	72	93	21
Strongly disagree	309	15	65	90	158	29

\* Table Base: US RESPONDENTS

I struggle to tell the difference between truthful and misleading information in the media (e.g., on social media, on TV).

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	54	5	23	28	17	4
Strongly agree	206	23	69	28	67	19
Somewhat agree	331	31	85	100	106	26
NET DISAGREE	675	64	128	127	193	20
Somewhat disagree	265	29	77	63	84	13
Strongly disagree	230	35	52	64	92	7

\* Table Base: US RESPONDENTS

I feel disappointed by celebrities who have not gotten vaccinated against COVID-19.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	537	48	132	115	197	45
Strongly agree	294	20	67	58	123	24
Somewhat agree	243	28	65	56	74	21
NET DISAGREE	496	70	152	141	113	19
Somewhat disagree	206	47	67	57	29	6
Strongly disagree	290	23	85	84	84	13

\* Table Base: US RESPONDENTS

Brands should distance themselves from controversial partnerships.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	732	78	182	172	244	54
Strongly agree	331	37	84	64	117	28
Somewhat agree	401	41	97	108	128	26
NET DISAGREE	301	40	102	84	85	10
Somewhat disagree	232	32	78	50	36	10
Strongly disagree	89	8	23	29	29	1

\* Table Base: US RESPONDENTS

I hold well-known figures (e.g., celebrities, influencers, politicians) to a high standard.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	565	62	156	136	171	18
Strongly agree	295	11	63	49	56	15
Somewhat agree	270	51	93	86	115	23
NET DISAGREE	468	56	128	120	138	27
Somewhat disagree	342	32	69	73	68	12
Strongly disagree	213	24	59	47	70	15

\* Table Base: US RESPONDENTS

Well-known figures (e.g., celebrities, influencers, politicians) have a responsibility to share their COVID-19 vaccination status with the public.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
NET AGREE	502	54	142	109	153	43
Strongly agree	228	29	60	42	76	22
Somewhat agree	273	24	82	66	78	21
NET DISAGREE	64	131	64	147	156	21
Somewhat disagree	223	44	63	59	51	9
Strongly disagree	108	21	81	88	105	12

\* Table Base: US RESPONDENTS

Q102: For each of the following statements regarding recent news, please indicate if you know whether the statement is true or false. If you are not absolutely sure whether a statement is true or false, please select "Not at all sure."

Football player Aaron Rodgers has been fined by the NFL after confirming that he had not been vaccinated for COVID-19.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,033	218	284	256	309	64
Total (Unweighted)	1,033	88	251	230	396	66
True	799	62	197	174	311	53
False	489	44	143	111	168	15
Not at all sure	93	14	22	27	25	5
Not at all sure	221	25	59	60	57	17

\* Table Base: AWARE OF AARON RODGERS

Aaron Rodgers Controversy

Q113: Which of the following brands or services do you currently use? Please select all that apply.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Solid form	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Blue Cross Blue Shield	27%	29%	52%	BD 29%	29%	H 31%	B 35%	EH 20%	27%	29%	52%	BD 29%
Allstate	21%	21%	36%	BD 20%	20%	H 22%	B 25%	EH 16%	21%	21%	36%	BD 20%
Progressive	14%	14%	46%	BD 14%	14%	H 15%	B 16%	EH 15%	14%	14%	46%	BD 14%
Aetna	20%	13%	35%	BD 13%	13%	H 13%	B 12%	EH 9%	20%	13%	35%	BD 13%
Cigna	8%	10%	40%	BD 8%	8%	H 8%	B 7%	EH 7%	8%	10%	40%	BD 8%
Previa Health	4%	11%	D 100%	BD 5%	5%	H 5%	B 7%	EH 1%	4%	11%	D 100%	BD 5%
Aware of these	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Count	1.38	2.02	4.04	1.46	1.46	1.50	1.56	1.29	1.38	2.02	4.04	1.46

\* Table Base: US RESPONDENTS

Q115: How interested are you in each of the following professional sports leagues?

The National Football League (NFL)

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET INTERESTED	62%	73%	87%	82%	B 73%	H 80%	EH 65%	EH 65%	62%	73%	87%	82%
Very interested	37%	48%	48%	44%	B 39%	H 52%	EH 42%	EH 42%	37%	48%	48%	44%
Somewhat interested	25%	25%	40%	38%	B 29%	H 28%	EH 23%	EH 23%	25%	25%	40%	38%
NET NOT INTERESTED	38%	27%	D 13%	18%	27%	F 20%	22%	35%	38%	27%	D 13%	18%
Very familiar	39%	47%	52%	49%	50%	H 48%	EH 34%	EH 34%	39%	47%	52%	49%
Somewhat familiar	24%	24%	26%	27%	31%	F 29%	29%	31%	24%	24%	26%	27%
Not very familiar - I have only heard the athletes	13%	14%	16%	13%	19%	FG 0%	11%	12%	13%	14%	16%	13%
NET FAMILIAR	52%	59%	78%	63%	H 63%	EH 60%	EH 48%	EH 48%	52%	59%	78%	63%
Very familiar	39%	47%	52%	49%	50%	H 48%	EH 34%	EH 34%	39%	47%	52%	49%
Somewhat familiar	24%	24%	26%	27%	31%	F 29%	29%	31%	24%	24%	26%	27%
Not at all familiar - I have never heard of this athlete	22%	10%	6%	13%	0%	0%	0%	0%	22%	10%	6%	13%

\* Table Base: US RESPONDENTS

Q112: Before taking this survey, how familiar were you with each of the following professional athletes?

Aaron Rodgers

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AWARE	78%	90%	94%	87%	100%	100%	100%	100%	78%	90%	94%	87%
Very familiar	49%	57%	62%	55%	73%	H 68%	EH 60%	EH 48%	49%	57%	62%	55%
Somewhat familiar	24%	24%	26%	27%	31%	F 29%	29%	31%	24%	24%	26%	27%
Not very familiar - I have only heard the athletes	13%	14%	16%	13%	19%	FG 0%	11%	12%	13%	14%	16%	13%
NET FAMILIAR	82%	88%	90%	82%	100%	100%	100%	100%	82%	88%	90%	82%
Very familiar	49%	57%	62%	55%	73%	H 68%	EH 60%	EH 48%	49%	57%	62%	55%
Somewhat familiar	33%	31%	28%	32%	27%	F 26%	29%	31%	33%	31%	28%	32%
Not at all familiar - I have never heard of this athlete	22%	10%	6%	13%	0%	0%	0%	0%	22%	10%	6%	13%

\* Table Base: US RESPONDENTS

Q110: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) I like.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	38%	47%	38%	BD 44%	40%	42%	41%	38%	38%	47%	38%	BD 44%
Strongly agree	28%	32%	38%	BD 31%	30%	31%	31%	29%	28%	32%	38%	BD 31%
Somewhat agree	10%	15%	0%	0%	10%	11%	10%	10%	10%	15%	0%	0%
NET DISAGREE	62%	53%	C 24%	56%	C 60%	58%	59%	62%	62%	53%	C 24%	56%
Somewhat disagree	28%	24%	22%	27%	29%	29%	29%	29%	28%	24%	22%	27%
Strongly disagree	3%	2%	9%	2%	1%	1%	1%	1%	3%	2%	9%	2%

\* Table Base: US RESPONDENTS

I would like to tell the difference between truthful and misleading information in the media (e.g., on social media, on TV).

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	58%	68%	52%	BD 56%	54%	55%	56%	58%	58%	68%	52%	BD 56%
Strongly agree	20%	25%	14%	BD 22%	22%	23%	25%	20%	20%	25%	14%	BD 22%
Somewhat agree	38%	43%	38%	BD 34%	32%	32%	31%	38%	38%	43%	38%	BD 34%
NET DISAGREE	42%	32%	C 48%	44%	C 46%	45%	44%	42%	42%	32%	C 48%	44%
Somewhat disagree	20%	17%	30%	23%	26%	26%	22%	23%	20%	17%	30%	23%
Strongly disagree	2%	1%	9%	1%	1%	1%	1%	1%	2%	1%	9%	1%

\* Table Base: US RESPONDENTS

I feel disappointed by celebrities who have not gotten vaccinated against COVID-19.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	52%	57%	59%	BD 57%	53%	54%	53%	52%	52%	57%	59%	BD 57%
Strongly agree	24%	24%	23%	BD 24%	24%	24%	25%	24%	24%	24%	23%	BD 24%
Somewhat agree	28%	33%	36%	BD 33%	29%	30%	28%	28%	28%	33%	36%	BD 33%
NET DISAGREE	48%	43%	C 41%	43%	C 47%	46%	47%	48%	48%	43%	C 41%	43%
Somewhat disagree	20%	16%	17%	20%	19%	17%	16%	15%	20%	16%	17%	20%
Strongly disagree	3%	2%	6%	3%	3%	3%	3%	3%	3%	2%	6%	3%

\* Table Base: US RESPONDENTS

Brands should distance themselves from controversial partnerships.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	71%	74%	72%	73%	73%	h 72%	77%	71%	71%	74%	72%	73%
Strongly agree	37%	37%	36%	37%	37%	h 36%	40%	37%	37%	37%	36%	37%
Somewhat agree	34%	37%	36%	36%	36%	h 36%	37%	34%	34%	37%	36%	36%
NET DISAGREE	29%	26%	28%	27%	27%	28%	23%	29%	29%	26%	28%	27%
Somewhat disagree	11%	10%	11%	10%	10%	10%	10%	11%	11%	10%	11%	10%
Strongly disagree	9%	10%	5%	7%	8%	9%	6%	11%	9%	10%	5%	7%

\* Table Base: US RESPONDENTS

I hold well-known figures (e.g., celebrities, influencers, politicians) to a high standard.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	55%	62%	50%	BD 57%	54%	55%	56%	55%	55%	62%	50%	BD 57%
Strongly agree	19%	22%	14%	BD 22%	20%	21%	20%	19%	19%	22%	14%	BD 22%
Somewhat agree	36%	40%	36%	BD 35%	34%	34%	36%	36%	36%	40%	36%	BD 35%
NET DISAGREE	45%	38%	C 50%	43%	C 46%	45%	44%	45%	45%	38%	C 50%	43%
Somewhat disagree	25%	20%	29%	20%	25%	25%	24%	25%	25%	20%	29%	20%
Strongly disagree	2%	1%	0%	1%	0%	0%	0%	0%	2%	1%	0%	1%

\* Table Base: US RESPONDENTS

Well-known figures (e.g., celebrities, influencers, politicians) have a responsibility to share their COVID-19 vaccination status with the public.

	Usage								Awareness			
	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)
Total	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
Total (Unweighted)	N=1033	N=283	N=411	N=782	N=823	N=649	N=489	N=514	N=1033	N=283	N=411	N=782
NET AGREE	54%	54%	50%	BD 54%	51%	52%	51%	54%	54%	54%	50%	BD 54%
Strongly agree	22%</											

Aaron Rodgers Controversy

Q515: Which of the following brands or services do you currently use? Please select all that apply.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
State Farm	283	283	0	0	253	253	253	253
Blue Cross Blue Shield	276	81	21	258	235	188	171	64
Allstate	178	64	23	158	153	137	107	47
Progressive	147	50	19	123	130	97	82	37
Aetna	103	36	14	84	85	72	57	28
Cigna	82	28	16	62	68	49	43	27
Prevea Health	41	31	0	41	39	32	31	4
None of these	317	0	0	317	233	173	113	103
Count	1,38	2,02	4,04	1,46	1,46	1,50	1,56	1,29

\* Table Base: US RESPONDENTS

Q516: How interested are you in each of the following professional sports leagues?

The National Football League (NFL)

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-INTERESTED	644	206	28	544	587	463	343	204
Very interested	384	155	20	384	356	333	256	100
Somewhat interested	260	72	16	260	231	186	127	105
NET-NOT INTERESTED	389	76	5	389	216	179	146	110
Not very interested	107	20	2	58	78	50	42	36
Not at all interested	282	57	3	81	138	80	63	75

\* Table Base: US RESPONDENTS

Q517: Before taking this survey, how familiar were you with each of the following professional athletes?

Aaron Rodgers

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AWARE	803	253	39	683	803	649	489	314
Very familiar	399	134	19	382	399	309	244	158
Somewhat familiar	250	79	11	211	250	250	144	106
Not very familiar - I have only heard the athlete's name	154	46	7	104	46	54	34	20
NET-FAMILIAR	649	213	32	593	649	649	435	214
Very familiar	399	134	21	382	399	399	291	108
Somewhat familiar	250	79	11	211	250	250	144	106
Not at all familiar - I have never heard of this athlete	230	30	2	99	0	0	0	0

\* Table Base: US RESPONDENTS

Q518: How much do you agree or disagree with each of the following statements?

I prefer to spend my money with brands that partner with well-known figures (e.g., celebrities, influencers, politicians) I like.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	390	132	31	312	320	270	211	118
Strongly agree	96	34	8	88	79	68	52	26
Somewhat agree	294	98	16	254	241	202	149	92
NET-DISAGREE	643	151	10	440	483	379	287	196
Somewhat disagree	284	68	6	213	220	175	128	91
Strongly disagree	359	82	4	227	264	205	159	105

\* Table Base: US RESPONDENTS

I struggle to tell the difference between truthful and misleading information in the media (e.g., on social media, on TV).

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	558	163	33	440	451	375	289	162
Strongly agree	206	71	12	171	178	146	122	56
Somewhat agree	351	92	11	209	274	229	167	106
NET-DISAGREE	475	120	8	343	352	274	200	152
Somewhat disagree	265	75	4	199	213	168	109	104
Strongly disagree	210	45	4	144	139	115	91	48

\* Table Base: US RESPONDENTS

I feel disappointed by celebrities who have not gotten vaccinated against COVID-19.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	517	162	32	428	425	350	255	142
Strongly agree	294	95	26	235	228	193	179	49
Somewhat agree	243	67	6	193	197	158	128	76
NET-DISAGREE	496	120	9	354	378	298	209	189
Somewhat disagree	206	46	7	156	156	113	78	77
Strongly disagree	290	74	2	188	223	185	131	112

\* Table Base: US RESPONDENTS

Brands should distance themselves from controversial partnerships.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	732	209	29	568	585	466	378	207
Strongly agree	331	105	23	284	285	222	158	67
Somewhat agree	401	104	6	303	300	243	180	140
NET-DISAGREE	301	74	12	214	218	183	111	108
Somewhat disagree	212	47	3	159	153	127	80	73
Strongly disagree	89	27	2	55	65	56	30	35

\* Table Base: US RESPONDENTS

I hold well-known figures (e.g., celebrities, influencers, politicians) to a high standard.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	565	176	37	456	466	403	314	147
Strongly agree	195	61	13	170	163	148	128	34
Somewhat agree	370	115	18	306	303	255	186	107
NET-DISAGREE	468	106	4	306	337	246	164	173
Somewhat disagree	254	58	4	181	178	131	88	91
Strongly disagree	213	49	0	125	159	114	77	82

\* Table Base: US RESPONDENTS

Well-known figures (e.g., celebrities, influencers, politicians) have a responsibility to share their COVID-19 vaccination status with the public.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET-AGREE	502	154	33	420	415	342	286	129
Strongly agree	229	67	27	197	190	157	117	50
Somewhat agree	273	87	6	229	225	185	149	79
NET-DISAGREE	531	129	8	363	388	307	203	186
Somewhat disagree	223	59	5	165	158	132	95	83
Strongly disagree	308	70	2	198	230	185	128	103

\* Table Base: US RESPONDENTS

Q519: For each of the following statements regarding recent news, please indicate if you know whether the statement is true or false. If you are not absolutely sure whether a statement is true or false, please select "Not at all sure."

Football player Aaron Rodgers has been fined by the NFL after confirming that he had not been vaccinated for COVID-19.

	Total (A)	State Farm Customer (B)	Prevea Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	803	253	39	683	803	649	489	314
Total (Unweighted)	799	257	27	657	799	631	487	312
True	489	161	35	439	489	35	439	87
False	93	27	4	87	93	76	0	93

Not at all sure 221 65 0 156 221 138 0 221

\* Table Base: AWARE OF AARON RODGERS

Q33Q: You may have heard that after testing positive for COVID-19 last week, Green Bay Packers quarterback Aaron Rodgers confirmed that he had not been vaccinated, contradicting previous claims that he was "immunized". The athlete reported that he had sought a homeopathic alternative to the vaccine and was treating his symptoms with unauthorized medications. Following the recent reports about Aaron Rodgers' vaccination status, the NFL issued fines to both the athlete and the Green Bay Packers for violating the league's COVID-19 protocols. How much do you support or oppose each of the following fines?

A fine to Aaron Rodgers for violating the league's COVID-19 protocols

	Usage							
	Total (A)	State Farm Customer (B)	Previa Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET SUPPORT	568	160	31	483	455	379	314	211
Strongly support	374	119	20	288	310	265	236	73
Somewhat support	194	41	11	155	145	114	88	48
Neither support nor oppose	197	46	5	139	136	93	45	92
NET OPPOSE	368	76	0	200	212	177	110	102
Somewhat oppose	91	24	0	70	77	62	35	42
Strongly oppose	176	52	5	130	135	115	75	59

\* Table Base: US RESPONDENTS

A fine to the Green Bay Packers for failing to uphold the league's COVID-19 protocols

	Usage							
	Total (A)	State Farm Customer (B)	Previa Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET SUPPORT	540	159	35	427	458	372	314	214
Strongly support	343	101	16	257	277	235	205	72
Somewhat support	197	59	10	140	180	137	108	52
Neither support nor oppose	244	57	11	175	174	124	66	108
NET OPPOSE	249	66	5	180	191	153	109	82
Somewhat oppose	82	22	4	67	64	50	36	27
Strongly oppose	167	44	1	113	127	103	73	55

\* Table Base: US RESPONDENTS

Q33Q: Following the recent reports about Aaron Rodgers' vaccination status, medical services provider Previa Health terminated its partnership with the athlete. How much do you support or oppose Previa Health's decision?

	Usage							
	Total (A)	State Farm Customer (B)	Previa Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET SUPPORT	483	152	38	385	402	338	287	185
Strongly support	308	97	24	234	253	214	183	60
Somewhat support	176	55	11	150	150	124	94	55
Neither support nor oppose	329	62	5	227	228	168	90	129
NET OPPOSE	220	70	1	170	173	144	103	71
Somewhat oppose	74	31	1	66	56	46	33	25
Strongly oppose	146	39	0	103	116	98	70	46

\* Table Base: US RESPONDENTS

Q33Q: Following the recent reports about Aaron Rodgers' vaccination status, insurance and investment company State Farm continued its partnership with the athlete. How much do you support or oppose State Farm's decision?

	Usage							
	Total (A)	State Farm Customer (B)	Previa Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET SUPPORT	395	132	33	334	342	293	225	118
Strongly support	226	78	18	180	188	172	131	66
Somewhat support	169	54	15	153	145	121	93	51
Neither support nor oppose	365	81	5	244	249	179	113	136
NET OPPOSE	274	70	3	205	212	177	115	61
Somewhat oppose	108	24	3	91	84	69	54	30
Strongly oppose	166	46	0	113	128	108	61	31

\* Table Base: US RESPONDENTS

Q33Q: Following the recent reports about Aaron Rodgers' vaccination status, insurance and investment company State Farm continued its partnership with the athlete. Given this information, how much more or less likely are you to use State Farm (e.g., purchase life insurance, invest in a mutual fund)?

	Usage							
	Total (A)	State Farm Customer (B)	Previa Health Customer (C)	NFL Fan (Interested) (D)	Aware of Aaron Rodgers (E)	Familiar with Aaron Rodgers (F)	Aware of Controversy (G)	Not Aware of Controversy (H)
Total	1,033	283	41	782	803	649	489	314
Total (Unweighted)	1,033	248	28	751	799	631	487	312
NET MORE LIKELY	268	111	32	217	229	203	145	84
Much more likely	128	55	19	110	112	94	76	36
Somewhat more likely	140	56	14	127	117	98	69	48
Neither more nor less likely	540	126	4	386	410	320	223	188
NET LESS LIKELY	225	46	5	159	164	136	121	47
Somewhat less likely	108	24	5	82	83	64	61	33
Much less likely	116	21	0	77	82	72	57	25

\* Table Base: US RESPONDENTS



